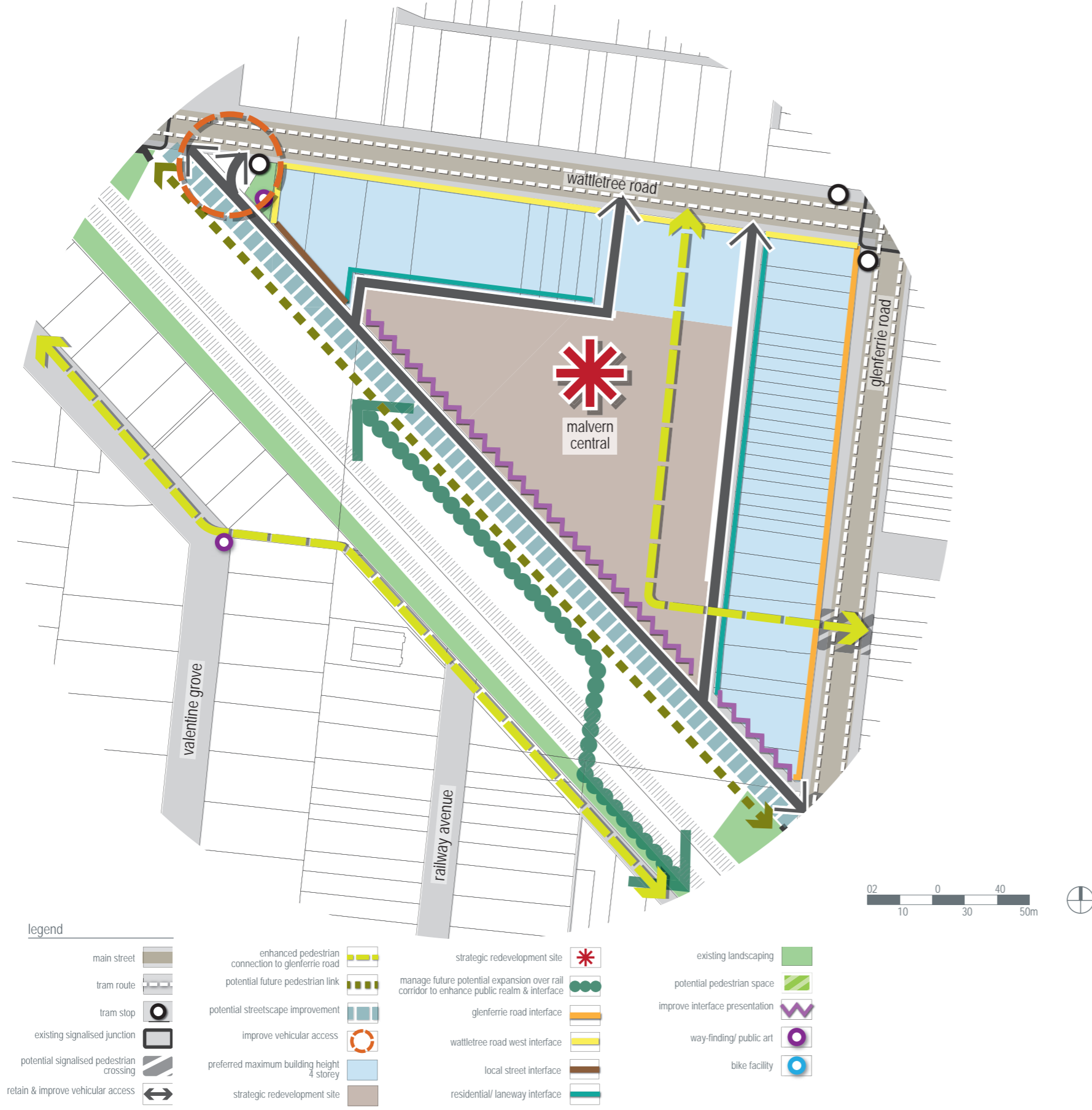


Figure 22 Precinct Framework Plan



Vision

The Malvern Central precinct will strengthen its role as the Centre’s regional shopping destination. Improved connections will be established to surrounding areas, including to Glenferrie Road and Malvern Station. This will be achieved through way-finding and public realm upgrades to enhance its legibility within the broader activity centre. Future redevelopment of this precinct will accommodate a higher intensity of residential accommodation in a mixed- use format, which will consider the heritage significance of period commercial forms fronting Glenferrie Road.

Objectives

- to achieve a high quality mixed use precinct including retail, office, residential and entertainment to establish a vibrant living and working environment;
- to enhance ground floor retail and pedestrian generated activities along Wattletree and Glenferrie Roads;
- manage positive future expansion of Malvern Central within a vertical footprint;
- explore opportunity for new connections between Malvern Central and Malvern Station via Glenferrie Road with integral public realm and landscape treatment;
- increase the intensity of built form within Wattletree West in response to the reduced heritage values;
- explore opportunities for a shared pedestrian and cyclist path along the northern edge of rail alignment generally between Malvern and Armadale Station framed by new built form to provide surveillance;
- explore opportunities for landscape works along the rail corridor to improve the image of the public works depot;
- to rationalise car park entry into Malvern Central to facilitate safer pedestrian movement; and
- to improve visual presentation of Malvern Central’s southern elevation.
- to ensure potential development over the railway corridor considers the community benefit and opportunity for public open space.

Precinct 5: Coldblo Tram Depot

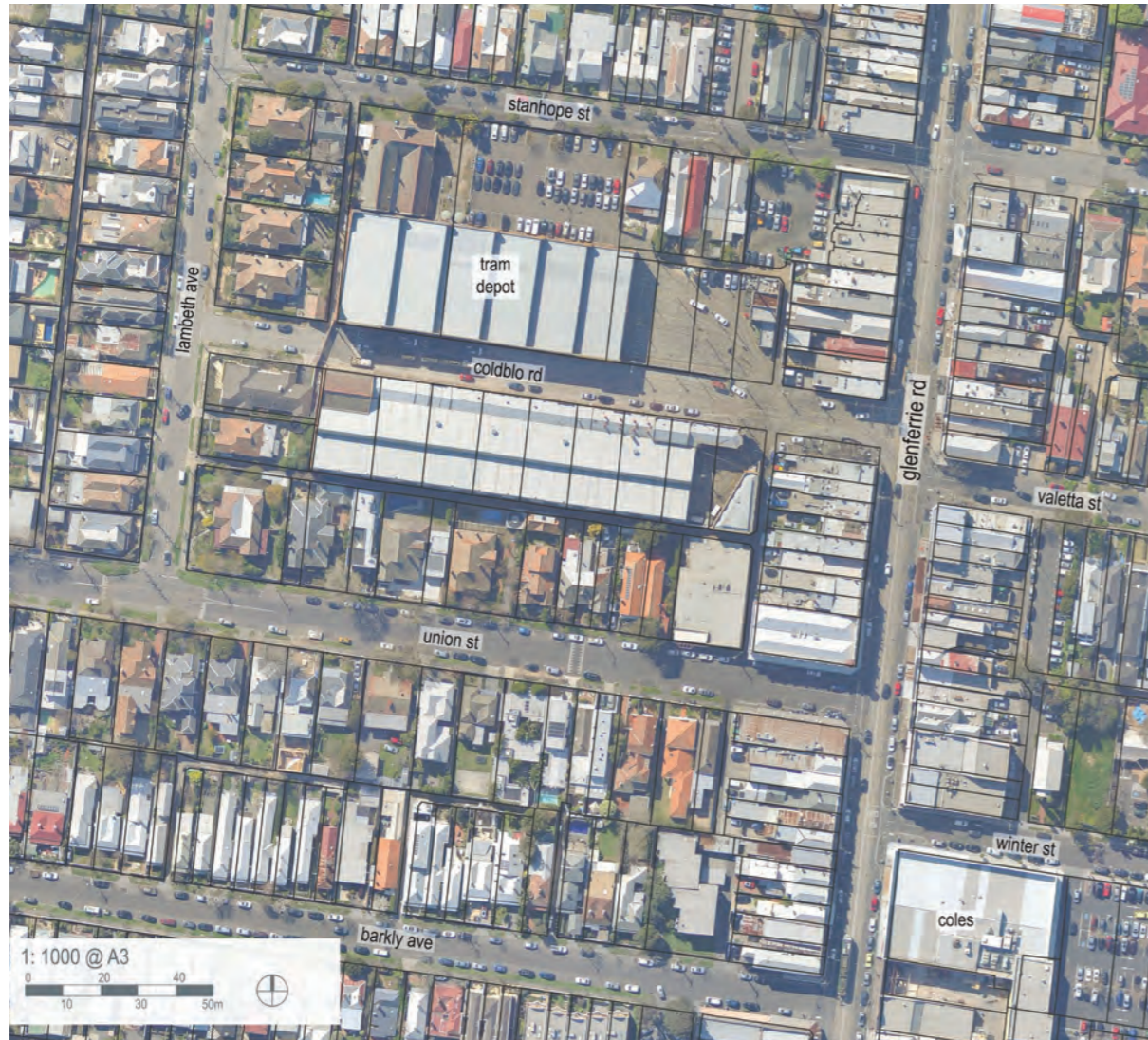


Figure 23 aerial context view



View along stanhope street to glenferrie road



View into coldblo tram depot from the entry



View along coldblo street from the residential hinterland to the west

Key Site Features

- Significant cultural and architectural heritage asset in the historical development of the Centre, with accompanying but underappreciated Tramway Museum on Stanhope Street;
- Ongoing function as a public infrastructure depot with complex vehicle and tram movement patterns;
- Strong connection and potential exposure to the Glenferrie Road spine;
- Limited public permeability east-west through the urban block;
- Centrally located along the Glenferrie Road spine, surrounded by traditional residential dwellings to the north, west and south; and
- Expansive car park presentation along Stanhope Street.

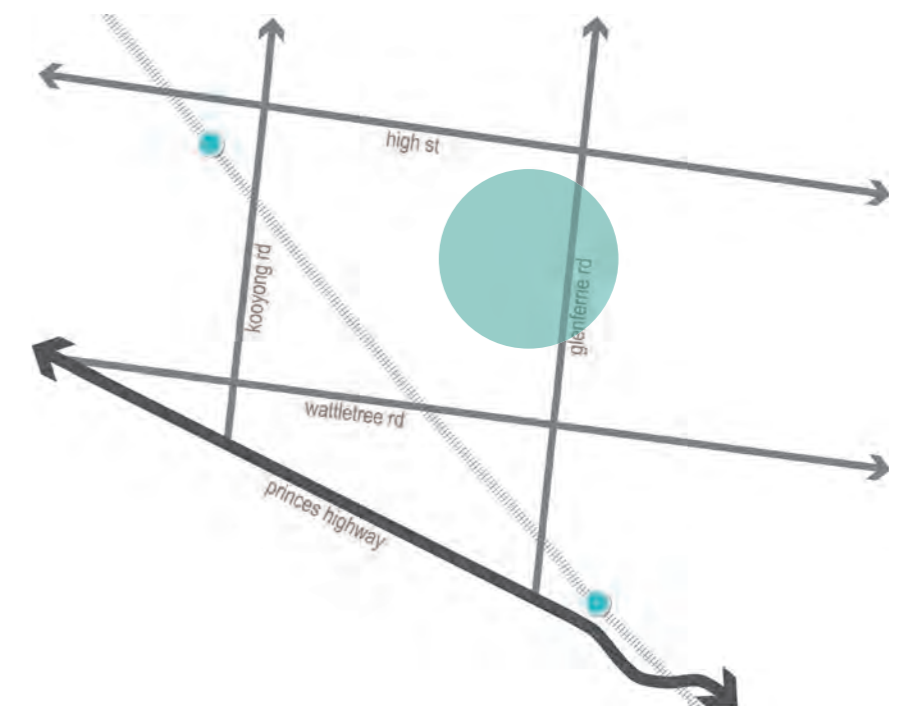
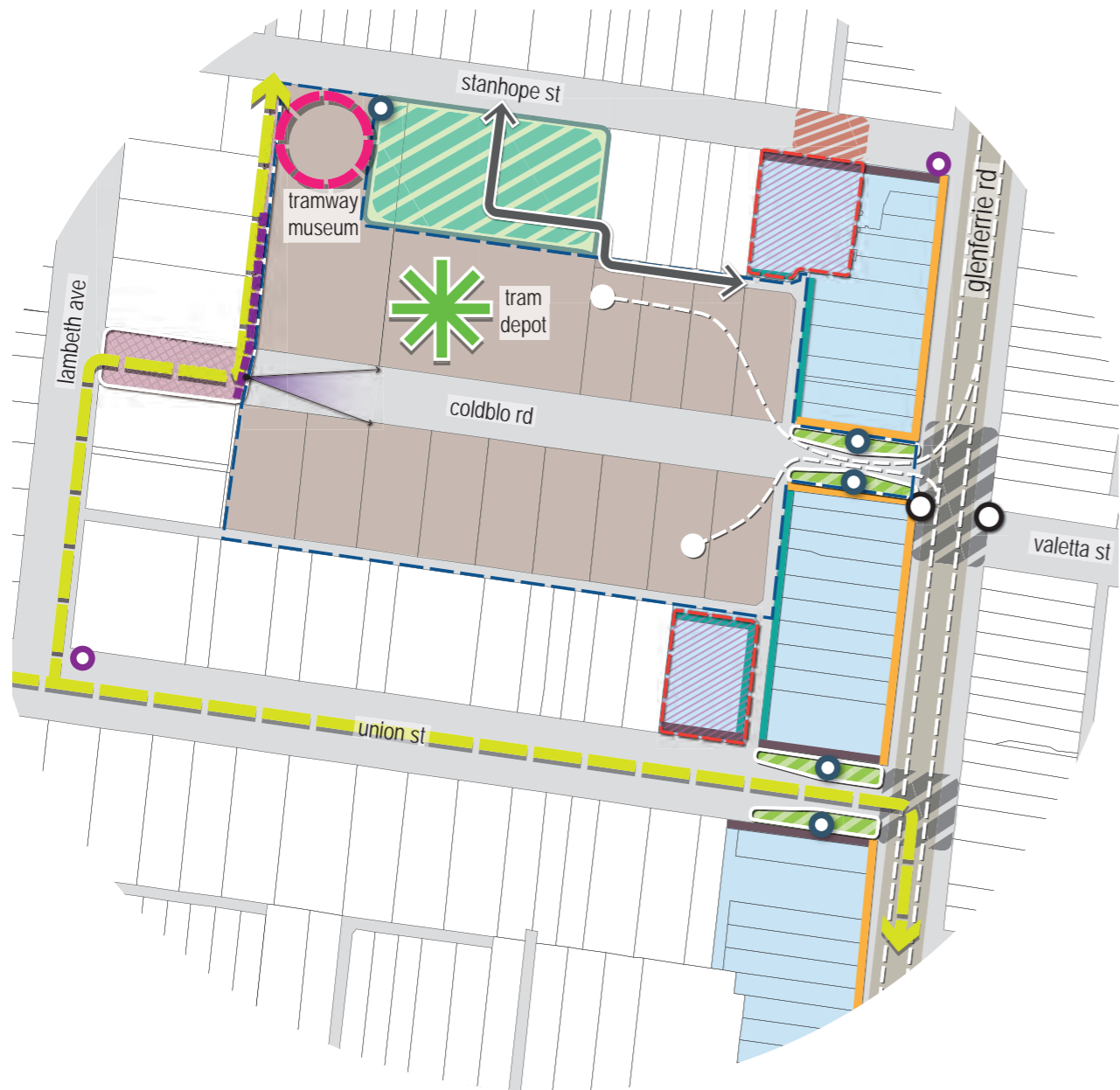


Figure 24 Precinct Identification

Figure 25 Precinct Framework Plan

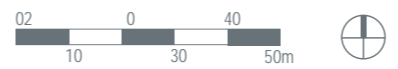


Vision

The Coldblo Tram depot will retain its infrastructural role with opportunities for temporary or incremental provision of public access to the site through festivals, open days, or some other regular public event. It will foster community interest through facilitating visual and physical connections and to open up the facility to a wider audience. Future redevelopment of the Tram depot will emphasize the adaptive re-use of its existing high valued built forms.

Objectives

- Explore opportunities for greater appreciation of the heritage buildings within the Coldblo Tram Depot and adjacent Tramway Museum;
- Acknowledge opportunities for temporary community or trader group lead events in key areas of the site;
- Encourage improvement within and to the edges of the precinct, through landscaping and public realm improvements connecting to Glenferrie Road;
- To improve the Coldblo Street and Glenferrie Road junction and its role in facilitating safe and efficient access for all modes of transport;
- To improve pedestrian and cyclist connections throughout the precinct in particular along Union Street and Barkley Street; and
- Ensure that any future disposal of the Coldblo Tram Depot complex is carefully managed through the application of planning and design controls to protect heritage and integrate with the surrounding neighbourhood.



legend			
tram depot infrastructure extents	remodel intersection	sensitive infill response	proposed shared path
key public transport infrastructure site	enhanced pedestrian connection	glenferrie road interface	potential future event space
main street	improve vehicular access	local street interface	investigate landscape enhancement
tram route	proposed pedestrian space	residential/ laneway interface	way-finding/ public art
tram stop	reduced maximum building height 4 storey	create visual link	way-finding/ signage
potential signalised pedestrian crossing	tram depot/ tramway museum (no heights specified)	potential activity node	street furniture hub

Precinct 6: Drysdale Street Car Park

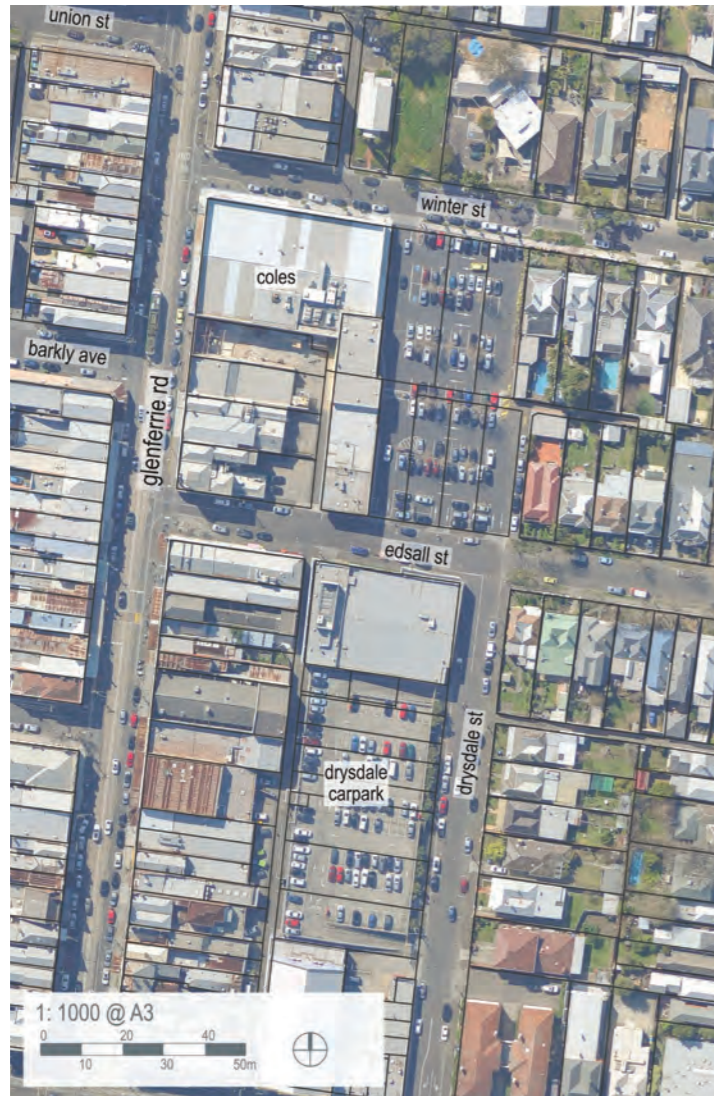


Figure 26 aerial context view



view of consistent street wall along glenferrie road



view through a post-war arcade to rear car parking



view to multi-level car park behind glenferrie road spine

Key Site Features

- Contains key retail anchors, which provide for local convenience shopping within the broader Centre context;
- Important source of custom and point of arrival to the Glenferrie Road local retail strip;
- Community facilities located within the threshold space between retail strip to the west and residential hinterland to the west;
- Proximity to Cabrini Hospital with direct linkages along Winter and Edsall Streets;
- Significant landholding acts as a buffer between residential land and Glenferrie Road commercial built form;
- Back of house presentation along the western end of Drysdale Street;
- Vehicle dominated environment with low levels of pedestrian amenity;
- Connection to Glenferrie Road is via Winter and Edsall Streets, as well as a privately owned arcade; and
- Limited provision of public realm elements such as lighting and pedestrian refuge zones.

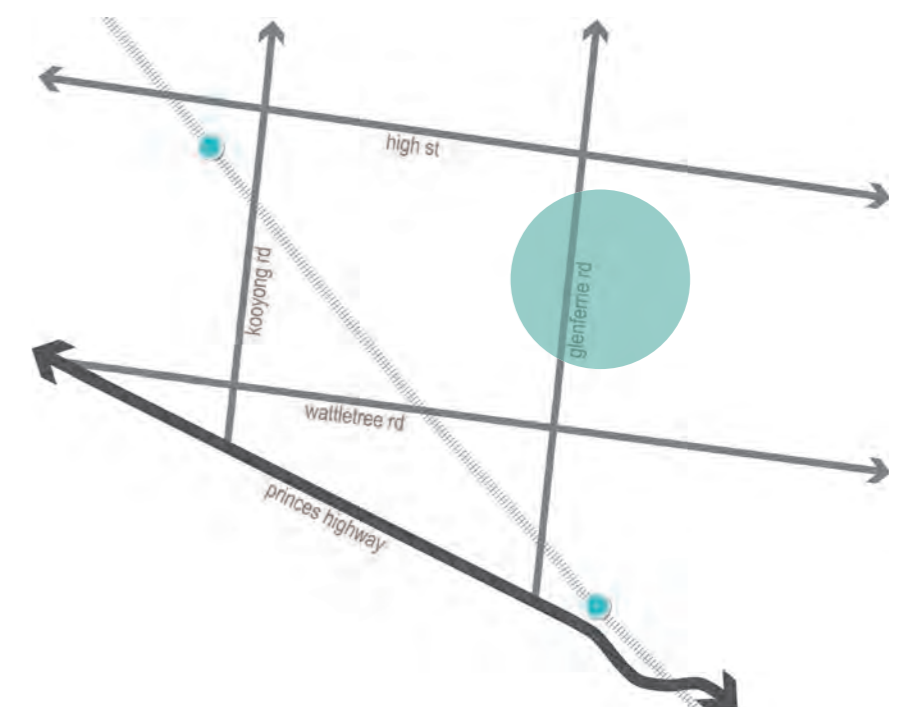
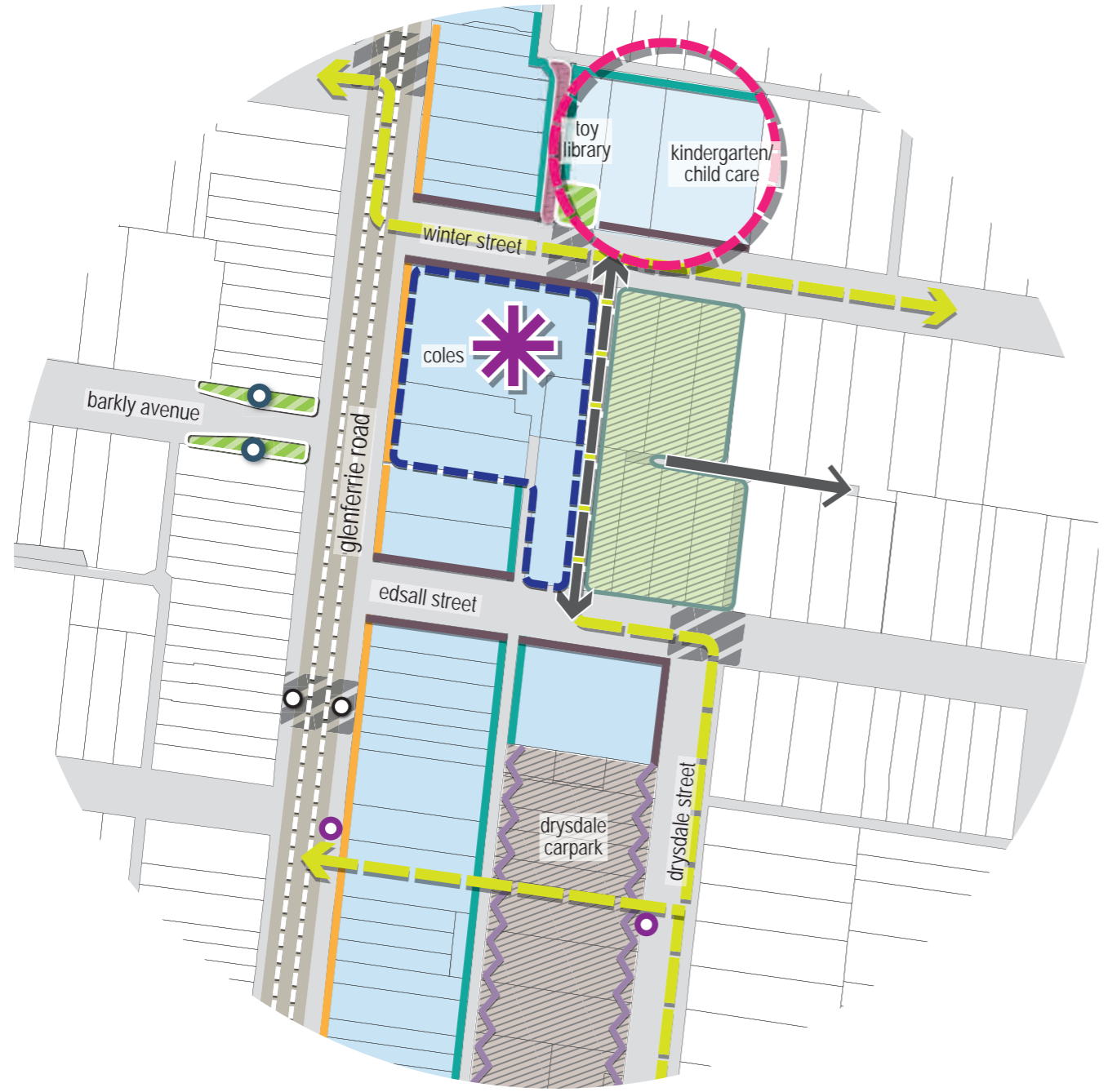


Figure 27 Precinct Identification

Figure 28 Precinct Framework Plan



Vision

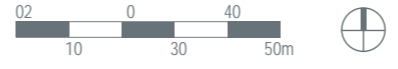
Opportunities exist for the anchor retail tenancy to expand and complement the vibrant, pedestrian – focused, mixed-use precinct. It will accommodate a range of retail offer, community facilities, and car parking in addition to modest development in shop- top format. New built form will provide active and attractive presentation to the public laneways and car park to the rear. Re-configuration of the Winter Street car park to introduce dedicated pedestrian paths to minimise potential conflicts. A new public open space will be accommodated around the existing Toy Library to provide a pedestrian refuge and resting area away from the busy main streets.

Objectives

- To reinforce and enhance the role of retail anchor tenancy in this precinct;
- To achieve an enhanced presence of community facilities including the upgrade of the Toy Library and to establish a public space at and around the community facility;
- To encourage shop-top infill development along Glenferrie Road with appropriate presentation to the car park;
- Manage positive expansion of the anchor retail tenancies vertically, and ensure the protection of period commercial forms further to the south;
- Encourage reinstatement of rhythmic active frontage treatments to Drysdale Street and Glenferrie Road, with attractive frontages to the car park interface;
- Intensify built form scale in the back-of-house area to provide surveillance an improved interface to the car park;
- Simplify and improve the quality of north-south pedestrian, bicycle and vehicle access through the at-grade car park including footpath by 20m minimum width along edge of retail tenancy; and
- Incorporate public realm improvements within the surface parking area to enhance the sense of place of an important arrival point to the Centre.

legend

main street	proposed formalised north-south street	potential retail expansion	retain landscape enhancement
tram route	preferred maximum building height 4 storey	main street interface	proposed shared path
tram stop	building height subject to site specific investigation	side street/residential street interface	way-finding/ public art
potential signalised pedestrian crossing	existing car park	rear/ laneway interface	street furniture hub
enhanced pedestrian connection	existing retail anchor	improve interface presentation	
retain vehicular access	potential community hub and public open space	proposed pedestrian space	



9 Implementation

How will the Structure Plan be Implemented?

The implementation of this Structure Plan will occur progressively over a long time period (10-25 years), and will require careful on-going management and continued communication with the local community, business owners and landowners. The co-ordination across a wide range of stakeholders and funding partners is necessary to ensure a productive approach to the development of this important Centre and improvements in keeping with the valuable role the centre plays within the City of Stonnington.

The Glenferrie Road / High Street Activity Centre Structure Plan outlines a series of objectives and strategies that will serve to enhance the character, image and potential of the centre. Key actions, which are directly drawn from stated strategies, will be prepared once the broader directions of the Structure Plan have been considered by the community. It is these actions which will follow the formulation of this document which will be critical to the implementation of this Plan. While many immediate actions will be the responsibility of departments within Stonnington City Council, initiatives will also need to be pursued by other government agencies and landowners as indicated in the tables.

While the Council's lead role in review of development proposals is critical, it is also acknowledged that the centre has a strong history of community engagement and involvement through associations such as the traders associations for Glenferrie Road and High Streets respectively. These groups will all have opportunities to influence the implementation of this plan and their support for the document will add weight and urgency to the actions contained within it.

In addition, the role of private and public organisations in facilitating the development of many of these ideas should not be underestimated through the use of public-private partnerships where appropriate. Where these are supported by the plan, Council has a role to play in facilitating the plans outcomes.

As with many Activity Centres, the Structure Plan area has a basic zoning structure that includes a strip of commercial zoned land surrounded by residential land, with little guidance provided to balance the existing State Planning Policy. The existing policy regarding development in Activity Centres has been developed on planning principles which seek to consolidate increased populations and intensity of development where there are existing nodes of activity, which as is the case with the Glenferrie Road / High Street Activity Centre.

Providing increased densities where there is excellent access to services, facilities and transport also makes for a more equitable and environmentally sustainable society. However, it is important to recognise the local conditions and to ensure that how this density is accommodated actually reflects the existing conditions, particularly within an Activity Centre with such a strong local character. By allowing this Structure Plan to carefully consider and identify areas which will be suitable to accommodate modest increases in density and height the position of protecting other areas within the centre from more intensive development is strengthened.

The first and critical step in realising the objectives of the Structure Plan is the establishment of appropriate planning controls to implement the over arching directions of the Structure Plan, which involves a range of implementation options, including: local polices and specific design controls which require formal implementation into the Stonnington Planning Scheme.

Once the Structure Plan and the associated recommendations for an appropriate suite of local polices and design controls has been considered and formally adopted by Council, it will be necessary to facilitate a Planning Scheme Amendment to formally incorporate the recommendations into the Stonnington Planning Scheme.

Finally, it must be accepted that changes in the centre will unfold over a long time period and the needs and aspirations of the community will change over time. Therefore the Structure Plan must be flexible enough to be adapted to changing circumstances, be they relating to economic, social or environmental factors. Continued monitoring and evaluation of the Structure Plan must be undertaken by the Council to ensure that it remains relevant to current practice and community expectation.

Funding Strategies

The Structure Plan requires a funding strategy to outline the means by which concepts may be implemented over time. Stonnington City Council will need to carefully consider how this will occur as part of the broader funding strategies. The role of a funding strategy will be to identify sources from which funds will be derived for this particular project. A funding strategy will need to look at all income sources and the potential of different sources to contribute to the total cost of implementing the plan. Importantly, in the Glenferrie Road / High Street context, the on-going partnership and collaboration between Council and the many active community associations and other agencies operating in the area will be crucial to identifying and accessing a broad range of funding opportunities to achieve the aims of this plan. Other elements of the funding equation are likely to include the following:

Funding from General Rates - The ability of the Council to fund public works from general rates is limited by budgetary constraints and the current commitment of funds for existing major capital works projects. However, in order to demonstrate its commitment to civic improvements in this important local centre, the Council should to provide some funds from general revenue. This could be either for specific projects, or on a dollar for dollar basis (or some other proportion) to match funds derived from other sources.

State Government Funds - The State Government makes funds available to local government for public works and urban improvements. This document will provide the Council with strong strategic justification to support applications to the State Government for project funds as they become available. It is also noted that some elements of this Structure Plan, such as cycling infrastructure, is outside of the control of Council and needs to be actioned by State Government agencies (eg. VicRoads).

Special Charges - The levying of a special charge to cover the cost of works would be an option for generating funds for works, in situation where existing property owners and businesses benefit (such as the provision of road upgrades or consolidated car parking opportunities for example). A special charge could also be levied to cover the administrative and operational costs of any implementation body established to implement the plan. Political and equity considerations need to be taken into account in deciding to introduce a special charge

Other Sources - A series of new and innovative approaches to development funding are also available, including the opportunities for 'partnership projects' that demonstrate collaboration and joint venturing between the private and public sector. In addition, funding is available through agencies such as Sustainability Victoria and other organisations that focus specific areas. More standard public / private partnerships could also be pursued by Council to achieve some key identified projects.

Other Actions

In addition to implementing the Structure Plan through the Stonnington Planning Scheme, a number of other actions should be initiated by Stonnington City Council, other authorities and local stakeholders to achieve the 'vision' of this plan. There is also further work which this plan has identified which will need to be undertaken before particular strategies can be pursued. These are also outlined on the following page. As mentioned in the introduction to this section, the development of the initiatives identified above will happen over a period of time as developments are proposed and funding becomes available. Priorities may also change over time, as selected initiatives of the plan become more critical or of greater importance to the Glenferrie Road / High Street community. To assist in the process, however, a number of priorities have been identified which should be the focus for the pursuit of funding. The resolution of some more specific areas through a process of more detailed concept design is also highlighted.

Identified actions will require the cooperation of a number of different parties including landowners and other government authorities. Prioritising the actions allows not only for the key projects to be highlighted but for additional weight to be added when seeking funding for specific projects identified as priorities. As opportunities for funding become available this Structure Plan will demonstrate the strategic importance of noted projects. The following timeframes have been adopted for this project (immediate: as soon as possible, short term: 2015 - 2020, medium term: 2020 - 2025 and long term: 2025-2035). The table outlining these actions can be found on the following page.



10 Action Plan

action table				
#	action	council responsibility	external / groups	priority
1	Identify an opportunity for the two business associations to work together on a project which aims to strengthen the identity of the activity centre while also celebrating the differences between the two 'arms' of High Street and Glenferrie Rd. (this could be a masterplan)	Public Spaces & Capital Works	Traders Associations, local business owners	Short Term
2	Set up working group with Cabrini Hospital and allied health care providers to establish further needs or progress a study, with respect to expansion of medical facilities along the designated Wattleree Road medical related spine.	City Strategy, Economic & Cultural Development, Aged Diversity & Health	Cabrini Hospital, health care providers	Short Term
3	Initiate additional contact with Malvern Central Management regarding pedestrian access upgrades and future redevelopment potential of Malvern Central.	City Strategy, Statutory Planning, Economic & Cultural Development	Malvern Central management	Short Term
4	Undertake detailed design to facilitate and implement upgrades to the public realm within the centre in line with the Structure Plan and with a focus on the 'pedestrian priority' areas, key public notes and the 'key movement corridors'.	Environment and Public Spaces, Infrastructure Services, Parks, Environment and Buildings, Public Spaces & Capital Works	VicRoads, Traders Groups, local business owners	Short to Medium Term
5	Investigate traffic yield control treatments (textured surface, speed bumps or raised thresholds) at the identified 'pedestrian safety' road areas.	City Strategy, Public Spaces & Capital Works, Transport & Parking.	VicRoads	Medium Term
6	Draft new Local Planning Policy and Design and Development Overlays as part of an amendment to the Stonnington Planning Scheme to implement the recommendations of the Structure Plan.	City Strategy, Statutory Planning		Short Term
7	Work with VicRoads to introduce on-road cycle lanes, road markings, wayfinding signage, cycle and pedestrian facilities and green bicycle boxes at traffic lights within existing street network.	Transport & Parking	VicRoads	Short Term
8	Provide additional bicycle storage facilities in areas of high demand, including at community facilities, parks, and in the vicinity of cafes.	Transport & Parking and Parks, Environment & Buildings	VicRoads	Short Term
9	Commence a detailed review of the community node surrounding Malvern Library, and investigate measures to improve pedestrian prioritisation and connectivity with the adjacent Malvern Cricket Ground and the nearby Malvern Town Hall / Town Square.	City Strategy, Public Spaces & Capital Works, Leisure & Libraries		Medium Term
10	Develop a strategy for the intersection of High Street and Glenferrie Road to become the symbolic 'heart' of the centre.	City Strategy, Leisure, Infrastructure Services	VicRoads, Yarra Trams	Short to Medium Term
11	Investigate the provision of a signalised pedestrian crossing on Glenferrie Road between the traffic signals at High Street and the signalised crossing south of Edsall Street to improve pedestrian crossing opportunities within this strip.	Transport and Parking,	VicRoads	Medium Term
12	Investigating a new link along the railway line adjacent Malvern Central.	City Strategy, Transport and Parking, Public Spaces & Capital Works	VicTrack, Malvern Central	Medium Term
13	Investigate the benefits of an eastbound evening peak hour tram lane on High Street to coincide with the existing clearway hours of operation.	Infrastructure Services, Transport and Parking	Yarra Trams, Vic Roads	Medium Term
14	Investigate 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 Kings Way in the vicinity of Armadale Station.	City Strategy, Transport and Parking, Public Spaces & Capital Works	PTV and VicTrack	Medium Term
15	Investigate the implementation of a 40 km/h speed limit through all streets within the Centre.	Transport and Parking	VicRoads, Yarra Trams	Short Term
16	Investigate a redesign of the intersection between Llaneast Street car park and Wattleree Road to improve operation and amenity (potentially by converting the Llaneast car park access to entry only and providing a footpath).	Transport and Parking, Public Spaces & Capital Works	VicRoads	Medium Term
17	Set up a working group with VicTrack seeking opportunity to provide aesthetic landscaping within the rail corridor.	City Strategy, Transport & Parking and Public Spaces & Capital Works	VicTrack	
18	Develop a set of 'public realm' guidelines for an identified style of street furniture, wayfinding signage and other fixtures to be utilised throughout the Study Area. The design of all elements of street furniture should reflect the identified 'branding' for the centre.	City Strategy, Economic and Cultural Development, Public Spaces & Capital Works	VicRoads	Short Term
19	Develop guidelines for vegetation / tree species selection for use in public realm works throughout the Study Area	Parks, Environment & Buildings	VicRoad, Yarra Trams	Short Term
20	Undertake feasibility of Winter Street community hub and public open space	City Strategy, Economic & Cultural Development, Children & Family Services, Public Spaces & Capital Works		Short Term

Figure 29 Implementation Action Plan



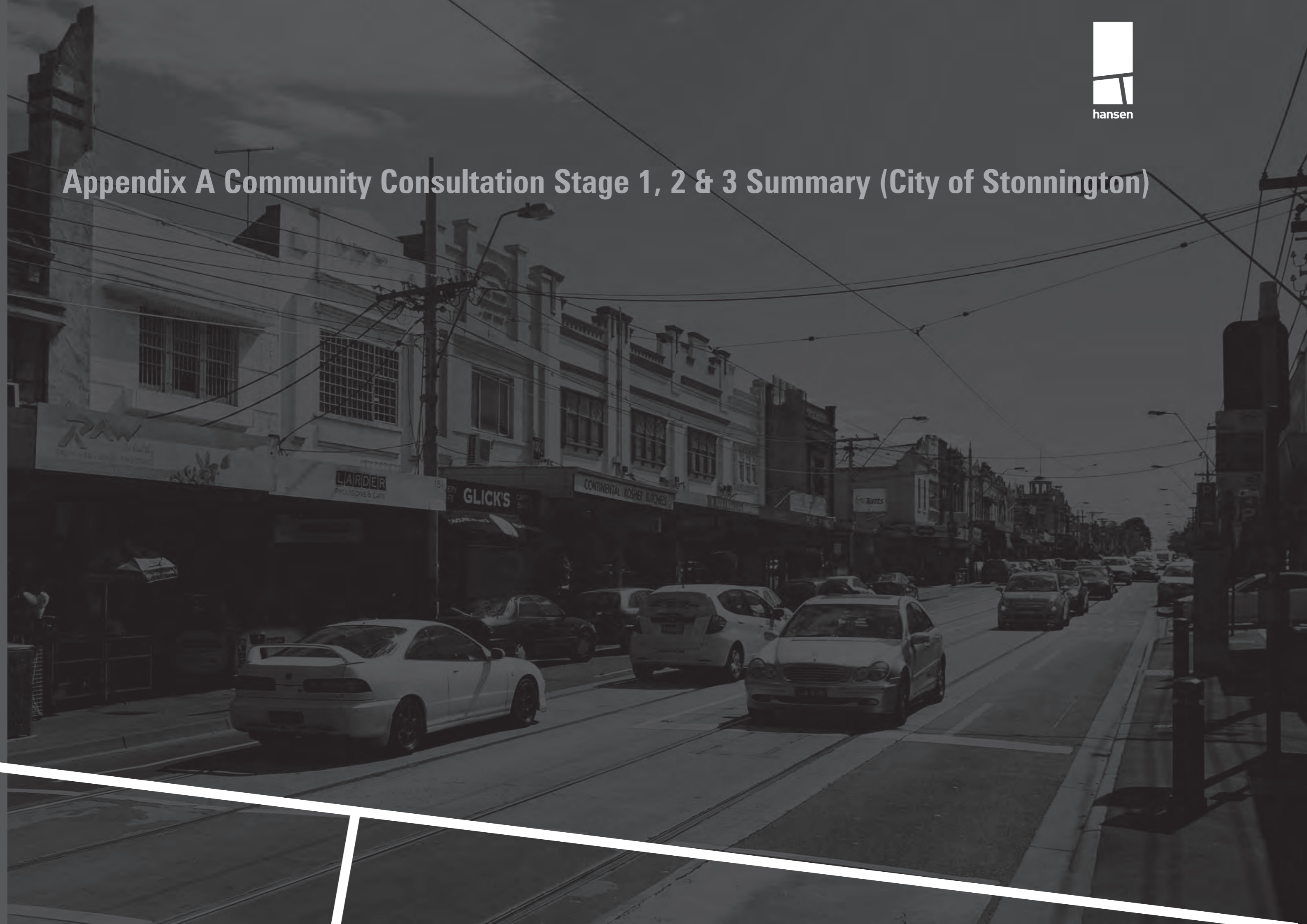
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Appendix A Community Consultation Stage 1, 2 & 3 Summary (City of Stonnington)



Appendix B Economic Technical Report (Essential Economics)



Appendix C Social Impact Assessment (ASR Research)



Appendix D Background Transportation Report (O'Brien Traffic)



GLENFERRIE ROAD AND HIGH STREET ACTIVITY CENTRE STRUCTURE PLAN

Planning for the centre now and in the future

Your feedback summarised

Consultation Stage One March 2014

Stonnington City Council has commenced the preparation of a Structure Plan for the Glenferrie Road and High Street Activity Centre. The Plan will set out a vision for the look and feel of the Centre, and provide parameters for future growth and change.

The project commenced in March 2014 by seeking the community's views on key features and characteristics of the Centre, areas for improvement, and what is envisaged for the future. Similar discussions were also conducted with other stakeholders such as traders, major landholders and other key services (such as schools, Malvern Central). Government departments and agencies also provided comment.

The draft Structure Plan is due for completion in early 2015. There will be further invitations for input into the Plan as it is being developed. The next stage will involve reviewing the identified issues and opportunities, and testing key elements and ideas shaping the Structure Plan. This is scheduled for mid 2014.

What you told us...

Some 97 residents, business owners and organisations provided feedback during the first consultation stage in March. The comments made through the surveys, interviews and focus group discussions have been collated into themes. Key information for each theme is summarised below:

Vision for the area

In 2040, the Glenferrie Road – High Street Activity Centre is thought of as a vibrant, inviting, attractive hub of relaxed shopping and leisure activities with a special charm and community feel.

It will be greener with a unique appearance and feel that enhances and protects the streetscapes that reflect the buildings of yesteryear.

The Centre will be safe, accessible and pedestrian friendly with efficient public transport and good access to car parking.

Businesses and Services

The range of businesses and services within the Centre are highly valued. The combination of larger stores and unique independent shops, cafes and restaurants form part of the appeal.

Feedback suggested that future planning for the Centre should encourage a mix of diverse retail, leisure and dining opportunities and create an attractive and appealing shopping ambience.

Community

Retaining and supporting a sense of community is very important. The Centre should continue to be developed as a place that is welcoming, useable and accessible for all.

The centre's sense of community could be enhanced with more open spaces, accessible buildings and facilities, and improved tram stops at schools and the Armadale train station.

There is seen to be an opportunity to ensure that the major education, civic and health services in the Centre support each other and are well connected.

Movement

Public transport services, pedestrian movement, traffic flow and ease of access to car parking were identified as being important to the Centre.

The consultation feedback highlighted mixed views about vehicle and pedestrian movement, with some supporting more car parking, and also support for more active and sustainable transport such as public transport, walking and cycling.

Public Spaces

A lack of green spaces, a public heart and other quaint public spaces was identified as an area for improvement, with a desire for more of these types of places in the Centre.

Creating more pleasant open space and public places to provide for congregation, rest and contemplation (such as seating, sculpture, toilets and landscaping) was suggested for the future.

Buildings and Infrastructure

There was a strong desire for the protection and enhancement of the old-style, heritage buildings and the picturesque streetscapes of Glenferrie Road and High Street.

The retention and maintenance of heritage buildings and the way that new buildings fit with the look and feel of the street were seen as a key issue. The variety of existing buildings and the potential for infill without loss of heritage value was identified as a challenge for the Structure Plan.

Having sufficient, appropriate infrastructure (such as waste management) to support users and residents of the area, and accommodate the demands of future need was reinforced.

Environmentally Sustainable Design

Environmental sustainability featured strongly in views about the future. The way the Centre is developed and how it is used should be environmentally sustainable, for example, through features such as recycling, water conservation and reuse, localised energy generation and burying overhead powerlines.

How to find out more / have your say

The involvement of residents, traders and other interested parties in this project is important to ensure that the Structure Plan reflects the community's aspirations for the Centre, and this community involvement is valued by Council. Your ongoing participation is encouraged.

For further details on this project or to register to be kept informed of future consultation opportunities please contact City Strategy on 8290 1395 or visit Council's website at www.stonnington.vic.gov.au/glenferriehigh

GLENFERRIE ROAD AND HIGH STREET ACTIVITY CENTRE STRUCTURE PLAN

Planning for the centre now and in the future

Consultation Stage Two - August 2014

Your feedback summarised

Stonnington City Council has commenced the preparation of a Structure Plan for the Glenferrie Road and High Street Activity Centre. The Plan will set out a vision for the look and feel of the Centre, and provide parameters for future growth and change.

The project commenced in March 2014 with Stage 1 consultation. This stage sought the community's views on key features and characteristics of the Centre, areas for improvement, and what is envisaged for the future. Similar discussions were also conducted with other stakeholders such as traders, major landholders and other key services (for example; Malvern Central). Government departments and agencies also provided comment. Some 97 residents, business owners and organisations provided feedback during the first consultation stage in March.

Stage 2 consultation on the key issues and opportunities was conducted from 18 August to 5 September 2014. This consultation sought the community's views on:

- a draft vision for the activity centre
- significant sites and what opportunities they present
- key themes including; linkages and connections; car parking; pedestrian, cycle, public transport friendly environment; and open / public space.

The next stage will involve reviewing the Draft Structure Plan which is scheduled for early 2015, with the draft Structure Plan due for completion in early 2015.

What you told us...

Through Stage 2 consultation the community was able to provide feedback at three discussion sessions with traders and residents. Approximately 50 residents, business owners and representatives from both Glenferrie Road and High Street Traders Associations attended the discussion sessions. The comments made through the discussions have been collated into themes. These themes are summarised below:

Vision

In summary, the visions expressed by the community were around the smart use of space, optimising opportunities, creating an accessible, people-focussed environment abundant with character and high quality amenity.

A thriving shopping precinct – for local needs and specialist retailers for the region.

- 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.

Vibrant, inviting, attractive and clean with well-designed, 'green' streetscapes, pedestrian connections and congregation spaces.

- 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.

Developed with respect for heritage buildings which will be enhanced and remain prominent.

- 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**.

A centre for local employment and housing within the main streets while protecting residential areas.

- 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. Following is a summary of the main comments relating to the opportunities at these sites:

- The **Dandenong Road gateway** is lacking in character and would benefit from a gateway treatment and improved amenity. There was a desire to protect the heritage buildings given any development in this area. Potential uses that were suggested for development in this area included aged accommodation, a cinema (the original cinema building is still in this area), and residential. It was suggested that any development should include setbacks to provide space for greenery on Glenferrie Road.
- Overall, improvements were suggested to enhance the interface, way-finding, amenity and vibrancy of **Malvern Central** at all access points, but particularly with Glenferrie Road and Malvern Station. It was suggested that the centre could have a higher built form and could be appropriate for multi-level car parking. Other suggestions were made for enhancing links to the centre, including continuing Railway Avenue over the railway line to reconnect Dandenong Road with Wattletree Road, and continuing the laneway directly east of Malvern Central (running along the rears of shops facing the west side of Glenferrie Road). Some residents suggested a need for more entertainment features in the activity centre, eg. cinema, bars, bowling alley, music – and that the Malvern Central area would be an appropriate place for these uses.
- An opportunity was identified at the VicTrack **land between the railway line and Malvern Central** for the creation of a green corridor.
- Many suggestions were made for development over the **Malvern station** and the railway line while preserving the heritage value of the station, including Station Street / Claremont Avenue village. There were different views as to what the space should be used for, including; open space, car parking, commercial development (not necessarily retail) or residential. The need for improved accessibility to and through the station was reinforced. It was also suggested that the area could provide better for bicycle parking.
- The **Armadale station** area is seen as having great potential. Residents sought more vibrancy and activation of this area including a higher quality public realm to better provide for pedestrians and improved car parking conditions, way-finding and landscaping. Shared zones were suggested for this area and other pedestrian connections were also identified including to and through Kings Arcade / Kingsway which is also seen as a

unique environment to be enhanced. Building over the railway line was seen as an opportunity for achieving more open space in this area and also for increasing car parking supply.

- There was general support for the presence of a **health precinct along Wattletree Road** associated with Cabrini hospital. However, there was a strong view that the interface with residential areas needs to be managed, and the heritage value of the area is to be protected. It was suggested that any expansion of health services should be limited to Wattletree Road. Car parking for visitors and staff is a key issue in this area and needs to be managed. Residents reinforced the need for good pedestrian access in the area.
- The **tram depot** was identified as a site of great potential and opportunity for the activity centre. Protection of the heritage buildings was strongly supported.
- The opportunity was identified to activate the **Malvern Town Hall / civic precinct** more as a civic space. Suggestions were made to increase way-finding and to enhance pedestrian access to and through the site (eg. creating a walking circuit), and improve landscaping. Residents noted the opportunity to enhance the space around Northbrook House and the historic centre, including development of the gardens.
- There were mixed views about the current design, character and functionality of **Malvern Square** (in front of Georgio's restaurant at the corner of High Street and Glenferrie Road). Various suggestions were made for the site, including; incorporating more green into the landscape with shady trees, creepers and lawn, holding a market and other activities, making the site more level so that it can be used as more of a congregation space, and increasing public seating.
- Residents and traders stressed that all **car parks** should be retained. Further, it was noted that new developments should include parking provisions. The need was identified to improve the safety and amenity of car parks through way-finding, signage, enhanced lighting, landscaping and public toilets. Suggestions were also made to provide all-weather protection through roofing car parks, undergrounding car parks to provide for open space at-grade, and to consider removing some small buildings to create open space connections between the main streets and rear car parks. Car parks were also seen as presenting alternative opportunities, such as recreational areas when not in use. Creating multi-level car parks was suggested where there was an identified need for additional supply. To manage demand for car parking it was suggested that visitor car parking should be given priority while also providing safe areas for staff to park in longer term spaces (such as top level of multi-level car parks). Provision of bicycle parking at car parks was also suggested.

Theme: Pedestrian, cycle, public transport friendly environment

Strategies for creating a pedestrian, cycling and public transport friendly environment were sought from residents and traders. The following suggestions were made:

- Residents saw streets as 'community hubs' where pedestrian access should be prioritised and the street spaces should service as community spaces. It was noted that there is conflict between pedestrians, cars, bikes and trams on Glenferrie Road. Various suggestions were made to address the street environments, including reducing speed limits, limiting turning options and creating one-way areas in and around side streets.
- Priorities for pedestrian movement were noted as; widening footpaths and developing kerb 'outstands' with shelters and seating at side street junctions. Suggestions were made for improving some linkages and local pedestrian travel routes to provide better connections throughout the activity centre.
- Opportunities were identified to better link the Kooyong Road bus route and reduce the number of express trains that pass through the train stations in order to increase provision of public transport in the centre.

- Routes for bicycle travel were suggested including safe alternatives off Glenferrie Road and High Street, as well as improved way-finding and bicycle parking facilities. The need to improve the cycling route along Glenferrie Road was highlighted and creating dedicated bike lanes along the main streets and developing an off-road bicycle route along the railway line corridor were also suggested.

Theme: Open / public space

- There was a view that **more open space** was required in the activity centre and that there is **not enough green space**. A need was also expressed for general streetscape improvements. The vacant King David School site was noted as an opportunity for creating additional public open space.

Theme: Built form

- Delicate **development** of multi-storey buildings was considered to be appropriate in the activity centre, with 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.

Theme: Land use

- Residents were mindful of the balance between the regional and local focus of the retail sector in the centre, and expressed a strong desire for the local catchment needs to be the primary focus. Residents were mindful of the current retail environment and suggested the need to consider **alternative purposes for shops** and the potential impact of a changing retail sector.
- A need was highlighted for development and use of land to **build a sense of community** through street life and activity. There was some support to build **night time activity** in the centre, providing it is appropriately located and sensitive to surrounding residences.
- A need was identified for additional **public toilets** throughout the activity centre.

How to find out more

The involvement of residents, traders and other interested parties in this project is important to ensure that the Structure Plan reflects the community's aspirations for the Centre, and this community involvement is highly valued by Council. Your ongoing participation is encouraged.

For further details on this project, or to register to be kept informed of future consultation opportunities, please contact City Strategy on 8290 1395 or visit Council's website at www.stonnington.vic.gov.au/glenferriehigh

CONSULTATION SUMMARY: STAGE 3

July 2015



2015 GLENFERRIE ROAD HIGH STREET ACTIVITY CENTRE STRUCTURE PLAN

Introduction

What is a Structure Plan?

The City of Stonnington is preparing a Structure Plan to plan for and manage the future development and growth of the Glenferrie Road and High Street activity centre to 2040. . Council has recently completed the Draft Structure Plan and has undertaken the associated Stage 3 Consultation phase. The Draft Structure Plan sets out a vision for the look and feel of the Centre, and provides design guidance and parameters for potential future growth and change.

Report Purpose

This report provides summary of the feedback received during the Stage 3 consultation phase. It is designed to acknowledge the responses, issues and opportunities identified by the community and stakeholders. The feedback has been paraphrased to illustrate the sentiment of the participants. The report is structured to respond to each of the core consultation questions.

Next Steps

The City of Stonnington will consider all the feedback received during the engagement period, together with directions set out in government policy and evidence from research studies that will be undertaken. The information will be used to inform the final Glenferrie Road, High Street Structure Plan.

Background Context

Glenferrie Road and High Street is a designated Major Activity Centre and transport hub approximately 8 kilometres southeast of Melbourne's Central Business District.

The area includes two distinct shopping areas along High Street, Armadale and Glenferrie Road, Malvern. Extending from west of Armadale Station near High Street to south-east of Malvern Station off Glenferrie Road, the area is large in scale and offers a mix of shopping, leisure and employment, together with health and education facilities within and around the centre. As a Major Activity Centre, state government policy identifies that the centre provides additional scope to accommodate ongoing investment and change in retail, office, community, services and residential markets.



Community and Stakeholder Engagement

Community consultation was undertaken as part of Stage 1 in March 2014. This first round of consultation sought the community's views on key features and characteristics of the Centre, including areas required for improvement and the overarching vision for the future. Similar discussions were also conducted with other stakeholders such as traders and major landholders as well as government departments and agencies.

Stage 2 consultation focused on the key issues and opportunities to be developed within the Structure Plan and was conducted from 18 August to 5 September 2014. This consultation sought the community's views on a draft vision for the activity centre, significant sites and what opportunities they present. Key themes were also discussed, including; linkages and connections; car parking; pedestrian, cycle, public transport friendly environment; and open / public space.

Stage 3 consultation was conducted from 16th March to 3rd April 2015 and allowed the community and stakeholders to review the Draft Structure Plan. Public Notification of the Stage 3 Community Consultation process was conducted by publishing a notice in the Stonnington Leader on 17th March, 2015 and sending 6000 brochures within and surrounding the Structure Plan area. Relevant information was made available on-line via the City of Stonnington website, where an information brochure, FAQ sheets and questionnaire could be downloaded. Refer to Appendix 1 for the Brochure and Appendix 2 for the online questionnaire template.

Methodology

The methodology undertaken throughout the Stage 3 consultation process was streamlined into 5 key stages to ensure simplicity and clarity of the project process. These stages include;

- Stage 1: prepare draft consultation engagement material
- Stage 2: finalise consultation engagement material
- Stage 3: undertake consultation processes
- Stage 4: analysis of consultation feedback
- Stage 5: prepare key findings and recommendations report

Consultation platforms

The community, including local residents, landholders and other stakeholders were given the opportunity to provide feedback via a number of platforms, including;

- *An online survey*

A total of 18 participants provided feedback in the Draft Structure Plan Online Survey. This questionnaire sought feedback on a range of issues including heritage and built form, landscape and open space, economic activity, car parking and public transport. Participants were given the opportunity to answer questions with 5 options ranging from 'Strongly Don't Support' through to 'Strongly Support'. There was also opportunity to provide detailed comment on each theme of the Draft Structure Plan.

- *Email submissions*

Email submissions commenting on the proposed initiatives with the Draft Structure Plan were encouraged from 17 March to 13 April 2015. A total of 22 submissions were received.

- *Community walking tour/ information session*

A Community 'Walkshop' was held on Saturday 21st of March 2015 at 10.00am to 12.00pm. A total of 5 people participated in the event. The format of this consultation initiative included 2 parts, comprising a 1 hour Study Area tour conducted by the Structure Plan authors and a 1 hour follow up workshop for additional questions and discussions. The purpose of this 'Walkshop' was to engage with a group of interested residents, workers and business owners on the Draft Structure Plan recommendations and to highlight particular initiatives 'on ground'. This was an opportunity to generate discussion, answer questions and receive feedback from various participants.

Summary of feedback

The key issues discussed during this phase of consultation include:

- The retention of heritage buildings and the impact of potential vertical expansion (upper level additions);
- The premise of preferred maximum building heights throughout the activity centre;
- Urban design initiatives to enhance the appearance and function of laneways and public spaces; and
- Key pedestrian, cycling and public transport aspects of the plan.



Consultation feedback

The feedback received from the online survey, email submissions and Walking tour are collated into **key** themes below:

Heritage values

In summary, there was strong support for the retention and restoration of heritage buildings along the Glenferrie Road and High street commercial spines. There were concerns regarding the future development along these streets with residents cautious of potential over-development of contemporary forms at upper levels. It was considered that new forms might potentially erode the valued character of these significant streetscapes. A number of submissions sought the need for clearer design guidelines to define 'sympathetic' additions to heritage forms.

Proposed preferred maximum building heights and setbacks

A variety of submissions were received pertaining to the proposed preferred building heights across the Study Area. In general terms, it was considered the preferred building height of 4 storeys across High Street and Glenferrie Road would result in excessive overshadowing and visual bulk effects. Feedback received also indicated the preference for maximum building height of up to 3 storey, particularly on sites where heritage buildings are to be retained. Furthermore, it was considered that a clearer set of assessment guidelines are required, which demonstrate how developments exceeding 4 storeys should be designed and assessed. Whilst there is no strong objections that increased development heights and density could be contemplated on the right sites, the Structure Plan would need to stipulate the required characteristics, which warrant strategic sites nomination, or where development above 4 storey could potentially be accommodated.

There was support for the preferred maximum 6 storey height designation in areas where it is currently proposed. These heights should also be translated into areas within close proximity to public transport and areas of increased commercial activity.

Location-specific feedback regarding preferred building heights can be summarised as followed;

- The preferred maximum building height of 6 storeys along Station Street (between Soudan, McKinley Avenue and Glendearg Grove) will not adequately allow appropriate transition to residential land to the north. Due to the presence of the intersections and railway embankment, there was preference for the Structure Plan to be amended to allow 4 storeys at this area and maintain 6 storeys where land truly interfaces Dandenong Road.
- Proposing a blanket preferred height limit of 4 storeys along Station Street is considered underwhelming given increasing development potential within this precinct. The preferred height of 6 storeys is warranted having regard to the sites strategic location within close proximity to public transport and commercial activity.
- It is considered that limiting building heights to 4 storeys to the south of Evandale Road along Glenferrie Road could potentially make development unviable. A preferred building height of 5-6 storeys (maximum height of 18-19m) is preferable.
- Encourage mixed-use (shop-top) development of 6-8 storeys along High Street to encourage increased activity and vibrancy within the centre.



Land use

In Summary, submitters were mindful of the impact of expanding commercial, medical and higher-density residential development on existing single dwelling residential land in the Study Area. The Structure Plan needs to consider the impact of ongoing development within areas that are subject to a variety of land uses.

A number of specific land use issues arose from the consultation phase including:

- The car park on the corner of Coonil and Wattletree Roads could be considered as part of the 'Coonil Estate' and not the Cabrini Medical Precinct.
- Council to publicly acquire the Williams Street carpark currently owned by Macro Foodstore on High Street.

At the other end of the spectrum, submissions supported the designation of Wattletree Road as a medical and health precinct, with the acknowledgement that development outcomes in this area will represent a different built form character than the surrounding residential hinterland due to the operational requirements of the hospital.

Furthermore, submissions supported the Draft Structure Plan's direction surrounding the facilitation of place making and the future expansion of Malvern Central. It is submitted that this precinct should be nominated within the Structure Plan as being a key gateway to the Activity Centre from Dandenong Road. It was also acknowledged the forecast growth of 800 to 900 additional dwellings is to be accommodated with the Activity Centre by 2031 and therefore residential development should be accommodated at Malvern Central to enhance the viability of the centre without undermining the amenity of the local area.

Landscape and public realm initiatives

Generally speaking, submissions received were strongly supportive of the Draft Structure Plan with regards to public realm upgrades and streetscape improvements throughout the Study Area. It was accepted that additional way-finding signage is required within the commercial/ retail precinct; however, the implementation of signage should be a part of a holistic approach to avoid creating visual clutter.

Feedback also suggested that the Study Area is considered to be at capacity with regards to public open space and the Structure Plan should therefore show greater emphasis towards public open space for existing and future residents. Additional public open space should offer various programs to cater for a wide range of age groups. This could include 'pocket playgrounds' for children. Overall, existing and proposed public spaces should ensure pedestrian safety and passive surveillance.

Other issues raised include the need to enhance pedestrian movement throughout the Study Area for people with various levels of mobility is also a considerable concern for residents, including the need for additional accessible public toilet facilities. The need for additional 'pause points' along Glenferrie Road and High Street was also raised which can also accommodate additional bike parking. This could also work in conjunction with the implementation of community art and installations.

Specific suggestions relating to public realm improvement include;

- A sign at Malvern Station to direct pedestrian movement to Glenferrie Road;
- Facilitate pedestrian access to the east of Malvern Station;
- A pedestrian crossing adjacent to the Glenferrie Road and Winter Street (at the entrance of Coles).



Car parking and traffic management

Ensuring the Structure Plan considers opportunities to manage vehicle congestion, public transport as well as integrated pedestrian and cycling networks was a key issue identified within the consultation feedback. It was acknowledged that additional public car parking within the Study Area is required in the immediate future, with concerns pertaining to the impact of future development within an already congested Activity Centre.

Other feedback sought for the removal of car parking along Glenferrie Road and High Street to effectively provide safe and convenient pedestrian and cycle networks as well as improve upon the existing tram network along these major roads. Feedback suggested that tram 'super stops' along these routes could significantly improve access and movement throughout the Study Area.

Overall, the consultation feedback indicated that further information and research is required regarding the provision of car parking and public transport upgrades for new residential and commercial development across the study area.

What do people like about the Draft Structure Plan?

In summary, online feedback received suggest that residents are particularly satisfied with the acknowledgement of heritage values and the intention to retain heritage buildings. Consideration towards the enhancement and creation of community hubs as well as improvements to public open spaces and streetscapes is also an admirable feature of the Draft Structure Plan. Residents also commend the strong focus on local business opportunities to stimulate the economy along High Street and Glenferrie Road. Overall, feedback suggested that Structure Plan should be seen as a Community focused document with clear references to the effective utilisation of the Study Area for residents, visitors and employees etc.

What do people dislike about the Draft Structure Plan?

Overall, the key concerns from the online feedback relate to car parking, traffic congestion, preferred building heights and pedestrian/ cycle networks. It is considered the Structure Plan should ensure that new development provides sufficient off-street parking as well as additional car parking in the immediate future for visitors and shoppers. The preferred maximum height of building nominated throughout various precincts is considered too high. In most cases, it is accepted that three storeys should be the maximum preferred height or upper levels should be significantly setback. Further consideration towards pedestrian and cycle movement across the Study Area is required as well as the impact of traffic congestion as a result of the proposed preferred maximum building heights and increased dwelling density.



Other

The Key Themes - Framework Plan provided in Council's Community Consultation brochure inaccurately illustrated the Precinct Boundary as encompassing land to the south of Derril Avenue, extending to Thanet Street. It is noted that this plan was inadvertently misinterpreted during the compiling of consultation documentation, which gave rise to questions and concerns about exactly what land close to Cabrini Hospital was in or out of the Structure Plan boundary. The Draft Key Themes Plan prepared by the Structure Plan Consultant correctly illustrates the proposed Activity Centre Boundary including Cabrini Medical Precinct Boundary.

A Legend error was identified on page 15 'Economic Activity Map' incorrectly identifies Cabrini Hospital as a 'retail anchor'. This item has been rectified and identifies the land as an 'employment node'.

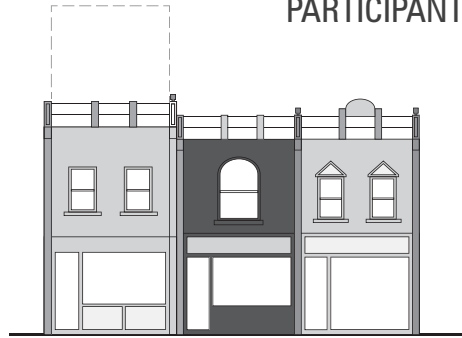


GLENFERRIE ROAD HIGH STREET STRUCTURE PLAN

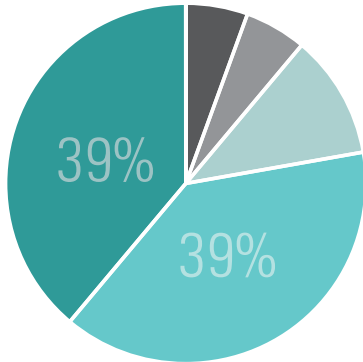
FAST FACTS

ONLINE COMMUNITY SURVEY

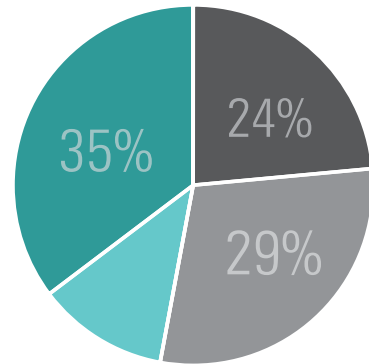
18 PARTICIPANTS



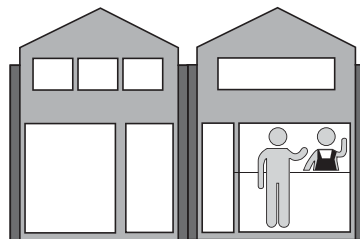
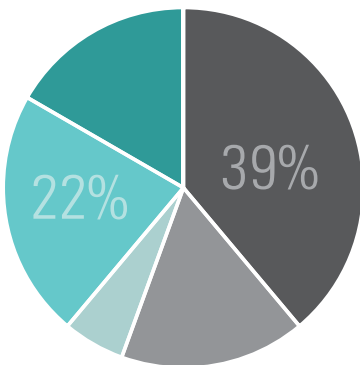
RETAIN HERITAGE BUILDINGS, AND ALLOW SYMPATHETIC ADDITIONS AT UPPER LEVELS



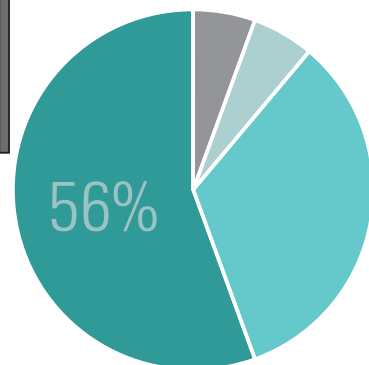
DIRECT POTENTIAL TALLER BUILT FORM OF A PREFERRED MAXIMUM HEIGHT OF 5 TO 8 STOREYS FOR MALVERN CENTRAL AND THE KEY STRATEGIC REDEVELOPMENT SITE SOUTH OF MALVERN STATION

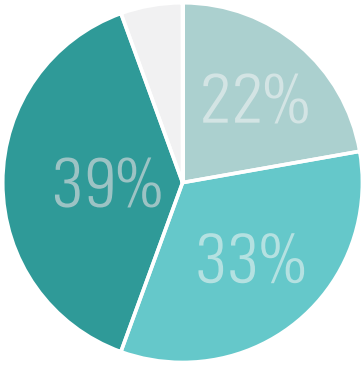


ENSURE THE PREFERRED MAXIMUM HEIGHT OF BUILDINGS THROUGHOUT THE ACTIVITY CENTRE IS PREDOMINANTLY 4 STOREYS



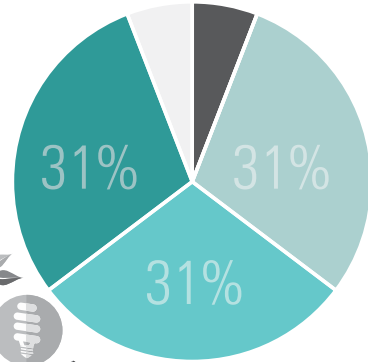
ACTIVELY ENCOURAGE EMPLOYMENT, COMMERCIAL ACTIVITY AND RETENTION OF SMALL SCALE BUSINESS AND BOUTIQUE SHOPS THROUGH PLANNING POLICY





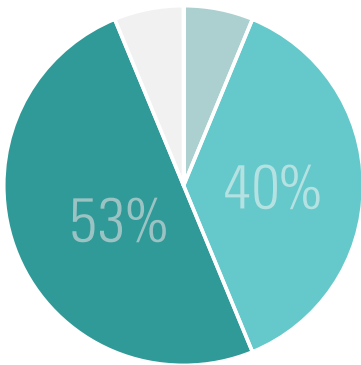
INVESTIGATE POTENTIAL FOR
TEMPORARY EVENT SPACES
AT KEY LOCATIONS

ENHANCE AND UPGRADE THE APPEARANCE OF LANEWAYS
TO REAR OF COMMERCIAL PROPERTIES WHERE THEY PROVIDE
THROUGH LINKS AND ACCESS TO PUBLIC CAR PARKS

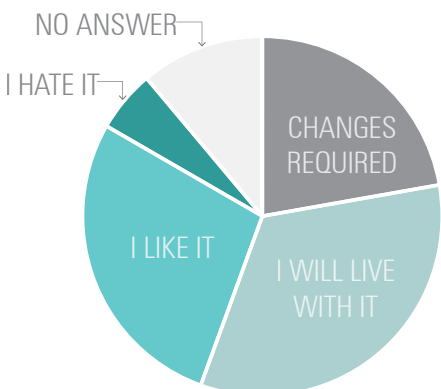
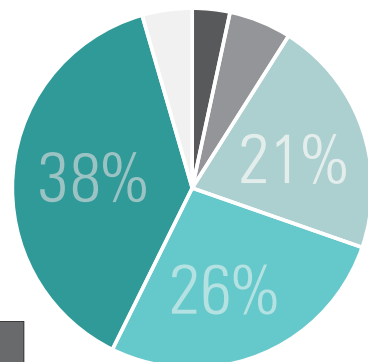


INVESTIGATE POTENTIAL

PUBLIC REALM UPGRADES
AND IMPROVEMENTS AT KEY LOCATIONS



TO WHAT EXTENT DO YOU SUPPORT THE FOLLOWING KEY
PEDESTRIAN AND CYCLING
ASPECTS OF THE PLAN?



OVERALL LEVEL OF COMFORT WITH STRUCTURE PLAN



APPENDIX 1

CONSULTATION BROCHURE

GLENFERRIE ROAD AND HIGH STREET ACTIVITY CENTRE DRAFT STRUCTURE PLAN – HAVE YOUR SAY



Planning for the centre now and in the future

Dear Resident,

Stonnington City Council has consulted widely with people who live, work and visit the Glenferrie Road and High Street area to prepare a Draft Structure Plan.

This is your opportunity to view and provide feedback before the plan is finalised and translated into planning controls in the Stonnington Planning Scheme.

The Draft Glenferrie Road and High Street Structure Plan sets out a shared long-term vision for future growth and change in the area. The Plan aims to facilitate positive change in relation to the use of land, transport, open space and public realm. It will also cover neighbourhood character, development, building height and density, economic development and the appearance of the precincts.

This Draft Structure Plan is based on your earlier feedback. I hope you take the time to visit Council's website, complete a survey, attend the workshop or one of the walking tours. Council is seeking feedback on the Draft Structure Plan from 17 March to 13 April 2015.

This brochure aims to provide you with information on how you can view the Draft Structure Plan and provide feedback.

For more information, please visit: www.stonnington.vic.gov.au/glenferriehigh



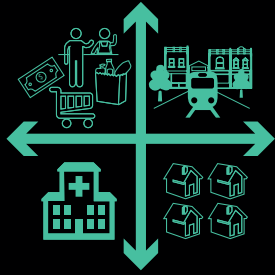
Cr Melina Sehr
Mayor,
City of Stonnington

Why do we need a Structure Plan?

Defined by its two intersecting main streets, Glenferrie Road and High Street Activity Centre is an important economic/shopping 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 regional catchment. Within the Melbourne metropolitan context this area is expected to be the focus of future development, both residential and non-residential. 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.



What is the Vision? 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.

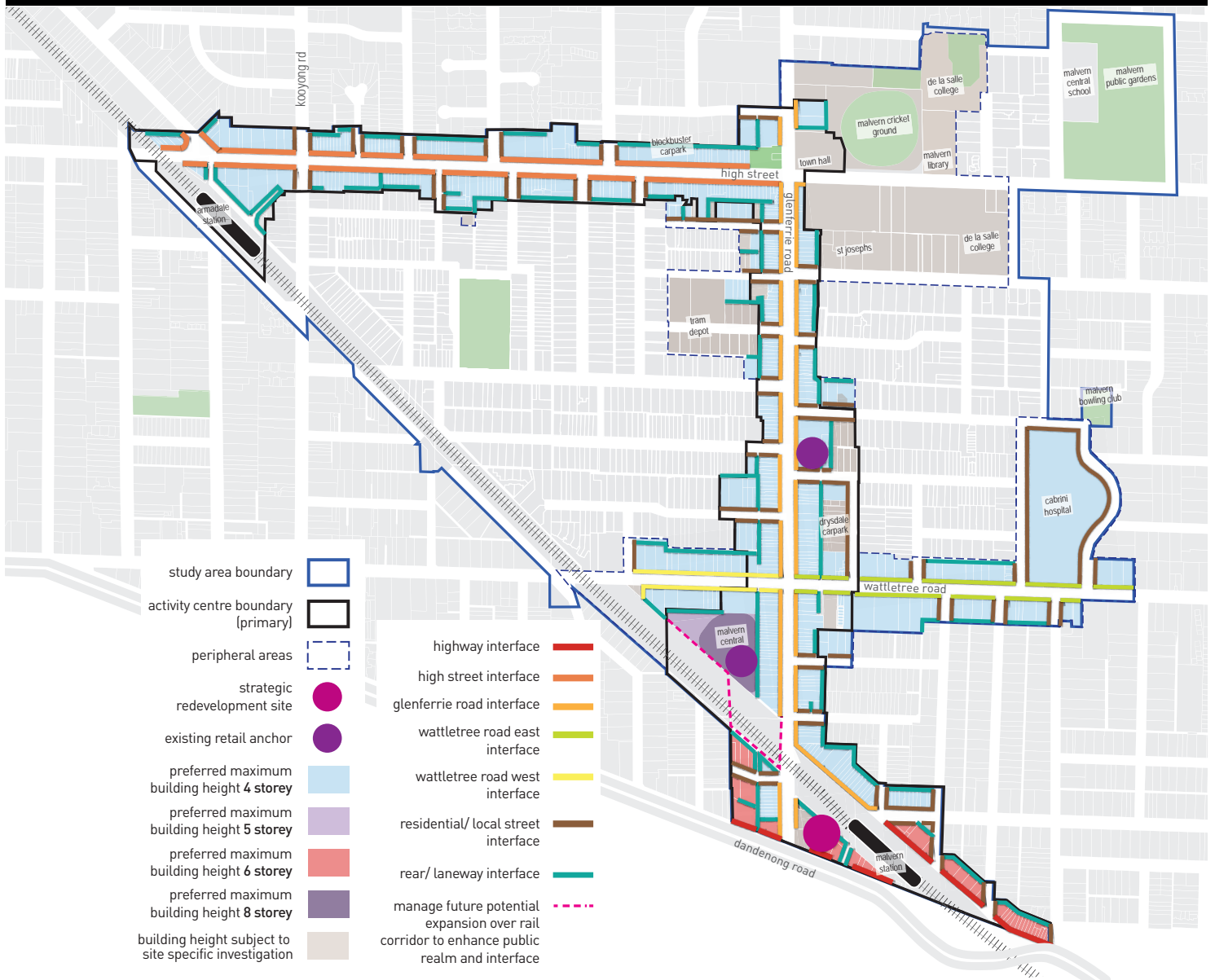


A centre where new development respects and enhances the form and scale of heritage buildings, which retain prominence.



A centre for localised employment and housing within the commercial spines whilst protecting the valued residential hinterland.

Built form plan – heights and setbacks



What you told us

You said

Our response

Dandenong Road Gateway lacks character and would benefit from a gateway treatment and improved amenity.

Enhance the precinct to the southern side of the station as the 'gateway' to the centre, including potential for a landmark building.
Direct higher intensity built form along Dandenong Road.

Malvern Central to accommodate a potential taller built form, expanded range of commercial uses and enhancing links to Glenferrie Road.

Encourage high quality mixed use precinct with potential higher built form.
Potential additional link to Malvern Central from Glenferrie Road.

Development over the railway line while preserving the heritage value of **Malvern Station**, Station Street and Claremont Avenue village.

Investigate improvements to pedestrian movement and amenity between tram stops, railway station and key destinations.

Improved accessibility to the station and better bicycle parking.

Establish community focused 'activity node' to the north of Malvern Station.

Armadale Station/ Kings Arcade: potential for more vibrancy and higher quality public realm.

Investigate creation of pedestrian and vehicular 'shared space' along Morey Street and Kingsway.

A shared space for pedestrians and cars to improve environment for pedestrians; improved car parking conditions, way-finding and landscaping.

Improve defined pedestrian movement between tram stops, railway station and key destinations.

Wattletree Road: support for health precinct but interface with residential areas needs to be managed, heritage value protected and expansion of health services should be limited to Wattletree Road.

Wattletree Road (east of Glenferrie Road) to include maximum building heights and rear setbacks. Side setbacks to accommodate landscaping.

Car parking for visitors and staff is a key issue.

Wattletree Road (west of Glenferrie Road): Active frontages at ground level with weather protection canopies. Rear setback ground level to ensure functional use of rear laneway.

Tram depot precinct presents some new opportunities. Protection of the heritage listed buildings was strongly supported.

Greater public access to area for temporary community events.

Landscaping and public realm improvements at Glenferrie Road.

Improved pedestrian and cycle connections through and around the precinct.

Malvern Town Hall and Civic Precinct: improved way-finding, enhanced pedestrian access to and through the site (e.g. creating a walking circuit), and improve landscaping.

Improve the integration of Malvern Cricket Ground and Malvern Library with the Town Hall and Civic Precinct.

Improve defined pedestrian movement between tram stops, railway station and key destinations.

Malvern Square (corner Glenferrie Road and High Street): incorporate more green into the landscape with shady trees/creepers/lawn.

Encourage activities within the existing Malvern Square to highlight it as a gathering space in the centre.

Use as a market space, making the site more level so that it can be used as a congregation space with additional public seating.

All **car parks should be retained** and new developments should include sufficient parking.

Retention of public car parking spaces with public realm improvements to improve amenity.

Improve the safety and amenity of car parks through way-finding, signage, enhanced lighting, landscaping, weather protection and public toilets.

Improve the quality of north-south pedestrian, bicycle and vehicle access through the at-grade car parks.

Redesign the intersection between Llaneast Street car park and Wattletree Road to address road safety issues.

How to find out more and have your say?

Council is undertaking consultation from 17 March to 13 April 2015. This provides the opportunity to review the Draft Structure Plan and comment on the proposed initiatives.

Register to participate in a workshop or walking tour

COMMUNITY WALKING TOUR 1:

Saturday 21 March 2015 at 10am–12pm

Meeting point at Malvern Town Hall, outside the Service Centre entrance (on High Street)

COMMUNITY WALKING TOUR 2:

Tuesday 24 March 2015 at 10am–12pm

Meeting point at Malvern Town Hall, corner Glenferrie Road and High Street

COMMUNITY WORKSHOP:

Malvern Town Hall, corner Glenferrie Road and High Street (entry via Glenferrie Road)

Tuesday 24 March 2015 at 6–8pm

Call 8290 1395 to register

Fill out a survey

Fill out or download a survey from www.stonnington.vic.gov.au/glenferriehigh

Collect a hard copy survey from Council Service Centres or libraries.

Provide feedback

- Visit www.stonnington.vic.gov.au/glenferriehigh
- Write to City of Stonnington, PO Box 21, Prahran 3181
- Email strategicplanning@stonnington.vic.gov.au

More information

To view the Draft Structure Plan visit Council's Service Centres

- Planning Counter, Prahran Town Hall, corner Chapel and Greville Streets
- Service Centre, Malvern Town Hall, corner Glenferrie Road and High Street

Or visit www.stonnington.vic.gov.au/glenferriehigh

Or call 8290 1395

Next steps

Council will consider the feedback before endorsing the final Plan.

The Draft Structure Plan will inform the preparation of new planning controls through a Planning Scheme Amendment which will be subject to a formal consultation process.

MULTILINGUAL INFORMATION Call the Stonnington Community Link. A multilingual telephone information service.

General Enquiries	8290 1333
Mandarin 普通話	9280 0730
Cantonese 廣東話	9280 0731

Greek	Ελληνικά	9280 0732
Italian	Italiano	9280 0733
Polish	Polski	9280 0734

Russian	Русский	9280 0735
Indonesian	Bahasa Indonesia	9280 0737
All other languages		9280 0736

CITY OF STONNINGTON

T: 8290 1333

F: 9521 2255

E: council@stonnington.vic.gov.au

PO Box 21 Prahran, Victoria 3181

SERVICE CENTRES

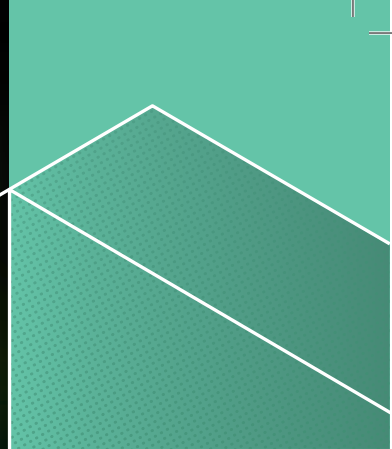
Corner Glenferrie Road and High Street, Malvern

Corner Chapel and Greville Streets, Prahran

293 Tooronga Road, Malvern

www.stonnington.vic.gov.au





GLENFERRIE ROAD AND HIGH STREET ACTIVITY CENTRE DRAFT STRUCTURE PLAN



FRAMEWORK PLAN – KEY THEMES

What you told us

You said	Our response
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Allow for Mobility and Safe Access

Streets are ‘community hubs’ where pedestrian access should be prioritised.

Conflict noted between pedestrians, cars, bikes and trams on Glenferrie Road.

Need to improve the cycling routes by creating dedicated bike lanes.

Identify opportunities for public realm upgrades to streetscape, landscaping, shared spaces, way finding, pedestrian and working with VicRoads to give cycle prioritisation.

Potential for additional pedestrian crossings along Glenferrie Road, including: Malvern Station, Union Street and Malvern Town Hall.

Green and For Everyone

More **open space** is required.

Need for general streetscape improvements.

Potential pedestrian focused public space at intersections of Union Street and Coldblo Tram Depot with Glenferrie Road.

Improved integration of open space adjacent to Malvern Town Hall (Malvern Cricket Ground).

Facilitate Place Making / Celebrate Heritage and Embrace the Future

Retention of **heritage** is an important element.

New buildings to reflect scale of surrounding buildings and consideration to overshadowing and overlooking.

Greatest opportunity for development is infill sites with no heritage value.

Retain heritage fabric and balance the opportunity for modest and sympathetic upper floor redevelopment.

Setback upper level development above heritage fabric.

New built form to be setback from sensitive interfaces.

Contribute to Local Economy

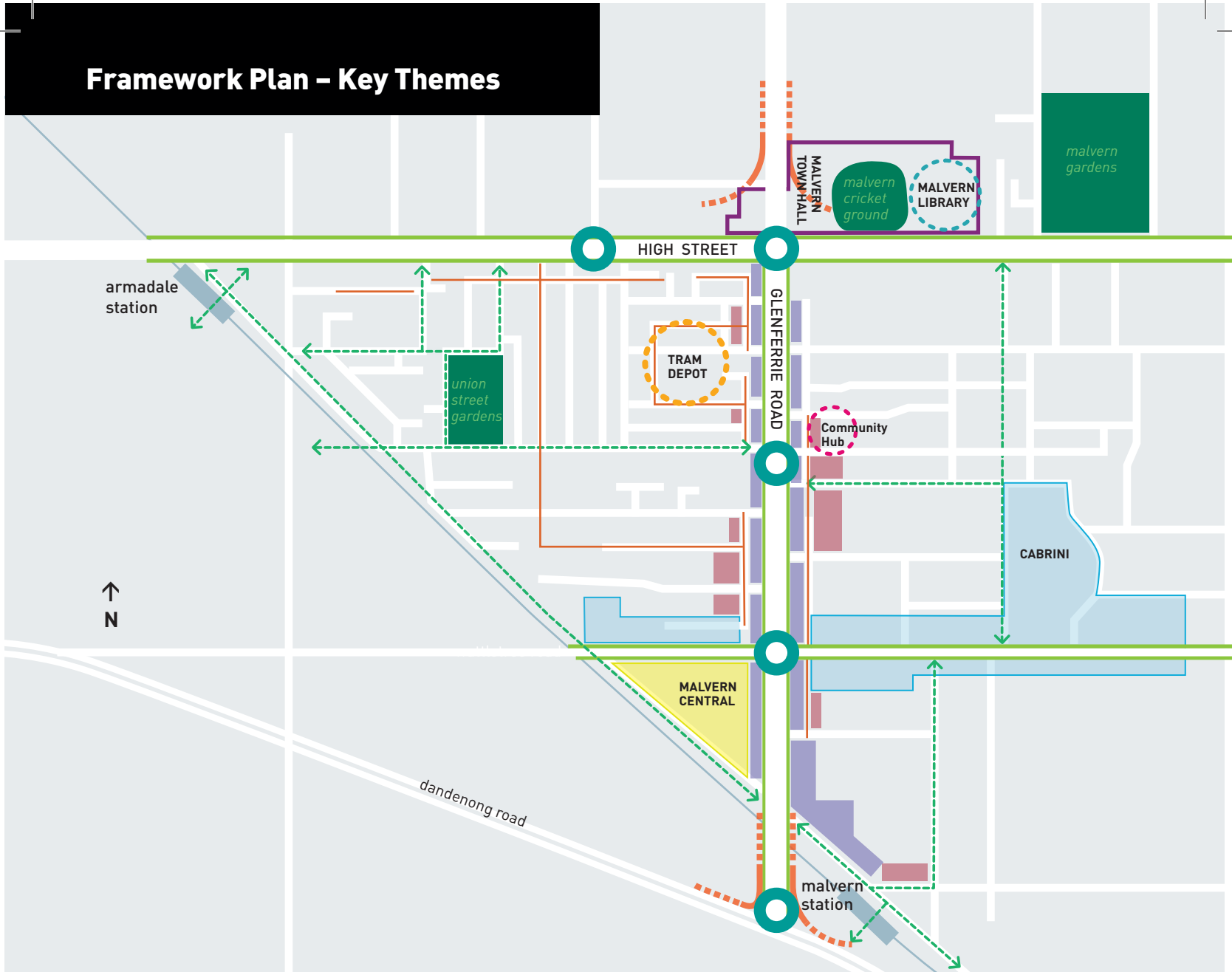
Support for **mixture of uses**, while balancing impact on existing residential amenity and not displacing commercial uses.

Development and use of land should build a sense of community through street life and activity, including support for night time uses (ensuring appropriate location and sensitive to amenity).

A need was identified for additional public toilets.

Strengthen local and regional role of the centre, focusing on the unique differences and combined strengths of Glenferrie Road and High Street.


Framework Plan – Key Themes




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 and special focal points in the Centre

Facilitate Place Making

- Establish active and attractive street presentations along **Glenferrie Road** and **High Street**
- Establish clear urban form and design guidance through key strategic development areas
-  Establish new and strengthen clearly defined gateway and entries into the Centre
-  Consolidate and strengthen community node around Malvern Library and Malvern Cricket Ground


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 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


Green and For Everyone

 Consolidate and strengthen the community node around the Civic Space

 Strengthen public meeting space and vegetation at and around important junctions

 Improve access to all public open spaces

 Establish potential event spaces at key sites

 Establish additional vegetation in the public realm

 Potential community hub and public open space