

22.07 LILYDALE ACTIVITY CENTRE23/02/2012
C99

This local planning policy applies to the precincts within the Lilydale activity centre as shown on the map that forms part of this policy.

22.07-1 Policy Basis21/05/2009
C81

Lilydale is a major centre of business and employment activity that functions as the civic and administrative centre for the Shire. It is an important employment hub for industry, and a key location for convenience shopping, education and other commercial functions. The activity centre also provides a range of businesses and activities that service the needs of agricultural producers and rural industries of the Yarra Valley.

Commercial development is widely dispersed over an extensive area that includes many underdeveloped sites. The activity centre does not have a strong hub of commercial and pedestrian activity.

The Shire's Housing Strategy identifies that the Lilydale activity centre offers significant opportunities to provide for additional housing. Medium density housing is scattered throughout these residential precincts, although some areas contain valued neighbourhood characteristics that limit the scope for extensive redevelopment.

The intrusion of commercial activities into adjoining residential precincts has led to the further dispersal of the centre and eroded opportunities for higher density housing.

22.07-2 Objectives23/02/2012
C99

- To reinforce Lilydale's role as a centre that provides a wide range of retail, employment, business, residential, community, entertainment and transport services.
- To create a vibrant town centre with a strong hub of commercial and pedestrian activity centred on the Main Street.
- To consolidate commercial activity within established business zoned areas.
- Avoid the incremental loss of residential development opportunities as a result of the intrusion of commercial activities into adjoining residential precincts.
- To provide for higher density housing in residential precincts in a form that respects valued neighbourhood characteristics.
- To encourage mixed-use activities with residential use on upper levels of commercial buildings.
- To promote high standards of urban design so that new development makes a positive contribution to the appearance of the activity centre.
- To protect and enhance properties and features which have recognised heritage significance.
- To create an accessible and convenient centre which gives priority to people with disabilities, pedestrians, cyclists, and public transport users.

22.07-3 Policy23/02/2012
C99

The following policies apply where a permit is required for use or development within the Lilydale major activity centre. They should be considered in conjunction with any other relevant local planning policies. The precincts comprised within this activity centre are shown in the map that forms part of this policy.

Commercial precincts

It is policy to:

- Maintain the Main Street shopping strip as the focus of retail and civic activity for Lilydale.

- Create a clearly identifiable ‘retail hub’ around the two supermarket developments on the south side of Maroondah Highway and generally in the area between Hutchinson Street and Olinda Creek.
- Create a more compact retail area focussed on the ‘retail hub’ and the Main Street.
- Consolidate and redevelop underutilised sites for commercial uses that promote pedestrian activity and provide for upper level residential accommodation.
- Encourage the active use and enhancement of iconic buildings, such as the three hotels in the Maroondah Highway, and the Castella Street precinct, and promote the use of these buildings for hospitality, food and entertainment purposes.
- Provide additional café, dining, and recreational facilities within other retail areas of the centre.
- Redevelop sites on the fringe of commercial precincts for non retail and residential uses that will assist in consolidating the retail area and in providing additional housing in convenient locations.
- Encourage the inclusion of an element of higher density housing in proposals for redevelopment of major development sites.
- Relocate non pedestrian oriented service and industrial uses from sites in the Main Street precinct (Precinct A on Map) to more appropriate locations in other precincts which avoid conflict with pedestrian movements.
- Encourage businesses that take advantage of the connection with the Swinburne University campus and which provide housing and other services for students.

Residential precincts

It is policy to:

- Increase the number of dwellings in the precinct through the development of appropriately designed higher density housing.
- Encourage the development of accommodation that is diverse in type, size, scale, and affordability, and is accessible for people with disabilities.
- Prevent the intrusion of office, medical or other non residential land uses.
- Provide for specialised residential accommodation such as for aged people on the large undeveloped sites at the rear 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.

Industrial precincts

It is policy to:

- Strengthen the role of the precinct as a concentration of industrial activity and employment that complements the range of services and employment opportunities provided within the activity centre.
- Provide opportunities for service industrial uses to be relocated from sites within the commercial precincts.
- Ensure that new uses recognise the industrial role of the area and do not introduce incompatible activities that may prejudice the ongoing operation, or future expansion of industrial land use in the precinct.
- Minimise the adverse impacts of industrial uses 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 the redevelopment of the Olex Cables site (northern frontage to the Maroondah Highway between Cave Hill Road and the railway) in a form that establishes an attractive entry to Lilydale and takes advantage of the site’s visually prominent location adjoining the transport interchange.

Transport and Access

It is policy to:

- Require that proposals for major new development are supported by a traffic management plan which provides for the needs of people with disabilities, pedestrians, cyclists, and public transport users.
- Improve opportunities for pedestrian and bicycle movement into and around the activity centre, and in particular connections to the Olinda Creek parklands, and the Warburton Rail Trail.
- Promote improved access throughout the centre for people with disabilities.
- Discourage additional vehicle access points onto the Maroondah Highway.
- Provide opportunities for mid-block pedestrian access between the Maroondah Highway and adjoining streets to the rear.
- Improve the connections between the transport interchange at Lilydale railway station and the rest of the centre.
- Retain the longer term opportunity for relocating the Lilydale railway station and transport interchange to land south of the Maroondah Highway.
- Ensure that new development abutting the route of the proposed Lilydale Bypass is designed to provide an appropriate interface to the road.
- Ensure that the design of the proposed Lilydale Bypass allows for pedestrian and bicycle access at regular intervals to connect the town centre to facilities such as Lilydale Lake and Swinburne University.
- Enhance the Olinda Creek parkland for recreation activities as part of a wider network which connects the town centre, Lilydale Lake, and the Warburton Rail Trail.

22.07-4

Policy references

23/02/2012
C99

Lilydale Major Activity Centre Structure Plan (June 2006)

Lilydale Urban Improvement Project (July 2008)

Yarra Ranges Housing Strategy (May 2009)

