Lilydale

Major Activity Centre

Structure Plan

Shire of Yarra Ranges

June 2006
Executive Summary

Role of major activity centres

The identification and effective management of activity centres is a key element of the State Government’s Melbourne 2030 strategy for the future use and development of metropolitan Melbourne. They represent the major nodes of business, employment and transport infrastructure throughout Melbourne’s suburbs. These centres are seen as providing major opportunities for the further clustering of activities to minimise dependency on motor vehicle transport and to maximise public transport use.

Long term demographic changes resulting in increased numbers of single and two person households are driving significant shifts in housing preferences. This is expected to result in strong demand for smaller dwellings that are conveniently located close to employment, shops, entertainment and transport facilities. Major activity centres are seen as providing important opportunities to accommodate new forms of housing that respond to changing housing preferences.

The built form and appearance of these centres is also important in providing a sense of place and individual identity for localities throughout the metropolitan area.

Relationship between Chirnside Park and Lilydale Activity Centres

The Lilydale is typical of many other activity centres identified under Melbourne 2030 in that it is served by a rail station and an associated bus interchange. It comprises a traditional strip retail centre together with a diversity of commercial, industrial, entertainment, educational, civic and recreational uses. The emergence of Chirnside Park as a major retail centre has suppressed Lilydale’s role as a retail centre. However the range of commercial and industrial businesses and other facilities in Lilydale provide an important source of employment and it remains a centre of civic activity.

The Lilydale centre has evolved from its original function as a rural township and the remaining built form elements from that era help create a character that is distinct from many other suburban centres. The residential areas adjoining the commercial centre provide considerable scope for more intensive development although this will need to be managed to protect valued neighbourhood character elements. The centre is extensive with many under utilised sites and the creation of a more compact built form, together with the introduction of additional housing, would create a more vibrant centre.

Process to prepare the structure plan

The preparation of a structure plan for the Shire's two major activity centres has been identified in the Melbourne 2030 strategy as one of the key actions for implementing the State Government’s policies for the activity centres. Structure plans are an important technique for enabling Council’s to articulate clear strategic directions for the future use and development of land within the activity centres. They provide a sound basis for investment and decision making in activity centres.

The structure plans for Chirnside Park and Lilydale have been prepared through a comprehensive process that has included the following phases:

- Initial stakeholder consultation, background research and identification of issues and opportunities (Hassell Consultants)
- Public exhibition of issues & opportunities paper and draft structure plan concepts
- Council consideration of submissions and further development of structure plan concepts
- Further refinement of structure plan concepts and preparation of structure plan.

Content of the structure plan

The structure plan Lilydale provides an overview of the issues and opportunities for each centre. This information is then further developed to provide a vision, objectives and a framework plan for each centre.
The framework plan provides detailed strategies for the use of land, built form, traffic & access and public realm. It adopts a precinct based approach which enables clear strategic directions to be articulated for the diverse range of precincts within each centre.

The structure plan also includes an implementation program which identifies planning scheme changes and other actions that will be required to implement the strategies contained in the framework plan.

**Implementation of the structure plan**

The Yarra Ranges Planning Scheme will be amended to give effect to the structure plans. It is expected that this will ultimately include changes to the Municipal Strategic Statement, Local Planning Policies and some changes to zone and overlay controls.
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Chapter 1
Introduction

METROPOLITAN STRATEGIC CONTEXT

The concept of activity centres has been a feature of planning strategies for metropolitan Melbourne since the 1950's. The current State Government Strategy for the future of Melbourne ('Melbourne 2030') identifies the fundamental importance of activities centres to the future sustainable use and development of the city. Activity centres are seen as more than just shopping centres. They provide the main focus of social interaction with clusters of services, employment opportunities and public transport connections. They are also places which are critical in engendering and sense of place and individual identity to the various localities within the metropolitan area.

Melbourne 2030 has identified the need for Melbourne to accommodate up to an additional 1 million residents. The changing housing and lifestyle preferences of existing and future residents will need to be accommodated in ways that enable Melbourne to grow and function in a form that will be sustainable in the long term. A particular focus of Melbourne 2030 is the imperative of reducing the dependence on motor vehicle transport. It sees the network of activity centres throughout the metropolitan area as providing major opportunities for adapting Melbourne's established pattern of development so that it can sustainably meet these changing needs.

In particular, Melbourne 2030 envisages that the network of activity centres will accommodate a broader mix of housing, shops and services that are based around nodes of public transport, to create vibrant and well connected communities. These activity centres are seen as an integral part of Melbourne 2030’s ‘direction’ of a more compact city, and they will be the preferred location for much of the projected growth in household numbers.

Melbourne 2030 identifies that there is a broad network of activity centres distributed throughout the metropolitan area. It has also identified that these centres form a hierarchy ranging from the ‘central activities district’ (CBD of Melbourne), to ‘principal activities centres’ (such as Box Hill and Ringwood), through to ‘major activity centres’ and ‘neighbourhood activity centres’.

The Shire contains two designated ‘major activity centres’ which are Lilydale and Chirnside Park. (See Plan 0 – Major Activity Centre Context Plan) Other smaller centres such as Mooroolbark, Belgrave and Healesville would be classified as ‘neighbourhood centres’ under Melbourne 2030.

LOCAL CONTEXT

The designation of Lilydale and Chirnside Park as major activity centres reflects their established importance as centres, that already provide a range of services and which draw people from a wide area that extends well beyond the immediate locality. The two centres are located in adjoining suburbs and have evolved to serve quite different community needs. Lilydale has developed incrementally from its origins as a small township serving a rural hinterland. It is now a diverse centre that that provides a wide range of services and employment opportunities. Although Lilydale now forms one of Melbourne’s suburbs, it continues to play an important role in servicing the needs of the rural areas and smaller townships of the Yarra Valley. Lilydale’s location at the terminus of the metropolitan rail system ensures that it is an important interchange point for a public transport services that cover much of the northern and eastern parts of the Shire.

The regional planning framework for the area that now forms the Shire of Yarra Ranges was originally established under the Upper Yarra Valley and Dandenong Ranges Regional Strategy Plan, which was approved by the State Government in 1982. The Planning & Environment Act continues to require that any amendments to the Yarra Ranges Planning Scheme must be consistent with the Regional Strategy Plan. The Regional Strategy Plan acknowledges both Lilydale and Chirnside Park as ‘centres of regional significance’.
The Shire’s Municipal Strategic Statement (which forms part of the Yarra Ranges Planning Scheme) recognises the role and importance of activity centres in the Shire. It also acknowledges the desirability of promoting more intensive development within and around the key centres such as Lilydale and Chirnside Park to maximise the range of services, employment opportunities and housing options available.

The Shire in partnership with the local community has developed a community plan known as Vision 2020. It identifies the community’s needs and aspirations for the future and sets the long-term strategic direction for the Shire and the community. Council first developed the plan in 1999, after extensive community consultation. The plan was reviewed in late October 2002 in consultation with the community through the ‘Checking our Shared Vision’ process and the outcome is a revised plan which was launched in August 2003. The revised plan is now structured around seven ‘sustainability’ themes. It also highlights the issues for integration that Council and the community need to work through. Vision 2020 describes how Council will achieve the key attributes of a Sustainable Community.

Vision 2020 recognises the importance of meeting emerging housing needs, providing communities that have convenient access to a wide range of services and fostering a strong sense of community amongst residents. Within this context, Lilydale and Chirnside Park are expected to play an important role as centres that serve the diverse needs of the wider community of the Shire’s northern urban areas and the Yarra Valley.

Vision 2020 also gives strong recognition to strengthening the unique identity of the Shire of Yarra Ranges and promoting the adoption of sustainable design and development concepts. The effective management of the built form of new development within both the Lilydale and Chirnside Park activity centres will be important in demonstrating Council’s commitment to these concepts.

Since the introduction of Melbourne 2030 considerable attention has been focussed on the need to accommodate changing housing needs in the metropolitan area. The Eastern Regional Housing Statement is one of a series of regional housing statements that have been prepared by regional groupings of metropolitan Councils in collaboration with the State Government. The statement has examined emerging housing needs in the eastern region of Melbourne and the implications for meeting these needs in region that is constrained by the absence of opportunities for new greenfields housing development and the existence of many residential areas that are sensitive to change due to a mix of heritage, environmental and neighbourhood character considerations. The Eastern Region Housing Statement identifies the various activity centres throughout the region as one of the main opportunities to address the emerging housing needs.

Shire is currently preparing a Housing Strategy for the municipality that is being developed in the context established by Melbourne 2030 and the Eastern Regional Housing Statement. A key element of the Housing Strategy will be the importance of maximising the opportunity to provide additional and more varied housing in locations that have convenient access to a wide range of employment, transport, entertainment and commercial and community services. It is expected the both Lilydale and Chirnside Park will be identified as key locations for the provision of additional housing in the Shire.

PREVIOUS STRATEGIC STUDIES

The preparation of the current structure plans for Lilydale and Chirnside Park has been informed by several key strategic documents that have been prepared for the Shire by consultants Hassell Pty Ltd.

The Lilydale Urban Design Framework was prepared in June 2001. It analysed the existing built form and functional characteristics of the Lilydale commercial centre and its immediate environs. The main strategic directions established through the Urban Design Framework were to:

- Recognise and promote Lilydale’s unique setting by creating a ‘vibrant civic heart’ to the centre at the crossing of the Olinda Creek parklands with the Maroondah Highway;
- reinforce the traditional shopping strip in the Maroondah Highway as the main focus of activity within the centre;
- provide for additional housing within the centre;
- establish design principles for new development and management of public spaces;
- encourage stronger linkages to adjoining facilities such as Swinburne University.

The Lilydale Urban Design Framework was subsequently adopted by Council and has been used as the basis for a program of capital works improvements that are progressively being undertaken throughout the public domain areas of the Lilydale town centre.
During this period the Shire also undertook strategic studies, with input from external consultants, to review the future of the underutilised industrial zoned land in the area generally between Maroondah Highway and Manchester Road, south and east of Chirnside Park. Investigations carried out as part of this study confirmed that there was little interest in the industrial land market for the kind of technology oriented business park development that had previously been envisaged for the area. The perceived remoteness of the area from other major metropolitan nodes of industrial development, difficult sloping terrain, and pressure for additional highway oriented retail development, were all seen as factors leading to the demise of the area as a favoured site for major new industrial development. One of the main outcomes of this strategic work was the identification of a need to consider alternative land use and development options for this area.

**PROCESS FOR PREPARING THE STRUCTURE PLANS**

Following the introduction of the Melbourne 2030 strategy the Shire obtained State Government funding to assist in the preparation a structure plan for the Lilydale and Chirnside Park activity centres. Hassell Pty Ltd was appointed by the Shire in December 2003 as a consultant to undertake the preparation of the structure plans.

The consultants prepared an ‘issues & opportunities paper’ following an initial investigation of each centre and consultation with key stakeholders. This paper was placed on public exhibition in June 2004. In addition, the consultants conducted public discussion forums at the Lilydale Market Square Shopping Centre and at the Chirnside Park Shopping Centre. The consultants also conducted a further workshop for invited stakeholders. A total of 11 written submissions were received following these information sessions. None of these submissions proposed any significant changes to the strategic directions proposed under the ‘issues and opportunities paper’.

The consultants subsequently prepared a report and draft structure plans for the two centres in a document prepared in August 2004. That report incorporated input from specialist sub consultants on traffic and infrastructure issues (Hyder Consulting) and Urban Economic Planning (Essential Economics). The report prepared by Hassell provided the basis for the current structure plans.

The Hassell (August 2004) draft acknowledged the extent to which the Lilydale and Chirnside Park centres played a complementary role to each other and it advocated that both centres should be addressed through a single structure plan. It also proposed that separate recognition be given to the area of ‘bulky goods’ retail outlets in the vicinity of the Bunnings and Homemaker developments on Maroondah Highway south of Chirnside Park.

This draft developed a number of key strategic directions for the Lilydale and Chirnside Park centres.

In the case of Lilydale it proposed the:

- Identification of the crossing point of the Maroondah Highway and the Olinda Creek as the core of the centre
- Promotion of opportunities for mixed use commercial, retail and residential development especially in the area south of Maroondah Highway and west of Olinda Creek;
- Possible relocation of the Shire offices to a new more central location;
- Redevelopment of a new transport interchange at Lilydale railway station;
- Redevelopment of key sites such as the Lilydale Market and land west of the railway between Cavehill Road, Maroondah Highway and John Street for mixed use residential;
- Redevelopment of residential areas adjoining the established commercial for higher density housing.

Council considered the Hassell (August 2004) draft in October 2004 and the draft was subsequently placed on public exhibition for one month. A total of 23 submissions were received including submissions from the owners of a number of key strategic sites with the two centres. These submissions generally did not significantly differ from the broad strategic directions set in the draft structure plan, although a submission from the owners of the Lilydale Market site reaffirmed their view that the site should remain identified for future retail development. The submissions were reviewed and further discussion was undertaken with a number of the key landowners.

During this period Council also consulted with the State Government Department of Sustainability and Environment to ensure that the structure plans were being developed in a form that was consistent with that Department’s evolving views on the format and content of structure plans for major activity centres.
In April 2005, Council considered and supported a revised version of the draft structure plans that incorporated a number of changes that had been made in response to submissions and other input from key stakeholders. This draft was the basis for the finalisation of the structure plans and the preparation of related planning scheme amendment documentation.

Since that time the Shire has further developed the content of the draft structure plans to bring them to a form that is suitable for adoption by Council and formal recognition within the planning scheme. In further refining the draft structure plans, particular emphasis was given to recognising the diverse characteristics within the two centres. It was also considered important to express the structure plan content in a form that would provide a clear basis for preparing planning scheme amendments to implement Council’s strategic directions for the two centres.

As a result of the work undertaken by the Shire since April 2005 the structure plans have been substantially refined although the key strategic directions for each centre as previously supported by Council remain.

Some of the key refinements which have been incorporated in the latest draft of the structure plans are the:

- Preparation of separate structure plans for Lilydale and Chirnside Park;
- Adoption of a precinct based approach which enables a clearer and more detailed analysis of issues and expression of strategic directions for the diverse range of precincts that exist within each centre;
- Development of more detailed and precise strategies for each precinct within the activity centres, that are formatted under the headings of land use, built form, traffic & access and public realm;
- Identification of key strategic development sites and opportunities for their redevelopment;
- Inclusion of maps diagrams and other graphic illustrations to help explain the strategic directions and urban design concepts for the two activity centres;
- Recognition of the importance of the activity centres in providing for additional and more diverse housing types in response to the changing housing needs of Yarra Ranges as identified in the Shire’s Housing Strategy;
- Identification of techniques for implementing the structure plan strategies through future amendments to the planning scheme.

**OUTLINE VISION FOR THE CENTRE**

The following broad strategic vision for the Lilydale Major Activity Centre has emerged from the extensive background work and consultation that has been undertaken as part of the structure planning process.

The vision for the Lilydale Activity Centre is that it will be recognised as:

- A vibrant regional centre, providing a diverse range of community, recreational, civic, industrial services and professional functions for the local community.
- A pedestrian focused, attractive place through which people enjoying walking and cycling and feel safe.
- The destination for convenient and attractive public transport, providing reliable access to the Shire, the wider metropolitan region and the Yarra Valley.
- An attractive town to visit, with its ‘country charm’, tree lined streets, well maintained civic and heritage buildings and areas intermingled with newer, high quality buildings, range of dining, entertainment and recreational places.
- A centre that features attractive and diverse public parklands with convenient pedestrian and bicycle access along the Olinda Creek Parklands through to the Lilydale Lake.
- A convenient place to live and which provides a high standard or residential amenity for its residents.
- A centre which values its environmental assets and has incorporated sustainable building designs into new developments.

**IMPLEMENTATION OF THE STRUCTURE PLANS**

It is envisaged that the structure plans for Lilydale and Chirnside Park will be implemented through amendments to the Yarra Ranges Planning Scheme.
The initial step in this process will be the preparation of a planning scheme amendment to give formal statutory recognition to the structure plans at an early stage. This is expected to take the form of an amendment to the Local Planning Policy Framework to acknowledge that the structure plans have been prepared for the two major activity centres and to explain the key strategic directions contained within them. This planning scheme amendment could then either:

- Introduce a new Local Planning Policy for the two major activity centres comprising the strategies contained within the two structure plans; or
- Modify the existing Local Planning Policy for Commercial Centres to include a requirements that the regard must be had to the structure plans for the major activity centres and that these structure plans be formally incorporated in the planning scheme.

A further step in the implementation process would then be to identify changes required to planning scheme zones and overlay controls to give long term effect to the structure plans. It is expected that additional overlay controls will be required for those precincts that are anticipated to experience pressure for major redevelopment or significant change.

There are a number of instances where the current planning scheme zone is not consistent with the land use strategies for the precinct as identified in the structure plan. However amendments to the zoning of the land are not expected to proceed without the development of overall development/concept plans for the precinct.

Those precincts that have been identified as potential comprehensive redevelopment are likely to be included within a Development Plan Overlay which would require the preparation of an overall use and development concept for the precinct before any planning permit application for a major redevelopment proposal could be considered.

Other precincts that may require more specific permit requirements over the form of future development could be considered for inclusion within a Design & Development Overlay. This would enable specific design outcomes such as building setbacks, height limits, subdivision requirements and so on to be prepared to address the needs of particular precincts. This approach is most likely to applied to precincts with fragmented ownerships but where a consistent approach to key built form considerations are required.

The Chapter 6 of the structure plan contains a more detailed description of the planning scheme changes proposed to implement the strategies for each individual precinct.
Chapter 2

Overview of Issues & Opportunities

NATURAL FEATURES

Lilydale is set in a distinctive environment, being nestled in the valley of the Olinda Creek with adjoining areas rising steeply to its east and west.

The natural topography provides opportunities for impressive views into the centre that are framed by more distant views to the Dandenong Ranges, the Yarra Valley and the Great Dividing Range. (See Plan 3 – Urban Form)

The first impressions of Lilydale when approaching the business centre include the wide streets, the diversity of building forms and land uses, and the leafy setting, with the densely vegetated hills beyond.

Olinda Creek flows northwards through the centre of Lilydale, and it provides an important link to the Lillydale Lake parklands further to the south.

Lilydale's open space network has the potential to form a unifying element that draws the varying land uses and streetscapes together into an identifiable public realm. Lillydale Lake is one of the region's most heavily used open space environments, providing for lake activities, pedestrian and cycle paths and active and passive recreational pursuits. The open spaces and the sporting facilities at the Lilydale Showgrounds abutting the creek to the north of the highway are tired and run down, and requiring upgrading.

There remain considerable opportunities for the parkland areas along the creek to be further enhanced as a positive visual and public access feature of the centre.

The mature plantings of mostly exotic tree species are a prominent feature of the centre. There are significant avenues of mature trees along sections of the Maroondah Highway and some adjoining streets such as Castella Street and Anderson Street which are particularly prized by the local community. These plantings, together with the wide road reserves still provide elements of a rural township character to some of the older established sections of Lilydale. (See Plan 4 – Heritage & Cultural)

The management of the public domain areas within the Maroondah Highway road reserve areas is of particular importance in establishing a positive overall visual character for the activity centre. Recent repaving along the highway has provided a consistent footpath treatment. However, there continues to be a very inconsistent approach to the design and alignment of the highway through the centre and the management of the spaces within it.

Most sections of the highway contain two central lanes for through traffic with landscaped medians separating service roads on both the northern and southern sides of the highway. This alignment is disrupted by several features including the railway level crossing, the Olinda Creek bridge and the widened southern median in the section between Castella Street and the Olinda Creek. This has resulted in a confusing layout for through traffic, an uncoordinated approach to landscaping, and an inconsistent approach to service road design and kerbside car parking opportunities.

There is no service road in the sections of the highway serving the bulky goods retailing area east of Queen Road with no effective landscaping adjoining the unsightly unconstructed road verges in this section. This section of the highway forms the eastern approach into the centre and currently presents a very poor initial impression of the activity centre.

Although some sections of the highway contain established avenue plantings of mostly Elm and Plane trees, some trees are in need of replacement due to ill health. Other sections, particularly in the widened southern median, contain a somewhat messy mixture of native trees, shrubs and assorted bedding plants.

Some sections of the retail shopping strip along the highway, particularly the southern side west of Olinda Creek, lack protection from rain and intense sun due to a lack of verandahs on shop frontages and the absence of street trees.

There is a longer term opportunity to rationalise the alignment of the highway to establish consistent median separated service roads on either side of the highway through the centre. This would make a major contribution to
the rationalisation of kerbside parking opportunities and the establishment of a strong avenue landscaping theme that visually unifies the disparate sections of the centre.

The public domain of other key streets in the central sections of the centre such as John Street and Hutchinson Street is exposed and unattractive and generally provides a disincentive for pedestrian activity. Considerable opportunities exist within these streets to provide an enhanced streetscape with consistent street tree planting, and rationalization of footpath treatments.

**LAND USES**

The Lilydale Activity Centre has evolved from a small strip centre serving an essentially rural township into a complex centre with a wide range of functions. *(See Plan 1 – Aerial Photograph)*

The progressive expansion of the nearby Chirnside Park shopping centre has resulted in that centre taking on an increasingly significant role as the focus of higher order retailing of comparison goods. This has tended to reduce the role of Lilydale in providing for the higher order retail needs of the surrounding area.

The retail function of the centre is now dominated by three widely separated supermarkets with a combined total floor area of 8,250 square metres, with smaller specialty retailers largely dependent on their proximity to one of the three supermarkets.

Despite its relative decline as a retail centre, Lilydale has maintained a wide range of businesses and services. It remains an important centre of business activity which serves a wide area of the Shire extending from the adjoining suburbs, to the towns and rural hinterland of the Yarra Valley. However the variety of retail, commercial, industrial and service uses have been generally developed in a somewhat haphazard manner with no strong focus of activity or hub to the centre.

There is an opportunity for Lilydale’s role as a business centre to be improved through more careful land use management, and direction for the use of key sites. There is also opportunity for improved cross-linkage between functions, as shown in the diagram below.

Residential development within and adjoining the activity centre comprises a mix of single detached dwellings and multi-unit dwellings. Some of these areas have experienced considerable residential redevelopment in recent years. There are currently 120 unit developments, averaging 5 dwellings per development, which are generally single storey. Residential hostels/nursing homes for aged people are proposed or under construction in the eastern end of the centre. However there is no mixed use residential development within the centre.

Research undertaken as part of the Shire's Housing Strategy has identified a growing need to provide additional housing in convenient locations, especially for people living as one or two person households. The wide range of transport, employment, education and community services available in the Lilydale Major Activity Centre make it a convenient location for new residents. The residential precincts within the activity centre comprise a range of different capabilities to accommodate additional dwellings with some areas being constrained by heritage and neighbourhood character considerations. The redevelopment of underutilised commercial sites within and adjoining the town centre also provide opportunities for upper level accommodation as part of mixed use development proposals.

Some of the key issues with the mix and location of different land uses within the activity centre are as follows:

- There is no clear civic space, focus point or central “hub” to draw both the community and the dispersed elements of Lilydale together. The lack of a developed 'centre' has discouraged continuity, focus and community activity in the business centre and has had an adverse effect on pedestrian and vehicle access throughout the centre.
- This wide dispersal of the three supermarkets and has resulted in a dilution of retail activities across the centre. This lack of concentration has meant that Lilydale has lost strength and effectiveness as a centre.
- There are opportunities for more intensive residential and mixed use developments within the activity centre. However the scope for change within the nearby and adjoining residential areas needs to take account of the sensitivity of some of these areas to significant change due to heritage and neighbourhood character considerations.
- The main community uses, including meeting places, the secondary school, Civic Centre, and Swinburne University, are located on the edges of the business centre, further fragmenting and
diminishing the concentration of people within the centre, and lessening its potential vibrancy as an activity centre.

- The centre offers only a limited range of entertainment facilities for local residents and there is considerable potential to further develop tourist and entertainment facilities that take advantage of Lilydale’s proximity to the Yarra Valley.

- Although Lilydale has the opportunity to benefit from the large number of tourists who visit the region, there is little incentive for tourists to stop within Lilydale. Factors contributing to this are the poor location and presentation of the main rest room and tourist bus stop (at the entrance to the recreation reserve), the general lack of cafés, and other tourist focused services, and the limited opportunities for on street car parking on the northern (outward bound) sections of the highway within the main retail strip.

- There is potential to capitalise on the existing buildings within Castella Street, comprising the original civic development, now containing the museum, theatre and a small number of specialty shops and cafés/restaurants. Potential future land use options for these buildings should consider the needs of the tourist market as well as attracting local interest.

- The industrial uses combine to form an important element for the centre. Within the north-western part of the activity centre, the Cave Hill Industrial Park and Olex Cables create a distinct industrial precinct. The former ASEA Brown Boveri site, which is also within this precinct, is being redeveloped with additional smaller scale industrial and warehouse uses. The industrial area needs to be maintained and strengthened to continue its contribution to business activity and employment within the centre.

- There are a number of light industrial and service uses which are located within the centre, creating a barrier between the more pedestrian focused retail and other commercial uses. Consideration needs to be given to encouraging their relocation to more appropriate sites.

- The Unimin limestone quarry and processing plant is located to the south-west of the business centre, adjacent to the railway line and abutting the business centre. It provides an important economic role in the Shire. The quarry operations may expand in the future to the western side of the railway line which would have significant implications for the alignment of the railway and the management of quarry buffer areas. The site includes an area of underutilised land fronting Melba Avenue which offers some potential for subdivision and development for industrial purposes.

BUILT FORM & PUBLIC REALM

There is a general lack of design consistency throughout the centre. The built form is not uniform, due to inconsistent building styles, diversity of materials and colours, heights, setbacks, and underutilised lots, creating a fragmented feel. The lack of verandahs and awnings within the main retail commercial areas also undermines uniformity, as well as necessary protection for pedestrians.

There are many barriers to pedestrian movement throughout the centre such as the Maroondah Highway, the railway and Olinda Creek. However there are opportunities to open up new crossing points and to use the creekside parkland as a key pedestrian link through the centre. Pathways require unification through careful and consistent material selection. Street furniture is poorly designed and intermittently located although recent streetscape works within the Maroondah Highway have partially addressed this concern in the main retail commercial areas of the centre. Excessive and uncoordinated advertising signage dominates the built form.

Despite the centre’s shortcomings, there are many buildings which combine to create valued aspects of Lilydale, particularly in areas such as Castella Street. The community particularly values the views of the surrounding landscape, and the country town atmosphere (ref: Urban Design Framework). It is important therefore to clearly identify the elements to be retained as well as removed.

Within each precinct, there are a number of issues that need to be addressed:

**Lilydale Business Centre**

- The disparate built form along the Maroondah Highway, Hutchison Street, John Street and Hardy Street creates the impression of a disjointed and unattractive centre that is a disincentive to pedestrian activity.

- The existence of vacant sites, industrial/services businesses with frontage car parking and service areas, and blank façades such as the Olive Tree Shopping Centre provide major impediments to pedestrian activity.
• Although there are number of key icons within the centre such as the three hotels, the creek and 
asociated parklands, these are generally poorly presented.

• Overhead powerlines are a dominant and unattractive feature and inhibit the opportunities for further 
landscaping and the introduction of updated street lighting to enhance the appearance and sense of 
continuity in the centre.

• There are a limited number of large, unencumbered redevelopment sites, and consolidation of 
fragmented and underutilised sites will be required to achieve well designed new development to help 
link the centre together.

• Castella Street is characterized by a number of fine civic buildings from the 1880s, several churches, 
and modest early 20th century houses. Its value is reinforced by the layout of the street, with its street 
trees, open drainage channels and lack of formal kerbing, which is strongly evocative of rural towns. 
The contribution that this street makes to the character of the centre needs to be recognised and 
enhanced.

• Melba Park provides significant opportunities as an historic ‘village green’ for the town, and will enable 
improved linkages between Castella Street and Main Street.

• The civic precinct, including the Council Offices, community facilities, such as the tennis courts, skate 
bowl, lawn bowls, and a model car track/skateboard bowl, can be better integrated with other functions 
of the activity centre.

• A small isolated group of shops is located at the western end of the centre at the intersection of 
Maroondah Highway and Albert Hill Road. It has no tangible connection with the rest of the commercial 
centre and provides some opportunity for redevelopment for mixed use of

**Beresford – Cave Hill Roads Industrial Area**

• The western arrival to Lilydale, at the north eastern intersection of Cavehill Road and the Maroondah 
Highway, comprises a mixture of largely industrial built form elements which create an unattractive 
western gateway into the centre. The Maroondah Highway frontage to this area (Olex Cables) is a 
visually prominent site at the western gateway into the activity centre. Its redevelopment would provide 
an opportunity to more intensively use this prominent site and screen some of the industrial uses to its 
rear.

**Cave Hill Road Medium Density Residential**

• This precinct comprises a mix of generally modest single storey brick or weatherboard dwellings, and 
single or double storey medium density developments constructed since the 1980s. It is likely that most 
of the remaining original dwellings may be subject to redevelopment soon, given their age and general 
condition, as well as their proximity to the business centre.

• The newer developments generally have reduced front setbacks, compared with the original dwellings, 
however all developments have retained the open drainage channels and lack of formal kerbing. In 
Cave Hill Road, which is lined with substantial street trees, the variation in building setbacks is less 
apparent.

• Despite its proximity to the town centre this area is area is physically separated from other residential 
areas due to the existing road and rail networks. These characteristics provide the opportunity to 
accommodate higher density and conveniently located housing without impacting on other residential 
areas.

**Adjacent Residential Areas**

• Throughout these residential areas, there is a mixture of housing types and styles. There are 
considerable opportunities for additional dwellings to be constructed within these areas subject to the 
development of appropriate design guidelines as part of the implementation of the Shire’s Housing 
Strategy.

• There are distinct differences throughout the residential areas, in terms of the concentration of new more 
intense development, or prevalence of well maintained older dwellings. The future intensity of residential 
development throughout these areas will need to recognise these differing characteristics.

• The residential built form along the Maroondah Highway east of Anderson Street is mostly single storey 
housing set back from the tree lined service road. This area includes a recently constructed medical
centre and several of the dwellings have been converted to small scale office/consulting rooms. These buildings, together with the mature trees within the road reserve, make a positive contribution to the character and appearance of the eastern section of the centre. It is unlikely that this area will be promoted for more intensive development.

- There is currently a higher concentration of unit development, in some cases two or more storeys, within the area defined by Albert Hill Road, Kidgell Street and McComb Street. This area is close to the business centre, in particular the transport interchange, and has the potential for continuing to achieve higher density.

- Properties fronting the elevated western side of Maroondah Highway west of Cavehill Road contain a mixture of older established single dwellings, some recent smaller lot and medium density housing and an isolated pocket of retail commercial development. Some of the older established dwelling structures have been converted to office type uses. The further spread of commercial development into this area would conflict with the need to promote a more compact and consolidated commercial centre.

- Properties within and close to Castella Street, within the area defined by Anderson Street, Gardiner Street, Chapel Street and Olinda Creek, are noticeably different. They are generally developed with early to mid 20th century mainly weatherboard dwellings, within garden settings. The residential properties complement the civic and church buildings and are important in retaining the valued aesthetic of the area. Limited development opportunity is likely within this precinct.

- The ‘Area’ subdivision, also known as Mt View or Vineyard Estate is valued due to its high local heritage significance as a prestigious early residential estate adjacent to the Lilydale township. It contains a range of housing dating from the 1890s and the turn of the century, and its subdivision pattern and layout take advantage of the rising land and the views across the township and beyond.

**Maroondah Highway East**

- The eastern approach and gateway from Yarra Valley and Warburton along the Maroondah Highway does not clearly identify where Lilydale’s commercial activities commence. Similarly, Anderson Street, forming the inner gateway and main intersection, provides limited sense of arrival, with insignificant buildings that do not reflect the importance of the intersection.

- The recent large format retailing that has been developed to the east of the town centre has further extended the previously widely dispersed commercial areas of the centre.

- Improvements are needed to the appearance of the Maroondah Highway, east of Anderson Street, recent development along it which is dominated by unconstructed and poorly landscaped roadsides, advertising signage, and limited vegetation, with a lack of concern for sensitive siting of buildings.

**Olinda Creek Parklands**

- Much of the parkland within the activity centre remains an underutilised resource with poor pedestrian access and linkages, limited surveillance from adjoining uses and an inconsistent standard of landscaping and management.

- There are major opportunities to address these issues through the establishment of a coherent pedestrian trail network, integrated landscape concepts for the various parkland areas and redevelopment of adjoining sites to provide attractive frontages to public land areas.

**TRANSPORT AND ACCESSIBILITY**

Lilydale is one of the Shire’s main transport hubs being based around the terminus of the metropolitan rail system. *(See Plan 5 – Access & Movement)*

The Maroondah Highway which bisects the town centre is an important transport route from the eastern suburbs of Melbourne into the Yarra Ranges and beyond. Anderson Street/Swansea Road, which intersects with the Maroondah Highway at the eastern end of the activity centre. It provides an increasingly important road transport link from the Bayswater/Kilsyth industrial area and the south eastern suburbs, though to the Yarra Valley and north east Victoria.

Public transport options comprise train, bus and taxi, combined as a transport interchange at the Lilydale Station site, located at the western end of the centre. Public transport services (bus and rail) which operate from this interchange provide access to the metropolitan area for many residents of the Shire.
Maroondah Highway within the business centre, includes the following local road elements:

- a reduction in the width of the Maroondah Highway to two lanes with some intersections providing a centre lane for turning traffic;
- service roads with on street parking on most sections of the highway through the centre;
- service roads separated from highway by landscaped medians of variable width;
- reduced speed of 60km through the town,
- the railway level crossing bisecting the western end of highway,
- two signal controlled pedestrian crossings, and
- and delays caused by vehicles turning right onto local roads.

Maroondah Highway's alignment through the town centre causes problems for local amenity and safety. The town centre is not pedestrian-friendly due to level of traffic, wide traffic lanes and steep cross section of the highway through the town centre.

Parking for the Main Street retail premises is located on the service roads that run along most sections of the highway through the main retail centre strip. The service roads are currently one way, with an aisle width in excess of the recommended minimum width for the road of this type, and as such, include angled parking close to the retail premises and parallel parking close to the Main Street.

There is a proposal for a bypass to be constructed to the south of Melba Avenue, however the likelihood of the Lilydale by-pass being constructed in the foreseeable future is uncertain and dependent upon State Government support and funding. It will be important to resolve this ongoing uncertainty as it has been a significant impediment to confident decision making about future development both along the highway and along the proposed bypass route.

Some of the major concerns are:

- Conflict between highway's dual roles as the main highway access between the Metropolitan area and the Yarra Valley, and the needs of the local township. As a result, there is often significant traffic congestion and barriers to pedestrian movement across the highway.
- The width, traffic flow and low numbers of pedestrian links across Maroondah Highway effectively splits the highway into two separate shopping strips.
- The poor layout of the main transport interchange area has created a number of conflict points between buses, taxis, general traffic, cyclists and pedestrians and has generally poor surveillance from surrounding businesses.
- Poor commuter safety in terms of lighting and surveillance of the car park, location of disabled parking spaces, lack of motorcycle parking bays, and separation between bicycle lockers and bicycle stands. A major problem is that, in order for pedestrians to access the station, they need to cross the railway lines.
- The parking provided exceeds the existing demand, and is poorly laid out, reducing the amenity for pedestrians using the footpath to visit the retail premises. Access and egress arrangements to some of the service road carparks are not clearly defined and pedestrian routes across some of the entry points are unstructured.
- Pedestrian amenity generally is poor, with limited signalised crossing points in the Maroondah Highway, lack of footpaths adjacent to the road, and advertising material congesting the footpaths outside many of the retail premises which exacerbates already narrow footpaths.
- Poor traffic signage, providing inadequate information and creating traffic hazards, and lack of tourism and local direction signs.
- The need to improve connectivity and opportunities to walk and cycle throughout the business centre, as the separation between the shopping centres discourages walking, particularly by the elderly and families / parents with young children, meaning that they either do not make full use of the centre or travel within the centre by car.
- Traffic conflict points, generally due to poor layout rather than excessive volumes of traffic. The main problem areas include the following intersections:
- Hutchison and John Streets,
- Anderson Street and Hardy Street
- Anderson Street and Main Street

- The widening of Swansea Road (and proposed widening of Anderson Street north of Hereford Road) have resulted in increasing use of this route as a connection to the Melba Highway as an alternative for heavy vehicles between the eastern suburbs and the Hume Highway in the north east of the state.
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Chapter 3
Response to existing characteristics and issues

FUTURE ROLE & EXTENT OF THE ACTIVITY CENTRE

Lilydale currently fulfils important roles within the Shire as the civic and administrative centre for Yarra Ranges, an employment hub for industry, and a key location for convenience shopping, education and other office/service business functions. The centre provides an important role in servicing the needs of agricultural producers and rural industries of the Yarra Valley. Most uses have tended to cluster into defined precincts, and this seems to achieve functional benefits.

In the future, the need for these roles will continue to grow, and Lilydale needs to maintain its core functions. Improvements will be required, to keep up with the demands of the community. The benefits of enhancing these roles include:

- Encouraging those who currently use the business centre to stay longer and use more of the services available. These include the local community who shop, work, study or commute from Lilydale, visitors passing through on the way to the Yarra Valley, and residents from the Yarra Valley passing through Lilydale.

- Responding to changing housing needs and preferences by providing conveniently located residential development of a higher density than is currently available within Lilydale. This will assist in providing greater activity and vibrancy to the Lilydale activity centre.

Further work needs to be undertaken to ensure that the industrial sector continues to develop, including consideration of the adequacy of the amount of industrial land, and the secondary office sector continues to strengthen, including the opportunity for cross linkages between existing businesses. There are considerable opportunities for redevelopment of under utilised sites. In addition, public transport infrastructure services need to be reviewed, to ensure they meet the requirements for the population who use, or would like to use, the Lilydale Town Centre.

MANAGEMENT OF PRECINCTS WITHIN THE STRUCTURE PLAN

Many of the land use and development issues identified in the previous section will require actions that are related to discrete localities within the study area. A suite of ‘precincts’ have therefore been identified to enable more precise statements about the strategic policy directions for future use and development within the study area. These precincts are identified and described in detail in Chapter 5 of this document (the Framework Plan).

The following section identifies the various precincts. It also identifies the key land use and development implications for each precinct that arise from the preceding description of issues. These provide the basis for the precinct based strategies contained in Chapter 4. (See Plan 2 – Land Use)

PRECINCT BASED OVERVIEW OF ISSUES & OPPORTUNITIES

Precinct A Town Centre
(Comprises business zoned along Maroondah Highway between the railway and Anderson Street)

Overview

This precinct comprises the heart of Lilydale. However the retailing function of the centre has become widely dispersed as a result of factors such as the disparate location of the three supermarkets and the divisive effect of the current Maroondah Highway. This has resulted in much activity in the centre being drawn away from the highway frontages leaving the impression of scattered, underperforming and underpopulated centre with no apparent hub of activity.
The precinct, together with the Lilydale Market precinct has considerable potential to be gradually refocused to form a more compact, interesting and vibrant centre of business activity for the Region.

However such a transformation of the centre would require the consolidation of a stronger cluster of retail activity around an identifiable hub of activity and the transformation of the surrounding areas of business activity to provide a mixture of offices, dining and entertainment and residential uses.

Substantial improvements to the treatment of the streets and other public places will be required, to visually unify the centre and encourage increased levels of pedestrian activity, amenity and safety.

New development is encouraged to locate within the precinct to strengthen the attributes of those areas with valued character such as Castella Street and to establish an attractive and active streetscape in underutilised sections of the precinct such as Hardy Street.

The proposed development of a ‘super clinic’ medical services facility in Clarke Street north of the highway will broaden the range of community services available in the centre and inject additional activity into this precinct.

Precinct B West End Mixed Use
(Comprises blocks bounded by:
• John Street, Cave Hill Road, Maroondah Highway & William Street
• John Street, William Street, Hutchinson Street, and Maroondah Highway excluding Olive Tree Centre)

Overview

This precinct currently contains a mixture of retail, industrial service and office uses. Most activities are housed within poorly designed buildings that create an unattractive entrance into the Lilydale activity centre from the west.

The precinct adjoins the transport interchange and has a high level of accessibility to the Town Centre Precinct. There is also potential in the long term to integrate redevelopment in the precinct with the relocation of the Lilydale transport interchange to the south side of the Maroondah Highway.

The section of the precinct west of the railway contains some large and underutilised sites that offer considerable potential for redevelopment. The elevated built form of existing buildings in this area, together with the well established street trees in Cavehill Road, provide opportunities to accommodate new multi level development whilst having a minimal visual impact on the surrounding area.

Precinct C Cavehill Residential
(Comprises the area bounded by Maroondah Highway, Taylor Street, John Street, Cavehill Road (north of John Street) and railway line)

Overview

This precinct is located at the western end of the activity centre in an area that is predominantly committed to residential development. The area provides convenient pedestrian access to the transport interchange and the Town Centre Precinct.

The built form of the area generally comprises single storey detached houses interspersed with single storey multi unit residential developments. The natural fall of the land and low scale form of residential development, mean that the precinct is largely inconspicuous from the Maroondah Highway despite its location at the western entrance to the centre. The plantings of large exotic tree species are a prominent and attractive feature of the precinct.

Despite the extent of medium density housing that has already been established within the area, the precinct still provides opportunities for more intensive medium and higher density residential development. Future redevelopment within the precinct will need to be managed to protect the established street trees, retain the vista from the Maroondah Highway through to the Yarra Valley and distant ranges, and provide design outcomes that maintain and improve the attractive residential amenity of the area.
It will be important to protect the residential land resource in this area from the intrusion of non residential uses that would be better located within the more central precincts of the activity centre.

**Precinct D  Industrial Areas**
(Comprises the area bounded by Maroondah Highway, Cavehill Road, Beresford Road and the railway. Also includes the industrial zoned land on the south side of Melba Avenue.)

**Overview**

The industrial areas in Lilydale are a major concentration of employment activity in the Shire and provide a wide range of generally small scale industrial operations. Whilst most of these industrial areas are locate within the activity centre they also extend beyond the margins of the activity centre to include areas further to the north of Beresford Road.

Most of these activities are contained within multi unit industrial complexes although the area also includes some larger scale operations such as the Olex Cables manufacturing plant.

There continues to be strong demand for small scale industrial units and the former ABB manufacturing plant is currently being redeveloped for this purpose.

There are limited opportunities for further development within this precinct although opportunities for more intensive development of the Olex Cables site including its prominent frontage to the Maroondah Highway may arise in the future.

Pedestrian and bicycle links to the transport interchange and the town centre require considerable improvement if the full benefits of having the industrial based employment located within the activity centre are to be fully realised.

The Industrial zoned land south of Melba Avenue has an area of approximately 5 hectares. It is isolated from the main areas of industrial activity in Lilydale. The Unimin limestone quarry and Swinburne University campus adjoin to the south of this area. This area retains some opportunities more intensive development. Vehicle access to the area is somewhat circuitous at present although it would abut the southern boundary of the currently proposed alignment for the Lilydale bypass route. Opportunities exist for this site to accommodate some service activities that may be relocated from the town centre or other land uses that require a close proximity to the university campus.

**Precinct E  Northern Residential**
(Comprises the residential zoned areas generally bounded by Melba Park, Gardiner Street, Mt Lilydale College, Warburton Rail Trail, Maroondah Highway and Anderson Street. Also includes the Residential zoned land generally between the Warburton Rail Trail and the rear of properties in Britannia Way and Bounty Court.)

**Overview**

This precinct is a major contributor to providing Lilydale with a distinctive sense of identity. It contains elements of Lilydale’s earlier years as a rural based township with a mixture of older dwellings, heritage listed public buildings and more recent residential development.

There are mature plantings of exotic trees within the generous road reserves in many of the streets in this precinct. The spreading canopy of these trees together with the mix of older style buildings and the tree plantings in Melba Park give this precinct a distinctive provincial rural township character that sets it apart from the more suburban style development that typifies much of the surrounding area.

The precinct’s appealing ambience and its convenient location adjoining the town centre have resulted in considerable pressures for more intensive residential development. Future redevelopment within this precinct will need to be controlled to retain and reinforce the built form and public realm elements that contribute to its distinctive character.

The northern section of the Highway west of the Warburton Rail Trail benefits from the existence of constructed medians separating the main thoroughfare from the adjoining residential properties. The development within this
area retains an essentially residential character with extensive garden plantings leaving the buildings as unobtrusive elements. The retention of the current residential land use and built form of this area will be important in avoiding the further dispersal of commercial use along the Maroondah Highway.

The area of currently undeveloped residential sites at the rear of commercial premises fronting Maroondah Highway east of the Warburton Rail Trail provides significant opportunities for specialised forms of higher density housing in this area with several permits having been recently issued for older persons accommodation.

**Precinct F  East End Highway Commercial**  
*(Comprises the areas of highway oriented commercial development fronting the Maroondah Highway generally east of Anderson Street.)*

**Overview**

This precinct forms the eastern approach into Lilydale from the Yarra Valley and areas further to the east and north. It also provides the gateway to the rural areas of the Yarra valley for traffic heading eastwards out of Melbourne. The precinct comprises a mixture of commercial activities that have sought to take advantage of the generally large lots with high visual exposure to the Maroondah Highway.

There is little consistency in the built form elements throughout this area, with a range of utilitarian building structures, outdoor display areas, cluttered advertising signage and limited landscaping. The unconstructed roadsides with poorly defined areas for roadside parking further contribute to the generally untidy and unattractive appearance of much of this precinct.

The area is committed to long term use for bulky goods and other highway oriented retail and commercial uses. However there is considerable scope to enhance its appearance through the construction of the roadside verges, rationalisation of on street car parking and the introduction of a strong and consistent avenue planting and landscape theme.

The future redevelopment of individual sites will provide opportunities to improve the appearance of the area as a gateway into the activity centre through the adoption of a consistent approach to setbacks, landscaping and signage.

**Precinct G  Lilydale Market**  
*(Comprises the business zone areas abutting to the south of Precinct A between Hutchinson Street and Olinda Creek, including the Market Square retail complex and Lilydale Market site.)*

**Overview**

This precinct adjoins to the south of the Town Centre precinct. It currently comprises a strip of commercial and service industrial uses fronting the south side of John Street together with the Lilydale Market Square retail development and the Lilydale Market.

The Lilydale Market Square development is a self contained retail complex comprising a supermarket, mini discount department store and associated specialty shops. The adjoining Lilydale Market is currently operating at a low level of intensity. The market site is included in a Business 1 Zone and its owners have expressed a strong preference that it be developed for retail use.

These two sites have poor visual and access linkages to the Town Centre precinct and other areas within the activity centre. The strip of commercial and service industrial businesses on the south side of John Street (in Precinct H) currently presents a significant barrier to effective integration of this precinct with the Town Centre precinct. This is further exacerbated by the extensive open car park and petrol station that lie in the path of pedestrian connections between the existing Lilydale Market Square complex and the balance of the activity centre further to the north.

The precinct, together with the Town Centre precinct has considerable potential to be gradually refocused to form a more complex, interesting and vibrant centre of business activity for the Region. There are considerable opportunities to improve the connections between the town centre and the retail development south of John
Street. The further intensification of retail activity on sites abutting John Street offers the opportunity to strengthen the linkages between the Town Centre and the Market precincts and to reinforce the emergence of a vibrant and cohesive retail hub west of Olinda Creek.

The parkland along Olinda Creek provides a further opportunity to improve integration of this precinct with the rest of the activity centre. A pedestrian link between the Town Centre and the Lilydale Lake is already established on the eastern side of the Creek. The establishment of a pathway on the western side of the creek would facilitate direct pedestrian access to the Lilydale Market Square site. Any redevelopment of that site would also provide an opportunity to create an active frontage to the parkland along the creek and promote it as a feature of the site with effective visual surveillance from the adjoining retail activities.

The Lilydale Market site offers one of the most significant redevelopment opportunities with the Lilydale Activity Centre. It has an area of approximately 2.4 hectares in single ownership, with convenient access to the Town Centre, the Transport Interchange, Swinburne University and the Olinda Creek parklands. The future redevelopment of the market site also offers potential for higher density residential or mixed use development given its single ownership, relatively large area and convenient location.

**Precinct H  John Street/Hardy Street Mixed Use**

*Comprises the commercial development fronting the northern side Hardy Street.*

**Overview**

This precinct is focused on John Street and Hardy Street which functions as an east west alternative route through the Activity Centre.

The precinct adjoins to the rear of the main retail and commercial strip fronting Maroondah Highway. It contains a mixture of retail, office and service industrial businesses. The built form within this precinct comprises a mixture of generally unattractive building forms with a clutter of signage and inconsistent street frontage treatments. A number of these activities comprise motor vehicle service businesses that involve a high level of vehicle access to and from John Street which creates significant conflicts with pedestrian movement along the street. Some sites remain essentially undeveloped with businesses that operate from open display or storage yards. Building forms along Hardy Street have adopted an inconsistent approach to with some being constructed on excavated sites and others at grade above the street level.

The built form and land use characteristics of the properties in the precinct, particularly those fronting John Street, combine to present a generally unattractive streetscape that is inhospitable for pedestrians. The use of John Street/Hardy Street as a through traffic route, together with the limited pedestrian focus of development abutting these streets form a significant impediment to pedestrian movement between the Town Centre and areas adjoining to the south such as the Civic Centre, market precinct and Olinda Creek parklands.

There is a risk that the spread of retail uses into the Hardy Street section of the precinct (east of the creek) will further dilute the effectiveness of the Maroondah Highway as a vibrant main street.

However the John Street section of the precinct (west of the creek) lies between the Town Centre and Market precincts. The further intensification of retail activity within this area offers the opportunity to strengthen the linkages between the Town Centre and the Market precincts and to reinforce the emergence of a vibrant and cohesive retail hub west of Olinda Creek.

The gradual redevelopment of sites within this precinct provides considerable scope to create a more attractive streetscape that encourages increased levels of pedestrian activity in John Street/Hardy Street. These opportunities include provision of mixed use housing, creation of additional pedestrian access ways from the Maroondah Highway, the adoption of more consistent built form elements and improvements to the paving and landscaping treatments along the street.

**Precinct I  Western Residential**

*Comprises the area bounded by Albert Hill Road, Wilsons Lane, Victoria Road and Beresford Road and Cavehill Road.*

**Overview**
This precinct is located at the western end of the activity centre in an area that is predominantly committed to residential development. The area provides convenient pedestrian access to the transport interchange and the Town Centre Precinct.

The built form of the area generally comprises single storey detached houses although it has recently experienced extensive redevelopment with mostly single storey multi unit residential developments. The precinct contains several old cottages that reflect Lilydale’s past role as a rural township.

Despite the extent of medium density housing that has already been established within the area, the precinct still provides opportunities for more intensive residential development. Future redevelopment within the precinct will need to be managed to provide design outcomes that protect the remaining heritage elements in the area and create an attractive residential amenity.

It will be important to protect the residential land resource in this area from the intrusion of non residential uses that would be better located within the more central precincts of the activity centre. It will also be important to avoid the further development of low intensity single dwelling residential developments that would limit the scope for higher density housing within this conveniently located area.

Precinct J  West End Highway Residential

(Comprises the area bounded by the Maroondah Highway, Albert Hill Road and the Bible College)

Overview

This precinct forms part of the western approach into the activity centre. The land is elevated above the level of the highway and provides expansive views across the centre to the Yarra valley and the ranges beyond it. The land within the precinct is conspicuous from viewing points within the activity centre such as along John Street and from sections of the Lilydale Lake parklands.

Most of the land within the precinct is developed for residential use with a mixture of older established single dwellings together with some recently constructed smaller lot and medium density residential developments. An isolated retail/commercial development is located at the intersection Maroondah Highway and Albert Hill Road. Some of the older established dwellings have been converted to use for office type purposes.

It will be important to limit the intrusion of additional non residential uses into this precinct to reinforce the overall objective of consolidating the commercial activities within the centre and avoiding their further dispersal along the Maroondah Highway.

Although the precinct is located relatively close to the transport interchange, its suitability for more intensive residential development is limited by the access constraints to the Maroondah Highway.
Chapter 4
Vision for Lilydale Major Activity Centre

Lilydale Major Activity Centre will be recognised as:

- A vibrant regional centre, providing a diverse range of retail, community, recreational, civic, industrial services and professional functions for the local community.
- A pedestrian focused, attractive place through which people enjoying walking and cycling and feel safe.
- A convenient place to live and which provides a high standard of residential amenity for its residents.
- The destination for convenient and attractive public transport, providing reliable access to the Shire, the wider metropolitan region and the Yarra Valley.
- An attractive town to visit, with its ‘country charm’, tree lined streets, well maintained civic and heritage buildings and areas intermingled with newer, high quality buildings, range of dining, entertainment and recreational places.
- A centre that features attractive, accessible, safe and diverse public parklands with convenient pedestrian and bicycle access along the Olinda Creek Parklands through to the Lilydale Lake.
- A centre which values its environmental assets and has embraced sustainable building concepts in the design of new developments.

OVERALL STRATEGIC DIRECTIONS

Land use

- Reinforce Lilydale’s role as the regional centre for retail and other business activity, community, recreational, civic, industrial services and professional functions.
- Consolidate the areas of retail and other business activity around the two supermarket developments on the south side of Maroondah Highway and generally in the area between Hutchinson Street and Olinda Creek to reinforce an identified core to the centre and avoid the further dispersal of these activities
- Promote the provision of additional café, dining, and recreational facilities within the centre
- Encourage mixed-use activities within buildings in the town centre, such as shops and offices at ground level and residential development on the upper floors, to support the increased use of public transport.
- Enhance Lilydale’s connection with the Swinburne University campus, with businesses that take advantage of the connection with education and training facilities and which provide services to students and through the provision of housing opportunities for students
- Increase the residential population of the centre and the densities of surrounding residential areas to take advantage of the range of services available and provide a increased levels of activity in the centre
- Promote the opportunities for development of underutilised key sites
- Encourage mixed use redevelopment proposals on key sites which include provision for upper level residential accommodation.

Built form & design

- Recognise the attributes of the centre that give it a distinctive character such as the broad tree lined streets, clusters of ‘country town’ buildings, and open space areas along the creek.
- Encourage new development to reinforce the attributes outlined above in those precincts where they are prevalent.
- Promote the redevelopment of the many underutilised and unattractive key sites within the centre with well designed new buildings that contribute to the complexity and diversity of the centre.
• Encourage new developments to incorporate design features that create a visually interesting and pedestrian scale environment and encourage activity within the streets and other outdoor public spaces.

• Encourage new development to acknowledge the increasing role of the centre as a place where people live and enhance the amenity for surrounding residents in terms of solar and view access.

• Encourage all buildings and works to achieve high levels of environmental sustainability with minimal adverse environmental impacts during construction and throughout the life cycle of the construction and which minimise energy and resource use in the long term.

• Require the preparation of a Sustainability Management Plan for all major developments to ensure that sustainable building and management practices are adopted.

Public realm

• Unify the Centre through common themes in the streetscape treatments along the Maroondah Highway and other complementary streets, such as vegetation planting, coordinated signage plan, and markers to entry points.

• Reinforce the established streetscape character of Lilydale through the extension of street tree plantings throughout the centre.

• Increase the provision and accessibility of community facilities, to provide for the range of services required by the new community.

• Enhance the existing public and shared spaces, and create new spaces, that are safe, accessible to all, inviting and attractive and which encourage pedestrian and bicycle movement within the different sections of the centre.

• Ensure that the development of new facilities incorporates the principles of crime prevention through design.

• Recognise and progressively implement the design concepts contained in the Lilydale Urban Design Framework (Hassell Pty Ltd June 2001) where they are consistent with this structure plan.

Traffic & access

• Recognise the importance of the transport interchange at Lilydale railway station as a focus of public transport services

• Provide for enhancements to the operation of the transport interchange

• Improve the connections between the transport interchange and the rest of the activity centre

• Rationalise the alignment and design of the Maroondah Highway to increase its ability to provide both a unifying visual element and convenient access into and through the centre

• Improve opportunities for pedestrian and bicycle linkages between the town centre and surrounding precincts, particularly existing and future residential areas and along the Olinda Creek parklands and rail trail routes.

• Promote the opportunities for multi purpose trips to the centre through more effective clustering of activities and improvements in the pedestrian pathways and connections

• Improve the provision of and access to public transport throughout the activity centre, to create a reliable, convenient, and safe alternative to private transport.

• Provide appropriate levels of accessibility for people with mobility limitations.
Chapter 5
Framework Plan

The ‘framework plan’ component of the Lilydale Major Activity Centre Structure Plan comprises a suite of strategic directions for each of the precincts that have been identified within the activity centre.

The strategic directions for each precinct contain:
- an overall objective for the precinct;
- an overview of key issues for the effective management of land use and development within the precinct;
- specific strategies grouped under the themes of land use, built form, traffic & access, and public realm.

These strategic directions should be read in conjunction with the following plans:
- Plan 2 – Land Use
- Plan 3 - Urban Form
STRATEGIC DIRECTIONS FOR INDIVIDUAL PRECINCTS

Precinct A  Town Centre  
(Comprises business zoned land along Maroondah Highway between the railway and Anderson Street)

Objective

To maintain the Maroondah Highway shopping strip as the main focus of retail and civic activity in a form that reinforces a strong sense of unique identity for Lilydale.

Overview

This precinct comprises the heart of Lilydale. However the retailing function of the centre has become widely dispersed as a result of factors such as the disparate location of the three supermarkets and the divisive effect of the current Maroondah Highway. This has resulted in much activity in the centre being drawn away from the highway frontages leaving the impression of scattered, underperforming and underpopulated centre with no apparent hub of activity.

The precinct, together with the Lilydale Market precinct has considerable potential to be gradually refocused to form a more compact, interesting and vibrant centre of business activity for the Region.

However such a transformation of the centre would require the consolidation of a stronger cluster of retail activity around an identifiable hub of activity and the transformation of the surrounding areas of business activity to provide a mixture of offices, dining and entertainment and residential uses.

Substantial improvements to the treatment of the streets and other public places will be required, to visually unify the centre and encourage increased levels of pedestrian activity, amenity and safety.

New development is encouraged to locate within the precinct to strengthen the attributes of those areas with valued character such as Castella Street and to establish an attractive and active streetscape in underutilised sections of the precinct such as Hardy Street.

The proposed development of a ‘super clinic’ medical services facility in Clarke Street north of the highway will broaden the range of community services available in the centre and inject additional activity into this precinct.

Strategies

Land use

- Create a clearly identifiable ‘central hub’ around the Olinda Creek/Maroondah Highway intersection, and encourage key Council, business and community facilities to locate in this area to provide a sense of place for visitors and clear focus for the community.
- Consolidate retail activities along the Maroondah Highway west of Olinda Creek area and around the two supermarket developments to the south to reinforce the identified ‘central hub’.
- Encourage entertainment and recreational oriented retailing such as cafes, restaurants, including on street dining, in the Maroondah Highway commercial strip east of Olinda Creek to increase Lilydale’s share of tourism visitation.
- Relocate non pedestrian oriented service and industrial uses from sites within the precinct to other more appropriate locations in other precincts which avoid conflict with pedestrian movements.
- Consolidate and redevelop underutilised sites for retail, commercial or other uses that provide active street frontages which encourage pedestrian activity.
- Encourage the consideration of options for redeveloping the Yarra Valley Shopping Centre to assist in consolidating the retail area and providing additional housing in convenient locations. These options could include relocating the supermarket to a site within Precinct A west of Olinda Creek and the redevelopment of the current site for alternative uses, such as entertainment or residential.
• Encourage the active use and enhancement of iconic buildings, such as the three hotels in the Maroondah Highway (the Olinda Creek Hotel, Crown Hotel and Dukes Saloon Hotel), and the Castella Street precinct, and promote the use of these buildings for hospitality, food and entertainment purposes.

• Encourage mixed use residential development on underdeveloped sites in Market Street opposite the southern boundary of Melba Park and other locations within the precinct, including shop top housing above existing and future retail developments.

**Built form**

• Increase the density of development to assist in increasing vibrancy while ensuring it is undertaken in a manner that retains the distinctive attributes of Lilydale.

• Limit the height of new development within the precinct to a maximum of three storeys and retain solar access to public spaces.

• Ensure that new development is designed to be consistent with the scale and rhythm of development within the town centre, present active frontages where possible, and address vehicle requirements.

• Require new development to be sited on the front title boundary, with strongly articulated facades, active street frontages, and consistent verandahs and signage.

• Require development on infill sites to 'blend in' with, rather than dominate, the surrounding streetscape.

• Reinforce the rhythm of development along the Maroondah Highway and other streets within the precinct by encouraging new developments to be designed to incorporate individual shop fronts rather than create simple bland facades.

• Ensure that the height of new buildings does not exceed that of nearby iconic buildings (such as the hotels) which are located along the same street frontage and which reflect Lilydale’s heritage.

• Encourage the provision of shop front verandahs on buildings particularly for those fronting Maroondah Highway and encourage a consistent approach to verandah and fascia treatments that provide a visual connection between the diverse building styles within the precinct.

• Encourage new upper level residential developments to take advantage of rural views to the north from elevated sites within the precinct.

• Ensure that the redevelopment of the underdeveloped sites in Market Street opposite the southern boundary of Melba Park incorporate stepped setbacks from the street to take advantage of the slope of the land, maximise the opportunities for distant views to the north, and to minimise the visual intrusion of buildings into views from within the park.

• Ensure that any new development opposite Melba Park and fronting Market Street or Castella Street, is designed to provide a pedestrian scale interface with the street and casual surveillance of the street and parkland areas.

• Reduce the ‘gaps’ between key attractors of pedestrian activity, through the redevelopment of underutilised or non-complementary sites.

• Encourage new development to provide active frontages and effective surveillance of adjoining public spaces such as Olinda Creek parklands.

• Promote redevelopment of commercial sites adjoining the transport interchange area to provide an active frontage and improved surveillance of the area.

• Reduce the proliferation of advertising signs on existing buildings and encourage any new signage to be placed under verandahs or on building fascias.

• Discourage the erection of panel signs, pole signs, sky signs and the use of bold coloured painted surfaces on building walls or windows for the purposes of advertising.

**Traffic & access**

• Improve bus stop facilities on eastbound carriageway of Main Street adjacent to Castella Street

• Maximise pedestrian connectivity with the transport interchange and the town centre.
• Improve pedestrian and cycling linkages to the town centre, particularly the transport interchange.

• Provide convenient access to public transport services and facilities throughout the precinct, including sheltered stops which are accessible to people with limited mobility.

• Encourage improvements to paths, roadways and car parking arrangements, to improve their functionality, appearance and directness. This may be achieved through encouraging more complementary uses to be sited together, improvements to signage and ‘way-finding’ as well as marketing and promotional measures.

Public realm

• Improve the appearance of the Maroondah Highway streetscape through the undergrounding of overhead cables, rationalising road alignment and medians and establishing a consistent approach to landscaping, street furniture and street lighting.

• Landscape the highway with a bold and consistent avenue of trees which strengthen themes of the existing avenue plantings and minimises the use of planter boxes and bedding plants.

• Install appropriate street furniture and signage to promote the Maroondah Highway as a café / entertainment area, especially between Olinda Creek and Anderson Street.

• Upgrade the Olinda Creek parklands to strengthen their role as a passive recreational facility for users of the centre and improve pedestrian connections to other parts of the centre and the facilities beyond it such as the Warburton Trail and the Lilydale Lake.
Precinct B  West End Mixed Use  
(Comprises blocks bounded by:
• John Street, Cave Hill Road, Maroondah Highway & William Street
• John Street, William Street, Hutchinson Street, and Maroondah Highway excluding Olive Tree Centre)

Objective

To be the priority location for comprehensive redevelopment that provides for mixed use residential and commercial development that will invigorate the activity centre.

Overview

This precinct currently contains a mixture of retail, industrial service and office uses. Most activities are housed within poorly designed buildings that create an unattractive entrance into the Lilydale activity centre from the west.

The precinct adjoins the transport interchange and has a high level of accessibility to the Town Centre Precinct. There is also potential in the long term to integrate redevelopment in the precinct with the relocation of the Lilydale transport interchange to the south side of the Maroondah Highway.

The section of the precinct west of the railway contains some large and underutilised sites that offer considerable potential for redevelopment. The elevated built form of existing buildings in this area, together with the well established street trees in Cavehill Road, provide opportunities to accommodate new multi level development whilst having a minimal visual impact on the surrounding area.

Strategies

Land use

• Promote the comprehensive redevelopment of consolidated sites within the precinct for a compatible mixture of residential and commercial uses.

• Reinforce the consolidation of the Maroondah Highway retail shopping strip by discouraging additional retail floorspace within that part of the precinct west of the railway.

• Encourage and facilitate a greater range of housing choice and residential development densities within this precinct.

• Encourage business activities to address the street level frontages to Maroondah Highway.

• Encourage residential uses to address the street level frontages to Cavehill Road, John Street and William Street (East and West) to provide a compatible interface with adjoining residential uses.

Built form

• Ensure that new development within the precinct provides a positive contribution to western entrance into the Lilydale activity centre.

• Encourage multi level development to a maximum of four storeys on sites that have been consolidated into parcels of at least 2000 square metres.

• Encourage built forms that emphasise the residential character of the building through the use of strongly articulated facades with active frontages to all adjoining streets, and visually interesting pitched rooflines that maximise solar access to dwelling units.

• Ensure that any new development, which incorporates a residential component, is designed to provide a high standard of amenity for its residents, with adequate provision of private open space and solar access, and separation from potential sources of disturbance from commercial activities carried on the site.

• Ensure that private pedestrian access to the residential component of any new development is to either Cavehill Road or John Street to reinforce their role as residential streets.
• Ensure that any new residential development fronting Cavehill Road or John Street is designed to provide a landscaped setback from the street frontage to accentuate the residential scale and character of the street.

• Reduce the proliferation of advertising signs on existing buildings and encourage any new signage to be placed under verandahs or on building fascias.

• Discourage the erection of panel signs, pole signs, sky signs and the use of bold coloured painted surfaces on building walls or windows for the purposes of advertising.

Traffic and access

• Maximise pedestrian connectivity with the transport interchange and the town centre.

• Investigate options to improve accessibility to the transport interchange terminus, including consideration of its relocation to the southern side of Main Street.

• Improve pedestrian and cycling linkages to the town centre, particularly the transport interchange.

• Encourage the development of accommodation that is diverse in type, size, scale, and affordability, and is accessible for people with limited mobility.

• Provide convenient access to public transport services and facilities throughout the precinct, including sheltered stops which are accessible to people with limited mobility.

Public realm

• Promote the landscaping of the Maroondah Highway with a bold and consistent avenue of trees which strengthens the established themes of the existing heritage avenue of mature trees and minimises the use of planter boxes and bedding plants.

• Improve the appearance of the Maroondah Highway streetscape through the undergrounding of overhead cables, rationalising road alignment and medians and establishment of a consistent approach to landscaping, street furniture and street lighting.

• Establish effective landscaping with canopy trees in William Street East and William Street West to screen the railway and provide an enhanced amenity for future mixed use residential development on sites overlooking this area.

• Ensure that development is designed to protect and maintain the established street trees in Cavehill Road.
Precinct C  Cavehill Residential

(Comprises the area bounded by Maroondah Highway, Taylor Street, John Street, Cavehill Road (north of John Street) and railway line.

Objective

To be the priority location for coordinated redevelopment for high density residential use that takes advantage of the convenient location and increases the level of activity within the centre.

Overview

This precinct is located at the western end of the activity centre in an area that is predominantly committed to residential development. The area provides convenient pedestrian access to the transport interchange and the Town Centre Precinct.

The built form of the area generally comprises single storey detached houses interspersed with single storey multi unit residential developments. The natural fall of the land and low scale form of residential development, mean that the precinct is largely inconspicuous from the Maroondah Highway despite its location at the western entrance to the centre.

Despite the extent of medium density housing that has already been established within the area, the precinct still provides opportunities for more intensive residential development. Future redevelopment within the precinct will need to be managed to protect the established street trees, retain the vista from the Maroondah Highway through to the Yarra Valley and distant ranges, and provide design outcomes that maintain and improve the attractive residential amenity of the area.

It will be important to protect the residential land resource in this area from the intrusion of non residential uses that would be better located within the more central precincts of the activity centre.

Strategies

Land use

• Provide for an substantial increase in the number of dwellings within the precinct through provision of appropriately designed higher density housing.

• Encourage and facilitate a greater range of housing choice and residential development densities within this precinct.

• Encourage the development of accommodation that is diverse in type, size, scale, and affordability, and is accessible for people with limited mobility.

• Prevent the intrusion of office, medical or other non residential land uses, particularly along the Maroondah Highway, that would otherwise result in the further dispersal of the commercial activities in the activity centre.

Built form

• Encourage multi level development up to two storeys on sites throughout the precinct

• Provide for residential development in buildings of up to three storeys on sites that have been assembled through the consolidation of lots.

• Integrate future medium density residential development with the heritage properties and street trees particularly within Cavehill Road

• Ensure that redevelopment does not compromise the amenity of other dwellings in the precinct.

• Ensure that new development contributes to the amenity of the neighbourhood through designs which effectively integrate new development with the surrounding dwellings, with adequate provision of frontage landscaping, reflecting the prevailing streetscape treatment.
• Ensure that new development is designed to address all street frontages including those with direct abuttal to the Maroondah Highway and avoid the creation of rear fences or walls fronting on to streets.

• Ensure that new development is designed to retain the scenic vista from the Maroondah Highway through to the Yarra Valley and distant ranges.

Traffic and access

• Maximise pedestrian connectivity with the transport interchange and the town centre.

• Investigate options to improve accessibility to the transport interchange terminus, including consideration of its relocation to the southern side of Main Street.

• Improve pedestrian and cycling linkages to the town centre, particularly the transport interchange.

• Encourage the development of accommodation that is diverse in type, size, scale, and affordability, and is accessible for people with limited mobility.

• Provide convenient access to public transport services and facilities throughout the precinct, including sheltered stops which are accessible to people with limited mobility.

Public realm

• Protect and reinforce the established plantings of mature street trees within the precinct.

• Ensure that all streets within the precinct make a significant contribution to a leafy and pedestrian scale neighbourhood character through the adoption of consistent street tree planting themes that reinforce the established plantings within the precinct.

• Ensure that development is designed to protect and maintain the established street trees in Cavehill Road.
Precinct D Industrial Areas
(Comprises the area bounded by Maroondah Highway, Cavehill Road, Beresford Road and the railway. Also includes the industrial zoned land on the south side of Melba Avenue.).

Objective

To provide a concentration of industrial business activity that complements the range of services and employment opportunities provided within the activity centre.

Overview

The industrial areas in Lilydale are a major concentration of employment activity in the Shire and provide a wide range of generally small scale industrial operations. Whilst most of these industrial areas are locate within the activity centre they also extend beyond the margins of the activity centre to include areas further to the north of Beresford Road.

Most of these activities are contained within multi unit industrial complexes although the area also includes some larger scale operations such as the Olex Cables manufacturing plant.

There continues to be strong demand for small scale industrial units and the former ABB manufacturing plant is currently being redeveloped for this purpose.

There are limited opportunities for further development within this precinct although opportunities for more intensive development of the Olex Cables site including its prominent frontage to the Maroondah Highway may arise in the future.

Pedestrian and bicycle links to the transport interchange and the town centre require considerable improvement if the full benefits of having the industrial based employment located within the activity centre are to be fully realised.

The Industrial zoned land south of Melba Avenue has an area of approximately 5 hectares. It is isolated from the main areas of industrial activity in Lilydale. The Unimin limestone quarry and Swinburne University campus adjoin to the south of this area. This area retains some opportunities more intensive development. Vehicle access to the area is somewhat circuitous at present although it would abut the southern boundary of the currently proposed alignment for the Lilydale bypass route. Opportunities exist for this site to accommodate some service activities that may be relocated from the town centre or other land uses that require a close proximity to the university campus.

Strategies

Land use

• Maintain, and further strengthen, the role of the precinct as a centre of industrial activity that provides a range of employment opportunities.

• Provide opportunities for the relocation of service industrial uses into this precinct from sites within the town centre that would be more appropriately developed with pedestrian oriented activities.

• Ensure that new uses and development recognise the industrial role of the area and does not introduce incompatible land uses that may prejudice to the ongoing operation, or future expansion of industrial activities within the precinct.

• Limit the adverse impacts of industrial uses in the precinct on adjoining residential areas, traffic movement within and through the precinct, and the general visual and built amenity of the area.

• Provide the opportunity for changes to future use of the Maroondah Highway frontage of the Olex Cables site to establish an attractive entry to Lilydale and take advantage of the sites visually prominent location adjoining the transport interchange.

Built form
• Ensure that new development enhances the appearance of the precinct through the adoption of building designs and landscaping that provide an attractive presentation to the adjoining Cavehill Road and Beresford Road.

• Retain the current landscaped setbacks along Beresford Road, Cavehill Road and melba Avenue which provide an important buffer to non industrial uses and avoid the intrusion of any additional development including car parking within these setback areas.

• Limit the height of new development within the precinct to retain the uniform viewline from the elevated sections of Maroondah Highway west of Cavehill Road across the precinct to the Yarra Valley and surrounding ranges.

• Reduce the proliferation of advertising signs on existing buildings and encourage any new signage to be placed under verandahs or on building fascias.

• Discourage the erection of panel signs, pole signs, sky signs and the use of bold coloured painted surfaces on building walls or windows for the purposes of advertising.

• Provide for the future redevelopment of the Maroondah Highway frontage of the Olex Cables site with a form that addresses the Maroondah Highway and establishes an attractive gateway to the activity centre.

Traffic & access

• Ensure that the redevelopment of any sites is designed to maximise the opportunity for pedestrian and bicycle links to the transport interchange and town centre.

• Introduce a pedestrian/cycle path along the northern service road of the Maroondah Highway, connecting the precinct to the Transport Interchange and the Warburton Rail Trail.

• Investigate the need for a traffic management plan to ensure that heavy traffic movements generated by the industrial land uses are concentrated within roads that provide appropriate and safe truck access and which avoids conflicts with areas of concentrated pedestrian usage.

Public realm

• Provide accessible and attractive outdoor areas within the major industrial estates for passive recreational use by workers within the precinct.
Precinct E  Eastern Residential
(Comprises the residential zoned areas generally bounded by:
- Melba Park, Gardiner Street, Mt Lilydale College, Warburton Rail Trail, Maroondah Highway and Anderson Street;
- Anderson Street, Hillside Grove and Belle Vue;
- Also includes the Residential zoned land generally between the Warburton Rail Trail and the rear of properties in Britannia Way and Bounty Court.)

Objective

To continue to be a residential area that helps define Lilydale’s unique identity whilst accommodating some additional infill housing development.

Overview

The areas within this precinct are a major contributor to providing Lilydale with a distinctive sense of identity. They contain elements of Lilydale’s earlier years as a rural based township with a mixture of older dwellings, heritage listed public buildings and more recent residential development.

There are mature plantings of exotic trees within the generous road reserves in many of the streets in this precinct. The spreading canopy of these trees together with the mix of older style buildings and the tree plantings in Melba Park give this precinct a distinctive provincial rural township character that sets it apart from the more suburban style development that typifies much of the surrounding area.

The precinct’s appealing ambience and its convenient location adjoining the town centre have resulted in considerable pressures for more intensive residential development. Future redevelopment within this precinct will need to be controlled to retain and reinforce the built form and public realm elements that contribute to its distinctive character.

The northern section of the Highway west of the Warburton Rail Trail benefits from the existence of constructed medians separating the main thoroughfare from the adjoining residential properties. The development within this area retains an essentially residential character with extensive garden plantings leaving the buildings as unobtrusive elements. The retention of the current residential land use and built form of this area will be important in avoiding the further dispersal of commercial use along the Maroondah Highway.

Properties fronting the Maroondah Highway adjoining to the east of the Warburton Rail Trail include the ‘Manor House’ which is a heritage listed dwelling in a garden setting dominated by mature plantings of large ornamental tree species. Some unobtrusive commercial development that is setback over 60 metres from the road pavement of the highway is also located in this area. Future redevelopment of these sites for specialised accommodation offers an opportunity to take advantage of the convenient location and established trees. The substantial trees on these lots are an important local landscape feature and their retention will help to differentiate the retail shopping strip of Lilydale from the highway oriented retail areas further to the east.

The area of currently undeveloped residential sites at the rear of commercial premises fronting Maroondah Highway east of the Warburton Rail Trail provides significant opportunities for specialised forms of higher density housing with several permits for older persons accommodation having been recently granted in this area.

Strategies

Land use

- Recognise the precinct as a residential area that provides convenient access to a wide range of facilities and services and which contains some areas with a distinctive neighbourhood character that is sensitive to change.
- Provide for additional residential development where it can be accommodated without compromising desirable neighbourhood character attributes.
- Limit the intrusion of non residential uses into areas of predominantly residential activity.
• Provide for specialised residential accommodation such as for aged people on the large undeveloped sites at the area of commercial premises east of the Warburton Rail Trail.
• Retain residential use as the predominant activity on the properties fronting the Maroondah Highway between Anderson Street and the Warburton Rail Trail.
• Provide for higher density residential use such as aged persons accommodation on sites fronting the Maroondah Highway east of the Warburton Rail trail to the rear of commercial properties in adjoining Precinct F.

Built form

β Ensure that any new development within the identified Heritage precincts for ‘Castella Street’ and ‘The Area subdivision’ is designed to protect and reinforce the identified key heritage elements of these precincts.
β Ensure that any new development within the area generally bounded by Anderson Street, Gardiner Street, Chapel Street and Olinda Creek, respects the key built form, and landscape elements that contribute to the distinctive character of this area and ensure that:
  o A mix of public buildings and residential uses is maintained in keeping with existing development.
  o Current scale and setback of buildings from the street is maintained.
  o New development is not more than two storeys in height except for properties in Chapel Street opposite the northern side of Melba Park which may be developed up to three storeys on consolidated lots.
  o Landscaping and street frontage development and fencing incorporates design features that contribute to and complement the overall streetscape. High fences should be discouraged in favour of hedges or plants for screening where necessary.
  o Mature street trees are retained.
  o Landscaping plans include some substantial trees, where appropriate, to maintain and enhance the canopy effect in the street and soften/complement rooflines and sightlines.
β Ensure that any new development within the ‘Area’ subdivision (Belle Vue & Mont Vue) is designed to:
  o Not exceed two storeys in height;
  o Respect the architectural significance of the heritage properties, the subdivision pattern and layout, mature street trees, and is sensitive to the views of existing dwellings across the township and beyond.
β Ensure that any new development of the lots located between the Warburton Rail Trail and Precinct F is designed to retain the established trees as a dominant landscape feature as seen from the highway.
β Ensure that redevelopment throughout the balance of the precinct does not exceed two storeys in height and is designed to take account of and reinforce the key attributes of the locality such as mature street trees, generally unobtrusive residential structures, and scattering of heritage buildings.
• Ensure that any development within the precinct is respectful of the existing character of the area, and retains adequate private open space in order to protect neighbours from extensions and new developments.

Traffic and parking

• Maximise pedestrian connectivity with the town centre and encourage pedestrian access.
• Maintain the residential garden character of the precinct through the avoidance of car parking within frontage setback areas.
• Recognise the role of Anderson Street (north of the Maroondah Highway) as a primary transport route to the industrial areas of Beresford Road and Nelson Road whilst avoiding adverse impacts on the mature street trees and residential amenity of adjoining residential properties.

Public realm
• Recognise and protect the heritage elements of localities such as Castella Street and the ‘Area Subdivision’ such as the plantings of mature exotic street trees, bluestone kerbing treatments and bitumen footpath and paving treatments.

• Ensure that any redevelopment within the area bounded by Anderson Street, Gardiner Street, Chapel Street and Olinda Creek, retains and enhances the key public realm elements that contribute to the distinctive character of this area,
Precinct F  East End Highway Commercial
(Comprises the areas of highway oriented commercial development fronting the Maroondah Highway generally east of Anderson Street.)

Objective

To be an area of highway oriented retail and commercial development that is managed, together with the land within the Maroondah Highway, to provide an attractive eastern entrance into Lilydale.

Overview

This precinct forms the eastern approach into Lilydale from the Yarra Valley and areas further to the east and north. It also provides the gateway to the rural areas of the Yarra valley for traffic heading eastwards out of Melbourne. The precinct comprises a mixture of commercial activities that have sought to take advantage of the generally large lots with high visual exposure to the Maroondah Highway.

There is little consistency in the built form elements throughout this area, with a range of utilitarian building structures, outdoor display areas, cluttered advertising signage and limited landscaping. The unconstructed roadsides with poorly defined areas for roadside parking further contribute to the generally untidy and unattractive appearance of much of this precinct.

The area is committed to long term use for bulky goods and other highway oriented retail and commercial uses. However there is considerable scope to enhance its appearance through the construction of the roadside verges, rationalisation of on street car parking and the introduction of a strong and consistent avenue planting and landscape theme.

The future redevelopment of individual sites will provide opportunities to improve the appearance of the area as a gateway into the activity centre through the adoption of a consistent approach to setbacks, landscaping and signage.

Strategies

Land use

• Provide for the continued use of the area for a mixture of highway oriented bulky goods retailing and service industrial uses.

• Provide opportunities for the relocation of service industrial uses into this precinct from sites within the town centre that would be more appropriately developed with pedestrian oriented activities.

• Ensure that on-going use and development within the precinct is designed to minimise adverse effects on adjoining residential uses.

• Recognise the precinct’s role as a gateway to the rural areas of the Yarra Valley and provide opportunities for a tourist information and interpretation facility.

Built form

• Ensure that new development or redevelopment of existing sites comprises quality buildings that are designed to provide an attractive and active frontage to the Maroondah Highway and make a positive contribution to the appearance of the eastern approach to Lilydale along the Maroondah Highway.

• Maintain a consistent setback from the highway for new development and encourage the provision of landscaped car parking areas within the setback.

• Ensure that new development is sited to provide setbacks from side boundaries in order to create visual separation between individual buildings and avoid the appearance of a continuous wall of buildings along the highway frontage.

• Ensure that new buildings are designed to provide appropriate identification signage on the façade and limit the proliferation of additional signage on other parts of the site.
• Adopt a consistent approach to the landscaping and species selection for on site landscaping along the highway frontage.

• Ensure that new development is designed and landscaped to minimise the visual impact and emission of noise and other sources of nuisance to residential properties adjoining to the rear.

• Reduce the proliferation of advertising signs on existing buildings and encourage any new signage to be placed under verandahs or on building fascias.

• Discourage the erection of panel signs, pole signs, sky signs and the use of bold coloured painted surfaces on building walls or windows for the purposes of advertising.

Traffic and parking

• Encourage the construction of the roadside and service lanes along the Maroondah Highway to provide for more effective management of on street parking and access to adjoining sites.

• Provide for on site parking within the landscaped frontage setback areas along the Maroondah Highway.

Public realm

• Encourage the construction of the roadside and service lanes along the Maroondah Highway to provide a more orderly and effectively maintained eastern approach into Lilydale.

• Provide a strong and consistent landscape theme of avenue tree planting within the Maroondah Highway road reserve in order to minimise the visual dominance of built form structures.
Precinct G  Lilydale Market
(Comprises the business zoned areas abutting John Street and the Market Square retail complex and Lilydale Market site).

Objective

To be a priority location for comprehensive redevelopment that effectively integrates retail uses on the site with the Maroondah Highway shopping strip and other sections of the Activity Centre.

Overview

This precinct adjoins to the south of the Town Centre precinct. It currently comprises a strip of commercial and service industrial uses fronting the south side of John Street together with the Lilleydale Market Square retail development and the Lilleydale Market.

The Lilleydale Market Square development is a self contained retail complex comprising a supermarket, mini discount department store and associated specialty shops. The adjoining Lilleydale Market is currently operating at a low level of intensity. The market site is included in a Business 1 Zone and its owners have expressed a strong preference that it be developed for retail use.

These two sites have poor visual and access linkages to the Town Centre precinct and other areas within the activity centre. The strip of commercial and service industrial businesses on the south side of John Street (in Precinct H) currently presents a significant barrier to effective integration of this precinct with the Town Centre precinct. This is further exacerbated by the extensive open car park and petrol station that lie in the path of pedestrian connections between the existing Lilleydale Market Square complex and the balance of the activity centre further to the north.

The precinct, together with the Town Centre precinct has considerable potential to be gradually refocused to form a more complex, interesting and vibrant centre of business activity for the Region. There are considerable opportunities to improve the connections between the town centre and the retail development south of John Street. The further intensification of retail activity on sites abutting John Street offers the opportunity to strengthen the linkages between the Town Centre and the Market precincts and to reinforce the emergence of a vibrant and cohesive retail hub west of Olinda Creek.

The parkland along Olinda Creek provides a further opportunity to improve integration of this precinct with the rest of the activity centre. A pedestrian link between the Town Centre and the Lilleydale Lake is already established on the eastern side of the Creek. The establishment of a pathway on the western side of the creek would facilitate direct pedestrian access to the Lilleydale Market Square site. Any redevelopment of that site would also provide an opportunity to create an active frontage to the parkland along the creek and promote it as a feature of the site with effective visual surveillance from the adjoining retail activities.

The Lilleydale Market site offers one of the most significant redevelopment opportunities with the Lilleydale Activity Centre. It has an area of approximately 2.4 hectares in single ownership, with convenient access to the Town Centre, the Transport Interchange, Swinburne University and the Olinda Creek parklands. The future redevelopment of the market site also offers potential for higher density residential or mixed use development given its single ownership, relatively large area and convenient location.

Strategies

Land use

- Recognise the established role of the Lilleydale Market Square site as a key retail development
- Encourage the area between the existing Lilleydale Market Square site and John Street (including the shopping centre car park and petrol station site) to be redeveloped and used for retail and other complementary commercial uses that will promote increased pedestrian activity in this area and increase its sense of connection with the Town Centre.
- Promote the comprehensive redevelopment of the Lilleydale Market site for higher density housing, or for retail use with provision for upper level mixed use residential accommodation.
• Encourage and facilitate a greater range of housing choice and residential development densities within this precinct.

• Encourage the provision of mixed use residential accommodation within the upper levels on any new retail of commercial uses constructed within the area between the Lilydale Market Square site and the Town Centre.

**Built form**

• Encourage the comprehensive redevelopment of the Lilydale Market Square site and Lilydale Market site in a form that promotes strong visual and pedestrian linkages between the Olinda Creek Parklands, the Town Centre precinct and Swinburne University campus.

• Ensure that any redevelopment proposals for the Lilydale Market and Lilydale Market Square sites are designed to:
  - integrate the development with the redevelopment of the commercial properties fronting the south side of John Street so as to promote visual and pedestrian access between the site and the Town Centre;
  - replace the current impediments to pedestrian connections between the site and the rest of the Town Centre, such as the open car park areas and petrol station, with new development that encourages pedestrian movement through this area:
  - provide attractive and active creek interface to the adjoining Olinda Creek parklands which maintains appropriate flood control measures and promotes pedestrian access between the site and the parkland areas;
  - create active frontages to Hutchinson Street that would assist in promoting pedestrian movement between the Town Centre and the Swinburne University Campus.
  - recognise the potential gateway function of the site if the Lilydale by-pass is constructed

• Reduce the proliferation of advertising signs on existing buildings and encourage any new signage to be placed under verandahs or on building fascias.

• Discourage the erection of panel signs, pole signs, sky signs and the use of bold coloured painted surfaces on building walls or windows for the purposes of advertising.

**Traffic and parking**

• Improve the pedestrian linkage along Hutchinson Street to the Swinburne University, through the creation of a clear footpath connection, consistent landscaping and promotion of active frontages for new development.

• Develop a traffic management plan to improve traffic circulation, location and treatment of the service roads, and car parking facilities in Maroondah Highway in particular.

• Introduce measures to discourage drivers from using John Street and Hardy Street as an alternative through route to the Maroondah Highway. In particular, measures could be considered at the intersection of Hardy Street and Anderson Street to limit the number of vehicles that are able to turn left from Hardy Street.

**Public realm**

• Upgrade the Olinda Creek parklands with additional pathways and plantings to create a safe and attractive a passive recreational facility, provide effective pedestrian connections to other parts of the town centre and facilities beyond it and maintain appropriate flood control measures.

• Improve the pedestrian linkage along Hutchinson Street to the Swinburne University, through the creation of a clear footpath connection, consistent landscaping and promotion of active frontages for new development.

• Rationalise the paving treatments in John Street, Hardy Street, Hutchinson Street and other side streets to remove poorly maintained grassed areas and provide consistent street tree plantings which help to visually unify the centre.
Precinct H  John Street/Hardy Street Mixed Use  
(Comprises the commercial development fronting the northern side of Hardy Street and John Street)

Objective

To be an area of managed incremental redevelopment for a range of commercial and mixed use housing that supports the role of the Town Centre.

Overview

This precinct is focused on John Street and Hardy Street which functions as an east-west alternative route through the Activity Centre.

The precinct adjoins to the rear of the main retail and commercial strip fronting Maroondah Highway. It contains a mixture of retail, office and service industrial businesses. The built form within this precinct comprises a mixture of generally unattractive building forms with a clutter of signage and inconsistent street frontage treatments. A number of these activities comprise motor vehicle sales service businesses that involve a high level of vehicle access to and from John Street. Some sites remain essentially undeveloped with businesses that operate from open display or storage yards. Building forms along Hardy Street have adopted an inconsistent approach to with some being constructed on excavated sites and others at grade above the street level.

The built form and land use characteristics of the properties in the precinct, particularly those fronting John Street, combine to present a generally unattractive streetscape that is inhospitable for pedestrians.

The use of John Street/Hardy Street as a through traffic route, together with the limited pedestrian focus of development abutting these streets form a significant impediment to pedestrian movement between the Town Centre and areas adjoining to the south such as the Civic Centre, market precinct and Olinda Creek parklands.

There is a risk that the spread of retail uses into the Hardy Street section of the precinct (east of the creek) will further dilute the effectiveness of the Maroondah Highway as a vibrant main street.

The gradual redevelopment of sites within this precinct provides considerable scope to create a more attractive streetscape that encourages increased levels of pedestrian activity in John Street/Hardy Street. These opportunities include provision of mixed use housing, creation of additional pedestrian access ways from the Maroondah Highway, the adoption of more consistent built form elements and improvements to the paving and landscaping treatments along the street.

Strategies

Land use

- Strengthen the linkages between the Town Centre and Lilydale Market precincts by encouraging the establishment of retail uses in John Street (west of Olinda Creek);
- Limit the opportunity for the establishment of further retail uses in Hardy Street (east of Olinda Creek).
- Encourage office, entertainment and other commercial uses within the precinct to complement the role of the Town Centre as the main focus of retail activity.
- Encourage redevelopment proposals within the precinct that incorporate residential accommodation particularly at upper floor levels within mixed use developments.
- Encourage the relocation of non-pedestrian oriented service and industrial uses from sites fronting John Street to other more appropriate locations in other precincts such as in Precinct D (Industrial Areas) which avoid conflict with pedestrian movements.
- Reduce the ‘gaps’ between key attractors of pedestrian activity, through the redevelopment of underutilised or non-complementary sites, with particular focus on John Street.

Built form
• Encourage the redevelopment of properties fronting the south side of John Street to incorporate individual shop fronts rather than create simple bland facades and to create active street frontages, with consistent verandahs and signage, and strong pedestrian linkages from John Street through to the Lilydale Market Square site.

• Encourage redevelopment of sites abutting key intersections in John Street and Hardy Street to assist in providing a stronger built form presence and increase the range of land uses, activities and enhanced liveability.

• Encourage the redevelopment of properties fronting the south side of John Street to be visually and functionally integrated with the adjoining Lilydale Market Square site.

• Encourage redevelopment proposals to incorporate pedestrian linkages from the properties fronting Maroondah Highway through to John Street or Hardy Street.

• Encourage the establishment of a more intensive built form within the precinct with buildings constructed to provide for residential accommodation on upper floor levels.

• Require new development fronting John Street and Hardy Street to be consistent with the setbacks of existing development and to provide active landscaped frontages to the street, and to enable the continuation of consistent avenue tree planting along the length of these streets.

• Ensure that new development on the sloping sites on the north side of Hardy Street is constructed with the ground floor access at the same level as the street.

• Encourage new development on sites with direct abuttal to Olinda Creek to take advantage of views into the parkland areas and provide active frontages to these open space areas.

• Reduce the proliferation of advertising signs on existing buildings and encourage any new signage to be placed under verandahs or on building fascias.

• Discourage the erection of panel signs, pole signs, sky signs and the use of bold coloured painted surfaces on building walls or windows for the purposes of advertising.

Traffic and parking

• Improve the pedestrian linkage along Hutchinson Street to the Swinburne University, through the creation of a clear footpath connection, consistent landscaping and promotion of active frontages for new development.

• Develop a traffic management plan to improve traffic circulation, location and treatment of the service roads, and car parking facilities in Maroondah Highway in particular.

• Introduce measures to discourage drivers from using John Street and Hardy Street as an alternative through route to the Maroondah Highway. In particular, measures could be considered at the intersection of Hardy Street and Anderson Street to limit the number of vehicles that are able to turn left from Hardy Street.

Public realm

• Remove overhead powerlines from John Street, Hardy Street, Hutchinson Street and rationalise the paving treatments in these streets to remove poorly maintained grassed areas and provide for increased levels of pedestrian activity.

• Retain the recently established avenue of Plane trees in Hardy Street and extend similar street tree planting along John Street to help to visually unify the centre.

• Upgrade the Olinda Creek parklands to strengthen their role as a passive recreational facility for users of the town centre and improve pedestrian connections to other parts of the centre and facilities beyond it.

• Improve the pedestrian linkage along Hutchinson Street to the Swinburne University, through the creation of a clear footpath connection, consistent landscaping and promotion of active frontages for new development.
Precinct I  Western Residential  
(Comprises the area bounded by Albert Hill Road, Wilsons Lane, Victoria Road and Beresford Road and Cavehill Road.)

Objective

To be a residential neighbourhood that accommodates extensive change to increase the density of housing in an area that is conveniently located close to the transport interchange and other activity centre facilities.

Overview

This precinct is located at the western end of the activity centre in an area that is predominantly committed to residential development. The area provides convenient pedestrian access to the transport interchange and the Town Centre Precinct.

The built form of the area generally comprises single storey detached houses although it has recently experienced extensive redevelopment with mostly single storey multi unit residential developments. The precinct contains several old cottages that reflect Lilydale’s past role as a rural township.

Despite the extent of medium density housing that has already been established within the area, the precinct still provides opportunities for more intensive residential development. Future redevelopment within the precinct will need to be managed to provide design outcomes that protect the remaining heritage elements in the area and create an attractive residential amenity.

It will be important to protect the residential land resource in this area from the intrusion of non residential uses that would be better located within the more central precincts of the activity centre. It will also be important to avoid the further development of low intensity single dwelling residential developments that would limit the scope for higher density housing within this conveniently located area.

Strategies

Land use

• Provide for a substantial increase in the number of dwellings within the precinct through provision of appropriately designed higher density housing.

• Encourage and facilitate a greater range of housing choice and residential development densities within this precinct.

• Encourage the development of accommodation that is diverse in type, size, scale, and affordability, and is accessible for people with limited mobility.

• Prevent the intrusion of office, medical or other non residential land uses that would otherwise result in the further dispersal of the commercial activities away from the town centre.

Built form

• Encourage multi level development up to two storeys on sites throughout the precinct.

• Provide for residential development in buildings of up to three storeys on sites that have been assembled through the consolidation of lots.

• Ensure that redevelopment on sites fronting Victoria Road and Beresford Road does not exceed two storeys and is of a scale that is compatible with the streetscape character of residential areas located on the opposite side of the road beyond the designated Activity Centre.

• Integrate future medium density residential development with identified heritage sites.

• Manage the staged redevelopment of the area to protect the amenity of other dwellings in the precinct.
• Ensure that new development contributes to the amenity of the neighbourhood through designs which effectively integrate new development with the surrounding dwellings, through the provision of domestic scale frontage landscaping, reflecting the prevailing streetscape treatment.

• Ensure that new development is designed to address all street frontages particularly those with direct abuttal to the Maroondah Highway.

Traffic and access

• Maximise pedestrian and cycling linkages to the transport interchange and the town centre.

• Provide convenient access to public transport services and facilities throughout the precinct, including sheltered stops which are accessible to people with limited mobility.

Public realm

• Ensure that the streets within the precinct make a significant contribution to a leafy and pedestrian scale neighbourhood character through the adoption of consistent street tree planting themes that reinforce the established plantings within the precinct.
Precinct J  West End Highway Residential  
(Comprises the properties along the Maroondah Highway, between Albert Hill Road and the Bible College)

Objective
To be an area of predominantly residential use and with scope for limited residential redevelopment in a form that reinforces the intersection of Maroondah Highway and Cavehill Road as the entry point into the activity centre.

Overview
This precinct forms part of the western approach into the activity centre. The land is elevated above the level of the highway and provides expansive views across the centre to the Yarra valley and the ranges beyond it. The land within the precinct is conspicuous from viewing points within the activity centre such as along John Street and from sections of the Lilydale Lake parklands.

Most of the land within the precinct is developed for residential use with a mixture of older established single dwellings together with some recently constructed smaller lot and medium density residential developments. An isolated retail/commercial development is located at the intersection Maroondah Highway and Albert Hill Road. This development includes upper level residential accommodation. Some of the older established dwellings have been converted to use for office type purposes.

It will be important to limit the intrusion of additional non residential uses into this precinct to reinforce the overall objective of consolidating the commercial activities within the centre and avoiding their further dispersal along the Maroondah Highway.

The Maroondah Highway narrows to a single lane for eastbound traffic and significant queuing and delays occur as a result of traffic seeking to turn from the highway into John Street, especially during more peak periods.

Although the precinct is located relatively close to the transport interchange, its suitability for more intensive residential development is limited by the access constraints to the Maroondah Highway.

Land in Albert Hill Road adjoining to the west of the precinct is developed with single dwelling in attractive gardens settings with a high level of residential amenity. This adjoining area is not seen as appropriate for more intensive residential development because of attractive neighbourhood character, steeper slopes and more difficult pedestrian access to the core of the activity centre.

Strategies

Land use

• Retain residential use as the predominant land use activity.
• Provide for the redevelopment of existing dwellings for medium density housing of up to 2 storeys.
• Prevent the intrusion of office, medical or other non residential land uses that would otherwise result in the further dispersal of the commercial activities in the activity centre.
• Promote the redevelopment of the existing commercial buildings on the Albert Hill Road corner and ensure that any new development of that site incorporates a substantial residential component

Built form

• Provide for limited additional residential development that is designed to take account of the vehicle access limitations created by the steep slopes and high traffic volumes in the highway.
• Limit the height of new developments to a maximum of two storeys to minimise the impact of new development of key vistas into and through the activity centre from the east.
• Ensure that redevelopment does not compromise the amenity of other dwellings in the precinct and residential properties adjoining to the rear.

**Traffic and access**

• Ensure that any new development is designed to enable vehicles to exit the site in a forward direction
• Limit increase in traffic using existing access points on to highway.

**Public realm**

• Establish a consistent landscaping theme within the roadside areas with ornamental native species that are compatible with road safety considerations
• Establish a bold landscaping treatment on the large traffic island opposite the shops on the corner of Maroondah Highway and Albert Hill Road.
Strategic directions for key sites

Lilydale Market

- Encourage the redevelopment of the Lilydale Market to include higher density housing, particularly student accommodation, professional offices, or business park, or a major community facility such as an entertainment facility or church complex.

- Acknowledge the possibility that the site may be developed for retail purposes.

- Ensure that any redevelopment of the site achieves a strong visual and functional connection with the Town Centre and incorporates design elements that address the following design considerations:
  - An attractive and active creek interface to the adjoining Olinda Creek parklands which maintains appropriate flood control measures and promotes pedestrian access between the site and the parkland areas;
  - Creation of improved pedestrian access between the Town Centre and the site south of John Street including the removal or redesign of impediments to pedestrian movement such as the open car parking areas and the petrol station;
  - Measures to address vehicle access including improvements to the operation of the intersection of John Street and Hutchinson Street.
  - Integration with the redevelopment of the small commercial sites fronting the south side of John Street to create more direct linkages between the site and the rest of the activity centre;
  - The introduction of active frontages to Hutchinson Street;
  - The acknowledgement of future access opportunities presented by Melba Avenue;

Olive Tree Centre

- Encourage the redevelopment of the car park section at the rear of the existing development for three level mixed use residential.

- Ensure that any future redevelopment of the Olive Tree Shopping Centre is designed to promote increased pedestrian activity along the Maroondah Highway retail strip by providing an active retail frontage to the street.

- Ensure that any development provides a strongly articulated and visually interesting built form that creates an active frontage to the intersection of Hutchinson Street and John Street.

Transport interchange

- Investigate opportunities for relocation of the Lilydale rail terminus and transport interchange to land to the south of the Maroondah Highway to enable the entrance to be more visible, particularly at night, as well as removing the rail-crossing from Main Street, thus removing one of the major traffic impediments on Main Street.

- Alternatively, lobby for changes to be made to the existing arrangement including:
  - Utilise the existing bus station site for additional commuter parking so that all of the parking is located on one site.
  - Provide improved pedestrian linkages to the railway station building so that commuters are not required to cross railway lines to gain access.
  - Improve pedestrian circulation around the transport interchange site following the removal of many of the conflict points.
  - Improve vehicular entry arrangements to the transport interchange and commuter car park by reducing the number of access points from Main Street.
  - Retain the existing railway station structures that are of identified heritage significance and incorporate them in any redevelopment proposals for the site.
 Improve facilities, public safety and accessibility at Lilydale Railway Station through measures such as:

- Providing disabled parking close to station building
- Providing CCTV surveillance of more remote areas of transport interchange
- Retaining bike lockers close to railway station
- Providing facilities for motorcycle parking

- Reduce the number of access points for vehicles entering commuter car park areas
- Increase widths of footpaths to improve pedestrian amenity in front of retail premises, then relocate from the Maroondah Highway existing angled kerbside parking to opposite side of service road. Service roads could then be narrowed and made one way, to offer a more structured layout for drivers seeking a parking space.

**Civic centre**

- Investigate opportunities for relocation of existing municipal offices to an alternative more central location within the Lilydale Activity Centre.
- If an alternative location for the municipal offices is pursued further investigation should be undertaken into the redevelopment of the existing civic centre site for higher density housing with pedestrian linkages to the Lilydale market precinct.

**Olinda Creek Parklands**

- Liaise with Lilydale Horticultural Society and Melbourne Water to investigate further opportunities to in the redevelopment of the recreation reserve, utilizing the Olinda Creek as part of a drainage strategy to enable year round use of the outdoor facilities.
- Investigate upgrading and refurbishing the open spaces and the sporting facilities at the Lilydale Showground, such as utilizing the number of sheds and pavilions located adjacent to the central recreation reserve to introduce activities that make the park a recognized central focus and creating a safe and attractive place for the community. Opportunities include farmers markets, promotions and themed events featuring local products.
- Retain and improve the key community recreation facilities such as the football ground and swimming pool.
- Consider the redevelopment and reorientation the existing toilet block to open up the entrance to the parkland to views from the Maroondah Highway.
- Further enhance the Olinda Creek parkland areas to incorporate a range of recreation opportunities, including short walking and jogging trips around the township, and longer trips to the Lake and to the northern Warburton Trail.
- Upgrade the Olinda Creek parklands to strengthen their role as a passive recreational facility for users of the centre and improve pedestrian connections to other parts of the centre and facilities beyond it.
Chapter 6
Implementation Program

General Actions

- Amend the MSS and Local Planning Policies to recognise the Structure Plan as a reference document and to incorporate its key strategic directions.

- Support the urgent resolution of the future of the Lilydale Bypass proposed route to the south of the activity centre generally along the alignment of Melba Avenue which will have a significant bearing on the future operation and management of the Maroondah Highway and Melba Avenue.

- Investigate the options of relocating the Lilydale rail terminus as outlined in the strategies for key sites.

- Develop a traffic management plan to improve traffic circulation, location and treatment of the service roads, and car parking facilities in Maroondah Highway in particular.

  - Investigate future car parking needs within the precinct and the most appropriate means for addressing those needs, including the possible preparation of a Parking Precinct Plan to ensure appropriate public car parking areas and to provide an equitable distribution parking costs amongst the affected land uses.

  - Investigate opportunities to rationalise the alignment of the Maroondah Highway through Lilydale town centre including consideration of the desirability of a establishing a consistent treatment of landscaped medians, roadside car parking and through traffic lanes.

  - Investigate opportunities to improve traffic flows through the railway level crossing on the Maroondah Highway.

  - Introduce measures to discourage drivers from using John Street and Hardy Street as a ‘rat run’ to avoid the Maroondah Highway. In particular, measures could be considered at the intersection of Hardy Street and Anderson Street to limit the number of vehicles that are able to turn right from Hardy Street.

  - Undertake road improvements within Main Street (Maroondah Highway) that better separate and manage the (current) role of that road for through traffic and local shopping traffic, and pedestrian movements, with quality urban design and ‘people amenity’ outcomes.

- Prepare design guidelines for new development within the activity centre that are informed by the following additional strategic work:

  - Analysis opportunities to accommodate additional housing within the activity centre, including comprehensive development of key redevelopment sites;

  - Undertake an assessment of built form characteristics including heritage considerations.

  - Preparation of three dimensional modelling of preferred building forms and develop a set of design guidelines for new development (both residential and commercial)

  - Calculation anticipated increases in dwelling numbers within the activity centre based on preferred housing forms

  - Calculation anticipated increases in car parking within the activity centre based on preferred new development forms

  - Identification of techniques to manage orderly staged redevelopment of residential areas expected to undergo significant change

  - Identification of techniques to promote consolidation of residential lots to achieve preferred housing forms
Identification of techniques, preferred building forms and design guidelines for development of key redevelopment sites within the activity centre

• Develop a signage strategy for Lilydale, enabling any appropriate traffic signs to be incorporated with tourism and local direction signs so that their number and location can be rationalised.

• Investigate the opportunity for seasonal or regular events such as a harvest or farmers market, horticultural displays or competitions could be integrated within the proposed improvements for the centre of Lilydale.

• Investigate opportunities to encourage and facilitate the establishment of businesses that can be integrated with the activities of Swinburne University of Technology and the Swinburne University of Technology TAFE, particularly for small and medium scale industries and business enterprises who benefit from linkages with these educational institutions and other industries in the Shire.

• Encourage improvements to paths, roadways, car parking arrangements, to improve their functionality, appearance and directness. This may be achieved through encouraging more complementary uses to be sited together, improvements to signage and ‘way-finding’ as well as marketing and promotional measures.

Precinct Based Actions

Precinct A - Actions

Planning scheme implementation

• Retain the land within a Business 1 Zone

• Consider inclusion of the Castella Street heritage precinct within a Heritage Overlay, utilising the historical research previously undertaken by Council.

Other actions

• Encourage the Olinda Creek Hotel to redevelop its site by relocating the bottle shop to the western side of the building, and redeveloping the eastern side of the site as a dining area oriented toward the reserve

• Liaise with VicRoads to investigate the potential to realign Maroondah Highway through the town (depending on the completion of the Lilydale Bypass) to rationalise the current alignment of traffic lanes, medians, service roads and on street parking produce a more functional and pedestrian friendly road.

Precinct B - Actions

Planning scheme implementation

• Apply a Development Plan Overlay to the precinct and require through a schedule to the overlay, the preparation of a development plan that addresses specified matters which are derived from the structure plan.

Other actions

• Work with landowners within the precinct to encourage a coordinated response to the opportunities for comprehensive redevelopment of the precinct.

Precinct C - Actions

Planning scheme implementation

•
• Retain the land in a Residential 1 Zone.

• Consider inclusion of the land in a Design & Development Overlay to give effect to built form, land consolidation and other relevant strategies identified in this structure plan.

**General actions**

**Precinct D - Actions**

**Planning scheme implementation**

• Retain the land in an Industrial 1 Zone.

• Include the land within a Design & Development Overlay to provide control over height of structures that may intrude into the viewlines from the elevated sections of Maroondah Highway.

**Other actions**

**Precinct E - Actions**

**Planning scheme implementation**

• Retain the land in a Residential 1 Zone.

• Prepare design guidelines for housing development, specifically reconciling higher densities with existing character and to address the heritage values in the precinct.

**Other actions**

• Develop urban design and signage guidelines for the precinct, that have regard to the highway frontage, the proximity of the precinct to the eastern ‘gateway’ to the Lilydale Township and Yarra Valley, and the residential amenity and neighbourhood character of adjoining residential areas.

• Develop a streetscape strategy for Maroondah Highway to reinforce the entry to the town centre, and to screen the restricted retail sales and industrial developments.

**Precinct F - Actions**

**Planning scheme implementation**

• Retain the land in a Business 4 Zone

• Apply a Development Plan Overlay to the precinct and require through a schedule to the overlay, the preparation of a development plan that addresses specified matters which are derived from the structure plan.

**Other actions**

**Precinct G - Actions**

**Planning scheme implementation**

• Apply a Development Plan Overlay to the precinct and require through a schedule to the overlay, the preparation of a development plan that addresses specified matters which are derived from the structure plan.
Other actions

Precinct H - Actions

Planning scheme implementation

• Consider inclusion of the land in a Business 5 Zone.

Other actions

Precinct I - Actions

Planning scheme implementation

• Retain the land in a Residential 1 Zone.
• Consider inclusion of the land in a Design & Development Overlay to give effect to built form, land consolidation and other relevant strategies identified in this structure plan.

Other actions

Precinct J - Actions

Planning scheme implementation

• Retain the land in a Residential 1 Zone.
• Apply a Development Plan Overlay to the precinct and require through a schedule to the overlay, the preparation of a development plan that addresses specified matters which are derived from the structure plan.

Other actions
Appendix 1

Matters to be covered in sustainability management plan

The matters to be covered in the Sustainability Management Plan include:

**Building Energy Management**
- The design of the building for energy efficiency (thermal envelope).
- The use of energy saving technologies to further reduce demand.
- The use of alternative energy sources, whether provided on-site or through the purchase of ‘green energy’.

**Water Sensitive Urban Design**
- An integrated water management plan that identifies opportunities for:
  - A reduction in demand for potable water through use of water conservation features and alternative sources of supply such as wastewater and stormwater.
  - A reduction in the volume of wastewater through water conservation and reuse.
  - An improvement in stormwater quality runoff and a reduction in peak flows through appropriate treatment and stormwater reuse.

**Construction Materials**
- The use of building materials that minimise ecological or health impacts and greenhouse gases based on the type and volume of raw materials, water and energy consumed in their production.
- The use of materials that can be expected to endure for the life of the development with minimal maintenance and can be recycled at the end of their useful life.
- The reuse of recycled materials and the use of materials with recycled components.

**Indoor Environment Quality**
- The provision of airflow, fresh air intake, cross-ventilation, daylight, appropriate levels of lighting, views and direct access to outdoor areas.
- The use of materials with low levels of toxic chemicals, minimal off-gassing and production of allergens and other internal air pollutants.
- The measures to reduce reliance on mechanical heating, ventilation, cooling and lighting systems.
- The use of flexible internal controls for these systems.
- The measures to minimise noise levels and noise transfer within and between buildings and associated external areas.

**Waste Management - An integrated plan for:**
- A reduction in the amount of waste delivered.
• A reduction in the amount of waste to landfill.
• Maximising recycling and composting opportunities.
• Appropriately dealing with hazardous materials.
• The provision of adequate private/communal space(s) for the collection of recyclable materials and waste.

**Quality of Public and Private Realm**

• Design and development that conforms to the Australian Standard AS1428 Part 2 provisions for access and mobility.
• The provision of an independent access audit report detailing measures to conform with the Australian Standard AS1428 Part 2 provisions for access and mobility.
• The provision of shared spaces that can accommodate varying functions and flexibility for future uses.
• Transport
  • The provision of easily located ‘after trip’ facilities for bicycle users, joggers, etc.
  • Car parking that reduces energy consumption due to lighting and ventilation.

**Demolition and Construction**

• The protection of vegetation and other features to be retained and public assets.
• Testing for and development of a management plan for contaminated or potentially contaminated sites.
• The prevention of the unintended movement of building waste and hazardous materials and other pollutants on or off the site, whether by air, water or other means.
• The measures to minimise the amount of waste delivered; the recycling of demolition and waste materials; and the return of waste materials to the supplier (where the supplier has a program of reuse or recycling).
• The measures to minimise noise and other amenity impacts from mechanical equipment and demolition/construction activities, especially outside of daytime hours.
• The measures to minimise interference with normal circulation and parking arrangements and any continuing use of outdoor areas.
• The measures for ensuring worker and public safety.
• A means for communicating construction arrangements to occupants of affected properties.
• The provision of adequate environmental awareness training for all on-site contractors and sub-contractors.
Appendix 2

Matters to be covered in Traffic and Pedestrian Management Plan

Traffic and parking

- Redesign the car parking areas to allow for obvious, safe and pleasant pedestrian routes through the site.
- Create a designated access / egress point specifically for delivery vehicles, or by only allowing servicing to be carried out during off-peak shopping periods.
- Retain the main access point into the Shopping Centre and remove southern-most access point.
- Undertake detailed parking study to assess future car parking requirements, including examining the option of decking the northern and eastern car parks, basement or roof top car parking, and using some of the land adjacent to Kimberley Drive for car parking.
- Provide more designated disabled bays in close proximity to the retail entrances.
- Alter the undercover car parking layout to improve circulation and make pedestrian movements less hazardous, such as creating a one-way system.

Public transport

- Seek to increase the frequency and duration of bus services particularly in the evenings and weekends, to encourage increased use of buses and encourage a modal shift away from private vehicles.
- Redesign of the bus route, and access/exit to the bus stops, in order to overcome the existing points of conflict between cars and pedestrians, such as via one designated route.
- Relocation of the bus stop facilities adjacent to the main route, with all stops sheltered and accessible to people with limited mobility. Any relocation should upgrade patron facilities, facilitate bus set down and pick up, and enable a security presence to operate, especially after hours but when the cinemas are still operating.
- Incorporate a taxi waiting area as part of any improved bus stop facilities.

Pedestrian movements

Create a pedestrian friendly area in front of the Shopping Centre building, possibly following the relocation of the bus stop facilities.

Introduce walkways on the outer east boundary of the site to connect to the pedestrian crossing facility on the Maroondah Highway.

Improve pedestrian linkages from the surrounding residential areas to the shopping centre by improving the crossing facilities on the Maroondah Highway, Kimberley Drive, El Centro, View Point Drive, and Edward Road, particularly the close residential precincts to the west of Black Springs Road and the proposed residential development on the Old Colonists site.

Integrate pedestrian movements as part of a ‘Main Street’ linking the cinema and Shopping Centre, to provide obvious, safe and pleasant pedestrian routes across the site, flanked by active shop / dining frontages.
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