



Elsternwick Cultural Precinct

Advisory Group Presentation: Schematic Design

PLACE ACTIVATION REPORT

RWA0001 Elsternwick Cultural Precinct

Place Activation Strategy

Place Activation

PLACE ACTIVATION OVERVIEW

Visitors will be able to explore and navigate the ECP through five distinct yet connected zones that form a robust and flexible framework for activations.

- PREAMBLE
- ANCHOR RETAIL & ENTERTAINMENT
- CULTURAL HEART
- PEOPLE'S PLAZA
- EDUCATIONAL EDGE

Right Angle Studio

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RWA0001 Elsternwick Cultural Precinct

Place Activation Strategy

Context

PLACE ACTIVATION AUDIENCE MINDSETS

As a distinct source of pride for the Jewish community while welcoming everyone, it can be beneficial to think about people's mindsets when interacting with the ECP and how they can help define a framework for developing activations.

SMALL-SCALE SOCIALISING

Meeting family and friends

PROMENADING

Incidental community interaction

LARGE-SCALE SOCIALISING

Art and cultural events

EXPLORING

Seeking out attractions and events

RESTORING

Activities promoting social health

BEING

Spaces for solitude and reflection

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RWA0001 Elsternwick Cultural Precinct

Place Activation Strategy

Place Activation

PLACE ACTIVATION BODYCLOCK

From early morning to late night, place activations at ECP will ensure that it is vibrant, safe and accessible to everyone.

HIGH: Trading capacities met, event attendance high, new and return visitors

MEDIUM: Consistent daily trade, some event attendance, repeat customers and some new visitors

LOW: Intermittent trade, no events scheduled, repeat customers primarily

MO: Morning NO: Noon NI: Night

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Place Activation Strategy

Context

AUDIENCE SEGMENTS OVERVIEW

● Current Audiences
○ Growing Future Audiences

AUDIENCES

Residents

Workers

Visitors

Generational Residents

Young Families

SINKs & DINKs

Students

Health Services

Retail and Service

Cultural Creatives

General Knowledge

Cultural Visitors

Experience Collectors

Inter-city

Intra-city

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PLACE ACTIVATION REPORT

RWA0001 Elsternwick Cultural Precinct

Place Activation Strategy

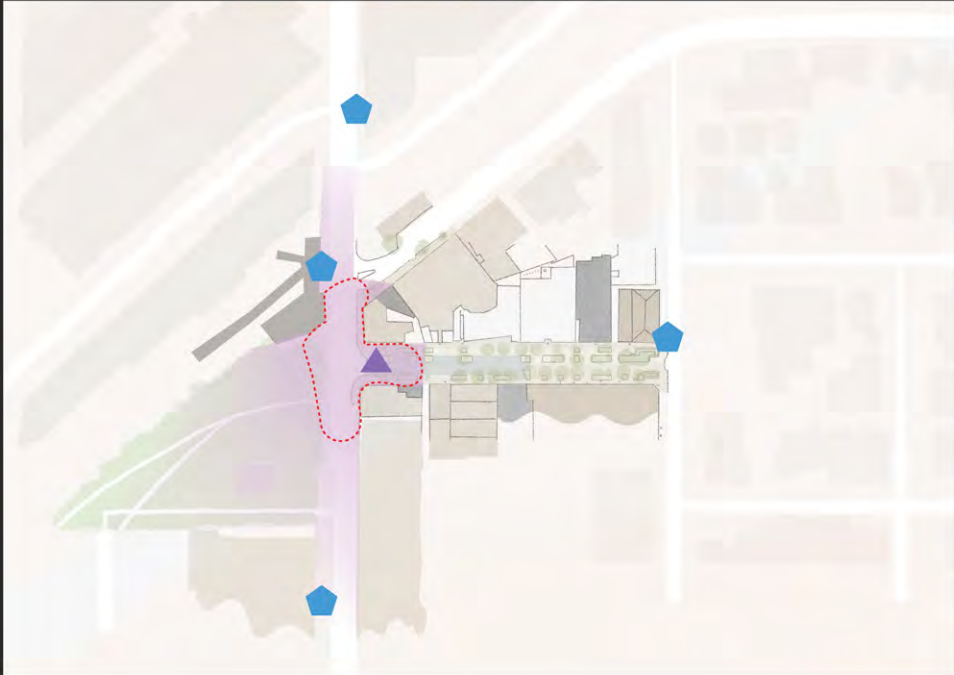
Place Activation

ZONE 1: PREAMBLE LOCATIONS

Information Kiosk

Playful Lighting

Hero Signs



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Place Activation Strategy

Place Activation

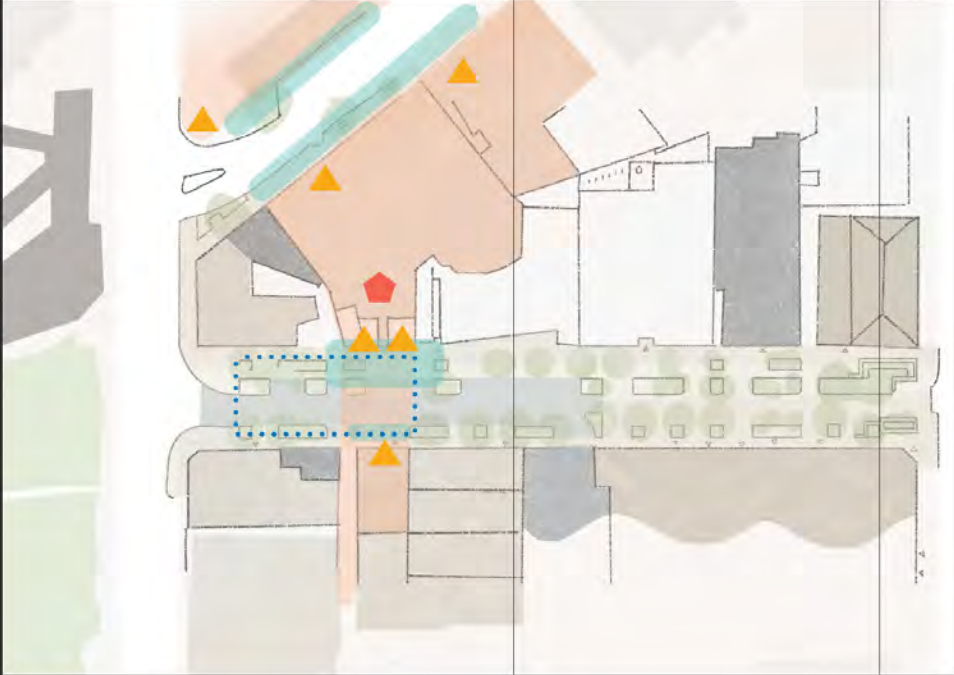
ZONE 2: ANCHOR RETAIL AND ENTERTAINMENT LOCATIONS

Anchor Retail and F&B

Sidewalk Seating

Catenary Lighting

Rooftop Cinema



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RWA0001 Elsternwick Cultural Precinct

Place Activation Strategy

Place Activation

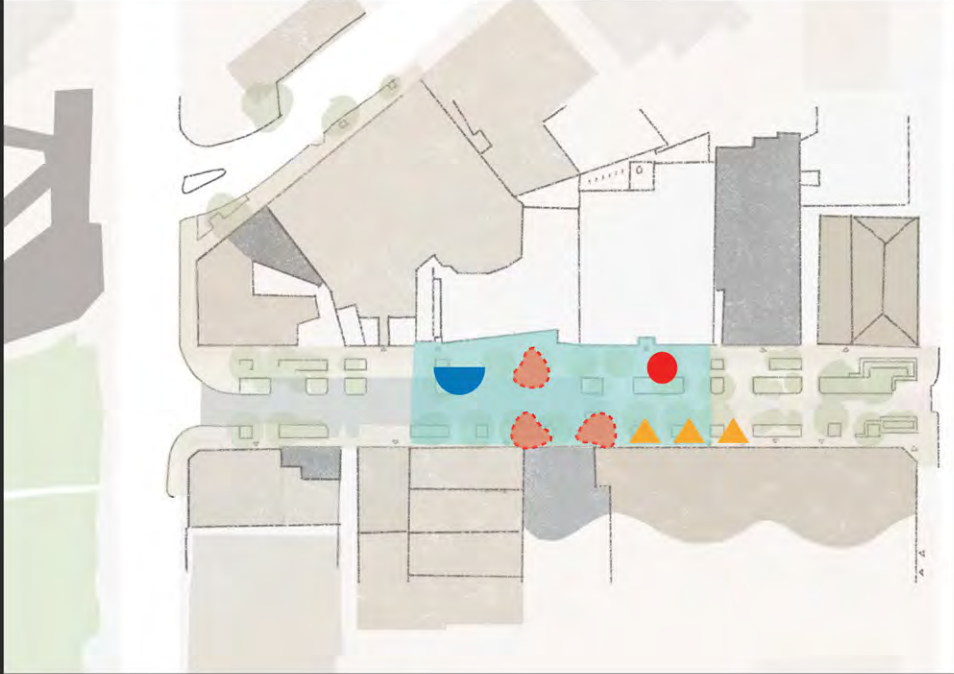
ZONE 3: CULTURAL HEART LOCATIONS

F&B/Retail Kiosks

Installations

Mini-amphitheatre

Public Art



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RWA0001 Elsternwick Cultural Precinct

Place Activation Strategy

Place Activation


ZONE 4: PEOPLE'S PLAZA OVERVIEW

Geared for large/medium gatherings and some passive moments, this public plaza can deliver in multiple modes.

Key Considerations

Large-scale events and festivals will need flexible space for staging

Consider functional seating with dual purpose, such as raised planter boxes that also function as seating

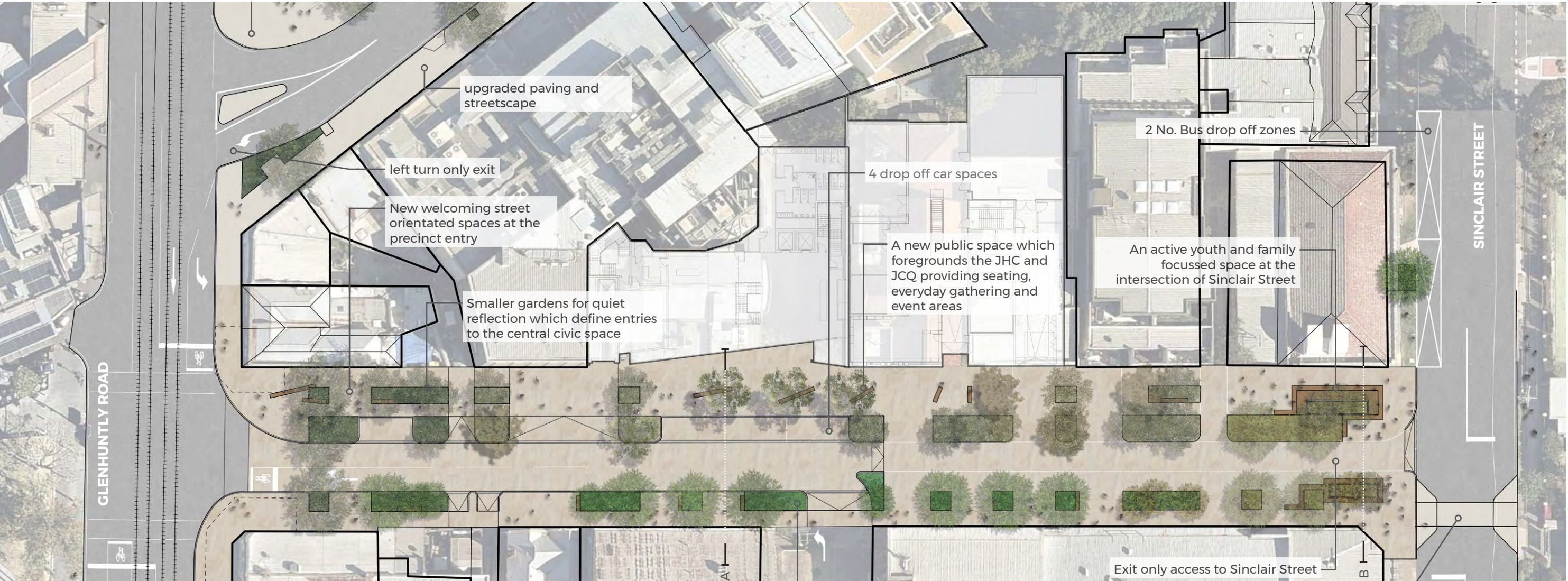


Right Angle Studio

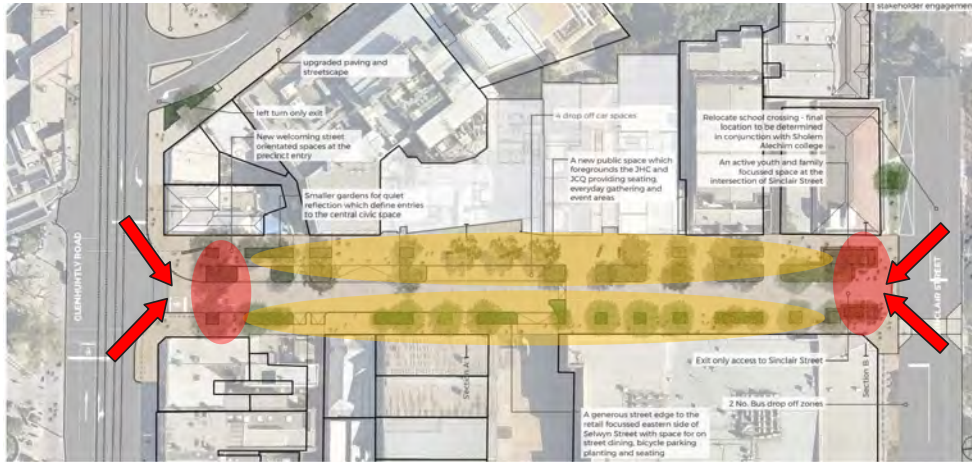
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ENDORSED FUNCTIONAL DESIGN

ADDITIONAL INFORMATION TO SUPPORT A SHARED RIGHT AND LEFT TURN EXIT LANE TO GLENHUNTLY ROAD



FUNCTIONAL ARRANGEMENT PLAN



Designated high-risk area Designated low risk area Possible path of hostile vehicle

EXCERPT FROM SECURITY RISK ASSESSMENT (MATRYX) ILLUSTRATING INTERSECTIONS AS AREAS WITH THE MOST RISK

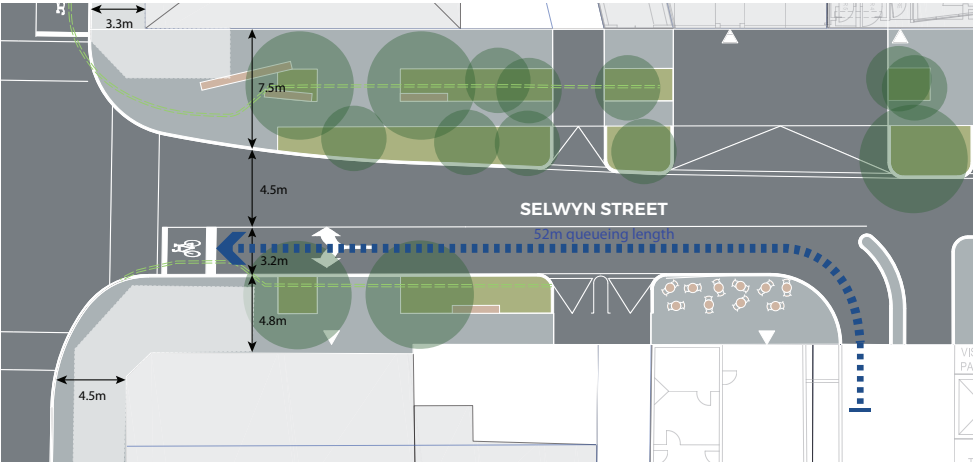
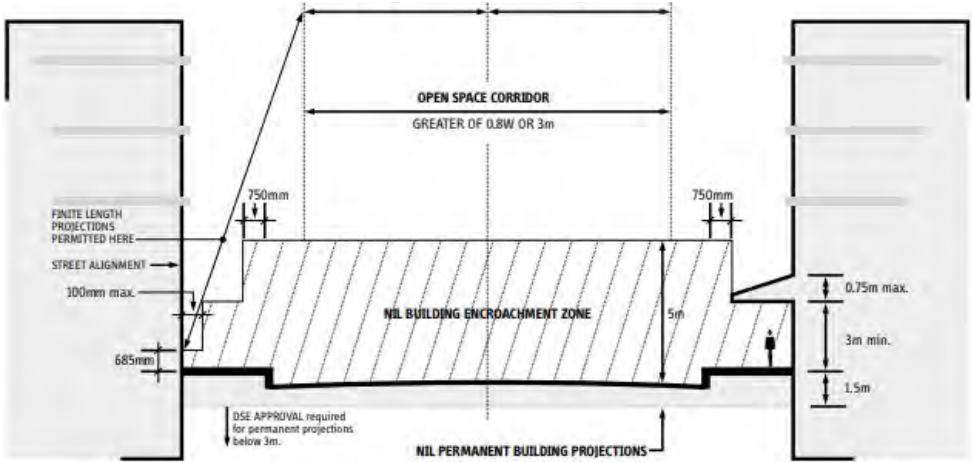


DIAGRAM ILLUSTRATING THE PEAK QUEUE LENGTH (95TH PERCENTILE) OF 50M WITH DEVELOPMENT TO 10-16 SELWYN STREET AND SIGNALISED INTERSECTION AT GLENHUNTLY ROAD



TYPICAL OFFSETS REQUIRED TO BUILDING PROJECTIONS INTO THE ROAD RESERVE ILLUSTRATING THE NEED TO MAINTAIN CLEARANCE FROM THE AWNINGS AT THE GLENHUNTLY ROAD INTERSECTION WHICH IMPACTS THE WIDTH AVAILABLE FOR AN ADDITIONAL LANE

LANDSCAPE PRECINCT PLAN

DESIGN VISION

The vision for the Elsternwick Cultural Precinct is to create a vibrant and welcoming pedestrian focussed public space that foregrounds the important Jewish cultural institutions in Selwyn Street. It will be flexible and open enough to function for day to day use as well as provide opportunities for seasonal events, performances, markets and other happenings.

The key design strategies include:

A new slow speed street with lane closures where pedestrians and cyclists are prioritised

Increased footpath spaces for outdoor dining, bicycle parking planting and seating

New street tree and garden bed plantings which are biodiverse and provide shade, beauty and integrated water sensitive urban design





New high quality pavement to both road and pedestrian areas which is rich in detail and texture

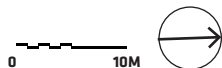
New lighting to provide a safe and ambient environment for night time activity

A significant new artwork which commemorate the survivors of the Holocaust

Incorporate all required safety features into considered and integrated design elements

The result is a new sequence of spaces with different qualities that respond to the adjacent context and uses including:

-  A welcoming connection to Glenhuntly Road and Elsternwick Station with a touchpoint for Precinct information
-  Anchor retail & entertainment zone-fine grain retail, F&B and entertainment experiences that deliver on a neighbourhood scale
-  A cultural heart that both reflects the character of the Jewish Arts Quarter and the Jewish Holocaust Museum whilst providing a space that brings diverse people together to celebrate, inspire and be inspired
-  An active youth and family focussed space at the intersection of Sinclair Street which also functions as an orientation and gathering zone for visitors, and school children in particular, arriving to the Precinct by bus



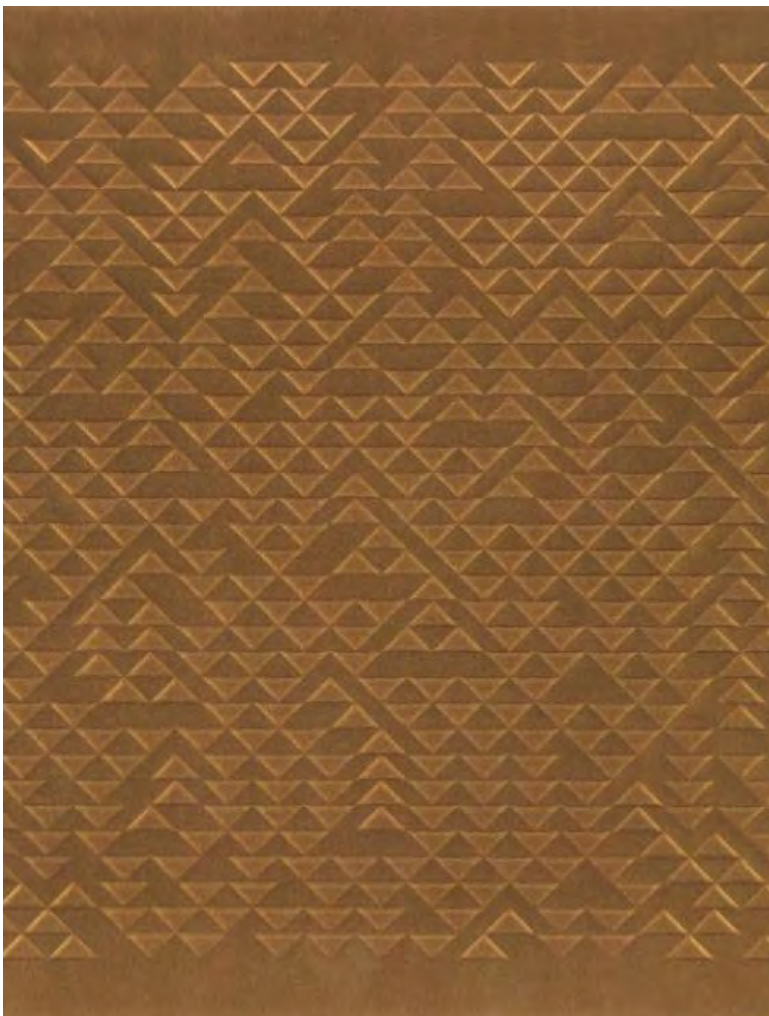
CONCEPTS AND CONTEXT

A NOD TO THE JEWISH MIDCENTURY MODERN AND DOMESTIC LIFE

Variation in size, pattern, colour and texture will be used to further detail the sequence of spaces described in The Key Moves. We have been looking closely at some local examples of domestic floors and textiles and see the opportunity to draw from these and translate into a contemporary urban response.

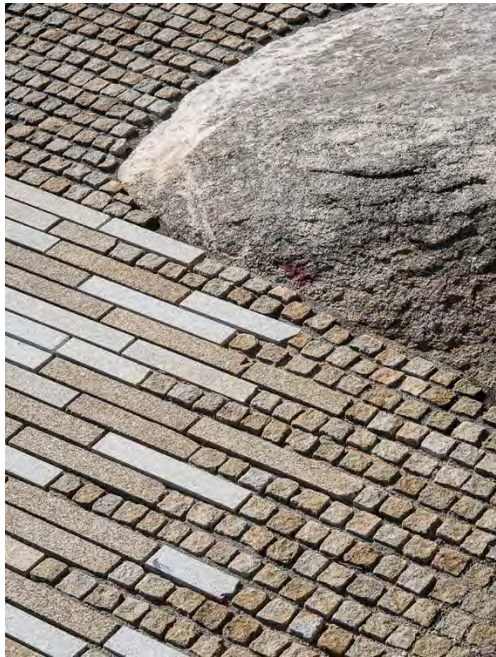
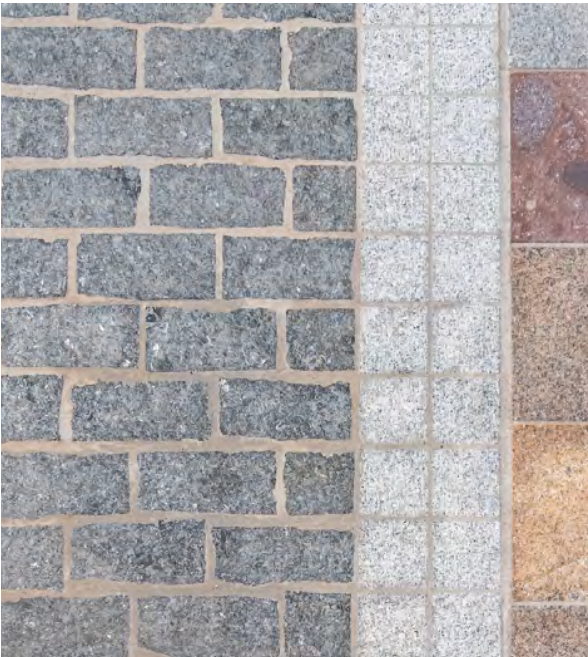


WEAVING, SHAWLS AND FABRICS AS A CROSS CULTURAL PRACTICE



STREET SURFACES

Pavement design plays an important role in imbuing quality and identity. A selection of high quality natural stone and clay brick pavers is proposed to establish a distinctive urban carpet for Selwyn Street. Variations in material, size, pattern, colour and texture are proposed to define the sequence of spaces and meet the different technical requirements for vehicular and pedestrian areas. Patterns will be introduced to highlight key gathering places and ares of focus.



STONE

VEHICULAR PAVEMENT
90 X 90MM
190 X 90MM

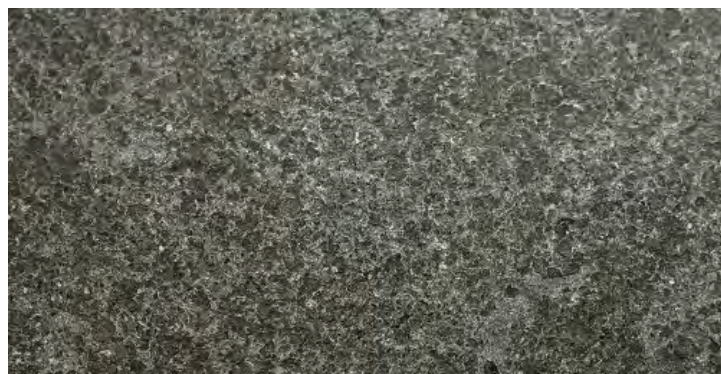
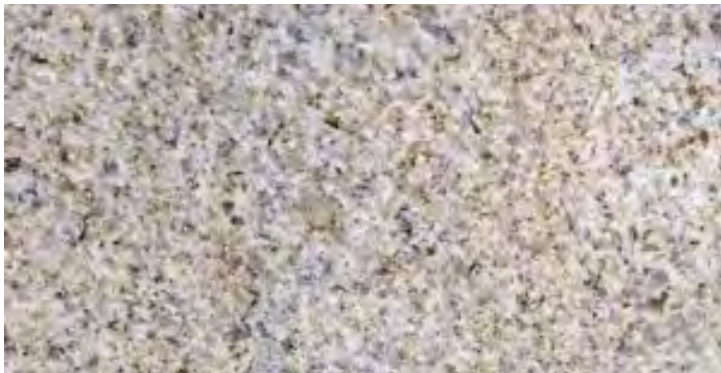
BRICK

PEDESTRIAN PAVEMENT

MATERIAL PALETTE

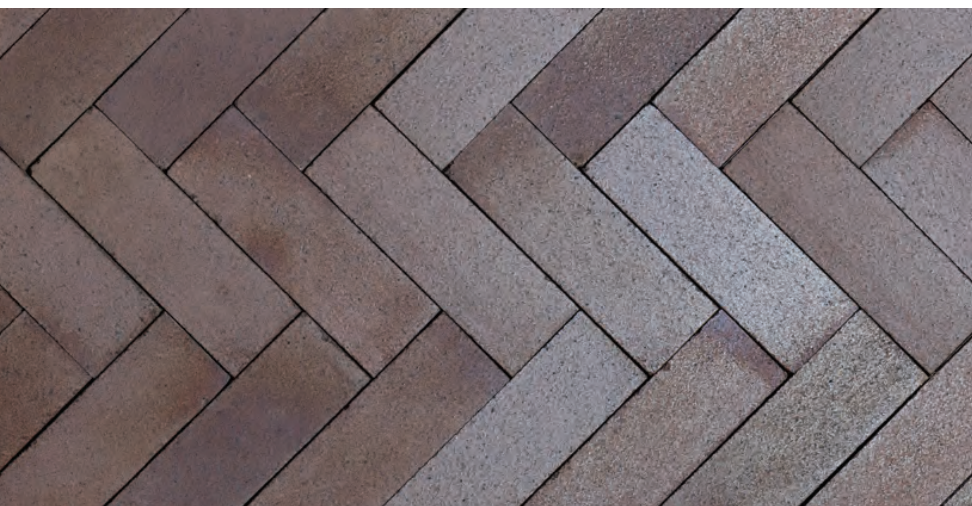
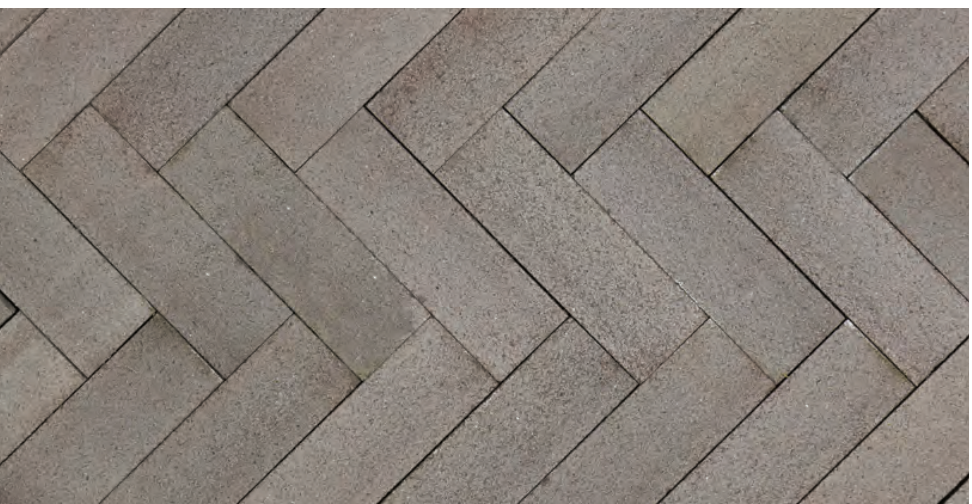
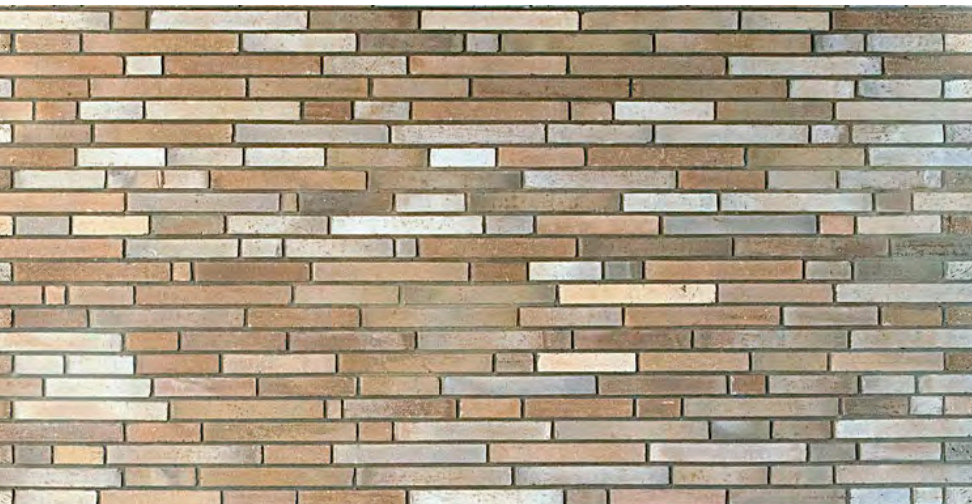
ROAD PAVEMENT

A mix of small format grey granites and bluestone pavers is proposed as a proven material for road surfaces including the ability to be able clean greases, oils, and tyrescrub.



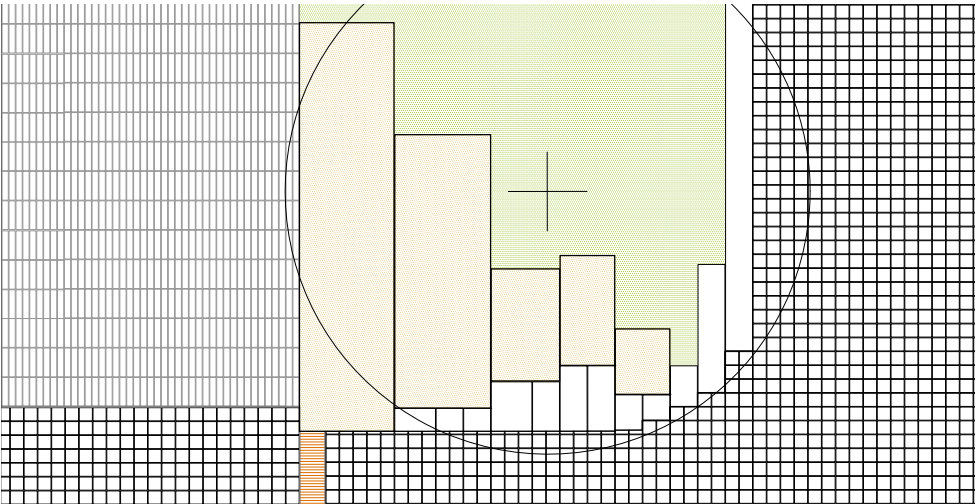
PEDESTRIAN PAVEMENT

Brick or natural stone pavers, or a combination of both is proposed as a the primary footpath material and will introduce a selection of warmer tones into the pavement to differentiate this space from the road pavement.



WALLS, BARRIERS AND EDGES

An integrated approach to managing pedestrian safety and security, vehicular separation, drainage and water sensitive urban design is proposed through the use of sawn and split walls at varying heights



MATERIAL PALETTE

The images provided below are an example of the look and feel of two colour palettes we are considering for Selwyn Street.

EXAMPLES OF PAVING WITH COOL TONES



EXAMPLE OF PAVING WITH WARM TONES



FURNITURE TYPES

The concept proposes a range of seating types to provide a range of choices for users of all ages and abilities. The street furniture is located to provide a range of options to sit in shade or sun, with views in or out, for sitting in groups or in solitude. These images describe some of the types of seating that are proposed and will be developed in detail in the following stage.

SEATS WITH BACKS AND ARMS



FIXED BENCHES AND TABLES



BENCHES AND SEAT WALLS



MOVEABLE FURNITURE



TIERED SEATING FOR GROUPS



PLANTING STRATEGY

ASPECT AND MICROCLIMATE

Solar access has been assessed against the changing building density along Selwyn Street. Street trees will be selected to suit the conditions along the street and will comprise a selection of native and exotic species.



PLANTING STRATEGY

RECOMMENDED STREET TREE SELECTIONS

IN SHADE



Brachychiton acerifolius x *populneus* 'Jerilderie Red'



Brachychiton flowers



Waterhousea floribunda

SEMI SHADE



Corymbia citriodora Lemon Scented Gum



Anghophora costata

DECIDUOUS FOR WINTER SUN



Acer campestre 'Evelyn'



Zelkova serrata Japanese Elm



FULL SUN



Tipuana tipu Golden Jacaranda



Banksia serrata Silver Banksia

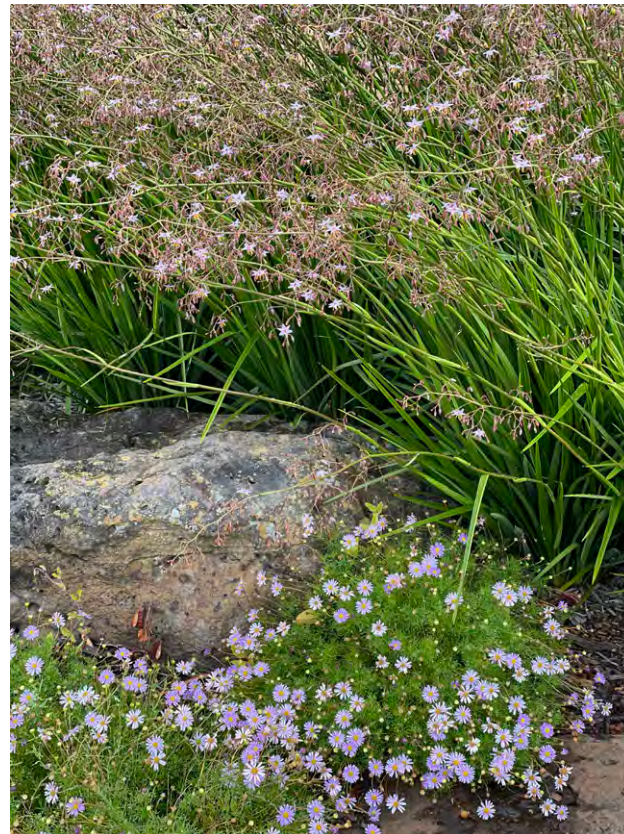
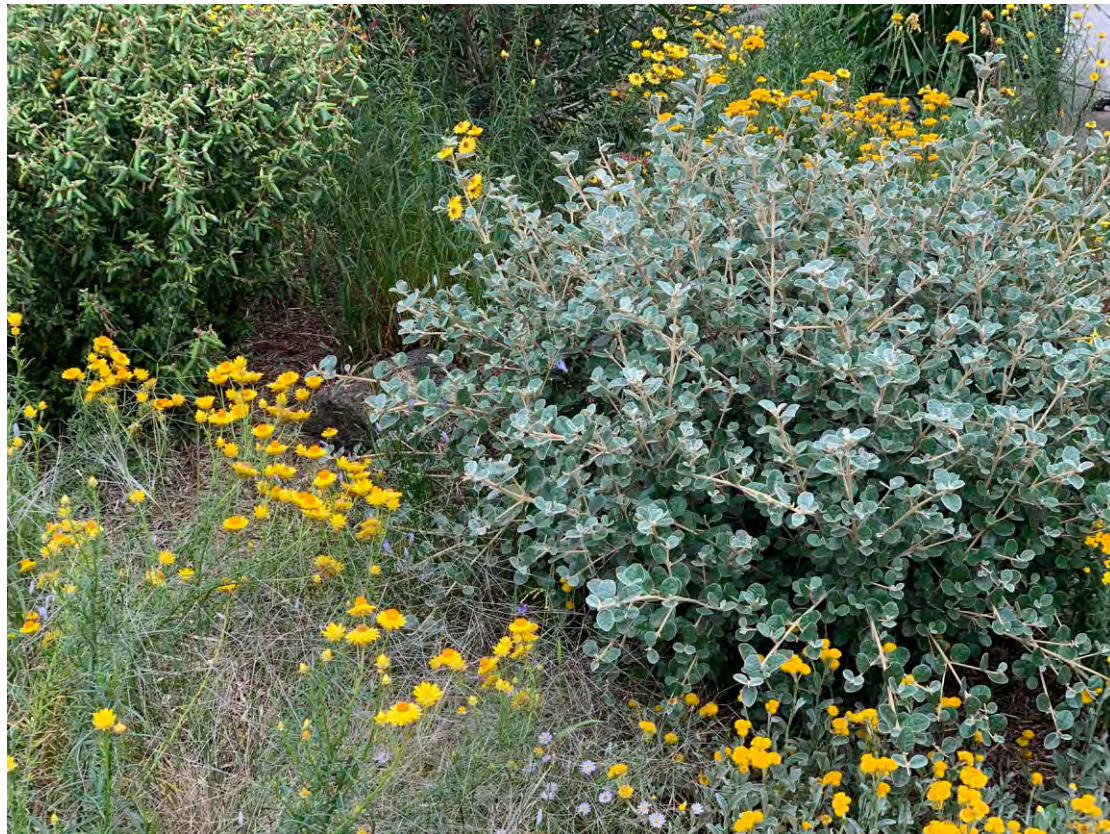


Tipuana flowers

PLANTING STRATEGY

GARDEN BED PLANTING

These images are provide as an example of the type of robust and layered planting we are proposing. There will be an emphasis on plant diversity with a mixture of predominantly native species suited to the varying microclimates of the street.



LANDSCAPE CONCEPT PLAN

ZONE 1 & 2- PREAMBLE + RETAIL AND ENTERTAINMENT - GORDON STREET



DETAILED KEY NOTES

- 01 Gordon Street Entry** with new planting, seating and pavement materials connecting to Selwyn Street.
- 02 Extended Outstand** Two 15 minute car parks are proposed to be removed to increase the outstand to allow more space for greenery and opportunity for outdoor dining
- 03 Improved Pedestrian Crossing** with reduced crossing distance and new splitter island
- 04 Right turn only** out of Gordon Street

LEGEND

- Asphalt Road Paving
- Paving Type 1: Vehicular grade
Natural split face stone
Sawn finish at designated crossing points
- Paving type 2
Brick and/or stone pavers in 2 no. colours.
- Paving type 3
Brick and/or stone pavers in 4 no. colours.
- Paving type 4: Vehicular grade
Vehicle grade warm stone - warm colour stone pavers in 3no. colours.
- Tree grate
- Trench grate
- Wall type 01 Informal Seating / road definition / barrier
Split stone blocks from +150 to 450mm
- Wall type 02: Informal Seating / road definition / barrier
Stone blocks from +450 to +950mm
- Edge type 03
300mm wide flush stone kerb
- Edge type 03
150mm high stone kerb
- Totem/ Information Beacon
- New Canopy at Bus Drop off
- Proposed Garden Bed
- Terraced seating elements
- Seats with backs and armrests
- Stainless steel rubbish and recycling bins
- Stainless steel bike hoops
- Steel HVM bollards
- Key building entries
- Indicative location for outdoor dining and moveable furniture
- Proposed Tree 1
- Proposed Tree 2
- Proposed Small Tree
- Proposed Tree 3
- Existing Trees



LANDSCAPE CONCEPT PLAN

ZONE 1 & 2 - PRECINCT ENTRY



NOTES

- 01 Pedestrian Crossing** with paving surface upgrades and vehical management
- 02 Precinct Gateway and Information Totem** with planting, seating and integrated Hostile Vehicle Mitigation
- 03 Garden beds and street trees** with shade tolerant plant species to respond to southern aspect
- 04 Retained Crossover to Classic Cinema** with paving surface upgrades to provide a high quality area suitable for future use as a space for flexible seating
- 05 Seating Node** with a mix of informal wall seating and seats with armrests and backs
- 06 Paved outstand** with potential opportunity for outdoor dining at Former Fire Station
- 07 Retained Crossovers**

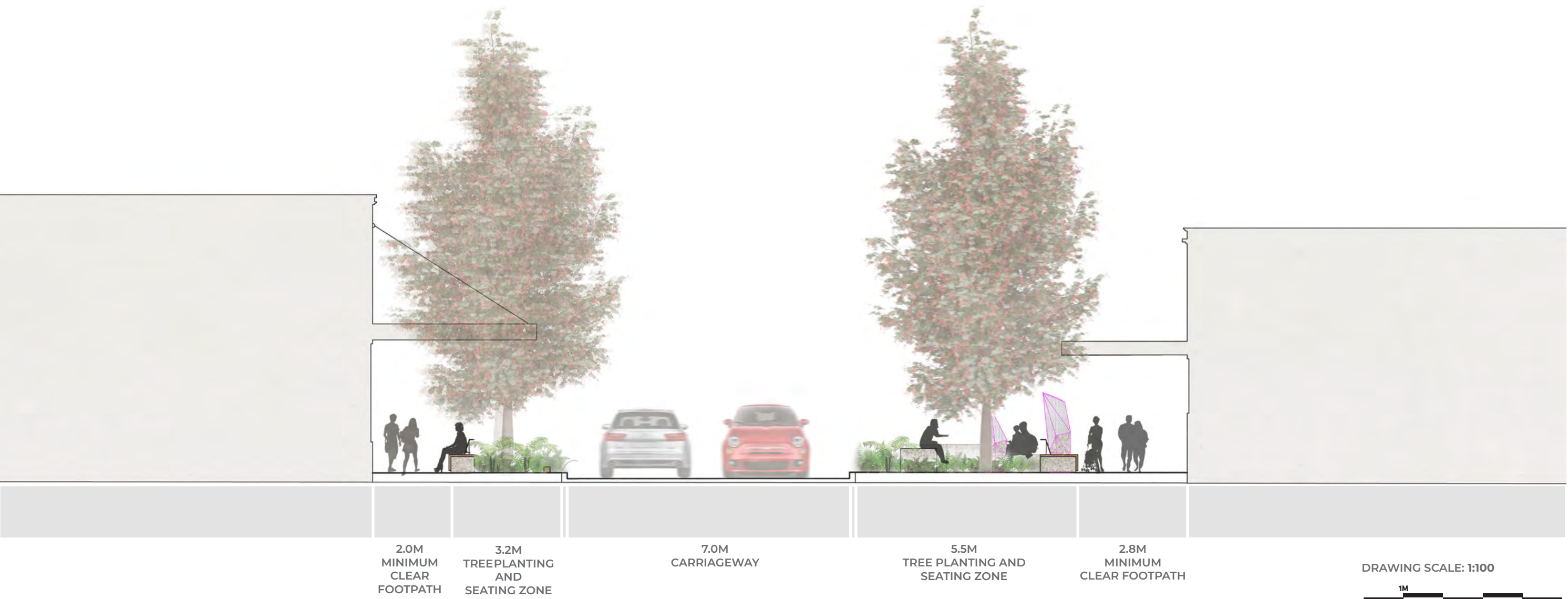
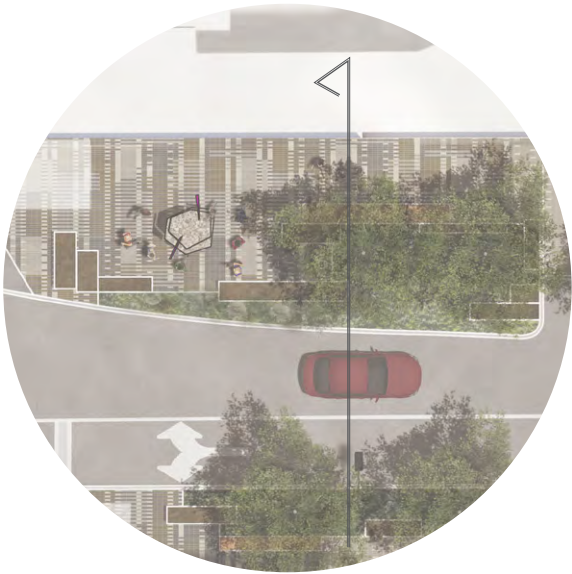
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LANDSCAPE CONCEPT

ZONE 1 & 2 - TYPICAL SECTION



LANDSCAPE CONCEPT

ZONE 1 & 2 - PRECINCT ENTRY

VIEW TO SELWYN STREET FROM ELSTERNWICK RESERVE



LANDSCAPE CONCEPT PLAN

ZONE 1 & 2 - PRECINCT ENTRY
VIEW FROM SOUTH EAST CORNER OF SELWYN STREET



PRECINCT WAYFINDING EXAMPLES

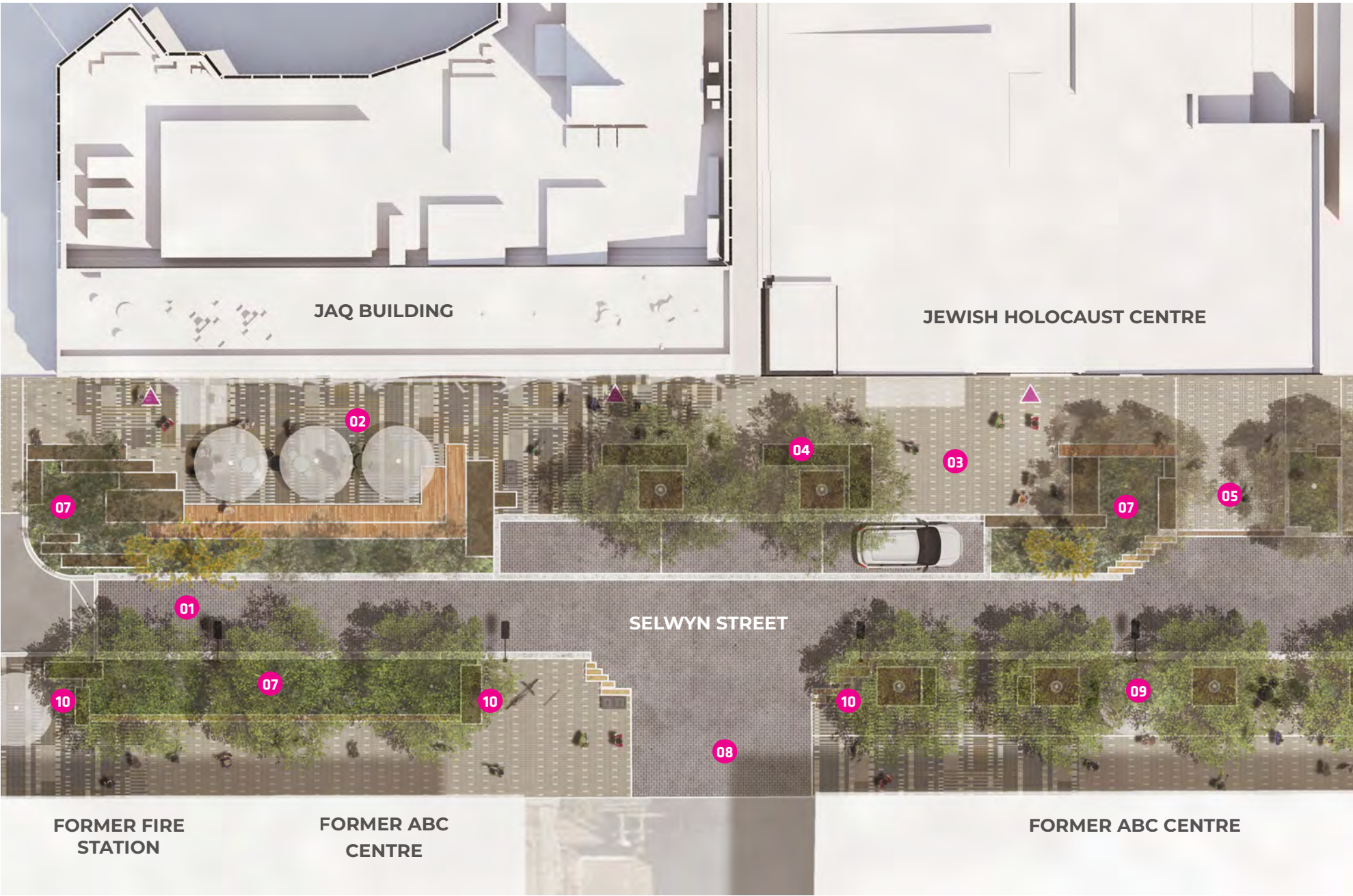
LANDSCAPE CONCEPT PLAN

ZONE 1 & 2 - PRECINCT ENTRY VIEW TO GLENHUNTLY ROAD



LANDSCAPE CONCEPT PLAN

ZONE 3- CULTURAL HEART



LEGEND

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NOTES

- 01 One way shared zone** Selwyn Street from JAQ is a one way slow speed environment with no kerbs to allow pedestrians to cross from one side of the street to the other.
- 02 JAQ Forecourt** is an active flexible space defined by planting, integrated vehicular barriers and terraced seating which accomodates small and larger groups, and to orient visitors adjacent to the retail and active ground floor uses in the JAQ. The area defined by the terraced seating can be used for flexible furniture/outdoor dining or small performances and activations.
- 03 JHC Forecourt** with artwork, planting, integrated vehicular barriers and seating for small and larger groups. The placement of the artwork and seating defines the JHC entry and establishes an open, contemplative transition zone.
- 04 Artwork Location**
- 05 Crossover to JHC carpark and loading bay**
- 06 3 no. 5 Minute Drop Off Zone** Three dedicated spaces sized to DDA requirements for accessible parking will function as 5 minute drop off spaces. One will double as a loading zone with limited hours of operation.
- 07 Garden Beds** with a focus on diverse, layered planting that provides texture and seasonal flowering
- 08 Retained Crossover** to Former ABC Centre
- 09 Street Tree planting in grated pits with optimised area between for flexible use** with flexible seating elements and umbrella's set under large deciduous shade trees
- 10 Seating Node** with a mix of informal wall seating, benches and seats with armrests and backs

LANDSCAPE CONCEPT PLAN

ZONE 3- TYPICAL SECTION



3.5M
MINIMUM
CLEAR FOOTPATH

3.2M
TREE PLANTING AND
SEATING ZONE

3.5M
CARRIAGEWAY

5.5M
TREE PLANTING AND
SEATING ZONE

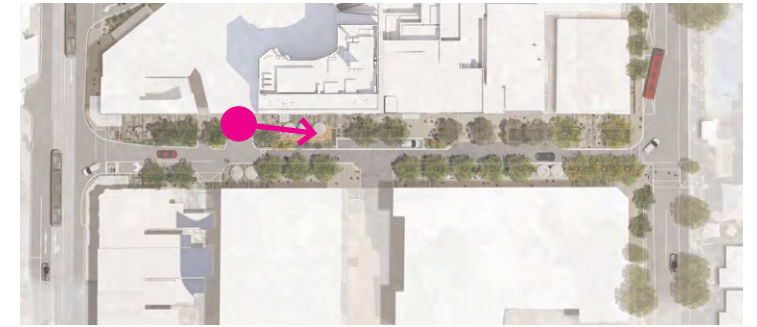
3.5M
MINIMUM
CLEAR FOOTPATH

DRAWING SCALE: 1:100



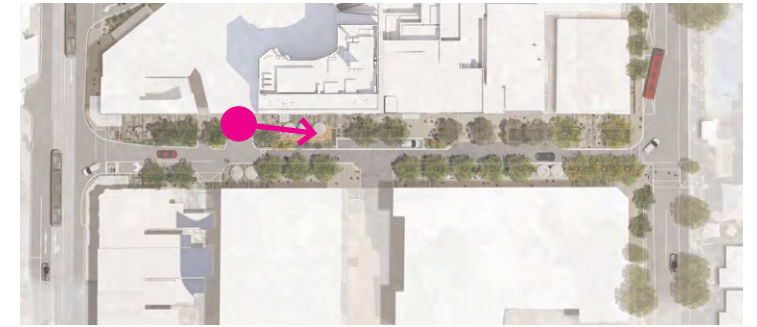
LANDSCAPE CONCEPT PLAN

ZONE 3- CULTURAL HEART
LOOKING NORTH AT JEWISH ARTS QUARTER



LANDSCAPE CONCEPT PLAN

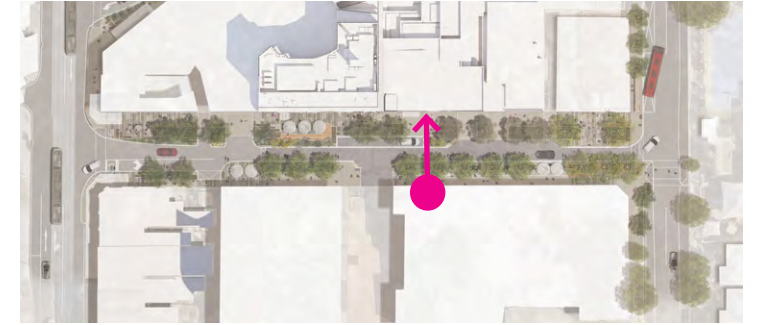
ZONE 3- CULTURAL HEART
LOOKING NORTH AT JEWISH ARTS QUARTER



LANDSCAPE CONCEPT PLAN

ZONE 3- CULTURAL HEART

VIEW TO JEWISH HOLOCAUST CENTRE ENTRY



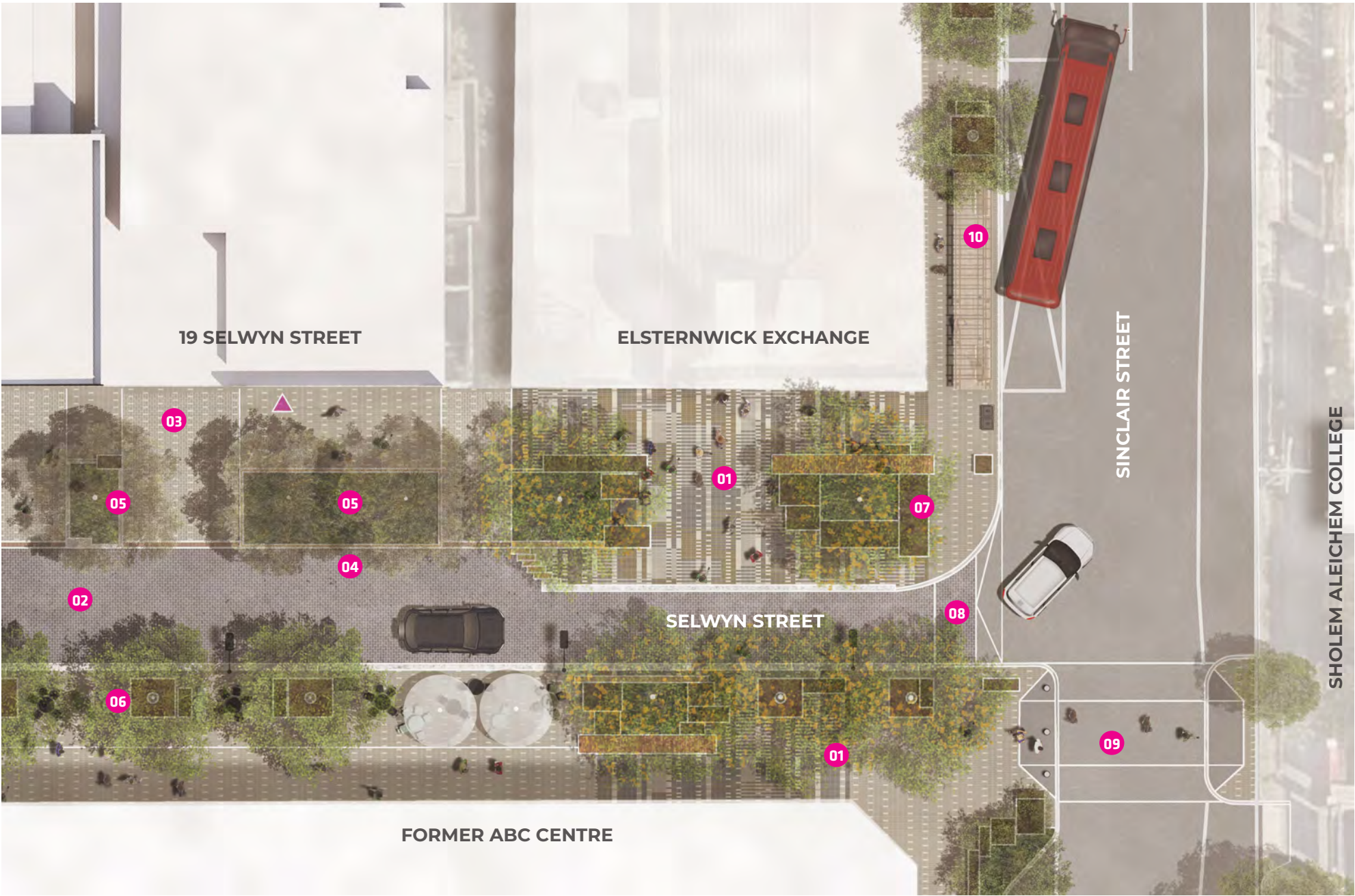
LANDSCAPE CONCEPT PLAN

ZONE 3- CULTURAL HEART
LOOKING NORTH AT JEWISH HOLOCAUST CENTRE



LANDSCAPE CONCEPT PLAN

ZONE 4- PEOPLES PLAZA AND SINCLAIR STREET INTERFACE



DETAILED KEY NOTES

- 01 People's Plaza** with planting, terraced seating and other furniture elements including. An open flexible space for use during festivals and other events.
- 02 One way shared zone** with no kerbs to allow pedestrians to cross from one side of the street to the other.
- 03 Retained Crossover** to 19 Selwyn Street carpark
- 04 Possible Loading zone for service vehicles**
- 05 Garden Beds** with a focus on diverse, layered planting that provides texture and seasonal flowering

- 06 Street Tree planting in grated pits with optimised area between for flexible use** with flexible seating elements and umbrella's set under deciduous shade trees
- 07 Potential Artwork location**
- 08 Left only exit** to Sinclair Street and vehical management at intersection
- 09 Realigned school crossing** with new outstands to reduce crossing distance
- 10 2 no. Bus drop off spaces** with a small shelter, and precinct signage and information point

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LANDSCAPE CONCEPT PLAN

ZONE 4- PEOPLES PLAZA AND SINCLAR STREET INTERFACE



DRAWING SCALE: 1:100

0 1M 5M

LANDSCAPE CONCEPT PLAN

ZONE 4- PEOPLES PLAZA AND SINCLAR STREET INTERFACE
BIRDSEYE VIEW LOOKING SOUTH



LANDSCAPE CONCEPT PLAN

ZONE 4- PEOPLES PLAZA AND SINCLAR STREET INTERFACE
LOOKING NORTH TO SINCLAIR STREET INTERSECTION



TEMPORARY ACTIVATION OVERLAY

LOCATIONS OF FLEXIBLE EVENT SPACES WITH THROUGH TRAFFIC MAINTAINED



DRAWING SCALE: 1:500



TEMPORARY ACTIVATION OVERLAY

EVENT OVERLAY WITH TEMPORARY STREET CLOSURE



DRAWING SCALE: 1:500



LIGHTING CONCEPT

- 1 - Functional pole light
- 2 - Activation of totem
- 3 - Integration of linear LED into seating

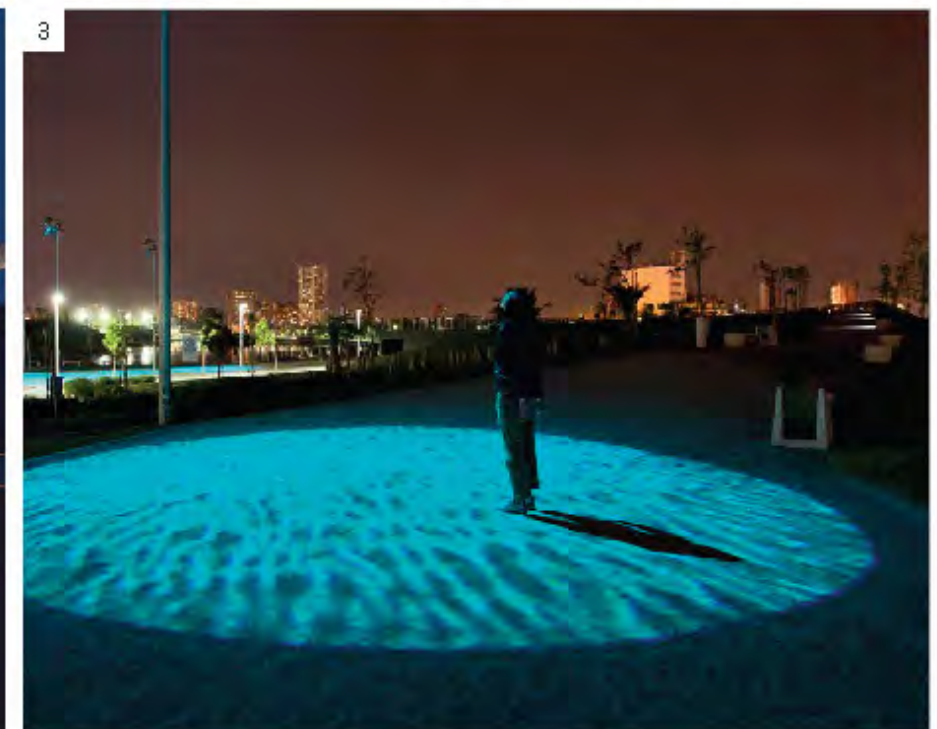
SOUTH PRECINCT
LIGHTING LAYOUT & INSPIRATION



LIGHTING CONCEPT

- 1 - Uplight to select trees
- 2 - Activation of shade structures
- 3 - Gobo projection to enhance night time presence (mounted to a pole located within garden bed)

NORTH PRECINCT LIGHTING LAYOUT & INSPIRATION



POWER

During this phase we are investigating the cost and servicing implications related to the potential undergrounding power in the street. This will be subject to project budget review and Council direction.

In addition the provision and locations of single and three phase power connections in the street will be looked at in detail in the following design stage.



KEY CONSULTATION QUESTIONS

Theme 1 – Materials and Paving

A mixture of high quality stone and brick pavements are proposed for the new pedestrian areas including footpaths and gathering spaces. Would you like to see?

All stone | Mainly stone | a combination | Mainly brick | All brick | Another material (list)

What scale of warmth would you like to see to guide the selection of the paving and wall material colour palette

Very cool | Slightly cool | Medium | Warmish | Very warm

Theme 2 – Street furniture

Street furniture can be used to create welcoming spaces where people of all ages can spend time- either individually or in groups.

What types of furniture would you like to see (may select more than one)

Benches

Seats with backs and armrests

Individual seats

Informal seating such as low walls

Tiered seating / small amphitheatre

Picnic tables Are we sure we have the space if lots of people want picnic tables?

Mobile furniture i.e. café tables and chairs

Are you happy with the general distribution of the street furniture?

Very happy | slightly happy | neutral | not happy | very unhappy

Other comments:

Theme 3 – Trees and plants

There are a number of site constraints that limit the selection of plants available, due to hours of sunlight received and water consumption. There are four key planting zones.

What features are most important to you in street tree selection?

Shade

Shape of the tree

Distinctive flowers

Seasonal change i.e. deciduous

Foliage / leaf shape and colour

Other: (list)

A mixture of predominantly Australian native plants with some exotic plant species is proposed. Would you prefer to see?

Mainly Australian native species | a combination | Mainly exotic species

Is there a good balance between paved areas for events, gathering and outdoor dining and garden bed/tree planting?

Would like to see more garden beds | good balance | Would like to see more paved areas

Theme 4 – Space activation – day and night

There are a number of areas within the site which are designated for space activation such as outdoor dining, small performances, markets and large-scale events.

How do you imagine you might use the spaces created on Selwyn Street?

Is there adequate open space for events and space activation?

Are there any other uses that need to be accommodated?

Do you think the lighting strategy is integrated with the overall precinct vision?