

3.2 Glenferrie Place Plan - Consideration of final plan

Executive Summary

Purpose

The purpose of this report is to seek Council adoption of the final Glenferrie Place Plan (2023) (**Attachment 1**).

The Place Plan will assist with revitalising the Glenferrie precinct and guide Council's Placemaking activities that are designed to enhance the public realm, grow the local economy, support cultural activity, and promote a greener, more accessible and sustainable precinct.

Background

The Glenferrie Place Plan project commenced in early 2020 and has been informed by extensive technical research and 4 stages of community consultation.

The following Place Vision for Glenferrie received 87% support from the community.

"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."

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 to become an appealing destination attracting visitors from across Melbourne.

The Plan features an upgrade to the Glenferrie Road streetscape that will improve the pedestrian environment, deliver safer crossings, green the streets, and greatly enhance the retail experience throughout the precinct. To enable these streetscape upgrades, some on-street car parking spaces should be relocated to a multi-level parking facility on Park Street. Community feedback on the options for the Park Street parking facility are outlined in Sections 4 and 5 of the full report below.

Other key initiatives in the Place Plan include:

- Public realm upgrades to the laneways around Glenferrie Station.
- Improved interface with Swinburne University and potential for an Innovation Hub in the future.
- Tram stop upgrades and new pedestrian crossings along Glenferrie Road.
- Refurbishment of the Tuck Stand and replacement of the Ferguson Stand with public open space.
- Improved public space near the Hawthorn Arts Centre with potential for a new cultural facility.

Next Steps

The Plan provides guidance on the timeframes for when each project will be delivered over the next 20 years (subject to budget allocations) to help revitalise the Glenferrie precinct.

Officers' recommendation

That the Services Delegated Committee resolve to adopt the final Glenferrie Place Plan (2023) to guide the future revitalisation of the Glenferrie precinct.

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

1. Purpose

The purpose of this report is to seek Council adoption of the final Glenferrie Place Plan (2023) (Attachment 1).

The Place Plan will assist with revitalising the Glenferrie precinct and guide Council's Placemaking activities that are designed to improve the public realm, support a diverse local economy, enhance arts and cultural activity, and promote a greener, more sustainable precinct.

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

The Glenferrie Placemaking Project will play an important role in delivering on the overall vision and key strategic objectives of the Boroondara Community Plan 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 Glenferrie Place Plan project commenced in early 2020 and has been informed by extensive technical research and 4 stages of community consultation.

The following Place Vision for Glenferrie received 87% support from the community.

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

After amendments were made to the proposed streetscape design and parking facility on Park Street, further community consultation was undertaken in early 2023 on an updated Draft Glenferrie Place Plan.

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 final Glenferrie Place Plan 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 Glenferrie Place Plan provided at **Attachment 1**:

1. Glenferrie Streetscape

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 are to:

- 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.

The streetscape upgrades include:

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

Making more room for people will require the relocation of some on-street car parks to a new multideck parking facility located on nearby Park Street.

Streetscape upgrades can be staged over time as follows:

- Stage 1: relocate approximately half the car parking spaces (30-40) to deliver better outdoor dining, landscaping and public realm improvements, and
- Stage 2: relocate the remaining spaces (approximately 40-50) that are planned for relocation as required by the Victorian State 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

Glenferrie Mews presents an exciting long-term opportunity to transform under-appreciated Council land. It aims to consolidate car parking into a multi-level facility to deliver a new Innovation Hub, renew laneways and public spaces with landscaping, and provide 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 will 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.

Park Street Parking Facility

Following additional consultation on three (3) options for the parking facility at Park Street, the levels of community support were similar for all 3 options with Option 1 receiving the most support from online survey responses (863 responses in total) as follows:

- 36% supported Option 1 (307 responses)
- 30% supported Option 2 (260 responses)
- 34% supported Option 3 (296 responses)

Additional comments were provided by 408 respondents to the community survey, and another 16 written submissions were made to Council during consultation.

Feedback during the community and stakeholder workshops presented a range of views with more attendees at Workshop 1 (25 attendees) preferring Option 2 than the alternatives, and more attendees at Workshop 2 (35 attendees) preferring Option 3 than the alternatives.

In summary the results of community engagement showed:

- Overall feedback on the Draft Plan indicated support for the proposed streetscape upgrades and the relocation of displaced on-street parking spaces to the Park Street site.
- All options for the Park Street site had significant levels of support, with Option 1 having the highest level of support in the online survey, although this needs to be balanced with the feedback provided at the workshops which favored other options.
- The closeness of community responses for the three options means that this should not be the determining factor in the preferred option.

Following review of the above community feedback and appraisal of the merits and challenges associated with each of the 3 options for the Park Street site, Council officers concluded that a new multi-level parking facility should be pursued on the Park Street site to provide capacity for 180 cars. This could be achieved by either Option 1 or 2. However, after reviewing the merits and challenges associated with each option, Option 1 is being recommended for the following reasons:

- The future development of the northern part of the site provides a more positive outcome for the centre with an active frontage to Liddiard Street and adjoining laneways.

- The development of the northern part of the site can also provide more housing and business tenancies that will contribute to the vibrancy and economic activity of the centre.
- From a traffic perspective, the facility will provide for the relocation of nearby parking spaces from Glenferrie Road, which means there will not be a net increase in the overall traffic to the area. There will be a modest reduction in vehicle movements on Liddiard Street and a corresponding increase in movements on Park Street, however these changes can be accommodated within the existing road network.
- From a project feasibility perspective it offers the potential to offset total project costs through the sale or redevelopment of the northern portion of the site. Initial estimates indicate the total project cost could be reduced by up to 70%, enabling more Council resources to be invested into other public projects.
- It provides some additional flexibility in project staging to align with the staging of streetscape upgrades.

Therefore, the Place Plan proposes a new multi-level parking facility to be developed on the southern part of the Park Street site to provide total capacity for approximately 180 cars (existing car park accommodates 139 spaces). Further design development is proposed to be undertaken on this project, based on Option 1 as the preferred scenario, to achieve the following objectives:

- Design the facility to allow another level of approximately 40 spaces (220 total) to be added in future if required.
- Achieve a quality urban design outcome that respects the amenity of the neighbours and the streetscape.
- Provide an appealing arrival experience for visitors to the centre, with safe and convenient pedestrian and vehicle connections.
- Contribute positively to the economic vibrancy of the centre, with active edges to the street frontages.
- Incorporate landscaping and sustainability features.
- Explore site development opportunities that reduce overall project cost to Council.

Further discussion on parking matters is addressed in the Sustainable Access section below.

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 longer-term vision for a dynamic arts and learning precinct that collocates additional cultural facilities with 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 program, 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

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

The Sustainable Access initiative aims to improve the accessibility of the Glenferrie precinct to a greater number of visitors, shoppers, students, workers and residents. This can be achieved by improving all the transport options available, including the train station, the tram stops, bike paths, end of trip facilities, pedestrian paths and crossings as well as car parking facilities.

Car travel and parking will continue to be an important part of the transport mix for Glenferrie, however as the precinct grows the centre will need to rely on public transport and active transport to accommodate most of the growth in movement. This is an unavoidable reality for any growing inner-urban centre like Glenferrie where road space is relatively fixed and land available for parking is limited.

Providing multiple transport options to the community, with varied and evolving transport preferences, will be essential to sustaining the accessibility of the precinct.

Existing Car Parking

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.

Extensive parking surveys have been undertaken for the Glenferrie area, both before and after the COVID19 pandemic to ensure the proposed changes to parking arrangements are evidence-based and will support the continued vitality of this Major Activity Centre.

Parking survey data for the Glenferrie Precinct from 2019 showed that average occupancy across the precinct was 66% on a typical weekday between 10am-9pm. This means that there are over 400 available parking spaces precinct-wide on a typical weekday. Further analysis in December 2022 during the precinct's most busy period, which is between 11am to 2pm, typically up to 80% of this car park capacity is filled. That leaves over 200 spaces available in the precinct and even more at non peak times.

Serpells Lane Car Park

Council is currently proposing the sale of the Serpells Lane car park, located directly south of the train station, to Swinburne University.

Recent car parking occupancy surveys undertaken on the Serpells Lane car park indicate that it is primarily used by university staff and students rather than for shoppers and visitors to the centre. The Traffic and Carparking Assessment undertaken concludes that there is sufficient capacity in public car parking within Glenferrie to absorb the loss of the Serpells Lane car park and its replacement is therefore not necessary. Nonetheless, it should be noted that as part of the intended sale, Swinburne has committed to create an extra 37 public car parking spaces to be provided within the Swinburne multi deck carpark. These 37 car spaces will cater for any replacement of existing general Glenferrie Activity Centre car parking demands within the Serpells Lane car park.

On the basis of the car parking assessments undertaken and the provision of the 37 parking spaces being provided by Swinburne there would not be a need to replace the loss of the Serpells Lane car park given the existing parking oversupply in the precinct.

Future Parking Provisions

As the centre grows with more shoppers, visitors, workers, students and residents there will also be more demand on the available public space. The solution to providing more space for people, while also improving accessibility to a greater number of visitors, is to transition car parking into multi-level facilities to free up space for other purposes.

It is common for growing inner-urban centres to consolidate parking in this manner, both through multi-level public parking facilities and through new private development that provides additional parking in basement levels. As these additional levels of parking are constructed, Council and private developers will look to provide electronic signage in these new facilities to guide visitors to the available parking on upper or lower levels, then provide convenient and appealing pedestrian paths between the parking and the shops and other key destinations.

As outlined in the Place Plan, the intention is for some of the on-street parking spaces on Glenferrie Road to be relocated to a new multi-level parking facility on Park Street. This new parking facility will benefit the Glenferrie precinct as follows:

- Enable streetscape upgrades to Glenferrie Road to improve the attractiveness of the precinct.
- Its central location will ensure a high level of usage and ease of access to the shopping strip.
- A well-designed facility will provide improved 24-7 safety for users, with improved lighting and weather protection.
- Electronic signage and parking sensors to guide visitors to available parking on each level.
- A convenient arrival experience for visitors to the centre, with safe and convenient pedestrian and vehicle connections to Park Street and Glenferrie Road.
- It will have capacity to incorporate electric vehicle charging, bicycle parking and potentially end-of-trip facilities.

- The landscaping and urban design will ensure the parking facilities contribute positively to the streetscape and interfaces well with neighboring properties

Implementation

Implementation of these initiatives above 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 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

The Glenferrie Place Plan has been informed by extensive community engagement over 4 stages. A summary of the engagement undertaken is outlined below:

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 as follows:

- focus on greening;
- the emphasis on accessibility; and
- the community orientation.

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

Council communicated the release of 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, and
- 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 26 October 2021 and 6 December 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. The breakdown of the results is outlined 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.

4. Updated Draft Glenferrie Place Plan Engagement.

Community engagement on the updated Draft Glenferrie Place Plan commenced on 21 March 2023 and continued until 25 April 2023. The following range of community engagement activities were 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 & Ward newsletter;
- Glenferrie Times;
- Letterbox drop to residents and businesses;
- Project postcards distributed to local businesses;
- Engage Boroondara website & social media.

Engagement focused on seeking community feedback on the Glenferrie Road streetscape design and the three (3) parking options for the Park Street site.

These three (3) options provided different potential solutions to offset the car parking spaces impacted by the Glenferrie Road streetscape upgrade, as follows:

- Option 1: A new multi-level car parking facility (180 spaces in stage 1) to be developed on the southern half of the land (facing Park Street), with the potential redevelopment and possible sale of the northern half to assist with funding the new parking facility.
- Option 2: One additional level of parking (220 spaces in Stage 1) constructed over the entire site.
- Option 3: No changes to existing car parking land. This option proposed no replacement to any car parking removed from Glenferrie Road.

Participants were asked to list these options in order of preference. Total engagement participation results after a 5-week period were as follows:

- 863 responses on Engage Boroondara website;
- 408 of those providing additional comment;
- 16 written submissions.

The results of the total first preference of 863 responses were:

- 36% supported option 1 (307 respondents).
- 30% supported option 2 (260 respondents), and
- 34% supported option 3 (296 respondents).

A total of 408 additional comments were received from survey respondents.

Sentiment breakdown was as follows:

- 137 comments in support of options 1, 2;
- 195 mixed feedback comments (all options) providing views about traffic management, parking loss, cost, and wanting to focus on bikes and people instead of cars;
- 76 did not support any option and wanted to see no parking loss.

Feedback during the community and stakeholder workshops presented a range of views with most attendees at Workshop 1 (25 attendees) preferring Option 2 and most attendees at Workshop 2 (35 attendees) preferring Option 3.

An additional 16 submissions were made in writing to the Placemaking email address, of which:

- 14 were supportive of the streetscape upgrade (indicated support for one of the three options), and
- 2 were not in support of proposed streetscape upgrade.

3. 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 and potential external funding sources 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.

4. 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.

5. 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.

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.

6. Conclusion

This report presents the final Glenferrie Place Plan for Council adoption to guide the future revitalisation of the Glenferrie precinct.

The Place Plan will assist with revitalising the Glenferrie precinct and guide Council's Placemaking activities that are designed to improve the public realm, support a diverse local economy, enhance arts and cultural activity, and promote a greener, more sustainable precinct.

Manager: **David Cowan, Manger Planning and Placemaking**

Report officer: Arturo Ruiz, Coordinator Placemaking

PLACE PLAN

FOR REVITALISING GLENFERRIE 2023



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FOREWORD

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

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PURPOSE OF THE PLACE PLAN

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

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.

This place plan is a strategic document that charts a vision for the future of the Glenferrie precinct, covering 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.

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.

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.

COMMUNITY ENGAGEMENT

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

During the life of this project, council has undertaken four rounds of community engagement with a combined total 3,000 community voices, including survey responses, comments, and written submissions received.

Residents, local businesses, landlords, employers and local groups have contributed their ideas, aspirations and feedback through a range of activities and media channels.

The plan 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.





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 proposed 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.



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A GREAT PLACE IS
WHERE EVERYONE
FEELS WELCOME...

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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 AND STATE



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 State Government 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



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 3,000 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.

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

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

The project team used this feedback to inform a draft Place Plan that was taken to community for feedback in a third round of engagement in late 2021.

Following round 3 community engagement, the Draft Plan was reviewed and updated to reflect community feedback and new context.

A fourth round of engagement was then undertaken in 2023 with a two-fold purpose, to present updated Draft Place Plan and, to seek community preference on proposed options to relocate car parking from Glenferrie Road to the nearby Park Street site.

ROUND ONE: IMAGINING A BETTER GLENFERRIE

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

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

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

In round 1,
MORE THAN

1,000

SHARED THEIR IDEAS

300

People joined the
Glenferrie Placemaking
group on Facebook

With Over

600

social media reactions



VISION & PRIORITIES

What is unique?

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

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

All these factors contribute to its appeal and welcoming atmosphere.

5 -10 year vision

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

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

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

Room for improvement

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

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

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

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

ROUND 2: 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



COMMUNITY ENGAGEMENT

ROUND 3: INITIAL DRAFT PLACE PLAN ENGAGEMENT

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

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.

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

**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



Stage 1 Community Engagement at Glenferrie Festival

DRAFT PLACE PLAN

ROUND 4: DRAFT PLACE PLAN ENGAGEMENT

The latest stage of community engagement on the updated Draft Place Plan was undertaken between 21 March - 25 April 2023.

This engagement sought community feedback on the updated Glenferrie Road streetscape design and the three (3) proposed parking options for the Park Street site.

These three (3) options provided different potential solutions to offset the car parking spaces impacted by the Glenferrie Road streetscape upgrade, as follows:

- Option 1 proposed a new multi-level parking facility to be developed on the southern half of the land (facing Park Street).
- Option 2 proposed one additional level of parking to be constructed over the entire site.
- Option 3 proposed no changes to existing parking land.

Total engagement participation results after a 5-week period were as follows:

- 863 responses on Engage Boroondara website
- 408 of those providing additional comment
- 16 written submissions

Overall engagement outcomes - of the total first preference of 863 responses:

- 36% voted for option 1
- 30% voted for option 2
- 34% voted for option 3

In addition, two (2) community and stakeholder workshops were organised during the engagement period, with the following outcomes:

- General support was expressed for Place Plan's goals and principles, and streetscape upgrade initiative.
- Most stakeholders attending first workshop (total 25 attendees) expressed preference for Option 2
- A majority of people attending second workshop (total 35 attendees) indicated preference for Option 3.

MORE THAN

860

SURVEY RESPONSES, AND OVER

400

PARTICIPANTS PROVIDED ADDITIONAL COMMENTS

2 RESIDENTS & STAKEHOLDER WORKSHOPS



2 DROP-IN SESSIONS

2 STREET POP-UP INFORMATION SESSIONS



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.

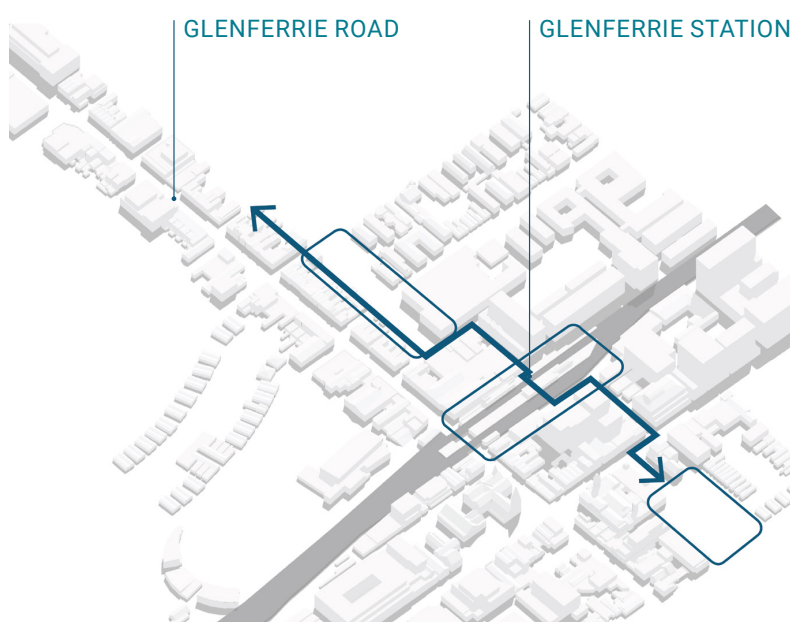


Map showing extent of Glenferrie Road, potential crossings and potential tree locations.

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 street parking into multi-level facilities would ensure public parking infrastructure is maintained 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.

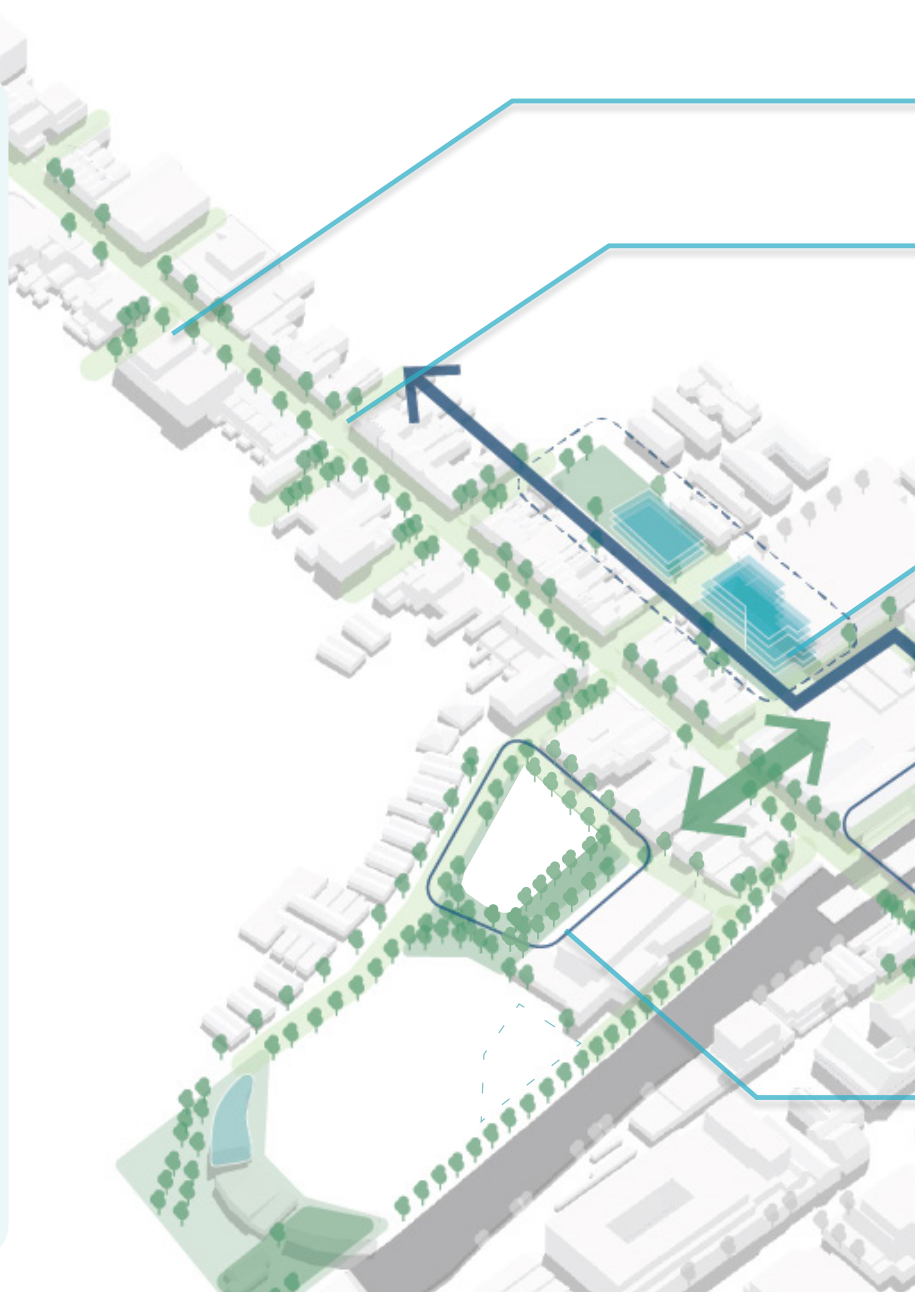
These initiatives include physical projects such as street upgrades, temporary activations such as community events, as well as other urban, economic and transport strategies to revitalise the precinct.

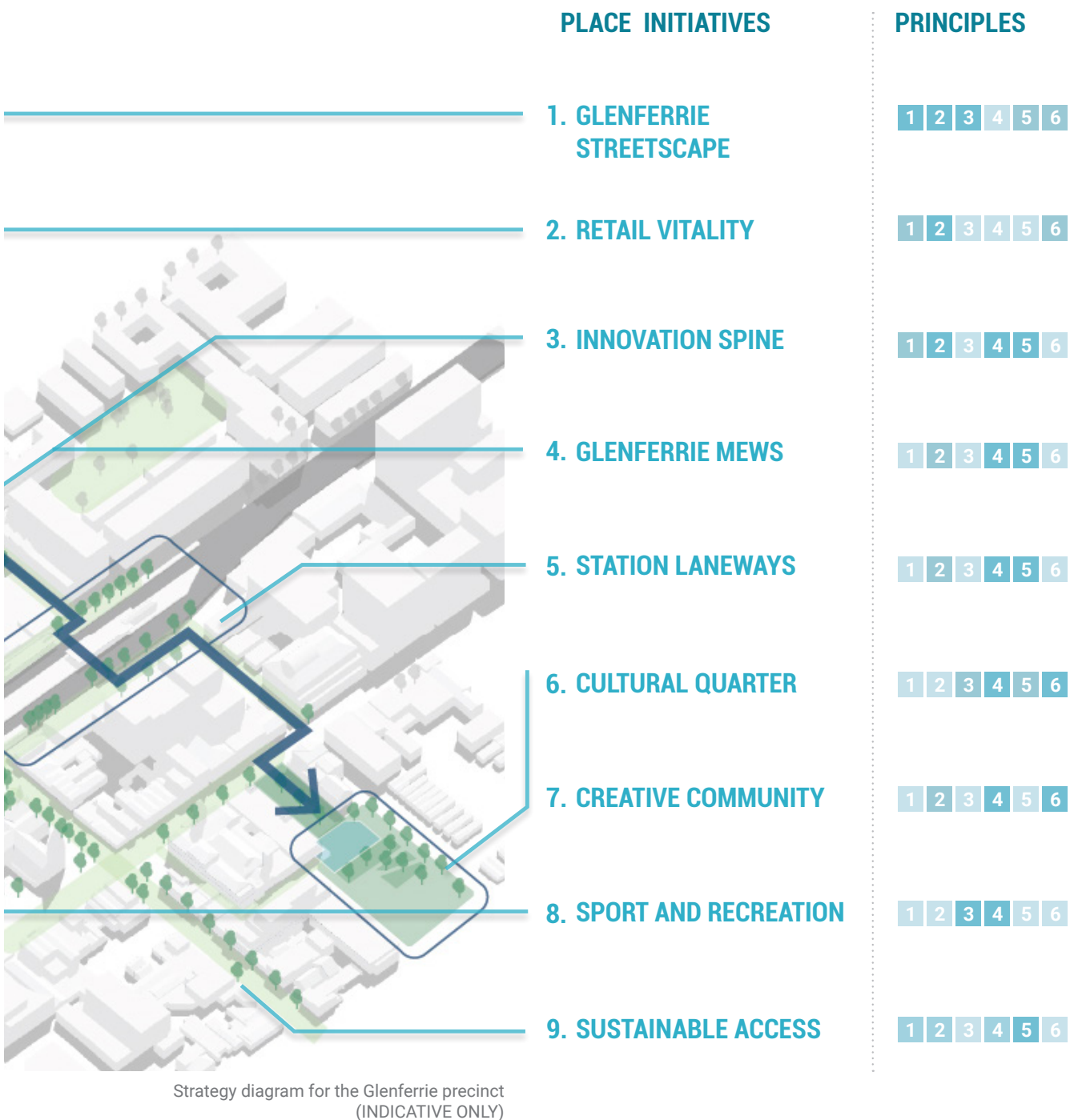
A FLEXIBLE AND LONG-TERM PLAN

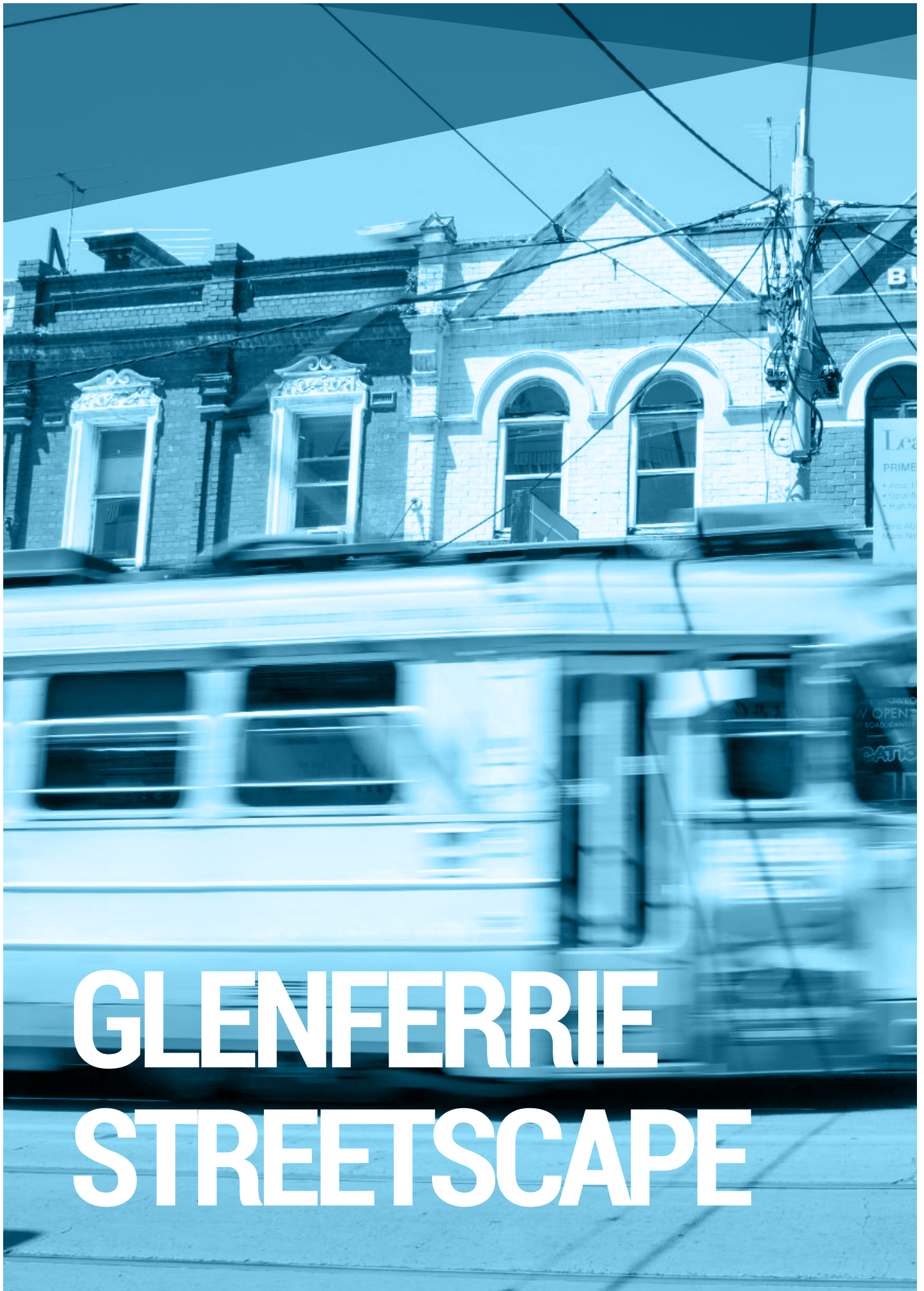
The initiatives outlined in the plan include visionary images and concept plans of what the future could look like. These are indicative only and will be subject to further consultation and investigations before detailed design commences.

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.







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

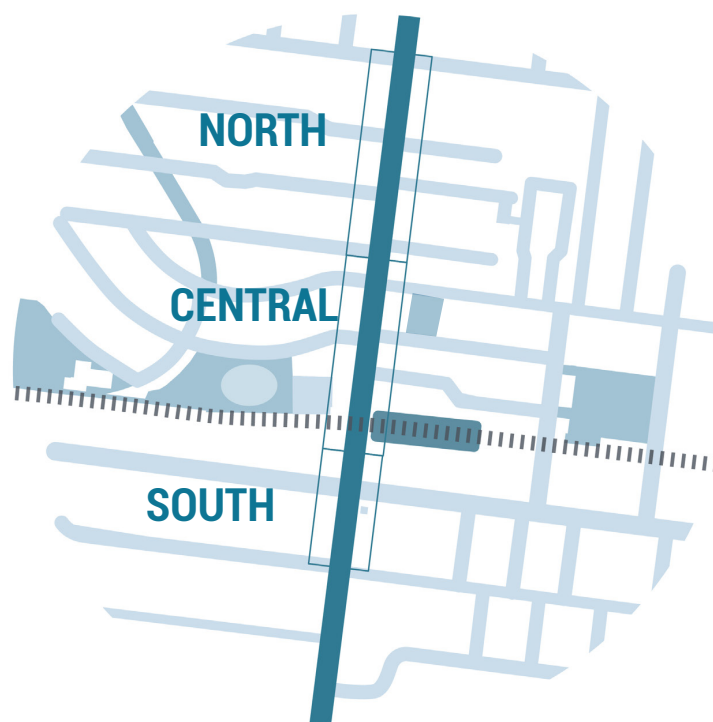
KEY OBJECTIVES

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 extra public space through the relocation of existing on-street parking spaces to an off-street parking facility within easy walking distance.

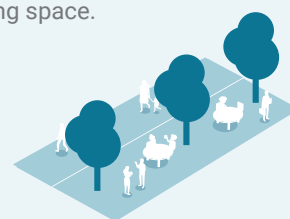


A STAGED APPROACH

Street upgrades will be implemented over time as are dependant of parking relocation alternatives becoming available and third party initiatives being delivered. Proposed implementation stages are as follows:

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.



GLENFERRIE ROAD STREETScape

STAGED IMPLEMENTATION

The new streetscape will be delivered in stages, 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.

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.

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 and implementation will be subject to State authority approval and funding.** 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



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 and new street crossings.

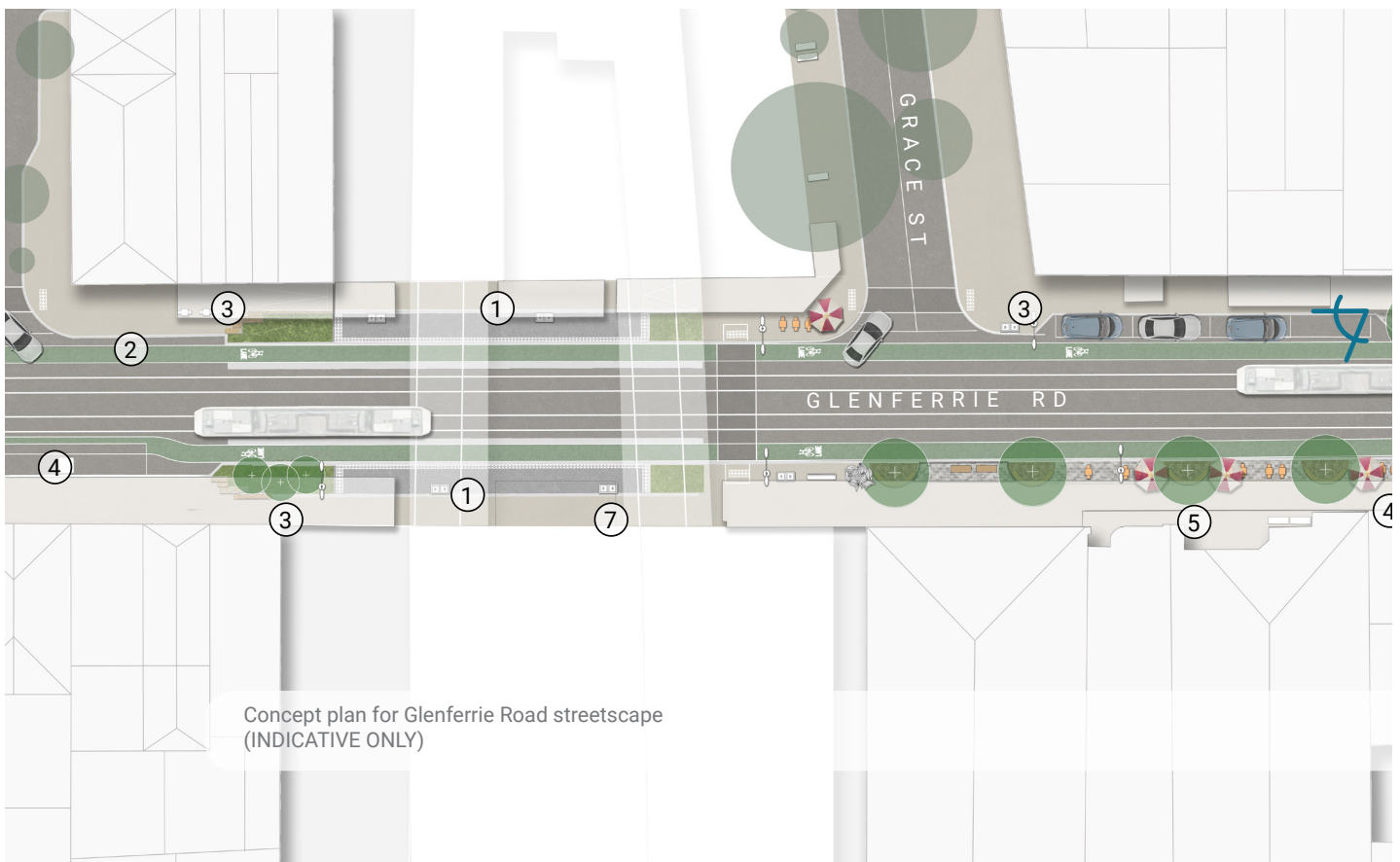
Leveraging the success of a well-loved local food scene, the creation of generous new outdoor dining spaces would bring the street to life with visitors morning to night.

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

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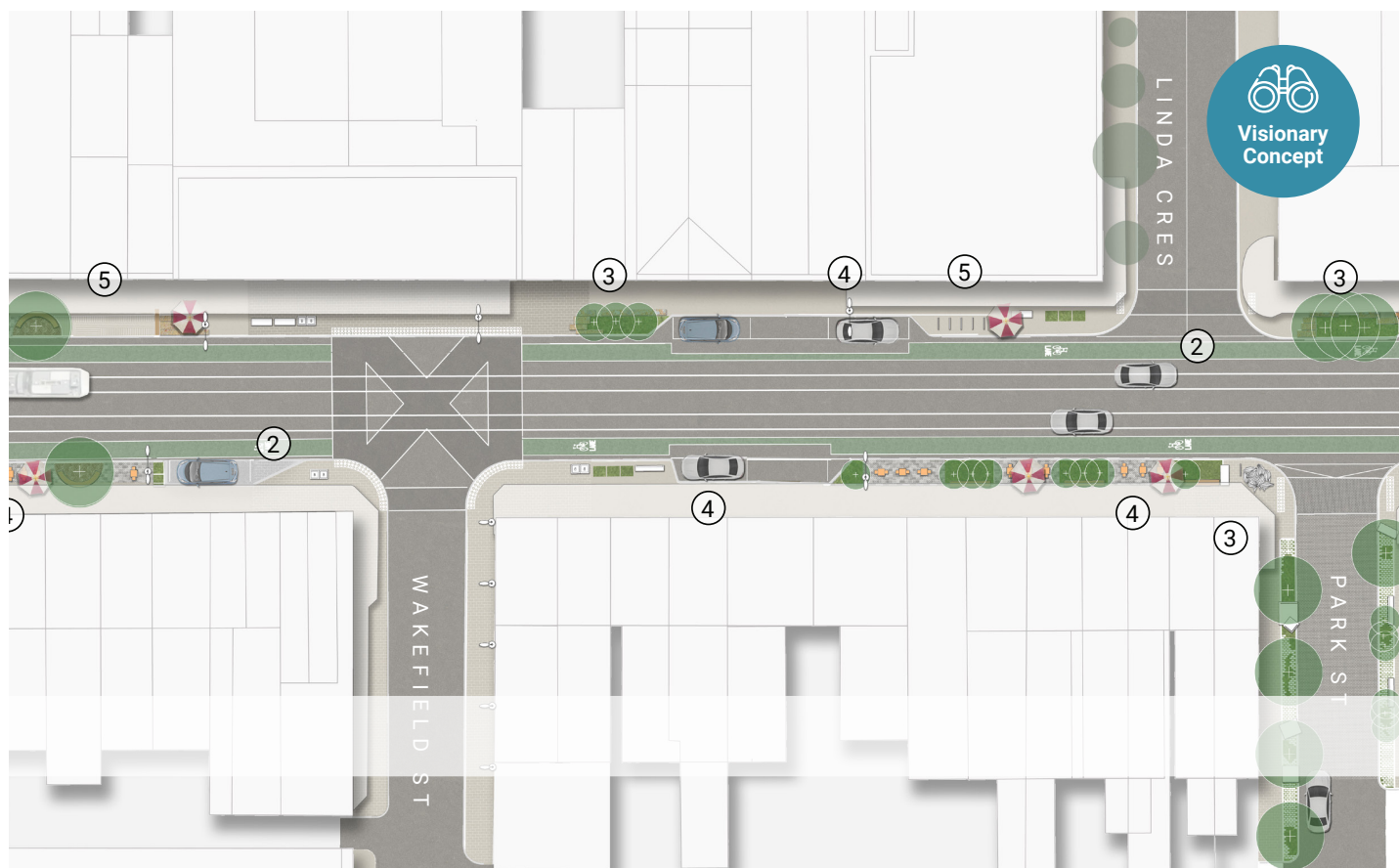
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⑦ Unique art

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


LIVEABLE PARK STREET

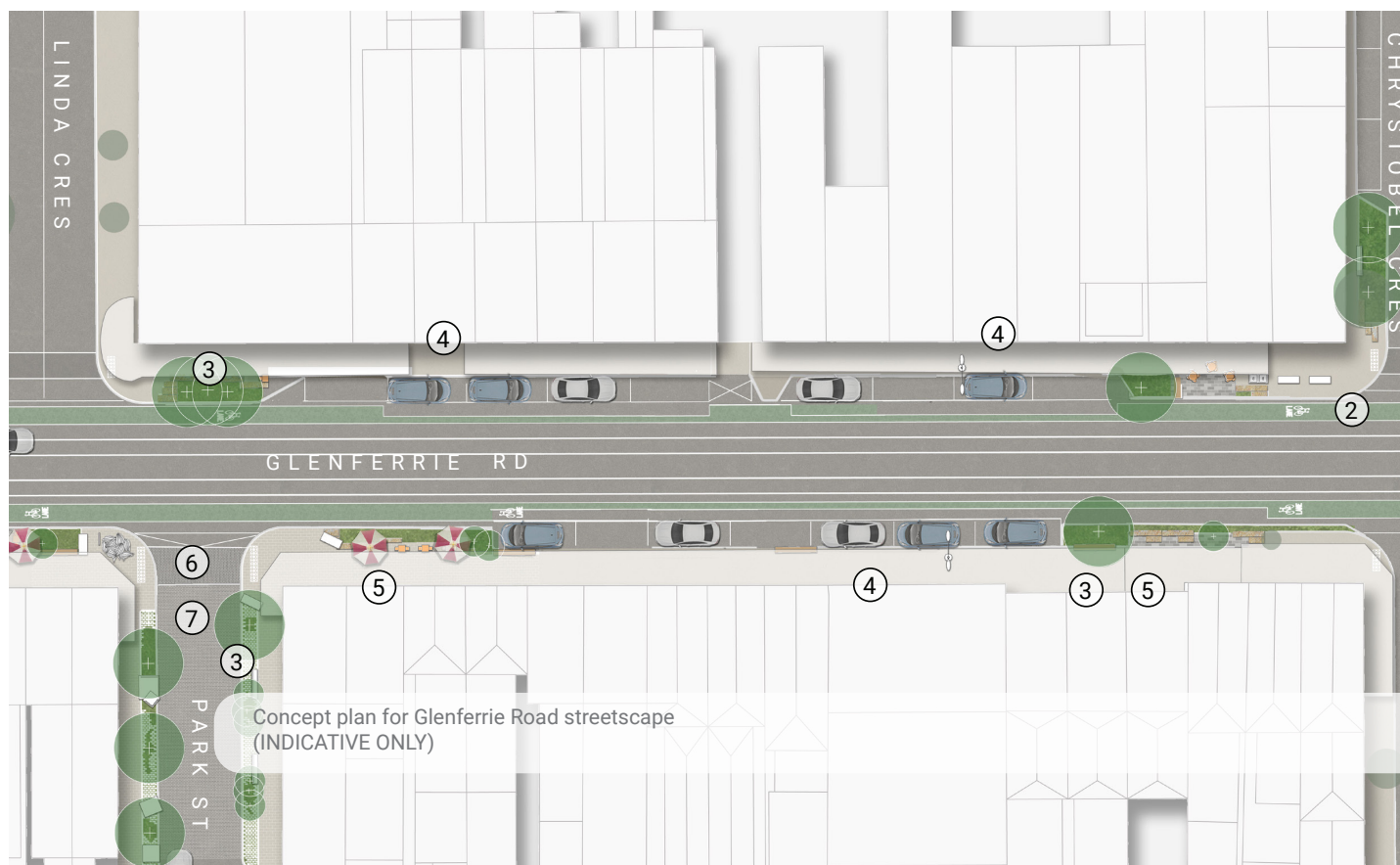
Park Street is only a short step from the busy activity on Glenferrie Road, and has the potential to host events like the recent Park Street Markets.

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



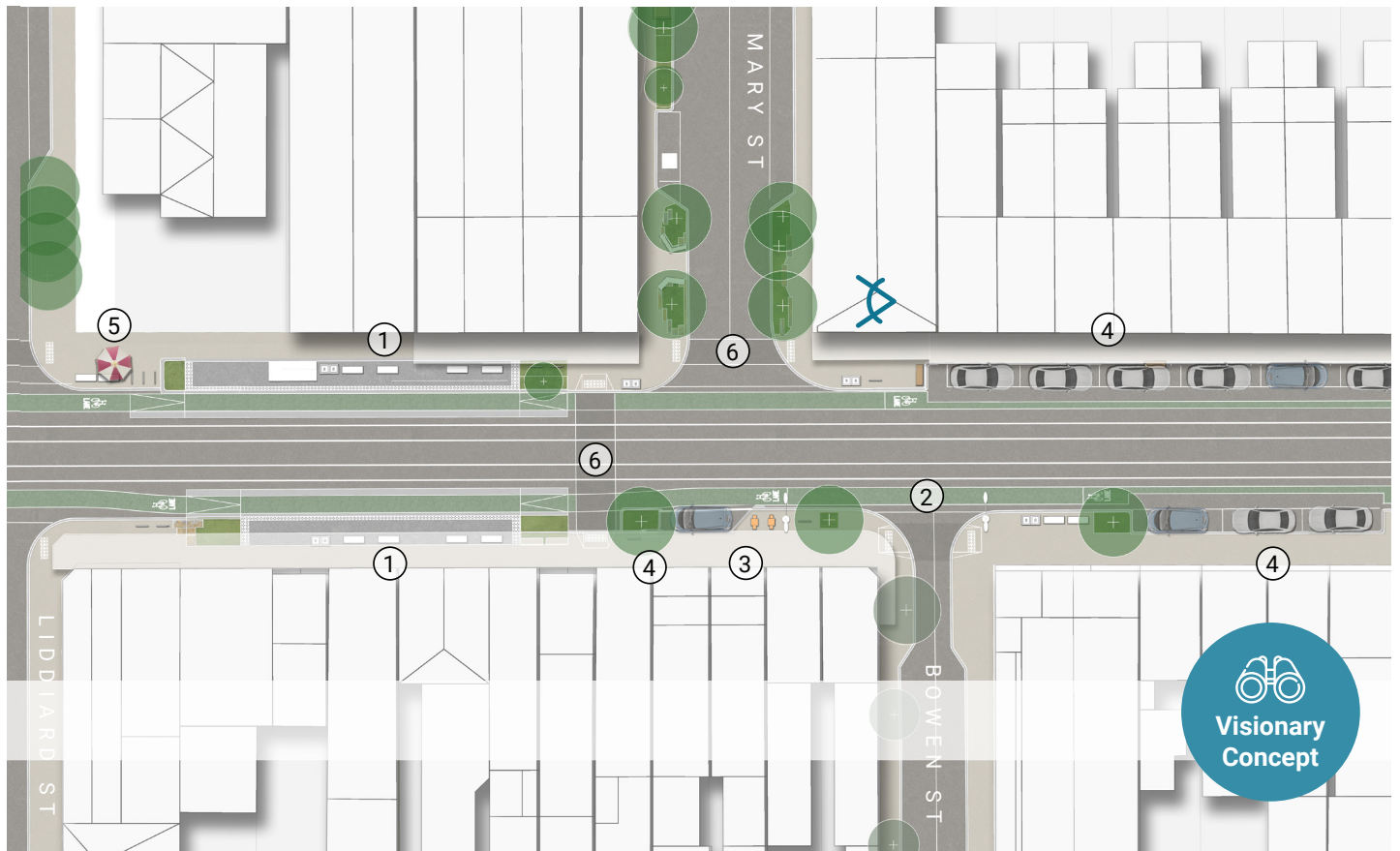
“

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

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

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⑤ Upgraded footpaths & outdoor dining

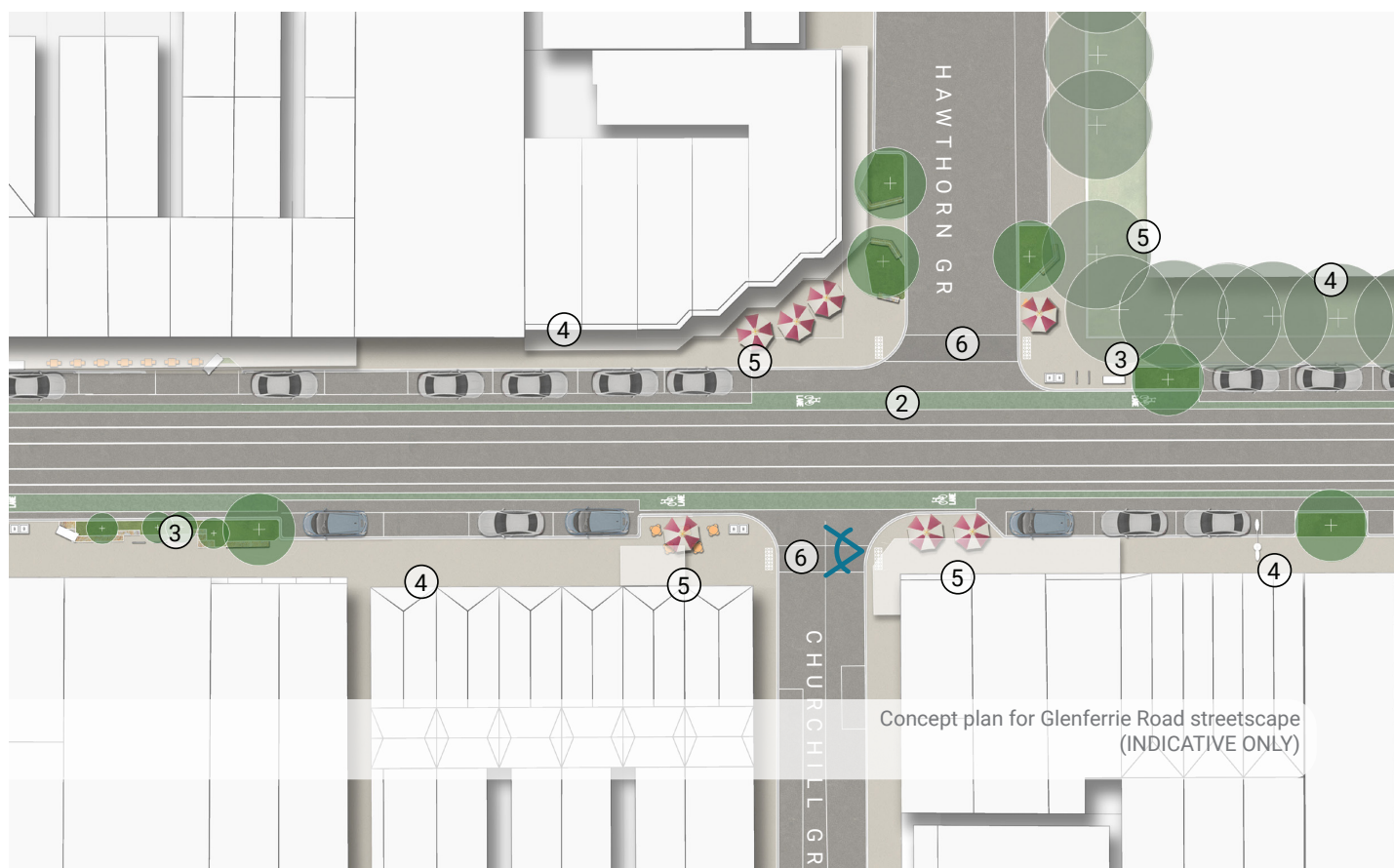
Potential for wider walkways, new greenery and furniture can be included, making dining areas more attractive and ensuring the street is accessible and uncongested.

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.

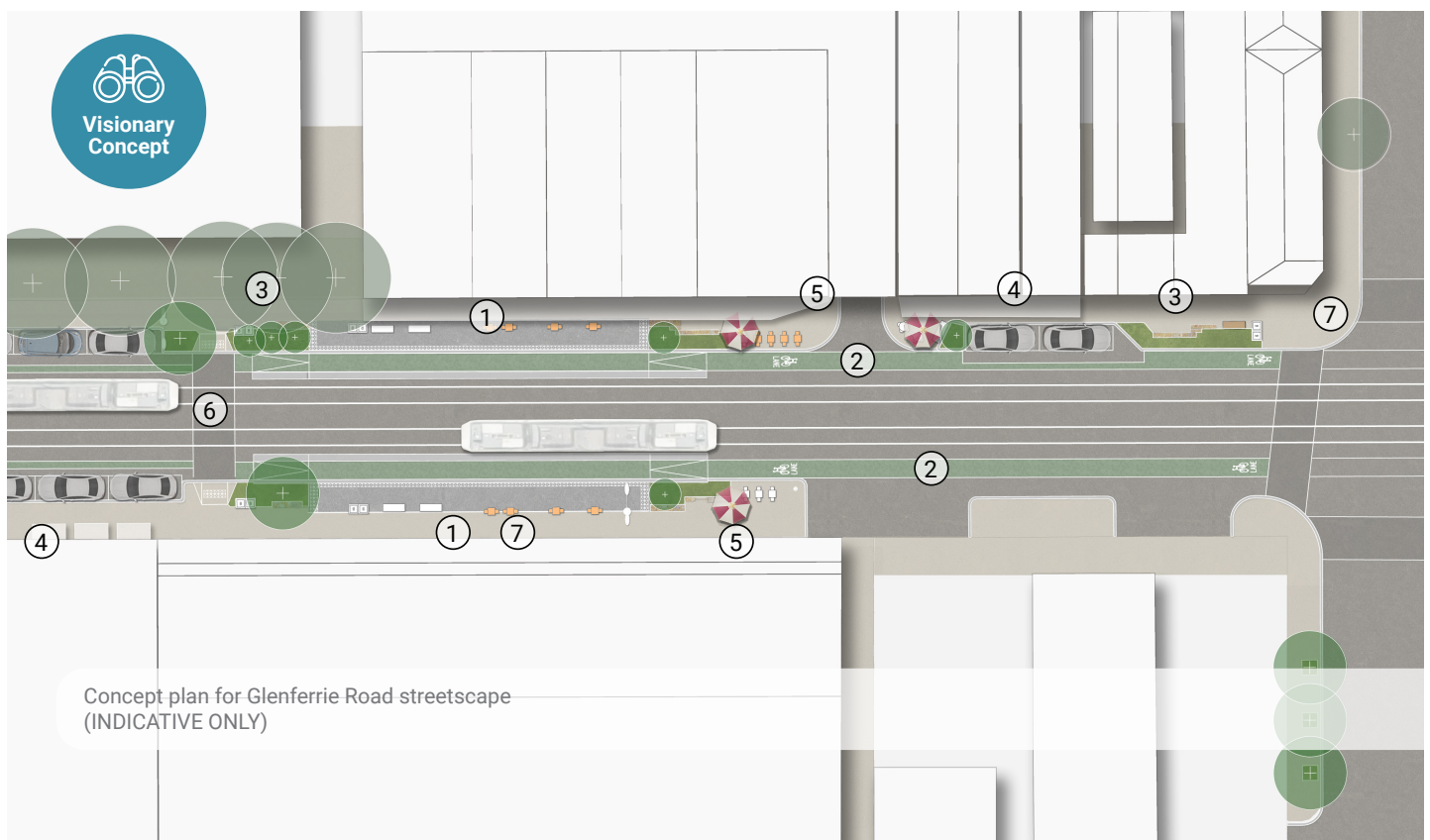
The streetscape plans aim to turn key arrival spaces into inviting, high-quality spaces for people to meet with friends, relax or simply enjoy greenery and artwork outside.

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 woman with long dark hair, wearing a black leather jacket over a white shirt, is looking down. She has sunglasses hanging from the collar of her jacket. The background is a blurred retail environment with other people and shelves. The entire image has a blue tint.

RETAIL VIBRANCY STRATEGY



INITIATIVE 02

BUSINESS AT THE HEART

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

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

REINVIGORATE THE STREET



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

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

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

- Assistance with 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

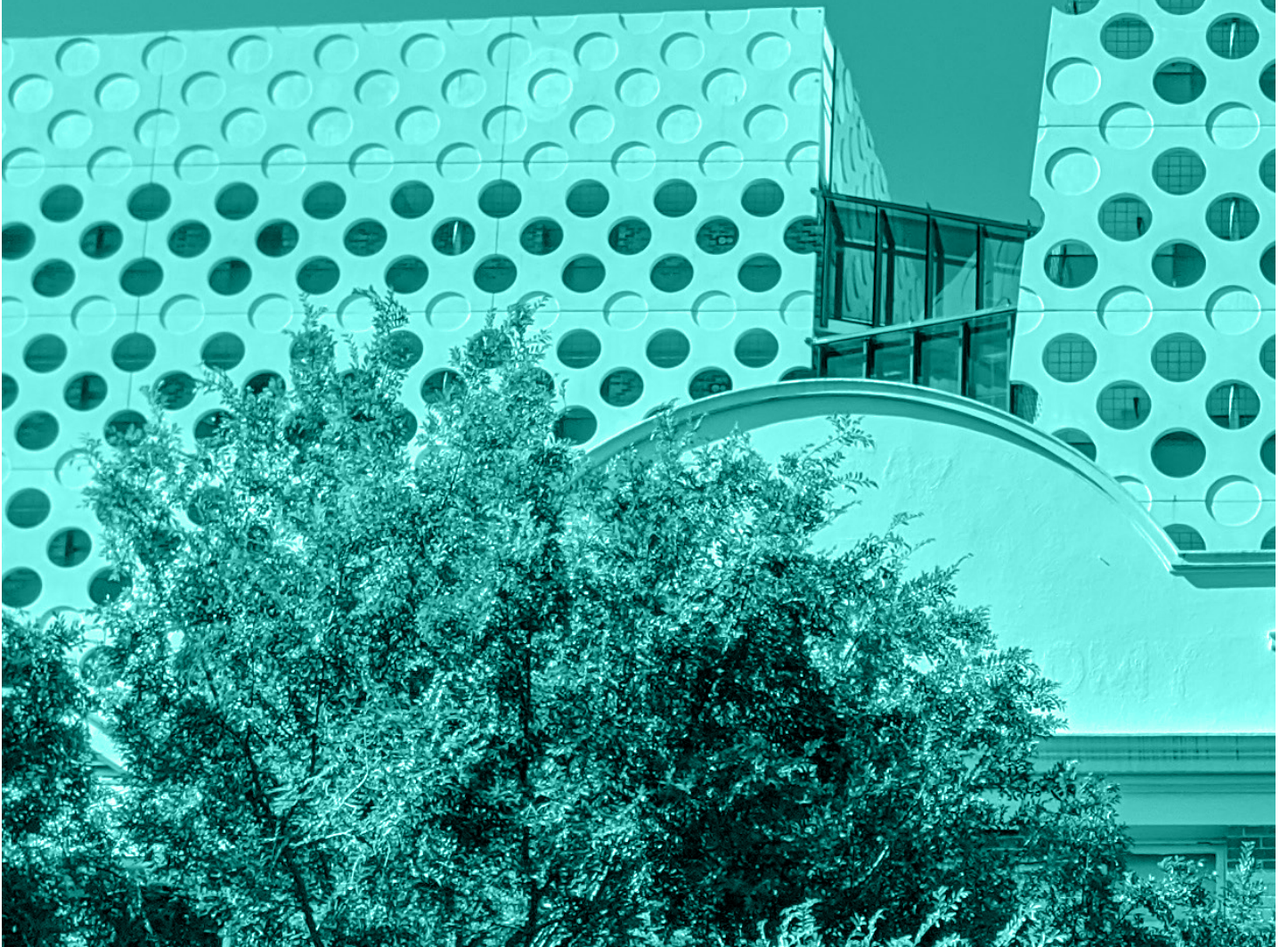
2D

ENABLE SHOP-TOP AND LANEWAY BUSINESS ACTIVITY

2E

FACILITATE MORE OUTDOOR DINING OPPORTUNITIES

INNOVATION SPINE





INITIATIVE 03

AT THE CUTTING EDGE

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

AN INNOVATIVE EDGE

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

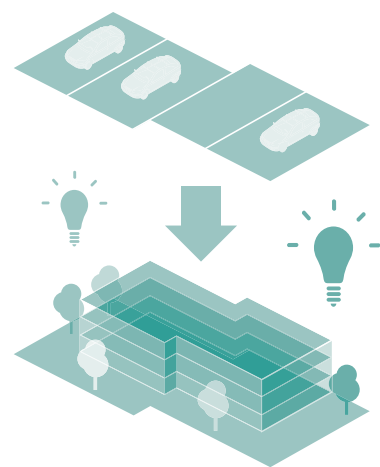
The proposal aims to leverage the quality education opportunities in the area by enabling pathways to employment and facilitating

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.

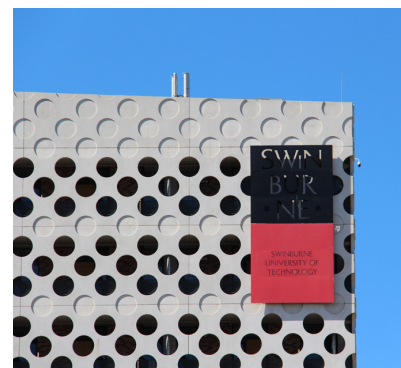
DYNAMIC LANEWAYS



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

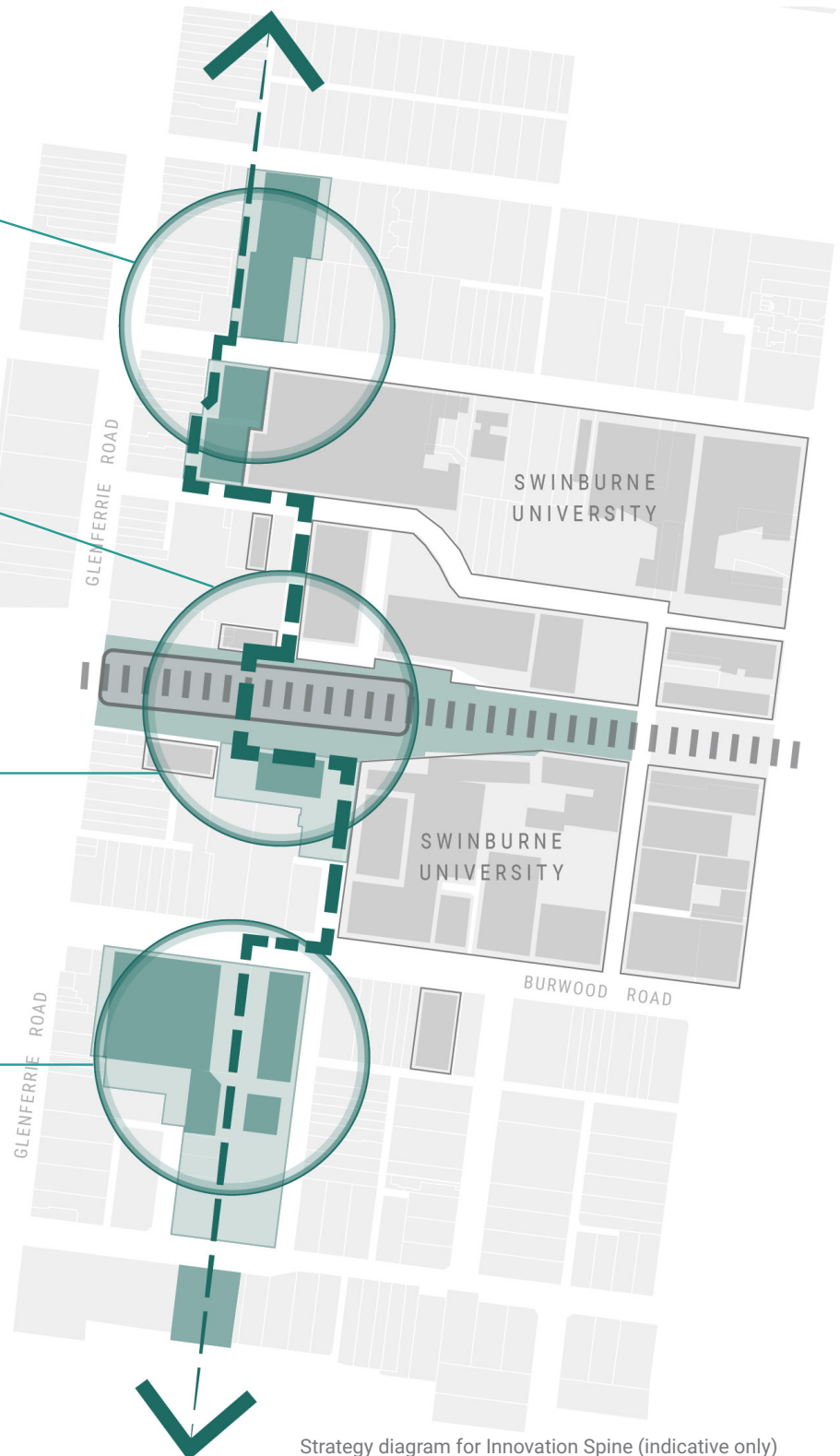
Revived laneways with new places to sit, meet friends, access transport information and relax in safety day and night.

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 create a vibrant Cultural Quarter, bringing together learning and cultural facilities complemented by enticing public spaces.



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.

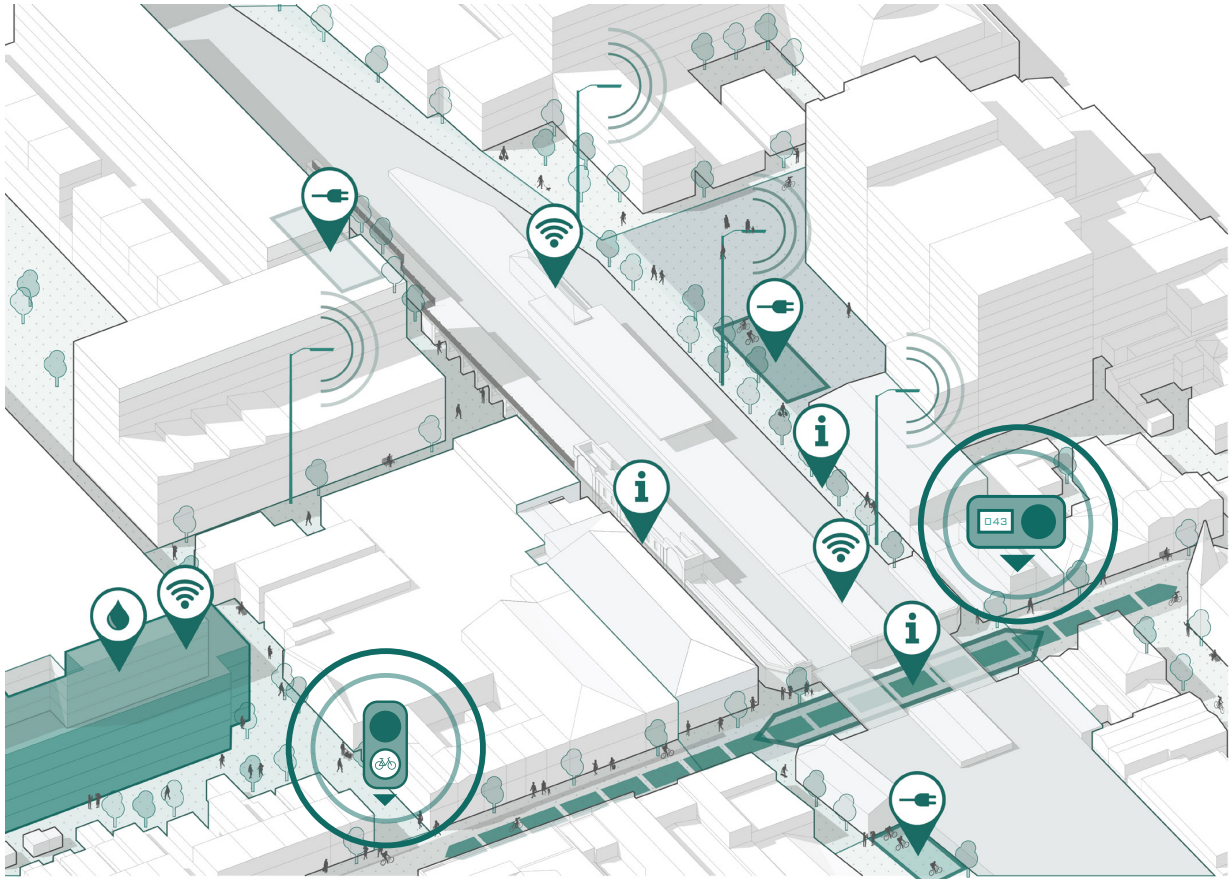


Internet and smart lighting in key public areas.



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.

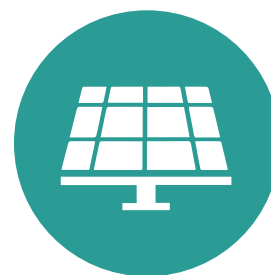
Green bins for commercial tenants will be rolled out as part of the Food Organics and Garden Organics (FOGO) service, while Council aims to install smart bins and other infrastructure over the coming years.



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.



Glenferrie Mews looks at rethinking how to maximise the benefits of land owned by Council in this area.

The main purpose of this initiative is creating new opportunities to support the future of the activity centre, and ensuring accessibility is improved.

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.

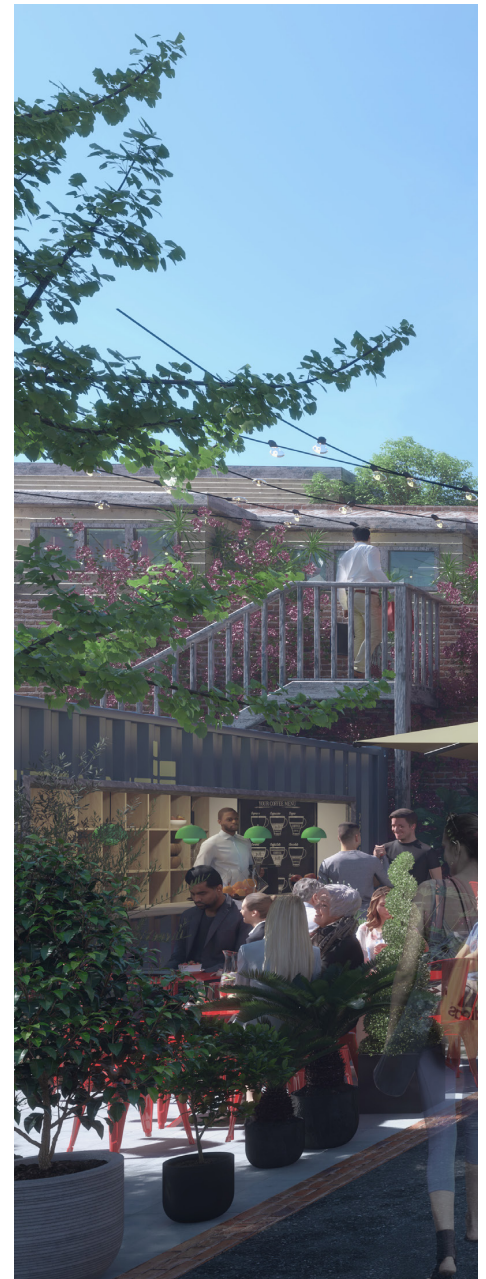
While images presented here are concepts only, the project will be designed to increase greenery, provide setbacks to neighbours and create inviting laneways that support adjoining business activity.

CONSOLIDATING PARKING

To deliver future upgrades to Glenferrie Road and other public realm improvements, some public car parks are proposed to be removed and relocated.

The Mews proposal offers to support replacement of on-street parking relocated in stages from the Glenferrie Road streetscape upgrades.

Refer to the Engagement Summary section of this report for detailed information regarding parking options for the Park Street site.



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

RENEWING GLENFERRIE

THE MEWS

Glenferrie Mews involves rethinking about how Council-owned land can be used to create new opportunities for business, innovation and public space while improving parking and accessibility.

1. Integrated public car park

The Plan proposes a new multi-level parking facility to be developed on the Park Street site.

Further design development will be undertaken on this project to achieve the following objectives:

- Deliver a parking facility with a total capacity of approx. 180 spaces (existing car park is 139 spaces).
- Design the facility to allow one more level of approx. 40 spaces (220 total) to be added in future if required.
- Achieve a quality urban design outcome that respects the amenity of adjoining properties and the streetscape.
- Provide an appealing arrival experience for visitors to the centre, with safe and convenient pedestrian and vehicle connections
- Contribute positively to the economic vibrancy of the centre, with active edges to the street frontages
- Incorporate landscaping and sustainability features
- Explore site development opportunities that reduce overall project cost to Council

2. Innovation hub

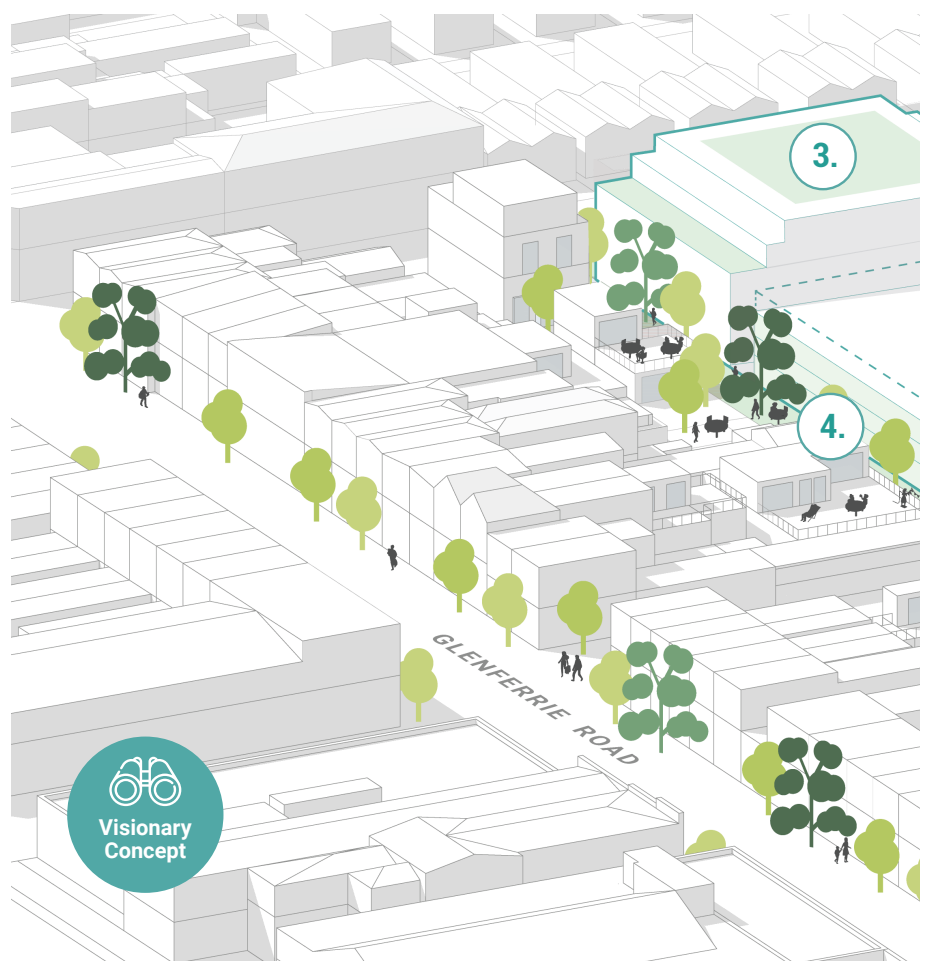
The proposed Innovation Hub is a long-term visionary concept proposed for the parking located between Wakefield Street and Park Street.

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.

3. Future development opportunities

The large site presents opportunities for developments that contribute to centre vibrancy, activate street frontages and can reduce overall project costs associated with the parking facility

Any development proposal will be in accordance with the Boroondara Planning Scheme, including height limits, parking requirements, landscaping and setbacks from neighbouring properties.



Visionary concept diagram for Glenferrie Mews (INDICATIVE ONLY)

4.

Pedestrian friendly laneways

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 landscaped and pedestrian focused, but also allow for low speed vehicle access and loading.

A thriving future for Glenferrie

The Mews is an urban renewal initiative that will contribute to improve public and private amenity in Glenferrie.

Council-guided redevelopment will deliver an walkable and activated urban environment that is capable of hosting future business and living opportunities.

A more liveable and vibrant city for all

Glenferrie is a highly accessible Major Activity Centre and a prime location for new development and economic activity.

New education, office, retail and housing developments will contribute more pedestrians and customers to the precinct every day, enhancing the vibrancy and economic performance of the centre.

Future developments will be required to comply with the Planning Scheme and be underpinned by best-practice urban design principles, including:

Landscaped Setbacks & Visual Amenity

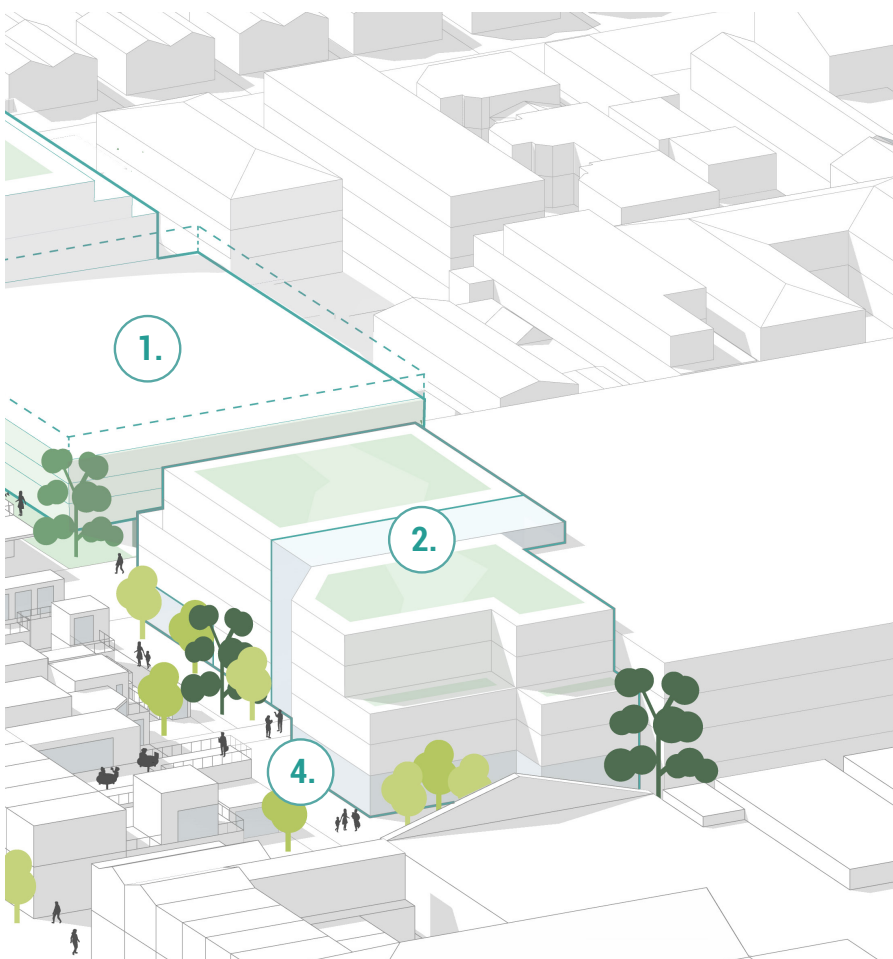
New buildings will set back from property boundaries to create attractive interfaces with the street and neighbouring properties.

Environmental Sustainability

Opportunities for solar panels, landscaping, and future reuse will be core design requirements.

Activation by design

New buildings will deliver attractive street and lane interfaces with small tenancies and landscaping that create a pleasant urban experience.





STATION LANEWAYS



INITIATIVE 05

A MEMORABLE ARRIVAL

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

STATION LANEWAYS



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

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

ARRIVING TOGETHER

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

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

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

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

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

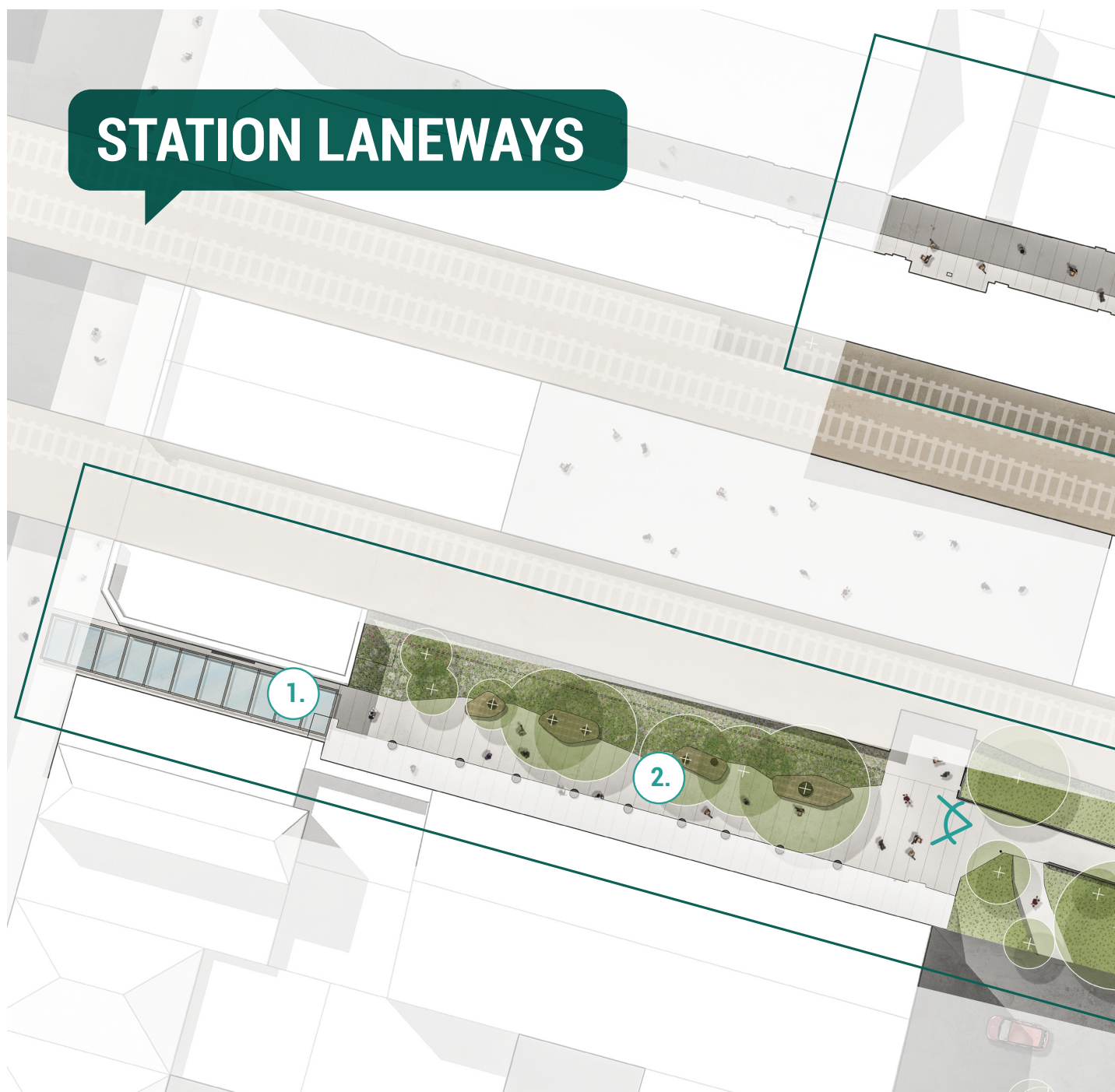
Nearby traders can also play an important role, with Council helping each to explore opportunities to reinvent or upgrade premises to make the most of a revamped station precinct.





Artist impression of Railway Arcade
(indicative only)

STATION LANEWAYS



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.

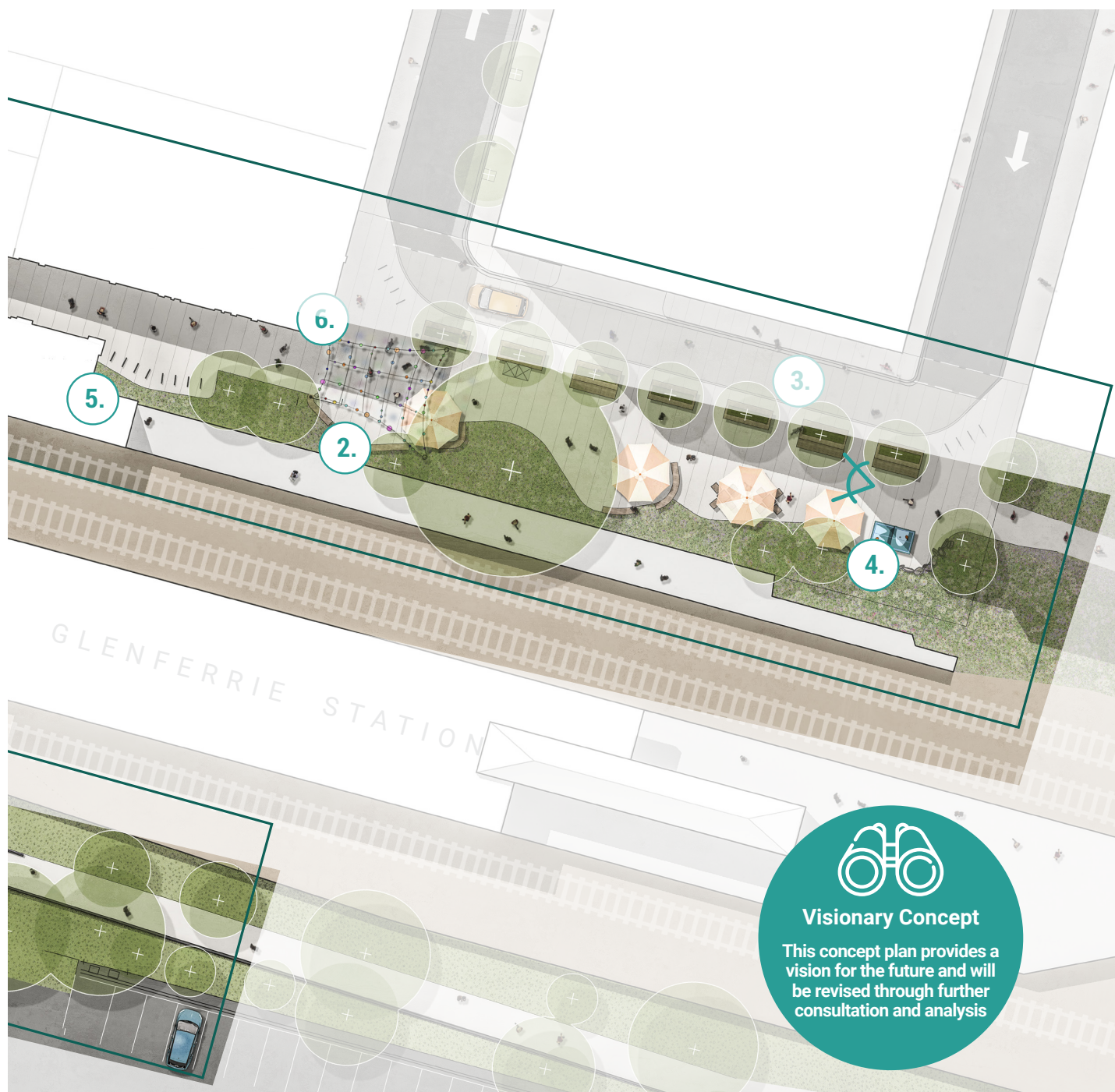
Feature lighting would add to the ambiance at night and highlight the laneways as the gateway to the Innovation Spine.

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.



Visionary Concept

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

Concept plan for Station Laneways (indicative only)

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.

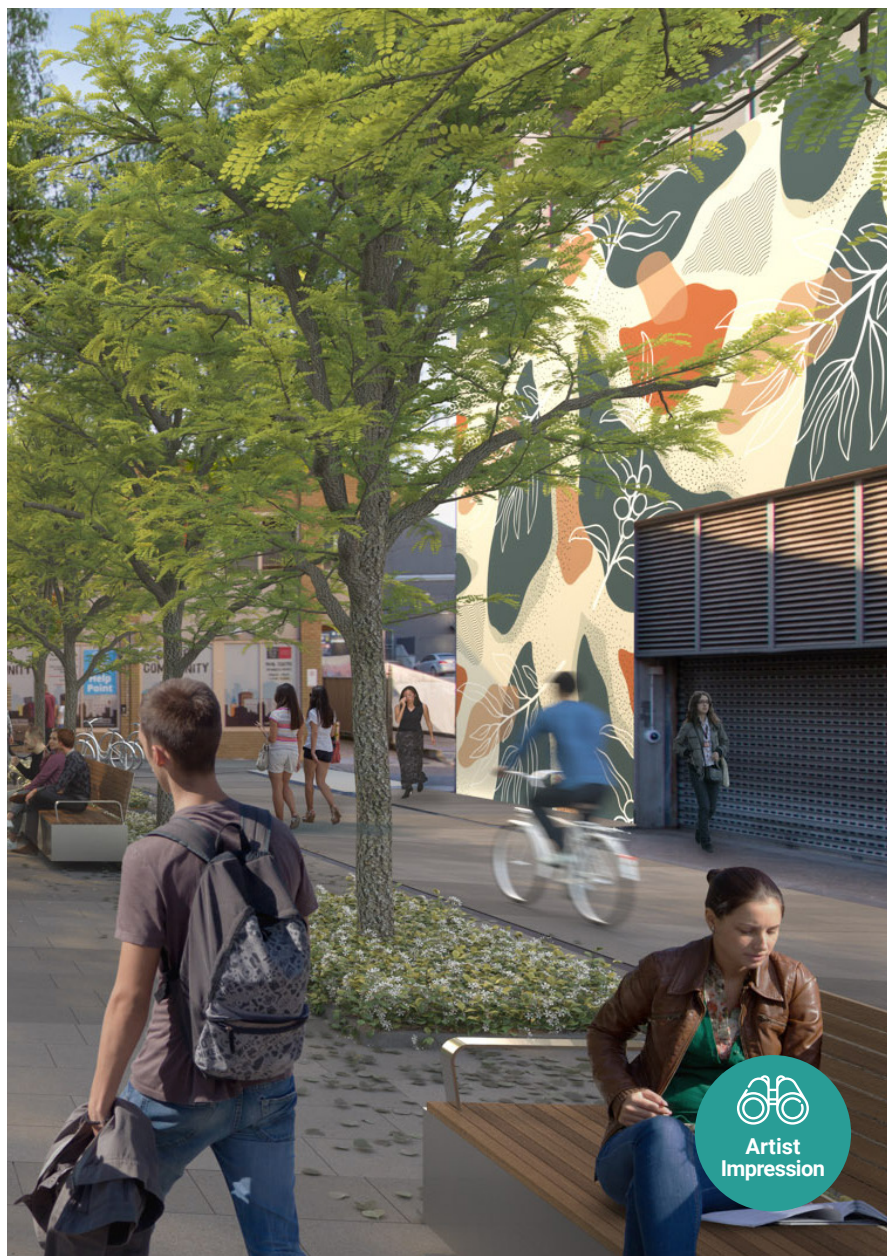


Artist Impression perspectives

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 capitalises on the Hawthorn Arts Centre and better connects its facilities with the surrounding public spaces.

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

CULTURAL QUARTER

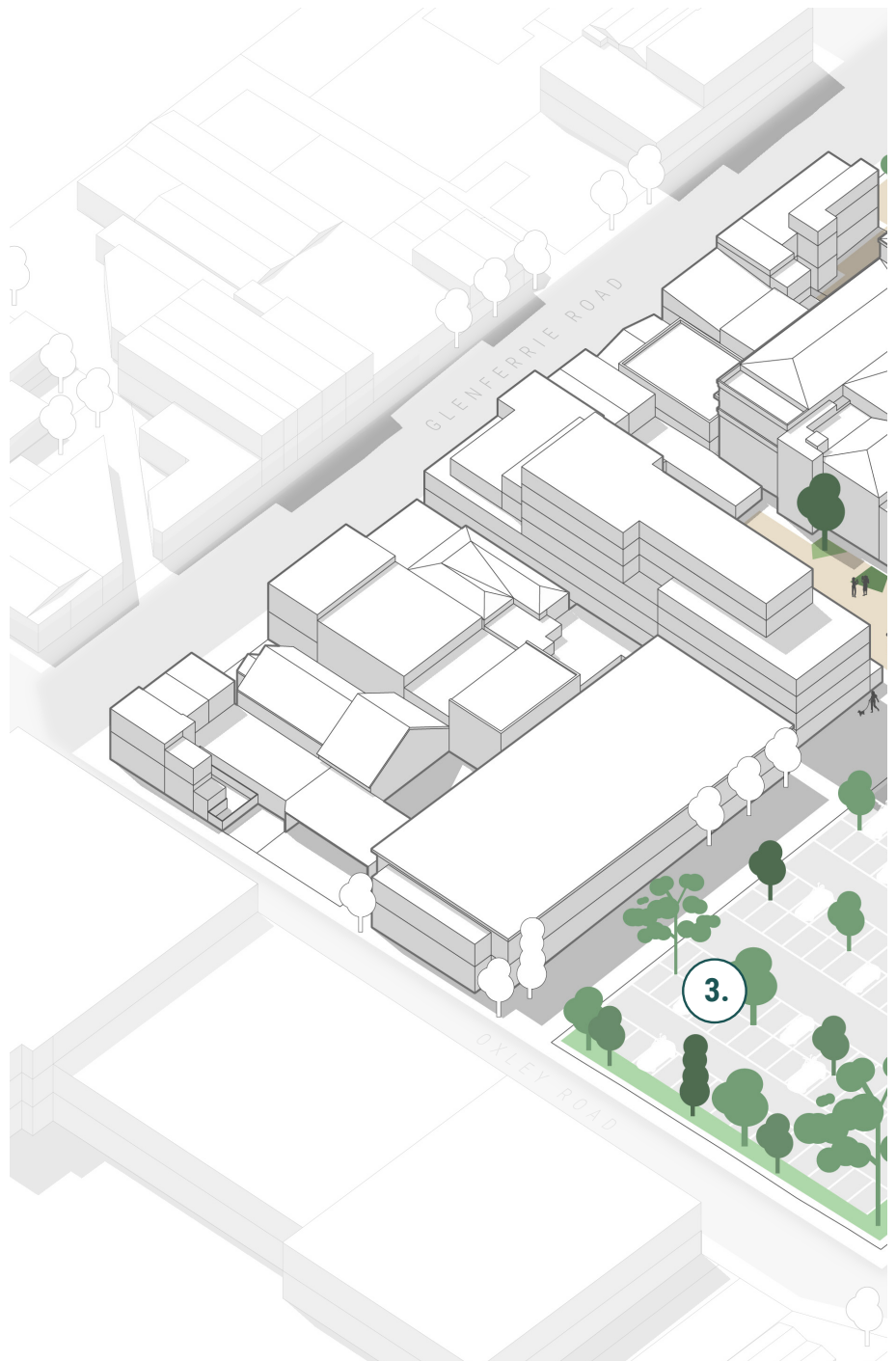
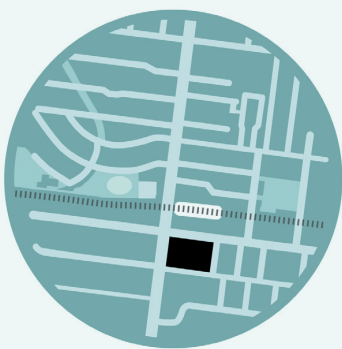
CREATIVE CAPITAL

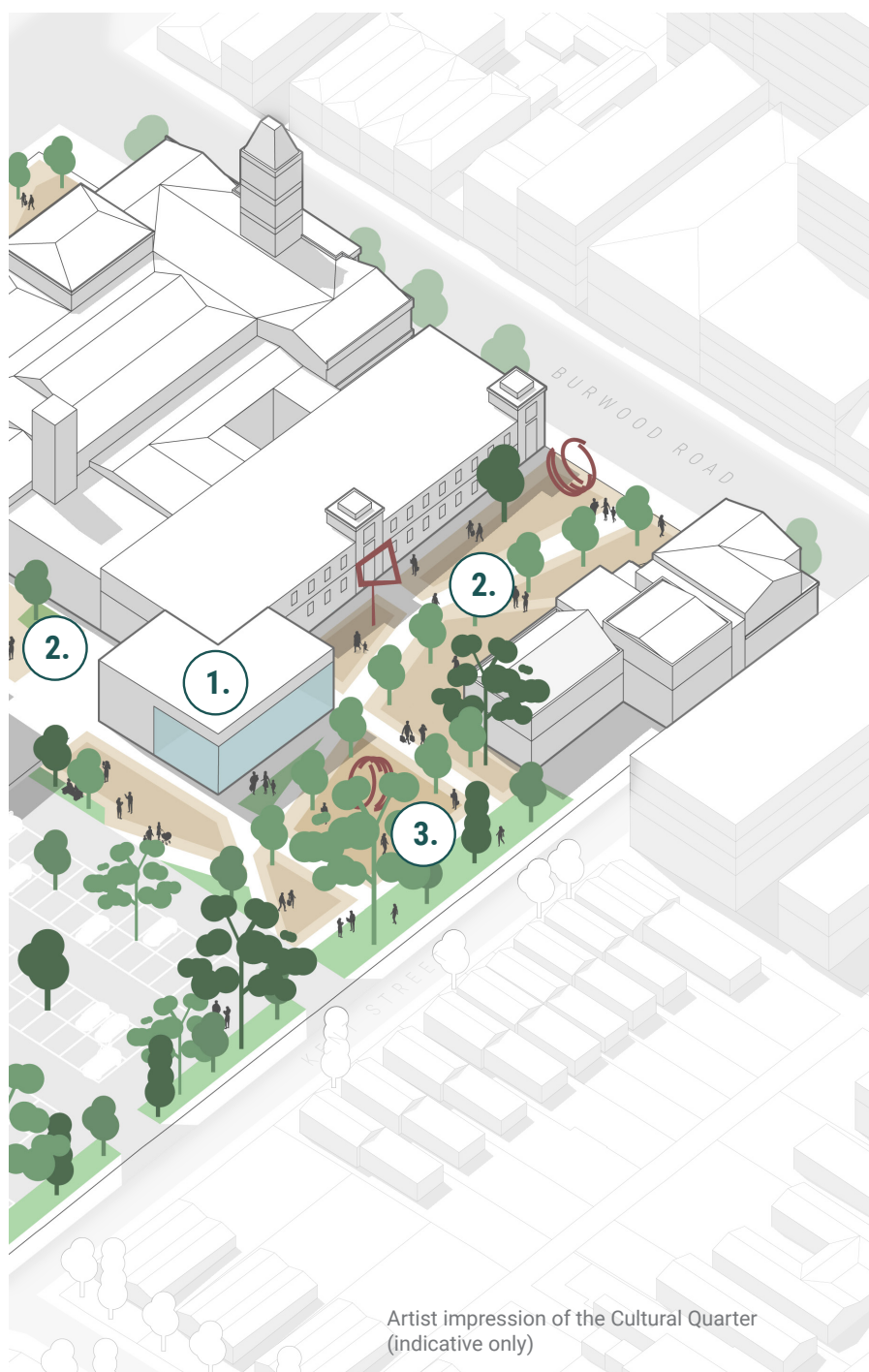
The Cultural Quarter proposal aims to create an exciting new destination in Glenferrie, expanding and integrating the Hawthorn Arts Centre with a network of dynamic public spaces.

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.

A potential colocation of the Hawthorn Library with the Hawthorn Arts Centre will be explored as a future possibility.





1.

Glenferrie's cultural hub

Expanding the Hawthorn Arts Centre would bring an exciting opportunity to establish a vibrant Cultural Quarter. Visitors would find an exciting and diverse mix of facilities including a gallery, performing arts spaces, play areas for kids and interactive public artwork.

As part of this initiative, Council will also explore a possible future integration of the Hawthorn Library into the Cultural Hub.

2.

Hawthorn Arts Centre vibrant public spaces

An excellent opportunity to consolidate and expand public places adjoining Hawthorn Arts Centre.

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 in upgraded public spaces.

3.

Tree retention and greening

Keeping the Quarter green is a central component of the proposal.

Trees in the existing Hawthorn Arts Centre car park would be retained and the broader area enhanced with additional landscaping and greenery.

New and upgraded public buildings have the potential to incorporate green-roofs and other sustainability features.

Artist impression of the Cultural Quarter
(indicative only)



CREATIVE COMMUNITY



INITIATIVE 07

FOSTERING A CREATIVE GLENFERRIE

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

CREATIVE COMMUNITY

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

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

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



“

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

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



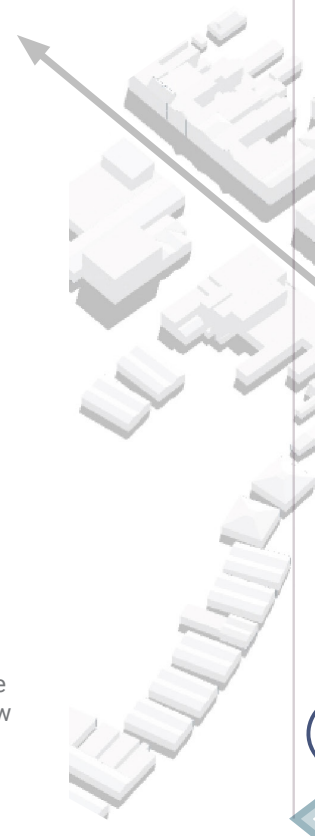
There are a range of existing and potential spaces around Glenferrie for all kinds of creative endeavors, from exhibitions and performances to workshops and presentations.

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.

The project would provide a fully activated, vibrant hub integrating health and fitness, arts and culture, and sport and recreation in a multi-purpose development

5. Formal Sportsground

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

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.

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.

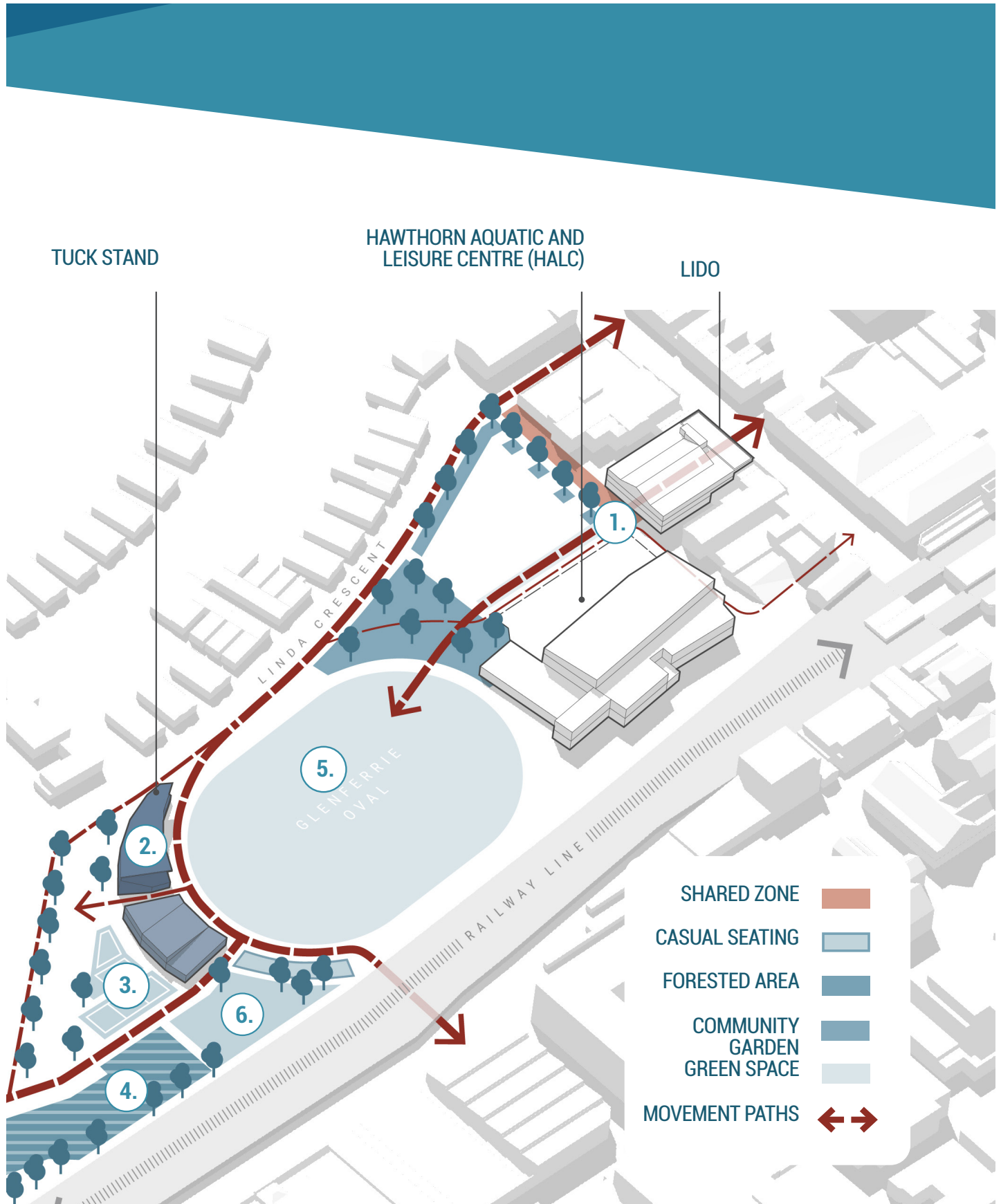
4. Improved community gardens

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.



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



SUSTAINABLE ACCESS



INITIATIVE 09

ARRIVE WITH EASE

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

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

SUSTAINABLE ACCESS

AN OVERARCHING PRINCIPLE

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

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

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

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

TRAM AND TRAIN ARRIVALS



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

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

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

PEDESTRIAN ACCESS AND CROSSINGS



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

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

THE MEWS



25%

OF VISITORS



TAKE PUBLIC TRANSPORT

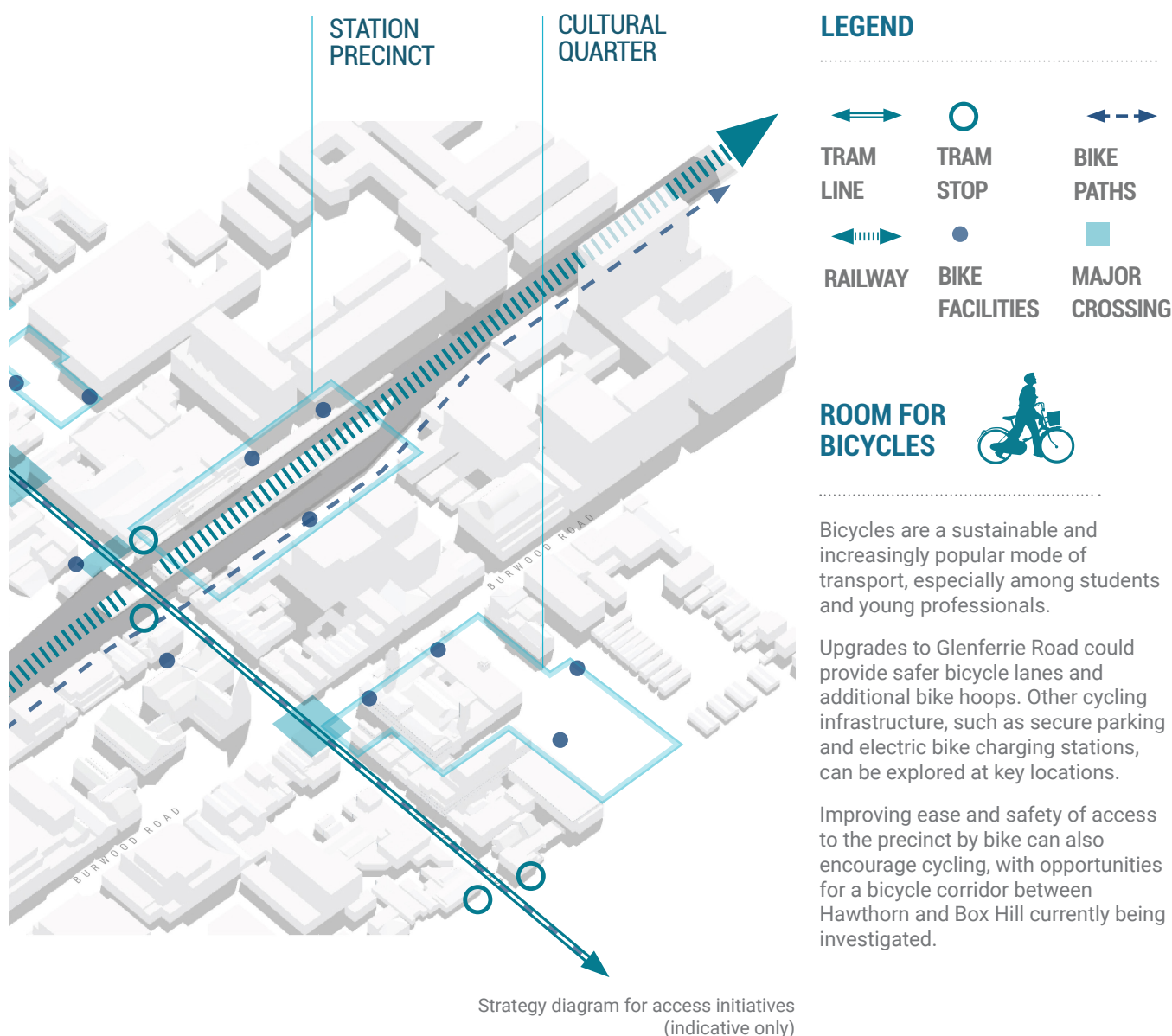
67%

OF VISITORS



WALK TO GLENFERRIE

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



KEY INITIATIVES

9A

ENHANCE STATION ARRIVAL AND INTERCHANGE THROUGH LANEWAY UPGRADES

9B

CONSOLIDATE AND IMPROVE PARKING FACILITIES ACROSS THE PRECINCT

9C

UPGRADE THE STREETScape, BIKEWAYS AND TRAM STOP INFRASTRUCTURE

PARKING STRATEGY

UNDERSTANDING PARKING CAPACITY AND USAGE

Understanding current parking capacity and usage in Glenferrie is essential 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.

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

2019 parking survey results show that public car parks are used at different times across the precinct, with peak demand around midday and the evening.

Key survey findings indicate that:

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

IMPROVING PUBLIC PARKING IN GLENFERRIE

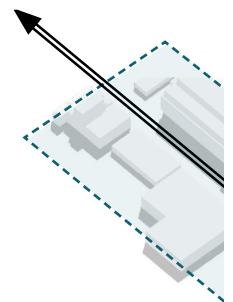
To deliver future upgrades to Glenferrie Road and other public realm improvements, some public car parks are proposed to be removed and relocated.

Proposed street upgrades will involve an estimated total 80 on-street car spaces.





Parking relocation will be staged over time to a new parking facility located in the nearby Park Street site, as follows:

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

Important: Delivery timeline for this stage is dependant on the Victorian Government.



USER PROFILES:

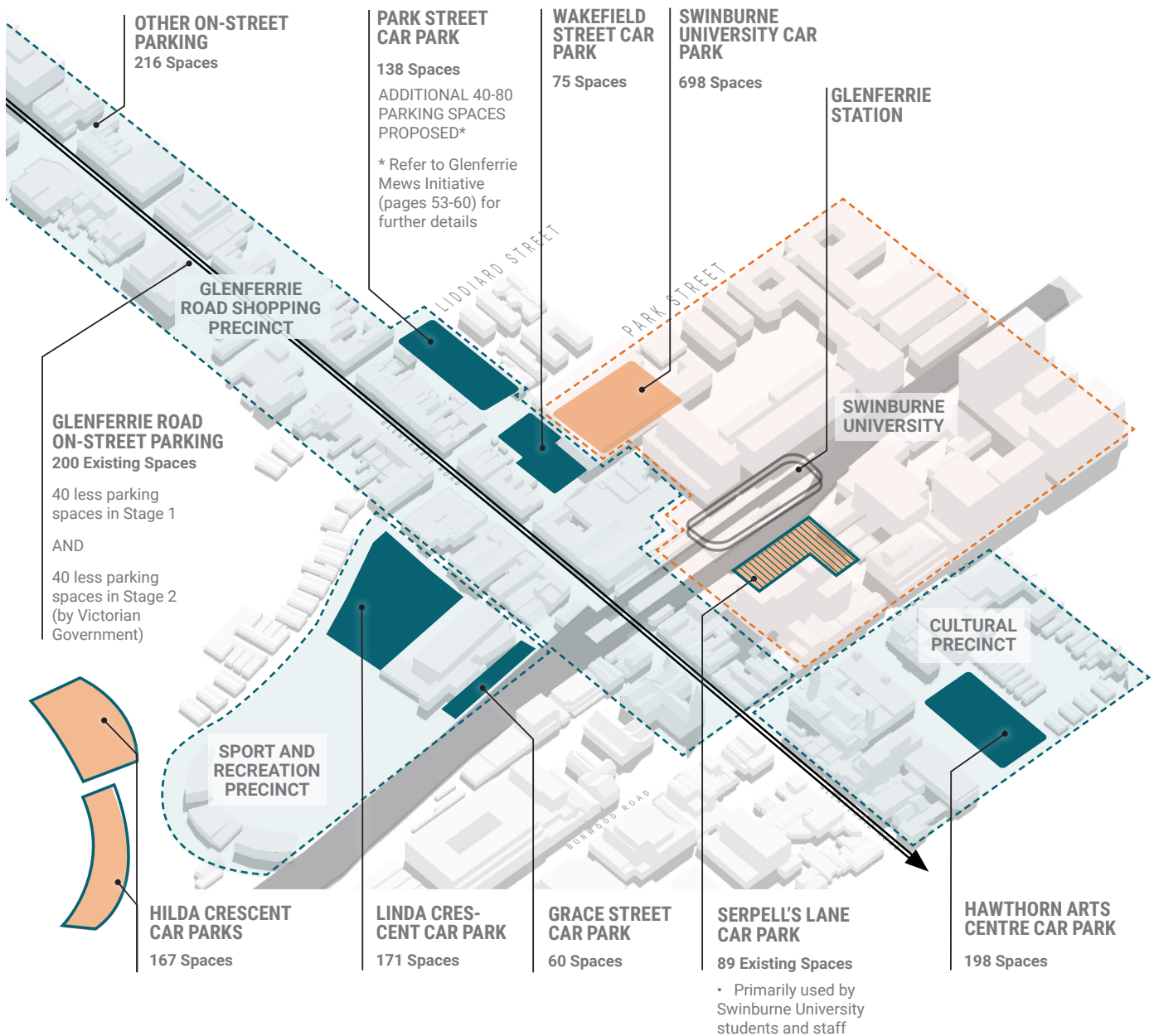
-  LONGER TERM PRIVATE PARKING USED BY COMMUTERS, WORKERS & STUDENTS
-  LONGER TERM PUBLIC PARKING USED BY COMMUTERS, WORKERS & STUDENTS
-  PUBLIC PARKING PRIMARILY USED BY SWINBURNE STUDENTS AND STAFF - LAND SALE UNDER CONSIDERATION
-  PUBLIC PARKING USED BY SHOPPERS, DINERS, TRADERS & RECREATIONAL USERS

TOTAL PUBLIC PARKING

SPACES: 1,305

AVERAGE OCCUPANCY*: 66%

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







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 staged, 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

90

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 (OI)
Relatively low-cost initiatives that can be delivered by existing Council staff within foreshadowed operating budgets.

CAPITAL WORKS (CW)
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 (MC)
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.

Delivery timelines need to be flexible to respond to changing circumstances and community priorities.

Many of the proposals are still at an early conceptual stage and are subject to further detailed design, funding availability and consultation with stakeholders and the community.

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

