

Planning Our Place

KEW JUNCTION STRUCTURE PLAN

Part 1 : The Structure Plan

ADOPTED BY COUNCIL

23 November 2009

Updated 28 December 2011



Schedule of Changes	Issued
Final Kew Junction Structure Plan adopted by Council	23 November 2009
Endorsed by Catherine Dale, CEO, as per Council resolution on 25 July 2011 to: <ul style="list-style-type: none">• Remove the concept of "gateways" and "gateway sites"• Reiterate intention that heights are to be absolute maximum heights	28 December 2011





Table of Contents

The Vision for Kew Junction	iv
About the Kew Junction Structure Plan	1
Consultation with the Local Community & Key Stakeholders	3
The Study Area	5
About Kew Junction	7
Key Issues and Opportunities	16
<i>Activities</i>	18
<i>Buildings</i>	26
<i>Spaces</i>	44
<i>Access</i>	54
Overview of the Precincts	70
Precinct 1: Five Ways Intersection	72
Precinct 2: Retail and Activity Core	78
Precinct 3: High Street East	85
Precinct 4: The Library and Alexandra Gardens	89
Wider Study Area	94
Implementation Recommendations	97
Monitoring and Review	99



List of Figures

<i>Figure 1: Study Area Map</i>	<i>5</i>
<i>Figure 2: Aerial View</i>	<i>7</i>
<i>Figure 3: Metropolitan Context</i>	<i>8</i>
<i>Figure 4: Existing Key Elements</i>	<i>9</i>
<i>Figure 5: Existing Retail</i>	<i>12</i>
<i>Figure 6: Existing Commercial</i>	<i>13</i>
<i>Figure 7: Existing Community</i>	<i>13</i>
<i>Figure 8: Existing Residential</i>	<i>13</i>
<i>Figure 9: Significant Views</i>	<i>14</i>
<i>Figure 10: Activities Map</i>	<i>20</i>
<i>Figure 11: Buildings Map</i>	<i>28</i>
<i>Figure 12: Building Heights Map</i>	<i>37</i>
<i>Figure 13: Spaces Map</i>	<i>46</i>
<i>Figure 14: Access Map</i>	<i>57</i>
<i>Figure 15: Access Detail Map</i>	<i>58</i>
<i>Figure 16: Precincts Key Map</i>	<i>71</i>
<i>Figure 17: Cross-section through Denmark Street and High Street showing proposed building heights</i>	<i>74</i>
<i>Figure 18: Redevelopment potential for the VicRoads site</i>	<i>75</i>
<i>Figure 19: Precinct 1 Map</i>	<i>76</i>
<i>Figure 20: Precinct 1 Built Form</i>	<i>77</i>
<i>Figure 21: Precinct 2 Map</i>	<i>83</i>
<i>Figure 22: Precinct 2 Built Form</i>	<i>84</i>
<i>Figure 23: Precinct 3 Map</i>	<i>87</i>
<i>Figure 24: Precinct 3 Built Form</i>	<i>88</i>
<i>Figure 25: Precinct 4 Map</i>	<i>92</i>
<i>Figure 26: Precinct 4 Built Form</i>	<i>93</i>



The Vision for Kew Junction

A vision of how Kew Junction could become fifteen years from now has been developed during the preparation of the Structure Plan.

Kew Junction will be an attractive and vibrant centre, with a great range of shops, eating places and community facilities for the many different people who live or work here, or come to visit. It will also grow as a regional business and employment location, while still serving the needs of the local community.

A stronger character and image will be created through the design of its buildings and streets, and the preservation of important heritage buildings. Many people will choose to access and move about the centre by foot or take advantage of the well-served public transport options. The streets will have many places to stop and sit or meet other people and as a result, the centre will be lively during the daytime and into the evening.

Guiding Principles for the Structure Plan

Underpinning the Vision for Kew Junction are the following Guiding Principles upon which the Structure Plan is based:

- Strengthen the role of Kew Junction as a focal point for the local community.
- Balance the dual roles of Kew Junction as a regional centre and a local centre.
- Encourage a stronger expression of the local identity of Kew Junction in the design of its buildings and spaces, and through the preservation of important heritage buildings.
- Improve connections between the north and south sides of Kew Junction.
- Promote greater use of sustainable transport modes.
- Create a pedestrian friendly environment with more people and activity on the street.
- Encourage more people to access the centre on foot, cycling or public transport.
- Improve traffic management and car parking in Kew Junction.
- Build on the diverse activity of Kew Junction by expanding its retail floor space, office role and local employment opportunities.
- Focus the main retail, community and cultural activities within the heart of Kew Junction for ease of access.
- Encourage increased activity in the centre, both during the daytime and after hours.
- Provide more casual meeting places in the centre.
- Provide more opportunities for housing in the centre.
- Encourage a better use of available space in Kew Junction through directing redevelopment to under-utilised sites.
- Protect the amenity of residential areas surrounding the core retail and activity areas.
- Encourage development that is environmentally sustainable.
- Ensure the adequacy of infrastructure to support the needs of Kew Junction.

Chapter 1: Introduction



About the Kew Junction Structure Plan

Overview

In February 2006, the City of Boroondara commenced preparation of the Kew Junction Structure Plan.

As a designated Major Activity Centre in the Metropolitan Strategy *Melbourne 2030*, Kew Junction will continue to be a focus for increased activity and growth. The Structure Plan is a strategic framework that will guide future change in the centre over the next fifteen years. The Plan aims to see the centre grow in a sustainable way, ensuring that it is improved for the benefit of all and that its valued elements are retained and enhanced.

The Structure Plan has examined all aspects of how the centre looks and functions, including economic and social issues, future development, housing opportunities, transport options associated with growth, the centre's heritage and its local character.

The Plan includes a vision, objectives and strategies to be achieved in future development and improvements to the centre. These are based on feedback received through community and stakeholder consultation, ongoing input from Council officers, analysis and research undertaken by the consultant team, as well as best practice urban, social and transport planning and design.

Community consultation has informed development of the Structure Plan at all key stages of the project. This has included initial information scoping workshops, consultation on the Emerging Directions Report and the development of the final Structure Plan document.

The Structure Plan will be implemented incrementally over the next fifteen years. Some of the changes proposed in the Plan will take place in the near future, while others will come to fruition over the life of the Plan.

User Guide

Structure Plan & Implementation Plan

The Kew Junction Structure Plan is presented in two volumes:

Part 1: Structure Plan

Part 2: Implementation Plan

Part 1: Structure Plan

The Structure Plan includes four chapters:

1. Introduction: Background to the study process, the study area and community consultation.

2. Themes: including the Vision, Guiding Principles and Four Themes. The Vision is an overarching, long term goal of how the Plan envisages Kew Junction could evolve over the next fifteen years. The Guiding Principles are the foundation principles that apply to all parts of Kew Junction and form the basis of the Structure Plan. The Vision and Guiding Principles will apply to all development throughout the Kew Junction study area.



In order to realise the vision for the future of Kew Junction, objectives and strategies have been developed under Four Themes of *Activities, Buildings, Spaces* and *Access*. The objectives provide the overarching goals of each theme, whilst the strategies detail how these will be achieved.

3. Precincts: Further detailed objectives and strategies are provided for different precincts and key sites of the study area.

4. Recommendations: An overview of the approach to implementing the Structure Plan.

Part 2: Implementation Plan

Part 2 comprises an Implementation Plan to accompany the Structure Plan. This will include specific actions to implement the Plan, with indicative timelines and responsibilities.

Background Reports

All of the background information and analysis that has informed the development of the Structure Plan, including the outcomes of community consultation, the strategic context for the development of the Structure Plan and technical analysis undertaken by the consultant team.

The Study Team

The Kew Junction Structure Plan was prepared by a study team that included specialist input to undertake specific aspects of the project:

- **Maunsell Australia** - transport planning, infrastructure.
- **Essential Economics** - economic development, demographics.
- **Collaborations** - social planning, consultation.
- **Helen Lardner Conservation Design (HLCD)** - heritage planning.
- **Planisphere** - urban design / public space analysis, built form analysis, public investment opportunities, key development sites, residential development, infrastructure and land use.

The Study Process

The main stages for the preparation of the Kew Junction Structure Plan were:

1. Issues and Objectives	February 2006
<i>Stage 1 Consultation - Issues Scoping</i>	<i>March 2006</i>
2. Emerging Directions	October 2006
<i>Stage 2 Consultation - Emerging Directions</i>	<i>November, 2006</i>
3. Draft Structure Plan	February 2008
<i>Stage 3 Consultation - Draft Structure Plan</i>	<i>April 2008</i>
4. Final Structure Plan	July 2009
5. Implementation Plan	July 2009

Consultation with the Local Community & Key Stakeholders

Consultation with the local community and key stakeholders identified important issues and provided invaluable ideas for improving Kew Junction. An outline of the community consultation is provided below.

Stage 1 Consultation – Issues and Objectives

Stage 1 consultation had a number of aims:

- Document local issues and priorities.
- Define the local role of Kew Junction and understand resident satisfaction with the performance of the centre.
- Facilitate involvement in the preparation of the Structure Plan from a cross section of the community.
- Engage groups that would not ordinarily get involved in strategic planning.

The Stage 1 consultation comprised:

- Distribution of a community project bulletin including a feedback sheet to 10,000 households and businesses in Kew and Kew East. Approximately 400 feedback sheets were received.
- Intercept surveys conducted at random within Kew Junction (a total of 259 surveys).
- Two community workshops for invited stakeholders conducted on the 6th and 8th of March, 2006 at the QPO café in High Street, Kew.
- A youth roundtable held on 7th March, 2006 at the Kew Neighbourhood House.

Stage 2 Consultation – Emerging Directions Report

Following the initial round of consultation, the consultant team began the task of background analysis and research. The community feedback and technical input culminated in an Emerging Directions Report for Kew Junction, dated October 2006. The Emerging Directions Report proposed a vision for the future of Kew Junction and outlined key directions.

Stage 2 consultation sought to test and obtain feedback on the emerging directions for Kew Junction to ensure that the project was developing according to the community's vision.

Consultation comprised:

- Distribution of a second community project bulletin to 10,000 households and businesses in Kew and Kew East. This included a project update and a summary of the Emerging Directions Report.
- Distribution of the Emerging Directions Report and feedback sheet to stakeholders and the registered interest mail list.
- Two staffed street displays on Thursday 9th November and Saturday 11th November, 2006 near the Safeway car park. The display included large format posters to outline the emerging directions. People were encouraged to take a copy of the report and to submit a feedback form. Council officers and consultant staff were available to discuss the project.



- Two workshops to discuss the emerging directions: on Tuesday 28th November at the QPO café and Wednesday 29th November, 2006 at Jubilee Hall, Holy Trinity Church.
- Individual interviews for major landowners and key stakeholders in the Kew Junction study area conducted to obtain detailed input on specific aspects of the Plan.
- Copies of the Emerging Directions Report available on Council's website, at Council customer service centres, and the Kew and Hawthorn libraries.

Stage 3 Consultation – Draft Report

Following on from Stage 2 consultation and the finalisation of all background analysis and research material, a draft of the Kew Junction Structure Plan was developed. This draft was then presented to the community for external comment and feedback in a number of ways.

A 'consultation booklet' was sent to all residents in Kew and Kew East and key stakeholders to the project seeking feedback on the study. Street displays were also setup opposite Safeway on Walpole Street on three separate occasions – Saturday 13th, Wednesday 16th and Saturday 19th April, 2008, to provide centre users the opportunity to learn about the study and provide feedback.

Information was also made available to the community via the City of Boroondara's website, through the Progress Leader, in the Boroondara Bulletin and at the customer service centres at Kew Library, Hawthorn and Camberwell.

The key outcomes of Stages 1, 2 and 3 of the consultation process have been summarised and are included as part of the background discussion for each theme of the Structure Plan, in the following sections of the report.

The Study Area

Kew Junction is the activity centre located at the junction of six separate roads - High Street, Studley Park Road, Princess Street, Denmark Street and Cotham Road in Kew. The study area includes the centre itself, made up of the retail, commercial and community uses, and the surrounding residential areas which also include a variety of educational or community land uses.



Figure 1: Study Area Map



The study area boundary, as shown in Figure 1, includes the core activity areas of Kew Junction (i.e. the areas that include retail, commercial and community activity) and a broader area within reasonable walking distance of the centre of approximately 400 metres. It excludes Cotham Village as the centre is being considered as part of a separate study.



About Kew Junction

Metropolitan Context

Kew Junction is located approximately 5 kilometres west of the Melbourne Central Business District. The centre takes its name from the five ways intersection which is a well known part of Melbourne's eastern suburbs, with its busy roads and cluster of taller office buildings that act as the entrance to the centre.



Figure 2: Aerial View

The map on the following page shows that the centre is well connected to the city and the eastern suburbs by bus, tram and the Eastern Freeway. The Yarra River and Yarra Bend Park which include important recreation facilities and pockets of natural bushland are only 1-2 kilometres away.

Within a metropolitan context, Kew Junction is one of 79 Major Activity Centres located throughout greater Melbourne. It is one of the largest activity centres within Boroondara, along with Camberwell (which is a Principal Activity Centre) and Glenferrie (Major Activity Centre). These centres have been designated as Principal or Major because they are located on the Principal Public Transport Network and comprise a wide range of functions, some of which serve a broader, regional role. Generally, they are based around traditional strip shopping centres.

The aim of *Melbourne 2030* is for these centres to be the focus for 'high-quality development, activity and living for the whole community'. It is envisaged that they can support a greater range of activities, over longer hours, in addition to their traditional retail role. A substantial proportion of new housing is to be located within or close to Major / Principal Activity Centres and it is intended that they will be linked by the Principal Public Transport Network so that dependency upon private car use can be reduced.



Figure 3: Metropolitan Context

Key Elements of Kew Junction

The key elements that define the role and character of Kew Junction are shown on the map below and the notes and illustrations over the following pages.

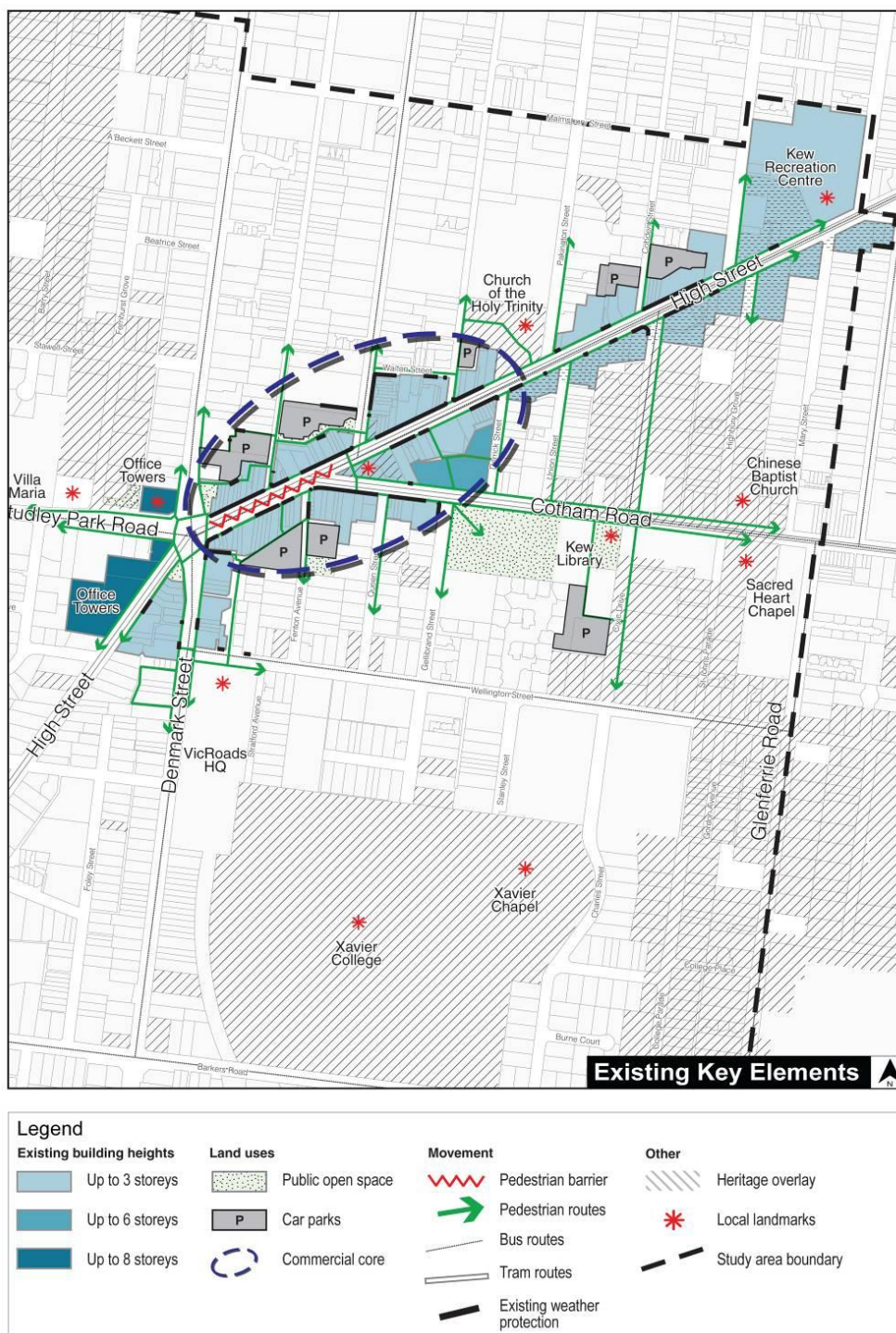


Figure 4: Existing Key Elements



Existing building heights in the area are varied. The tallest buildings of up to 8 storeys are located at the five ways intersection. The offices on Cotham Road are up to 6 storeys and within the remainder of the commercial areas in the centre buildings range from 1-3 storeys.

Open space comprises the larger parks of Alexandra Gardens and Foley Reserve, as well as a number of small pocket parks and urban plaza spaces.

Car parks are predominately located to the rear of the High Street shopping strip on both the northern and southern sides.

The **Heritage Overlay** covers large parts of the study area including the former Kew Post Office, the War Memorial, National Australia Bank, Holy Trinity Church and various residential properties and areas surrounding the retail core.

Traffic on High Street, the Junction and Cotham Road is a major **pedestrian barrier** between the northern and southern sides of the centre.

Pedestrian routes throughout the centre are provided by quality footpaths along the roadways, as well as a number of laneways, and pedestrian crossing points across the major roads.

Bus and tram routes pass through Kew Junction providing services from the eastern suburbs to the Melbourne CBD and Docklands.

Weather protection for pedestrians is mainly provided in the centre by awnings and verandahs along the shopfronts.

The **commercial core** of the centre is focused around the intersection of High Street and Cotham Road, extending west to the Junction and east to the Alexandra Gardens and the Holy Trinity Church.

Distinguishing features of the centre include the tall buildings around the Junction, the Library and Kew Recreation Centre.

Local heritage landmarks of the centre are the church spires and domes, the War Memorial and the former Kew Post Office.

Localised views and vistas are elements of local distinctiveness and are a means of orientation.

Photo Survey

Streetscape character of the commercial part of Kew Junction is varied due to the range of styles and scales of the buildings and the mix of land uses.



Building scale is mixed. Many of the older buildings in the centre are currently two storeys in height which equates to three storeys in a modern development.



There is a cluster of large towers at the five ways intersection of up to 8 storeys that are distinguishing features of the centre.



Architectural style is mixed and includes buildings of all eras of the City's development.



The rear area of shops is often unsightly and provides a poor outlook to public spaces such as car parks. In many instances better use could be made of this land.



Some shops on the north side of High Street have been opened onto the car park. A clear pedestrian path along this retail frontage is required.



Heritage buildings are an integral part of the centre's character. There are also groups of older shopfronts in the commercial areas. Some are included in the Heritage Overlay.



Residential streets are often green and leafy with strong neighbourhood character and a high degree of amenity. There are a range of dwelling types that includes detached dwellings, townhouses and flats. Most dwellings are single or double storey, however some flats are three storeys.





Pedestrian routes are well established throughout the study area, however, not all are clear or direct. Weather protection is provided by the awnings of shopfronts in retail areas.



Traffic on High Street between Cotham Road and the five ways junction is a major barrier between the north and south sides of the centre.



Traffic management requires improvement in some areas and there is a need for better use of existing car parking spaces.



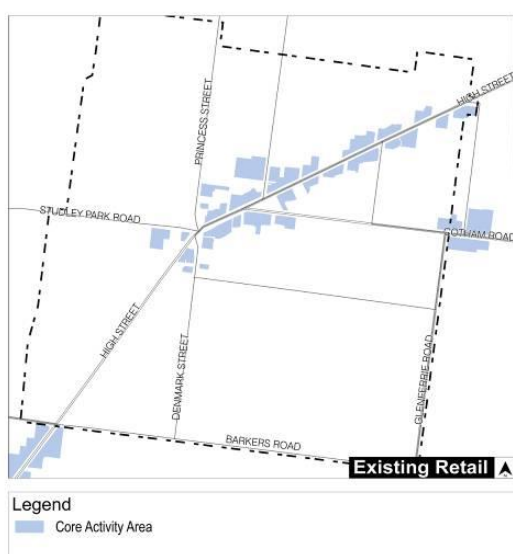
Surface car parks are located throughout the commercial parts of the study area. In some instances there is potential for pedestrian-vehicular conflict. Better use could possibly be made of these car parks.



Open spaces within Kew Junction include the Alexandra Gardens and other small open spaces all of which are a major asset to the centre. The streets themselves are the focus of most of the outdoor activities in the centre.



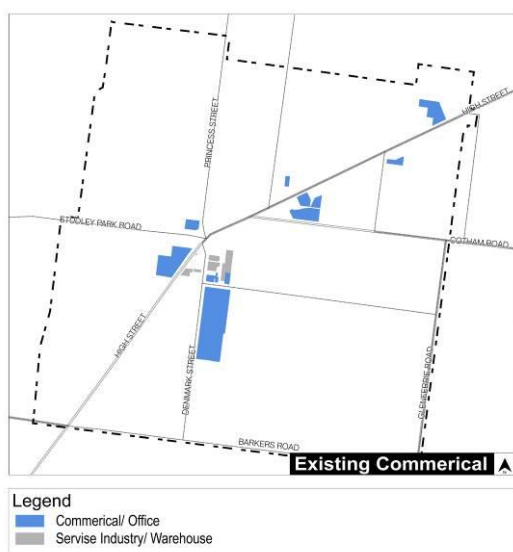
Major land uses



Retail

Leo's and Safeway supermarkets and a range of fresh food outlets provide for the daily convenience needs of the local Kew Junction catchment. However, there is a limited range of specialty or comparison shopping within the centre. The Retail and Commercial Assessment for Kew Junction has identified the potential to increase the retail floorspace so that the centre can maintain its competitive edge and provide for the shopping needs of the local community.

Figure 5: Existing Retail



Commercial

The Retail and Commercial Assessment notes Kew Junction as an important suburban office location within the inner east office market. New office uses could be attracted to the area by improving its access and amenity, and ensuring good pedestrian links to the shops and cafés for workers at lunchtime.

There is a small area of service industry / warehouse use that is located south east of the five ways intersection. It will be important to determine the future role of this area as there may be potential to develop this land more intensively for a broader range of uses.

Figure 6: Existing Commercial



Community

Recreation and community services include the Kew Library, churches and the Kew Recreation Centre. There are also many private schools in the area that attract students from both within Kew and surrounding suburbs. The Social Infrastructure Assessment for Kew Junction has identified the need for additional community facilities that focus on health and well-being and lifelong learning.

Figure 7: Existing Community



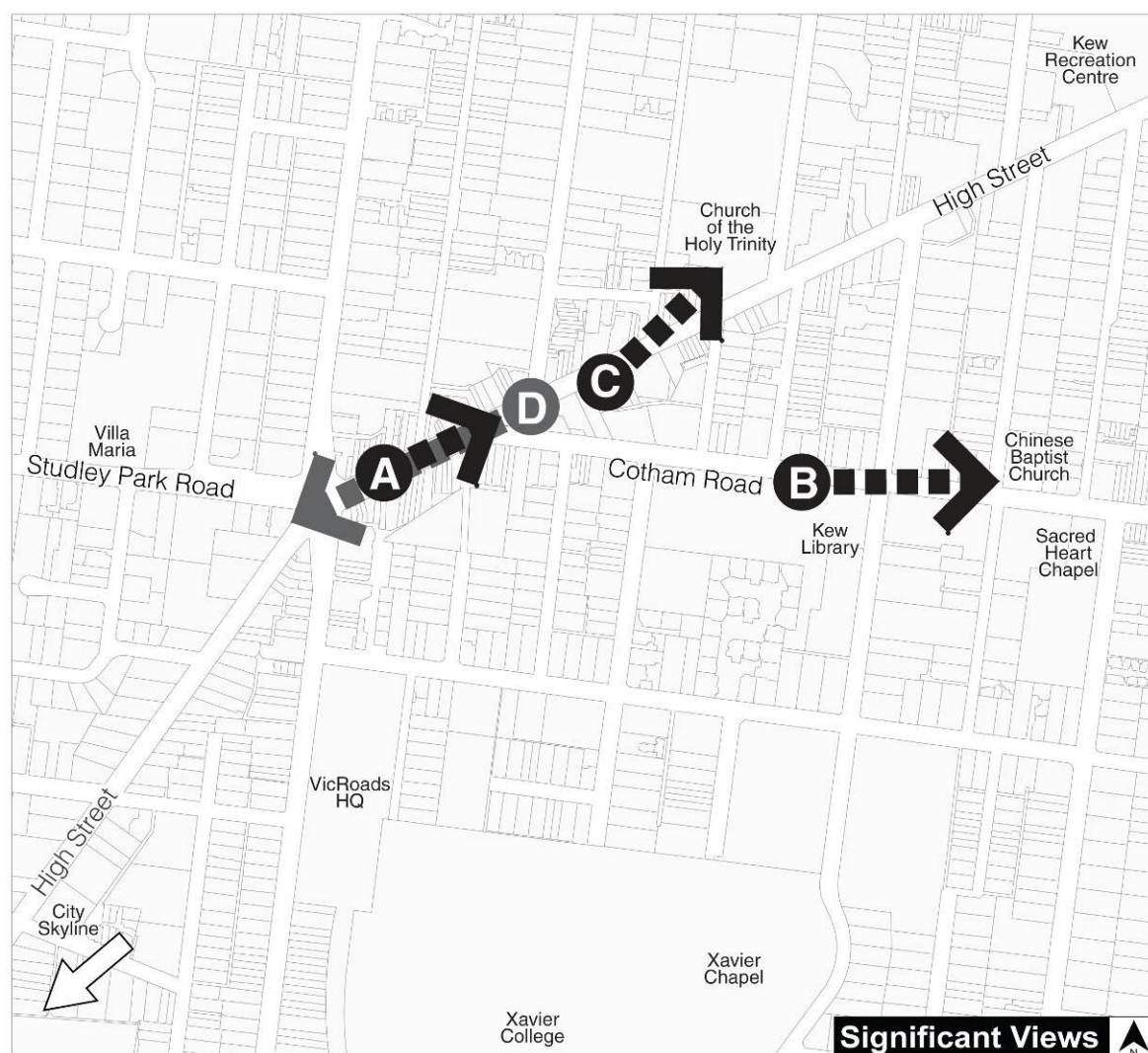
Residential

Residential uses are mostly focussed within the established residential neighbourhoods of the wider study area. These neighbourhoods generally comprise single detached dwellings, however, there are pockets of multi-dwelling developments, particularly to the north of High Street.

There appears to be a limited amount of housing within the core activity areas. Some shop top spaces could be used for residential and there are several newer mixed use developments that include residential.

Figure 8: Existing Residential

Significant Views



A View to Former Kew Post Office and War Memorial along High Street



B View to Melbourne Chinese Baptist Church along Cotham Road



C View to Holy Trinity Church along High Street



D View west from former Post Office to junction corner



Figure 9: Significant Views

Strategic Background

The Structure Plan was prepared with consideration of existing planning policies and strategic documents. These include State or regional planning documents such as *Melbourne 2030* and the Eastern Regional Housing Statement, as well as local documents such as the draft My Neighbourhood Strategy, Boroondara Bicycle Strategy and the Kew Junction Walkability Study.

Detailed background investigation was undertaken during the initial stages of the project in 2006, and in later technical reviews, to supplement this existing strategic work. The background analysis comprises the following:

- 2006** Demographic Profile (Essential Economics and Collaborations)
 - Land Use Analysis (Planisphere)
 - Social Infrastructure Assessment (Collaborations)
 - Access and Infrastructure Technical Report (Maunsell)
 - Retail and Commercial Assessment (Essential Economics)
 - Residential Development Analysis (Planisphere)
 - Built Form Analysis (Planisphere)
 - Urban Design / Public Space Analysis (Planisphere)
 - Heritage Report (HLCD)
 - Public Investment Opportunities Analysis (Planisphere)
 - Assessment of Key Development Sites (Planisphere)
- 2007** Traffic and Parking Surveys - Supplementary Technical Report (Maunsell)
- 2009** Retail and Commercial Assessment Update (Essential Economics)
 - Capacity Analysis for Residential and Office (Planisphere)

Key Issues and Opportunities

Key issues and opportunities for Kew Junction that were identified from the background research and consultation included:

- Creating a heart for the Junction and a sense of destination.
- Ensuring the long term sustainability of the centre: in terms of its economic, social and environmental future.
- Providing for the needs of all people who use the centre, in terms of services, entertainment or recreation opportunities and transport needs. In particular, this includes young people, the elderly and family groups.
- Providing for the anticipated growth in retail and commercial uses over the next 15 years.
- Providing new housing in or around the centre to accommodate a growing population and a greater diversity of households, such as young singles or the elderly.
- Establishing the height and style of new development.
- Expanding the types of shops in the centre and retaining services with a local function.
- Expanding Kew Junction's regional office role.
- Supporting more local employment opportunities.
- Activating the southern side of the Junction which is poorly accessed due to the traffic on High Street.
- Encouraging shop top redevelopments for new housing or office space.
- Promoting more sustainable transport options.
- Improving the quality of public transport services and amenities.
- Creating an environment that encourages walking and cycling.
- Improving pedestrian and cyclist safety in the centre, particularly around the car parks, across High Street and from east to west over the five ways intersection.
- Addressing traffic flow concerns, particularly in relation to the five ways intersection.
- Providing adequate car parking.
- Improving the streetscapes of the centre, in terms of their access and amenity, and the 'greening' of the centre.
- Providing more open spaces for informal social gatherings, interaction or play.
- Providing more community and civic facilities and services in the centre that are conveniently located and easily accessed.
- Providing a wider range of non-retail activities for young people, older adults and families, such as community events, entertainment, dining, community facilities and recreation.

Chapter 2: Themes





Activities

The *Activities* theme relates to the location and intensity of land use activities in Kew Junction including retail, office, commercial, community and residential uses.

Community Feedback Summary

Community feedback showed that people value the range of services and facilities within Kew Junction. However, it was also evident that the role of the centre could be expanded in a number of ways, such as a greater range of shops or entertainment options. In particular, comments that people made in relation to the activities of Kew Junction included:

- The centre is close to home and convenient to a range of community and recreational facilities.
- The existing range and quality of local shops is good with a need to retain retail, banking and other services that support the local function.
- Concern that an increase in large format shopping centres and existing supermarkets may take the focus away from the smaller local traders.
- There is a need to expand and improve the diversity of the types of retail in the centre and provide for more places to meet people, cafés / restaurants and outdoor dining.
- The needs of all people who use the centre must be met, including non retail activities (services, dining, entertainment, community facilities, recreation opportunities and transport needs). In particular, this includes young people, older adults and families.
- It is important to maintain the vitality along High Street.
- More local employment opportunities should be supported.
- Ways to activate the southern side of Kew Junction, which is poorly accessed due to the traffic on High Street, should be investigated.
- More civic and community facilities and services that are conveniently located and easily accessed could be provided.
- Council's presence could be strengthened within Kew Junction through development of a centre for community services and Council information.
- Ways to enhance the character and distinctive functions of Kew Junction, and create complimentary roles to other major centres, should be considered.
- There is potential to increase housing opportunities within Kew Junction, especially an increase in diversity of housing, including medium density, low density, affordable and residential mixed use (e.g. shop top housing).
- The re-use of existing buildings, including heritage buildings, for new retail and mixed uses is an opportunity for Kew.



Activities Map

The Activities Map on the next page illustrates the key objectives and strategies within this theme, and how they should be achieved on the ground. It also shows the existing conditions relevant to the Activities theme that will continue to influence the centre into the future. This map should be referred to throughout this section.

The Activities theme provides objectives and strategies in relation to:

- Retail and Commercial role.
- Housing.
- Community, Cultural and Civic role of Kew Junction.

How these objectives and strategies relate to each part of the study area is provided in Chapter Three *Precincts*.

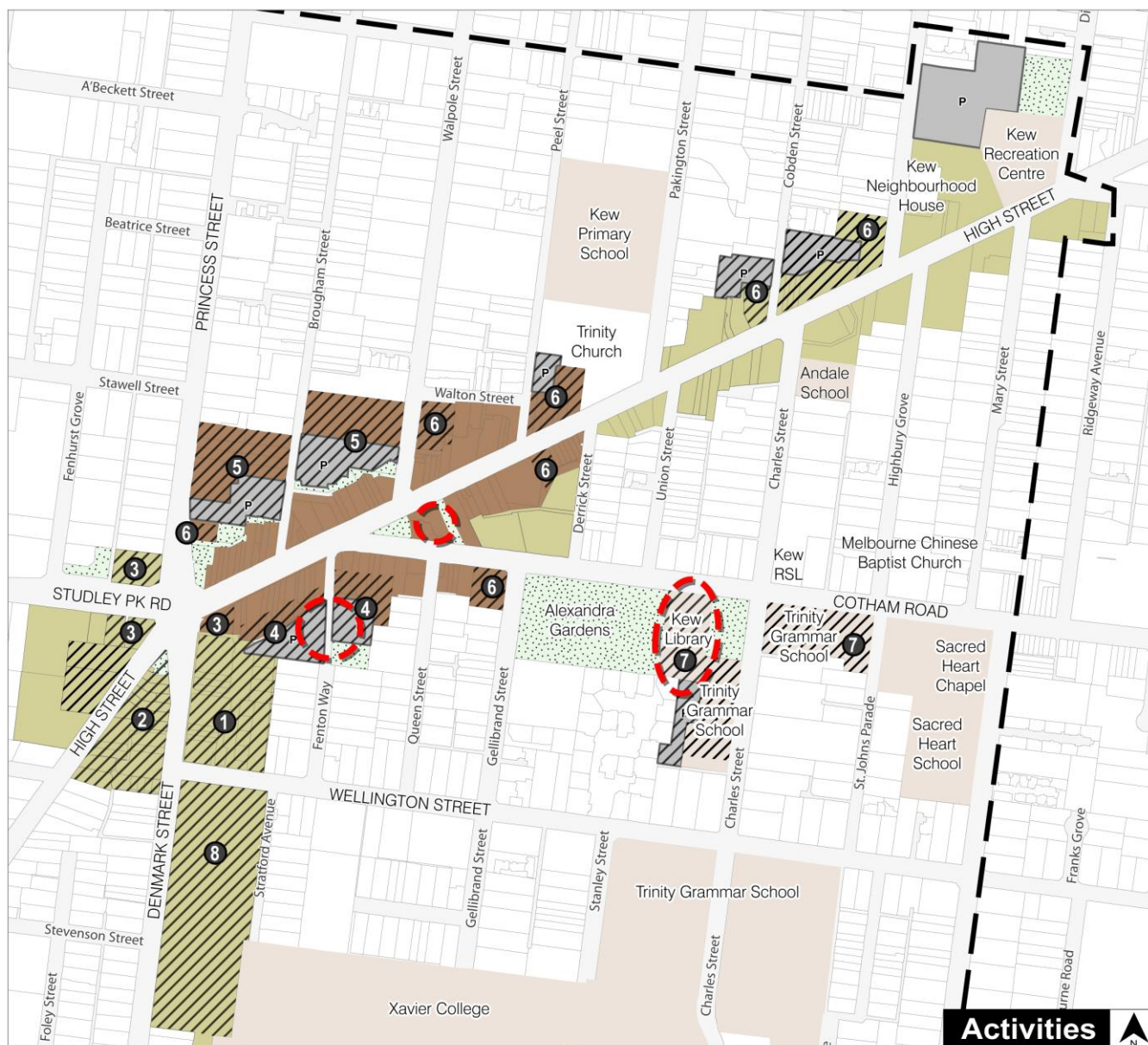


Figure 10: Activities Map

Objectives and Strategies

The Local Economy: retail and office role of Kew Junction



Kew Junction currently performs well as a retail centre, serving the needs of a large local catchment. It is also an established suburban office precinct and a highly desirable location within the inner east office market. The shops and offices are supported by the many cafés and restaurants in the centre that give it a lively atmosphere during the daytime.

However, Kew Junction faces strong competition from other nearby centres that also serve the needs of the Kew catchment. This includes small local shopping centres such as Harp Village and Balwyn North. Other larger centres such as Camberwell, Glenferrie or the Melbourne CBD offer a greater variety of comparison shopping and are also premier office locations. While Kew Junction is conveniently located, its commercial environment is affected by the north-south division of the centre, lack of strong pedestrian connections, poorly accessed car parking, limited available land for expansion and restricted retail open hours. In the future, Kew Junction must continue to maintain its competitive edge to support local businesses, create employment opportunities and to provide for the needs of the community.

Supporting the expansion of the office role of Kew Junction has the benefit of increasing pedestrian traffic in the centre which in turn would provide additional business for local shops and cafés, and potentially provide new employment opportunities for local residents. Economic analysis has shown that there is scope for the market to support an additional 10,000m² of office space. An assessment of development capacity within the centre indicates that this could easily be achieved through the redevelopment of underused sites and the incremental increases in building heights proposed in the Structure Plan.

In terms of the centre's retail role, economic analysis has shown that there is potential to support approximately 1,400m² of additional supermarket space (possibly through the expansion of Leo's) and 2,000m² of additional specialty retail. However, there are limited spatial opportunities to expand and diversify the retail provision of the centre, as retail uses traditionally need to be located on the ground level and in areas of high visibility and accessibility. Therefore, maximum use should be made of all available land in prime retail locations within the centre.

An important part of encouraging new retail and office activity is to improve the amenity of buildings and public spaces, providing better access for all modes of transport, and encouraging longer open hours / days.



Objectives

To strengthen the retail and office role of Kew Junction.

To encourage an improved mix of retail and commercial uses that creates higher levels of activity during the daytime and after business hours, catering for the needs of the local community.

To maximise the redevelopment potential or expanded use of key sites/available land within the centre.

To provide a high quality environment that is easily accessed to attract people and activity to the centre.

Strategies

Retail

- Focus core retailing activity within the existing core retail area of Precinct 2 (refer Chapter 3 of this report). Core retailing includes supermarkets and other 'daily essential' types of retail such as banks, grocery shops or the Post Office.
- Provide opportunities for additional retail floor space in the core retail area through the redevelopment of underused land such as surface car parks or vacant land at the rear of shops.
- Continue to encourage specialty retailing, such as showroom format retail, within the peripheral retail area of Precinct 3, as an important component of Kew Junction's retail offer.
- Encourage a vertical mix of uses by utilising upper levels of shops for small offices or residential.

Office

- Support the expansion of the office role of Kew Junction, through redevelopment of underused sites or refurbishment of existing offices. This will increase pedestrian traffic in the centre and as such will benefit local shops and cafés. It would also potentially provide new employment opportunities for local residents.
- Focus large scale offices in mixed use areas outside of the core retail area (i.e. in Precincts 1 and 3).
- Encourage small office uses to locate above shops or in mixed use developments.

Housing



There is currently limited residential development within the retail areas of Kew Junction Activity Centre, with only a few shop top spaces used for housing. However, several new apartment developments have recently been constructed within retail areas and this trend is likely to continue in the future. The residential zoned areas around the edge of the centre have a limited capacity to accommodate future additional dwellings due to a number of constraints, such as heritage, neighbourhood character and available lots for redevelopment.

The local population of Kew is expected to grow in the future and household sizes are decreasing. Therefore, a greater range of housing types will be required to accommodate the local community, particularly those with specific needs such as the elderly, young people and people with different levels of mobility. Providing housing for an anticipated growing population in the centre is a challenge and the best use of land available for housing should be made.

Housing affordability is also a key issue in Kew and Boroondara generally with the level of social housing in Boroondara lower than the metropolitan average. Ensuring a supply of affordable and accessible housing is an important consideration for the future.

An analysis of potential residential sites in the study area found that there is substantial capacity to provide for new apartments within the retail and business areas. Providing additional housing in the form of shop top residencies and apartments is a key direction of the Structure Plan to provide affordable and diverse housing options in the centre close to shops, services and transport.

Objective

To encourage new housing in and around Kew Junction that increases housing diversity and choice.

Strategies

- Improve housing affordability by:
 - Encouraging increased residential densities in a variety of housing forms in and around the activity centre.
 - Facilitating the provision of affordable, social, retirement / assisted living and emergency housing, where possible.
- Facilitate the supply of well-located social / affordable housing by:
 - Encouraging a proportion of new development to be social / affordable housing.
- Support opportunities for housing within the retail and business areas of Kew Junction, either above or at the rear of shops, or within apartment developments.



- Encourage well designed medium density residential development, where appropriate, on vacant sites within the surrounding residential areas. Areas with heritage or character significance could support only a minor degree of growth due to development constraints.

Community, Cultural and Civic Role of Kew Junction



Kew Junction plays a role in providing community services and facilities to meet the daily needs of the people who live or work in the area. The current range of community services in Kew is generally located outside the core activity area and there are opportunities to improve access to these services or relocate them more centrally.

There is also a desire for an increased Council or civic presence in the centre. Educational facilities also play an important role in Kew, drawing students from broader regional and international catchments.

Community feedback has informed us that Kew Junction lacks entertainment options, particularly in the evening and for young people and families and that there is a need for casual meeting spaces within the heart of the centre.

Opportunities exist to utilise sites within the core retail area for community or cultural activity. In particular, there is strong community support for the creation of an arts precinct around the former Kew Court House and Police Station.

Objectives

To improve the network of community services and facilities in Kew Junction.

To increase the cultural and entertainment offer of the centre.

To create a stronger civic presence in the centre.

Strategies

- Acknowledge and strengthen the role of existing community facilities in Kew Junction, and ensure the provision of new or expanded facilities to meet community needs.
- Support the restoration of the Kew Court House and Police Station as a cultural hub, particularly for new and emerging local artists.
- Enhance the role, profile and capacity of Kew Library as a centre for learning, information and social activity.
- Improve access to community information.



- Encourage an increased range of health and wellbeing functions within the core retail area close to shops, services and transport.
- Ensure that people are within convenient walking distance to informal open spaces, play opportunities, local meeting spaces and community information.
- Improve the social and entertainment role of the centre with a greater range of activities for people of all ages, as well as family friendly activities.
- Encourage restaurants, cafés and entertainment uses, including outdoor dining with extended trading hours, to stimulate centre activity during the daytime and the evening.



Buildings

The Buildings theme looks at the '3D' form of the centre. This includes the height and form of buildings, how they relate to the streets and spaces around them and issues of heritage and streetscape character.

Community Feedback

Community feedback indicates that the design and form of buildings in the centre is a vital aspect of its atmosphere and amenity. Many references were made to the importance of preserving the centre's heritage buildings and improving the appearance of existing buildings. In particular, comments that people made in relation to the buildings of Kew Junction included:

- The character and charm of older buildings is highly valued.
- It is important to establish the height and style of new development. Building design and height that may threaten Kew's existing character is a concern.
- The generally low scale of buildings is valued.
- Taller buildings could be appropriate around the five-ways intersection.
- There are opportunities to enhance the character of Kew Junction and strengthen the sense of place and history through the design of new buildings.
- Heritage buildings should be protected and re-used.
- There is a need to define what 'well designed' means in terms of new buildings in the centre.
- New infill buildings could improve the visual cohesion of the centre.
- Signage in the centre needs to be better located and designed.
- New buildings need to preserve key viewlines and respond to the topography of the area using high quality architecture
- It is important to retain the existing streetscape qualities to preserve Kew's overall character.
- Overshadowing caused by new buildings is a concern and should be avoided.
- Development of the centre should not impact on residential amenity.
- Proposed heights may be too high and may have a negative impact on the existing character. Concern about heights leading to eyesores, wind tunneling or creation of unsafe spaces.
- Increasing building heights in the centre are an opportunity and coupled with appropriate setbacks will create a nice streetscape.
- There are opportunities for new buildings to provide for more active street frontages.
- There is an opportunity to improve or refresh some existing facades and buildings
- There is a need for upgraded community infrastructure, such as a public disabled toilet, post box and public telephone.



Buildings Map

The Buildings Map on the next page illustrates the key objectives and strategies within this theme, and how they should be achieved on the ground. It also shows the existing conditions relevant to the Buildings theme that will continue to influence the centre into the future. This map should be referred to throughout this section.

The Buildings theme provides objectives and strategies in relation to:

- The quality of new buildings.
- Buildings of heritage significance.
- Supporting local activity.
- Establishing the height of buildings.
- Building facades and interfaces in commercial areas.
- Promoting sustainable design.
- Physical infrastructure needs.

How these objectives and strategies relate to each part of the study area is provided in Chapter Three *Precincts*.



Legend

- | | | |
|--|---|---|
| Study area boundary | Landscaped setback at street edge | Car parks - investigate potential to re-develop |
| Core retail areas - encourage development of available site area & additional levels where possible | Zero setback at street edge | Existing / new public open space |
| Peripheral mixed use areas - encourage development of available site area & additional levels where possible | Existing buildings at Junction over 7 stories in height | Heritage Overlay |
| Heritage buildings as the focal point of the High St / Cotham Rd intersection | Sensitive residential interface | Heritage investigation of residential areas |
| Higher scale buildings as the focal point of the 5 way intersection | Key built form corner | Heritage investigation of activity areas |

Figure 11: Buildings Map



Objectives and Strategies

The Quality of New Buildings

Currently there is a distinct lack of high quality contemporary architecture helping to create a positive image for Kew Junction. Proposals for redevelopment or improvements to existing buildings are opportunities to strengthen and enhance the image and appearance of the centre through the quality of new design.

Objectives

To encourage innovative, contemporary architectural design that enhances the appearance and amenity of the centre.

To strengthen the identity and character of Kew Junction through the quality of architectural design in new buildings or improvements to existing buildings.

To protect neighbourhood character in surrounding residential areas.

Strategies

Design quality

- Actively promote a high standard of architectural design in all new development through the implementation of design performance measures.
- Respect the pattern of building scale, form and setbacks of the site context.
- Enhance the pedestrian environment, particularly within the commercial areas, through careful design of the ground floor facades.
- Within the commercial areas, construct buildings to the street edge or provide landscaped setbacks as shown on the Buildings Map.
- Consider the form, profile and type of silhouette created by taller buildings, including articulation of facades at upper building levels to encourage attractive and interesting streetscapes and reduce the apparent bulk of tall buildings.
- Ensure design innovation and careful composition of all the elements that comprise building design – openings, colours, materials, textures etc.
- Encourage the use of high quality building materials.
- Within the commercial areas, consider how lighting could be used creatively to enhance the night time appearance of the building and pedestrian safety.

Sensitive interfaces – heritage buildings, open space & residential areas

- Provide a transitional building scale to sensitive interfaces where required to protect the amenity, significance or appearance of the building or space.
- Locate parts of a commercial building that will produce noise or odours away from any residential interface or provide suitable buffering.

Wind effects

- Design higher scale buildings to avoid an increase in wind effects at street level. This could include greater articulation of wall surfaces, inclusion of upper level setbacks or the provision of awnings.

Treatment of viewlines

- Ensure that new buildings retain, enhance or frame key viewlines.

Overshadowing

- Minimise overshadowing of adjacent buildings and demonstrate that there will be no overshadowing of public and private spaces from 11am to 3pm on 21st March and 22nd September.
- Upper level setbacks may need to be increased in certain circumstances to reduce the instances of overshadowing.
- Shadow analysis submitted with applications will determine the appropriate form of building on each site to avoid overshadowing.

Residential development in commercial areas

- Ensure dwellings have a street address.
- Encourage the provision of outdoor areas in higher density development through provision of small courtyard spaces or balconies at the upper levels.
- Locate and orient buildings to minimise adverse amenity impacts from adjoining uses, such as shops or cafés.
- Provide adequate servicing access.
- Ensure acoustic insulation in mixed use developments or those near uses where noise may occur.
- Ensure that new buildings in commercial areas do not significantly overshadow or overlook the private open space or habitable room windows of adjoining residential properties based on ResCode standards for setbacks to commercial buildings adjoining residential properties.

New buildings in existing residential areas

- Maintain the existing pattern of frontage setbacks and dwelling spacing.
- Reflect the predominant building scale of the street.
- Retain existing large canopy trees wherever possible.
- Identify potential areas of heritage or neighbourhood character significance, which are suitable for a minimal level of intervention.



Buildings of Heritage Significance

There are many heritage buildings within the study area that are an important part of its character and identity and are highly valued by the community. Notably, the Court House, Post Office and Anzac Memorial are local landmarks of Kew Junction, as well as a number of prominent church domes and spires. Victorian and Interwar era shopfronts characterise parts of the retail strips, and throughout the residential areas heritage ranges from stately homes to small dwellings or rows of cottages.

The Kew Urban Conservation Study, 1988, identifies buildings and precincts of heritage significance in Kew Junction. The Heritage Overlay has been applied to sites and precincts throughout the study area. Council is also in the process of investigating other potential heritage areas within the residential and commercial areas throughout the centre, which may result in additional planning controls.



Objective

To retain and enhance buildings or places that are identified as being of heritage significance within the centre as a highly valued part of its local identity.

Strategies

- Protect and enhance buildings and precincts affected by the Heritage Overlay.
- Review the Kew Urban Conservation Study 1988 and identify other buildings or precincts that are also of heritage significance and should be included in the Heritage Overlay, especially in the commercial areas.
- Encourage creative re-use of heritage buildings that will see them enhanced, well utilised and maintained. This could apply to:
 - Commercial buildings that could be re-used for mixed use, potentially with additional levels or rear extensions. Additional levels or rear extensions must be respectful of the heritage building.
 - Subdivision of houses to create smaller dwelling units, whereby the significant elements of the building's exterior are left intact.
- Retain the visual prominence of the former Court House and Police Station and the War Memorial as a focal point of Kew Junction.
- Encourage the restoration of historic shopfronts and the removal of upper level signage that obscures the original facades.
- Ensure protection of heritage sites adjoining retail areas where intensification of activity and resultant development pressure may occur.
- Ensure the design of new buildings respects the scale, form and setbacks of the site context, particularly adjoining heritage sites.



Supporting Local Activity

The study area is the focus of a range of activities serving the needs of the local area and beyond. As the local population grows and changes in the future, ways to accommodate an expanded role for the centre will need to be found and this is a key consideration of the Structure Plan.

While the space available for development in the centre is limited, expansion could potentially be achieved through greater efficiency in the design of buildings or location of land uses. Currently, there are sites within the heart of the centre that appear to be underutilised. In looking to the future of the centre, balancing growth and change with maintaining the existing character and amenity that is highly valued by the community is a priority.

Objectives

To create an attractive built environment for Kew Junction that supports a range of activities to meet the current and future needs of all people who live in or visit the centre.

To allow for the future growth and change of the centre while ensuring that its valued character and amenity is protected and enhanced.

Strategies

- Ensure that there is an efficient use of available space within the centre by maximising the potential for each site (in accordance with the guidelines for each Precinct). This may include:
 - Constructing upper storey additions to existing buildings, particularly in relation to single storey commercial buildings within the core retail area.
 - Developing land at the rear of shops to make better use of this space, improve the appearance of these sites, create active frontages where appropriate and improve the night time safety of laneway spaces with lighting and activity.
 - Limiting the amount of site area used for surface car parking by using basement or deck car parking.
 - Facilitating mixed use developments which include retail or commercial uses at street level and office or residential uses at the upper levels.
- Examine the future role of the key sites of the centre, as shown on the Activities map, in terms of potential for more intensive or alternative uses.
- Discourage the underdevelopment of key sites within the centre.

Establishing the Height of Buildings

Buildings in Kew Junction are generally low-medium scale, with buildings in the main activity areas ranging from one to three storeys with exceptions, such as the tall buildings around the five-ways junction which also act as a defining feature of the centre. These variations in building scale are an important part of the character of Kew Junction.

Community feedback has shown that while people value the overall low scale of buildings in the centre, some areas may be suited to higher built form, or at least minor increases in building height. In this way the need for additional floorspace for new retail, office or residential uses can be accommodated.

In all instances, appropriate building scale should be determined on a site specific basis and assessed against the objectives and requirements of the Structure Plan. This will ensure that the contextual issues of each development are considered, such as protection of residential amenity, heritage significance and sunlight access.

High scale cluster (within Precinct 1)

There is an opportunity to cluster new higher scale buildings around the five ways intersection, where there is an existing pattern of higher scale buildings of up to 8 storeys (see below). This would create a physical focal point in the centre, reinforce the importance of the five ways junction as an entrance location to the activity centre and accommodate new commercial or residential floorspace in the centre.

The urban design objectives are:

- To establish an appropriate pattern of building scale and setback for each part of Kew Junction that responds to the established variations in urban form.
- To allow a greater level of development on key sites around the five ways intersection and the VicRoads site.

Kew Junction (the intersection itself) is a large expanse of road space situated in a dip in the topography that rises to the north, east and west, and falls away to the south. The junction is an important traffic intersection with a unique disposition of roadways. It is 'legible' and distinctive as a place, in the sense that many, perhaps most, motorists instantly recognize where they are when they arrive at the intersection. However as a built environment it suffers from numerous adverse qualities. The interesting two-dimensional geometry of the roadway is only expressed weakly in the third dimension – in other words, buildings fail to reinforce the interesting apex shapes of the five ways. They fail in part by being set back too far from the edge of the roadway, and being sited or aligned in ways that fail to express the roadway alignments in the third dimension. Only two or three buildings have sufficient vertical scale (height) to counterbalance the scale of the roadways. A scale of 8 storeys is sufficient to counterbalance the dominance of the roadways, and thereby to impart a more urban feel to the five ways intersection.



89 High Street



1 Princess Street



Buildings in this cluster should adopt a podium form so that the scale of the building at the street edge does not overwhelm the streetscape and reflects the lower scale buildings of the other commercial areas. A consistent podium height of five storeys is recommended, with upper levels set back from the street edge. An overall height of eight storeys could be achieved in this area.

Medium-rise areas (within all Precincts)

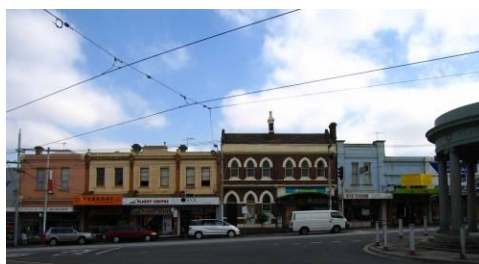
Other parts of the study area are mixed in character and scale, with buildings ranging from one to four storeys. In parts of the study area an inconsistent streetscape appearance results from the variations in building scale, as shown below.



185-199 High Street

There are opportunities to consolidate the building height pattern in these areas and create a more consistent streetscape appearance by encouraging buildings of up to a maximum of 3 storeys (11 metres) at the street edge. Additional levels up to an overall height of five storeys could be constructed. The upper levels should be set back from the front facade so that they appear recessive in form to the streetwall, which remains the dominant visual element in the streetscape. Given the projected population increase and the need for new dwellings, these additional storeys above shops will provide opportunity for housing within the activity centre that is close to shops, services and transport without detrimentally affecting surrounding established residential areas, many of which have limited capacity for additional development.

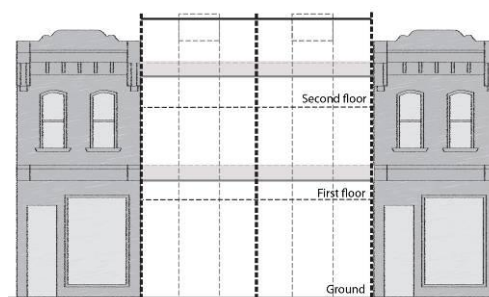
The commercial core of the centre, between the five ways junction and Pakington Street, has a distinct character that is created by the many remaining shopfronts of the Victorian, Edwardian and Interwar eras, seen in the images below.



The older buildings are generally two storeys in height with a streetwall parapet height of around 8-11 metres – at the higher end of that range they are of an equivalent scale to three storeys of contemporary construction. Many of these buildings have potential local heritage significance. There are many opportunities for sympathetic development of non significant buildings between potentially significant buildings to recreate a sense of streetscape consistency.



Infill buildings should be designed to reflect the key design elements of the older shopfronts. For example, the sketch opposite shows how new three storey buildings adopt the same horizontal emphasis of the adjoining two story Victorian era buildings in their detailed design elements. While new buildings do not need to replicate older buildings, they should attempt to reflect key design features so that they fit in well with the streetscape.



Retail areas along High Street and Cotham Road with older shopfronts that may be of heritage value have a nominated streetwall height of 11 metres. While additional levels are allowed, they are setback 5 metres from the street frontage, thereby retaining the parapet height of the older shopfronts as a dominant visual element in the streetscape.

Some locations behind the main shopping strip also have potential for higher buildings, but are constrained because they interface with low rise residential properties and / or could overshadow a pedestrian route. In the case of the Leo's and Safeway supermarket sites, upper level setbacks will be required for these reasons. Three storeys maximum has been recommended where there is a direct residential interface: for the car park next to Fenton Way and sites adjoining the five ways high scale cluster.

Objectives

To make better use of available land by allowing higher scale buildings that are an appropriate scale to their location.

To create attractive and vibrant streetscapes that are defined by high quality buildings.

To integrate new built form into the centre in an appropriate and sensitive manner.

To protect the amenity of adjoining residential areas and public open spaces.

To protect the significance of heritage sites.

Strategies

- Establish an appropriate pattern of building scale and setback for each part of Kew Junction that responds to the established variations in urban form:
 - Cluster of high scale buildings (up to 8 storeys) around the five ways junction.
 - Medium rise buildings (up to 5 storeys) in the other retail, commercial or community areas.
 - Lower rise (up to 3 or 4 storeys) where particular residential interface or solar access for public space issues arise.
- Refer to building heights set out in the table and map on the following pages. The absolute maximum height must not be exceeded.

Absolute Maximum Height	Minimum Upper Level Setbacks (from the front ground level facade)
8 storeys 28.5 metres	Maximum height at building frontage of 18 metres (or 5 storeys) Levels above 18 metres set back 8 metres
5 storeys 18 metres	Maximum height at building frontage of 11 metres (or 3 storeys) Levels above 11 metres set back 5 metres



4 storeys <i>14.5 metres</i>	Maximum height at building frontage of 11 metres (or 3 storeys) <i>Level above 11 metres set back 5 metres</i>
3 storeys <i>11 metres</i>	Maximum height at building frontage of 11 metres (or 3 storeys) <i>ie no upper level setback</i>
2 storeys <i>8 metres</i>	Maximum height at building frontage of 8 metres (or 2 storeys) <i>ie no upper level setback</i>



Legend

--- Study area boundary

Upper level setbacks to minimise overshadowing of pedestrian spaces & rear of High Street shops

Building Heights

Maximum Height	Minimum Upper Level Setbacks (from front ground level facade of building)
8 storeys 28.5 metres	Maximum height at building frontage of 18m (or 5 storeys) Levels above 18m set back 8m
5 storeys 18 metres	Maximum height at building frontage of 11m (or 3 storeys) Levels above 11m set back 5m
4 storeys 14.5 metres	Maximum height at building frontage of 11m (or 3 storeys) Levels above 11m set back 5m

Maximum Height
3 storeys 11 metres
2 storeys 8 metres

Minimum Upper Level Setbacks (from front ground level facade of building)
Maximum height at building frontage of 11m (or 3 storeys) i.e. no upper level setback
Maximum height at building frontage of 8m (or 2 storeys) i.e. no upper level setback

Figure 12: Building Heights Map

Note: Building heights proposed are based on a floor to ceiling height of 4 metres for the ground floor, with 3.5 metres for subsequent floors. These heights include the space required to accommodate services in between the floors. The overall height is measured to the building parapet. An increase in the overall height is permitted to accommodate roof services that are not visible from the street.

Building Facades and Interfaces in Commercial Areas



Within the main activity areas of Kew Junction, along High Street and Cotham Road, the streets are the most frequently used outdoor spaces. Buildings define this streetscape and their detailed design is an important consideration in ensuring a high level of amenity for the centre, as well as adjoining residential areas.

The design of buildings where adjoining residential or heritage properties or open spaces is also critical in ensuring that the significance or amenity of these sites are enhanced.

Objectives

To ensure that buildings in the main activity areas contribute to a safe, attractive and comfortable pedestrian environment.

To create a sense of interest, variation and diversity in the streetscape.

To ensure that buildings have a positive interface with adjoining residential or heritage sites and open spaces.

Strategies

Quality of building facades in core retail & commercial mixed use areas

- Ensure that street facades in core retail and commercial mixed use areas are activated.
 - Facades (in the core retail and commercial mixed use areas) interfacing with the street are to be designed to include clear glazing at the lower levels to encourage a visual connection between the building occupants and pedestrians on the street.
 - Entrances are to be accessed directly from principal street spaces and are designed to show a strong sense of street address.
 - Decorations or window displays are to be included to add interest at the street level, without blocking views into or out of the building.
- Articulate building facades through design treatments, including:
 - Well considered placement of doors and windows,
 - Variations in surface texture, colours or materials,
 - Inclusion of balconies or terraces in the upper levels which overlook the street scene.



- New buildings with the ground floor at street level to avoid the need for ramp or staircase access.
 - The avoidance of large expanses of blank walls, particularly at street level.
 - Buildings on corner sites that address both street frontages.
- Maintain existing horizontal or vertical design rhythms in the streetscape, where these are dominant features. This can be achieved through:
 - Referencing the established roof or parapet heights of adjoining buildings, where this is a consistent feature in the streetscape, in the design of a new facade.
 - Maintaining the existing ‘fine grain’ appearance of buildings within the core retail areas that is created by the narrow shopfronts by providing vertical articulation in wide building frontages.
 - Providing well articulated facades to larger scale buildings on wider allotments.
- For higher scale buildings of five (5) storeys and over:
 - Ensuring that the lower levels of the building are designed to provide a positive interface with the street.
 - Considering the form of the upper level in terms of the profile or silhouette it creates in the streetscape or from more distant views.
- Minimise the number of crossovers, garages and/or car park entrances.
- Provide continuous weather protection along retail streets by providing verandahs or canopies.
- Ensure that new development is designed to address specific design considerations of sensitive interfaces, such as residential properties or heritage buildings.

Adjoining open spaces, car parks or key pedestrian routes

- Ensure that buildings adjoining open spaces, car parks or key pedestrian routes provide active frontages to increase interaction with and passive surveillance of the space.
- Where possible, physically integrate buildings with adjoining public spaces.
- Demonstrate that there will be no overshadowing of public spaces or private open spaces from 11am-3pm on 21st of March and 22nd of September.

Signage

- Carefully incorporate large scale advertising signage in the design of buildings to enhance the appearance of key sites and the public environment.
- Establish a suite of co-ordinated identification/directional or promotional signs for the centre, providing community information about facilities, activities or special events through the development of a signage strategy.
- Develop a Signage Strategy, including digital and animated signs, to provide direction on the form, location, content and number of signs in the centre.
- Liaise with the Department of Planning and Community Development on Council's ability to regulate signage content.



Promoting Sustainable Design

Council and State government policies recognise the importance of making the most use of available space within existing urban centres and clustering housing, employment opportunities, services and activities around principal public transport routes. Achieving a more compact urban form for Kew Junction is a key objective of the Structure Plan.

It is also important to promote the incorporation of Ecologically Sustainable Design (ESD) practices within individual buildings, either in new developments or through the retrofitting of existing buildings. There are many resources available to assist building owners in doing so. While incorporating ESD may in some instances incur expense in the short term, it can lead to long term savings through lower operating costs, creation of more comfortable internal spaces and an increase in property value due to the growing desirability of 'green' buildings.

Victorian building legislation requires all new dwellings to obtain a five star rating under the FirstRate home energy rating system. While the strategies included here reiterate many of the ESD principles assessed by this system, several of these can also be applied to commercial buildings. Other measures to be considered in building design, construction and management could also ensure maximum energy efficiency for all types of development.

Objectives

To promote sustainable development in Kew Junction through incorporating ESD (Ecologically Sustainable Design) techniques in all new or refurbished buildings.

To encourage innovation in the design, construction, fit-out and ongoing management of buildings to improve their energy efficiency.

Strategies

Urban form

- Facilitate a more compact urban form within Kew Junction to assist in reducing dependency on the car, in accordance with all other character, heritage, amenity and access considerations.

Orientation & shading

- Orient windows to maximise sunlight access in winter and cross-ventilation in summer.
- Maximise north facing daytime living or activity areas and outdoor spaces.
- Use external shading devices such as eaves, awnings or blinds to avoid heat gain in summer.
- Consider how new buildings can be sited to retain existing vegetation or incorporate new planting that assists in passive solar heating/cooling.
- Plant deciduous trees outside north or west facing windows and other appropriate species within open space areas to provide shade.



Choice of building materials

- Employ building techniques that slow transmission of heat between the building exterior and interior thereby reducing heat loss in winter and heat gain in summer. This could include:
 - Insulation materials in the walls, ceilings and floors.
 - External building materials with a high thermal mass which are cased in lightweight, well insulated external materials.
- Use appropriate glazing products, or double glazing, and window framing materials to contain heat in winter and release heat in summer.
- Encourage the use of building materials with minimal environmental impact such as materials that are recycled, have a low embodied energy, are locally and sustainably produced and are able to be re-used at the end of their useful life.
- Encourage the reduction and recycling of construction waste.

Energy efficiency

- Promote the use of:
 - Alternative renewable energy sources such as solar power and hot water.
 - Energy efficient gas or electricity systems.
 - Energy efficient appliances, lighting, heating and cooling.
 - Outdoor clothes drying.
 - Natural cross ventilation.
- Avoid overshadowing of any active solar collecting device or passive solar elements of adjoining buildings, excluding areas where a substantial change in built form character is envisaged.
- Utilise building articulation to maintain a reasonable level of solar access to windows of existing buildings.
- Utilise low energy and where possible solar powered public lighting in the provision or replacement of public lighting.

Water conservation

- Promote water conservation measures:
 - Rainwater tanks or grey-water recycling systems, particularly for domestic or garden use.
 - Water efficient showers, taps, toilets and appliances, in both residential and commercial buildings.
 - Buildings adjacent to open space areas (such as the Library and Alexandra Gardens) are encouraged to utilise WSUD principles (e.g. to collect rainwater through roof run-off for re-use on open space areas).
- Promote water sensitive landscaping:
 - Minimise areas of impervious surfaces or grade impervious surfaces to drain to planted areas.
 - Use hardy plants such as natives that require less watering.



- Reduce lawn areas and mulch plants.
- Minimise stormwater run-off by reusing rainwater.
- Support the use of Water Sensitive Urban Design (WSUD) in parkland, plaza spaces and car parks.

Retrofitting existing buildings

- Re-use and adapt existing buildings where possible.
- Encourage the retrofitting of existing buildings with installation of sustainable features, such as rainwater tanks, additional insulation and energy / water efficient appliances.

Waste management & off site impacts

- To encourage provision of purpose built storage areas for recyclable waste, wherever practical.
- Consider how building materials can be recycled if demolishing a building.



Physical Infrastructure Needs

Kew Junction is fully serviced by water, gas, sewer, telecommunications and power, with no current infrastructure enhancement programs proposed for these services. Integral to the development of the Structure Plan, it will be necessary for infrastructure service authorities to ascertain whether the recommendations will affect their ability to provide these services.

Objective

To ensure physical infrastructure is provided and renewed over time to meet increased future activity levels within Kew Junction.

Strategies

- Ensure that new development provides an appropriate contribution for infrastructure improvements and renewals where the development will result in increased intensity of land use and offsite activity.
- Encourage and support infrastructure improvements from service providers that meet the needs of new development located within the Major Activity Centre.
- Ensure adequate provision of public toilets with disabled access and baby change facilities in appropriate locations in relation to the use and development of the centre, its key pedestrian routes and public spaces.
- Improve the safety of public toilets in the centre.
- Support the provision of underground electrical power supply for new development and infrastructure upgrades
- Ensure that within new developments and where roads, car parks and footpaths need to be provided or replaced, the use of Water WSUD techniques to reduce the impact of stormwater on the local drainage network and waterways and maximise the use of stormwater as a resource.



Spaces

The Spaces theme looks at the different types of spaces within the centre, and how these could be improved, expanded or protected for a growing and changing community. This includes footpaths, plaza spaces and 'pocket parks' within the retail and commercial areas, and more substantial parkland spaces outside these areas such as the Alexandra Gardens. It also addresses landscaping, street trees, public art, and safety in public spaces.

Community Feedback

Community feedback indicated that the provision of well designed, maintained and located open space and places to stop and sit is important to the amenity of the centre. Many people also referred to difficulties moving about the centre on foot and the need to improve the visual and physical appeal of the centre through further vegetation and improved interfaces between buildings and spaces. In particular, comments made in relation to the spaces of Kew Junction included:

- Public spaces should be available with a generous number of places to sit.
- Many people thought that a new open space, or several, would benefit the centre.
- Underutilised spaces could become open space.
- Possible locations were around the library or Court House, or in existing car parks, i.e. Leo's, Fenton Way and the Safeway car park deck.
- An increase in green open space is considered important.
- The junction itself or the main roads are too exposed to have new open spaces.
- The pedestrian amenity of the centre is very poor and could be improved in many different ways such as a clean-up or beautification and providing wider footpaths and coordination in street furniture and amenity.
- Some of the street spaces or open spaces are currently not considered to be clean or well maintained. Particular concern was shown over the charity bins on Walpole Street.
- The areas at the rear of the shops on both sides of High Street were seen as unsightly. On the Leo's side, the rear of shops was seen to be difficult to navigate for pedestrians, particularly if they had trolleys or prams.
- More street lighting is needed.
- Increase vegetation / green Kew Junction. Parts of High Street and the Junction are stark, solid and uninviting.
- There are opportunities to provide outdoor dining in conjunction with open spaces, rather than only having 'resting places'.
- A 'village square' could create the sense of a village centre.
- There is an opportunity to increase art and design in the centre.



Spaces Map

The Spaces Map on the next page illustrates the key objectives and strategies within this theme, and how they should be achieved on the ground. It also shows the existing conditions relevant to the Spaces theme that will continue to influence the centre into the future. This map should be referred to throughout this section.

The Spaces theme provides objectives and strategies in relation to:

- Footpaths and pedestrian spaces within the retail and commercial areas.
- Small plaza spaces and green spaces.
- Meeting future open space needs.
- Safety in public spaces.
- Landscaping of public places and private setbacks.
- Public Art.

How these objectives and strategies relate to each part of the study area is provided in Chapter 3 *Precincts*.



Legend

- | | | |
|---|---|-----------------------------------|
| Study area boundary | Increase community access to & community use of non-traditional open space | Zero setback of street edge |
| Heritage overlay | Improve public open spaces / plazas | Landscaped setback at street edge |
| Create pedestrian friendly streetscapes | Car Parks - Investigate potential to redevelop & improve pedestrian amenity | Potential footpath widening |
| Frontages with good solar access | | |

Figure 13: Spaces Map

Footpaths and Pedestrian Spaces



The footpaths, laneways and car parks in the centre provide the main pedestrian spaces, for movement about the centre, as well as spaces for stopping, sitting, dining and for interaction with others. However, the main streets are often narrow and have exposure to traffic and noise, which impacts on their amenity. The side streets of the commercial core are also important pedestrian spaces, however, pedestrian access is often impeded by electricity poles that reduce the width of the footpath.

There may be opportunities to widen footpaths in some areas or create kerb outstands at key nodes to provide additional space. It may be possible to refocus further activity to the rear of shops fronting High Street where there is less impact from through traffic. There is also an opportunity to rationalise electricity poles in side streets within the centre to increase the width of footpaths. Improved interaction between the ground levels of buildings and street spaces will create a more pedestrian friendly centre and encourage people to move to and around the centre on foot, thereby increasing its activity levels and vibrancy.

Objectives

To contribute to a vibrant and active street scene.

To improve the amenity, safety and vibrancy of pedestrian spaces within the heart of the centre.

To create a pedestrian friendly environment in the main streets and laneway spaces.

Strategies

- Encourage people to travel to and around the centre on foot.
- Encourage increased use of footpath spaces over longer hours, through the promotion of street dining or other opportunities for people to stop and stay in key locations:
 - To the rear of shops on the northern side of High Street.
 - Along the southern footpaths of High Street, preferably to the east of the Court House where the land is flatter and an adequate protection from traffic noise could be achieved with the use of screens.
 - On widened footpath spaces.
- Improve pedestrian amenity through additional street planting, landscaping, street furniture and improved crossing facilities as appropriate.
- Encourage the upgrade of laneways and alleyways that provide rear access to retail premises to further augment the options for pedestrian movement throughout the centre, whilst recognising the need for traders to use these lanes to access their businesses.



- Consider the rationalisation of electricity poles in side streets immediately abutting High Street to increase the width of footpaths.
- Prepare a streetscape plan for High Street/Cotham Road (including the rear laneways and side streets in the immediate vicinity) that addresses the following issues:
 - Widening of footpaths where possible to provide additional space for pedestrians and locations for footpath dining.
 - Upgrading pedestrian access through laneways and alleyways that provide rear access to retail premises to further augment the options for pedestrian movement throughout the centre, whilst recognising the need for traders to use these lanes to access their businesses.
 - Provision of street tree planting and garden beds where possible, taking into account such matters as overhead services, drainage and solar access.
 - Provision of additional landscaping at key nodes, such as prominent corners, to soften the built form, absorb noise and encourage vehicles to travel more slowly through the centre by reducing the perceived width of the road.
 - Provision of a coordinated range of street furniture and amenities, such as seating, drinking fountains and bike rails, in accordance with Council's Street Furniture Policy.
 - Provision of required public infrastructure such as post office boxes and public telephones.

Small Plaza Spaces & Green Spaces



Small urban plaza spaces or 'pocket parks' play an important role in providing green space and places for people to stop, rest and stay in the centre for longer. The existing spaces include the space around the War Memorial, the small seating area adjacent to Walpole Street, and the three green spaces around the five ways intersection: Raoul Wallenberg Reserve, triangular area at the corner of Denmark St and High St, and Dorothy Rogers Reserve.

These pocket parks have varying levels of amenity and usage as parkland spaces, but provide vital pieces of green space and areas for large trees in a busy and built up environment. They also provide important rest stops for those moving about the centre on foot, and this is an important function to retain, particularly as the population ages.

Objectives

To support the continued improvement of available public open space in key areas of Kew Junction.

To support the creation of new small spaces in areas of high pedestrian activity, with good amenity and access to sunlight.

Strategies

- Retain and improve the pocket parks within the five ways junction to improve pedestrian amenity and permeability and maintain a 'green' element within this highly urbanised environment.
- Identify and support opportunities for the creation of new open spaces within the centre, including possible rooftop gardens, maximising the opportunities presented by northern orientation and the protection from traffic movement and noise, such as at the rear of the High Street shops.
- Ensure the adequate provision of amenity space for higher density residential development, commensurate with the proposed number of occupants.

Meeting Future Open Space Needs



In the future, with more people living in the centre, there will be a need to provide for the open space needs of this growing community. At the same time the types of spaces that are needed will need to change to suit the aging population, with more opportunities for passive recreation and social interaction required. While there are few prospects to create substantial new spaces, there is potential to make better use of existing open space by improving its quality, increasing the recreational opportunities it provides, and improving pedestrian connections to spaces.

Objectives

To make better use of existing public open space by improving access to and between spaces, and improving the quality, amenity and use of the space.

To provide additional open space areas where possible and increase public use of and access to non-traditional open space.

Strategies

- Support the recommendations of the Boroondara Open Space Policy, 1996 within the study area, as appropriate.
- Identify and provide additional open space, where opportunities are available, such as the plaza spaces within the centre and potential rooftop gardens.
- Maintain the diversity and distinctiveness of character of each open space area.
- Improve the quality of existing open space within the activity areas such as Petrie Square, Dorothy Rogers Reserve and plaza spaces.
- Improve or reinforce pedestrian and cycle links to open spaces to provide better access to recreation opportunities, in particular to Alexandra Gardens, Kew Recreation Centre, the Yarra River, Studley Park, Victoria Park, Eglinton Reserve, Le Bray Reserve and Glenferrie Oval.
- Explore joint use of non-traditional open spaces where possible such as school or church grounds or large setbacks of institutional buildings.
- Improve quality and diversity of playgrounds, particularly for the areas north and west of High Street, taking into account the facilities that are available within schools that could become available for public use.

Safety in Public Spaces

While most of the retail and commercial areas feel safe during the day, there are some areas that are less safe, or could be perceived to be unsafe during the evening. Car parks, doorway alcoves, areas that have little or no lighting, areas of low activity and areas that are poorly maintained such as the rear of shops create the perception that the area could be unsafe, and would benefit from improvement.



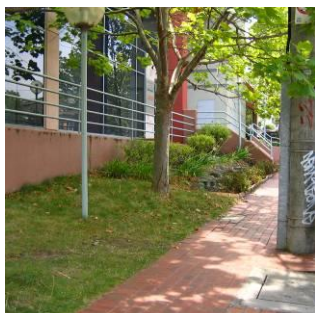
Objective

To design public spaces and buildings adjoining public spaces for increased personal safety and perceptions of safety.

Strategies

- Design new buildings and public spaces to maximise perceptions of personal safety.
- Reduce the number of existing entrapment points throughout the centre, including:
 - Doorway alcoves.
 - Walkways with only one entry point.
 - Movement predictors such as walkways with poor sightlines, away from areas of activity and without active frontages or passive surveillance opportunities.
 - Fenced areas to the rear of shops (provide visually permeable fencing).
- Provide active frontages and upper level residential uses to encourage surveillance of public spaces.
- Provide increased lighting where required, in particular:
 - Along footpaths, laneways and the walkways to the rear of shops.
 - Along the walkway between High Street and the Fenton Way car park, and any future walkway adjacent to the former Kew Police Station and Court House.
 - Pathways through or at the periphery of public spaces and parkland.
 - Within and leading to car parks, particularly multi-level car parks (during both the day and at night).
 - Shared pathways within reserves, particularly where these receive use at night time (or where this is to be encouraged).
- Ensure public spaces, and adjoining building frontages, are well maintained to create a sense of security throughout the centre.

Landscaping of Public Places and Private Setbacks



The provision of vegetation within the centre, including street trees and landscaping, plays an important role in softening hard urban spaces, providing shelter for pedestrians from sun, wind and rain, and protection from traffic and noise. It is also important for improving the microclimate in the street spaces, which will be increasingly necessary as the climate continues to get hotter and drier. The change in climatic conditions also has implications for the selection of plant types for their tolerance of hotter and drier conditions, and the need to incorporate Water Sensitive Urban Design initiatives into the centre.

Trees and other vegetation also provide visual interest, colour and texture, creating a changing element in the streetscape. Within the centre of Kew Junction, particularly in High Street, there is a distinct absence of substantial street trees, due to the narrow footpaths, verandahs and overhead tram wires. Widening footpaths and creating kerb outstands and new plaza spaces will provide important opportunities to introduce further vegetation into the streetscape.

Objectives

To increase the quality, quantity and sustainability of landscaping and vegetation within the retail and commercial areas of the centre, including the use of Water Sensitive Urban Design principles.

To draw the high amenity of the leafy residential streets into the heart of the centre to soften the hard urban landscape.

Strategies

- Utilise landscaping and street tree planting to soften the built form, add colour and texture to the urban fabric, provide pedestrian shelter from the elements and reduce the effects of traffic noise.
- Support the provision of further substantial canopy trees throughout the centre.
- Ensure that landscaping and street tree planting does not restrict views between 0.7 and 2.4 metres above ground level, in order to provide for pedestrian safety.
- Support the use of Water Sensitive Urban Design (WSUD) in parkland, plaza spaces and car parks.
- Encourage the use of balconies and other small private spaces to be used for small gardens or vertical gardens to improve the 'green appearance' of the centre.

Public Art



Box Hill Community Arts Centre – seating, signage, paving and building detail.

The provision of public art plays an important role in creating or reinforcing the local identity of a place, providing visual interest, and establishing focal points for the community. When public art is meaningful to the community, and supported by interpretive signage, it can make a positive contribution to the richness and quality of the space. There is currently very little public art evident within the centre, with examples seen on the facade of the library in Cotham Road, and in the memorial and landscaping of the Raoul Wallenberg Reserve. There are opportunities to increase the provision of both permanent and temporary art installations, in a coordinated way, by drawing on local artists. The youth population is also a significant resource in terms of creating new public art. Public art could take a number of media, and could also provide a function rather than being purely decorative, such as seating, paving, signage or bike rails.

Objective

To coordinate increased provision and variety of temporary and permanent public art displayed within the centre that is meaningful to the community.

Strategies

- Utilise public art as a means of place making, in order to create or reinforce local identity and sense of place.
- Support the provision of public art in the centre to ensure it makes a positive and effective contribution to streetscapes and the centre as a whole and does not create a discordant effect or result in the overprovision of public art.
- Increase the provision and variety of permanent and temporary public art within the centre that is meaningful to the local community.
- Support the installation of public art at the following locations:
 - Within existing and new plaza spaces within the retail and commercial areas.
 - Outside civic and community buildings, such as the Library, Courthouse, and Kew Recreation centre.
 - Within vacant shopfronts along High Street (temporary), to maintain an active appearance and fill blank spaces during periods of vacancy.
 - On blank walls fronting pedestrian spaces.
 - Integrated into functional components of the centre such as bike rails, seating, drinking fountains, playgrounds, paving detail, signage, bollards, gates or fences.

Access

The Access theme looks at the various modes of transport used to travel to and through the centre, with a particular focus on pedestrian, cyclist and public transport accessibility to increase the sustainability of travel choices. Vehicular traffic, roads, and parking are also addressed in this section.

Various access challenges are addressed in this theme, including the three key challenges of:

- Improving pedestrian and bicycle accessibility.
- Enhancing public transport.
- Moderating private vehicle use.

The provision of car parking must be considered in the context of the objectives for Major Activity Centres in *Melbourne 2030*, which promote increased use of public transport and enhanced pedestrian and bicycle networks. Activity centres should be planned so that off-street car parks do not dominate public space.

Community Feedback

Community feedback indicated that traffic volumes and noise have a negative impact on pedestrian spaces in the centre, with through traffic identified as impacting on the amenity and safety of residential streets. Improving the amenity and accessibility for pedestrians and cyclists, including further pedestrian crossings, was seen as important, as well as improving the convenience, access to and priority of public transport. The provision of adequate well designed and located car parking was seen as important for the success of the centre, as well as reducing conflict between cars and pedestrians in car parks. Comments made include:

Pedestrians

- The pedestrian amenity of the centre needs improvement throughout.
- There were many suggestions for improvement and clearer definition of pedestrian routes and for new amenities such as seating.
- A new crossing over High Street was seen as a priority.
- A stronger link between the library and the Court House was also important.
- Pedestrian priority along some streets (i.e. closed to vehicle traffic) was suggested to reduce risk to pedestrians

Cycling

- It is dangerous to cycle through the five ways or on the main arterial roads through Kew.
- There are many improvements that could be made to cycling routes and facilities in the centre. For example, cycle routes should be better developed in residential streets and more cycle parking provided.
- Community education is an important part of encouraging cycling in the area and raising driver awareness of cyclist safety, particularly around school drop off points.

***Public transport***

- Kew Junction should remain a local transport hub.
- Key transport stops should be amalgamated to provide bigger and improved facilities.
- Frequency times need to be improved.
- Trams and cars should be better co-ordinated to improve traffic flow through the junction.
- Consideration should be given to more appropriate stop locations.

Sustainable transport

- A lot can be done to increase the use of sustainable transport in the centre and reduce the impact of cars.

Traffic management

- Improve traffic on local streets.
- Improve traffic flows through the five ways intersection. Many suggested more detailed investigation of turning circles and the operation of pedestrian crossings was required.
- Car traffic in residential streets should be reduced in speed and frequency, to improve pedestrian and cyclist safety. This is particularly important for children or elderly adults who do not drive and access the junction via these streets.
- The impact of the fast moving traffic through the junction, as well as the traffic in local residential streets needs to be addressed.

Parking

- Provision of adequate parking is vital to the retail success of the centre. We are dreaming if we think we can change the number of cars in the centre.
- The major competitors to the Kew retail centre provide very high levels of parking (it is a commercial reality that people will drive).
- Adequate parking needs to be provided for all new development to meet continuing demand.
- Improve the southern car parks to create more parking in the centre.
- Traffic management around the Leo's and Safeway car parks is poor. There is a high degree of pedestrian-vehicular conflict.



Access Map

The Access Map on the next page illustrates the key objectives, strategies and actions within this theme, and how they should be achieved on the ground. It also shows the existing conditions relevant to the Access theme that will continue to influence the centre into the future. This map should be referred to throughout this section.

The Access theme provides objectives and strategies in relation to:

- Pedestrian access
- Bicycle access and facilities
- Public transport
- Road access: local and through traffic
- Car parking

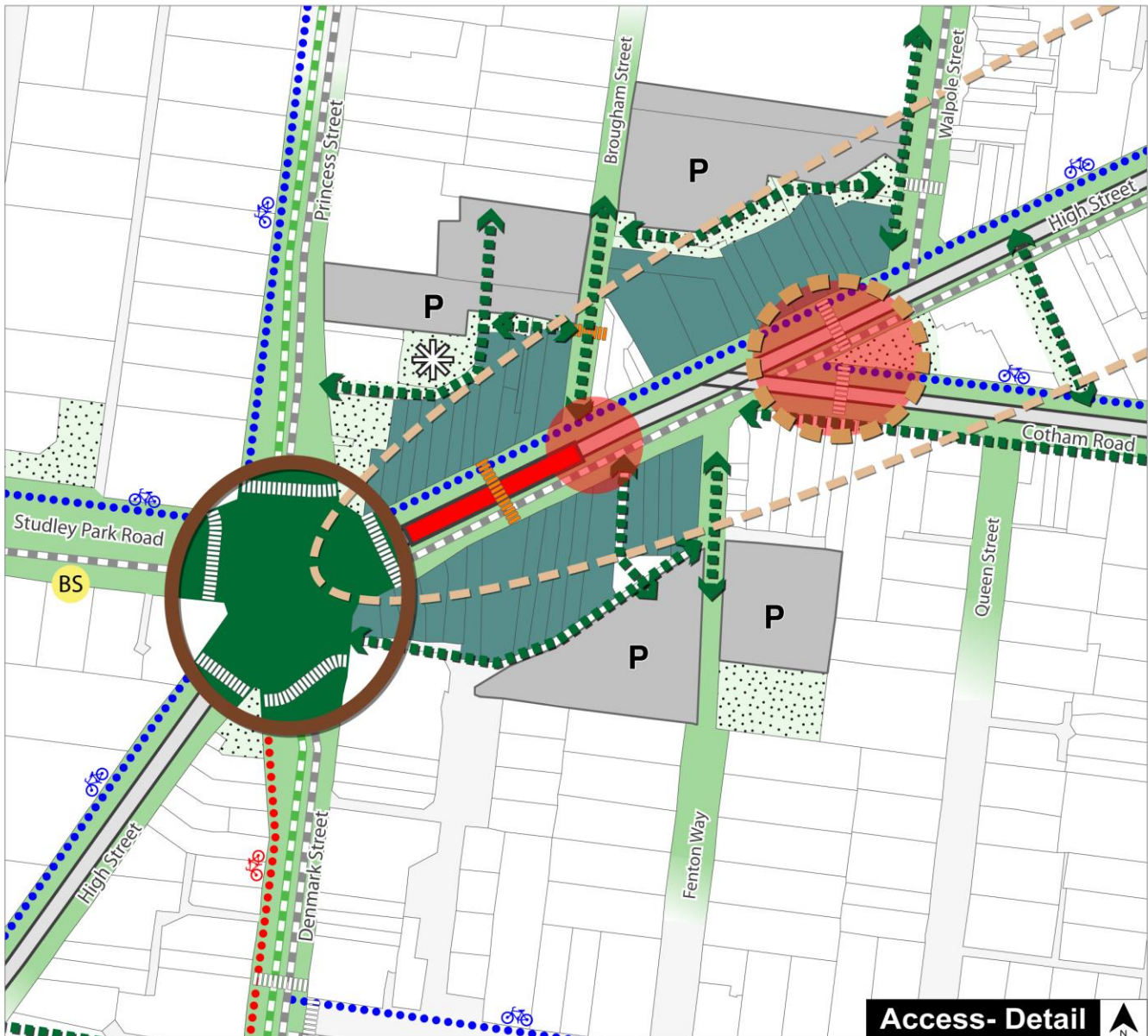
How these objectives and strategies relate to each part of the study area is provided in Chapter 3 *Precincts*.



Legend

- | | | |
|-------------------------------------|---|---|
| Study area boundary | Investigate potential for central platform tram stop | Bus Stop |
| Tram lines | Improve / create pedestrian links | Create pedestrian friendly streetscapes |
| Bus routes (including school buses) | Existing / new public open space | Lower vehicle speed limit for high pedestrian areas & near schools |
| Existing pedestrian crossings | Suggested alternative bicycle routes | Car parks - investigate potential to redevelop / improve pedestrian amenity |
| New pedestrian crossing | On-road bicycle lanes (exclusive & wide kerbside lanes) | |

Figure 14: Access Map



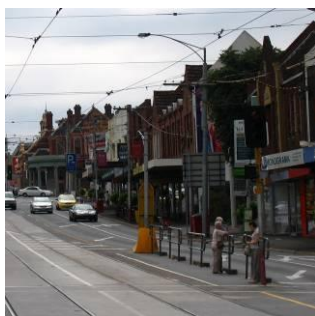
Legend

- | | | |
|--|---|---|
| Tram lines | New signalised crossing over High Street | On-road bicycle lanes (exclusive & wide kerbside lanes) |
| Bus routes (including school buses) | Support / encourage 'walk-thru' shops | Suggested alternative bicycle routes |
| Proposed north-south bus route | Create pedestrian friendly streetscapes | Lower vehicle speed limit for high pedestrian areas & near schools |
| Existing pedestrian crossing | Improve / create pedestrian links | Improve pedestrian / tram / bike / vehicle access through junction area, including increasing pedestrian 'green time' |
| New pedestrian crossing | Investigate potential for central platform tram stop | |
| Existing / new public open space | Move pedestrian crossings closer to junction and signalise intersection, consistent with 'Tram 109' proposals | |
| BS Bus Stop | New central bicycle parking facility with multiple stands & water fountain | |
| P Car parks - potential location for new car parking facility or redevelopment opportunity site (to be confirmed by a Parking Precinct Plan & subject to further investigation & consultation) | | |

Figure 15: Access Detail Map

Objectives and Strategies

Pedestrian access



Many parts of Kew Junction are currently dominated by traffic and noise. Busy roads effectively divide the centre and restrict pedestrian movement, creating an uninviting pedestrian environment. Other parts of the centre, including car parks, have poor pedestrian accessibility and amenity, with a lack of footpaths in some areas. Pedestrian amenity in the core retail and activity areas of Kew Junction is an important part of attracting people to the centre which in turn will support local businesses. Throughout the wider study area, it is vital that people can walk easily and safely through their neighbourhoods.

A key element to stimulating pedestrian activity is to provide for walkers – to expect people to walk instead of driving. Increasing pedestrian priority, such as connections across busy roads and car parks, providing excellent directional signage, widening footpaths in key areas of activity, and providing “trip facilities” such as shelter, seating, lighting and refreshment will be important. It is also important to recognise that all those who arrive at the centre become pedestrians when they leave the vehicle and move around the area.

In order to better understand the detailed aspects of pedestrian movement throughout the study area, Council have recently completed the ‘Kew Junction Walkability and Wayfinding Study’ (September 2007). This makes detailed recommendations on pedestrian route planning and improvements to the physical infrastructure of the centre to better provide for pedestrians.

Objectives

To increase pedestrian priority and accessibility throughout the study area, for all groups in the community, particularly within the retail and commercial areas.

To encourage walking as a means of accessing and moving around the centre.

Strategies

- Promote walking as the principal means of circulation and street activity within Kew Junction, particularly for the streets within or connecting to the main shopping strip and the library.
- Progressively improve pedestrian accessibility throughout the centre to ensure compliance with the Disability Discrimination Act 1992 (DDA).
- Ensure pedestrian links and networks within the main shopping precinct and across arterial roads connect to the surrounding residential areas.
- Support the findings of the Kew Junction Walkability Study, September 2007 which recommends actions such as raised footpaths at intersections, pram crossings, wayfindings and removal of impediments to pedestrian movement.



- Progressively address issues that currently discourage people from walking to and around the centre, in particular:
 - High levels of exposure to traffic while crossing roads.
 - Delays at signalised crossings.
 - Poor or non-existent footpath facilities leading to attractions off the main shopping strip, such as Leo's supermarket.
 - Lack of clear and safe pedestrian linkages to access and move within off-street car parking areas.
 - Congestion at selected locations along the main shopping strip due to the placement of street furniture and displays or high passenger numbers at tram stops.

Bicycle Access and Facilities

The main constraints to cycling in Kew Junction are the hilly topography, the poorly defined cycle routes and the lack of facilities. Approximately 70% of the trips within Boroondara of 2km or less are made by car (53% as driver and 17% as passenger), a distance suitable for walking or cycling. While there may still be the need for the weekly shopping to be made by car by most people, other trips that don't require transporting heavy goods could be encouraged to be taken by bike.

Improving cyclist priority, accessibility and safety when travelling to and through the centre will encourage further trips to be made by bicycle, which in turn will reduce traffic congestion, pollution and parking requirements, and improve the amenity and safety of the centre.



Providing further facilities for cyclists is also critical, particularly bike rails, secure undercover storage at key nodes and drinking fountains. New residential and commercial buildings should also be encouraged to provide good cyclist facilities including lockers (and showers at commercial buildings), to encourage residents and employees to cycle. While there are few remaining roads with spare capacity yet to be line marked with on-road cycle lanes, further small improvements could be made such as advanced bicycle stop lines at intersections.

It should be noted that cycling needs specific attention in the context of a greater area than the area covered by this Structure Plan. This is required to ensure that the larger integrated cycling networks are taken into account. As such the Structure Plan addresses issues specific to the centre as a destination and will look in detail at facilities that can assist cycling and cyclists.

Objectives

To increase the use of bicycles to move to and through the centre.

To improve cyclist accessibility, priority, safety and facilities.

Strategies

- Improve priority and safety for cyclists throughout the centre, particularly at intersections.
- Support the creation of a comprehensive cycling network to encourage trips of up to 5km to be taken by bicycle. This could include development of the alternative bicycle routes shown on the maps that will give cyclists greater route options.
- Establish appropriate directional signage for cyclists throughout the Activity Centre.
- Support the recommendations of the Boroondara Bicycle Strategy, October 2008.
- Support the provision of facilities and amenities for cyclists, such as secure bicycle storage, lockers, change areas and showers as part of new large scale developments.



- Formalise east / west on-road bicycle routes:
 - Studley Park Road, as it is the main and most direct route into the Activity Centre from the west.
 - High Street, as it forms the civic spine and links to the south-west.
 - Cotham Road, as it links to Box Hill and the southeast precincts of the Activity Centre.
- Establish north / south on-road bicycle routes on key links:
 - Princess Street / Denmark Street as it forms the main north-south spine in the Activity Centre and is heavily trafficked.
 - Glenferrie Road as it links the southern residential areas of the Activity Centre.

Public Transport



Kew Junction is currently well served by four tram routes and several bus routes, providing direct access to the city, Docklands, Port Melbourne, Box Hill, North Balwyn, Doncaster, Donvale and Bulleen.

However, there is currently no direct link between the centre of Kew and a heavy rail line. An opportunity therefore exists to provide a new bus link to feed passengers into this faster and more efficient public transport mode, as well as providing improved access to the activity centres of Glenferrie and Hawthorn West. Trams currently experience considerable delays through both the five-ways intersection and the High Street/Barkers Road intersection, which is an issue to be addressed through the proposed Tram 109 project.

Achieving improvements to public transport services and facilities and addressing the delays to public transport caused by other road traffic will assist in encouraging people to make the necessary shift to public transport. This will play an important role in reducing vehicle trips, achieving increased sustainability in travel choices and implementing the State Government's 2020 policy of achieving 20% of trips made by public transport by the year 2020.

Given the existing ageing population structure and modest growth estimates, it is also likely that public transport will need to play a significantly greater role than at present to meet the mobility needs of the older population.

Objectives

To support improved frequency, capacity, reliability and connectivity of public transport services.

To support improved public transport passenger facilities.

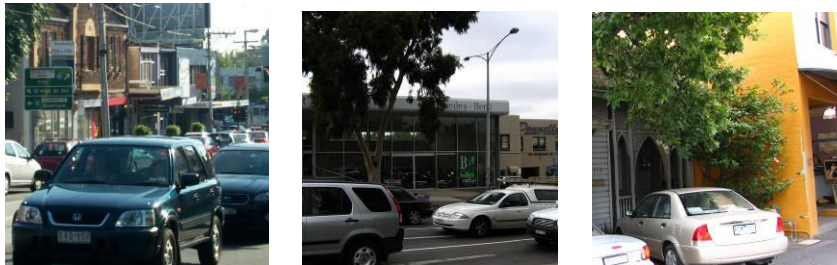
Strategies

- Support improved priority for trams and buses at intersections.
- Promote opportunities for trips to the Activity Centre to be undertaken by public transport.
- Support improved awareness and information about tram and bus services.
- Support improved information and signage for public transport users.
- Support improved passenger facilities at tram and bus stops including provision for disability access as well as shelter and lighting.
- Support combined transport stops where stops for different transport services are located in close proximity to one another.



- Support Tram 109 initiatives and facilitate the provision of all necessary infrastructure where it can be accommodated without unduly affecting other road users.
- Support improved public transport linkages to the Belgrave-Lilydale rail line, through a direct feeder bus service connecting the centre with Hawthorn, Glenferrie, Camberwell and Auburn stations.
- Support a high frequency zonal bus service to link Kew with Glenferrie and Camberwell.
- Support improved bus services in the local area, in accordance with the recommendations of the Local Area Bus Review, with the north-south connection between Hawthorn Station along Power Street, Denmark St and Princess Street and through to Alphington.
- Investigate the potential for another taxi rank for the centre, preferably close to the 5 ways junction.

Road access: local and through traffic



While relatively well served by public transport, Kew Junction is a car-dominated centre. In addition to the high volume of through traffic it carries along its converging arterial roads, many people choose to drive to the centre rather than make use of the other transport options available. There is evidence that 70-80% of peak period trips are locally generated.

The dominance of cars in Kew Junction has a significant impact upon its amenity and appearance. Its retail, commercial or community functions are also substantially impacted by the fact that it is difficult to cross the busy roads and its main land uses remain segregated as a result. A balance also needs to be found between its conflicting roles as a local shopping centre and a key part of the metropolitan transport network.

Schemes for restraining vehicular use to access and travel through the centre, such as reducing road capacity, would be problematic for Kew, as they are likely to create further delays for road based public transport. However, strategies can be provided to moderate private vehicle use by promoting sustainable transport choices, and to improve the local traffic network to make it easier to access the centre while at the same time discouraging through traffic.

Objectives


To reduce private vehicle travel, particularly for short trips, and encourage public transport use, walking and cycling as viable alternatives.

To improve local vehicular access to the centre while discouraging through traffic in residential streets.

To improve road safety, particularly for pedestrians and cyclists.

Strategies

- Explore options to improve vehicular and public transport accessibility and movement at the five ways intersection.
- Balance vehicular traffic and pedestrian accessibility along High Street through advocating for improvements such as lower speed limits and pedestrian crossings.
- Maintain the existing road hierarchy as presented in the Boroondara Integrated Transport Strategy, November 2006.
- Encourage non-local trips and through traffic to remain on the arterial road system.
- Recognise the hidden benefits of congestion by placing restraints on escalating private motor vehicle use and by encouraging increased use of sustainable transport modes and a transfer of travel to times outside peak periods.

- 
- Ensure that traffic management schemes achieve a balance between traffic restraint (to reduce reliance on private car usage and to protect sensitive precincts) and traffic facilitation as necessary to sustain the future amenity and prosperity of the centre.
 - Support initiatives to encourage a reduction in car travel, such as the TravelSmart Program.
 - Continue monitoring the local road network and support traffic movement improvements as appropriate.
 - Ensure that any new traffic management used in local streets is designed not to block access.
 - Reduce opportunities for infiltration of local residential streets by through traffic and reinforce the “local” nature of the streets in this area by means of layout design, installation of kerb outstands and signage.
 - Support initiatives to improve road safety (for all road users, particularly pedestrians) through ongoing programs such as VicRoads’ “Safe System”, “arrive alive!” and the State-wide “Blackspot” Program.
 - Support the action plans set out in the City of Boroondara Road Safety Strategy 2007 – 2012.



Car Parking

The provision of car parking is important to ensure the effective operation of the retail and commercial uses within the centre. However, space for car parking and access for vehicles in the centre is finite and alternative transport modes of walking, cycling and public transport must also be encouraged.

A strategic assessment of car parking supply and demand across the centre is necessary to provide detailed information on how to accommodate parking into the future. It would also assist in determining the role of developer contributions for parking, or in what instance car parking dispensation might be justified, the location for parking and more efficient ways of providing car parking including through the use of basement, decked parking or car stackers.

Objective

To manage parking demand, supply, and duration to increase the centre's ongoing viability, while at the same time encouraging increased use of non-vehicular, sustainable transport options.

To improve the operation, appearance and safety of off-street car parks.

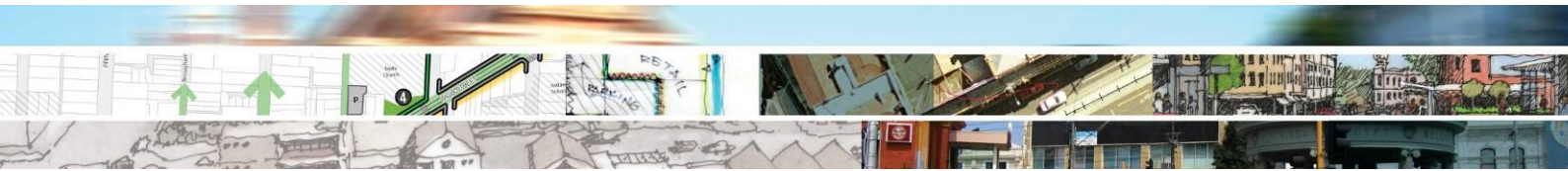
Strategies

- Strategically assess and manage the demand and supply of parking requirements via a parking precinct plan which includes the following expected outcomes:
 - Recommend parking supply targets and dispensations.
 - Confirm desired or preferred parking locations.
 - Detail proposals for applying financial measures such as a special rate or cash in lieu of parking contributions.
- Prior to the completion of a parking precinct plan encourage a no net loss of car parking.
- New development must provide car parking in accordance with the Boroondara Planning Scheme.
- Encourage new car parking to be provided above ground as a deck car park or below ground level to optimise site potential.
- Provide an adequate supply of car parking, including disabled car parking, throughout the centre.
- Reduce the demand for car parking by promoting a shift towards greater utilisation of sustainable transport modes (walking, cycling and public transport) to access the centre.
- Improve pedestrian crossing facilities on main roads to promote usage of car parking facilities away from the main shopping precinct.
- Improve connections between the car park areas and retail, office and community areas.
- Ensure that the design of off-street car parks includes, where appropriate:
 - Efficient access, circulation and safety for both vehicles and pedestrians
 - Clear pedestrian paths and crossings
 - Directional and information signage
 - High standards of functionality, personal safety and aesthetic value
 - The application of Water Sensitive Urban Design Principles (WSUD) as appropriate



- The use of landscaping to screen, shade and enhance the appearance of the car park
- Protection of the amenity of the surrounding areas, particularly residential areas
- Provision for the needs of special users including people with disabilities
- Encouragement for cycling through adequate supply of bicycle parking
- Opportunities for a variety of construction techniques, materials and treatment of parking areas.

Chapter 3: Precincts



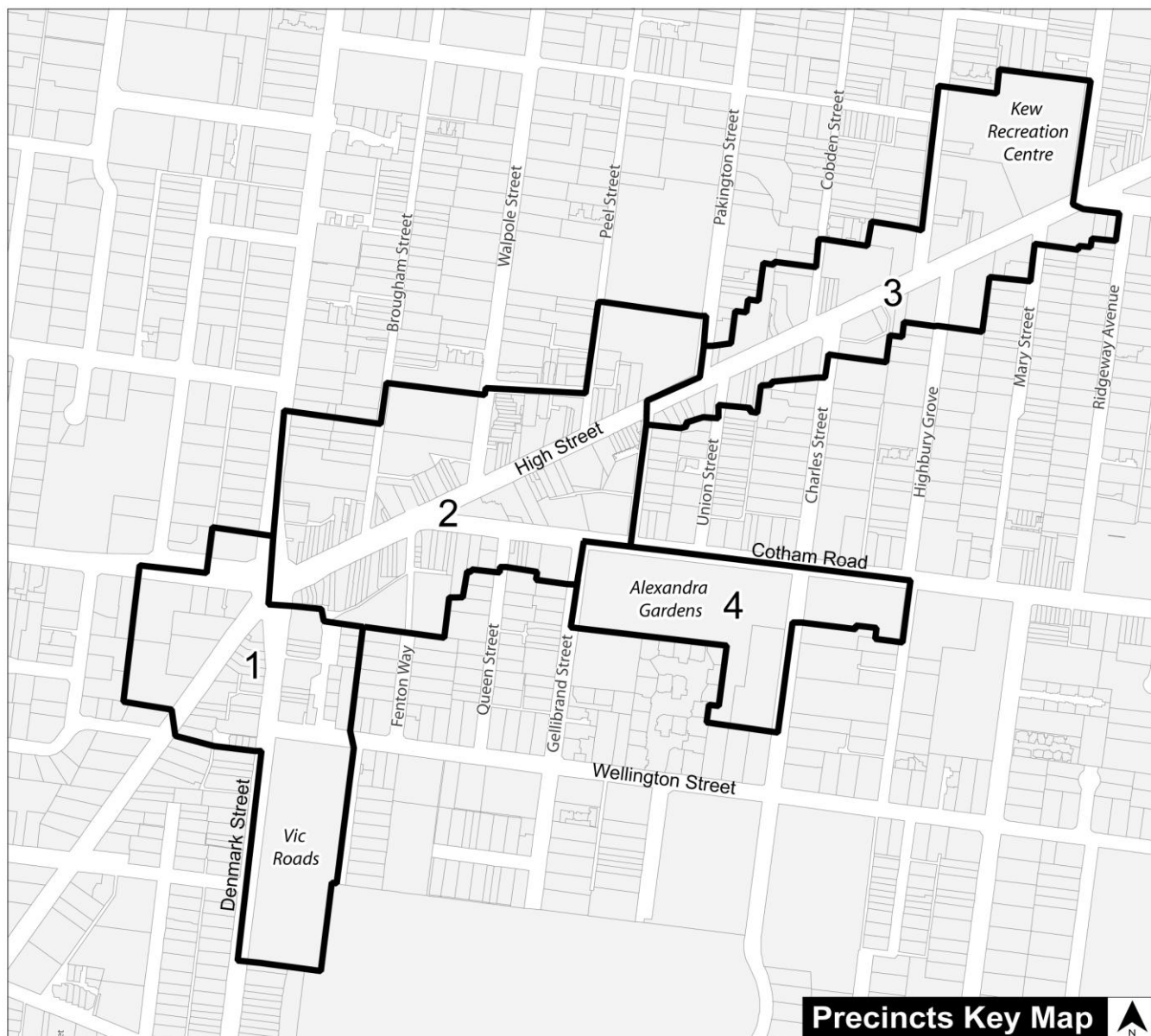


Overview of the Precincts

Four precincts have been identified within the Kew Junction study area. These precincts are parts of the study area that have common land use or development considerations. They are located within the core retail and activity areas, around High Street and Cotham Road. The particular considerations of the wider study area which comprises the surrounding residential areas are also discussed in this section.

Consideration of the study area by way of precincts allows a more detailed investigation of the land use and development issues that are specific to these areas. This analysis provides an overview of how the objectives and strategies of the four themes of *Activities*, *Buildings*, *Spaces* and *Access* fit together 'on the ground'.

For each precinct a vision for the future has been provided, with objectives that outline how this could be achieved.



Precincts:

- 1 Five Ways Intersection & VicRoads
- 2 Retail & Activity Core
- 3 High Street East
- 4 Library and Alexandra Gardens

Figure 16: Precincts Key Map

Precinct 1: Five Ways Intersection



Description

Precinct 1 is located at the five ways intersection of Kew Junction. It includes several key sites at the junction corners which are very high profile and visible sites, and integral to the image and activity of the study area. It also comprises the VicRoads site on Denmark Street to the south.

There is a mixture of land uses within this precinct, including office, commercial, peripheral retail, service industry and warehousing. There are also two small pocket parks.

There is a distinct range of building heights and styles, from single level buildings to the eight storey offices. A number of key sites in this central location are underused, with only single storey buildings. Several buildings are also of a very poor design quality and present an unfavourable image for the centre. Large scale advertising signage in this location also adds to the busy or cluttered character of the precinct and could be better designed to create a landmark feature, rather than a visual intrusion.

Due to the heavy traffic and the peripheral nature of land uses, the street spaces have a low level of amenity. There are two bus stop locations: on Studley Park Road and Princess Street. There may be potential to create a single bus stop on Studley Park Road to service all bus routes.

Specifically, within Precinct 1:

- The eastern side of Denmark Street comprises a cluster of mixed peripheral uses (service industry, warehouse, showroom, office) within low scale buildings. A large proportion of several sites in this cluster is used for surface car parking.
- The 'Denmark Street triangle', between High and Denmark Streets, is a high profile location, yet supports small scale buildings of mixed character and quality. There is potential in the long term to consolidate sites to present an improved image at the junction and make better use of this land.
- The other key corner sites of the five ways intersection are also underused in terms of land use activity and the potential to present a positive architectural image in this strategic location.
- The VicRoads site comprises large scale offices set within a large site occupied by surface car parking and landscaping. The VicRoads site presents opportunities for future development, should VicRoads relocate in the future.



The Vision for the Future

Precinct 1 will support a mix of higher-density activities that contribute to Kew Junction's image as a vibrant activity centre. This could include new office, commercial, retail or residential uses. Additional activity will bring more life to the heart of the centre.

A strong and positive image for the centre will be created at this focal point through the quality of new or refurbished buildings, a higher scale of built form, new landscaping of the streets and spaces and improved signage. In particular, the buildings or landscaping of the key corner sites will act as key distinguishing features of the centre.

Objectives and Strategies

Objectives

To allow a greater level of development on key sites around the five ways intersection and the VicRoads site.

To establish a distinct image for the centre at this important intersection through quality in the design of buildings and spaces.

To improve the visual amenity of the precinct.

To improve access through the five ways intersection for all forms of transport.

Strategies

- Improve the quality of architecture at this important location, requiring a high standard of design of new or refurbished buildings that contributes to the streetscape amenity and image of the centre.
- Encourage the location of buildings at the front boundary in the service industrial area and require new development to incorporate clear glazing on front facades.
- Ensure that buildings on the junction corner sites express their prominent corner location through their built form and architectural detail.
- Focus high scale buildings of up to 8 storeys, on the key corner sites (as shown in the Building Heights map in the 'Buildings' theme in Chapter 2). Where required, encourage site consolidation as a long term strategy to achieve this direction.
- Adopt a transitional building scale at the edges of the precinct, to reduce impact on adjoining residential areas. (The cross section on the following page illustrates a higher scale of built form that could be achieved in this area).
- Encourage new office or residential uses that take advantage of the potential for high scale buildings around the junction.
- Improve the streetscape activity and amenity of the precinct by encouraging active uses at the ground level, such as shops or cafés, that complement the office or residential uses in upper levels.
- Improve the quality of large scale signage. Require new billboards and other large signs to be incorporated as a design consideration in the design of new buildings. Signage should be used to enhance the image of the junction and act as a feature of the building upon which it is supported.

- Support the consolidation of the two bus stops on Studley Park Road and Princess Street to a single location to improve pedestrian linkages, services and passenger amenities, adequate shelter, signage and real-time timetable information.
- Encourage use of the laneway network to increase pedestrian permeability particularly in laneways providing access between Denmark Street and High Street, and Fenton Way and Denmark Street.
- Introduce additional street tree planting where required, particularly within frontages set back from the front boundary in Denmark Street, to soften the hard urban landscape.
- Improve the Dorothy Rogers Reserve to encourage increased usage by local residents and office workers by improving access to the upper level of the park and seating areas.
- Retain the small triangular park on the corner of Denmark Street and High Street as a green space and resting place within the five ways intersection. Continue to maintain the poplar trees which act as a distinguishing feature and a vertical element within the junction.

Denmark Street, eastern side

- Encourage redevelopment of the low scale buildings on the eastern side of Denmark Street, which may in the future support higher scale forms up to 8 storeys and land uses that are more relevant to the heart of the Activity Centre (refer illustration below).
- Encourage site consolidation as a long term strategy to improve the appearance of the buildings at the southeast corner of High and Denmark Streets.

Denmark Street 'triangle', between High and Denmark Streets

- Encourage consolidation of the sites in the area between Denmark and High Streets to support higher scale buildings of up to 8 storeys (refer illustration below).

Key corner sites

- Encourage redevelopment or refurbishment of the existing office towers to improve their appearance.
- Encourage redevelopment of the hotel on the corner of Studley Park Road as a key site of the study area that could support a building of up to 8 storeys. The design of the building on this site is of substantial importance due to its high profile location, terminating the view along High Street looking west.

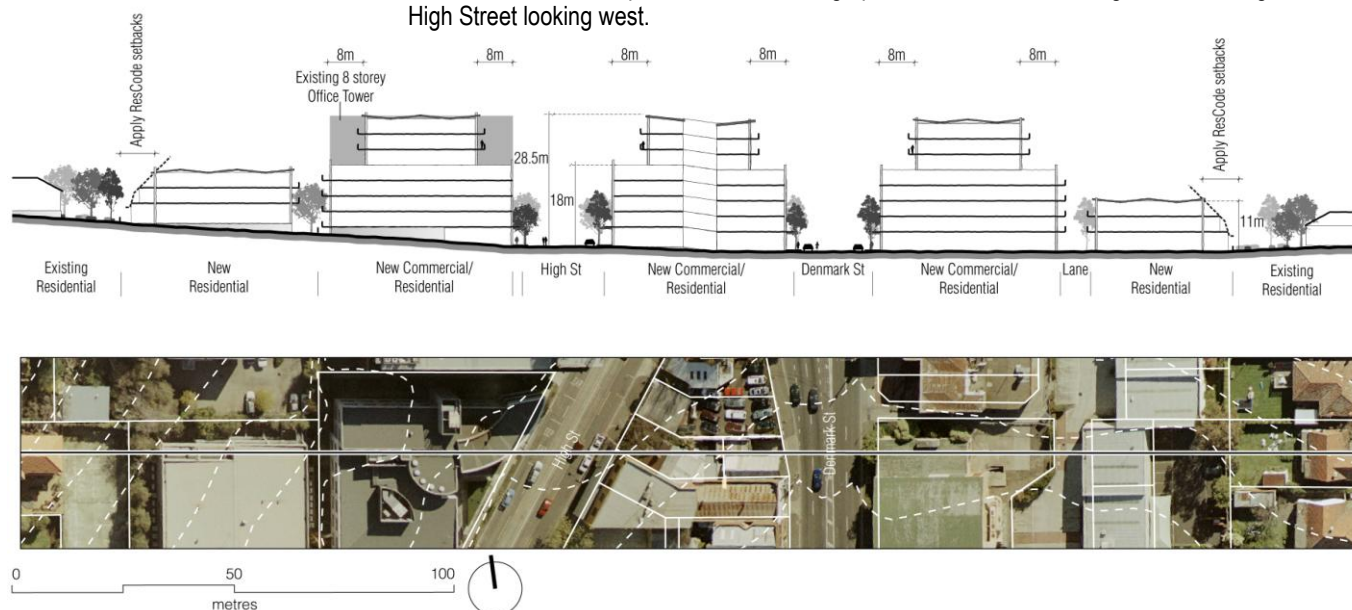


Figure 17: Cross-section through Denmark Street and High Street showing proposed building heights

VicRoads Site

- Retain the existing high scale buildings and redevelop remainder of the site with new buildings and open spaces. Alternatively, comprehensively redevelop the site through removal of the existing towers.
- Introduce new residential or office land uses to the site.
- Wrap lower scale buildings of 2-3 storeys (up to 11 metres) around the street frontages of the site, providing landscaped setbacks, to recreate a street edge for Wellington and Denmark Streets.
- If the towers are to be removed, infill the site with buildings of up to 5 storeys (18 metres).
- Provide open spaces and pedestrian connections throughout the site, with new public open spaces fronting onto Stratford Avenue, away from the traffic of Denmark Street.
- Create a new pedestrian/cycle pathway that connects to Glenferrie as shown in the Access map.
- In the meantime, encourage community use of the open space of the site, at the corner of Wellington Street.
- Retention, where possible, of the existing mature trees on the site should be a priority in the design of any of the redevelopment options

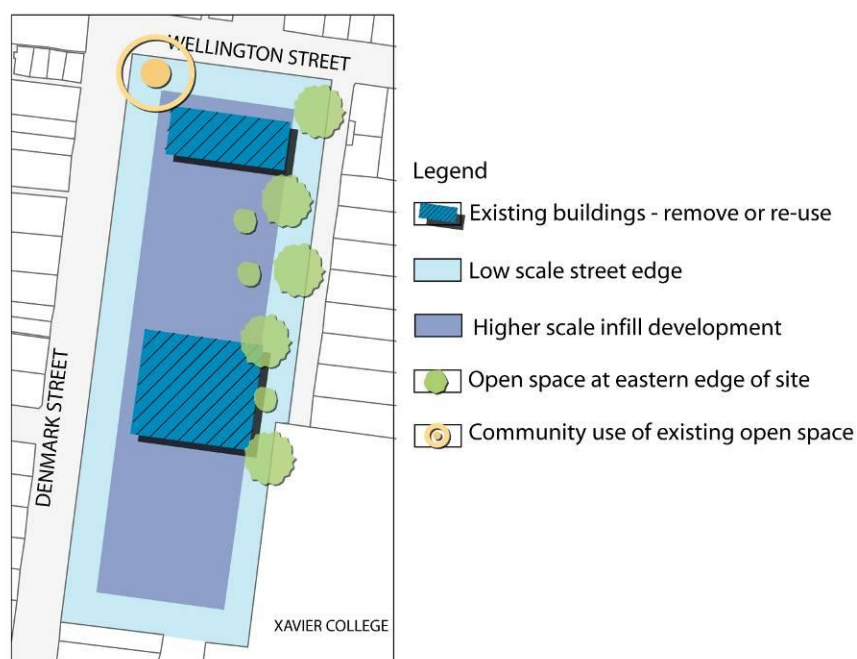


Figure 18: Redevelopment potential for the VicRoads site



Legend

- | | | |
|--|--|---|
| Landmark corner sites to define junction | Landscaped setback at street edge | Additional, large scale street tree planting |
| Peripheral mixed use areas - retail, office, residential or community | Zero setback at street edge | bs New bus stop |
| | Improve / create pedestrian links | . |
| | Sensitive residential interface | . |

Figure 19: Precinct 1 Map



Legend

- Landscaped setback at street edge
- Zero setback at street edge

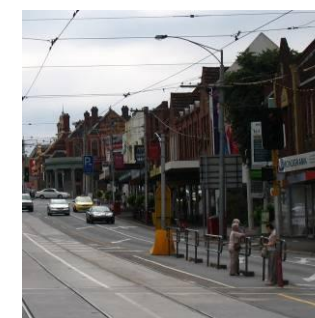
Building Heights

- Buildings up to 8 storeys (28.5 meters)
- Buildings up to 5 storeys (18 meters)
- Buildings up to 3 storeys (11 meters)

- Potential opportunity sites
- Denmark Street light industrial
- Denmark Street triangle
- Junction corner
- Existing high scale office
- Vic Roads

Figure 20: Precinct 1 Built Form

Precinct 2: Retail and Activity Core



Description

Precinct 2 is the focus of retail activity in Kew Junction. It includes the Leo's and Safeway supermarkets, a broad range of specialty shops and restaurants / cafés. There are also a number of small offices within the precinct.

There are many older buildings within this precinct, with Victorian, Edwardian and Interwar era shopfronts creating a distinct character. The War Memorial, Former Post Office and Court House and the National Bank on the Walpole Street corner are significant heritage landmarks of the centre.

High Street carries a large volume of traffic and this has a negative impact upon the amenity of the area. The lack of crossing points over High Street has created a distinct divide between the north and south sides of the centre. This is reflected in the lower level of activity on the south side and the Fenton Way car park being more difficult to access.

Throughout the precinct there is a substantial amount of underused land in the form of the surface car parks and vacant land at the rear of shops. This has the potential for redevelopment that could significantly improve the amenity, appearance and level of activity of this area.

The shops at the five ways corner on the south side of High Street are of a low scale and carry large advertising signage, presenting a poor image at this high profile location.

Specifically, for Precinct 2:

- The area to the north of High Street presents a number of opportunities for improved built form and pedestrian spaces, new land uses and more efficient car parking. This area includes the Leo's and Safeway supermarket sites, the single storey shops at 4-14 Walpole Street, the car parks and the rear of shops.
- The land to the south of High Street, including the Fenton Way car park, offers substantial opportunities for a new mixed use development within this precinct.
- The Court House will be refurbished as a new arts facility.



- The site at the corner of Cotham Road and Gellibrand Street presents an opportunity for redevelopment, given its large floor area and strategic location in the heart of the junction and opposite Alexandra Gardens.
- The key sites at the five ways intersection, at the corner High and Denmark Streets, occupy a high profile location within the centre, yet present a very poor image with small scale buildings and a proliferation of large advertising signage.

The Vision for the Future

Precinct 2 will remain the focal point of retail activity in Kew Junction. By creating an attractive streetscape environment which is well connected to nearby shops and cafés, and with pleasant pocket parks and plazas, new businesses or residents will be drawn to this key location.

The role of the precinct as the retail hub will be strengthened with the expansion of supermarket floorspace and provision of high quality specialty retail. New mixed use developments will take up underused spaces at the rear of shops or surface car parking areas and provide additional retail, small office spaces or medical facilities. Opportunities for new dwellings located within easy reach of the centre's shops, services and transport will also be created in the upper levels of buildings, thereby increasing level of activity and support for local businesses within this precinct.

This precinct will also be the focus for community, arts and cultural activity, focussed around the refurbished Court House which will be transformed into a performance and exhibition space. The character of the precinct will be strengthened with the retention of older shopfronts and new built form that enhances the streetscape appearance.

Objectives and Strategies

Objectives

To facilitate a more efficient use of space within the heart of the junction.

To support an active retail environment, supported by office, residential and community uses.

To protect the heritage character of this precinct and improve the quality of design of new buildings.

To support the activity and vitality of the precinct through the creation of new plaza spaces.

To reduce the impact of through-traffic while improving local access and circulation for all forms of transport.

Strategies

- Strengthen the role of Precinct 2 as the core retail focus of the centre by facilitating expansion of the supermarket floorspace and creating opportunities for new niche retail where possible.
- Encourage new office or residential uses in upper levels, creating a mixed use precinct.
- Facilitate a more efficient use of space within the heart of the junction by exploring options for redevelopment of surface car parks and encouraging an incremental increase in building scale.
- In the investigation of redevelopment opportunities for this area, use the Parking Precinct Plan as a guide for the provision of car parking.
- Retain the character of the precinct by protecting and enhancing heritage buildings.
- Support the activity and vitality of the precinct through the enhancement of its pedestrian spaces.
- Investigate ways to reduce the impact of through-traffic while improving local access and circulation for all forms of transport.
- Improve the quality of large scale signage. Require new billboards and other large signs to be incorporated as a design consideration in the design of new buildings. Signage should be used to enhance the image of the junction and act as a feature of the building upon which it is supported.
- Promote the café cluster on High Street around Walpole and Peel Streets as an important part of Kew Junction's entertainment offer.
- Encourage outdoor activity at the rear of the High Street shops as a key feature of this precinct with the creation of an improved pedestrian space.
- Provide increased weather protection above footpaths in the core retail area.
- Improve interaction of the Raoul Wallenberg Gardens with surrounding buildings through measures such as the provision of windows overlooking the space, particularly at upper levels.

North side of High Street

- Investigate the potential for redevelopment of the area behind the shops on the northern side of High Street to create a vibrant mixed use precinct, with ground level retail and office or residential uses in the upper levels.
- Specifically:
 - Encourage expansion of Leo's supermarket to full line facilities, supported by additional specialty retail.
 - Investigate the potential for a comprehensive redevelopment of the Safeway site and adjoining car park sites through consolidation of the two sites.
 - Encourage redevelopment of the Walpole Street sites to include an active frontage at the ground and upper levels that complements the activity on the Safeway site.
- Improve the outdoor environment by creating new plaza spaces or small, landscaped seating areas.
- Reconfigure the rear of High Street shops so that they:
 - Open onto the pedestrian focussed spaces and take advantage of their northern aspect.



- Improve the amenity and appearance of buildings as they open onto car parks or new plaza spaces.
 - Create consistent rear setbacks.
- Provide a clear and accessible pathway between Princess Street and Walpole Street to the rear of the High Street Shops by:
 - Upgrading existing pathways and creating a landscaped walkway with seating areas at intervals along this route.
 - Ensuring an even building setback line in the redevelopment of the rear of shops.
 - Linking to the existing walkway from Brougham Street to Walpole Street, with safe pedestrian movement facilitated by a conveniently located pedestrian crossing of Brougham Street.
 - Creating clearly defined pedestrian/vehicle spaces in Brougham and Walpole Streets through the use of a distinct road surface treatment.
- Ensure that new buildings maintain sunlight access to the rear of the High Street shops and new pedestrian areas or plaza spaces that are created. Upper level setbacks will be required to prevent overshadowing.
- Improve pedestrian access throughout the sites, including clearly denoted links to pedestrian crossings over Brougham and Walpole Streets.
 - Improve pedestrian access to the supermarket entrances, particularly to avoid pedestrian-vehicular conflict.
- Improve the existing space opposite the Safeway entrance and adjacent to Walpole Street.
- Establish new bicycle parking areas with multiple stands and a water fountain, in line with encouraging more sustainable travel choices.
- Improve loading arrangements for the supermarkets so that conflict with pedestrian and traffic movement is minimised.
 - Improve vehicle access and egress onto Princess, Brougham and Walpole Streets.
- Ensure that new buildings protect the sensitive residential interface to the north through setbacks to reduce bulk and allow space for a landscaped buffer, as per ResCode requirements, between the commercial buildings and adjoining residential dwellings.

Fenton Way Car Parks and south of High Street shops

- Support redevelopment of these sites for:
 - Ground level retail or commercial anchor. This could include a large format retail use or movie theatre, which could act as a retail anchor for the south side of the centre. This would most likely require retail exposure to High Street, which could be achieved through a connection to one of the existing shops.
 - The establishment of a community centre, or health and wellbeing functions which are close to shops, services and transport.
 - Residential within the upper levels, which could include affordable housing.
- Develop a detailed design scheme for this area that includes creating active retail frontages at the rear of the shops fronting High Street.
- Take advantage of the fall in the land across the car park to the south to assist in providing access to basement car parking.
- Ensure that new development respects the amenity of adjoining residential properties.



- Provide a strong pedestrian connection from these sites to the retail areas on the northern side of High Street. This would require design of Fenton Way as a pedestrian space and a new signalised crossing point over High Street.
- Retain a pedestrian connection through to Denmark Street.

Court House

- Support the creation of a new arts facility based around the former Kew Court House and Police Station that offers theatre space, additional meeting rooms and art spaces.
- Ensure that new development adjoining or nearby the former Court House and Police Station and the War Memorial is designed to retain the visual dominance of these buildings and complement the scale and form of the heritage building
- Ensure that buildings located to the rear of the Court House retain its iconic silhouette as a dominant feature of the High Street-Cotham Road junction through careful consideration of the height, form and detailed design of buildings at the rear of this site.

Cotham Road Opportunity Site (56 Cotham Road, corner of Gellibrand Street)

- Encourage use of the site for mixed use development with retail or civic functions at ground level and office or residential above.
- The building should take advantage of an outlook to the Alexandra Gardens with upper level windows, terraces or balconies.
- At the street level it should contribute to the pedestrian connection from the Court House to the Gardens by providing active frontages.

Junction corner sites

- Encourage site consolidation as a long term strategy to improve the appearance of the buildings at the southeast corner of High and Denmark Streets. New buildings of 5 storeys could be supported on these sites.
- Design new buildings to present a positive image for the centre at this high profile location.
- Improve the quality of large scale signage. Require new billboards and other large signs to be incorporated as a design consideration in the design of new buildings. Signage should be used to enhance the image of the junction and act as a feature of the building upon which it is supported.

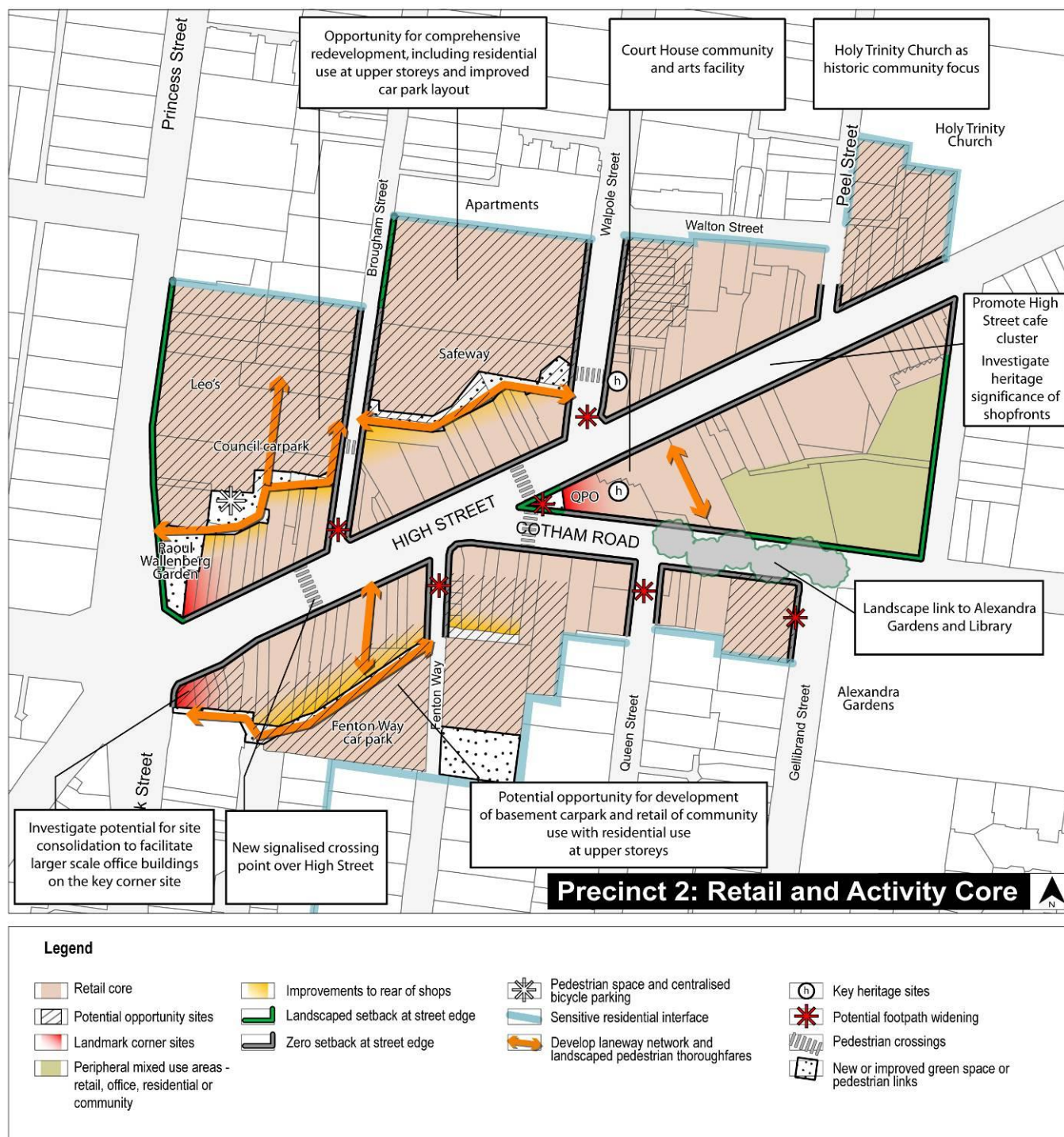


Figure 21: Precinct 2 Map



Legend

- ① Potential opportunity sites
- ① Supermarkets and carpark
- ② Mixed use development
- ③ Fenton Way carparks
- ④ Junction corner

- Public open space
- Landscaped setback at street edge
- Zero setback at street edge
- Upper level setbacks to minimise overshadowing of pedestrian spaces & rear of High Street shops

Building Heights

- Buildings up to 5 storeys (18 meters)
- Buildings up to 4 storeys (14.5 meters)
- Buildings up to 3 storeys (11 meters)
- Buildings up to 2 storeys (8 meters)

Figure 22: Precinct 2 Built Form

Precinct 3: High Street East



Description

Precinct 3, to the east of the core retail area along High Street, comprises a mix of edge-of-centre uses. This includes offices, larger format and secondary retail and residential. The Kew Recreation Centre is an important community within the study area.

The character of the precinct is mixed. Buildings range from single storey to four storeys and there is a variety of architectural styles. There is a group of shopfronts around Cobden Street that are Victorian-Interwar and may have heritage significance.

The Vision for the Future

Precinct 3 will expand as a mixed use area, including larger format retail and office, or showrooms. Importantly, it will also become a preferred location for new residential which may be located above ground level retail or commercial uses. Better use of available space will be made through the redevelopment of areas at the back of existing shops or offices, or surface car parks.

The expansion of the mixed use role of this precinct will see the introduction of new architecture and the refurbishment of quality older buildings that is respectful of its context.

Objectives and Strategies

Objectives

To expand the role of the area as an edge-of-centre mixed use precinct.

To promote this area as a residential location.

To facilitate a more efficient use of space along this key route.

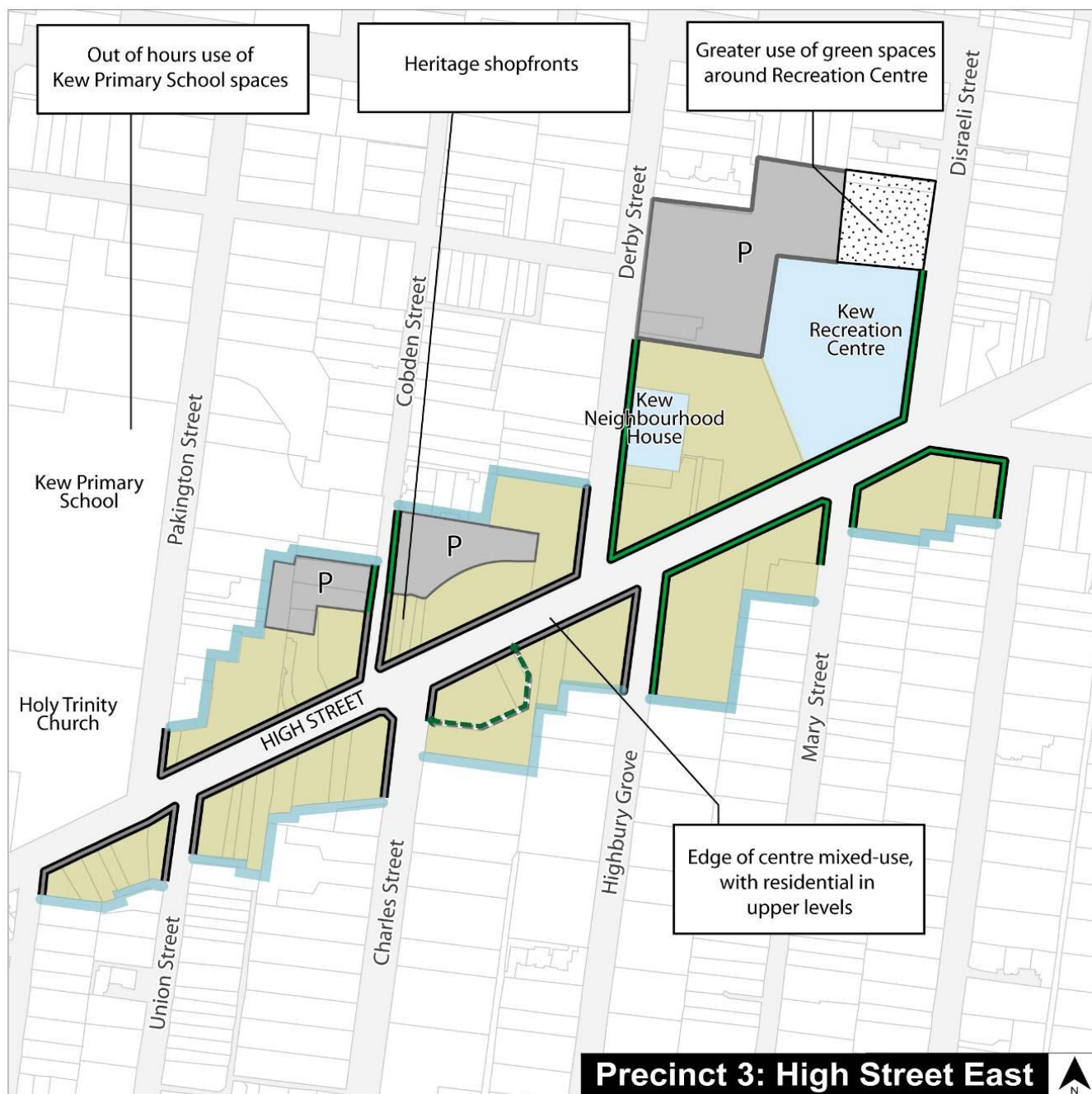
To improve local access between the junction and the Recreation Centre

Strategies

- Develop this area as the preferred location for edge-of-centre uses such as showrooms, larger format specialty retail or larger scale offices.
- Encourage higher density residential development at upper levels above ground level commercial or secondary retail, to take advantage of the location on a key transport corridor.
- Encourage new development, or refurbishment of existing buildings, to improve the architectural quality in the precinct. In particular, a more consistent building scale along the street edge is desirable.
- Establish High Street as a 'green spine' through a high quality of landscaping within building frontages, where they are set back from the street and through further street tree planting of substantial canopy tree species.
- Promote active uses on the southern side of High Street that take advantage of the solar access.
- Encourage opportunities for increased use and access to non-traditional open space or community facilities by the general community, such as the Kew Primary School.
- Develop rear laneways for pedestrian access where appropriate.
- Provide support for proposals that activate the High Street frontage of the Dan Murphys building.

Kew Recreation Centre

- Support opportunities to improve the community and recreational facilities associated with the Kew Recreation Centre.
- Use land at the rear of the Kew Recreation Centre for public use or activities generated by the centre.
- Consider opportunities to use the front landscaped setback of the Kew Recreation Centre, through the provision of seating and more secluded smaller spaces.



Legend

- | | | |
|--|-----------------------------------|-----------------------------|
| Mixed-use - retail, office, residential or community | Open space | Existing car park |
| Community uses | Landscaped setback at street edge | Zero setback at street edge |
| Develop laneway network | | |
| Sensitive residential/heritage interface | | |

Figure 23: Precinct 3 Map



Legend

- Precinct boundary
- Buildings up to 5 storeys (18 meters)
- Landscaped setback at street edge
- Zero setback at street edge
- Mixed use development potential

Figure 24: Precinct 3 Built Form

Precinct 4: The Library and Alexandra Gardens



Description

This precinct includes the Kew Library, which is a well used and highly valued resource for the study area, and the Alexandra Gardens which are the key open space of Kew Junction and have heritage significance for the local area. Trinity Grammar is also included in this precinct, with its campus expanding over Charles Street.

The Vision for the Future

The Kew Library will expand its role as the 'learning and information' focus of the centre. This will include a broad range of community, cultural and social facilities within an upgraded or redeveloped building. The Library will have strong connections to the adjoining open spaces of the Alexandra Gardens and Petrie Square, which will remain as highly valued green spaces. The ongoing redevelopment of the Trinity Grammar sites will see the campus well integrated into the activity of this precinct through the new performance, rehearsal or meeting spaces that will be available for community use. The buildings of this precinct will be refurbished or redeveloped to introduce exemplary architecture to house the expanded community role.

Objectives and Strategies

Objectives

To enhance or expand the role of the Library as a key community focus for the local area.

To improve the amenity of and access to the open spaces of Alexandra Gardens and Petrie Square.

To improve the arts and cultural facilities of the centre through co-ordination with Trinity Grammar.

Strategies

Kew Library and Petrie Square

- Expand the role, profile and capacity of the Kew Library as a centre for learning, information and social activity and investigate the potential for the library to include:
 - Improved library and research facilities.
 - Activities for young people, particularly teenagers.
 - Spaces for community groups and meetings.
 - Community education.
 - Art or heritage displays
 - Additional Council services or information points, as determined in accordance with provision of Council services in the area.
 - Indoor public or communal casual meeting spaces.
 - Larger areas of comfortable seating for people to spend longer time at the Library.
 - Commercial operations, such as a café or shop, that could open onto the gardens. This would require a management plan for its operation.
- Remodel or redevelop the Kew Library building to maximise the opportunities of this key site:
 - Create a presence on Cotham Road through clear glazing on the building frontage and maintaining the landscaped setback.
 - Maximise the outlook to the Alexandra Gardens and Petrie Square through clear glazing onto these spaces.
 - Ensure that the building is of the highest quality architecture, commensurate with the civic and cultural importance of its role.
 - Redesign Petrie Square as a part of the library upgrade project. This could see Petrie Square become a more active urban plaza space, with activities of the library building opening onto or visually connected to this space. Use Petrie Square as an opportunity for public art installations, such as a sculpture garden.
- Improve the pedestrian link between this precinct and the Court House.
- Maintain a landscaped setback along Cotham Road, from Alexandra Gardens to Trinity Grammar's new site, to enhance the landscape setting and pedestrian links in the precinct.



Alexandra Gardens

- Encourage opportunities for greater integration of activities between the Kew Library and Alexandra Gardens
- Encourage a more active interface between the library and both Alexandra Gardens and Petrie Square, such as clear glazing, meeting areas that overlook the spaces, indoor/outdoor café, and entrances directly from these spaces through redevelopment opportunities.
- Investigate the potential for additional activities, such as cinema in the park, performances or music events, without compromising the heritage significance of the gardens.
- Remodel or redevelop the Kew Library building to maximise the opportunities of this key site.
- Ensure that any new building or extension of the Library does not overshadow the Alexandra Gardens.

Trinity Grammar

- In partnership with Trinity Grammar, explore ways in which the existing or new art, music and performance facilities at the school could be used by the local community to expand the role of this precinct as a cultural focus.
- Encourage new development at the corner of Cotham Road and Charles Street to maximise the opportunity to provide new, high quality built form, as a part of the Trinity Grammar complex.



Figure 25: Precinct 4 Map



Legend

- | | |
|---|--|
| Precinct boundary | Potential opportunity sites |
| Landscaped setbacks at street edge | Buildings up to 5 storeys (18 meters)
Maximum height at building frontage of 11 metres (or 3 storeys)
Levels above 11 metres set back 5 metres |
| Ground floor frontage to have 9 metre setback | |

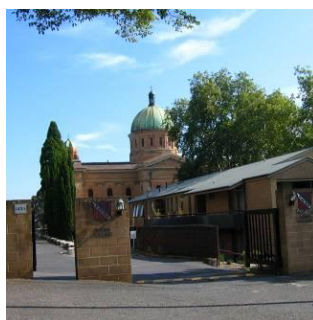
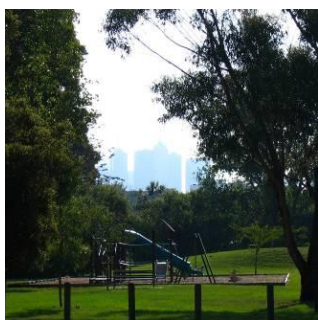
Figure 26: Precinct 4 Built Form

Wider Study Area

Description

The wider study area comprises the residential neighbourhoods that surround the core retail and activity areas. It includes a wide range of dwelling types, set within neighbourhoods that have a high degree of amenity, and some of which have heritage or character significance. There are a number of community or institutional uses such as schools, kindergartens, churches and aged care or medical facilities located throughout the wider study area.

An analysis of the capacity for the wider study area to accommodate new residential development has shown that there is a shortage of available land to provide new housing. This is due to the high number of small lots, heritage constraints and the need to maintain residential amenity. Council is currently preparing a Housing Strategy for the municipality which will guide the extent and location of residential development in the activity centre. The Department of Planning and Community Development is also conducting a review of residential zones which will inform where substantial, incremental and limited change zones apply.



The Vision for the Future

The wider study area will be retained and enhanced as an established residential area with attractive streetscapes and a high degree of amenity. A range of housing choices will be offered to suit different household types that are well located in terms of local shops, services, facilities and transport options.

Objectives and Strategies

Objectives

To maintain the amenity of residential neighbourhoods.

To provide housing for all members of the community within easy access to the local services and facilities of Kew Junction.

To minimise the impact of non-residential uses upon residential amenity.

To improve access and circulation for all forms of transport, while limiting the impact of through traffic.

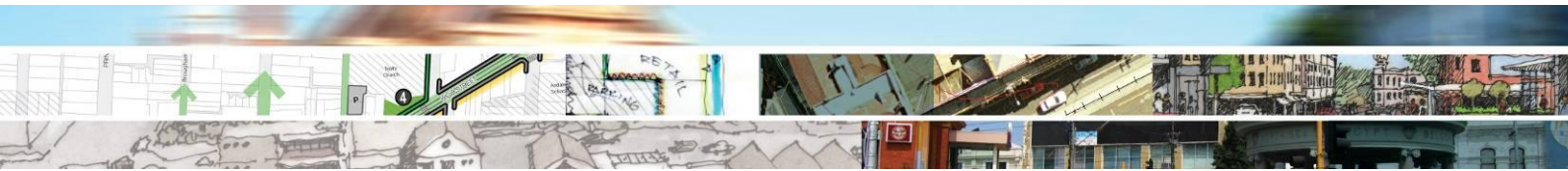
To ensure that the streets are safe and attractive.



Strategies

- Investigate appropriate development controls within the surrounding residential area through the 'My Neighbourhood' Housing Strategy to ensure that new development is appropriate to the existing or preferred neighbourhood character of that residential area
- Inform the application of the substantial, incremental and limited change zones from the Residential Zones Review through the 'My Neighbourhood' Housing Strategy.
- Support a range of dwelling types to suit all household types. This should comprise a mixture of:
 - Housing that is accessible for people of limited mobility.
 - Housing that is adaptable to the changing needs of different life stages.
- Ensure that non-residential uses are carefully integrated into the wider study area so that they do not impact upon the appearance, access or amenity of residential neighbourhoods.
- In relation to existing open spaces:
 - Encourage opportunities for increased use and access to non-traditional open space or recreational facilities by the general community, such as the grounds of schools or churches.
 - Improve pedestrian links to open spaces within or near the study area.
 - Investigate ways to improve access to open spaces for those residential areas to the north of High Street, which have less open space and higher dwelling densities.
 - Assess the need for additional or improved playgrounds, particularly to the north and west of High Street.
 - Assess the need for additional pocket parks in dispersed locations throughout the residential areas.
 - Investigate the need to improve the neighbourhood open space in Sir William Street.
 - Improve the safety and passive surveillance of Foley Reserve.
- Protect the vegetated character of surrounding residential areas as development intensifies by requiring new development to maintain existing established trees or incorporate adequate space for the planting of new canopy trees.
- Improve street planting where required.
- Reduce opportunities for through traffic to use local residential streets for short cuts.
- Protect residential areas from intrusion of non-residential car parking.
- Establish a safe and easy pedestrian and cyclist network throughout the residential streets to ensure that people are within convenient walking or cycling distance to the core of the activity centre, open spaces, play opportunities, local meeting spaces, community information and nearby areas of interest (such as the Yarra River).

Chapter 4: Implementation



Implementation Recommendations

Implementation Plan

An Implementation Plan has been prepared to accompany the Structure Plan. The Implementation Plan includes a range of statutory and non-statutory tools and actions, with identified responsibilities for various actions.

The Plan details:

- The need to prepare statutory controls to implement the Structure Plan via a planning scheme amendment process.
- Other physical improvements and initiatives to be undertaken.
- The primary implementation responsibility within Council for each (e.g. Strategic Planning, Statutory Planning, Engineering).
- The priority for implementation (i.e. ongoing, short, medium, long).

Planning Scheme Amendment

An amendment to the Boroondara Planning is required to amend or include appropriate statutory controls to implement and achieve the strategic directions, policies and guidelines of the Structure Plan. There are formal steps in the amendment process that will have to be adhered to as set out in the *Planning and Environment Act 1987*. Essentially the process involves authorisation from the Minister for Planning to exhibit the planning scheme amendment, submissions will be received and considered by Council and if necessary referred to an independent Panel for further consideration. Council will then decide to adopt the amendment with or without changes or to abandon it. The adopted amendment is then submitted to the Minister for Planning for consideration and approval.

Statutory implementation of the final Kew Junction Structure Plan involves the use of prescriptive language and a range of planning tools available to Councils within the Victoria Planning Provisions, to ensure the effective implementation and integration of the Structure Plan into the Boroondara Planning Scheme.

This includes (where appropriate):

Changes to the MSS

- Reference to the Structure Plan and its Vision and key directions.
- Reference to the future application of zones and overlays in the study area.
- Further strategic work to be carried out.

New Local Planning Policy

- Additional detail about the key directions of the Structure Plan to provide guidance to Council and VCAT on matters for which there is scope within the Planning Scheme for the exercise of discretion in planning decision making (e.g. 'permit required' uses and development, car parking, signage).

Design and Development Overlay

- Specifying building heights and setbacks, and detailed design guidelines.

Heritage Overlay

- It may be necessary to include additional buildings in the Heritage Overlay in the future and the use of interim heritage controls can be pursued to ensure protection of heritage buildings or precincts until permanent controls are in place.

Developer Contributions Plan Overlay

- This is an option that Council may wish to pursue to ensure positive design outcomes for spaces within the public realm.
- This would involve the preparation of a Developer Contributions Plan outlining the cost of works and the proportion of the cost to be funded through new development.

Activity Centre Zone

- The DPCD is proposing to introduce a new Activity Centre Zone in 2009. This zone may have the potential to include all of the land use and development/design considerations that the above statutory measures might incorporate.

New Residential Zones

- The DPCD is also proposing to introduce new residential zones in 2009. These zones will give Council the means to specify the level of development appropriate for a particular area, allowing substantial, incremental or minimal change.
- It may be appropriate to examine the residential zoning of the surrounding areas outside of the Activity Centre core to determine which Residential Zone is applicable.

Rezoning

- Rezoning of various parcels of land as required.

Reference Document

- Inclusion of the Structure Plan as a Reference Document to the Municipal Strategic Statement, Local Planning Policy, and relevant overlay schedules in the Boroondara Planning Scheme.

Parking Precinct Plan

- Strategically assessing and managing the demand and supply of car parking the activity centre.

Interim Structure Planning Controls

In addition to the preparation of a Planning Scheme amendment to introduce the above controls and changes, consideration could be given to seeking interim controls to implement the Structure Plan.

Interim controls for Structure Plans can be sought and approved by the Minister for Planning to provide planning controls on an interim basis (maximum of 2 years) while the permanent controls are being developed and undergoing the formal amendment process (including community consultation, planning panel etc). These interim controls would ideally be in the same format as the permanent controls.

Other Physical Improvements and Initiatives

The Implementation Plan also includes numerous non-statutory implementation measures and actions, such as:

- Landscape, streetscape and public open space improvements: kerb outstands, plaza space, improved street trees etc.
- Access improvements: widened footpaths, pedestrian crossings, bike access improvements, improved lighting of walk throughs etc.
- Advocacy and establishment (or continuation) of working relationships with Government departments and agencies, to assist in implementing the objectives, Strategies and Actions of the Structure Plan (e.g. public transport and DOI to improve public transport services, VicRoads to reduce speed limits throughout the Centre, etc).

Monitoring and Review

It is recommended that the success in implementing the Structure Plan be monitored on an annual basis, with a review undertaken every 3-5 years to ensure that the Plan remains up to date and relevant, and responds to changing trends and to land use and development outcomes. In addition, an ongoing assessment against State Government population updates should be undertaken.