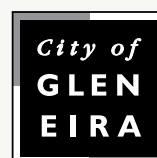




EAST VILLAGE
STRUCTURE PLAN
2018–2031



GLEN EIRA
CITY COUNCIL





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Cover image
Image credit: Scharp
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I.0 ABOUT EAST VILLAGE

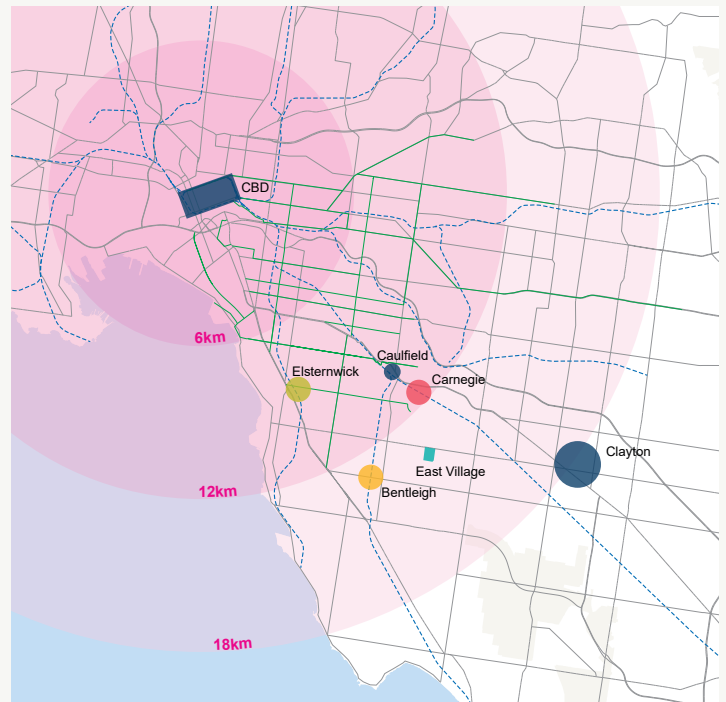
East Village will create a destination town centre and employment and innovation hub within the City of Glen Eira.

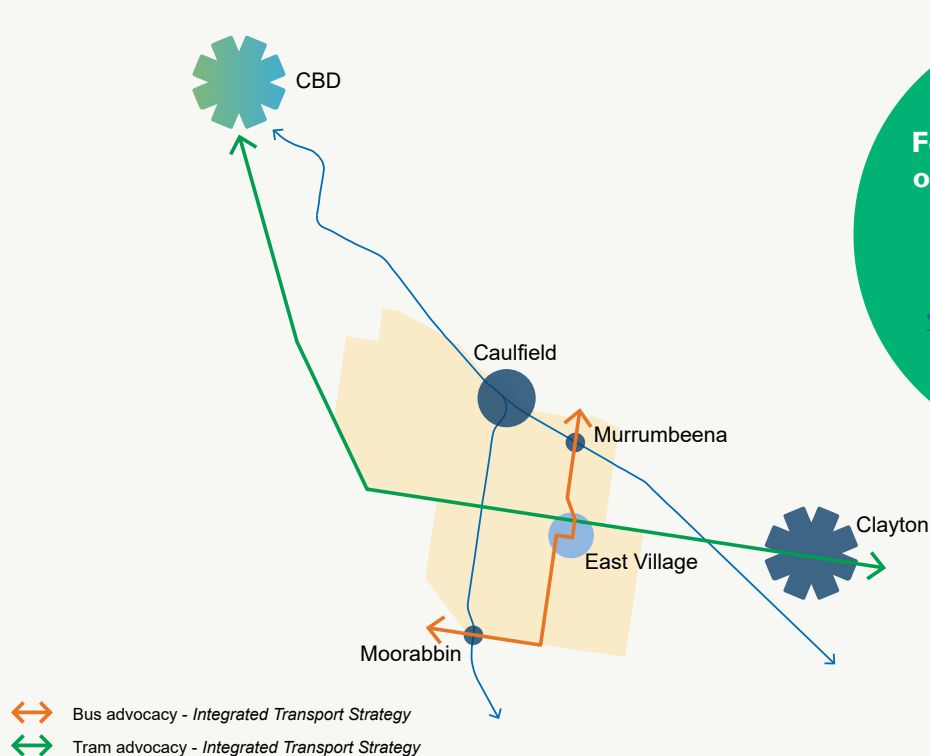
East Village is a 24 hectare strategic site located 13km from Melbourne CBD within the City of Glen Eira. It is bound by North Road to the north, East Boundary Road to the west, residential parcels to the east and Virginia Park to the south.

The site currently consists of Virginia Park Business Centre, the former Bosch Brakes Factory and a number of smaller industrial and residential parcels to its north on the North Road frontage.

East Village is nominated within Glen Eira City Council's *Activity Centre, Housing and Local Economy Strategy* as a *Health, Education and Innovation precinct*, forming part of an initiative to boost employment and economic activity within the broader city.

Its proximity to Melbourne CBD and Monash's Knowledge Cluster sits strategically in the Knowledge Triangle between these locations that can potentially benefit in the development of this mixed use innovation precinct.





The focal point of East Village is to establish a new activity centre fostering employment and innovation. This will form part of a mixed use precinct providing a range of retail, employment, housing, education and community assets that serve the local and surrounding community.

East Village provides an opportunity to revitalise and enhance the employment function of the site to better address contemporary and inner city needs. Since the decline of industrial manufacturing and most particularly the car industry around which part of the site was configured, there is a potential for diversification into other areas.

The site currently has limited options for sustainable modes of transport, with a single low frequency bus line on North Road and no train stations within walkable proximity. In line with the *Integrated Transport Strategy*, there are many opportunities to improve and advocate for:

- > cycling connectivity and safety throughout the area;
- > a potential new tram connection with the wider metropolitan area;
- > bus transport routes and frequency; and
- > walkability and connectivity for people accessing the site locally.

Car use will decline when alternative modes of transport become more attractive and viable.



2.0 VISION AND OBJECTIVES



Image credit: Scharp
(images are indicative only)

2.0 VISION AND OBJECTIVES

VISION — EAST VILLAGE 2031

East Village will be a sustainable mixed-use precinct with a focus on innovative employment and education opportunities. 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.

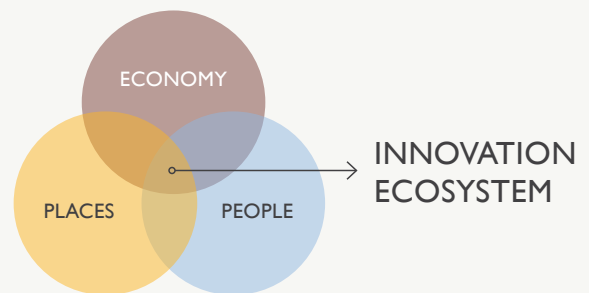
OBJECTIVES

The key objectives for East Village are:

1. INNOVATION



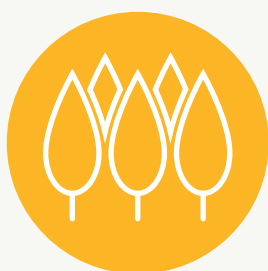
- I.1. Support and facilitate a diverse range of creative and innovative industries.
- I.2. Make innovation visible and public so that it interacts with open spaces.
- I.3. Mix innovation with a range of complementary uses through sufficient retail and multi-use public spaces.
- I.4. Provide programs through community facilities that support collaboration and social network development.



The concentration of people and the supporting built environment plays an essential role in creating the foundations for economic strength in cities. Many of our cities have evolved, adapting their urban spaces to changing needs.

Infrastructure that was originally developed to meet previous demand for industrial manufacturing can now be a drawcard for creative and innovative industries. The underlying infrastructure could be adapted and filled in with new public spaces the local community can use, such as wide footpaths, and street side cafes which encourage street life.

2. PLACE-MAKING



- 2.1. Provide a network of active streets with shared community and open spaces.
- 2.2. Encourage landscaping and greenery.
- 2.3. Support safe, accessible and friendly streets.
- 2.4. Bring people together through places and programs.

3. ECONOMY



- 3.1. Provide offices and employment opportunities as a priority.
- 3.2. Provide food, retail and services for the local community in balance with creative industries.

4. TRANSPORT



- 4.1. Advocate for improved public transport connections to the site.
- 4.2. Explore innovative approaches to car parking and traffic management.
- 4.3. Ensure connectivity towards and within the site.

5. HOUSING



- 5.1. Encourage a diverse range of housing options including social and affordable housing.
- 5.2. Manage transition of housing scale and density between surrounding low scale suburban areas and the core of the centre.

3.0 PRECINCTS





Image credit: Scharp
(images are indicative only)

3.0 PRECINCTS

East Village will be a destination town centre and innovation hub within the City of Glen Eira. In light of the economic shift away from manufacturing to creative and innovation industries, outlining respective precincts will help facilitate a fast growing employment sector.

The following concepts will influence development within the site:



Figure 1.0 — Precincts

3.0 PRECINCTS

COMMERCIAL PRECINCT

Office HQ

- > Larger, traditional commercial spaces for medium to large companies.
- > Commercial frontages to East Boundary Road with rear access towards the town centre.
- > A connected network of laneways enabling improved pedestrian connectivity.

Commercial and Production Spaces

- > Provide larger scale commercial floor spaces that allow for production of goods and services.
- > Encourage production services such as fabrication labs that could service or partner with smaller businesses due to proximity to one another.
- > Expedite transition from existing industrial to commercial production and fabrication spaces.

Refer to Figure 2.0



Figure 2.0 — Commercial Precinct

- Production spaces
- Office HQ
- Town square
- Open space

Retail Town Centre with Town Square








Retail Town Centre with Town Square

- ## ***Innovation Square***

- ## Makers Place

-

Figure 3.0 — Mixed Use Precinct

-  Retail Town Centre
-  Innovation Square
-  Makers Place
-  Flexible commercial areas
-  Community facility
-  Town square
-  Open space

3.0 PRECINCTS

EDUCATION AND COMMUNITY PRECINCT

- > Establish community assets for the local and surrounding area including a new school and community hub.
- > Extend and upgrade of Marlborough Street Reserve to connect the surrounding local neighbourhood to East Village site.
- > Explore pedestrian connections to the site through Virginia Park from local streets.

Refer to Figure 4.0



Figure 4.0 — Education and Community Precinct

- Education and community
- Community facility
- New school
- Town square
- Open space





RESIDENTIAL PRECINCT

- > Deliver a diverse range of housing in the precinct, including social and affordable housing.
- > Provide garden townhouses along the eastern boundary, managing transition towards abutting sensitive residential areas (Residential East precinct).
- > Provide a mix of townhouses and apartments along the southern boundary fronting Virginia Park (Residential South precinct).
- > Establish an urban landscaped character within the residential area, with minimal setbacks fronting roads and greenery in courtyards, balconies and rooftops.

Refer to Figure 5.0



Figure 5.0 — Residential Precinct

-  Residential East
 Residential South
 Town square
 Open space



4.0 BUILDINGS



Image credit: Scharp
(images are indicative only)

4.0 BUILDINGS

East Village will provide the community with access to a wide range of goods, services and activities, including flexible commercial spaces, retail, community facilities and public open space. Residential development opportunities need to respond to their unique urban context.

BUILDING HEIGHT

The *East Village Structure Plan* establishes a vision for a new town centre within the context of an existing low-scale suburban area. The urban scale and form must respond to its local context by establishing:

- > Mid-rise (four storeys) commercial buildings fronting the north and west of the site along North and East Boundary Roads, which act as a precinct gateway from the main roads and a transitional buffer towards the taller centre.
- > Taller mixed-use buildings (up to eight storeys) in the town centre where mass and scale can be managed through a gradual transition towards the central node of activity with residential above commercial podium.
- > Low-rise (three storeys) residential areas to the east and south perimeters manage transition from the suburban surrounds.
- > A new multi-level school serving as an educational anchor for the local community.
- > A network of active streets, links and public open spaces that provide greenery, permeability and a sense of openness.

Refer to Figure 6.0



Figure 6.0 — Buildings: Height

4.0 BUILDINGS

RESIDENTIAL

Residential South Precinct:

Three storey townhouse/apartment buildings

The eastern residential precinct will establish a three storey townhouse/apartment building in accordance with the recommendations of Council's *Quality Design Guidelines* for residential areas.

- > Deliver townhouses or apartments with a diverse range of layouts and sizes.
- > Explore the creation of a strong connection with Virginia Park to the south, with design detail ensuring outlook and a level of pedestrian connectivity towards the public space.

Residential East Precinct:

Three storey garden townhouse buildings

The eastern residential precinct will establish garden townhouse built forms in accordance with the recommendations of Council's *Quality Design Guidelines* for residential areas.

- > Reinforce the urban character of Cobar Street. Building designs should provide setbacks for landscaping with deep planted canopy streets that contribute to a dense urban landscaped character.

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



Figure 7.0 — Artist's impression: Residential (images are indicative only)

Image credit: Scharp

COMMERCIAL

Building design along North and East Boundary Roads should establish a strong commercial presence and gateway to the precinct.

Commercial West Precinct:

Four storey Office HQ

The Office HQ precinct is envisaged as a place for major commercial businesses requiring large tenancies.

- > Encourage landmark buildings and design to reinforce essential corners and gateways into the East Village site.

Commercial North Precinct:

Four storey Commercial and Production Spaces

This precinct aims to comprise larger scale commercial floor spaces that allow for production of goods and services.

- > Manage transition from existing industrial-related uses to proposed commercial applications and built forms.
- > Remediate adverse impacts caused by existing and adjoining industrial uses.

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



Figure 8.0 — Artist's impression: Commercial (images are indicative only)

Image credit: Scharp

4.0 BUILDINGS

MIXED USE

Six to eight storey strategic site buildings

The Mixed-Use Centre will be designed following Council's *Quality Design Guidelines* for commercial and mixed-use areas for strategic sites, incorporating six to eight storey buildings with a commercial podium and residential above.

Retail Town Centre and Town Square

- > Encourage smaller tenancies fronting North Drive and anchor retail sites within the precinct facing streets to the east and west.
- > Ensure buildings and pedestrian connections within the precinct are designed with clear sight lines and convenient access to the town square.

Innovation Square and Maker Places

- > Incorporate smaller tenancies and fine grain detailing within the podium levels of buildings, with active commercial frontages at ground floor and offices above that are all oriented towards the park.
- > Ensure building podiums in the Innovation Square facing the central park contain commercial tenancies (levels one to three) to reinforce the precinct's business focus.

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

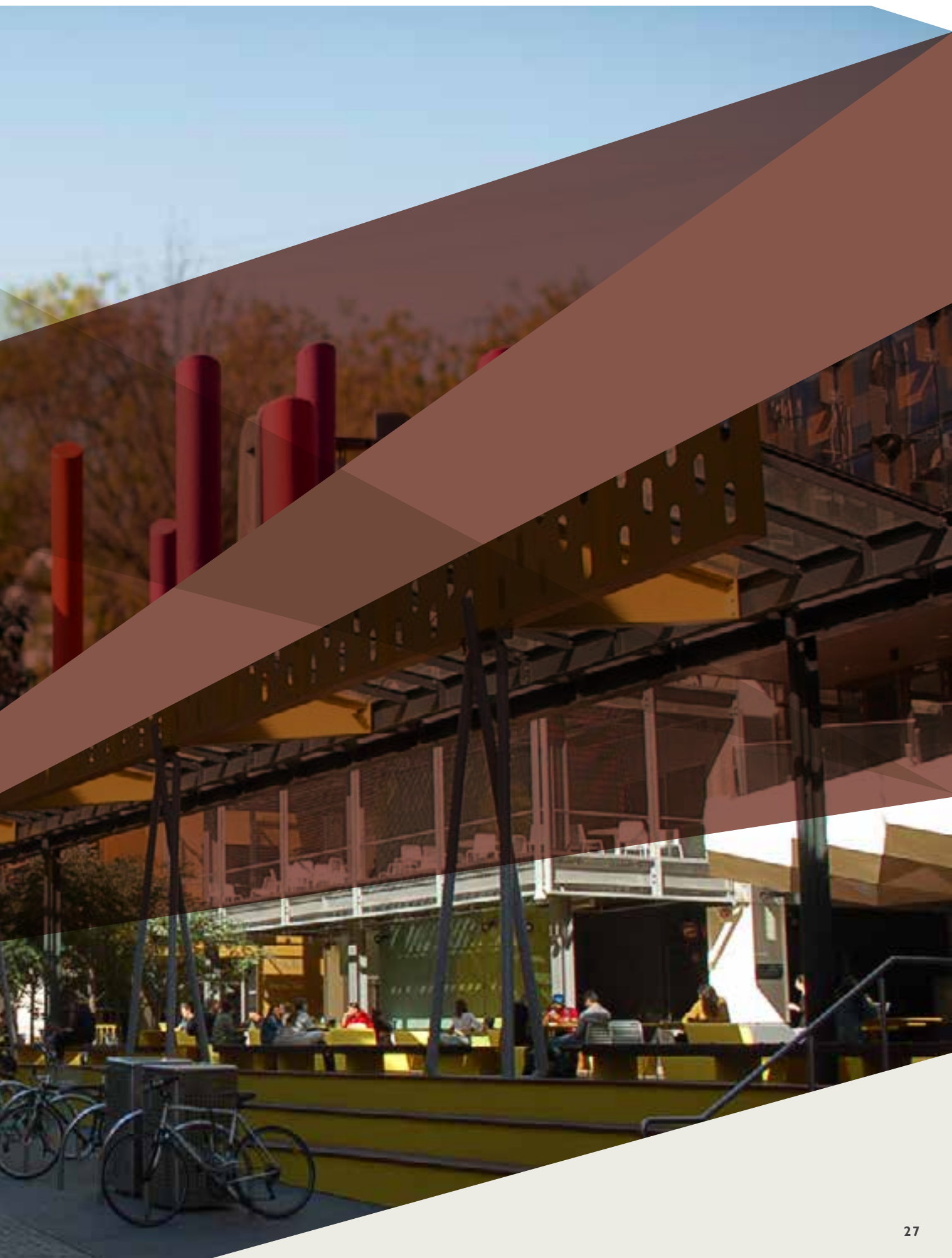


Figure 9.0 — Artist's impression: Mixed use (images are indicative only)

Image credit: Scharp



5.0 PUBLIC SPACES



5.0 PUBLIC SPACES

This *Plan* outlines a range of opportunities for people to meet and gather through the provision of public spaces within East Village. These strategies will achieve high-quality, functional public spaces:

- > Ensure public spaces are easily accessible for all and remain a focal point for the community to meet and gather.
- > Provide public spaces that are inclusive and inviting by including public art and pedestrian oriented areas.
- > Encourage a diverse range of uses that bring together sufficient retail and public spaces to help balance new innovative uses.

Refer to Figure 10.0 — Public spaces: Concept map.

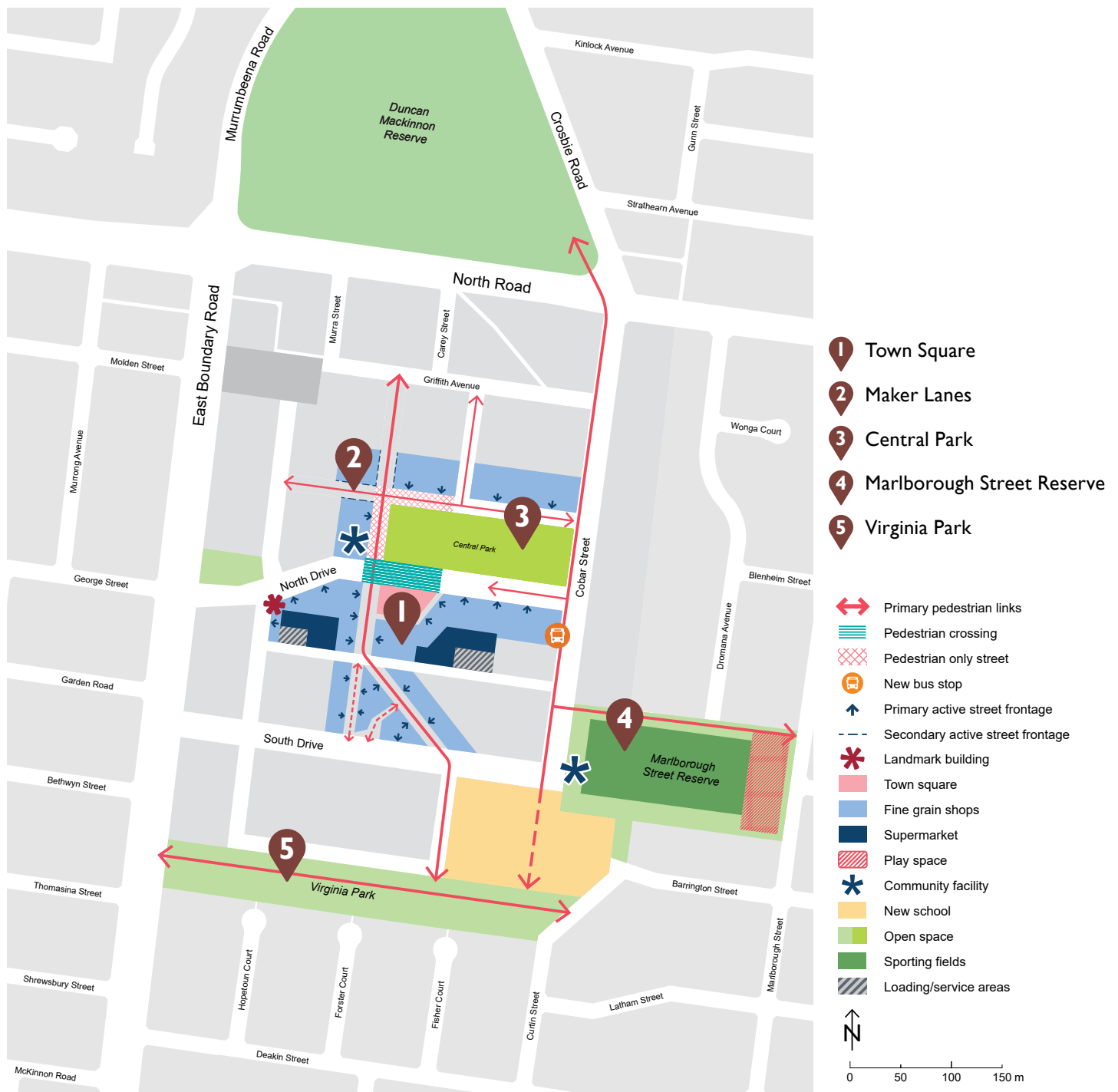


Figure 10.0 — Public spaces: Concept map

5.0 PUBLIC SPACES

I. TOWN SQUARE



Figure 11.0 — Public space: Examples

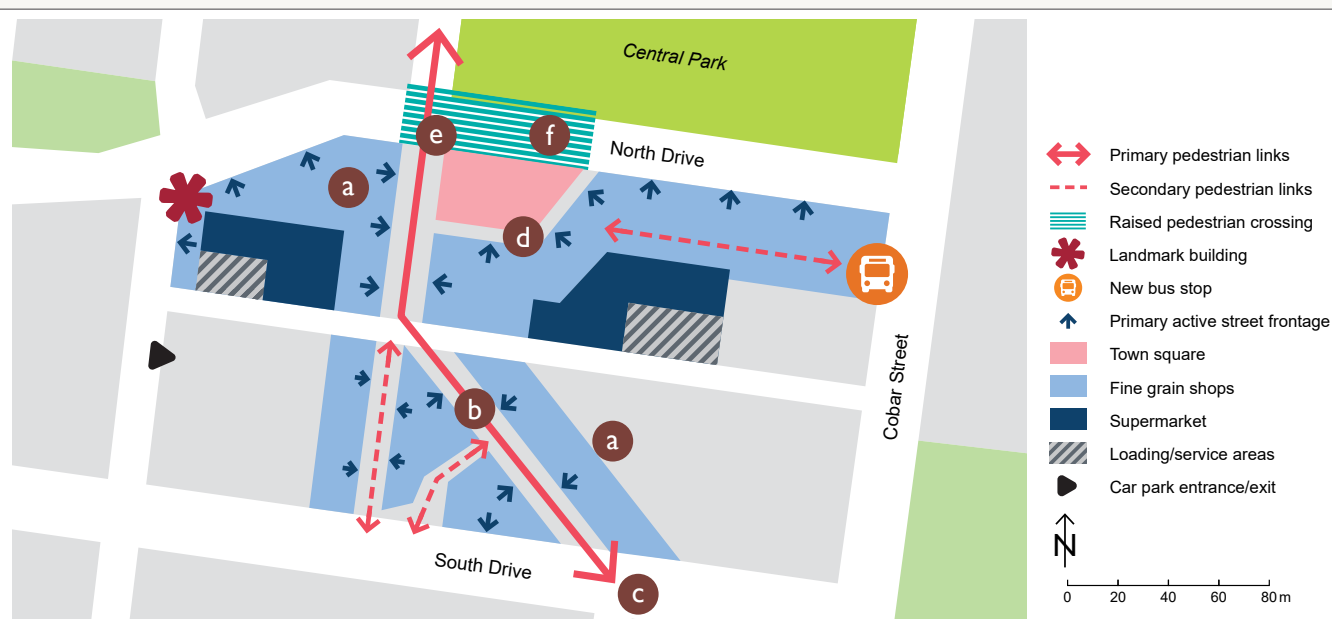


Figure 12.0 — Public spaces: Town Square

Create a high-quality town square that acts as a focal point capable of hosting formal and informal community activities.

Key elements of the project include:

- a** Provide diverse commercial uses that complements the innovation and creative precincts.
- b** Develop a pedestrian plaza in the heart of the commercial and mixed-use precinct.
- c** Ensure pedestrian connections into the bus interchange and Virginia Park.
- d** Create a town square as public open space to facilitate community interaction as well as help make innovation trends visible to the public.
- e** Ensure high quality, safe pedestrian connections across North Drive.
- f** Ensure traffic moves slowly along North Drive, giving priority to pedestrian movement.

Considerations:

- > Prioritise pedestrian crossing connecting the town square and Central Park.
- > Ensure adequate sunlight and minimise overshadowing.
- > Explore creating pedestrian connections through different level changes.
- > Ensure building façades to pedestrian levels have positive interface with public spaces, eg. avoiding large blank walls and instead incorporating large clear windows that allow for potential visual interest and put innovation on display.
- > Ensure easy and convenient accessibility for all (eg. prams and disability access), particularly at level changes.

5.0 PUBLIC SPACES

2. MAKER LANES



Figure 13.0 — Public spaces: Cremorne and RMIT



Figure 14.0 — Public spaces: Maker Lanes

Create a network of strategic walkable laneways throughout East Village that connect key destinations and allow for pedestrian permeability.

Key elements of the project include:

- a** Encourage innovation to spill out into public spaces, making it visible and interactive.
- b** Configure selected laneways into shared zones with limited vehicle access and pedestrian prioritisation.

Considerations:

- > Ensure through connections within buildings align with proposed pedestrian network.

5.0 PUBLIC SPACES

3. CENTRAL PARK

*Image credit: Scharp
(images are indicative only)*



Figure 15.0 — Public spaces: Central Park concept design

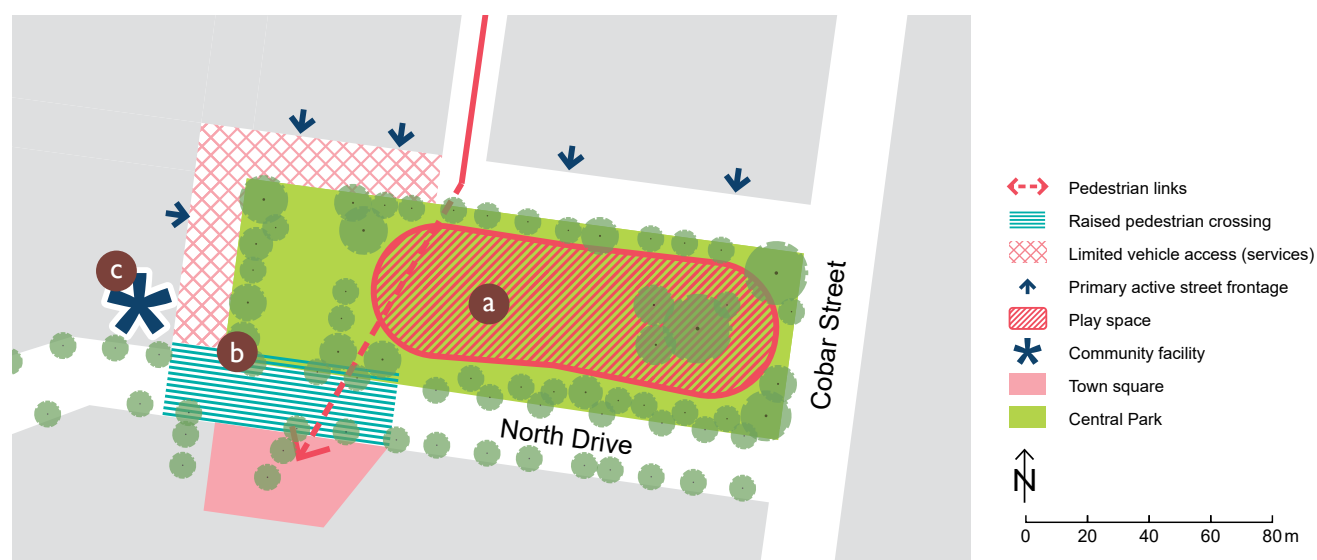


Figure 16.0 — Public spaces: Central Park

Create a new park in the heart of East Village on the corner of North Drive and Cobar Street activated by adjoining small tenancies.

Key elements of the project include:

- a** Create a new park within the mixed-use precinct that serves the needs of the immediate community.
- b** Create high-quality pedestrian connections through and around the new open space.
- c** Provide a Council community facility with a range of uses.

Considerations:

- > Ensure high quality sunlight is achieved at key times, all year round.
- > Consider the requirements of Council's *Open Space Strategy* in the design and function of the new park.
- > Explore consolidated underground car parking with entrances off Griffin Avenue.

5.0 PUBLIC SPACES

4. MARLBOROUGH STREET RESERVE



Image credit: Scharp
(images are indicative only)



Figure 17.0 — Public spaces: Examples



Figure 17.1 — Public spaces: Marlborough Street Reserve

Upgrade and expand Marlborough Street Reserve to create a new flexible sporting ground and play space.

Key elements of the project include:

- a** Redevelop the reserve to include a new sporting ground and facilities for local community and school use.
- b** Explore a new public open space and upgraded play space.
- c** Explore pedestrian links through the site connecting the school to neighbouring streets.

Considerations:

- > Explore a water sensitive park design with playful elements while planning for potential flooding.
- > Ensure the creation of a through pedestrian connection to the reserve from Barrington Street.
- > Encourage the retention of existing mature trees.
- > Ensure an active interface between the new school and Marlborough Street Reserve.
- > Provide appropriate parking in suitable locations.

5.0 PUBLIC SPACES

5. VIRGINIA PARK



Figure 18.0 — Public spaces: Examples



Figure 19.0 — Public spaces: Virginia Park

Upgrade the public open space at Virginia Park, improving accessibility to and through the park.

Key elements of the project include:

- a** Ensure pedestrian through connections to local residential streets and new school.

Considerations:

- > Ensure pedestrian connections from East Boundary Road to the new school align with safe school zone strategies outlined in Council's *Integrated Transport Strategy*.
- > Create pedestrian connections to East Village from local residential streets.
- > Ensure an active interface between the new school and Virginia Park.



6.0 FLOOD MITIGATION



6.0 FLOOD MITIGATION

East Village is located in the Elster Creek Catchment. Glen Eira City Council is collaborating with City of Port Phillip, Bayside City Council, City of Kingston and Melbourne Water to have a whole-of-catchment approach to tackle the impact of flooding in this Catchment.

The East Village precinct presents an opportunity to mitigate the impact of flooding for the site, as well as contributing to lessening the impact on other areas in the Catchment. To reduce flood risk and have an impact on flooding, the following principles will be followed.

Principles

- > Apply the concept of integrated water management.
- > Develop evidence-based and innovative drainage solutions.
- > Adapt buildings and works to reduce flood vulnerability.
- > Incorporate water sensitive urban design to re-use stormwater and reduce run-off.
- > Utilise the modified Marlborough Street Reserve public space to capture water during flood events.
- > Ensure an active interface between the new school and Virginia Park.



Map produced by City of Port Phillip GIS Unit, August 2004.
Data supplied by Cities of Port Phillip, Bayside & Glen Eira and Melbourne Water.

Figure 17.0 — Public spaces: Booran Reserve



7.0 MOVEMENT AND PARKING



7.0 MOVEMENT AND PARKING

To create a great transport network within the East Village site, the following strategies will be implemented:

- > Provide a safe and comfortable walking environment during the day and night to create attractive places that people want to visit and linger in.
- > Design all streets to prioritise pedestrians and cyclists and provide safe crossings at key intersections.
- > Provide appropriate parking in suitable locations to support the vitality of the centre and adjacent uses.

Vehicle movement and street design

- > Implement new key intersections at North Drive and South Drive to better manage increased traffic flow.
- > Minimise through traffic by offsetting local streets at intersections.
- > Create a series of shared zone laneway connections through larger sites to provide service access where required and connect to strategic through pedestrian links.
- > Avoid individual property driveways connecting directly onto North or East Boundary Roads.

Refer to Figure 20.0 — Movement and parking: Vehicle movement and street design

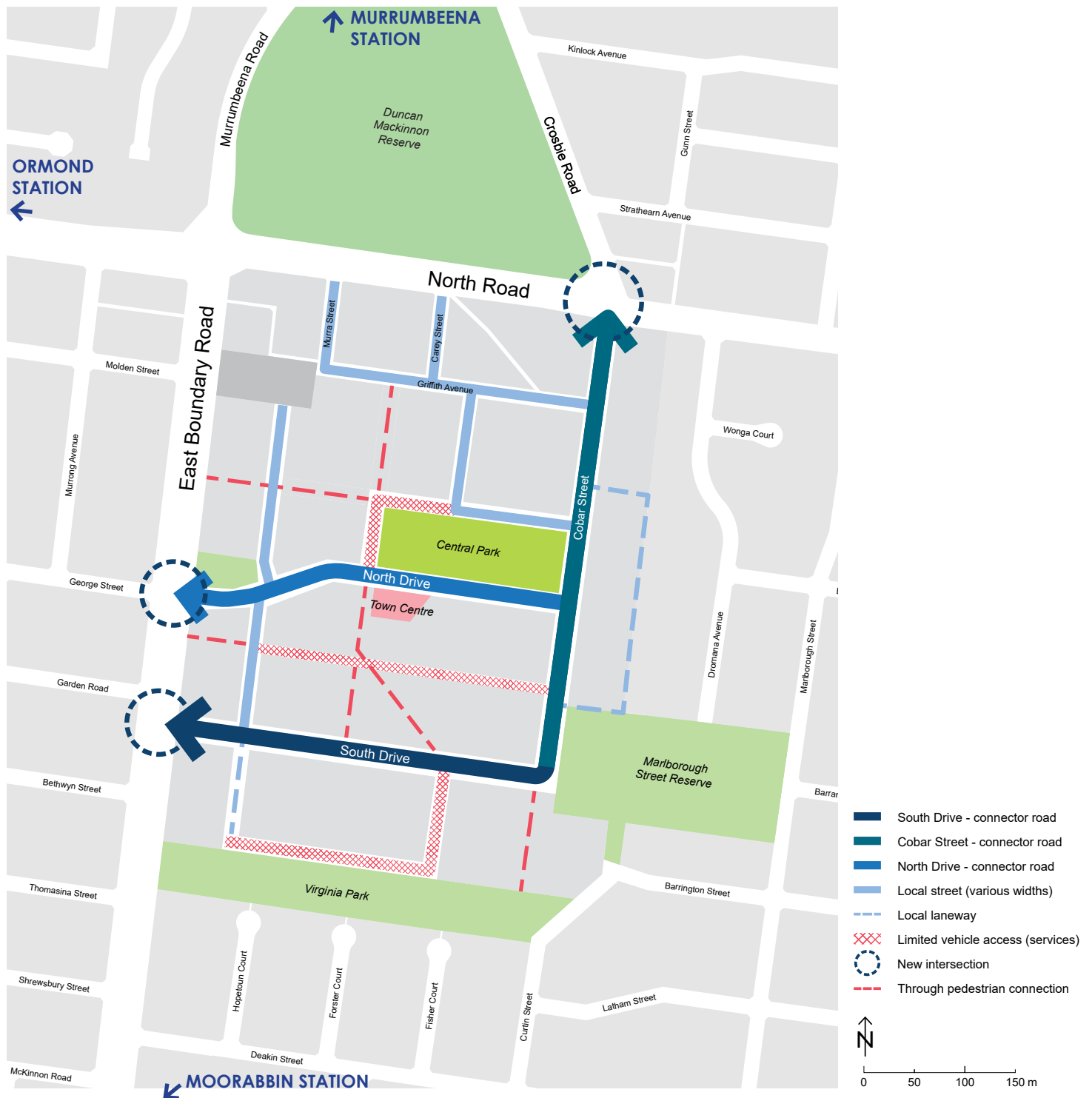


Figure 20.0 — Movement and parking: Vehicle movement and street design

7.0 MOVEMENT AND PARKING

Public transport

- > Advocate for a light rail service along North Road, connecting to Monash University, Ormond Station and Elsternwick.
- > Advocate for a new premium bus service on East Boundary Road to Murrumbeena and Moorabbin Stations.
- > Connect the site with nearby train stations.
- > Improve current services and connections with the East Village site.
- > Explore the creation of a new high frequency bus route through the site.
- > Create a high-quality bus facility adjacent to the town centre on Cobar Street with matching pedestrian connections between the town centre, Marlborough Street Reserve and the new school.

Refer to Figure 21.0 — Movement and parking: Public transport



Figure 21.0 — Movement and parking: Public transport

7.0 MOVEMENT AND PARKING

Walking

- > Prioritise pedestrian movements by providing clear links between key destinations within the precinct.
- > Require pedestrian paths of at least two metres in width on both sides of all streets and roads.
- > Design North Drive as a great walking and shopping street through the town centre and commercial strip.
- > Implement new pedestrian crossings at key locations while minimising through traffic via threshold treatments.
- > Create a network of tree-lined walking facilities throughout the site.
- > Improve existing pedestrian connections to Duncan Mackinnon Reserve and explore a new crossing that links to the new pedestrian network.
- > Create a series of shared zone laneway connections through larger sites to provide pedestrian connections throughout East Village.

Refer to Figure 22.0 — Movement and parking: Walking

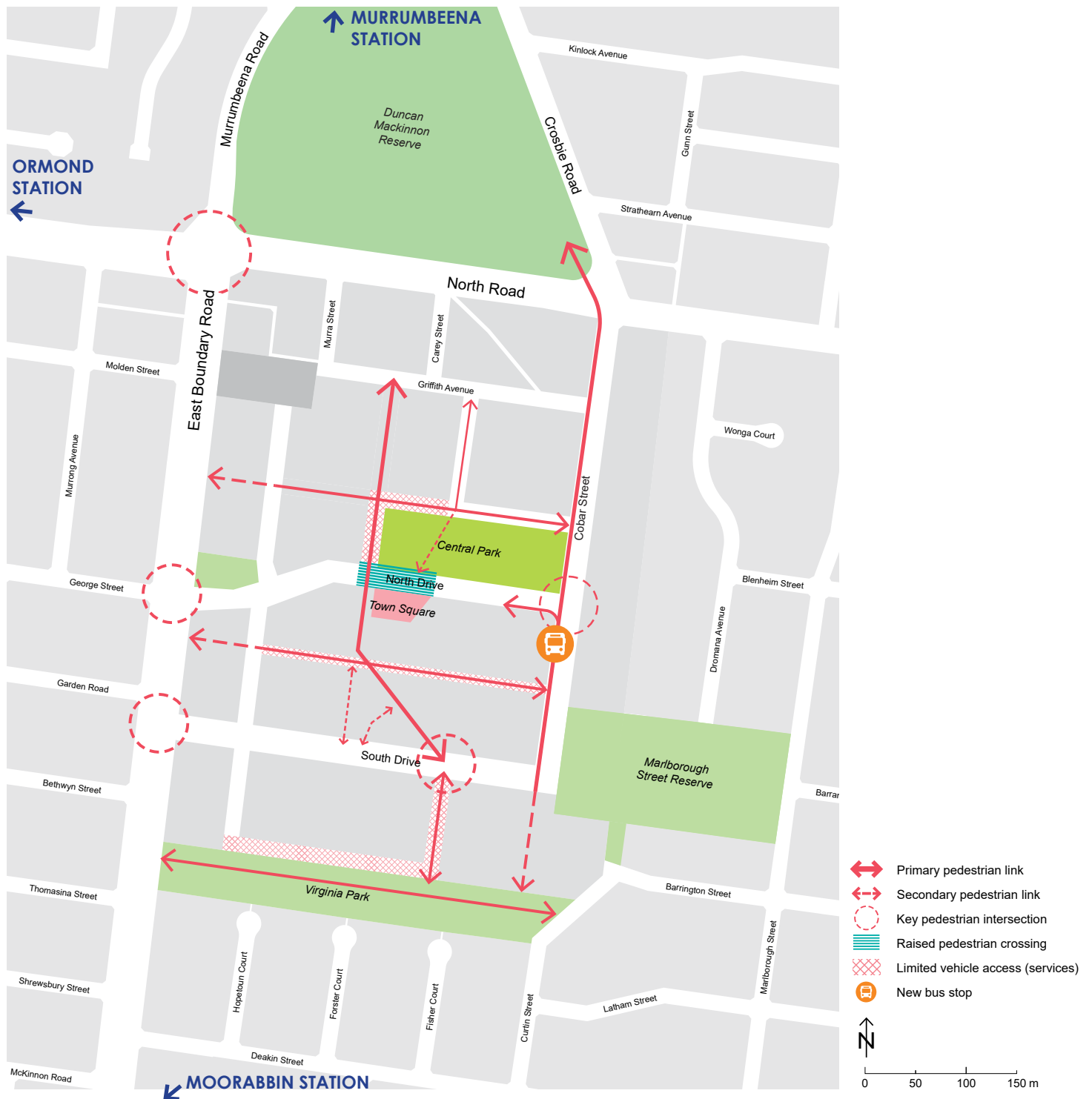


Figure 22.0 — Movement and parking: Walking

7.0 MOVEMENT AND PARKING

Cycling

- > Install a bi-directional cycle route along the nominated Kew to Highett Strategic Cycle Corridor which runs along the west side of Crosbie Road connecting to Cobar Street, South Drive, the school and East Boundary Road.
- > Provide high-quality bicycle parking and end of trip facilities in strategic locations and commercial buildings within the site.
- > Create safe crossing points at critical intersections for cyclists to ensure the cycle path runs along the south side of South Drive past the extended Marlborough Street reserve and new school.
- > Ensure consistent line/lane marking, visual clues and signage to identify cycle priority routes.

Refer to Figure 23.0 — Movement and parking: Cycling



Figure 23.0 — Movement and parking: Cycling

7.0 MOVEMENT AND PARKING

Safe schools

- > Explore implementation of key elements of safe school zones as outlined in the *Integrated Transport Strategy*.
- > Provide essential pedestrian connections from East Boundary Road to the school through Virginia Park and South Drive.
- > Explore modifications along East Boundary Road to encourage drop-off and pick-up locations.
- > Ensure safe pedestrian crossings across East Boundary Road.
- > Explore options to address traffic impact on surrounding streets outlined in the *Integrated Transport Strategy*.

Refer to Figure 24.0 — Movement and parking: Safe Schools

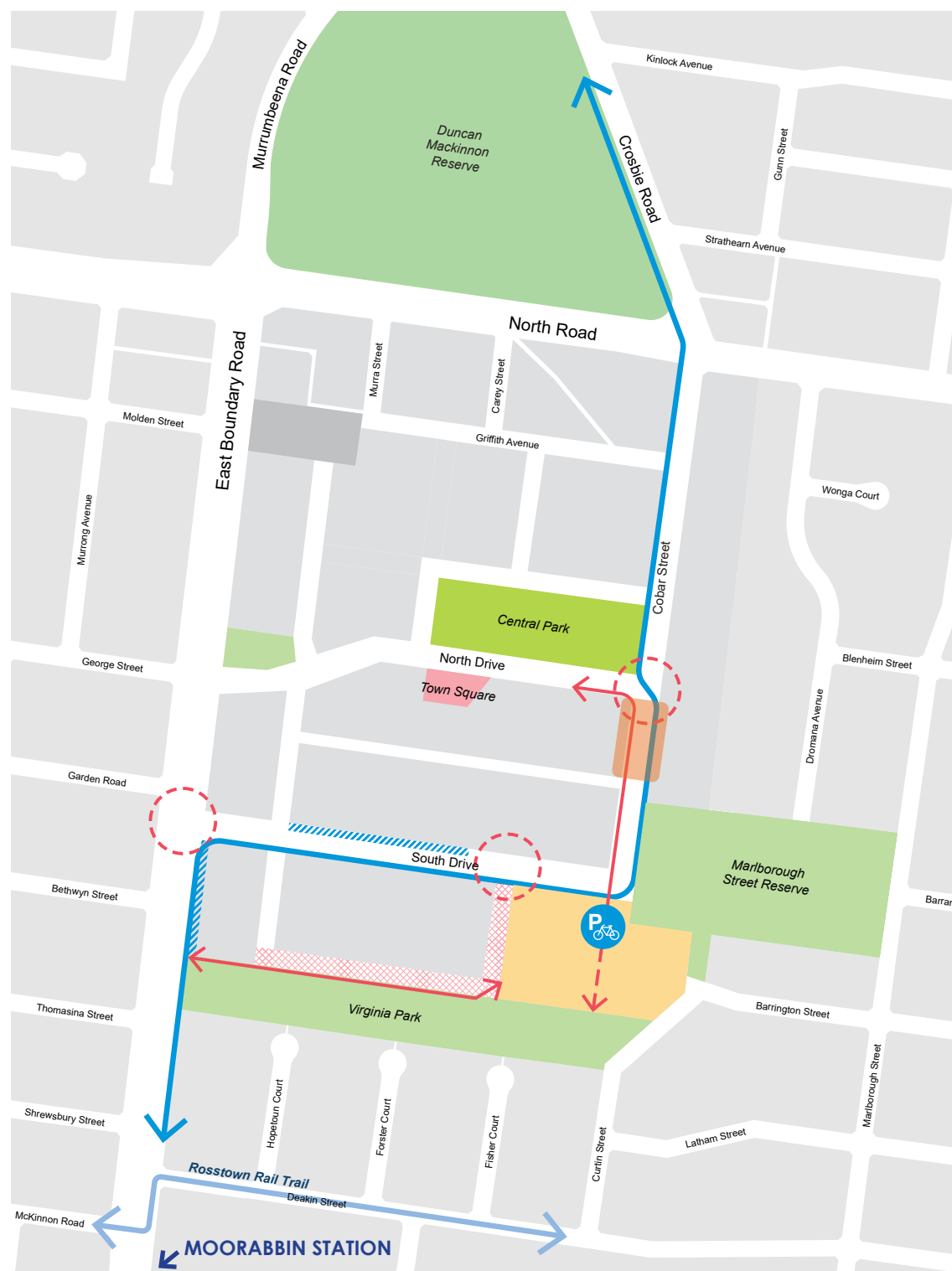


Figure 24.0 — Movement and parking: Safe Schools

7.0 MOVEMENT AND PARKING

Parking

- > Consolidate public and private parking in centralised shared facilities to serve the wider precinct.
- > Minimise vehicle crossovers on both South and North Drive by providing parking entrances from side streets.
- > Provide direct property access from laneway connections.
- > Provide short-stay public on-street car parking only where it does not impede walking, cycling or public transport uses.
- > Incorporate measures to ensure visitors, employees and residents from within the precinct do not park in adjoining and nearby streets.

Refer to Figure 25.0 — Movement and parking: Parking

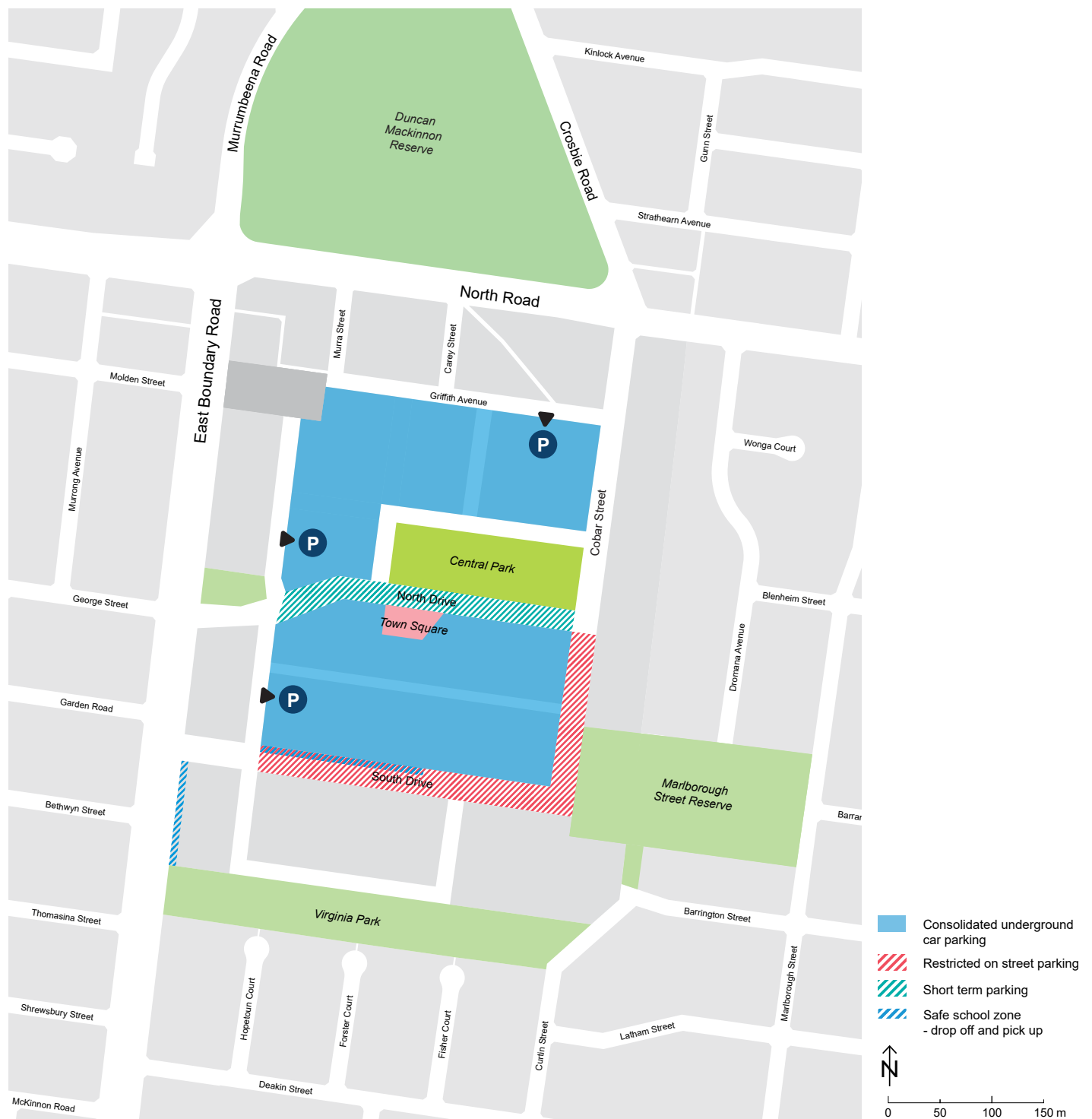


Figure 25.0 — Movement and parking: Parking

8.0 GLOSSARY

Activation

The injection of liveliness and vibrancy into an urban area.

Activity centre

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

At-grade

At ground level.

Finegrain detail

A human-scale urban environment made up of multiple smaller elements and details. This can include small individual buildings, lot sizes, as well as individual elements on the buildings themselves. A traditional main street with small individual shops and buildings is an example of fine grain detail.

Landmark building

A building that holds significant historical, architectural, and cultural value to a community. It provides a sense of place and character for the community, as well as creating a focal point that can assist with navigation.

Pedestrian permeability

The network of pedestrian links and route options in an urban environment, the higher the permeability the more direct options people will have for walking to places around their community.

Public realm

All public open space.

Setback

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

Structure Plan

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

Walkability

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



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