

GLEN EIRA CITY COUNCIL

ELSTERNWICK

Transforming our neighbourhood together
— our concepts based on your ideas



WHAT HAVE WE HEARD?

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 17 activity centres. A total of 356 surveys were completed for the Elsternwick shopping strip.

Based on this feedback, a report has been developed to identify key issues for each of Glen Eira’s 17 activity centres. This has been used to draft key objectives and a draft vision for each centre.

Each of the centres had unique differences however there were a number of themes which were consistent across all:

Creating places for people
Respondents wanted vibrant community spaces, community hubs and places for people to gather.

More greenery and amenity
There was a desire for more greenery, open space and amenities such as seating, shade and bins.

Night-time activity
Respondents called for an increase in night-time activity with extended trading hours of cafes, restaurants and bars.

Changing ways of moving around
While parking was a common issue, respondents called for improved walking, cycling and public transport access and the infrastructure to support this.

Appropriate development
There was mixed support for new residential development — some strongly opposed, others supported so long as height limits are controlled and buildings fit in with local character.

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.

The full consultation report can be viewed at www.gleneira.vic.gov.au/Elsternwick

WHAT NOW?

Stage two
Transforming our neighbourhood together — our concepts based on your ideas
March–April 2017

This document presents a draft vision, key objectives and three proposal ideas, which were developed based on the feedback received from the first stage of consultation.

Council is now seeking community input and feedback to test these concepts and ensure they match with the community’s vision and expectations.

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.

Elsternwick into the future
Elsternwick is considered a ‘vibrant’ and ‘unique’ suburb which is attracting more young people and families. Into the future, the community wants Elsternwick to retain its current appeal but also increase the relevance for a younger generation.

Draft vision
Elsternwick will be a vibrant suburb with a strong identity, which is enhanced by art and community events.

- Draft key objectives**
- > Create a unique identity throughout the strip.
 - > Increase night-time trading hours of cafes, restaurants and bars.
 - > Maintain high quality shops and achieve a good variety of both food and retail.
 - > Improve pedestrian access and car parking.
 - > Create more community spaces and utilise public space for community events.
 - > Revitalise Elsternwick Library and expand it into a community hub.
 - > Ensure that for any future development, building heights are balanced and design respects local character.

To provide feedback or receive email updates throughout the consultation process, visit www.gleneira.vic.gov.au/Elsternwick

Consultation stages

Stage one
Tell us what you love about your shopping strip.
November 2016–February 2017

Stage two
Transforming our neighbourhood together — our proposal based on your ideas.
March–April 2017

Stage three
We will seek community feedback on building and development guidelines across all commercial areas with a more detailed focus on Bentleigh, Carnegie and Elsternwick.
June–July 2017

Stage four
We will seek feedback on draft structure plans for Bentleigh, Carnegie and Elsternwick, which will incorporate the previous three themes of vision, key projects and built form.
June–July 2017

Stage five
We will ask for community feedback on the final structure plans before they are presented to Council.
October–November 2017



SUMMARY OF CONCEPTS



EXISTING



CONCEPT EXAMPLE — WHAT IT COULD LOOK LIKE



EXAMPLE — SOUTH MELBOURNE



1 CREATE A NEW COMMUNITY HUB AND ADDITIONAL CAR PARKING

The Elsternwick community identified the need for a new community facility with a green plaza space and a greater diversity of retail experiences. By investigating the opportunities for developing Council-owned car parks, it is proposed to create a new centralised community hub, more public car parking and a new green space.

This concept could include:

- > consolidating car parking into a multi-deck facility to increase the total number of car parks and free up land for new uses such as a community hub and a public green space;
- > the creation of new public open spaces — potentially unlocked by the part closures of Staniland Grove and Carre Street;
- > providing the centre with an enhanced sense of place or identity;
- > the establishment of new pedestrian laneways and additional greenery; and
- > explore a Carre Street road closure that could extend between Glenhuntly Road and Stanley Street providing for a larger pedestrianised space.

Community benefits

- > An increase in public car parking.
- > New community facilities.
- > New pedestrian spaces.
- > Increased safety for pedestrians and cyclists.
- > Increased retail activation opportunities within new laneways.
- > A high quality useable community space within the centre.
- > Potential for night events and activities.
- > Additional visitors to the centre.
- > Enhanced pedestrian connections and amenity.

Issues to overcome

- > Understanding access requirements for Staniland Grove and Carre Street residents.
- > None of the car parks currently have formal pedestrian access from Glenhuntly Road.
- > Any additional laneway connections are not on Council land.
- > Additional car parking would need to be created to support the demand generated from the new uses.
- > Using any public land for commercial development would require appropriate approvals and processes.

Next steps

- > Further investigate which site is the most appropriate for a new community hub space, a new plaza that performs a range of public functions and a new multi-level car parking facility.

If the community supported this concept, it could involve the following:

- > develop a new centralised community hub building with library and other uses;
- > to create a new green plaza space with canopy trees through the closure of the commercial length of Carre Street and Staniland Grove;
- > create new appropriate pedestrian laneway connections from Glenhuntly Road to the new facilities;
- > explore opportunities to provide a range of housing options, with a focus on emerging residential needs, such as affordable, social, aged care housing;
- > explore opportunities for commercial development arrangements that meet economic and community benefit objectives
- and contribute funds for structure plan implementation; and
- > create more public car parking within one centralised structure that embraces innovative technology and plans for the long-term future needs of car use. Car parking structure should explore:
 - > a leasable tenancy on ground floor of car park that activates laneways; and
 - > a rooftop public multipurpose recreational facility.

For further discussion regarding the car park and community hub locations, see next pages.

CAR PARK OPTIONS BEING CONSIDERED

NORTHERN CAR PARK

The Council-owned car park located on Staniland Grove adjacent to Elsternwick Library has the potential to be redeveloped as a new community hub with a multipurpose facility.

Benefits

- > Consolidation of space and proximity to Elsternwick Library.

Issues to overcome

- > Access would need to be maintained from Staniland Grove, in order to protect the local streets from increased traffic accessing this facility.
- > This community hub could include a multipurpose facility and the required car parking to service the additional uses.

SOUTH-EASTERN CAR PARK

The south-eastern car park has potential to be developed as a multipurpose facility with good vehicle access from Orrong Road. This site also has the largest footprint of any of the car parks, which potentially allows for fewer levels to meet the desired car parking numbers.

Benefits

- > Vehicle access from Orrong Road.
- > Largest site footprint.
- > Frontage to all four sides of the site.

Issues to overcome

- > This site does not have direct frontage to the commercial core of the centre. This option would require detailed exploration of how to create a direct pedestrian connection to Glenhuntly Road.
- > Residential properties to the south and east would need to be buffered from any civic uses.

SOUTH-WESTERN CAR PARK

The south-western car park site has excellent access to the Elsternwick Station and Glenhuntly Road tram.

Benefits

- > Excellent access to Elsternwick Station.
- > Can capitalise on access from Stanley Street and laneways.

Issues to overcome

- > This site does not have direct frontage to the commercial core of the centre.
- > The laneway access to the rear of the commercial tenancies would have to be retained if this car park was developed.
- > Residential interfaces to the south and immediate west would need to be buffered.

OTHER SITES

Opportunities should be actively explored at large redevelopment sites such as the ABC Selwyn Street site that are better connected to Glenhuntly Road and the train station.

Benefits

- > There may be better locations.
- > Better integration with the centre.

Issues to overcome

- > Council is not the land owner and would need to follow appropriate approvals and processes.



EXISTING



Glenhuntly Road, Elsternwick

CONCEPT EXAMPLE — WHAT IT COULD LOOK LIKE



EXAMPLE — DANDENONG



2 CREATE A VIBRANT CULTURAL AND ENTERTAINMENT PRECINCT

The area adjacent to the rail corridor including Ripon Grove and Gordon Street, provides an opportunity to construct a new cultural hub and entertainment precinct with a green linear park and high quality pedestrian connections to the train station. This would increase night activities and enhance opportunities for residents and visitors to live, play and stay in the area.

This concept could include:

- > creation of a new outdoor cultural hub that connects with Elsternwick Plaza and the train station;
- > narrowing Selwyn Street to enhance and increase pedestrian amenity. A one-way southbound proposal could be considered to further promote walking, cycling and increased public use;
- > pedestrianising Gordon Street along the length of the commercial properties;
- > potential opportunity for the development of an enhanced cultural precinct through the development of the Selwyn Street ABC site; and
- > the future use of the ABC Gordon Street site has the potential to provide a substantial amount of public open space.

Community benefits

- > New community facilities.
- > New pedestrian spaces.
- > Increased safety for pedestrians and cyclists.
- > Increased retail activation opportunities within new laneways.
- > Potential for night events and activities.
- > Additional visitors to the centre.
- > Enhanced pedestrian connections and amenity.

Issues to overcome

- > Working with the State and Federal Government as key land owners.
- > New plaza spaces may compete with other proposals within the centre.
- > Gordon Street works may require the provision of a turnaround area to the north and current angled parking would likely be affected.
- > Any redevelopment at the ABC Gordon Street site would need to be highly accessible to the existing shopping strip and not be developed as an island site.
- > If a significant development at the Selwyn Street site was approved, two-way traffic access to Glenhuntly Road may be required.

Next steps

- > Undertake further work to understand the commercial and economic constraints of the Elsternwick activity centre.
- > Work with relevant State and Federal Government authorities to understand any future plans for the Elsternwick Station precinct and advocate for place-based best outcomes.

If the community supported this concept, it could involve the following:

- > creating a new linear park and plaza opposite the train station by:
 - > advocating for a new linear park above the sunken railway line north of Glenhuntly Road, providing new green connection between Elsternwick Station and Rippon Lea Estate;
 - > providing guidance for any future integrated development over the sunken railway;
 - > closing Gordon Street along the length of the commercial properties;
 - > making Ripon Grove one-way and extending the eastern footpath; and
 - > creating a new road link across railway line north of the town square.
- > re-imagining Selwyn Street as a strong cultural space by:
 - > exploring making Selwyn Street one-way with extended footpath on the eastern side; and
 - > facilitating a development of the ABC Selwyn Street site that strengthens a community/cultural hub that is pedestrian-friendly.
- > seeking an integrated future development of the current ABC Gordon Street site that:
 - > extends the greenery south of Rippon Lea by creating a public park at the north of the site that connects across railway line;
 - > explores an appropriate development that extends and links over the railway line; and
 - > maintains an active, cultural economic use as part of a wider mixed use development, exploring creative/artist studios, workshops and offices.

EXISTING



CONCEPT EXAMPLE — WHAT IT COULD LOOK LIKE



EXAMPLES — PRAHRAN/WINDSOR



3 TRANSITION ELSTERNWICK TO A PEDESTRIAN-FRIENDLY CENTRE

The proposal is to transition Elsternwick into a pedestrian-friendly centre. Glenhuntly Road is a busy road with high traffic volumes, a tram route and limited pedestrian connectivity. By enabling a range of opportunities to pedestrianise segments of local side streets, we can transition Elsternwick into a pedestrian-friendly centre that ensures all visitors and residents feel safe, invited and welcomed when visiting the activity centre.

This concept could include:

- > greater pedestrian connections along Glenhuntly Road, to encourage new visitors and increase the amount of time they spend within the activity centre;
- > the addition of safe and pedestrian-friendly streets, which will unlock opportunities to increase the street activation and encourage the types of uses that make the Glenhuntly Road shopping precinct successful;
- > an increase in people walking and cycling to Elsternwick, which will ultimately lower parking demand and free-up road space for other uses;
- > the addition of street trees, lighting, extended footpaths and other amenity improvements to create a safer and more enjoyable experience for residents and visitors to the street; and
- > an increase and upgrade of pedestrian crossing points, which will likely decrease the vehicle speed within the street and enable better connections between the north and south side of Glenhuntly Road.

Community benefits

- > Safer streets.
- > Increased opportunities for walking and cycling.
- > Street activation.
- > Decreased road traffic speeds.
- > Free-up road space for other uses.

Issues to overcome

- > The reconfiguration of the road network would require comprehensive traffic analysis.
- > Changes to travel behavior.
- > Potential decrease in on-street parking.

Next steps

- > Seek community support to transition Glenhuntly Road into a safer, pedestrian-friendly environment.
- > Undertake a detailed design on options presented and develop solutions to the issues identified.

If the community supported this concept, it could involve the following:

- > upgrading Glenhuntly Road with new street trees, pedestrian lighting, small public places, extended footpaths and safe pedestrian crossing points;
 - > creating pedestrianised, activated and widened laneways, both through upgrading existing and creating new connections to Glenhuntly Road;
 - > exploring slowing traffic, new tram super stops
 - and the creation of safe bicycle routes; and
 - > exploring the creation of shared zones with the potential to pedestrianise the commercial length of side streets, in particular Beavis Street and Downshire Road.
- For further discussion on local road closures, see next pages.

OPTIONS BEING CONSIDERED

BEAVIS STREET CLOSURE

Beavis Street is a local road that connects Glenhuntly Road and the northern residential neighbourhood and provides limited access to the Coles car park.

Benefits

- > Ensuring a safer and pedestrian-friendly street with pedestrian-prioritised side street crossings.
- > Encouraging new commercial uses within key laneway locations.

Issues to overcome

- > Local residential properties require vehicle access.
- > Waste collection needs to be considered.
- > Provision of vehicle turnaround points.

Analysis shows that a one-way southbound configuration would be the most suitable arrangement for this location. As there are a number of properties that require vehicle access; this could be accommodated under a one-way southbound arrangement.

DOWNSHIRE ROAD CLOSURE

Downshire Road is a local road that connects Glenhuntly Road and the southern residential neighbourhoods. Downshire Road also connects to Riddell Parade to the south.

Benefits

- > A safer and pedestrian-friendly street with pedestrian-prioritised side street crossings.
- > New commercial uses within key laneway locations.

Issues to overcome

- > Local residential properties require vehicle access.
- > Waste collection needs to be considered.
- > Provision of vehicle turnaround points.

Analysis shows that a one-way northbound shared zone would be a suitable arrangement for this location. There are a number of properties that will require vehicle access, which would be accommodated under the one-way arrangement. This would create a low speed environment to improve pedestrian amenity. Low traffic volumes accessing Downshire Road from Glenhuntly Road indicate that traffic could easily be distributed to other local roads without a tangible negative impact.

OTHER OPTIONS

Carre Street and Staniland Grove have also been considered for greater pedestrianisation, this could include a closure of the commercial length of the street to create a new green plaza — see page 7 for further details.

Part of the concept to create a vibrant cultural and entertainment precinct within Elsternwick; Gordon Street, Sinclair Street and Ripon Grove have also been considered for pedestrianisation to increase walking, cycling and an increase in public street use — see page 11 for further details.

OPTIONS NOT CONSIDERED

It was not deemed feasible to create any full road closures on Beavis Street or Downshire Road as significant turnaround points would be required. This would negatively impact on pedestrian footpaths, local amenity and waste collection, and may require property acquisition.



HOW TO PROVIDE FEEDBACK

- > To complete a short survey, visit www.gleneira.vic.gov.au/Elsternwick
- > Attend a drop-in session where Council staff and planning experts will be available to collect your feedback and answer your questions:
 - > Tuesday 4 April, 7am–10am, Elsternwick Train Station
 - > Wednesday 5 April, 4pm–7pm, Elsternwick Library, 4 Staniland Grove, Elsternwick
 - > Saturday 8 April, 10am–1pm, Elsternwick Library, 4 Staniland Grove, Elsternwick

For further information or to discuss anything within this brochure, contact Council's City Futures Department on 9524 3333 or email mail@gleneira.vic.gov.au

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