

**PROJECT 7:
REAR LANEWAY COMMERCIAL EXPANSION**

Project Description

Council owns a large parcel of land within the Village Centre which represents a unique opportunity to use a landholding in a key strategic location to further influence how the Village Centre evolves. This project seeks to establish a formal rear laneway network between Grampians Road and Heath Street to facilitate the development of underutilised commercial land. Currently, access to existing shops for servicing and staff parking is provided via an informal arrangement across Council land. This project sees this access resolved in a legal manner and establishes the potential for greater pedestrian permeability. The development of this lane, in conjunction with other initiatives outlined in this Action Plan, is intended to act as a catalyst for development of land fronting Heath Street. The Council site provides a key opportunity to diversify the commercial offer within the centre and to demonstrate a new model of mixed use development within the centre. Development on this site could serve as a catalyst for development of surrounding sites, and is critical to the development of a new network of rear access lanes and pedestrian connections. While it is currently used as an informal car park, these informal spaces could be replaced on Heath Street and formalising car parking on this site may be incompatible with the aims of this plan which is to 'activate' delivery of investment in the Village Centre.

The key objectives of the proposed Rear Laneway commercial expansion initiative include:

- Resolve access to commercial development fronting Grampians Road and Stoney Creek and provide security for existing business owners;
- Provide a catalyst for private investment;
- Increase the availability and diversity of commercial floorspace and accommodation within the Village Centre;
- Improve pedestrian permeability between Grampians Road and Heath Street; and
- Facilitate the development of land and increased activity fronting Heath Street.



Figure 36. Existing use of Council site

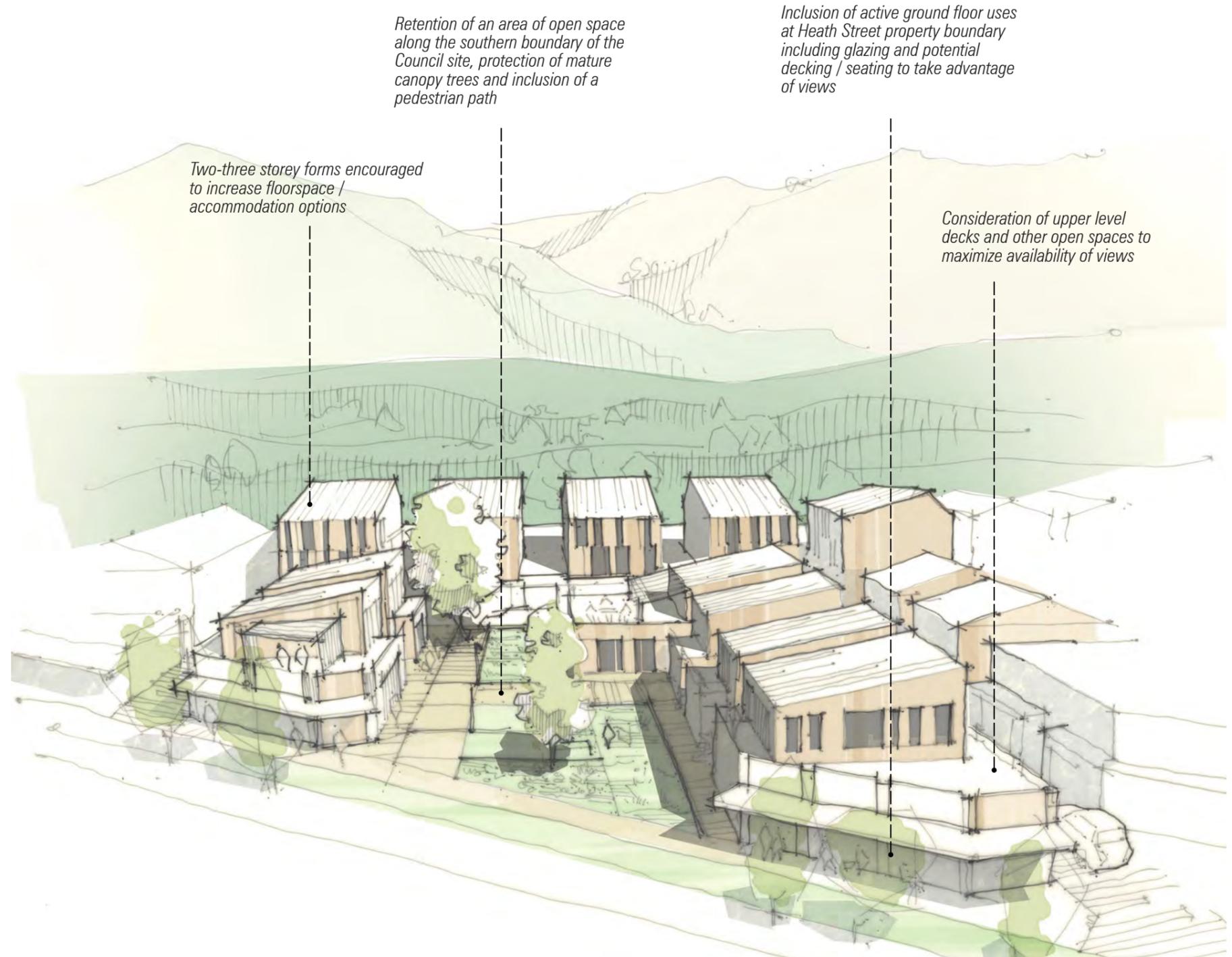


Figure 37. Indicative perspective illustration of potential development of Council land and adjoining landholdings

Precedent Images



Alignment of new formal laneway along northern boundary of Council site including potential removal of paperbark trees

Incorporation of a north-south laneway along the western boundary of the site to provide connectivity with private laneways

New pedestrian connection to be incorporated as private land develops

Development of laneways, in particular the north / south laneway to allow for use by pedestrians

Redevelopment of the southern portion of the Pinnacle Motel site encouraged to take advantage of new laneway and increased connectivity to Grampians Road



Figure 38. Indicative plan of potential development of Council site and adjoining landholdings