

URBAN PLANNING DELEGATED COMMITTEE



AGENDA

(Open to the public)

7.45pm, Monday 20 March 2023

Council Chamber - 8 Inglesby Road, Camberwell

Date of Issue: 10 March 2023

Please note: No audio, video, photographic or any other recording of proceedings at Council or Delegated Committee meetings is permitted without written authority from Council.

Order of Business

- 1 Adoption and confirmation of the minutes of the Urban Planning Delegated Committee meeting held on 6 March 2023**
- 2 Declaration of conflict of interest of any councillor or council officer**
- 3 Presentation of officer reports**
 - 3.1 Glenferrie Place Plan - updated draft for consultation
- 4 General business**
- 5 Urgent business**
- 6 Confidential business**
- Close of meeting**

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3 Presentation of officer reports

3.1 Glenferrie Place Plan - updated draft for consultation

Executive Summary

Purpose

The purpose of this report is to seek endorsement for the updated Draft Glenferrie Place Plan (**Attachment 1**) and the Supplementary Report on the Park Street Parking Facility (**Attachment 2**) to proceed to 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.

The Supplementary Report summarises the key information and rationale behind the proposed Park Street Parking Facility options outlined in the plan and seeks community feedback. A separate Traffic and Parking Impact Assessment is also included at **Attachment 3** which considers the impact if the Serpells Lane Carpark is sold by Council.

An initial Financial Strategy containing confidential information is included as **Attachment 4** to assist Councillors with options available for implementation and delivery of the Place Plan in to the future.

Background

The Place Vision for Glenferrie received 87% support from the community. Delivering a people-focused streetscape was a key component of the Plan.

"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."

Draft Glenferrie Place Plan engagement was completed in late 2021 with strongly positive feedback (over 80%) from both traders and the broader community.

However, engagement outcomes from the Commuter Parking project (undertaken between December 2021 and February 2022) indicated the following:

- Concerns from local residents, particularly on Liddiard Street
- Confusion amongst traders about project implications for Glenferrie Road

Since the late 2021 Draft Glenferrie Place Plan engagement, the following aspects have changed:

- The withdrawal of Federal Government funding for the Commuter Parking Project has impacted on key projects in the Place Plan.
- Parking surveys show Serpells Lane car park is primarily used by Swinburne staff & students
- Progress with Tuck Stand and Ferguson Stand projects

Key Issues

The Glenferrie Place Plan provides a long-term vision that will guide public and private investment in this major activity centre over the coming decades. It features a range of projects and initiatives that will help revitalise the precinct into an appealing destination attracting visitors from across Melbourne.

Upgrading the public realm on Glenferrie Road will require some land that is currently occupied by car parking.

The Place Plan proposes relocation of some on-street parking from Glenferrie Road to free up space for improved pedestrian environment, street greening, and a greatly enhanced retail experience throughout the precinct.

The Commuter Parking Project was a key component of the previous Draft Plan, as it provided additional funding for the delivery of consolidated public car parking on the site located between Park Street and Liddiard Street. The funding for this project was subsequently withdrawn, so alternative parking solutions needed to be investigated.

Improving precinct accessibility and consolidating public car parking, remains a core strategy for this updated Draft Glenferrie Place Plan.

Given the above considerations, the following key amendments have been made to the Draft Glenferrie Place Plan:

- Reduce car parking removal from Glenferrie Road (from 100 spaces to 80) & clarify staging opportunities.
- Present three (3) options for a Park Street Parking Facility that provides the community and traders with opportunities to feedback & inform the parking outcomes.
- Improve information on parking arrangements through updates to the Place Plan and a Supplementary Report on the Park Street Parking Facility to clarify the following:
 - Show the direct relationship between the Streetscape Upgrade and the Park Street Parking Facility.
 - Potential for a staged approach to both the street upgrades and associated parking relocations.
 - No new commuter parking is proposed in the precinct
 - Parking changes will not result in a net increase in traffic to the precinct
- Update the Sport & Recreation Precinct to reflect the latest progress with Tuck & Ferguson Stand projects

Aside from these targeted changes, the Draft Glenferrie Place Plan remains largely consistent with the previous 2021 version that received over 80% support from both traders and the community.

Next Steps

Proposed next steps are as follows:

1. The updated Draft Glenferrie Place Plan and Supplementary Report on the Park Street Parking Facility will be taken to community engagement for a period of 6 weeks from 21 March to 2 May 2023

2. Officers will analyse engagement feedback, update the Glenferrie Place Plan accordingly, then present back to Council at a date to be confirmed in mid 2023 for final adoption.

Confidentiality

Confidential information is also contained in **Attachment 4**, as circulated in the confidential section of the agenda attachments. The information in this attachment is deemed to be confidential in accordance with Section 66(2)(a) and the definition of 'confidential information' in Section 3(1) of the Local Government Act 2020. The information relates to land use planning information, being information that if prematurely released is likely to encourage speculation in land values.

If discussion of the confidential information in the attachments to this report is required for Council to make a decision, Council may resolve to discuss the matter in a confidential session or to defer the matter to the confidential section of the agenda.

Officers' recommendation

That the Urban Planning Delegated Committee resolve to:

1. Endorse the updated Draft Glenferrie Place Plan (2023) and Supplementary Report on the Park Street Parking Facility for the purpose of community consultation.
2. Commence community consultation for a period of 6 weeks, from 21 March to 2 May 2023.
3. Prepare a report for the Urban Planning Delegated Committee summarising the feedback from the consultation and presenting a final Glenferrie Place Plan for adoption.

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

1. Purpose

The purpose of this report is to seek endorsement for the updated Draft Glenferrie Place Plan (**Attachment 1**) and the Supplementary Report on Park Street Parking Facility (**Attachment 2**) to proceed to 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.

The Supplementary Report summarises key information and rationale behind the proposed Park Street Parking Facility options outlined in the plan and seeks community feedback.

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 2021-31 (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: Community, Services and Facilities

- Strategy 1.1: Neighbourhoods and community spaces facilitate social connections and belonging by providing, maintaining and activating places for people to meet, organise activities and celebrate events.
- Strategy 1.6: Residents and visitors feel safe in public spaces through encouraging local activity and creating and maintaining civic areas.

Theme 5: Moving Around

- Strategy 5.1: Safe roads are provided through proactive maintenance, renewal and community education.
- Strategy 5.2: Traffic congestion is better managed through advocacy to State and Federal Governments for changes to main roads.
- Strategy 5.3: Shared paths and footpaths are fit-for-purpose through continued improvements to surface condition and lighting.
- Strategy 5.4: Off-road bike paths and on-road cycling lanes are interconnected and safe through expanding access and infrastructure for cyclists.
- Strategy 5.5: Sustainable transport use is encouraged and supported through delivery of green travel programs and advocacy to State and Federal Governments.
- Strategy 5.6: Emerging transport options including e-mobility are planned for by exploring initiatives that increase safety and public confidence in e-mobility use and infrastructure.

Theme 6: Local Economy

- Strategy 6.1: Local retail precincts provide a gathering point for residents and attract shoppers through supporting initiatives which encourage a range of businesses needed by the community.
- Strategy 6.3 Shopping centres and strips are hubs of community activity through activating local shopping precincts.
- Strategy 6.4 Shopping centres are clean, well-maintained and inviting, through revitalising infrastructure and streetscapes and proactive renewal and maintenance.

3. Background

The Place Vision for Glenferrie received 87% support from the community. Delivering a people-focused streetscape was a key component of the Plan.

"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."

Draft Glenferrie Place Plan engagement was completed in late 2021 with strongly positive feedback (over 80%) from both traders and the broader community.

However, engagement outcomes from the Commuter Parking project (undertaken between December 2021 and February 2022) indicated the following:

- Concerns from local residents, particularly on Liddiard Street
- Confusion amongst traders about project implications for Glenferrie Road

Since the late 2021 Draft Glenferrie Place Plan engagement, the following aspects have changed:

- The withdrawal of Federal Government funding for the Commuter Parking Project has impacted on key projects in the Place Plan.
- Parking surveys show Serpells Lane car park is primarily used by Swinburne staff & students
- Progress with Tuck Stand and Ferguson Stand projects

4. Outline of key issues/options

The Place Plan seeks to address a range of issues and opportunities across the precinct identified during initial community engagement and technical analysis at the commencement of the Glenferrie placemaking project in 2020. These include:

- A car-dominated streetscape
- A lack of on-street greenery
- Poor integration with Swinburne University and unrealised potential in the local knowledge sector
- Rising vacancy rates due to COVID19 impacts and increasing competition from online stores and big-box retailers.
- 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 released in 2021 provided a long-term vision for the revitalisation of the precinct through the coordinated delivery of a sequence of projects and initiatives over time.

Expanding public realm on Glenferrie Road will require some of the area currently allocated to car parking.

The Place Plan proposes relocation of some on-street car parking from Glenferrie Road to free up space for an improved pedestrian environment, street greening, and a greatly enhanced retail experience throughout the precinct.

The withdrawal of Federal Government funding for the Commuter Parking Project funding in 2022 impacted on Council's ability to deliver a consolidated public parking on the site located between Park Street and Liddiard Street.

Improving precinct accessibility and consolidating public car parking, remains a core strategy for the Glenferrie Place Plan.

- Given the above considerations, the following key amendments have been made to the Draft Glenferrie Place Plan:
- Reduce car parking removal from Glenferrie Road (from 100 spaces to 80) & clarify staging opportunities.
- Present three (3) options for a Park Street Parking Facility that provides the community and traders with opportunities to feedback & inform the parking outcomes.
- Improve information on parking arrangements through updates to the Place Plan and a Supplementary Report on the Park Street Parking Facility to clarify the following:
 - Show the direct relationship between the Streetscape Upgrade and the Park Street Parking Facility.
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 - No new commuter parking is proposed in the precinct
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Aside from these targeted changes, the Draft Glenferrie Place Plan remains largely consistent with the previous 2021 version that received over 80% support from both traders and the community.

This updated Draft Glenferrie Place Plan still presents nine (9) key initiatives, which aim to address the above issues and enable Glenferrie to realise its future potential. These initiatives, which range from short, medium to long term timelines, are budget dependent and will in some cases require external funding. Each of the key initiatives are summarised below, with further details in the Draft Glenferrie Place Plan document (Attachment 1):

1. Glenferrie Streetscape (**updated**)

This is the Place Plan's core initiative. The streetscape plans presented 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.
- Deliver new accessible tram stops and pedestrian crossings along Glenferrie Road
- Widen footpaths with improved paving material and relocate the existing public toilet

Streetscape upgrades will require the relocation of on-street car parks.

The proposed streetscape design has been amended to reduce the amount of car parking to be relocated from the 100 car spaces shown in the previous Draft Plan to 80 space in this updated Place Plan.

These streetscape upgrades and associated relocation of parking spaces include:

- 1) Proposed public realm expansion (by Council), and
- 2) Tram stop upgrades (by Victorian Government)

Streetscape upgrades can be staged over time as follows:

- Stage 1: relocate approx. half the parking spaces (30-40) to deliver better outdoor dining, landscaping and public realm improvements, and
- Stage 2: relocate the remaining spaces (approx. 40-50) as required by Victorian Government to deliver fully accessible tram stops along Glenferrie Road.

2. Retail Vibrancy Strategy

A strategy to be developed in concert 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 (**updated**)

Glenferrie Mews is an exciting long-term ambition that anchors the northern end of the Innovation Spine. It aims to provide a new Innovation Hub, multi-level parking facility and renew laneways and public spaces with landscaping and opportunities for new business and retail frontages.

The proposed Innovation Hub is a long-term visionary concept proposed for the parking located between Wakefield Street and Park Street.

This proposal would revive this rundown site by repositioning parking into upper-levels and wrapping them with new education and business uses that will activate the surrounding laneways and streetscapes.

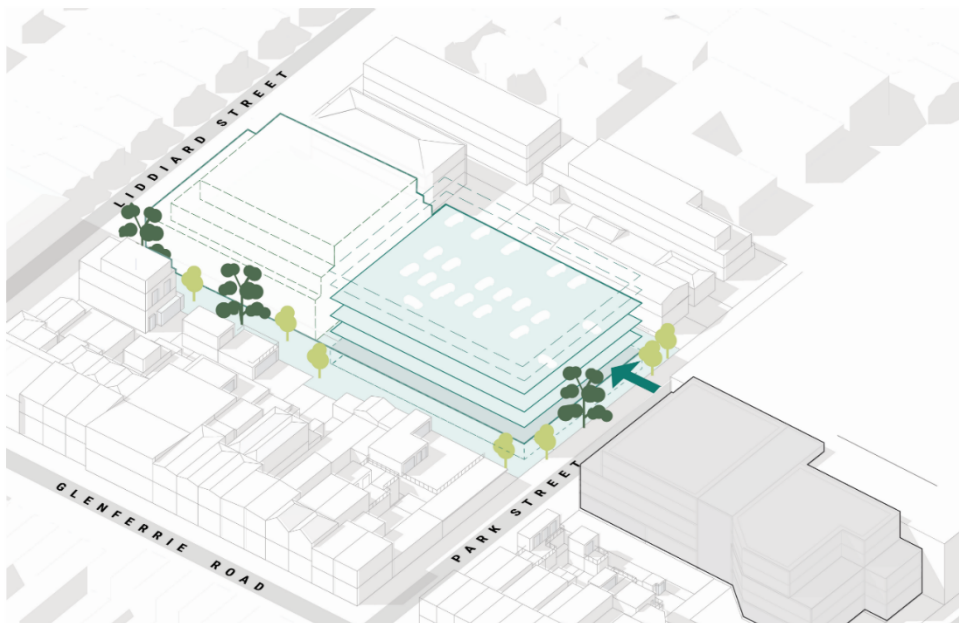
Responding to community feedback, Council has revisited the multi-level parking needs of the precinct and prepared three (3) options for the reuse of the council-owned land located between Park St and Liddiard Street.

These options present different car parking solutions that will enable other precinct improvements, including Glenferrie Road streetscape upgrades. The community will be invited to provide their feedback on these options to guide the final Place Plan.

The three (3) options for the Park Street Parking Facility are outlined below:

Option 1: A new multi-level parking facility to be developed on the south half of the land (facing Park Street).

This 3-storey facility would feature 5 levels of parking including 1 basement and 1 roof level, with initial capacity for approx. 180 cars.



Capacity to relocate parking:

- All (138) existing parking spaces maintained from Park Street site
- Plus capacity to relocate approx. 40 parking spaces associated with the 1st stage of streetscape upgrades
- Potential to add up to two levels (+40 spaces per level approx.) in future associated with the 2nd stage of streetscape upgrades

Design considerations:

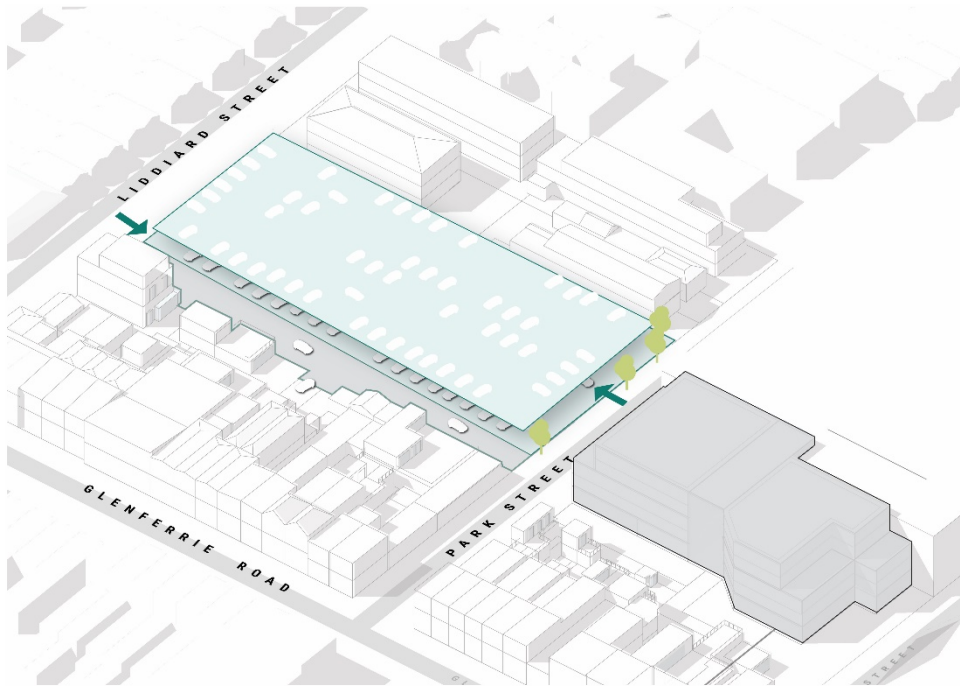
- Future private development to comply with Planning Scheme
- Landscaped setbacks to residential neighbours (8m)
- Potential for business spaces at ground level to activate street & lane
- Proposed buildings will integrate best practice sustainable design.

Financial considerations:

- Potential sale of the northern portion of the site could fund a significant proportion of the public parking facility

Option 2: One additional level of parking constructed over the entire site.

This 1-storey parking facility would feature 2 levels of parking including ground floor and rooftop parking, with capacity for approx. 220 cars.

**Capacity to relocate parking:**

- All (138) parking spaces maintained at Park Street Site
- Plus capacity to relocate approx. 80 parking spaces.

Design considerations:

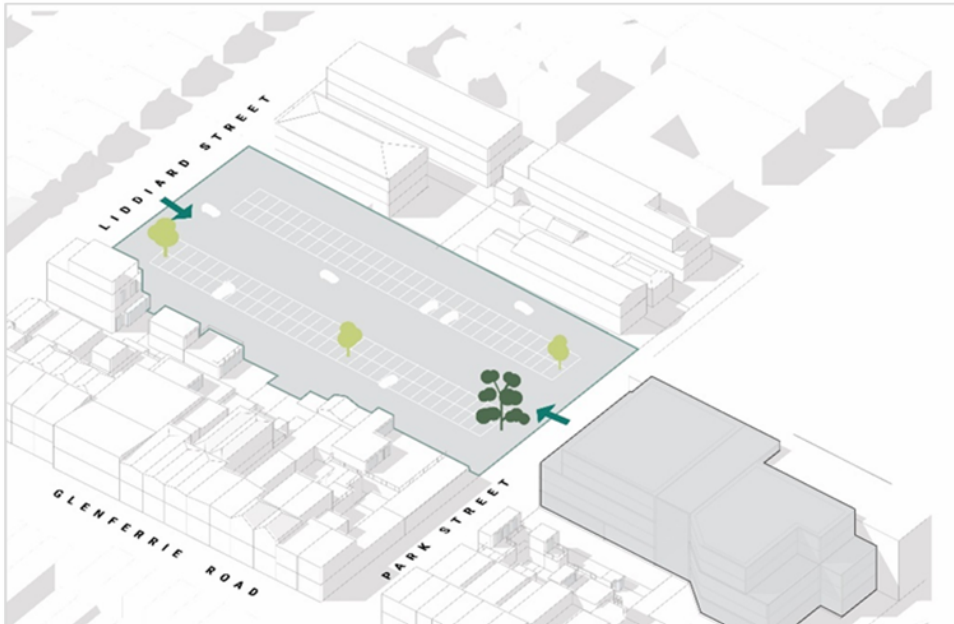
- Landscaped setbacks to residential neighbours (8m)
- No street or lane activation potential
- Proposed construction will integrate best practice sustainable design.

Financial considerations:

- No revenue from land means this is the highest cost option

Option 3: No change to existing parking land. Any parking removed from Glenferrie Road will not be replaced at this time.

This option would not incorporate any new changes and the site would continue to be used as a surface level carpark only.



Capacity to relocate parking:

- All (138) parking spaces maintained at Park Street Site
- No new capacity to host relocated car park spaces

Design considerations:

- No street or lane activation potential
- Potential minimal upgrades to surfaces and accessibility standards

Financial considerations:

- No cost
- No revenue from land sale

Serpells Lane Car Park

The Place Plan parking strategy also considers the impact of the potential loss of car parking associated with the Serpells Lane car park. The Land is an at-grade car park accessed from Burwood Road, Hawthorn. It provides a total of 90 car spaces, namely 62 three-hour spaces, 22 two hour spaces, two disabled spaces, three loading zone spaces and one Flexi-car, car share space. The three (3) and two (2) hour spaces operate between 9am to 5:30pm, Monday to Friday and 9am to 12:30pm Saturday. The Land is owned and maintained by Council, and currently offers free parking near Swinburne University and Glenferrie Station. A parking impact assessment report (**Attachment 3**) has found that it is predominantly used for medium to longer term parking by Swinburne University staff and students.

At its meeting of 25 July 2022, Council resolved to commence the Serpells Lane Strategic Property Project. This included, amongst other things, taking steps to rezone the Land, which is currently in progress. Council is awaiting the outcome of a Panel Hearing in relation to the rezoning.

Recently, a traffic engineering consultant has completed a traffic and car parking assessment on the Serpells Lane car park to consider the impacts of any loss of the carpark so that could be factored in to the Place Plan considerations and the decision on whether to sell the land.

Serpells Lane parking assessment details

Car parking surveys were conducted at half hourly intervals in the Serpells Lane car park prior to the pandemic and more recently in 2022, specifically:

- Thursday 24 October 2019 between 7:00am and 11:00pm.
- Thursday 10 March 2022 between 7:00am and 11:00pm.

The 2019 surveys identified that the car park was fully occupied between 12:30pm and 2:30pm, and above 90% occupancy between 8:00am and 7:30pm.

The 2022 surveys identified a peak occupancy of 96% (86 parked cars, 4 vacant spaces) at 10:00am, with the occupancy of the car park generally being in excess of 90% between 9:00am and 7:00pm.

Key findings of the March 2022 surveys are as follows:

- 3P spaces – 30% of motorists overstayed the three-hour time limit (including one vehicle parked within the area for the entire survey period).
- 2P spaces – 46% of motorists overstayed the two-hour time limit.

Additional surveys were also carried out in September 2022 with key findings as follows:

- 3P spaces – 33% of motorists overstayed the three-hour time limit (including one vehicle parked within the area for the entire survey period).
- 2P spaces – 28% of motorists overstayed the two-hour time limit.

The surveys also showed relatively high utilization at night, 60% occupancy for the October 2019 survey at 10:30pm and 30% at 11pm for the March 2022 survey. There also appears to be anecdotal evidence that some vehicles are being parked overnight.

It is estimated that in the order of 64% of motorists that parked in the car park were associated with the University and 34% (i.e. 32 car spaces) with the Glenferrie Activity Centre.

Of those that were associated with the University, it was noted that there were significant levels of overstaying with:

- 3P spaces – 33% of motorists overstayed the three-hour time limit.
- 2P spaces – 30% of motorists overstayed the two-hour time limit.

It is concluded that the Serpells Lane car park does not predominantly cater for local shoppers and traders and is instead overwhelmingly associated with Swinburne University.

The report states that should the existing parking demands currently accommodated within the Serpells Lane car park be displaced and accommodated within other off-street car parks within the survey area, the overall peak occupancy of the survey area increases from 80% to 85%. Therefore, based on the obtained parking survey data, the displaced parking demands from the removal of the existing Serpells Lane car park could be absorbed within the surrounding car parking supply, at peak times.

Based on the observed peak parking demands of the Glenferrie Activity Centre, and in consideration in the reduction of supply should the Serpells Lane car park be removed, there would still be a spare off-street parking capacity of just over 200 spaces within the Activity Centre at the peak, noting that at other times, there would be greater levels of spare capacity.

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, grants and 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 **(updated)**

Improvements to sports and recreation that aim to provide expanded community gardens, a renovated Tuck Stand, enhanced pedestrian and bicycle connections, and further recreational facilities.

With the removal of the run-down Ferguson Stand, there is an opportunity to reconfigure the surrounding area to establish an open space link between Glenferrie Oval and Grace Park.

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 precinct.

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 to note 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

Past engagement. A summary of all engagement undertaken so far as follows:

1. Early Engagement

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.

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.

A third of respondents also want Glenferrie Road to be a thriving community hub.

2. Place Vision (August-September 2020)

Early engagement informed the creation of the Glenferrie 'Place Vision', which was released to the community in 2020.

85% of the 700 people surveyed agreed with the vision statement, of which:

- 651 contributed to an online survey
- Over 400 joined the dedicated Glenferrie Placemaking Facebook group
- 63 people attended an online workshop, and
- 9 workshops with key stakeholder groups.

Three main reasons for agreeing with the Vision statement emerged:

1. focus on greening;
2. the emphasis on accessibility; and
3. the community orientation.

3. Draft Glenferrie Place Plan (October - December 2021)

Council communicated the release the Draft Glenferrie Place Plan and encouraged the community to have their say across multiple channels and in multiple formats, including:

- Paid and organic Facebook campaign with a total post reach of over 16,000

- An Instagram post reaching over 2,000 people
- A Glenferrie Placemaking Facebook Group campaign to over 600 members with a combined post reach of over 2,000
- Informational project videos hosted on YouTube and Facebook that accrued a total of 1,100 views
- The Glenferrie Ward Newsletter, sent to all residents in the Glenferrie Ward
- The December/January Boroondara Bulletin EDM, sent to around 40,000 subscribers
- The December/January edition of the Boroondara Bulletin (printed), distributed to over 72,000 residents
- 20 corflute posters at key sites such as: Manningham Road to Lynch Street, Wakefield Street to Kinkora Road, and Kinkora Road to Barkers Road
- A letterbox drop that reached over 1,000 Hawthorn residents and traders

Council officers also directly engaged with the community in several forums, including:

- 2 public webinars attended by 27 people
- In-person and phone conversations with the Glenferrie Traders Association and committee to share the Draft Plan to their database and networks.

Across all channels the community was invited to provide feedback on the [Engage Boroondara platform](#), which showcased the Place Plan in an interactive and accessible way.

The site attracted around 5,000 page visits by more than 3,100 people, providing 313 contributions between October 26, 2021 and December 6, 2021.

Community members were provided an opportunity to comment and express their degree of support for the whole plan as well as each of the 9 individual initiatives. Results breakdown below:

- Glenferrie Streetscape - 74% support
- Retail Vibrancy - 92% support
- Innovation Spine - 87% support
- Glenferrie Mews - 78% support
- Station Laneays - 97% support
- Cultural Quarter - 75% support
- Creative Community - 100% support
- Sports and Recreation - 85% support
- Sustainable Access - 73% support

Updated Draft Glenferrie Place Plan Engagement.

Community engagement on the updated Draft Glenferrie Place Plan is scheduled to commence in late March and continue for 6 weeks. The following range of community engagement activities will be undertaken to stimulate discussion and gather community feedback:

- Face-to-face information sessions with traders and residents
- Door-to-door information & surveying of most affected traders and residents
- Project info pop-ups featuring key proposals and with staff answering community's queries
- Online surveys
- Boroondara Bulletin
- Glenferrie Times

- Ward newsletter
- Corflute posters distributed along the precinct
- Letterbox drop to residents and businesses
- Project postcards distributed to local businesses
- Social media

Engage Boroondara project website will include a list of FAQs – tailored to answering most likely questions/comments.

6. Financial and resource implications

The Place Plan presents a range of initiatives to revitalise the precinct including low cost operational initiatives through to higher cost capital works. Council needs to carefully plan and manage construction costs, collaborate with project partners and engage with community stakeholders to minimise disruptions and capture benefits.

Implementation of the capital projects identified in the Glenferrie Place Plan will be subject to 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

No officers involved in the preparation of this report have a general or material conflict of interest requiring disclosure under chapter 5 of the Governance Rules of Boroondara City Council.

The recommendation contained in this report is compatible with the Charter of Human Rights and Responsibilities 2006 as it does not raise any human rights issues.

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. Conclusion

This report presents the updated Draft Glenferrie Place Plan and Supplementary Report on Park Street Parking Facility to be taken to community consultation for a period of 6 weeks from 21 March to 2 May 2023.

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.

Officers will incorporate community feedback into the Draft Glenferrie Place Plan and Supplementary Report on Park Street Parking Facility and present back to Council at a date to be confirmed in mid 2023 for final adoption.

Manager: David Cowan, Manager Planning and Placemaking

Report officer: Arturo Ruiz, Head of Placemaking

DRAFT PLACE PLAN

FOR REVITALISING GLENFERRIE 2023



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FOREWORD

PURPOSE OF THE PLACE PLAN

This Place Plan has been updated since 2021 to reflect community feedback, adapt to new conditions, and better support proposed Glenferrie Streetscape upgrade.

A strategic document that charts a vision for the future of the Glenferrie precinct, the Place Plan covers a wide range of cultural, economic and public realm initiatives.

It is intended to be used as a guide to improve livability and promote the precinct's attractiveness.

The plan encompasses everything from urban greening and transport to public art and street festivals.

Initiatives featured in this Place Plan are not final. They are intended to frame and scope projects so that they can be developed in the future.

All diagrams, plans, and images featuring in this plan are indicative-only and aimed to illustrating opportunities and proposals.

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.

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.

HAVE YOUR SAY



Community feedback on this visionary plan will guide its future implementation

This document has been updated to reflect latest Draft Place Plan and Commuter Car park community engagement outcomes.

Changes focus on three main Place Initiatives:

- 1) **Glenferrie Streetscape,**
- 2) **Glenferrie Mews, and**
- 3) **Sport and Recreation.**

The product of extensive community consultation, research and analysis, the Place Plan 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.

We now seek further input from the community on the latest update to the Glenferrie Place Plan.

Help guide the design and delivery of key projects; we want to hear what you have to say.

Following 2023 community engagement, Council will review feedback and data gathered and conduct initiative-specific engagement prior to implementing any project.

To get in touch and to learn more about the project, please visit www.engage.boroondara.vic.gov.au/glenferrieplaceplan



placemaking@boroondara.vic.gov.au



(03) 9278 4907





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.

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

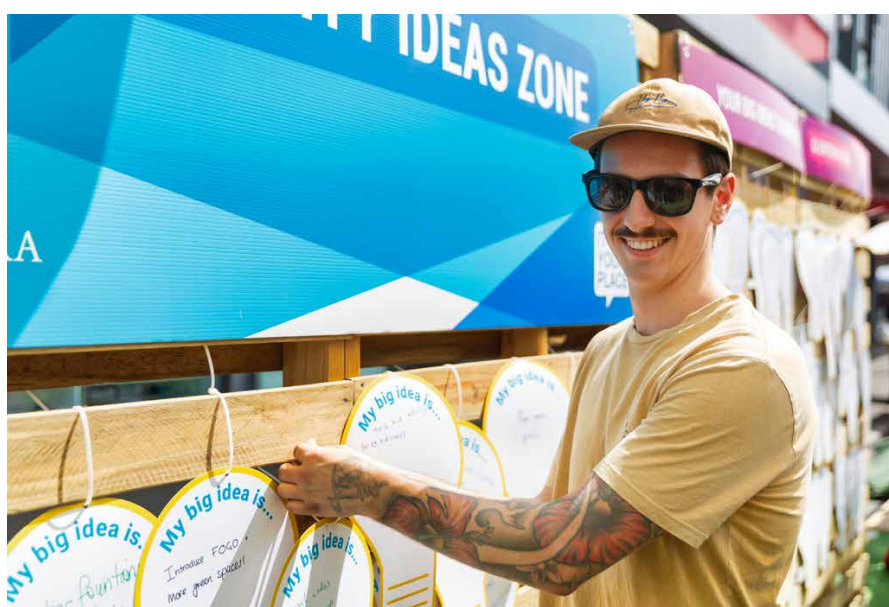
People joined the
**Glenferrie
Placemaking**
group on
Facebook with almost



200 Posts

And Over

600
social media reactions



“

MORE
OUTDOOR
SEATING.

COMMUNITY FEEDBACK

”

STAGE ONE RESULTS

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.

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.

60%

want a
welcoming
and exciting
precinct



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. A focus on greening
2. Accessibility, inclusiveness and being welcoming; and
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

DRAFT PLACE PLAN

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.

COMMUNITY PREFERENCES:

1. A Streetscape Built For Socialising
2. Welcoming Public Places
3. Recreation Facilities With Spaces To Relax
4. Inviting Laneways Around The Station
5. Revamped Spaces Around The Arts Centre



STAGE 4: INITIAL DRAFT PLACE PLAN ENGAGEMENT

MORE THAN
5000

ENGAGE BOROONDARA SITE VISITS

313 CONTRIBUTED VIA AN ONLINE SURVEY

1100 VIEWS OF INFORMATIONAL VIDEOS

MORE THAN **600** PEOPLE JOINED THE DEDICATED FACEBOOK GROUP

OVER **1000** LETTERS DISTRIBUTED TO RESIDENTS

Engagement on the Draft Place Plan occurred from October to December in 2021 resulting in approximately 80% percent supportive feedback from the Glenferrie Community.

Community members were provided an opportunity to comment and express their degree of support for the whole plan as well as each of the 9 individual initiatives. Breakdown of the results as follows:

Glenferrie Streetscape - 74% support

Retail Vibrancy - 92% support

Innovation Spine - 87% support

Glenferrie Mews - 78% support

Station Laneways - 97% support

Cultural Quarter - 75% support

Creative Community - 100% support

Sports and Recreation - 85% support

Sustainable Access - 73% support

Across all channels the community was invited to provide feedback on the Engage Boroondara platform, which showcased the Place Plan in an interactive and accessible way.

In addition, Council also undertook substantial consultation on the commuter parking project from Dec 2021 - Feb 2022. This project is no longer proceeding due to the withdrawal of federal funding for Boroondara.

This document has been updated to reflect feedback received and new set of conditions.

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.



Image shows a group of people walking across a pedestrian crossing

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.



Image shows a Barista in a coffee shop.

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.



Image of small potted succulent plants.

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.



Image of families enjoying a decorated outdoor area.

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.



Image of Tram traveling across Glenferrie Road.

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.



Image of Train traveling over Glenferrie Road.

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.

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.



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

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.

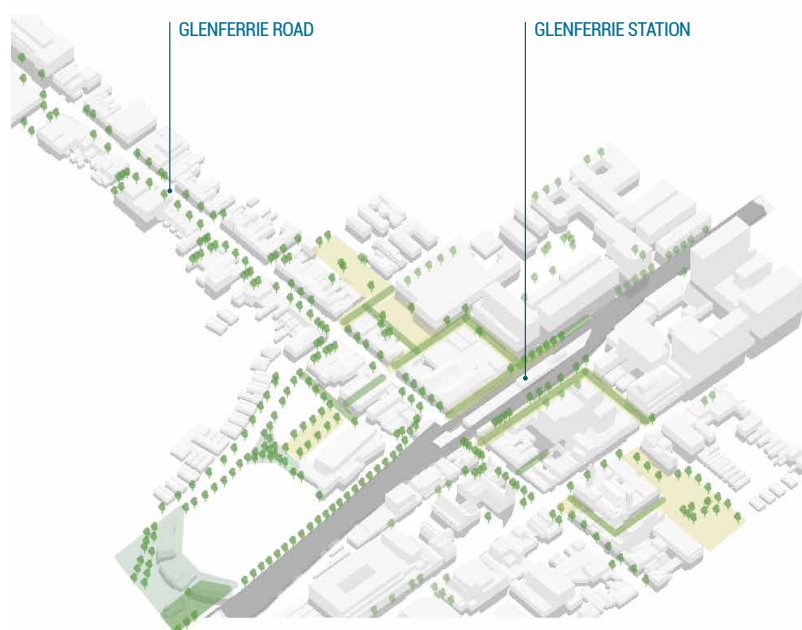


Map showing parking along Glenferrie Road, existing off-street surface parking and potential under or above ground car parking facilities.

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.

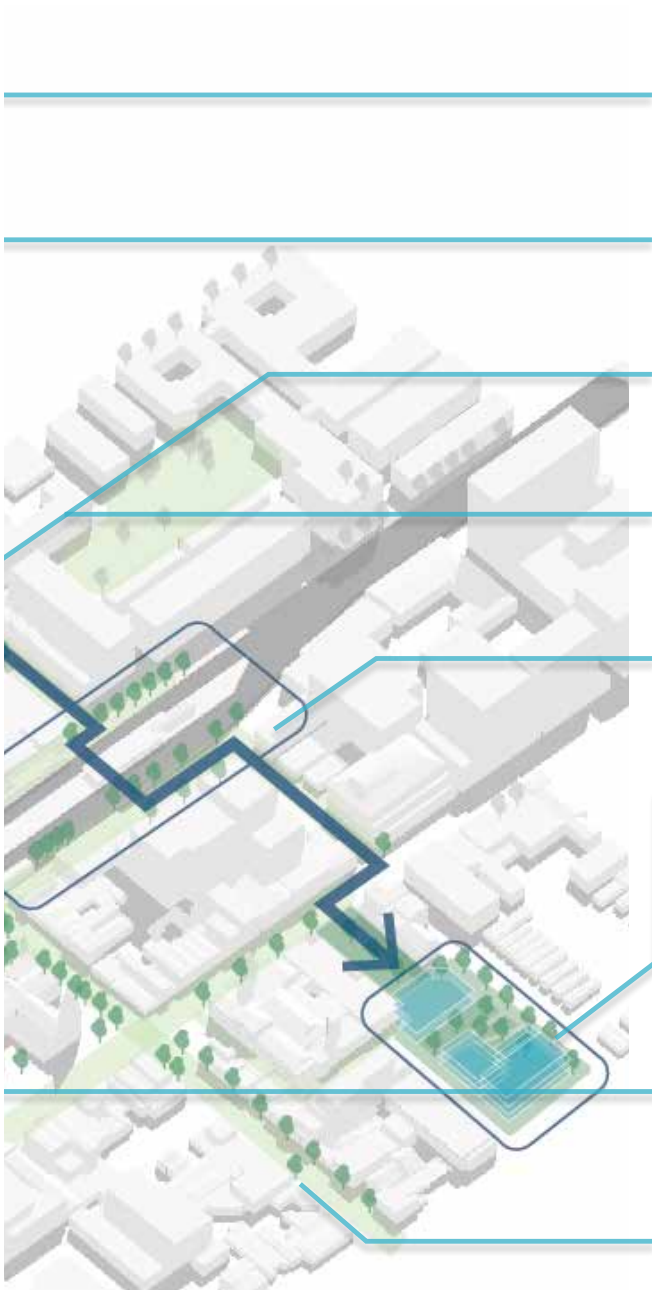
A FLEXIBLE AND LONG -TERM PLAN

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.

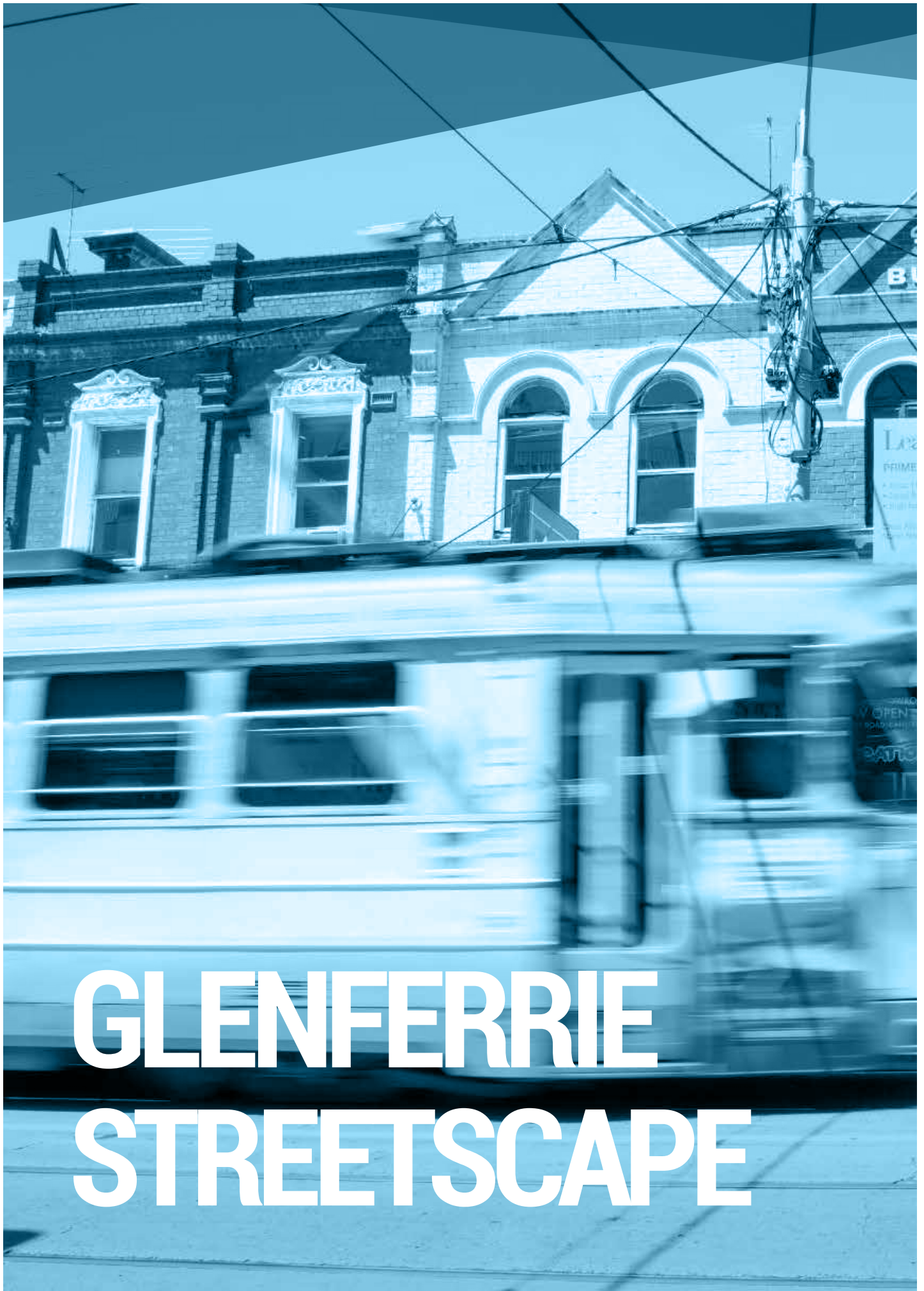
Many of these initiatives are interconnected and relate to multiple principles, and would be delivered over the short, medium and long term.

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



	PLACE INITIATIVES	PRINCIPLES
	1. GLENFERRIE STREETScape	<div>123456</div>
	2. RETAIL VITALITY	<div>123456</div>
	3. INNOVATION SPINE	<div>123456</div>
	4. GLENFERRIE MEWS	<div>123456</div>
	5. STATION LANEWAYS	<div>123456</div>
	6. CULTURAL QUARTER	<div>123456</div>
	7. CREATIVE COMMUNITY	<div>123456</div>
	8. SPORT AND RECREATION	<div>123456</div>
	9. SUSTAINABLE ACCESS	<div>123456</div>

Strategy diagram for the Glenferrie precinct
(INDICATIVE ONLY)



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

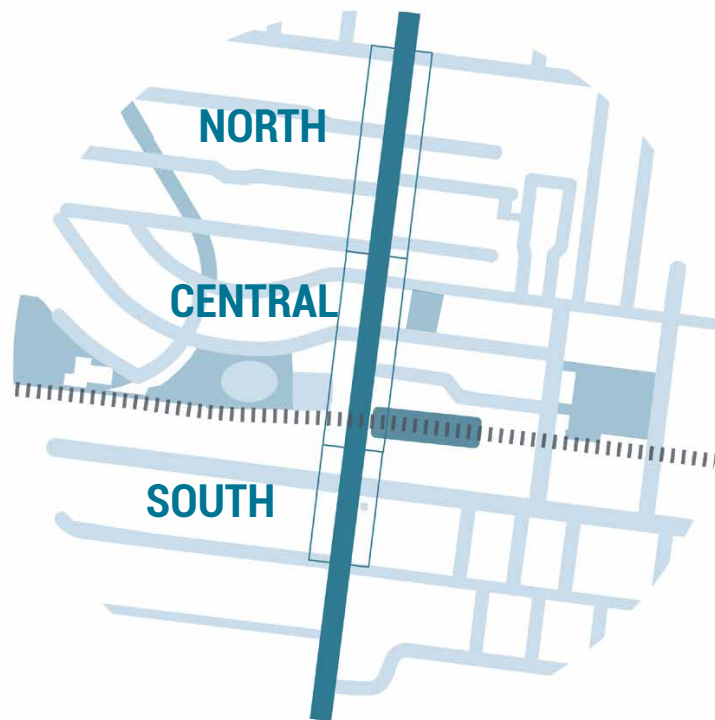
KEY OBJECTIVES

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

Street upgrade 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 three distinct 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 upgrade plans 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.

CENTRAL

The Central precinct is a busy area with high pedestrian volumes. The plan aims to shift the focus of the street towards 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.

”

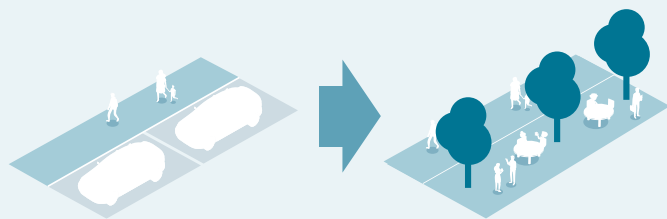
FROM PARKING TO PLACES

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.

The streetscape upgrade plans provide around 1,000m² of extra public space through the relocation of approximately 80 parking spaces to off-street parking facilities within easy walking distance.

More information on the extent and timing of changes to on-street parking can be found in the Sustainable Access section of this report (pages 85-90).



GLENFERRIE ROAD STREETScape

DESIGN PRINCIPLES

Upgrades have the potential to balance the street and create a more positive experience for all road users, whether on foot, in a car, public transport, or riding a bike.

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

Careful consideration of future use, environmental, and infrastructure requirements has been given to respond to the community's needs and vision.

A STAGED APPROACH

The new streetscape will be delivered with the least possible disruptions for all users.

Stage 1: Approximately 40 parking spaces will be relocated to construct a greener streetscape, with better outdoor dining and greater public realm outcomes.

Stage 2: Victorian Government may upgrade tram stops to be fully accessible, affecting a further 40 parking space.

1. A RETAIL DESTINATION

Elevate the retail experience with high-quality footpaths, lighting and outdoor dining.

Key considerations for the street upgrade include:

- Upgrades to street furniture and side streets will provide more and better places to meet friends.
- Provide more space and opportunities for outdoor dining and trading.
- De-clutter and expand walking areas to encourage interactions with side streets and shop fronts.
- Explore opportunities for creative lighting and public art around the rail bridge to create an attractive gateway into Glenferrie.
- Upgrades to the Glenferrie Station area and new accessible tram stops will improve access to Glenferrie and create an inviting arrival experience.

Note: Final designs will be subject to community consultation and approval of the State Government.

2. A GREEN PLACE

Amplify greenery in the street with new trees providing shade and amenity.

Key considerations for the street upgrade include:

- Plant new street trees and landscaping along Glenferrie Road to create an attractive and well-shaded place.
- New garden beds with low-level planting is proposed where underground infrastructure limits the ability to plant trees.
- Integrating Water Sensitive Urban Design where possible.
- Retain and revive existing trees and garden beds.

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



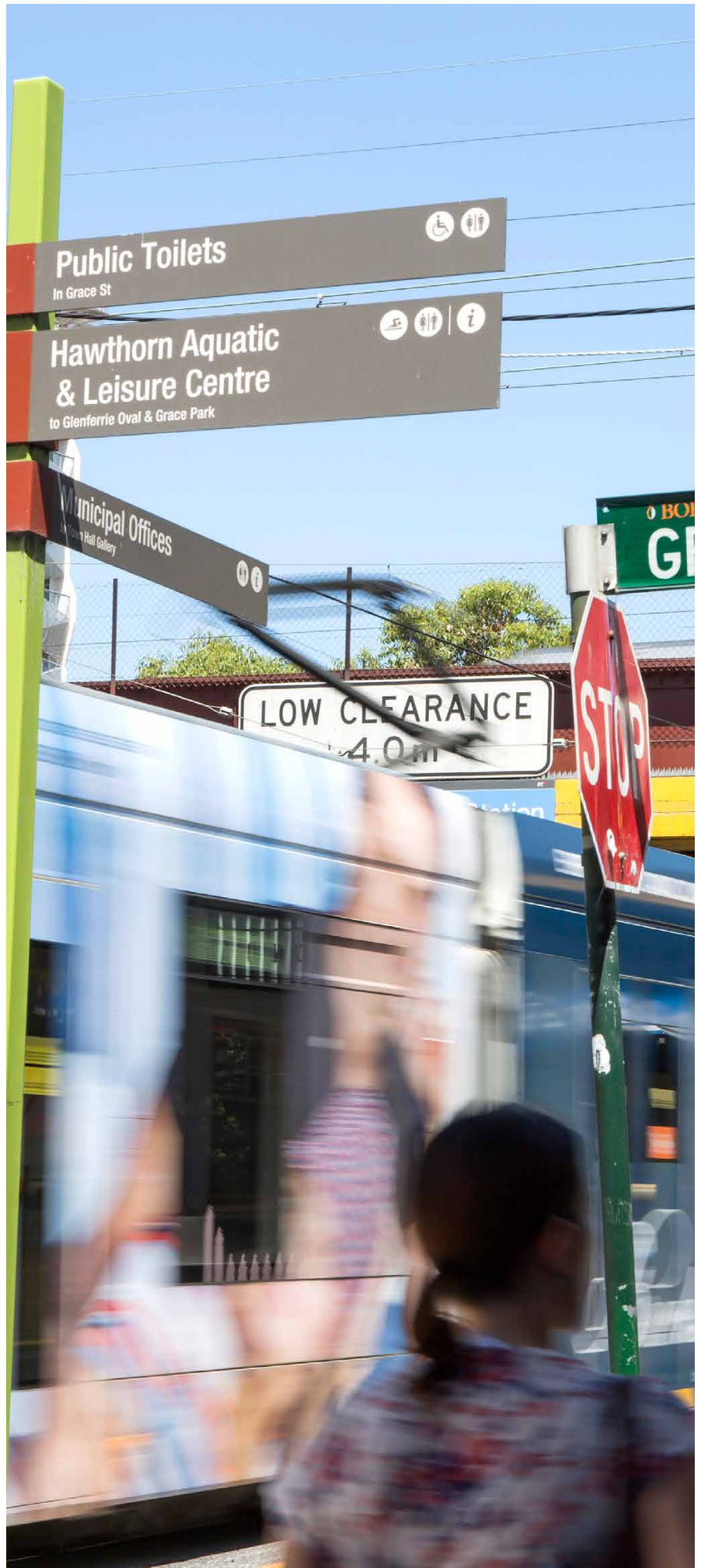
3. A STREET FOR PEOPLE

Visitors will feel safe and comfortable walking the street and crossing the road.

Key considerations for the street upgrade include:

- Accessible public realm, especially for those in wheelchairs, people with prams, and pedestrians.
- De-clutter and expand walking areas to encourage interactions with side streets and shop fronts.
- Improved crossings at key locations will be explored to ensure safe and easy travel for all.
- New 'kiss-and-ride' drop-off bays in safe and central zones along the street.
- A continuous and safe bike lane along the full length of Glenferrie Road will be explored.

Note: Final designs will be subject to community consultation and approval of the State Government.



GLENFERRIE ROAD SOUTH



MANNINGTREE ROAD TO LYNCH STREET

STRENGTHENING CONNECTIONS

The southern end of Glenferrie Road provides connections to Hawthorn Library and the Hawthorn Arts Centre through the major intersection at Burwood Road intersection.

Upgrading this intersection and the walkways along Glenferrie Road can attract additional activity and visitors to destinations in the southern end of Glenferrie Road.

There is an opportunity to establish a greener gateway to the precinct, whilst complementing the prominent heritage buildings in this area.

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.



STREETSCAPE UPGRADE OPPORTUNITIES

① New Tram Stops

New accessible tram stops will be built to comply with the Disability Discrimination Act 1992 (DDA). Final locations will be subject to State authority approval.

② A continuous & safe bike lane

The potential for safe bike lanes along the full length of Glenferrie Road will be explored, with noise markers to help reduce conflict between modes of travel.

③ Maximising greening in the best spots

New street trees, garden beds and innovative approaches to creating pockets of greenery in constrained locations will be explored.

④ On-street parking

On-street parking retained in the most effective locations including new pick-up and drop-off zones in safe and central areas along the street.

⑤ Upgraded footpaths & outdoor dining

Potential for wider walkways, new greenery and furniture can be included, making dining areas more attractive and ensuring the street is accessible and uncongested.

⑥ Improved crossings

Improved crossings at key locations will be explored including raised crossings at the same level as the existing footpath to provide easier access for those of all abilities.

⑦ Unique art

Opportunities for new artwork based on local themes along walls, on the ground and overhead at key moments along the main street and station gateway.



GLENFERRIE ROAD CENTRAL



LYNCH STREET TO WAKEFIELD STREET

CENTRAL PRECINCT

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

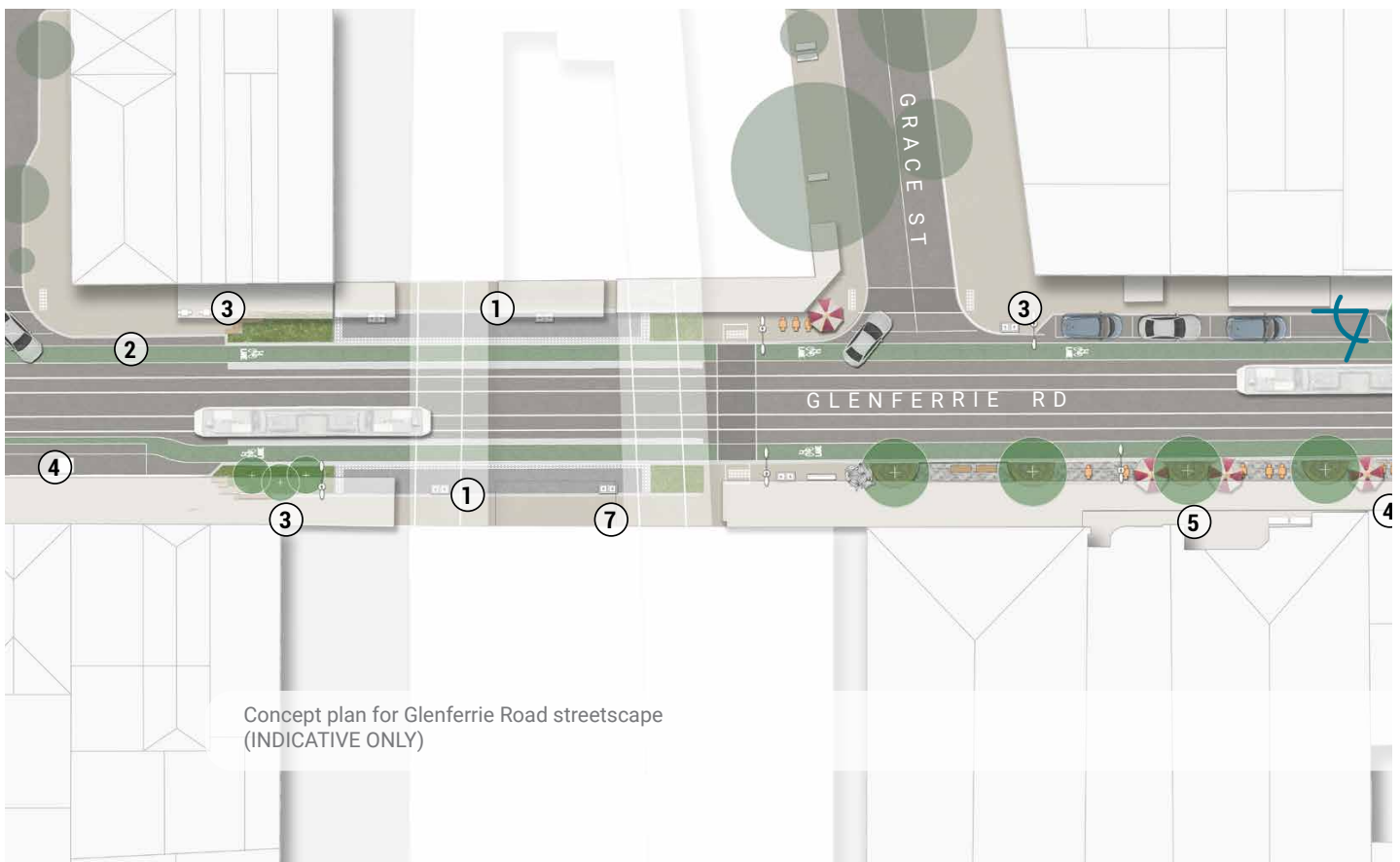
Leveraging the success of a well-loved local food scene, the creation of generous new outdoor dining spaces would bring the street to life with visitors morning to night.

New trees and garden beds would provide an attractive environment to shop, relax and meet friends.



View from Grace Street

View artist impression of Glenferrie Road streetscape near Grace Street intersection on next page.



Concept plan for Glenferrie Road streetscape
(INDICATIVE ONLY)

STREETSCAPE UPGRADE OPPORTUNITIES

① New Tram Stops

New accessible tram stops will be built to comply with the Disability Discrimination Act 1992 (DDA). Final locations will be subject to State authority approval. Public Toilets to be relocated.

② A continuous & safe bike lane

The potential for safe bike lanes along the full length of Glenferrie Road will be explored, with noise markers to help reduce conflict between modes of travel.

③ Maximising greening in the best spots

New street trees, gardenbeds and innovative approaches to creating pockets of greenery in constrained locations will be explored.

④ On-street parking

On-street parking retained in the most effective locations including new pick-up and drop-off zones in safe and central areas along the street.

⑤ Upgraded footpaths & outdoor dining

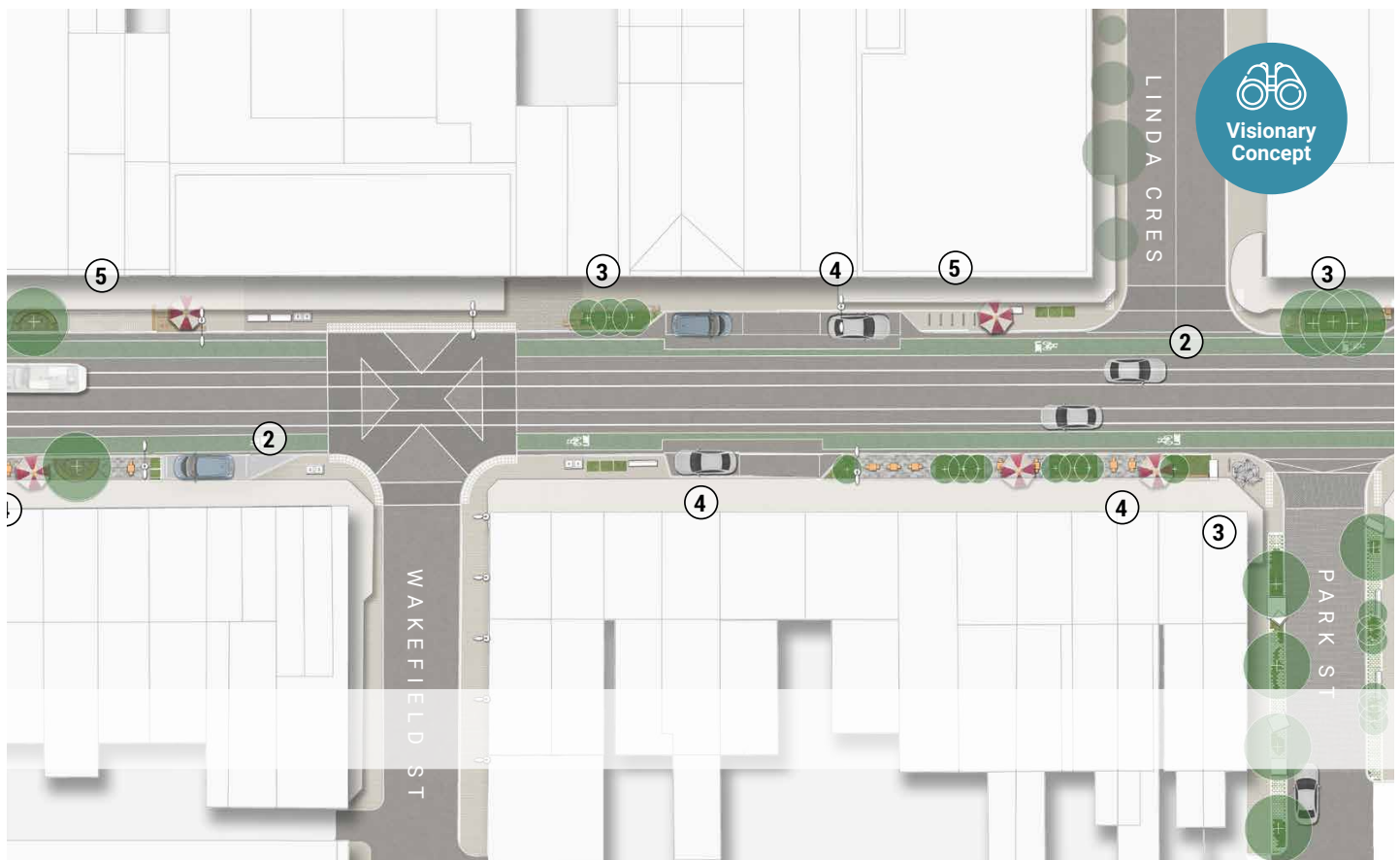
Potential for wider walkways, new greenery and furniture can be included, making dining areas more attractive and ensuring the street is accessible and uncongested.

⑥ Improved crossings

Improved crossings at key locations will be explored including raised crossings at the same level as the existing footpath to provide easier access for those of all abilities.

⑦ Unique art

Opportunities for new artwork based on local themes along walls, on the ground and overhead at key moments along the main street and station gateway.



GLENFERRIE ROAD CENTRAL



Artist Impression

Artist impressions provide a vision for the future and will be revised through further consultation and analysis



Artist impression of Glenferrie Road streetscape near Grace Street intersection
(INDICATIVE ONLY)

GLENFERRIE ROAD CENTRAL



WAKEFIELD STREET TO KINKORA ROAD


PARK STREET EVENT SPACE

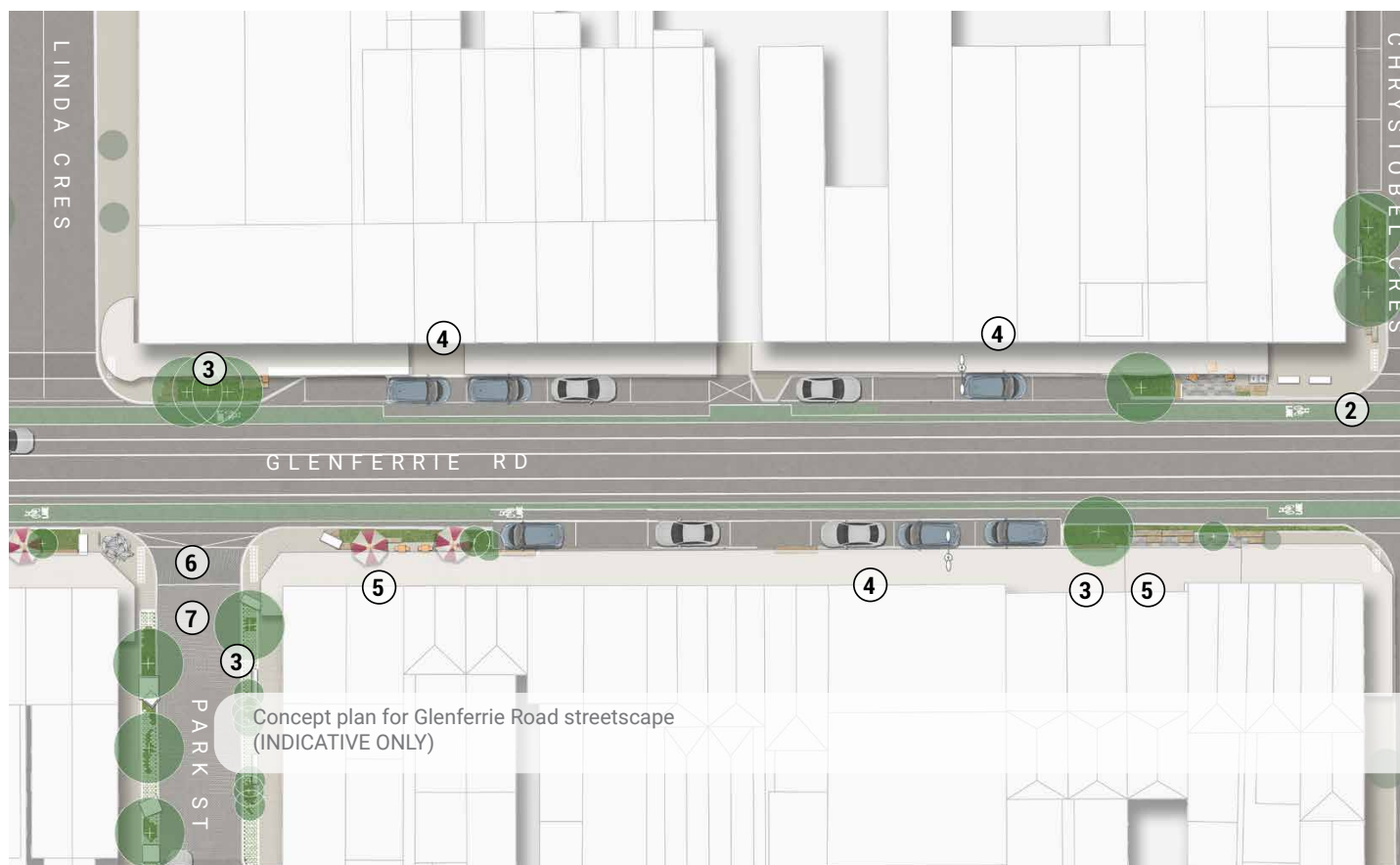
Park Street is only a short step from the busy activity on Glenferrie Road, and has the potential to host events like the recent Park Street Markets.

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.

- ① New Tram Stops
- ② A continuous & safe bike lane
- ③ Maximising greening in the best spots
- ④ On-street parking
- ⑤ Functional walkways & outdoor dining
- ⑥ Improved crossings
- ⑦ Unique art

 Artist Impression perspectives



“

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

COMMUNITY FEEDBACK



Artist Impression of Mary Street intersection with Glenferrie Road (INDICATIVE ONLY)



GLENFERRIE ROAD NORTH



KINKORA ROAD TO BARKERS ROAD

AMENITY & CONVENIENCE

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

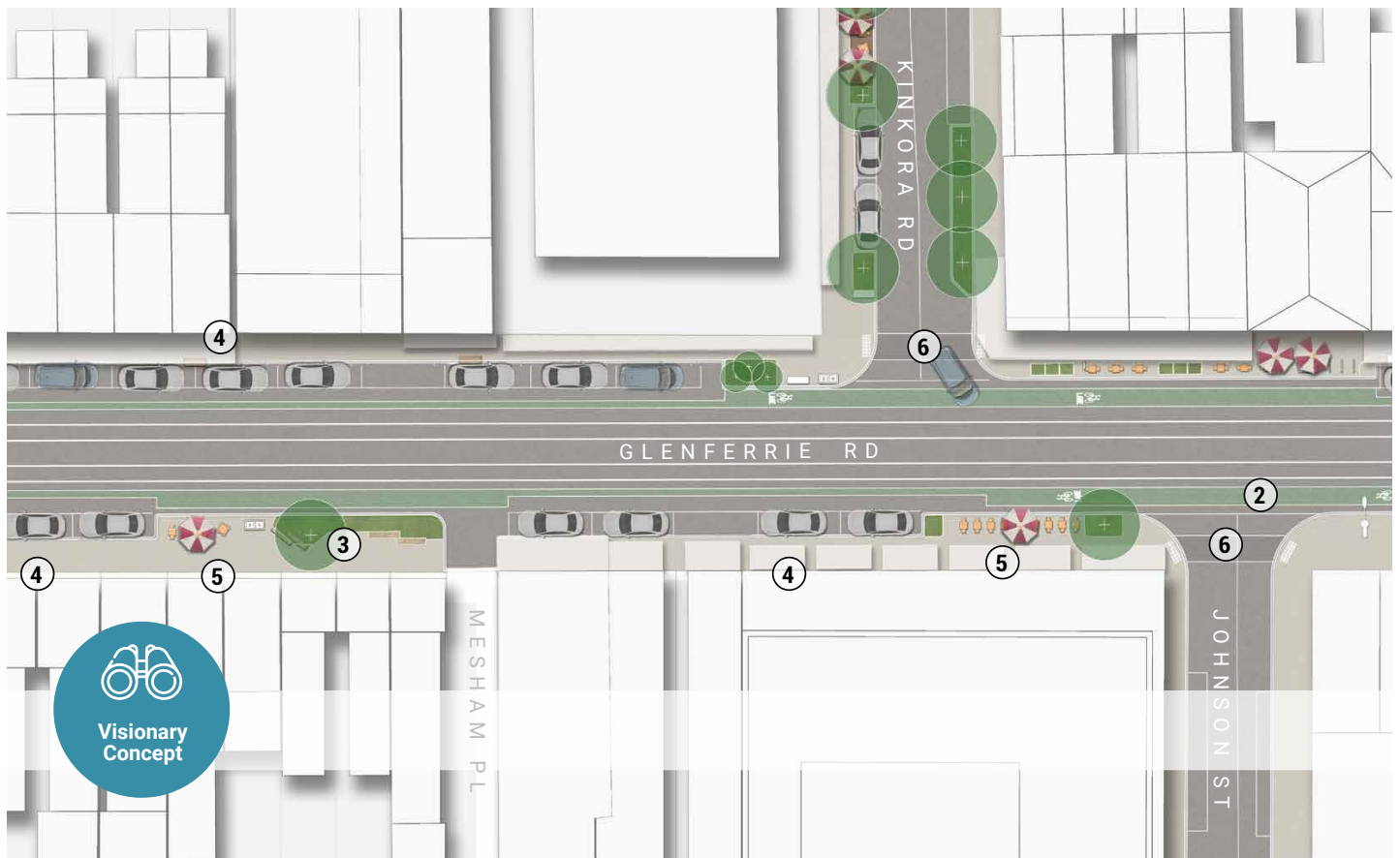
Most existing on-street parking spaces would be retained, but would be interspersed with new areas for landscaping and outdoor dining.

The streetscape plans seek to balance a desire for convenient access with the need to improve precinct amenity and visitor attraction.



View from Churchill Grove

Artist impression of Glenferrie Road streetscape near Churchill Grove intersection is shown on next page.



STREETSCAPE UPGRADE OPPORTUNITIES

① New Tram Stops

New accessible tram stops will be built to comply with the Disability Discrimination Act 1992 (DDA). Final locations will be subject to State authority approval.

② A continuous & safe bike lane

The potential for safe bike lanes along the full length of Glenferrie Road will be explored, with noise markers to help reduce conflict between modes of travel.

③ Maximising greening in the best spots

New street trees, gardenbeds and innovative approaches to creating pockets of greenery in constrained locations will be explored.

④ On-street parking

On-street parking retained in the most effective locations including new pick-up and drop-off zones in safe and central areas along the street.

⑤ Upgraded footpaths & outdoor dining

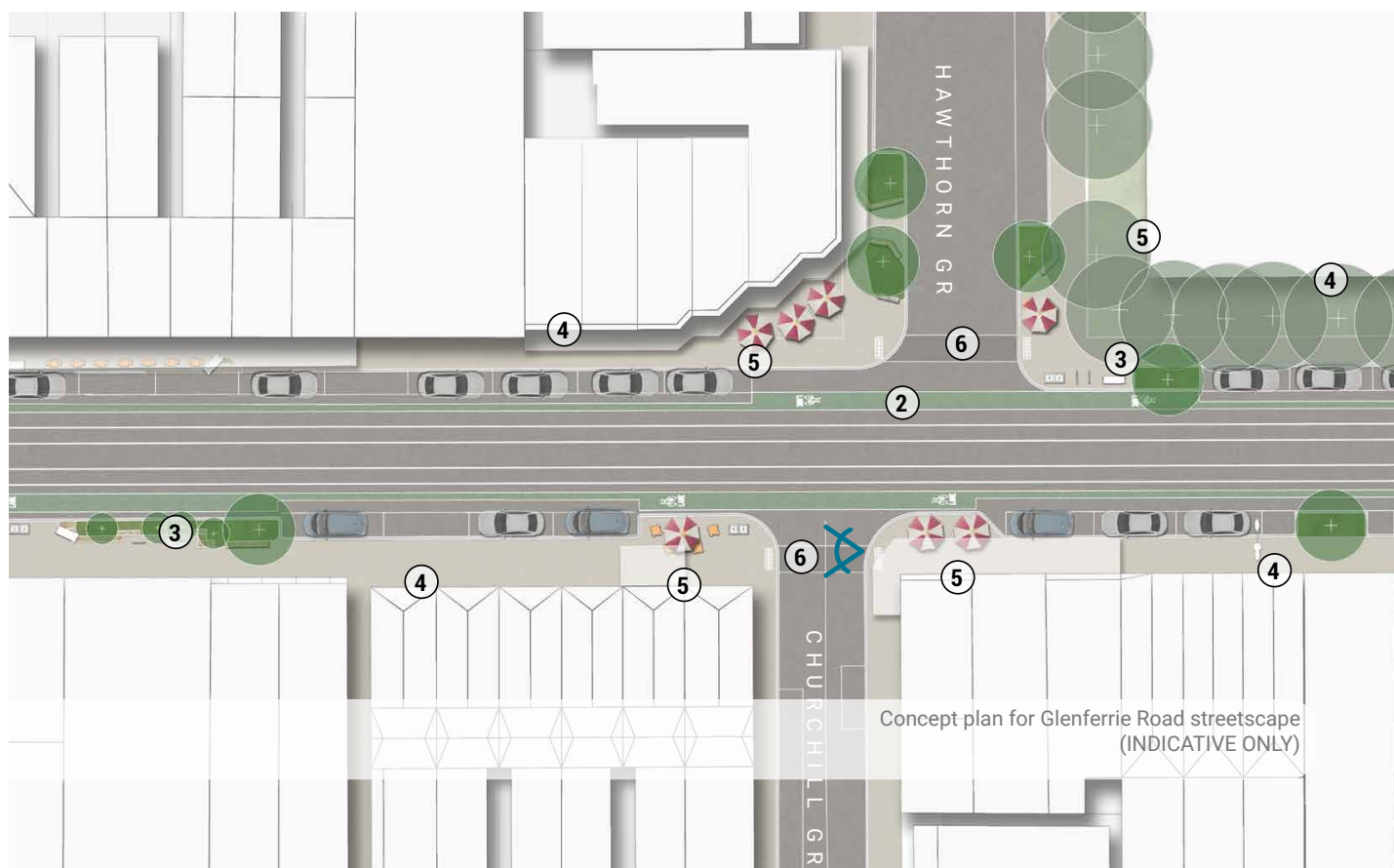
Potential for wider walkways, new greenery and furniture can be included, making dining areas more attractive and ensuring the street is accessible and uncongested.

⑥ Improved crossings

Improved crossings at key locations will be explored including raised crossings at the same level as the existing footpath to provide easier access for those of all abilities.

⑦ Unique art

Opportunities for new artwork based on local themes along walls, on the ground and overhead at key moments along the main street and station gateway.



GLENFERRIE ROAD NORTH



KINKORA ROAD TO BARKERS ROAD

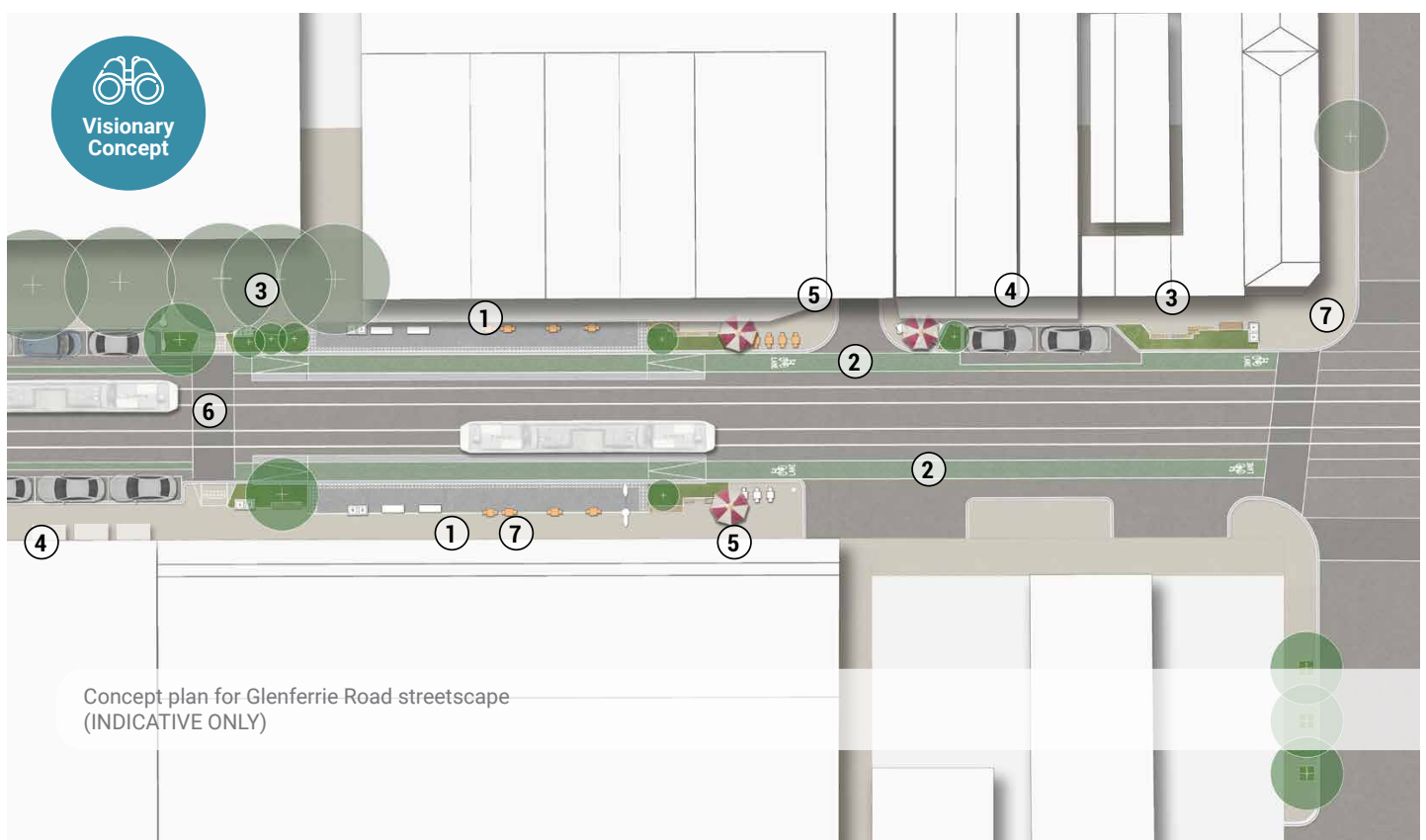
LIVELY ARRIVAL EXPERIENCE

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.

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.





Artist Impression of Glenferrie Road near Churchill Grove (INDICATIVE ONLY)

- ① New Tram Stops
- ② A continuous & safe bike lane
- ③ Maximising greening in the best spots
- ④ On-street parking
- ⑤ Upgraded footpaths & outdoor dining
- ⑥ Improved crossings
- ⑦ Unique art



NEXT STEPS

1A DETAILED DESIGN AND
STAKEHOLDER CONSULTATION

1B RELOCATION OF PARKING TO
OFF-STREET FACILITIES

1C STAGED CONSTRUCTION OF
STREET UPGRADES

A photograph of a woman with long dark hair, wearing a black leather jacket over a white shirt. She has sunglasses hanging from the collar of her jacket and is looking down. The background is a blurred workshop or retail space with other people and equipment. The entire image has a blue color overlay.

RETAIL VIBRANCY STRATEGY



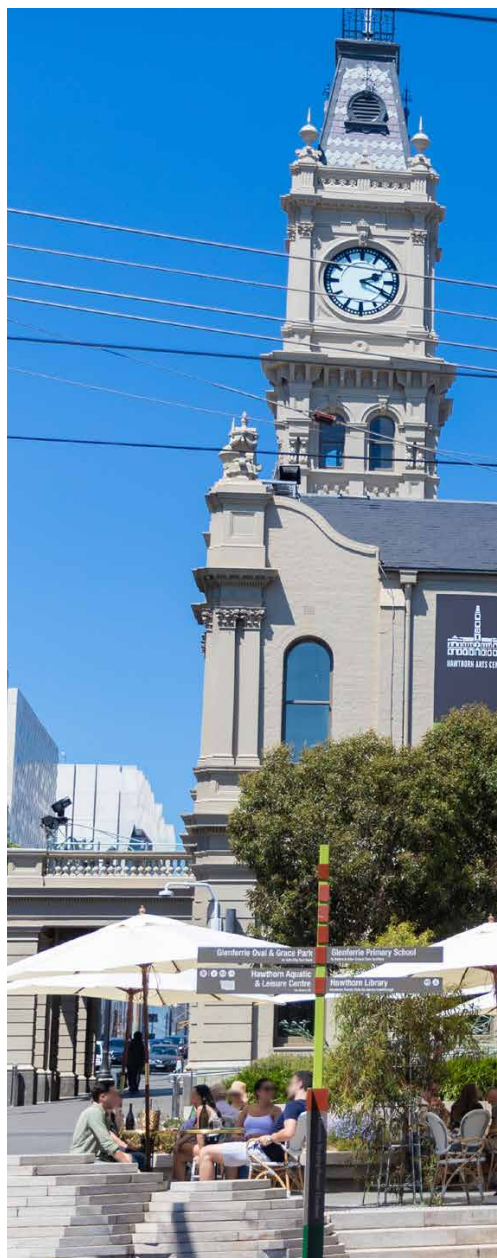
INITIATIVE 02

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 FAÇADE
IMPROVEMENT PROGRAM

2C

 BUSINESS MENTORING
FOR TRADERS

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



COVID-19 RECOVERY



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

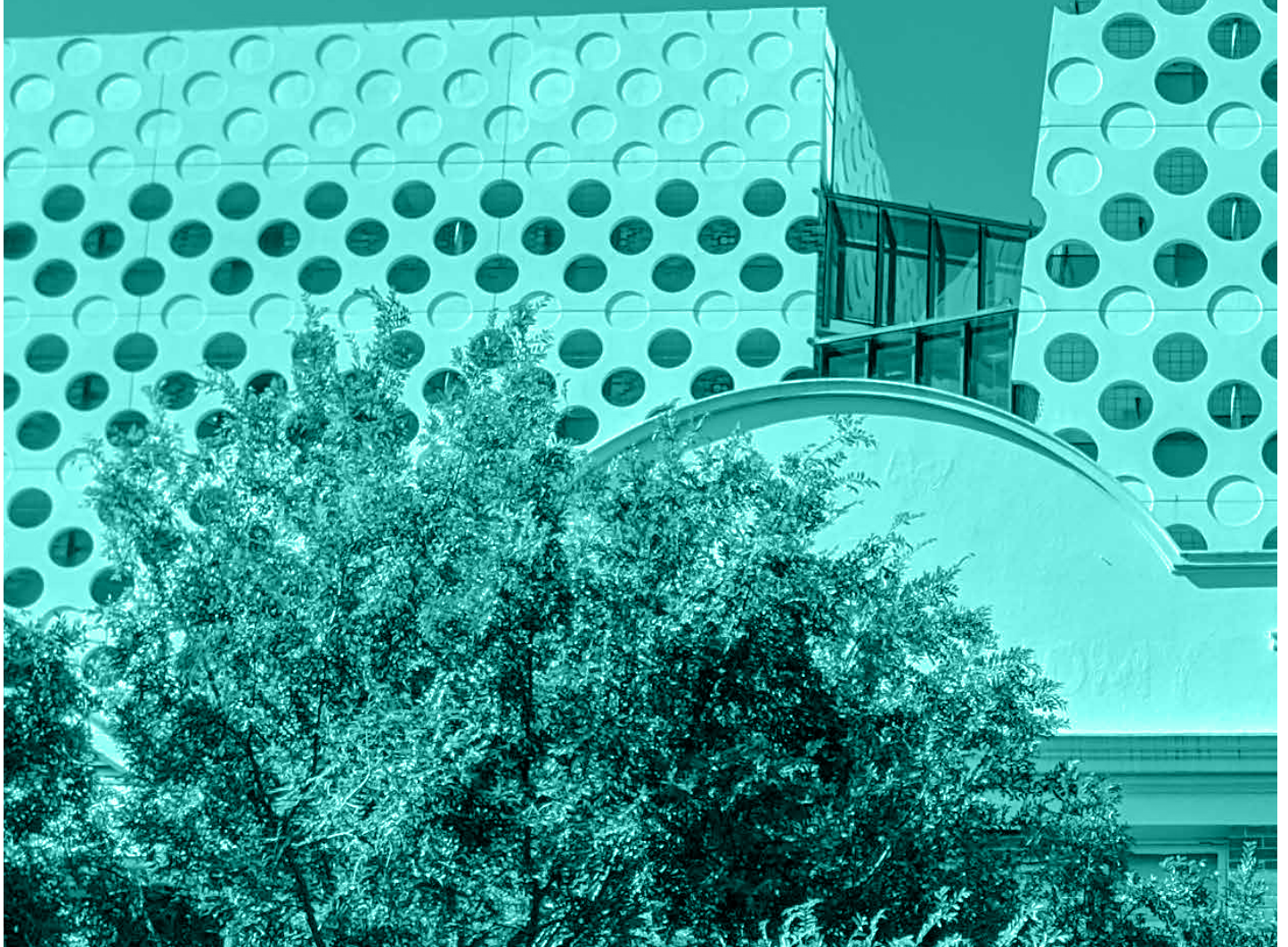
2D

ENABLE SHOP-TOP AND
LANEWAY BUSINESS ACTIVITY

2E

FACILITATE MORE OUTDOOR
DINNING 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.

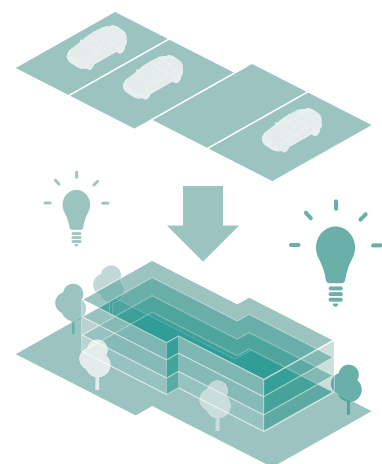
The proposal aims to leverage the quality education opportunities in the area by enabling pathways

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.

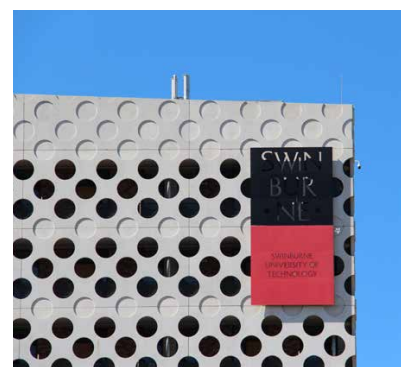
DYNAMIC LANEWAYS



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

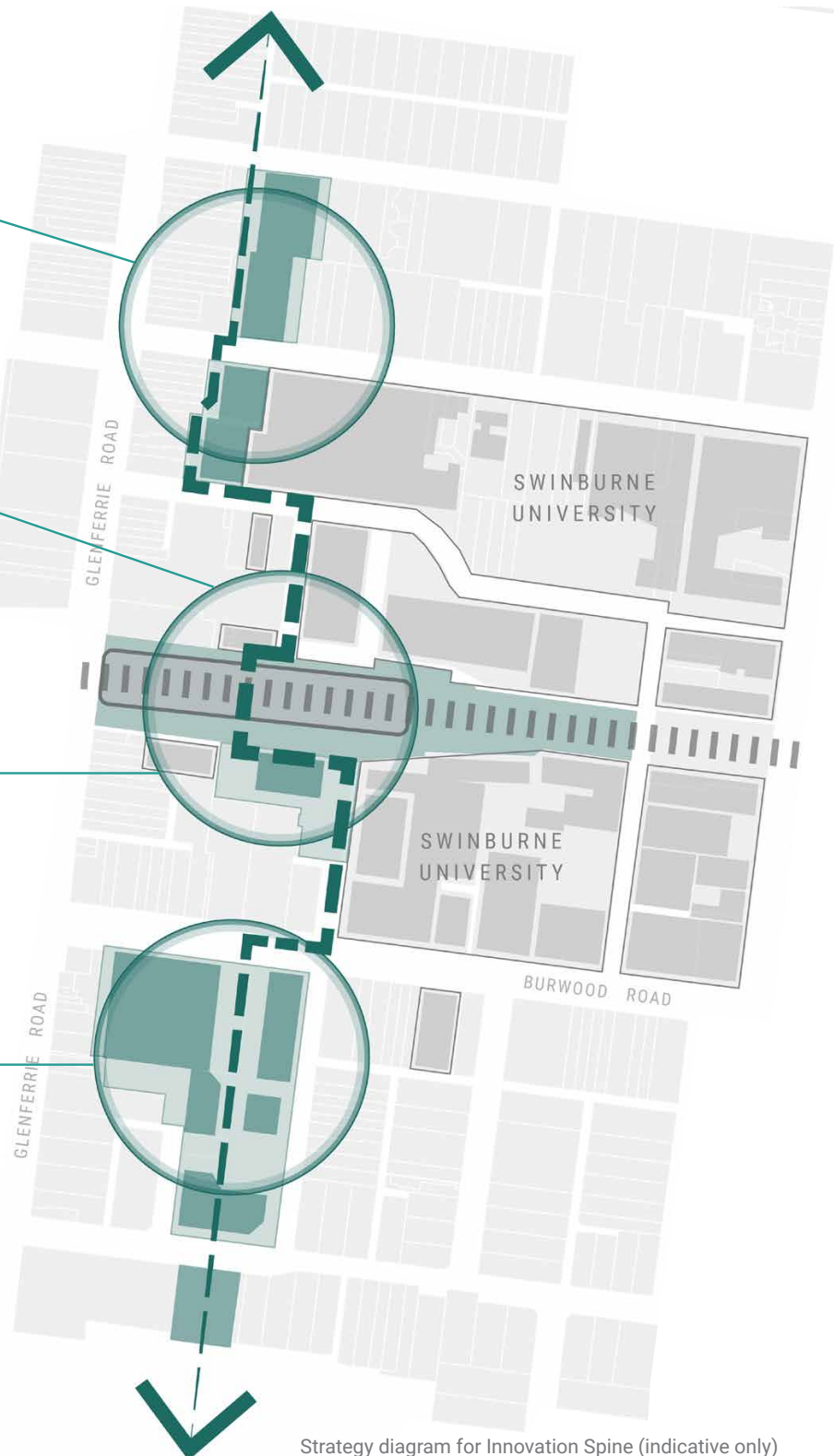
Revived laneways with new places to sit, meet friends, access transport information and relax in safety day and night.

Smart and Sustainable:

Integrate smart city systems and sustainable technology along the Innovation Spine, such as real-time transport information and e-bike charging.

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.

Pedestrian and parking sensors to optimise how we travel.

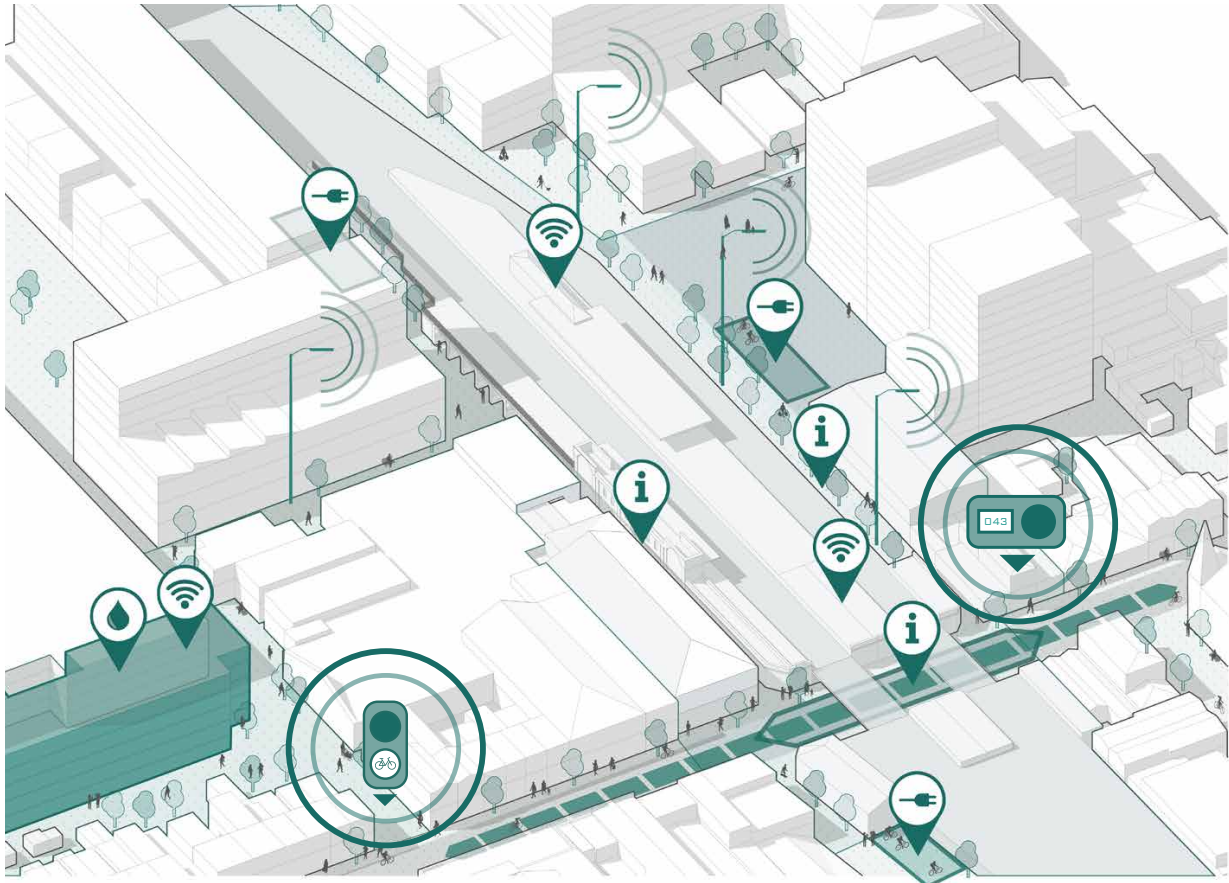


Internet and smart lighting in key public areas.



Solar power and water capture on rooftops.





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

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 green space maintenance.

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



DROUGHT-RESISTANT TREES

PASSIVE IRRIGATION

CAPTURE AND STORAGE

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.

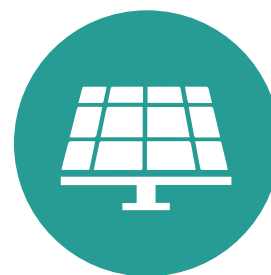
Green bins for commercial tenants will be rolled out as part of the Food Organics and Garden Organics (FOGO) service, while Council aims to install smart bins and other infrastructure over the coming years.



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

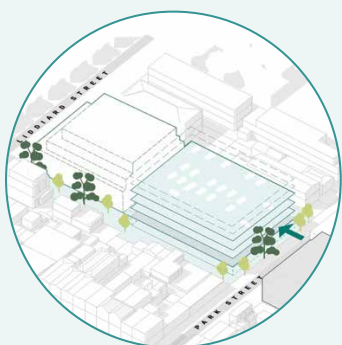
The Glenferrie Mews is an exciting long-term ambition to anchor the northern end of the Innovation Spine.

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.



Potential site for consolidated parking options at Park Street.

DESIGNING FOR THE FUTURE

The Place Plan has identified an opportunity to better use Council land currently given over to surface car parking between Liddiard Street and Wakefield Street.

The Glenferrie Mews proposal seeks to consolidate public parking to create opportunities for a new innovation hub 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 offers to support replacement of on-street parking relocated in stages from the Glenferrie Road streetscape upgrades.

Refer to the 'Parking Strategy' section of this document in 'Initiative 09: Sustainable Access' (PAGES 87-88).

Council has explored different options to relocate and consolidate parking at the existing parking site between Park Street and Liddiard Street.

PARKING OPTIONS ARE DETAILED ON PAGES 59-60.

HAVE YOUR SAY



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 PARK STREET
PARKING FACILITY TO
REPOSITION PARKING

4C

DELIVER INNOVATION HUB
AND REVITALISE LANEWAYS

56

GLENFERRIE MEWS

THE MEWS

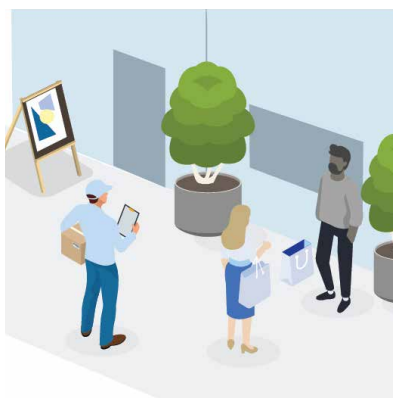
The Mews involves rethinking about how Council-owned land can be used to create opportunities for business, innovation and public space while improving parking and access to the precinct.

1.

Laneway trade opportunities

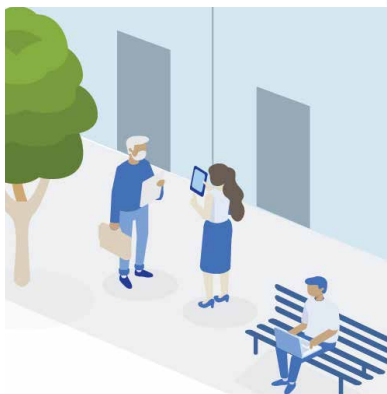
The Mews offers local traders an excellent opportunity to make use of shop-top spaces and the rear of properties to activate the renewed laneways with new shops and business spaces.

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.



2.

Business, innovation and education hub

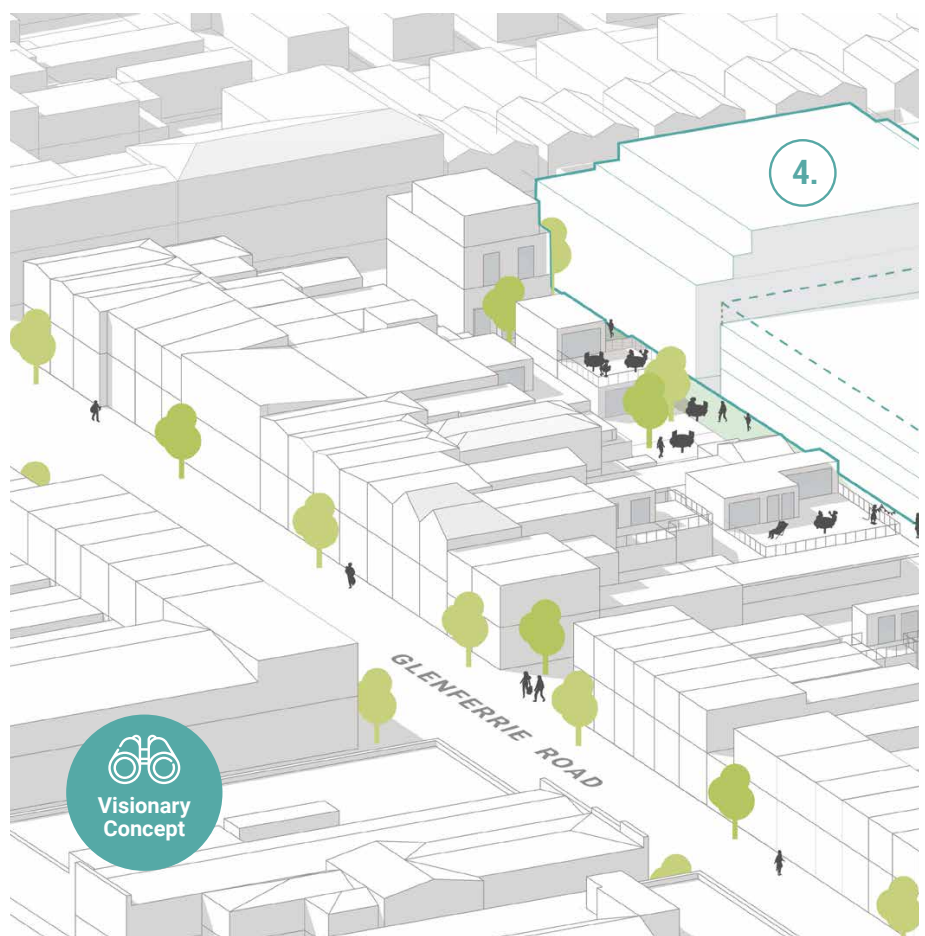


The Innovation Hub would aim to provide connections and pathways between education, innovative and emerging businesses, and the wider business community in Glenferrie.

Flexible spaces such as these work to ensure adaptability over time to suit the changing needs of innovative businesses and the start-up sector.

A key feature of the Hub would be its integration with tertiary institutions and the local knowledge sector.

The existing parking capacity at this site can be maintained within the new building.



Visionary concept diagram for Glenferrie Mews (INDICATIVE ONLY)

3. Integrated public car park

The existing surface parking plus spaces relocated from Glenferrie Road can be consolidated into modern multi-level parking facilities, offering safe and secure parking in close proximity to the centre, while freeing up space for business and the community to use.

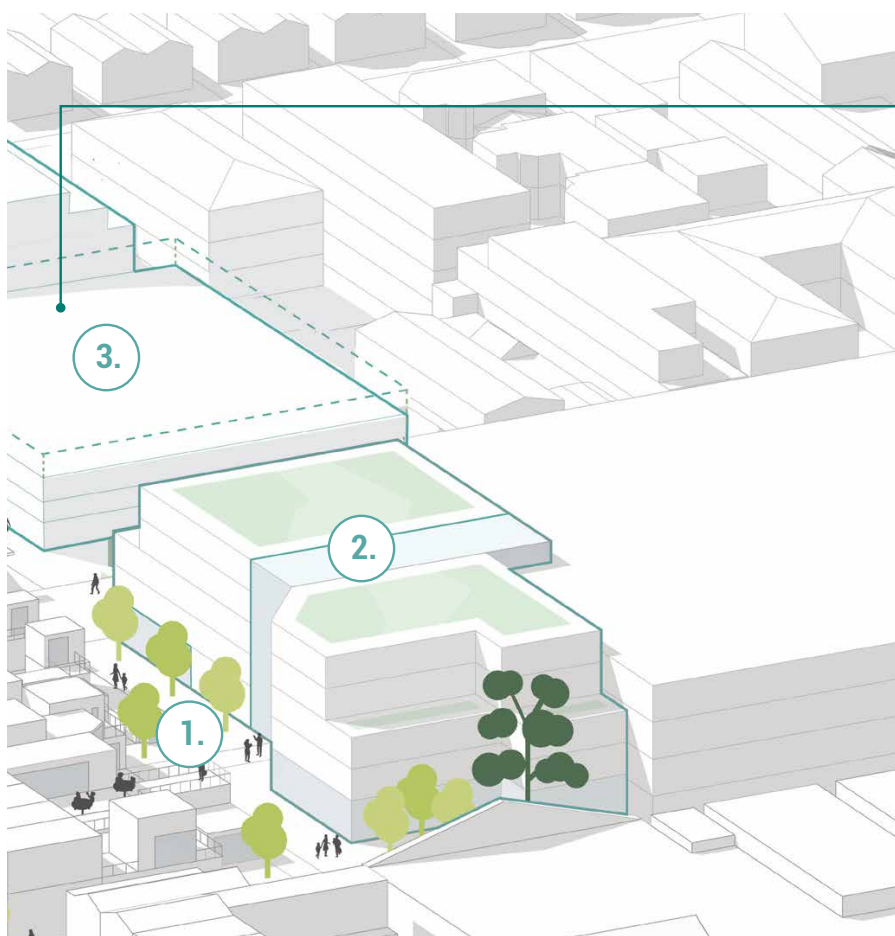
This change would occur over time, in a staged process.

Refer to page 87 of this document for staging details, and the next page for further information.

4. Future development

Northern section of the council-owned land located between Park Street and Liddiard Street could be sold to fund centre improvements, including the parking facility..

Any development of this northern portion of the site will be in accordance with the Boroondara Planning Scheme, including established height limits, parking requirements, landscaping and setbacks from neighbouring properties.



HAVE YOUR SAY

This Draft Place Plan presents four options for the community feedback. Refer to next page for a summary of the Parking Options.

Any future development of these sites will need to comply with the Planning Scheme and be underpinned by best-practice urban design principles, including::

Landscaped Setbacks & Visual Amenity

The parking facility will be set back from property boundaries and landscaped to present an attractive interface with the street and neighbouring properties.

Sustainability

Design parking facility to incorporate electric charging, solar panels, landscaping and enable future reuse of building for commercial space

Activation

Design buildings to create safe and attractive street and lane interfaces with small tenancies and landscaping that create a welcoming arrival experience.



Community feedback on these parking development options will guide future implementation

GLENFERRIE MEWS

PARK STREET OPTIONS

Upgrades to the Glenferrie Road streetscape will greatly enhance the attractiveness of the area.

A new parking facility at Park Street can enable these street enhancements by relocating car parks to make more space for people, trees, seating and wider footpaths.

We have listened to the community and will not be exploring commuter carparking in Glenferrie.

This parking facility will only accommodate the relocation of nearby car parks and therefore will not result in a net increase in traffic to the precinct.

Three (3) new options have been prepared for the purpose of community consultation.

These options involve different parking capacity, built form, construction costs and public realm outcomes that should be considered.

You are invited to have your say on these three (3) options for the relocation of parking spaces.

Refer to supplementary Park Street Parking Facility report for more detail.

HAVE YOUR SAY

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

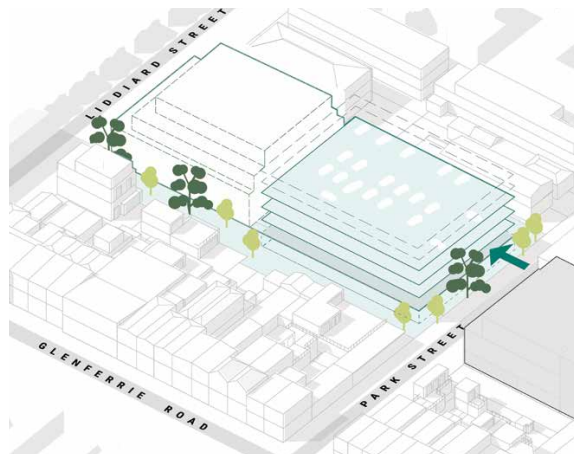
www.engage.boroondara.vic.gov.au/glenferriepaceplan

 (03) 9278 4907

 placemaking@boroondara.vic.gov.au

Park Street Option 1

A new multi-level parking facility to be developed on the south half of the land (facing Park Street).



Visionary concept diagram illustrating Option 1 (INDICATIVE ONLY)

This 3-storey facility would feature 5 levels of parking, including 1 basement and 1 roof level, with initial capacity for approximately 180-260 cars.

Capacity to relocate parking

- All (138) existing parking spaces maintained from Park Street site
- Plus capacity to relocate approx. 40 parking spaces
- Potential to add up to two additional levels (+80 spaces in total) in future

Design considerations

- Future private development to comply with Planning Scheme
- Landscaped setbacks to residential neighbours (8m)
- Potential for business spaces at ground level to activate street & lane
- Proposed buildings will integrate best practice sustainable design

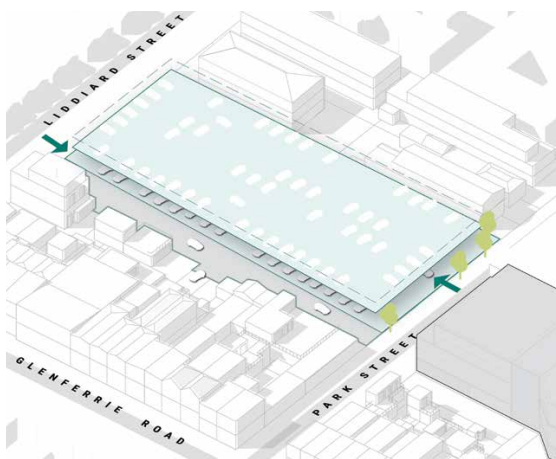
FINANCIAL CONSIDERATIONS

Moderate Cost Option

- Potential sale of the northern portion of the site could fund a significant proportion of the public parking facility

Park Street Option 2

One additional level of parking constructed over the entire site.



Visionary concept diagram illustrating Option 2 (INDICATIVE ONLY)

This 1-storey parking facility would feature 2 levels of parking including ground floor and rooftop parking, with capacity for approximately 220-300 cars.

Capacity to relocate parking

- All (138) existing parking spaces maintained from Park Street site
- Plus capacity to relocate approx. 80 parking spaces
- Potential to add another level (+80 spaces) if funding available

Design considerations

- Landscaped setbacks to residential neighbours (8m)
- No street or lane activation potential
- Proposed buildings will integrate best practice sustainable design

Park Street Option 3

No change to existing parking land. Any parking removed from Glenferrie Road will not be replaced at this time.

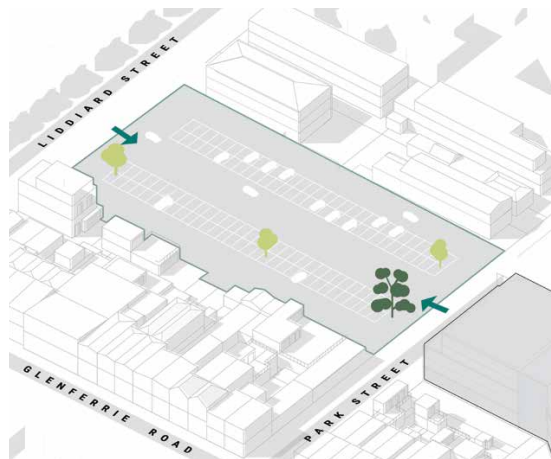


Diagram illustrating existing carpark (INDICATIVE ONLY)

This option would not incorporate any new changes and the site would continue to be used as a surface level carpark only.

Capacity to relocate parking

- All (138) existing parking spaces maintained from Park Street site
- No new capacity to host relocated car park spaces

Design considerations

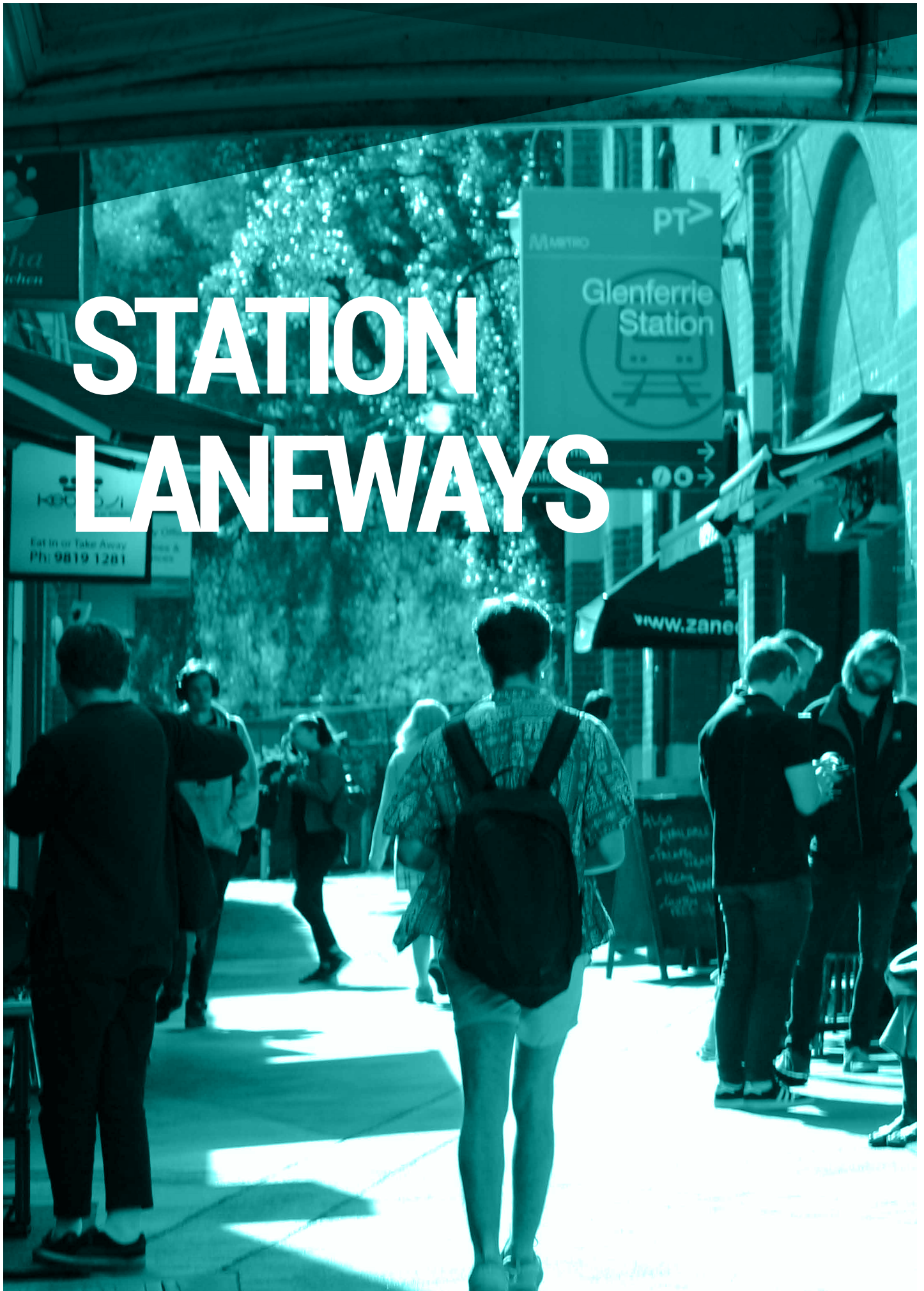
- No street or lane activation potential
- No upgrades to surfaces or accessibility standards

Highest Cost Option

- No revenue from land means this is the highest cost option

No Cost Option

- No new costs
- No revenue from land





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.

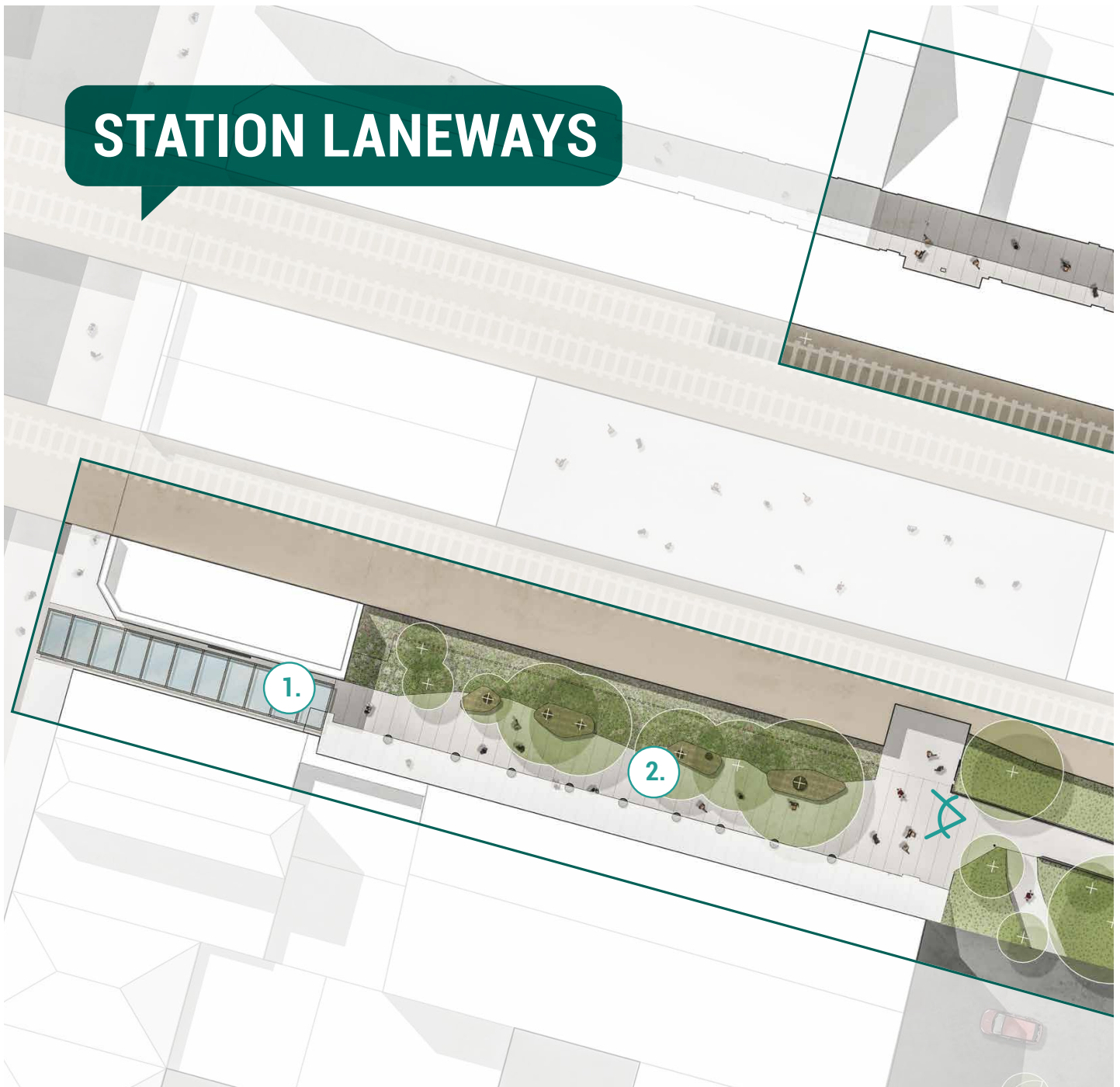
Nearby traders can also play an important role, with Council helping each to explore opportunities to reinvent or upgrade premises to make the most of a revamped station precinct.





Artist impression of Railway Arcade
(indicative only)

STATION LANEWAYS



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.

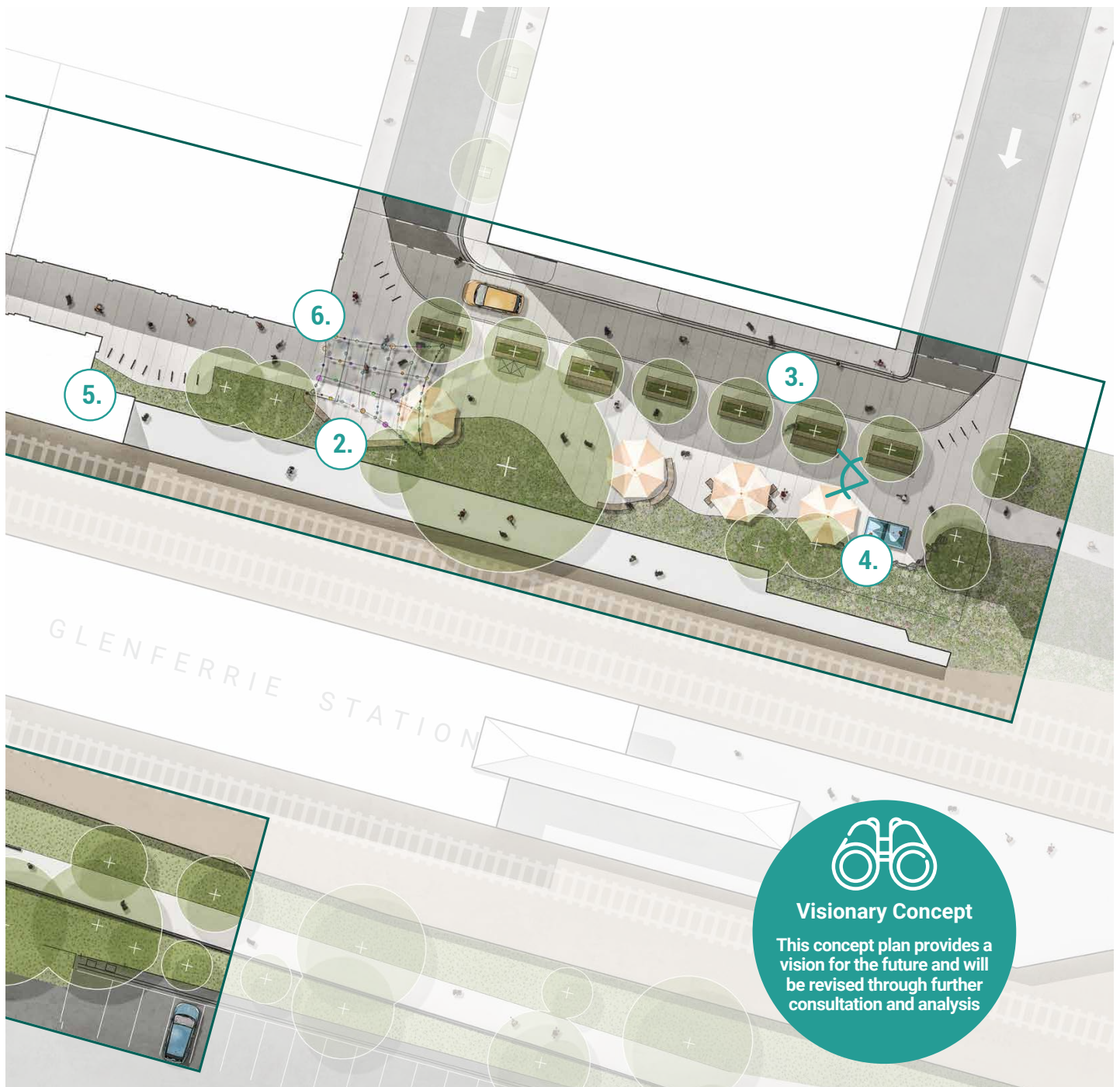
Feature lighting would add to the ambiance at night and highlight the laneways as the gateway to the Innovation Spine.

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.



Concept plan for Station Laneways (indicative only)

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.

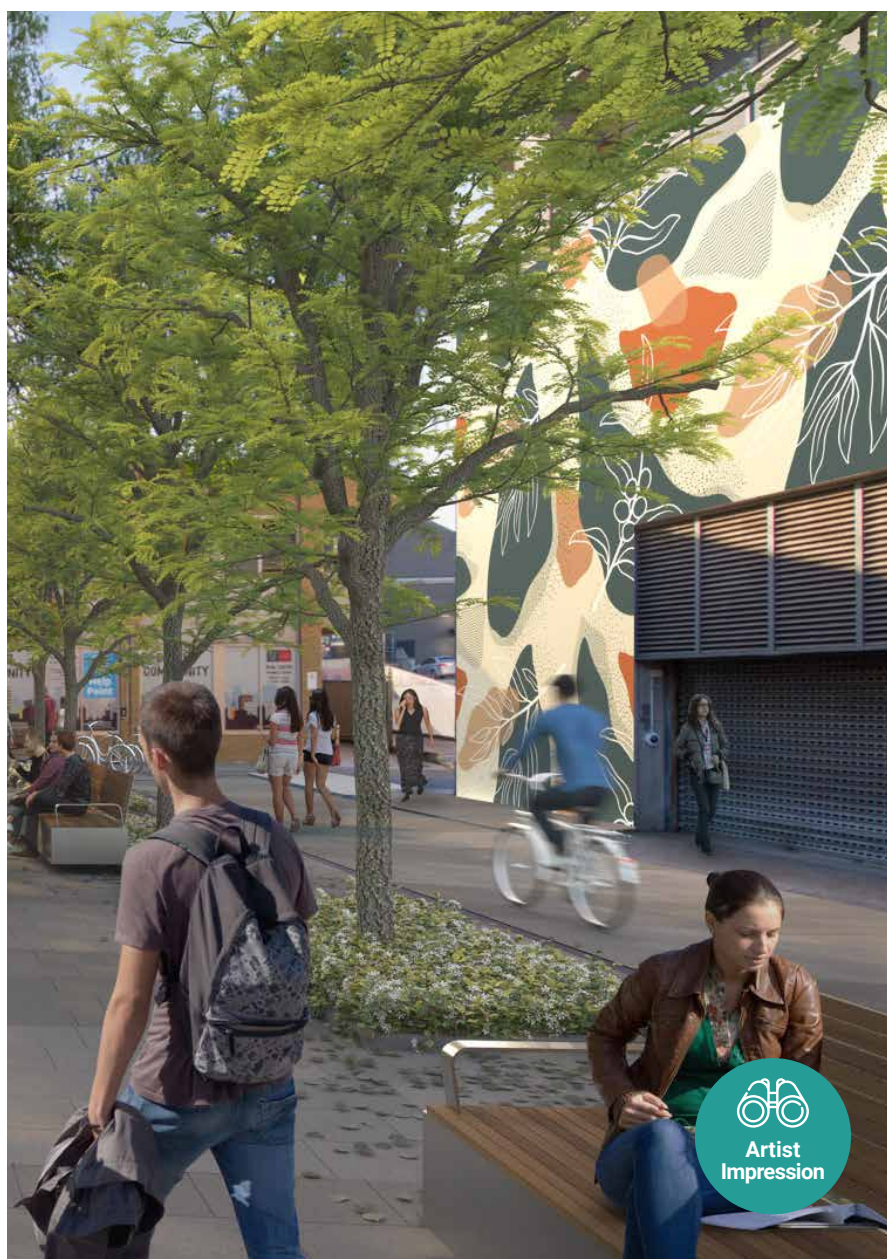


Artist Impression perspectives

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



CULTURAL QUARTER



INITIATIVE 06

THE CREATIVE HEART

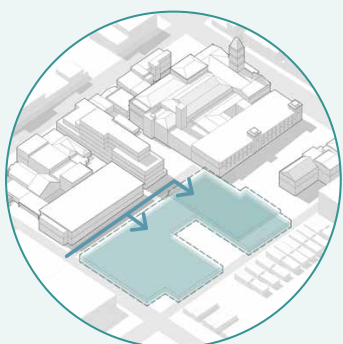
The Cultural Quarter presents a vision for a dynamic arts and learning precinct that repositions the Hawthorn Library alongside the Hawthorn Arts Centre and better connects these facilities with the surrounding public spaces.

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)



Artist
Impression

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

72

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

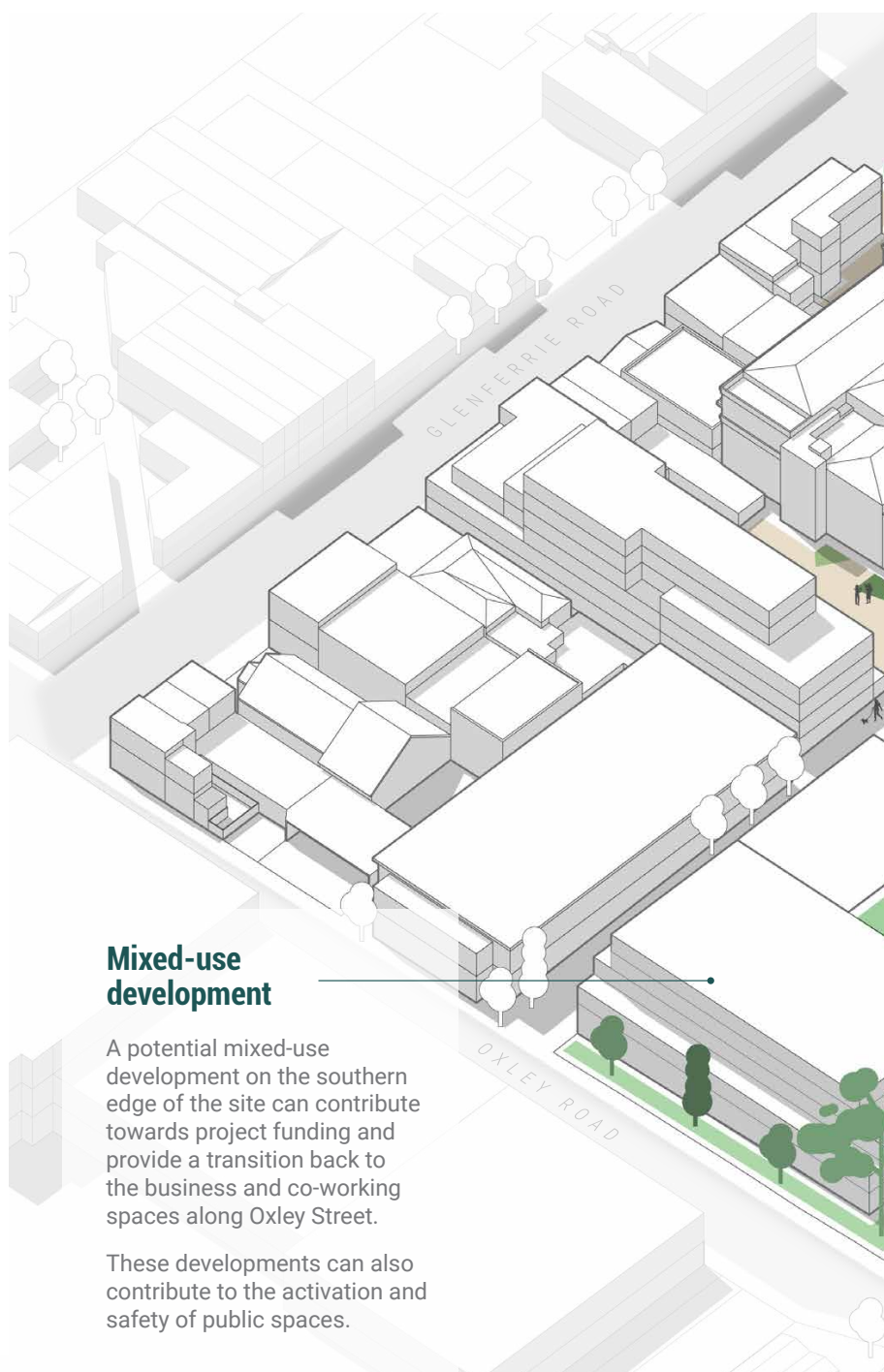
Keeping the Quarter green is a key part of the proposal, so a number of significant trees in the existing Hawthorn Arts Centre car park would be retained and the area enhanced with extensive landscaping and extra greenery.

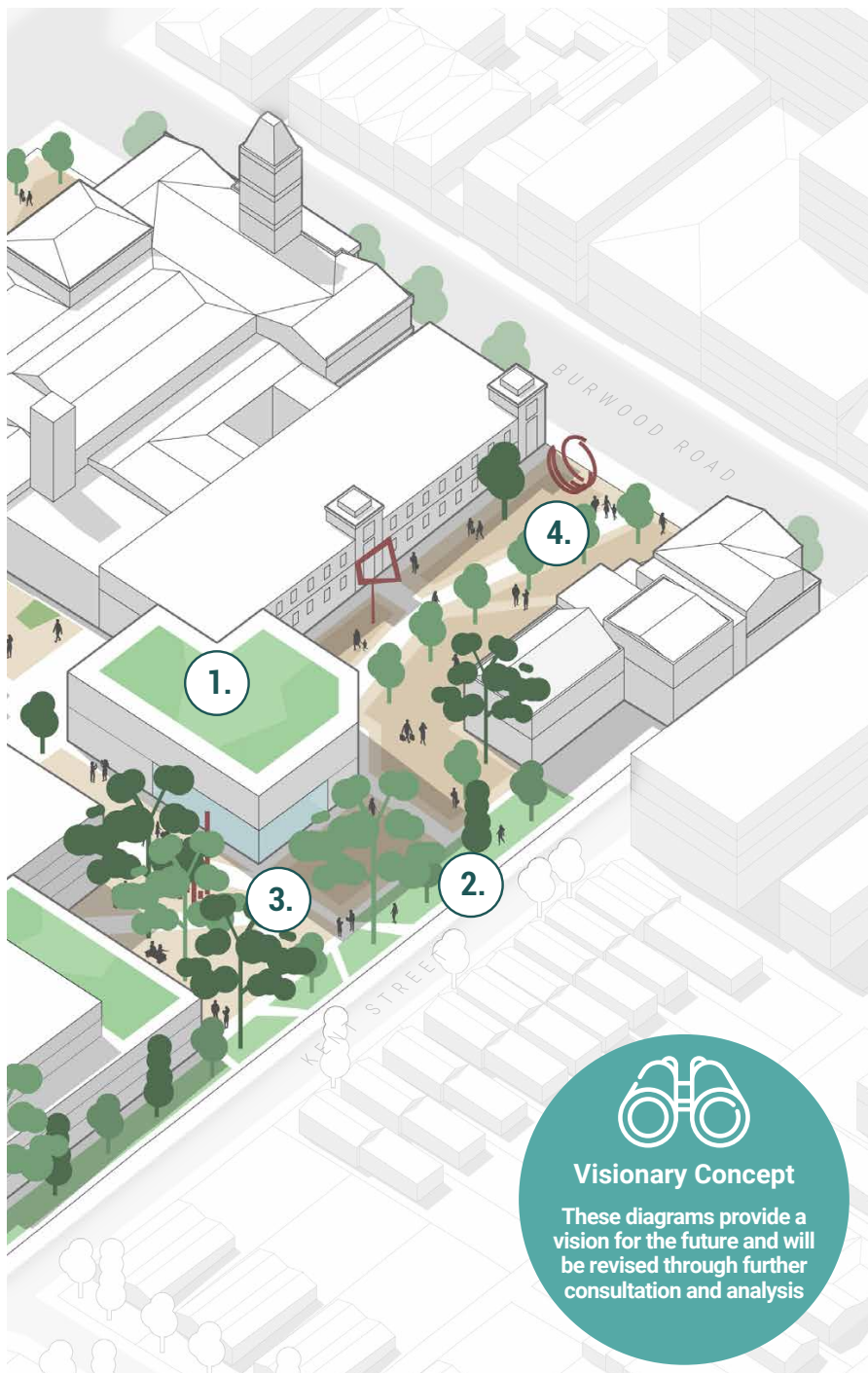
New public buildings have the potential for green-roofs and other sustainability features, while the edge fronting Kent Street would provide a dense garden experience.

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.





Visionary concept diagram for the Cultural Quarter
(indicative only)



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.



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.



“

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

”

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.

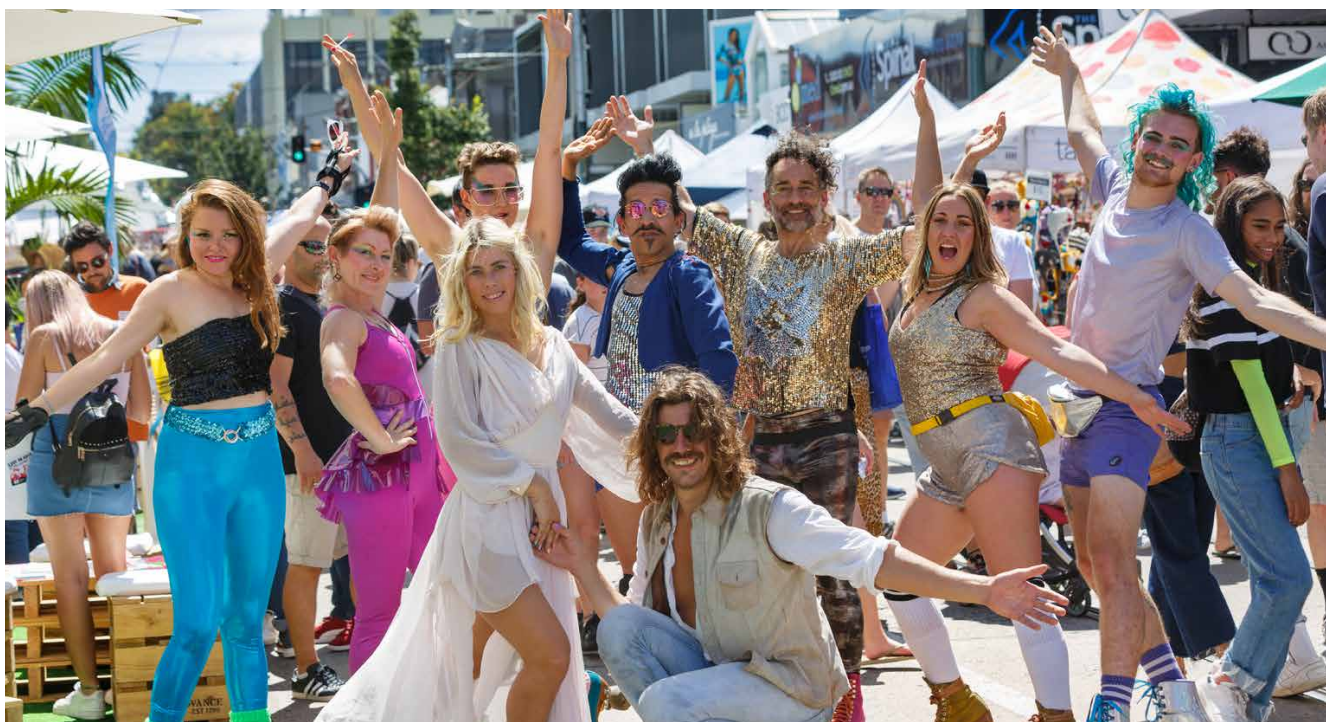
Hawthorn Arts Centre's renowned performance venues will continue to host an active program of live entertainment.

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 re-imagined 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

78

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 can 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



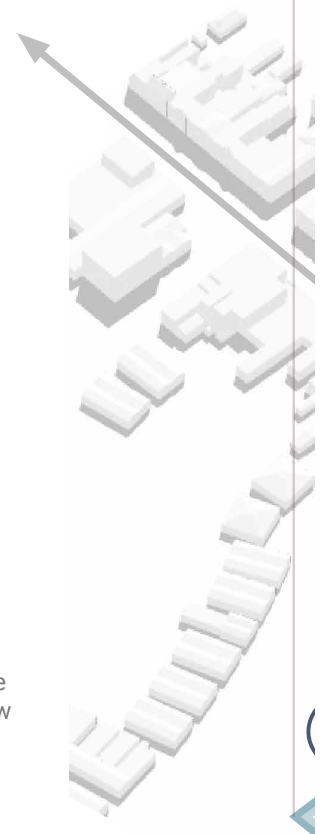
There are a range of existing and potential spaces around Glenferrie for all kinds of creative endeavors, from exhibitions and performances to workshops and presentations.

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.

PUBLIC REALM IMPROVEMENTS



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. Informal recreation zones

Informal recreation opportunities are being explored such as table tennis and outdoor fitness equipment that will support the surrounding community to be healthy and active.

4. Improved community gardens

There is an opportunity to allow for an expansion of the community garden.

The redesign could improve the fencing treatments, improve community access and better integrate the garden with the adjacent revamped open spaces.

5. Formal Sportsground

Protecting and retaining the Glenferrie Oval Sportsground for continued use by the community as well as a range of sporting groups.

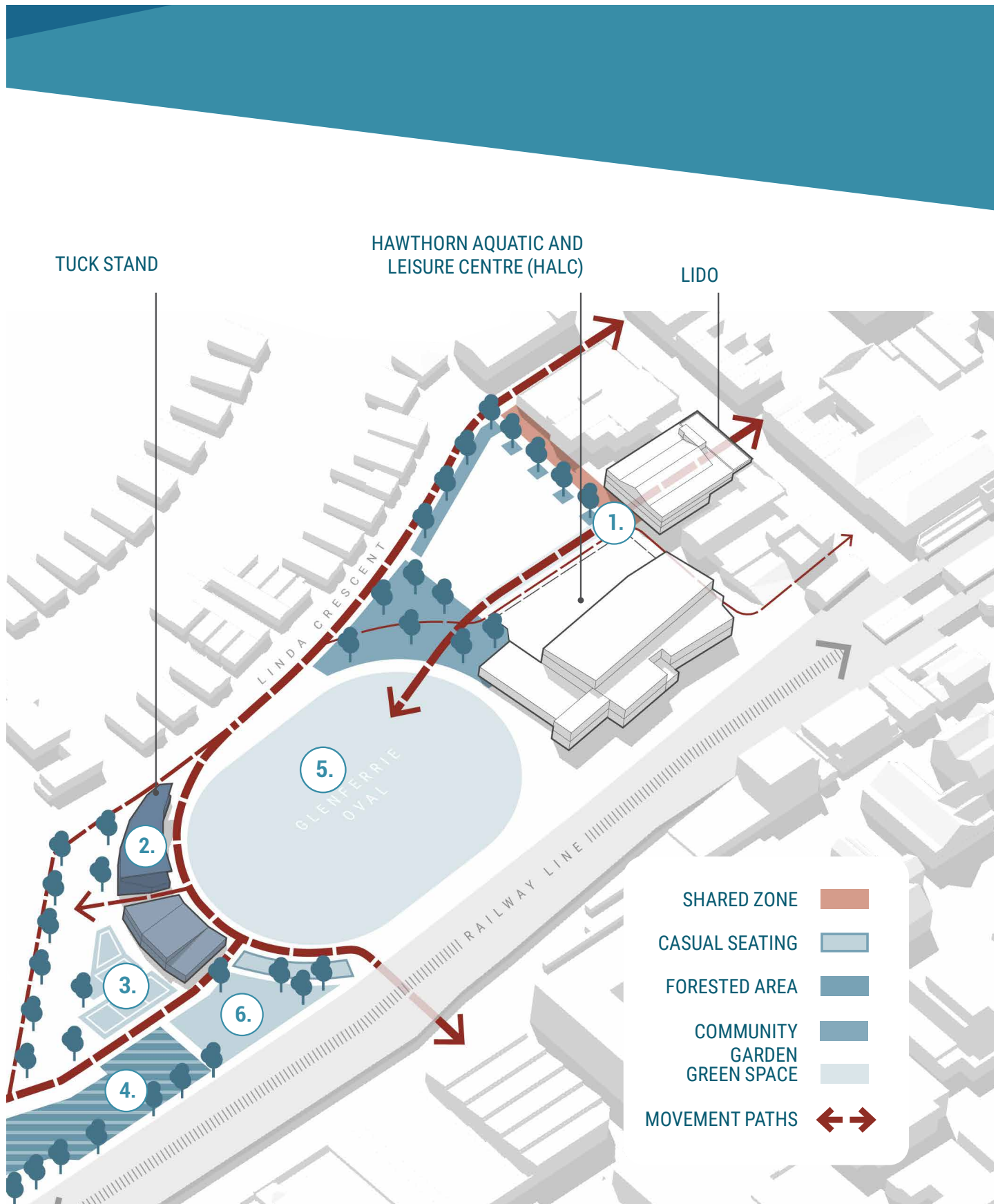
6. Flexible open space and enhanced connectivity

With the removal of the run-down Ferguson Stand, there is an opportunity to reconfigure the surrounding area to establish an open space link between Glenferrie Oval and Grace Park.

This opportunity can also allow for flexible open space with opportunities like seating, and additional tree planting.



Strategy diagram for Sport and Recreation Sub-precinct (INDICATIVE ONLY)



KEY INITIATIVES

8A

 RENOVATE THE TUCK STAND
AND ENABLE COMMUNITY USE

8B

 ESTABLISH OPEN SPACE LINK
FOLLOWING REMOVAL OF THE
FERGUSON STAND

8C

 ENHANCE PUBLIC REALM AND
PEDESTRIAN CONNECTIONS

84



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.

PARKING STRATEGY

STREET PARKING RELOCATION

Street car parking is being relocated in two stages:

Stage 1: To construct a greener streetscape, with better outdoor dining and public realm outcomes, approximately 40 parking spaces will be relocated.

Stage 2: To deliver a safer, more accessible streetscape, new tram stops will be constructed by Victorian Government with approximately 40 car parks affected.

STAGED IMPLEMENTATION

The project seeks to maintain the overall capacity of parking available to shoppers visiting Glenferrie, with no net increase in traffic affecting the precinct.

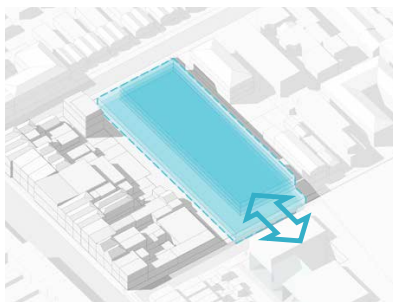
The potential construction of a new off-street parking facility and the relocation of existing on-street car parks would be sequenced over a number of years to minimise any temporary loss.

Council anticipates that plan implementation would occur over a period of approx. 10 years.

Staging of streetscape parking would occur in two parts with approximately 40 car parks relocated in the first stage and 40 car parks relocated in the second stage.

Project staging would also be influenced by other levels of government, availability of project funding and consultation with key stakeholders.

Project construction would be managed to mitigate disruption to precinct amenity and business activity.



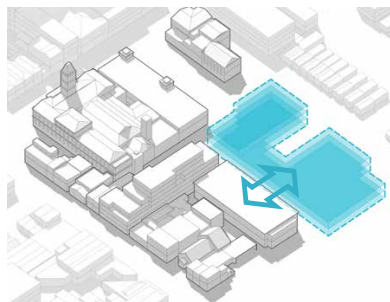
1.

PARK 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.



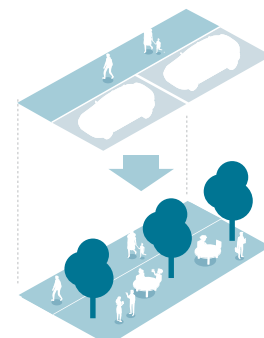
2.

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 proposed relocation of on-street parking spaces from Glenferrie Road to a new Park Street parking facility would allow for a highly people-focused streetscape with wider footpaths, more public seating and outdoor dining opportunities.

Approximately 80 parking spaces have been proposed for relocation.

Streetscape upgrades will require careful coordination with the delivery of the new off-street parking facilities to minimise any short-term loss of parking in the precinct.



Strategy diagram for parking initiatives (INDICATIVE ONLY)

HAVE YOUR SAY

The Updated Draft Place Plan presents three options for the community to choose from. **Refer to pages 59-60 to view the Parking Options.**



CREATE A MORE
EQUITABLE BALANCE
OF SPACE.



COMMUNITY FEEDBACK

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.

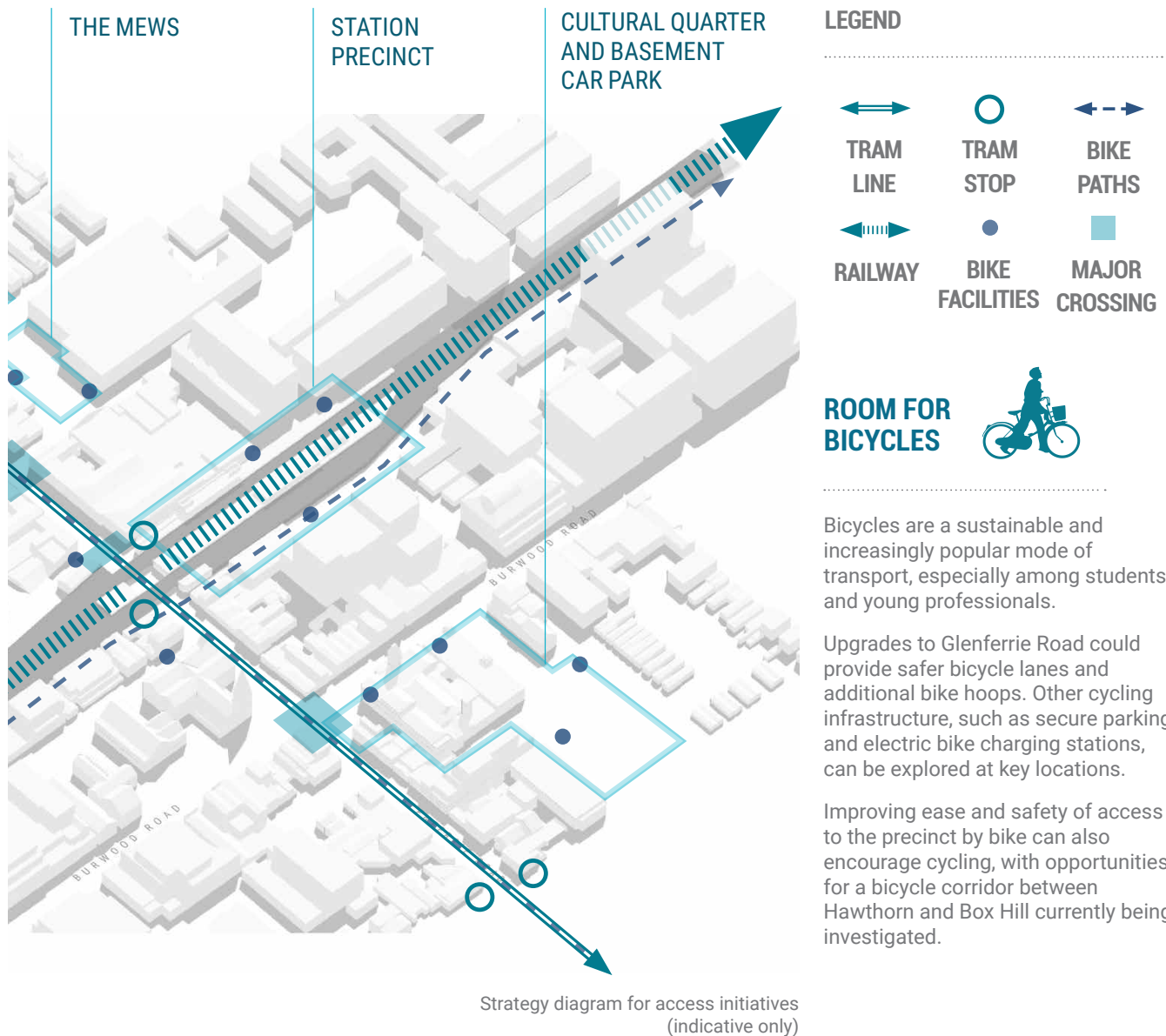
However, the Glenferrie community have reported frustration with the quality of footpaths and difficulty with crossing roads. Significant footpath widenings, enhanced laneways and additional signalised crossings along Glenferrie Road would greatly enhance the experience and safety of all pedestrians.



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





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

PROJECT TYPES

The Place Plan presents a range of initiatives to revitalise the precinct including low cost operational initiatives through to higher cost capital works.

Council needs to carefully plan and manage construction costs, collaborate with project partners and engage with community stakeholders to minimise disruptions and capture benefits.

Key project types include:

OPERATIONAL INITIATIVES - Relatively low-cost initiatives that can be delivered by existing Council staff within foreshadowed operating budgets.

CAPITAL WORKS - A capital works project with a cost of \$1-3m that can be delivered by Council, subject to additional budget bid approval.

MAJOR CAPITAL WORKS - A major project with a budget over \$3m that may require additional revenue and/or external partnerships to deliver.

TIMING























The sequencing of the various initiatives and projects over time will be important to optimise the benefits for the precinct.

Many of the projects are still at an early conceptual stage.

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

Timeline needs to be flexible to respond to changing circumstances and community priorities.

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

DRAFT TIMELINE		
1. GLENFERRIE STREETScape	OI MC	 + 
2. RETAIL VITALITY	OI	 + 
3. INNOVATION SPINE	OI	 +  
4. GLENFERRIE MEWS	OI MC	 + 
5. STATION LANEWAYS	OI CW	 +  
6. CULTURAL QUARTER	OI MC	 + 
7. CREATIVE COMMUNITY	OI	 +  
8. SPORT AND RECREATION	OI CW	 + 
9. SUSTAINABLE TRANSPORT	OI	 +  

INITIATIVES

PROJECT TYPES

KEY PARTNERS

OPERATIONAL INITIATIVES (OI)



COUNCIL

CAPITAL WORKS (CW)

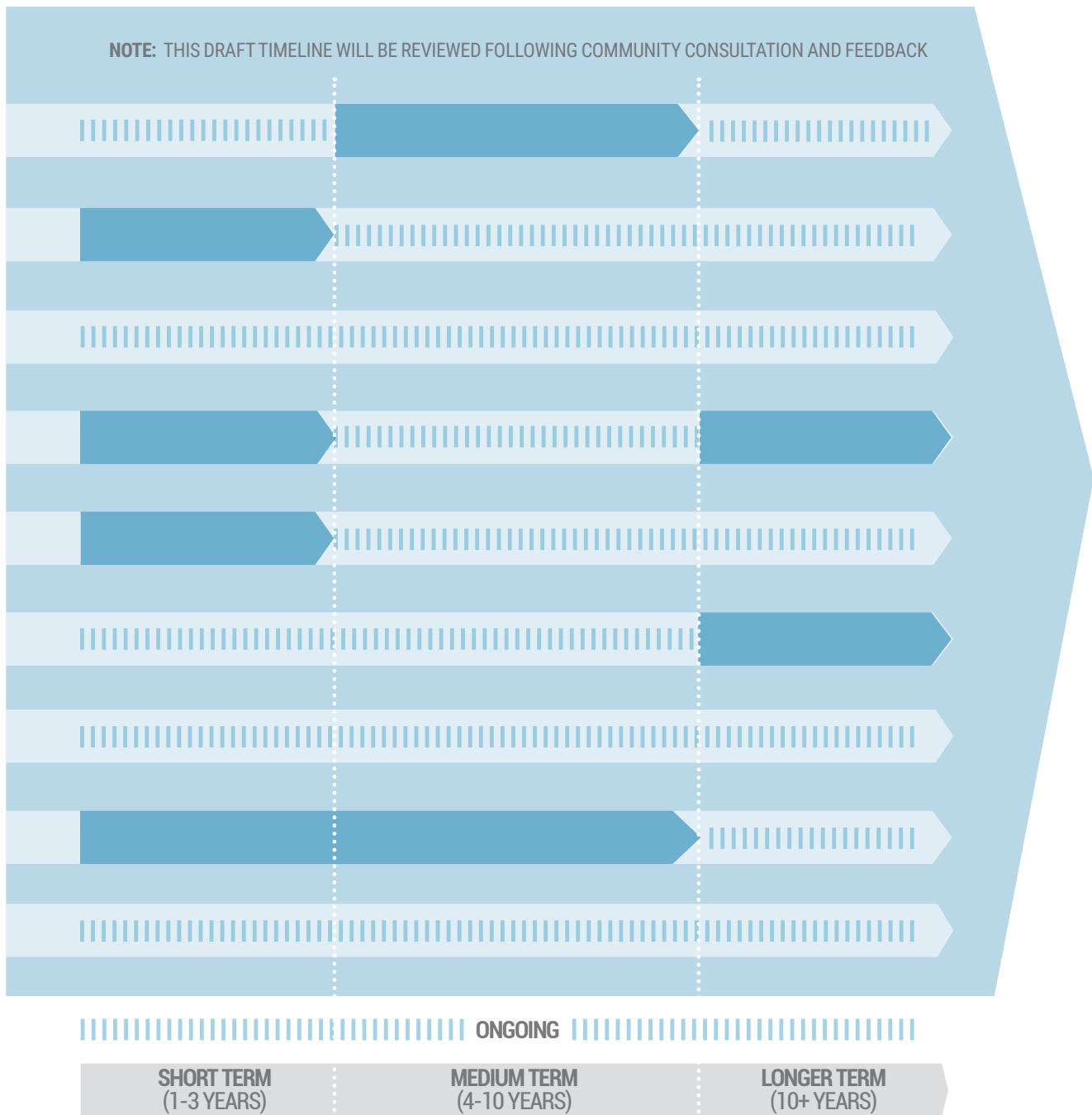


VICTORIAN GOVERNMENT

MAJOR CAPITAL WORKS (MC)



OTHER ORGANISATIONS





PARK STREET PARKING FACILITY

SUPPLEMENTARY REPORT TO THE GLENFERRIE PLACE PLAN

CONTENTS

03	Introduction
05	Guiding Principles
06	Understanding Community Needs
08	Existing Parking Demand
10	Proposed Parking Relocation
12	New Parking - Site Feasibility
14	Park Street Options
16	Next Steps

INTRODUCTION

FOREWORD

This report summarises the key information and rationale behind the proposed Park Street Parking Facility options outlined in the Draft Glenferrie Place Plan.

Delivery of the Park Street Parking Facility is considered an important step to enable the enhancement of the wider precinct and specifically the Glenferrie Road streetscape upgrades.

Council has listened to community feedback on the previous Commuter Parking Project investigated in early 2022. The proposed Park Street Parking Facility is much smaller than previous commuter parking project. It includes no commuter car parks, and only involves the relocation of existing car parks, so there will not be a net increase in traffic to the precinct.

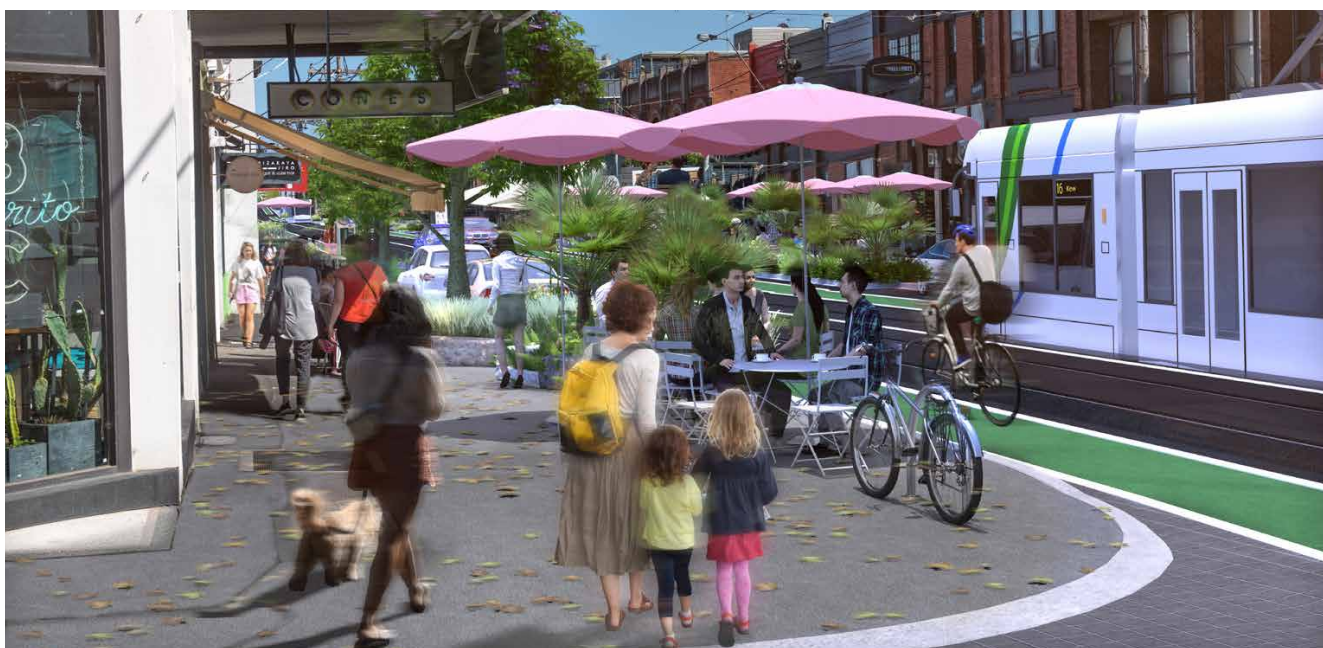
The Glenferrie Place Plan provides a long-term vision that will guide public investment in this important activity centre over the coming decades. It features a range of projects proposals and visionary concepts, that will help revitalise the precinct.

It is not the purpose of the Place Plan to determine and present the detail of individual projects, as further analysis, detailed design and consultation will need to be undertaken on each of these individual projects in future.

Given the community and stakeholder interest in the proposed Park Street Parking Facility, this supplementary report has been prepared to provide additional information and rationale for this particular proposal.

It is important to note that the options and visionary concepts outlined in this report are indicative only, and further analysis, design and consultation will occur in future to guide the best outcome for the community and Glenferrie precinct.

INTRODUCTION



Concept illustration for Glenferrie Road with wider footpaths, clearer bike lane and better tram stops.

WHY IS A NEW FACILITY PROPOSED?

In order to enhance the Glenferrie precinct with more trees, wider footpaths, safe crossings and space for outdoor dining, we must rethink how public parking is provided in the centre. The delivery of a multi-level parking facility will free-up public land to be used for other purposes that will benefit the community and uplift the attractiveness and economic performance of the Glenferrie centre.

The Glenferrie Road's Streetscape upgrade is the most important project in the Draft Glenferrie Place Plan and will transform this vital street into a high-quality retail and dining destination, attracting

visitors from across Melbourne. This project's 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.

It is important to note that the Victoria Government will need to construct tram stop upgrades along Glenferrie Road in future and this will likely result in a significant loss of on-street parking spaces.

The Glenferrie Road's Streetscape upgrade has factored in these future changes to tram stops and the Park Street Parking Facility aims to support local traders and visitors by providing replacement parking spaces at a nearby accessible location.

GUIDING PRINCIPLES

BETTER PRECINCT ACCESSIBILITY

Improving the accessibility of the Glenferrie precinct to visitors, shoppers and workers is a core strategy for the Glenferrie Place Plan. This will be achieved through improvements to public transport, walking & cycling infrastructure, as well as through the continued provision of public car parking.

Council acknowledges that the public parking utilised by visitors and shoppers is important to vitality of local traders and the centre.

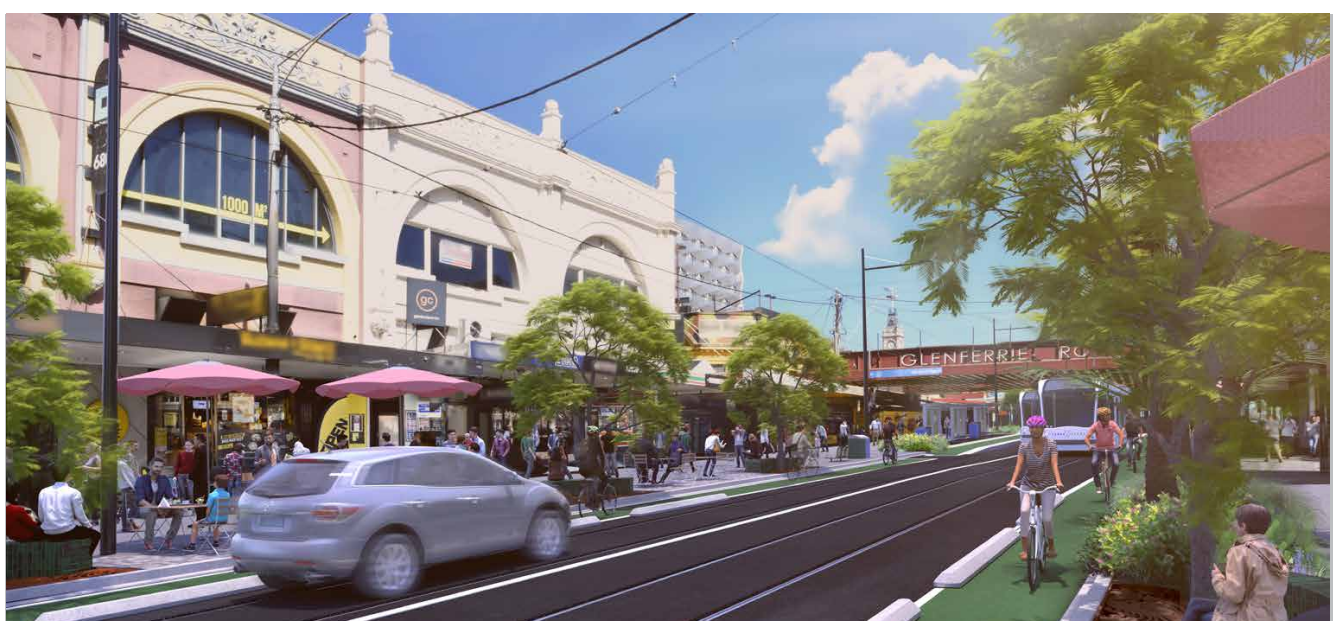
The proposed changes to car parking arrangements outlined in the Glenferrie Place Plan will therefore be guided by the following key principles:

1. Continue providing parking to visitors for the centre. Replace or relocate existing car parking spaces that are impacted by projects (e.g. Glenferrie Rd streetscape upgrades), where they are used by visitors and shoppers and cannot be accommodate through spare capacity in nearby car parks.

2. Management of available parking to make efficient use of valuable land and give priority to users that benefits the economic performance of the centre. This means giving highest priority to short-term parking used by visitors and shoppers. Parking for local workers is a medium priority to be provided at fringe locations. Longer-term public parking for train commuters and students is not a priority for public parking in the centre.

3. To enable the Glenferrie centre to grow and attract more visitors in future, improvements will be made to public transport, walking & cycling infrastructure, complemented by increases in car parking associated with private development. It is not feasible to accommodate future increases in travel demand through increased public parking provision due to the financial and spatial costs.

4. The projects outlined in the Place Plan, including the parking related projects, need to be financially feasible, and designed to respond to the long-term needs of various community members and stakeholders.

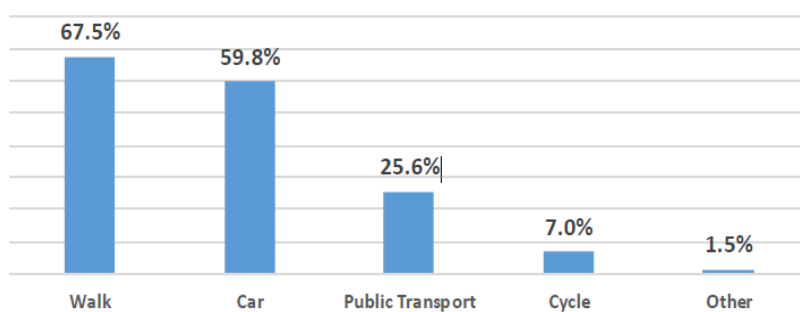


UNDERSTANDING COMMUNITY NEEDS

CURRENT TRAVEL PATTERNS

It is important to balance traffic and parking demands with catering to other forms of travel. Approximately 1000 people were surveyed on their travel to Glenferrie in 2020, with 67.5% of respondent stating that they travel to the centre by walking or cycling.

Many respondents also travel by car and by public transport at different times, highlighting the importance of providing a balanced mix of travel options. At present the land taken up by public car parking in the centre is approximately 22,000m².



67.5%

OF RESPONDENTS
WALK TO GLENFERRIE



WHILE **59.8%** DRIVE AND
32.6% WALK OR CYCLE.

* Respondents could choose multiple answers, leading to overlap between transport modes.



COMMUNITY CONSULTATION

Extensive community engagement has been undertaken to inform the Glenferrie Place Plan and related projects that may have implications for public parking in the area, including:

- In Feb-Mar 2020, more than 1000 people shared their ideas on the future of Glenferrie
- In Aug-Sep 2020, more than 700 people provided feedback on the vision identify their priorities (see example below) for changes in the precinct, with 85% of people agreeing with the vision statement
- In Oct-Dec 2021, extensive consultation was undertaken on the Draft Glenferrie Place Plan with approximately 80% of responses indicating support for the Plan
- In early 2022, Council undertook consultation on the Commuter Parking Project. This project is not proceeding, however community feedback has inform the Place Plan.
- In late 2022, consultation was undertaken on the proposed rezoning of the Serpells Lane car park.

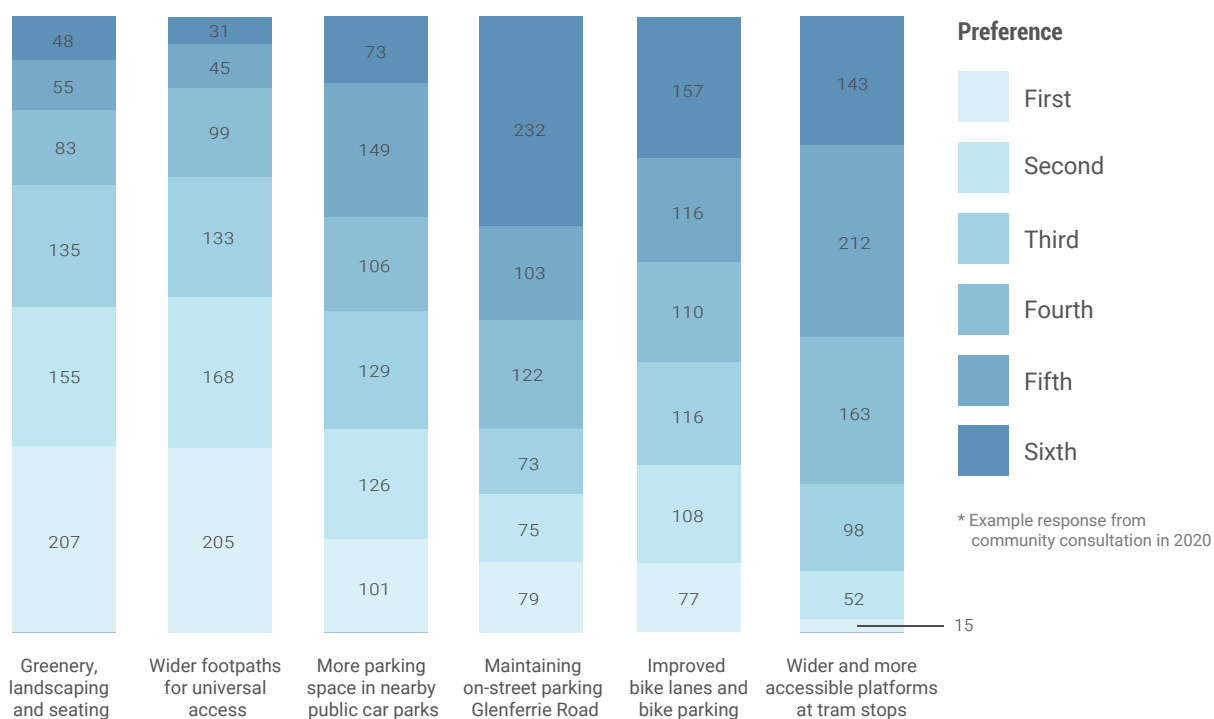
89%

OF RESPONDENTS
**WANT TO EXPAND
OUTDOOR DINING**



* Example response from community consultation in 2020

Q: Which of the following are most important to you?



EXISTING PARKING DEMAND

PARKING CAPACITY AND USAGE SURVEYS

Extensive parking surveys have been undertaken for the Glenferrie area to ensure the proposed changes to parking arrangements are evidence-based and will support the continued vitality of this Major Activity Centre.

The Glenferrie Precinct is well serviced by public transport, active transport links and over 1300 public car park spaces, used by visitors, shoppers, university staff and students, rail commuters, local workers and residents.

Existing public car parking supply in the precinct includes:

1. Glenferrie Road on-street parking - 200 spaces
3. Linda Crescent car park - 181 spaces
4. Grace Street car park - 63 spaces
5. Park Street car park - 138 spaces
6. Wakefield Street car park - 75 spaces
7. Serpells Lane car park - 89 spaces
8. Hawthorn Arts Centre car park- 178 spaces
9. Hilda Crescent car park - 166 spaces

Swinburne University's car park is also publicly accessible with 687 spaces.

Public car parks are used at different times across the precinct, with peak demand around midday and the evening.

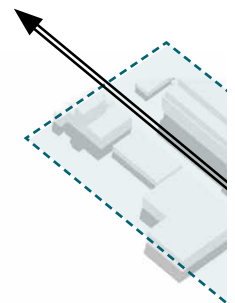
Parking survey data for the Glenferrie Precinct from 2019 showed that centrally located car parks like Glenferrie Road, Linda Crescent and Wakefield Street were well used at peak times for shopping and dining activity.

Car parks at the fringe of the centre, such as the Hilda Crescent, and Hawthorn Arts Centre have available capacity at most times and tend to be occupied by longer term parking.

Average occupancy across the precinct was 66% on a typical weekday between 10am-9pm.

More recent parking occupancy survey undertaken on Serpells Lane car park in September 2022, indicates that parking fills up early in the morning with university staff and students, and that limited capacity is available for shoppers and visitors to the centre. The survey found overall parking usage by different users was as follows:

- 64% (57 spaces) is used by Swinburne university's students and staff members
- 36% (32 spaces) is used by centre visitors, shoppers and local traders



SERPPELL'S LANE CAR PARK:

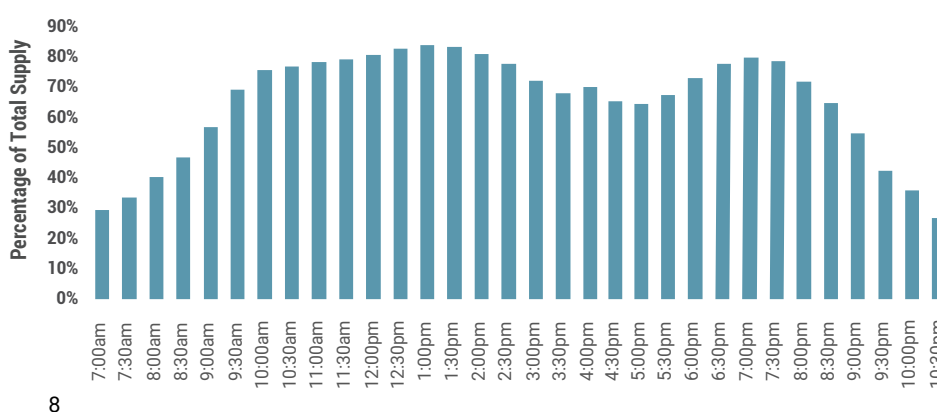


An average 32 of 89 spaces occupied by local trades and shoppers

USER PROFILES:

- LONGER TERM PRIVATE PARKING USED BY COMMUTERS, WORKERS & STUDENTS
- LONGER TERM PUBLIC PARKING USED BY COMMUTERS, WORKERS & STUDENTS
- PUBLIC PARKING USED BY SHOPPERS, DINERS, TRADERS & RECREATIONAL USERS.

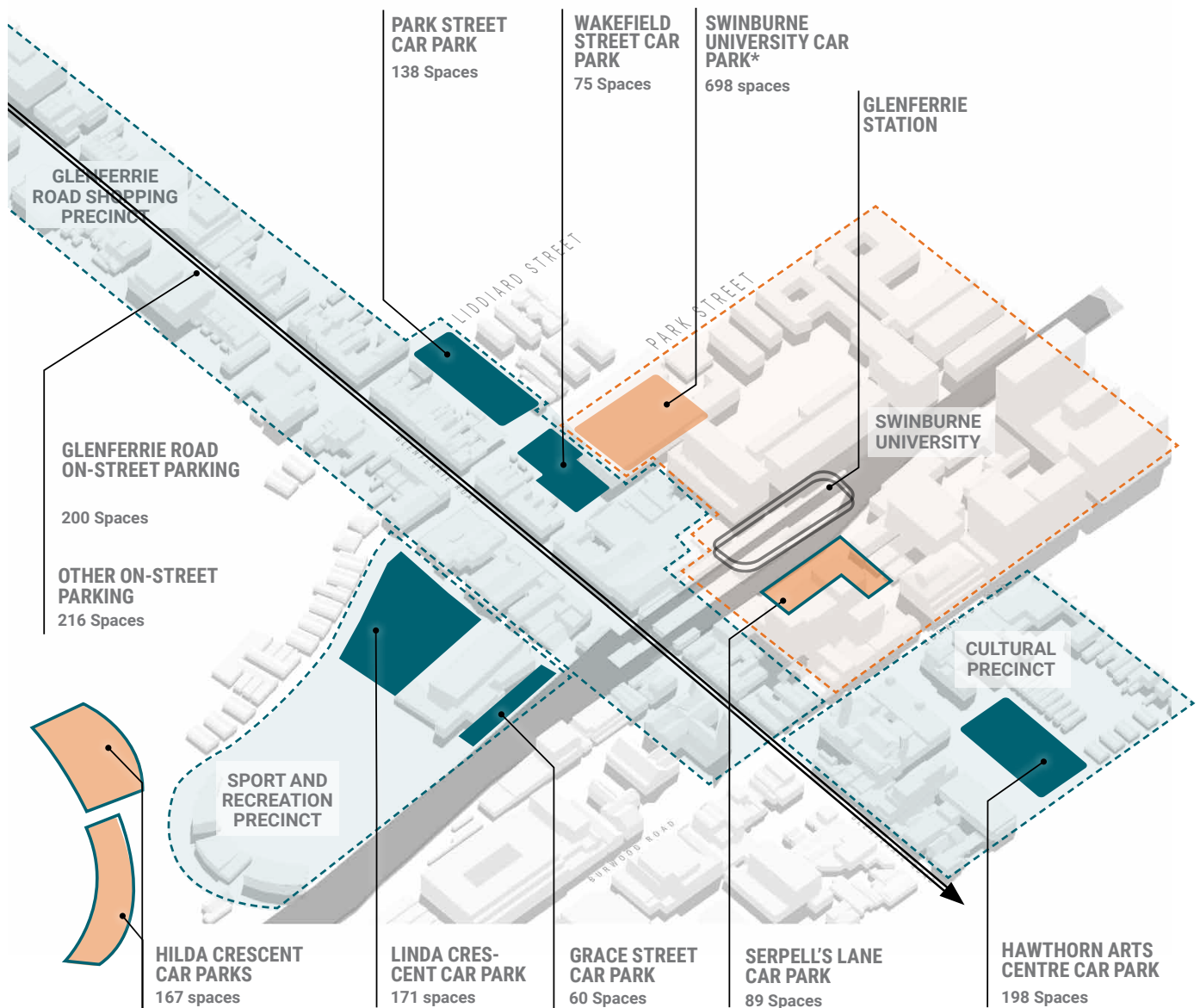
PRECINCT PARKING OCCUPANCY SURVEY (2019)



TOTAL PUBLIC PRECINCT PARKING

SPACES: 1,305
AV. OCCUPANCY: 66%

*Average occupancy is measured between 10am-9pm on a typical weekday.



PROPOSED PARKING RELOCATION

A PRECINCT-WIDE APPROACH

To deliver future upgrades to Glenferrie Road and other public realm improvements, some public car parks are proposed to be removed and relocated. The Draft Glenferrie Place Plan features a few initiatives that will affect existing public parking spaces, including:

1. GLENFERRIE STREETScape

Streetscape upgrades will require the relocation of a total of 80 on-street car spaces. Public realm upgrades and parking relocation can be staged over time, as follows:

- Stage 1: relocate approximately half the parking spaces (30-40) to deliver better outdoor dining, landscaping and public realm improvements, and
- Stage 2: relocate the remaining spaces (approx. 40-50) as required by Victorian Government to deliver fully accessible tram stops along Glenferrie Road.

2. SERPELLS LANE CAR PARK

Council is considering the potential to sell the existing Serpells Lane car park in order to reinvest the revenue into projects that will benefit the community and local traders, such as the Glenferrie Road streetscape upgrades.

The Serpells Lane car park currently provides 89 spaces and a parking user survey in 2022 found that:

- Approximately two thirds (57 of the total 89 car spaces) of this publicly owned land is being used by Swinburne University's students and staff members.
- Remaining one third (32 of the total 89 car spaces) is being used by workers, shoppers and traders accessing the centre.

If the Serpells Lane site is sold, Council will consider the potential for this parking demand to be absorbed by spare capacity elsewhere, along with the costs and benefits of replacing these car parks.

It is not considered a Council priority to replace parking spaces that are primarily used by university students and staff, especially given the capacity for parking elsewhere in the precinct.

The Park Street Parking Facility options presented in Section 6 of this report provide a range of capacities that could accommodate between 0-40 spaces from Serpells Lane if Council decides to sell the land and replace the parking.

3. INNOVATION HUB

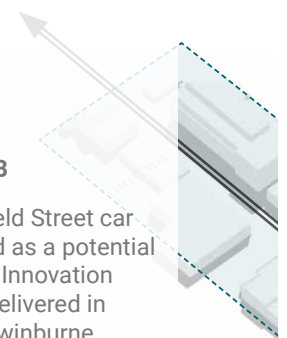
The existing Wakefield Street car park site is identified as a potential location for a future Innovation Hub, that could be delivered in collaboration with Swinburne University or another project partner.

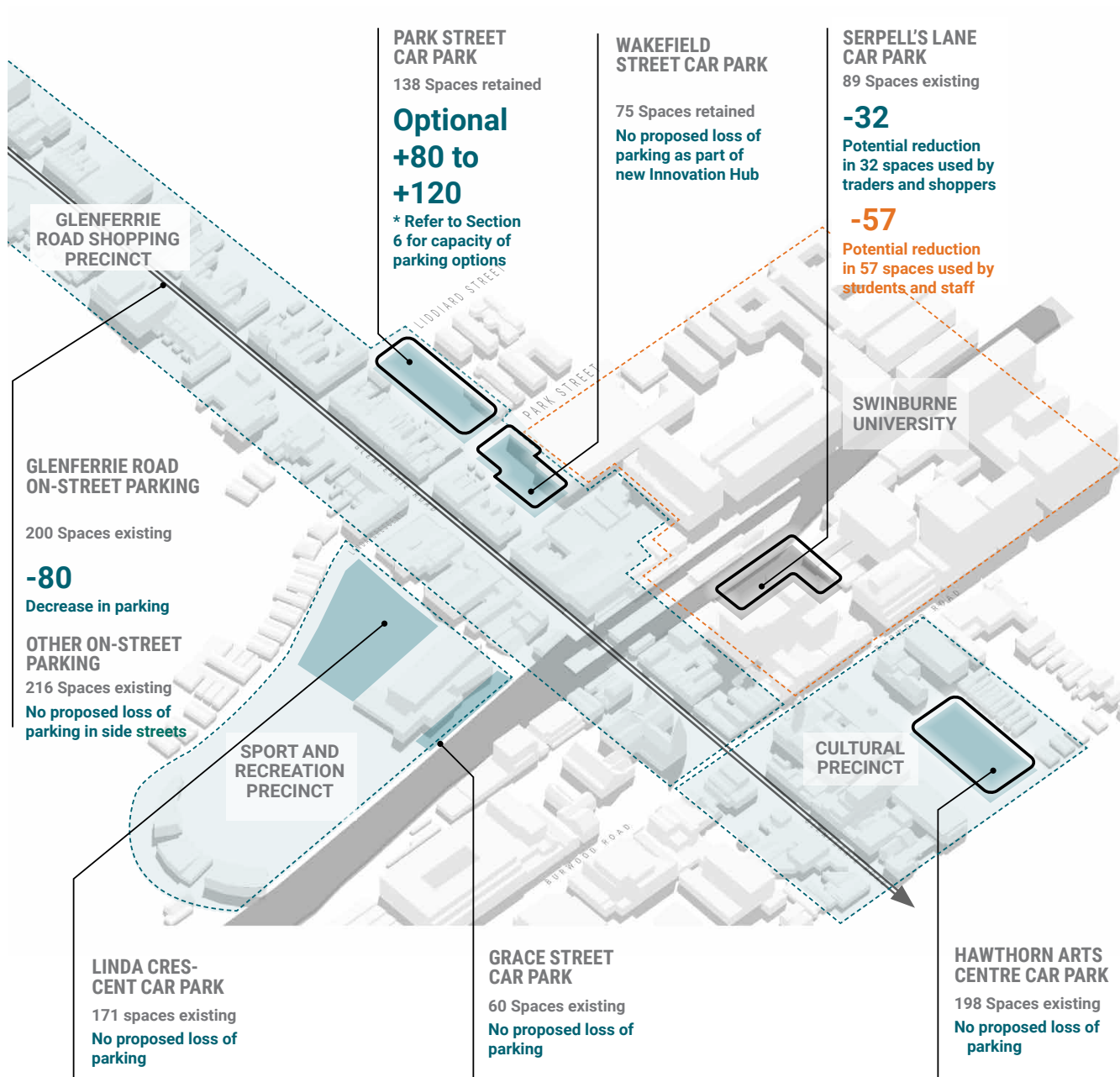
If this long-term visionary concept is to be pursued it is proposed that the 75 public car spaces will be replaced and integrated into the future building or an adjoining site.

4. CULTURAL QUARTER

The Cultural Quarter visionary concept in the Place Plan proposes the reconfiguration of the existing public parking adjoining the Hawthorn Arts Centre. If this project is pursued in future then it is proposed the existing 178 spaces are accommodated within basement levels at the same site.

Given the above parking considerations, there is a need for a new multi-level parking facility in the precinct to accommodate the relocation of approximately 80-120 spaces. This relocation can potentially be staged over time as different projects are delivered.





NEW PARKING SITE FEASIBILITY

FEASIBILITY ANALYSIS

Providing a new multi-level parking facility in Glenferrie is a key step to enable the enhancement of the wider precinct and specifically the Glenferrie Road streetscape upgrades.

Council has undertaken feasibility analysis of a number of parking sites to determine their suitability for a multi-level parking facility with sufficient capacity to deliver a net increase of approximately 80-120 spaces.

Key considerations in determining the feasibility of these sites included:

- Location and accessibility
- Site size and geometry
- Site constraints & features (e.g. flood risk)

Council analysed the following publicly owned parking sites for the feasibility to accommodate a multi-level parking facility:

1. Park Street
2. Linda Crescent
3. Serpells Lane
4. Wakefield Street

PARKING SITES ASSESSED

1. PARK STREET (between Liddiard and Park Streets)

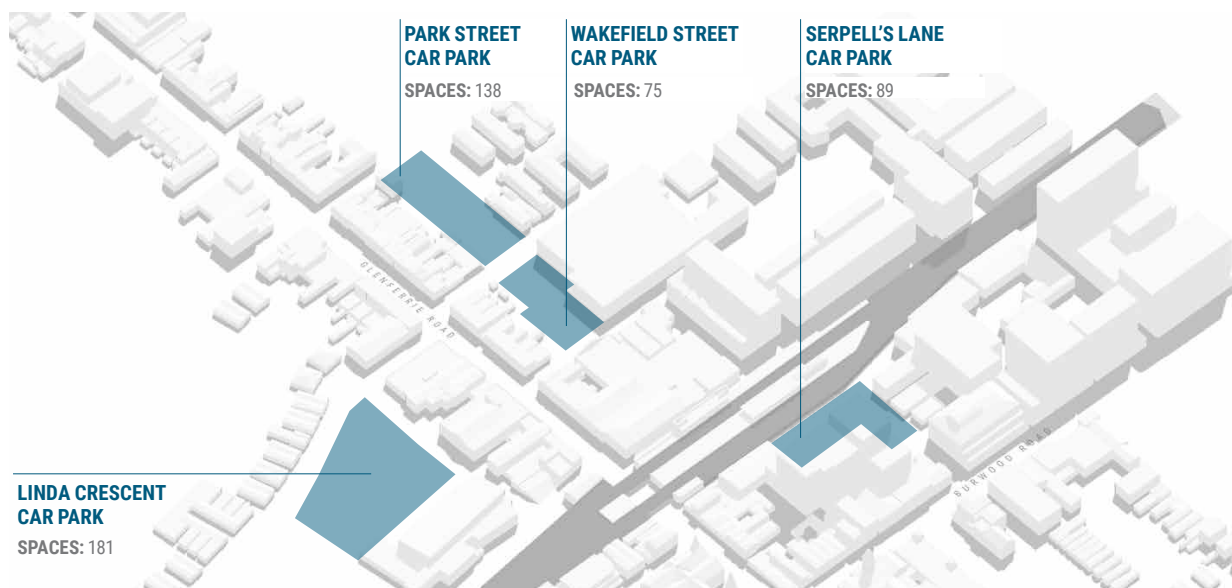
Feasibility analysis concluded this site was the most appropriate to host additional car parking. It is a large site with regular geometry and suitable street access, which is easily accessible and visible from businesses along Glenferrie Road.



2. LINDA CRESCENT

Given its large size and central position, a number of basement options were investigated, but was found to be unfeasible due to significant flood risks.





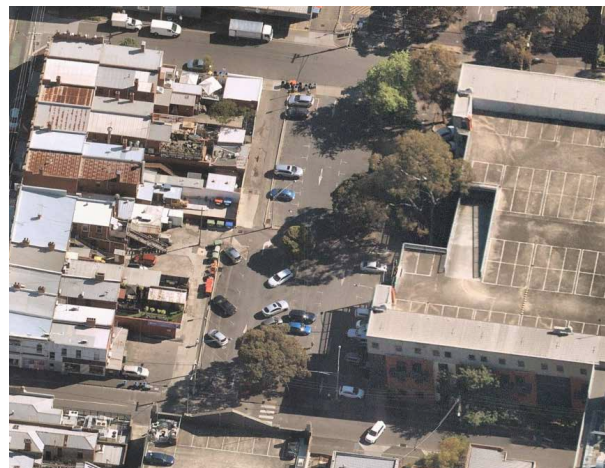
3. SERPELLS LANE

This site was found to be too small and constrained to efficiently host the amount of car spaces required. Accessibility and visibility of this site from Glenferrie Road was also considered to be less suitable than alternative sites.



4. WAKEFIELD ST (between Park and Wakefield Streets)

This site was found to be too small and too constrained by flooding and underground infrastructure to host a parking facility with sufficient capacity.



PARK STREET OPTIONS

Upgrades to the Glenferrie Road streetscape will greatly enhance the attractiveness of the area.

A new parking facility at Park Street can enable these street enhancements by relocating car parks to make more space for people, trees, seating and wider footpaths.

We have listened to the community and will not be exploring commuter car parking in Glenferrie.

This parking facility will only accommodate the relocation of nearby car parks and therefore will not result in a net increase in traffic to the precinct.

Three (3) new options have been prepared for the purpose of community consultation.

These options involve different parking capacity, built form, construction costs and public realm outcomes that should be considered.

You are invited to have your say on these three (3) options for the relocation of parking spaces.

HAVE YOUR SAY

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

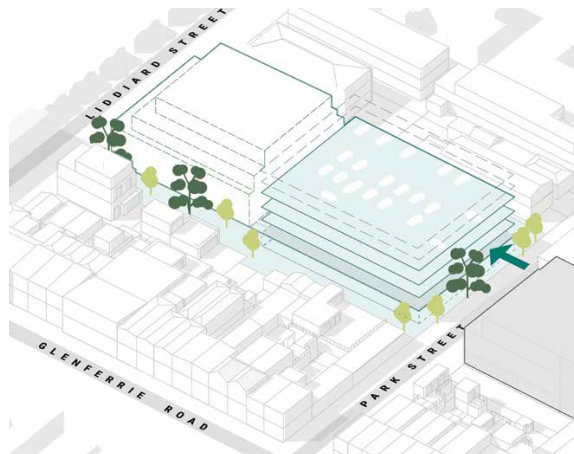
www.engage.boroondara.vic.gov.au/glenferrieplaceplan

 (03) 9278 4907

 placemaking@boroondara.vic.gov.au

Park Street Option 1

A new multi-level parking facility to be developed on the south half of the land (facing Park Street).



Visionary concept diagram illustrating Option 1 (INDICATIVE ONLY)

This 3-storey facility would feature 5 levels of parking, including 1 basement and 1 roof level, with initial capacity for approximately 180-260 cars.

Capacity to relocate parking

- All (138) existing parking spaces maintained from Park Street site
- Plus capacity to relocate approx. 40 parking spaces
- Potential to add up to two additional levels (+80 spaces in total) in future

Design considerations

- Future private development to comply with Planning Scheme
- Landscaped setbacks to residential neighbours (8m)
- Potential for business spaces at ground level to activate street & lane
- Proposed buildings will integrate best practice sustainable design

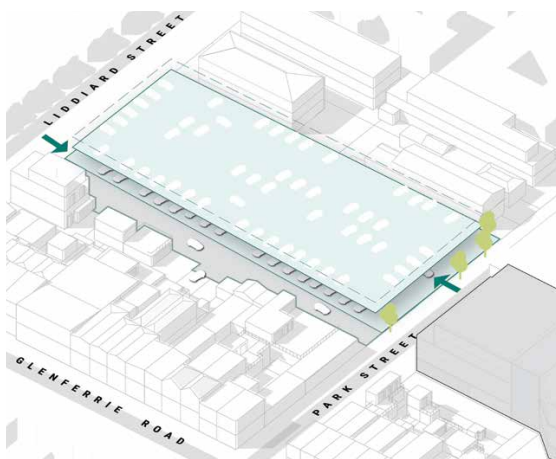
FINANCIAL CONSIDERATIONS

Moderate Cost Option

- Potential sale of the northern portion of the site could fund a significant proportion of the public parking facility

Park Street Option 2

One additional level of parking constructed over the entire site.



Visionary concept diagram illustrating Option 2 (INDICATIVE ONLY)

This 1-storey parking facility would feature 2 levels of parking including ground floor and rooftop parking, with capacity for approximately 220-300 cars.

Capacity to relocate parking

- All (138) existing parking spaces maintained from Park Street site
- Plus capacity to relocate approx. 80 parking spaces
- Potential to add another level (+80 spaces) if funding available

Design considerations

- Landscaped setbacks to residential neighbours (8m)
- No street or lane activation potential
- Proposed buildings will integrate best practice sustainable design

Park Street Option 3

No change to existing parking land. Any parking removed from Glenferrie Road will not be replaced at this time.

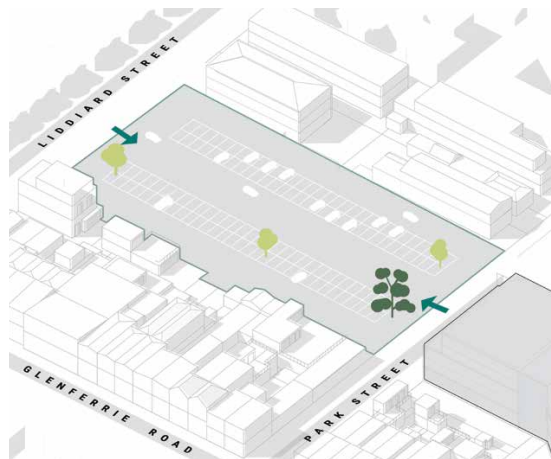


Diagram illustrating existing car park (INDICATIVE ONLY)

This option would not incorporate any new changes and the site would continue to be used as a surface level carpark only.

Capacity to relocate parking

- All (138) existing parking spaces maintained from Park Street site
- No new capacity to host relocated car park spaces

Design considerations

- No street or lane activation potential
- No upgrades to surfaces or accessibility standards

Highest Cost Option

- No revenue from land means this is the highest cost option

No Cost Option

- No new costs
- No revenue from land

NEXT STEPS

DRAFT GLENFERRIE PLACE PLAN

This Supplementary Report on the Park Street Parking Facility has been prepared to support the Draft Glenferrie Place Plan during community consultation in early 2023.

The options for the parking facility outlined above are indicative and provided for community consultation purposes only.

Feedback from residents, traders, visitors and other stakeholders on these options and the Draft Plan itself will inform the preparation for the final Glenferrie Place Plan.

The Place Plan provides the overarching vision for the precinct.

Individual projects identified in the Plan will require further analysis,


design, and consultation to be undertaken at the appropriate time in future to guide the best outcome for the community and Glenferrie precinct.

These projects will then be subject to Council decisions and funding allocation.



HAVE YOUR SAY

To get in touch and to learn more about the project, please visit
www.engage.boroondara.vic.gov.au/glenferriepaceplan

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Traffix Group

Traffic and Parking Impact Assessment

Serpells Lane Car Park

399 Burwood Road, Hawthorn

Prepared for
Boroondara City Council

December 2022

G32358R-01B

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Traffic and Parking Impact Assessment

399 Burwood Road, Hawthorn

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Traffic and Parking Impact Assessment

399 Burwood Road, Hawthorn

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Traffic and Parking Impact Assessment

399 Burwood Road, Hawthorn

1. Introduction

Traffic Group has been engaged by Boroondara City Council to undertake a Traffic and Parking Impact Assessment for the Serpells Lane Car Park at 399 Burwood Road, Hawthorn, with vehicle access provided via Serpells Lane.

We have been advised that our assessment is to contemplate a potential future alternate use of the site and the associated transport impact of such a change.

This report details the existing car parking conditions of the Serpells Lane Car Park (subject site) as well as publicly accessible car parking within the broader Glenferrie Activity Centre and provides recommendations pertaining to any potential future alternate use of the Serpells Lane Car Park.

2. Existing Conditions

2.1. Subject Site

The subject site is located at the northern end of Serpells Lane in Hawthorn and is bound by Glenferrie Railway Station and the Alamein/Belgrave/Lilydale rail line to the north, as shown in the locality plan at Figure 1.

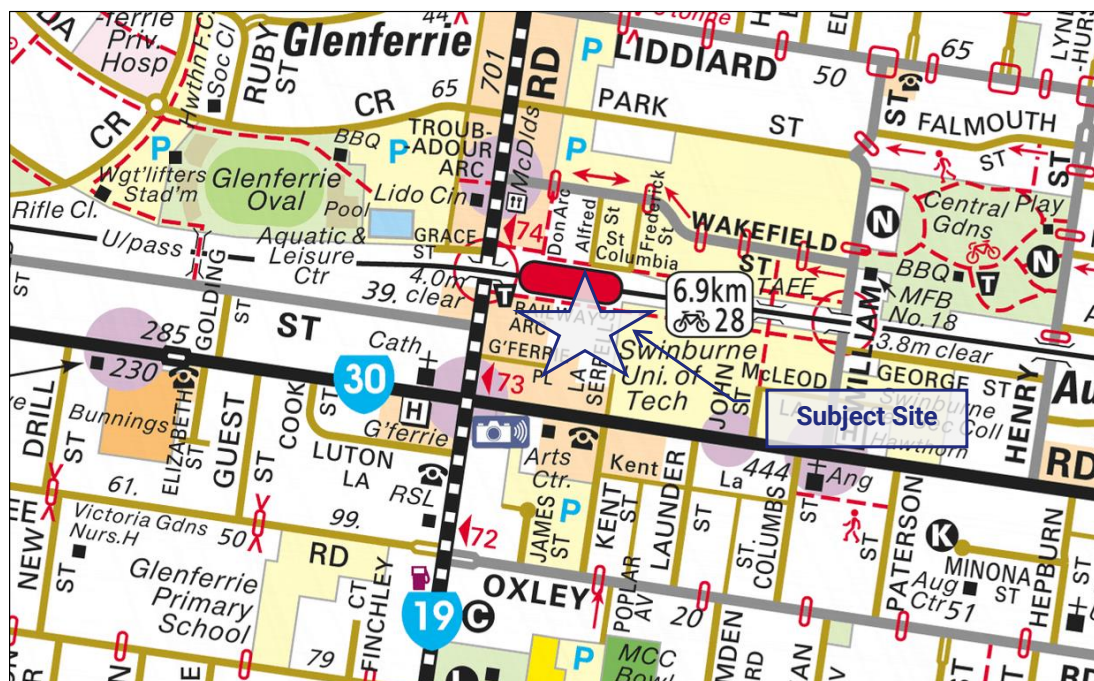


Figure 1: Locality Plan

The subject site is currently occupied by an at-grade Council owned public car park.

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Vehicular access to the car park is provided via Serpells Lane towards the southeast corner of the car park. The northern area of the car park operates in a one-way clockwise arrangement, whilst there is a smaller dead-end section located at its southern end.

No abutting properties are provided with direct vehicle access via the car park, however Serpells Lane can be used by motorists to access three Swinburne University vehicle access points as well as a single vehicle access point for properties at 377 Burwood Road and 393 Burwood Road.

The car park is provided with a direct pedestrian link to Railway Arcade and Glenferrie Railway Station at its northwest corner. Furthermore, a pedestrian access point is provided at the western end of the car park for abutting properties at 660 Glenferrie Road and 367-369 Burwood Road.

The site comprises 90 car parking spaces as summarised at Table 1 with an aerial photograph of the subject site and its surrounds presented at Figure 2.

Table 1: Serpells Lane Car Park Summary

Parking Restriction	Parking Supply
3P 9am-5:30pm Monday-Friday, 9am-12:30pm Saturday	62 spaces
2P 9am-5:30pm Monday-Friday, 9am-12:30pm Saturday	22 spaces [1]
Loading Zone	3 spaces
4P Disabled Only	2 spaces
Permit Zone Flexicar Carshare Vehicles Only	1 space
[1] At the time of our recent site inspection in September 2022, three of these spaces were unavailable due to construction works.	

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Figure 2: Aerial Photograph

The site is currently zoned 'Public Use– Local Government (PUZ6)' under the Boroondara Planning Scheme, as indicated in the land use zoning map at Figure 3.

The site is located within the Glenferrie Activity Centre, as such, surrounding uses generally comprise of a mixture of residential, commercial, retail and educational land uses.

Key surrounding land uses include:

- Swinburne University of Technology, located north and east of the site, and
- Glenferrie Railway Station, located immediately north of the site.

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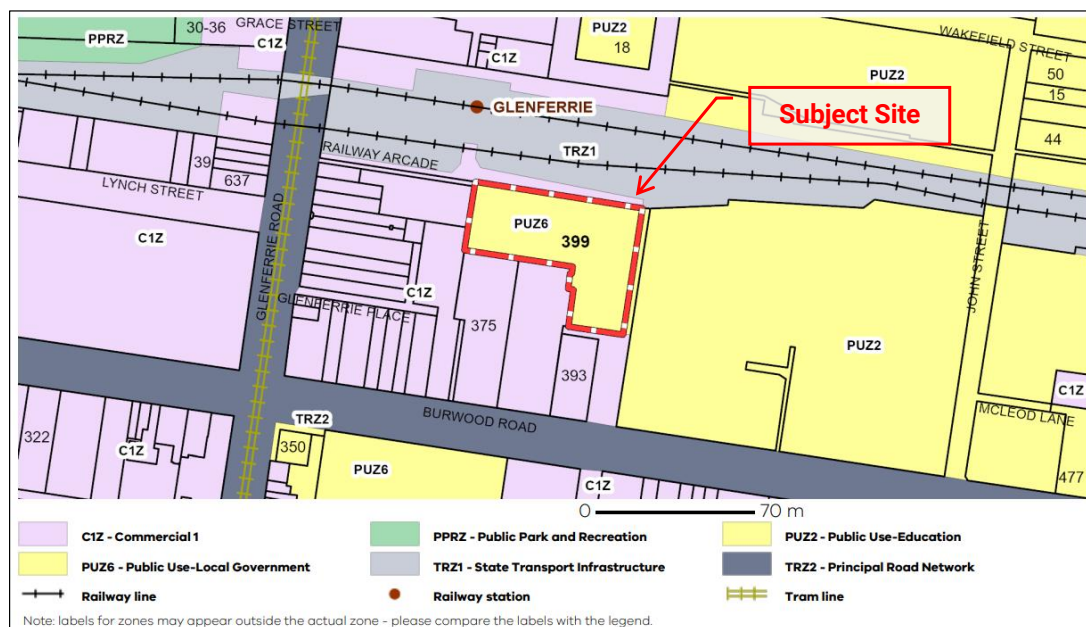


Figure 3: Land Use Zoning Map

2.2. Road Network

Serpells Lane is a Council local access road that is aligned in a north-south direction to the north of Burwood Road.

In the vicinity of the site, Serpells Lane accommodates an approximately 8.8m wide carriageway which allows for simultaneous two-way traffic movements.

The default urban speed limit of 50km/h applies to Serpells Lane.

Serpells Lane, in the vicinity of the subject site, is presented at Figure 4 and Figure 5.

Traffic and Parking Impact Assessment

399 Burwood Road, Hawthorn



Figure 4: Serpells Lane - view north



Figure 5: Serpells Lane - view south

Burwood Road is a Department of Transport (DoT) declared arterial road, located within a Transport Zone 2 (TRZ2), that is aligned in a general east-west direction to the south of the site.

In the vicinity of the site, Burwood Road accommodates two traffic lanes in each direction. Kerbside parallel parking is available on both sides of the road, with AM and PM peak hour Clearway restrictions applying to the south side and north side of the carriageway, respectively.

On-street car parking on Burwood Road is generally subject to short-term restrictions, including a combination of '1P 9am-4pm Monday-Friday, 9am-12:30pm Saturday' and '1/4P 9am-5:30pm Monday-Friday, 9am-12:30pm Saturday' on the north and south sides of the road.

A posted speed limit of 60km/h applies to Burwood Road in the vicinity of the site, noting that a 40km/h school zone speed limit applies a short distance to the east of the site.

Burwood Road, in the vicinity of the site, is presented at Figure 6 and Figure 7.



Figure 6: Burwood Road - view east



Figure 7: Burwood Road - view west

Glenferrie Road is a DoT declared arterial road, located within the Transport Zone 2 (TRZ2), that is aligned in north-south direction between Cotham Road (north) and Dandenong Road (south).

Traffic and Parking Impact Assessment

399 Burwood Road, Hawthorn

In the vicinity of the site, Glenferrie Road provides kerbside parallel parking on both sides of the carriageway along with a single traffic lane and a bicycle lane in each direction. The single traffic lane also accommodates a tramway.

On-street car parking along Glenferrie Road is generally subject to short-term restrictions, including '1P 8am-6pm Monday-Saturday'.

A posted speed limit of 40km/h applies to Glenferrie Road in the vicinity of the site.

Glenferrie Road, in the vicinity of the subject site, is shown at Figure 8 and Figure 9.

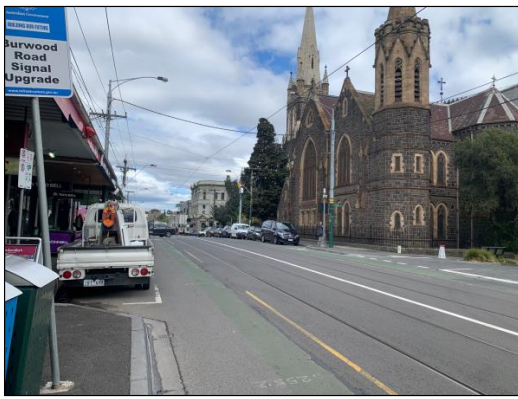


Figure 8: Glenferrie Road - view south



Figure 9: Glenferrie Road - view north

Traffic and Parking Impact Assessment

399 Burwood Road, Hawthorn

3. Existing Transport Data Summary

3.1. Glenferrie Activity Centre

3.1.1. Car Parking Occupancy Surveys

Council commissioned car parking surveys of eight off-street car parks as well as on-street car parking on Glenferrie Road, Burwood Road, Linda Crescent, Park Street and Lynch Street at varying times and dates as follows:

- Thursday 24 October 2019, 7am-10pm, on-street parking.
- Tuesday 14 June 2022, 7am-9pm, off-street car park no. 6.
- Thursday 4 August 2022, 7am-10pm, off-street car park no. 7.
- Thursday 6 October 2022, 7am-10pm, off-street car park no. 1, 2, 4, 5 and 8.
- Thursday 20 October 2022, 7am-10pm, off-street car park no. 3 and 9.

The survey area is illustrated at Figure 10 and includes a total of 1,917¹ (1,551 off-street and 366 on-street) car parking spaces as summarised within Table 2.

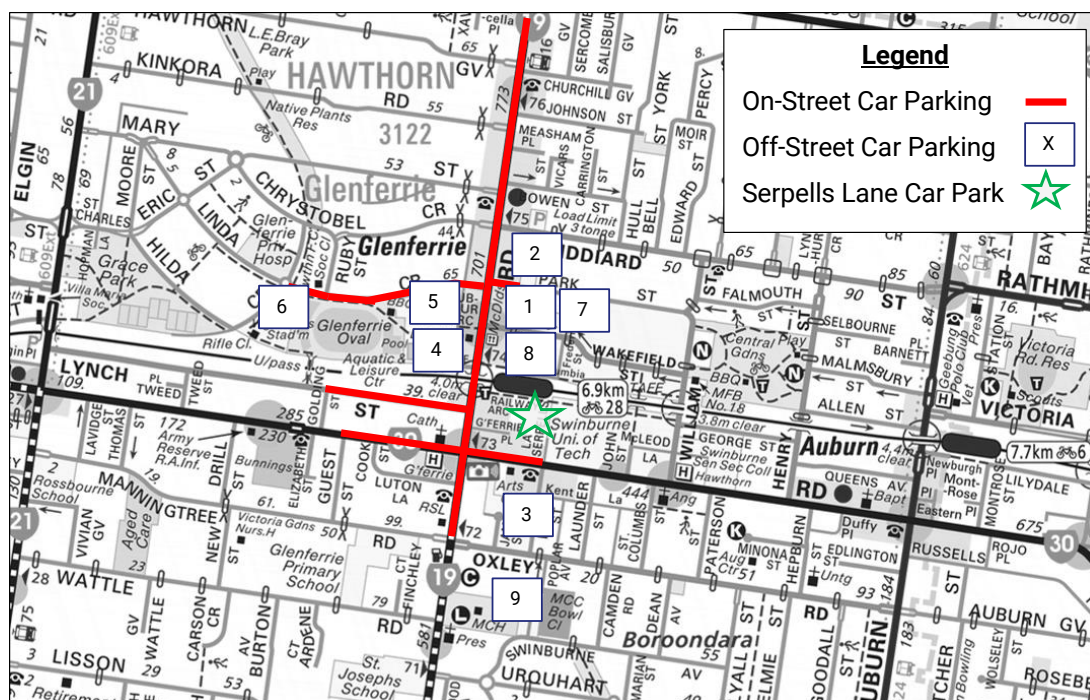


Figure 10: Glenferrie Activity Centre Parking Survey Area Extents

¹ Excludes reserved (or similar) car parking spaces that are not publicly accessible.

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Table 2: Car Parking Summary

Number	Off-Street Car Park	Parking Supply	Peak Occupancy
1	Park Street Car Park	67 spaces	100% (67 parked cars) at 6:00pm
2	Liddiard Street Car Park	139 spaces	98% (136 parked cars) at 7:00pm & 7:30pm
3	Kent Street Car Park	178 spaces [1]	100% (178 parked cars) at 12:30pm [1]
4	Grace Street Car Park	63 spaces	97% (61 parked cars) at 5:00pm
5	Linda Crescent Car Park	170 spaces	100% (170 parked cars) at 6:30pm
6	Hilda Crescent Car Park	162 spaces	85% (137 parked cars) at 11:30am
7	Wakefield Street Car Park	564 spaces [2]	98% (550 parked cars) [2]
8	Glenferrie Centre Rooftop Car Park	56 spaces [3]	96% (54 parked cars) at 11:00am and 1:00pm [3]
9	Swinburne Avenue Car Park	152 spaces [4]	55% (84 parked cars) at 3:30pm [4]
General	On-Street Parking Area	366 spaces	88% (323 parked cars) at 7:30pm

[1] Parking supply and occupancy only relates to publicly accessible parking spaces. A total of 23 permit zone spaces (Council staff and trader only) and 5 loading zone spaces have been removed from the reported results for the purposes of this assessment.

[2] Parking supply and occupancy only relates to publicly accessible parking spaces. A total of 134 reserved, Swinburne pool vehicle and chancellor visitor parking spaces, are located within the car park and have been removed from the reported results for the purposes of this assessment.

[3] Parking supply and occupancy only relates to publicly accessible parking spaces. A total of 11 reserved car parking spaces are located within the car park and have been removed from the reported results for the purposes of this assessment.

[4] Parking supply and occupancy only relates to publicly accessible parking spaces. A total of 3 permit zone car parking spaces are located within the car park and have been removed from the reported results for the purposes of this assessment.

The survey results from each off-street car park car parking area are presented within Figure 11 to Figure 19. Peak periods were typically observed around midday as well as during the evening period (around 7pm) within the survey area.

All off-street car parks were recorded to be close to capacity throughout the daytime period, except for the Liddiard Street and Linda Crescent car parks which reached their peak occupancy during the evening. A summary of all off-street car parking is presented at Figure 20 which indicates a peak demand of 1,237 parked cars (80% occupancy, 314 vacant spaces, 12:30pm)².

On-street car parking is also generally in high demand, with peaks coinciding with the lunchtime and evening periods. A summary of all off-street car parking is presented at Figure 21 which indicates a peak demand of 323 parked cars (88% occupancy, 43 vacant spaces, 7:30pm).

² Note that this is a compilation of all data recorded from a variety of survey days.

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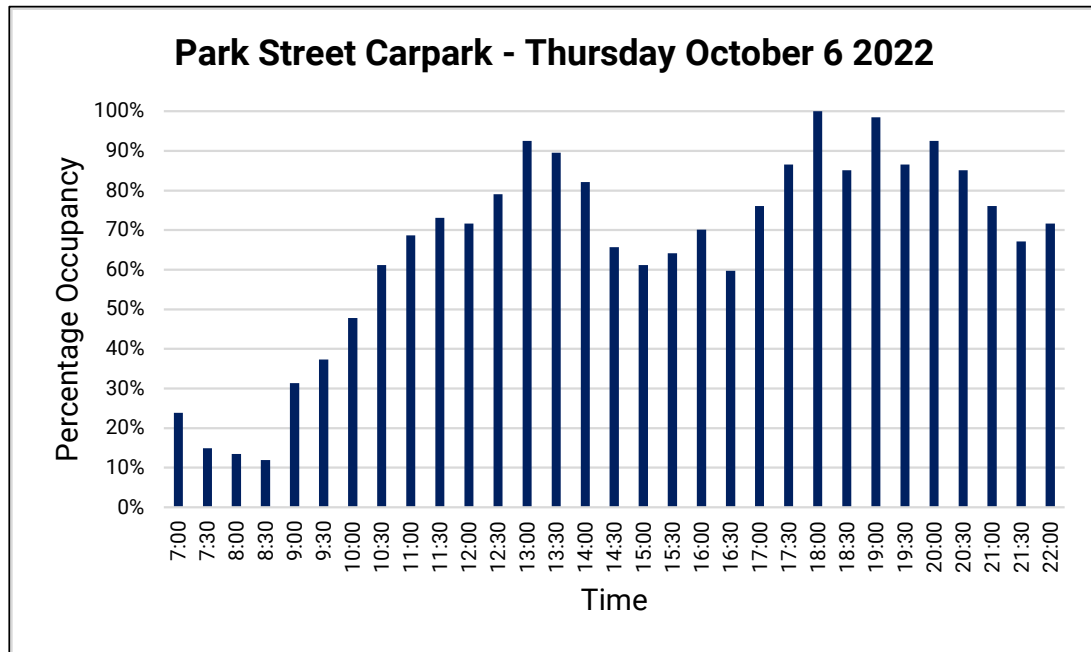


Figure 11: Park Street Car Park Survey Results (Car Park No.1)

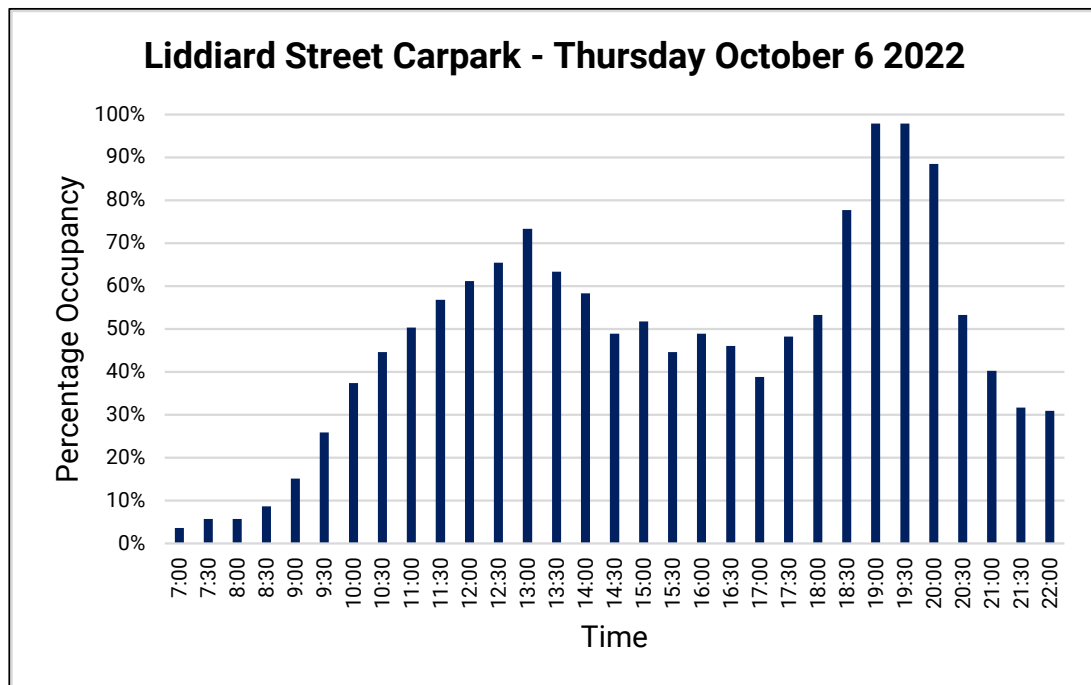


Figure 12: Liddiard Street Car Park Survey Results (Car Park No.2)

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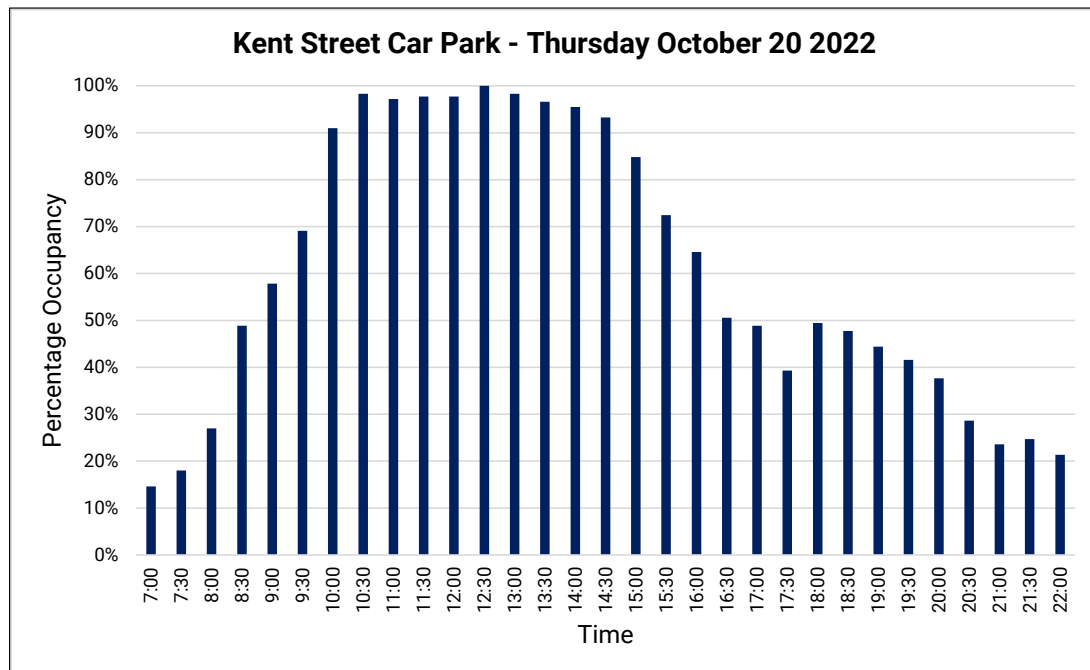


Figure 13: Kent Street Car Park Survey Results (Car Park No.3)

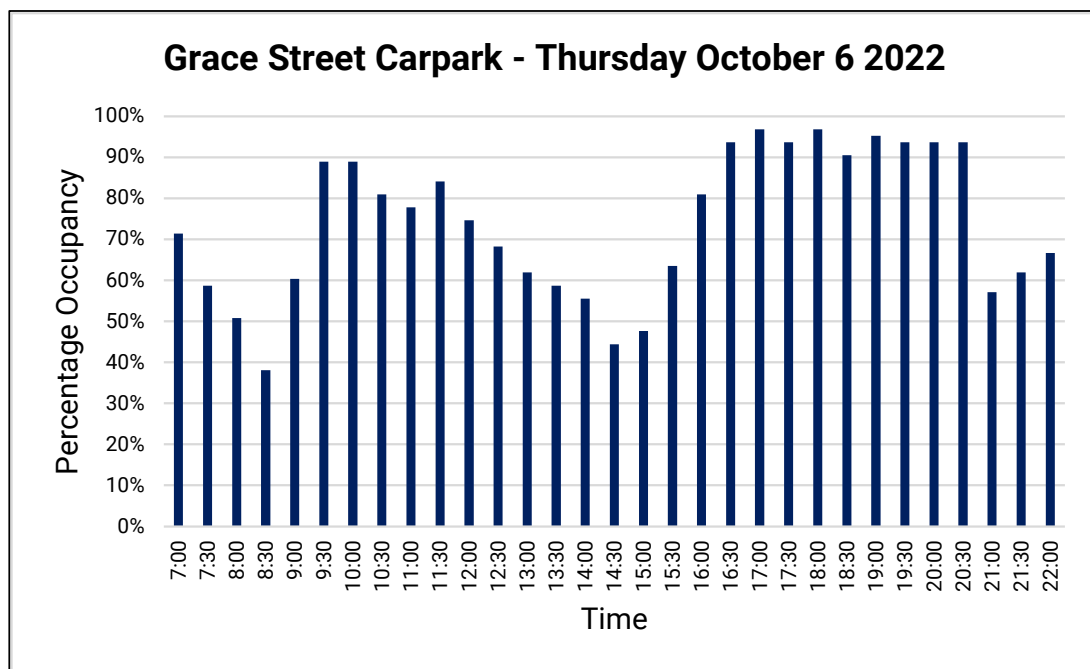


Figure 14: Grace Street Car Park Survey Results (Car Park No.4)

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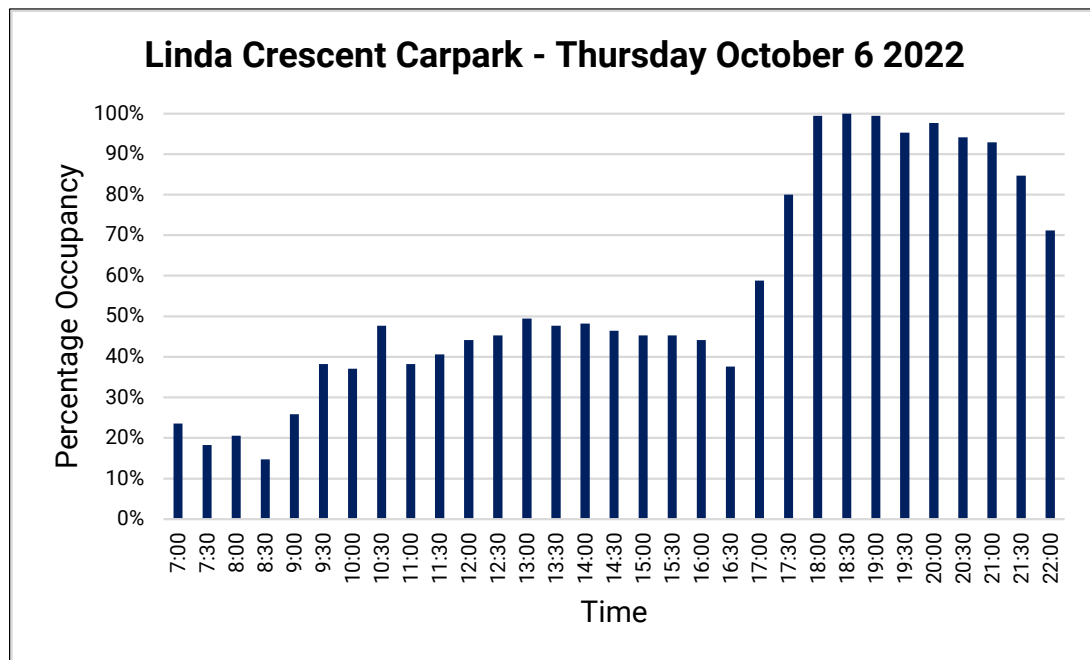


Figure 15: Linda Crescent Car Park Survey Results (Car Park No.5)

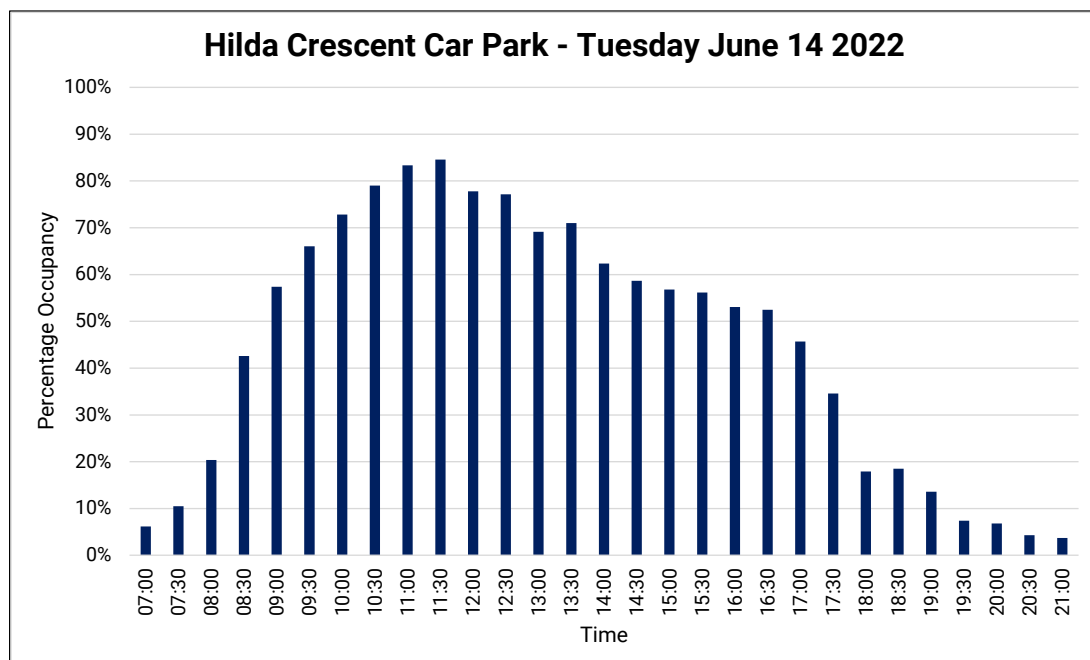


Figure 16: Hilda Crescent Car Park Survey Results (Car Park No.6)

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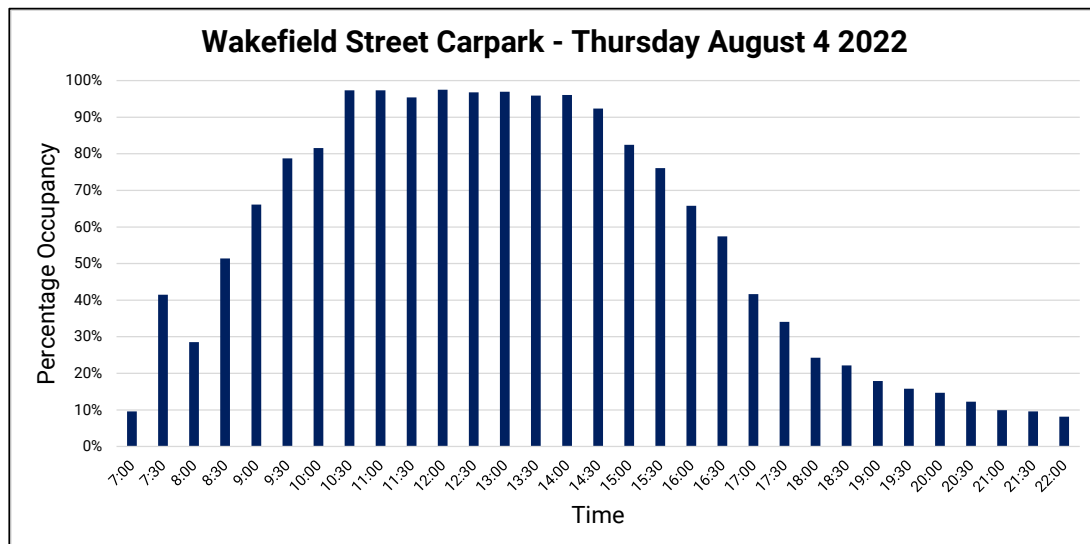


Figure 17: Wakefield Street Car Park Survey Results (Car Park No.7)

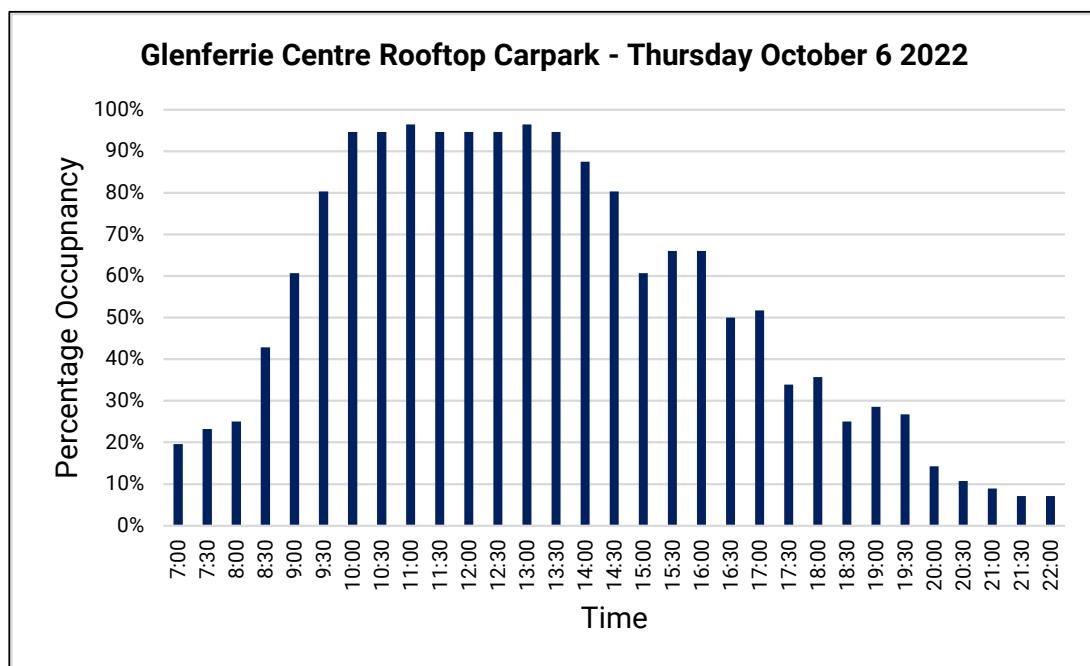


Figure 18: Glenferrie Centre Rooftop Car Park Survey Results (Car Park No.8)

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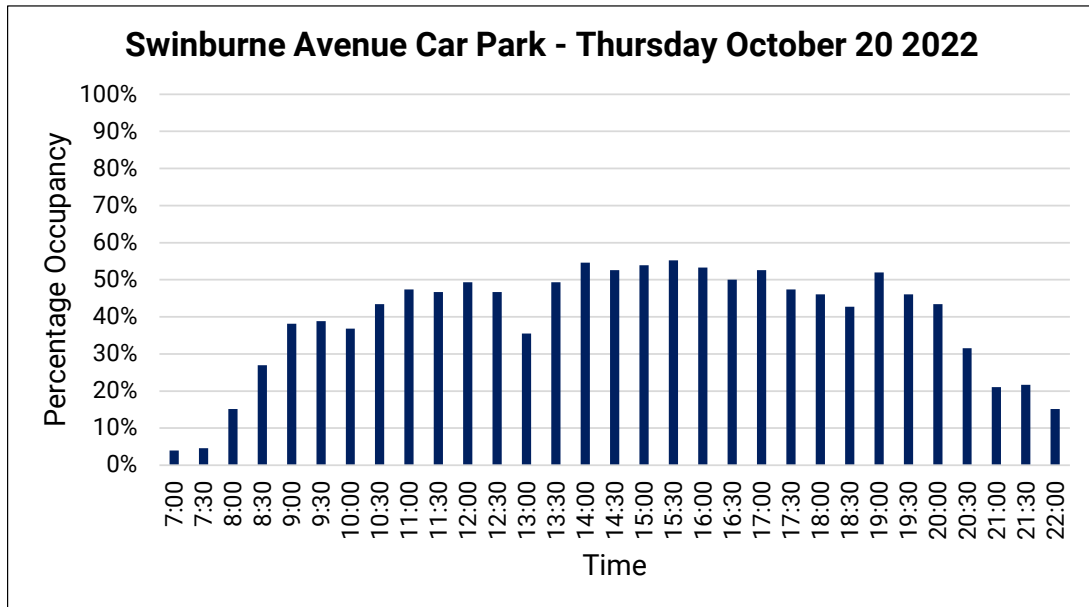


Figure 19: Swinburne Avenue Car Park Survey Results (Car Park No.9)

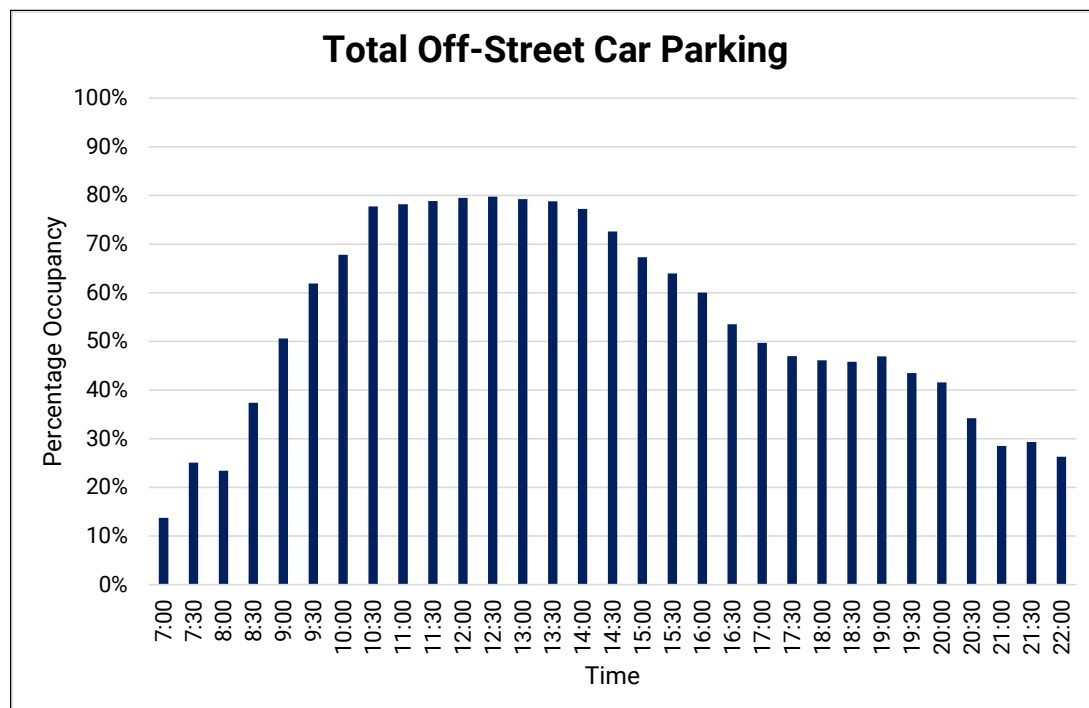


Figure 20: Total Off-Street Car Parking Survey Results

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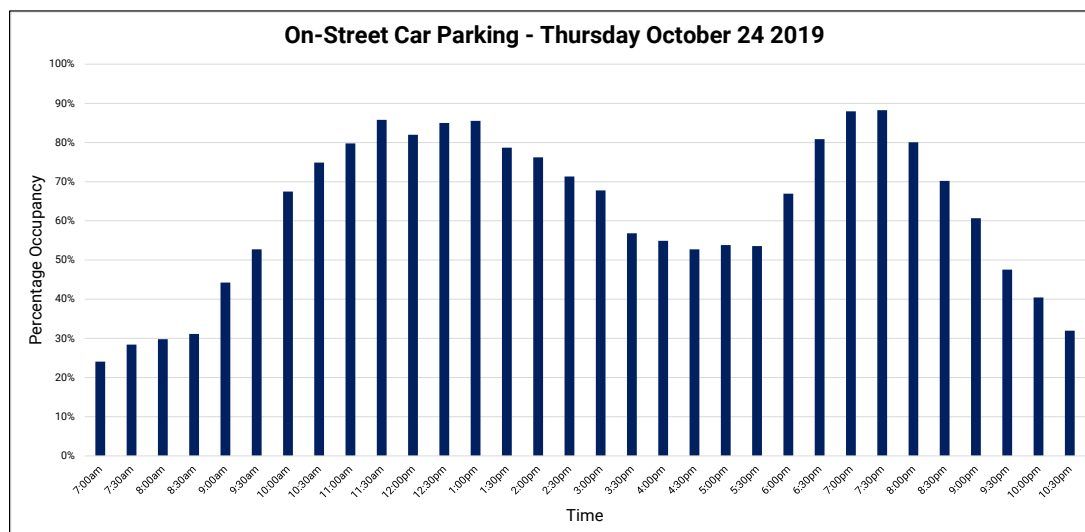


Figure 21: On-Street Car Parking Survey Results

3.2. Serpells Lane Car Park (Subject Site)

3.2.1. Car Parking Occupancy Surveys

Council commissioned car parking surveys at half hourly intervals of the Serpells Lane car park (subject site) at the following days/times:

- Thursday 24 October 2019 between 7:00am and 11:00pm, and
- Thursday 10 March 2022 between 7:00am and 11:00pm

The 2019 surveys identified that the car park was fully occupied between 12:30pm and 2:30pm, and above 90% occupancy between 8:00am and 7:30pm, as presented at Figure 22.

The 2022 surveys identified a peak occupancy of 96% (86 parked cars, 4 vacant spaces) at 10:00am, with the occupancy of the car park generally being in excess of 90% between 9:00am and 7:00pm, as presented at Figure 23.

It is important to note that in the order of 90-95% occupancy is typically considered to be the 'practical capacity' of car parking. That is, whilst there may be a small number of vacancies available, many motorists will likely look outside of the area for vacancies as it appears to be at saturation.

Additionally, whilst demands decrease later into the evening, we have been advised, anecdotally, that there may be vehicles parked overnight associated with residents/visitors of nearby apartments.

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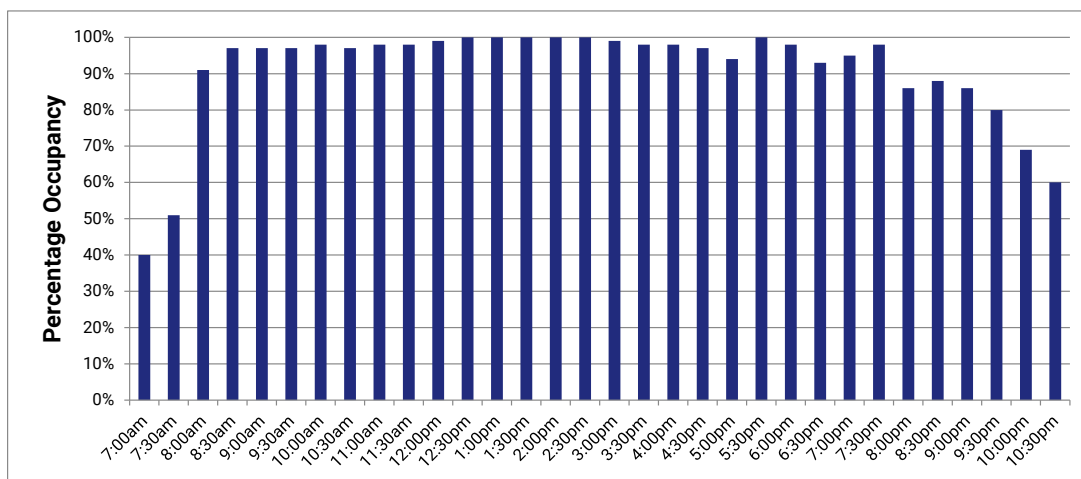


Figure 22: Serpells Lane Car Park – October 2019 Parking Survey Results

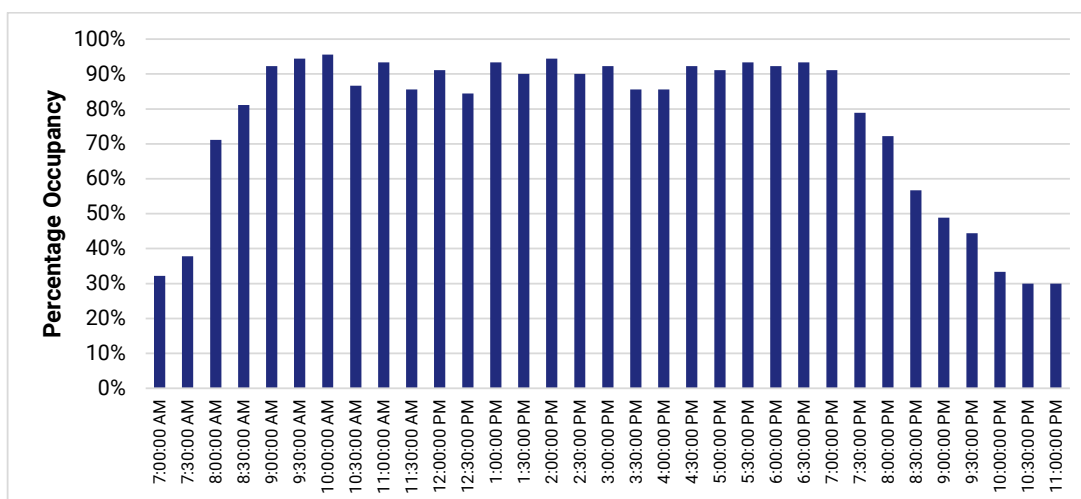


Figure 23: Serpells Lane Car Park – March 2022 Parking Survey Results

3.2.2. Duration of Stay Surveys

Council commissioned duration of stay surveys of the Serpells Lane car park between 7:00am-11:00pm on Thursday 10 March 2022, with results presented at Figure 24.

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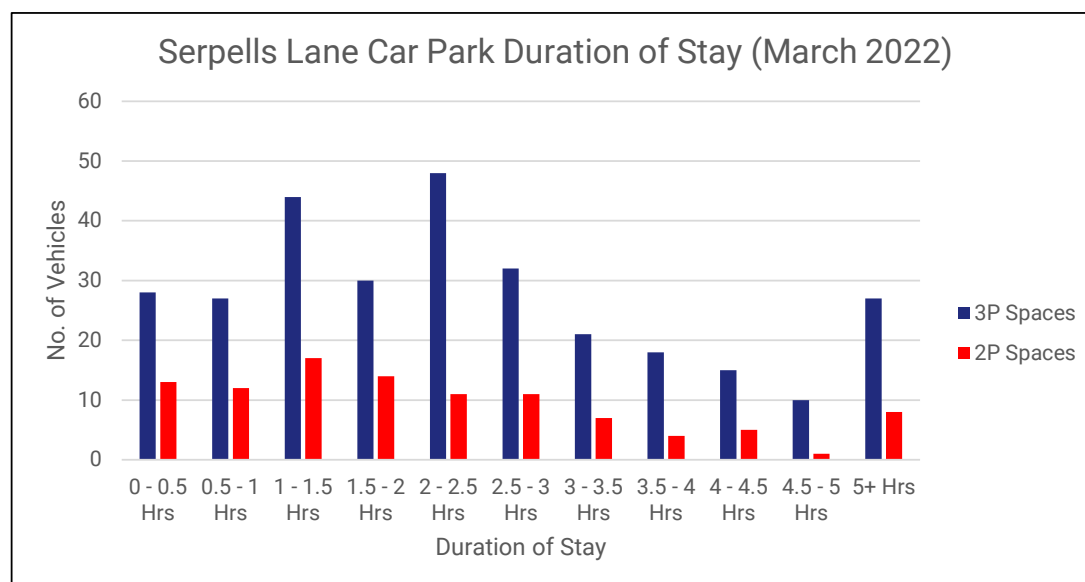


Figure 24: Serpells Lane Duration of Stay Results (March 2022)

Key findings of the March 2022 surveys are as follows:

- 3P spaces – 30% of motorists overstayed the three-hour time limit (including one vehicle parked within the area for the entire survey period).
- 2P spaces – 46% of motorists overstayed the two-hour time limit.

In order to supplement and support the above data, Traffix Group commissioned additional duration of stay surveys on Thursday 15 September 2022, between 7:00am-11:00pm, with results presented at Figure 25.

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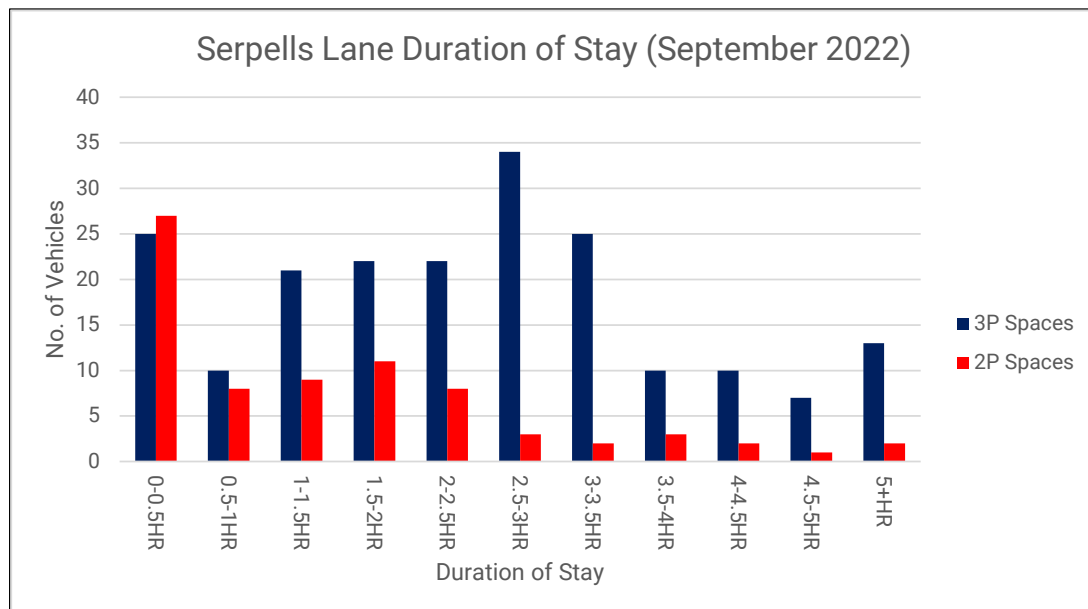


Figure 25: Serpells Lane Duration of Stay Results (September 2022)

Key findings of the September 2022 surveys are as follows:

- 3P spaces – 33% of motorists overstayed the three-hour time limit (including one vehicle parked within the area for the entire survey period).
- 2P spaces – 28% of motorists overstayed the two-hour time limit.
- Pick-up/drop-off – A total of 39 pick-up/drop-off movements recorded across the entire surveys period. That is, limited pick-up/drop-off movements.
- Shuffle³ parking – Five instances of shuffle parking across the survey period.
- Motorcycle/scooter/bicycle activity – Seven parked or propped across the survey period, were primarily associated with food delivery services.

We note that duration of stay survey findings across the two different survey periods (March and September) are generally consistent, other than parking duration within 2P spaces, and identify that in the order of around 30% of motorists overstay the nominated 2P and 3P car parking restrictions within the survey area. It is also clear from the surveys that there is limited pick-up/drop-off, motorcycle/scooter/bicycle activity within the car park as well as limited 'shuffle' parking by motorists.

³ 'Shuffle' parking relates to motorists who park their car and then move their car at a point(s) to another a space within the car park, so they are never parked in a single car parking space for longer than the 2P/3P parking restriction.

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3.2.3. Pedestrian Movement Surveys

Traffic Group commissioned pedestrian movement surveys at the Serpells Lane car park on Thursday 15th September 2022 between 7am and 11pm.

The methodology of the surveys is summarised following:

- All car spaces within the car park were assigned a number.
- When a vehicle parked within a car space, the destination of where the pedestrians walked and time that this occurred was recorded.
- When a vehicle departed from the car space, the origin of where the pedestrians walked from and time that this occurred was recorded.
- Pedestrians that did not park but walked-through the car park were also recorded.

Each of the pedestrian routes forming part of the survey are illustrated at Figure 26.



Figure 26: Surveyed Pedestrian Routes

Based on the directionality of pedestrians we can form conclusions as to the likely percentage of car park users who may be attending the Swinburne University Campus as opposed to other uses within the Glenferrie Activity Centre. Additionally, pedestrians who walked through the car park, without accessing a parked motor vehicle, were also recorded separately.

Whilst the specific destination of each pedestrian movement cannot unequivocally be confirmed, we have provided an estimate for the proportion of pedestrians that are likely to travel to/from Swinburne University via each route, as outlined within Table 3.

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Table 3: Surveyed Pedestrian Routes

Route Number	Origin/Destination	Swinburne University Proportion
1	Swinburne University (towards Engineering and Science Buildings)	100%
2	Railway Arcade (towards Swinburne University)	95%
3	Railway Arcade (towards Glenferrie Railway Station)	90%
4	Railway Arcade (towards Glenferrie Road)	0%
5	Swinburne University (towards Railway Arcade)	90%
6	Burwood Road (east)	80%
7	Burwood Road (west)	0%
8	Burwood Road (towards Kent Street)	0%
9	Pedestrian Access for 377 Burwood Road	0%

Key results from the pedestrian movement surveys are as follows:

- The majority of pedestrian movements that were surveyed consisted of pedestrians 'cutting through' the car park rather than motorists parking within the car park and travelling to/from other destinations. Specifically, 66% of all recorded pedestrian movements were generated by pedestrians cutting through the car park, with the remaining 34% generated by pedestrians that parked within the car park.
- There was a negligible use of the car park area by motorcycles, cyclists and scooters.
- As shown at Figure 27 and Figure 28, pedestrian route 3 (Railway Arcade towards Glenferrie Railway Station) was the most common walking route for pedestrians. Pedestrian route 1 (Swinburne University) was the second most common origin/destination for pedestrians.
- As shown at Figure 29 and Figure 30, pedestrian routes 1 (Swinburne University) and 3 (Railway Arcade towards Glenferrie Railway Station) were the most popular routes for motorists that parked within the car park, with 28% and 29% of movements originating to/from these locations, respectively.

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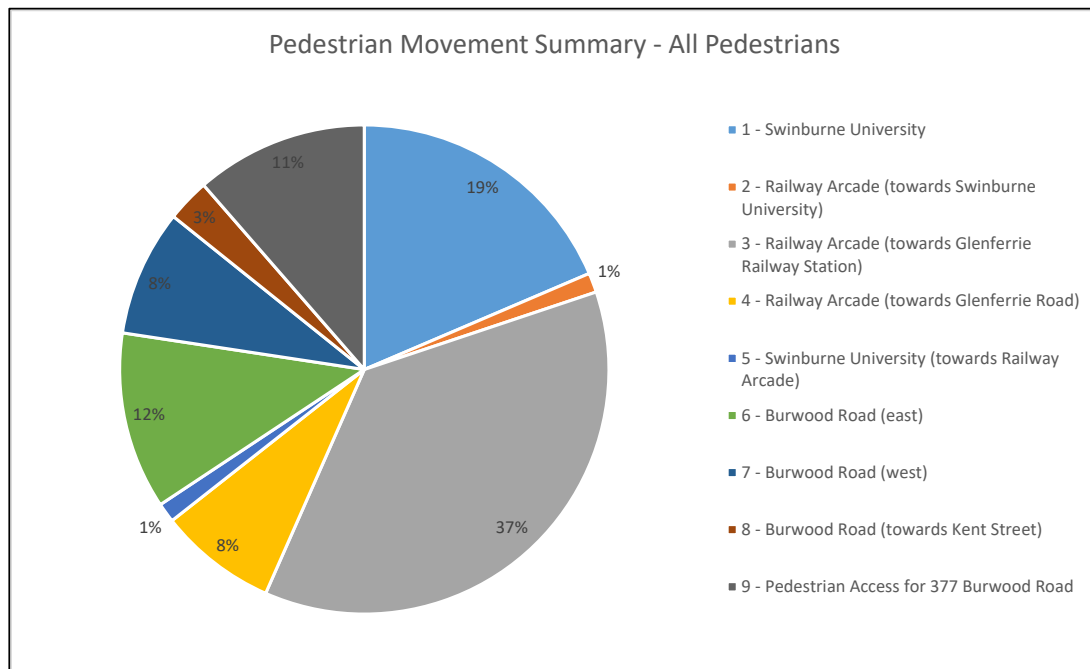


Figure 27: Pedestrian Movement Summary (All Pedestrians)

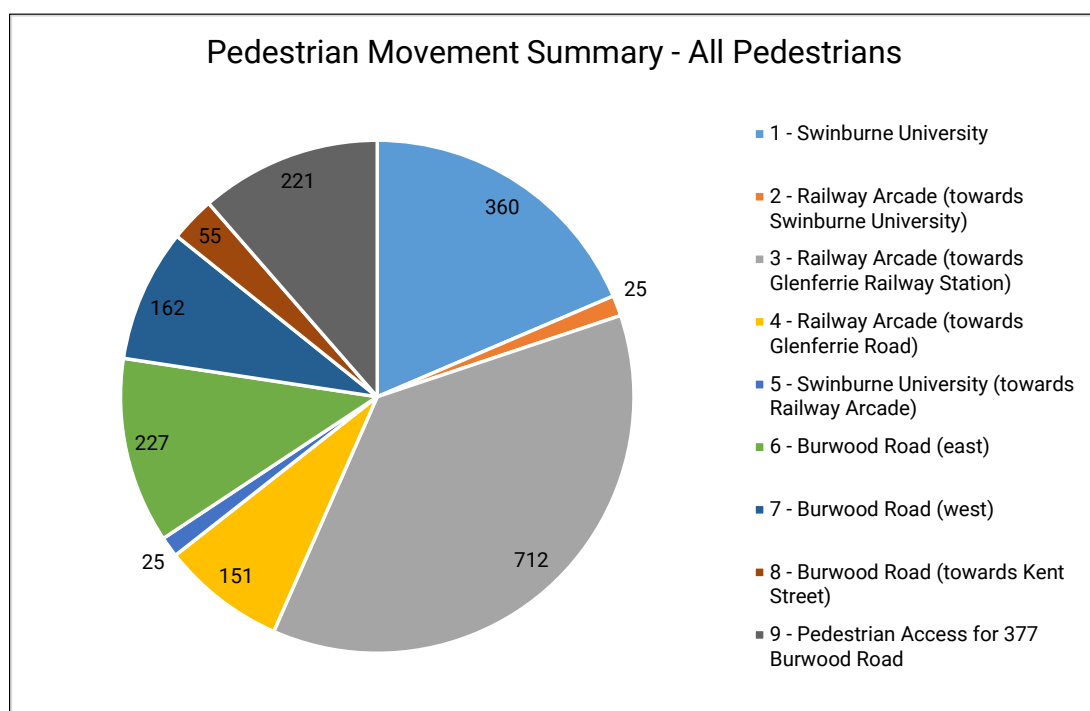


Figure 28: Pedestrian Movement Summary (All Pedestrians) - Number of Movements

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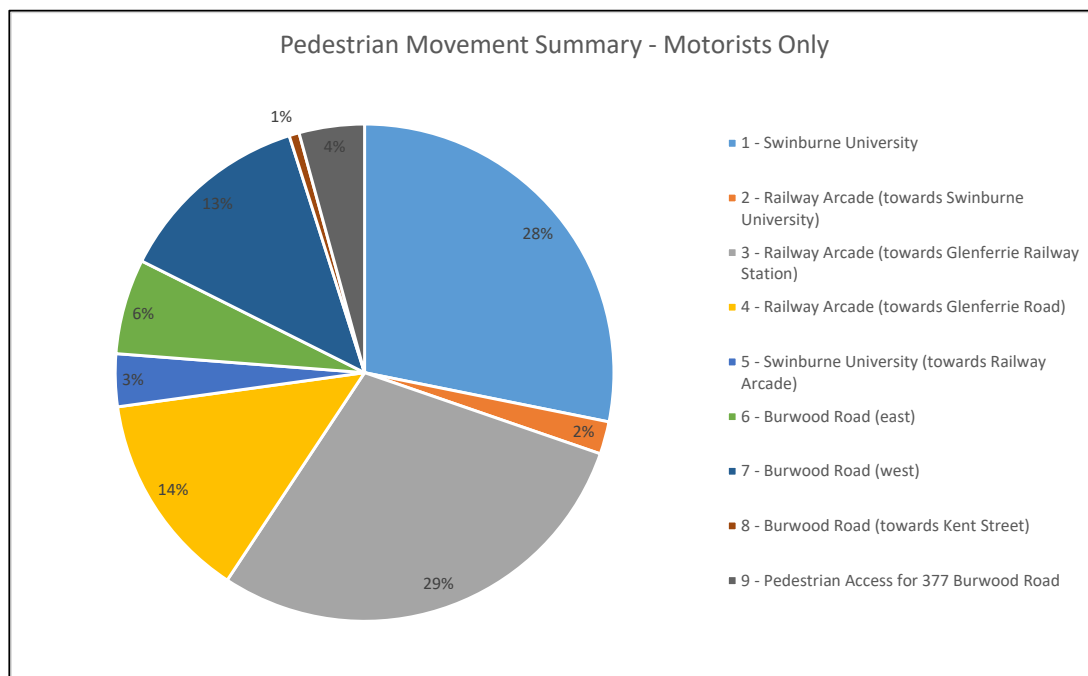


Figure 29: Pedestrian Movement Summary – Parked Motorists Only

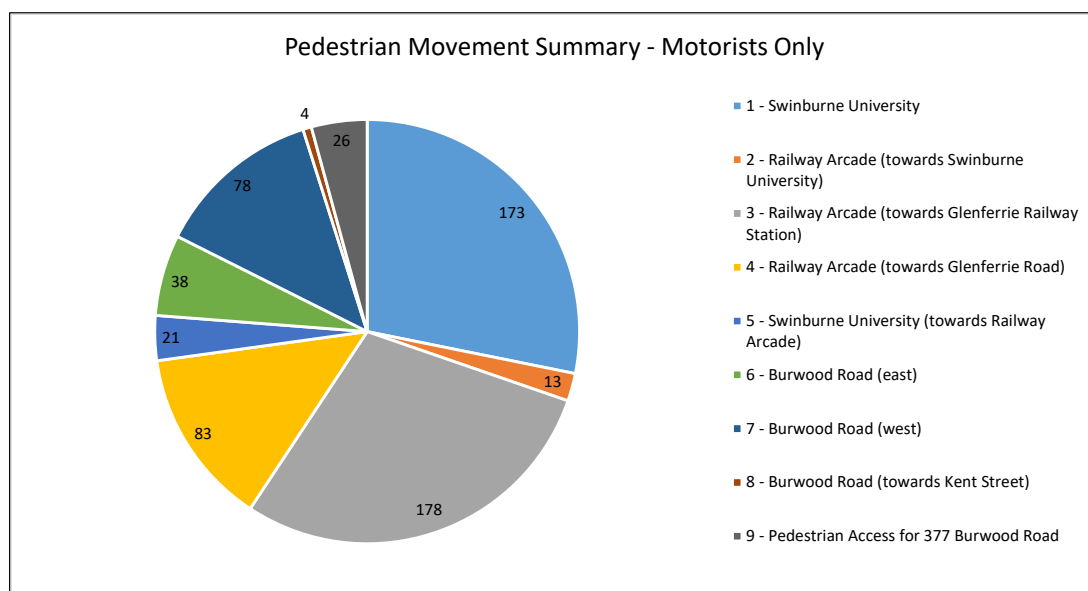


Figure 30: Pedestrian Movement Summary Parked Motorists Only (Number of Movements)

By utilising the above data and the pedestrian distribution assumptions outlined within Table 3, we can derive the estimated split of motorists parked within the car park between Swinburne University users and other general users associated with the Glenferrie Activity Centre.

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As shown at Figure 31, it is estimated that there is a 64/36 percent split between Swinburne University users and other general users associated with the Glenferrie Activity Centre. That is, more than half of motorists who park within the Serpells Lane car park (subject site) are accessing Swinburne University.

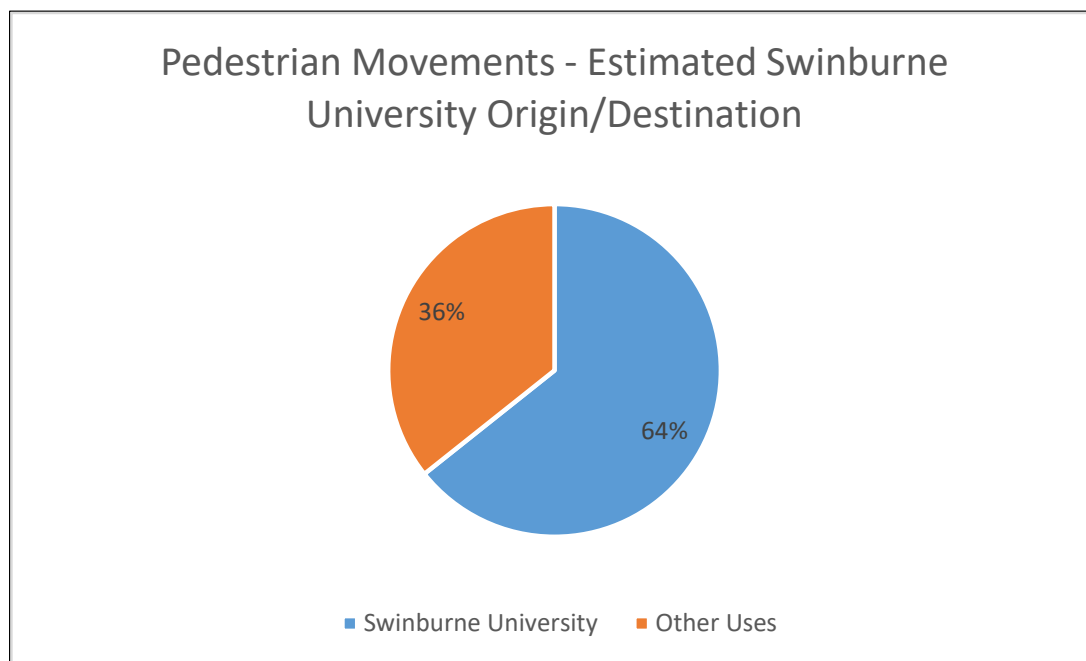


Figure 31: Pedestrian Movement Summary (Estimated Swinburne University Origin/Destination)

Additionally, we have also sought to assess the duration of stay characteristics of motorists accessing Swinburne University vs motorists who are not accessing Swinburne University. Our following duration of stay findings are based upon the following split of motorists:

- Other Users (Non Swinburne) – Pedestrian Routes 4,7,8 & 9
- Swinburne University Users⁴ – Pedestrian Routes 1,2,3,5 & 6

The findings of our assessment are outlined within Figure 32 and Figure 33.

⁴ Reflects pedestrian routes with an anticipated 80% or greater percentage of users who access the Swinburne University Campus.

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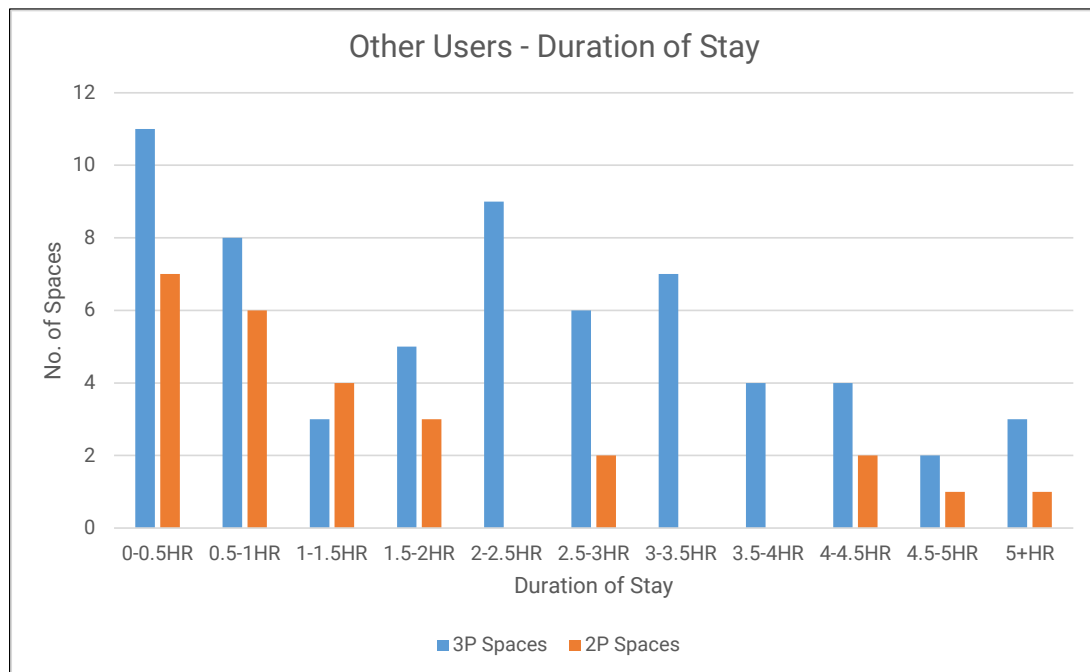


Figure 32: Duration of Stay Summary - Other Users (Non Swinburne)

As shown within Figure 32 the following conclusions are derived.

- 3P spaces – 32% of motorists overstayed the three-hour time limit.
- 2P spaces – 23% of motorists overstayed the two-hour time limit.

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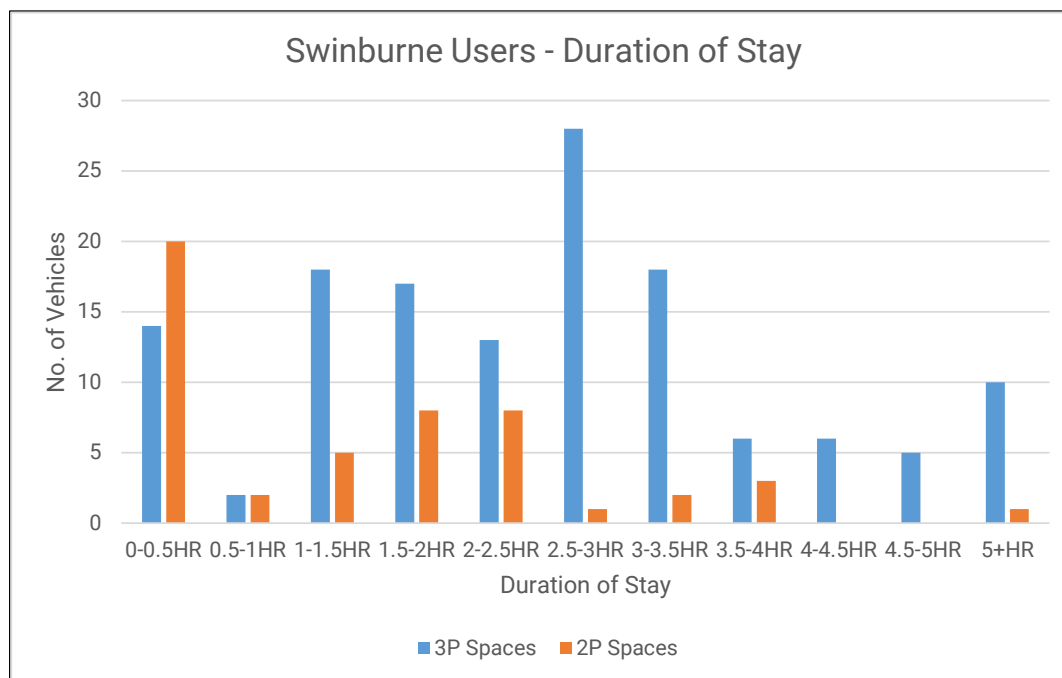


Figure 33: Duration of Stay Summary – Swinburne University

As shown within Figure 33 the following conclusions are derived.

- 3P spaces – 33% of motorists overstayed the three-hour time limit; this compares to 32% of the balance of car park users.
- 2P spaces – 30% of motorists overstayed the two-hour time limit; this compares to 23% of the balance of car park users.

Relative to other users of the car park, it can be concluded that motorists who park and travel to/from Swinburne University overstay car parking restrictions within the subject site at slightly higher levels, but generally consistent with, other users.

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4. Traffic Engineering Review

4.1. Preamble

We have been advised that our assessment is to contemplate a potential future alternate use of the site and the associated transport impact of such a change.

Given this and based upon the above transport survey findings and analysis of the subject site and surrounding area, we have provided a series of recommendations for consideration should such a potential future change occur.

4.2. Car Parking Impact

4.2.1. Car Parking Occupancy Assessment

As detailed previously, the Serpells Lane car park currently provides 90 publicly available car parking spaces, of which, some or all may be removed should the use of the site change in future. The removal of these spaces would reduce the publicly available recorded off-street car parking supply, in the Glenferrie Activity Centre, from 1,641 to 1,551 spaces (approximate 6% reduction in the off-street car parking supply).

Figure 34 and Figure 35 illustrate the existing and potential future parking supply and demand, respectively, both figures are inclusive of demands within the Serpells Lane car park.

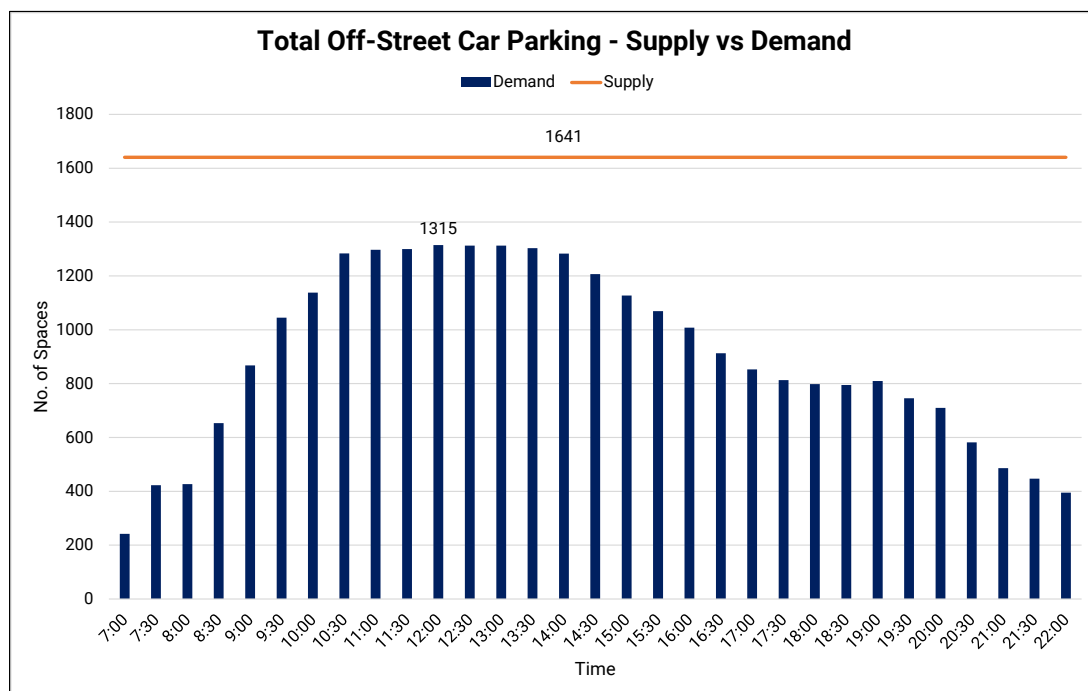


Figure 34: Total Off-Street Car Parking - Supply vs Demand Summary (Existing Conditions)

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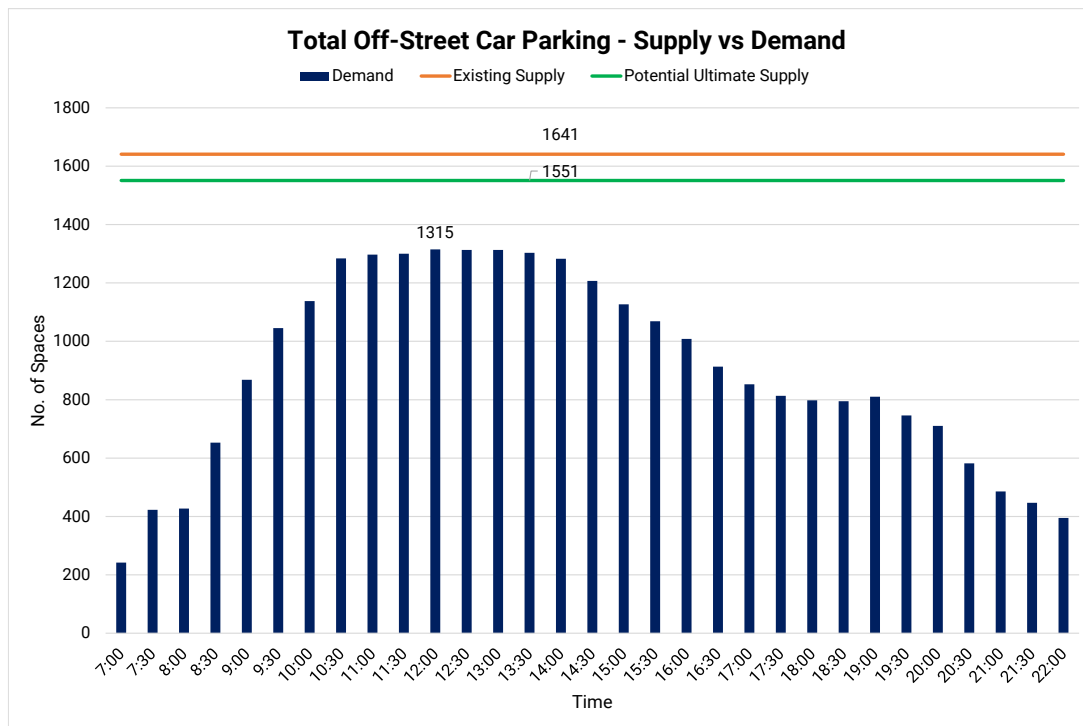


Figure 35: Total Off-Street Car Parking - Supply vs Demand Summary

It is evident that at peak times, the off-street car parks are at or approaching their capacity, particularly car parks that are more centrally located within the activity centre.

Notwithstanding, it is recognised that there is temporal variation in these demands across different car parks. As an example, the Wakefield Street, Hilda Crescent and Glenferrie Centre car parks peak during the daytime with moderate demands during the evening whereas the Liddiard Street and Linda Crescent car parks have moderate demands during the daytime and are at capacity during the evening period.

The car parking surveys undertaken in 2019 and 2022 of the Serpells Lane car park (subject site) indicated that the car park is at or very close to capacity during the weekday midday peak period, which coincides with the overall peak occupancy of the entire parking supply of the Glenferrie Activity Centre (which occurred at 12:00pm⁵).

Accordingly, as shown within Figure 35, if we assume all motorists parked within the Serpells Lane car park are displaced to other off-street car parks within the survey area the peak occupancy increases from 80% (demand of 1,315 spaces, supply of 1,641 spaces) to 85% (demand of 1,315 spaces, supply of 1,551 spaces) with any potential future removal of car parking within the Serpells Lane car park.

In other terms, from a purely numerical perspective, the displaced demands from the potential loss of 90 publicly accessible car parking spaces within the subject site could be absorbed within the surrounding car parking supply, at peak times. That is, following any potential removal of car parking within the Serpells Lane car park there would be just over 200 vacancies within off-street parking areas.

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4.2.2. Car Parking Demand Displacement

The Serpells Lane car parking spaces are the most proximate 2P and 3P off-street spaces for the Glenferrie Activity Centre that are free. Generally, other off-street car parks in the activity centre allow for one hour of free parking, then require a ticket for additional time.

There is clearly a demand for long-term car parking within the activity centre, as many motorists that parked within the Serpells Lane car park overstayed the restrictions. Long-term parking is currently available within the Hilda Crescent and Wakefield Street Car Park, where ticketed all-day parking is available.

The current management of on-street car parking in the Activity Centre with short-term and permit zone restrictions means that some motorists that previously overstayed within the Serpells Lane car park may choose to risk receiving a fine, or continually shuffle their car throughout the day, rather than park in nearby off-street ticketed car parks.

The pedestrian movement surveys indicated that 64% of motorists that parked within the Serpells Lane Car Park likely travelled to/from Swinburne University. These motorists currently park within the Serpells Lane car park due to its proximity to the campus and free medium-term parking restrictions. Whilst the Swinburne multi-deck car park provides long-term parking, given that it is ticketed, students/staff may be less likely to choose to park within this car park. Many of the other off-street car parks in the Activity Centre also offer paid parking (i.e. including the Liddiard Street and Wakefield Street car parks which are located in close proximity to the Swinburne University campus), therefore any displaced university students and staff may park on-street⁵ or within unpaid off-street parking as an alternative.

There is not a 'clear cut' answer as to the impact and best way to treat the displacement of users of the subject site. The subject site is located within an urban Activity Centre, as such, car parking theory would dictate that parking within the area is very much a proposition of 'build it and they will come'. That is, an abundance of medium to long-term car parking, particularly free parking, would likely induce additional car parking demands. Whereas the restriction of medium/long-term free car parking in the area, generally consistent with current restrictions, forces users of the area to either consider alternate transport modes or places a price on medium/long-term car parking.

Additionally, in our view, and in the context of an urban Activity Centre, it would generally not be considered that the occupation of the majority (approx. 64%) of a Council car park by users of a nearby educational facility would be considered as an 'optimal' utilisation of scarce car parking resources within the area. Notwithstanding, the allocation and priority of scarce car parking resources within the Centre is a matter for Council, having regard to the user group needs and their hierarchy.

The removal of the car park will also result in the loss of three 'loading zone' spaces. These spaces will likely need to be relocated to nearby on-street car parking spaces (i.e. on Glenferrie Road or Burwood Road) to continue to service the nearby area. A Flexicar car share

⁵ It is noted that on-street car parking in the vicinity of the site is subject to short-term parking restrictions during the daytime, up to 2P in duration, also noting that permit zones are provided on a number of streets.

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vehicle is also located within the car park, which will likely require relocation to an on-street car parking space.

4.3. Pedestrian Impact

The results of the pedestrian movement surveys identified that there are two main sources of pedestrian movements, being Swinburne University and towards the Glenferrie Railway Station (likely including the station itself, the northern portion of the Swinburne University campus and the general Activity Centre area surrounding it).

In the event that future pedestrian access is prevented through the Serpells Lane car park, or along its eastern boundary, the most notable change to pedestrian routes will be for pedestrians travelling between Glenferrie Railway Station and Burwood Road (with the intention of travelling further to the east along Burwood Road). This movement was undertaken by 12% of all pedestrians during the surveys, with these pedestrians instead required to travel via Glenferrie Road, as shown within Figure 36, increasing their travel distance by in the order of 150m (noting that this assumes pedestrians will not travel through Swinburne University itself).

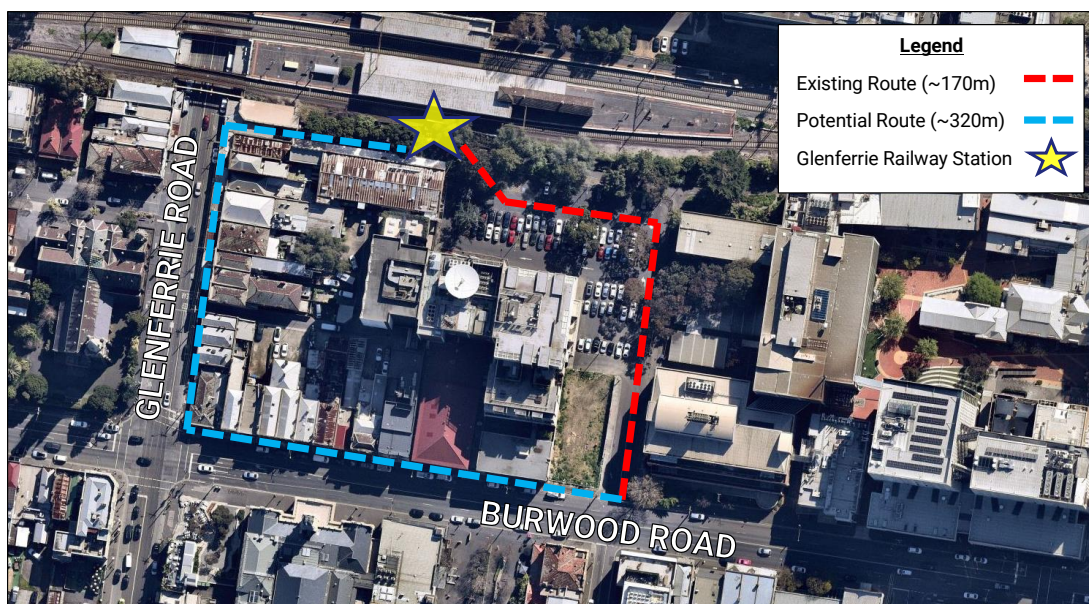


Figure 36: Glenferrie Railway Station – Burwood Road Pedestrian Routes Summary

Whilst we are not suggesting that the arrangements within Figure 36 would or should occur, we use this to highlight the impact of restricting pedestrian access through the subject site. Given the number of pedestrians who were recorded to 'cut through' the car park, being roughly double the number of motorists using the car park (1,324 cut through pedestrians compared to 614 pedestrians travelling to/from parked cars within the site), we would strongly recommend that a pedestrian link between Burwood Road and Railway Arcade be maintained either partially or fully through or adjacent to (east of) the subject site.

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It is noted that pedestrian access between Swinburne University, Glenferrie Railway Station and Glenferrie Road will be maintained along Railway Arcade to the north of the Serpells Lane car park.

Pedestrian access to 660 Glenferrie Road and 367-369 Burwood Road will also need to be maintained in the event of any future development within the car park.

4.4. Recommendations

Having regard to the above analysis and discussions regarding the impacts to motorists and pedestrians, Table 4 outlines a series of recommendations should there be any future alternate use of the site. The below recommendations are non-binding but rather form a series of relevant considerations for Council should there be such a change of use.

Table 4: Future Transport Recommendations

Recommendation	Rationale
Maintain pedestrian link between Railway Arcade to Burwood Road either partially or fully through the site or adjacent to (east of).	Strong utilisation of subject site as a 'cut-through' for pedestrians. Any removal/use of the subject site as a 'cut through' would require pedestrians to go 'around the block' and add some 150m to pedestrian routes between Glenferrie Railway Station and Burwood Road.
Provide on-street 'loading zone' spaces in lieu of on-street car parking spaces on Burwood Road and/or Glenferrie Road to replace displaced bays within subject site.	The loss of three loading zone spaces within the Serpells Lane car park should be re-introduced as on-street spaces to assist with loading / deliveries of nearby uses.
Consider opportunities to provide additional on or off-street disabled car parking in the area.	The removal of disabled car parking spaces within the subject site.
Relocate Flexicar car space to nearby off-street car park or on-street car space.	The removal of the car share space within the subject site, noting that this would be via an agreement (as per current arrangements) between the operator and Council.
Maintain existing pedestrian and vehicle access arrangements to abutting properties, as required.	The retention of such links will be subject to not only practical considerations but existing land title or similar easement/legal agreements which exist upon the subject site and surrounding land parcels.

As outlined within a Table 4, a series of recommendations for Council's consideration are made. Whilst not listed above, a number of additional matters were also considered but not considered warranted on the basis of the survey data, analysis and discussions presented in this report. For completeness, we note these matters as follows:

- Additional pick-up/drop-off parking.
- Additional motorcycle/scooter/bicycle parking.

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- Changes to surrounding car parking restrictions/supply.

With respect to car parking supply/restrictions within the surrounding area, 'numerically', the subject site's car parking demands can be displaced within the surrounding car parking supply, albeit this would result in a congested car parking network becoming more congested.

Specifically, as shown within Figure 35, if we assume all motorists parked within the Serpells Lane car park are displaced to other off-street car parks within the survey area the peak occupancy increases from 80% (demand of 1,315 spaces, supply of 1,641 spaces) to 85% (demand of 1,315 spaces, supply of 1,551 spaces) with any potential future removal of car parking within the Serpells Lane car park.

In other terms, from a purely numerical perspective, the displaced demands from the potential loss of 90 publicly accessible car parking spaces within the subject site could be absorbed within the surrounding car parking supply, at peak times. That is, following any potential removal of car parking within the Serpells Lane car park there would be just over 200 vacancies within off-street parking areas.

The suitability, or otherwise, of the car parking provision and restrictions within the broader Activity Centre, and the extent to which medium/long-term car parking is provided is a strategic matter for Council.

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5. Conclusions

Having undertaken a detailed traffic and parking impact assessment of the Serpells Lane car park, we note the following:

- a) On and off-street car parking within the Glenferrie Activity Centre is generally approaching or at capacity at peak periods.
- b) The Wakefield Street, Kent Street, Hilda Crescent and Glenferrie Centre car parks peak during the daytime with moderate demands during the evening whereas the Liddiard Street and Linda Crescent car parks have moderate demands during the daytime and are at capacity during the evening period.
- c) On-street car parking is also generally in high demand, with peaks coinciding with the lunchtime and evening periods.
- d) The existing Serpells Lane car park accommodates 90 unpaid spaces, which are generally subject to 2P and 3P restrictions.
- e) The Serpells Lane car park is well utilised with high occupancy (90% plus) during peak periods, which generally occurs across the entire weekday daytime period.
- f) Approximately 64% of all motorists parking within the Serpells Lane car park are associated with Swinburne University.
- g) In the order of 30% of motorists within the Serpells Lane car park overstay the time-based parking restrictions. Motorists who park and travel to/from Swinburne University overstay car parking restrictions within the subject site at slightly higher levels, but generally consistent with, other users.
- h) If we assume all motorists parked within the Serpells Lane car park are displaced to other off-street car parks within the survey area the peak occupancy increases from 80% (demand of 1,315 spaces, supply of 1,641 spaces) to 85% (demand of 1,315 spaces, supply of 1,551 spaces) with any potential future removal of car parking within the Serpells Lane car park.
- i) From a purely numerical perspective, the displaced demands from the potential loss of 90 publicly accessible car parking spaces within the subject site could be absorbed within the surrounding car parking supply, at peak times. That is, following any potential removal of car parking within the Serpells Lane car park there would still be just over 200 vacancies within off-street parking areas.
- j) Numerically, the Serpells Lane car park demands can be displaced within the surrounding car parking supply, albeit this would result in an already congested car parking network becoming more congested. The suitability, or otherwise, of the car parking provision and restrictions within the broader Activity Centre, and the extent to which medium/long-term car parking is provided is a strategic matter for Council.
- k) Surveys of pedestrian movements through the Serpells Lane car park identified that the majority of pedestrians travel to/from Railway Arcade (towards the northern portion of Swinburne University, Glenferrie Railway Station and the Activity Centre) and the southern portion of Swinburne University.

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- l) Approximately double the number of pedestrians 'cut through' the Serpells Lane car park compared with those pedestrians associated with travelling to/from vehicles parked within the car park itself.
- m) A series of recommendations are provided should there be any future alternate use of the site. These recommendations are non-binding but rather form a series of relevant considerations for Council should there be such a change of use.