

The following table describes the primary communication and consultation methods used in developing the Elsternwick draft Structure Plan. Summaries of all of the consultation stages can be found at [www.gleneira.vic.gov.au/elsternwick](http://www.gleneira.vic.gov.au/elsternwick) in the documents section. A map of the study area and copies of the communication can be found below.

STAGE ONE: TELL US WHAT YOU LOVE ABOUT YOUR SHOPPING STRIP	
Primary communication methods	Consultation
<u>November 2016</u> <ul style="list-style-type: none"><li>Letter to traders – 24 November: <i>Tell Us What You Love About Your Shopping Strip</i></li><li>Letter also hand delivered to every trader</li><li>Flyers displayed in local businesses</li></ul> <u>December 2016</u> <ul style="list-style-type: none"><li>Back page spread in Glen Eira News: <i>Tell Us What You Love About Your Shopping Strip</i></li></ul> <u>January 2017</u> <ul style="list-style-type: none"><li>Letter to residents, owners and businesses in study area with attached flyer – 31 January: <i>What is a structure plan?</i></li></ul> <u>February 2017</u> <ul style="list-style-type: none"><li>Back page article Glen Eira News: <i>Tell Us What You Love About Your Shopping Strip</i></li></ul>	356 surveys received for Elsternwick.  Over 2,100 surveys received across Glen Eira.
STAGE TWO: TRANSFORMING OUR NEIGHBOURHOODS TOGETHER	
Primary communication methods	Consultation
<u>March 2017</u> <ul style="list-style-type: none"><li>Letter to residents and businesses in study area – 30 March: <i>Invitation to May community forum</i></li><li>Spread in Glen Eira News: <i>Help us plan for the future of your shopping strip</i></li></ul> <u>April 2017</u> <ul style="list-style-type: none"><li>Glen Eira News: Transforming Our Neighborhoods Together, Structure Plan Visioning Community Forum dates and FAQs</li></ul>	81 survey responses  3 email/mail submissions  55 attendees at 3 drop-in sessions
STAGE THREE: ACTIVITY CENTRES STRATEGY AND PRELIMINARY STRUCTURE PLAN EXPLORATION	
Primary communication methods	Consultation
<u>May 2017</u> <ul style="list-style-type: none"><li>Glen Eira News: Structure Plan visioning, community forum dates</li></ul> <u>June 2017</u> <ul style="list-style-type: none"><li>Glen Eira News: Back page article and four page lift-out</li><li>Lift-out also hand delivered to every business</li></ul>	60 survey responses  45 attendees at community forum
STAGE FOUR AND FIVE: DRAFT CONCEPT PLANS AND QUALITY DESIGN PRINCIPLES	
Primary communication methods	Consultation
<u>July 2017</u> <ul style="list-style-type: none"><li>Letter to Residents and Businesses in study area - 27 July: Draft Concept Plan</li><li>Drop-in sessions at Elsternwick Library</li></ul>	93 survey responses  88 attendees at community forum  108 email/mail/phone submissions  1 petition 68 signatures
STAGE SIX: DRAFT STRUCTURE PLAN AND QUALITY DESIGN GUIDELINES	
Primary communication channels	Consultation
<u>October/November 2017</u> <ul style="list-style-type: none"><li>Letter and flyer to residents, owners and businesses</li><li>Glen Eira News four page lift-out</li></ul>	

## STRUCTURE PLAN STUDY AREA



## NOVEMBER LETTER TO TRADERS



24 November 2016

Dear Trader,

Across Glen Eira, our shopping strips are changing, with new developments, level crossing removals and station works.

We want to hear from you about what makes Elsternwick shopping centre unique and what can be improved.

### Tell us what you love about your shopping strip

We are asking traders and residents in Elsternwick to fill out a short, five minute online survey about their local shopping strip.

- Please take the survey online at [www.gleneira.vic.gov.au/elsternwick](http://www.gleneira.vic.gov.au/elsternwick)
- If you could please hand out the enclosed postcards to your customers we'd really appreciate it, and place the posters in a prominent position in your business.
- The survey will help us to identify Elsternwick's unique and individual strengths, and changes and improvements that you and your customers would like.

### Planning for better shopping strips

- Based on feedback from the survey, we will explore possible ideas and projects that could benefit the shopping strips - for comment by businesses and residents.
- This information will all feed into development of an activity centre strategies for how our shopping strips should change over time - to help develop the local economy, and improve for residents and businesses alike.
- The strategies will form an important part of the planning scheme, which means that they will need to be considered when new development applications in the area are received by Council, VCAT or the State Government.
- We want to help to achieve vibrant and viable shopping strips plans that consider economic needs, private development, transport and parking, open space and place making opportunities.

I encourage you to contact Alex Francis, Place Making Officer, to discuss your thoughts and ideas regarding anything in this letter. Alex can be contacted on 9524 3333 or [afrancis@gleneira.vic.gov.au](mailto:afrancis@gleneira.vic.gov.au)

Kind Regards

Rebecca McKenzie  
CEO Glen Eira City Council



## Tell us what you love about your shopping strip

Our shopping strips are changing, with new developments, level crossing removals and station works. What do you love about your shops? What would you like to change?

To help shape the future of your shopping strip, tell us what you think [www.gleneira.vic.gov.au/yourshops](http://www.gleneira.vic.gov.au/yourshops)

If your strip is in the following areas, we want to hear from you:

- Bentleigh
- Carnegie
- Elsternwick
- Hughesdale
- McKinnon
- Murrumbeena
- Ormond
- Caulfield
- Moorabbin
- Glenhuntly
- Alma Village
- Bentleigh East
- Caulfield Park
- Caulfield South
- Gardenvale
- Patterson
- Ripponlea

Tell us your thoughts [www.gleneira.vic.gov.au/yourshops](http://www.gleneira.vic.gov.au/yourshops)



# Tell us what you love about your shopping strip

Glen Eira residents and traders have shown they are keen to help shape the future of their local shopping centres. More than 1,000 people have completed Council's survey. Your feedback is valuable and will help shape the future of your shopping precinct. Below is a snapshot of the feedback received so far.

## TOP 10 SHOPPING STRIPS WITH HIGHEST FEEDBACK RECEIVED

- 1 • CARNEGIE
- 2 • MURRUMBEENA
- 3 • ELSTERNWICK
- 4 • BENTLEIGH
- 5 • MCKINNON
- 6 • PATTERSON
- 7 • GLEN HUNTLY
- 8 • ORMOND
- 9 • HUGHESDALE
- 10 • CAULFIELD PARK

## TOP THREE AGE GROUPS OF RESPONDENTS

- 1 • 36-45
- 2 • 26-35
- 3 • 45-55

If your shopping strip is in Caulfield Junction, Caulfield South, Alma Village, Moorabbin, Gardenvale, Bentleigh East or Ripponlea, we want to hear from you!

### TOP METHODS OF TRAVEL TO YOUR SHOPPING STRIP

1 • WALK

2 • DRIVE

3 • RIDE

### TOP REASONS TO VISIT YOUR SHOPPING STRIP

1 • CAFÉS

2 • DAILY NEEDS

3 • RETAIL OUTLETS

The opportunity to provide feedback will close on Sunday 19 February. To fill out the survey, visit [www.glencira.vic.gov.au/yourshops](http://www.glencira.vic.gov.au/yourshops)

Think local first

City of GLEN EIRA

GLEN EIRA CITY COUNCIL

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## JANUARY LETTER AND FLYER TO RESIDENTS, OWNERS AND BUSINESSES

31 January 2017

Name  
Address  
Address  
Address  
Address

### Help us plan for the future of Elsternwick

Glen Eira City Council is currently seeking your feedback to help plan for and shape the future of Elsternwick.

In 2016, Council conducted a *Planning Scheme Review* — a review of Glen Eira's policies for development and land use — which involved extensive engagement with the community.

Over the next 12 months, Council, with the help of residents, traders and the community, will be developing a vision and structure plan for Elsternwick.

The structure plan will set the community vision for Elsternwick and guide land use, housing, traffic and open space improvements for the next 20 years.

The flyer enclosed with this letter, includes information on the structure plan process and ways you can have your say.

We encourage you to take part by:

- completing our five minute online survey — *Tell us what you love about your shopping strip* — at [www.gleneira.vic.gov.au/Elsternwick](http://www.gleneira.vic.gov.au/Elsternwick) and
- attending drop-in sessions on Wednesday 5 April anytime between 4pm and 7pm and Saturday 8 April between 10am and 1pm at Elsternwick Library, 4 Staniland Grove, Elsternwick.

We look forward to receiving your feedback to help shape the future of Elsternwick.

Yours sincerely,



Rebecca McKenzie  
CEO Glen Eira City Council



## Structure plan: timeline over the next year

**Stage one: Tell us what you love about your shopping strip** — November 2016 to February 2017

The *Shopping Strip Engagement Program* will help create a community-owned vision for each shopping centre or strip across Glen Eira.

**Stage two: Transforming our neighbourhood together** — our proposal based on your ideas — March to April 2017

We are seeking community input on key project ideas that will leave a lasting legacy as well as short-term place-making opportunities. You can provide input at the drop-in sessions at Elsternwick Library, 4 Staniland Grove, Elsternwick on:

- › Wednesday 5 April anytime between 4pm and 7pm; or
- › Saturday 8 April between 10am and 1pm; or
- › online at [www.gleneira.vic.gov.au/elsternwick](http://www.gleneira.vic.gov.au/elsternwick)

**Stage three: Building and development guidelines**

We will seek community feedback on building and development guidelines across all commercial areas with a more detailed focus on Bentleigh, Carnegie and Elsternwick.

**Stage four: Draft structure plan**

We will seek feedback on draft structure plans for Bentleigh, Carnegie and Elsternwick, which will incorporate the previous three themes of vision, legacy projects and built form.

**Stage five: Final draft structure plan**

We will ask for community feedback on the final structure plans before they are presented to Council.

## Contact

- › For further information or to discuss anything within this flyer, contact Council's City Futures Department on 9524 3333 or email [mail@gleneira.vic.gov.au](mailto:mail@gleneira.vic.gov.au)
- › To find out more, receive email updates or to take the online survey, visit: [www.gleneira.vic.gov.au/elsternwick](http://www.gleneira.vic.gov.au/elsternwick)

## Elsternwick

Help us plan for the future



City of  
GLEN  
EIRA  
GLEN EIRA  
CITY COUNCIL

## What is a structure plan?

- › A structure plan sets a long-term vision for how land will be used or developed for a particular area.
- › Structure plans can provide the community with certainty about expectations for future development. They also ensure that shopping strips are kept vibrant and accessible, and are attractive places to live, work and shop.
- › The visions and objectives within a structure plan align and link to local and state government policy.

## What's the scope?

A structure plan takes many different factors into account, including:

- › land uses in the main shopping strip;
- › housing types and location;
- › traffic movement;
- › building heights and sizes;
- › heritage; and
- › open space.

## How can you take part?

- › We want to hear your views each step of the way. Firstly, we are asking traders and residents to fill out a short, five minute survey online — *Tell us what you love about your shopping strip* — which closes on Sunday 19 February. Please take the survey at: [www.gleneira.vic.gov.au/elsternwick](http://www.gleneira.vic.gov.au/elsternwick)
- › The survey will help us to identify Elsternwick's unique and individual strengths as well as the changes and improvements that you would like to see.
- › Come to the drop-in sessions at Elsternwick Library, 4 Staniland Grove, Elsternwick on:
  - › Wednesday 5 April anytime between 4pm and 7pm; or
  - › Saturday 8 April between 10am and 1pm.Council staff and planning experts will be there to answer your questions, and key project design ideas will be displayed for comment.
- › Over the next year, we will also ask for your feedback on topics such as, opportunities arising from the level crossing removals to improve nearby areas; supporting the local economy; planning and development; open space and recreation; and traffic and pedestrian movement. To receive email updates, visit [www.gleneira.vic.gov.au/elsternwick](http://www.gleneira.vic.gov.au/elsternwick)

## What areas are we exploring?

Glen Eira City Council will be focusing on the main shopping strip and the residential area within close walking distance of the strip.



## MARCH LETTER TO RESIDENTS AND BUSINESSES



GLEN EIRA  
CITY COUNCIL

BENTLEIGH  
BENTLEIGH EAST  
BRIGHTON EAST  
CARNEGIE  
CAULFIELD  
ELSTERNWICK  
GARDENVILLE  
GLEN HUNTLY  
MCINNINN  
MURRUMBEENA  
ORMOND  
ST KILDA EAST

Enquires to: City Futures  
Telephone No: 9524 3421  
Fax No: 9524 3421

30 March 2017

To The Occupier

Dear Occupier,

Glen Eira City Council is currently seeking your feedback on its draft vision and concept ideas for Elsternwick. These concepts may affect you so we are writing to you to seek your thoughts. We have prepared these concepts using community feedback from our recent 'Tell us what you love about your shopping strip' campaign.

We encourage you to visit [www.gleneira.vic.gov.au/elsternwick](http://www.gleneira.vic.gov.au/elsternwick) and view the draft vision and concept ideas, which will guide the future of your neighbourhood. You have until Sunday 9 April to complete the survey.

Following community engagement, the community feedback regarding these concept ideas will be further explored before being considered for inclusion as part of the future structure plan.

You can attend the following structure plan community forum and have your say:

Wednesday 17 May, 6.30pm–8.30pm  
Caulfield RSL, 4 St Georges Road  
Elsternwick

We look forward to receiving your feedback to help shape the future of Elsternwick.

For further information or if you have any questions, please do not hesitate to contact Council's City Futures department on 9524 3421. Hard copies of the survey are also available and can be posted out on request.

Yours sincerely,

Rebecca McKenzie  
CEO Glen Eira City Council

GLEN EIRA CITY COUNCIL  
CORNER GLEN EIRA AND HAWTHORN ROADS, CAULFIELD, VIC  
PO BOX 42, CAULFIELD SOUTH 3162

ABN 45 952 882 314 • P 03 9524 3333 • F 03 9523 0339  
NATIONAL RELAY SERVICE TTY 13 36 77 • SPEAK AND LISTEN 1300 555 727  
INTERNET-RELAY.NRS.CALL.GOV.AU THEN ENTER 03 9524 3333 • MAIL@GLENEIRA.VIC.GOV.AU  
[GLENEIRA.VIC.GOV.AU](http://GLENEIRA.VIC.GOV.AU)



## Help us plan for the future of your shopping strip

Council is seeking community input on key project ideas that will leave a lasting legacy as well as short-term place-making opportunities to improve your shopping precinct. The opportunity to provide input at the drop-in sessions for Bentleigh, Carnegie, Elsternwick and Hughesdale/Murrumbeena shopping strips are detailed below.

### BENTLEIGH

Youth Information Centre, 86 Robert Street, Bentleigh  
> Thursday 30 March between 4pm to 7pm

Bentleigh Sunday Market, 1 Bent Street, Bentleigh  
> Sunday 2 April between 9am to 12pm

### ELSTERNWICK

Elsternwick Library  
4 Staniland Grove, Elsternwick

- > Wednesday 5 April between 4pm and 7pm
- > Saturday 8 April between 10am and 1pm

### CARNEGIE

Carnegie Library and Community Centre  
7 Shepparson Avenue, Carnegie

- > Wednesday 15 March between 4pm and 7pm
- > Saturday 18 March between 9am and 12pm

### HUGHESDALE/MURRUMBEENA

Bendigo Bant Meeting Hub, 436 Neerim Road, Murrumbeena

- > Wednesday 22 March between 4pm and 7pm
- > Saturday 25 March between 9am and 12pm



GLEN EIRA  
CITY COUNCIL



## TRANSFORMING OUR NEIGHBOURHOOD TOGETHER

In early 2016, Glen Eira City Council carried out a Planning Scheme Review, which included extensive community engagement. One of the many concerns expressed by the community was in relation to development within the municipality. In response to community feedback, Council adopted a comprehensive work plan which included the commencement of structure planning for Bentleigh, Carnegie and Elsternwick. More recently, Council also resolved to develop a structure plan for East Village (on the south eastern corner of North and East Boundary Roads).

This work plan has been divided into eight stages, and we encourage you to have your say at each stage to ensure our projects are created for the community, by the community.

By the end of 2017, together we will have developed:

- > Four structure plans (Bentleigh, Carnegie, Elsternwick and East Village).
- > An Activity Centres Strategy, which includes a vision and objectives for all major and neighbourhood activity centres. This will cover both the commercial heart and the surrounding nearby residential area.
- > Building and development guidelines for commercial areas.
- > Recommendations to the State Government's Level Crossing Removal Authority, with suggested projects for Carnegie, Murrumbeena and Hughesdale.

### STAGE ONE: TELL US WHAT YOU LOVE ABOUT YOUR SHOPPING STRIP NOVEMBER 2016–FEBRUARY 2017

From November 2016 to February 2017 we asked: "What do you love about your shopping strip?" More than 2,100 surveys were completed across Glen Eira's existing activity centres.

Based on this feedback, a report has been developed to identify key issues for each centre. This has been used to draft a vision and key objectives for all existing 17 activity centres, plus East Village.

The full consultation report can be viewed at [www.gleneira.vic.gov.au/yourneighbourhood](http://www.gleneira.vic.gov.au/yourneighbourhood)

### STAGE TWO: TRANSFORMING OUR NEIGHBOURHOODS TOGETHER — OUR CONCEPTS BASED ON YOUR IDEAS MARCH–APRIL 2017

As well as developing a draft vision and key objectives for all of Glen Eira's activity centres, we have also developed concept project ideas for Carnegie, Bentleigh, Elsternwick, Murrumbeena and Hughesdale (activity centres for which we are developing structure plans in 2017 or which are undergoing level crossing removals).

To view the concept ideas and tell us what you think, visit [www.gleneira.vic.gov.au/yourneighbourhood](http://www.gleneira.vic.gov.au/yourneighbourhood). Consultation closes Sunday 9 April.

### STAGE THREE: ACTIVITY CENTRES STRATEGY AND PRELIMINARY STRUCTURE PLAN EXPLORATION MAY 2017

The Activity Centres Strategy is a high-level city-wide future plan that identifies the key principles and roles for Glen Eira's network of activity centres and shopping strips. The individual activity centre vision and objectives have been presented for feedback during stage two, and revised versions will be included in this document.

We will also begin preliminary discussions around structure plans for Bentleigh, Carnegie, Elsternwick and East Village.

### STAGE FOUR: BUILDING AND DEVELOPMENT GUIDELINES JUNE–JULY 2017

We will use the community feedback on your concerns regarding development in residential neighbourhoods to develop new building and development guidelines. There will also be a more detailed focus on Bentleigh, Carnegie and Elsternwick.

These guidelines will shape future development for land in activity centres zoned as Commercial One Zone, General Residential Zone and Residential Growth Zone.

We will seek community input on these guidelines before adoption by Council and inclusion into the Glen Eira Planning Scheme.

### STAGE FIVE: DRAFT STRUCTURE PLANS JUNE–JULY 2017

We will seek feedback on draft structure plans for Bentleigh, Carnegie, Elsternwick and East Village. This will incorporate the vision and key projects (developed in stage two) building and development guidelines (developed during stage four).

A structure plan sets a long-term vision for land use and development within a particular area, with the aim to provide clarity and certainty to residents and developers alike.

### STAGE SIX: FINAL STRUCTURE PLANS OCTOBER–NOVEMBER 2017

Before the structure plans are presented to Council for adoption, we will ask for community feedback on the final drafts.

### STAGE SEVEN: PLANNING SCHEME AMENDMENT — 2018

Once the structure plans have been adopted, Council will seek authorisation from the Minister for Planning to commence the Planning Scheme Amendment process in order to implement our projects into the Glen Eira Planning Scheme.

### STAGE EIGHT: IMPLEMENT STRUCTURE PLANS — 2018 AND ONWARDS

Council will work with key partners, including the local community; State Government; local landowners; and businesses to implement the structure plan and activity centre visions. Implementation will be carried out through various means, including planning approvals; project construction; facilitation and leadership; and streetscape design.

### EAST VILLAGE

East Village is a large area of industrial land on the south eastern corner of North and East Boundary Roads.

Council has recently resolved to partner with the Victorian Planning Authority to develop a future plan for this renewal area. As you may be aware, a rezoning attempt was undertaken of just the Virginia Park Estate in July 2015 where Council, at that time, resolved to abandon the proposed amendment.

We are aware that the landowners have been consulting on their plans throughout 2016, and we have read the community feedback.

In order to form a community led vision and key objectives for the precinct, we are conducting our own community consultation. This will inform the development of a structure plan, which will guide what can be built on the site.

Visit [www.gleneira.vic.gov.au/eastvillage](http://www.gleneira.vic.gov.au/eastvillage) to tell us what you would like East Village to look like into the future.

The opportunity to provide feedback on this stage closes Sunday 16 April.

There will be further opportunities to provide feedback once a draft structure plan has been developed.

### STRUCTURE PLAN COMMUNITY FORUMS

Join us as we look at what we have achieved so far and what the next stages are around structure plans for Glen Eira:

#### Bentleigh

Wednesday 3 May, 6.30pm–8.30pm  
Bentleigh Senior Citizens Centre  
2 Arthur Street, Bentleigh

#### Carnegie

Monday 8 May, 6.30pm–8.30pm  
Carnegie Library and Community Centre — Boyd Room  
7 Shepperson Avenue, Carnegie

#### Elsternwick

Wednesday 17 May, 6.30pm–8.30pm  
Caulfield RSL, 4 St Georges Road  
Elsternwick

#### East Village

Wednesday 24 May, 6.30pm–8.30pm  
Duncan Mackinnon Reserve Pavilion  
Corner North and Murrumbeena Roads, Murrumbeena

For further information or to register, contact Council's City Futures Department on 9524 3333.



## FREQUENTLY ASKED QUESTIONS

### > MY NEIGHBOURHOOD

#### What is a structure plan?

A structure plan sets a long-term shared vision for land use and development within a particular area, with the aim to provide clarity and certainty to residents and developers alike.

#### How can I share my concerns about the development in my neighbourhood, and what is Council going to do about it?

In early 2016, Council carried out a Planning Scheme Review, which included extensive community engagement. One of the many concerns expressed by the community was in relation to development within the municipality.

In order to address these concerns, a work plan was developed. Stages four, five and six are particularly focused on development through the creation of building and development guidelines and structure plans. However, you can share your views at any stage throughout this process.

#### Will I have a chance to comment on the zone my land is located in?

You will have the opportunity to make a submission to Council on the current zoning of your property at any stage through stages four, five and six.

During stage four, we will be forming

guidelines that will shape future development for land in activity centres zoned as Commercial 1 Zone, General Residential Zone and Residential Growth Zone.

#### Will Council review residential zone boundaries across Glen Eira?

As part of the structure planning process for our major activity centres, Council will be reviewing the existing commercial and surrounding residential zones to ensure that future population growth will be accommodated, while existing neighbourhood character and residential amenity are protected. This means that the existing zoning boundaries within our major centres will be reviewed as part of this process.

In light of recent announcements made by the State Government in regards to the findings of the Reformed Residential Zones Review and the recently 'refreshed' Plan Melbourne, Council is faced with the difficult task of balancing State Government objectives for accommodating population growth, with the community's feedback to limit residential development within the municipality.

#### Where does Council prefer new developments to be focused?

This current review of Glen Eira's activity centres provides a unique

opportunity to review and manage where and how more focused development in our City occurs into the future.

The State Government sets out overarching strategies and principles for development that Council must align with.

This is outlined in the recently released Plan Melbourne which states that around 70 per cent of development within Melbourne is to occur in established areas, such as Glen Eira, rather than the urban fringe or growth areas.

Plan Melbourne (and previous state strategies) has identified activity centres and urban renewal areas as a focus of growth. These policy directions, as well as the 20 minute neighbourhood concept, aim to improve access to local jobs from local residents.

To view Plan Melbourne, visit [www.planmelbourne.vic.gov.au](http://www.planmelbourne.vic.gov.au)

#### How can I address the amenity concerns I have with new developments in my neighbourhood?

Stage four aims to address concerns regarding amenity impacts caused by development. By forming guidelines for development for each area of change, we hope to create preferred development

recommendations for different zones where high density development usually occurs.

#### I'm concerned with parking in my neighbourhood — how can this be addressed?

We have heard that parking is a concern for our community, particularly in areas of change. The upcoming activity centre program allows Council to take a strategic approach in addressing community concerns about parking.

As part of the structure planning process, parking and traffic movement will be reviewed with the potential for new controls to be implemented into the Glen Eira Planning Scheme.

#### I'm concerned about the amount of traffic caused by new developments — how can this be addressed?

An integrated transport strategy will be released for engagement later in 2017. This strategy will assist in planning and advocating for integrated transport outcomes related to: sustainable transport; public transport; parking; land use planning and development.

As part of the structure planning process, parking and traffic movement will be reviewed with the potential for new traffic measures and controls to be introduced.

### > MY ACTIVITY CENTRE

#### What is an activity centre?

An activity centre is an area that includes both the commercial heart and the nearby surrounding residential areas. An activity centre provides a focus for services, employment, housing, transport and social interaction. They range in size and intensity of use from smaller neighbourhood centres to major activity centres and larger metropolitan centres.

#### What is the process to review the building heights in our shopping strips?

The 2017 work program began with 'visioning' and moves into more detail as the year progresses, ultimately leading to the adoption of structure plans for our

major activity centres.

During stages four and five, we will form guidelines that will shape future development for land zoned as Commercial 1 Zone, General Residential Zone and Residential Growth Zone in all activity centres.

During these stages you will have the opportunity to make submissions to Council about the height of buildings.

#### What is Council doing to control building heights in shopping strips?

As described above, Council is currently forming building and development guidelines and structure plans. While

these guidelines and structure plans are being formed, Council has applied to the Minister for Planning (through a fast track process) to implement an interim height control for commercial and mixed use zoned land in the Bentleigh and Carnegie activity centres. Height limits for residentially zoned land in these areas was not included as part of this application as all residentially zoned land in Glen Eira have had mandatory maximum height limits applied since mid-2013.

#### What are the structure plan boundaries?

The structure plans will apply to the commercial core of the activity centres,

as well as the surrounding land zoned as General Residential Zone and Residential Growth Zone (approximately 400 to 800 metres from the edge of the commercial core of the activity centre).

#### When will the concepts presented in stage two be implemented?

At this stage, these concepts are only ideas. Those concepts which receive community support will be presented to Council for consideration. The adopted concepts will require further detailed development and would be considered as part of Council's long-term planning and delivered over time.

### > MY CITY

#### What is the future plan for Glen Eira?

Council will plan for future growth of the municipality while ensuring it is livable, well-designed, safe and accessible for all community members. This will be achieved by balancing the vision of the State Government with that of Council's own Community Plan.

#### Where is population growth planned to occur in Glen Eira and how can residential areas

#### be protected?

Glen Eira is required to accommodate growth as the population across Victoria increases, as set out in the State Government's overarching metropolitan planning strategy, Plan Melbourne.

While the future dwelling target is still unclear, the stated regional targets are based on projections produced by the State Government (Victoria in Future 2016). These projections state that by 2031, Glen Eira is likely to require an

additional 9,000 dwellings.

Over the course of 2017, Council will be implementing strategies and projects which balance these objectives, while also aiming to protect the amenity of existing residential areas. We will do this by taking an integrated approach to planning across the municipality.

#### Why does Council need to align with State Government's new Plan Melbourne strategy?

Council is required to align with State Government planning objectives under law and regulation, such as the Planning and Environment Act 1987. Additionally, all changes that Council makes to town planning policies and controls (the Glen Eira Planning Scheme) require approval from the Minister for Planning before they are officially implemented. In order for the proposed changes to be approved, these must show clear links to State Government strategies and objectives.

For further information on planning terms, visit [www.gleneira.vic.gov.au/planningglossary](http://www.gleneira.vic.gov.au/planningglossary)

Do you have further questions? Contact Council's City Futures Department on 9524 3333 or [mail@gleneira.vic.gov.au](mailto:mail@gleneira.vic.gov.au)

## Structure plan community forums

As part of the *Transforming our Neighbourhoods Together* project, Glen Eira City Council will develop structure plans for Bentleigh, Carnegie, Elsternwick and East Village.

Structure plans set a long-term shared vision for land use and development within a particular area, with the aim to provide clarity and certainty to residents and developers alike.

Join us as we look at what we have achieved so far, and what the next stages are.

### **Carnegie**

Monday 8 May

6.30pm–8.30pm

Carnegie Library and Community

Centre — Boyd Room

7 Shepperson Avenue, Carnegie

### **Elsternwick**

Wednesday 17 May

6.30pm–8.30pm

Caulfield RSL, 4 St Georges Road

Elsternwick

### **East Village**

Wednesday 24 May

6.30pm–8.30pm

Duncan MacKinnon Reserve Pavilion

Corner North and Murrumbidgee

Roads, Murrumbidgee

For further information or to register, contact Council's City Futures Department on 9524 3333.

## Transforming our neighbourhood together

In 2016, Glen Eira City Council carried out a Planning Scheme Review. In response to community feedback, we adopted a comprehensive work plan, which included the commencement of structure planning for Bentleigh, Carnegie and Elsternwick. Council also recently resolved to develop a structure plan for East Village.

This work plan has been divided into eight stages, and we encourage you to have your say at each stage to ensure our projects are created for the community, by the community.

**Stage one: tell us what you love about your shopping strip**  
December 2016–February 2017

More than 2,100 surveys completed across 17 activity centres.

**Stage two: transforming our neighbourhoods together — our concepts based on your ideas**  
March–April 2017

More than 670 surveys completed and 150 people attended drop-in sessions.

**Stage three: Activity Centre, Housing and Local Economy Strategy**  
24 May–13 June 2017

Refer to the lift-out in the middle pages of this edition.

**Stage four: Building and Development Guidelines**  
July 2017

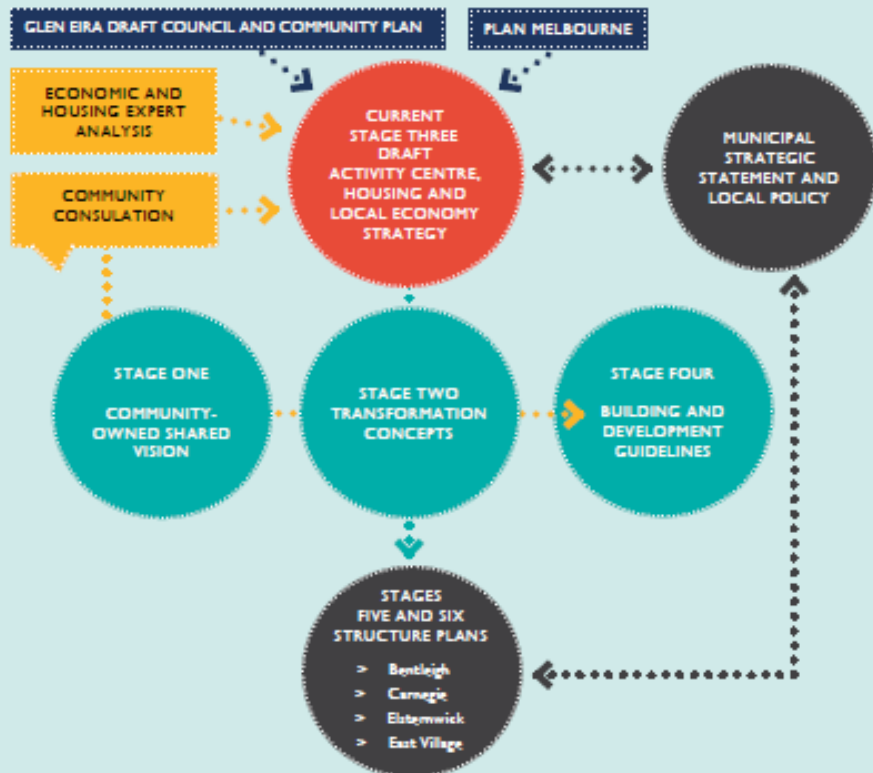
**Stage five: draft structure plans**  
June–July 2017

**Stage six: final structure plans**  
October–November 2017

**Stage seven: Planning Scheme Amendment**  
2018

**Stage eight: implement structure plans**  
2018 and onwards

For further information, visit  
[www.gleneira.vic.gov.au/yourneighbourhood](http://www.gleneira.vic.gov.au/yourneighbourhood)



## HAVE YOUR SAY — HELP US PLAN FOR THE FUTURE DRAFT ACTIVITY CENTRE, HOUSING AND LOCAL ECONOMY STRATEGY SUMMARY

TO VIEW THE FULL STRATEGY, VISIT [WWW.GLENEIRA.VIC.GOV.AU/PLANNINGFORTHEFUTURE](http://WWW.GLENEIRA.VIC.GOV.AU/PLANNINGFORTHEFUTURE) AND TELL US WHAT YOU THINK



Glen Eira is forecast to grow by 22,000 people, 9,000 dwellings and 9,500 jobs over the next 15 years. The draft Activity Centre, Housing and Local Economy Strategy aims to set a new 15 year City vision for the future of Glen Eira.

It is evident that Glen Eira is undergoing an exciting time of transition, and we now have the opportunity to set a new direction for our municipality. Our City is recognised as a municipality with wonderful amenity, a diverse community with a considerably high number of well connected activity centres.

Activity centres are areas that range in size, but usually include both the commercial heart and nearby surrounding residential area. They provide a focus for housing, commercial, retail, community, employment, transport, leisure, open space, entertainment and are places where people shop, work, meet, relax and live.

The draft Strategy has been informed by extensive community feedback, expert analysis, as well as a review of trends occurring across metropolitan Melbourne.

We have incorporated feedback received through: the Planning Scheme Review 2016 (approximately 260 responses); the Tell us what you love about your shopping strip Survey (approximately 2,100 responses); the Transforming our neighbourhoods Survey (approximately 1,000 responses); and the Glen Eira Draft Council and Community Plan consultation.

### PROPOSED ACTIVITY CENTRE TYPES



The draft Activity Centre, Housing and Local Economy Strategy has been released for community feedback and participation in the future planning of our City.

Your feedback on this draft Strategy is welcome by Tuesday 13 June 2017. Submissions can be made:

- > online [www.gleneira.vic.gov.au/planningforthefuture](http://www.gleneira.vic.gov.au/planningforthefuture)
- > via email [mail@gleneira.vic.gov.au](mailto:mail@gleneira.vic.gov.au)
- > via post PO Box 42, Caulfield South 3162; or
- > contact Council's Service Centre on 9524 3333.

All correspondence should be directed to Council's City Futures Department.

For further information on planning terms, visit [www.gleneira.vic.gov.au/planningglossary](http://www.gleneira.vic.gov.au/planningglossary)

View the full Strategy and tell us what you think. Visit [www.gleneira.vic.gov.au/planningforthefuture](http://www.gleneira.vic.gov.au/planningforthefuture)

## THEME ONE: PLACE-MAKING WELL CONNECTED AND DISTINCTIVE NEIGHBOURHOODS

### What we heard from recent community engagement:

- > Create places for people that are vibrant and have a greater focus on family and vibrancy within our centres.
- > Cleaner, greener and better connected centres that are easily accessible for all members of the community.
- > The identity of each of Glen Eira's neighbourhoods need to be strengthened and a greater emphasis needs to be placed on making these centres family friendly.
- > Improve car parking conditions and decrease traffic congestion in activity centres.

Glen Eira is made up of a number of distinct neighbourhoods that each have their own unique identity. The individuality of each place is a contribution of many factors, including the buildings, public spaces, community services, people and culture of the area.

As our local centres become more affected by globalized and mobilized markets, it becomes more and more important to create community rich experiences within these centres that cannot be bought online.

Accessibility of our centres is also a high priority to ensure services and experiences are easily available to the community, particularly by foot and bicycle.

Developing a clear neighbourhood identity will reinforce the community bond and improve social wellbeing and inclusiveness. This will result in a strong, supported local economy that reflects the needs of the community.



### OBJECTIVES

#### 1.1 Culturally rich communities

Glen Eira's neighbourhoods have long and layered histories, which are reflected in many heritage listed buildings and streetscapes.

Glen Eira is a proudly multicultural municipality that is made up of a range of ethnicities, including Indian, Chinese, Greek and Israeli communities. Glen Eira is also home to one of Australia's largest Jewish communities, with 18.9 per cent of our population identifying as Jewish (compared to 1.1 per cent across greater Melbourne). Our diversity should be celebrated and enhanced through local activities that build on these unique neighbourhoods.

Our activity centres will be culturally rich places, reflecting the unique characteristics and aspirations of their local neighbourhood.

#### 1.2 Create places for people

Our neighbourhoods should be centred around a shopping strip that not only provides for the shopping needs of the surrounding residential areas, but also provides spaces and enjoyment for the community, including green spaces.

Glen Eira has the lowest amount of open space as a proportion of land area available and per person. Parks, gardens and public spaces enhance our centres by providing the community with meeting points and areas of enjoyment that are accessible by all members of the community.

We will continue to create open spaces that contribute to the recreational, physical and social needs of all community members.

#### 1.3 Connected neighbourhoods

Car parking and traffic congestion is a common concern for the Glen Eira community. The State Government has recently invested more than \$2 billion into Glen Eira to facilitate the removal of seven level crossings, rebuild six train stations and construct approximately 3.8 kilometres of elevated rail and new open space.

We need to ensure that population growth is supported by a range of sustainable travel choices that reduce car dependency, including walking; cycling; motor cycling; and public transport. Simultaneously, a strategic approach needs to be taken to mitigate car parking and traffic issues.

#### 1.4 Better quality and greener streetscapes

Our streetscape and public realm are a major contributor to the identity of a neighbourhood. Our centres should be clean and attractive, and they should promote active transport options, particularly walking.

We must improve the walkability of our neighbourhoods by increasing pedestrianisation of our centres and ensuring safe and convenient access for all members of the community.

View the full Strategy and tell us what you think. Visit [www.gleneira.vic.gov.au/planningforthefuture](http://www.gleneira.vic.gov.au/planningforthefuture)

## THEME TWO: LOCAL ECONOMY

### VIBRANT ACTIVITY CENTRES WITH A THRIVING LOCAL ECONOMY

What we heard from our recent community engagement:

- > A high proportion of residents (85 per cent) indicated that they were either satisfied or very satisfied with the current weekly food shopping options in their local area. A similar number were satisfied with the local specialty food on offer.
- > The community members want their local centres to have a vibrant nightlife.
- > Our centres should provide experiences, not just transactions.

A strong focus of the draft Strategy is to ensure our community is provided with adequate employment opportunities within close proximity to their homes, as currently 80 per cent of Glen Eira residents commute outside our City for work.

The principle for the 20 minute neighbourhood outlined in both the Glen Eira Draft Council and Community Plan and Plan Melbourne aims to create accessible, safe and attractive local areas where people can reach employment, services and infrastructure within a 20 minute walk, cycle or local public transport trip.

The new jobs framework outlines how future job opportunities can be provided for our local community by reviewing the planning requirements for well designed and located building developments across our City.



Source: Glen Eira Community Profile, idcommunity: <http://profile.id.com.au/glen-eira>

Visit  
[www.gleneira.vic.gov.au/planningforthefuture](http://www.gleneira.vic.gov.au/planningforthefuture)  
and tell us how we can  
increase local jobs

## OBJECTIVES

### 2.1 More local jobs — less commuting

Plan Melbourne estimates that there will be an additional 60,000 jobs required within Melbourne's inner south east region within the period of 2015 to 2031, representing an annual growth rate of 1.3 per cent per annum. Key industries supporting this growth will be retail trade; healthcare and social assistance; professional, scientific and technical services; and education and training.

By 2036, the total number of working residents in Glen Eira will increase by 21 per cent from 70,030 to 84,980. The professional, scientific and technical services and financial and insurance services sectors are together expected to account for 34 per cent of this growth, with the healthcare and social assistance sector accounting for a further 24 per cent. To ensure residents do not need to commute to the CBD for work, more jobs need to be provided within Glen Eira, particularly within these growing industries.

There is opportunity to co-locate employment opportunities for professional industries within designated nodes to strengthen Glen Eira's competitive and innovative capacity. Greater employment options should also be encouraged that cater to the employment demands of the community.

We must reduce the negative impacts of commuting by improving the numbers of local jobs in our City, in particular through the creation of new office space for professional employment.

### 2.2 Foster human experiences

In terms of the retail sector, changes are occurring due to a number of different factors, including demographic changes; the global financial crisis; recent level crossing removals; and the movement towards a digital economy. New and innovative ways to conduct business are constantly being created, such as the introduction of online shopping, which leads to a reduction in the need for physical retail space.

These changes lead to a shift in the composition of our shopping strips with more opportunities arising for physical experiences and less for mere transactions, such as an increase in the number of cafes and restaurants or the introduction of co-working office spaces.

It is important that Glen Eira's activity centres are great places to visit, with shops and services providing human experiences that cannot be found online.

We will have a strong focus on place-making and will continually adapt to the changing economy to ensure our municipality is vibrant, prosperous and sustainable, and that the aspirations of our community are met.

### 2.3 Strengthen the heart of the community

As the community grows, so does its need for infrastructure, including community services, schools, open space and cultural events.

In our major activity centres, libraries provide a great anchor of community life. Libraries are also departing from the traditional quiet place to borrow books, and are more recently emerging as community hubs with more people depending on these spaces for social interaction and co-working spaces.

Glen Eira's library programs are the fifth highest attended across 47 libraries within the Public Libraries Victoria Network (PLVN). It is expected that in 2036 our growing population will generate almost 154,000 additional library visits per year.

Our activity centres will become the centre of community life, thanks to contemporary well-placed and well-serviced community hubs and libraries.

### 2.4 Vibrant nightlife and weekends

A total of 2,178 businesses in Glen Eira are located at ground floor in activity centres, 34 per cent of which are in Carnegie, Bentleigh and Elsternwick. Only a small percentage of stores are open after dark.

Hospitality related activities, such as cafes and restaurants, represent the biggest driver for night-time and weekend activity. They also represent an increasing amount of floorspace (approximately 64,000 square metres). Together with takeaway food outlets, they account for 32 per cent of total floorspace within all activity centres.

We must proactively foster our centres as vibrant nightlife and weekend destinations through the creation of additional floorspace designated to hospitality uses.

## THEME THREE: HOUSING QUALITY HOUSING AND BUILDINGS FOR THE FUTURE

### What we heard through our recent community engagement:

- > Our community want new buildings to be of quality design and responsive to their immediate context.
- > Our community want new buildings to respect the character of the area.
- > The environment is of growing concern and we must act now to minimize our impacts for the future.

Demand for new housing is due to population growth, but also to the changing housing needs of the community with strong links between life cycle events as families grow, shrink, disperse and age. When considering Glen Eira's future housing and development needs, it is important to understand the different stages of a life cycle and the appropriate household types.

The new housing framework will guide the type of household required in the future to accommodate our community's needs. There is a particular focus on providing well-located medium density family housing; age-friendly housing; safe single households; and affordable housing that meets the needs of our community's most vulnerable. This framework will guide future precinct structure planning, local policy and building design guidelines.

This housing framework seeks to further develop our existing housing strategy by providing more guidance on household types to be accommodated within our major and neighbourhood centre catchments.

### TYPES OF HOUSEHOLDS IN GLEN EIRA



LONE PERSON

GROUPS

COUPLES WITHOUT DEPENDENTS

ONE PARENT FAMILY

COUPLES WITH DEPENDENTS

### 2011 — NUMBER OF DWELLINGS BY HOUSEHOLD TYPE

15,049

2,997

13,094

4,317

17,748

### 2036 — PROJECTED INCREASE BY HOUSEHOLD TYPE

+6,111

+936

+5,236

+1,074

+4,606

### HOUSING OPPORTUNITIES BY HOUSEHOLD TYPE

AGED CARE

APARTMENT

TOWNHOUSE

DETACHED HOUSE

AFFORDABLE HOUSING



Source: Glen Eira Community Profile, idcommunity: <http://profile.id.com.au/glen-eira>

### OBJECTIVES

#### 3.1 Provide housing for all

It is likely that by 2031, an additional 9,000 dwellings will be required within Glen Eira. These additional dwellings should be best considered as 'homes' that are proactively planned for to address the future needs of the community.

Young family households are the fastest growing household in Glen Eira, increasing by 22.6 per cent between 2001 and 2011. The established family home is therefore in high demand, and new apartment developments are limited in the range of household types that they attract.

By prioritising a greater supply of medium density three-bedroom townhouses, a range of household types can be accommodated, including young families.

We must plan for the housing needs of the community and ensure that diverse housing options are made available to accommodate all situations and aspirations.

#### 3.2 Respect amenity and local character

Council's existing, long standing policies closely link housing growth with our activity centre hierarchy. Although we must accommodate an increase in our population, a centre that is of a higher order can not necessarily accommodate large scale buildings.

Housing capacity and building scale can be separated from activity centre hierarchy by clearly identifying housing typologies that can accommodate growth in strategic locations that respond to their immediate context and neighbourhood character, and also reduce impacts on amenity.

We must plan for the right development in appropriate locations by encouraging buildings that respond to their immediate urban context.

#### 3.3 Plan for the future housing needs of the community

Population increases lead to increased development pressure, especially considering that Plan Melbourne directs 70 per cent of housing growth to occur within our established suburbs.

To ensure that development does not unreasonably impact on our community's amenity, we must plan for growth by identifying areas that are suitable for development and ensuring the type of development that occurs is respectful of the area.

We must proactively plan for change by considering the future needs of the community.

#### 3.4 Build a sustainable future

Plan Melbourne states that energy use in buildings accounts for around a quarter of Australia's greenhouse gas emissions. By implementing sustainable development initiatives, we can attempt to mitigate the effect our increased population has on the environment for the benefit of the future Glen Eira community.

We must demonstrate a clear focus on environmental sustainability.

Visit  
[www.gleneira.vic.gov.au/planningforthefuture](http://www.gleneira.vic.gov.au/planningforthefuture)  
and tell us what the  
housing needs are for  
your local community.

View the full Strategy and tell us what you think. Visit [www.gleneira.vic.gov.au/planningforthefuture](http://www.gleneira.vic.gov.au/planningforthefuture)

## JULY LETTER TO RESIDENTS AND BUSINESSES

Enquiries to: City Futures  
Phone: 9524 3333  
Fax: 9524 3421

27 July 2017

Dear Resident,

### Elsternwick Draft Concept Plans

Glen Eira City Council is currently seeking your feedback on its *Draft Concept Plans* for Elsternwick. These concepts may affect you so we are writing to you to seek your thoughts. We have prepared these concepts using community feedback from our recent *Transforming our neighbourhoods together* campaign.

The projects presented in the concepts aim to leave a legacy for future generations by giving our neighbourhood a 'makeover' through major upgrades to parks, streets, car parks and community hubs. The *Plans* also address how we will manage the locations of new developments by applying the principles outlined in Council's *Quality Design Principles*.

Following this stage, community feedback will help shape the development of a draft *Structure Plan* for Elsternwick. Transport, parking and movement plans will be incorporated into the *Structure Plan* based on the location of buildings and amenities and further informed by Council's draft *Integrated Transport Strategy*.

We invite you to our Elsternwick community forum to have your say:

Monday 21 August, 6.30pm–8.30pm  
Caulfield RSL  
4 St Georges Road, Elsternwick

We encourage you to visit [www.gleneira.vic.gov.au/elsternwick](http://www.gleneira.vic.gov.au/elsternwick) and view the *Draft Concept Plans*, which will guide the future of your neighbourhood. The opportunity to provide your feedback will close on Sunday 3 September.

We look forward to receiving your feedback to help shape the future of Elsternwick.

Yours sincerely,



Rebecca McKenzie  
CEO Glen Eira City Council



GLEN EIRA  
CITY COUNCIL

BENTLEIGH  
BENTLEIGH EAST  
BRIGHTON EAST  
CARNEGIE  
CAULFIELD  
ELSTERNWICK  
GARDENVALE  
GLEN HUNTLY  
MCKINNON  
MURRUMBEENA  
ORMOND  
ST KILDA EAST



GLEN EIRA CITY COUNCIL  
CORNER GLEN EIRA AND HAWTHORN ROADS, CAULFIELD, VIC  
PO BOX 42, CAULFIELD SOUTH 3162

ABN 65 952 882 314 - P 03 9524 3333 - F 03 9523 0339  
NATIONAL RELAY SERVICE TTY 13 36 77 - SPEAK AND LISTEN 1300 555 727  
INTERNET-RELAY.NRS.CALL.GOV.AU THEN ENTER 03 9524 3333 - MAIL@GLEN EIRA.VIC.GOV.AU  
[GLENEIRA.VIC.GOV.AU](http://GLENEIRA.VIC.GOV.AU)

## OCTOBER/NOVEMBER LETTER TO RESIDENTS, OWNERS AND BUSINESSES

Enquiries to: City Futures  
Telephone No: 9524 3333  
Fax No: 9524 3421



GLEN EIRA  
CITY COUNCIL

BENTLEIGH  
BENTLEIGH EAST  
BRIGHTON EAST  
CARNEGIE  
CAULFIELD  
ELSTERNWICK  
GARDENVALE  
GLEN HUNTLY  
MCKINNON  
MURRUMBIDGI  
ORMOND  
ST KILDA EAST

Dear **Owner/Occupier name**,  
**Owner address 1**  
**Owner address 2**  
**Owner address 3**  
**Owner address 4**

RE: **Affected property**

### IMPORTANT INFORMATION: Future plans for Elsternwick

The local community has told us that they are concerned with the level of development taking place in Elsternwick. This development is happening in response to population growth across Melbourne and more people wanting to live in our local area. It is important that opportunities for new housing in our City are provided for, however we have the challenging task of accommodating future growth and development while also protecting Elsternwick and its character.

To address this, Council has developed a detailed draft plan designed to help guide and manage the growth. This plan is formally called a Structure Plan and once finalised will become part of our local planning rules and regulations.

A Structure Plan sets out the long-term vision of an area and looks at addressing things like traffic congestion; parking; development of residential areas; building heights; housing and job opportunities; and the preservation and protection of neighbourhood character.

**This plan will affect you so make sure you take a look and provide us your feedback by Monday 11 December!**

You can view the draft *Structure Plan* at [www.gleneira.vic.gov.au/elsternwick](http://www.gleneira.vic.gov.au/elsternwick)

You can also attend our community forum on Monday 4 December from 6.30pm to 8.30pm at Glen Eira Town Hall — corner Glen Eira and Hawthorn Roads, Caulfield. This will be a group environment where you can view the plan and we will talk you through it.

If you have any questions, we encourage you to drop in and speak to one of our strategic planners at Elsternwick Library:

- Thursday 16, 23, 30 November and 7 December, between 2pm and 6pm.

For more information read the enclosed brochure or visit our website at [www.gleneira.vic.gov.au/elsternwick](http://www.gleneira.vic.gov.au/elsternwick)

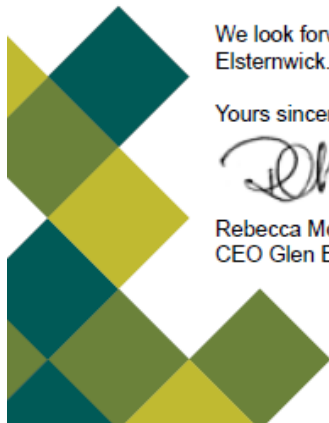
We look forward to receiving your feedback, which will help shape the future of Elsternwick.

Yours sincerely,

Rebecca McKenzie  
CEO Glen Eira City Council

GLEN EIRA CITY COUNCIL  
CORNER GLEN EIRA AND HAWTHORN ROADS, CAULFIELD, VIC  
PO BOX 42, CAULFIELD SOUTH 3162

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## 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 liveable 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 large 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.

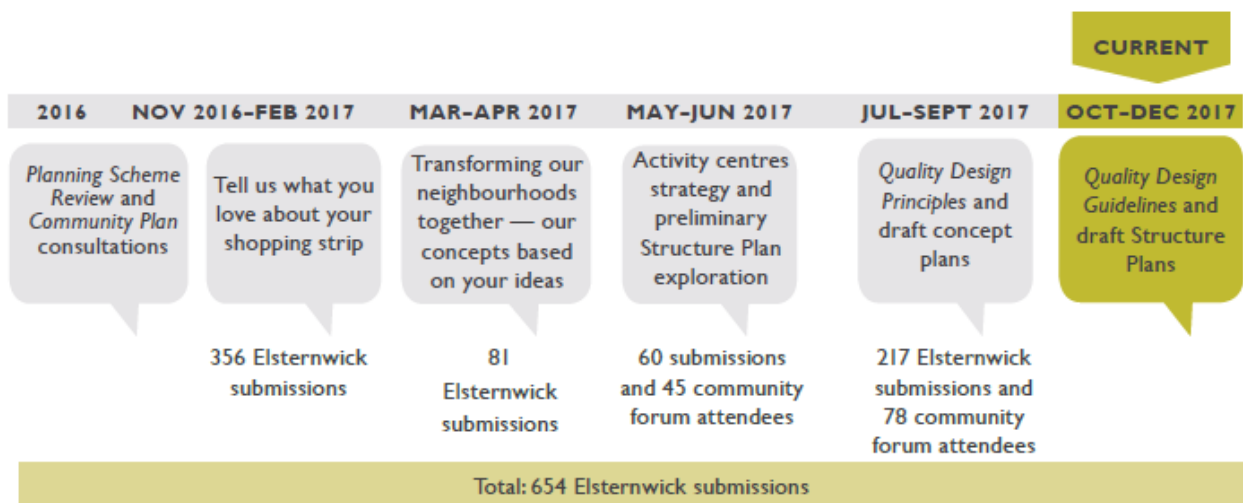
One way we can take on this challenge and plan for Elsternwick's future is by having robust long-term plans in place. We have developed one of these long-term plans for Elsternwick, called the Elsternwick draft *Structure Plan*.

## What is the Elsternwick Structure Plan?

The draft *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 654 submissions. The Elsternwick *Structure Plan* is currently in draft form and is ready for further community feedback.



Included in this flyer is a summary of the key information presented in the draft *Structure Plan* for Elsternwick. To view the full draft *Structure Plan*, visit [www.gleneira.vic.gov.au/elsternwick](http://www.gleneira.vic.gov.au/elsternwick)



GLEN EIRA  
CITY COUNCIL

## Top 10 things we have heard

Here are the top 10 things we heard from the community when consulting on the future of Elsternwick, and what we are proposing in the draft *Structure Plan* in response.

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 <sup>2</sup> ) and advocating for 8,800m <sup>2</sup> 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.



*Proposed new cultural precinct.*



*Proposed new pedestrian forecourt/plaza in Carre Street.*



*Proposed new plaza along Glenhuntly Road.*

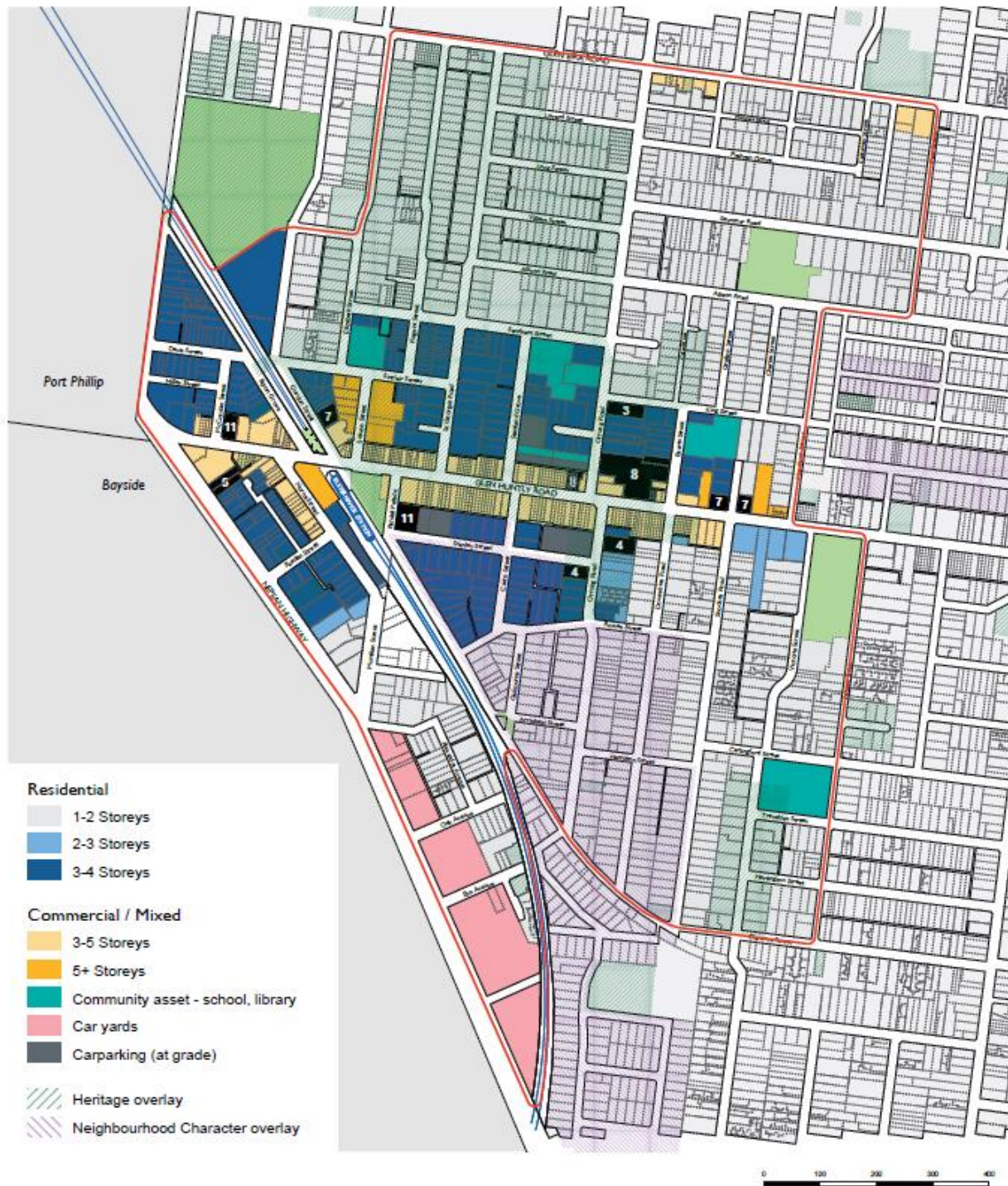


*Proposed new open space at Staniland Grove.*

**\*Pictures are for illustrative purposes only.**

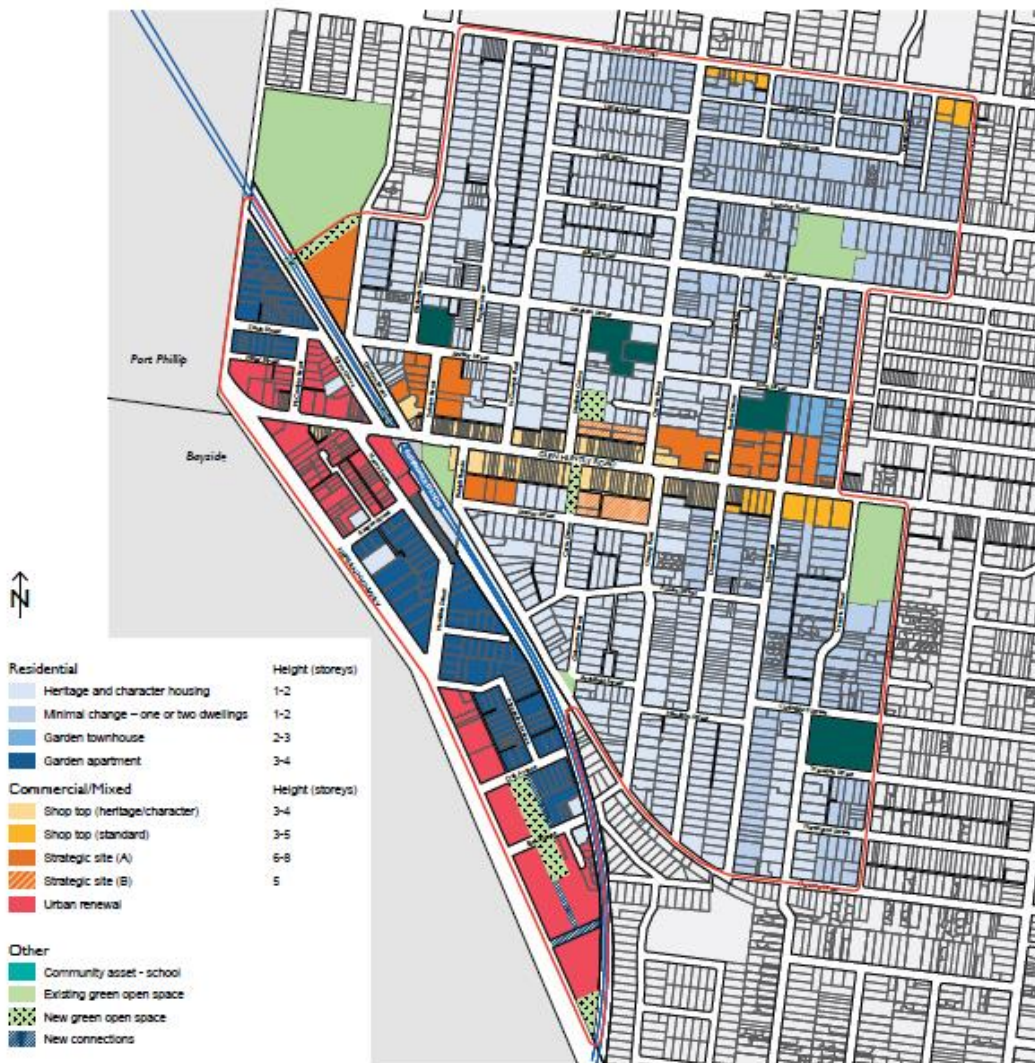
## How will this affect you?

### Current Elsternwick activity centre zoning, heights and overlays



## How will this affect you?

### Proposed Elsternwick activity centre zoning, heights and overlays



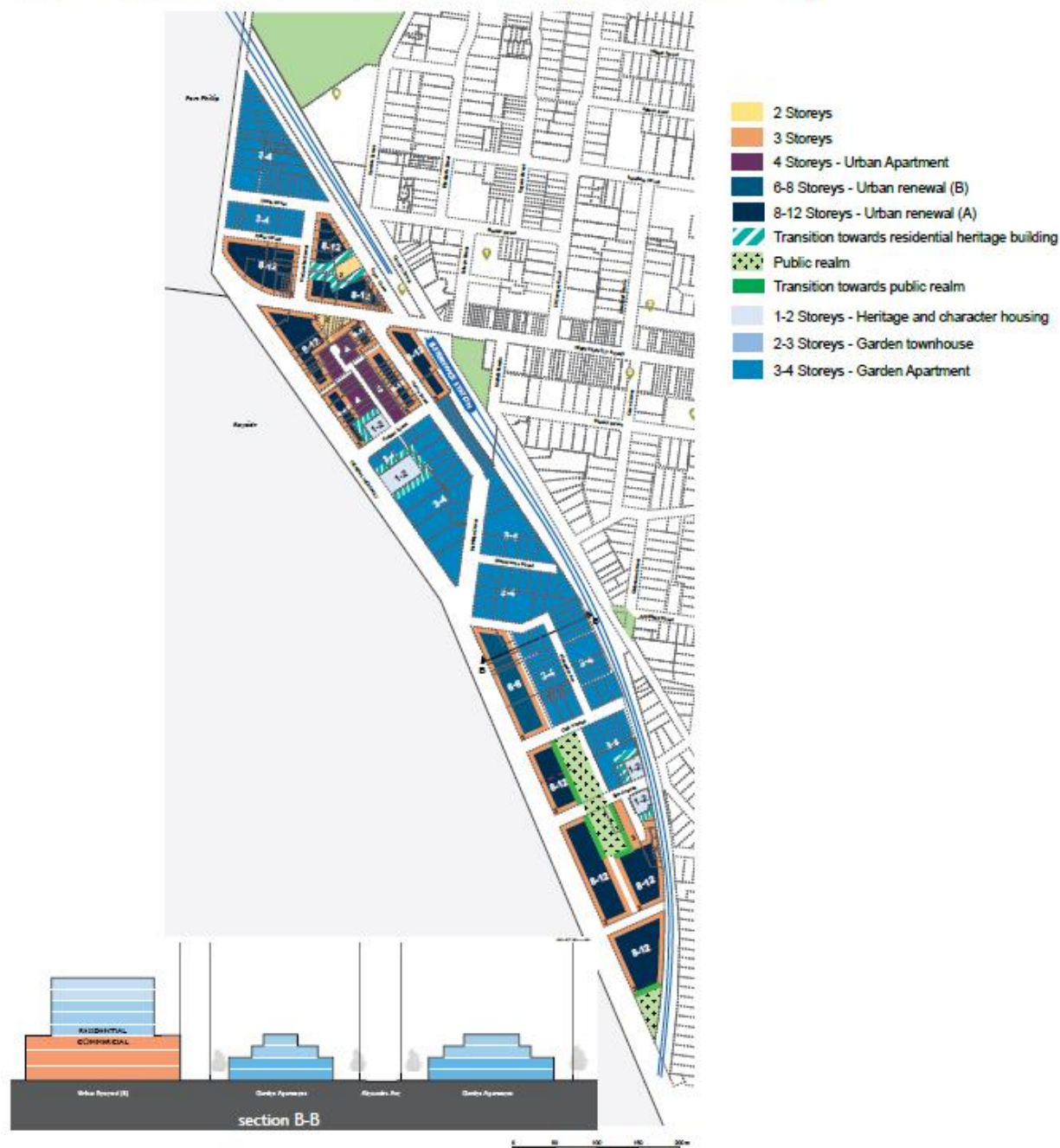
The proposed changes in the draft *Structure Plan* have been designed to:

- › reduce the conflict between Heritage and Neighbourhood precinct areas with residential growth zones (in residential areas north and south of Glenhuntly Road);
- › better utilise land suitable for development;
- › better protect heritage character of the retail strip;
- › reduce conflicting planning controls covering the Glenhuntly Road retail strip that encourages both major development (Urban Village Policy) and heritage preservation (Heritage Overlay); and
- › ensure new development provides some community benefit.

The draft *Structure Plan* also proposes two options to reduce building heights in the urban renewal area.

## How will this affect you?

### Proposed Elsternwick activity centre zoning, heights and overlays

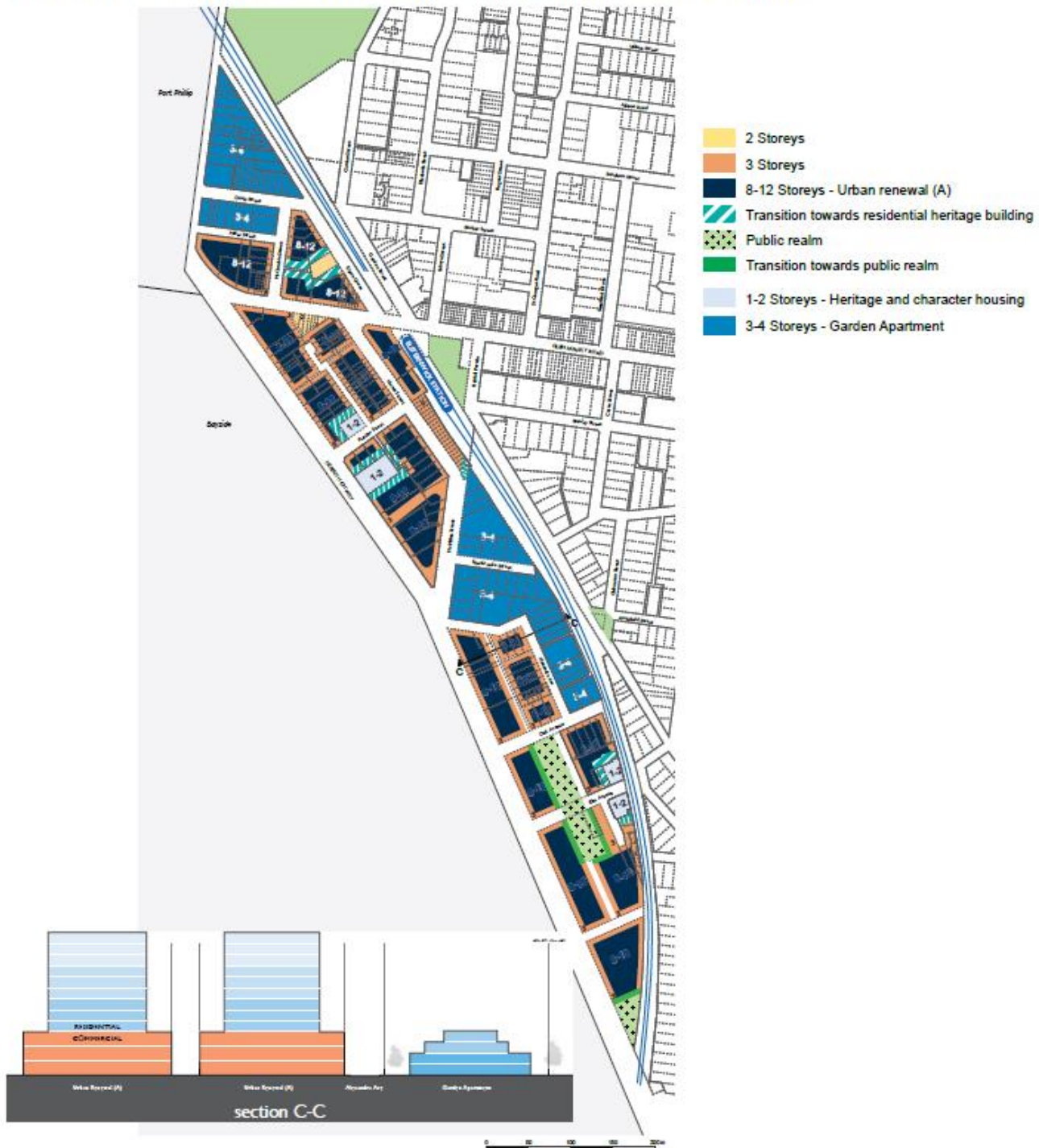


#### Option one

- Introduce a new building type called 'urban apartment' to front Ross Street, which has a four storey height limit but can be built boundary to boundary.
- Residential development heights reduced from 'urban renewal' (eight to 12 storeys) to 'garden apartment' (three to four storeys).
- Commercial development heights backing onto Alexandra Avenue reduced to six to eight storeys (northern section) to improve transition. Larger car yards to the south remain as eight to 12 storeys.

## How will this affect you?

### Proposed Elsternwick activity centre zoning, heights and overlays



#### Option two

- › Introduce a new building type called 'urban apartment' which has a four storey height limit to provide transition between strategic sites (six to eight storeys) and garden apartment (three to four storeys).
- › Keep plan as proposed in the Elsternwick Draft Concept Plan to create a precinct approach.

## How can I provide feedback?

We want to hear your feedback on the draft *Structure Plan*. Have your say until Monday 11 December. You can provide feedback:

- › online at [www.gleneira.vic.gov.au/elsternwick](http://www.gleneira.vic.gov.au/elsternwick);
- › via email: [cityfutures@gleneira.vic.gov.au](mailto:cityfutures@gleneira.vic.gov.au);
- › via post: City Futures Department, PO Box 42, Caulfield South 3162;
- › by contacting Council's City Futures Department on 9524 3333; or
- › by attending a community forum or library drop in sessions.

### Community forum

Monday 4 December, 6.30pm–8.30pm

Glen Eira Town Hall — Auditorium, corner Glen Eira and Hawthorn Roads, Caulfield

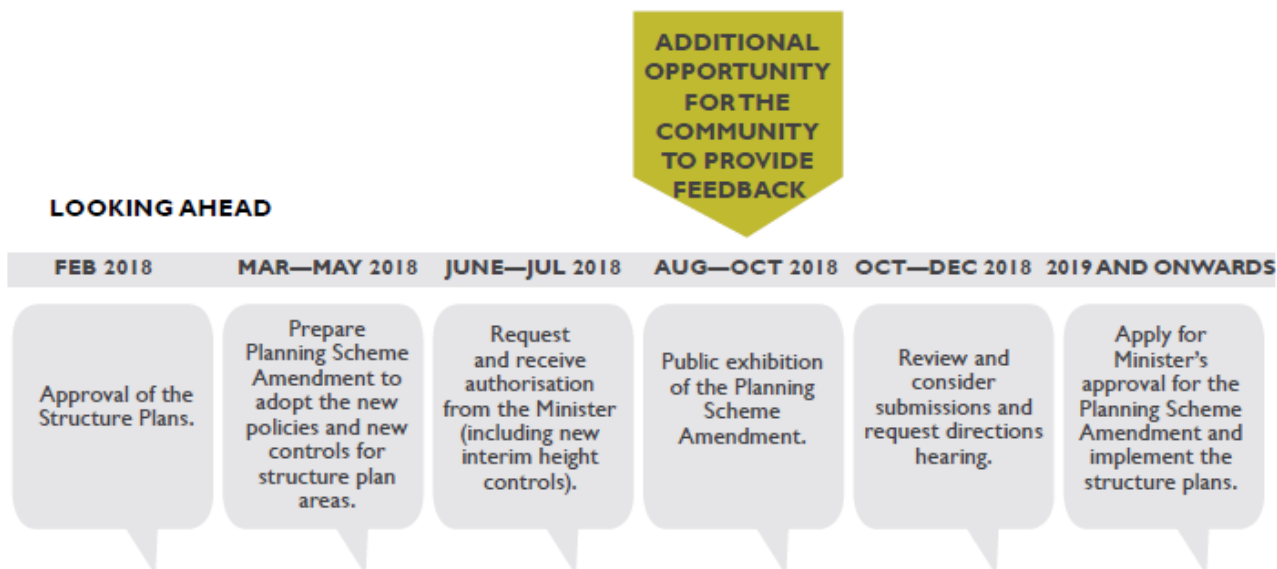
### Elsternwick Library drop in sessions

4 Staniland Grove, Elsternwick

Thursday 16, 23, 30 November and 7 December, 2pm–6pm

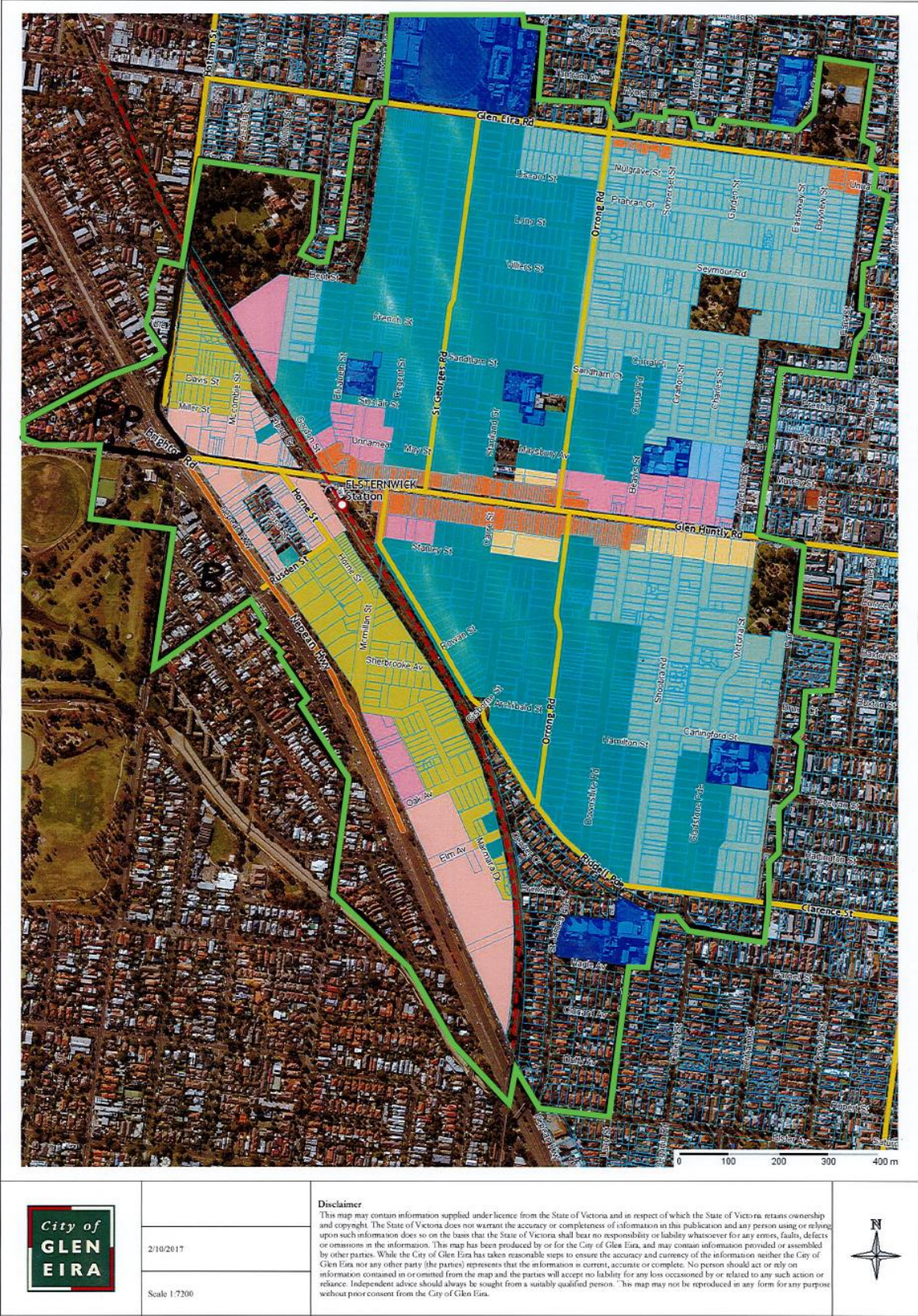
## Looking ahead

If the draft *Structure Plan* is adopted by Council following community input, it needs to go through a State Government process called a Planning Scheme Amendment. This process, which requires seeking permission (or authorisation) from the Minister for Planning, results in the *Structure Plan* becoming official and referenced in state and local planning rules and regulations. This process also involves another round of community consultation.



Glen Eira City Council undertakes community engagement in order to inform, consult and involve the community. This ensures that decision-making is transparent, represents the views of the community, and is inclusive of diverse perspectives.

OCTOBER/NOVEMBER LETTER TO RESIDENTS, OWNERS AND BUSINESSES DISTRIBUTION AREA



## NOVEMBER LETTER TO RESIDENTS IN URBAN RENEWAL AREA



GLEN EIRA  
CITY COUNCIL

BENTLEIGH  
BENTLEIGH EAST  
BRIGHTON EAST  
CARNEGIE  
CAULFIELD  
ELSTERNWICK  
GARDENVALE  
GLEN HUNTLY  
MCINNINN  
MURRUMBEENA  
ORMOND  
ST KILDA EAST

Enquiries to: City Futures  
Telephone No: 9524 3421  
Email: [cityfutures@gleneira.vic.gov.au](mailto:cityfutures@gleneira.vic.gov.au)

20 November, 2017

Owner/occupier  
Address 1 (property/street)  
Suburb VIC Postcode

Dear owner/occupier,

We recently wrote to you to inform you of the release of the of the Elsternwick draft *Structure Plan*.

As you are located either within or adjacent to the urban renewal area, I would like to follow up on that recent letter to ensure that:

1. you are aware of the significant changes proposed to your area;
2. you understand the reason why council is proposing change in your area;
3. further explanation is provided on the proposed two options for your comment;
4. further information is provided on our better guidelines for development; and
5. you are encouraged to provide comment on these two options by Monday 11 December 2017.

### Significant changes proposed to your area

Council is undertaking future planning for Elsternwick to guide 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.

In particular, the draft *Structure Plan* seeks to provide a balanced outcome to the complex and difficult task of managing significant change in our established neighbourhoods.

As part of this future plan for Elsternwick, significant change is proposed in the area between the train line and Nepean Highway. This significant change includes areas of new zoning with buildings of up to 12 storeys high.

### Why is Council proposing this significant change?

Glenhuntly Road is a heritage listed shopping strip which strongly defines the Elsternwick community. The majority of residential areas north and south of Glenhuntly Road are protected under current policy with heritage or neighbourhood character protection. However, currently policy also presents conflicting messages by encouraging four storey development in these protected areas.

Our community consultation has clearly demonstrated that the heritage and character of Elsternwick needs to be protected and enhanced. Therefore, we are proposing to remove this conflict by reducing the height of development in these sensitive areas.

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Unfortunately, Council can't just reduce development opportunity in places such as Elsternwick, as State Government has longstanding policy to encourage housing growth in our major centres around train stations. Therefore, we have the difficult job in finding more appropriate locations for development in Elsternwick.

The commercial areas fronting Nepean Highway are seen as prime development locations, which sit on a major roadway. These areas can accommodate larger developments and are well served by two train stations and a tram service. Also, future development located on the major roadway has limited impact on surrounding established residential areas, when compared to alternative locations, and importantly protects Elsternwick's existing heritage areas.

We recognise that new development in this area may affect you as an existing resident or landowner, and that the affect is significant. The conflict between the urban renewal precinct and the existing residential area is difficult and complex to balance. As such, we have developed two options for your consideration; however both options have challenges and opportunities.

### Options for your consideration

Recognising that the proposed urban renewal development may present a number of difficult issues to consider, we have developed two options for your consideration and feedback.

Both options attempt to address the impact of development through different methods (outlined further below), however I want to make it clear that both options are based on focusing Elsternwick development activity onto the Nepean Highway precinct as this is a core principle of the draft *Structure Plan*.

**Option 1:** seeks to focus high rise development predominantly on the existing commercially zoned properties fronting Nepean Highway, Glenhuntly Road and Home Street (please note that there are some exceptions – refer to plan). Most of the remaining area of the urban renewal precinct is proposed to be zoned to allow up to four storeys of apartment buildings.

This option is focused on best addressing the concerns of existing residents, while still achieving the primary aim of unlocking the development opportunity for the large commercially zoned land.

It is recognised that while these larger developments are limited to commercially zoned properties, they will have some amenity impact on neighbouring existing residential properties. We have actively sought to reduce impacts on existing residential properties through the implementation of the *Quality Design Guidelines*, proposed road network and provisions for building transition.

As such, recognising that existing properties may be affected by the proposed change in policy, we believe it's important that these neighbouring properties have the opportunity gain some benefit through upgrading to a higher use zoning of four storeys.



**Option 2:** takes a precinct-wide approach to achieving a future-orientated urban renewal community that includes larger development for most of this precinct, excluding a number of properties north of Miller Street and those closer to the railway line along Sherbrooke Street and Alexandra Avenue, which are proposed to be capped at four storeys (refer to plan). This plan was developed by focusing taller development to all street-blocks fronting Nepean Highway and extending through to the next street boundary. This means that the zoning of taller developments does not end at 'back fences' like in option one, but at street frontages which allows for greater site consolidation and providing a better street transition.

This option focuses on providing the optimum amenity for the future community, thinking about what this precinct would look and feel like to live in and walk around when developed with large apartment and office buildings.

### Better guidelines for development

We have heard strongly from the community that building height and zoning is not the only concern for new development, and that the quality of building design is just as important. I encourage you to read through the *Quality Design Guidelines* in conjunction with the Elsternwick draft *Structure Plan*.

The Quality Design Guidelines address important aspects that architects should address when designing new buildings for our neighbourhoods, such as garden settings canopy trees, high quality materials, and limiting overlooking. Importantly, Council is exploring ways to ensure that any development more than eight storeys provides significant benefit for the surrounding community, which may include a diverse housing mix that responds to an identified community need; additional public parking; new street or laneway connections; or needed community uses and facilities.

### Providing your comment

I know that this may be a lot to take in and you may have a number of questions, so I encourage you contact the City Futures Department to personally discuss your situation on 9524 3333 or drop-in to Elsternwick Library and Community Centre to speak with one of the team each Thursday 23, 30 November and 7 December, 2pm–6pm.

We are also holding a community forum on Monday 4 December from 6.30pm to 8.30pm at Glen Eira Town Hall — Auditorium, corner Glen Eira and Hawthorn Roads, Caulfield. This will be a group environment where you can view the plan and we will talk you through it.

Once you have had a chance to read through the proposal, and ask any questions with the team, I then encourage you to write a written submission to us by Monday 11 December 2017.

If you would like to have a one-on-one discussion about your personal situation with me, contact 9524 3421 to arrange a time.



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GLEN EIRA  
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GARDENVALE  
GLEN HUNTLY  
HICKSVON  
MURRUMBENA  
ORMOND  
ST KILDA EAST

Following this stage of consultation, there will be another opportunity for the community to provide their feedback on the final *Structure Plan* through a formal exhibition period in 2018.

You can view the draft *Plan* and provide your feedback via  
[www.gleneira.vic.gov.au/elsternwick](http://www.gleneira.vic.gov.au/elsternwick)

Yours sincerely,

Aidan Mullen  
Manager City Futures  
Glen Eira City Council



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# Planning for the future of Bentleigh, Carnegie and Elsternwick — have your say

## Why are these areas changing?

Like many areas across Melbourne and Glen Eira, Bentleigh, Carnegie and Elsternwick are 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 liveable and sustainable, the State Government is directing population growth to busy centres that are close to things like shops, services and public transport. Bentleigh, Carnegie and Elsternwick are classed as major activity centres that can accommodate these changes. This essentially means that Bentleigh, Carnegie and Elsternwick will continue to grow and change into the future.

## How can we better plan for future of these centres?

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 the future of these centres is by having robust long-term plans in place. We have developed these long-term plans for Bentleigh, Carnegie and Elsternwick, called draft *Structure Plans*.

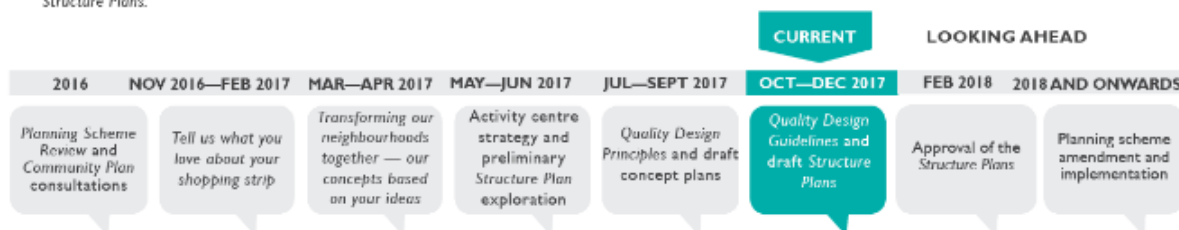
## What is a Structure Plan?

The draft *Structure Plans* set out the long-term vision for the busy central areas of Bentleigh, Carnegie and Elsternwick. 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 each *Plan*, we completed five stages of consultation with the Bentleigh, Carnegie and Elsternwick communities and received a total of 2,153 submissions. The three *Structure Plans* are currently in draft form and are ready for further community feedback.

You can view the draft *Plans* at [www.glencira.vic.gov.au/yourneighbourhood](http://www.glencira.vic.gov.au/yourneighbourhood)



We want to hear your feedback on the draft *Structure Plans*. Have your say until Monday 11 December. You can provide feedback:

- > online at [www.glencira.vic.gov.au/yourneighbourhood](http://www.glencira.vic.gov.au/yourneighbourhood);
- > via email: [cityfutures@glencira.vic.gov.au](mailto:cityfutures@glencira.vic.gov.au);
- > via post: City Futures Department, PO Box 42, Caulfield South 3162;
- > by contacting Council's City Futures Department on 9524 3333; or
- > by attending a community forum or library drop-in sessions.

## COMMUNITY FORUMS

### Bentleigh community forum

Monday 13 November, 6.30pm–8.30pm  
Duncan Mackinnon Reserve Pavilion — corner North and Murrumbidgee Roads, Murrumbidgee

### Carnegie community forum

Monday 20 November, 6.30pm–8.30pm  
Glen Eira Town Hall — Auditorium, corner Glen Eira and Hawthorn Roads, Caulfield

### Elsternwick community forum

Monday 4 December, 6.30pm–8.30pm  
Glen Eira Town Hall — Auditorium, corner Glen Eira and Hawthorn Roads, Caulfield

## LIBRARY DROP-IN SESSIONS

### Bentleigh Library

161 Jasper Road, Bentleigh  
Tuesday 14, 21 and 28 November and 5 December, 3pm–7pm

### Carnegie Library and Community Centre

7 Shepparton Avenue, Carnegie  
Wednesday 15, 22 and 29 November and 6 December, 3pm–7pm

### Elsternwick Library

4 Staniland Grove, Elsternwick  
Thursday 16, 23 and 30 November and 7 December, 2pm–6pm



GLEN EIRA  
CITY COUNCIL

## PLANNING FOR THE FUTURE OF BENTLEIGH

### Top 10 things we have heard

Here are the top 10 things we heard from the community when consulting on the future of Bentleigh, and what we are proposing in the draft *Structure Plan* in response.

What have we heard?	What we are proposing
Eight storeys is too high for the commercial area of Bentleigh.	Reduce height to a maximum of five storeys.
Development in residential areas is excessive.	Reduce four storey area to three storeys in residential zones properties.
Keep building heights low in the shopping strip.	Maximum height of five storeys in the shopping strip.
More parking is needed.	Propose destination parking and provide a net increase of approximately 200 spaces for the centre focused at the Horsely and Bleazby sites.
Protect and preserve the heritage and character of our neighbourhoods.	Resolve zoning conflicts in heritage areas to provide clear protection that is prioritised.
More green outdoor areas are needed.	Create a new park in the range of 2,300m <sup>2</sup> to 2,500m <sup>2</sup> over the Godfrey Street car park site.
Bentleigh Market should remain in its current location.	Maintain parking in Bent Street car park and continue Sunday market activities.
Provide more housing for families.	Reduce amount of four storey apartment areas and increase opportunity for townhouses to be developed.
More night-time activity is needed with safe places for people to gather.	Create a pedestrian-only mall area with outdoor seating, cafes, bars and restaurants with increased trading hours.
Extension of zoning boundaries south of Centre Road is concerning.	Reduce the southern extent of development to align with current zone boundaries.

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 neighbourhood character; and
- > encourage employment and diverse housing within the centre, ensuring dwellings and commercial/retail buildings work well together.



*Proposed new plaza and shops above sunken railway line south of Centre Road.*



*Explore pedestrianising the commercial length of side streets, in particular Campbell, Mavho, Loranne, Robert and Vickery Streets.*



*Continue to facilitate the market at Bent Street and explore further enhancements with landscaping and pedestrian links to proposed new spaces.*



*Proposed new park at Godfrey Street by relocating parking at Horsley Street multi-deck.*

**\*Pictures are for illustrative purposes only.**

To view the full *Plan* and have your say, visit [www.gleneira.vic.gov.au/bentleigh](http://www.gleneira.vic.gov.au/bentleigh)

## PLANNING FOR THE FUTURE OF CARNEGIE

### Top 10 things we have heard

Here are the top 10 things we heard from the community when consulting on the future of Carnegie, and what we are proposing in the draft *Structure Plan* in response.

What have we heard?	What we are proposing
Concern about overdevelopment and loss of character in Carnegie.	Decrease growth in residential areas by focusing development north of the railway line.
Improve transition between urban renewal area and Chestnut Street.	Provide two options for further community feedback.
More parking is needed.	Propose destination parking and provide a net increase of approximately 100 spaces for the centre focused at the Kokaribb Road site.
More green and open spaces are needed.	A proposed increase in open space will be provided across the centre including at: <ul style="list-style-type: none"> <li>› Kokaribb Road car park (2,146m<sup>2</sup>).</li> <li>› Corner of Mimosa Avenue and Mile End Road (1,216m<sup>2</sup>).</li> <li>› Woorayl Street (advocating for the protection of open space).</li> </ul>
Improve walkability.	Create pedestrian laneways and shared spaces, and improving walkability and crossings.
More diversity in retail offerings.	Create a new food market at the Shepparson Avenue car park site, with opportunities for a range of retail uses.
Provide more housing for families.	Provide opportunity for townhouses to be developed.
Preserve the heritage character of Koornang Road shopping strip.	Protect low scale heritage character of Koornang Road with a maximum height of three to four storeys.
Carnegie needs vibrant community spaces and places for people to gather.	Provide a community plaza with open space around the library forecourt.
Improve cycling safety in the centre.	Create a new cycling link along Shepparson Avenue, connecting to the station precinct.

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

- › better protect the unique urban character of the area;
- › achieve more consistency and clear rules around building heights and zone boundaries;
- › better utilise land around the railway line, which is in an ideal position for redevelopment with connections to employment, transport, retail

- and community services;
- › ensure new development provides some community benefit; and
- › reduce development heights by introducing a new building type called 'urban apartment' which has a four storey height limit to provide transition between strategic sites (six to eight storeys) and garden apartment (three to four storeys).



Proposed new food market at the Shepparson Avenue car park site.



Proposed new open space at Kokaribb Road.



Proposed new shared space on Egan Street.



Proposed new amenity for Koornang Road.

\*Pictures are for illustrative purposes only.

To view the full *Plan* and have your say, visit [www.gleneira.vic.gov.au/carnegie](http://www.gleneira.vic.gov.au/carnegie)

## PLANNING FOR THE FUTURE OF ELSTERNWICK

### Top 10 things we have heard

Here are the top 10 things we heard from the community when consulting on the future of Elsternwick, and what we are proposing in the draft *Structure Plan* in response.

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 <sup>2</sup> ) and advocating for 8,800m <sup>2</sup> 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.

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

- › reduce the conflict between heritage and neighbourhood precinct areas with residential growth zones (in residential areas north and south of Glenhuntly Road);
- › better utilise land suitable for development;
- › better protect heritage character of the retail strip;
- › reduce conflicting planning controls covering the Glenhuntly Road retail strip that encourages both major development (*Urban Village Policy*) and heritage preservation (*Heritage Overlay*); and
- › ensure new development provides some community benefit.



Proposed new cultural precinct.



Proposed new pedestrian forecourt/plaza in Carre Street.



Proposed new plaza along Glenhuntly Road.



Proposed new open space at Staniland Grove.

\*Pictures are for illustrative purposes only.

To view the full *Plan* and have your say, visit [www.gleneira.vic.gov.au/elsternwick](http://www.gleneira.vic.gov.au/elsternwick)