

# Eastfield Shopping Centre, Croydon South

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The Eastfield Shopping Centre is located in Croydon South, a 'middle ring' suburb of Melbourne, approximately 29km east of Melbourne CBD. Croydon South is bisected by Tarralla Creek and has an abundance of public open space nearby. The neighbourhood is serviced by bus route 664 and Tarralla Creek Trail (Strategic Cycling Corridor). Croydon South is mainly low-density residential and houses middle-income young families with some areas of relative disadvantage.

The Eastfield Shopping Centre is a Neighbourhood Activity Centre (local) and a primary destination. It offers a variety of small retail services that support the local community's needs. It is located at the intersection of Bayswater and Eastfield roads. Both are major arterial roads. Predominately car-based with single use low-scale commercial development, its public space is dominated by impermeable surfaces including a large car park and an inaccessible stormwater drain along Tarralla Creek.

The shopping centre was chosen as a site for this competition, as it provides an opportunity to build on the preliminary work undertaken in 2018 when it was selected as a pilot site for testing of the 20-minute neighbourhood principle(s). The pilot project focused on small-scale and easy to implement improvements within the site and this project provides an opportunity to build on this work by delivering more transformative and radical opportunities. The identified priority for the Eastfield Shopping Centre site is to create a sustainable local precinct. It should support a greater diversity of housing, enhance the quality of public spaces, improve the interface with the creek, enhance connectivity with other local priority areas around the centre and improve destination options to encourage local attachment to place.

Underpinning this is a city-wide desire to reduce emissions, consumption, waste and improve biodiversity, green infrastructure and strengthen overall climate change resilience.



**Approx. site area:** 20 hectares

**Demographics:** In 2019 Croydon South had a population density of 18.80 persons per hectare/ 17 dwellings per hectare. The area is popular with young middle-income families with little cultural diversity.

**Priority areas & main City expectations:**

The priority areas within the site include the Eastfield shops and surrounding car parks, Cheong Park, particularly the land west of the oval and the Tarralla Creek. Opportunities. The competition offers an opportunity to completely reimagine the Eastfield shopping precinct and develop a new vision that delivers sustainable climate and liveability outcomes through the 20-minute neighbourhood 'hallmarks'.

## Presentation of the site

### Summary of Site

Croydon South is located in the south of the City of Maroondah, approximately 29kms east of the Melbourne CBD, 4km from Ringwood Metropolitan Activity Centre (a larger regional centre) and 3km from Croydon Major Activity Centre (a larger local centre).

The area is long established with mainly single dwelling lot housing dating from the post war boom in the 1950s and 1960s. Recent infill development is concentrated on dual occupancy townhouses reflecting the larger average lot sizes of the settlement era. The area is mainly residential with large sections of open space immediately to the north of the suburb and an area of industrial activity in the far east.



Image 1. Satellite Image Extent of Site Boundaries



Image 2. Map Image Extent of Site Boundaries

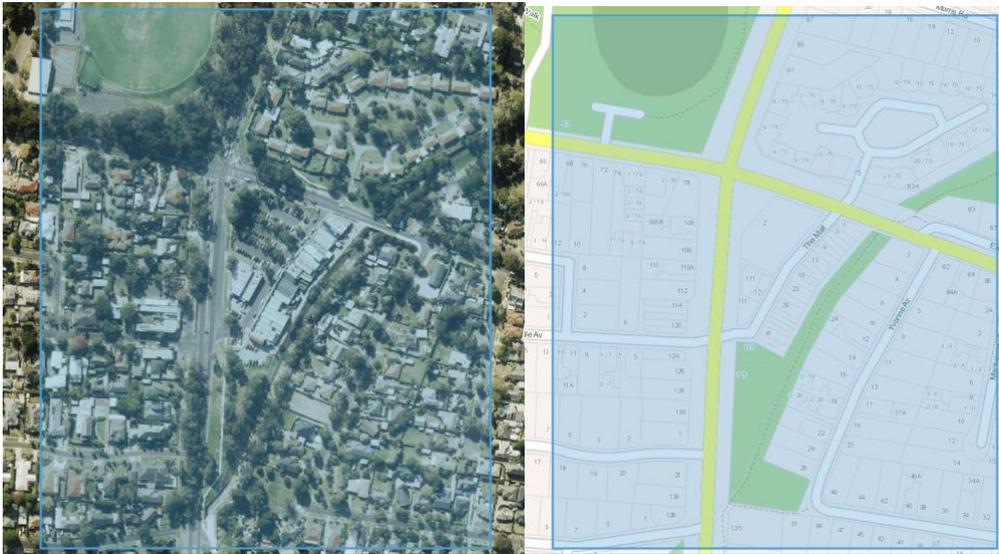


Image 1. Satellite Image Extent of Site Boundaries

Image 2. Map Image Extent of Site Boundaries

### Key Demographics of Site

In 2019, the estimated population of Croydon South was 4,873. The population density is 18.8 people per hectare, compared to Greater Melbourne's average population weighted density of 59 people per hectare. The suburb currently has a greater proportion of young families than the city average. Key demographics of the area include:

- Average household size (2.62 persons/ dwelling) indicates family living arrangements. Lone person households will increase significantly by 2031
- Low-density poor-quality housing (resource inefficient) makes up 95% of Croydon South
- There are no high-density apartment buildings in the suburb
- Young families dominate the area demographics due to lack of whole of life accommodation options
- There are some pockets of low-income households in the immediate area
- The majority of residents do not meet physical activity guidelines

### Site Context

The Eastfield Shopping Centre is a Neighbourhood Activity Centre (Local) in the north of the suburb, servicing the local population. It has a mix of small retail shops including cafes, an organic grocer, a small supermarket, a bakery, restaurants, hairdressers, local health services, a chemist, and a newsagent. The total commercial floorspace area is 4,710 square metres. The area is predominately car-based with single use low-scale commercial development. It has one bus route (664) travelling North-South connecting the centre to Chirnside Park shopping centre (Major Activity Centre) in the North and Knox City shopping centre in the South. There is currently no public transport connection to the Ringwood East train station which is 2km by road from the centre. It is well connected to the Tarralla Creek Trail (Strategic Cycling Route) which passes behind the centre shops. This trail is part of the Carrum to Warburton regional cycling trail.

The centre is a key node in the emerging network of activity centres within the city. The city vision is to connect smaller neighbourhood activity centres to the larger centres serving a more diverse population. For this site, the intention is to connect to the Croydon Major Activity Centre as well as the wider area via the Tarralla Creek and surrounding green spaces and the adjacent Greening the Greyfields pilot site. See Figure 1 below.



Image 3. The Mall, Eastfield Shops looking SW



Image 4. The Mall, Eastfield Shops looking NE



Image 5. The Mall, Eastfield Shops looking NW



Image 6. Eastfield Shops Carpark



Image 7. Rear of Eastfield Shops



Image 8. Tarralla Creek drain behind Eastfield Shops



Image 9. Tarralla Creek Trail entrance

### Reasons for site selection

This site has been selected as it is typical of the many neighbourhood activity centres spread across Melbourne. This centre is well placed for renewal and could become a blueprint for other centres across the network to follow. Furthermore, the site is chosen due to its recent involvement in the [20-minute neighbourhood pilot program](#). A key findings [report](#) for the program was released in September 2019, detailing the benefits of creating walkable 20-minute neighbourhoods, along with key findings and recommendations from the pilot program.

Alongside this, the Croydon South pilot project included significant community consultation to understand community priorities and needs for the precinct. A Croydon South summary [report](#) was released, which includes findings from the community consultation, technical assessments and a snapshot of opportunities identified.

In choosing this site for the competition, there is the opportunity to build on work to date and incorporate the desired climate change actions with transformational urban renewal, to create a template for local neighbourhood centre renewal throughout the city.

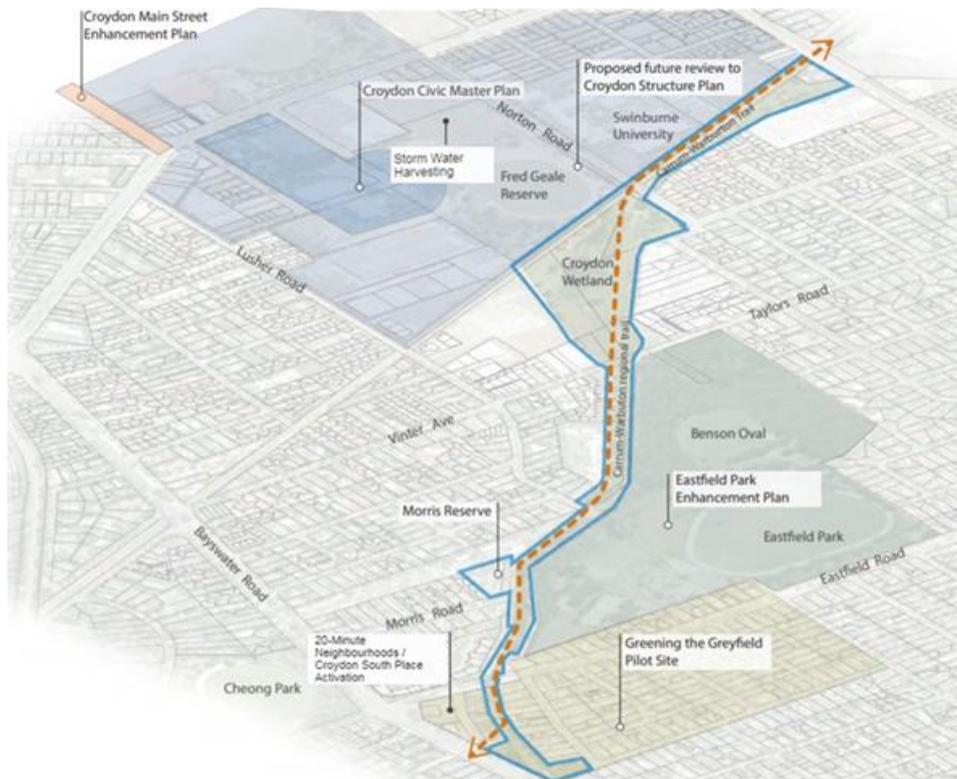


Figure 1 Key interfaces in the immediate area. Taken from 20 Minute neighbourhood study. Croydon South Place Activation

## City climate priorities and specific environmental issues to address

A priority for the Victorian Government is [Cooling and greening metropolitan Melbourne](#) by increasing green infrastructure. In addition, [the Victorian Climate Change Act \(2017\)](#) provides Victoria with a world-leading legislative foundation to manage climate change risks and maximise the opportunities that arise from decisive action. It is a key piece of legislation that is driving our transition to a climate resilient community and economy, with net zero emissions by 2050. It encourages local councils to build on the work they are currently doing with a targeted program support.

The City of Melbourne has both a Climate Change Mitigation Strategy and a Climate Change Adaptation Strategy to address the challenges faced as a result of climate change. Their Climate Change Mitigation Strategy was part of the C40 Climate Action Planning Pilot Program to lead the way for other cities to develop their own strategy. The city has identified four priorities for action in achieving emissions reduction targets:

- 100 per cent renewable energy
- zero emissions buildings and precincts
- zero emissions transport
- reducing the impact of waste.

The strategy focusses on reducing emissions including waste by reducing the largest sources of emissions to achieve science-based targets and align the strategy to the Paris Climate Change Agreement and C40 Climate Action Plan Framework. The strategy demonstrates support for social inclusion and contributes to achieving the Sustainable Development Goals.

The City of Maroondah has policies and strategies around climate change resilience, sustainability, and management of environmental priorities. The vision in the **Maroondah 2040: Our Future Together** strategy is 'In 2040, Maroondah will be a resilient community committed to sustainable living, enhancing our natural environment, and providing leadership in responding to climate change.' A summary of the current city priorities can be found in the [Clean, Green and Sustainable Fact Sheet](#). The city aims to reduce emissions, consumption and waste while enhancing biodiversity, urban canopy and water quality.

For this particular site, more sustainable and resilient outcomes will be achieved by:

- protecting and enhancing existing green spaces and connection between these spaces
- creating new opportunities for urban greening within the shopping centre
- improving water-sensitive urban design which interfaces with the creek
- greening buildings (roofs, facades and walls)
- increasing permeable surfaces
- reducing consumption-based emissions by mixed-use medium development site usage, improved design and construction methods
- improving public and active transport options to reduce car dependency and associated emissions

Around the Eastfield Shopping Centre there are several specific environmental issues to address. These include;

- Tarralla Creek is currently a concrete drain and inaccessible. A project to revitalize the creek is underway to the north of the precinct, however no work has been undertaken around the Eastfield shops.
  - [Tarralla Creek Reserve & Trail](#)
  - [Re-imagining Tarralla Creek project](#)

- The Eastfield shops are impacted by the urban heat island effect, which is due to impermeable surfaces and a canopy cover of 30% compared to suburb average of more than 50%.
- The precinct is car dominated with little active transport use. This is due to the single public transport option available and proximity to major arterial roads, together with the missing link in the Tarralla cycling trail. Reducing local resident car trips would reduce the amount of traffic in the local area and reduce greenhouse emissions overall.
- Lack of Integrated Water Management and Green Infrastructure provision.
- Better utilization of the area around the south of the shopping centre currently zoned Public Park and Recreation (PPRZ) including Urban Forest potential.
- Ageing housing and commercial stock fails to meet modern environmental standards resulting in inefficient resource consumption.
- Low population and housing density have implications for resource consumption. The City of Maroondah is currently working on a pilot program called Greening the Greyfields which aims for a more sustainable infill development approach.
  - [Greening the Greyfields](#)
  - [Greening the Greyfields FAQs](#)

## Other expectations for the site's redevelopment

### A bold new vision and design for Croydon South

The 20-minute neighbourhoods pilot project focused on small scale and easy to implement opportunities to improve the Eastfield Shopping Centre. While the work from the pilot project will be useful as the starting point for development of ideas and provide context, the competition provides an opportunity to build on this work by delivering a bold new vision, designs and ideas that will truly transform the precinct. The aim is to create a well-serviced sustainable precinct with a distinct feel and identity which is well connected to the wider area that could be used as a catalyst for reimagining other neighbourhood activity centres in the city.

A key expectation of this project is for the designs to deliver on the 'hallmarks' of a 20-minute neighbourhood in order to increase liveability in the local area.

### 20-minute neighbourhood 'Hallmarks' – 20-minute neighbourhoods must:

- Be safe, accessible and well connected for pedestrians and cyclists to optimise active transport
- offer high-quality public realm and open spaces
- provide services and destinations that support local living
- facilitate access to quality public transport that connects people to jobs and higher-order services
- deliver housing/population at densities that make local services and transport viable
- facilitate thriving local economies.

Another benefit of delivering the 20-minute neighbourhood 'hallmarks' is that they enhance the city's ability to build resilience and respond to climate change through increasing green and open space provision, walkability, providing safe streets and spaces and access to local shops.

### Priority Areas

- A built form reimagining of the Eastfield Shopping Centre precinct, including the car parks and green space to the south of the shops
- Tarralla Creek drain including the interface with the shopping centre and other local environmental improvements

- Cheong Park, in particularly the land west of the oval
- Connection to Eastfield Park and Dog Park via the Tarralla Creek Trail
- Active and public transport access to the shopping centre including the Tarralla Creek bike/walking trail
- Increased housing diversity and affordability including the opportunity to connect to the pilot Greening the Greyfields site to the east of the shopping centre
- Opportunities for local employment
- Opportunities for social connection



Figure 2 Features necessary for liveable communities - taken from findings from Pilot Project Report

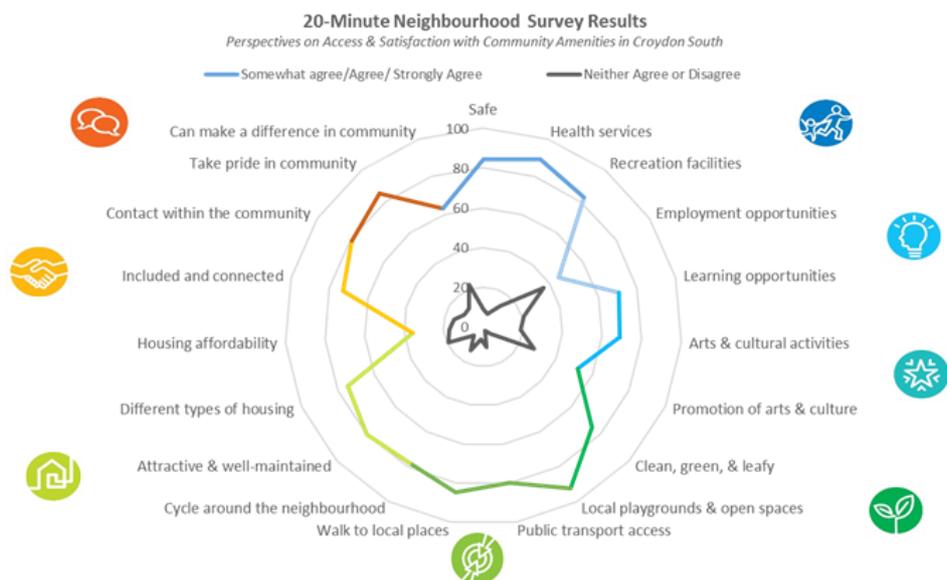


Figure 3 Croydon South Liveability Survey results/gap The closer the points are to the centre, the more the community believes that area requires addressing s

## Specific city planning rules and regulations

For specific planning zones and overlay information, please refer to the Maroondah Planning Scheme within the Victorian Planning Provisions. [Maroondah Planning Scheme](#)

Below is a snapshot of the area taken from the Victorian Planning Provisions – Maroondah Planning Scheme Maps. It relates to the area of investigation for the competition, centred on the Eastfield Shopping Centre, Croydon South.

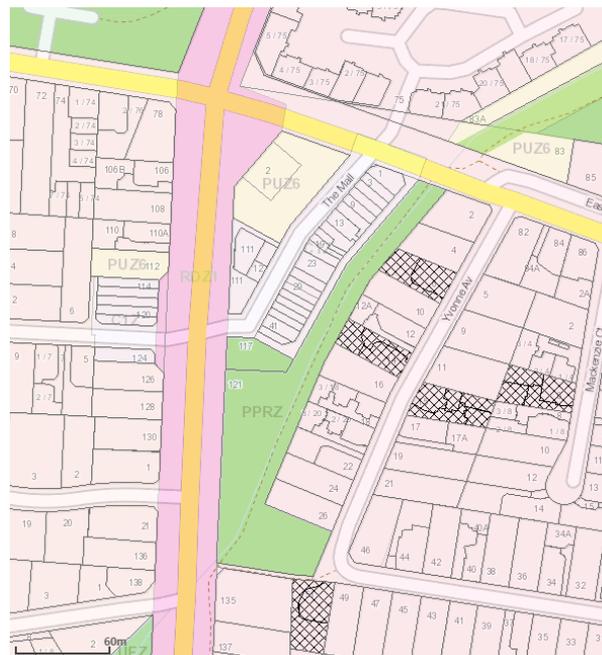


Figure 4 Snapshot of area taken from Victorian Planning Provisions

A sample Planning Report for one of the properties within the Shopping Centre, [111 Bayswater Road](#) is also provided to demonstrate applicable zones and overlays for the area.

The Eastfield Shopping Centre currently has several planning zones and overlays applicable in the immediate surrounding area. The Commercial Zone is the most common (CZ1). The Public Parks and Recreation Zone (PPRZ) applies to most of the area around the Tarralla Creek. The carpark across from the Eastfield Shopping Centre is a Public Use Zone (PUZ6) as it is council land as are a few other parcels identified with this zone. To the west the housing area is General Residential Zone (GRZ1). To the East of Bayswater Road the housing area is Neighbourhood Residential Zone (NRZ3). There is also a Significant Landscape Overlay (SLO4) over the area around the Eastfield Shopping Centre and surrounding residential areas (SLO3), The Tarralla Creek Area has a Vegetation Protection Overlay (VPO1). The entire subject area has an Aboriginal Cultural Heritage Sensitivity overlay.

The planning zones and overlays detailed here are provided for information purposes only. Competition entrants should not be limited to working within the existing zones and overlays for their generation of ideas but should acknowledge where amendments to existing regulations would be required to facilitate realisation and the associated potential limitations involved. Blue sky thinking around implementing the principles of the 20 Minute Neighbourhood hallmarks is encouraged subject to identification of planning scheme changes necessary, and their justification, before the changes could be implemented.