

22.0711/08/2016
C106**ELTHAM TOWN CENTRE POLICY**

This policy applies to land identified within the Eltham Town Centre (Precincts 1-4 of the Eltham Activity Centre), as shown in the map attached to this policy.

Policy Basis

The central area of the Eltham township is one of the primary community and commercial focal points within the Shire of Nillumbik, providing a diverse range of commercial activities, community services, recreational facilities and housing opportunities, as well as containing a substantial public transport hub. In recognition of these qualities, the area is designated as an Activity Centre under *Plan Melbourne*.

To provide greater direction and certainty for managing change, the *Eltham Major Activity Centre Structure Plan (August 2004)* divides the activity centre into eleven distinct precincts, which are grouped into three local policy areas:

- *The Eltham Town Centre*: which consists of Precincts 1-4 and contains the commercial and community core of the activity centre, including the public transport hub.
- *The Eltham Town Park*: which consists of Precincts 5-7 and includes those areas of public open space within the activity centre, as well as a number of recreational facilities.
- *The Bridge Street Business Area*: which consists of Precincts 8-11 and comprises those industrial and commercial areas generally bounded by the railway line and Bolton, Susan and Brougham streets.

The Eltham MAC Structure Plan seeks to ensure that the Eltham Activity Centre (Precincts 1-11) continues to be the focus of community life, and provides a wide range of residences, shopping and professional services, and places to meet and recreate. Further, that residents, workers and visitors will enjoy an attractive, distinctive, indigenous, safe and highly accessible urban environment.

This policy implements those objectives and strategies in the *Eltham Major Activity Centre Structure Plan (August 2004)* pertaining to the Eltham Town Centre (Precincts 1-4). To this end, this policy encourages an expansion in the range of commercial and community services available within the Eltham Town Centre, as well as increasing the diversity and amount of housing available within an urban environment that is sustainable and appropriately scaled to respect the surrounding topography.

Objectives

- To implement the Eltham Major Activity Centre Structure Plan (August 2004).
- To promote the provision of convenient access to daily and weekly shopping, as well as a modest amount of comparison shopping.
- To encourage the development of leisure and social opportunities which operate day and night, and at weekends.
- To promote a wide range of health, family support and professional services, and the provision of high-quality office space.
- To create a lively and people-based centre with civic and community spaces that enhance community interaction and general health and well-being.
- To provide more employment opportunities by intensifying and expanding the range of commercial and community activities in the centre, particularly the amount of office development.

- To promote mixed use (particularly office and residential) developments.
- To promote an increase in the amount and diversity of housing by providing medium density housing, particularly that suited to one and two person households.
- To promote a transport and circulation network that encourages people to walk and cycle safely, balances the needs of pedestrians, cyclists and vehicles, assists the movement of public transport and provides convenient and accessible parking.
- To optimise the development potential of the centre by ensuring that individual sites are developed to their highest and best use in accordance with the Eltham Major Activity Centre Structure Plan (August 2004).

Policy

It is policy to:

Land Use

Precinct 1 (Commercial Core)

- Provide a safe, attractive and convenient centre offering a range of retail outlets to meet daily, weekly and comparison shopping needs of the Eltham community.
- Encourage retail development in Pryor Street and Commercial Place, Arthur Street and Dudley Street
- Encourage restaurants and active uses near the Town Square and on Commercial Place between Luck and Pryor Streets.
- Encourage the development of offices throughout the precinct, particularly on sites abutting the west side of the Circulatory Road.
- Promote active street frontages by encouraging small shops and other retail activities at ground level.
- Encourage the creation of a new pedestrian link between the Town Square and Main Road by converting one of the retail premises fronting Main Road into an open plaza.

Precinct 2 (Residential Interface)

- Encourage medium density housing, whilst also providing some small to medium scale office use.
- Discourage convenience restaurants (the Bridge Street Business Area is the preferred location in the Eltham Activity Centre for convenience restaurants.)

Precinct 3 (Transport)

- Ensure that future use and development maintains and enhances the functionality of the precinct as a commuter hub, and accommodates the anticipated growth in demand for public transport services and the corresponding need to upgrade the Eltham Station and Hurstbridge line.
- Subject to the use and anticipated further development of Precinct 3 for public transport infrastructure and provision of adequate commuter car parking:
 - Encourage mixed-use developments (any combination of retail, office and car parking) on land between Main Road and the railway line, including land in front of the railway station and bus interchange.
 - Encourage a mix of residential, office and car parking uses on land between the railway line and Youth Road.

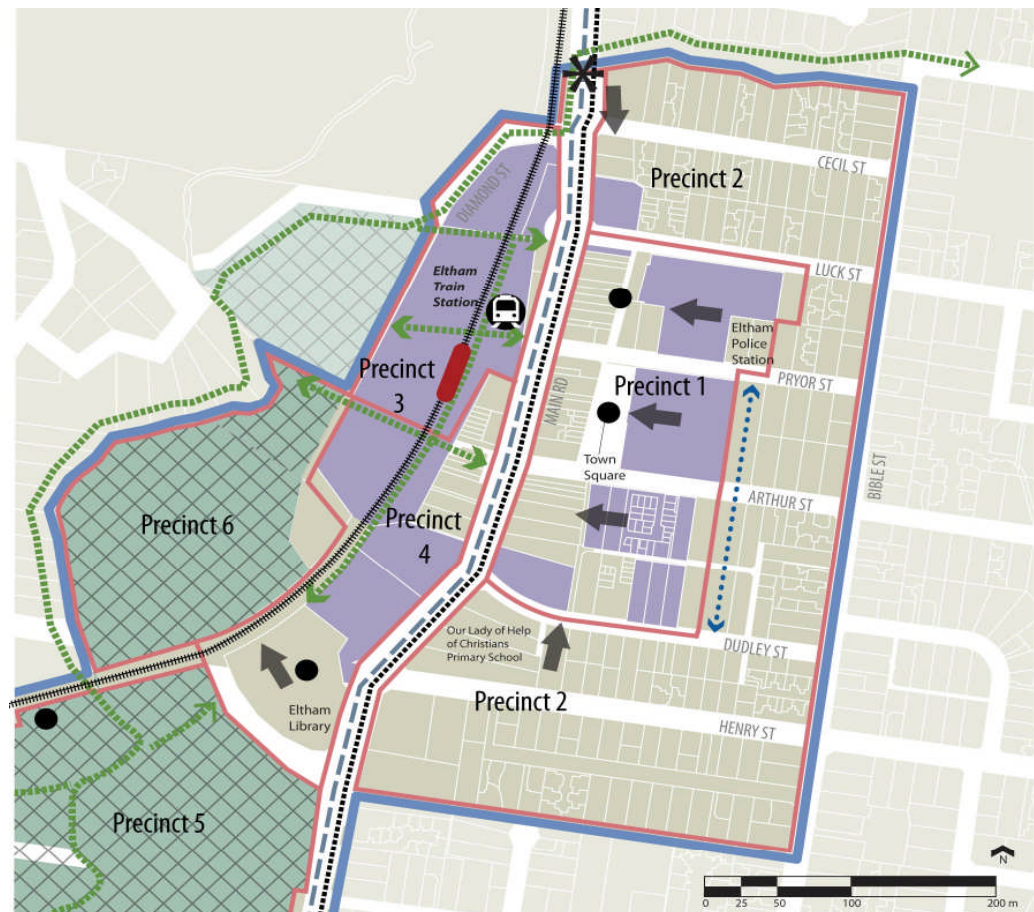
- Promote active frontages between the railway line and Main Road by locating retail activities on the ground floor and provide convenient public access between Main Road, Eltham Station, sporting facilities (to the south and west) and community facilities (to the south).

Precinct 4 (Town Centre)

- Create an active, vibrant heart for the Eltham Activity Centre by providing a range of community, residential and professional services.
- On land within Precinct 4A encourage:
 - Mixed use development (any combination of retail, office, medium density housing and community services)
 - Active frontages to Main Road and the railway line by providing either retail or office uses on the ground floor.

Policy References

Eltham Major Activity Centre Structure Plan (August 2004)



<p>Precinct 1 Commercial Core</p> <p>Precinct 2 Residential Interface/ Medium Density Housing</p> <p>Precinct 3 Transport Hub</p> <p>Precinct 4 Town Centre</p> <p>Precinct 5 Town Park</p> <p>Precinct 6 <i>Not Included Within Activity Centre Zone</i> Sporting Oval <i>Not Included Within Activity Centre Zone</i></p>	<p> Activity Centre Boundary</p> <p> Precinct Boundary</p> <p> Land Included in Precincts</p> <p> Existing Open Space</p> <p> Areas Excluded from Activity Centre Zone</p> <p> Train Station</p> <p> Existing Train Route</p> <p> Bus Route</p>	<p> Key Development Site in Precincts</p> <p> Main Road Network</p> <p> Circulatory Road</p> <p> Potential New Boulevard Treatment</p> <p> Enhanced Connections</p> <p> Entry / Gateways</p> <p> Focal Point</p> <p> View Lines</p> <p> Focus for Updated Transport Node</p>
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Eltham Town Centre