

ELSTERNWICK STRUCTURE PLAN DRAFT



GLEN EIRA
CITY COUNCIL

HOW TO PROVIDE FEEDBACK

This draft *Structure Plan* has been released for community feedback and participation in the future planning of Elsternwick.

Your feedback on this draft *Plan* is actively sought until Monday 11 December 2017.

Submissions can be made:

- online: www.gleneira.vic.gov.au/elsternwick;
- via email: cityfutures@gleneira.vic.gov.au;
- via post: City Futures Department, PO Box 42, Caulfield South 3162; or
- contact Council's City Futures Department on 9524 3333.



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1.0 VISION AND OBJECTIVES



1.0 VISION AND OBJECTIVES

WHY IS ELSTERNWICK CHANGING?

Like many areas across Melbourne and Glen Eira, Elsternwick is changing and growing. Melbourne is expected to grow by 1.5 million residents and 584,705 households by 2031. For Glen Eira, this means approximately 22,000 new residents, 9,000 households and 9,500 jobs over the next 15 years.

To keep Melbourne livable and sustainable, the State Government is directing population growth to busy centres that are close to things like shops, services and public transport. Glen Eira has a range of these centres, including Elsternwick (which is classed a major activity centre). This essentially means Elsternwick will continue to grow and change into the future.

HOW CAN WE BETTER PLAN FOR ELSTERNWICK'S FUTURE?

We have the challenging task of accommodating this growth and new development, while creating vibrant and successful centres which enhance and protect the character of the local area.

One way we can take on this challenge and plan for Elsternwick's future is by having robust long-term plans in place.

WHAT IS THE ELSTERNWICK STRUCTURE PLAN?

The *Structure Plan* sets out the long-term vision for the busy central Elsternwick area. It includes things like development and future land use, transport and parking, types and heights of buildings, employment, open spaces, infrastructure and the preservation and protection of neighbourhood character.

Structure Plans can be used by Local and State Government to help make decisions about developments, investments and infrastructure improvements. These *Plans* can also help community members and developers know what change is expected and allowed in certain areas.

To inform the development of the *Plan*, we completed five stages of consultation with the Elsternwick community and received a total of 699 submissions.

WHAT DO WE WANT TO ACHIEVE?

The proposed changes in the draft *Structure Plan* have been designed to:

- > better protect traditional low scale residential areas from dense apartment developments;
- > provide more consistent building heights within residential streets;
- > better protect heritage and neighbourhood character;
- > ensure new developments provide significant community benefit; and
- > encourage employment and diverse housing within the centre, ensuring dwellings and commercial/ retail buildings work well together.

HOW WILL WE ACHIEVE IT?

To ensure that the land use and development outcomes outlined in this *Plan* are delivered and enforceable, the objectives need to be translated into the *Glen Eira Planning Scheme*. The *Scheme* guides decision-making on planning permit applications and governs issues such as design and development; land use; heritage; neighbourhood character; and amenity.

This statutory translation is achieved by undertaking a Planning Scheme Amendment. The Amendment process will commence following Council's adoption of the *Structure Plan*. As part of this translation process, the specific statutory tools and mechanisms will be developed to best translate the relevant objectives of the *Structure Plan*. Potential statutory implementation measures are listed in the relevant sections of this *Plan*.

VISION — ELSTERNWICK 2031

Elsternwick will be a safe, accessible and livable centre that embraces its historic character and strong cultural and village feel.

The centre will be a destination for its longstanding cultural and entertainment offerings, business and employment opportunities, and a range of quality local retail outlets and community spaces.



I.0 VISION AND OBJECTIVES

OBJECTIVES

The key objectives for the Elsternwick activity centre are:

I. PLACE-MAKING



- I.1. Enhance Elsternwick's reputation as a cultural and entertainment hub.
- I.2. Celebrate the historic character and village feel of the Glenhuntly Road retail strip.
- I.3. Support a network of active streets and shared community and open spaces.
- I.4. Encourage landscaping and greenery.
- I.5. Support safe, accessible and friendly streets.
- I.6. Encourage development that provides significant community benefit.

2. HOUSING



- 2.1. Maintain Elsternwick's pristine heritage and character-filled residential areas.
- 2.2. Recognise Elsternwick's role in accommodating a growing population.
- 2.3. Encourage a diverse range of housing options.
- 2.4. Promote high quality urban design and architecture.

3. ECONOMY



-
- 3.1. Boost night-time activity and support quality local shopping, dining and entertainment options.
 - 3.2. Encourage offices and employment opportunities.

4. TRANSPORT



-
- 4.1. Encourage walking, cycling and use of public transport.
 - 4.2. Explore innovative approaches to car parking and traffic management.

2.0 LAND USE





2.0 LAND USE

The Elsternwick activity centre concentrates around the historic Glenhuntly Road retail strip and is serviced by a range of retail, commercial, dining and entertainment options. Council aims to protect Elsternwick's distinct character, and align with the objectives set by the State Government in terms of growth and density at the same time.

To achieve this, the following strategies will be implemented in the Elsternwick activity centre:

- > Celebrate the historic Glenhuntly Road retail strip, and protect its low scale village feel and distinct heritage character.
- > Protect and enhance Elsternwick's residential areas by removing conflicting zones and encouraging low scale building types.
- > Encourage growth between the railway line and Nepean Highway, ensuring that development provides a significant community benefit.
- > Focus on employment growth opportunities, especially professional employment in the Elsternwick activity centre, ensuring that the retail and employment needs of the community are being met.
- > Encourage housing diversity by providing opportunity for households for young families and lone person as well as aged care and affordable housing.
- > Increase the provision of open space, connected by a range of walking and cycling paths, fostering physical activity and community connection.
- > Protect the cultural heritage of Elsternwick, and ensure that growth enhances and respects the character of the activity centre.

STATUTORY IMPLEMENTATION

Statutory implementation measures relating to land use may include:

- > Implementing zones and design guidance that support appropriate housing development in the housing opportunity precinct and to support the achievement of the urban renewal precinct.
- > Reviewing zones to ensure that they support the commercial activity of the activity centre.
- > Facilitate the achievement of land use precincts through the planning permit process.

2.0 LAND USE

The area immediately surrounding Elsternwick Station has been divided up into the following precincts:

Station precinct

- > Improve the transport hub with pedestrian and cycling connections.
- > Explore a cycling connection along the railway line, connecting the station precinct to the southern urban renewal precinct.
- > Advocate for the construction of a new plaza over the railway line north of Glenhuntly Road to the State Government.

Retail precinct

- > Focus on retail and specialty shopping.
- > Create a pedestrian friendly plaza along Staniland Grove and Carre Street.
- > Provide office space and diverse housing options.

Entertainment and cultural precinct

- > Focus on cafes, night-time activity and community spaces.
- > Establish a Jewish cultural precinct.

Urban renewal precinct

- > Concentrate on employment, housing and infrastructure.
- > Create a connection between the activity centre and the urban renewal precinct.
- > Explore opportunities for additional open space within the centre.

Housing opportunity precinct

- > Encourage high density housing close to the train station and along Nepean Highway.

Refer to Figure 1.0 — Land use: Precincts.



Figure 1.0 — Land use: Precincts

3.0 BUILDINGS



3.0 BUILDINGS

The Elsternwick activity centre has been nominated as a major activity centre with opportunities for urban renewal. We have developed strategies to make sure development responds to the unique urban context, with a major focus on employment and housing growth.

BUILDING TYPES

This section provides a summary of the preferred residential, commercial and mixed-use building types for Glen Eira, that have been applied into this *Plan* for Elsternwick.

RESIDENTIAL

Heritage and character housing

- > New housing on land affected by a Heritage Overlay or Neighbourhood Character Overlay that respects and celebrates the character of the area.

Minimal change

- > One or two dwellings built on a standard lot.

Garden townhouse

- > Townhouses in an attached or semi-detached format in a garden setting.

Townhouse apartment mix

- > Townhouses with a mix of apartments positioned behind or recessed above.

Garden apartment

- > Apartment building in a garden setting.

COMMERCIAL AND MIXED-USE

Shop-top (heritage/character)

- > Building that is designed to celebrate and respect the heritage or significant character precinct in which it is located, and consists of active commercial uses at lower levels and commercial or residential uses at upper levels.

Shop-top (standard)

- > Building that consists of active commercial uses at lower levels and commercial or residential uses at upper levels.

Strategic site

- > Building consisting of active commercial uses at ground floor, further commercial (employment) uses above ground floor and residential uses at upper levels. Key focus on delivering housing diversity, employment and significant community benefit on identified sites.

Urban renewal

- > Commercial or mixed-use building consisting of active commercial uses at ground floor, further commercial (employment) uses above ground floor and residential uses at upper levels. Key focus on delivering housing diversity, employment and significant community benefit on identified sites and in areas that can accommodate a higher scale form.

Urban apartment

- > Apartment building within a dense urban setting.

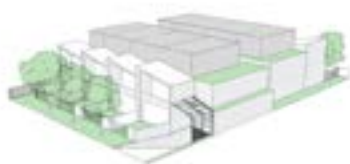
RESIDENTIAL



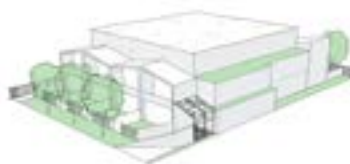
Heritage and character housing



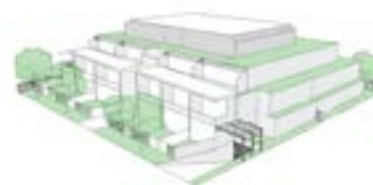
Minimal change



Garden townhouse



Townhouse apartment mix



Garden apartment

COMMERCIAL AND MIXED-USE



Shop-top (heritage/character)



Shop-top (standard)



Urban apartment



Strategic site



Urban renewal

For further information on building types, refer to Council's *Quality Design Guidelines* at www.gleneira.vic.gov.au/qualitydesign

Figure 2.0 — Buildings: Building Types

3.0 BUILDINGS

BUILDING TRANSITIONS

To ensure the right buildings are placed in the right locations, Council will implement these strategies:

- > Ensure that housing in residential areas north and south of Glenhuntly Road is site responsive and respectful of overlay protections.
- > Support the protection of the Glenhuntly Road retail strip, by removing conflicting policies, and implementing guidelines for development that respect and enhance the existing heritage character.
- > Encourage mixed-use development, with provisions for office and retail spaces to boost the employment options and economy of the Elsternwick activity centre.
- > Encourage developments that demonstrate a significant community benefit.
- > Encourage consolidation of sites in strategic areas to reduce negative impacts on the immediate surrounding area.
- > Support growth in areas where change can be accommodated with minimal external impact, ie. to the west of the railway line.
- > Accommodate growth in areas that have good access to transport infrastructure.

Refer to Figure 3.0 — Buildings: Transitions.

Refer to Figure 4.0 — Buildings: Preferred setback and height of commercial area.

STATUTORY IMPLEMENTATION

Statutory implementation measures relating to buildings may include:

- > Implement design guidance that provides for a greater level of amenity; provides more areas for conservation of and planting of trees and landscaping; and improved design detail.
- > Implement design guidance to provide an adequate transition between building types.
- > Undertake a municipal-wide heritage review, to identify gaps and protect significant heritage properties currently not identified within the Scheme.
- > Investigate developer contribution opportunities for upgrading infrastructure within activity centres.
- > Investigate greater environmental design requirements for significant developments (if State Government provisions are not implemented) and to achieve water sensitive design.
- > Investigate mechanisms for achieving significant community benefit.

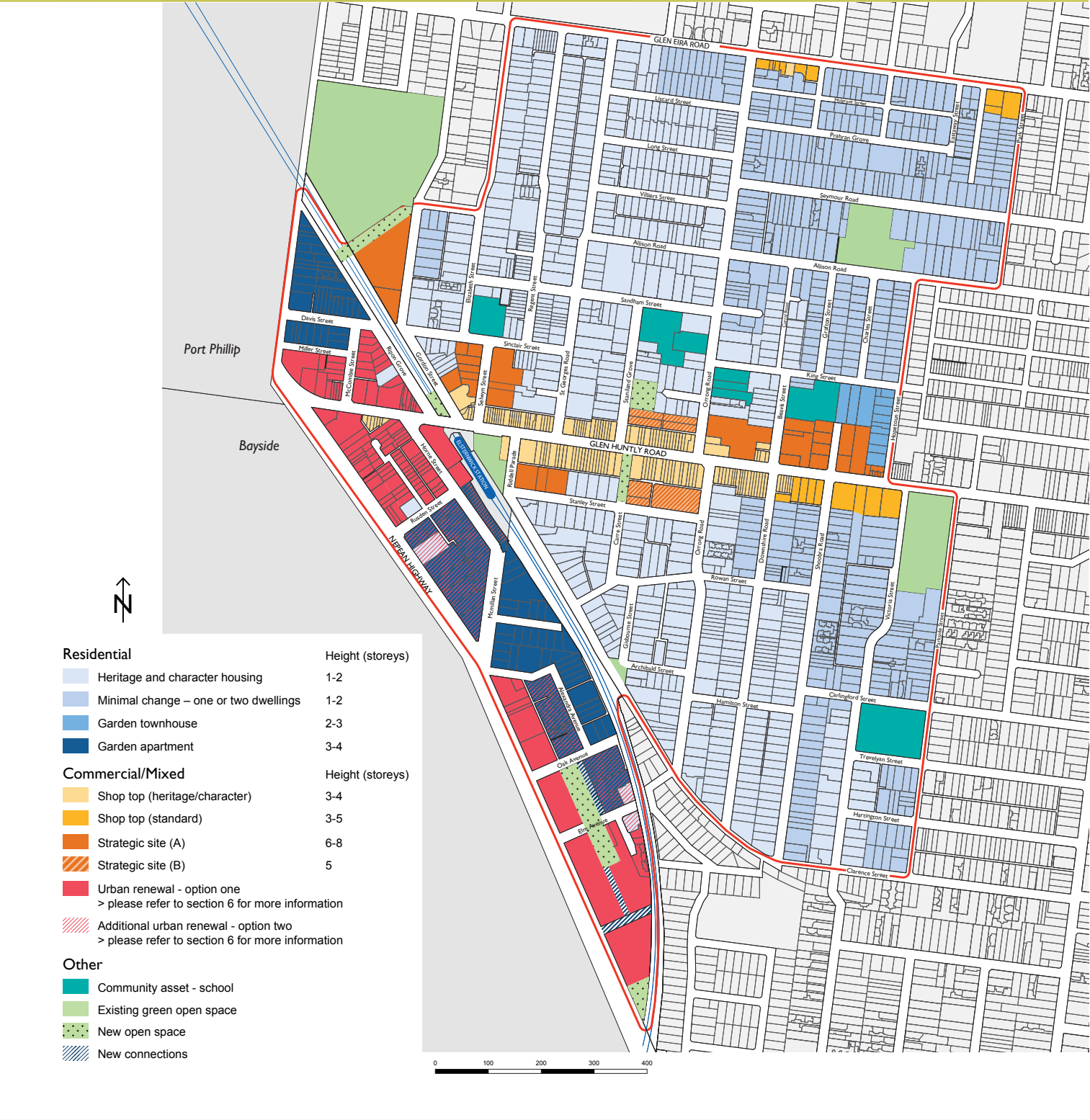
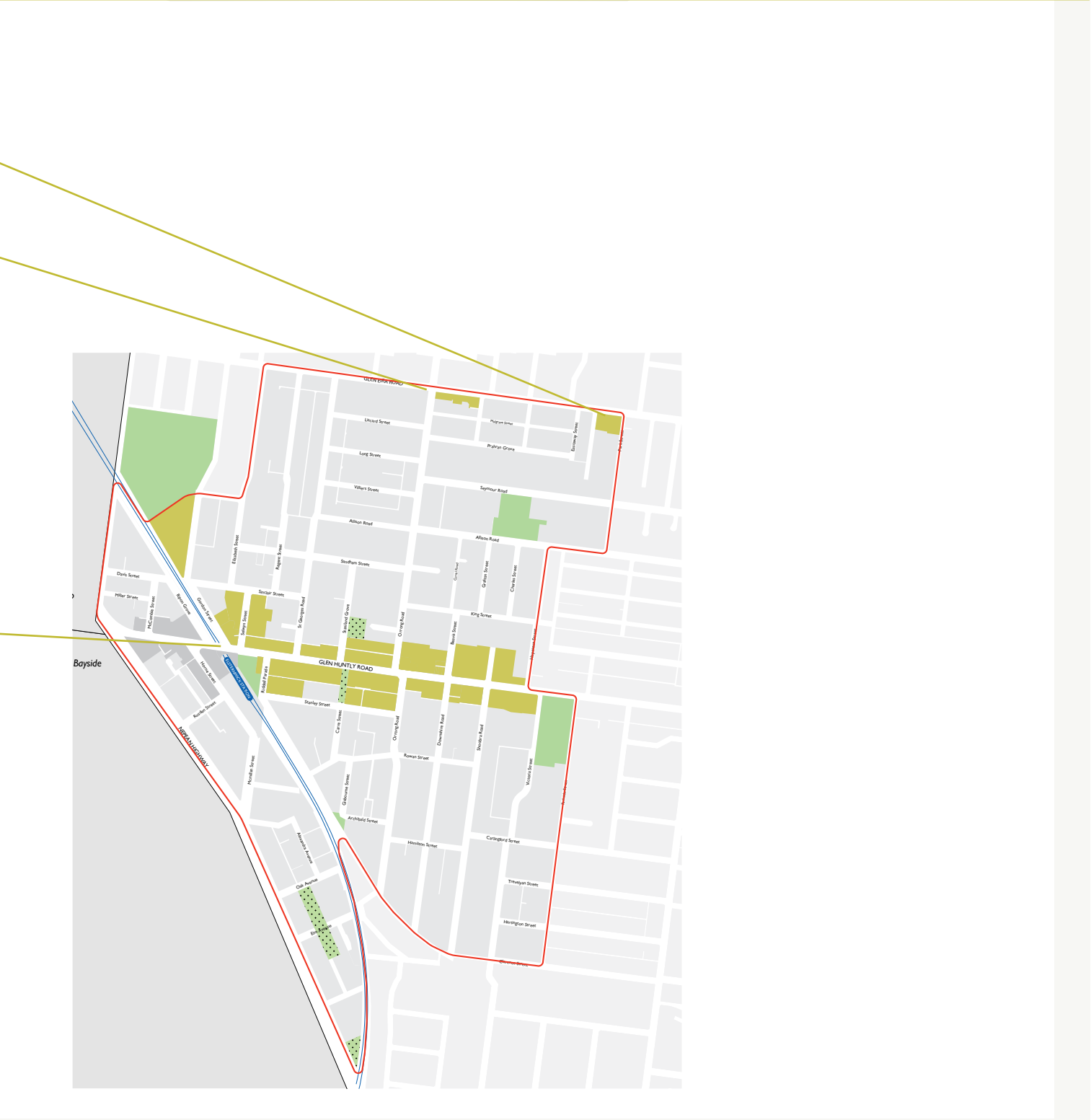


Figure 3.0 — Buildings:Transitions.

3.0 BUILDINGS



Figure 4.0 — Buildings: Preferred setback and height of commercial area



4.0 PUBLIC SPACES



4.0 PUBLIC SPACES

To improve experiences in the Elsternwick community, we will provide a range of opportunities for people to meet and gather through new public spaces within the centre.

These strategies will achieve high quality, functional public spaces:

- > Ensure that public spaces are accessible for all, and remain a focal point for the community to meet and gather.
- > Provide public spaces that are inclusive and inviting by including public art and pedestrian oriented places.

Refer to Figure 5.0 — Public spaces: Concept map.

HOW WILL WE DELIVER OUR PROJECTS?

Non-statutory framework

The complex and detailed project outcomes outlined in the Elsternwick draft *Structure Plan* require a multifaceted approach so that they can be delivered as planned. The community, the private sector and the State Government need to coordinate their efforts to bring it to fruition. A more detailed implementation plan will be developed when Council has adopted the final Elsternwick *Structure Plan*.

To deliver our projects we will need to undertake capital works projects to make physical changes and other place-making processes to support activity and engagement within public spaces. Delivery of the non-statutory works outlined in the Elsternwick *Structure Plan* will require the preparation of a detailed implementation plan. Funding for projects will be subject to Council's budgetary processes and priorities.

Advocacy and partnership

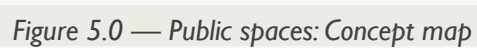
Council will need to work with a range of stakeholders, either through advocacy or partnership to deliver the project. This will make sure the streetscape and public realm improvements outlined in the Elsternwick *Structure Plan* are carried out in an orderly and staged manner.



















Stakeholders and project partners include local traders, landowners, VicRoads, and Public Transport Victoria.

STATUTORY IMPLEMENTATION

Statutory implementation measures relating to public spaces may include:

- > Review public open space contribution requirements after new Census data is released.
- > Implement design guidance to provide greater protection to public spaces from adjoining development.



- | | | | |
|--|---------------------------------------|---|------------------------------|
|  | Cultural destination |  | Active ground frontage |
|  | Active cultural frontage |  | Pedestrian crossing |
|  | Heritage significant building |  | Improved rear access laneway |
|  | Community hub |  | Vehicle movement |
|  | New development |  | Tram route 67 |
|  | Existing buildings |  | Tram stop improvement |
|  | Existing green open space |  | Carpark entrance / exit |
|  | New green open space |  | Public carpark |
|  | Shared space - vehicle and pedestrian | | |
|  | Plaza space - pedestrian only | | |



1. NEW CULTURAL PRECINCT

2. STANILAND GROVE PARK AND COMMUNITY HUB

3. CARRE STREET PEDESTRIAN AMENITY

4. NEW PLAZA OVER THE RAILWAY LINE

5. STANLEY STREET EAST CAR PARK

6. NEW PUBLIC PARK

4.0 PUBLIC SPACES

I. NEW CULTURAL PRECINCT

PROPOSED



EXISTING





Figure 6.0 — Public spaces: New cultural precinct

Facilitate a new cultural precinct centred around Selwyn Street.

Key elements of this project include:

- Creating a new civic space to establish a Jewish cultural precinct.
- Remove on-street parking and include a pedestrian plaza area connecting the cultural area, museum and strategic sites. Make Selwyn Street one-way southbound.
- Include a pedestrian plaza area connecting the community hub, museum and strategic sites.
- Ensuring that any development on strategic sites in the area has active frontages.
- Improving pedestrian amenity on Gordon Street by widening footpaths and improving traffic management and road treatments.

Considerations for this project include:

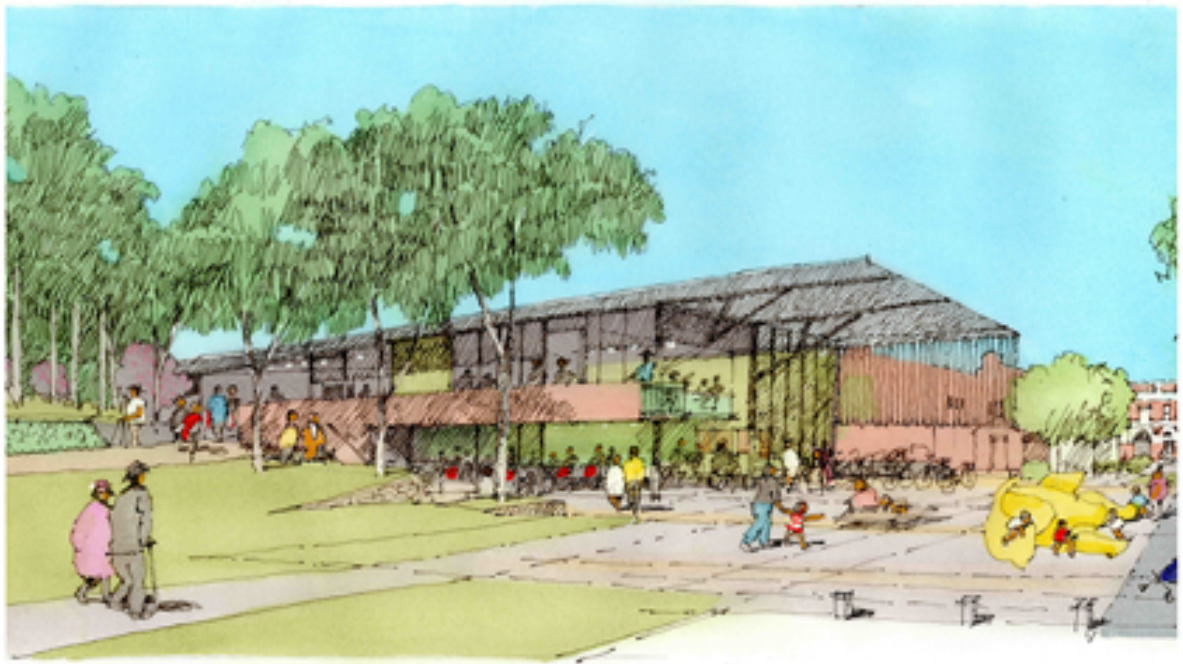
- > Working with community stakeholders in the development of the cultural precinct.
- > Ensuring service access to properties on Selwyn Street.
- > Detailed designs for vehicle and pedestrian access to Selwyn Street.
- > Strengthening pedestrian links from Elsternwick Station and Plaza to Selwyn and Gordon Streets.
- > Foster partnerships with private landowners to deliver key elements of the project and additional public parking.

Refer to Figure 6.0 — Public spaces: new cultural precinct.

4.0 PUBLIC SPACES

2. STANILAND GROVE PARK AND COMMUNITY HUB

PROPOSED



EXISTING



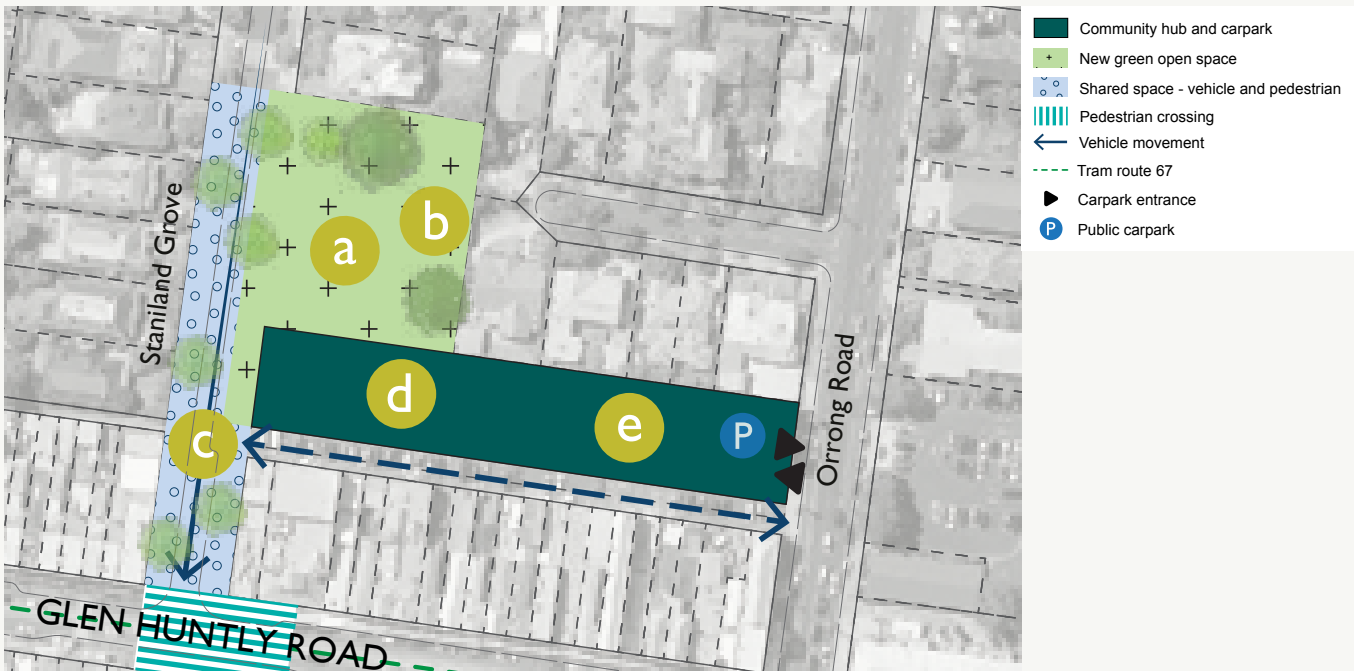


Figure 7.0 — Public spaces: Staniland Grove park and community hub

- > Create a new park in place of the existing library and associated car park on Staniland Grove.
- > Create a new community hub and improved car parking in place of the existing car park between Staniland Grove and Orrong Road.

Key elements of this project include:

- a. Creating a new park that responds to the needs of the Elsternwick community.
- b. Relocating existing car parking to ensure no net loss of car parking across the activity centre.
- c. Improving pedestrian amenity on Staniland Grove from Glenhuntly Road to create a high quality pedestrian link to the new park.
- d. Maintaining existing levels of public parking at the car park site, between Staniland Grove and Orrong Road.

- e. Creation of two-way laneway to the rear of Glenhuntly Road shops.

Considerations for this project include:

- > Detailed designs of the road infrastructure in Staniland Grove.
- > Consideration of the requirements of the *Glen Eira Open Space Strategy (refresh)* in the design and function of the new park.
- > New accommodation for the Orrong Road Kindergarten.
- > Sensitive interfaces to the north.

Refer to Figure 7.0 — Public spaces: Staniland Grove park and community hub.

4.0 PUBLIC SPACES

3. CARRE STREET PEDESTRIAN AMENITY

PROPOSED



EXISTING



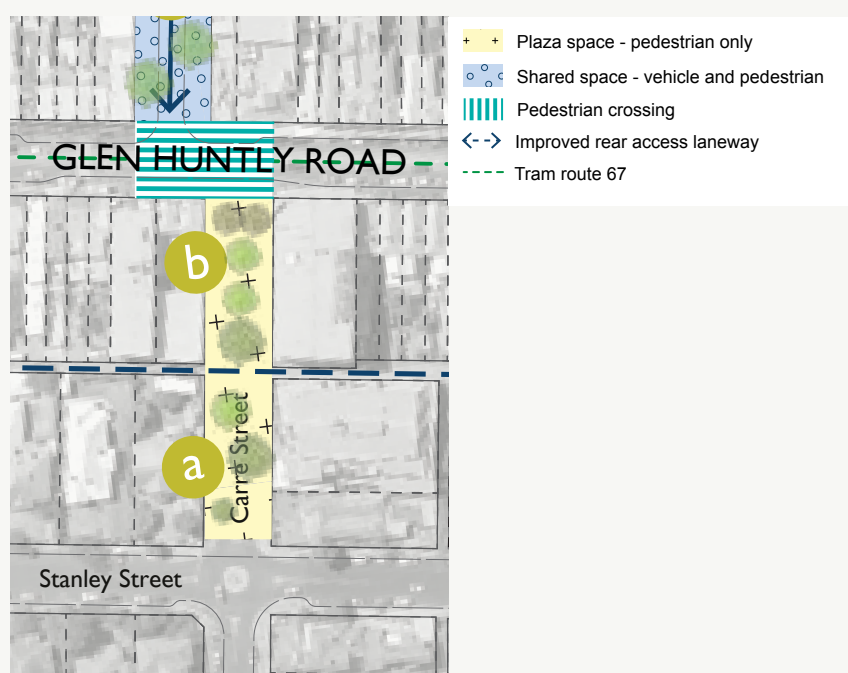


Figure 8.0 — Public spaces: Carre Street pedestrian amenity.

Key elements of this project include:

- a. Creating a pedestrian forecourt and/or plaza between Glenhuntly Road and Stanley Street.
- b. Encouraging the commercial and/or retail interfaces to 'spill out' into the plaza area.

Considerations for this project include:

- > VicRoads approval of road closure.
- > Ensuring that the concept design of the new plaza supports street activation opportunities.

Refer to Figure 8.0 — Public spaces: Carre Street pedestrian amenity.

4.0 PUBLIC SPACES

4. NEW PLAZA OVER THE RAILWAY LINE

PROPOSED



EXISTING



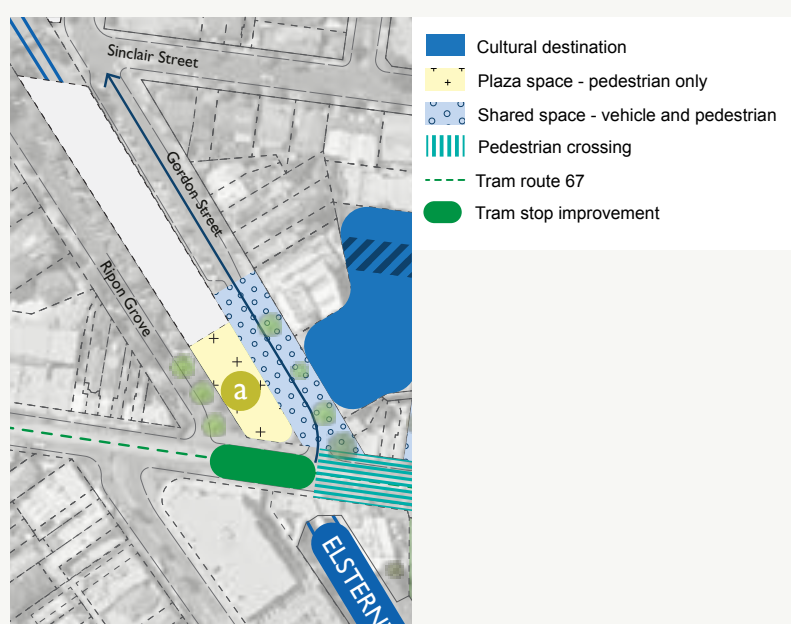


Figure 9.0 — Public spaces: New plaza over the railway line

Key elements of this project include:

- a. Public open space with strong visual and pedestrian connections to Glenhuntly Road, Gordon Street and Rippon Grove.

Refer to Figure 9.0 — Public spaces: New plaza over the railway line.

Considerations for this project include:

- > Overshadowing of new open space.
- > Safe pedestrians to the train station.
- > Advocacy to State Government for improved transport infrastructure including upgraded tram stop.
- > Ensuring that any future development above the railway line responds to sensitive interfaces including heritage precincts.

4.0 PUBLIC SPACES

5. STANLEY STREET EAST CAR PARK

PROPOSED



EXISTING



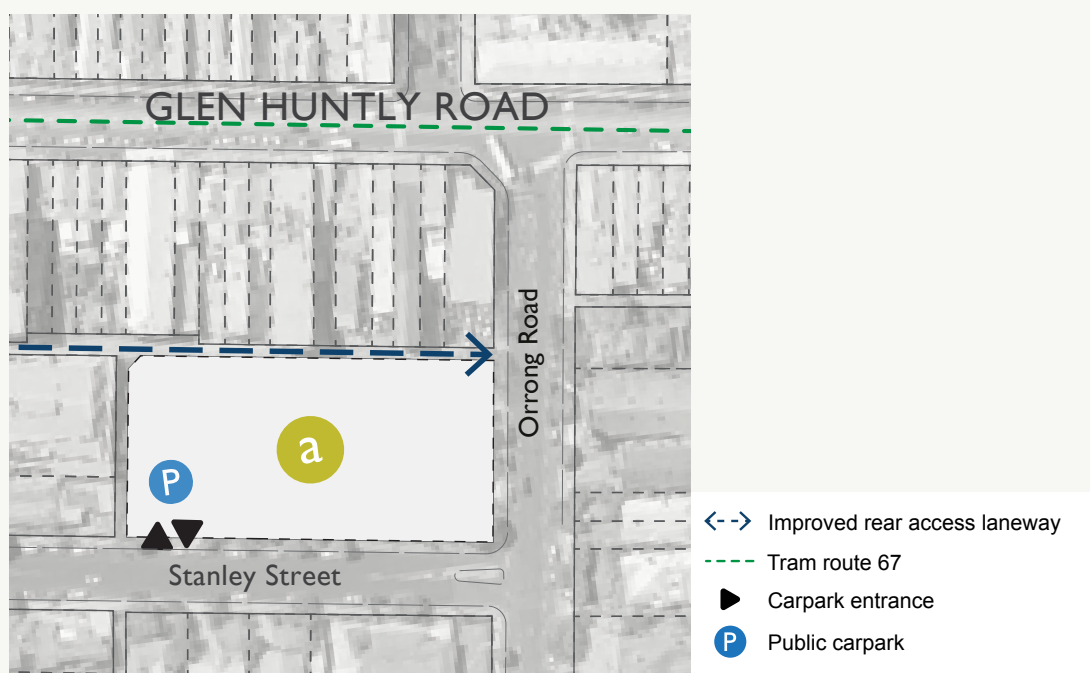


Figure 10.0 — Public spaces: Stanley Street east car park

Key elements of this project include:

- a. Increasing the availability of car parking by reworking the existing car park to a multi-level.

Considerations for this project include:

- > Detailed architectural design to ensure a positive contribution to public spaces.
- > Analysis of contemporary parking demand at the time of project implementation.
- > Potential integration with bus stop infrastructure on Orrong Road.

Refer to Figure 10.0 — Public spaces: Stanley Street east car park.

4.0 PUBLIC SPACES

6. NEW PUBLIC PARK



Figure 11.0 — Public spaces: New public park.

Creation of a new public park adjacent to Rippon Lea and connection across the railway line to Ripon Grove.

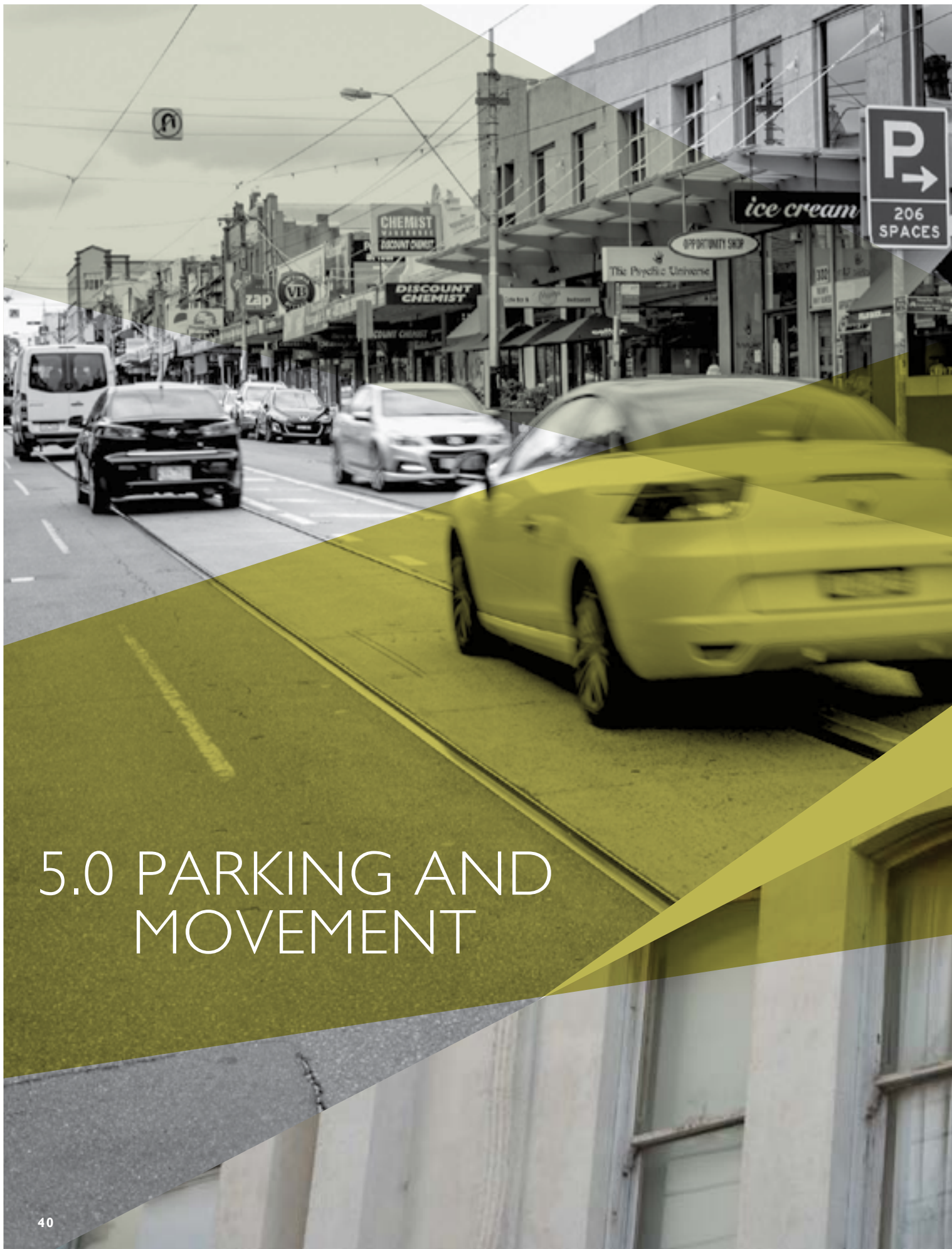
Key elements of this project include:

- a. Creation of a new park that responds to the needs of the Elsternwick community, in association with the redevelopment of the ABC Studios on Gordon Street.
- > East-west pedestrian and cycling link.

Considerations for this project include:

- > Foster partnerships with private landowners to deliver key elements of the project and additional public parking.
- > Advocacy to the State Government to achieve a connection over the railway line.

Refer to Figure 11.0 — Public spaces: New public park.



5.0 PARKING AND MOVEMENT



5.0 PARKING AND MOVEMENT

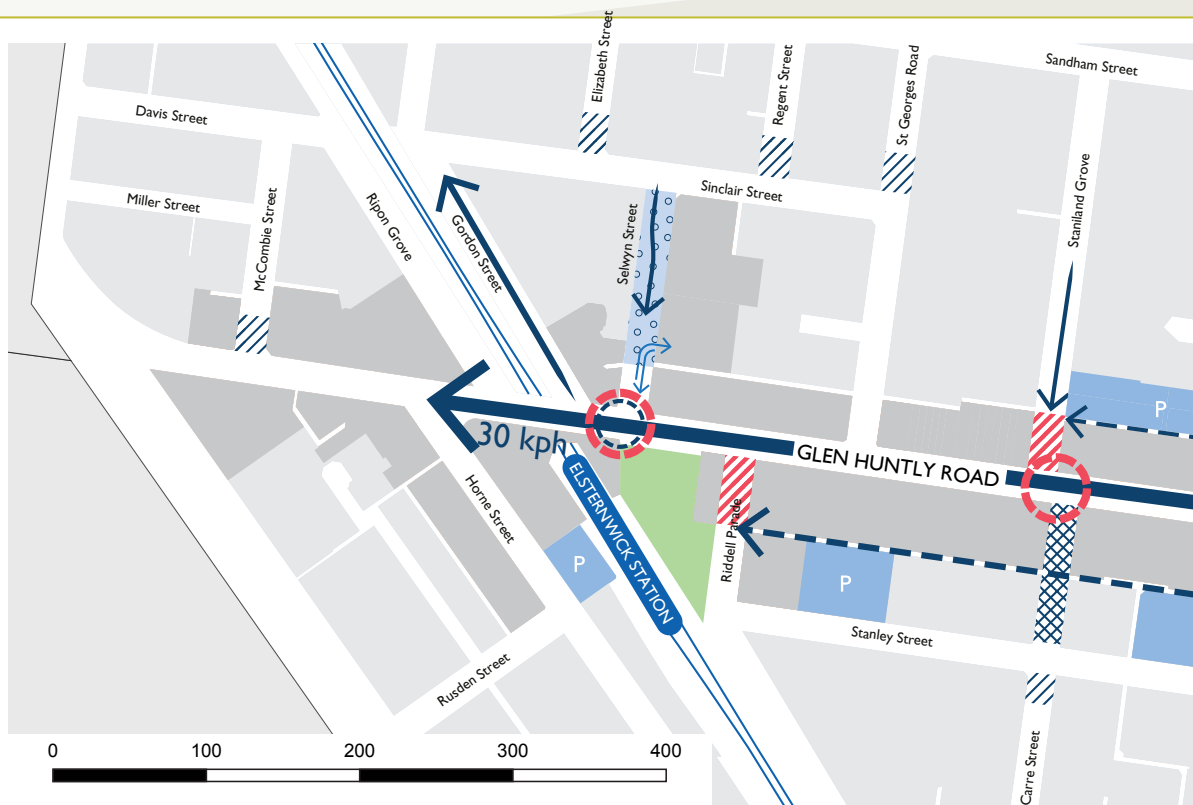


Figure 12.0 — Parking and movement: Vehicle and pedestrian map

The Elsternwick activity centre is serviced by a range of transport modes, including trains, trams, buses, pedestrian networks and roads.

To improve the transport network in Elsternwick, ease congestion and increase the provision of parking, these strategies will be implemented:

- > Design streets that balance the needs of diverse users to create an accessible, safe, comfortable and enjoyable environment for everyone.
- > Ensure the centre is easy and safe to navigate.
- > Provide a slow-speed environment to ease the movement of pedestrians and help create attractive places.
- > Enable clear and efficient connections to public transport hubs.
- > Ensure appropriate parking is provided in suitable locations.

Refer to Figure 12.0 — Parking and movement: Vehicle and pedestrian map.

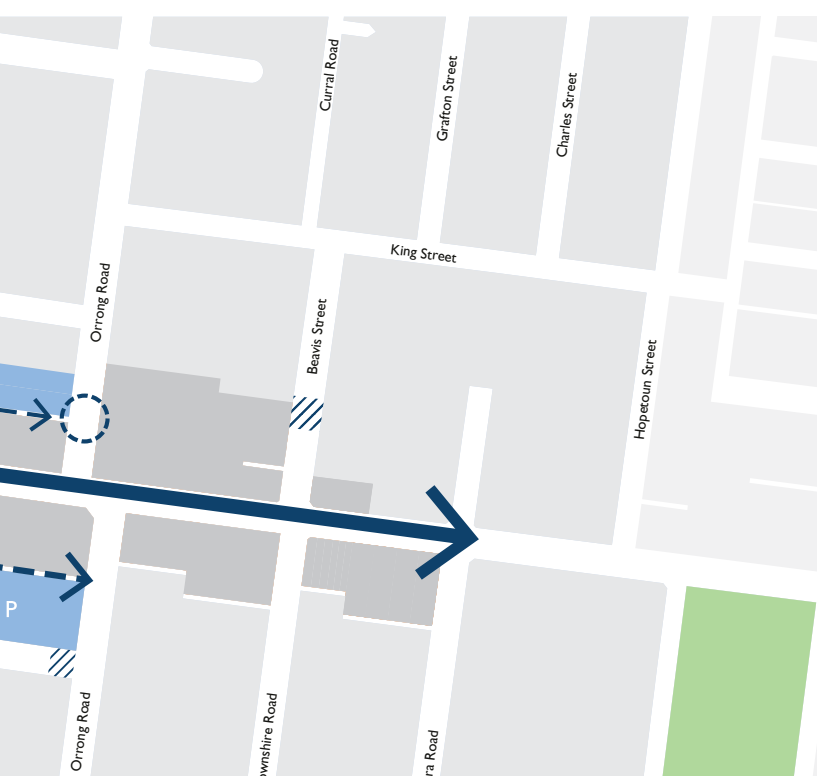
STATUTORY IMPLEMENTATION

Statutory implementation measures relating to parking and movement may include:

- > Investigate various parking provisions for activity centre areas (such as a car parking overlay or parking precinct plan) and implement into the Scheme.

Vehicle movement

- > Close the intersection of Glenhuntly Road and Carre Street to create a pedestrian-only plaza.
- > Transition Staniland Grove to one-way south bound between the new park and Glenhuntly Road.
- > Reinforce the rear laneway south of Glenhuntly



- Pedestrian amenity upgrade
- New pedestrian link
- Pedestrian crossing improvements
- Traffic direction
- Proposed one way street
- Improved rear access laneway
- Intersection improvement
- Traffic calming
- Road closure
- To parking
- Public carpark

Road between Orrong Road and Riddell Parade, to provide an additional access option.

- > Convert Selwyn Street to one-way south bound.
- > Convert Gordon Street to one-way north bound between Glenhuntly Road and Sinclair Street.
- > Investigate traffic movement improvements at the following intersections:
 - Sinclair Street and St Georges Road;
 - Glenhuntly and St Georges Roads; and
 - Glenhuntly Road and Selwyn Street.
- > Reduce the speed limit through the commercial core of Elsternwick to 30km/h to improve pedestrian and cycle safety.
- > Implement a range of threshold treatments at intersections with local roads to protect residential amenity.

Pedestrian movement

- > Improve pedestrian safety and connectivity along Glenhuntly Road with tree planting and expanded

pedestrian crossing opportunities.

- > Improve pedestrian crossings between Staniland Grove and Carre Street.
- > Increase footpath widths on Gordon Street.
- > Redesign Selwyn Street so that pedestrians are the priority:
 - Ensure safe and inviting access to the cultural precinct.
 - Enhance pedestrian crossing opportunities across Glenhuntly Road.
- > Explore opportunities to improve tram stop accessibility along Glenhuntly Road.
- > Create a network of tree-lined walking and cycling facilities within the urban renewal precinct.
- > Explore opportunities to work with the State Government to build a pedestrian bridge over the railway line to create an east to west connection, north of Glenhuntly Road.

5.0 PARKING AND MOVEMENT



Figure 13.0 — Parking and movement: Parking

Parking

- > Increase the car parking numbers at the Stanley Street east public car park.
- > Relocate car parking from the Staniland Grove car park to create a new local urban park at street level.
- > Continue to provide public car parking in the Orrong Road car park.
- > Repurpose Stanley Street west car park for employment and diverse housing whilst continuing to provide limited public car parking.
- > Prioritise Glenhuntly Road for short-term and needs-based parking.
- > Explore options to provide new publicly accessible car parking within the urban renewal development area to the west of the railway line.
- > Retain as many on-street car spaces as possible.

Refer to Figure 13.0 — Parking and movement: Parking.



	Council-owned car parks	No. of existing spaces	No. of projected future spaces	Change
A	Orrong Road and Elsternwick Library	161	120	-41
B	Stanley Street east	126	350	224
C	Stanley Street west	77	50	-27
	TOTAL	364	520	156

Centre	Total no. of existing spaces	Total no. of projected future spaces	Overall increase
Bentleigh	915	1179	264
Carnegie	193	311	118

Current four hour peak occupancy* — 78 per cent

*The average percentage of car spaces that are occupied across the centre. An average is taken from the four hours across the day when occupancy is at its highest.

5.0 PARKING AND MOVEMENT

Cycling

- > Work with VicRoads to implement strategic cycling corridor to the north of Glen Eira Road.
- > Create a safe north to south cycling link across Glenhuntly Road, connecting Ripon Grove to Riddell Parade.

Refer to Figure 14.0 — Parking and movement: Cycling network map.



Figure 14.0 — Parking and movement: Cycling network map

6.0 URBAN RENEWAL



6.0 URBAN RENEWAL

The area located to the east of the train line has been identified as an ideal location for growth, given its proximity to jobs, services and public infrastructure. This kind of growth, referred to as urban renewal, will revitalise underused land, and focus on new and diverse housing and employment opportunities.

Development in the urban renewal precinct provides significant community benefit and facilitates an appropriate transition to existing residential and commercial land use.

- > Ensure that growth occurs has a clear connection to the activity centre to the east and provides significant community benefit.
- > Explore opportunities for additional open space.
- > Create landscaped open spaces to connect with the urban renewal precinct, and provide places

for people to meet and gather.

- > Ensure that open spaces provide a buffer between new development and existing residential areas.
- > Undertake kerb widening projects to add to the open and connected feel of the precinct.
- > Create pedestrian links across the railway line and throughout the precinct, increasing pedestrian amenity and east west connection across the railway corridor.
- > Develop a cycling link along the railway corridor.
- > Facilitate development of private land that provides significant community benefit.

Refer to Figure 15 — Urban renewal: Concept plan.

PROPOSED



*Picture is indicative only.

Transport

- > Investigate traffic movement improvements at the McMillan Street and Nepean Highway intersection.
- > Remove vehicle access at the Nepean Highway edge of Oak and Elm Avenues to create pedestrian-only connections.
- > Create a new road link between Oak and Elm Avenues.
- > Create pedestrian links across the railway line and throughout the precinct, increasing pedestrian amenity and an east to west connection across the railway corridor.
- > Increase the footpath width on the western edge of Horne and McMillan Streets to provide for increased pedestrian safety and greenery.
- > Develop a cycling link along the railway corridor.



Figure 15.0 — Urban renewal: Concept plan

6.0 URBAN RENEWAL

Based on feedback from the previous round of community engagement, two options are presented for the urban renewal area for Elsternwick. We are now seeking community feedback on these two options with a final decision to be made by Council when the final *Structure Plan* is presented to Council for adoption in February 2018.



Figure 16.0 — Urban renewal: Option one



Figure 17.0 — Urban renewal: Option two

7.0 WANT TO KNOW
MORE?

ELLE ARRIVAL
ACTURNAL



ABOUT THE STRUCTURE PLAN

WHY DO WE NEED A STRUCTURE PLAN?

The structure planning process provides Council with an opportunity to work with the local community to discuss and carefully plan for the future needs of the community. This includes responding to community concern that recent developments do not align with the community's expectations. Once the *Structure Plans* have been adopted, they can be put into the *Glen Eira Planning Scheme*.

HOW WILL THE STRUCTURE PLAN PROVIDE MORE CERTAINTY?

The *Structure Plan* provides decision-makers, including Council, State Government and other agencies, with a platform to allocate resources towards capital works, guide the determination of planning applications and set work programs across different departments.

Importantly, the *Structure Plan* also provides certainty for the community, business owners, developers and planning applicants regarding the level of change and type of development that can be expected in Elsternwick. The stronger controls will provide greater clarity across the planning process including at VCAT.

HOW WAS THE STUDY AREA SELECTED?

In order to undertake the *Structure Plan* process Council needed to identify a study area.

The study area included in this draft *Plan* is bounded by Glen Eira Road to the north, Elizabeth and Hotham Streets and Nepean Highway to the west, Riddell Parade and Clarence Street to the south, and

Parkside, Hopetoun and Park Streets to the east. The railway line runs through the west section of the activity centre.

The activity centre boundary is centered around the Glenhuntly Road commercial core, with a catchment size of approximately 800 metres to one kilometer — which is an approximate 10 minute walking distance extended to the nearest main road. This area was chosen as it is considered large enough to manage impacts that fall both within and beyond the centre.

The Elsternwick draft *Structure Plan* study area and 10 minute walking distance is shown in Figure 18.0.

WHAT IS THE JUSTIFICATION FOR INCREASING HEIGHTS?

While the intent may be to manage development in these key areas, it is important to note that any change of the *Scheme* is required to align with State Government objectives. In particular, the State Government policy is clear around its expectations to focus new housing in inner-city major activity centres, with the clear objective to 'locate new housing in or close to activity centres and in urban renewal precincts and sites that offer good access to jobs, services and transport.'

As such, in order to manage development in the key sensitive areas, the draft *Plan* has sought to distribute the areas of growth into more suitable areas within the centre. This means that in some places the height limits have increased.

HOW WILL COMMUNITY BENEFIT BE DETERMINED?

Proposals seeking to exceed the preferred height must demonstrate a significant community benefit (to Council's satisfaction) and must not exceed the maximum height.

Community benefit items may include but are not limited to:

- > a diverse housing mix that responds to an identified community need (affordable, aged care, student, short-stay accommodation — not just a variety of apartment layouts and sizes);

- > additional public parking;
- > new street or laneway connections; and
- > needed community uses and facilities.

This list does not identify every type of community benefit, but rather notes emerging high priority items across the municipality.

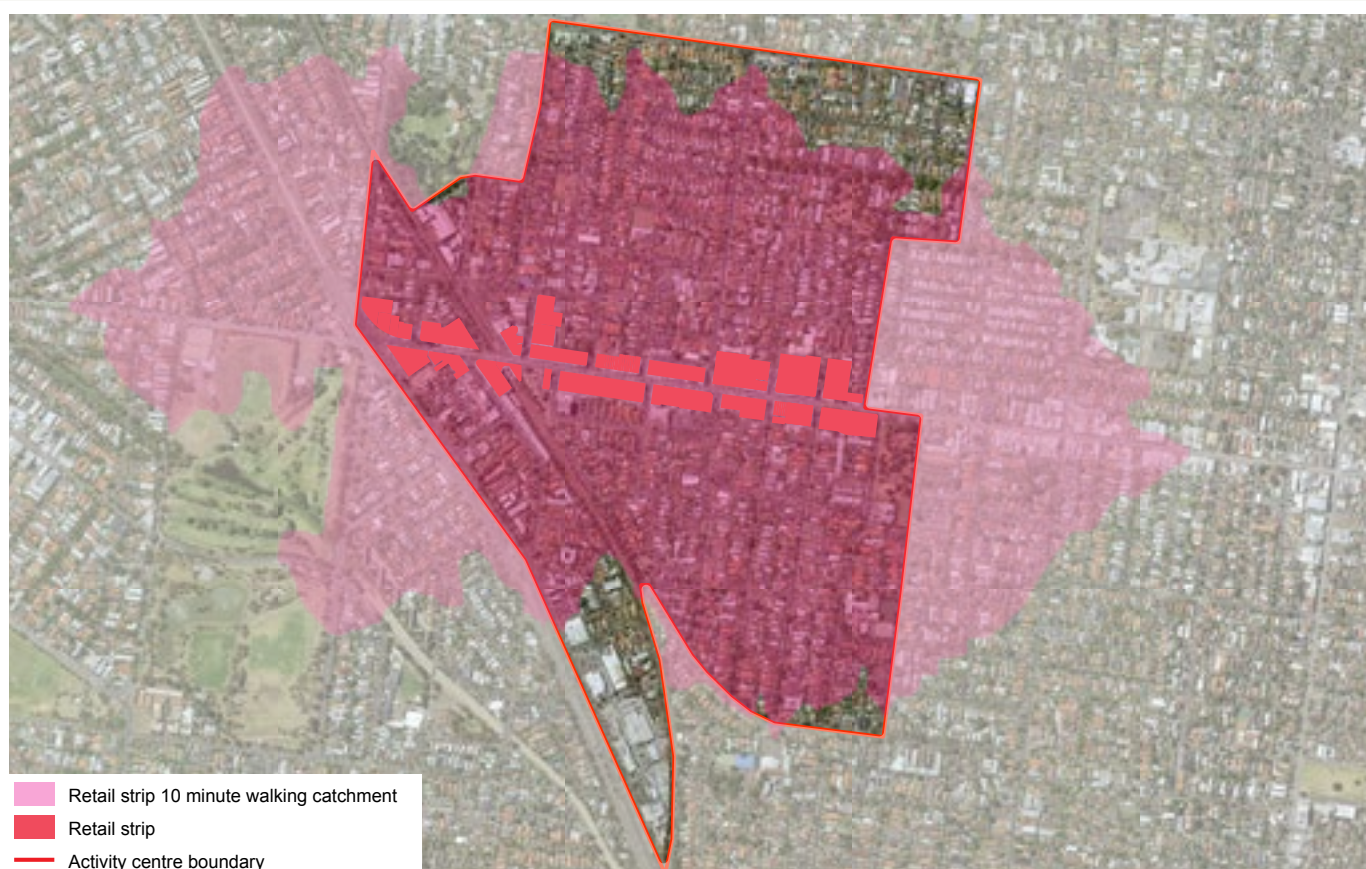


Figure 18.0 — Elsternwick draft Structure Plan study area

CONTEXT

WHAT MAKES ELSTERNWICK UNIQUE?

Elsternwick is a major activity centre with urban renewal opportunities, located nine kilometres from the CBD. Elsternwick has high levels of transport accessibility through its train, tram and bus connections and proximity to Nepean Highway.

Elsternwick is unique due to the character and heritage of the Glenhuntly Road shopping strip, which provides a strong retailing core. Additionally, there are a variety of restaurants and cafes as well as the Classic Cinema, acting as a draw card to the space.

Elsternwick also has a cultural role for the area's Jewish community, as it is home to the much-visited Jewish Holocaust Centre. The full-line supermarket Coles and the private hospital Cabrini Health also attract residential growth.

A portion of the centre fronts Nepean Highway. This presents an opportunity for higher density development and increased employment opportunities.

WHAT ARE THE CURRENT STRENGTHS AND WEAKNESSES?

Strengths

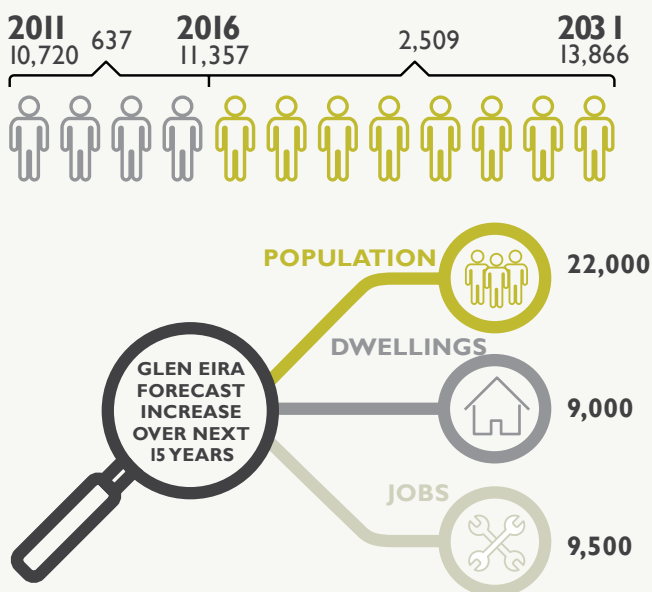
- > Most of Elsternwick is already protected under the Neighbourhood Residential Zone.
- > Land along the Nepean Highway is an ideal location to accommodate growth.
- > The existing car sale yards along Nepean Highway present an urban renewal opportunity for redevelopment creating new housing and employment opportunities.
- > A number of private and public owned sites north and south of the Glenhuntly Road retail core have been identified as strategic sites that can accommodate transformation projects that provide a significant community benefit (multi-deck car parking, library upgrade and communal areas, etc.).

Weaknesses

- > The Glenhuntly Road retail core has a distinct low-scale character and heritage that should be maintained. Current policy encourages major development with no height restrictions which can result in contentious development outcomes.
- > Residential areas north and south of Glenhuntly Road have conflicting planning controls. The Residential Growth Zone encourages four storey apartment buildings, whilst the Heritage and Neighbourhood Character Overlays seek preservation of the existing low-scale character.

CONTEXT

HOW MANY PEOPLE WILL LIVE IN GLEN EIRA IN THE FUTURE?



Glen Eira is forecast to grow by 22,000 people, 9,000 dwellings and 9,500 jobs over the next 15 years. Elsternwick increased its population by 637 people between the 2011 and 2016 periods from 10,720 to 11,357 people. Elsternwick is forecast to increase its population to 13,866 by 2031.

As a result, additional housing is required to meet population growth projections. The demographics help in understanding the housing types required to meet the growing community.

The dominant household type in Elsternwick is the lone person household (29.5 per cent), slightly more than the City of Glen Eira as a whole (25 per cent). The second most prevalent household type is couples with children. At 28.4 per cent, it is slightly less than the City of Glen Eira, at 33 per cent. However Elsternwick has seen a recent decrease in three bedroom dwellings suitable for families. Increasing the amount of medium density housing is required in order to provide a housing offer for all household types.

WHY DO WE NEED TO INCREASE OFFICE AND RETAIL?

PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES
— 16.4 PER CENT

HEALTH CARE AND SOCIAL ASSISTANCE
— 11.7 PER CENT

EDUCATION AND TRAINING
— 10.3 PER CENT



Only 20.1 per cent of working residents are employed within the municipality, making Glen Eira the fourth lowest council across Melbourne for local employment. Glen Eira residents are mainly employed in white collar jobs and the majority travel outside of the area to work.

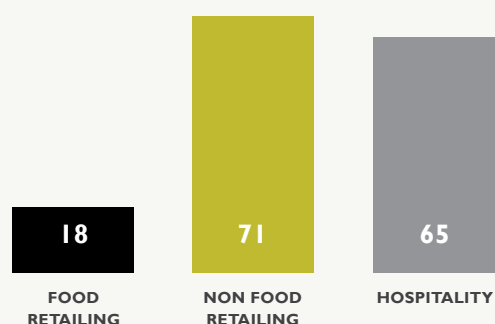
In 2011, the three main employment industries for Elsternwick residents were:

- > professional, scientific and technical services — 16.4 per cent;
- > health care and social assistance — 11.7 per cent; and
- > education and training — 10.3 per cent.

Providing more office and other employment opportunities will allow more Glen Eira residents to work locally.

WHAT ARE THE RETAIL AND SERVICES IN THE CENTRE?

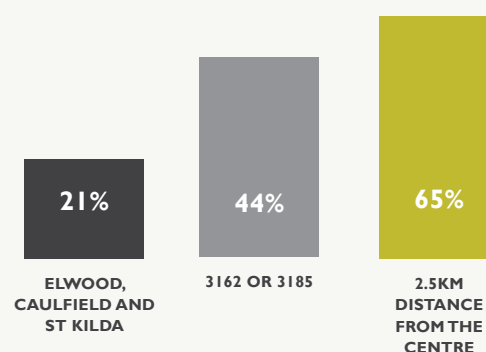
NO. OF BUSINESSES



Food retailing is limited to a small Coles supermarket, which is currently undergoing redevelopment. The economic analysis indicated that the specialty food retailing exists but fresh food retailing is less represented in Elsternwick than the City's other activity centres. The economic analysis indicated that a synergy between the retail anchor and other food retailers is less apparent in Elsternwick than it is in the other activity centres. In terms of non-food retailing, there are 71 businesses — Elsternwick in particular has a high number of fashion retailers, representing 30 per cent of fashion retailers across the City of Glen Eira. Additionally, there are 62 cafes and restaurants in Elsternwick and they are a key part of the Glenhuntly Road shopping strip, representing 41 per cent of the shopfronts.

WHAT IMPACT WILL THIS PLAN HAVE ON TRAFFIC IN THE CENTRE?

VISITORS TRAVELLING TO THE CENTRE BY CAR LIVE IN:



While traffic has been a key concern for residents in Elsternwick, short trips are a major contributor. Car park surveys show the extent of Elsternwick's trade area. They indicate that 44 per cent of visitors live within the 3162 or 3185 postcodes which are bounded by Nepean Highway, North, Booran and Glen Eira Roads. Residents of Elwood, Caulfield and St Kilda East account for a further 21 per cent of visitors. Therefore around 65 per cent of current car-based visits are by visitors from within around 2.5km of the centre. This pattern is generally consistent with the location of full line supermarkets, which represent a key source of competition for Elsternwick in respect to weekly food and grocery shopping.

This *Plan* includes a range of vehicle, pedestrian and cycling movement initiatives designed to reduce car dependency and help to minimise short trips taken by car.

INPUTS

HOW WAS THE COMMUNITY ENGAGED?

The structure plan process was informed by extensive community consultation by engaging with residents, local business owners, workers, state agencies and other stakeholders.

Between November 2016 and October 2017, Council undertook a five step consultation process, and feedback, comments and submissions have contributed to the preparation of the Elsternwick *Structure Plan*:

The consultation process included:

- > letters to affected property owners;
- > promotion through Council's website and *Have Your Say* site;
- > online surveys;
- > articles in the local newspapers;
- > *Glen Eira News* articles, lift-outs and features;
- > community forums;
- > discussions with a wide range of internal Council departments; and
- > drop-in sessions at our information booth at Elsternwick Library.

Total: 654 Elsternwick submissions



What have we heard?	What we are proposing
Protect heritage areas.	Resolve zoning conflicts in heritage areas to provide clear protection that is prioritised. Reduce the growth area and relocate this type of development to the urban renewal area.
Urban renewal area is excessive and 12 storeys is too high.	Provide two options for further community feedback.
Create more green spaces.	A new open space over Council's existing car park at Staniland Grove (2,400 m ²) and advocating for 8,800m ² of new open space through new parks around Oak and Elm Avenues.
Improve Elsternwick Library.	Consider connecting the library to proposed cultural precinct to allow for increased open space in Staniland Grove.
More parking is needed.	Propose destination parking and a net increase of approximately 150 spaces for the centre focused at the Stanley Street east site.
More outdoor areas are needed for people to meet.	Create a pedestrian forecourt/plaza in Carre Street.
Elsternwick needs vibrant community spaces and places.	Create a new cultural precinct with a pedestrian plaza area connecting the library, museum and public spaces. Investigate traffic movement improvements in the area.
Improve walkability.	Implement pedestrian-only streets, widen kerbs and improve pedestrian crossings.
Improve cycling amenity.	Provide a cycling link to Elsternwick Station along Ripon Grove and Riddell Parade.
More night-time activity is needed with safe places for people.	Create a plaza with walking connections to Glenhuntly Road, Gordon Street and Ripon Grove — connecting to the Station and Classic Cinema — to create opportunities for increased dining and night-time activity.

**ADDITIONAL
OPPORTUNITY
FOR THE
COMMUNITY
TO PROVIDE
FEEDBACK**

LOOKING AHEAD

FEB 2018

MAR—MAY 2018

JUNE—JUL 2018

AUG—OCT 2018

OCT—DEC 2018

2019 AND ONWARDS

Adoption of the
Structure Plans by
Council

Prepare
Planning Scheme
Amendment to
implement the new
policies and new
controls.

Request
and receive
authorisation from
the Minister for
Planning (including
new interim height
controls).

Public exhibition
of the Planning
Scheme
Amendment.

Review and
consider
submissions and
request panel
hearing.

Apply for
Minister's
approval for the
Planning Scheme
Amendment and
implement the
structure plans.

INPUTS

WHAT RESEARCH WAS UNDERTAKEN?

As well as consultation with the community and other stakeholders and reviewing demographic data, preparation of the Elsternwick draft *Structure Plan* has been informed by the following independent consultant reports:

- > *City of Glen Eira Analysis of housing consumption and opportunities 2017* (.id)
- > *Glen Eira Economic Analysis and Forecasting Study 2017* (Blair Warman Economics)
- > *Assessment of the Economic Impacts of Transformation Concepts on Activity Centres: Bentleigh, Carnegie and Elsternwick, 2017* (Blair Warman Economics)
- > *Peer Review of Glen Eira's Draft Quality Design Guidelines and Strategic and Urban Renewal Development Plans Analysis, 2017* (Aecom)
- > *Glen Eira Activity Centres Urban Context Report 2017* (Planisphere)
- > *Glen Eira Draft Urban Design Guidelines 2017* (Planisphere)
- > *Glen Eira Urban Design Analysis Report 2017* (Planisphere)
- > *Glen Eira Community Benefits Discussion Paper 2017* (Planisphere)
- > *Glen Eira Activity Centres Community Engagement Summary Final Report 2017* (Co Design Studio)
- > *Glen Eira Transformational Concepts Draft Report 2017* (Planisphere)
- > *Glen Eira Transformative Concepts Review 2017* (onemilegrid)
- > *Glen Eira Transport Analysis and Forecasting Discussion Paper* (MRCagney)

Research and reports prepared by Council:

- > *Planning Strategy Impacts on Housing Opportunity; and*
- > *Parking Analysis for the Bentleigh, Carnegie and Elsternwick Structure Plans.*

HOW DOES THIS PLAN LINK WITH OTHER POLICIES?

POLICY CONTEXT

Local strategies

The development of this draft *Structure Plan* has linked to the following Council strategies:

- > *Glen Eira Open Space Strategy 2014*;
- > *Planning Scheme Review 2016 Report*;
- > *Glen Eira Council and Community Plan 2017—2021*; and
- > *Activity Centre, Housing and Local Economy Strategy 2017*.

Activity Centre, Housing and Local Economy Strategy

In July 2017, Council adopted a new policy direction for Glen Eira's activity centres. As part of the new framework, Elsternwick has been nominated as a major activity centre with opportunities for urban renewal.

- > Elsternwick will be a centre with access to a wide range of goods, services and activities, including commercial, retail, entertainment and community facilities, with urban renewal sites in strategic locations that provide the opportunity to develop underutilised land close to jobs, services and public transport.
 - Employment: Elsternwick will have a major focus on employment and growth opportunities, particularly professional employment and retail.
 - Housing: Elsternwick will have a major focus on housing growth opportunities, and focus on new families, single, aged care and affordable households.

- Economy: Elsternwick will provide for the weekly needs of an approximate 800 metre to two kilometre residential catchment, including specialty retailing, hospitality, entertainment, business services and a minimum of (or demonstrated capacity to accommodate) approximately two supermarkets or similar fresh food markets.

State-wide strategies

Development of this draft *Plan* aligns with the objectives set out in the Victorian Government's Metropolitan Planning Strategy — *Plan Melbourne 2017—2050*.

Plan Melbourne sets a vision and policy direction for growth, with a focus on ensuring a better distribution of business activity, jobs, housing, services, infrastructure and transport connections within activity centres.

It also provides direction for each municipality, and seeks to increase density and activity in established areas currently serviced by existing public transport networks, employment opportunities and infrastructure — with a focus on discouraging urban sprawl.

Elsternwick is located in an established area with good access to public transport and facilities. *Plan Melbourne* identifies Elsternwick as a major activity centre that can accommodate increased housing and employment growth. It also recognises that each activity centre has a unique context and encourages local councils to set their own vision and policy objectives to plan for growth.

IMPLEMENTATION AND REVIEW

WHEN WILL THE PLAN BE IMPLEMENTED?

The statutory portion of the changes (the changes to building and land use controls on all affected land) will be implemented through a Planning Scheme Amendment which will commence in 2018. An Amendment changes the town planning controls which determine how land can be used or developed. For privately owned land, development will occur over time within these newly implemented controls.

In terms of the major projects proposed on Council-owned land such as new public spaces, a more detailed implementation plan will be developed upon adoption of the final Elsternwick *Structure Plan* by Council which will include non-statutory implementation and advocacy strategies.

HOW WILL THE PLAN BE FUNDED?

To deliver our projects we will need to undertake capital works projects to make physical changes and other place-making processes to support activity and engagement within public spaces.

Indicative costs and funding sources will be identified to enable co-ordination with Council's capital works budget and program and will be subject to Council's budgetary processes and priorities.

HOW WILL THE PLAN BE REVIEWED?

To monitor and review the final Elsternwick *Structure Plan*, the following steps will be carried out:

- > Reporting undertaken against Council's *Glen Eira Council and Community Plan* will include updates on elements of this *Plan* which have been advanced.
- > Council will continue to discuss the outcomes in this *Plan* and the progress of identified projects with the Elsternwick Traders Association.
- > A review of the demographic changes anticipated as a consequence to this *Plan* in relation to population growth within the study area will occur after the release of Census data at five year intervals.
- > The mapping of development activity within the activity centre will be undertaken after confirmation is given for significant development to proceed.

A complete review of the process of implementing this *Plan* will occur at five year intervals.

HOW CAN THE BUILDING TYPES BE ENFORCED?

A range of planning controls will be used to guide the desired outcomes and achieve the community's vision for Elsternwick.

Once Council has adopted the structure plan for Elsternwick, a formal amendment process will occur in order to include these planning controls in the *Scheme*.

The *Quality Design Guidelines* provide more guidance as to how we plan to achieve these outcomes.

GLOSSARY

Activation

The injection of liveliness and vibrancy into an urban area.

Activity centre

A mixed-use area that provides a focus for commercial, retail, employment, housing, transport, services and social interaction.

At-grade

At ground level.

Heritage overlay

Applied to a place, object or area identified as being of heritage significance. Trees, gardens, parks, structures, buildings and streetscapes can be included in the heritage overlay.

Neighbourhood character overlay

Protects areas that have a particular urban character, includes both private and public realm aspects and how features interact with each other to create a sense of place.

Public realm

All public open space.

Setback

The distance that a structure or building is set back from the property boundary, road or other buildings. Setbacks can occur at ground level or on upper floors of a building.

Structure Plan

A long-term plan that guides important aspects of an area including development, land use, transport and car parking, community facilities, public and open spaces and strategic opportunities.

Statutory implementation

The implementation of strategic guidelines or outcomes into statutory controls.

Urban renewal

The process of unlocking well located, underutilised land to support employment, residential or commercial growth.

Walkability

The degree to which the built form of an area supports walking as a means of transport or recreation. Walkable areas are connected, safe and accessible for pedestrians.

Wayfinding

The way that people are guided through built environments. Wayfinding can include signage, barriers or ground treatments to delineate space and help users to understand the urban environment.



CONTACT

City Futures Department
Phone: 9524 3333
cityfutures@gleneira.vic.gov.au
City Futures
PO Box 42
Caulfield South VIC 3162