Planning for the future of the Croydon Major Activity Centre (MAC)



Vision for the Croydon Major Activity Centre (MAC)

The Croydon Major Activity Centre (MAC) is the heart of the Croydon community, supporting civic life, culture, activity, shopping and employment. It has a central vibrant main street focused on independent retailers, with additional shopping centres to the north and south, set within a distinctive landscaped environment. It is an attractive, desirable destination for people to live, work and play in Melbourne's east, providing a range of retail, office and business opportunities, housing types and community and education facilities.

The centre is widely known as a green, sustainable place where the treed canopy and nature permeates throughout, celebrating water, First Nations history and Tarralla Creek. The centre is inclusive and accessible with public spaces that are well connected, encouraging walking, cycling and public transport use.

The Structure Plan

The draft Croydon Major Activity Centre Structure Plan guides how Maroondah City Council (Council) will deliver on the vision for Croydon MAC.

The draft Structure Plan outlines the future of land uses, activities, infrastructure, transport, development, physical environment, and amenity for the area. It reflects state planning policy that encourages growth and development in activity centres, and seeks to deliver on the community's vision and aspirations for the area.

This document provides a summary of the draft Croydon MAC Structure Plan.

You can view the full document at www.yoursay.maroondah.vic.gov.au/croydonmac-structure-plan or by scanning the QR code.

We want to hear your feedback on the draft Structure Plan

Council is inviting all community members and stakeholders to view the draft Croydon MAC Structure Plan and provide their feedback by 13 October 2023. Turn to the back page to learn more about how you can get involved.

The draft Croydon MAC Structure Plan outlines six themes to help realise the vision of the centre over the next 15-20 years. Each theme includes an objective and a series of proposed strategies.

Business and Economic Development

To strengthen the centre's role as a sub-regional employment and education hub that compliments nearby employment clusters.

Proposed strategies include:

- Market the benefits and attractions of the centre.
- Build on opportunities such as the former cinema area and enhanced spaces for dining, to grow the nightlife and increase street vibrancy.
- Create good quality office spaces for small businesses that provide professional, social and health-related services.
- Work with Swinburne University to identify opportunities to share facilities and expand education and employment offerings.

Natural Environment and Climate Change

To protect, improve, and extend areas of natural environment within the centre and demonstrate ways that development can improve liveability, increase biodiversity and respond to climate change.

Proposed strategies include:

- Use green infrastructure to improve liveability and community wellbeing.
- Create habitats within the areas of public open space that provide wildlife links from the Tarralla Creek.
- Redevelop the Taralla Creek precinct (Precinct 7) as a leading-edge example of water and biodiversity sensitive urban design.
- Facilitate building design and function that incorporate green infrastructure and resource efficiency.

Urban Design and Built Form

To ensure improved urban design and built form outcomes in the centre.

Proposed strategies include:

- Improve safety in public areas and the look of both public and private areas through design and materials.
- Take advantage of the level crossing removal by improving public areas and connecting different parts of the centre.
- Protect heritage assets and key viewlines.
- Improve the design of new buildings and landscaping to fit in with the existing cultural identity of Croydon.
- Consider ways to combine smaller sites for redevelopment that delivers better design outcomes.

Transport and Movement

To ensure there are safe, accessible, and easy to use transport options that encourage reduced car ownership and use within and to the centre.

Proposed strategies include:

- Improve the public transport interchange facilities and upgrade bus routes.
- Review parking options taking into account the use of the new multi-level car park to provide more public parking.
- Create safe and easy-to-use streets and routes for pedestrians and cyclists that connect to the wider regional network.
- Reduce traffic volumes and speed in certain parts of the centre to improve safety for walking and riding bicycles.
- Encourage transition to electric vehicles including bikes and mobility aides, and shared transport (e.g. car/ride share).

Housing and Residential Development

To provide additional housing and a greater range of housing choices within the centre to meet current and future community needs.

Proposed strategies include:

- Identify areas well-placed to build more homes and encourage a variety of densities to meet different lifestyles.
- Encourage developers to include social and affordable housing in projects.

Community Infrastructure

To ensure the provision and renewal of community facilities meets the needs of residents, visitors, students, and workers.

Proposed strategies include:

- Encourage creation of flexible spaces for significant community and cultural events, and enhancing community services.
- Address the limitations of the existing library, youth centre, senior citizen centre, and community halls by delivering flexible multipurpose facilities in the Croydon Community Wellbeing Precinct.
- Expand arts and cultural facilities in the centre by providing rehearsal, presentation and cultural production spaces.
- Improve connectivity between and accessibility of community places, including for those with special needs.

Proposed Precincts

Nine precincts have been identified in the Croydon MAC, as shown in the map below. Each precinct has been analysed in the draft Croydon MAC Structure Plan, with a set of specific precinct objectives, built form requirements and guidelines included.



LEGEND

- Activity centre boundary
- Railway Line
- Croydon Train Station
- Existing Green Space
- Precinct 1 - Main Street and Croydon Station
- Station Sub Precinct (within Precinct 1)
- Precinct 2 - Commercial
- Precinct 3 - Residential Growth
- Precinct 4 - Community and Education
- Precinct 5 - Business
- Precinct 6 - Residential Diversity
- Precinct 7 - Tarralla Creek
- Precinct 8 - Residential
- Precinct 9 - Parkland

Scan the QR code to view the interactive precinct map.



Learn more and provide your feedback

Visit Council's Your Say Maroondah website to view the draft Croydon MAC Structure Plan and find out more information about the strategies and precincts of the Croydon Major Activity Centre.

Online: View our interactive map and share your ideas and feedback at www.yoursay.maroondah.vic.gov.au/croydonmac-structure-plan or scan the QR code.

Hard copy: A hard copy of the draft Structure Plan and the survey is available at our service centres. Or you can call us on 1300 88 22 33 or 9298 4598 to arrange a copy.

In Person: Register online to attend an individual consultation session. You can also express your interest in attending an ideation workshop about improving the centre.

Email: Send your feedback to maroondah@maroondah.vic.gov.au

Background Research Completed in 2020

Consultation on Discussion Paper April to May 2021

Draft Structure Plan Prepared 2023

Consultation on Draft Structure Plan August to October 2023

Final Structure Plan December 2023

1300 88 22 33 or 9298 4598 **www.maroondah.vic.gov.au**

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