

3.3 Camberwell Junction Vision and Priorities Report

Executive Summary

Purpose

This report presents the Vision and Priorities for Camberwell Junction (**Attachment 3.4.1**), which includes a summary of the findings of the background research and community engagement undertaken in late 2021.

The Vision and Priorities report for Camberwell Junction is intended to inform the next phase of community engagement activities and will guide the subsequent preparation of the Structure and Place Plan.

Background

The Camberwell Junction Structure and Place Plan project began in August 2021 with the commencement of the following stages:

1. Understand Place - an analysis of background research, technical studies, and review of existing projects affecting the precinct.
2. Imagine Place - community engagement during September and October 2021, designed to learn what people want for the future of the precinct.

This Vision and Priorities report for Camberwell Junction (Stage 3) is informed by the findings of the two previous stages and seeks community feedback on the proposed Vision.

Key Issues

The Vision and Priorities report is for engagement purposes only. It presents an overview of the research undertaken and includes the results of community engagement activities conducted in the spring of 2021, and proposes the following vision statement for the future of the precinct:

Camberwell Junction will be revitalised as a dynamic, desirable and prosperous metropolitan hub. Residents, visitors and locals will be attracted to its thriving retail, smart economy, lively public spaces, attractive character and highly liveable urban environment. The Junction precinct will attract significant public and private investment to create an exciting economic and lifestyle destination that is welcoming to all.

Next Steps

The Vision and Priorities report for Camberwell Junction provides the foundations for community engagement, currently proposed to start on 20 September 2022 and extend for a period of 4 weeks.

Following community engagement on the Vision and Priorities report, the full Structure and Place Plan (Stage 4) will be developed for Council consideration in the first half of 2023, and will be used to both:

- Guide future development with planning controls for land use, built form, heritage protection and design quality, and
- Present key projects and initiatives to enhance the precinct, such as new public spaces, amenity improvements, cultural and economic initiatives.

Officers' recommendation

That the Urban Planning Delegated Committee resolves to endorse the Camberwell Junction Vision and Priorities report and to proceed with community engagement for a period of 4 weeks starting from 20 September 2022.

Responsible director: Scott Walker, Director Urban Living

1. Purpose

The purpose of this report is to present the Vision and Priorities report for Camberwell Junction (Attachment 3.4.1), which includes a summary of the findings of the community engagement undertaken in late 2021.

The Vision and Priorities report for Camberwell Junction is intended to inform the next phase of community engagement activities and will guide the subsequent preparation of the Structure and Place Plan.

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

Placemaking and Strategic Planning in Boroondara play a significant role in delivering on the overall vision of the Boroondara Community Plan (BCP).

The Vision and Priorities report for Camberwell Junction considers all the themes and strategic objectives of the BCP in proposing a holistic vision for revitalising the precinct, with particular reference to theme 4 “Neighbourhood Character and Heritage” and theme 6, “Local Economy”, and fulfils Council’s commitment to keeping in touch with the community on city-shaping initiatives.

3. Background

The Camberwell Junction Structure and Place Plan project commenced in August 2021, following a 5-stage process based on the Placemaking Framework adopted in 2019 (refer to figure 1).

The Vision and Priorities report for Camberwell Junction has been informed by two previous stages:

1. Understand Place - an analysis of background research, technical studies, and review of existing projects affecting the precinct.
2. Imagine Place - community engagement during September and October 2021, designed to learn about what people want for the future of the precinct.

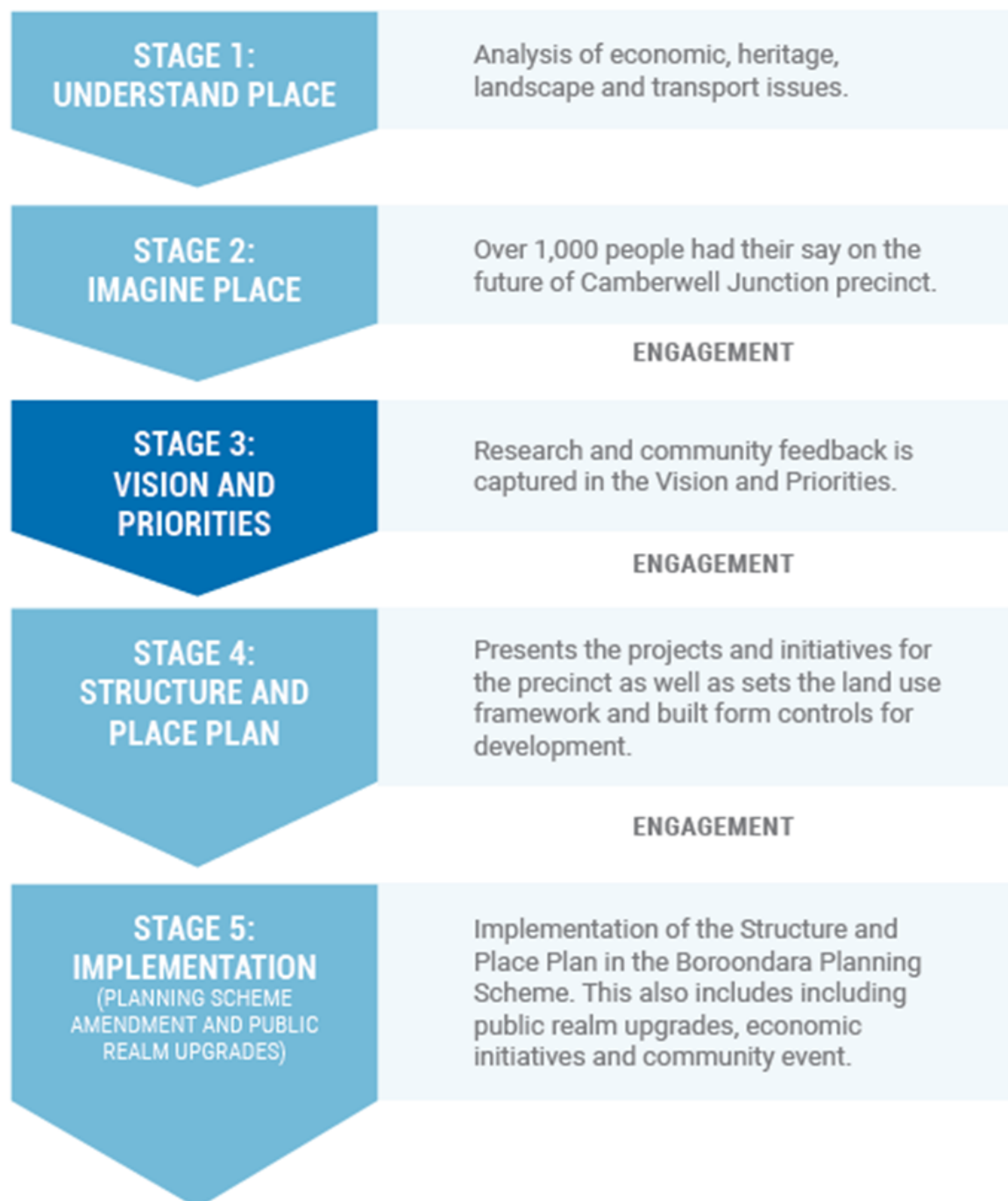


Figure 1. Structure and Place Planning Process for Camberwell Junction

Background research undertaken to inform the development of the Vision and Priorities report includes:

- Initial 'blue sky' community engagement
- Review of previous structure plan research
- Demographics by ID Consulting
- Economic and land use analysis by Hill PDA
- Built form analysis
- Public realm analysis
- Strategic context analysis
- Review of recent and current projects and upgrades
- Infrastructure analysis
- Review of council-owned assets, and
- Initial traffic and parking assessment

The area within the Camberwell Junction Precinct project comprises:

1. Burke Road from Victoria Road in the north to Inglesby Road in the south
2. Camberwell Road from Fritsch Holzer Park in the north-west to Camberwell Sportsground in the south-east
3. Riversdale Road from Camberwell Community Centre in the east to Junction Skate and BMX Park in the west.



Figure 2. The geographic scope of the Camberwell Junction project area.

4. Outline of key issues/options

This document will guide the development of a comprehensive Structure and Place Plan and be used to both:

- Guide future development with planning controls for land use, built form, heritage protection and design quality, and
- Present key projects and initiatives to enhance the precinct, including new public spaces, streetscape upgrades, cultural and economic initiatives.

The Vision and Priorities report is for engagement purposes only. It presents an overview of the research undertaken and includes the results of community engagement activities conducted in the spring of 2021, and puts forward the following vision statement for the future of the precinct:

Camberwell Junction will be revitalised as a dynamic, desirable and prosperous metropolitan hub.

Residents, visitors and locals will be attracted to its thriving retail, smart economy, lively public spaces, attractive character and highly liveable urban environment.

The Junction precinct will attract significant public and private investment to create an exciting economic and lifestyle destination that is welcoming to all.

The identification of priorities for the precinct follows this vision statement, as listed below:

1. **Promoting a robust and diverse economy** - A priority for the precinct will be developing and promoting as a strong and diverse retail and commercial centre. Renewing existing commercial spaces and expanding office and retail floorspace and opportunities will ensure a robust and thriving economic future.
2. **Expanding living opportunities** - Meeting future housing needs through more diverse housing options within the Junction (including higher density) will be important and will help protect surrounding neighbourhood character from undue development pressure.
3. **Designing a high-quality precinct** - Camberwell Junction will be home to high quality architecture and urban design. A well-designed, higher-density precinct will enhance liveability, improve sustainability and attract economic investment.
4. **Creating places for people** - Great streets and public places are essential to creating a more inviting precinct where business can thrive. Better public space for everyone to enjoy will improve the precinct, attracting visitors and locals alike.
5. **Connecting Camberwell** - Ensuring accessibility around the precinct will be key to a successful centre. Redesigning congested, car-dominated streets to enable a wide range of mobility modes will result in a more attractive and accessible precinct for people of all ages and abilities.
6. **Prioritising sustainability** - Sustainable cities are vital to supporting community wellbeing into the future. Investing in the environment and landscaping will create a green and inviting precinct that will attract people to live, work and shop in Camberwell Junction.

Once confirmed by the community, these priorities will guide the next phase of the Structure and Place Plan, where Council will develop the initiatives and policy changes necessary to guide and inform the future of Camberwell Junction.

5. Consultation/communication

The Vision and Priorities report has been developed in collaboration with various internal Council partners including Placemaking and Strategic Planning, Economic Development, Environment and Sustainable Living, Traffic and Transport, Arts and Culture, and Strategic Communications.

Over September to October 2021, more than 630 people shared their ideas through a range of consultation methods including a telephone survey, online on Engage Boroondara and a stakeholder workshop.

The Vision and Priorities are informed by responses from community members to two blue sky questions:

1. *Thinking about Camberwell Junction, what is important to you?* Community responses are grouped in the following three themes:
 - shops and dining are key to meeting people's everyday needs,
 - Improved ease of access and pedestrian amenity were key topics, and
 - Green, clean streets and a village feel are important to the community.
2. *What improvements would make you want to spend more time in Camberwell Junction?* Most raised responses are as follows:
 - Enhancing and activating public atmosphere,
 - Improving economic resilience, and
 - Need for improved mobility and accessibility.

The Vision and Priorities report for Camberwell Junction is scheduled to commence community engagement for a 4-week period from 20 September 2022, subject to Urban Planning Delegated Committee (UPDC) endorsement.

Key communications and engagement activities planned will include:

- Engage Boroondara Website – Vision & Priorities support
- Engage Boroondara Website – Vision & Priorities feedback
- Letters to traders, residents and key stakeholder groups
- Article in Boroondara Bulletin
- Article in the Ward Newsletter
- Social media communications

6. Financial and resource implications

There are no financial and resource implications arising directly from the Vision and Priorities report for Camberwell Junction and associated community engagement activities can be undertaken within the allocated budget for Placemaking in Camberwell Junction.

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

The Vision and Priorities report for Camberwell Junction captures the community's vision for the future of the Precinct. It will ensure Council is delivery on the priorities identified by the community to improve economic viability, social interactions and environmental sustainability.

Manager: David Cowan, Manager Planning and Placemaking

Report officer: Arturo Ruiz, Head of Placemaking

VISION & PRIORITIES

EXPLORING FUTURE OPPORTUNITIES FOR CAMBERWELL JUNCTION



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Document Control

Version 2 - Draft for internal comment only
Date: 8 August 2022

ACKNOWLEDGMENT OF TRADITIONAL OWNERS

The City of Boroondara acknowledges the Wurundjeri Woi-wurrung people as the Traditional Owners and original custodians of this land, and we pay our respects to their Elders past and present.

FOREWORD

PURPOSE OF THIS DOCUMENT

This document presents an ambitious, yet realistic vision statement and outlines key priorities to shape the future of Camberwell Junction.

The Camberwell Junction Vision and Priorities have been informed by two previous steps:

1.

Understanding Place - an analysis of background research, technical studies, and review of existing projects affecting the precinct.
2.

Imagining Place - community engagement during September and October 2021, designed to learn about what people want for the future of the precinct.

We have been working hard to learn what’s important to locals and visitors alike, and to understand what makes Camberwell Junction precinct an iconic shopping, employment, and cultural precinct.

An overview of the research underpinning our work is presented in this document, including the results of community engagement activities conducted in the spring of 2021.

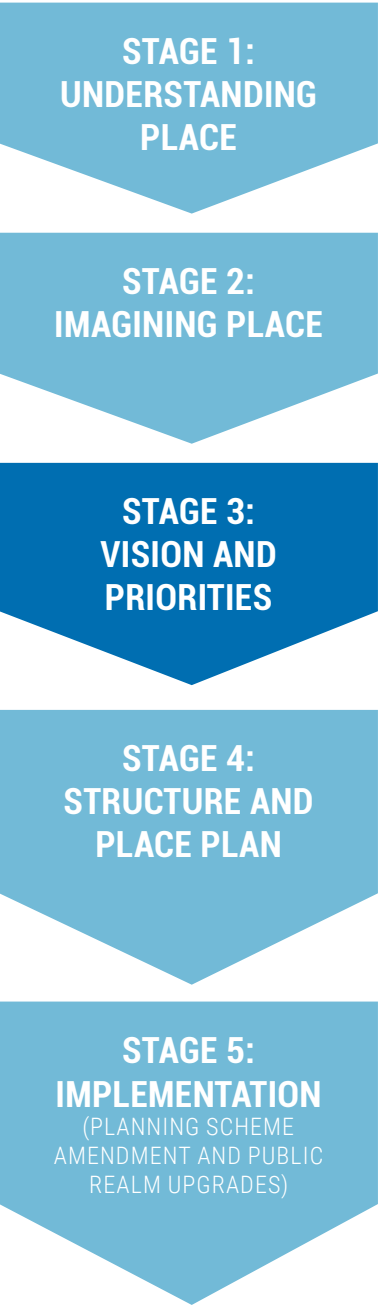
The research undertaken to this point has allowed us to identify the key priorities, opportunities and aspirations for the future of the precinct.

This Vision and Priorities will guide the development of a comprehensive Structure and Place Plan that will include the fundamental elements of a structure plan and be used to both:

- Guide future development with planning controls for land use, built form, heritage protection and design quality, and
- Present key projects and initiatives to enhance the precinct, including new public spaces, streetscape upgrades, cultural and economic initiatives.

This Vision and Priorities document is for engagement purposes only.

Community feedback on the Vision statement and this document is integral to this process, and we want to hear what you have to say.



PRECINCT CONTEXT

A REGIONALLY SIGNIFICANT CENTRE

Strategically located between Melbourne’s CBD, and the eastern and southern suburbs, Camberwell Junction is a vital economic centre and transport hub, where an increasing number of people are choosing to live, work and relax.

Whilst it is well-known across Melbourne for its diverse retail offerings including iconic markets, boutique shops and a wide range of restaurants and wine bars, Camberwell Junction is more than one of Melbourne’s major destinations. It is also a key hub for office-based knowledge businesses and home to an increasing number of local residents.

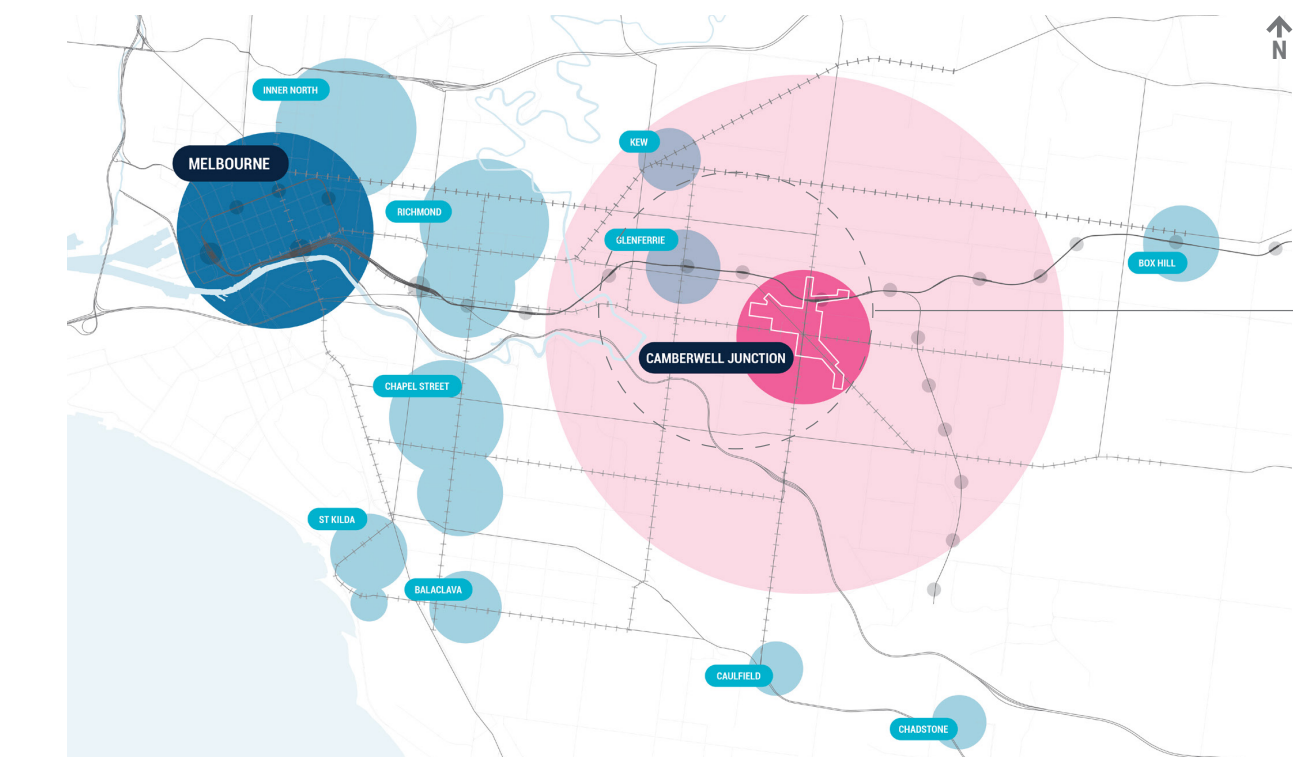
The precinct features valued parks, community facilities and is well connected via roads and public transport networks.

As a major employment centre, the Junction is currently home to more than 700 businesses, including major shopping destinations, a thriving food & beverage sector and a high number of office-based knowledge businesses.

Camberwell Junction is well positioned to benefit from recent trends towards hybrid working & decentralised economic activity. Clever planning can ensure the centre becomes an increasingly prosperous hub for business.

Camberwell Junction’s appeal as a metropolitan destination can be reinforced into the future by capturing investment to offer an enhanced visitor experience and create a highly liveable precinct.

This map illustrates Camberwell Junction (bright pink) and its area of influence (light pink) in the context of the inner south east metropolitan Melbourne.



A VIBRANT ACTIVITY CORRIDOR

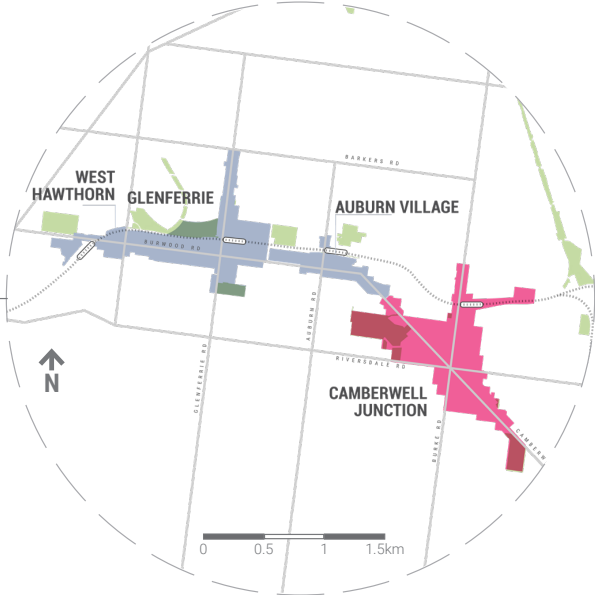
Camberwell Junction is a major part of a larger, commercial activity corridor expanding approximately 4 kilometres along Camberwell and Burwood Roads.

The Burwood-Camberwell Road Commercial Corridor links the Glenferrie and Camberwell Junction activity centres and plays a significant role as Boroondara’s key employment, economic, and innovation spine.

The corridor is both a transport corridor and home to multiple commercial, educational, and residential premises. The absence of a tram line presents an opportunity to improve pedestrian and cycling infrastructure, which can contribute to the local economy and strengthening Glenferrie and Camberwell Junction’s link.

Planning for more growth and development to be accommodated along this corridor will enable Council to better protect the amenity and character of surrounding residential areas while supporting economic growth and vibrancy.

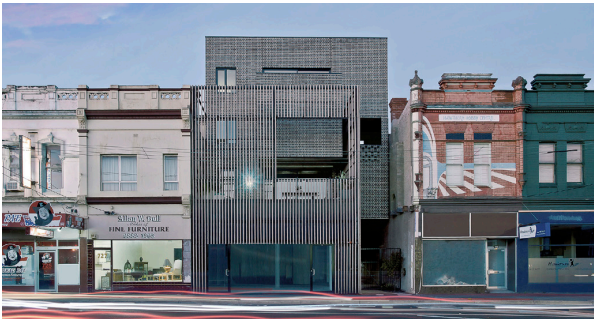
This map focuses in on the Camberwell Junction, Auburn Village, Glenferrie and West Hawthorn activity corridor.



This corridor has been subject to substantial transformation in recent years and is a key activity spine connecting two major activity centres: Glenferrie and Camberwell Junction.



Glenferrie Road, Hawthorn



Burwood Road, Hawthorn East



Rivoli Cinemas

PRECINCT CONTEXT

PRECINCT DESCRIPTION & BOUNDARIES

The Camberwell Junction Activity Centre is one of Eastern Melbourne’s major economic and employment centres.

The precinct encompasses significant commercial corridors around Burke, Camberwell and Riversdale Roads.

It features heritage shopfronts, two major shopping centres, cultural destinations, large office buildings and important public spaces. The precinct extends from the intersection of Burke Road and Victoria Road in the north to Inglesby Road and Camberwell Sports Ground in the south; Fritsch Holzer Park in the north west, and Fairholm Grove and Read Gardens in the east and north east.

There are major public assets including the Fresh Food Market, schools, Camberwell train station, the Yarra tram depot, Camberwell public library, a community centre, Council chambers and valued parklands.

The project area includes a range of different sub-precincts with their own distinctive character and communities. These sub-precincts feature distinctive street, building and public space typologies that will be considered as part of future plans.

As of 30 June 2021, Camberwell Junction precinct supports a surrounding estimated resident population (ERP) of 23,606 people. Good transport connections mean the centre is also easily accessible to the wider municipality of Boroondara and its 176,632 residents.

An investigation area has been identified extending along Camberwell Road’s north-west end to its junction with Burwood Road (refer to map on page 6). Potential inclusion of this investigation area into the precinct boundaries will be subject to further analysis and consideration.



PRECINCT BOUNDARIES - MAP

The project area boundary is generally consistent with previous structure plan boundaries. The area extends to include key public open spaces: Fritsch Holzer Park, Read Gardens and Camberwell Sports Ground.



SOCIO-ECONOMIC ANALYSIS

POPULATION GROWTH AND CHANGE

The populations of Camberwell and Hawthorn East are growing and are home to a range of age groups making it an ideal location for providing diverse housing for changing community needs.

Demographic projections indicate that around 11,450 new residents are forecast to live in these suburbs by 2041.

The Camberwell Junction precinct is well-placed to accommodate a significant part of this population, and related economic growth due to its excellent access to shops, services, transport, and public spaces.

It is anticipated that around 3,749 of these additional residents will want to live in the Camberwell Junction precinct by 2041. To meet this increase more than 1,500 additional dwellings will be needed in the centre. This will most likely be in the form of new high density housing.

New development will be needed to accommodate new businesses and provide homes for key workers and younger generations.

Careful planning will ensure new development is well-designed and occurs at suitable locations, to protect heritage places, open spaces and other important features.

Planning for accommodating future housing demand in Camberwell Junction will also be important to reducing development pressures on other areas where neighbourhood character considerations would limit capacity, including surrounding neighbourhood residential areas.

Appropriate precinct planning will provide Council with tools to guide future development and deliver important improvements to the public realm, transport and community facilities.

The residential population of Camberwell Junction is generally younger than the wider Boroondara community. It is expected that younger generations will continue to be attracted to the lifestyle and convenience offered by the precinct.

However, the precinct is also well-utilised by older age groups both as visitors from the surrounding suburbs and as residents of aged care facilities in the area.

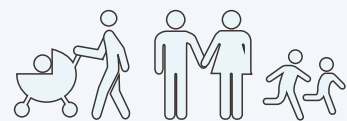
Around 9% of the precinct residents have a need for assistance due to disability, and any upgrades to the precincts public realm will need to cater to all abilities.

A significant proportion of households in the precinct (44%) are made up of couples either with or without children. Lone person households make up more than a third of households.

With a large portion of the population living on their own, there will be a need for community gathering spaces and public spaces where people can socialise.

Today's largest age group is
20-29 years.

It is anticipated the fastest growing group will be aged
30-39 years.



Rivoli Cinemas

A RETAIL AND EMPLOYMENT CENTRE

Camberwell Junction is a primary retail destination and the largest employment centre in Boroondara.

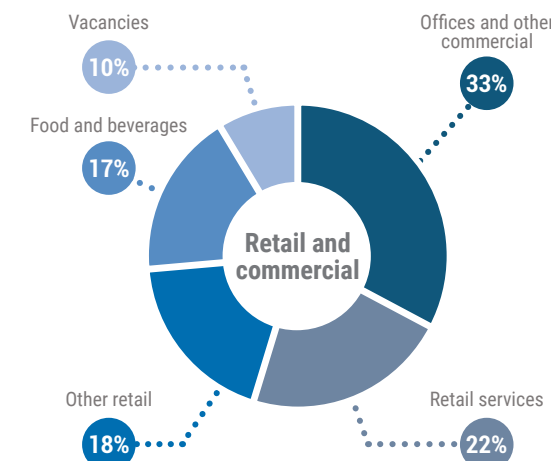
Home to a diverse mix of retail, service and knowledge businesses, including vital entertainment and cultural destinations. The iconic Sunday Camberwell Market and the Camberwell Fresh Food Market attract many visitors to the precinct from across Melbourne.

Within the precinct there are approximately 770 registered traders in Camberwell, including a substantial number of offices, ensuring Camberwell has a diverse and robust local economy.

Retail vacancy has increased about 10% during the COVID-19 pandemic (June 2020). This rate was not as high as other comparably sized retail centres such as Brunswick Street or Chapel Street, and the rate is likely to trend down as the local economy recovers.

Economic projections indicate demand for 39,300m² to 59,800m² of employment floorspace between 2021 and 2051. This economic growth could deliver around 2000 new jobs, raising the total number of employees in the precinct to approximately 12,600. This demand will need to be met through redevelopment of existing sites with multi-level commercial and/or mixed-use developments

The Camberwell Traders' Association provides marketing and business development support for businesses within the Camberwell Junction precinct.



A COMMUNITY HUB

A range of community facilities and organisations keep the community active and engaged.

The new Camberwell Community Centre (CCC) building has updated a facility that has been part of the Boroondara Community for over 40 years. Co-located with the CCC is the Camberwell Maternal Child Health Centre.

Camberwell Sports Ground is currently home to the following clubs:

- Camberwell Magpies Cricket Club
- Old Scotch Football Club
- Camberwell Sharks Junior Football Club
- City of Camberwell Tennis Club
- Camberwell Central Bowls Club.

Camberwell Library is an important meeting point and provides community, educational and social services to residents.

Managed by the YMCA on behalf of Council, Junction Skate and BMX Park is a great park for young people and families. Located nearby are Hawthorn Community Gardens which were established in 1980.

The Rotary Club Balwyn also plays an important role in the precinct by organising the very popular Camberwell Sunday Market.



Camberwell Community Centre

PUBLIC REALM ANALYSIS

EXISTING LANDSCAPE AREAS AND GREEN INFRASTRUCTURE

Greenspaces are the primary leisure spaces for many residents, and represent a significant portion of the tree canopy and public land.

Most major greenspaces around the precinct are disconnected from major roads and local streets, but still see a high volume of community use.

Fritsch Holzer Park is one of the largest greenspaces in the Hawthorn-Camberwell area. It features a rich landscape as a result of its former brick yard history. Its large scale allows it to host many visitors while not being overly crowded.

Swinburne Secondary Sports Hub is located off Camberwell Road, adjoining Fritsch Holzer Park.

Other main green spaces include Reid Gardens, a neighbourhood asset with heritage value and potential to be better connected with Burke Hill village.

Camberwell Sports Ground is located in the south east corner of the precinct. It plays an important role currently hosting a wide range of sporting clubs.



Reid Gardens



Cambridge Street, Hawthorn East

This map illustrates the existing tree canopy cover and key open spaces.



- EXISTING TREES
- PARKS AND GREEN AREAS

EXISTING PUBLIC CAR PARKING

Camberwell Junction is divided by busy roads at present and is not the most welcoming environment for pedestrians and cyclists.

Camberwell Junction is supplied with over 2,350 parking spaces around the precinct in off-street facilities in addition to on-street parking along most roads.

The majority of spaces are located within a handful of large off-street car parks, notably Station Street, the Station Street multi-deck (privately owned but publicly accessible), Junction West, Burke Avenue, Harold Street and Butler Street.

About 350 spaces occupy on-street spaces along Burke Road, Riversdale Road and Camberwell Road at the heart of the precinct. These represent only a small share of total parking supply but are the most visible and are well used.

Most public car parks in the precinct do not have appropriate pedestrian pathways through them, which is an ongoing safety concern.

Improving the design of public car parking throughout the precinct will deliver a safer walking and cycling environment that will encourage and facilitate great visitation to this shopping and business area.



Camberwell Place - at grade car park



Camberwell Place - multideck car park

This map illustrates the existing public car parking throughout the precinct.



- AVAILABLE ON-STREET PARKING
- EXISTING PUBLIC AT-GRADE CAR PARKING
- OTHER PUBLICLY ACCESSIBLE CAR PARKING

TRANSPORT ANALYSIS

METROPOLITAN TRANSPORT NETWORK

Camberwell Junction is one of eastern Melbourne’s main transport hubs featuring north-south and east-west main roads as well as all public transport modes.

Camberwell Junction precinct is serviced by 3 train lines (Alamein, Belgrave, Lilydale) offering excellent connections to the CBD and other major centres within 20 minutes.

Peak services are frequent, with a mixture of express and local stopping patterns servicing stations between Belgrave/Lilydale and the Melbourne CBD.

The 70, 72, and 75 tram lines also converge at the Junction, running from central Melbourne to suburban destinations.

The precinct is served by two bus routes; Route 612 and 285. Both routes run around the Kmart/Woolworths complex, behind the east side of Burke Road.

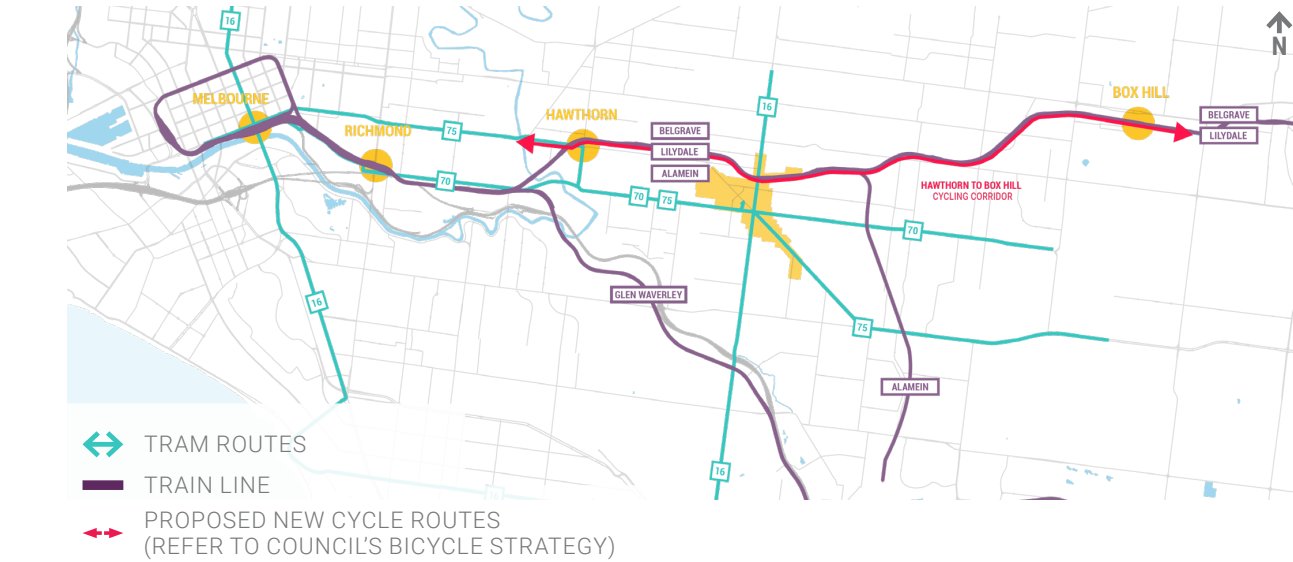
Several major roads including Burke, Riversdale and Camberwell run through the precinct, which also provides substantial parking on and off street.

Camberwell Junction is divided by busy roads at present and is an unwelcoming environment for pedestrians and cyclists.



Belgrave/Lilydale train line

The map below shows Camberwell Junction’s connections to wider Melbourne transport networks.



PRECINCT TRANSPORT ANALYSIS

The precinct is very well served by public transport, with train, tram and bus connections directly entering the precinct.

Transport data shows a relatively high utilisation of the precincts excellent transport connections as follows:

- 54% of trips to work in Camberwell Junction occurring by public transport, walking or cycling.
- 44% of employed residents drove a car to work.

To ensure a good balance between private and public transport into the future, tram and train facilities will need to be upgraded.

Improving pedestrian permeability and safety across major roads and through car parking areas is vital to the future success of the Camberwell Junction precinct. Upgraded cycle networks will also cycling networks will help reduce short distance trips providing access and mobility for people of all abilities and ages.



Junction

These map illustrates the existing transport connections that are integral to the success of the precinct, and indicates some future transport opportunities.



ENGAGEMENT SUMMARY

EARLY ENGAGEMENT - REACH AND KEY FINDINGS

During September and October 2021, the community who live, work, study and visit in and near Camberwell Junction precinct, were invited to have their say in the first phase of engagement.

More than 630 people shared their ideas through a range of consultation methods from a telephone survey and a stakeholder workshop to an online on Engage Boroondara.

Of this, 487 local residents participated in a randomised telephone survey.

This Vision and Priorities report is informed by responses to the following two blue sky questions:

- Thinking about Camberwell Junction, what is important to you?
- What improvements would make you want to spend more time in Camberwell Junction?

People responded to these open questions in their own words and many people spoke or wrote at length.

Key findings include:

- 75% of people surveyed have a strong sense of connection to the local area
- Shops and dining were raised most often as the key to meeting people's everyday needs
- Improved ease of access and pedestrian friendliness were key topics raised by people surveyed
- The importance of green, clean streets to people.



SURVEY RESPONSES

Question 1 - "Thinking about Camberwell Junction, what is important to you?"

People identified several characteristics of the area and the three mentioned most often are described in the blue boxes below.

The Junction precinct is cherished for its convenience and accessibility. Likewise its proximity to the city and well-connected public transport is highly valued by the community.

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

Wider footpaths and 'more walkable areas [especially] around the station' are some suggestions to create a more walkable precinct and improving accessibility for all. This theme appears to be more prevalent following the pandemic as more people decide to walk and cycle.

Creating outdoor areas to sit, socialise, and allow kids to play safely emerged as an important way to encourage people to spend more time in the Camberwell Junction precinct.

Question 2 - "What improvements would make you want to spend more time in Camberwell Junction?"

One of the most frequently mentioned response was enhancing and activating public atmosphere. This includes increasing the amount and quality of open space for socialising, relaxing and working.

A third of respondents would like to see a resilient, thriving economic centre that supports the Camberwell markets, diversifying local businesses, reducing shop vacancies and maximising the options available for residents at different price points.

Another strongly suggested response for improving the Camberwell Junction area was improving mobility and ease of access. This could be achieved through increasing access to public transport, parking, and making the area more pedestrian friendly for all.

Additional themes for improving the Camberwell Junction area include retaining and integrating historical value, better maintenance of existing spaces and creating a precinct with specialised offerings and events.

A resilient, thriving economic centre was raised as one of three top areas for improvement.

The majority of people surveyed identified the need for **improved mobility and accessibility**

When asked how to improve the area, the most frequent response was **enhancing and activating public atmosphere** - suggested by 74% of people surveyed.



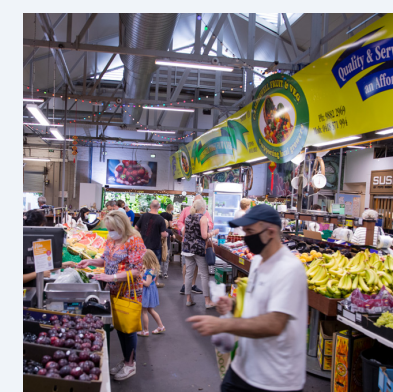
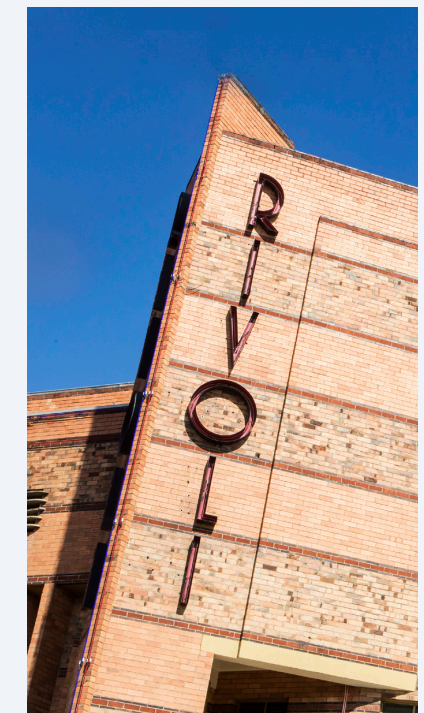
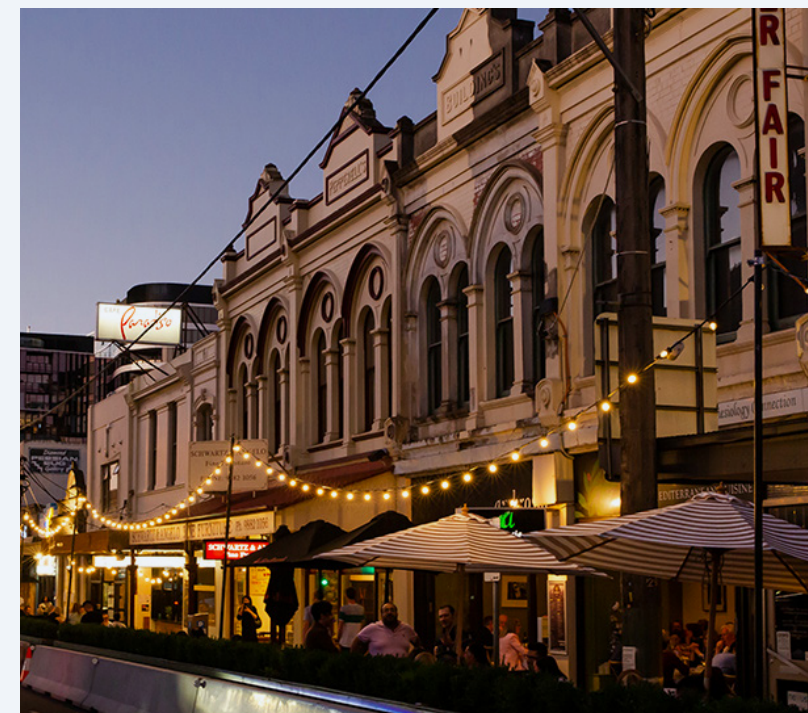
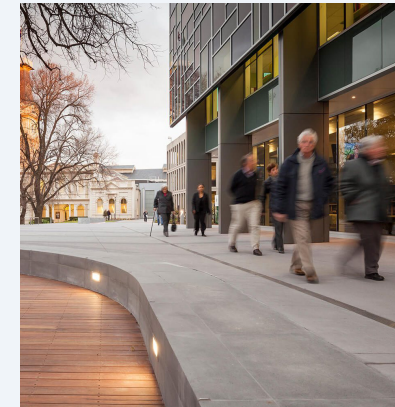
VISION STATEMENT

CAMBERWELL JUNCTION: A METROPOLITAN DESTINATION

Camberwell Junction will be revitalised as a dynamic, desirable and prosperous metropolitan hub.

Residents, visitors and locals will be attracted to its thriving retail, smart economy, lively public spaces, attractive character and highly liveable urban environment.

The Junction precinct will attract significant public and private investment to create an exciting economic and lifestyle destination that is welcoming to all.



PRECINCT PRIORITIES

PROMOTING A ROBUST AND DIVERSE ECONOMY



A priority for the precinct will be developing and promoting as a strong and diverse retail and commercial centre. Renewing existing commercial spaces and expanding office and retail floorspace and opportunities will ensure a robust and thriving economic future.

CREATING PLACES FOR PEOPLE



Great streets and public places are essential to creating a more inviting precinct where business can thrive. Better public space for everyone to enjoy will improve the precinct, attracting visitors and locals alike.

EXPANDING LIVING OPPORTUNITIES



Meeting future housing needs through more diverse housing options within the Junction (including higher density) will be important and will help protect surrounding neighbourhood character from undue development pressure.

CONNECTING CAMBERWELL



Ensuring accessibility around the precinct will be key to a successful centre. Redesigning congested, car-dominated streets to enable a wide range of mobility modes will result in a more attractive and accessible precinct for people of all ages and abilities.

DESIGNING A HIGH QUALITY PRECINCT



Camberwell Junction will be home to high quality architecture and urban design. A well-designed, higher-density precinct will enhance liveability, improve sustainability and attract economic investment.

PRIORITISING SUSTAINABILITY



Sustainable cities are vital to supporting community wellbeing into the future. Investing in the environment and landscaping will create a green and inviting precinct that will attract people to live, work and shop in Camberwell Junction.

PROMOTING A ROBUST AND DIVERSE ECONOMY

Attracting new business investment and diversifying employment opportunities through smart planning, transport and public realm upgrades that create a thriving destination for shoppers and flexible spaces for knowledge workers.

Camberwell Junction precinct is a major activity centre with good access to public transport, local shops, employment and community services, making it suitable to accommodate future employment.

Home to a unique and much loved Sunday Market and a thriving Fresh Food Market, Camberwell Junction is in an excellent position to position itself as a major food, dining and retail destination.

With a growing trend in the number and type of small businesses in the economy as well a high skilled labour force, there is a greater demand for a range of new working spaces such as small offices and low-cost space for start-ups. Combined with initiatives that create more attractive public spaces, the precinct - which has a strong presence of office employment, retail and hospitality - will support more opportunities for diverse retail and workspace types.

Land use patterns map shows clustering of retail and commercial uses along the major road corridors of the centre with a focus along - and east and west of - Burke Road. The limitations in managing land use mix in the Commercial 1 Zone and loss of valued employment land to residential intensification presents a major threat to the continued viability of the precinct.

Supporting growth in the retail sector along the Burke Road core retail spine will be critical to the future success of the centre. This could include investments to upgrade consumer experiences and amenity in line with investments being made in competing locations.



Evans Place parklet

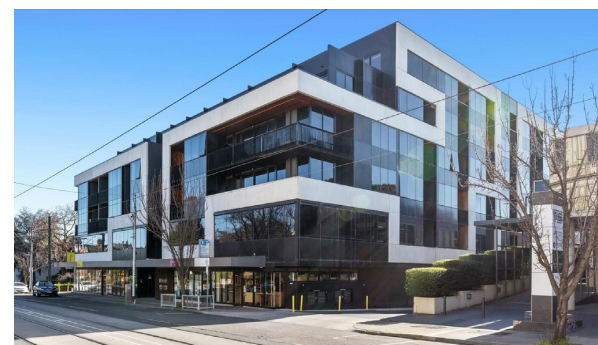
OPPORTUNITIES

- Planning for an increased supply of employment floorspace suited to different business types, including through new development and refurbishment of existing buildings, to provide variety in the type, size and affordability of commercial floorspace.
- Enhance cultural attractions, transport access and the quality of the public realm to grow visitation and support business activity.
- Deliver quality new retail and business floorspace and active frontage at the ground level of new development.
- Potential to redesign the Fresh Food Market site to accommodate a wider range of uses and secure its future success.



CHALLENGES

- Attracting quality retailers, high value businesses and increased number of visitors to Camberwell Junction, rather than competing centres and online alternatives.
- Increase the capacity, skills and resilience of the local business community.
- Ensure large residential developments provide retail and office spaces where appropriate.



Camberwell Road offices

EXPANDING LIVING OPPORTUNITIES

Recognising the opportunities of the centre in meeting future housing needs by adding to housing options within the municipality while maintaining the centres valued character.

By 2041 it is anticipated that around 3,749 people will want to live in the precinct, and approximately 11,600 people will be working in Camberwell Junction.

Careful planning will be important to meet the housing and employment needs of the future community, while protecting the heritage and character that residents value. This includes preserving and retaining the strong heritage and streetscape qualities of the main heritage streets of Burke Road, whilst allowing sympathetic and responsive infill development.

The majority of the Boroondara municipality (over 90%) will experience relatively low change in the future due to existing planning controls designed to protect the local environment, heritage and neighbourhood character.

OPPORTUNITIES

- Provide a diversity of housing to meet the needs of the growing community and different household types.
- Enable more people to live in close proximity to their work, local shops and services.
- Promoting family apartment types with high quality common spaces.



CHALLENGES

- Encouraging growing families to remain in the area, particularly in a competitive housing market.
- Preventing the gradual erosion of the heritage qualities of the Camberwell areas if development is not well planned.
- Ensuring residential development is planned and designed to complement the commercial activity and functions of the centre.



138 Camberwell Road, Hawthorn East



6 Butler Street, Camberwell

DESIGNING A HIGH QUALITY PRECINCT

High quality architecture and urban design will have a direct impact on community wellbeing, improving sustainability, liveability and attracting high profile investment.

High quality urban design and architecture will be essential to ensuring that future public and private projects enhance the existing identity and contribute to vibrancy of the precinct.

It will important to establish a built form that respects and celebrates heritage, character and cultural values of the precinct through initiatives and development that respect the historical spine of Victorian retail stores along main streets.

Well designed buildings should be encouraged and supported. Good design may cost more in the short term, but this investment is generally paid off over the lifetime of the building or place.

New development needs to respond to the context and have regard to their relationship in terms of separation, outlook and the internal amenity of occupants of buildings.

OPPORTUNITIES

- Promoting high quality architecture and urban design that enhance existing identity.
- Flexible and adaptable buildings that have the potential to be used for different uses and purposes over time, as the needs of the community and economy change.
- Buildings and public spaces that incorporate energy efficient and environmentally sustainable design.



CHALLENGES

- Ensuring new development protects existing heritage and contributes to precinct character.
- Achieving high quality design and sustainability while providing housing for a diversity of households and incomes.



Hawthorn Park - Burwood Road, Hawthorn East

CREATING PLACES FOR PEOPLE

Great streets and public places are essential to a successful centre. The community has told us they want more public spaces to meet with friends, make business connections, host community events and celebrate Camberwell.

Quality public spaces are adaptable and will naturally draw locals and visitors to participate in an exciting urban lifestyle. Establishing quality new public places has a positive effect on the surrounding economic activity and precinct liveability.

New public spaces and upgraded streetscapes will be safe and flexible, to host a range of activities and people of all ages, identities and interests.

Connecting everything together with a safe and appealing pedestrian environment will enable visitors, shoppers, workers and locals to enjoy a cohesive and high quality urban experience in Camberwell Junction.

Public spaces in Camberwell Junction precinct will be designed to:

- Host events organised by locals, Council or by other organisations.
- Enliven the precinct and attract locals and visitors.
- Be safe, accessible, green and appealing to be in across all weather conditions and times of day
- Accommodate informal everyday activities and offer a range of dining, shopping, resting, and play options.

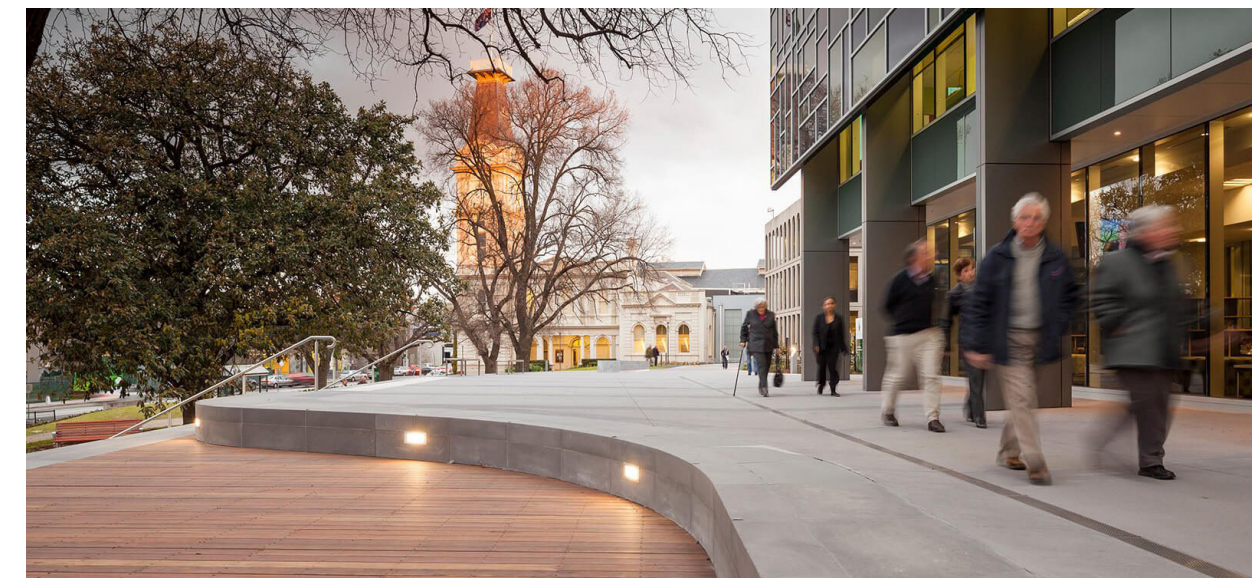
OPPORTUNITIES

- Establish vibrant streets with active frontages to improve the passive surveillance of streets and to provide higher quality pedestrian environments.
- Program community events and cultural performances to enliven the centre and attract visitors.
- Rationalise existing car parking across the precinct to both increase public space for people and enhance accessibility.



CHALLENGES

- Achieving the right balance between the public space needs of the centre and ongoing traffic and parking needs.



Camberwell Civic Centre by MDG Landscape Architects

CONNECTING CAMBERWELL

Ease of access is key to a successful centre. Having quality transport services and well-designed streets will result in a more attractive and accessible precinct for people of all ages and abilities.

The opportunity exists to improve the design of streets and intersections to remove barriers within the centre. Bridging these divisions will help bringing people, business and the neighbourhood together.

With an already congested road network there is a need to reduce reliance on private cars while upgrading tram and train stops. Improving the pedestrian and cycling networks will enhance access and mobility for people of all abilities and ages.

Tram stops will need to be upgraded in future to meet accessibility requirements and this presents a rare opportunity to enhance the retail and streetscape environment to significantly uplift the attractiveness of the centre.

Laneways and side streets can also be revitalised to promote connections across the precinct and facilitate new business and cultural opportunities.

Promoting active building frontages that contribute to the use, activity, safety and interest of the public realm.

The full diversity of experiences needs to be considered to ensure all users are comfortable and feel that their local community belongs to them.

OPPORTUNITIES

- Improving streetscape as a result of Victorian government mandate to upgrade tram stops to be more accessible.
- Revitalising laneways and side streets to promote better connections.
- Improve pedestrian connections between major destinations within the centre, along with public open spaces and the public transport network.



CHALLENGES

- Ensuring existing car parking bays required to upgrade tram stops are relocated to convenient nearby locations.
- Promote the increased use of sustainable transport modes, while still supporting car based visitors and convenient parking.
- Balancing the competing demands on laneways, including business activity, waste management, vehicle servicing and pedestrian movements.
- Redesigning Burke Road will require its current character as a main vehicle thoroughfare to be maintained.



Route 75 tram



Laneway - connecting Harold Street and Burke Road

PRIORITISING SUSTAINABILITY

A greener, healthier and more sustainable precinct will provide a more inviting place to live work and invest, supporting the future vibrancy of Camberwell Junction.

Introducing more trees and landscaping into the centre, its streets and public spaces will improve the local amenity and micro-climate and for visitors and local alike.

There are a variety of ways to make the heart of Camberwell Junction greener:

- Redesigning streetscapes to enable planting of trees and implementation of Water Sensitive Urban Design (WSUD).
- Establishing new public spaces in the centre and embellish with landscaping for visitors and locals to enjoy.
- Planning for the sustainable design of new development and the integration of landscaping into roofs and building façades.

The centre is identified as a open space gap area in the Boroondara Open Space Strategy and there is a need to provide new open space to service both the future population in the centre and the surrounding residential areas.

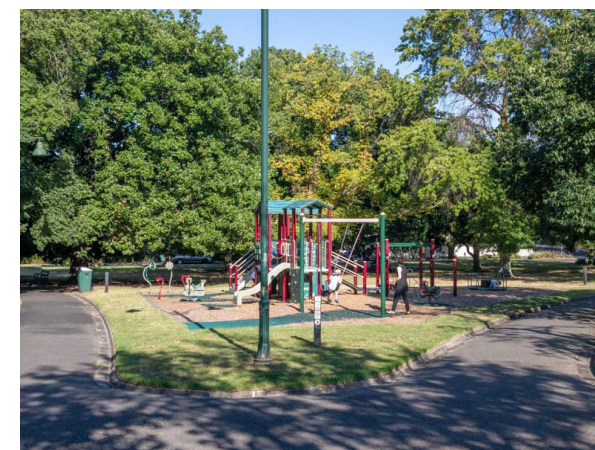
OPPORTUNITIES

- Thoughtful alterations to the streetscape will make space for reintroducing a range of greenery.
- Kerb outstands will make large street trees possible since they will no longer be constrained by street awnings.
- A green spine along Camberwell Road between Fritsch Holzer Park and the Camberwell Sports Ground.
- Permeable paving, lower-lying vegetation, rain gardens and smart kerb detailing.
- Reconfigure large areas of surface car parking to make space for new public spaces and trees.

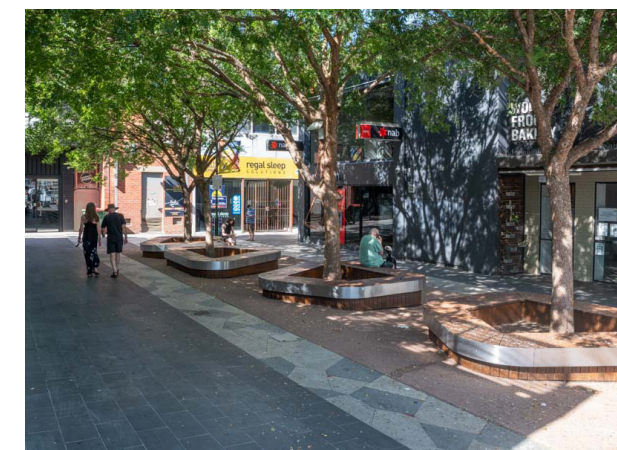


CHALLENGES

- Creating space for greenery in a busy centre with high parking demand and abundant infrastructure underground and overhead.



Read Gardens



Camberwell Market plaza

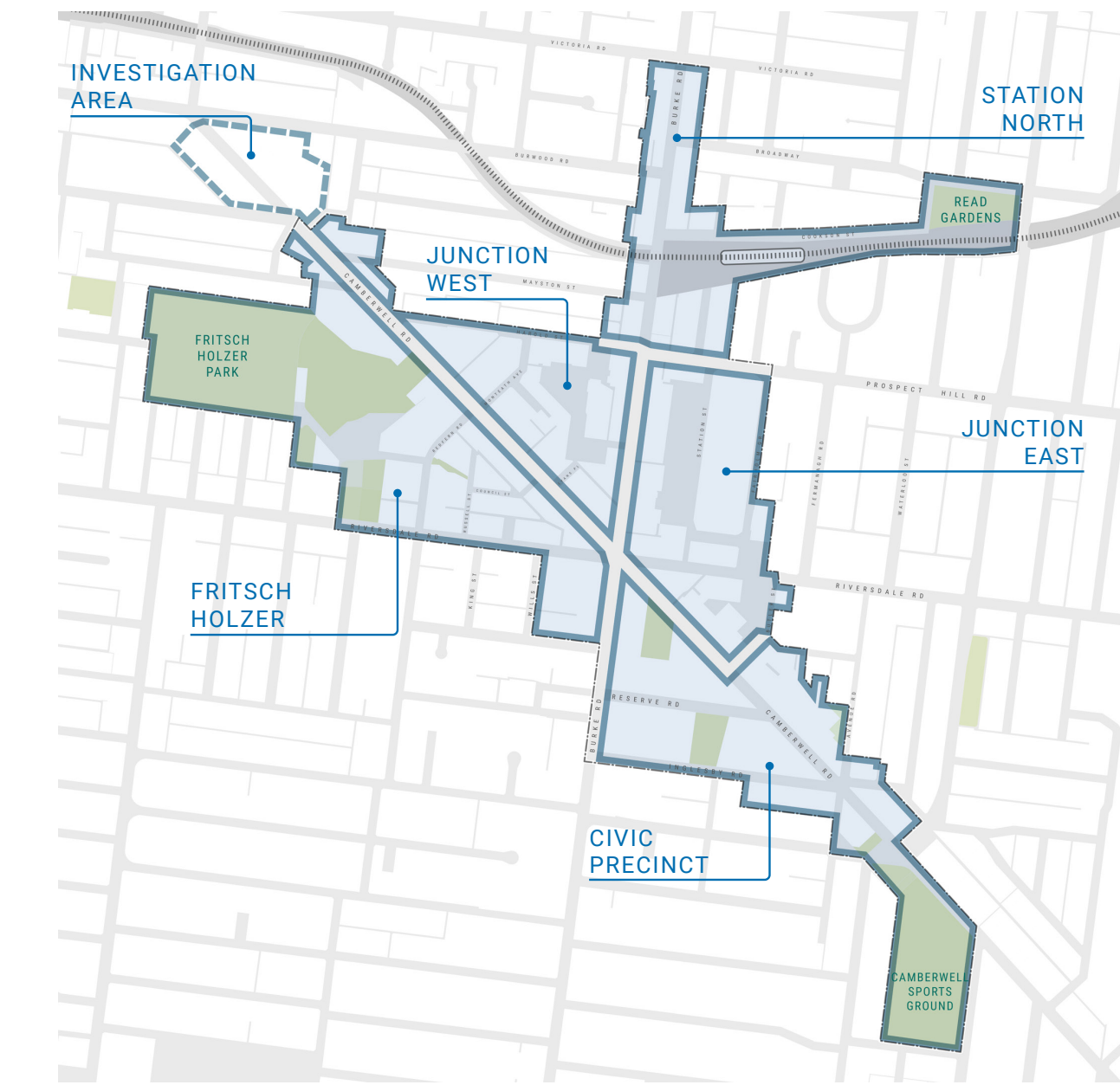


AN ONGOING PROCESS

BREAKING IT DOWN

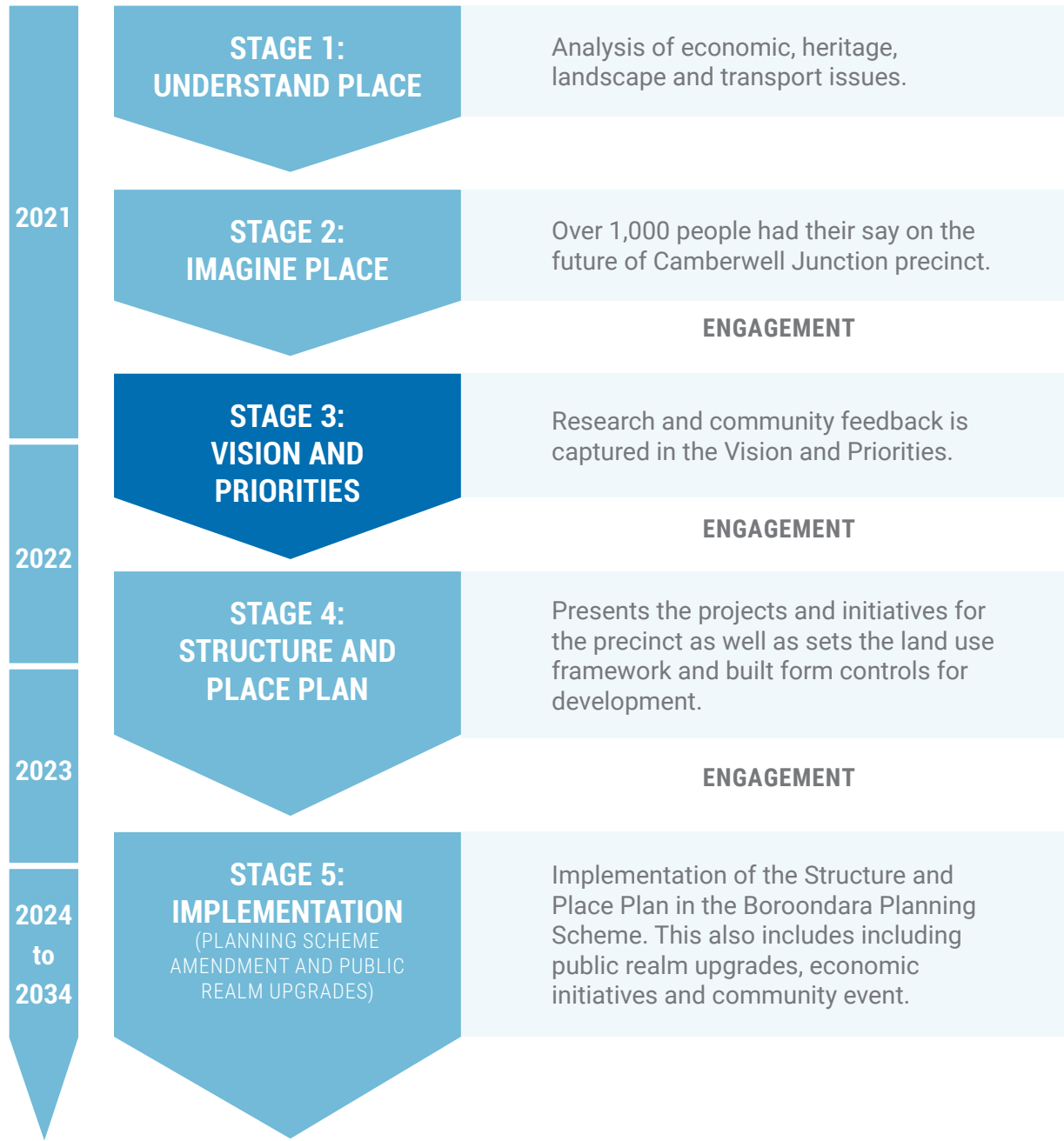
The Camberwell Junction precinct features a collection of distinct sub-precincts, prominent streetscapes, connections and public spaces.

Each of these sub-precincts have their own characters and opportunities. It will be important to deliver local improvements, protect existing character, guide new development and better connect these sub-precincts together with each other.



PRECINCT PLANNING

The path ahead for Camberwell Junction is outlined below and will be coordinated with the structure planning process to deliver complementary plans to guide both private development and public investment in the precinct.





HOW TO GET INVOLVED

To get in touch and to learn more about the project, visit:

[www.https://www.boroondara.vic.gov.au/camberwelljunction-placemaking](https://www.boroondara.vic.gov.au/camberwelljunction-placemaking)



(03) 9278 4907



placemaking@boroondara.vic.gov.au

This document is the product of initial community consultation, research and analysis, but is only one step on the path to imagining the future of the Camberwell Junction precinct.

The next step involves re-engaging with the community and stakeholders to further explore the opportunities and co-design priority places.

A range of engagement activities have been developed to ensure the community can safely contribute to the placemaking process and the future recovery of the precinct from the impacts of the COVID-19 pandemic.

The results of this engagement and feedback on this document will then guide the development of the Structure and Place Plan for Camberwell Junction. The Plan will set out specific initiatives and projects that will enhance the Camberwell Junction precinct.

Your feedback is integral to this process, and we want to hear what you have to say.