

# Greensborough Major Activity Centre

## We are seeking...

That the State Government take a precinct-wide approach to planning and developing the Greensborough Major Activity Centre in order to realise the vision and maximise its investment by:

1. Extending funding for the *Greensborough Bus Interchange and Station Carpark BISC* to include a multi-level mixed use development opportunity above the car park.
2. If delivery of a multi-level development is not possible at this time, to invest in engineering the structure to ensure it is future proofed to be built upon later to avoid the lost development-opportunity potential of the site.
3. Returning the air-rights above the development to Council via strata title.

Greensborough has begun its transformation as a Major Activity Centre. Banyule Council has invested more than \$80 million over the past 15 years to deliver a leisure facility, civic offices and connecting walkways and developer interest suggests the multi-million dollar transformation will continue.

**Vacant land on the corner of Flintoff Street and Para Road, earmarked for the Greensborough Station Carpark and Bus Interchange, is a significant site that forms the eastern gateway into the precinct and it is critical that it contains mixed-use tenancies to enable the site to reach its development potential.**

## Strategic Plan for Greensborough

The Strategic Plan for the Greensborough Activity Centre includes a precinct that is brought to life by expanded retail, commercial, entertainment, leisure and civic uses; allied health services and residential tenancies to serve the needs of the local and regional area.<sup>1</sup>



Development is focused on:

- Encouraging a mix of uses with active frontages;
- Providing opportunities for key worker accommodation to address Victoria's housing crisis; and
- Creating safe and convenient pedestrian links to the retail core and public transport services which encourage people to use active and public transport rather than cars.

The scale of development throughout the precinct needs to capitalise on the topography and take advantage of views of the treed valley north of the site. The preferred height is 32 metres (10 storeys).<sup>2</sup>

## Realising future potential

Council has advocated for a bus interchange in Greensborough and welcomes the announcement of government investment for the project.

This site has tremendous potential for significant future housing and mixed use opportunities around integrated public and active transport. As part of 'whole-of-place' planning to address accessibility and connectivity in the Centre, it is imperative that the station parking and bus interchange doesn't only rely on the existing pedestrian crossing on Para Road that connects to Greensborough Railway Station. The bus interchange must be integrated into the development of the East Main Street Precinct. This requires pedestrian connection towards the future Greensborough Town Square and access to the Greensborough Walk.

We ask that the State adopt an appropriate design that considers the structural requirements and associated spacing for supporting additional development above its proposed carpark.

Opportunities to deliver more jobs and employment are a key State objective and Greensborough could and should be a showcase for how to deliver best practice outcomes using transport infrastructure as a catalyst for change.<sup>3</sup>



**Banyule**  
City Council

## Addressing Victoria's housing crisis

Victoria's Housing Statement, with its bold target of building 800,000 homes over the next decade includes the commitment for cheaper housing, closer to where people work.

The Flintoff Street site is ideally located for such initiatives. It is in the heart of the Greensborough Activity Centre, opposite the recently upgraded Greensborough Station, which can take advantage of the increased rail services afforded by the recent Hurstbridge duplication project. Given these commitments and the current housing crisis facing Victorians, it is imperative that the State Government consider this site when exploring housing opportunities.

Up to 100 residential or affordable housing units could be accommodated on the site.<sup>2</sup> This is consistent with both the current zoning and the State Government's *Plan Melbourne* Policy which promotes planning for "new development and investment opportunities on the existing and planned transport network."

## A green and healthy vision

The green edge will define the centre's entrances and reflect the landscape setting, while greenery and landscaping treatments throughout will provide cohesion and define the roles of parts of the centre.

**The Greensborough Major Activity Centre will be famous for its extraordinary natural attributes, an urban area connected to the natural beauty of the Lower Plenty River Valley. New developments will provide visual linkages as well as an extension of the green landscape between the valley and the activity centre.**

The activity centre will be recognised for its sense of community, sustainability and connectivity. A coherent public realm will be created with new public spaces including the centrally located town square. Health and wellbeing is the focus of the transformed centre with the existing Aquatic Centre, spa facilities and a host of health and wellbeing services.

Diverse higher density mixed use development will cater for the varied needs of the Greensborough population, including providing new opportunities for people to live in the centre.

The centre will provide expanded retail, commercial, entertainment, leisure and civic uses to serve the needs of the local and regional area.

Visitors and residents will be encouraged to walk the centre or use public transport rather than use their cars.

## Completing the transformation of Greensborough

Banyule Council has delivered the southern anchor in the East Main Street precinct with WaterMarc, Council's civic offices, and the Greensborough Walk connection between Flintoff Street and the Greensborough Plaza. Well-connected public space is envisaged as a link to developments that activate Para Road and Flintoff Street.

The future use of the land at the corner of Flintoff Street and Para Road is critical to improving connection, integration, sense of place and identity.<sup>2</sup> Council supports a bus interchange in the centre, having resolved to secure an *appropriate transport interchange as part of any activated mixed-use development.*<sup>2</sup>

Duplication of the Hurstbridge Railway Line at the Eastern end of town is a significant opportunity for the transformation.

## Station carpark and bus interchange

**Banyule Council welcomes the State Government's announcement of a commuter carpark and bus interchange on the corner of Flintoff Street and Para Road.**

### Site potential

An opportunity exists to deliver a transport solution that is commensurate with Council's strategic objectives for the Greensborough Major Activity Centre and also presents a better return on the State's investment.

Council calls for the site's development to capitalise on height allowances and commercial and residential opportunities as outlined below.

**Council believes the following should be strongly considered as part of any development on this site:**

- Multi-level mixed use development (could be a mix of commercial and residential) opportunity above the car park:

- There is notable developer interest in this site and surrounding properties that have the potential to add significant vibrancy and diversity to the area.

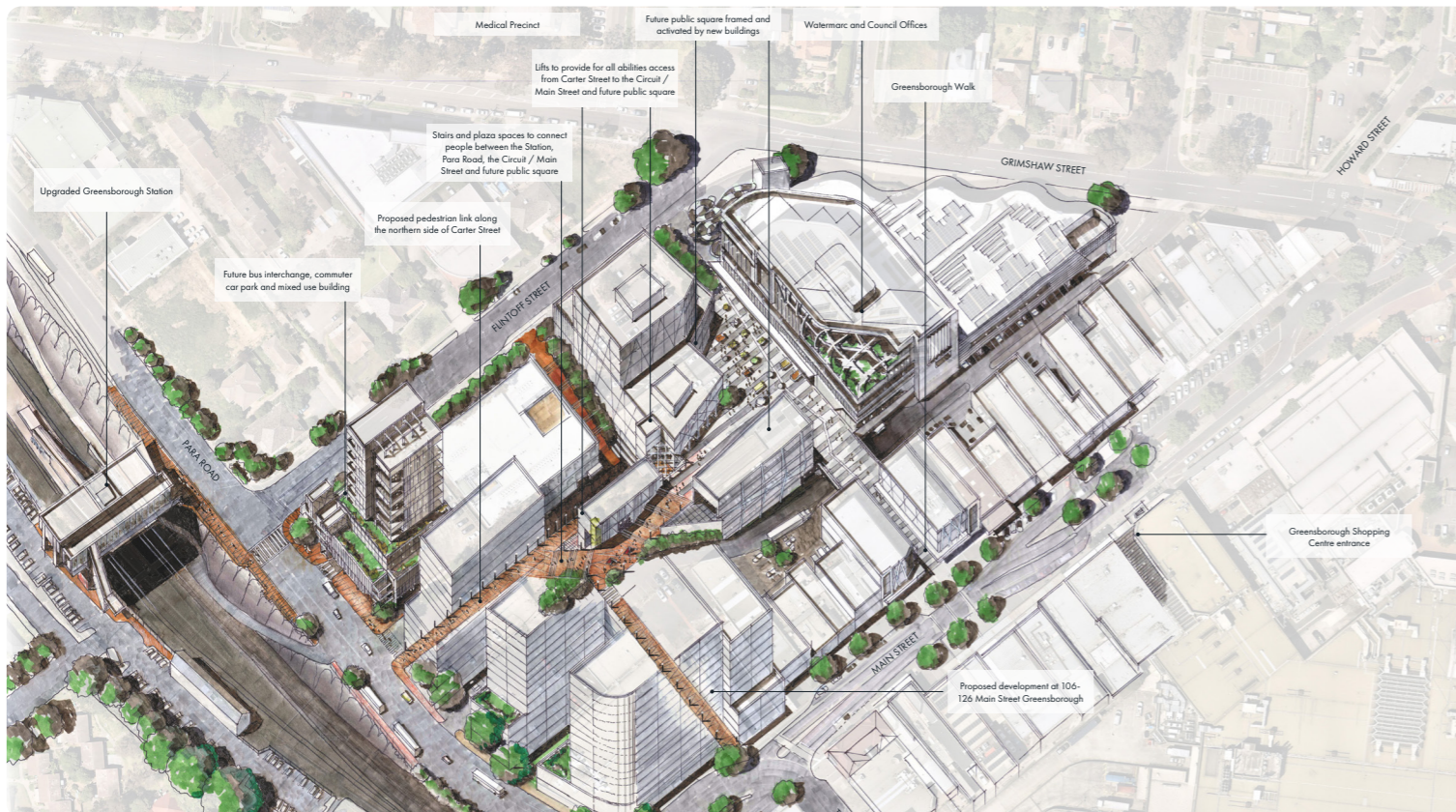
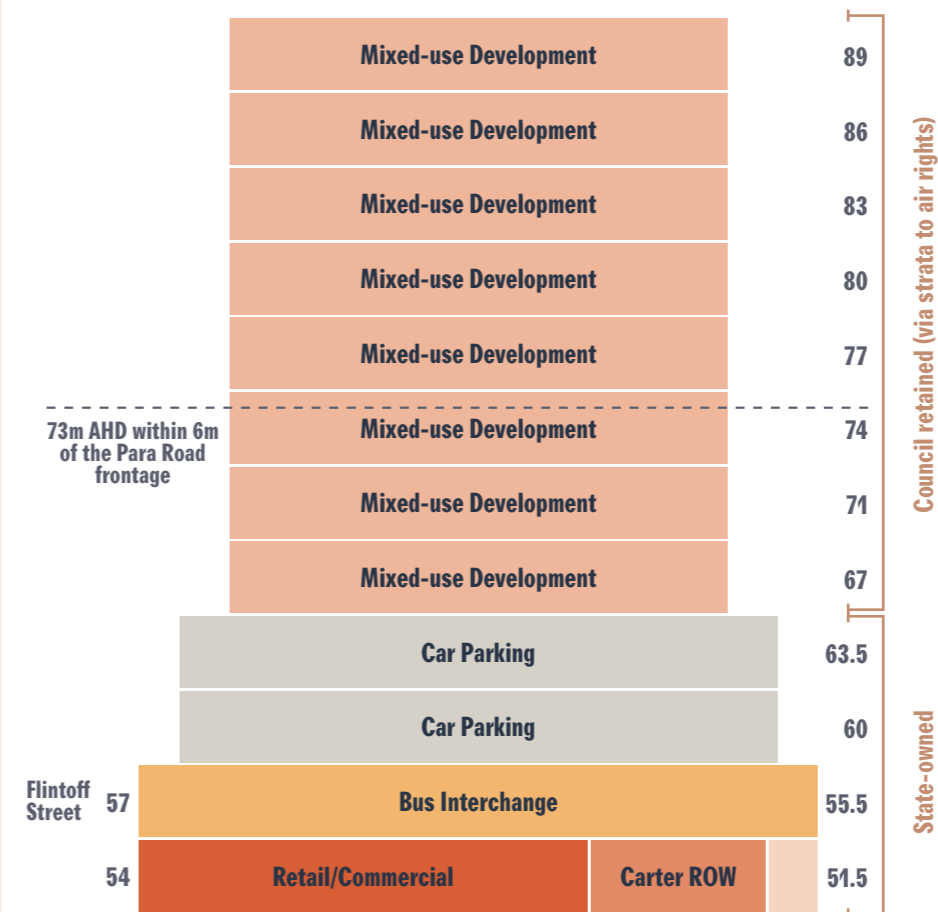
Developments of this kind, adjacent to activity centres, major retail, and railway stations, act to catalyse further mixed-use development.

- If not feasible to be delivered as part of this project, the structure should be engineered to ensure it is future proofed and can be built upon at a later stage to avoid the lost development-opportunity potential of the site.

The 'air-rights' above the development should be returned to Council via strata title.

- Para Road Activation and greening – Retail/Commercial frontage, possibly fine grained
- Carter Street RoW access retained
- Bus Interchange making use of existing levels
- Improved pedestrian connectivity and safety
- The carpark should be constructed to ensure it can be repurposed for mixed use development in the future.

### Height allowances – Flintoff Street and Para Road



Greensborough Activity Centre - Connections and Development Concept Sketch

## Council Commitment

Council could commit to contributing 'an amount' towards the design and construction of future proofing the structure to enable development of the upper levels, which would be on the condition that the air rights remain in Council's ownership.

This would be subject to a Council resolution and require Level Crossing Removal Project to provide an in principal agreement to the proposal.

An artists impression of how the Flintoff Street/Para Road Intersection could be developed.



# Plan Melbourne

**Greensborough is deemed a major activity centre under *Plan Melbourne 2017-2050*. It is a centralised activity district and the heart of the surrounding suburbs.**

Greensborough is an opportunity for the State to deliver a whole-of-place outcome for a major activity centre as a model and case study for integrated transport and place-based planning.

Greensborough is a centre that could showcase the value of why the State created the Victorian Planning Authority or DJPR's Precinct focus.

The potential to enhance an emerging health precinct alongside a planned transport interchange and integration of a major missing link in Melbourne's north-east trail network is a unique opportunity in an established area.

This is a set of ingredients that *Plan Melbourne* aspires to bring together from a place and accessibility perspective.

Council would welcome the opportunity to partner with an appointed agency (such as the Victorian Planning Authority, Development Victoria or a team from Department of Jobs, Skills, Industry and Regions) to coordinate and secure investment and land use outcomes to realise these strategies and deliver a platform for economic recovery post COVID in a major activity centre.

Greensborough's new train station deserves to be an exciting opportunity to re-invent the centre and make public transport, people and ease of movement a focal point for transformation.

This window of opportunity is closing and it is imperative that the new bus interchange and carpark is future proofed to ensure future development can be realised.

## ✓ Major Activity Centres

Major activity centres are suburban centres that provide access to a wide range of goods and services. They have different attributes and provide different functions with some serving larger subregional catchments.

## ✓ Ideal geographical location

In addition to meeting these benchmark requirements Greensborough has other unique and positive aspects. It is positioned in direct relation to the green setting of the Plenty River Valley and has a unique topography that allows beautiful views across the valley.

Most of the area is within a 400 metre, 5 minute walkability radius. Its' connection to greater Melbourne is already strong, with a rail link at the northern border of the area.

## ✓ Wide catchment area

Greensborough is also home to an established mix of retail premises including a major shopping centre, Greensborough Plaza, in the West Main Street Precinct that draws residents from a wide catchment area.

With the Plenty Valley encompassing South Morang and Mernda identified as a *Melbourne 2030* growth area, Greensborough has the potential to draw on future population reservoirs, given the right mix of services and diversity of attractions.

<sup>1</sup> *The Greenbook in 2006 – This has informed the basis for the current controls in the Banyule Planning Scheme for Greensborough – Schedule 1 to the Activity Centre Zone (ACZ1).*

<sup>2</sup> *Greensborough North East Gateway Integrated Strategic Plan Background Review*

<sup>3</sup> *Plan Melbourne Policy 1.3.1 and 1.3.2*