



Greensborough MAC Urban Design Considerations

Banyule City Council

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CONTENTS

How has Greensborough changed since the adoption of the Structure Plan?	3
1. Strategic Context	3
2. Structure Plan	3
2.1 Structure Plan Objectives	3
2.2 Structure Plan	4
2.3 Urban Design Framework	6
What are the emerging urban design opportunities for the Greensborough MAC?	9
3. Learnings from other activity centres	9
4. Emerging Opportunities	10
4.1 Sensitive response to topography	10
4.2 Improved pedestrian connectivity and safety	11
4.3 Simplified vehicular movement and improved access to public transport	12
4.4 Activated mixed use centre	13
4.5 Enabling strategic redevelopment sites	14
4.6 High quality built form	16
Conclusion	17

FIGURES

Figure 1. Structure Plan (2006)	5
Figure 2. Artist Impression - Structure Plan (2006)	6
Figure 3. Urban Design Framework Precincts (2006)	7
Figure 4. A lot of lessons can be drawn from activity centre revitalisation that taken place across Melbourne since the adoption of the Greenbook Structure Plan.	9
Figure 5. Emerging Opportunities Plan	10
Figure 6. Left: Connection through Carter Reserve. Right: Grimshaw Street	11
Figure 7. Left: Intersection of Para Road and Flintoff Street. Right: Laneways besides Savers.	12
Figure 8. Left: Intersection of The Circuit with Main Street. Right: The Circuit Interface	13
Figure 9. Left: Main Street. Right: Intersection of Grimshaw Street and Main Street	14
Figure 10. Left: 1 Flintoff Street. Right: 212 Henry Street	16
Figure 11. Left: Proposed development for 106-126 Main Street. Right: Proposed development for 273 Para Road.	17

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How has Greensborough changed since the adoption of the Structure Plan?

1. STRATEGIC CONTEXT

The Greensborough's Major Activity Centre (MAC) is strategically located in close proximity to the Greensborough train station, with an established mixed of uses, a unique landscape setting and existing infrastructure to support increased activity. These strong attributes present a great opportunity to support transit-oriented development to support change in the MAC in response to local and state strategic planning objectives for activity centres

Different key strategic documents, including Plan Melbourne 2017-2050, identify Greensborough as a Major Activity Centre, setting expectations for this area to accommodate an increased mix of land uses, including residential, to support its ongoing role as a regional destination. Banyule's Planning Scheme, particularly clause 02.03, reinforces this status as one of the main activity centres in the municipality. This clause provides guidance for future development to support the centre's ongoing role as a key main shopping, business and entertainment destination serving the north-east region of metropolitan Melbourne.

The Greensborough MAC has been identified as a 'Substantial Change Area' in Banyule's Housing Strategy. While the strategy itself does not apply to the MAC as there are other planning tools which address the centre's residential development, this classification signals that significant levels of change are expected to occur in the area, with surrounding areas following suit. This growth will play an important role in meeting the State Government's housing target of 45 500 new dwellings by 2050 in the municipality. At the same time, change to the public realm is required to better support increased population and activity, ensuring the MAC evolves as a vibrant, accessible, and connected destination.

As a result, clear and responsive design guidance is required to ensure that development and change to the urban context of the MAC respond to current conditions while supporting the gradual transformation of the MAC toward its long-term strategic role.

2. STRUCTURE PLAN

The Greensborough Principal Activity Centre Masterplan, better known as 'the Greenbook', sets out a clear vision for the renewal of the centre, promoting a mix of uses, higher-density residential development, improved public realm, and stronger pedestrian and active-transport connections over private vehicle reliance. These overarching directions remains relevant, being aligned with current best practice and supporting ongoing change in the centre.

The vision also places strong emphasis on responding sensitively to the site's natural features, positioning the MAC's identity and character around its landscape qualities and a unique built environment that responds to the landscape setting. This is a common thread across the document, which is embedded in the different objectives and strategies. As the Greensborough MAC continues to grow into a thriving centre, current expectations for growth and increased density mean greater attention must be given to how the evolving built environment can respect and address these natural features as the character of the area changes.

2.1 Structure Plan Objectives

The objectives defined in the 2006 structure plan remain relevant, prioritising sustainability, liveability, improved accessibility, and a sensible mixed-use development across the MAC. A short assessment on the relevance and progress achieved for each of these objectives and arising opportunities are presented next:

1. **Sustainability** – The plan strongly focused on embedding environmental principles across public and private development. While this remains an important guiding ambition under current conditions, success in achieving this objective is difficult to assess at this stage.
2. **Innovative Urban Design** – Achieving high-quality built form that responds to natural conditions, supports diverse uses and increases density and diversity is a priority of the plan. While some successful large-scale redevelopment has taken place, built form transformation across the centre

has been minimal, with outstanding opportunities to support increased private development and land consolidation, as well as providing guidance on more nuanced urban design issues such as interfaces, setbacks, and street activation.

3. **Diversity** – The structure plan seeks to deliver a mix of uses and housing types throughout the activity centre. Currently, the MAC hosts a strong variety of uses retail and commercial uses, supported by new civic and leisure facilities. Discreet large and medium scale residential development has taken place in the area; however, opportunities exist to encourage additional housing in alignment with current growth expectations.
4. **Ease of movement and connectivity** – This objective focuses on prioritising pedestrian movement, improving access to public transport, and maintaining efficient vehicle and freight movement. Movement network improvements have been made across the centre, with outstanding opportunities to address pedestrian links between key destinations that remain fragmented, with further opportunities for the overall movement network to be further improved with aligned traffic management supporting a safer and more accessible environment.
5. **A greener Greensborough** – The plan has a strong focus on supporting increased landscaping that responds to the strong natural features of the area. While change in the public realm to enhance greenery in the precinct has been minimal, the area's landscape remains a significant component of the area's character and any further work should have consideration for it.
6. **Public Realm** – The plan aimed to create a vibrant activity centre through new public spaces and inclusive public realm design. Reconfiguration of Main Street, development of the Greensborough Walk and discreet improvements in the public realm are examples of successful progress on this objective. However, opportunities remain for delivery of new open spaces and an integrated response to the overall public realm.
7. **An integrated centre** – The objective focuses on transforming the area into a cohesive and easily navigable centre, where all precincts are accessible and integrated. Although minor improvements along Main Street and development of the Greensborough Walk contribute to this objective, significant opportunities remain to better integrate destinations such as the train station and health precinct with the retail core.

2.2 Structure Plan

The plan provides a spatial framework for the activity centre which remains relevant, with its intentions and key moves generally in accordance with contemporary approaches to structure planning and best practice urban design. The plan's intentions are high-level, with an opportunity for further work to provide more nuanced and place-based actions to best realise the overall goals of the plan. Few elements included in the plan are further discussed next, considering its current potential and progress since adoption of the Greenbook:

- **Priority Development Area** – The area between Para Rd, Grimshaw St, Flintoff St and Main St was defined as a priority development area by the Greenbook. Significant progress has occurred in the southeast section of this area, with the delivery of the Greensborough Walk, aquatic centre, and new Council offices, and future residential development at 102-126 Main Street. However, land to the northeast remains largely unchanged. This area remains an important redevelopment area that will have a significant impact on the future of the centre, presenting important opportunities for redevelopment and to improve precinct-wide connectivity as originally envisaged in the structure plan.
- **Green Edge** – The structure plan frequently emphasises the importance of the 'green edge', intended to be realised through meaningful street tree planting along the MAC's boundary, to define the activity centre and reflect the landscape setting. However, key roads around the MAC's remain focused on heavy traffic with minimal street tree planting and substantial hard surfaces. Softening these interfaces through meaningful landscaping and further public realm improvements remains as a key opportunity.
- **Pedestrian Linkages** – The main pedestrian link connecting Main Street with the Priority Redevelopment Areas has been successfully delivered as Greensborough Walk. This has improved

east-west connection between Flintoff Street and Main Street and helped negotiate topography. Other links remains unrealised, presenting an opportunity to further strengthen the movement network of the centre by delivering these to a similar quality.

- **Midblock Linkage** - The proposed mid-block pedestrian linkage through the Priority Development Area, running along Carter Street, is yet to be realised but remains as a relevant and necessary element to strengthen connectivity and permeability across the precinct. Its relevance is heightened by adjacent development at 102–126 Main Street and the nearby bus interchange, presenting a valuable opportunity to establish a higher-quality connection in place of the existing right-of-way, which currently provides a poor pedestrian experience.
- **Pedestrian Friendly Area** – Reconfiguration of Main Street has supported a better pedestrian movement in this area. However, public realm improvements, streetscape activation and additional pedestrian infrastructure remain as an opportunity to achieve a high-quality pedestrian friendly area.

The Greenbook also proposed interventions which relied on private development happening in the centre which is yet to happen in most locations across the MAC. This included changes to the Greensborough Plaza, which occupies the largest landholding in the centre, dominating the western side of Main Street. These changes included development to the north and key pedestrian links not yet delivered. The shopping centre will continue to be a key influence in the future of the centre; future strategic planning work should continue to advocate for the right outcomes on this side.

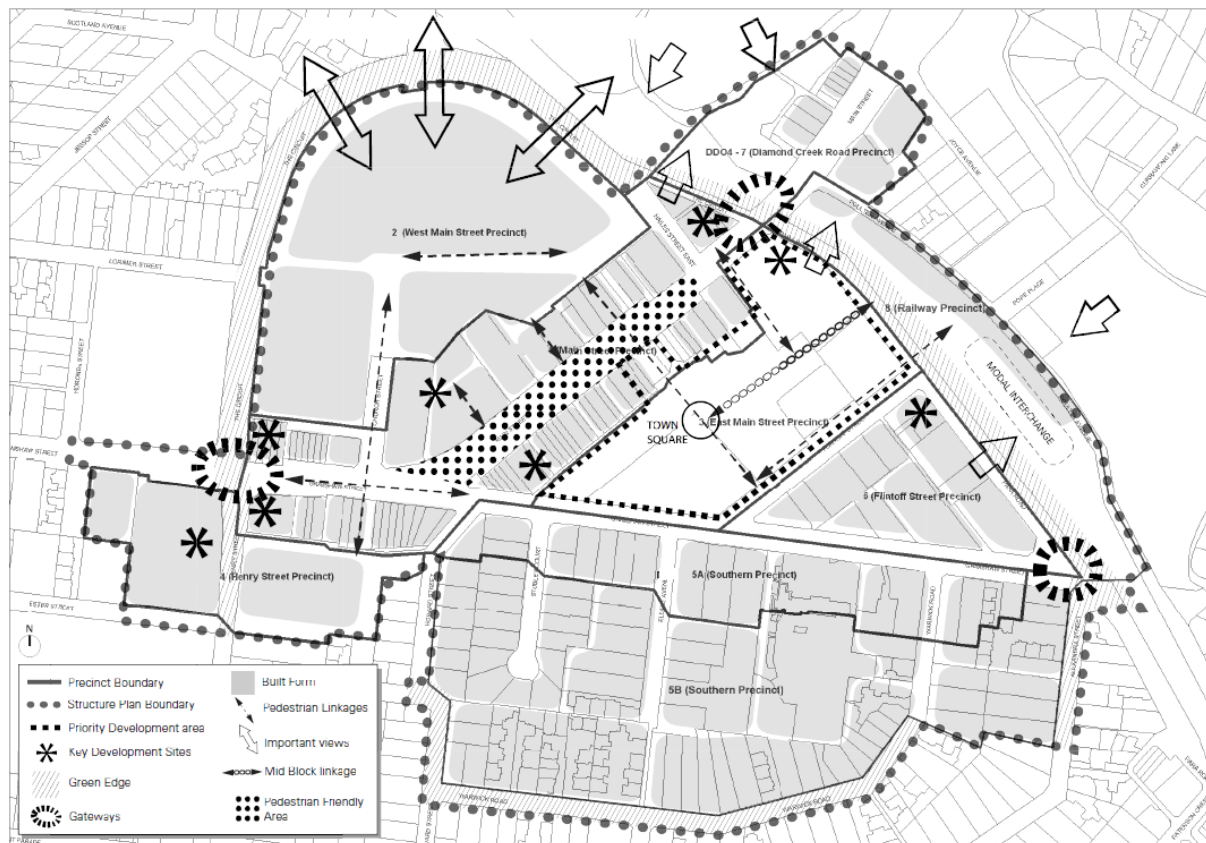


Figure 1. Structure Plan (2006)



Figure 2. Artist Impression - Structure Plan (2006)

2.3 Urban Design Framework

The Urban Design Framework included as part the Greenbook provides specific objectives and guidelines for a series of precincts, responding to the structure plan's general objectives. Commentary in this section remains very relevant, with its core intentions centred on creating a vibrant mixed use activity centre, where a mix of uses are complemented by a series of open spaces and streets, built form that appropriately responds to the natural features and existing character, and materiality that responds to the landscape. While some objectives have seen greater success than others during the life of the Structure Plan, the framework's intent remains very sound, with an opportunity to strengthen specific strategies and actions to better address and encourage urban development of the MAC.

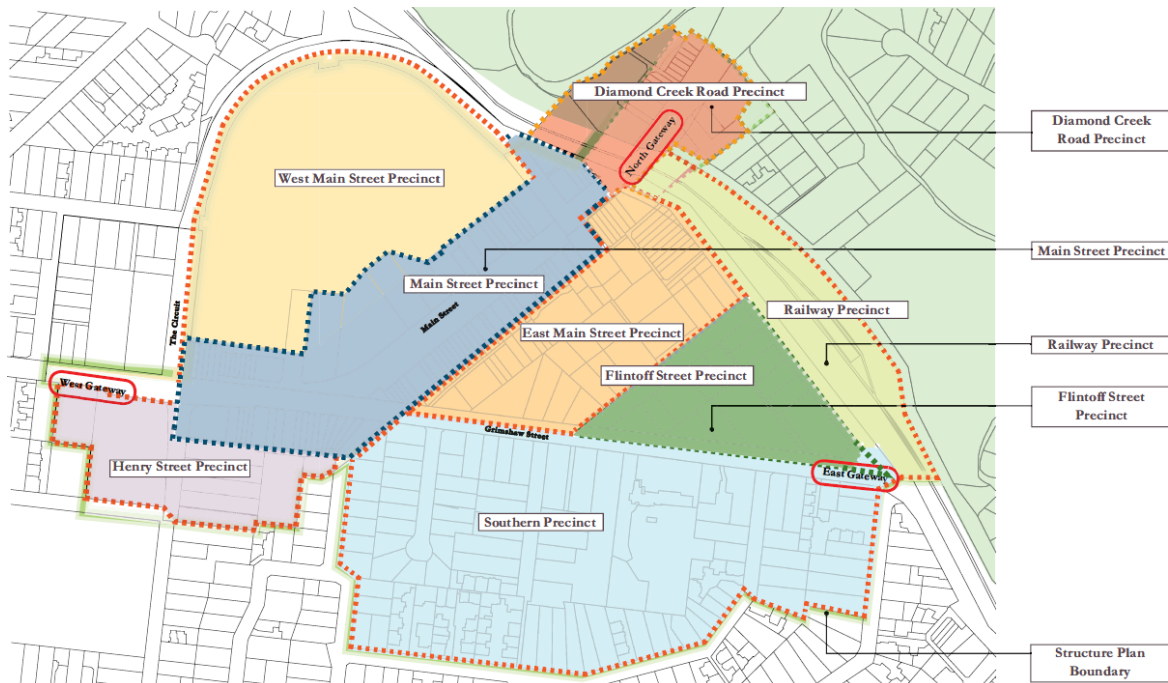


Figure 3. Urban Design Framework Precincts (2006)

Different precincts are identified in the UDF, each with its own vision, objectives and strategies that align with the overall objectives of the UDF and the overall structure plan. The following project and actions have been identified as priority. Many have seen successes; however there do remain a few key projects which are yet to be realised, as per the following table:

Key Project/Principle	Status	Commentary
Revitalised Main Street	Partially achieved	Streetscape reconfiguration of Main Street has improved pedestrian experience and access to bus services; however, pedestrian movement across the street remains limited. No major redevelopment has taken place along the street, with existing shops having minor spill out into the street and some vacancies along the street. Residential development is not present, with built form retaining its fine grain retail form.
Greensborough Walk	Achieved	The Greensborough Walk was successfully delivered, creating a new pedestrian link between Main Street and Flintoff St. This directly interfaces with the new aquatic centre, Council offices and new discreet retail at the intersection with Main St; this provides activation of the walk.
Town Square	Yet to be realised	The town square has not been delivered. However, efforts have been made by Council to deliver the town square, by understanding the technical and economical implication of collocating it with the Greensborough Walk and Council's complex.
Collaborative Workplace	Achieved	Council successfully delivered a mixed-use complex that host government, commercial and community uses, including an aquatic centre, in the strategic redevelopment site at the corner of Grimshaw St and Flintoff St. This complex has become an anchor of the MAC, providing a diversity of uses and activation of the Greensborough Walk.
Aquatic Centre	Achieved	

Church Square	Yet to be realised	The intersection of Main Street and Grimshaw, where the Structure Plan identifies Church Square (also called Church Place) remains unchanged, besides minor public realm improvements associated with the Main Street improvements.
New retail and entertainment facilities	Yet to be realised	Minor changes in the offering of these uses has happened. No substantial increase or redevelopment that accommodates additional floorspace for these uses has been delivered since the adoption of the structure plan.
Educational facilities		
Railway station and transport interchange	Achieved	The State government redeveloped the Greensborough station, allowing for better train services and improved user experience in and around the station. A new bus interchange and car park has been delivered at the corner of Flintoff St and Para Rd, supporting better intermodal connection in alignment with the structure plan objectives. Opportunities remain for better pedestrian connections between these and the MAC core.

The Structure Plan has seen strong public investment at both State and local level which should be commended. The delivery of the Greensborough Walk, Council offices, bus interchange and train station are significant investments that help set up the MAC for future growth. It is notable however that private investment within the centre has not, as yet, picked up in response to this increased investment and is yet to match the significant public investment that has taken place since the adoption of the Structure Plan. As a result, assessing the effectiveness of the specific guidelines and ambitions set out for each precinct in shaping private development outcomes is difficult as examples of investment are generally limited.

Those examples do provide some understanding of potential outcomes however and have informed our analysis. While the objectives for these precincts are very sound, an updated structure plan offers an opportunity to provide greater incentives and direction to support the delivery of private development alongside any further public investment, building on the strong foundation and strategic vision set by the Greenbook.

What are the emerging urban design opportunities for the Greensborough MAC?

3. LEARNINGS FROM OTHER ACTIVITY CENTRES

Activity centre renewal is an ongoing task across Melbourne, with policy aiming for increased density, diverse uses and more vibrant destinations in these areas. While each centre has responded differently depending on its character, context and community needs, several common lessons have consistently contributed to successful outcomes. These include:

- **Encouraging a meaningful mix of uses** to generate vibrancy in the centre and create a strong destination.
- **Delivering higher-density housing** to bring more people closer to key destinations, strengthening local activity and supporting the centre's economy.
- **Supporting high-quality built form**, with development that creates landmarks, manages massing and height sensitively, and responds appropriately to the local context.
- **Prioritising pedestrians** through high-quality walkable spaces often activated by outdoor dining, community uses or events.
- **Establishing a clear movement network** that provides appropriate vehicle and service access to the centre, without major disruptions to the pedestrian experience.
- **Consolidating parking**, shifting from extensive at-grade areas to more efficient arrangements such as basements or podiums, freeing valuable land for redevelopment while maintaining accessible parking options.
- **Investing in public-realm upgrades** that establish a cohesive identity and improve the overall experience, including improved streetscapes and public spaces, landscaping, lighting and wayfinding. Creation and/or enhancement of public open spaces has been successful in creating gathering places as anchors for activity centres.
- **Creating strong interfaces and active frontages** that engage directly with streets and public spaces, ensuring vibrant, safe and attractive environments.



Figure 4. A lot of lessons can be drawn from activity centre revitalisation that taken place across Melbourne since the adoption of the Greenbook Structure Plan.

4. EMERGING OPPORTUNITIES

The following section outlines the emerging urban design opportunities for the Greensborough MAC, drawing on insights from a desktop assessment and site visit performed in February 2025. These opportunities are informed by best-practice urban design principles and highlight ways in which the centre can continue to evolve in response to growth expectations. These opportunities have the potential to enhance the objectives of the Greenbook through future strategic planning processes, responding to current context and conditions, and ensuring the MAC remains well-positioned for future growth and transformation.

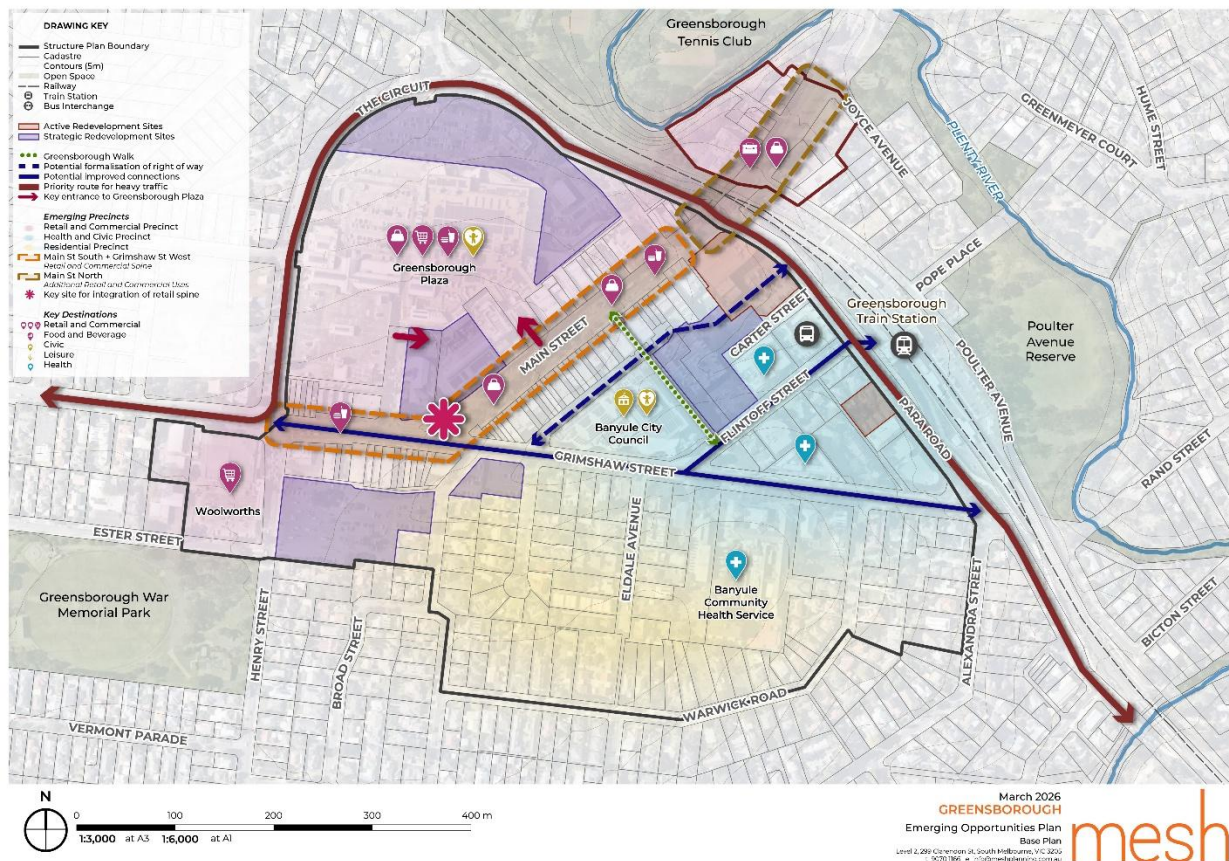


Figure 5. Emerging Opportunities Plan

4.1 Sensitive response to topography

Current Conditions

Significant sloping topography in the Greensborough MAC contributes to its unique character, creating a distinctive sense of place when compared to other activity centres. This slope allows for long views towards the Plenty River and the landscaped neighbourhoods to the north. This also represents a challenge to pedestrian movement and ease of access to key destinations due to significant slope along key links. This particularly impacts access of certain groups (e.g. ageing and disabled population) with limited opportunities for DDA compliant infrastructure. This in turn contributes to private vehicle reliance to move to, from and through the centre.

Emerging Opportunity

A clear opportunity exists for a substantial improvement in the built environment to address the challenges presented by the precinct's topography through:

- **Enhanced pedestrian infrastructure**, which may involve delivering ramps, lifts, and other universal-access solutions in strategic locations, particularly where significant level changes currently restrict inclusive mobility.
- **Re-grading, land-forming and integrated built form outcomes** through new development and public realm upgrades, where the built form smooths transitions and reduce barriers for movement.

- **Built-form guidance** to encourage design responding sensitively to the natural terrain. Approaches such as terracing, split-level buildings, and stepped interfaces can manage visual bulk allowing for the landscape setting to continue to stand out while contributing to the redevelopment expectations for the MAC.



Figure 6. Left: Connection through Carter Reserve. Right: Grimshaw Street

4.2 Improved pedestrian connectivity and safety

Current Conditions

Although the delivery of the Greensborough Walk and streetscape upgrades on Main Street have provided a safe and direct link to key destinations in the centre, there is a need for more precinct wide improvements to support a consistently safe and accessible pedestrian environment, responding to the topography constrained discussed above. Major roads such as the Circuit, Para Road, and Grimshaw Street carry high traffic volumes, including significant freight movements facilitated by wide cross sections, creating barriers between the core activity centre, and surrounding residential neighbourhoods. Pedestrian movement along these streets is supported by narrow footpaths buffered by limited landscaping, conditions which reduce the sense of safety for pedestrians. Several intersections across the precinct lack formal pedestrian crossings, resulting in limited opportunities for safe and comfortable crossing points. Dead-end streets such as Carter Street and Church Street represent missing links in the movement network which could be build upon to improve the overall permeability of the centre.

Emerging Opportunity

Significant opportunities to strengthen pedestrian connectivity and safety across the precinct emerge, including:

- **Streetscape and public realm improvements** such as continuous and widened footpaths, formalised and raised crossings, and clear wayfinding.
- **Establish clear, direct, and safe walking routes** between key destinations in line with the Greenbook's plan. Flintoff Street, Grimshaw Street, and Main Street emerge as key streets for potential upgrades to give pedestrian priority given their role in linking the retail core, the train station, and the Greensborough Walk.
- **Facilitate pedestrian movement through private land** addressing missing links in the network; the laneway beside Savers and internal links through the Greensborough Plaza arise as potential locations for this.



Figure 7. Left: Intersection of Para Road and Flintoff Street. Right: Laneways besides Savers.

4.3 Simplified vehicular movement and improved access to public transport

Current Conditions

The MAC's movement network continues to be geared mainly towards private vehicles and freight activity, consistent with observations in the Greenbook. Efforts have been made to rationalise traffic flows with the intention of redirecting heavy traffic around the MAC remaining well intentioned and supported. However, the combination of steep topography, an irregular street layout and heavy traffic result in several conflict points and complex intersections remaining.

The Circuit plays a critical role in servicing and providing access to the centre; however, the detour of The Circuit into Main Street at the eastern limits efficient east–west movement, with west bound traffic often using Grimshaw Street instead as a shortcut through the heart of the centre. The Circuit's design as a vehicle bypass also created barriers that blocks off movement between the centre and the residential area to the west, including key destinations such as the Greensborough Primary School. Addressing this constrains would support increased amenity and better integration of the MAC with the surrounding neighbourhood.

Grimshaw Street remains a key freight route, supporting high vehicle speeds given its straight alignment and undulating topography. Considering this and in the absence of safe pedestrian crossings, it forms a significant barrier between the MAC's core and residential areas to the south, having impacts on amenity at the western end of the street, which is key part of the retail offering of the centre.

Main Street appears to experience comparatively lower traffic volumes, yet its configuration accommodating general traffic, parking and bus movements, restricts opportunities to create a more pedestrian-focused environment, particularly north of Greensborough Walk. To the southeast, the existing right-of-way behind Main Street functions as a practical service connection despite not being a formal street, with proposed changes associated with development at 106–126 Main Street altering access arrangements to this from Para Road. In contrast, Flintoff Street offers a quieter and strategically important connection between the train station and Greensborough Walk, highlighting its potential to support local access.

Car parking is readily available across the centre. Accessible parking provision is particularly valuable given the physical constraints created by the landform; however, large at-grade and multi-deck car parks, especially those along the Circuit, tend to create visually harsh edges and contribute to an environment that is less welcoming for pedestrians.

Recent investment in the bus interchange and the redevelopment of the train station have greatly improved public transport infrastructure and represents a positive step toward a more connected MAC. Nonetheless, the benefits of these upgrades are not fully realised due to the pedestrian and active-transport barriers identified earlier, leaving both facilities somewhat disconnected from the broader activity centre.

Emerging Opportunity

There are clear opportunities to rationalise freight and heavy-vehicle movements in a way that allows for servicing of the MAC while supporting a more welcoming and pedestrian-friendly core.

- **Improved east–west movements from Para Road toward the Circuit**, which could help redirect heavier traffic away from Main Street.
- **Targeted streetscape upgrades along Grimshaw Street**, including traffic-calming measures and revised street configurations, to reduce speeds, redirect freight vehicles and improve overall safety.
- Main Street, Flintoff Street, and western section of Grimshaw Street to evolve into **pedestrian-priority environments**. These streets have the potential to form high-quality connections between key destinations, support easier access to public transport, and strengthen integration between sub-precincts of the MAC. Reconfiguring street cross sections, limiting car access during certain periods and enhancing pedestrian infrastructure could help deliver these outcomes.
- **Formalisation of the right-of-way** southeast of Main Street could further improve vehicle movements through the centre's core, by continue function as a service route while supporting clearer movement and a safer pedestrian experience.
- **A rationalised parking provision** is needed to ensure access to existing uses while supporting increased demand resulting from potential revitalisation. Further investigation is needed to understand the actual demand and supply for parking across the centre. Reconsidering parking arrangements across the MAC presents a strong opportunity to free up land for redevelopment, support a more vibrant urban environment, and deliver a more efficient movement network.



Figure 8. Left: Intersection of The Circuit with Main Street. Right: The Circuit Interface

4.4 Activated mixed use centre

Current Conditions

Main Street continues to function as the core of the MAC, with the retail strip extending to the western end of Grimshaw Street. This retail spine has seen public-realm upgrades associated with Greensborough Walk, which have enabled some activation through outdoor dining and improved pedestrian amenity. While retail activity is present at both Main Street and the western end of Grimshaw Street, integration of this area as the core of the MAC is yet to be realised, with the Grimshaw/Main Street intersection functioning more as a vehicular gateway than a pedestrian-friendly connection. This reduces the ability of these areas to function as an integrated place. The intersection's condition is replicated at the intersection of Grimshaw Street and the Circuit, where vehicular movement dominates effectively separating the west of Henry Street from the main retail and commercial core

While these streets remain generally successful with a range of retail and commercial businesses activating the street, some vacancies remain. These vacancies might be associated with a preference for the Greensborough Plaza which, upon inspection, appears to be a more popular destination for the community, as well as for traders, with a higher ongoing level of activity. The food hall inside the Plaza is a notable example of this situation, including several food and beverage tenancies that would be desired on Main Street and Grimshaw Street. The Plaza's arrangement as a shopping centre created a series of black interfaces that impact the activation of the centre. While the Plaza is sleeved towards Main Street, the interface toward the Circuit is still characterised by extensive parking areas, creating a poor edge condition reinforced by hard surfaces and significant level changes.

On the opposite side of the MAC, the area around Flintoff Street, Grimshaw Street, and Para Road has developed a strong civic and health identity, offering a wide range of services that is further reinforced by the new Council offices and its associated leisure and community facilities. This character bleeds into the residential area south of Grimshaw Street, where low-scale buildings accommodate various health-related uses integrated into the existing neighbourhood fabric.

Emerging Opportunity

Activation of the activity centre requires action in both the public and private realm. Different opportunities emerge for support outcomes across both scenarios that enhance activity and improves experience across the centre. These include:

- **Continue investment in Main Street as the heart of the MAC is** to reinforce its role as a vibrant and active spine.
- **Improve integration between Main Street and Grimshaw Street**, to support a continuous and cohesive retail and commercial corridor at the core of the centre. The All Saints Anglican Church site, together with the southern end of Greensborough Plaza, represents a strategically important investigation area with the potential to articulate the integration of these sub-precincts.
- **Enhance activation of the centre's core** including expanding opportunities for outdoor dining, supporting alternative land uses that bring sustained activity to the street and encouraging temporary uses in vacant shopfronts.
- **Support alternative housing forms**, such as shoptop housing, to introduce additional diversity and activation.
- **Public-realm upgrades**, including increased landscaping, removing barriers that limit street crossing, new street furniture, raised crossings and distinctive materiality, would further reinforce the experience and accessibility across the MAC.
- **Establishing clear and strategic guidance for street-level interfaces** across the MAC to ensure future development contributes positively to the character and activation of the precinct by helping minimise blank façades, manage the impact of loading and parking areas, create higher-quality street edges and appropriately address existing character and landscape setting. This guidance may include expectations for active frontages, landscaping, setbacks and carefully located access points.
- **Provide direction on vertical mixed-use outcomes** within higher-scale development to support a more diverse and dynamic range of activities as the centre evolves.



Figure 9. Left: Main Street. Right: Intersection of Grimshaw Street and Main Street

4.5 Enabling strategic redevelopment sites

Current Conditions

The Priority Development Area indicated in the Greenbook has seen significant change with the development of Council's complex. This has been the largest redevelopment in the MAC since the adoption of the Greenbook, with smaller redevelopment at 106-126 Main Street and 273 Para Road currently in development. The MAC is dominated by a well-established urban form of finer grain properties with limited opportunities for redevelopment, with little to no land consolidation happening since the adoption of the Greenbook. The Greensborough Plaza occupies the largest parcel in the MAC, making it a strategic site

currently dominated by the shopping centre and associated service and parking. Other public parking areas are located throughout the MAC, where opportunities for further development appear.

The Priority Development Area identified in the Greenbook has experienced significant change, most notably through the delivery of Council's new complex, which is the largest redevelopment undertaken in the MAC since the Greenbook's adoption. Beyond this, only a small number of additional projects have emerged, including the redevelopment at 106–126 Main Street and 273 Para Road. Overall, the MAC remains characterised by a well-established finer-grain urban form, offering limited opportunities for redevelopment, with minimal land consolidation occurring since the adoption of the Greenbook. Greensborough Plaza continues to occupy the largest single landholding, presenting a strategic yet highly built-out site dominated by the shopping centre and associated service and parking areas. Other publicly owned or underutilised parking sites distributed across the MAC also present potential future redevelopment opportunities, although these remain largely unchanged at present.

Emerging Opportunity

While the MAC is largely defined by an established fine-grain urban form, several strategic sites present meaningful opportunities for larger-scale redevelopment. These sites offer valuable land that could accommodate mixed-use outcomes, support higher-density development and acting as catalysts for the incremental transformation of the MAC. Future strategic planning should provide greater urban design guidance for these sites to ensure that any redevelopment delivers high-quality built-form and public-realm outcomes. Further investigation and engagement with landowners will be essential to understanding redevelopment viability. Key opportunity sites include:

- **212 Henry Street** – A large site with relatively manageable topography, offering strong potential to activate the southern edge of the MAC through mixed-use development.
- **30 Howard Street** – A discreet site that could deliver an improved interface to Grimshaw Street and serve as a landmark at the end of a future formalised right-of-way.
- **1 Flintoff Street** – Previously investigated as the location for the Greenbook's proposed town square. This site is strategically collocated with the Greensborough Walk and Council's complex, making it a prime opportunity to activate Flintoff Street and enhance its role as a key link between the train station and the MAC core.
- **Northern Parking Area of Greensborough Plaza** – A substantial site with unique outlooks towards the surrounding hinterland residential areas, presenting significant long-term redevelopment potential.
- **14 Church Street and the southern end of Greensborough Plaza (HOYTS)** – Strategically located sites with the capacity link Main Street and Grimshaw Street, enhancing cohesion across the centre.

Alongside these larger sites, the **incremental redevelopment of smaller properties** should continue to be supported, ensuring that change across the MAC aligns with broader expectations for growth and revitalisation. Future strategic work should include guidance on land use, land consolidation, and built-form outcomes suited to finer-grain properties to help guide this change.



Figure 10. Left: 1 Flintoff Street. Right: 212 Henry Street.

4.6 High quality built form

Current Conditions

High-density residential development has started to emerge along Para Road, with significant redevelopment recently approved by the corresponding authorities, including:

- **106-126 Main Street** – Facilitated by the Development Facilitation Programme, this 17-storey development is on track to become the tallest building in Greensborough, including affordable housing dwellings, ground level retail and commercial uses. This development
- **273 Para Road** – 12 storeys residential development in close proximity to the train station. of market residential development.

The location and scale of these developments generally align with the Greenbook's intentions and current strategic planning objectives, with increased height and density concentrated where the landform, key view lines and proximity to the station can best accommodate change. Nonetheless, the introduction of taller buildings brings new considerations, including the management of visual bulk, street level response and activation, and response to the established character and landscape setting.

Elsewhere in the MAC, the built form remains largely unchanged, characterised by a fine-grain low-rise pattern that continues to define much of the centre. However, current strategic context consistently highlights expectations for increased height and density in appropriate locations to support future residential growth, suggesting that further change of the built form is anticipated and appropriate design guidance should be provided for this to appropriately address its context.

Emerging Opportunity

Future strategic work should provide clear and place-specific design guidance that supports the next future of development, particularly where proposals represent substantial change from the existing character. This might include:

- **An integrated and place-based approach to building heights and built-form direction**, ensuring that future development appropriately manages visual bulk, protects key views and enhances the streetscape experience, while aligning with expectations for increased density. This would help ensure that new development responds sensitively to the surrounding context while delivering high-quality, cohesive, and well-designed outcomes across the centre.
 - This guidance could include height controls, materiality and character guidelines, and requirements for ground-plane design and interface treatments.



Figure 11. Left: Proposed development for 106-126 Main Street. Right: Proposed development for 273 Para Road.

Conclusion

The Greenbook Structure Plan has held up well over the two decades since its adoption. The principles for a denser more vibrant activity centre centred around high quality public transport remain relevant today. The actions identified within the Structure Plan have been effective in supporting some significant successes including a new train station, new bus interchange, upgraded Council offices and public links such as Greensborough Walk. While the response from private development has been more muted, the fact remains that it is a matter of 'when' not 'if' the Greensborough MAC will start seeing increased development activity.

Given the Greenbook's age, a new Structure Plan, building on the successes of the Greenbook is warranted. A lot has changed in 20 years, and a new Structure Plan provides an opportunity to integrate new thinking around activity centre design and changes to planning and development approaches. Most pertinently, this includes consideration of the new housing targets for the municipality, and the role and capacity Greensborough should have in contributing to achieving that target. It also includes the evolution of planning laws, including a more sophisticated approach to tall building, the introduction of the Better Apartment Design Standards (BADs) and newer planning tools such as floor area ratios being used in contemporary activity centre structure plans including Central Geelong Framework Plan and South Melbourne Structure Plan. An updated Structure Plan will modernise the framework for this important MAC and provide an opportunity to address some of the persistent or newer issues that the MAC currently faces.