

GLEN EIRA — PLANNING FOR THE FUTURE
ACTIVITY CENTRE, HOUSING AND
LOCAL ECONOMY STRATEGY
JULY 2017



GLEN EIRA
CITY COUNCIL

CONTENTS

4 Glen Eira's plan for the future

6 Purpose of this Strategy

PART ONE: ACTIVITY CENTRES FRAMEWORK

8 Activity Centres Framework

PART TWO: THEMES

14 Theme one: Place-making

16 Shared vision statements

18 Theme two: Local economy

20 Preferred locations of employment types in Glen Eira

22 Theme three: Housing

24 Preferred locations of housing types in Glen Eira

PART THREE: IMPLEMENTATION

28 Background

30 Activity Centres Framework

32 Summary of themes, objectives and key actions

34 Theme one: Place-making — themes, objectives and key actions

36 Theme two: Local economy — themes, objectives and key actions

38 Theme three: Housing — themes, objectives and key actions



CHANGE IS OCCURRING — WHAT IS GLEN EIRA'S PLAN FOR OUR FUTURE?

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.

Glen Eira 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.

State Government statistics indicate that over the last five years (2011–2016), Glen Eira has experienced significant change with a population increase of 11,233 and 4,300 new dwellings constructed. Importantly, the last five years is forecasted to be the biggest rate of growth we will experience (1.6 per cent), with the future rate of growth expected to halve between 2016 and 2031 (approximately 0.8 per cent).

To help build strong local communities, it is important that local household growth is matched by local job growth. Our activity centres are ideal locations to provide for growth in household and job numbers and are therefore considered to be areas for managed change.

As Council holds the responsibility of implementing the vision of the community, as well as the objectives of State Government, this raises questions such as: Where will we accommodate growth? How will we ensure jobs and services are provided close to where people live? How will we ensure amenity and character are protected?

GLEN EIRA COUNCIL AND COMMUNITY PLAN

Our *Glen Eira Council and Community Plan* aims to reflect the community's priorities and directions for Glen Eira for the next four years. The themes of the *Glen Eira Council and Community Plan* have been integrated into this *Strategy* to ensure the community's vision is considered as part of our future plan.

PLAN MELBOURNE 2017–2050

Plan Melbourne 2017–2050 is the State Government's metropolitan planning strategy, which sets out a plan for a sustainable future for our population by ensuring a better distribution of business activity, jobs, housing, services, infrastructure and transport connections closer to where people live and work, particularly within activity centres.

The success of Glen Eira's activity centres is dependent on setting a clear vision that outlines holistic principles and specifies detailed outcomes to guide policy and decision-making for the future.

This *Strategy* aims to celebrate what makes Glen Eira a great place to live, while planning for the future needs of our municipality.

By establishing a long-term strategic framework, we can continue to cater for the community's needs while ensuring our valued amenity and local character is maintained and respected.

This *Strategy* includes four sections:

1. Activity Centres Framework

An overarching framework that provides a place-based approach to implementing place-making, local economy and local housing outcomes.

2. Place-making

- > Setting a new integrated framework to plan for areas of change and activity centres.
- > Strengthening the uniqueness of our neighbourhoods by setting shared visions for each of our activity centres.

3. Local economy

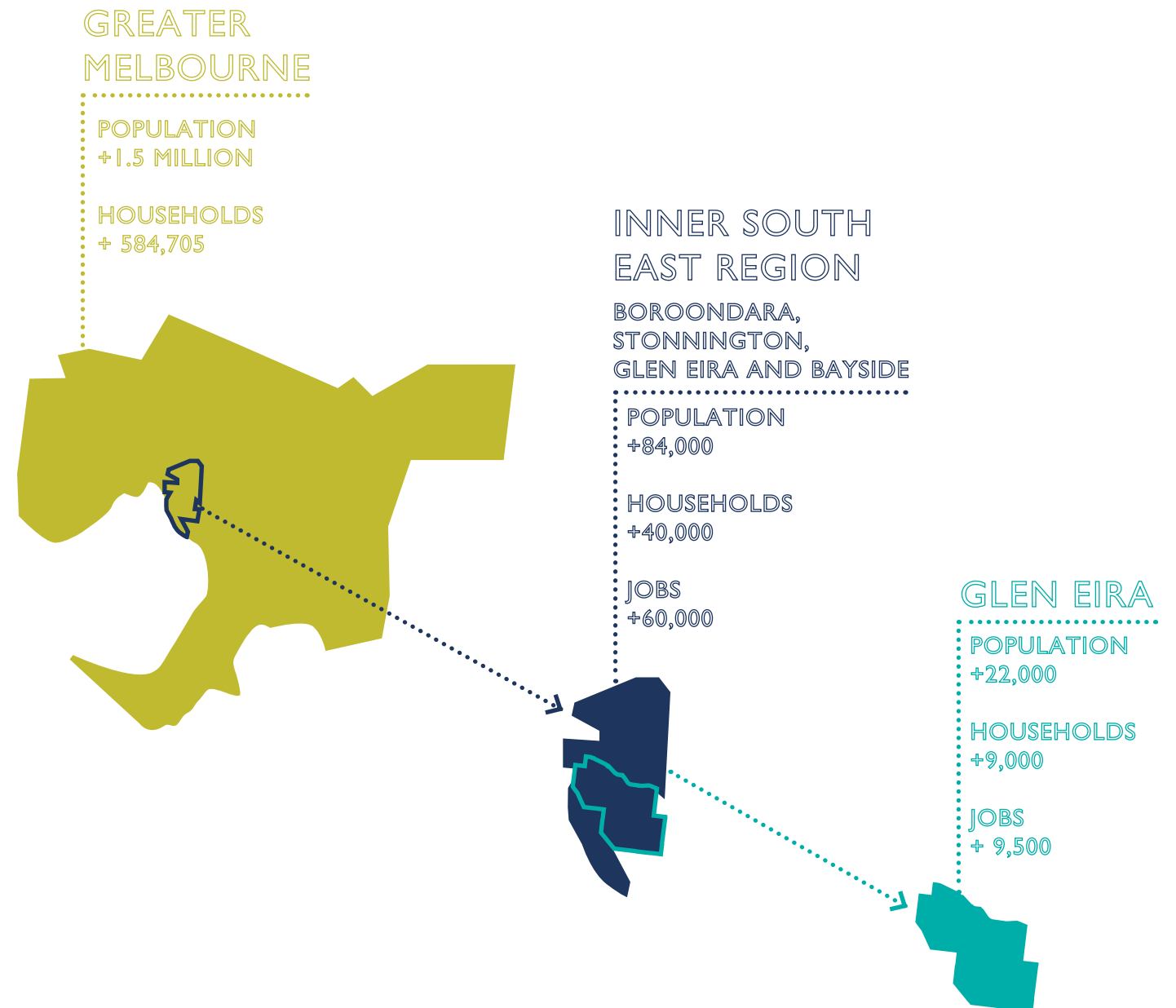
- > Outlining a new framework for the creation of more local jobs for our future community.

4. Housing

- > Outlining an updated framework for planning our community's future housing needs.

This *Strategy* sets out themes, objectives and outcomes for place-making, local economy and housing, which are further elaborated within each respective section.

PROJECTED GROWTH BY 2031



WHAT IS THE PURPOSE OF THIS STRATEGY?

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

This *Strategy* is intended to:

- > provide the strategic context to update Council's *Municipal Strategic Statement*;
- > provide a planning policy link between Council's new *Glen Eira Council and Community Plan* and the State's *Plan Melbourne* objectives;
- > guide the strategic context for upcoming structure plans;
- > provide clear policy direction for all centres currently without an adopted structure plan;
- > provide a community-owned plan in achieving future State Government housing and job targets; and
- > provide high-level, place-based direction for upcoming strategies, including:
 - > an *Integrated Transport Strategy*;
 - > a *Revised Open Space Strategy*; and
 - > the *Municipal Public Health and Wellbeing Plan*.

HOW WAS THIS STRATEGY DEVELOPED?

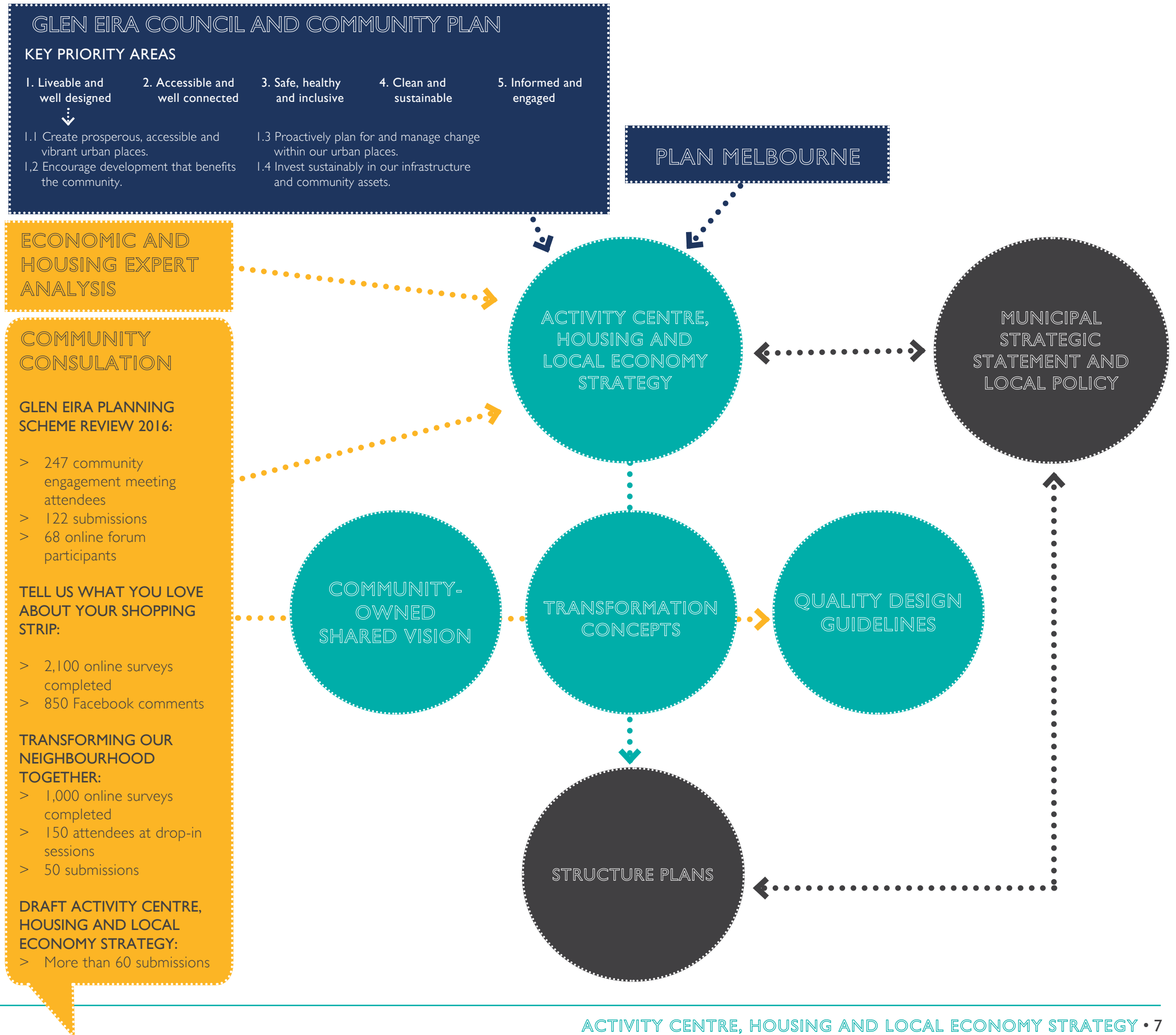
This *Strategy* has been informed by extensive community feedback including more than 60 submissions on the draft version of this document, expert analysis, as well as a review of trends occurring across metropolitan Melbourne.

We have incorporated feedback received through the:

- > *Planning Scheme Review 2016*;
- > *Tell us what you love about your shopping strip Survey*;
- > *Transforming our neighbourhoods Survey*; and
- > *Glen Eira Council and Community Plan* consultation.

To inform this *Strategy*, a number of background papers were commissioned, including:

- > *Glen Eira Draft Economic Analysis 2017*, Blair Warman Economic Consultants; and
- > *Glen Eira Draft Housing Opportunity Analysis 2017*, Housing id.





PART ONE
ACTIVITY CENTRES FRAMEWORK

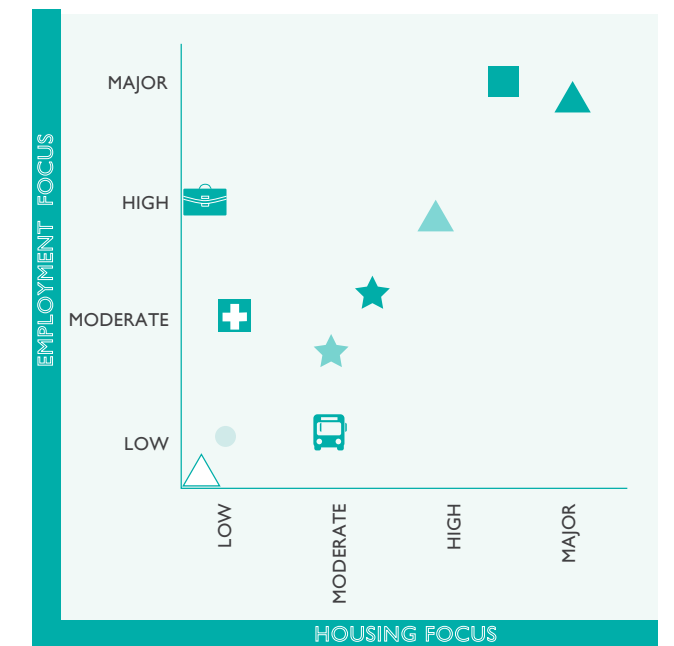
ACTIVITY CENTRES FRAMEWORK — the framework for the future network of Glen Eira's activity centres

Vision — Glen Eira 2031

Glen Eira will be a city of walkable neighbourhoods that are centred on a network of vibrant, socially inclusive and well designed activity centres, providing for the needs of and reflecting the character of their communities.

Health, education and innovation precinct with urban renewal	■
Caulfield Station Precinct	
Emerging health, education and innovation precinct	◻
East Village	
Major activity centre with urban renewal	▲
Carnegie	
Elsternwick	
Emerging major activity centre with urban renewal	▲◻
Moorabbin Junction	
Major activity centre	▲
Bentleigh	
Emerging major activity centre	▲◻
Glen Huntly	
Large neighbourhood centre	★
Bentleigh East	
Caulfield South	
Neighbourhood centre	★
Caulfield Park	
Alma Village	
Hughesdale	
McKinnon	
Murrumbeena	
Ormond	
Patterson	
Ripponlea	
Gardenvale	
Emerging neighbourhood centre	★◻
Oakleigh South	

Please note: other local centres have been mapped that contain existing retail uses but are not currently identified under local policy.



- Local centre
- 🏢 Employment area
- ⊕ Health and education area
- 🚗 Transport corridor
- △ Area of minimal change

For further detail on major and minor places of change, see Activity Centre Framework table on page 30.



PART TWO
THEMES
PLACE-MAKING, LOCAL ECONOMY AND HOUSING

THEME ONE: PLACE-MAKING

WELL CONNECTED AND DISTINCTIVE NEIGHBOURHOODS

What we heard through our 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 needs to be strengthened and a greater emphasis 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 globalised and mobilised markets, it is even 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.



These shared vision statements have been formed based on the feedback we received from two rounds of community consultation involving more than 4,150 community survey responses, comments, submissions and in-person discussions. These statements will form a 15 year guide for decision-making for both private development and public realm works.

<p>CAULFIELD STATION PRECINCT</p> <p>Caulfield Station Precinct will be a regional destination for education, employment, and events.</p> <p>Anchored by the university, it will be a vibrant, accessible and integrated centre that supports a diverse local residential population that values the active night-life, public transport options and pedestrian friendly streetscapes.</p> 	<p>ELSTERNWICK</p> <p>Elsternwick will be a safe, accessible and liveable centre that embraces its historic character and strong cultural and village feel.</p> <p>The centre will be a destination for its longstanding cultural and entertainment offerings, business and employment opportunities, and a range of quality local retail outlets and community spaces.</p> 	<p>CARNEGIE</p> <p>Carnegie will be a safe, connected and welcoming centre that embraces its authentic urban character and cultural identity.</p> <p>The centre will be a destination for night-life, shopping and employment, supporting a range of businesses and interconnected spaces that meet the needs of the local community.</p> 	<p>MOORABBIN JUNCTION</p> <p>Moorabbin Junction will be a vibrant, accessible and safe centre with a strong focus on arts, nightlife and community connections.</p> <p>As an emerging growth hub, the centre will support a diverse range of housing and commercial activity with dining and entertainment options available during the day and into the night.</p> 	<p>BENTLEIGH</p> <p>Bentleigh will be an accessible, local shopping destination with a vibrant cafe and restaurant culture.</p> <p>It will maintain its community feel with open space, places for people to meet and gather and a broad range of local businesses which meet the needs of a diverse community.</p> 	<p>GLEN HUNTLY</p> <p>Glen Huntly will use Booran Reserve and the emerging cultural offerings to become a new, exciting destination that acts as a focal point for the local community with a diverse range of retail and hospitality experiences.</p> <p>The centre will be attractive, clean and safe, and support pedestrian and cycling access.</p> 
<p>EAST VILLAGE</p> <p>East Village will be a sustainable mixed use precinct with a focus on innovative employment and education opportunities.</p> <p>Enhanced by green spaces and places for people, it will be supported by a diverse range of high quality housing and retail that caters for all.</p> 	<p>BENTLEIGH EAST</p> <p>Bentleigh East will be a welcoming and connected centre that caters for all.</p> <p>The centre will be enhanced by a range of retail and dining options to meet the everyday needs of its local community.</p> 	<p>CAULFIELD SOUTH</p> <p>Caulfield South will be a convenient, diverse and attractive shopping strip that is vibrant both during the day and at night.</p> <p>Enhanced pedestrian and cycling amenity and greenery will foster an active, safe and friendly environment.</p> 	<p>CAULFIELD PARK</p> <p>Caulfield Park will be a local hub, which embraces its strong culture and heritage.</p> <p>A transport junction anchored by green open space, the centre will maintain a strong sense of community and connected village feel.</p> 	<p>ALMA VILLAGE</p> <p>Alma Village will be a charming and accessible local centre with quality shopping and eating options that cater for residents' everyday needs.</p> 	<p>GARDENVALE</p> <p>Gardenvale will be a friendly neighbourhood centre with tree lined streets and public amenity, which supports social interaction.</p> <p>The centre will provide for residents' everyday needs and encourage strong connections between the community and traders.</p> 
<p>HUGHESDALE</p> <p>Hughesdale will be a rejuvenated and inviting centre with a mix of small local businesses, cafes and restaurants boosted by strong transport connections.</p> <p>The family-friendly centre will have a cohesive community feel enhanced by consistent urban treatments, including green spaces and opportunities for social interaction.</p> 	<p>MCKINNON</p> <p>McKinnon will be an accessible centre with a strong village feel, which recognises and celebrates its heritage and local history.</p> <p>With a unique offering of retail and hospitality options, the centre will cater for the local community while retaining its charm.</p> 	<p>MURRUMBEENA</p> <p>Murrumbeena will be a leafy and green local centre with a strong community and environment focus.</p> <p>With a mix of local businesses to meet residents' daily needs, the accessible, pedestrian-friendly centre will maintain a safe village feel and embrace its local history.</p> 	<p>ORMOND</p> <p>Ormond will maintain a local feel with a strong sense of community connection, which is enhanced by greenery and landscaping.</p> <p>Embracing its local character and heritage, the centre will be an accessible and well-connected destination for urban retail and dining.</p> 	<p>PATTERSON</p> <p>Patterson will be a connected and vibrant creative hub embracing local art and music.</p> <p>The centre will be enhanced by a leafy green streetscape and lively cafes and restaurants which strengthen the close-knit village atmosphere.</p> 	<p>RIPPONLEA</p> <p>Ripponlea will be an intimate and unique centre, which embraces its culture and heritage charm.</p> <p>The centre will provide a mix of retail and dining offerings creating a vibrant street life and community feel, which is consistent throughout the centre.</p> 

THEME TWO: LOCAL ECONOMY

VIBRANT ACTIVITY CENTRES WITH A THRIVING LOCAL ECONOMY

What we heard through our 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 want our local centres to have a vibrant night-life.
- > Our centres should provide experiences, not just transactions.

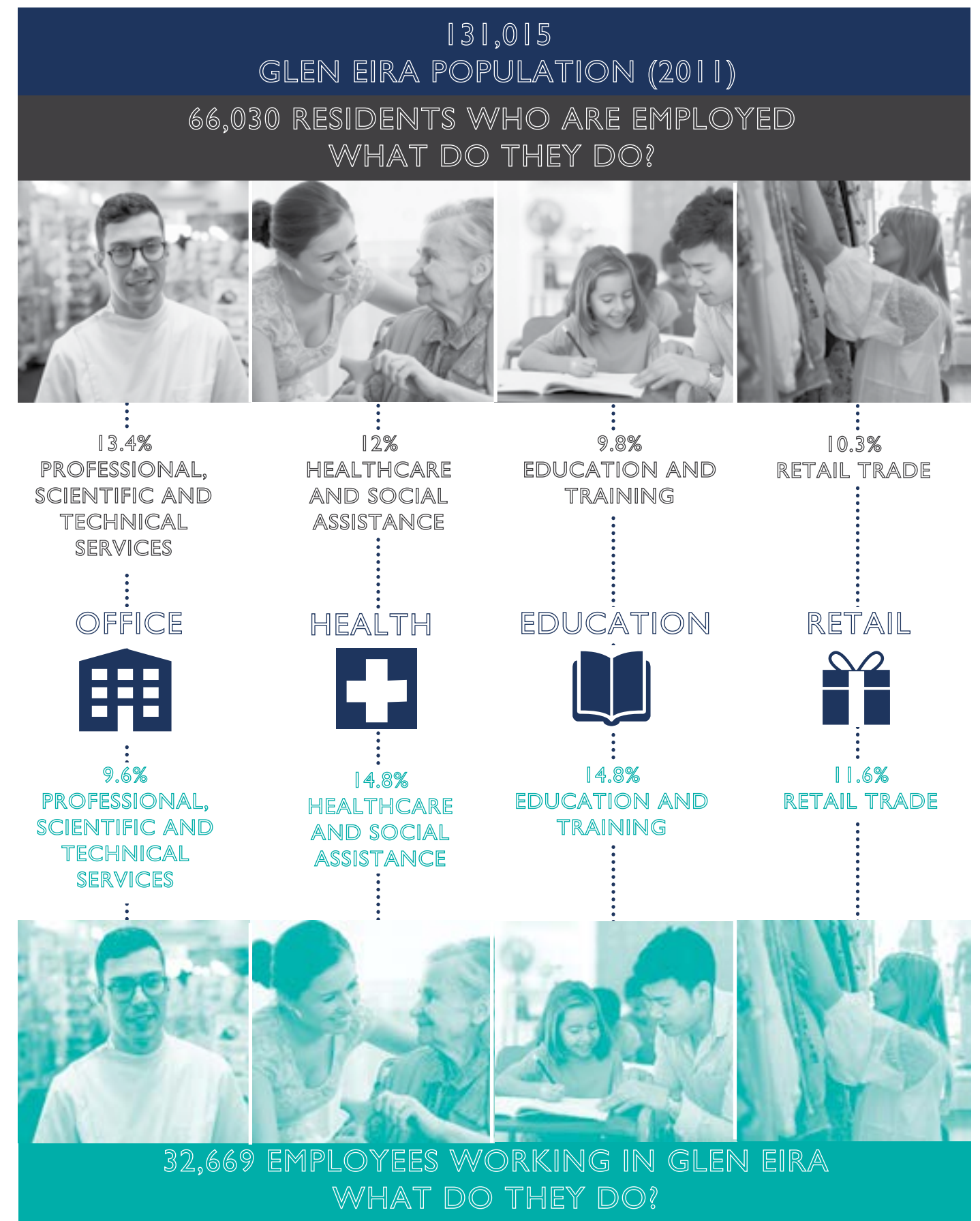
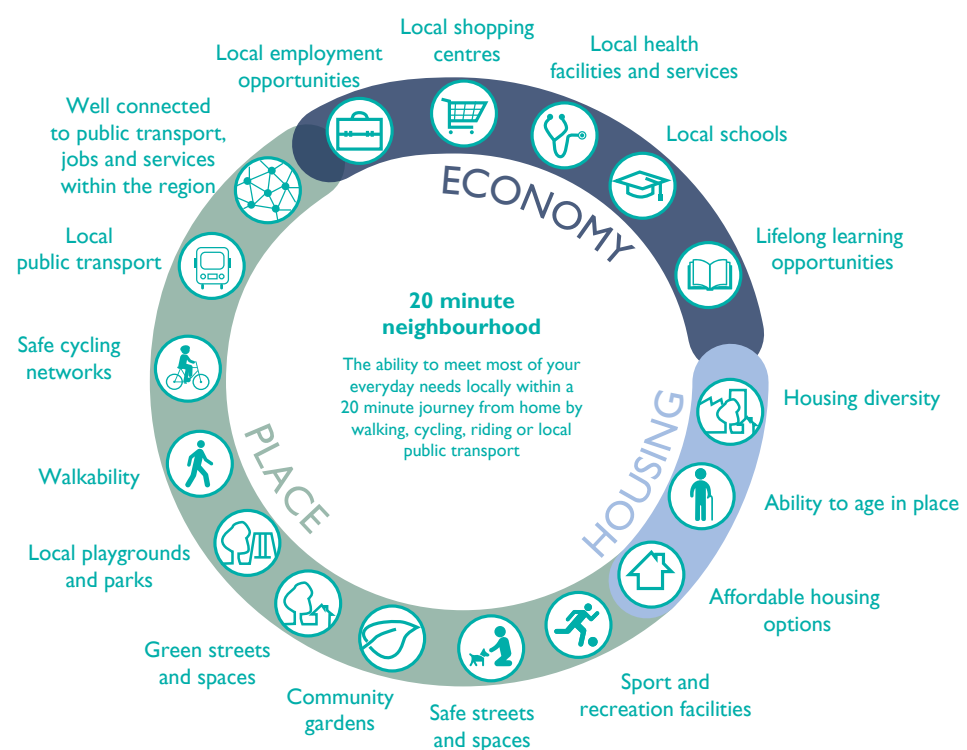
Glen Eira's network of activity centres should provide the community with daily and weekly shopping needs as well as adequate employment opportunities within a short distance of their homes. The principle for the 20 minute neighbourhood outlined in both the *Glen Eira Council and Community Plan 2017–2021* 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.

A recent economic analysis of our municipality indicated that one third of Glen Eira's working residents are professional 'white collar' workers with the largest employment sector (professional, scientific and







technical services) set to grow further over the coming years. Despite this fact, only 9.6 per cent of local jobs service this sector with the large majority of our residents required to commute to the CBD for work.

The number of local job opportunities within Glen Eira is low when compared with other municipalities. Only 20.1 per cent of working residents are employed within the municipality, making Glen Eira the fourth lowest council across Melbourne to locally employ its own residents. Comparable councils such as Boroondara and Bayside, have rates in the range of 24.4 to 25.4 per cent. These statistics suggest that employment options for jobs, particularly within professional employment sectors, are limited within Glen Eira.

We must plan for the future employment needs of the community by ensuring more jobs are provided for our residents that are in close proximity to their homes, and that these jobs service leading employment industries. Our neighbourhoods should also provide accessible and diverse housing choices to accommodate employees that service particular employment precincts, such as health and education nodes.



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

	MAJOR FOCUS FOR EMPLOYMENT INTENSITY	HIGH FOCUS FOR EMPLOYMENT INTENSITY	MODERATE FOCUS FOR EMPLOYMENT INTENSITY	LOW FOCUS FOR EMPLOYMENT INTENSITY
 <p>OFFICE Major office and smaller suites for professional, knowledge and innovation sectors, as well as business incubators, co-working offices and home-office.</p>	<ul style="list-style-type: none"> > Health, education and innovation precincts — within identified urban renewal areas — such as Caulfield Station Precinct and East Village. > Major activity centres within identified urban renewal areas — such as Carnegie, Elsternwick and Moorabbin. 	<ul style="list-style-type: none"> > Strategic sites within major activity centres and neighbourhood centres. 	<ul style="list-style-type: none"> > Shop-top office across all major activity centres and neighbourhood centres. > Ground floor office along transport corridors. 	<ul style="list-style-type: none"> > Home office on ground floor within residential apartment buildings.
 <p>HEALTHCARE Hospitals, medical centres, clinics, gyms and other fitness studios, etc.</p>	<ul style="list-style-type: none"> > Health, education and innovation precincts within identified urban renewal areas — such as Caulfield Station Precinct and East Village. 	<ul style="list-style-type: none"> > Health and education area — cluster healthcare businesses around major hospitals. 	<ul style="list-style-type: none"> > Strategic sites within major activity centres. 	<ul style="list-style-type: none"> > Along transport corridors. > Within neighbourhood centres.
 <p>EDUCATION University, high schools, primary schools, kindergartens, tutoring classes, night classes, adult learning centres, etc.</p>	<ul style="list-style-type: none"> > Health, education and innovation precincts within identified urban renewal areas — such as Caulfield Station Precinct and East Village. 	<ul style="list-style-type: none"> > Within major activity centres. 	<ul style="list-style-type: none"> > Health and education area — cluster education businesses around education facilities. 	<ul style="list-style-type: none"> > Along transport corridors. > Within neighbourhood centres.
 <p>RETAIL Major retailing, hospitality, entertainment, convenience and specialty retailing, etc.</p>	<ul style="list-style-type: none"> > Strategic sites particularly major activity centres around train stations. 	<ul style="list-style-type: none"> > Major activity centres across all ground floor premises opportunities. > Health, education and innovation precincts. 	<ul style="list-style-type: none"> > Neighbourhood centres, particularly larger neighbourhood centres, focused around public transport. 	<ul style="list-style-type: none"> > Local centres and transport corridors.
 <p>HOSPITALITY Restaurants, cafes, bars, takeaway food, etc.</p>	<ul style="list-style-type: none"> > Major activity centres, focused around train stations. > Urban renewal areas. 	<ul style="list-style-type: none"> > Major activity centres across all ground floor premises opportunities. > Health, education and innovation precincts. > Larger neighbourhood centres. 	<ul style="list-style-type: none"> > Neighbourhood centres across all ground floor premises opportunities. 	<ul style="list-style-type: none"> > Local centres and transport corridors.
 <p>MANUFACTURING Light industrial uses.</p>	<ul style="list-style-type: none"> > Best located elsewhere in a region with better infrastructure, such as Monash employment cluster or Dandenong. 	<ul style="list-style-type: none"> > Best located elsewhere locally with better infrastructure, such as Moorabbin industrial precinct. 	<ul style="list-style-type: none"> > Industrially zoned land on arterial roads. 	<ul style="list-style-type: none"> > Industrially zoned land.

THEME THREE: HOUSING

QUALITY HOUSING AND BUILDINGS FOR THE FUTURE

What we heard through our 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 minimise our impacts for the future.

Glen Eira is currently experiencing a generational transition with 8.7 per cent of our community aged over 75 years in 2011, including a retiree living alone in one in every nine family homes across the municipality. Our neighbourhoods are currently lacking options of fit-for-purpose, age-friendly housing for our ageing community. Age-friendly housing addresses a number of social and health issues, including social isolation and dispersed health services; it can also assist in releasing greater numbers of family homes.

Glen Eira is currently experiencing a housing boom with our municipality experiencing a 55 per cent increase in development applications from 2012 to 2016. Recent statistics released by State Government (*Victoria in Future 2016*) indicate that Glen Eira's population is likely to increase by a further 15 per cent over the next 15 years, resulting in the need for an additional 9,000 dwellings. These projections emphasise the need for us to proactively manage change within our municipality.

Glen Eira has the fourth highest residential density of all councils in Victoria. The current housing boom has resulted in many of our residential suburbs experiencing unprecedented development activity. While providing new homes is important, it can result in tension with the immediate neighbourhood.

The *Glen Eira Council and Community Plan 2017–2021* has a strong focus on delivering a diverse range of housing, including an increased supply of social and affordable housing and ageing in place opportunities. When planning for our City's future households needs, we must explore ways to accommodate all of our community's needs.

When considering Glen Eira's future housing and development, it is important to understand the different needs of our community and the different stages of household life cycles.

Glen Eira has recently seen strong growth of young families, welcoming 1,700 new young families between 2001 and 2011, while single parents with young children saw a decline of five per cent in that same period. Glen Eira's close-knit neighbourhoods make for attractive places to raise a family due to the provision of schools, parks and community services in the area. However, there is currently a supply shortage of available and affordable family homes.

TYPES OF HOUSEHOLDS IN GLEN EIRA



2011 — NUMBER OF DWELLINGS BY HOUSEHOLD TYPE

Household Type	Number of Dwellings
Lone Person	15,049
Groups	2,997
Couples Without Dependents	13,094
One Parent Family	4,317
Couples with Dependents	17,748







2036 — PROJECTED INCREASE BY HOUSEHOLD TYPE

Household Type	Projected Increase
Lone Person	+6,111
Groups	+936
Couples Without Dependents	+5,236
One Parent Family	+1,074
Couples with Dependents	+4,606

HOUSING OPPORTUNITIES BY HOUSEHOLD TYPE



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

	MAJOR FOCUS FOR SCALE AND DENSITY	HIGH FOCUS FOR SCALE AND DENSITY	MODERATE FOCUS FOR SCALE AND DENSITY	LOW FOCUS SCALE AND DENSITY
 <p>APARTMENT — MIXED USE Taller buildings with a mix of residential, office and commercial uses.</p>	<ul style="list-style-type: none"> > Designated urban renewal precincts with a high degree of accessibility to public transport. 	<ul style="list-style-type: none"> > Designated urban renewal precincts. 	<ul style="list-style-type: none"> > Strategic sites within major activity centres. 	<ul style="list-style-type: none"> > Strategic sites within neighbourhood centres and larger neighbourhood centres.
 <p>SHOP-TOP Commercial/retail at ground floor with office and residential uses above.</p>	<ul style="list-style-type: none"> > Shops on major and arterial roads with good access to public transport. 	<ul style="list-style-type: none"> > Shops in major activity centres and larger neighbourhood centres. 	<ul style="list-style-type: none"> > Shops in sensitive areas within major activity centres and neighbourhood centres. 	<ul style="list-style-type: none"> > Shops in local centres.
 <p>APARTMENT — RESIDENTIAL ONLY BUILDING Multiple apartment dwellings with ground floor home office within low rise buildings in a garden setting.</p>	<ul style="list-style-type: none"> > Designated precincts within major activity centres with good access to public transport. 	<ul style="list-style-type: none"> > Residential areas along arterial roads. 	<ul style="list-style-type: none"> > Residential sites fronting major roads and transport corridors. 	<ul style="list-style-type: none"> > Designated precincts within larger neighbourhood centres.
 <p>FAMILY TOWNHOUSE Medium density housing in a garden setting to accommodate couples and families.</p>	<ul style="list-style-type: none"> > Along major roads in major activity centres and neighbourhood centres. 	<ul style="list-style-type: none"> > Residential areas within major activity centres. 	<ul style="list-style-type: none"> > Residential areas within neighbourhood centres. > Properties fronting major or arterial roads outside of activity centres. 	<ul style="list-style-type: none"> > Suburban residential areas. > Sensitive residential areas within major activity centres and neighbourhood centres (heritage).
 <p>AFFORDABLE/ SOCIAL/SHORT-TERM HOUSING Key worker accommodation, crisis accommodation, shared care accommodation.</p>	<ul style="list-style-type: none"> > Designated urban renewal precincts with a high degree of accessibility. 	<ul style="list-style-type: none"> > Designated urban renewal precincts. > Strategic sites within major activity centres. 	<ul style="list-style-type: none"> > Residential sites fronting tramlines or arterial roads. > Designated precincts with good access to public transport. 	<ul style="list-style-type: none"> > Strategic sites within neighbourhood centres.
 <p>AGED CARE Retirement living, aged care, nursing home.</p>	<ul style="list-style-type: none"> > Designated urban renewal precincts with a high degree of accessibility to public transport. 	<ul style="list-style-type: none"> > Strategic sites within major activity centres. 	<ul style="list-style-type: none"> > Residential sites fronting tramlines or local arterial roads. > Designated precincts with good access to public transport. 	<ul style="list-style-type: none"> > Designated precincts within neighbourhood centres.
 <p>STUDENT HOUSING Accommodation for students studying at tertiary institutions.</p>	<ul style="list-style-type: none"> > Designated innovation and education precincts with good access to public transport. > Designated urban renewal precincts with a high degree of accessibility to public transport. 	<ul style="list-style-type: none"> > Sites within major activity centres with good access to public transport. 	<ul style="list-style-type: none"> > Neighbourhood centres and transport corridors. 	<ul style="list-style-type: none"> > Suburban residential areas.



PART THREE
IMPLEMENTATION

BACKGROUND

Many different strategies and factors have been taken into consideration during the preparation of this *Strategy* to ensure a holistic and integrated approach has been taken when planning for the future of Glen Eira:

GLEN EIRA COUNCIL AND COMMUNITY PLAN 2017–2021

Council recently released its *Glen Eira Council and Community Plan*, which is based on five central themes:

- > Liveable and well designed.
- > Accessible and well connected.
- > Safe, healthy and inclusive.
- > Clean and sustainable.
- > Informed and engaged.

This new *Plan* is based on comprehensive community engagement carried out throughout 2016 and 2017.

This *Strategy* particularly focuses on the Liveable and well designed theme, which has the following objectives:

1. Create prosperous, accessible and vibrant urban places.
2. Encourage development that benefits the community.
3. Proactively plan for and manage change within our urban places.
4. Invest sustainably in our infrastructure and community assets.

PLAN MELBOURNE 2017–2050

Plan Melbourne 2017–2050 is State Government's metropolitan planning strategy, which sets out a plan for a sustainable future by ensuring a better distribution of business activity, jobs, housing, services, infrastructure and transport connections closer to where people live and work. To achieve this objective, *Plan Melbourne* clearly states that development opportunities must occur in inner and middle suburbs that are in close proximity to Melbourne's CBD, such as Glen Eira.

GLEN EIRA PLANNING SCHEME REVIEW 2016

In 2016, Council carried out a *Planning Scheme Review* which involved extensive community consultation. We heard that our community had concerns, particularly regarding development within our municipality. In response to community feedback, Council adopted

a comprehensive work plan, which includes updating Council's *Municipal Strategic Statement (MSS)* and local policies, as well as commencing structure planning across our key centres.

Council resolved to develop a new activity centre strategy (this document) which will guide the development of the *MSS* and local policies, as well as provide the strategic context to undertake the detailed precinct structure planning across our activity centres in Glen Eira.

ACTIVITY CENTRE PLANNING PROGRAM 2017

We have since embarked on further consultation focused around our activity centres. Between December 2016 and February 2017, we asked the community to tell us what they loved about their shopping strip. More than 2,100 online surveys were completed. Our second round of consultation in 2017 — *Transforming our neighbourhoods together* — investigated the issues at a more detailed level and proposed visions and objectives for each of our activity centres, as well as transformation concepts for our major centres and those undergoing level crossing removal works.

COMMUNITY CONSULTATION 2017

There were clear themes within the feedback. Our community want our centres to be places for people, with more community hubs and green spaces. There is a desire for an enhanced night-life with the community calling out for more local shops, bars, events and activities, as well as strengthened local experiences with new gyms and cafes. In terms of development in our centres, it was clear that the community want better quality and well designed buildings in our neighbourhoods, and to focus taller buildings in locations that limit impacts on Glen Eira's highly valued character and amenity.

GLEN EIRA ACTIVITY CENTRES STRATEGY 2005

A comprehensive economic analysis of Glen Eira's activity centres was carried out and multiple recommendations were made in the existing *Activity Centres Strategy* that was endorsed by Council in 2005. The 2005 *Strategy* formed a basis upon which this *Strategy* has been formed.

OTHER MUNICIPAL STRATEGIC DOCUMENTS

In the near future, Council will update a number of critical strategies that will assist in the development of the municipality, including the:

- > *Glen Eira Council and Community Plan 2017–2021*;
- > *Municipal Public Health and Wellbeing Plan 2017–2021*;
- > *Revised Open Space Strategy*; and
- > *Integrated Transport Strategy*.

Council has also recently adopted the:

- > *Environmental Sustainability Strategy 2016–2021*;
- > *Disability Action Plan 2017–2021*; and
- > *Glen Eira Libraries Strategy 2017*.

As such, this *Strategy* has not gone into great detail in the areas of community, health, open space, environmental or transport planning. However, where required, this *Strategy* has sought to provide high level guidance on how these issues may be considered in terms of a 'whole of place' planning approach.

2011 ABS CENSUS DATA










It should be noted that a large majority of statistics and forecasts used in this report are from the 2011 Census from the Australian Bureau of Statistics. This *Strategy* will be reviewed and updated in early 2018 to reflect findings from the 2016 Census.



ACTIVITY CENTRE FRAMEWORK — the following activity centre framework sets out the policy direction for each of the activity centre and place types

Places of change:

- Major
- Minor

	LOCAL ECONOMY			HOUSING	ACTIVITY CENTRES			
	FUNCTION	EMPLOYMENT	ECONOMY/ RETAIL	HOUSING	TRANSPORT	OPEN SPACE	LIVEABILITY	LOCATION
HEALTH, EDUCATION AND/OR INNOVATION PRECINCT (WITH URBAN RENEWAL OPPORTUNITIES) 	<ul style="list-style-type: none"> > Specialised centres that support health, education and/or innovation services with opportunity for clustering of like businesses. > Includes urban renewal sites in strategic locations that provide opportunity to take advantage of underutilised land close to jobs, services and public transport infrastructure, to provide new housing, jobs and services. 	<ul style="list-style-type: none"> > Major focus for professional employment growth opportunities that complement the specialised function of the centre. > Greater than 1:1 new jobs to new housing ratio. 	<p>Specialised economic functions should be reinforced and they should provide major opportunity for ancillary health and education services, or growth within the innovation and knowledge industry.</p> <p>Retail should provide for the weekly needs of an approximate 800 metre to two kilometre residential catchment. Typically this may include:</p> <ul style="list-style-type: none"> > a minimum of (or demonstrated capacity to accommodate) approximately one supermarket or similar fresh food market; > business services; > specialty retailing; > hospitality; and > entertainment. 	<ul style="list-style-type: none"> > Major focus for housing growth opportunities. > Major focus on new single, aged care and affordable households. 	<ul style="list-style-type: none"> > Centre should be well serviced by public transport. > Opportunity to create new street networks to ensure a high level of walkability and accessibility. > Due to broader catchment, driving to the centre is required, however aim for majority of visits to be accessible by public transport, foot or bike. 	<p>Major focus for implementation of new open space preferably with walking and bicycle linkages.</p>	<ul style="list-style-type: none"> > A major focus for universities, high schools, hospitals or professional employment, centres should also provide services that complement these services. > Actively explore opportunities for shared use of facilities. 	<ul style="list-style-type: none"> > Caulfield Station Precinct > East Village (emerging)
MAJOR ACTIVITY CENTRE (WITH URBAN RENEWAL OPPORTUNITIES) 	<ul style="list-style-type: none"> > Centres that provide access to a wide range of goods, services and activities, including commercial, retail, entertainment and community facilities. > Includes urban renewal sites in strategic locations that provide opportunity to take advantage of underutilised land close to jobs, services and public transport infrastructure, to provide new housing, jobs and services. 	<ul style="list-style-type: none"> > Major focus for employment growth opportunities, particularly professional employment, retail and hospitality to a lesser degree. > 1:1 new jobs to new housing ratio. 	<p>Retail should provide for the weekly needs of an approximate 800 metre to two kilometre residential catchment. Typically this may include:</p> <ul style="list-style-type: none"> > a minimum of (or demonstrated capacity to accommodate) approximately two supermarkets or similar fresh food market; > business services; > specialty retailing; > hospitality; and > entertainment. 	<ul style="list-style-type: none"> > Major focus for housing growth opportunities. > Major focus on new family, single, aged care and affordable households. 	<ul style="list-style-type: none"> > Centre should be well serviced by public transport, particularly fixed transport. > Opportunity to create new street networks to ensure a high level of walkability and accessibility. > Due to broader catchment, driving to the centre is required, however aim for majority of visits by public transport, foot or bike. 	<p>Major focus for implementation of new open space preferably with walking and bicycle linkages.</p>	<p>Typically, centres should provide services for the wider community, including a range of the following:</p> <ul style="list-style-type: none"> > a library; > a community hub; > an entertainment complex; > maternal child health care services; > child care; > a senior citizens centre; > medical centres; and > a chemist. 	<ul style="list-style-type: none"> > Carnegie > Elsternwick > Moorabbin
MAJOR ACTIVITY CENTRE 	<p>Centres that provide access to a wide range of goods, services and activities, including commercial, retail, entertainment and community facilities with suitable residential development opportunity that responds to their urban context in and around the centre.</p>	<p>High focus for employment growth.</p>	<p>Retail should provide for the weekly needs of an approximate 800 metre to two kilometre residential catchment, including:</p> <ul style="list-style-type: none"> > a minimum of (or demonstrated capacity to accommodate) approximately two supermarkets or similar fresh food market; > specialty retailing; > hospitality; and > entertainment. 	<ul style="list-style-type: none"> > High focus for housing growth opportunities. > Major focus on new family households. 	<ul style="list-style-type: none"> > Centre should be well serviced by public transport, particularly fixed transport with opportunity for active transport options. > Due to broader catchment, driving to the centre is required, however aim for majority of visits to be accessible by public transport, foot or bike. 	<p>High level of focus for implementation of new open space or developer contribution.</p>	<p>Typically, centres should provide services for the wider community, including a range of the following:</p> <ul style="list-style-type: none"> > a library; > a community hub; > an entertainment complex; > maternal child health care services; > child care; > a senior citizens centre; > medical centres; and > a chemist. 	<ul style="list-style-type: none"> > Bentleigh > Glen Huntly (emerging)
NEIGHBOURHOOD CENTRE 	<p>Local centres that provide access to local goods, services and employment opportunities that serve the needs of the surrounding local neighbourhood, with suitable residential development opportunity that responds to its urban context in and around the centre.</p> <p>Greater focus on delivering these outcomes in larger neighbourhood centres.</p>	<p>Medium focus for employment growth.</p>	<p>Retail should provide for the weekly needs of an approximate 400 metre residential catchment, typically this may include:</p> <ul style="list-style-type: none"> > a maximum of one small community supermarket to serve local neighbourhood only; > convenience retailing; and > hospitality. 	<ul style="list-style-type: none"> > Moderate focus for housing growth opportunities. > Major focus on new family households. 	<ul style="list-style-type: none"> > Centre should provide good access to public transport with opportunity for active transport options. > Aim for the large majority of visits to be accessible by foot or bike, from local neighbourhood. 	<p>Moderate level of focus for implementation of new open space or developer contribution.</p>	<p>Typically, centres should provide services for the local community, such as:</p> <ul style="list-style-type: none"> > a community space/hall; > maternal child health care services; > child care; > a senior citizens centre; > medical centres; and > a chemist. 	<ul style="list-style-type: none"> > Bentleigh East (large) > Caulfield South (large) > Alma Village > Caulfield Park > Gardenvale > Hughesdale > McKinnon > Murumbeena > Ormond > Patterson > Ripponlea
HEALTH AND EDUCATION AREA 	<p>Specialised local centres that support health, education and/or innovation services with opportunity for clustering of like businesses.</p>	<p>Moderate focus for employment growth opportunities, by clustering like health and education uses.</p>	<p>Specialised economic functions should be reinforced and provide moderate opportunity for ancillary health and education services, or growth within the innovation and knowledge industry.</p>	<p>Low opportunity for housing growth.</p>	<ul style="list-style-type: none"> > Centre should provide good access to public transport with opportunity for active transport options. > Due to broader catchment, driving to the centre is required, however aim for majority of visits to be accessible by public transport, foot or bike. 	<p>Major focus for implementation of open space.</p>	<p>A local focus for universities, high schools and hospitals.</p>	<p>Local hospitals and schools.</p>
LOCAL CENTRE 	<p>Small groups of shops with reasonable convenience retailing, specialist retailing or commercial services role with small catchments covering the immediate residential area.</p>	<p>Low opportunity for employment.</p>	<p>Convenience retail that services the daily retail needs of the immediate residential area or suit short-term vehicle access.</p>	<p>Low opportunity for housing growth.</p>	<ul style="list-style-type: none"> > Short-term vehicle access. > Some visits by foot or bike, from local neighbourhood. 	<p>Focus for implementation of open space or developer contribution dependent on gap area.</p>	<p>Low focus for community services.</p>	<p>Small groups of shops with a total size of less than 4,000 square metres of retail and commercial development.</p>
EMPLOYMENT AREA 	<p>Land best used for solely employment uses, often with some amenity concerns that mean these employment types are not suited to be clustered within activity centres.</p>	<p>High opportunity for employment.</p>	<p>Convenience retail that suit the needs of the local employee catchment.</p>	<p>Not applicable.</p>	<p>A high proportion of both freight and private vehicle movement required.</p>	<p>Focus for implementation of open space or developer contribution dependent on gap area.</p>	<p>Low focus for community services.</p>	<p>Industrial and commercial two zoned land away from public transport.</p>
TRANSPORT CORRIDOR 	<p>Highly accessible areas of housing and employment diversity along tram routes and selected main roads.</p>	<p>Low opportunity for employment.</p>	<p>Low opportunity for retail and services.</p>	<p>Moderate focus for housing growth opportunities.</p>	<p>Areas along arterial roads that are also highly accessible by tram, bus or train.</p>	<p>Focus for implementation of open space or developer contribution dependent on gap area.</p>	<p>Low focus for community services.</p>	<p>Tram routes and selected main roads.</p>
AREA OF MINIMAL CHANGE 	<p>Residential areas located outside activity centres, where neighbourhood character should be preserved with a focus for low scale residential development.</p>	<p>Low opportunity for employment.</p>	<p>Low opportunity for retail and services.</p>	<p>Low opportunity for housing growth.</p>	<p>Accessible via local streets and some bus routes.</p>	<p>Focus for implementation of open space or developer contribution dependent on gap area.</p>	<p>Low focus for community services.</p>	<p>Residential areas outside activity centres.</p>

SUMMARY OF THEMES, OBJECTIVES AND KEY ACTIONS

Vision — Glen Eira 2031

Glen Eira will be a city of walkable neighbourhoods that are centred on a network of vibrant, socially inclusive and well designed activity centres, providing for the needs of and reflecting the character of their communities.

KEY ACTIONS:

1. Update strategic vision for municipality (Municipal Strategic Statement).
2. Undertake structure plans (or similar precinct planning approach) for Glen Eira's activity centres.
3. Engage with community to develop an Integrated Transport Strategy.



THEME ONE: WELL CONNECTED AND DISTINCTIVE NEIGHBOURHOODS

OBJECTIVES

1.1 Culturally rich communities

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

1.2 Create places for people

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

1.3 Connected neighbourhoods

We will 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 will be taken to mitigate car parking and traffic issues.

1.4 Better quality and greener streetscapes

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.

KEY ACTIONS

4. Undertake a major heritage review across Glen Eira.
5. Explore opportunities to integrate public realm improvements with private development or planned state or Council infrastructure works.
6. Introduce developer contributions for public infrastructure across change areas.
7. Update Council's *Open Space Strategy* and policies.
8. Introduce tree protection policy for new developments.
9. Undertake precinct-wide car parking and traffic plans that include future thinking solutions, such as introducing new parking planning provisions across activity centre areas.

THEME TWO: VIBRANT ACTIVITY CENTRES WITH A THRIVING LOCAL ECONOMY

2.1 More local jobs — less commuting

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

2.2 Foster human experiences by strengthening the heart of the community

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

2.3 Build a thriving local connection economy

We will support a thriving local business economy that is built on strong connections and collaboration.

2.4 Vibrant night-life and weekends

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

10. Review and update Council's *Business Development Strategy*.
11. Review Census data when released (mid-2017) to determine and plan for employment trends within the municipality.
12. Review and update Council's *Municipal Strategic Statement* and local policies to integrate policies that respond to the changing economy and employment trends.

THEME THREE: QUALITY HOUSING AND BUILDINGS FOR THE FUTURE

3.1 Provide housing for all

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

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

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

3.4 Build a sustainable future

We must demonstrate a clear focus on environmental sustainability.

13. Carry out detailed consultation with the community about building design and development guidelines.
14. Undertake a precinct by precinct review of development controls for each neighbourhood.
15. Implement new environmental and water sustainable design policies.

THEME ONE: PLACE-MAKING

WELL CONNECTED AND DISTINCTIVE NEIGHBOURHOODS

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 features.

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 in Melbourne. 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 will 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. At the same time, a strategic approach will be taken to mitigate car parking and traffic issues.

1.4 BETTER QUALITY AND GREENER STREETSAPES

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.

OUTCOMES

- 1.1.1 Celebrate the local uniqueness of each neighbourhood and its people.
- 1.1.2 Strengthen our unique cultural communities (both long-standing and emerging).
- 1.1.3 Explore ways to celebrate the history, heritage and stories of each place.
- 1.1.4 Enrich our centres through place-making, art and community festivals.
- 1.1.5 Preserve historical buildings, places of interest and culturally important features.
- 1.1.6 Ensure new buildings in key cultural and heritage locations are well designed buildings that reflect the local community and its aspirations.

- 1.2.1 Encourage family-friendly and socially inclusive places that cater to the needs of all community members.
- 1.2.2 Provide functional, multipurpose community hubs and public spaces.
- 1.2.3 Create safe and exciting places for people that become a destination for the wider community.
- 1.2.4 Promote events that cater to all members of the community.

- 1.3.1 Implement the 20 minute neighbourhood concept, by creating a greater mix of uses within neighbourhoods.
- 1.3.2 Proactively plan for the future in an integrated manner by undertaking a precinct approach to all future planning and project matters.
- 1.3.3 Encourage an innovative approach to car parking and take a strategic approach to transport planning.
- 1.3.4 As the technology of cars change in the future, actively explore ways to reduce the impact of cars and car parking on the place and its people.

- 1.4.1 Create green spaces and streetscapes with large canopy trees and lush plantings.
- 1.4.2 Upgrade streetscapes and public realm for enjoyment by the local community.
- 1.4.3 Promote the upkeep and maintenance of existing buildings and shopfronts.
- 1.4.4 Strongly encourage walking and cycling as the main travel methods to local centres through creating safe, friendlier and tree lined routes.

THEME TWO: LOCAL ECONOMY

VIBRANT ACTIVITY CENTRES WITH A THRIVING LOCAL ECONOMY

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 number of local jobs in our City, in particular through the creation of new office space for professional employment.

2.2 FOSTER HUMAN EXPERIENCES BY STRENGTHENING THE HEART OF THE COMMUNITY

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. Across our centres, there is the opportunity to create new community hubs that are the anchor for social interaction and community life.

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.

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

2.3 BUILD A THRIVING LOCAL CONNECTION ECONOMY

The growth of Glen Eira's economy is supported by small business and the highly-skilled professionals within our City. Changes are occurring in traditional ways of employment and collaboration, with many individuals involved in and open to a variety of initiatives and enterprises.

Council's community consultations and findings from economic forecasting reports, both point to the approach for achieving the goals of businesses, individuals and the municipality as a whole; that value is created through connection and collaboration.

To create a thriving local business economy, it is important to leverage off local expertise by facilitating and encouraging the professional community to connect with each other.

We will support a thriving local business economy that is built on strong connections and collaboration.

2.4 VIBRANT NIGHT-LIFE 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 night-life and weekend destinations through the creation of additional floorspace designated to hospitality uses.

OUTCOMES

- 2.1.1 Encourage the growth of employment opportunities that meet the needs of the present and future community, particularly within professional industries (office, health and education).
- 2.1.2 As jobs in the future become more mobile, ensure our neighbourhoods can adapt to provide more local jobs close to local homes.
- 2.1.3 Facilitate the clustering of 'smart industries' based around anchor uses such as government offices, universities, hospitals or schools.
- 2.1.4 Explore opportunities to facilitate local flexible working opportunities, such as co-working spaces or expanded library areas.
- 2.1.5 Explore ways to ensure 'fit-for-purpose' new office stock is constructed as part of large development opportunity sites.

- 2.2.1 Ensure activity centres have sufficient diversity to serve the retail needs of the current and future local population, with a focus on local community businesses.
- 2.2.2 Locate and group together contemporary regional community services in major activity centres and neighbourhood community services in neighbourhood centres.
- 2.2.3 Foster 'bottom-up' change through a focus on place-making and guide future change based on the community-owned place vision.
- 2.2.4 Plan for future trends in the economy and embrace the digital era, and strategically locate future parcel pick-up stations and other digital transactions facilities within activity centres that encourage community interaction.

- 2.3.1 Facilitate collaborative forums for businesses and working professionals.
- 2.3.2 Help our local businesses respond to the needs and aspirations of our community by providing focused information, facts and insights.
- 2.3.3 Explore opportunities for co-working spaces, maker labs and other such collaboration environments.
- 2.3.4 Facilitate collaborative learning through local mentorship, both traditional and peer-to-peer.
- 2.3.5 Continue to connect with our local education facilities to provide a strong innovation culture and opportunities for mutual learning.
- 2.3.6 Continue to support our local women in business and employment.

- 2.4.1 Promote extended trading hours for both commercial and community uses.
- 2.4.2 Encourage a broad range of entertainment and recreational venues particularly around public spaces and train stations.
- 2.4.3 Facilitate footpath trading to create street life and vibrancy.
- 2.4.4 Explore a range of street festivals and markets that foster community life.
- 2.4.5 Improve safety at night with high quality pedestrian lighting and street activity at key locations.
- 2.4.6 In areas with little night-time or weekend activity, explore the potential of short-term businesses, such as food trucks or markets to initiate more permanent activity in the future.

THEME THREE: HOUSING

QUALITY HOUSING AND BUILDINGS FOR THE FUTURE

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 types 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.

OUTCOMES

- 3.1.1 Plan for and manage the supply of new housing in the right locations to meet future population growth, demographic changes and social needs.
- 3.1.2 Focus the majority of new housing close to existing services, jobs and public transport.
- 3.1.3 Provide dwelling choice that caters to a broad demographic and the needs of the community.
- 3.1.4 Prioritise a greater supply of affordable medium density family housing within a broad mix of household types located close to activity centres and public transport.
- 3.1.5 Assist older community members to age in place by encouraging a greater supply of well-located, age-appropriate developments.
- 3.1.6 Encourage development that caters to low to moderate-income households, such as affordable or social housing.

- 3.2.1 Ensure amenity of existing residents is protected.
- 3.2.2 Celebrate our heritage and unique places.
- 3.2.3 Provide certainty about the scale of growth within established neighbourhoods.
- 3.2.4 Ensure new buildings add to the sense of place and local character.
- 3.2.5 Ensure buildings appropriately respond to their immediate context.

- 3.3.1 Encourage larger buildings to be in larger sites and located where amenity impacts can be best managed.
- 3.3.2 Create fit-for-purpose, forward thinking urban renewal precincts that cater for the emerging community.
- 3.3.3 Facilitate development that demonstrates local community benefit.
- 3.3.4 Encourage well designed and sustainable buildings.
- 3.3.5 Implement developer contributions for community infrastructure.

- 3.4.1 Encourage greener buildings and facilitate development that minimises impacts on the environment and climate change.
- 3.4.2 Plan for the future by ensuring that larger developments and urban renewal sites include advanced precinct wide sustainability measures.
- 3.4.3 Promote sustainability as a matter of priority.



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