

## 7.7 Draft Glenferrie Place Plan

### Abstract

Glenferrie is a vibrant inner-city precinct with a dynamic local economy, valued community facilities, excellent transport links and a growing knowledge sector. Following consultation on the Glenferrie Place Vision, Council commenced preparation of the Draft Glenferrie Place Plan (**Attachment 1**).

The Draft Glenferrie Place Plan has been informed by extensive community engagement and aims to revitalise this important centre of community life by:

- creating places that will attract the community to spend time, connect with others and improve their wellbeing through enhanced public spaces, community facilities and cultural activities; and
- stimulating the local economy by increasing visitor numbers and attracting new business and investment into our centres, thus supporting local traders and employment as we recover from the COVID-19 pandemic

The revitalisation of Glenferrie will be achieved through the implementation of the nine (9) 'place initiatives' outlined in the plan. These include enhancements to the precinct's public realm, economic vibrancy, transport connectivity, community facilities and cultural destinations that will collectively aim to uplift the precinct's amenity and destination appeal.

As the community and local economy recovers from the COVID-19 pandemic, the revival of our centres will be a key priority. The Draft Glenferrie Place Plan presents a clear vision and practical steps towards enhancing the Glenferrie precinct to the benefit of the local community and economy.

### Officers' recommendation

That Council resolve to endorse the Draft Glenferrie Place Plan for the purposes of community consultation.

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**Responsible director:**     **Scott Walker, Director Urban Living**

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## **1. Purpose**

The purpose of this report is to seek Council endorsement of the Draft Glenferrie Place Plan (Attachment 1) for the purposes of community consultation. The Place Plan will guide Council's Placemaking activities in the precinct, which are designed to improve the public realm, support a diverse local economy, enhance arts and cultural activity and promote a greener, more sustainable precinct.

## **2. Policy implications and relevance to community plan and council plan**

The Glenferrie Placemaking Project will play an important role in delivering on the overall vision and key strategic objectives of the Boroondara Community Plan 2017- 27 (BCP) and deliver a vibrant and inclusive city that meets the needs and aspirations of the community.

Placemaking is a multi-faceted and future-focused approach to enhancing and activating places that are highly valued by the Boroondara community, and it requires all parts of Council working together and in collaboration with local stakeholders.

Specifically, this Plan relates to the following themes and strategies of the BCP:

### **Theme 1: Your Community Services and Facilities**

- Strategy 1.5: Provide, facilitate and advocate opportunities to increase connections within the community, with a focus on local neighbourhoods.
- Strategy 1.6: Create and maintain public areas, facilities, amenities, footpaths and spaces that are inviting, clean and appropriately lit to increase social connection and improve perceptions of safety.
- Strategy 1.7: Support the community's capacity to create and maintain safe neighbourhoods, in partnership with relevant State and Federal Government services, community groups and traders.

### **Theme 5: Getting Around Boroondara**

- Strategy 5.1: Improve road safety for pedestrians, drivers and cyclists through infrastructure improvements, education and traffic management initiatives.
- Strategy 5.2: Address road congestion that an integrated approach that better manages traffic and promotes public transport, walking and cycling initiatives
- Strategy 5.3: Advocate to the State and Federal Governments for improvements to public transport services and main roads throughout the City
- Strategy 5.4: Promote and increase active and environmentally sustainable transport options, including cycling and walking and access to public transport.
- Strategy 5.5: Develop and implement innovative solutions to efficiently manage parking options to respond to demand, changing transport trends and community needs.

- Strategy 5.6: Partner with schools and other traffic generators to address traffic and parking congestion during peak traffic times.

#### Theme 6: Your Local Shops and Businesses

- Strategy 6.1: Improve and upgrade the amenity, accessibility and unique sense of place of shopping strip infrastructure and streetscapes to increase activation of local shopping areas.
- Strategy 6.2: Promote initiatives that support a diverse local business community to cater for a wider range of businesses.
- Strategy 6.3: Showcase and promote the City's attractions to increase visitation and spending locally.
- Strategy 6.4: Promote and encourage businesses of the future to Boroondara, with a focus on new technology and innovation to meet changing employment needs.
- Strategy 6.5: Provide support for traders to increase vibrancy and functionality of existing retail precincts to enhance a sense of community.
- Strategy 6.6: Promote and expand the local night-time economy in identified locations.

### 3. Background

Following Council's adoption of the Placemaking Framework, Stage One of the five-step placemaking process ('Understanding Place') began in Glenferrie in late 2019. This included background research such as analysis of economic, public realm, heritage and transport issues. Stage Two ('Imagining Place'), involved a range of community engagement activities held in February and March 2020.

More than 1,000 people shared their ideas through a range of engagement methods including a community survey, stakeholder workshops, an online 'walk-shop' and activities at the Glenferrie Festival.

In total, 829 people completed the placemaking survey. Of this, a representative sample of 400 local residents were surveyed by telephone, which was managed by an independent market research firm using randomised or publicly available phone numbers.

The survey results reveal that the precinct is valued for its selection of amenities, easy accessibility and its diverse local community. All these factors contribute to its appealing vibe.

Improvements suggested by the community include:

- 40% want more comfortable places to spend time;
- 23% want a street that was more accessible to a range of users;
- 19% want more vibrant retail experience, and
- 17% wanted more community events and activations.

People who responded to the survey also envision a future where Glenferrie Road is a welcoming and accepting place to spend time. Sixty percent (60%) want a precinct that feels exciting, warm and welcoming. Achieving this may require improvements to the infrastructure, creating open spaces for socialising, relaxing and working, and improving safety along with atmospheric touches such as street art. A third of respondents also want Glenferrie Road to be a thriving community hub. They desire a cross-section of amenities serving people from all walks of life.

This engagement work informed Stage Three: the creation of the Glenferrie 'Place Vision', which was released to the community in 2020. The vision statement is as follows:

*Glenferrie will be a vibrant and accessible place where everyone feels welcome. The streets and public spaces will offer more greenery and opportunities for people to meet, shop, learn and hold events. The local economy and community will flourish, with people and businesses representing the area's rich diversity.*

The Vision was positively received, with 85% of people surveyed agreeing with the vision statement in a second round of consultation on the Glenferrie Placemaking Project undertaken in August and September 2020. Community engagement included 651 people who contributed to an online survey and more than 400 people who joined the dedicated Glenferrie Placemaking Facebook group. 63 people also attended an online workshop, while the Placemaking Team organised 9 workshops with key stakeholder groups.

Three main reasons for agreeing with the statement emerged; these were the focus on greening; the emphasis on accessibility, inclusiveness and being welcoming; and the community orientation. Approximately 11% of respondents indicated they were not sure about the vision or did not respond to the question.

The 'Place Plan' is Stage Four in the Placemaking process, where the range of analyses undertaken in earlier stages, community engagement, and feedback on the Vision from the community and key stakeholders have informed the principles, strategies and initiatives included in the plan. The four (4) placemaking strategies below set out the overarching aspirations for the Glenferrie precinct.

#### A Lifestyle Street

Emphasise Glenferrie Road as a place for people rather than cars, harness community assets, and encourage a greater presence for the arts and cultural scene. A renewed street will feature enhanced public transport stops, crossings and connections to nearby places. Most significantly, it will make more room for people, trees, arts, culture and dining by strategically relocating car parking.

#### An Innovative Edge

Harness the energy of Glenferrie's diverse student and professional population with new facilities to support innovators, creatives and entrepreneurs into the 21st century. The plan aims to provide spaces to meet, work and create, and to cultivate a dynamic and ambitious local culture.

#### Smarter Transport and Parking

Consolidate significant areas of surface parking into multi-level parking facilities to unlock more space for people, greenery, business and community events. There will also be new tram stops, better bike infrastructure and improved public transport interchange spaces around Glenferrie Station.

### Spaces to Play and Create

Enhance existing spaces and propose new ones that provide infrastructure for a growing population and function as flexible community spaces for events, creative expression and general recreation. Consolidating parking will free up land in key locations around the precinct, which will be transformed into vibrant, multi-purpose spaces.

## **4. Outline of key issues/options**

Community engagement and research revealed a range of issues and opportunities across the precinct, which the Place Plan seeks to address. These include:

- Transforming the car-dominated streetscape to a place that is more welcoming and people-focused.
- Addressing the lack of greenery by introducing more trees and landscaping into the street.
- Opportunities for better integration with Swinburne University and unrealised potential in the local knowledge sector.
- Addressing the rising vacancy rates due to COVID19 impacts and increasing competition from online stores and big-box retailers.
- Potential to transform the rundown public spaces and laneways, particularly around Glenferrie Station.
- A lack of public spaces for community to meet and hold events.
- Limited opportunities for creativity or cultural expression.
- Issues regarding cyclist safety and public transport inter-connectivity.

The draft Glenferrie Place Plan presents nine (9) key initiatives, which aim to address the above and enable Glenferrie to realise its future potential. These initiatives which range from short, medium to long term timelines are budget dependant and will in some cases require external funding. Each of the key initiatives are summarised below, with further details in the full Place Plan document:

### 1. Glenferrie Streetscape

The streetscape plans presented in the Place Plan seek to transform Glenferrie Road into a high-quality retail and dining destination attracting visitors from across Melbourne. Key objectives include:

- Improve visitor access and pedestrian movements
- Enhance precinct character and views to landmark buildings
- Amplify greenery in the street to provide amenity, shade, and biodiversity
- Elevate the retail experience with high-quality pavements, furniture and lighting
- Increase the vibrancy of the street with outdoor dining and spaces to meet and host events.
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### 2. Retail Vibrancy Strategy

A strategy to be pursued in collaboration with the Glenferrie Road Shopping Centre Association that will ensure Glenferrie plays to its strengths. It will do this by underpinning a vibrant 'high street' retail experience with a diversity of independent and boutique retailers complemented by a range of high-amenity public spaces that together form a unique and much sought-after destination in Melbourne's east.

### 3. The Innovation Spine

The Innovation Spine is a long-term strategy to leverage the proximity of Swinburne University and deliver greater integration between the campus and Glenferrie Road, as well as attract new businesses and investment in knowledge industries.

### 4. Glenferrie Mews

Glenferrie Mews is an exciting long-term proposal that aims to consolidate car parking and repurpose land to create improved streetscapes, new landscaping, revamp laneways and new business opportunities. The initiative includes a multi-level car park off Liddiard Street that would relocate parking spaces from Glenferrie Road and other sites. It also proposes an Innovation Hub off Wakefield Street that will aim to attract emerging innovation businesses and facilitate collaboration with Swinburne University and other knowledge industries in Boroondara.

### 5. Station Laneways

Improvements to both Don and Railway Arcades aim to create compelling arrival experiences and enhance the appearance of underused and neglected areas with greenery, artwork, signage and recreation spaces.

### 6. Cultural Quarter

The Cultural Quarter is a vision for a dynamic arts and learning precinct that repositions the Hawthorn Library alongside the Hawthorn Arts Centre and better connects these facilities with the surrounding public spaces. This exciting new destination aims to embrace creativity and attract new visitors to Glenferrie, while also providing arts and cultural experiences for local residents.

### 7. Creative Community

The Creative Community initiative brings together an events programme, networking opportunities, and physical enhancements across the precinct that include art and education installations, creative lighting, sensory and interactive play, outdoor galleries and performance spaces.

### 8. Sports and Recreation

Improvements to the sports and recreation sub-precinct around Glenferrie Oval that aim to provide expanded community gardens, a renovated Tuck Stand, enhanced pedestrian and bicycle connections, and further recreational facilities.

### 9. Sustainable Access

An initiative that aims to provide the basis for a greener and more sustainable Glenferrie that offers multiple transport options to a population with varied and evolving transport and lifestyle preferences. Parking is central to the initiative and to supporting the local economy, but emphasis is placed on creating a more balanced mix of travel options.

Implementation of these initiatives will require close cooperation with local stakeholders and other place partners over an extended period of 10+ years. Partners include the community at large, State and Federal Governments, and private sector stakeholders like local traders. The implementation timeline at the end of the document gives a rough timeframe for each initiative, as well as the partners involved and the principles underpinning it.

It is important that these place plans are flexible and adaptable to changing circumstances. Although specific initiatives and timeframes may need to change over time, the broader vision and principles of the Plan will provide clear guidance to implementation.

## **5. Consultation/communication**

Details of the community consultation process can be found in the background section, however a summary is outlined below:

The initial phase of community engagement was held in February and March 2020 with over 1000 people sharing their ideas. This led to the creation of the Glenferrie Place Vision, which was released to the community in 2020. The vision statement is as follows:

*Glenferrie will be a vibrant and accessible place where everyone feels welcome. The streets and public spaces will offer more greenery and opportunities for people to meet, shop, learn and hold events. The local economy and community will flourish, with people and businesses representing the area's rich diversity.*

The Vision was positively received, with 85% of the 700 people surveyed agreeing with the vision statement in a second round of consultation undertaken in August and September 2020. Three main reasons for agreeing with the statement emerged; these were the focus on greening; the emphasis on accessibility, inclusiveness and being welcoming; and the community orientation.

The results of all the community engagement undertaken in support of the Draft Glenferrie Place Plan have been summarised in the Glenferrie Placemaking Community Engagement Summary (**Attachment 2**)

## **6. Financial and resource implications**

Implementation of placemaking initiatives and capital projects identified in the Glenferrie Place Plan may require budget bids in future years. Due to the highly collaborative nature of placemaking, a number of these projects and initiatives will involve partnering with local stakeholders, other levels of government and the private sector.

## **7. Governance issues**

The officers responsible for this report have no direct or indirect interests requiring disclosure.

No issues emerge from this matter in respect to the Human Rights Charter.

## **8. Social and environmental issues**

Placemaking plays an important role in delivering the Boroondara Community Plan and contributes to a range of social, health, economic and environmental benefits. Investing in quality community places promotes healthier lifestyles, which increases people's resilience to health risks.

Access to convivial neighbourhoods not only encourages more walking, but also encourages interaction between people, thereby increasing a sense of community, which in turn benefits mental and physical health.

Through placemaking, places can also become more environmentally sustainable. This can be achieved through adding greenery, improving walkability, installing new technologies, enhancing public transport access and providing shelter to protect from the elements.

Importantly, placemaking initiatives will also play an important role in assisting local businesses and the Glenferrie community throughout the recovery from the impacts of the COVID19 pandemic.

## **9. Evaluation and review**

The Glenferrie Precinct Development Plan Advisory Committee will be responsible for monitoring and evaluating the successful implementation of the placemaking initiatives outlined in the plan, including through measuring of key indicators and stakeholder feedback.

## **10. Conclusion**

This report presents the Draft Glenferrie Place Plan for Council endorement for the purposes of community consultation.

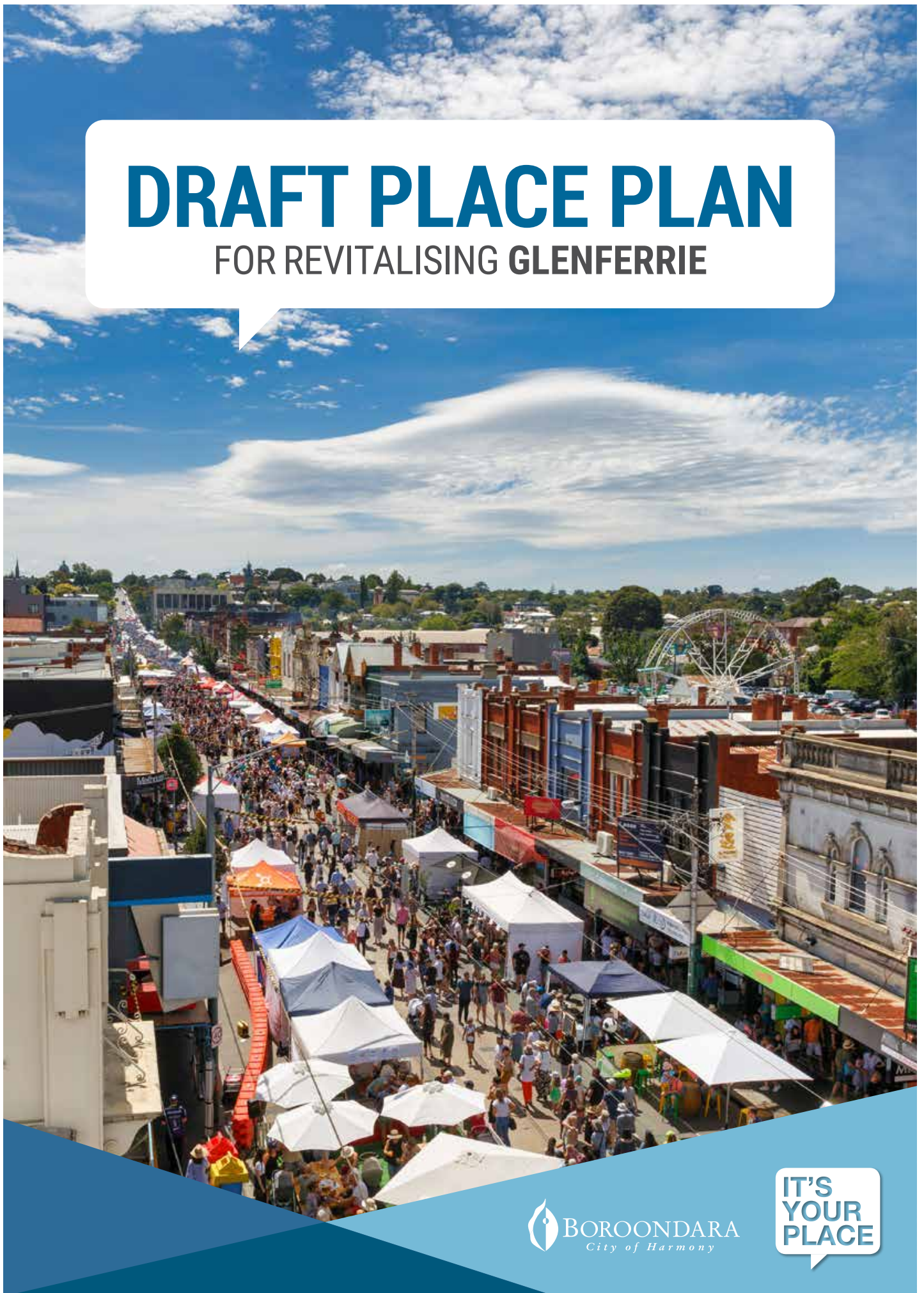
The Place Plan is an ambitious document that charts a vision for the future of the Glenferrie precinct and will play an important role in Council's placemaking projects and initiatives in the Glenferrie Precinct.

**Manager:**                **David Cowan, Acting Manager Strategic and Statutory Planning**

**Report officer:**      David Cowan, Acting Manager Strategic and Statutory Planning

# DRAFT PLACE PLAN

## FOR REVITALISING GLENFERRIE



## CONTENTS

03	Placemaking in Glenferrie
09	Community Engagement
13	Place Vision
15	Guiding Principles
19	Place Initiatives:
21	Glenferrie Streetscape
37	Retail Vibrancy
43	Innovation Spine
51	Glenferrie Mews
59	Station Laneways
67	Cultural Quarter
73	Creative Community
79	Sport and Recreation
83	Sustainable Access
89	Implementation

## FOREWORD

“

THE PLAN  
LAYS OUT KEY  
IDEAS AND  
INITIATIVES  
BEHIND PLACE-  
MAKING IN  
GLENFERRIE.

”



Community feedback  
on this visionary plan  
will guide its future  
implementation

### PURPOSE OF THE PLACE PLAN

Placemaking is a collaborative and ongoing approach to improving streets, spaces and community infrastructure.

It encompasses everything from urban greening and transport to art installations and street festivals. At its core, it's about tapping into what's special about a place and its community to make it the best it can be.

The Place Plan is an exciting document that charts a vision for the future of the Glenferrie precinct, covering a wide range of cultural, economic and public realm initiatives.

There are physical projects such as new streetscapes, laneways and

buildings, but also less tangible ones such as economic strategies and approaches to smart city technology.

Council has spoken to hundreds of people out on the street, traders and other stakeholders around the precinct to ensure the plan aligns with what the community wants.

As the precinct recovers from the impacts of the COVID-19 pandemic, a placemaking approach is more important than ever.

The plan will play an important role in building on the Glenferrie precinct's strengths to ensure it continues to thrive into the future.

### HAVE YOUR SAY

This Place Plan is the product of extensive community consultation, research and analysis, and provides a blueprint for ongoing placemaking work in Glenferrie Road.

It lays out the key initiatives underpinning placemaking in the precinct, and takes into account the role played by all stakeholders, from community groups through to the State Government.

Your input will help guide the design and delivery of key projects, and we want to hear what you have to say.

Council will review community feedback on the plan as well as data gathered in more detailed design and implementation phases to deliver the best outcomes for the Glenferrie community.


To get in touch and to learn more about the project, please visit <https://www.boroondara.vic.gov.au/about-council/projects-and-major-works/placemaking/glenferrie-road-placemaking-project>



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# PLACEMAKING IN GLENFERRIE

## A PLAN FORWARD

The following section provides an overview of placemaking in Glenferrie, including Council's five-step placemaking process, what the community has told us and key research findings, as well as the shared vision and principles which guide the placemaking initiatives to be implemented in the short and long-term.

# PLACEMAKING IN GLENFERRIE

Placemaking in Glenferrie follows a five-step process.

## STAGE 1 UNDERSTANDING PLACE

Analysis of economic, heritage, landscape and transport issues

The community was invited to participate in workshops and other activities to generate ideas and imagine the future of their precinct.

## STAGE 2 IMAGINING PLACE

Over 1,000 people had their say on the future of Glenferrie Road

Community insights along with analysis of economic, heritage, parking, transport and open space information were gathered to inform the Place Vision.

## STAGE 3 VISION AND PRIORITIES

Community feedback on the Place Vision and priorities

The Place Vision, based on community ideas, was released in August 2020. The vision continues to inform priorities and key themes within the Place Plan.

## STAGE 4 PLACE PLAN

Sets out the proposed projects and initiatives to revitalise Glenferrie

The Place Plan (this document) proposes a range of projects and initiatives to revitalise Glenferrie and ensure it meets all the needs of the community in the 21st century.

## STAGE 5 TRANSFORMING PLACE

Some upgrades have already commenced and planning for major improvements is underway.

This stage is ongoing, with some initiatives already in place and others to be implemented over several years. Large scale projects will enter more detailed design stages, with changes made according to evolving economic conditions and emerging best-practice in placemaking and design.



“

A GREAT PLACE IS  
WHERE EVERYONE  
FEELS WELCOME...

”

## PLACE PARTNERS



In addition to extensive community consultation, Council has formed partnerships with a range of Glenferrie community groups and associations, institutions, businesses and landowners.

Working with place partners has been crucial to understanding how best to share and upgrade assets, as well as improve the condition of valued buildings and facilities.

Collaboration with all place partners will continue to be key to achieving the community's vision for Glenferrie.

### RESIDENTS AND COMMUNITY GROUPS



Keeping the people who live, work and study around Glenferrie at the centre of the project is critical to its success.

Community input has been integral to preparing the Place Plan, and continued emphasis on community-centred outcomes will be vital to the successful delivery of the projects, events and initiatives presented here.

### LOCAL, STATE AND FEDERAL GOVERNMENT



The City of Boroondara will coordinate placemaking projects and work with other partners to revitalise the Glenferrie precinct by delivering the initiatives outlined in this Place Plan.

Council will also continue to engage and advocate to the Victorian and the Federal Governments as they are integral to reviving key transport assets and landholdings in the precinct.

### TRADERS AND LANDOWNERS



Glenferrie's local shops and businesses are central to the life of the precinct and play a big role in bringing the street to life and driving the local economy.

The Glenferrie Road Shopping Centre Association has provided key insights into issues and opportunities in the precinct, as well as shared their ideas about infrastructure and how to build collective resilience to economic changes.

### EDUCATION AND KNOWLEDGE INDUSTRIES



Swinburne University and local schools are important partners in the Glenferrie precinct, making a significant contribution to the local knowledge economy and visitor population. The university can also be a key partner in the delivery of innovation initiatives and fostering a creative culture.

Other knowledge and creative businesses in Glenferrie, such as IT and architecture firms, also contribute a lot to the dynamism of the precinct and are central to growing the local economy.

## COMMUNITY ENGAGEMENT

Central to the Place Plan are the voices of more than 1,700 community members.

Community consultation activities in 2020 encouraged residents, local businesses, landlords, employers and local groups to contribute their ideas, aspirations and feedback through a range of activities and media channels.

In stage one, the community was invited to think 'blue-sky' and suggest ways the precinct could be improved.

In stage three, people were enabled to give their feedback on five key opportunities that emerged from stage one, and to consider a draft vision statement that will guide placemaking in Glenferrie.

### STAGE ONE: IMAGINING A BETTER GLENFERRIE

More than 1,000 people shared their ideas in the first round of consultation in February and March 2020, including a representative sample of 400 residents surveyed by phone by an independent market research firm.

People were asked what they thought was unique about Glenferrie, what would make them spend more time there, and how they'd like it to look and feel in the future.

High rates of involvement in each of the community engagement activities in early March provided a firm foundation for identifying key issues and opportunities to enhance the Glenferrie precinct.

IN STAGE 1, MORE THAN

# 300

PEOPLE JOINED THE GLENFERRIE PLACEMAKING GROUP ON FACEBOOK



WITH ALMOST 200 POSTS AND OVER

# 600

SOCIAL MEDIA REACTIONS

# “

## MORE OUTDOOR SEATING.

COMMUNITY FEEDBACK

# ”



## STAGE ONE RESULTS

# 60%

want a welcoming and exciting precinct



### WHAT IS UNIQUE?

Survey respondents said different types of people and local businesses come together in the precinct to create a supportive and inclusive community, with many people saying Glenferrie Road is "the heart of Hawthorn".

Results revealed the precinct is also valued for its selection of amenities, proximity to the city and well-connected public transport, which make it convenient for a wide range of people with different needs.

All these factors contribute to its appeal and welcoming atmosphere.

### 5 - 10 YEAR VISION

People who responded to the survey envision a future where Glenferrie Road is a welcoming and accepting place to spend time, a thriving community hub, and a charming historical neighbourhood.

Sixty percent want a "place to be" - an exciting, warm and welcoming precinct.

Achieving this will require improvements to infrastructure, including the creation of open spaces for socialising, relaxing and working, all designed with community safety in mind and with atmospheric touches such as street art and creative lighting.

### ROOM FOR IMPROVEMENT

Creating "comfortable places to spend time" emerged as the most important way to encourage people to spend more time in the Glenferrie precinct.

Revitalising retail for a thriving precinct and a range of events for a vibrant community were also raised by the community.

In the wake of COVID-19, this will be more important than ever.

The community also suggested a focus on making access and movement in and around the precinct easier for people on foot and for people in vehicles.

### COMFORTABLE PLACES TO SPEND TIME



were important to

# 40%

of people

### DESIGNING STREETS

for easy access



was important to

# 23%

of people

## COMMUNITY ENGAGEMENT

### STAGE 3: UNIFIED BY A VISION STATEMENT

Further consultation in August and September 2020 enabled the community to consider a Place Vision. The Place Vision summarises the aspirations expressed by the community in the first stage of consultation.

In total, 85% of people agreed with the vision statement and 4% disagreed. Approximately 11% indicated they were not sure or did not respond to this question. The main reasons for agreeing with the vision statement were:

1. the focus on greening
2. accessibility, inclusiveness and being welcoming
3. the community orientation.

MORE THAN  
**700**

PEOPLE NOMINATED THEIR PREFERRED IDEAS

**651** CONTRIBUTED VIA AN ONLINE SURVEY

MORE THAN  
**400** PEOPLE JOINED THE DEDICATED FACEBOOK GROUP

**63** CONTRIBUTED VIA AN ONLINE WORKSHOP

**9** MEETINGS WITH KEY STAKEHOLDER GROUPS

“

THE PARKLETS ARE SO GOOD. MAKES GLENFERRIE ROAD FEEL A LITTLE LIKE LYGON ST!

COMMUNITY FEEDBACK

”



Stage 1 Community Engagement at Glenferrie Festival

## PRIORITISING IDEAS

### PRIORITISING WAYS TO IMPROVE GLENFERRIE

The community was asked to consider five key opportunities that emerged from the first stage of consultation.

These opportunities covered the streetscape, public spaces, recreation facilities, laneways, and local cultural and community institutions.

People were asked to consider four to six ways each opportunity could be tackled and to prioritise these options in their preferred order.

The top priorities for each opportunity are described below.



### COMMUNITY PREFERENCES

#### A STREETScape BUILT FOR SOCIALISING

The community nominated space for outdoor dining and public seating as the top priority for Council investment. Street greenery and landscaping were also well supported.

#### INVITING LANEWAYS AROUND THE STATION

Greenery and landscaping were the most popular preference for creating a more welcoming environment in the laneways and public spaces around Glenferrie Station.

#### WELCOMING PUBLIC PLACES

The community was also asked to prioritise the allocation of space in the street. Greenery, landscaping and seating were deemed most important. This was closely followed by creating wider footpaths for universal access.

#### REVAMPED SPACES AROUND THE ARTS CENTRE

The area around Hawthorn Arts Centre acts as an important creative hub and multipurpose site. The community nominated greenery, landscaping and seating to enhance the area's appeal.

#### RECREATION FACILITIES WITH SPACES TO RELAX

When considering recreational facilities around the Hawthorn Aquatic and Leisure Centre and Glenferrie Oval, the community nominated public space and seating to meet friends and relax as most preferred.

# PLACE VISION

“

GLENFERRIE WILL BE A VIBRANT AND ACCESSIBLE PLACE WHERE EVERYONE FEELS WELCOME.

THE STREETS AND PUBLIC SPACES WILL OFFER MORE GREENERY AND OPPORTUNITIES FOR PEOPLE TO MEET, SHOP, LEARN AND HOLD EVENTS.

THE LOCAL ECONOMY AND COMMUNITY WILL FLOURISH, WITH PEOPLE AND BUSINESSES REPRESENTING THE AREA'S RICH DIVERSITY.

”



The Place Vision is the shared voice and goal that all place partners are working towards together.

It has been informed by community engagement and guides all placemaking initiatives in Glenferrie.

## 85%

OF PEOPLE AGREED WITH THE VISION STATEMENT

AND ONLY 4% DISAGREED.

## GUIDING PRINCIPLES

Place Principles will guide the transformation of Glenferrie. Although the details of individual initiatives will evolve through further consultation and investigations, the Place Vision and Principles will provide consistent guideposts for implementation.

### 1. PEOPLE-FOCUSED STREETS



Great streets are where the culture, energy and character of an area are on display. They're where everyone feels welcome and wants to spend their time. Creating people-focused streets means:

- Making more space for outdoor dining and trading
- Widening footpaths, creating shared zones and improving street furniture
- Creating opportunities for creative expression and observation.



### 4. VIBRANT PUBLIC SPACES



Quality public spaces draw people to them, offering a wide range of activities to those of all ages. Public spaces will be enhanced with:

- Events big and small, led by locals as well as Council and other organisations
- Multi-purpose spaces for a range of uses
- Public art, musical performances and other forms of cultural expression.



### 2. LIVELY LOCAL ECONOMY



A dynamic local economy is the backbone of a lively precinct, and Glenferrie has a vibrant and exciting mix of businesses to be supported and expanded. This means:

- Implementing strategies to support a diverse range of retail businesses
- Enabling Glenferrie to offer unique retail, cultural and dining experiences
- Creating new opportunities for emerging knowledge businesses to grow a more robust local economy.



### 5. SUSTAINABLE ACCESS



Transport for a diverse community and green future needs to be based on choice, accessibility and safety. Council will work with partners to improve access in Glenferrie by:

- Upgrading the station interchange and enhancing tram stops with improved pedestrian crossings on Glenferrie Road
- Improving parking provisions with additional off-street parking facilities
- Enhancing bicycle paths and bicycle infrastructure across the precinct.



### 3. GREEN AT HEART



Quality green space is one of many things Hawthorn is known for, but Glenferrie has little on-street greenery or open space. Ways to green the precinct include:

- Making space for trees and landscaping in streets and laneways
- Transforming public land into open space that enables recreation and relaxation
- Integrating greenery and sustainability measures into new projects.



### 6. DISTINCTIVE GLENFERRIE



A wealth of history, culture and creativity makes Glenferrie special, and the placemaking project aims to draw upon and emphasise these by:

- Upgrading streets and public spaces to improve the views and settings around prominent heritage buildings
- Improving wayfinding and signage to local facilities and cultural institutions to aid visitor orientation
- Supporting distinctive local events and cultural projects.



## KEY STRATEGIES

This Place Plan translates the above Place Vision and objectives into tangible initiatives and projects for the future. The following strategies help to explain how the various initiatives connect and complement each other.

### A LIFESTYLE STREET

Transform Glenferrie Road into a street for people by moving some car parking off-street, upgrading public spaces, and enabling activity of all kinds.

A renewed streetscape has scope to feature enhanced public transport stops, crossings and connections to nearby places. Most significantly, it will aim to make more room for people, trees, arts, culture and dining by strategically relocating car parking.



Map showing extent of Glenferrie Road, potential crossings and potential tree locations.

### SMARTER TRANSPORT AND PARKING

Glenferrie has the potential to provide a much improved travel and arrival experience for visitors, including upgrades to tram stops, wider bicycle lanes and enhanced spaces around Glenferrie Station.

Relocation of some surface parking into multi-level facilities would also create extra space for people, greenery, business activity and cultural events.



Map showing parking along Glenferrie Road, existing off-street surface parking and potential under or above ground car parking facilities.

### AN INNOVATIVE EDGE

Harness the energy of Glenferrie's diverse student and professional population with new facilities to support innovators, creatives and entrepreneurs into the 21<sup>st</sup> century.

The plan aims to provide spaces to meet, work and create, and to cultivate a dynamic and ambitious local culture.



Map showing potential locations for major public realm improvements and community facilities.

### SPACES TO PLAY AND CREATE

Enhance existing spaces and propose new ones, providing infrastructure for a growing population. These would also function as flexible community spaces for events, creative expression and general recreation.

Taking opportunities to consolidate parking can open up community land in key areas, which can be transformed into vibrant, multi-purpose spaces.



Map showing public realm around Glenferrie with scope for maintenance and improvement.

# PLACE INITIATIVES

The Place Plan is a visionary document outlining what the future could look like with the implementation of the following nine (9) Place Initiatives:

## TRANSFORMING GLENFERRIE

The Place Vision can be achieved through the implementation of a range of Place Initiatives.

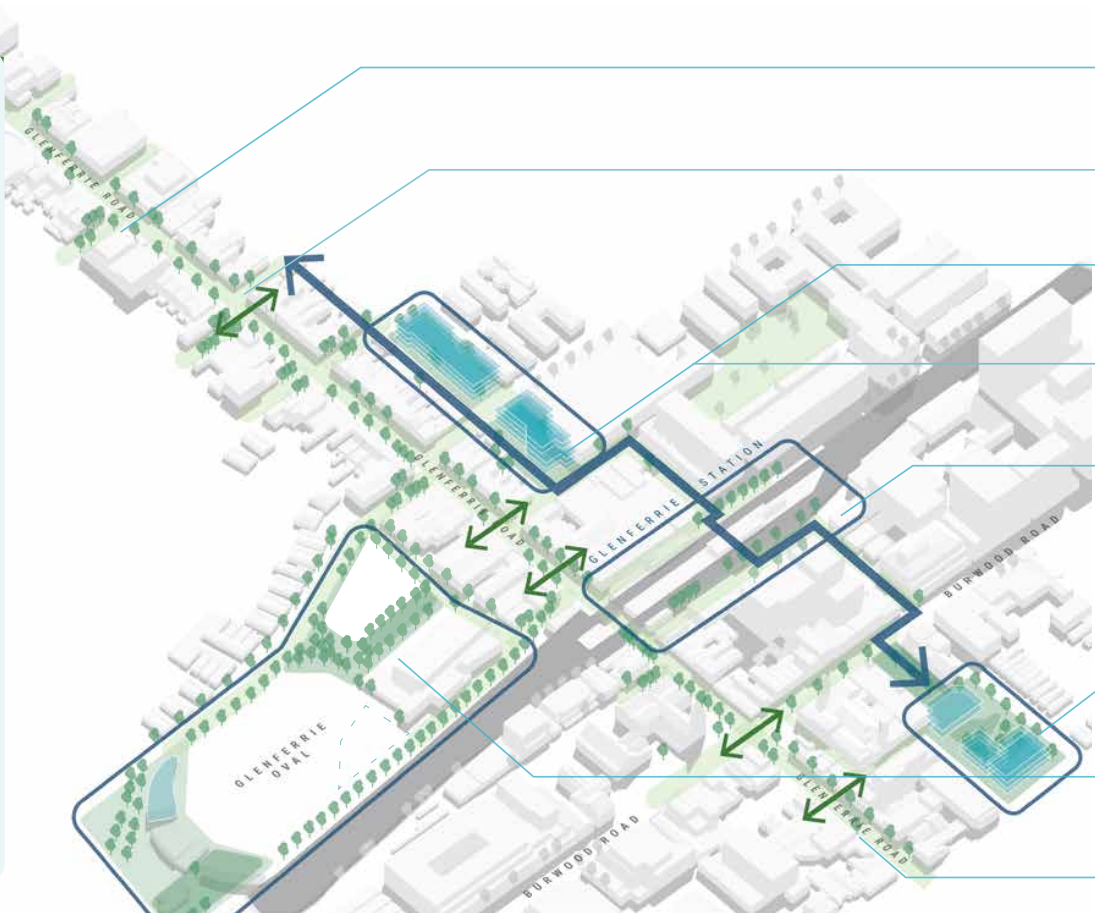
These initiatives include physical projects such as street upgrades, temporary activations such as community events, as well as other urban, economic and transport strategies to revitalise the precinct.

## A FLEXIBLE AND LONG-TERM PLAN

The initiatives outlined in the plan include visionary images and concept plans of what the future could look like. These are indicative only and will be subject to further consultation and investigations before detailed design commences.

Many of these initiatives are interconnected and relate to multiple principles, and would be delivered over the short, medium and long term.

An indicative timeline is provided in the implementation section at the end of this Place Plan.



Strategy diagram for the Glenferrie precinct (indicative only)

### PLACE INITIATIVES

- 1. GLENFERRIE STREETScape
- 2. RETAIL VITALITY
- 3. INNOVATION SPINE
- 4. GLENFERRIE MEWS
- 5. STATION LANEWAYS
- 6. CULTURAL QUARTER
- 7. CREATIVE COMMUNITY
- 8. SPORT AND RECREATION
- 9. SUSTAINABLE ACCESS

### PRINCIPLES

1	2	3	4	5	6
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1	2	3	4	5	6
1	2	3	4	5	6



# GLENFERRIE STREETSCAPE

## INITIATIVE 01

### THE ROAD AHEAD

Glenferrie Road is a bustling shopping precinct, but the street at its heart is dominated by vehicles and its narrow footpaths lack space for cultural and commercial activity, trees and street furniture.

The transformation of this streetscape into a people-focused place with greenery, outdoor dining and space to meet friends is the most important step in revitalising the whole precinct.

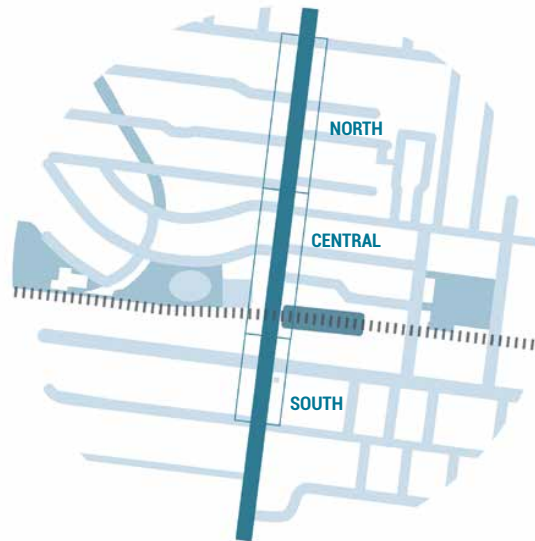
# GLENFERRIE STREETSCAPE

The streetscape plans presented on the following pages seek to transform Glenferrie Road into a high-quality retail destination attracting visitors from across Melbourne.

Key objectives include:

- Improve visitor access and pedestrian movements
- Enhance precinct character and views to landmark buildings
- Amplify greenery in the street to provide amenity, shade, and biodiversity
- Elevate the retail experience with high-quality pavements, furniture and lighting
- Increase the vibrancy of the street with outdoor dining and spaces to meet and host events.

Streetscape improvements are presented in the following three precincts - South, Central and North.



## SOUTH

The South precinct provides opportunities to better link Hawthorn Library and Hawthorn Arts Centre to Glenferrie Road. The intersection with Burwood Road can also provide a greener gateway to the precinct, complementing the prominent heritage buildings.

The streetscape plans on subsequent pages arrange the various landscaping, seating and footpath widening locations to respond to pedestrian flows, heritage features, solar access, and other physical constraints like awnings and underground infrastructure.

23

## CENTRAL

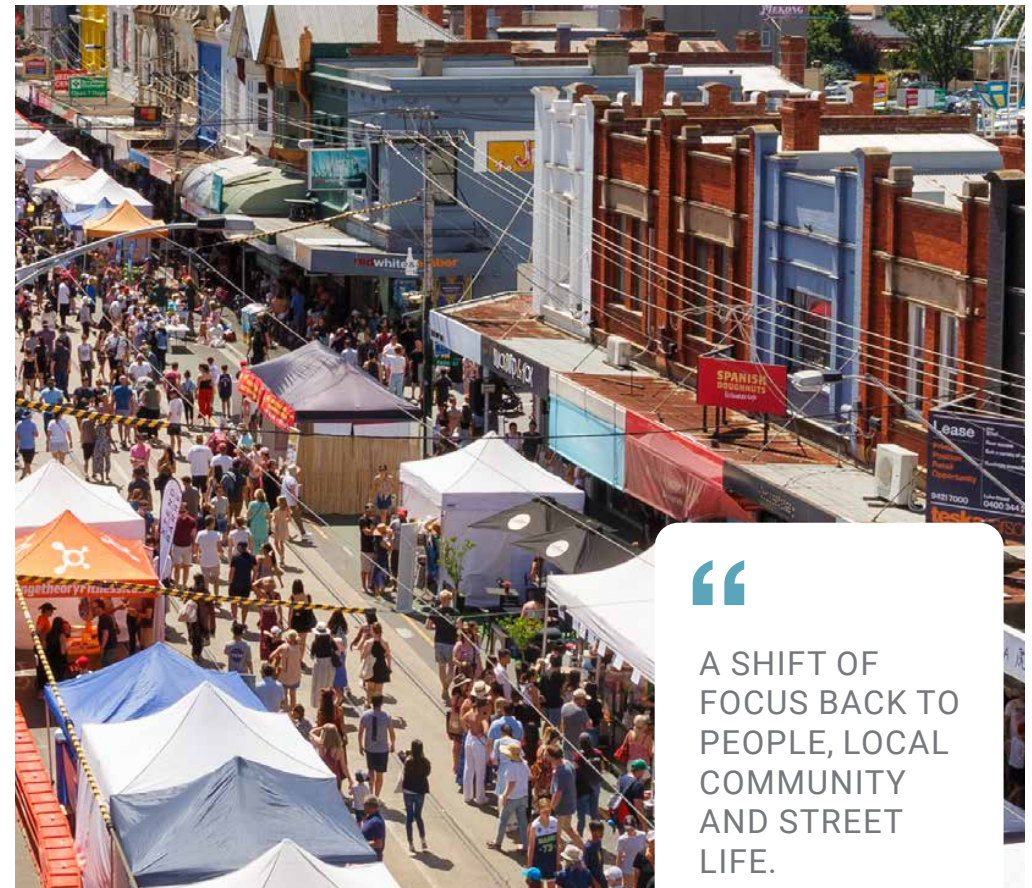
The Central precinct is a busy area with high pedestrian volumes. The plan aims to shift the focus of the street to people, with high-quality footpaths, public seating, new street crossings and upgraded tram stops.

Leveraging the success of a well-loved local food scene, the creation of generous new outdoor dining spaces would bring the street to life with visitors morning to night. New trees and garden beds would provide an attractive environment to shop, relax and meet friends.

## NORTH

The North precinct offers the best opportunity for larger trees and dense planting contained within new footpath out-stands.

Most existing on-street parking spaces would be retained, but would be interspersed with new areas for landscaping and outdoor dining. The streetscape plans seek to balance a desire for convenient access with the need to improve precinct amenity and visitor attraction.



“

A SHIFT OF  
FOCUS BACK TO  
PEOPLE, LOCAL  
COMMUNITY  
AND STREET  
LIFE.

RUSH WRIGHT ASSOCIATES  
- GLENFERRIE ROAD  
STREETSCAPE DESIGNERS

”

# GLENFERRIE ROAD SOUTH



MANNINGTREE ROAD  
TO LYNCH STREET

## 1. New tram stops (T.S)

New accessible tram stops to comply with the Disability Discrimination Act 1992 (DDA) can potentially be located near the Hawthorn Arts Centre, Glenferrie Station, Liddiard Street and Barkers Road. Final locations will be subject to State authority approval.

## 2. A continuous and safe bike lane

The potential for safe bike lanes along the full length of Glenferrie Road will be explored, with noise markers to help ensure vehicles stay in their lanes. Longer stretches of road without parked cars would help lower the risk of dooring.

## 3. A tree-lined streetscape

There is potential for up to 100 new trees along the street, achieving the community vision for a greener Glenferrie.

Trees can be located in former car parks, providing shade and character, and a long-term investment in Boroondara's well-loved green character.

Final location, scale and species of tree can be determined through further investigation of above and below ground infrastructure, access to sunlight, maintenance issues, growth potential and contribution to local habitat.



Image: Yerrin Street Upgrades, City of Boroondara

## 4. New 'kiss-and-ride' drop-off bays

Making sure Glenferrie is easy to access is important for everyone. Improving access will mean exploring opportunities for new pick-up and drop-off zones in safe and central areas along the street.

## Relocation of on-street parking

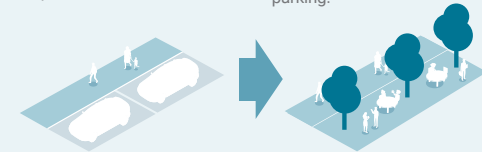
At present, the street is designed primarily for vehicle movements and parking, while space for pedestrians, cyclists, street dining and landscaping is limited.

Making space for everyone is central to the Place Plan. Community feedback has indicated outdoor dining and street greening is of higher priority than retaining on-street parking.

Accordingly, these streetscape plans provide around 1,500m<sup>2</sup>

of extra public space through the relocation of approximately 100 parking spaces to off-street parking facilities within easy walking distance.

However, the extent and timing of changes to on-street parking will depend on the design and delivery of the new off-street facilities. If the intended number of off-street spaces cannot be delivered, then the design of the streetscape will be altered to retain more on-street parking.



Concept plan for Glenferrie Road streetscape  
(indicative only)



## Visionary Concept

These concept plans provide a vision for the future and will be revised through further consultation and analysis

# GLENFERRIE ROAD CENTRAL



**LYNCH STREET TO  
WAKEFIELD STREET**

## 6. A welcoming transport hub

The plans propose a new DDA tram stop with weather protection and a new crossing directly outside Glenferrie Station. Real-time signage to make it easier to connect train, tram and bus journeys would also be included. Final design will be subject to State authority approval.

## 7. An artistic station gateway

Visitors should rapidly gain a feel for Glenferrie when arriving by tram, train, bike or on foot. Opportunities for including artwork based on local themes along walls, on the ground and overhead will be explored.

## 8. A buzzing outdoor dining street

During consultation, the community expressed a desire for more spaces to meet friends, greater vibrancy and improvements to the quality and safety of the Glenferrie Road streetscape.

There is an opportunity for pedestrian areas to be widened in many locations along the street, which will allow more traders to extend into these spaces and elevate the existing outdoor dining culture.

Extra greenery and wider walkways can also be included, making dining areas more attractive and ensuring the street is accessible and uncongested.

## 9. Improved crossings

Crossing the street should be easy and safe, especially for those in wheelchairs, people with prams, and pedestrians.

Improved crossings at key locations have the potential to balance the street and create a more positive experience for all road users, whether on foot, in a car, or riding a bike.

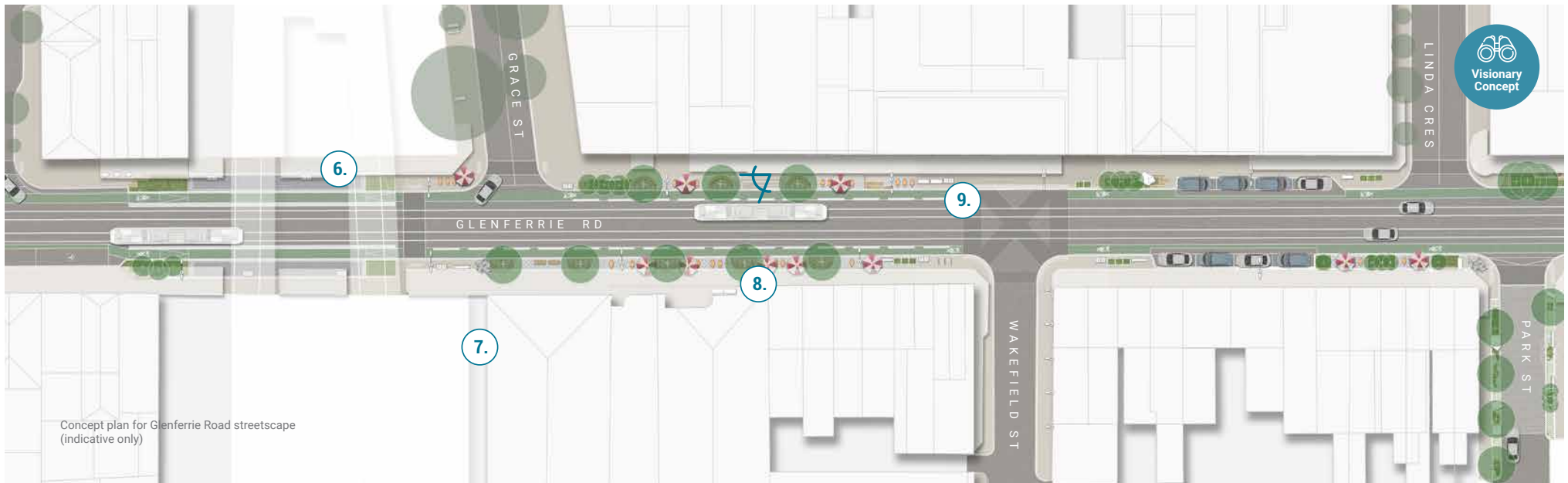
Any new crossings or significant changes to existing ones will be subject to State authority approval.



**Artist Impression  
perspectives**



Image: Glenferrie Road Outdoor Dining, City of Boroondara



Concept plan for Glenferrie Road streetscape  
(indicative only)

## GLENFERRIE ROAD CENTRAL



Artist impression of Glenferrie Road streetscape near Grace Street intersection  
(indicative only)

## GLENFERRIE ROAD CENTRAL



WAKEFIELD STREET TO  
KINKORA ROAD

### 10. Park street event space

Park Street is only a short step from the busy activity on Glenferrie Road, and has the potential to host events like the recent Park Street Markets.

A new green side street proposed in the plans would provide opportunities for a shaded garden experience on hot days, and a chance to sit in the sun in winter.

With car parking relocated to make space for seating, landscaping and improved surfaces, a revamped Park Street would host community events both on weekends and at night.

### 11. Maximising greening in the best spots

To get as much green into the street as possible, new garden beds with low-level planting can be included where utilities limit the ability for trees to be planted.

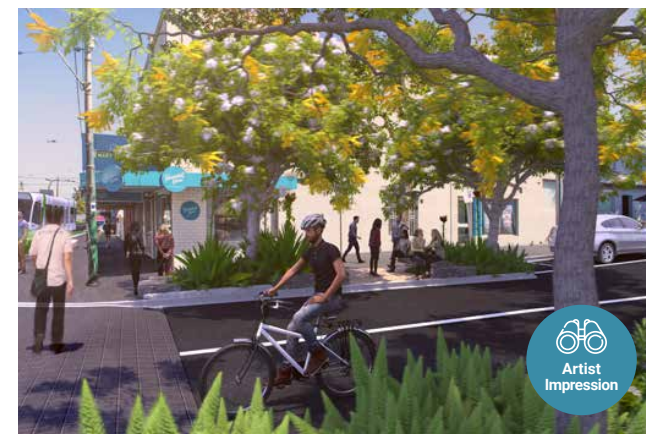
### 12. Green corners and side streets

Side streets present excellent opportunities to create more people-friendly environments.

Narrower roads and slower traffic make them safer for pedestrians, while street corners can provide clusters of greenery and offer space for outdoor trading.

There are also opportunities to widen footpaths, improve street furniture and install public art.

 Artist Impression perspectives



Artist Impression of Mary Street intersection with Glenferrie Road (indicative only)



Concept plan for Glenferrie Road streetscape  
(indicative only)

# GLENFERRIE ROAD NORTH



KINKORA ROAD TO  
BARKERS ROAD

## 13. Pockets of greenery

In order to make Glenferrie as green as possible, innovative approaches to creating pockets of greenery in constrained locations will be explored.

This will mean careful consideration of future use, environmental, and infrastructure requirements.

## 14. Footpath trading experience

The proposed streetscape upgrade would see the street de-cluttered, with new and extended spaces for footpath trading and outdoor dining.

Final designs will be subject to community consultation and based on the results of recent outdoor dining trials due to COVID-19, as well as other examples in the municipality where car spaces have been converted into lively spaces for people.

## 15. Raised pedestrian crossings

Raised crossings have been successfully introduced in the past at a number of key streets that intersect with Glenferrie Road.

Following their success, the streetscape plans include additional crossings at streets that intersect with Glenferrie Road.

The proposed raised crossings are at the same level as the existing footpath, and would provide easier access for those of all abilities. The crossings would also aid in alerting drivers to 'keep slow' in high-volume pedestrian environments. Final designs will be subject to State authority approval.



Image: Cookson Street, Camberwell.  
Design and photo by Rush Wright Associates.



Concept plan for Glenferrie Road streetscape  
(indicative only)

# GLENFERRIE ROAD NORTH



## KINKORA ROAD TO BARKERS ROAD

### 16. Lively arrival experience

Arriving in Glenferrie should be a pleasant and memorable experience, whether it be by tram, train, bike, foot or car. The streetscape plans aim to turn key arrival spaces into inviting, high-quality spaces for people to meet with friends, relax or simply enjoy greenery and artwork outside.

### 17. Barkers road intersection

The intersection at Barkers Road and Glenferrie Road, together with a potential new tram stop, would form the northern gateway to the Glenferrie precinct.

Locations for new trees will be investigated, with the aim of creating a greener arrival experience. The potential for artwork on blank walls, around the tram stop, and using temporary light projections will also be explored.

Forming stronger relationships with traders and the local arts community would keep the ideas flowing and ensure gateways to Glenferrie stay fresh and exciting.

“

I LIKE THE IDEA OF GREEN AND VIBRANT AS THERE'S HARDLY ANY TREES AND PLANTS ON THE STRIP

COMMUNITY FEEDBACK

”



Image: City of Boroondara streetscape upgrade project  
Photo by Nick Jenkinson

## NEXT STEPS

**1A** DETAILED DESIGN AND STAKEHOLDER CONSULTATION

**1B** RELOCATION OF PARKING TO OFF-STREET FACILITIES

**1C** STAGED CONSTRUCTION OF STREET UPGRADES

35



Artist Impression of Glenferrie Road near Churchill Grove  
(indicative only)



Concept plan for Glenferrie Road streetscape  
(indicative only)

A woman with long dark hair, wearing a black leather jacket over a white shirt, is looking down at a small black box she is holding in her hands. She is in a clothing store, with various garments and folded clothes visible on shelves and racks in the background. The entire image has a blue tint.

# RETAIL VIBRANCY STRATEGY

## INITIATIVE 02

### BUSINESS AT THE HEART

Local traders are the beating heart of Glenferrie Road and the reason a diverse range of visitors keep coming back. This is why it's important to support local business and enhance the vibrancy of the retail experience.

Working in collaboration with the Glenferrie Road Shopping Centre Association, Council aims to implement a Retail Vibrancy Strategy that complements the streetscape upgrades to enhance Glenferrie's role as a leading entertainment, lifestyle and shopping precinct in Melbourne.

# REINVIGORATE THE STREET



Glenferrie's wide range of food and beverage outlets, boutique traders, entertainment offerings and heritage character attract people from across Boroondara and beyond.

With growing competition from online retail and large shopping complexes, Glenferrie will need to play to its strengths by creating a vibrant 'high street' retail experience, with a diversity of independent and boutique retailers complemented by a range of high-amenity public spaces to form a unique and much sought-after destination in Melbourne's east.

To achieve this retail vibrancy, the following sub-initiatives can be implemented:

- Assistance in COVID-19 recovery by activating vacant shopfronts
- A program to improve building facades along the street
- A program to revitalise laneways and side streets to create exciting new shop-top and laneway retail opportunities
- Upgrades to transform the street into an iconic outdoor dining destination.

## CREATING UNIQUE RETAIL EXPERIENCES

Immersive retail experiences where shoppers can smell food at a market, enjoy a fashion parade in a laneway or dine outside under trees could bolster Glenferrie as a retail destination of choice, offering lifestyle experiences not easily matched by online and big-box retailers.

Glenferrie already offers a great range of experiences with roof top movies, international cuisine, art exhibitions, interesting lanes to explore and boutique traders offering customer services.

Streetscape and laneway redesigns aim to strengthen and complement these points of difference by creating new and unique spaces for small and more diverse businesses.

This has the potential to attract new customers and increase vibrancy through diversity.

Business mentoring would also be made available for existing and start-up businesses to better understand and adapt to new trends and customer needs.

## VACANT SHOP ACTIVATION

Vacant shops have been a key concern among community members and landowners alike, and COVID-19 has further upset the commercial rental market.

Council plans to work with local stakeholders to implement measures to attract new traders to the precinct, while also looking at ways to brighten up vacant shop fronts with simple solutions such as easy-to-remove decals and greenery.

An investment prospectus can be prepared in partnership with the Glenferrie Road Shopping Centre Association to attract quality and sustainable business to Glenferrie, focusing on businesses complementary to the existing offering.

Actions can also be taken to provide short-term support for new, creative businesses and draw visitors to the precinct through innovative displays of art and culture.

Where long-term vacancies persist, Council aims to work with landowners and agents to provide targeted support to overcome barriers to finding quality tenants.

## IMPROVEMENT PROGRAM FOR PROMINENT FAÇADES

The uniquely cohesive architectural heritage of Glenferrie Road's Victorian facades is one of its greatest assets.

However, some facades and awnings are now run down and cluttered with old signs.

Council plans to work with local landowners, businesses and the Glenferrie Road Shopping Centre Association to explore ways to improve building facades along the street.

The program would look at best ways to incentivise and encourage improvements to the appearance of facades along the street with a focus on prominent buildings and heritage places.

## NEXT STEPS

**2A** VACANT SHOP ACTIVATION AND INVESTMENT PROSPECTUS

**2B** PROMINENT FACADE IMPROVEMENT PROGRAM

**2C** BUSINESS MENTORING FOR TRADERS

## COVID-19 RECOVERY

### SIDE STREETS, LANEWAYS AND REAR ACTIVATION

Melbourne is well known for quality street art and trendy hidden spots. Laneways, side streets and back-of-house spaces are best suited for creative interventions.

As part of the proposed streetscape upgrade, some street corners would receive a makeover, with wider footpaths, extra greenery and outdoor dining, while key side streets would also likely be transformed.

Laneways near the station can also be upgraded with new and creative lighting, artwork, seating areas, new footpaths and greenery, while others like Glenferrie Place have already had murals and bluestone paving installed.

Other projects could see laneways running parallel to Glenferrie Road - from Liddiard to Wakefield Streets - completely transformed into vibrant, exciting spaces activated by smaller commercial tenancies designed to support a variety of creative and start-up businesses.

Revitalised laneways would provide exciting opportunities for Glenferrie Road landowners to make new commercial use of the rear of their tenancies.

Council would work with landowners to make the most of these spaces, aiming to maintain service vehicle access, support short-term greening and art projects, and provide advice for longer-term design and development.

In the immediate short-term, Council will assist to establish a community-led gardening group called the Glenferrie Urban Gardeners.

They will use their green thumbs to beautify selected under-loved spaces such as garden beds in public car parks and laneways, showcasing opportunities for future transformations in these spaces.

“

WE LOVE THE COMMUNITY FEEL OF GLENFERRIE ROAD. I LOVE SUPPORTING THE LOCAL BUSINESSES

COMMUNITY FEEDBACK

”



### OUTDOOR DINING

The precinct's diverse food culture represents a vibrant multicultural community, while a large international student population means the offering will continue to evolve.

Initiatives such as improvements to the outdoor dining experience and street greening, as well as events like food festivals and workshops, aim to celebrate and build on Glenferrie Road's 'Eat Street' reputation.

Additionally, initiatives to improve on-street dining with parklets have been fast-tracked and expanded due to COVID-19, and have been met with an overwhelmingly positive response.

Parklets have provided an opportunity to study the potential for ongoing outdoor dining along the street, and Council will be working with traders to explore the potential for ongoing seasonal parklets.

Council will also continue to support outdoor dining on private land installed in response to COVID-19, and will pursue opportunities to maintain successful outdoor dining in key public spaces such as Beswicke Square.

### NEXT STEPS

**2D** ENABLE SHOP-TOP AND LANEWAY BUSINESS ACTIVITY

**2E** FACILITATE MORE OUTDOOR DINING OPPORTUNITIES



# INNOVATION SPINE

## INITIATIVE 03

### AT THE CUTTING EDGE

The Innovation Spine is a long-term strategy to leverage the proximity of Swinburne University and deliver greater integration between the campus and Glenferrie Road, as well as attract new businesses and investment in knowledge industries.

## AN INNOVATIVE EDGE

The Innovation Spine would be comprised of a dynamic network of laneways connecting innovative businesses, co-work spaces, laneway traders and education facilities, plus a new library and cultural quarter.

Rundown and unloved urban spaces like surface car parks and laneways would be transformed over time into exciting hubs of creativity, industry and learning.

Car parking would be consolidated into multi-level public car parks that offer improved security and weather protection.

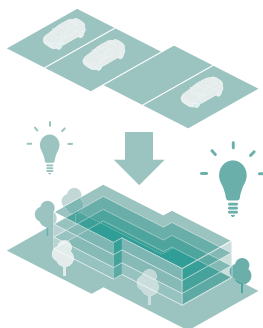
The proposal aims to leverage the quality education opportunities in the area by enabling pathways

to employment and facilitating connections between business and tertiary education.

The transformation of vehicle-dominated spaces into vibrant and affordable thinking spaces would be achieved by moving parking above or below ground.

The Innovation Spine aims to foster entrepreneurship, lower barriers to entry, encourage collaboration, and create an ecosystem for innovation. The integration of work spaces that aim to be affordable, flexible learning spaces, and an enhanced public realm will seek to attract leading-edge businesses by growing a culture of creativity not only in the office or the classroom, but also on the street.

### PARKING SPACES TO >> THINKING SPACES



### FLEXIBLE WORKSPACES



The Innovation Spine would include new incubator and co-work spaces for flexible working, collaboration and innovation.

These affordable and adaptable office spaces are vital to attracting emerging and innovative businesses, which can benefit from proximity to the university and Glenferrie Road.

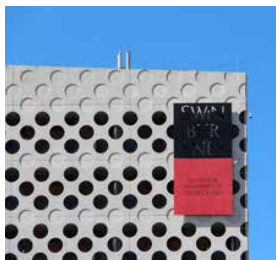
### DYNAMIC LANEWAYS



Laneways would be revitalised with new seating, greenery, art and creative lighting to enable networking, collaboration and social interaction throughout the day and into the evening.

Adjoining development would be designed to activate the laneways with spaces for a diversity of new businesses.

### SMART TECHNOLOGY



The Innovation Spine would also be a hub for 'smart city' and sustainability technology.

Council aims to partner with tertiary institutions and other innovative groups to trial and showcase technology that can enhance how we travel, shop, learn and live.

### Initiative Four: Glenferrie Mews

An opportunity to reconfigure surface parking to create an exciting new precinct with innovative businesses and vibrant laneways.

### Initiative Five: Station Laneways

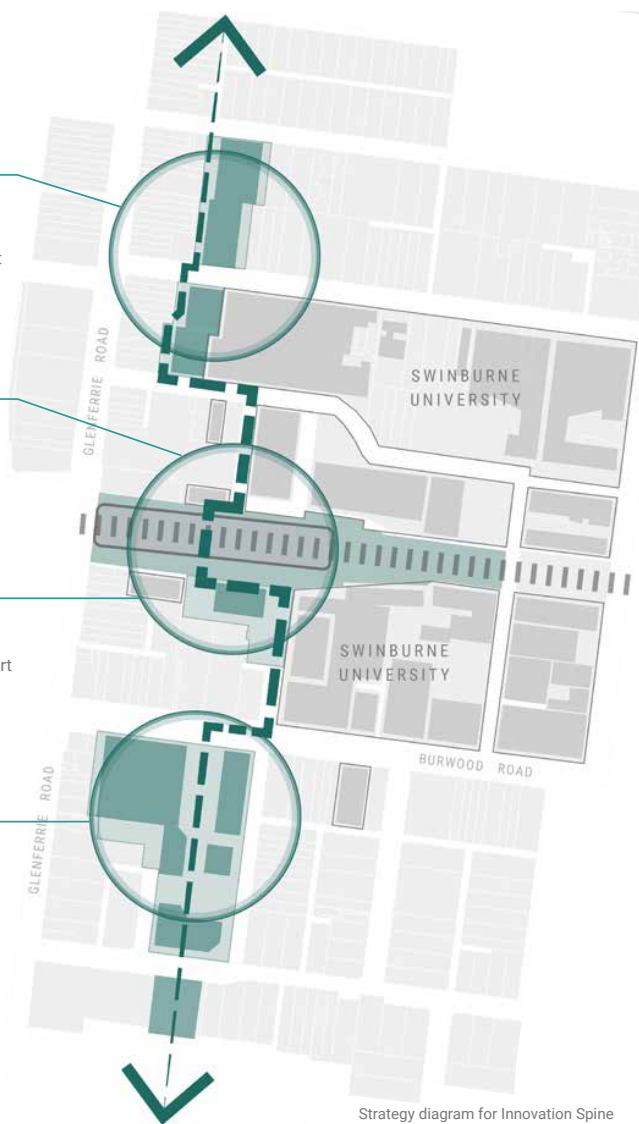
Revived laneways with new places to sit, meet friends, access transport information and relax in safety day and night.

### Smart and Sustainable

Proposed new developments and infrastructure along the Innovation Spine to integrate smart city systems and sustainable technology.

### Initiative Six: Cultural Quarter

A transformative opportunity to relocate the Hawthorn Library to create a vibrant Cultural Quarter, bringing together learning and cultural facilities complemented by enticing public spaces.



Strategy diagram for Innovation Spine  
(indicative only)

## SMART CITY TECHNOLOGY

Underpinning a growing knowledge and technology sector with cutting-edge approaches to urban infrastructure, mobility, and the places and spaces where people meet, work and relax.

### ATTRACTING KNOWLEDGE INDUSTRIES

The station precinct can function as a testing ground for smart city technology, helping to underpin a local culture that embraces technology, fosters creativity and supports a lively, innovative cohort of students, professionals and locals.

A new innovation hub with state-of-the-art facilities and incubator spaces would anchor the area, while EV charging stations, smart sensors, and internet connectivity situated within high-quality public realm would demonstrate the vitality and dynamism brought about by innovative approaches to the urban environment.

### A SMART FUTURE

Technology has advanced rapidly in recent years and has the potential to significantly improve how we travel, shop, learn and live.

Glenferrie Station is an important arrival gateway for both Glenferrie Road and Swinburne University, and presents an excellent opportunity to showcase smart and sustainable technology.

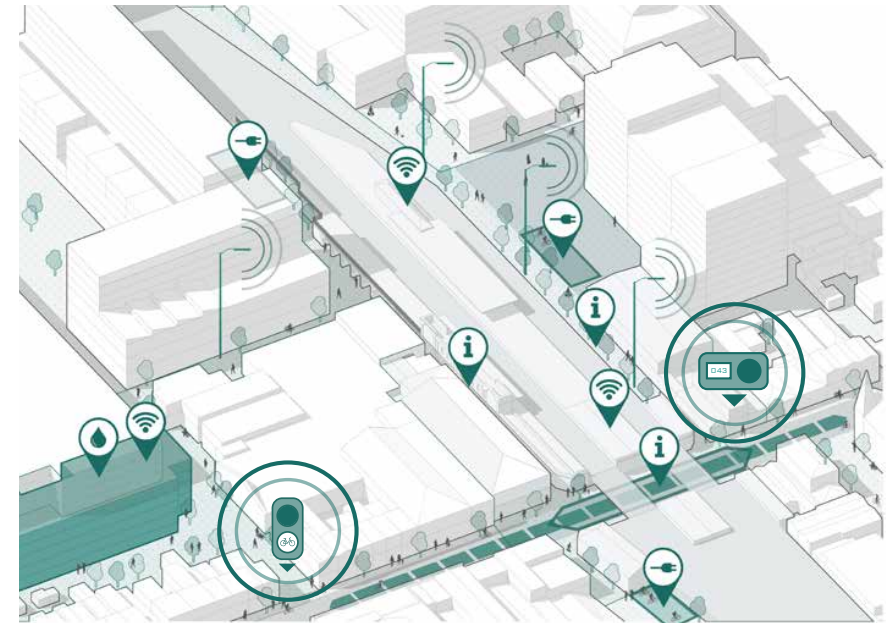
Implementing smart-city technology such as solar power, public internet, e-bike charging, smart lighting and real-time transport information could enhance lifestyles and reduce our carbon footprint, as well as attract visitors and investment.

### IMPROVED MOBILITY

Technology which enables electric vehicle charging and better kiss-and-ride drop-off infrastructure has the potential to significantly improve the urban environment.

Sensors to count pedestrians, cyclists and vehicles have already been installed, and in future could allow for safer traffic management, easier parking and better crossings.

Solutions for better integration of public transport modes will also be explored, as well as placement of real-time arrival and departure boards around the station precinct.



Concept diagram of smart and sustainable initiatives around Glenferrie Station (indicative only)

**Pedestrian and parking sensors to optimise how we travel.**



**Internet and smart lighting in key public areas.**



**Solar power and water capture on rooftops.**



**Solar EV, e-bike and e-scooter charging stations.**



**Real-time transport info around the interchange.**



**Smart signals for trams, pedestrians and cyclists.**



## A SUSTAINABLE FUTURE



### URBAN GARDENERS

The community shared a desire to be part of helping to green the precinct.

In March Council launched Glenferrie Urban Gardeners - a community-led group designed to transform the Glenferrie precinct into a green oasis.

The group will meet up regularly for gardening activities and will lead the way on urban greening initiatives across previously overlooked public spaces around the precinct, with the support of the Placemaking Team.

### ENERGY INFRASTRUCTURE

Making the shift to green energy is a major challenge, and Council will be working hard to improve both infrastructure and consumption patterns to put Glenferrie in the best position possible.

All new public buildings will be assessed according to sustainable design practices such as passive heating and cooling, solar panels, and high-quality fixtures.

Smart sensors and other technologies can help to better manage energy and water use. Existing public buildings can

also gradually be retrofitted and improved.

Council plans to work with local business, development and residential communities to encourage high levels of Ecologically Sustainable Development (ESD) and sustainable technology.

Smart lighting in the public realm can also help lower energy demand and reduce lighting pollution, while electric-bike, scooter and car charging stations can support a transition to low emissions transport.

### WATER SENSITIVE DESIGN

Efficient water management can be woven into public realm projects, with water capture and storage facilities servicing major public spaces and sports facilities.

Water sensitive urban design (WSUD) is already part of water management practices, and streetscape upgrades would feature high-quality WSUD to minimise the environmental impact of run-off.

Public buildings can be fitted with efficient fixtures and water tanks, with excess water diverted to greenspace maintenance.

Street planting would also be carefully chosen for minimum water use and maximum resistance to water pollution.

### CREATING A CIRCULAR ECONOMY

The circular economy embodies principles that draw from global best practice to reduce waste, enhance local production and supply chains, promote knowledge sharing, reuse and repair, and minimise impact on the local environment.

Council plans to work with local businesses aiming to innovate and embody these principles by making targeted improvements to local infrastructure and awarding grants.

These would be aimed at tweaking business models and supply chains, as well as promoting new and exciting approaches to retail, entertainment or business.

Key to establishing a circular economy is efficient and sustainable waste management. Programs can be aimed at reducing waste and promoting repair or re-use, as well as implementing organic waste processing strategies and technology that tracks waste composition and bin capacity.

Green bins for commercial tenants will be rolled out as part of the Food Organics and Garden Organics (FOGO) service, while Council aims to install smart bins and other infrastructure over the coming years.



#### DROUGHT-RESISTANT TREES

PASSIVE IRRIGATION

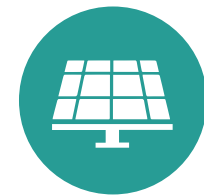
CAPTURE AND STORAGE



#### REPAIR AND REUSE

GREEN WASTE PROCESSING

SMART BINS



#### SOLAR PANELS

SMART LIGHTING

BUILDING RETROFITS

### NEXT STEPS

3A

ESTABLISH AN INNOVATION SPINE CONNECTING EDUCATION AND INDUSTRY

3B

UTILISE SMART TECHNOLOGY TO ENHANCE THE PLACE EXPERIENCE

3C

IMPLEMENT INITIATIVES TO IMPROVE PRECINCT SUSTAINABILITY

# GLENFERRIE MEWS

## INITIATIVE 04

### A NEW IDEAS HUB

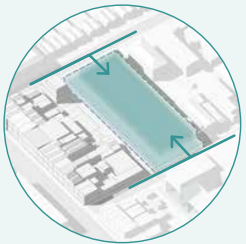
The Glenferrie Mews is an exciting long-term ambition to anchor the northern end of the Innovation Spine.

It aims to transform car parks and laneways into new destinations with start-up spaces and small-scale retail.

# GLENFERRIE MEWS



An innovative new precinct leveraging connections between Swinburne University and the Glenferrie Road shopping strip, while also balancing the transition to surrounding residential streets.



Proposed Liddiard Street Car Park (concept only)

## DESIGNING FOR THE FUTURE

An opportunity exists to better use well-located Council land currently given over to surface car parking between Liddiard Street and Wakefield Street.

The Glenferrie Mews project proposes the development of a new innovation hub, a multi-level public car park and the creation of exciting laneways lined with innovative business and education opportunities.

These sites benefit from proximity to Swinburne University, train and tram connections and Glenferrie Road itself, and therefore have great potential to contribute to the local community and economy.

While images presented here are concepts only, the project will be designed to increase greenery, provide setbacks to neighbours and create inviting laneways that support adjoining business activity.

## CONSOLIDATED PARKING

The Mews proposal features a multi-level car park at the existing Liddiard Street car park site. The new building would be surrounded with landscaped setbacks and can incorporate business incubation spaces along the lane and street edges.

The proposed multi-level car park would accommodate the relocation of surface parking from Glenferrie Road to enable significant public realm enhancements and street greening.



Artist impression of Glenferrie Mews viewed from Wakefield Street (indicative only)

## NEXT STEPS

4A

DEVELOP SITE MASTER PLAN IN CONSULTATION WITH KEY STAKEHOLDERS

4B

CONSTRUCT LIIDIARD STREET PARKING FACILITY TO REPOSITION PARKING

4C

DELIVER INNOVATION HUB AND REVITALISE LANEWAYS

# GLENFERRIE MEWS



## 1. Laneway trade opportunities

The Mews offers local traders an excellent opportunity to make use of shop-top spaces and the rear of properties to activate the renewed laneways with new shops and business spaces. Council can work with local traders and landowners to explore how they could benefit from these laneways.



## 2. New laneways and public space

The proposed new laneways would be dynamic spaces for pedestrians and businesses, with potential for new cafés and start-up spaces. These laneways would be landscaped and pedestrian focused, but also allow for low speed vehicle access and loading.

## THE MEWS

The Mews involves a new building that focuses on innovation and education, with spaces and facilities for students, workers and businesses to connect and collaborate.

It also includes a new parking facility that can be sleeved with green walls and planter boxes, combined with extensive landscaping around the structure

featuring new trees and spaces to relax. The structure would be designed so that sections of the ground level can be converted to incubation or commercial space in future.

Traders and properties backing onto the laneways would also have the opportunity to open another frontage or create gardens and seating for café and restaurant patrons.

## Integrated public car park

The relocation of existing surface parking spaces into a multi-level car park could free up land for improved public realm.

Visitors would step out from a secure and sheltered public car park into a vibrant and landscaped laneway.

The new car park can also provide electric vehicle charging facilities and can be designed for conversion to shops, offices or other uses in future.



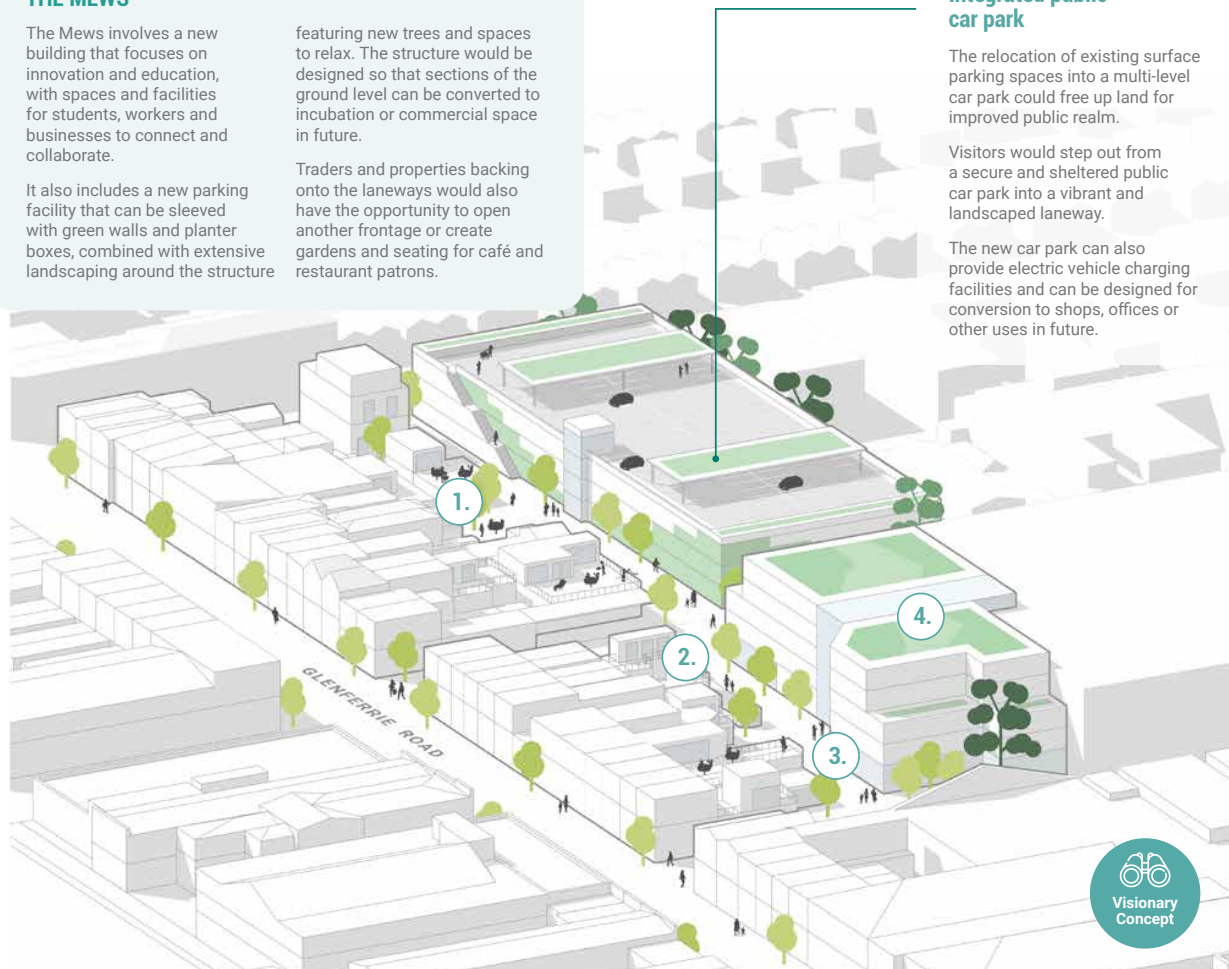
## 3. Business incubator spaces

Ground and first floor spaces in the Mews could provide opportunities for creative practices and businesses facilitating employment pathways from Swinburne and elsewhere. Flexible spaces such as these work to ensure adaptability over time to suit the changing needs of innovative businesses and the start-up sector.



## 4. Innovation and education hub

A key feature of the Mews would be close integration with tertiary institutions and the local knowledge sector. The Innovation Hub would aim to provide connections and pathways between education, innovative and emerging businesses, and the wider business community in Glenferrie.



Visionary concept diagram for Glenferrie Mews (indicative only)

# GLENFERRIE MEWS

## LIDDIARD STREET PARKING FACILITY

A key component of the Glenferrie Place Plan is the Liddiard Street Parking Facility, which would allow for the relocation of parking spaces from around the precinct to a multi-level off-street facility.

This facility would enable the creation of a greener, people-focused streetscape, the construction of new laneways and an innovation hub, as well as improvements to pedestrian, bicycle and public transport connections.

This parking facility can be designed to allow future conversion to other land uses and can also incorporate electric vehicle charging from renewable sources.

**A three-storey structure with one basement level (seen below) is currently being explored by Council as the option that will deliver the best outcome and value for money for the community. However, community feedback and further feasibility analysis will be key to finding the right parking solution for Glenferrie.**



Concept diagram for the Liddiard Street Parking Facility (indicative only)

## INTERFACE WITH STREET AND NEIGHBOURING PROPERTIES

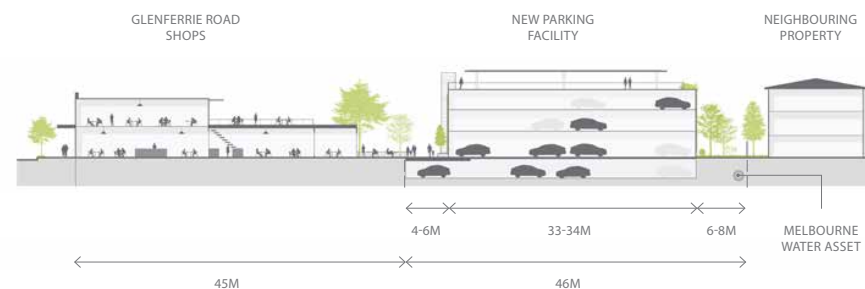
The parking facility would be set back from property boundaries and landscaped to present an appropriate interface with the street and neighbouring properties. The walls of the structure itself can also be greened

using tiered planter boxes, climbers or green wall technology. At ground level the facility can be designed for conversion to commercial, studio or retail space in future.

### To the east and west

Along its western edge it would create a 4-6 metre wide laneway between the rear of properties along Glenferrie Road and the structure, opening up opportunities for laneway trade and additional café or restaurant frontages.

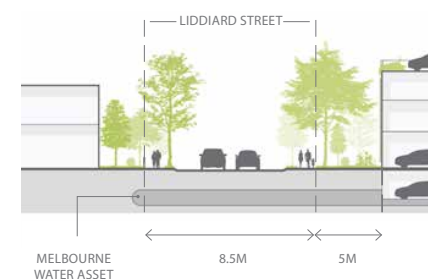
The eastern edge would feature an 8 metre wide landscape buffer with dense planting and ample light to neighbouring properties.



### North and south

Both Liddiard Street to the north and Park Street to the south would have 5 metre landscape buffers to the structure, allowing for significant planting including large trees to complement the street canopy.

Parts of the street frontage can also include seating and other street furniture, as well as lighting, artwork and patches for playing or relaxing.



# STATION LANEWAYS

## INITIATIVE 05

### A MEMORABLE ARRIVAL

The laneways and spaces around Glenferrie Station are filled with character, and with targeted improvements have the potential to offer a creative and memorable arrival experience to both Glenferrie Road and Swinburne University.

## STATION LANEWAYS



At present, the laneways around Glenferrie Station contain vacant buildings and neglected public spaces and assets. However, opportunities abound in the form of small tenancies for creative businesses, heritage architecture and distinctive urban character.

Proposed new seating, public art and upgraded lighting, as well as enhanced planting and materials, would help make it lively, active and engaging, featuring places to meet, dine, study and relax.

### ARRIVING TOGETHER

Creating a compelling arrival experience would mean transforming the laneways into vibrant spaces connecting Glenferrie Road and Swinburne University.

It would also mean significantly improving the appearance of underused and neglected areas with greenery, artwork, signage and recreation spaces, all carefully coordinated to turn the area around the station into the precinct's signature gateway.

Council has already been working alongside Swinburne University and the State Government to get the process underway, and will continue

working closely with both to ensure everyone is aiming for the same goal.

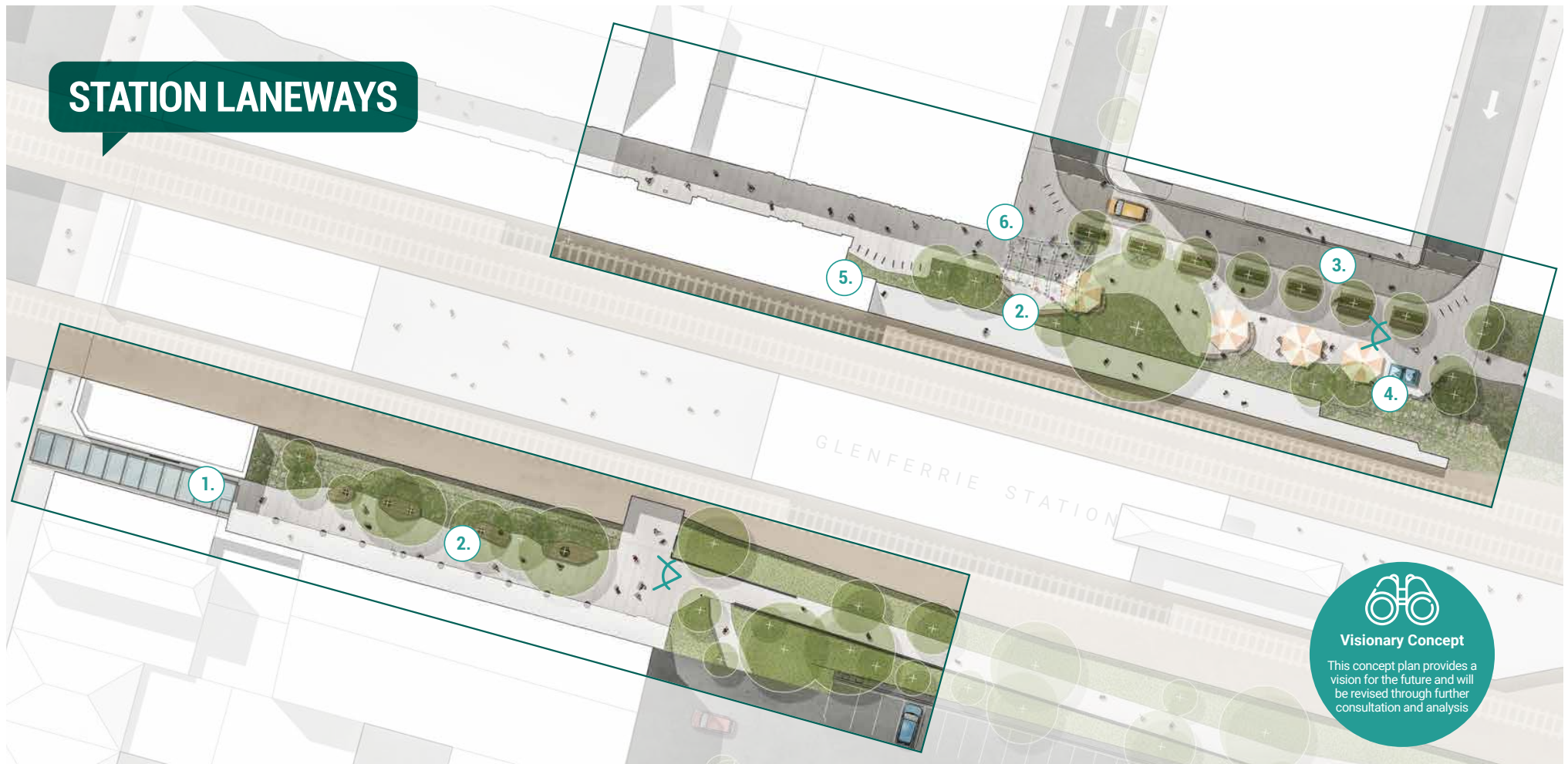
There is opportunity for the State Government to enable physical improvements to spaces around the station, while Swinburne University has the potential to embrace the strong connection to its campus and free up building facades for projection and street art.

Nearby traders can also play an important role, with Council helping each to explore opportunities to reinvent or upgrade premises to make the most of a revamped station precinct.



Artist impression of Railway Arcade  
(indicative only)

## STATION LANEWAYS



### Visionary Concept

This concept plan provides a vision for the future and will be revised through further consultation and analysis

Concept plan for Station Laneways (indicative only)

### 1. Improved awnings

Entering Railway Arcade from Glenferrie Road could be a welcoming experience, with a new light-weight roof structure that allows light to spill into the walkway while still protecting from the weather. Lighting at night would provide a safer experience for all.

### 2. Better seating, lighting and planting

New social gathering areas would become a great spot to meet a friend or wait for the train. Surrounded by an avenue of trees and new garden beds, the laneways would be transformed into a place to stop and stay.

Feature lighting would add to the ambiance at night and highlight the laneways as the gateway to the Innovation Spine.

### 3. New surface treatment

There would be improvements to the streetscape with pavement upgrades and new furniture such as seating, bins, a drinking fountain and bike hoops.

Columbia Street would be transformed from an informal car park into a pedestrian-focused space with raised crossings and wider footpaths, while one-way vehicular access would be maintained.

### 4. Arts and event infrastructure

From temporary installations linked to the Hawthorn Arts Centre to exhibitions by Swinburne students, art and creativity would feature prominently in the laneways.

There would also be space for food trucks and performances during events, as well as recreation facilities such as ping pong tables.

### 5. Extra bike parking

Extra bike parking at the station would play an important role in encouraging cycling for local trips and facilitate connections with train services.

Located in busy, well-lit locations, bike hoops would make it easy and safe to leave your bike around the station.

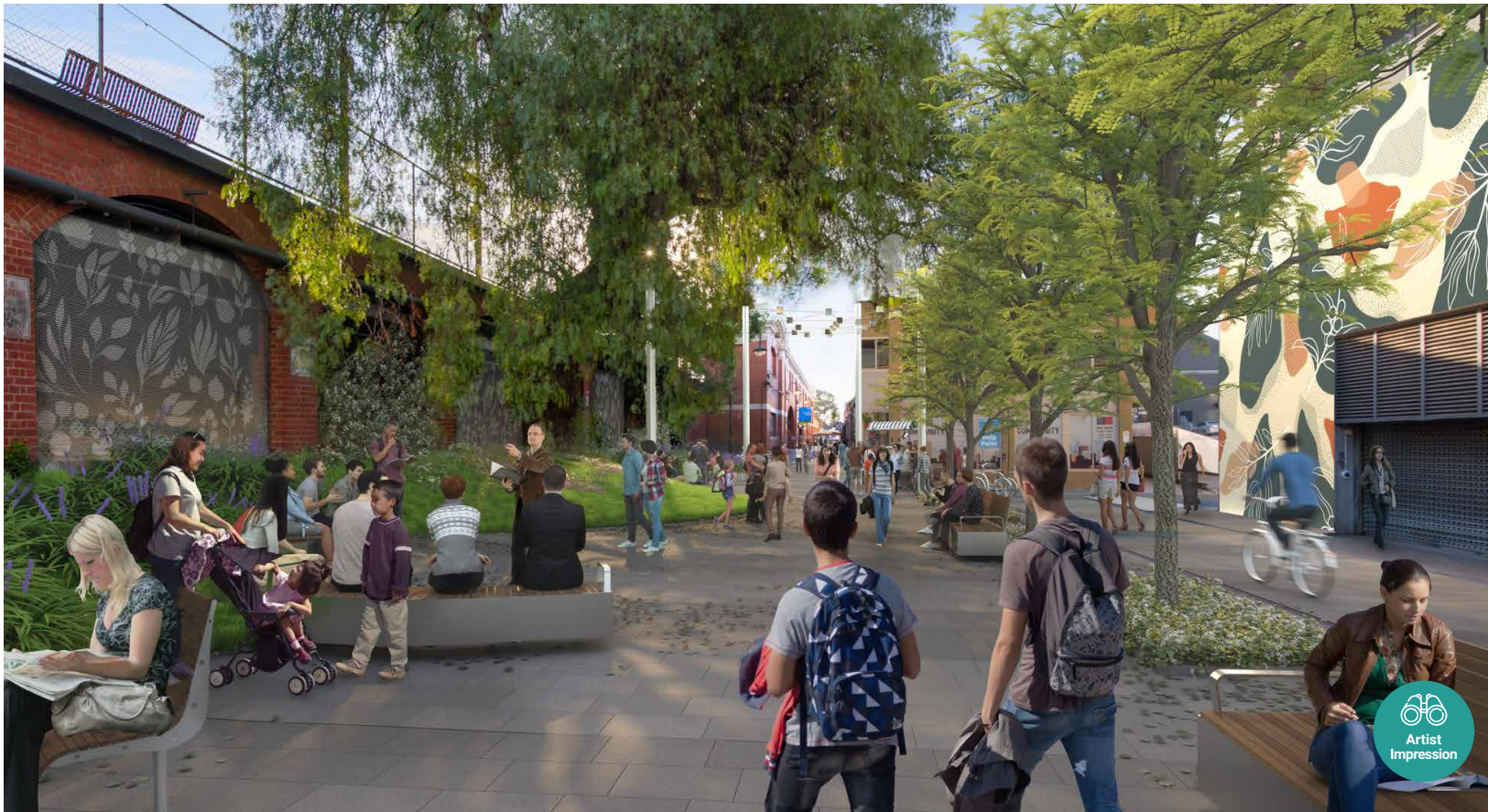
### 6. Real-time transport information

Real-time transport information for trams and trains would be displayed in the laneways, making it easier to plan journeys and see connecting services.



Artist Impression perspectives

## STATION LANEWAYS



Artist impression of Don Arcade and Colombia Street  
(indicative only)

### GATEWAY TO SWINBURNE

Don Arcade and Columbia Street have the potential to become vibrant and exciting entrances to Swinburne University, meeting places for students and visitors alike, and two of the most distinct spaces in the precinct.

There is opportunity for these important pedestrian links to connect seamlessly into the campus, with wayfinding, artwork and recreation space for both students and the wider community.

The station edge along Columbia Street would be transformed from car parking to a place for people, with the street raised to the same level as the new plaza and made one-way, with precautions taken to protect pedestrians and cyclists.

Council would also work closely with Swinburne University to ensure campus landscaping, buildings and event planning integrate strongly with laneway upgrades across both Don and Railway Arcades.

### NEXT STEPS

5A

DETAILED DESIGN AND  
STAKEHOLDER CONSULTATION

5B

CONSTRUCT THE LANEWAY  
UPGRADES IN STAGES TO MINIMISE  
DISRUPTION

5C

CULTURAL PROGRAMMING  
AND PUBLIC ART TO  
ENLIVEN SPACES



## INITIATIVE 06

### THE CREATIVE HEART

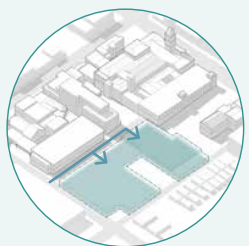
The Cultural Quarter presents a vision for a dynamic arts and learning precinct that repositions the Hawthorn Library alongside the Hawthorn Arts Centre and better connects these facilities with the surrounding public spaces.

This exciting new destination would aim to embrace creativity and attract new visitors to Glenferrie.

## CULTURAL QUARTER



The Cultural Quarter aims to make the most of Council assets in the area by proposing to push surface parking underground to create spaces where arts, culture and creativity can spill out into a revamped public realm.



Proposed James Street Car Park (concept only)

### CREATIVE CAPITAL

The Cultural Quarter proposal aims to create an exciting new destination in Glenferrie, bringing together the Hawthorn Arts Centre and Hawthorn Library and integrating them with a network of dynamic public spaces.

Visitors would be able to enjoy exhibitions and performances, attend community events and workshops, study, create and socialise all in one spot.

Key to this visionary concept is bringing arts and learning activities out into the public realm, with public art, landscaped study spaces, and temporary installations creating a vibrant precinct always full of activity and exciting to visit.

### UNDERGROUND PARKING

The opportunity to move the car park underground unlocks valuable land for new community facilities and public space.

A new multi-level underground car park is proposed below the Cultural Quarter and is envisaged to match the number of spaces currently provided on site, as well as include extra parking for the new library.

This extra parking would be coordinated with the removal of parking from Glenferrie Road to make space for wider footpaths, greenery and outdoor dining.



Artist impression of the Cultural Quarter (indicative only)

### NEXT STEPS

6A

DEVELOP SITE MASTER PLAN IN CONSULTATION WITH KEY STAKEHOLDERS

6B

REPOSITION CAR PARKING AND CONSTRUCT NEW LIBRARY

6C

INDOOR AND OUTDOOR CALENDAR OF CREATIVE AND CULTURAL EVENTS

# CULTURAL QUARTER



## 1. Glenferrie's cultural hub

Relocating the Hawthorn Library to connect it with Hawthorn Arts Centre presents an opportunity to establish a vibrant Cultural Quarter. Visitors would find an exciting mix of facilities including a gallery, performing arts spaces, the new library, play areas for kids and interactive public artwork.



## 2. Tree retention and greening

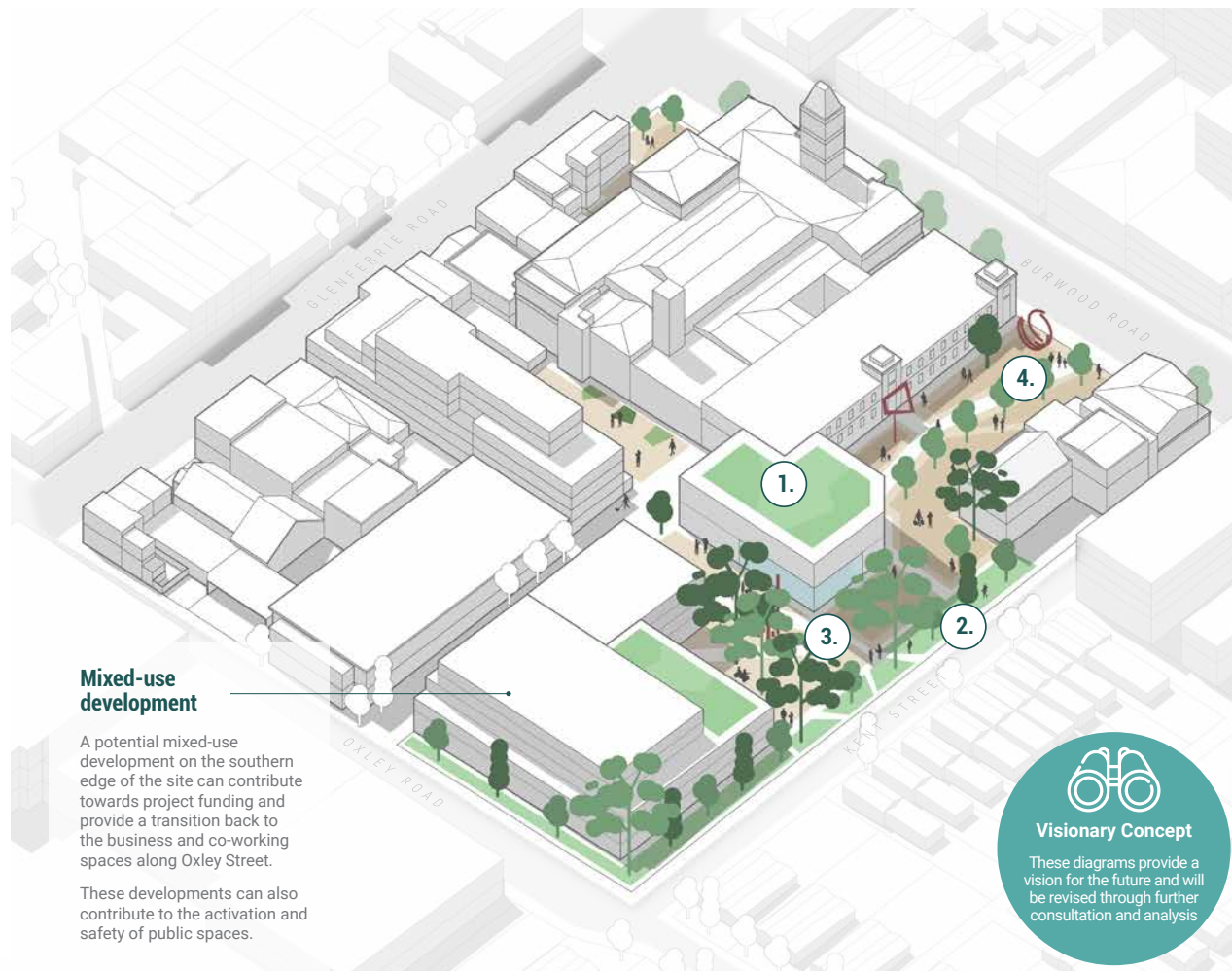
Keeping the Quarter green is a key part of the proposal, so a number of significant trees in the existing Hawthorn Arts Centre car park would be retained and the area enhanced with extensive landscaping and extra greenery.

New public buildings have the potential for green-roofs and other sustainability features, while the edge fronting Kent Street would provide a dense garden experience.

## Mixed-use development

A potential mixed-use development on the southern edge of the site can contribute towards project funding and provide a transition back to the business and co-working spaces along Oxley Street.

These developments can also contribute to the activation and safety of public spaces.



## 3. Vibrant public spaces and outdoor gallery

A new plaza can be created to retain existing trees and connect the surrounding community and mixed-use buildings with open space, outdoor study niches, nature play, artwork seating and lighting.

There are also opportunities for other spaces around Hawthorn Arts Centre to be revamped, with improved surface treatments, greenery, murals, lighting and spaces for events and performances.



## 4. Hawthorn Arts Centre engages with public space

The Town Hall Gallery, along with the exciting program of theatre and performance art at Hawthorn Arts Centre, can have a greater presence in the precinct, with exhibitions and events held in spaces indoor and out around the Cultural Quarter. The program could include interactive installations, exhibitions, workshops and performances of all kinds.



## Visionary Concept

These diagrams provide a vision for the future and will be revised through further consultation and analysis

Visionary concept diagram for the Cultural Quarter (indicative only)

# CREATIVE COMMUNITY

## INITIATIVE 07

### FOSTERING A CREATIVE GLENFERRIE

Glenferrie has a wealth of creative talent to draw upon. The initiatives outlined here aim to foster this talent, promote networking and collaboration, and give arts and culture more of a presence out in the public realm.

## CREATIVE COMMUNITY

Glenferrie's vibrant arts and cultural scene can be enhanced with creative interventions in the streetscape, a greater role in key public spaces, and new opportunities for creative expression.

The precinct is already home to a number of significant cultural facilities, including Hawthorn Arts Centre (HAC), as well as creative groups and businesses, and Council aims to celebrate and build upon these.

Council aims to facilitate and support a diversity of arts programs in revitalised public spaces, while artistic points of interest, such as murals and installations, have the potential to add aesthetic value and benefit local traders.



### PERFORMANCE SPACES

Flexible public spaces can be made available for creative activations, along with shared zones and selected side streets with potential to host events of different kinds.

There is potential for designated busking spaces, improved facilities in existing public spaces, and the creation of new programmed outdoor spaces across the precinct.

Hawthorn Arts Centre's renowned performance venues will continue to host an active program of live entertainment.

### MAKING CONNECTIONS

Council will continue to facilitate opportunities and avenues for creatives to connect with each other.

Grant programs and initiatives such as the Boroondara Creative Network seek to highlight and support emerging and established artists.

Events would celebrate the local creative community, including groups and schools, and engage them to be part of placemaking through their creative expression.



### EVENTS BIG AND SMALL

Events of varying scale, from festivals to small pop-up events, will continue bring Glenferrie to life and people together. Events would run year-round, and take full advantage of Glenferrie's reimagined public realm.

Stand-out features of the local events calendar could include major holidays such as Christmas, Chinese New Year and Diwali, and iconic local fixtures like the Glenferrie Festival.

A major events calendar will be put together by Council with input and cooperation from local stakeholders.

Smaller and pop-up events such as programmed street music and art displays can also add to meaningful experiences in public spaces.

Already in the works is a food truck pop-up and outdoor film screenings to add to Glenferrie's existing calendar of events, which include the Hawthorn Makers' Market, sport

and creative activities for kids, live music and exhibitions.

Council will continue to use events as a platform for collaboration with community groups and local performers and artists. Events can help bring out creativity in the community and make Glenferrie an even better place to live, work, study and visit.

### KEY INITIATIVES

7A

CULTURAL PROGRAMMING TO ENLIVEN PRECINCT AND ATTRACT VISITORS

7B

PUBLIC ARTS AND CREATIVE LIGHTING INSTALLATION TO REVITALISE PUBLIC SPACES

7C

UPGRADE PUBLIC SPACES TO ENABLE MORE SOCIAL CONNECTIONS

“

EVENTS  
WILL HELP  
BRING OUT  
CREATIVITY  
IN THE  
COMMUNITY...

”

## CREATIVE COMMUNITY

### Outdoor galleries



Laneways, underpasses, signal boxes and other infrastructure have the potential to become canvases for mural and street artists, and a visual experience for visitors to explore.

### Art and education installations



Temporary art installations could create unexpected eye-catching encounters for residents and visitors, while permanent art can help define public space. These can include projections, sculptures, displays, decals and interactive art.

### Creative lighting



Creative lighting has the potential to turn the functional into art by adding colour and shape, as well as to make spaces more comfortable and enjoyable to spend time in.

### Busking and performance



Spaces around Glenferrie offer opportunities for music and other performances, including dedicated 'busker-friendly' spaces, adding vibrancy and character to the streets.

### Gateway feature



Iconic gateway features can showcase the character of the community and let both visitors and locals know they've arrived in Glenferrie.

### Community spaces



There are a range of existing and potential spaces around Glenferrie for all kinds of creative endeavours, from exhibitions and performances to workshops and presentations.

### Interactive and sensory play

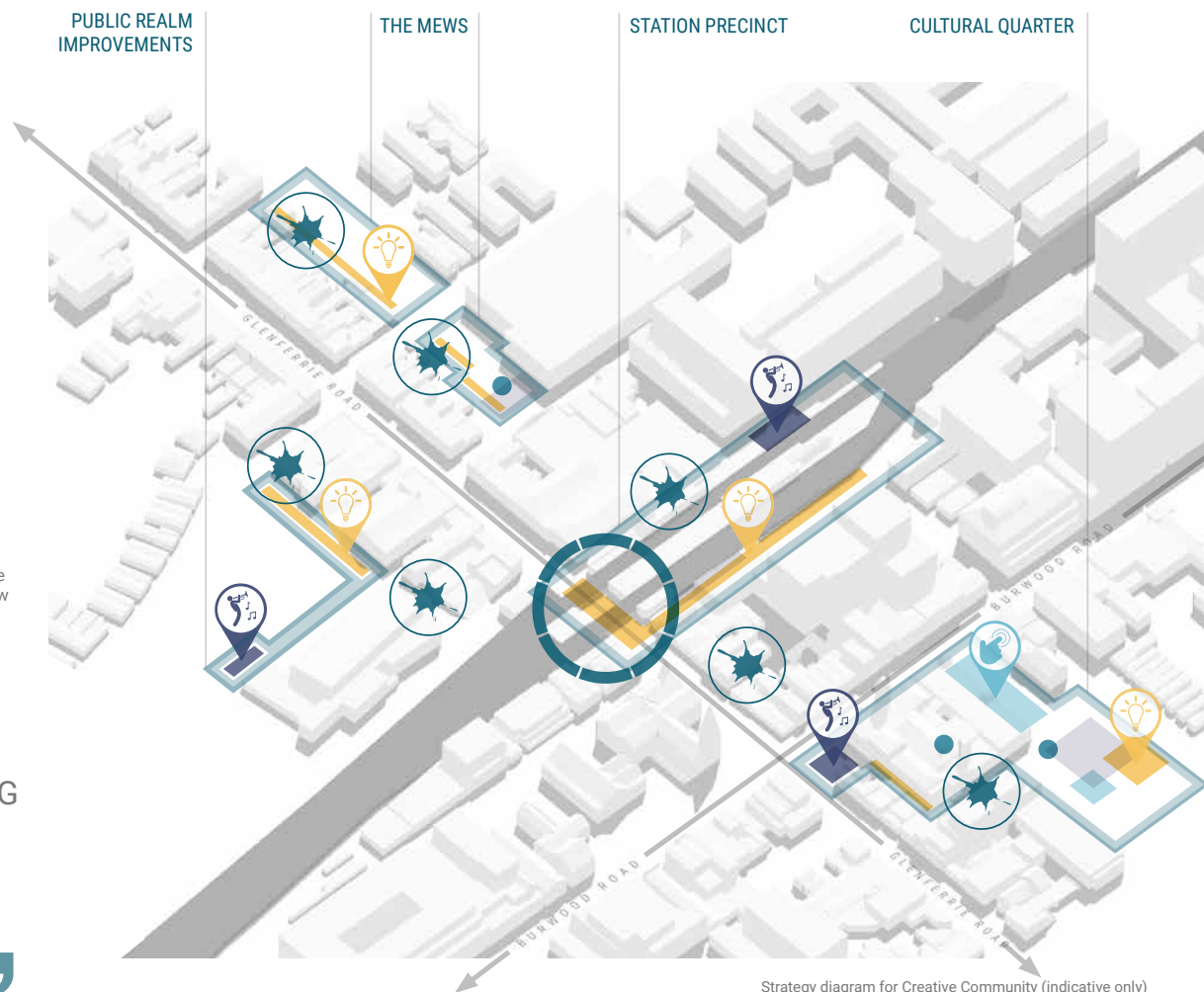


Many opportunities exist to install artwork that engages multiple senses, such as tactile and sound art. Interactive elements can allow for play and encourage viewers to actively participate.

“

SPACES THAT BRING  
GLENFERRIE TO  
LIFE AND PEOPLE  
TOGETHER.

”



Strategy diagram for Creative Community (indicative only)

# SPORTS AND RECREATION

## INITIATIVE 08

### HEALTHY FOR ALL

Glenferrie is home to many much-loved facilities, with locals and visitors making good use of the Glenferrie Oval, the Hawthorn Aquatic and Leisure Centre, Grace Park and a range of other assets.

This plan outlines improved community gardens, recreational facilities and enhanced pedestrian connections.

## SPORTS AND RECREATION SUB-PRECINCT



Proposed improvements to the Sports and Recreation Sub-Precinct aim to provide expanded community gardens, a renovated Tuck Stand, enhanced pedestrian connections and extra recreational facilities.

These improvements would draw on previous work by Council as well as the views of local residents and associations. The goal is to make better use of existing assets, better integrate local facilities, and help draw visitors to the precinct.



### 1. Public realm improvements

There is scope to relocate a small number of parking spaces in the Linda Crescent car park to make room for footpaths, greening and better crossings along Grace Street.

This would enhance the interface with adjoining properties and improve pedestrian connections, safety and amenity along Grace Street.

### 2. Renovated Tuck Stand

Renovations to the Tuck Stand would restore this iconic heritage building and enable better community use of this historic sporting facility.

These renovations would allow the Tuck Stand to serve a wider range of community groups and activities.

### 3. Potential casual sports facilities

Opportunities for including casual sports facilities such as rebound walls and half courts are being explored.

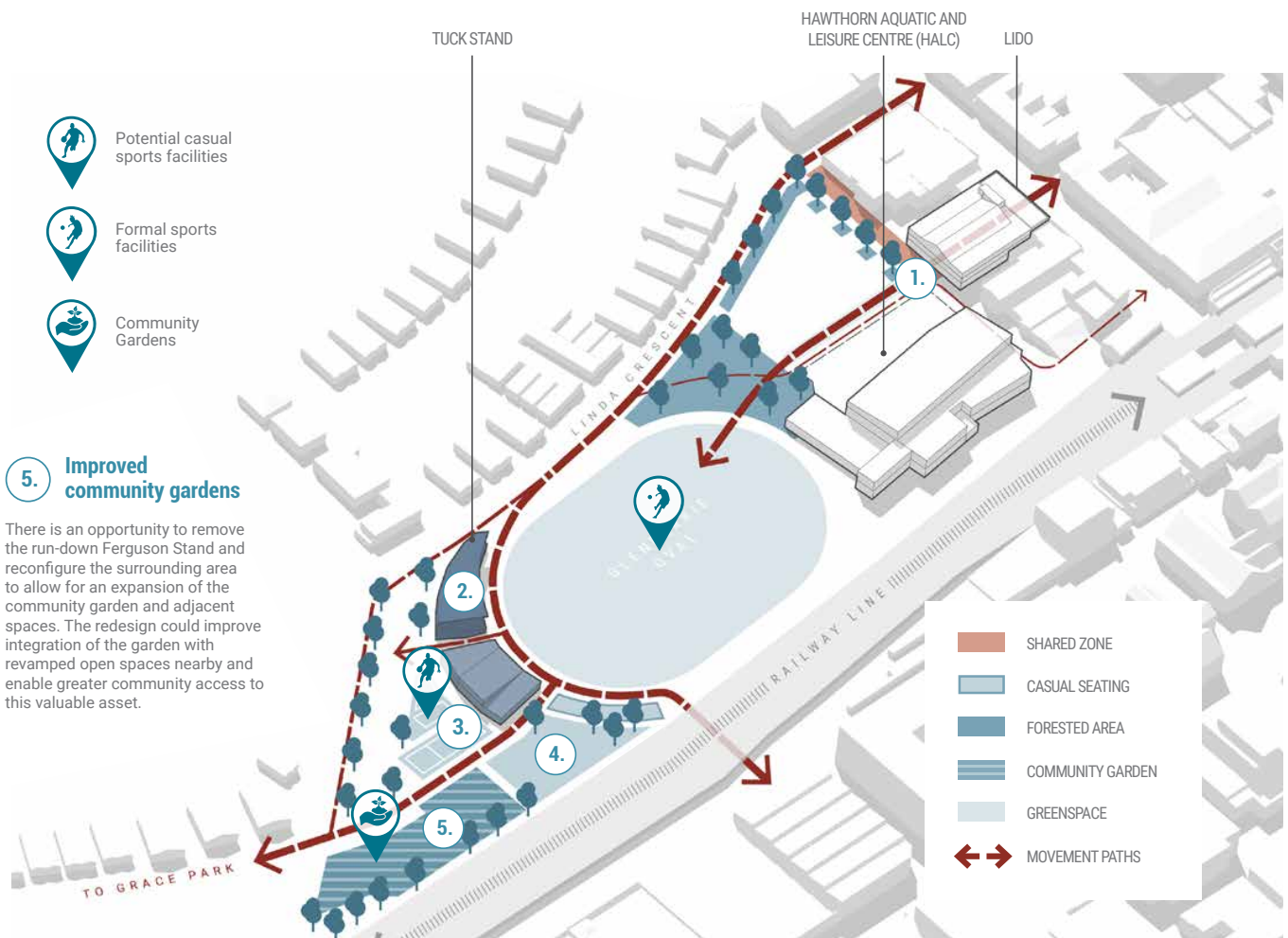
### 4. Flexible open space and enhanced connectivity

The revamped community gardens and new sports courts can be complemented by a flexible open space with seating, lighting and additional trees.

It can be better integrated with the community garden via a more porous, open edge, as well as feature enhanced connectivity to the wider precinct.

### 5. Improved community gardens

There is an opportunity to remove the run-down Ferguson Stand and reconfigure the surrounding area to allow for an expansion of the community garden and adjacent spaces. The redesign could improve integration of the garden with revamped open spaces nearby and enable greater community access to this valuable asset.



Strategy diagram for Sport and Recreation Sub-precinct (indicative only)

### KEY INITIATIVES

**8A** RENOVATE THE TUCK STAND AND ENABLE COMMUNITY USE

**8B** REMOVE FERGUSON STAND AND EXPAND COMMUNITY GARDENS

**8C** ENHANCE PUBLIC REALM AND PEDESTRIAN CONNECTIONS

# SUSTAINABLE ACCESS

## INITIATIVE 09

### ARRIVE WITH EASE

Creating a greener and more sustainable Glenferrie involves improving the way we move around the precinct. This includes encouraging visitors to walk, cycle and use public transport.

Car parking will continue to be an important ingredient for the local economy, with a long term strategy seeking to increase and consolidate the supply of parking into multi-level and secure public car parks.

# SUSTAINABLE ACCESS

## AN OVERARCHING PRINCIPLE

Improving access to the Glenferrie precinct is integral to many of the projects in this Place Plan, from the streetscape design to station laneway upgrades and car park facilities.

Enabling a greater number of visitors to access Glenferrie while at the same time enhancing the appeal and vibrancy of the precinct itself is the underlying challenge.

Space limitations mean innovative solutions are needed to enable convenient access by a range of transport modes while enhancing the experience of visitors once they have arrived in the precinct.

This section brings together a number of proposals to provide an overview of improvements to access and parking in the precinct.

### TRAM AND TRAIN ARRIVALS



Council plans to work with the Department of Transport and Yarra Trams in the coming years to enhance the Glenferrie Station area and key tram stops along Glenferrie Road.

Improvements could include sheltered waiting areas, real-time arrival signage and improved street furniture, lighting and landscaping.

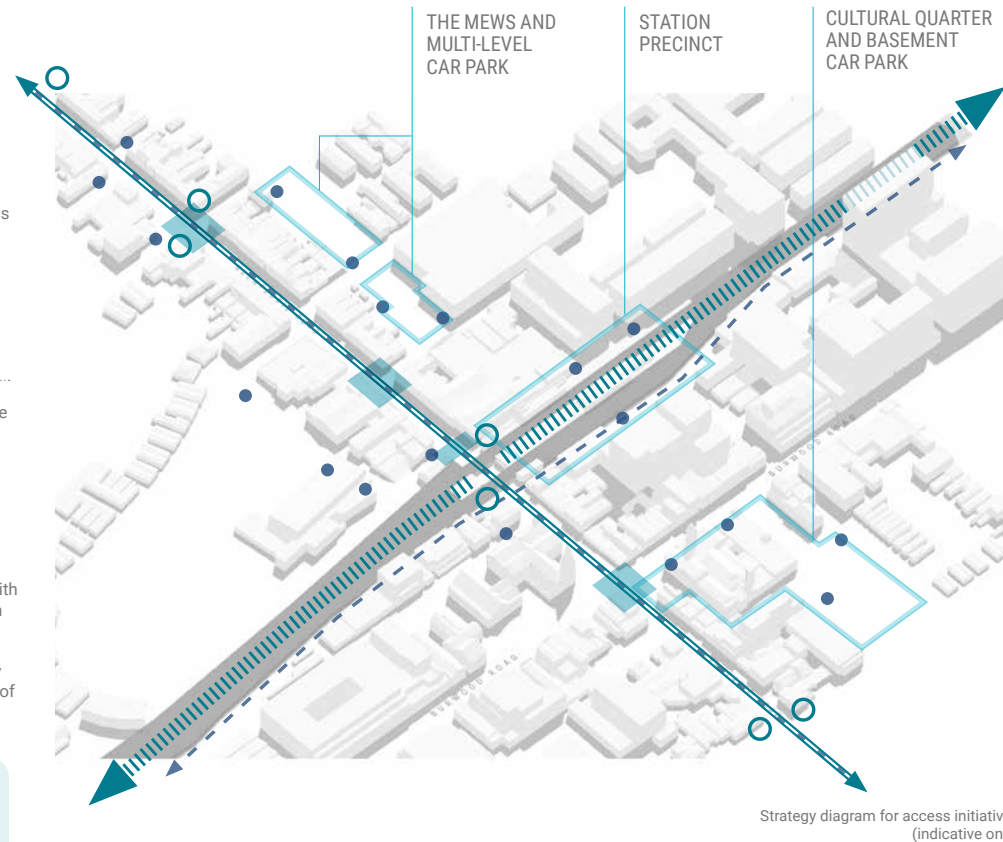
More than 25% of visitors to Glenferrie already use public transport, and these modes of travel offer significant growth potential.

### PEDESTRIAN ACCESS AND CROSSINGS



Walking is the most important mode of travel in Glenferrie, with 67% of people accessing the precinct by walking and almost all visitors moving within the precinct as pedestrians.

However, the Glenferrie community have reported frustration with the quality of footpaths and difficulty with crossing roads. Significant footpath widenings, enhanced laneways and additional signalised crossings along Glenferrie Road would greatly enhance the experience and safety of all pedestrians.



Strategy diagram for access initiatives  
(indicative only)

**25%**  
OF VISITORS  
TAKE PUBLIC TRANSPORT



**67%**  
OF VISITORS  
WALK TO GLENFERRIE



Respondents to the community survey indicated how they usually travel to the precinct

## KEY INITIATIVES

**9A** ENHANCE STATION ARRIVAL AND INTERCHANGE THROUGH LANEWAY UPGRADES

**9B** CONSOLIDATE AND IMPROVE PARKING FACILITIES ACROSS THE PRECINCT

**9C** UPGRADE THE STREETScape, BIKEWAYS AND TRAM STOP INFRASTRUCTURE

# PARKING STRATEGY

## FROM PARKING TO PLACES

This Place Plan seeks to achieve a net increase in parking capacity, while also increasing the appeal of Glenferrie itself to attract visitors.

Council owns a number of sites in the area that are used for surface parking, which along with non-residential on-street parking provides approximately 1,300 spaces in total.

These parking sites can be redeveloped over time to accommodate an equivalent or greater number of spaces in multi-level car parks, while also delivering significant community and economic benefits to Glenferrie.

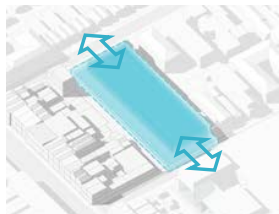
### STAGED IMPLEMENTATION

While the plan seeks to achieve a net increase in parking over time, the implementation of these projects needs to be staged carefully.

The construction of new off-street parking facilities and the relocation of existing on-street car parks would be sequenced over a number of years to minimise any temporary loss. Project construction would be

managed to mitigate disruption to precinct amenity and business activity.

Project staging would also be influenced by other levels of government, availability of project funding and consultation with key stakeholders. Council anticipates that plan implementation would occur over a period of approximately 10 years.

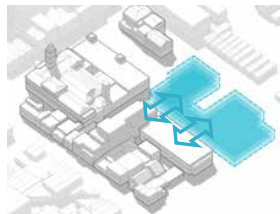


#### 1. Liddiard Street parking facility

There is an opportunity to consolidate surface parking, which is occupying land across the precinct, into a multi-level parking facility.

This facility would accommodate the relocation of surface parking spaces from Glenferrie Road and free up land to be used for other uses.

The building would also be designed with setbacks and landscaping to ensure an appropriate interface with neighbours and the street.

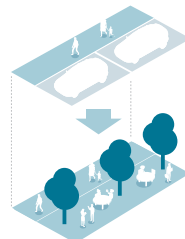


#### 2. James Street parking facility

The proposed new Cultural Quarter would include a multi-level underground public car park accessible from James Street.

This car park would accommodate the existing number of parking spaces at this location plus additional spaces for the Hawthorn Library.

Users would emerge from a secure parking facility into a vibrant cultural precinct with public art, greenery and places to sit and relax.



#### 3. On-street parking on Glenferrie Road

The potential relocation of on-street parking spaces from Glenferrie Road to new off-street parking facilities would allow for a highly people-focused streetscape with wider footpaths, more public seating and outdoor dining.

Over 100 parking spaces have been proposed for relocation, however the extent and timing of this would be coordinated with delivery of the new off-street parking facilities to minimise any short-term loss of parking in the precinct.

### INVESTIGATE PARKING OPTIONS

### LIDDIARD STREET PARKING FACILITY

### GLENFERRIE ROAD

### JAMES STREET PARKING FACILITY



Strategy diagram for parking initiatives (indicative only)

### Investigate commuter car parking options

Council is currently investigating the feasibility of park-and-ride car parking at sites near Glenferrie Station.

The park-and-ride car parking initiative from the Federal Government will be considered for how it can benefit Glenferrie by supporting local business and assisting with public realm improvements.

Community feedback and further feasibility analysis will be key to finding the right parking solution for Glenferrie.



CREATE A MORE  
EQUITABLE BALANCE  
OF SPACE.

COMMUNITY FEEDBACK





# IMPLEMENTATION

# IMPLEMENTATION

## DIVERSITY OF INITIATIVES

The Glenferrie placemaking project is multi-faceted and long-term, targeting a range of different areas and issues.

It brings together a variety of initiatives that complement each other and aim to improve different parts of the precinct in an integrated way. Upgrades to

public spaces and facilities would be implemented by Council and the State Government, while projects like the creation of the Innovation Spine would require long-term collaboration with Swinburne University and local business.

Cultural events and retail vibrancy initiatives would involve Council

collaborating with local community and traders to generate activity and attract visitors to public spaces and local businesses.

All initiatives will be managed and implemented in consultation with local stakeholders to ensure successful outcomes.



PHYSICAL



HERITAGE



ECONOMIC



EVENTS

## COLLABORATION IS KEY

Placemaking is ongoing and iterative, and is strengthened by collaboration, information sharing and feedback.

Council plays an important facilitator role, and has developed close working relationships with landholders public and private, traders and community groups.

Placemaking seeks for everyone to have an opportunity to share ideas and contribute to making Glenferrie a successful place.

## PARTNERING WITH STATE AND THE PRIVATE SECTOR

The Place Plan proposes transformative new projects that can drive the revitalisation of the Glenferrie precinct. The implementation of these projects would require successful partnerships with both other levels of government and the private sector.

State Government partnerships are integral to upgrading shared assets such as the Glenferrie Road streetscape and public transport stops. Council plans to

work collaboratively with the State Government to implement these long-term improvements to the area.

The Plan also involves Council partnering with local traders and the private sector on a range of initiatives. In particular, the Glenferrie Mews and Cultural Quarter proposals could involve partnering with private sector to deliver vibrant mixed-use precincts, which could grow the local economy and also help fund new community facilities, public spaces and car parking projects.



COUNCIL



COMMUNITY



STATE



PRIVATE

## A LONG-TERM PLAN

The Place Plan is a visionary document that aims to guide future placemaking activities in Glenferrie. Some initiatives could begin in the short-term, while others would involve further investigation, consultation and a long-term approach to implementation.

Some placemaking projects have already commenced, such as expanded outdoor dining, community noticeboard refurbishment and the Park Street Markets. These initiatives will help to increase the vibrancy and recovery of the precinct in the short-term, while work progresses on other public realm improvements that take more time and planning.

Less tangible initiatives that aim to improve cultural expression or build local knowledge industries will be ongoing, iterative and open to feedback, with community investment in their success critical.

Placemaking never truly stops, and the plan will be adapted according to the evolving needs of the community, with regular reviews as initiatives are implemented.



IT SHOULD BE VIBRANT, A PLACE TO BE PROUD OF AND MAKES RESIDENTS HAPPY TO SHOP, MEET AND DINE.

COMMUNITY FEEDBACK



# IMPLEMENTATION

## THE IMPLEMENTATION PLAN

This timeline provides a guide as to when initiatives described in the plan could be implemented and who would be involved.

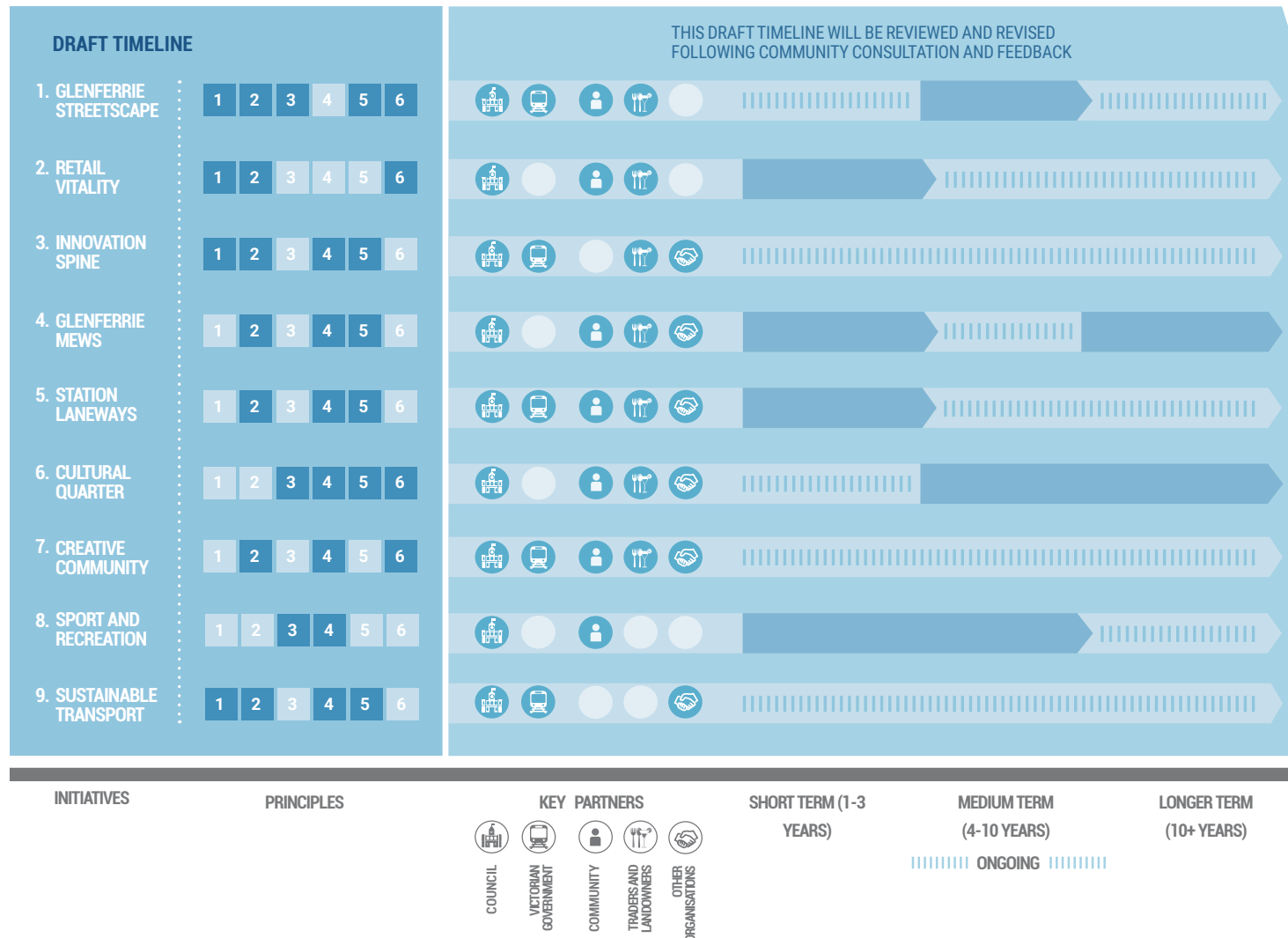
The sequencing of the various initiatives and projects over time will be important to optimise the benefits for the precinct. Council needs to carefully manage project costs and construction impacts, as well as ensure affected stakeholders have time to input on projects.

Many of the projects are still at an early conceptual stage and will need further time and community consultation to explore options and refine the proposed designs.

Therefore, this timeline needs to be flexible to respond to changing circumstances and community priorities.

*Implementation of proposed works will be subject to further detailed design, funding availability and consultation with stakeholders and the community.*

*Any proposals on private property will be subject to property owner consent and relevant authority approval.*





# GLENFERRIE PLACEMAKING

## COMMUNITY ENGAGEMENT SUMMARY

DRAFT

## CONTENTS

04	Placemaking process
	<b>Imagining Place</b>
06	Imagining place
07	Who participated
08	Consultation findings
	<b>Vision and priorities</b>
10	Developing a place vision
11	Who gave feedback
12	Community feedback
	<b>Additional consultation</b>
14	Engaging Swinburne
15	Student examples

## FOREWORD

This report outlines the community consultations which informed the Draft Plan Plan to revitalise the Glenferrie Road precinct.

Central to the Draft Place Plan are the voices of more than 1,700 community members who identified ways to make the Glenferrie Road precinct in Hawthorn a better place.

Extensive community consultation in 2020 encouraged community groups, residents, local businesses, landlords, employers and staff and students of Swinburne University to contribute their ideas and aspirations for the Glenferrie Road precinct.

The community's views have guided the drafting of a Place Plan for Glenferrie, outlining ways the Glenferrie precinct can be enhanced. This Plan is now available at [www.boroondara.vic.gov.au/glenferrie-placemaking](http://www.boroondara.vic.gov.au/glenferrie-placemaking).

Ongoing consultation with community members is a critical element of Boroondara's approach to placemaking and your feedback about each proposal in the Place Plan is welcomed.

To get in touch or to find out more about the Glenferrie Place Plan, visit:



[www.boroondara.vic.gov.au/glenferrie-placemaking](http://www.boroondara.vic.gov.au/glenferrie-placemaking)



[placemaking@boroondara.vic.gov.au](mailto:placemaking@boroondara.vic.gov.au)



(03) 9278 4907

# PLACEMAKING PROCESS

Boroondara's approach to placemaking involves five stages. This Community Engagement Summary provides an overview of the consultation undertaken in stages 2 and 3.

## STAGE 1 UNDERSTANDING PLACE

Analysis of economic, heritage, landscape and transport issues.

## STAGE 2 IMAGINING PLACE

Over 1,000 people had their say on the future of Glenferrie Road. These ideas became the basis of the Place Vision.

## STAGE 3 VISION & PRIORITIES

The Place Vision, based on the community's ideas, was released and approximately 700 people provided their feedback.

## STAGE 4 PLACE PLAN

The Draft Place Plan will be released and feedback invited. The plan sets out the proposed initiatives to revitalise Glenferrie.

## STAGE 5 TRANSFORMING PLACE

Some upgrades have already commenced and your feedback on the Place Plan will guide future works.

### COMMUNITY ENGAGEMENT ACTIVITIES

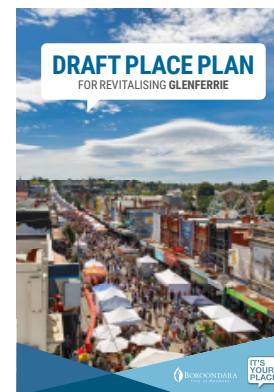
#### Stage 2 activities:

- Letterbox drop
- Community survey (telephone and online)
- New Facebook group
- Ideas Zone at the Glenferrie Festival
- Community workshop
- Online walkshop
- Swinburne University student projects

#### Stage 3 activities:

- Place Vision released online
- Facebook group discussions
- Community feedback survey (online)
- Community workshop
- Swinburne University student projects

→ We are here



## COMMUNITY CONSULTATION

### GATHERING PEOPLE'S IDEAS

The creation of vibrant and inclusive places starts with talking to the people who use the space.

In February 2020, a letter drop to more than 9,000 households and businesses invited the community who live, work, study and play near Glenferrie Road, Hawthorn to have their say in re-imagining the precinct.

More than 1,000 people shared their ideas through a range of engagement methods including a survey, a workshop, an online walkshop and at an Ideas Zone during the Glenferrie Festival.

### COMMUNITY SURVEY

In total, 829 people completed the first placemaking survey in February and March 2020. Of this, a representative sample of 400 local residents were surveyed by telephone by an independent market research firm using randomised or publicly available phone numbers. An online version of the survey was promoted through many channels and 429 people responded with their ideas.

### COMMUNITY WORKSHOP

In early March 2020, 45 local business operators, landlords, residents, representatives from community organisations, and Swinburne University staff and students joined forces to brainstorm enhancements to the area during a co-design workshop at the Hawthorn Arts Centre.



### GLENFERRIE FESTIVAL

The Glenferrie Festival on 1 March 2020 provided an ideal setting for an 'Ideas Zone'. Approximately 500 people of all ages and backgrounds completed different activities within the Ideas Zone. 281 people shared their 'big ideas' for the area, while 209 people wrote of their hopes for Glenferrie Road in the future and 62 people used post-it notes on maps of the area to identify what they value most. Families and groups of festival-goers lingered at the Ideas Zone reading the wall of ideas, relaxing with a free smoothie on the pop-up park seats and playing in children's cubby-houses.

### WALKSHOP AND OTHER EVENTS

An interactive 'walkshop' map on the Boroondara website collected more than 40 comments and suggestions from 19 community members.

Due to the COVID-19 pandemic, three community engagement events planned for March were cancelled in the interests of community safety. However, the high rates of engagement in each of the community activities in early March provided a firm foundation for identifying key issues and opportunities to enhance the Glenferrie Road precinct.

MORE THAN  
**300**

PEOPLE JOINED THE  
GLENFERRIE  
PLACEMAKING  
GROUP ON  
FACEBOOK

WITH ALMOST  
**200** POSTS  
AND OVER  
**600** REACTIONS REACHING  
MORE THAN  
**35,000**  
PEOPLE

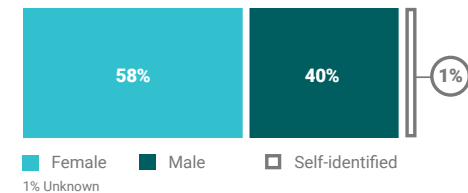
**281** PEOPLE  
CONTRIBUTED  
DURING THE  
**IDEAS  
ZONE**

AT THE GLENFERRIE FESTIVAL

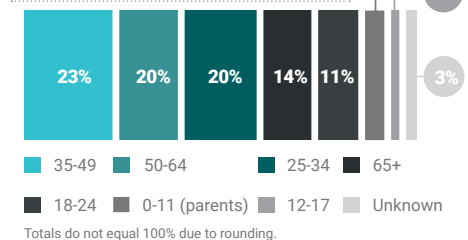
**45** TRADERS,  
LANDLORDS,  
STUDENTS &  
RESIDENTS  
PARTICIPATED IN A  
COMMUNITY WORKSHOP

## WHO PARTICIPATED

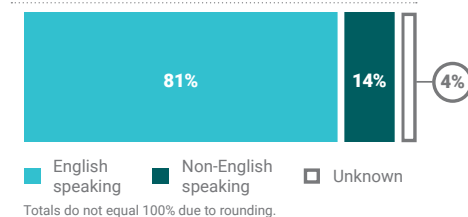
### Gender



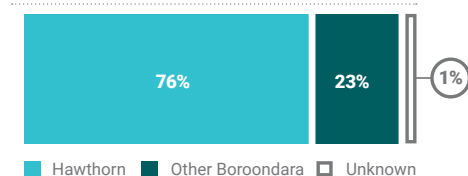
### Age (years)



### Cultural diversity



### Suburb of residence



## CONSULTATION FINDINGS

### COMMUNITY SURVEY

1. What makes Glenferrie Road unique?
2. What improvements would make you want to spend more time in Glenferrie Road?
3. In an ideal world, how would you like Glenferrie Road to look and feel in five to 10 years?

### Q3. 5 - 10 YEAR VISION

The feedback that emerged most frequently can be grouped into three themes.

Analysis of responses to this question reveal sixty percent of respondents want a precinct that feels **welcoming and relaxing**. In their responses, people said this may require improvements to the infrastructure, creating open spaces for socialising, relaxing and working, and improving safety along with atmospheric touches such as street art.

A third of respondents (33%) want Glenferrie Road to be a **thriving community hub**. They desire a

cross-section of amenities serving people from all walks of life. The community believes a more vibrant future for the precinct depends on helping small businesses thrive and by activating community spaces with diverse events.

A small but passionate subset of respondents (7%) envision the future of Glenferrie Road as a **charming historical neighbourhood**. They believe this can be achieved by balancing new developments with preserving and leveraging its heritage charm.

**60%**  
WANT A PRECINCT  
THAT IS A  
**WELCOMING AND  
RELAXING PLACE**



### Q1. WHAT IS UNIQUE?

People who completed the survey spoke about the diverse people and local businesses who come together in the precinct to create a supportive and inclusive community, with many saying Glenferrie Road is "the heart of Hawthorn".

The survey results reveal the precinct is valued for its **selection of amenities, easy accessibility and its diverse local community**. All these factors contribute to its appealing vibe.

Likewise its **proximity to the city and well-connected public transport** is highly valued by the community.

### Q2. ROOM FOR IMPROVEMENT

Four themes (or ideas) emerged most frequently from people's 'blue-sky' suggestions to improve the precinct.

Suggested most frequently were ideas to create **comfortable places to spend time**, such as greening the street, updating street furniture and creating open spaces for small gatherings.

The second most frequent suggestions focus on **making access and movement easier** for people on foot by providing smooth, wide and clutter-free footpaths, and for people in vehicles seeking convenient, stress-free parking.

In third place were suggestions to **revitalise retail** by attracting a more diverse mix of businesses and encouraging better maintenance of privately-owned shopfronts.

**Art and seasonal activities** celebrating the diverse local community were the focus of the final set of suggestions.

These four sets of suggestions from the community provide a strong basis for plans to revitalise Glenferrie Road.

#### COMFORTABLE PLACES TO SPEND TIME



WERE IMPORTANT TO

**40%**  
OF PEOPLE

#### DESIGNING STREETS FOR EASY ACCESS



WAS IMPORTANT TO

**23%**  
OF PEOPLE

**19%**  
WANT REVITALISED  
RETAIL FOR A



**THRIVING  
PRECINCT**

**17%** WANT  
ACTIVATIONS  
FOR A MORE VIBRANT  
COMMUNITY



## DEVELOPING A PLACE VISION

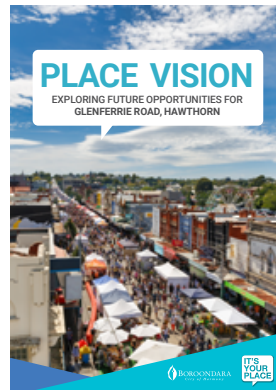
The community's ideas and findings from the consultations informed the development of a Place Vision.

The Place Vision was published in August 2020.

The Place Vision laid out a series of opportunities to revitalise the precinct, based on the views and ideas gathered during the community consultations in early 2020.

The Place Vision also included a vision statement to summarise and reflect the key findings of the community consultations.

The community was invited to give feedback on the vision. Did it capture the community's aspirations for the Glenferrie Road precinct?



“

*Glenferrie will be a vibrant and accessible place where everyone feels welcome. The streets and public spaces will offer more greenery and opportunities for people to meet, shop, learn and hold events.*

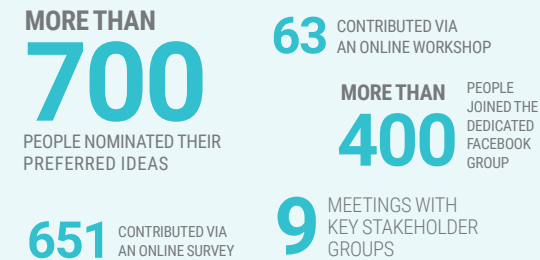
*The local economy and community will flourish, with people and businesses representing the area's rich diversity.*

”

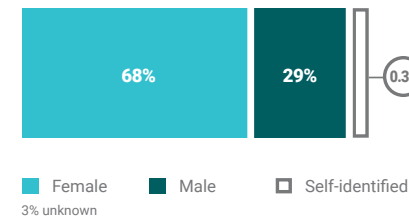
VISION STATEMENT

## WHO GAVE FEEDBACK

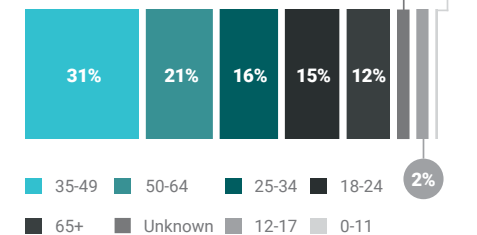
Through August and September 2020, the community gave feedback on the Place Vision.



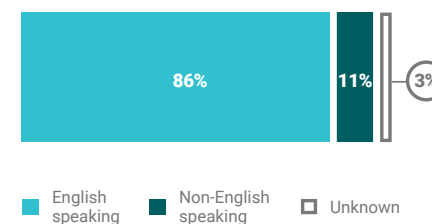
### Gender



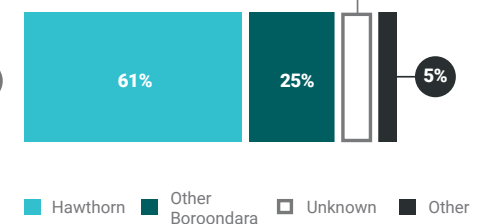
### Age (years)



### Cultural diversity



### Suburb of residence



## COMMUNITY PRIORITIES

### PRIORITISING IDEAS

The Place Vision laid out a series of opportunities to revitalise the precinct, based on the views and ideas gathered during the community consultations in early 2020.

The community was invited to feedback their views on five key areas:

- Glenferrie Road streetscape
- Glenferrie Station
- Recreational facilities
- Hawthorn Arts Centre
- Broader public realm.

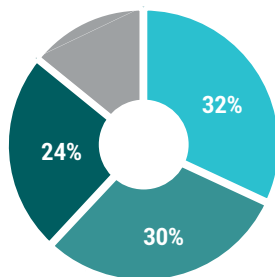
Community feedback on each of these four locations and the broader public realm appears below.

In summary, the community has consistently prioritised three improvements to the key public spaces:

- Greenery and shading
- Seating in public spaces
- Improved footpaths for accessibility.

These priorities, nominated by the community, have informed the initiatives within the Draft Place Plan.

### GLENFERRIE ROAD STREETScape



**Question: From your own perspective, which of the following improvements along the strip of shops on Glenferrie Road, Hawthorn will make you want to spend more time there?**

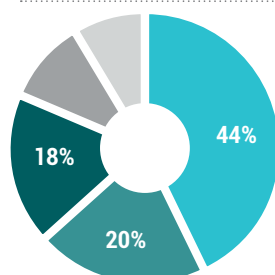
32% Space for outdoor dining and public seating

14% Relaxed spaces for meeting up with friends and enjoying small, outdoor performances and events

30% Greenery and landscaping to provide shade

24% Wider footpaths that are accessible for everyone

### GLENFERRIE STATION



**Question: From your own perspective, which improvements to the laneways and public spaces around Glenferrie Station will make it more welcoming?**

44% Greening and landscaping

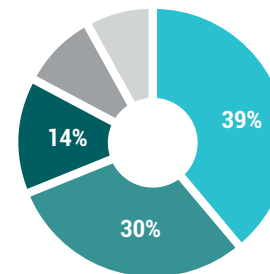
10% Wayfinding signage and train and tram information that's visible from outside the Station

20% Upgraded surfaces along the footpaths and laneways

18% Creative lighting in the laneways and under the rail bridge

8% Public art and murals

### RECREATIONAL FACILITIES



**Question: What recreational facilities would you like to see in the precinct, particularly around the Hawthorn Aquatic and Leisure Centre and towards the Glenferrie Oval?**

39% Public space and seating to meet friends and relax

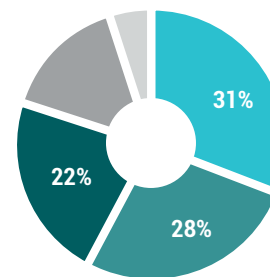
9% Outdoor recreation spaces such as table tennis and basketball

30% Greenery, landscaping and community gardens (where people can grow plants)

8% Children's play equipment and games

14% Space and facilities for community events, live music and performance

### HAWTHORN ARTS CENTRE



**Question: Which of the following enhancements around the Hawthorn Arts Centre appeal to you?**

31% Greenery, landscaping and seating

15% Creative lighting and outdoor cinema projections

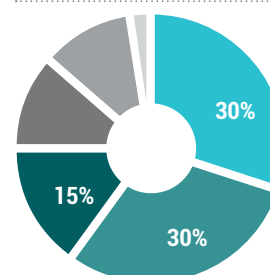
28% Temporary art displays and creative art classes

5% Games and activities such as giant chess

22% Food and beverage and space for outdoor dining

Totals do not equal 100% due to rounding.

### PUBLIC REALM



**Question: When you think about the Glenferrie Road precinct in Hawthorn, which of the following are most important to you?**

30% Greenery, landscaping and seating

12% Maintaining on-street parking on Glenferrie Road

30% Wider footpaths for universal access

11% Improved bike lanes and bike parking

15% More parking space in nearby public carparks

2% Wider and more accessible platforms at tram stops

## COMMUNITY FEEDBACK

**85% OF RESPONDENTS AGREED THE VISION STATEMENT WAS SUITABLE.  
THE MOST COMMON REASONS THEY GAVE WERE:**

"The greenery"



"It's community minded"



"It's accessible, inclusive and welcoming"



**4% DISAGREED, 9% WERE UNSURE. WHY?**



"Need to focus on retail activity more"



"A lack of detail in the vision statement"



"A lack of focus on the historical element of the street's character"

## ENGAGING SWINBURNE

### OVERVIEW

Throughout each stage of the placemaking process, Council has engaged with Swinburne University.

Swinburne University is a significant presence in Glenferrie, and close cooperation and coordination will be essential to improving the wider precinct.

Together, Boroondara and Swinburne University aim to harness the University's creative, technological and research expertise to deliver a strong and beneficial presence in the public realm.

### CAMPUS MASTER PLANNING

Consultation with Swinburne has ensured key initiatives proposed by Council in the Glenferrie Place Plan align with Swinburne's campus planning objectives. This collaborative approach has

helped outline a role for Swinburne in the implementation of initiatives proposed in the Draft Place Plan, such as Glenferrie Mews.

### STUDENTS

Teaching academics and students at Swinburne have embraced the placemaking process and the opportunity to consider a local issue.

During 2020, several business, design and information technology subjects were crafted around placemaking.

Students worked on speculative and creative projects that align with the real-world challenges and opportunities highlighted in the Place Vision. They've developed business proposals, wayfinding strategies and architectural interventions. They've also come up with innovative ways to link technology, user experience design and underused spaces, and they've

even gamified strategies to boost sustainable transport use and traffic to local businesses.

A wealth of future-focused ideas were presented to Council staff for consideration. These contributions have helped outline a brighter future for the precinct, and while many ideas are beyond the scope of the Place Plan, they have fuelled thinking about future possibilities.

In coming semesters, students will continue to develop placemaking-related ideas, while teaching staff and Council will collaborate to open up spaces and opportunities for display, testing and implementation of student work.

A selection of blue-sky ideas developed by students follow to illustrate the engagement between Council and Swinburne University.



14



15

## STUDENT IDEAS

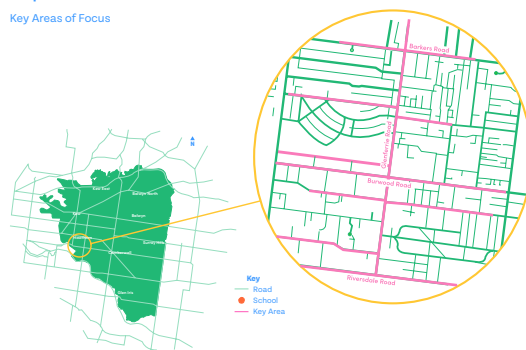
Showcasing  
blue-sky thinking from  
students of Swinburne  
University

### PROJECT 1: SWITCHING GEARS

Switching gears was a student project aimed at increasing cycling and other active transport for trips around Boroondara and beyond. It proposed the creation of a 'Safe Peddle District' for children and young people in Glenferrie, complete with a coordinated campaign featuring signage, posters, ground decals and apps.



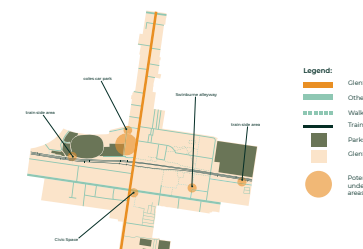
Map of Glenferrie  
Key Areas of Focus



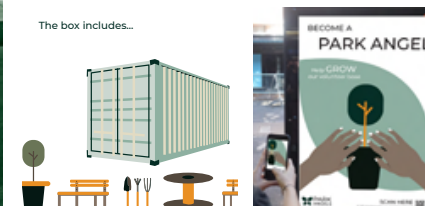
### PROJECT 2: GROW GLENFERRIE

Grow Glenferrie was a student project addressing the growing demand for green spaces in Glenferrie where extra space is hard to come by. By accessing a kit of infrastructure and a coordinated marketing strategy, the public are able to take control of greening public spaces.

Glenferrie Map:



The box includes...

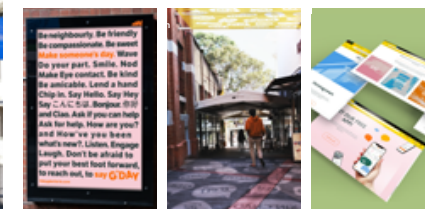


### PROJECT 3: G'DAY GLENFERRIE

G'day Glenferrie was a student project to reconnect community with locally owned businesses. Through the production of an app, it would encourage community engagement and local connection among community members and local businesses.

Glenferrie Road

As of March 2020



These concepts demonstrate the quality of ideas generated by students of Swinburne University and will be investigated as potential mid to long term initiatives. 17

IT'S  
YOUR  
PLACE

This summary of community engagement is a supplement to the draft Place Plan for the Glenferrie Road precinct published in July 2021.

July 2021

