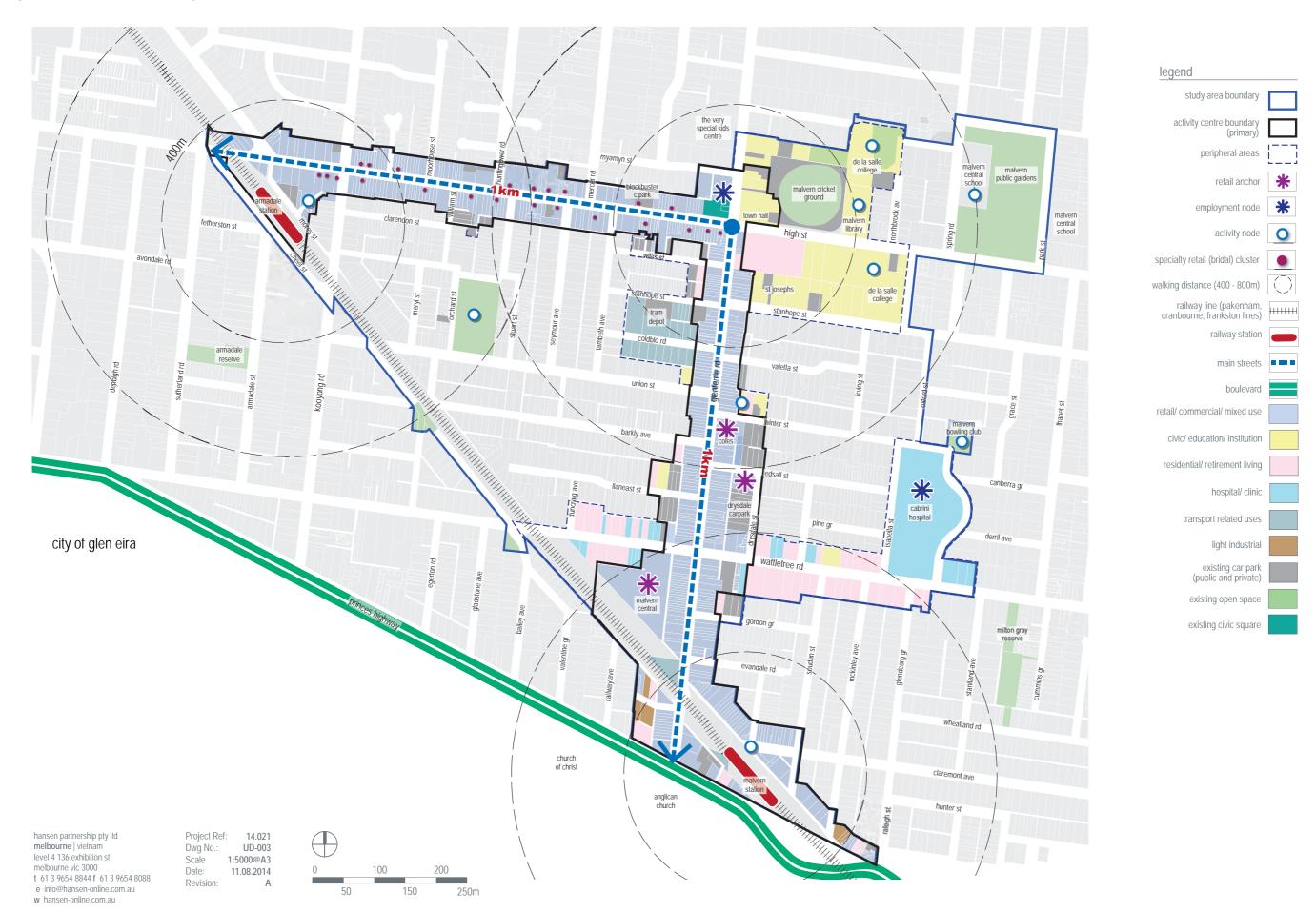
Figure 7 Land Use and Economic Activity



Access and Movement

The Glenferrie Road / High Street Activity Centre is anticipated to change over time, with an increase in the number of visitors and residents. This partly reflects the renewed desire of many people to live in close proximity to the range of retail, eating, services, and public transport. People living in the areas surrounding the Centre will also continue to be attracted to the evolving retail offering.

The changes envisaged are not a major readjustment to the nature of the area, however, they are likely to impact on how transport is used. Currently, travel by car to and from the Centre is the predominant mode choice, with congestion occurring at times. In the consultation process, provision of convenient car parking was one of the key issues raised. Whilst there is generally sufficient short-term parking for shoppers, at times parking opportunities become limited. Whilst many options for providing additional parking were put forward and explored as part of this process it was concluded that there is limited opportunity for the Council to significantly increase parking supply without the construction of costly decked or underground parking structures. There is also limited opportunity to provide for additional customer parking on most development sites (as they are not large enough to allow for convenient parking). Clearly, a new approach is necessary.

Council's Sustainable Transport Policy and supporting documents recognise that travel relates to the movements of people (and goods where appropriate) and not the movement of vehicles, thereby it prioritises transport modes in the following order:

- Walking
- Cycling
- Public Transport
- Commercial vehicles serving local businesses and institutions
- Multiple-occupancy vehicles
- Single-occupancy vehicles

This Structure Plan recognises that the continued dominance of the motor vehicle in the Centre would lead to a decline in its attractiveness as a place to live, shop and do business. By increasing the proportion of people using sustainable modes of travel the Centre will be more able to cater to any growth in the number of residents and visitors.

The Centre is well served by public transport with two rail stations (both on the Cranbourne, Frankston and Pakenham lines), and three tram routes providing easy access to a wide range of destinations. There are some good quality pedestrian facilities and urban realm treatments, and quiet local streets. However, a significant proportion of those living within close proximity still choose to drive. By enhancing existing pedestrian and cycling networks including the provision of 'Green Routes' around the Centre, it is these visitors and residents that the Structure Plan aims to attract away from the car.

Through these actions both road and parking capacity will also be freed up to allow those travelling from further afield, and those unable to use alternative modes to continue to drive to the Centre.

Among the outcomes pursued, a recasting of the area surrounding Armadale Station, investigate a 'shared space', where pedestrians, vehicles and cyclists can safely share the same road surface. These improvements will enhance the existing urban realm associated with Kingsway. Additional improvements for those walking in and through the area are also proposed, with measures to bring the walking environment on High Street more in line to that offered by Glenferrie Road. These are further supported by a network of 'Green Routes' linking routes along quiet streets to the centre where improved facilities are proposed.

The relative density of existing neighbourhoods in the vicinity of the Centre and the proximity of key attractions and services are ideally suited to travel by bicycle. One type of bicycle trip that is not currently catered for is utility trips. These trips are generally for specific purposes such as to visit shops and services, and are shorter (up to 2 km), often at slower speeds than longer commuter cycling trips. By providing cycling infrastructure aimed at this user type, demand could be reduced for other modes of transport. Therefore, cycling related improvements are proposed along the 'Green Routes' in addition to improved end of trip facilities (cycle parking) at key destinations.

A number of changes to the VicRoads controlled roads of High Street and Glenferrie Road are proposed, including a new signalised pedestrian crossing across Glenferrie Road in the northern end of the centre, to address the lack of pedestrian crossing opportunities in the area. Additionally, the establishment of bicycle lanes on Glenferrie Road is considered important to encourage users to cycle to the centre.

The Structure Plan will guide development within the Centre, and the transport aspects of development are no different with measures proposed to encourage low car use developments and to ensure that developments do not adversely impact their environs. An example of this is the strategy of preference of vehicle access by laneway (where appropriate) to ensure that main street frontages remain intact and that vehicle accesses are not scattered along the major pedestrian thoroughfares.

Relevant Key Directions

- 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
- 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.



Despite the excellent level of public transport, cars will continue to have a significant ongoing role



Access to existing transport infrastructure increases the opportunity for sustainable transit uptake

Objectives

- To improve pedestrian amenity thereby encouraging visitors to walk to and around the centre.
- To provide improved connections to and through the centre and end of trip facilities for cyclists to encourage travel by bicycle.
- To maximise the use of existing car parking facilities given the limited opportunities to provide additional car parking.
- To improve pedestrian crossing opportunities across the arterial roads in the centre.
- To address areas of pedestrian/cyclist/tram/vehicular conflict.
- To reduce the dominance of motor vehicles in predominantly pedestrian areas (e.g. Kingsway, Armadale).
- To integrate and enhance public transport infrastructure appropriate to the Centre.
- To guide the design of new developments to support low car use.

Strategies

A range of transport related strategies are proposed, which individually addresses various modes of transport, including: walking, cycling, public transport, private vehicles and new development, each of which are addressed in turn below.

Walking

- Investigate the provision of a pedestrian crossing facility at a suitable
 location on Glenferrie Road between High Street and the signalised crossing
 south of Edsall Street to improve pedestrian crossing opportunities within
 this strip.
- Enhance the High Street walking environment through improved footpath surfacing and side road intersection upgrades (e.g. as per Glenferrie Road).
- Provide kerb buildouts to assist pedestrians (by reducing the width of road to be crossed) where formal pedestrian crossings facilities are not warranted.
- Provide pause points including the provision of seating at key locations.
- Enhance existing pedestrian and cyclist connections parallel to the rail line, including investigating a new link along the northern side of the railway reserve adjacent Malvern Central.
- Encourage safety and public realm improvements at the intersection of Glenferrie Road and Coldblo Road through discussions with tram operators.
- Introduce enhancements to the walking environment along designated "green routes" through ensuring high quality walking surfaces, provision of pedestrian refuges to assist in the crossing of roads, additional seating for pedestrians (particularly older pedestrians), and adequate lighting for security.

- Improve pedestrian wayfinding signage to key destinations within the Centre, including showing walking times on signs.
- Support programmes that encourage students of schools within the Study Area to walk to and from schools, such as those that support 'safe routes'.

Cycling

- Liaise with VicRoads to advocate for the establishment of bicycle lanes on Glenferrie Road and High Street (part-time only) given that this route is identified as a part of VicRoads Principal Bicycle Network.
- Encourage VicRoads for the provision of bicycle priority road marking at the signalised intersections within the centre to protect cyclists.
- Review the bicycle wayfinding strategy that guides cyclists around the Centre via safe and convenient routes.
- Support programmes that encourage school students within the area to participate in cycling, such as the Cycle with Confidence programme and Ride 2 School programme.
- Encourage Metro Trains to install secure long-stay bicycle parking facilities at Armadale and Malvern rail stations to encourage mixed mode trips.
- Provide additional bicycle parking facilities in areas of high demand, including at community facilities, parks, and in the vicinity of cafes that integrate into surrounds.
- Improve connections between Union Street Reserve and High Street through cyclist bypasses (Orchard Street and William Street), and contra-flow cycling lanes along one-way streets (Clarendon Street).
- Enhance the cycling environment along the designated "green routes" through additional cycle parking, converting the existing pedestrian operated traffic signals on Kooyong Road at the intersection of Morey Street to a pedestrian and cyclist (Toucan) crossing, and converting off-road pedestrian paths to paths (where appropriate).

Public transport

- In conjunction with Tram Operators and VicRoads investigate additional tram priority measures at signalised intersections and pedestrian operated signals.
- Investigate the benefits of an eastbound evening peak hour tram lane on High Street to coincide with the existing clearway hours of operation.
- Encourage PTV to provide pedestrian wayfinding signage to Armadale Station from High Street (via Morey Street).



Lobby for the establishment of bicycle lanes on the main road network



Provide for designated bicycle facilities near to public transport nodes

Access and Movement (continued)

Private vehicles

- Investigate the implementation of a 40 km/h speed limit through all streets within the Centre.
- Support a system of providing parking which maximises the use of existing car parking facilities, including making changes to parking restrictions to maximise the availability of car parking for visitors to the Centre (where justified).
- Investigate implementing a 'shared space' where all road users utilise the same area to reduce the dominance of motor vehicles in the predominantly pedestrian area of Morey Street and Kingsway in the vicinity of Armadale Station
- Investigate implementing a shared space treatment along Station Street and Claremont Avenue;
- Consider altering vehicle priorities at the intersection of Station Street and Soudan Street to discourage through traffic of Station Street (should the shared space proposal on Station Street be pursued).
- Rationalise the vehicle movements at the intersection of Drysdale Street, Edsall Street, and the Winter Street car park through an intersection redesign with the aim of reducing user confusion and improving safety (potentially by relocating the access into and out of the car park).
- Redesign the intersection between Llaneast Street car park and Wattletree Road to address road safety issues (potentially by converting the Llaneast car park access to entry only and providing a footpath).
- Seek to slow vehicles using the laneway parallel to Glenferrie Road adjacent to the Drysdale Street car park through the introduction of traffic calming.
- Ensure that rear lane widths are sufficiently wide to accommodate building servicing and car park access, so as to preserve the primary active frontage to the main street (High Street, Glenferrie Road and Wattletree Road).
- Where a laneway width is insufficient for efficient vehicle movements require a minimum 1.5 metre setback.



The implementation of a 40km/h limit through the centre would increase safety for pedestrians and cyclists



Avoid crossovers within Kings Way, to maintain a pleasant, pedestrian focussed environment

New developments

- Encourage developments which support low car use through generous provision of cycle parking (above Planning Scheme Requirements) and those that facilitate car share schemes.
- Require developments to utilise laneways for vehicle access to retain active street frontages along main streets.
- Seek to upgrade the walking experience along laneways with a pedestrian function through the provision of low level lighting and through opportunities associated with new developments (increasing laneway widths).
- Encourage the design of developments to incorporate passive surveillance of rear laneways and pedestrian paths.
- Ensure that development of sites adjoining the intersection of laneways and streets address pedestrian visibility issues.
- Ensure developments fronting High Street and Glenferrie Road provide weather protection in the form of canopies to improve walkability during periods of inclement weather.
- Explore opportunities for new pedestrian connections between Malvern Central and Malvern Station via Glenferrie Road.
- Ensure that future developments at the Coldblo Tram Depot consider the access to and from the site by all modes.
- Avoid new crossovers to Kingsway, or manage these to ensure pedestrian prioritisation.

Additional detail on traffic and integrated transport and related recommendations are contained within the Background Transportation Report, which can be can be found at Appendix D.

Figure 8 Access and Movement



w hansen-online.com.au

Public Realm and Landscape

The urban structure of the study area provides an opportunity for street based connections between the main streets, including access to open space assets. However, these routes are often convoluted, and lack the legibility to function as important pedestrian links. There is an excellent opportunity to enhance these existing links through improvements to residential streets which connect between the Glenferrie Road, High Street and Wattletree Road spines. These works should be underpinned by a focus on green infrastructure, comprising new soft landscaping, Water Sensitive Urban Design (WSUD) treatments, public realm fixtures and high quality way-finding. It will be important that the footpath connections and street crossings provide for Disability Discrimination Act (DDA) compliant movement to ensure equitable access. Given new opportunities for green space are limited, the ability to better utilise and connect to existing open space such as Malvern Cricket Ground and Union Street Park will be imperative to the management of a high quality environment for a growing localised population of workers and residents.

The diversity of experience between Glenferrie Road and High Street is a positive attribute which should continue to be built upon, both in built form and public realm terms. Whilst Glenferrie Road has a high quality pedestrian experience, with slower vehicle movements, the hostility of vehicle movements along Wattletree Road and High Street however will warrant some further consideration of footpath layering devices such as planters or other public realm fixtures to improve the sense of refuge for pedestrians.

The Town Hall and Library are significant anchors within the centre, but lack connectivity to one another, with poorly considered 'in between' spaces around the edges of Malvern Cricket Ground. An excellent opportunity exists to rework existing accessways, parking areas and residual garden space to provide for informal recreation opportunities and enhance the role of Malvern Cricket Ground as a significant open space asset. This treatment should also seek to connect through to and complement Malvern Square and new Council Offices across Glenferrie Road to the west.

Existing kerb build-outs occur throughout the centre and in combination with priority surface treatments at crossings achieve a pleasant pedestrian environment. This strategy should be extended along High Street and Glenferrie Road and combined with new public realm fixtures integrated in an overall 'kit of parts' to create a unique sense of identity for the centre. These stopping spaces are an important part of the sequence of movement along the main streets, and provides a valuable opportunity for canopy tree planting.

A number of significant spaces are noted within the study area which represent an excellent potential opportunity for temporary or more permanent event spaces. Such temporary uses are a proven method of resolving conflicts with vehicular requirements, whilst also allowing the 'claiming' of additional space for community use. More specific opportunities exist to leverage off the distinct spaces at Claremont Avenue / Station Street (Malvern Station), Kingsway/ Arcade (Armadale Station) and Coldblo Tram Depot, where street based festivals, community arts and cultural events or markets could be accommodated.

Permanent public realm improvements within these precincts should have regard to the potential function of these event spaces and allow for a suitable flexible condition, through the use of kerb-less streets, and limited or movable physical barriers between vehicle and pedestrian movement.

Relevant Kev Directions

- Strengthen and Establish clearly defined strategic redevelopment sites into the Centre.
- Establish diverse experiences along different streets within the Centre
- Establish clearly defined pedestrian linkages and manage road crossing points
- 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.

Objectives

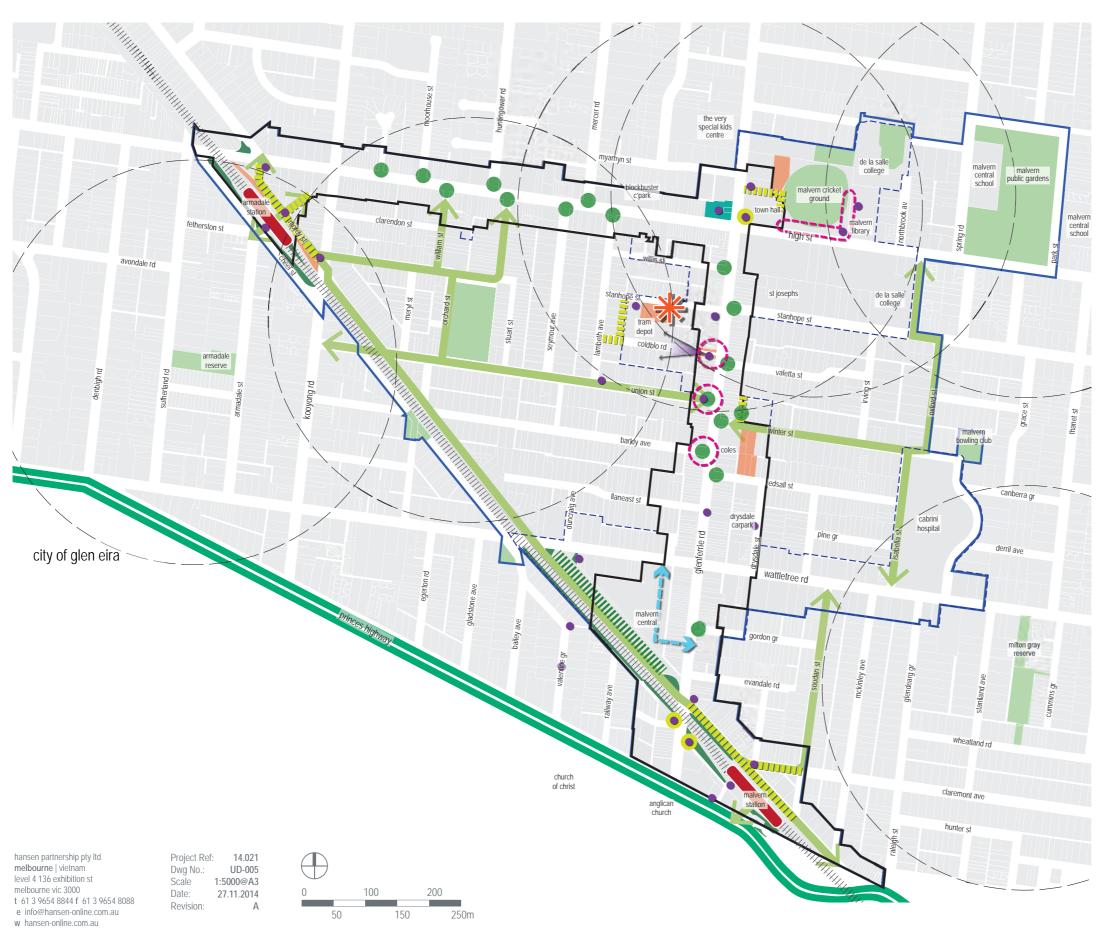
- Provide for a strong way-finding and branding strategy for the centre, to better unify disparate precincts within the broader study area.
- To provide public realm treatments at key entries into the study area which respond to both the pedestrian and vehicle scale of movement.
- Strengthen the legibility of existing street based connections between the main streets, public open spaces and local streets within the study area.
- Incorporate green infrastructure initiatives as an integral component of any new public realm works through management of stormwater runoff, canopy planting and soft landscaping works.
- Encourage the potential use of special places within the Activity Centre for temporary public use, including Coldblo Tram Depot, Claremont Avenue and Kingsway to increase public appreciation of existing 'gems' within the study area.
- Provide opportunity for residents and visitors to linger and meet without having to spend money within the public realm of Glenferrie Road, High Street and Wattletree Road.
- Improve the public realm experience within the Civic Precinct, and legibility of connections between Malvern Square, the Town Hall, Library, Police Station and Malvern Cricket Ground.
- Encourage greater use of Malvern Cricket Ground and its edges for informal public recreation use.
- Ensure that intensive redevelopment of the allotments fronting Dandenong Road to contribute to public realm enhancements along the rail alignment and adjacent to Malvern Station.

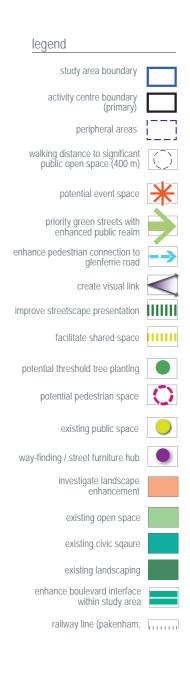
- Improve the legibility of the Malvern Station, Claremont Avenue and Station Street connections to Glenferrie Road.
- Enhance the existing qualities of Kingsway/ Arcadeand Armadale Station public realm, whilst increasing the emphasis on priority pedestrian movement
- Encourage the potential provision of a pedestrian connection between Malvern Central and Glenferrie Road, so as to increase connectivity between Malvern Station and Malvern Central.
- Reconfigure back of house surface parking areas with increased emphasis on public realm treatment, and the creation of new safe and high quality pedestrian connections.
- Encourage the retention of arcades between Glenferrie Road and back of house parking with greater emphasis on the creation of safe, well lit and pleasant pedestrian environments with all-hours access.
- Encourage the retention of existing significant trees and street trees which contribute an important amenity to the public realm, whilst forming an important part of Stonnington's urban forest.

Strategies

- Develop a strong wayfinding and branding strategy for the centre, comprising a 'kit of parts' for public realm fixtures with a high level of design quality reflective of its time and place. This should be distinctive for the study area rather than one which applies throughout Stonnington.
- Prepare a landscape masterplan for the Civic Precinct encompassing new shared and pedestrian links, passive open space and informal gathering spaces.
- Prepare a landscape masterplan for the Drysdale Street car park to incorporate new public realm treatments and enhanced north-south pedestrian connections through the space. Ensure works complement future development opportunities and ambitions of adjacent key tenants.
- Provide for increased function for existing and future kerb build outs comprising seating, planting and other public realm fixtures to enhance their role as pause points, and to create subtle differences between each location.
- Develop a typical street section treatment for 'green streets' which connect
 the main roads through the residential hinterland with integral green
 infrastructure, way finding and public realm fixtures.
- Facilitate or engage with local community groups, within Council and private operators to explore opportunities for the establishment of temporary or more regular event spaces within Claremont Avenue, Station Street, Kingsway and Coldblo Tram Depot.
- Engage with the owners of Malvern Central to explore opportunities for a new pedestrian connection to Glenferrie Road.

Figure 9 Public Realm and Landscape





Built Form and Heritage

Given the relatively modest level of growth anticipated both in residential and commercial development within the Study Area, the area as a whole is not anticipated to change substantially from its current image when compared to the substantial growth anticipated for other Activity Centres such as Chapel Street Activity Centre. Accordingly, the proposed built form and heritage guidance seeks to reinforce the existing qualities and difference between sub precincts within the Study Area, whilst ensuring that new insertions or precincts of greater change are carefully managed carefully within the overall framework.

Based on current growth trajectories, it is estimated that 80% of the houses that exist today will still be standing in 50 years (Trina Day, 2012)¹. Further to this, additional housing growth within the Neighbourhood Residential Zone areas and Heritage Overlay precincts proximate to the Activity Centre Boundary will be minimal, emphasising the need for growth to be contained within the Activity Centre Boundary. This suggests that the existing, positive abrupt transition between commercial and low rise residential building stock in the hinterland will be maintained and emphasised in some instances. In this sense, rather than promoting a typical 'wedding cake' or terracing of building format, that it may be acceptable to have a more shear profile of 3-4 storeys, with a single setback above a single storey form. Through a uniform requirement for a 4.5m laneway offset, privacy mitigation can be more readily dealt with by measures other than screening, whilst rear facades at might take on equivalent significance through exposure to the street frontage and improved building composition.

From yield and typology testing, the built form scale proposed by the Structure Plan has been devised to comfortably enable the housing growth projections anticipated by the Economic Technical Report. This is to be realised through a combination of selective infill, as well the concentration of higher order growth to large lots within the Dandenong Road Precinct, as well as along High Street and Wattletree Road. The general scale of 4 storeys with some potential for a 5th level in designated areas on larger than typical allotments is sufficient to encourage investment whilst not representing a significant departure from the existing scale of built form. Conversely, the heights proposed for Dandenong Road and Malvern Central represent a concerted ambition to transform and strengthen the image of these precincts, based on their ability to accommodate more robust built form without negative impacts on surrounds.

The method of built form and heritage management is broken into a series of elements, comprising 'generic' streetscape conditions and 'framework plan' areas. The generic streetscape condition principle assumes that there are a series of common allotment types within High Street, Glenferrie Road and Wattletree Road, within which a range of small, medium, large and corner allotments will occur, for which built form modelling has been prepared.

With respect to areas of specific interest, the approach slightly differs, with an 'acupuncture' approach to new built form initiatives, to strengthen interfaces, preserve heritage values and enhance the intensity and activity of the space. These framework plans have been prepared for 5 specific precincts including: Armadale Station, the Civic Precinct, Drysdale Street Carpark, Coldblo Tram Depot and Malvern Station. Additional attention is given to Dandenong Road, where the area suffers from a poor built form image, and naturally invites a higher order of infill development, in order to position a greater population directly adjacent to Malvern Station.

A common challenge for higher intensity infill development within period tramstreet shopping centres is the desire to preserve the heritage built form which makes the places unique and valued by the community. The desire in this instance is to ensure that this valuing of heritage extends beyond the immediate façade to some greater portion of the fabric of the building (including the retention of original roof forms where possible). Whilst the preferred setback of upper level form is 3m for non-contributory built form, the response to heritage conditions will defer to the requirements of the Heritage Overlay and existing policies at Clause 22.04, as distinct from the generic outcomes sought in the built form precinct diagrams.

The retention of heritage commercial forms, will also warrant some greater consideration of rear interfaces, which will have an increased role as a secondary address as well as the primary location for servicing and vehicular access. These rear areas will require further consideration of lighting, tactile materiality and wayfinding signage. Widening of laneways will be necessary to ensure their ongoing function, in order to maintain a primary active commercial frontage to High Street, Glenferrie Road and Wattletree Road.



Existing mixed use development within Study Area

Relevant Key Directions

- Provide guidance to possible future expansion of Malvern Central.
- Strengthen and Establish clearly defined strategic redevelopment sites into the Centre.
- Establish clear urban form and design guidance throughout key strategic development areas.
- Protect and enhance significant heritage fabric along Glenferrie Road and High Street.
- 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.

Objectives

- To ensure that individually significant heritage forms within the centre are given adequate regard in terms of retention of substantial fabric in any infill development scenario.
- To maintain a modest scale of infill development within High Street and Glenferrie Road, which complements the existing heritage fabric.
- To ensure that new insertions along High Street are clearly distinguished as high quality contemporary elements adding a layer of diversity to the streetwall.
- Ensure that new buildings along High Street enhances the image of the street as a boutique retail destination through high quality contemporary architecture, integrating branding and signage where appropriate.
- To ensure that new insertions within Glenferrie Road are more recessive and neutral in profile and presentation to draw attention to the primary order of existing heritage built form.
- To facilitate and focus use and development of medical aligned activities along Wattletree Road to better stitch Medical uses back to the Glenferrie Road spine.
- To establish substantial growth opportunity south of the railway alignment within the Dandenong Road precinct, to enhance the image and sense of arrival to the Activity Centre at the entrance to Glenferrie Road
- Carefully manage change within significant character precincts of Claremont Avenue and Kingsway with a greater emphasis on heritage over new development opportunities.
- Ensure that development of Malvern Central is carefully managed within a vertical footprint with improved public realm interfaces.

- Should Malvern Central seek to expand over the rail alignment, ensure that this provides improved interface and connection conditions to Glenferrie Road and positive presentation from the rail corridor.
- Should the Coldblo Tram Depot become redundant for public transport requirements in future, seek to ensure that the significant cultural and architectural value is preserved, integration with the surrounding street network is improved and interfaces with lower scale residential neighbours is carefully managed.
- Ensure that new built form oriented onto rear carparks provides high levels of surveillance from upper level uses, and an improved presentation.

Strategies

 Draft a local planning policy and Design and Development Overlay for land within the Activity Centre Boundary and implement through a formal Planning Scheme Amendment, so as to give effect to the findings and recommendations of the Structure Plan.

Additional Interface Design Guidance

Highway/ Railway Reserve Interface

Proposed typical building profile for the 'highway/ railway reserve' interface is applicable for designated sites, away from the traditional Glenferrie Road and High Street spines. The recommended building profile acknowledges the precinct's renewal potential. For properties without an immediate sensitive residential abuttal, lots with primary frontage to Dandenong Road and the railway reserve have the capacity to establish a more robust presentation of up to 4 storey streetwall.

Local street interface

Side street interface is applicable for designated corner sites located throughout the Structure Plan area . The anticipated building profile acknowledges the streetwall requirements stipulated within the Glenferrie Road/ High Street interface conditions and the visual exposure along the side streets. Active frontages should turn the corner with a sense of address to the side streets. In absence of immediate sensitive residential abuttal, there is capacity for upper levels to be built to boundaries where it demonstrates no adverse amenity impact onto the public realm.

Laneway/ Rear Interface

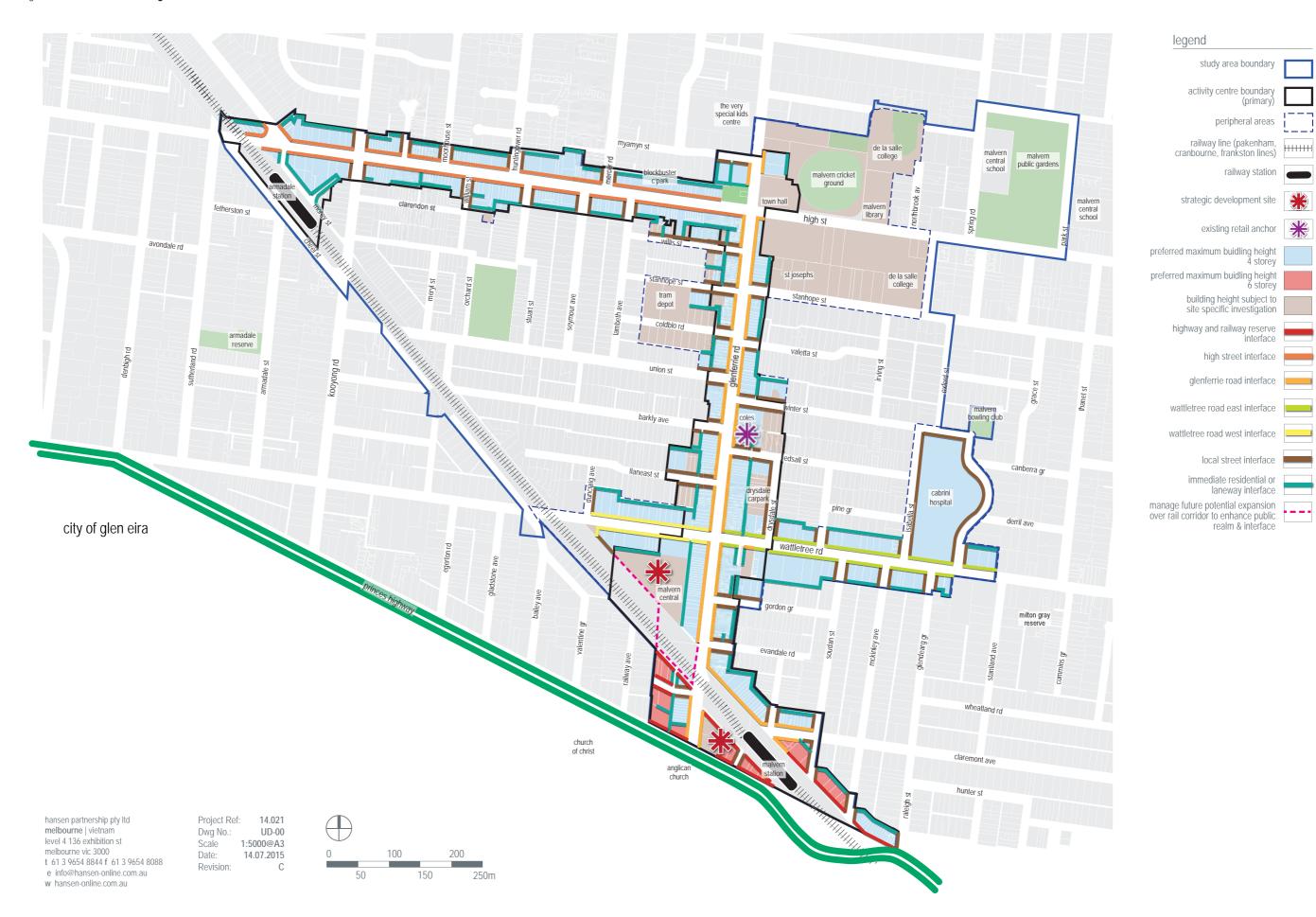
For 'rear interface' to laneway (residential/ sensitive interface), the recommended building profile incorporates a mid-block setback at the top level to allow greater separation and mitigate overwhelming sense of visual bulk. This mid-block setback does not apply to the 'rear interface' to laneway (non-residential).

Where future private open space (balconies) have a direct interface to the rear, it must not encroach beyond the recommended building envelope/ profile to maintain the integrity of building separation and minimise potential overlooking.



Existing residential development within Study Area

Figure 10 Built Form and Heritage



legend

study area boundary

peripheral areas

railway line (pakenham, cranbourne, frankston lines)

railway station

activity centre boundary

strategic development site

building height subject to site specific investigation

high street interface

glenferrie road interface

wattletree road east interface

local street interface

wattletree road west interface

immediate residential or laneway interface

highway and railway reserve interface

existing retail anchor