



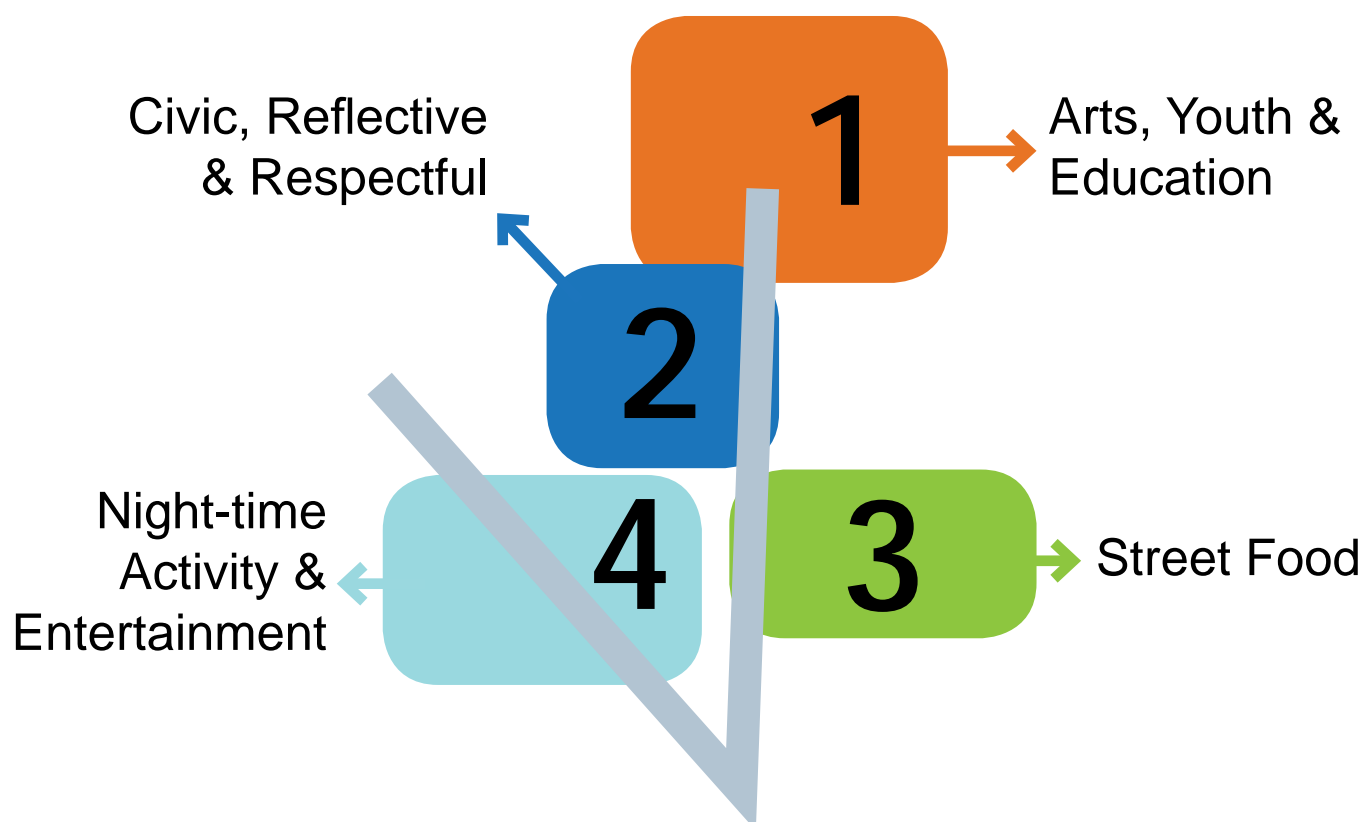
Elsternwick Cultural Precinct

City Futures - City of Glen Eira
2018


City of
**GLEN
EIRA**

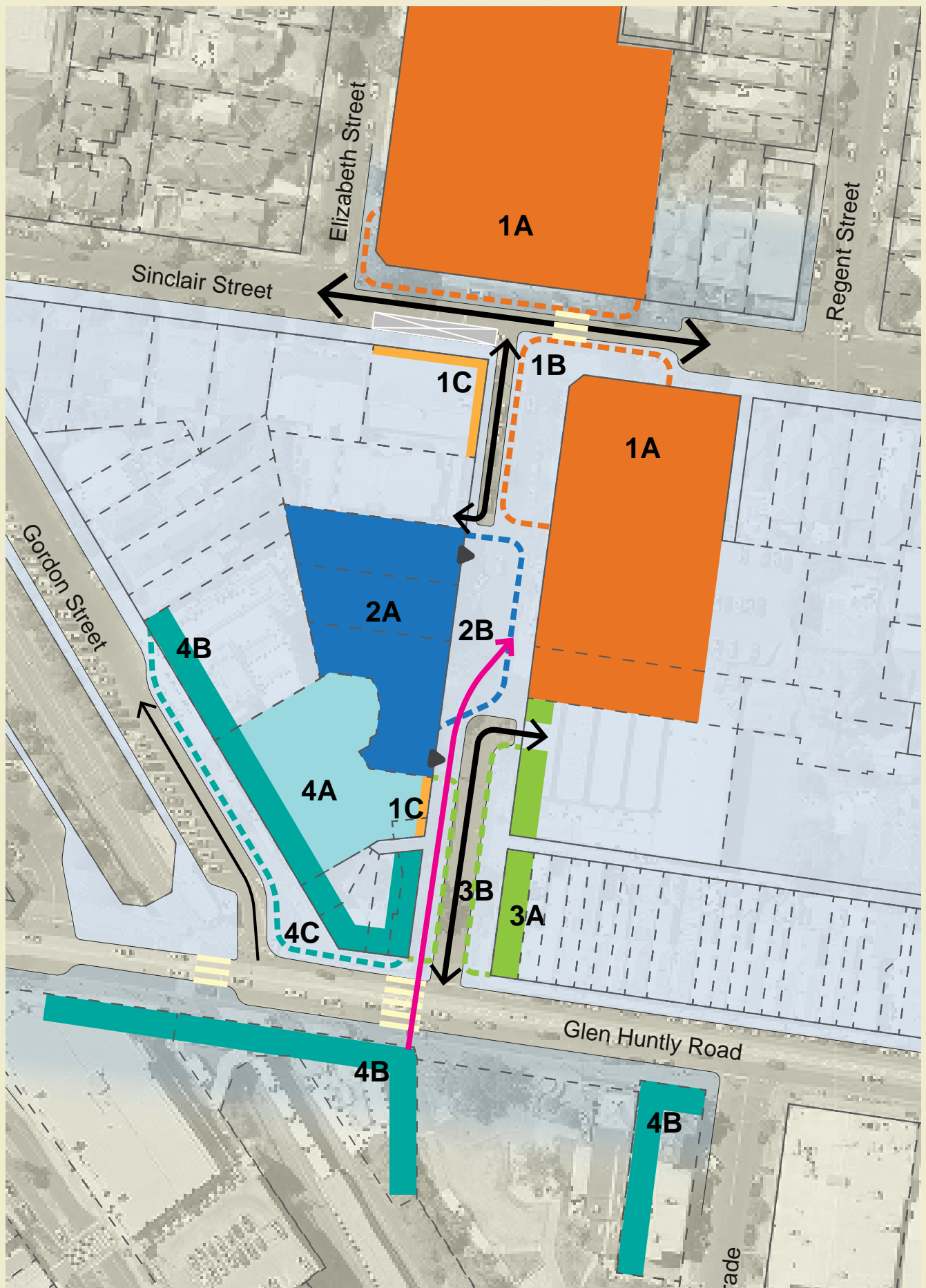
GLEN EIRA
CITY COUNCIL

A contemporary celebration of a Jewish quarter, with a strong focus on youth and street life.



Legend

1A	School and Kadimah	1B	Cultural public space	1C	Street artwork
2A	Jewish cultural hub	2B	Cultural public space		Pedestrian movement
3A	Cultural street frontages	3B	Prioritised public space		
4A	Classic Cinema	4B	Entertainment public space	4C	Entertainment street frontage



Daily configuration - preferred design

Hassell 'Place Principles' assessed against Council's proposed plan and vision

KEY MOVES		COMMENT
1 Establish Selwyn Street as the Precinct Heart		
1.1	Create sense of arrival	Consolidate cultural institutions within Selwyn Street and a focus on Sinclair Street.
1.2	Reinforce street identity	Better integrate Jewish identity within the streetscape through the design process and consolidated institutions.
1.3	Concentrate centre of activity	Introduce focus areas in Selwyn Street with new adjacent spaces for activities.
1.4	Establish cultural event hub	JCAP and Council to partner for programs within the precinct.
2 Create More Public Space		
2.1	Reduce road width & remove on street parking	Prioritise new public spaces by reducing road width and removing all on street parking in Selwyn Street.
2.2	Remove kerbs and create shared surface	Create a pedestrian oriented space using a shared surface. Where appropriate, implement sections of removable bollards for limited vehicle access to properties in "event mode".
2.3	Improve comfort and amenity	Prioritised spaces allow for opportunities to improve public comfort & amenity.
3 Strengthen Connectivity		
3.1	Improve pedestrian crossings	Implement new pedestrian crossings to improve pedestrian connectivity.
3.2	Strengthen connection between key destinations and improve wayfinding	Link key educational destinations by implementing new connections between Sholem Aleichem College and Selwyn Street.
3.3	Improve links to public transport	New key pedestrian crossings and shared street surface treatment seek to create improved pedestrian links between transport modes.
3.4	Integrate bike infrastructure	Create a street environment that encourages slower moving traffic that can safely accommodate cyclists.
4 Form One Continuous Public Realm		
4.1	Implement consistent material & plant palette	Will be refined as part of future design.
4.2	Remove kerbs & create seamless surface treatment	Will be refined as part of future design.
4.3	Integrate with the wider Elsternwick character	Will be refined as part of future design.
5 Prioritise Public Space in Strategic Locations		
5.1	Locate public space adjacent key institutions	Adjacent buildings to prioritised public space which will be shaped by occupiers. For example, improve pedestrian access to Woolworths with pedestrian access through the heritage fire station and widened adjacent footpaths.
5.2	Provide opportunities for events to spill into street	Programmable public space and cohesive street design seek to help life spill into the street. Closing the area south of the car park entrance and "reopening" the north could be accommodated by removable bollards etc.

6 Express Cultural Identities in Public Domain

6.1	Create more transparency between public and private realms		Street life frontages will be dependant on occupiers. Four focus areas seek to create better definition of how each public/private realms interact with one another.
6.2	Activate public space dependent on adjacent program		Public space activation will be highly dependant on adjacent development. It is intended that each space will a dstinctive focus.

7 Create Adaptable Spaces

7.1	Provide space for events of various scales		Prioritised public spaces seek to provide a range of flexible uses driven by occupiers. Event mode allows for large scale programs.
7.2	Integrate service requirements for events		Will be explored in future design and programming.
7.3	Allow for secondary access requirements during events		Secondary access off Sinclair Street to Selwyn Street during "event mode" with additional access to be further explored. Alternate access can be achieved with movable bollards.

8 Provide Thoughtful Service Management

8.1	Integrate access requirements for service vehicles		Will be explored in future design - swept paths as part of concept design.
8.2	Consolidate service vehicle zones to minimise impact on streetscape		Consolidated service zones seek to reduce vehicle impact on pedestrian amenity and improve overall safety.



Arts, Youth & Education

Partnering with the school to the north and the future Kadimah development to provide a space that promotes active engagement with the public realm through arts and education.

Key Objectives

- > Create an exciting and active area that enables a diverse range of programmed uses.
- > Provide safe pedestrian connections between Sholem Aleichem College, kadimah and the wider precinct across Sinclair Street.
- > Provide safe access to the Jewish Cultural Precinct for visitors.





Acland Street

Design team:
City of Port Phillip

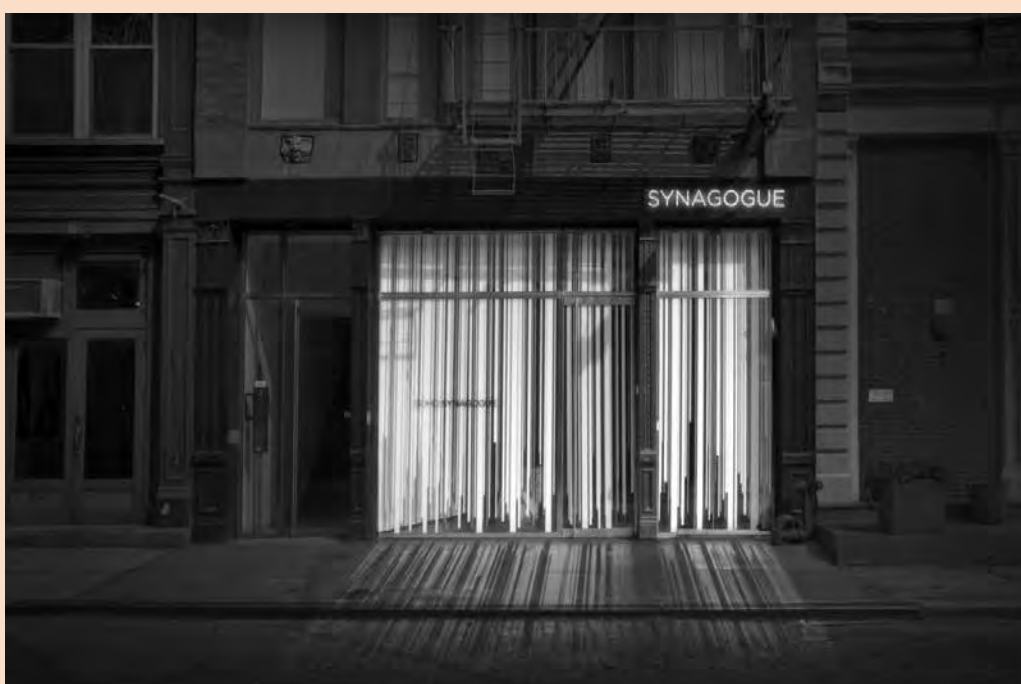
Location:
St Kilda



Színes Város project - street art

Design team:
Hesztia

Location:
Budapest, Hungary



SoHo Synagogue

Design team:
Dror

Location:
New York, USA

Civic, Reflective & Respectful

The civic spaces adjacent to the Jewish heart of the precinct (Holocaust Centre and future Jewish Museum) should be curated as respectful spaces that enable passive reflection and recognition.

Key Objectives

- > Provide opportunity for a curated space for mindful reflection of Jewish histories and futures.
- > Incorporate a safe gateway entrance to significant cultural institutions and buildings.
- > Consolidate significant cultural institutions to reinforce the Jewish cultural identity.





Jewish Museum

Design team:

Location:
New York, USA



Barcelona Museum of Contemporary Art

Design team:
Richard Meier

Location:
Barcelona, Spain

Street Food

This precinct will be active and vibrant with retail frontages and active edges to the buildings taking advantage of the heritage listed fire station and new Woolworths development.

Key Objectives

- > Actively curate tenancies that will provide opportunities for local street food and contribute to a unique cultural experience.
- > Create opportunities for a food centric destination that integrates with the prioritised public realm and adjacent buildings.





Ricsi's - World's Jewish Street Food

Design team:
Ricsi Tóth

Location:
Budapest, Hungary



Jewish Quarter Budapest

Design team:
Historical Jewish District

Location:
Budapest, Hungary



Afghan Bazaar Cultural Precinct

Design team:
HASSELL
Sinatra Murphy

Location:
Dandenong

Night-time Activity & Entertainment

Moving into Gordon Street leveraging off the Classic Cinema and existing restaurants this edge of the precinct should focus on night time uses and entertainment.

Key Objectives

- > Strengthen existing entertainment opportunities - primarily around Gordon Street, Glen Huntly Road and south area of Selwyn Street.
- > Improve pedestrian connection across Glen Huntly Road to Selwyn Street.
- > Provide a diverse range of entertainment that compliments other focus areas.





Coburg Carnivale

Design team:
Moreland City Council

Location:
Coburg



Jewish Quarter Budapest

Design team:
Historical Jewish
District

Location:
Budapest, Hungary



Event mode



South Street Spring Festival

Design team:
Greater Philadelphia

Location:
Philadelphia, USA



Spring Fling Festival

Design team:
The Centre:
Connecting
Community in North
and West Melbourne

Location:
Errol Street, North
Melbourne



In One Voice

Design team:
SKIF Chavershaft
Kadimah - Jewish
Cultural Centre and
National Library

Location:
Elsternwick