



GLEN EIRA
CITY COUNCIL

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GARDENVALE, GLEN HUNTLY, McKINNON,
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Elsternwick Cultural Precinct

Glen Eira City Council is seeking funding from the State and Federal Governments to support the creation of a new pedestrian friendly cultural precinct in the heart of Elsternwick.

A PRECINCT FOR JEWISH CULTURE

The City of Glen Eira is home to approximately 23,600 Jewish people. This is Australia's largest Jewish community and cultural home.

Selwyn Street in Elsternwick is currently home to the Jewish Holocaust Centre, Kadimah Jewish Cultural Centre and National Library and the Elsternwick Classic Cinema. It is also the planned future home of the Jewish Museum of Australia.

A unique partnership between the Jewish Culture and Arts Precinct Committee, local community organisations and Council, presents an exciting opportunity to bring these important community organisations together in one cohesive precinct that will play an important role in educating the community on Jewish history, culture and traditions — building tolerance, inclusion and community connectedness. The precinct will become a destination for people visiting Melbourne.

FACTS

The Jewish Museum of Australia receives visits upwards of 20,000 students from across Victoria and 10,000 public visits each year.

The Jewish Holocaust Centre was created by Melbourne Holocaust survivors with a mission to educate the public to combat antisemitism, racism and prejudice in the community. The Centre receives 35,000 visits each year.

Every year, Selwyn Street is also closed to hold a number of cultural events, including the *In One Voice* Jewish culture street festival. In 2019, more than 7,000 people participated in the vibrant *In One Voice* Jewish culture festival.

THE SOLUTION

Council will create a new Elsternwick Cultural Precinct that will be set around Selwyn and Gordon Streets in Elsternwick.











The new precinct will be inspired by European Jewish squares, have widened footpaths and will incorporate commemorative artwork for the survivors of the Holocaust. Active frontages and retail presentation will allow Elsternwick's street life to safely spill out onto the street and enable the community to connect.

The precinct will also be supported by the longstanding cultural and entertainment offerings in the Elsternwick Centre, including modern cafes and restaurants, independent boutiques, traditional Jewish cake shops and bakeries.

Key elements of the project include:

- A.** Creating a new civic space to establish a Jewish cultural precinct.
- B.** Limiting vehicles on Selwyn Street, removing on-street parking and including a pedestrian plaza and increased amenities.
- C.** Providing active cultural and community use frontages and limited retail presentation.
- D.** Improving pedestrian amenity on Gordon Street by widening footpaths and improving traffic management and road treatments.



	Cultural destination		Plaza space - pedestrian only
	Active cultural frontage		Shared space - vehicle and pedestrian
	Heritage significant building		Pedestrian crossing
	New development		Tram route 67
	Existing open space		Tram stop improvement

THE ASK

Council is seeking a \$2 million investment for the creation of the Elsternwick Cultural Precinct.

Glen Eira City Council contribution — \$3.85 million

Total cost — \$5.85 million

COMMUNITY BENEFIT

The potential cultural, educative and economic benefit through the creation of the new precinct is significant. The precinct will help to build a society in which cultural diversity and difference is embraced and respected and it will create new opportunities for more cultural events and celebrations.

MORE INFORMATION

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