

# STRUCTURE PLAN

November 2015



— City of —  
STONNINGTON



hansen



# 2015 GLENFERRIE ROAD HIGH STREET ACTIVITY CENTRE STRUCTURE PLAN

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# Acknowledgements

## Council Project Team

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## Stonnington City Council Officers

Invaluable contributions have also been provided by a range of Council officers within their areas of expertise.



Figure 1 The study area: strategic illustration of key components

# 1 Introduction

## What is a Structure Plan?

A Structure Plan is a strategic planning tool which sets out a shared long-term vision for the future growth and change of a defined area. The Structure Plan aims to give effect to the policies and objectives set out in the State Planning Policy Framework to provide effectively for community needs. The Structure Plan will guide the major change to land use, built form and public spaces that together aim to achieve economic, social and environmental objectives for the place.

A coordinated plan allows a wide range of stakeholders, service authorities, State Government departments and internal Stonnington Council departments to all 'read from the same page' to produce a coherent outcome and provide certainty for both residents and the Council.

A Structure Plan also provides the framework for statutory planning controls which are implemented through the Stonnington Planning Scheme. Structure Plans are informed by extensive public consultation and discussion. While everyone may not agree on every aspect of the plan, it should reflect broad community consensus.

## How will the Structure Plan be used?

The aim of the Structure Plan for the Glenferrie Road / High Street Activity Centre is to guide future land use and development in a coordinated manner and provide greater certainty for all stakeholders to deliver a preferred future. A vision for the centre for a period of 10 - 25 years is established. Key policy directions, and important physical outcomes as they relate to the Glenferrie Road / High Street Activity Centre's built form and activity, landscape and environment and access and movement are identified. The Structure Plan will be used by:

### Stonnington City Council:

- As a basis for introducing new planning policies, zones and overlay controls into its planning scheme (as appropriate);
- In assessing planning permit applications;
- In assessing requests to rezone land;
- In guiding non-statutory initiatives, arrangements or partnerships to assist in realising potential future opportunities within the centre;
- In preparing capital works budgets to implement public works; and
- In delivering community services.

### The Community:

- To understand how the area, and specific precincts within the activity centre, are likely to change in the future;
- To assist community groups in prioritising future work and in seeking funding for projects; and
- To provide a framework for community groups to assist in making long term plans.

### Existing Business Owners:

- To create greater certainty and appreciation regarding the future direction of the centre.

### Developers:

- To understand the development opportunities that exist and the matters that will be taken into account in assessing development proposals.

### Other government agencies:

- In coordinating infrastructure improvements with work undertaken by Stonnington City Council and other agencies including public transport, roads and water.

The Structure Plan must be regularly reviewed to ensure its directions and ambitions continue to be relevant to the centre as it changes over time.

## Glenferrie Road/ High Street Activity Centre Structure Plan

This Structure Plan builds upon the earlier analysis and findings documented within the following documents:

- Glenferrie Road/ High Street Activity Centre Structure Plan Background Report: June 2014.
- Glenferrie Road/ High Street Activity Centre Structure Plan issues and opportunities paper: August, 2014.
- Economic Technical Report, Essential Economics, 2014.

This document does not seek to replicate the detailed content of above documents; rather they form necessary background information which is relevant to the detail contained within this Structure Plan.

The combined retail areas of Glenferrie Road and High Street form an important, and historical, retail precinct that is popular within the local catchment primarily for its convenience, as well as containing a range of retailing activity which has a wider regional catchment. As a combined centre the Glenferrie Road / High Street Activity Centre is an important hub in Melbourne's inner south east. It provides a range of retail and hospitality services and is well located within the Melbourne metropolitan context to capture future development, both residential and non-residential.

Stonnington City Council have engaged Hansen Partnership, a planning and design consultancy, to work with key stakeholders in preparing the Structure Plan for the Glenferrie Road / High Street Activity Centre. Hansen Partnership have been assisted with a supporting sub-consultant's team of O'Brien Traffic (transportation) and Essential Economics (economic analysis).

The Structure Plan constitutes a strategic document that sets out a long term planning and design vision for the evolution of the precinct and is intended to set a 10-25 year strategic framework to manage and guide the future development the centre.

## Project Stages

This project is being undertaken in a four stage process. The first stage of the project involved the collation of range of background materials, whilst the second stage involved the preparation of an issues and opportunities paper including consultation with the local community. The current third stage involves the preparation the Structure Plan itself including further community consultation and, following on from this the final stage will involve the implementation of the Structure Plan.

## 2 Vision Statement

The Vision Statement which underpins the Glenferrie Road/ High Street Activity Centre Structure Plan is as follows:

*In 2040 Glenferrie Road and High Street Activity Centre will be:*

- *A thriving shopping centre, serving the day to day needs of the local community, coupled with a range of specialist retailers serving a wider regional area.*
- *A vibrant, inviting, attractive and clean centre with well-designed, 'green' streetscapes, pedestrian connections and community gathering nodes.*
- *A centre where new development respects and enhances the form and scale of heritage buildings, which retain prominence.*
- *A centre for localised employment and housing within the commercial spines whilst protecting the valued residential hinterland.*

### Objectives

The primary objectives for the Structure Plan are:

- To protect and enhance the existing heritage and built form fabric.
- To provide clear urban and built form guidance for new infill development and additions and alterations of existing buildings.
- To strengthen the commercial and retail role of the centres.
- To improve pedestrian and cyclist mobility and infrastructure throughout the centre and minimise pedestrian and vehicular conflict zones.
- To improve the appearance of the public spaces within the centre, including primary streetscapes and secondary areas such as public car parks and laneways.
- Provide additional vegetated corridors and spaces in strategic locations to develop the urban forest and enhance the public realm.
- To provide for pause points at and around important junctions.
- To improve access and connection of Malvern Central with Glenferrie Road.
- To consolidate medical and health related facilities along Wattletree Road.
- To consolidate and strengthen the community node around Malvern Library.
- To establish clearly defined redevelopment sites into the centre.
- To provide healthy and diverse vegetated streets and public spaces.
- To provide clear guidance on the inclusion of vegetation into new infill development and additions and alterations of existing buildings



*The study area comprises a diverse range of urban environments and experiences from hostile Dandenong Road, to the intimate leafy residential side streets off High Street*

### 3 Study Area

The Glenferrie Road / High Street Activity Centre, as identified by Plan Melbourne (2014), is located within the City of Stonnington and is located approximately 7kms east of the Melbourne CBD, in the south of the Stonnington municipality.

The Glenferrie Road / High Street Study Area comprises an area of approximately 1.1km<sup>2</sup> and is a generally triangular area of land bound by the rail corridor to the south-west and the buildings on the northern side of High Street to the north. In 2013, the Centre was estimated to provide approximately 70,000m<sup>2</sup> of retail floor space, making it larger than the centres of St Kilda and Camberwell, yet smaller than Chapel Street and Chadstone Shopping Centre.

Defined by its two intersecting main streets, Glenferrie Road and High Street Activity Centre is an important hub in Melbourne's inner south east. It provides a range of retail and hospitality services to the immediate suburbs as well as speciality retailing with a more regional focus. Within the Melbourne metropolitan context and its inner suburban location the Glenferrie Road / High Street Activity Centre is poised to be the focus of future development, both residential and non-residential. Designated peripheral areas are located adjacent to the primary Activity Centre Boundary which will also evolve over time (refer Figure 3).

The designated Activity Centre Boundary (refer Figure 3) has been established to be reflective of the existing land use patterns and urban form, in addition to the potential to facilitate the future evolution of more intensive land use and built form elements.

The Structure Plan focuses on the commercial zones of the centre, broadly located along the main strip shopping centre frontages of Glenferrie Road and High Street. In addition, the Activity Centre Boundary includes Council buildings, car parks, community uses, child care centres, schools etc. and also the Cabrini Hospital and the 'commercial and medical related spine' located along Wattletree Road.

The Structure Plan is primarily characterised by the following attributes:

- The main street suburban strip shopping centre frontages located along Glenferrie Road and High Street. Both commercial spines Glenferrie Road and High Street have different functions and roles based on established commercial activity and road alignment (north/ south and east/ west).
- A community/ civic precinct centred around Malvern Town Hall located on the corner of Glenferrie Road/ High Streets and extending to the east to incorporate a number of schools and community based uses.
- A public transport node around Armadale Station to the west of the study area, which centres on the Kingsway Arcade heritage precinct.
- A public transport infrastructure node focused on the Malvern Tram Depot located behind Glenferrie Road to the west.
- A car parking precinct located behind Glenferrie Road to the east (extending from Winter Street to Wattletree Road), including a decked parking structure.
- A main commercial node focused on Malvern Central, located to the corner of Glenferrie Road and Wattletree Road.
- A secondary 'commercial and medical related spine' located along Wattletree Road extending from the railway line to the west to Cabrini Hospital to the east.
- A public transport node focused around Malvern Station to the south of the study area, which incorporates a small localised commercial precinct centred along Station Street and the intersection with Claremont Avenue.
- A service industrial/ commercial precinct focused on land between Dandenong Road and the railway alignment.
- The railway cutting which bisects the local neighbourhoods extending from Armadale to Malvern Station.

The Activity Centre Boundary has been determined by the extent of the commercial area, and explicitly excluded surrounding hinterland residential areas which have been recently designated for lower order change with the implementation of the New Residential Zones. This results in a relatively confined boundary which follows High Street, Glenferrie Road, the Town Hall, Armadale Station, Malvern Station and properties between Dandenong Road and the rail alignment. Peripheral areas located adjacent to the Activity Centre boundary includes significant facilities such as: the Civic Precinct, Cabrini Hospital / Wattletree Road, and Coldblo Tram Depot.

Based on the above-mentioned characteristics and the overall size of the Glenferrie Road and High Street Activity Centre, the Structure Plan is further broken down into framework plan areas, which will allow more specific detail for each of the precincts to be provided within the context of the Structure Plan. Individual framework plan locations are illustrated at Figures 9-16 in the locations shown in Figure 2 including:

1. Civic Centre
2. Armadale Station
3. Malvern Station
4. Malvern Central
5. Coldblo Tram Depot
6. Drysdale Street Carpark

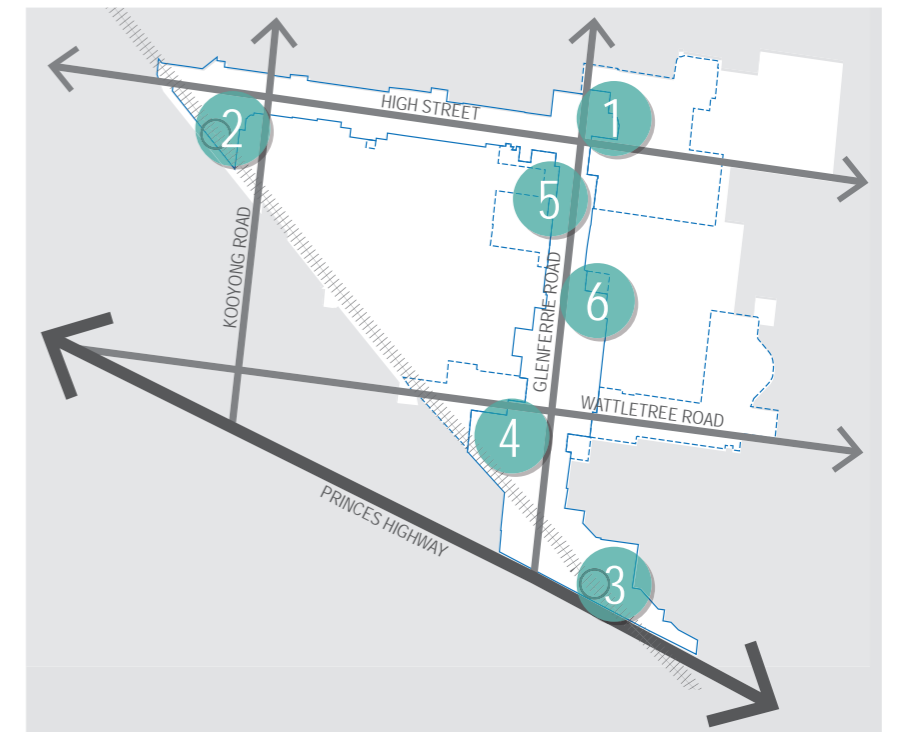


Figure 2 Precinct Framework Plan Locations



- legend
- study area boundary
  - activity centre boundary
  - peripheral boundary (areas of interest)
  - main road
  - railway line (pakenham, cranbourne, frankston lines)
  - railway station

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armadale station  
 armadale reserve  
 kooyong road  
 high street  
 town hall  
 malvern cricket ground  
 de la salle college  
 malvern library  
 malvern public gardens  
 glenferrie road  
 st josephs  
 de la salle college  
 tram depot  
 malvern bowling club  
 cabrini hospital  
 wattle tree road  
 malvern central  
 milton gray reserve  
 dandenong road  
 church of christ  
 anglican church  
 malvern station

## 4 Background Analysis

In addition to the brief background analysis provided below, further detailed information is provided within the June 2014 Background Report.

### History

- The Structure Plan area has a rich history; having originally been occupied by the Woi Worrung (Wurundjeri) and Boon Wurrong (Bunurong) people, forming part of the larger language group of the Kulin Nation, with a geographic range extending across the majority of metropolitan Melbourne down to Gippsland in the east.
- Post-settlement, the land was initially used for grazing and a number of stock routes which connected to Dandenong, Gippsland and Western Port Bay. Further subdivision and development of the land, in the form of a hotel, dwellings and shops commenced in the 1850s.
- The construction of the Oakleigh Rail Line in 1879 led to the development of Toorak, Hawksburn, Armadale and Malvern Stations. As is seen elsewhere in 19th century Melbourne, the suburban rail stations established the nodes from which growth radiated, and the clusters of commercial development at Malvern and Armadale Station particularly exemplify this.
- Other historical events of note within the Structure Plan area include:
  - The establishment of the Civic Precinct of Malvern Council in 1886.
  - The construction of the Coldblo Tram Depot 1910, leading to the creation of an L shaped tram route along this portion Glenferrie Road and High Street, stimulating the development of a combined Glenferrie Road and High Street commercial spine.
  - The development of the majority of the residential hinterland by the 1930s; resulting in a primarily Victorian through Edwardian to Interwar residential building stock characterising these residential areas.
  - The redefining of the role of the High Street commercial spine to specialise in high end retail, including wedding attire, serving a wider, regional, catchment in the 1980s.

### The People

The demographic and socio-economic profile of residents can be summarised as follows:

- Income levels: are significantly higher than the Greater Melbourne average, with median individual incomes +50% above and median household incomes +35% above the Greater Melbourne median.
- Age Profile: is similar to the Greater Melbourne profile, with a median age of 37 years compared to a 36 years median for Melbourne. However, there is a higher proportion 'young professional' residents compared to Melbourne. Approximately 27% of residents are aged between 20 and 34 years compared to the Greater Melbourne average 23%.

- Family Composition and Household Size: a higher proportion of families are couples without children, compared to Greater Melbourne (42% of 35%). There is a lower proportion of one parent families (11% of 15%). As such, the average household size of 2.3 persons per household is significantly lower than the average of 2.6 persons per household for Greater Melbourne.
- Cultural background: there is a relatively low degree of ethnic diversity compared to Greater Melbourne. 70% of residents were born in Australia, with approximately 80% speaking English only at home. These percentages compare to approximately 67% and 70% for Greater Melbourne respectively.
- Dwelling Type: Compared to Melbourne, the wider study area is characterised by a high number of apartments (39% of housing stock cf 15% of housing stock) and semi-detached dwellings and terraces (18% of housing stock of 12%).
- Tenure: the share of dwellings rented (37%) is significantly higher compared to Greater Melbourne (28%), while the share of homes that are owned with a mortgage is significantly lower (26%) compared to Greater Melbourne (38%).
- Housing Costs: housing costs in terms of both average rents (\$350/week) and mortgage repayments (\$2,510/month) are significantly higher than the Greater Melbourne averages (\$310/week) and (\$1,840/ month).
- Internet, Car Ownership: levels of car ownership are slightly lower compared to Greater Melbourne (89% of 91%), while a higher share of households in the MTA are connected to the internet (87% cf 82%).
- Employment: unemployment (4.3%) is lower than the Greater Melbourne average (5.5%), with a high labour force participation rate (69%) relative to Greater Melbourne (66%).
- Occupation: approximately 90% of the labour force are employed in white-collar occupations (Managers & Professionals, and Clerical & Sales workers), compared to Greater Melbourne (72%).

### Population Growth

Analysis of ABS Census data shows recent changes in population and housing in the Glenferrie Road-High Street Activity Centre has occurred over the period 2006 to 2011. In 2011 the Centre contained an estimated 165 dwellings accommodating approximately 270 residents, representing an increase of +55 dwellings (+50%) and +85 residents (+46%) over the census period. Overall, the average household size in the Centre is 1.6 persons, which is in line with household sizes found in Activity Centres across Melbourne. In comparison, the broader study area has an average household size of 2.0 persons per household which is indicative of the larger detached dwellings and family homes in the centre's residential areas. Given the proximity of Glenferrie Road-High to central Melbourne and its desirable neighbourhood location, the centre can be expected to experience increasing pressure for additional residential development.

### Metropolitan Context

A Structure Plan seeks to influence land use, transport networks and development and this is guided primarily by a State Planning Policy Framework and a Local Planning Policy Framework. The Local Planning Policy Framework must support the State Planning Policy framework. The Glenferrie Road, High Street Activity Centre Structure Plan Background Report: June 2014 provides a detailed review of applicable policy of the Stonnington Planning Scheme.

The Strategic Framework Plan at Clause 21.03 of the Stonnington Planning Scheme nominates the Glenferrie Road and High Street centre as a Major Activity Centre. Within the Stonnington Activity Centre Hierarchy, a Major Activity Centres is situated below the Principal Activity Centres of Chapel Street and Chadstone.

The Stonnington Planning Scheme provides policies, objectives and strategies that apply to development within the Structure Plan Area, however these are not specific to the Glenferrie Road/ High Street Activity Centre. This Structure Plan will form the detailed policy and strategy basis relating to the Glenferrie Road/ High Street Activity Centre.

In addition to the above, the current State Government's Metropolitan Planning Strategy *Plan Melbourne* was released in May 2014, which sets a new planning vision for the future development of Metropolitan Melbourne. Whilst Melbourne 2030 previously classified the Glenferrie Road/ High Street Activity Centre as a Major Activity Centre (MAC), it is noted that in accordance with Plan Melbourne, it is now referred to as simply an 'Activity Centre' which is equally applied to both Principal and Major Activity Centres.



Figure 4 Metropolitan Context



## 5 Community Views

Meaningful engagement with the community has been a key focus of this project. A series of events have been held to ensure that the community have had the opportunity to identify issues that currently affect the centre and to actively participate in the generation of ideas and concepts to guide the future direction for the centre.

Community consultation was undertaken in two stages, with Stage 1 occurring at the commencement of the Structure Plan process in March 2014 and Stage 2 in August to September 2014. The following is a summary of the main consultation events undertaken and the feedback received from the community.

### Vision

The community raised the following comments in relation to the nominated Vision Statement for the Glenferrie Road / High Street Structure Plan:

- It is deemed beneficial to have a mixture of regional and local functions. There was a strong view that it would be beneficial for the centre to have a greater balance of uses to achieve its vibrancy and long term resilience by finding its niche and own unique offering.
- There was support for converting more areas to green spaces, retaining street trees and incorporating environmentally sustainable initiatives such as solar panels and green roofs. Amenity enhancements could include activating public spaces (car parks), improved lighting, public toilets, way-finding, landscaping and management of litter and graffiti.
- Heritage and its maintenance is deemed to be a very important element of the activity centre. There was a desire for a reasonable approach to be taken to development and protection that balances the amenity of heritage with functional needs.
- Support for mixture of residential and retail / commercial use while balancing the impact on existing residential amenity and not displacing commercial uses. The scale of development should be identified and strictly managed.

### Significant sites

- A number of significant sites have been identified in the study area, where a summary of the main comments relating to the opportunities at these sites include:
- Creation of a 'strategic redevelopment site' at the Dandenong Road entry to the centre which protects existing heritage buildings and provides setbacks to allow for greenery on Glenferrie Road.
- An improved interface way-finding, amenity and vibrancy of Malvern Central at all access points, and improved links with the surrounding street network.
- A potential increase in the size of Malvern Central, including the provision of additional car parking and introduction of entertainment uses.
- The creation of a green corridor between the railway line and Malvern Central.
- The redevelopment of the Malvern Train Station which protects existing heritage elements, and increases accessibility through the station.

- Creating a more vibrant and activated Armadale Train Station through a higher quality public realm, the introduction of shared zones and the possible building over the railway corridor.
- Support for the presence of a health precinct along Wattletree Road associated with Cabrini hospital, provided it does not adversely impact on the adjacent residential and heritage areas. Car parking was identified as a key issue in this precinct.
- Redevelopment of the Tram Depot precinct which is sensitive to the existing heritage buildings.
- The activation of the Malvern Town Hall / civic precinct more as a civic space with increased way-finding pedestrian access to and through the site and improved landscaping.
- Potential reinterpretation of Malvern Square with increased landscaping and its use for markets and other activities, making the site more level so that it can be used as more of a congregation space, and increasing public seating.
- Retention and possible expansion of car parking areas.

### Pedestrian, cycle, public transport friendly environment

- Strategies for creating a pedestrian, cycling and public transport friendly environment were sought from residents and traders, where the following suggestions were made: High Street and Glenferrie road act as community hubs where pedestrian access should be prioritised and the street spaces should service as community spaces.
- The potential reducing of speed limits, limiting turning options and creating one-way areas in and around side streets.
- Streetscape improvements (e.g. widening footpaths, kerb 'outstands' with shelters and seating at side street junctions) to enhance pedestrian amenity and connections.
- A better link the Kooyong Road bus route and increase in public transport services in the centre.
- Improved bicycle routes through the centre, including safe alternatives off Glenferrie Road and High Street, as well as improved way-finding and bicycle parking facilities.

### Open / public space

- There was a view that there should be an increase in the amount of open space and green spaces within the centre.
- A general view was expressed for the need for general streetscape improvements.
- The vacant King David School site \* was noted as an opportunity for creating additional public open space (\* site noted to be located outside of the study area).

### Built form

- The encouragement of shop top development (residential and office), and development of infill sites with 'delicate' multi-storey buildings including the protection of heritage buildings and amenity from the street face (ie. through the use of set-backs, no overlooking or overshadowing).
- Shop top development was generally supported at appropriate sites. It was recognised that the greatest opportunity for development in the activity centre is infill at individual sites – which should occur at a scale that reflects surrounding buildings.
- Better utilising second storeys of buildings and shop tops for residential / office spaces was suggested.

### Land use

- A focus on the local catchment needs in terms of the retail sector.
- The consideration of alternative purposes for shops as a response to the changing retail sector.
- The need for development and land use to build a sense of community through street life and activity.
- Support to build night time activity in the centre, providing it is appropriately located and sensitive to surrounding residences.
- The need for additional public toilets throughout the activity centre.

A more detailed summary of the Community Consultation Stages 1 and 2 can be found at Appendix A.

### Social Impact Assessment

A Social Impact Assessment (SIA) on the Structure Plan has been prepared examining the social impacts of the physical, demographic, environmental, visual and economic change that could result from the implementation of the Structure Plan. The SIA also considers the implications that this change will have on the access of local resident to services and facilities located in or near the Structure Plan area. Potential negative and positive social impacts have been identified as well as actions that could be taken to mitigate the negative impacts. Key strategies have been incorporated into the Structure Plan. The SIA is included in full at Appendix C: Social Impact Assessment.

## 6 Structure Plan Framework

As overarching strategic documents Structure Plans contain a range of strategies and objectives, some of which are more important to the broad aspirations of the Structure Plan, whilst others are more relevant to specific precincts and locations. During the background investigations and preparation of the Structure Plan a series of 'key directions' were identified. These 'key directions' represent the 'grand gestures' of the plan and should influence thinking on the range of smaller matters which will be needed to implement the preferred future for the Glenferrie Road / High Street Activity Centre. Furthermore there are more specific strategies and objectives relating to individually designated precincts which are addressed separately within the relevant neighbourhood framework plans.

Nominated key directions focus on five key areas including:

- Contribute to the local economy
- Facilitate place making
- Allow for mobility and safe access
- Celebrate heritage and embrace new development
- Green streets for everyone

Keeping the focus on these five key focal areas is intended to ensure that the key messages of the project are not lost within the detail. These key directions should be considered in all decision making within the centre.



*Establish a clearly defined entry into the centre from the south*

### Key Directions

#### Contribute to the local economy

- Acknowledge High Street as a regional commercial and retail destination.
- Strengthen local and retail role of Glenferrie Road.
- Provide guidance to possible future expansion of Malvern Central.
- Consolidate medical and health facilities along Wattletree Road.
- Encourage entrepreneurship, creative industry and special focal points (i.e. market, events etc.) in the Centre.

#### Facilitate place making

- Strengthen and Establish clearly defined entries into the Centre.
- Establish diverse experiences along different streets within the Centre.
- Establish active and attractive street presentations along High Street.
- Establish clear urban form and design guidance throughout key strategic development areas.
- Consolidate and strengthen community node around Malvern Library.
- Establish clear urban form and design guidance throughout key strategic development areas.

#### Allow for mobility and safe access

- Establish clear streets hierarchy and users' priorities.
- Encourage and facilitate more sustainable modes of travel within and around the Centre.
- Establish clearly defined pedestrian linkages and manage road crossing points.

#### Celebrate heritage and embrace new development

- Protect and enhance significant heritage fabric along Glenferrie Road and High Street.
- Protect and enhance the laneway network within the Centre.
- Encourage development to provide a secondary address to rear lanes behind Glenferrie Road.
- Encourage development to provide a secondary address to the rear at Commercial interfaces.

#### Green streets for everyone

- Strengthen public meeting space at and around important junctions.
- Establish equitable access to all existing open spaces.
- Establish potential event spaces at key sites (market, special event etc).
- Establish additional vegetation in the public realm to contribute to the urban forest.

Figure 5 Framework Plan



## Great Streets:




### 1. Contribute to Local Economy

-  Acknowledge High Street as a regional commercial and retail destination
-  Strengthen local and retail role of Glenferrie Road
-  Provide guidance to possible future expansion of Malvern Central
-  Consolidate medical and health facilities along Wattletree Road
-  Encourage entrepreneurship, creative industry & special focal points in the Centre

### 2. Facilitate Place Making

-  Clearly define strategic redevelopment sites into the Centre
-  Establish diverse experiences along different streets within the Centre
-  Establish active and attractive street presentations along Glenferrie Road and High Street
-  Establish clear urban form and design guidance throughout key strategic development areas
-  Consolidate and strengthen community node around Malvern Library

### 3. Allow for Mobility & Safe Access

-  Establish clear streets hierarchy and users' priorities
-  Encourage and facilitate more sustainable modes of travel within and around the Centre
-  Establish clearly defined pedestrian linkages and manage road crossing points

### 4. Celebrate its Heritage & Embrace the Future

-  Protect and enhance significant heritage fabric along Glenferrie Road and High Street
-  Protect and enhance the laneway network within the Centre
-  Encourage development to provide a secondary address to rear lanes behind Glenferrie Road.
-  Encourage development to provide a secondary address to the rear at commercial interfaces.

### 5. Green & For Everyone

-  Consolidate and strengthen the community node around civic space
-  Strengthen public meeting space and vegetation at and around important junctions
-  Establish equitable access to all existing open spaces
-  Establish potential event spaces at key sites (market, special event, etc.)
-  Establish additional vegetation in the public realm to contribute to the urban forest.

## Land Use

This Structure Plan does not seek to implement significant and wholesale changes to the current land use patterns within the Centre. Instead, it seeks to enhance and improve the existing distribution of land uses, attract supporting services and retain the competitive position of the Centre.

As identified in the background economic analysis the High Street and Glenferrie Road Activity Centre *"manages to retain a sense of vibrancy and activity throughout virtually all of the centre, despite its relative size and extensive length" and has an "extremely diverse range of traders that is comparable to only a small number of locations in Melbourne"*.

While there are particular uses which would be welcomed by the local community (such as a cinema, bars, a bowling alley and music venues) the planning system has limited ability to guide the establishment of specific businesses. What it can do is continue to support the existing situation while making minor changes to the planning controls to ensure that, as development pressures increase, land uses reflect the best outcome for the Centre.

Given the projected continued successful functional commercial operation of the Centre, the Structure Plan focuses on, and seeks to encourage the expansion, consolidation and augmentation of key places, including Malvern Central, the medical and health facilities along Wattletree Road and the community node around Malvern Library. Aspirations for new localised hubs are encouraged through the Structure Plan (such as creative industry etc) and particularly including Malvern and Armadale Train Stations.

Also by moderately increasing the amount of people living within the Structure Plan area, as well as increasing populations in the surrounding residential areas, will be of benefit to the Activity Centre by increasing the hours of activity and offer further custom for local businesses. Given the constraints of the Heritage Overlay and Neighbourhood Residential Zone, which apply to much of the residential hinterland, it is anticipated that the majority of the increases in residential population are likely to be accommodated by suitably integrated 'above-shop' infill development, however noting that the such increased above street level activity may accommodate both residential and office uses.



An increased residential population within the Activity Centre will support existing and new businesses

**Economic Activity**

Glenferrie Road-High Street Today

- Glenferrie Road-High Street serves a wider role than is typical for similar-sized centres and provides a diverse range of fresh food, café/restaurant, apparel and comparison shopping, retail and professional services.
- A total 617 shopfront tenancies were identified in Glenferrie-High Street Activity Centre, comprising 489 retail tenancies, 76 other commercial tenancies and 52 vacancies.
- The 52 vacant shopfront tenancies account for 8.4% of total shopfront tenancies and is higher than the typical range of vacancies for a well-performing street-based centre of between 4% and 6%. A higher share of vacant tenancies are present in the High Street component of the centre.

Glenferrie Road-High Street Main Trade Area

- Glenferrie Road-High Street serves a main trade area (MTA) which reflects the geographic region within which residents are likely to regularly use the centre for day-to-day retail and other needs. The boundaries of the MTA are based on factors such as strength of retail offering in Glenferrie Road-High Street, the location and performance of competing centres, access via main road routes and via public transport, and existing travel to work patterns.
- The MTA is located entirely to the south of the Monash Freeway and is generally bounded by the East Malvern Train Station, Waverly Oval and Darling Road to the east, Dandenong Road and Balaclava Road to the south, and Orrong Road, Chomley Street and Toorak Village to the west.
- The MTA has a socio-economic profile which is significantly more affluent than the metropolitan Melbourne average. This aspect is reflected in the higher levels of retail spending by MTA residents compared with the metropolitan area. The population of the MTA served by the centre is estimated at 62,190 persons in 2014 and is expected to increase by approximately 6,000 persons, to 68,190 persons in 2031.

Floorspace Assessment

- It is forecast that the Glenferrie Road-High Street centre could accommodate additional retail floorspace of up to 11,500m<sup>2</sup> by 2031. Retail floorspace growth could be accommodated through initiatives such as expansion of the existing Malvern Central Shopping Centre, supermarket expansion on Glenferrie Road, and/or the redevelopment and intensification of the existing built form in the centre, particularly along High Street and around Malvern Station/Dandenong Road and the Armadale Station.
- An aspirational goal to encourage the development of up to 20,000m<sup>2</sup> of commercial floorspace, focused around the Dandenong Road entry. Such an outcome is likely to be achieved over the longer-term in view of current economic conditions which do not support strong levels of office development.

- It is expected that Glenferrie Road-High Street, as an activity centre, will accommodate in the order of 75%-85% of the projected dwelling demand for Armadale and Malvern South over the period to 2031.
- On this basis it is considered prudent to plan for dwelling growth in the activity centre in the order of +800 to +900 dwellings by 2031, at an average rate in the order of +50 dwellings pa.

*Relevant Key Directions*

- Acknowledge High Street as a regional commercial and retail destination.
- Strengthen local and retail role of Glenferrie Road.
- Consolidate medical and health facilities along Wattletree Road.
- Encourage entrepreneurship, creative industry and special focal points (i.e. market, events etc.) in the Centre.

*Objectives*

Retail

- Build on the history of High Street and Glenferrie Road as a unique Melbourne shopping destination that does things differently and better than other shopping centres.
- Provide an integrated approach to the planning and development of Glenferrie Road-High Street, which reflects the various precincts that reflect how customers and visitors use different parts of the centre.
- Ensure that growth and change in the centre occurs in manner that doesn't negatively impact on the amenity of the centre to visitors and the local community.
- Increase market share in the face of continuing retail competition and generate new uses for existing and new retail floorspace. Retaining the popularity of Glenferrie Road-High Street with shoppers is essential in the face of increased competitive pressure from other centres.
- Accommodate additional retail floorspace through the expansion of the existing Malvern Central Shopping Centre, development of a future supermarket expansion on Glenferrie Road, and/or the redevelopment and intensification of retail activity in the balance of the centre.
- Find new niches in the retail sector and attract supporting activities, provide attractive amenities, and develop an enhanced sense of 'place' for the centre.
- Promote greater awareness of the diversity which exists in High Street-Glenferrie Road in order to generate higher levels of multi-purpose shopping trips.
- Better integration of key anchors the balance of the activity centre. For example, through better pedestrian linkages with Malvern Central, increased development of medical and para-medical uses adjacent to Cabrini Hospital, and higher levels of activity near the intersection of High Street and Glenferrie Road.



Ensure that growth and change doesn't negatively impact the amenity of the centre for residents and visitors

#### Office

- Ensure that the quality of office stock in the centre remains strong, particularly in the northern and southern parts of the centre where most of the dedicated office space exists.
- Seek more intensive office uses in Glenferrie Road-High Street through small-to-medium sized boutique developments that reflect the well-established built-form within the centre.

#### Residential

- Evidence across Melbourne shows that demand for higher-density residential development is extending outwards from the inner-city over time. In coming years, Glenferrie Road-High Street is expected to experience increasing pressure to accommodate higher-density residential development. This requires an appropriate response in the Structure Plan to ensure that market demand for additional housing is met without undermining the amenity of the centre for existing users.

#### Strategies

Important initiatives for future economic development, employment and investment in the Glenferrie Road-High Street activity centre include:

- Council to develop a strategy for the intersection of High Street and Glenferrie Road to become the symbolic 'heart' of the centre
- Support more-intensive retail activity by encouraging the redevelopment of the existing sites and tenancies in the centre
- Support comparison shopping in Glenferrie Road-High Street, with a particular emphasis on niche, independent and other non-chain stores (as appropriate, and not undermining the important role of major chain stores)
- Continue to work on improving the streetscape on Glenferrie Road-High Street to ensure that the centre continues to be seen as 'best practice' in Melbourne as a suburban street-based shopping and commercial precinct
- Allow flexibility for the provision of additional commercial floorspace should demand/interest eventuate.
- Work with property owners to unlock the potential for higher density-housing and other above-shop commercial development. This includes ensuring that the height limits applying in the centre are clearly understood by property owners and developers.
- Emphasise to developers the opportunity to incorporate residential and office components into mixed-use development schemes during pre-application discussions.

- Review, and if necessary upgrade, cycling access and infrastructure to reflect the growing popularity of this form of transport.
- Accommodate higher residential densities, particularly in the Malvern Station Precinct to the south of the rail line.
- Recognise the concentration of community and civic functions on the north-eastern fringe of the centre (without precluding retail and commercial development opportunities)
- Implement a set of performance benchmarks for marketing and promotional activities.

Additional detail on economic analysis and related recommendations is contained within the Economic Technical Report, which can be found at Appendix B.



Figure 6 Accommodate higher residential densities, particularly in the Malvern Station Precinct to the south of the rail line