

7.4 Draft Glenferrie Place Vision

Abstract

Following the adoption of the Placemaking Framework and the commencement of the Glenferrie placemaking project in late 2019, Council has now entered Stage 3 of the project where we prepare a draft Place Vision and work with the community to prioritise ideas for how to revitalise the precinct.

The draft Place Vision for the Glenferrie precinct captures key insights from Council's research and the community engagement undertaken in February and March 2020. This analysis resulted in the following vision statement for the future of the precinct:

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

This draft vision statement is followed by the identification of key opportunities and place priorities. These will be the focus for the next phase of engagement in August, where we will co-design key spaces with the community to guide the development of the Place Plan. The Glenferrie Place Plan is scheduled for completion in early 2021 and will set out specific initiatives and projects that will revitalise the Glenferrie precinct.

Officers' recommendation

That Council resolve to endorse the draft Glenferrie Place Vision.

Responsible director: Carolyn McClean
Community Development

1. Purpose

The purpose of this report is to seek Council endorsement of the draft Glenferrie Place Vision (**Attachment 1**). The Vision will support the next phase of community engagement and guide the preparation of the Glenferrie Place Plan.

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

The Glenferrie placemaking project is a priority project that will play an important role in delivering on the seven themes of the Boroondara Community Plan 2017- 27 and the vision for 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.

3. Background

Following the adoption of the Placemaking Framework, background technical research began in late 2019 including analysis of economic, heritage and transport issues. The initial phase of community engagement was held in February and March 2020, and although some events were cancelled due to the COVID19 pandemic, over 1000 people shared their ideas on the future of the precinct. The placemaking process has now entered Stage 3 where we prepare a draft Place Vision and work with the community to prioritise ideas for how to revitalise the precinct.

4. Outline of key issues/options

The draft Place Vision for the Glenferrie precinct captures key insights from Council's research and the community engagement undertaken in February and March 2020.

Notable insights from this engagement & research include:

- Glenferrie is a place where everyone feels welcome, as the diverse retail offering and range of activities attracts a broad demographic.
- The community survey results reveal that the precinct is valued for its welcoming vibe, selection of amenities, easy accessibility and its diverse local community.
- In terms of improvements suggested by the community, approximately 40% wanted more comfortable places to spend time, 23% wanted a street that was more accessible to a range of users, 19% wanted more vibrant retail experiences and 17% wanted more community events and activations.

This analysis resulted in the following draft vision statement for the future of the precinct:

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

The draft vision is supported by the following 5 principles for enhancing the Glenferrie precinct:

1. Create a people-focused street, with more spaces for people to meet, relax, shop and dine outside.
2. Bring greenery into the heart of Glenferrie, uplifting the amenity of the precinct and linking green spaces
3. Revitalize the Glenferrie economy with an enhanced shopping experience, events program and knowledge industries well connected to Swinburne University
4. Develop inviting gateways to Glenferrie, reviving Glenferrie Station and its surrounds, modernising tram stops and enhancing public car parks.
5. Create a network of vibrant laneways and public spaces, enlivened with creative arts, lighting and greenery.

The draft Glenferrie Place Vision concludes with the identification of a range of place improvements to be investigated in different parts of the precinct. These have been identified based on community feedback and technical analysis and have been chosen for their potential to help enhance and activate the Glenferrie Precinct. These will provide the focus for further engagement on community priorities in August.

5. Consultation/communication

In February and March 2020, the community who live, work, study and play near Glenferrie Road, Hawthorn were invited to have their say. More than 1,000 people shared their ideas through a range of engagement methods including a community survey, stakeholder workshops, an online 'walk-shop' and activities at the Glenferrie Festival.

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

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

Improvements suggested by the community include:

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

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

6. Financial and resource implications

Resourcing for the next phase of community engagement and ongoing development of the Glenferrie Place Plan is accommodated by the forward budget for 2020/21.

7. Governance issues

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

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

8. Social and environmental issues

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

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

Through placemaking, places can also become more environmentally sustainable. This can be achieved through adding greenery, improving walkability and/or providing shelter to protect from the elements.

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

9. Conclusion

This report presents for councillor endorsement the draft Glenferrie Place Vision. The draft Vision will play an important role in supporting the next phase of community engagement and guiding the preparation of the Glenferrie Place Plan.

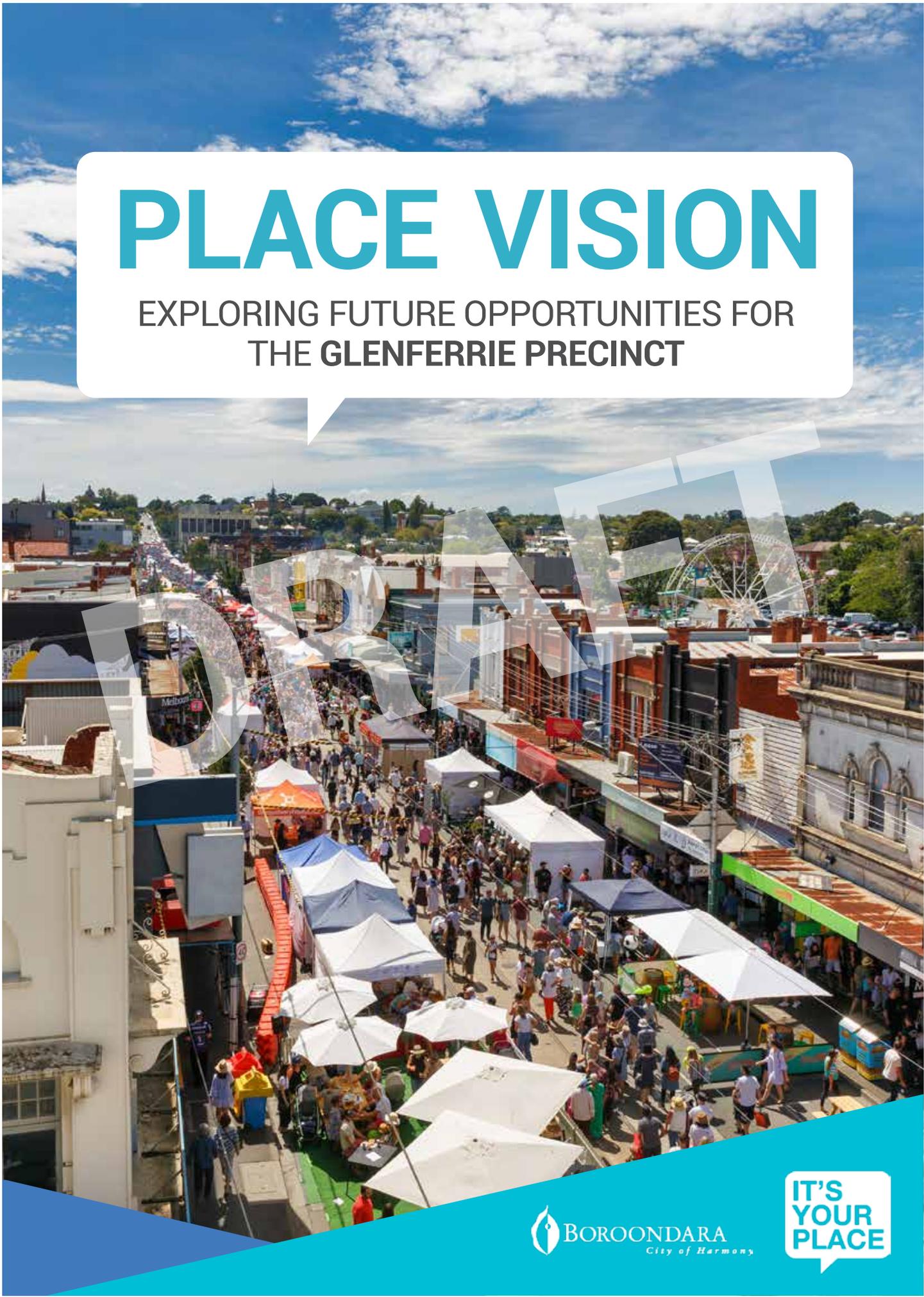
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Report officer: David Cowan, Placemaking Lead

PLACE VISION

EXPLORING FUTURE OPPORTUNITIES FOR
THE GLENFERRIE PRECINCT

DRAFT



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FOREWORD



WE'VE BEEN
WORKING HARD
TO LEARN
WHAT MAKES
GLENFERRIE
AN ICONIC
PRECINCT.



PURPOSE OF THE PLACE VISION

The Place Vision outlines the initial research, analysis and ideas behind Council's efforts to make Glenferrie a place that is vibrant, welcoming and meeting the needs of the community.

As the precinct and wider community begins to recover from the COVID-19 pandemic, placemaking will play an important role in supporting local traders and revitalising the precinct.

This document describes what placemaking is, how the project is run, and what opportunities there are to improve places the community know and care about. We've been working hard to learn about what's important to locals and visitors alike, and to understand what makes Glenferrie an iconic shopping and leisure precinct.

An overview of the research underpinning our work is presented here, including the results of community engagement activities conducted in early-2020 to learn about what people value and what they want for the future of Glenferrie.

This analysis leads to a high-level vision statement for the precinct, supported by select opportunities and place priorities. These opportunities and place priorities will be the focus for the next phase of community engagement.

At the end of this document is a project timeline and information about how to get involved in the process.

INTRODUCTION TO PLACEMAKING

THE IMPORTANCE OF PLACE

Great places are the backbone of strong communities. They're the spaces where people meet, feel welcome and invest their time, energy and money.

As the Boroondara community recovers from the COVID-19 pandemic, placemaking will play an important role in revitalising these highly valued community places.

A good place taps into what is unique to the people, history and culture of an area to reinforce a sense of belonging, emphasising everything that makes it special.

Places that really stand out feel safe and accessible to everyone; they're where people bump into each other, make friends, and find things to do. If people want to visit, show a guest or spend an afternoon somewhere, it is very likely to be a great place.

Behind quality places is an understanding of the character and features of an area that are unique and can be emphasised or drawn upon for inspiration, as well as a shared vision for why they're important and how they should evolve.



GREAT PLACES ARE THE BACKBONE OF STRONG COMMUNITIES.



COLLABORATE, TEST AND TRIAL

A place is nothing without the people who live and regularly spend time there. Locals are the experts, so Council has been engaging with the community to find out what you think makes Glenferrie unique, how you'd like to see it evolve and understand what sort of improvements might make it better.

Council has been conducting phone surveys, talking to people out on the street and using an online platform to gain in-depth insights about the area. Using background research and data from these activities, Council's Placemaking Team has identified key issues and opportunities for the Glenferrie

Precinct and developed this Place Vision document for consultation with the community. Areas with the most potential have been identified, and further community engagement will focus on shaping these outcomes.

To support the placemaking work being undertaken, Council is also working with local traders and stakeholders to trial public realm improvements and community events throughout the precinct. These are designed to test the community's ideas to enliven public spaces and to help inform the next steps on the placemaking journey.





COMMUNITY PLAN THEMES

-  **YOUR COMMUNITY, SERVICES AND FACILITIES**
-  **YOUR PARKS AND GREEN SPACES**
-  **THE ENVIRONMENT**
-  **NEIGHBOURHOOD CHARACTER AND HERITAGE**
-  **GETTING AROUND BOROONDARA**
-  **YOUR LOCAL SHOPS AND BUSINESSES**
-  **CIVIC LEADERSHIP AND GOVERNANCE**

BOROONDARA'S COMMUNITY PLAN - A HOLISTIC APPROACH

Council's placemaking approach will play an important role in delivering on the seven themes of the Boroondara Community Plan 2017-27 and the vision for a vibrant and inclusive city that meets the needs and aspirations of the community.

Placemaking is a multi-faceted and future-focused technique for strengthening the public realm, and it requires all parts of Council working together with local communities to achieve this shared goal.

Taking a holistic view of placemaking means ensuring that our process is open and transparent, that we address all the priorities outlined in the Boroondara Community Plan, and

that we listen to what our community has to say. It means keeping services and facilities accessible, relevant and sustainable; constantly working to maintain our parks and green spaces; and striving to create a healthy environment for future generations.

Integrating environmental and community assets with diverse, accessible, and safe transport options, as well as our vibrant local shopping streets and much loved heritage features, provides a strong basis for high-quality placemaking.

CONTEXT

COMMUNITY

Glenferrie has a diverse community that includes students, young professionals and families from diverse social and cultural backgrounds.

The range of facilities, housing options, shops and services reflects this diversity, with dozens of community groups that work to ensure the environment is cared for, the area's history and heritage is preserved, and the people have access to the support they need.

Facilities around the precinct include the much-loved Hawthorn Aquatic and Leisure Centre, Glenferrie Oval and Central Gardens, along with Hawthorn Arts Centre, Hawthorn Library and Hawthorn Community House.

There are several schools nearby, as well as kindergartens catering to locals and professionals who work in the area. Locals can join a wide range of community interest groups, such as the Glenferrie Historical

Society, while retailers can network and share their concerns or ideas as part of the Glenferrie Traders' Association.

COMMERCIAL

Glenferrie is a valued precinct in Melbourne, with a vibrant mix of commercial and cultural activity.

It's home to a wide range of different businesses, from restaurants and bars to yoga studios, consultancies and design studios. Swinburne University lends a youthful energy to the area, with students accounting for a considerable portion of the retail spend.

Most retail activity is concentrated along Glenferrie and Burwood Roads, with a notable cluster of office buildings along Burwood Road to the west of the intersection.

Glenferrie's diversity is its greatest strength, with both Glenferrie and Burwood Roads busy throughout the day and into the evening due to the unique mix of students, professionals and families.



TRANSPORT



As one of Melbourne's more accessible precincts, Glenferrie is well-served by train, tram and road.

The Belgrave, Alamein and Lilydale train lines run through the Glenferrie Station. Commuters benefit from high-frequency services to and from central Melbourne via Richmond, while the 16 tram runs down Glenferrie Road to Kew and St Kilda.

A large number of public car parks are within short walking distance from either Glenferrie or Burwood

Road, and on-street parking is available in most areas.

Glenferrie Road scores highly with PlaceScore, an independent consultancy that evaluates walkability and accessibility, although analysis suggests that footpaths, lighting and crossings could be improved.

Bike infrastructure exists along most main streets, but users have indicated that there is room to enhance safety in some areas.

CONTEXT MAP



LEGEND

- | | | | | |
|----------------------|------------------|-----------------|------------|---------------|
| PUBLIC OPEN SPACE | RETAIL AT GROUND | RAILWAY LINE | TRAM ROUTE | SWINBURNE UNI |
| COMMUNITY FACILITIES | OTHER COMMERCIAL | RAILWAY STATION | BUS ROUTE | |

HISTORY

HISTORY

At the time of European settlement there were around 38 tribal groups in the Boroondara region including the Wurundjeri. 'Boroondara' is a local Woiwurrung word for 'where the ground is thickly shaded'.

Glenferrie was first surveyed in 1841 by Robert Hoddle. By the 1850s, Glenferrie Road was home to a handful of modest shops and market gardens. Hawthorn City Council opened offices at the Burwood and Glenferrie Road intersection in 1862, with a courthouse, tower and library commenced soon after.

The opening of Glenferrie Railway Station and a post office in 1882 heralded further growth east along Burwood Road and north along Glenferrie Road. The boom of the

1880s was a catalyst for commercial development, with many one-storey shops replaced by more ornate two-storey terraces. This created the continuous commercial frontages along Glenferrie Road that remain today. An electricity supply came to the area around 1889, and a horse-drawn tram service was established along Burwood Road in 1890.

A rising population, new subdivisions and improved transport fostered a significant increase in development in the early 1900s.

Glenferrie Road became the commercial heart of Hawthorn, aided by a new electric tramway in 1913, contributing to the success of one of Melbourne's first suburban department stores, 'The Don', which

opened in March 1910. Glenferrie Railway Station was rebuilt in 1916-18 after the railway was raised over Glenferrie Road.

Throughout the 20th century Glenferrie was the premier destination for entertainment in Hawthorn. Although its general character hasn't changed dramatically since mid-century, there has been significant development at the northern end of Glenferrie Road and around Swinburne University.

The Town Hall has also been transformed into Hawthorn Arts Centre, which includes the Town Hall Gallery and provides a focus for cultural activity and entertainment in the local area.



GLENFERRIE
WAS FIRST
SURVEYED IN
1841 BY ROBERT
HODDLE...



HERITAGE

LANDMARKS AND VISTAS

Hawthorn Arts Centre (formerly known as Hawthorn Town Hall) and the Immaculate Conception Church, at opposite corners of the intersection, are two of the most important landmarks in Hawthorn.

Views that take in the Arts Centre tower and the church spire are significant, especially from the east or west where they take in both elements. The three-storey former commercial bank building, on the south-west corner of the

intersection, adds to the landmark status of the Burwood and Glenferrie Road intersection.

The visual character of this intersection, dominated by the old bank, the church and the Arts Centre, marks it as the civic centre of Hawthorn.



KERBS AND LANEWAYS

Bluestone kerbs and channels have disappeared along the two main streets, but survive in a number of side streets.

Adjacent residential areas developed at a similar time to the main commercial strips, and the surviving bluestone infrastructure contributes to their historic character and softens the transition between functions. A number of fully or partially bluestone pitched laneways survive, most of

them running north-south behind Glenferrie Road shops or eastwards off the street. The bluestone pitches themselves are of heritage significance, as is the high standard of craftsmanship evident in them.

In some cases, the laneways are used as primary access to high-rise buildings or car parks, and the heavy traffic is resulting in cumulative damage.



STATION AND SURROUNDS

Glenferrie Station is on the Victorian Heritage Register. Its listing includes other public realm elements such as laneways to the north and south, verandahs over the walkways, brick barrel vaults beneath the tracks to the east and a mature peppercorn tree adjacent to the vaults.

While laneways around the station are heavily used, the brick vaults to the east are neglected and the area beside them is used as an informal carpark. Bridges over John Street

(now pedestrianised as part of the Swinburne University campus) and William Street are not formally heritage listed, but are still of significance.

Other heritage elements around the station precinct include the bridge over William Street, with its brick abutments and bluestone coping stones, as well as the barrel-arched tunnel beneath the railway embankment between Glenferrie Oval and Lynch Street.



PLACE PROFILE

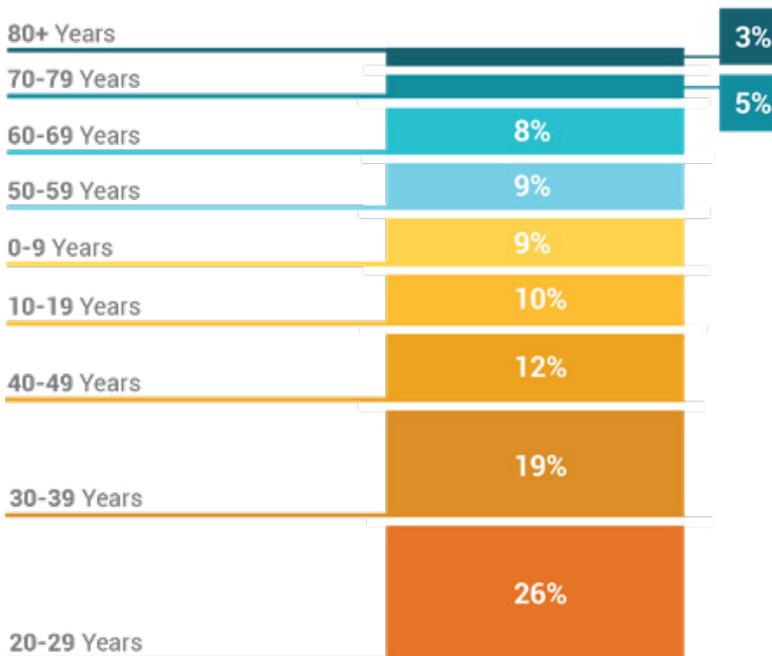
POPULATION



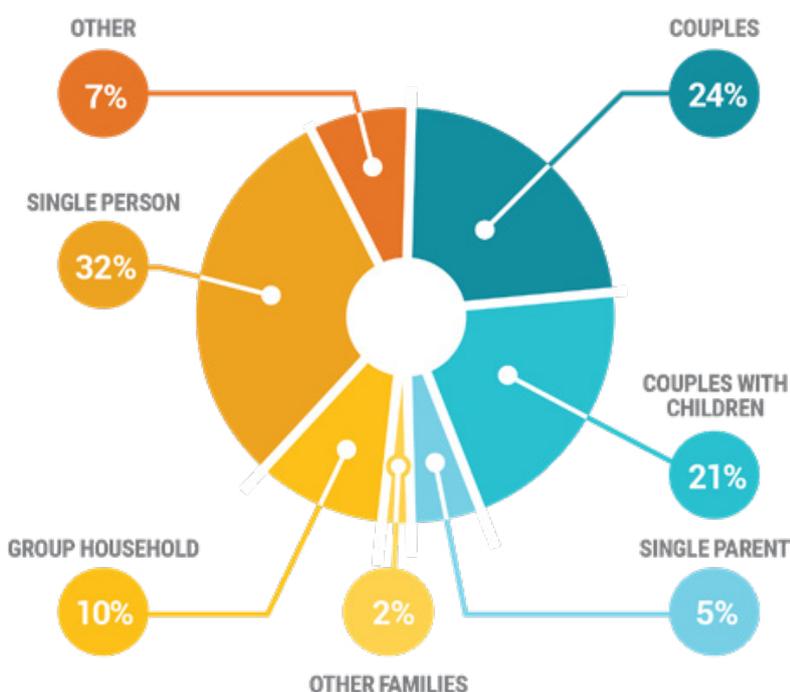
This is expected to increase to 28,513 people by 2025. The largest age group today is 20 to 29 year olds, which is expected to remain the case in coming years. It is anticipated that the fastest growing group will be people aged 30 to 34 years.

Compared to Boroondara and Greater Melbourne, Hawthorn has a lower proportion of people in the younger ages (under 15) and older ages (65 years and older).

POPULATION BY AGE (YEARS)



HOUSEHOLD COMPOSITION



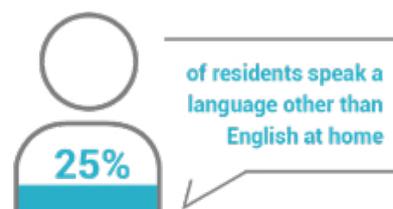
“ IT IS THE PHYSICAL, SOCIAL, CULTURAL AND HISTORIC HEART OF HAWTHORN. ”

COMMUNITY FEEDBACK

LANGUAGES

Hawthorn has a slightly smaller proportion (33%) of people born overseas than Greater Melbourne (34%) but a higher proportion than Boroondara (31%). Languages other than English spoken by residents

include Mandarin, Vietnamese, Cantonese, Greek, Hindi, Arabic and several more. In total, 25% of Hawthorn’s residents speak a language other than English.



The top 3 other languages spoken are: Mandarin (5%), Vietnamese and Cantonese.

COMMUNITY GROUPS AND SERVICES

An area as mixed as Glenferrie has the variety of community groups to match.

From sporting clubs to faith groups and senior citizens clubs, dozens of community groups meet the needs of everyone in the community.

Hawthorn Community House offers courses for all across two sites, while the Hawthorn Artist Society fosters and encourages visual arts. The Town Hall Gallery holds a wide range of contemporary exhibitions, and includes a gallery space dedicated to local artists.

The Glenferrie Rotary Club runs the Boroondara Farmers’ Market and the Rotary Club of Camberwell, in

partnership with Council, manages the popular Hawthorn Makers Market.

Young people are welcomed at the Boroondara 360 Youth Resource Centre where they can catch up on study, hang out or get support and advice. The Youth Centre also hosts After 4 Crew and BusyFeet for young people with a disability, and houses the Gallery of Young Art (GOYA).

The area’s history is preserved by the Glenferrie Historical Society through walking tours, events and books.

The Glenferrie Brass Band, Boroondara Brass Band, Camberwell Chorale and Zelman Memorial

Symphony Orchestra allow people to express their musical skills, while the Hawthorn Community Garden offers plots for food growing.

Vulnerable members of the community are supported by organisations such as the Hawthorn Community Chest and CROP (Community Recreation Outreach Program).

Services such as Headspace, Access Health and Community, Maternal and Child Health, and Scope support the community’s health and wellbeing. Grace Park Hawthorn Club and the Hawthorn Tennis Club provide an opportunity to socialise while getting active.



PLACE PROFILE

BUSINESS AND TRADER OVERVIEW

More than 211 different businesses operate on Glenferrie Road alone, selling to a highly diverse retail catchment of approximately 30,000 people.

The precinct is a key café and dining destination in Melbourne, and food-based tenancies, particularly food and beverage outlets, are the dominant retail category.

Although the strip experiences a high volume of foot traffic and benefits from proximity to Swinburne University, vacancy rates had risen to approximately 10% even before the COVID19 pandemic. With vacancies rising significantly since March 2020, placemaking investments will need to be shaped to support the economic recovery of the precinct.

Past vacancy rates reflected high tenancy turnover in food and

beverage establishments, however the recent elevation in vacancies could persist through to 2021.

The core catchment area for the precinct is a combination of established homes, apartment complexes and student housing. It also contains mid-rise office developments and is an important commercial precinct in the eastern suburbs.

Roughly 11,300 people work in the area, with Swinburne University a major employer. The area supports a strong night time economy, buoyed by the Lido complex, restaurants and bars.

Anchor stores such as Coles and Woolworths are smaller than in nearby centres such as Kew and Camberwell. Coles recently saw an upgrade, but other supermarkets are dated.

This, combined with the large market share of centres such as Chadstone, the effects of the COVID-19 pandemic and the continued rise in online shopping, presents challenges to the future of the precinct.

However, Glenferrie is well positioned to adapt to emerging challenges with its combination of public facilities, professional services, diverse retail offer and range of residential developments well serviced by public transport.

Street activity and outdoor dining are already key features of the precinct, and with increased focus on the public realm, the quality of the bricks-and-mortar shopping experience and an exciting program of events, the precinct is well placed to capitalise on the changing needs of its core demographic.

IN 2018, approximately

\$532 MILLION

was spent by shoppers in **GLENFERRIE ROAD**



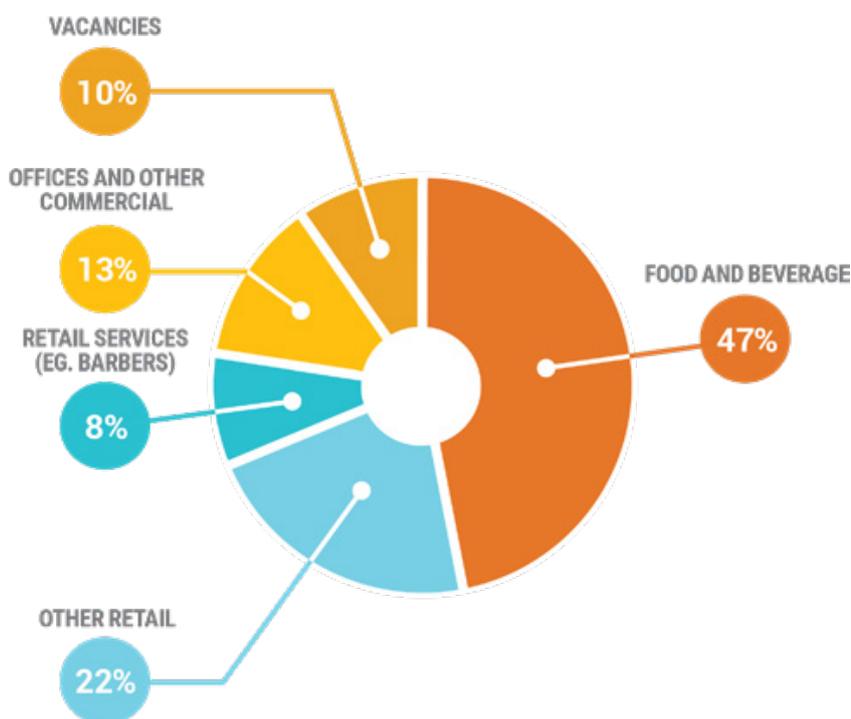
IN 2019, approximately

10%

of retail premises were vacant

THIS HAS INCREASED SIGNIFICANTLY SINCE COVID19

DIVERSITY OF TRADERS IN GLENFERRIE



Glenferrie Traders' Association

The Glenferrie Traders' Association provide marketing and business development support for businesses within the Glenferrie Road precinct.

The Association provides a platform through which business owners can share their ideas and concerns, host a website, manage social media channels, run networking and education events and advocate for changes on behalf of its members.

They also publish a magazine targeting local residents and organise key local events such as the iconic Glenferrie Road Festival.



MELBOURNE IS A CITY OF VILLAGES AND GLENFERRIE RD IS ONE OF THE MORE ICONIC STREETS.

COMMUNITY FEEDBACK



PLACE ANALYSIS

RETAIL, FOOD AND BEVERAGE

A large diversity of businesses trade across Glenferrie, with smaller heritage lots well suited to independent businesses.

Oriented along Glenferrie Road the retail activity is underpinned by the accessibility and walkability of the precinct. Food and beverage outlets are focused around the station and university, with community concern about the increasing dominance of fast-food chains.

Of further concern is the significant rise in vacancy rates due to the COVID-19 pandemic, as well as high turnover in food and beverage operators. Both private and public investment will be needed to revitalise the precinct and support the recovery of local businesses.



KNOWLEDGE INDUSTRIES

In addition to its highly-developed and long-standing retail offer, Glenferrie is also home to an array of professional services, creative industries and education-based businesses attracted by its excellent transport infrastructure, proximity to Swinburne University and vibrant street life.

Many of these businesses are located along Burwood Road and are a vital component of the local economy, providing valuable employment opportunities.

The diversity and dynamism of Glenferrie is both a product of, and a strong draw-card for, such businesses. Continuing to foster and grow these knowledge industries will be key to the future success of the precinct.



PEDESTRIANS AND LANEWAYS

Glenferrie carries a high volume of foot traffic while accommodating significant on-street trading. Footpath width varies, but is often too narrow and cluttered to offer a quality experience to visitors. Inconsistent levels, patchy maintenance and infrequent street crossings affect usability. Planting is limited, with occasional planter boxes and climbers supplementing a small number of mature trees.

Both Railway and Don Arcades host small shops and cafés and are active throughout the day, but suffer from poor maintenance and insufficient lighting at night. Other laneways are underutilised and could be revived with improved lighting, surfaces, greening and public art.





IT'S THE MIX OF STUDENTS, YOUNG PROFESSIONALS, FAMILIES AND SENIOR PEOPLE...

COMMUNITY FEEDBACK



COMMERCIAL AND PEDESTRIAN ACTIVITY



LEGEND

- PUBLIC OPEN SPACE
- PEDESTRIAN ROUTES
- SWINBURNE UNI
- LANEWAY
- RAILWAY LINE
- RAILWAY STATION
- GROUND FLOOR RETAIL
- OTHER COMMERCIAL

PLACE ANALYSIS

GLENFERRIE STATION

Glenferrie Station sees high frequency services along the Belgrave, Alamein and Lilydale lines, carrying large numbers of professionals, students and families between Melbourne City and outer suburbs.

The speed and frequency of services provides the Glenferrie Precinct with a large catchment of potential visitors, setting it apart from many other shopping centres in eastern Melbourne.

Glenferrie Station itself offers a distinctive heritage character complemented by the adjoining laneways. However, the poor condition of buildings, surfaces, lighting and landscaping around the station results in a cluttered and inconsistent arrival experience to the Glenferrie Precinct and adjoining Swinburne University.



TRAMS

Glenferrie is serviced by the number 16 tram, which runs from Kew to St. Kilda via Glenferrie Road. Service frequency ranges from 8-12 minutes during the day, to 20 minutes at night.

The trams are a great asset to the precinct, however, the existing stops and associated public realm and street furniture need attention. Streetscape improvements could significantly improve the amenity and safety of passengers, as well as reducing conflicts with cars and cyclists.

The integration between the tram and the train station is also quite poor and presents an opportunity to deliver a smart and well-designed interchange environment.



CAR PARKING

The precinct is well serviced by a number of large public car parks in close proximity to Glenferrie Road. Both Glenferrie and Burwood Roads are also lined with a large number of on-street parking spaces, although this leaves less space for pedestrians, landscaping and street dining. Cyclists are also at greater risk along the street, with a large number of vehicles crossing bike lanes to park.

An evaluation of usage rates and patterns has indicated capacity to develop a revised parking strategy. Increasing capacity of some public car parks and reviewing parking time limits of existing spaces, can enable the replacement of some on-street parking spaces with new public spaces and landscaping that will increase footpath capacity, amenity and better support retail vibrancy.





LESS TRAFFIC, MORE BIKE AND PUBLIC TRANSPORT FRIENDLY, WIDER FOOTPATHS...

COMMUNITY FEEDBACK



TRANSPORT



LEGEND

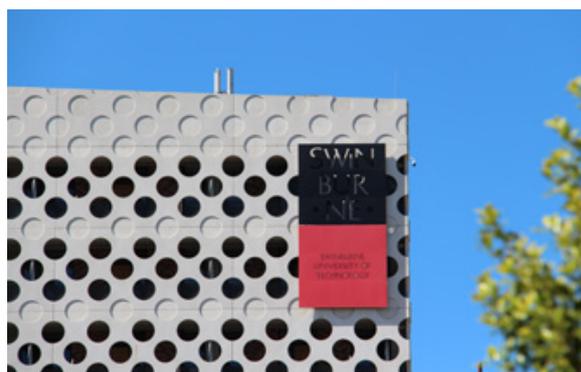
- PUBLIC OPEN SPACE
- SWINBURNE UNI
- RAILWAY LINE
- ROAD TRAFFIC
- 16 TRAM
- CAR PARK
- RAILWAY STATION

PLACE ANALYSIS

SWINBURNE UNIVERSITY

Swinburne University is a crucial ingredient to the success of Glenferrie, adding a lively cohort of students and staff who contribute significantly to the retail, food and beverage spend, volume of foot traffic and general street life of the area.

The university sees extremely high pedestrian circulation, however the integration between the station, university and Glenferrie Road is poor, and significant opportunities exist to revitalise the public realm and reevaluate use of space for the benefit of everyone in the community.



SCHOOLS AND KINDERGARTENS

Glenferrie is home to several schools, with Glenferrie Primary School, St Joseph's School, Methodist Ladies College and Swinburne Senior Secondary College within easy walking distance of the precinct.

The large number of children, families and youth that frequent the precinct necessitates a quality of public realm that provides sufficient footpath width, safe road crossings and cycling lanes, as well as family-friendly facilities and events.



PUBLIC BUILDINGS AND COMMUNITY FACILITIES

Many of Hawthorn's key civic structures are located in the Glenferrie Precinct, with Hawthorn Arts Centre and Town Hall Gallery (formerly Hawthorn Town Hall) a defining feature of the intersection between Glenferrie and Burwood Roads. The library is further south down Glenferrie Road, while the Aquatic and Leisure Centre abuts Glenferrie Oval.

These facilities are major draw-cards for the precinct and there may be opportunities to improve the inter-connectivity between these various facilities, the surrounding public realm and nearby businesses.





INTERESTING MIXTURE OF DWELLINGS, BUSINESSES AND PUBLIC BUILDINGS.

COMMUNITY FEEDBACK



COMMUNITY INFRASTRUCTURE AND FACILITIES



LEGEND

- PUBLIC OPEN SPACE
- SWINBURNE UNI
- RAILWAY LINE
- SCHOOLS AND KINDERGARTENS
- SPORTS
- KEY PUBLIC BUILDINGS
- RAILWAY STATION
- SUPPORT AND EMERGENCY
- PLACES OF WORSHIP
- NATIONAL COMMUNICATIONS MUSEUM

COMMUNITY ENGAGEMENT

IMAGINING PLACE



The creation of vibrant and inclusive places starts with talking to the people who use the space. In February and March 2020, the community who live, work, study and play near Glenferrie Road, Hawthorn were invited to have their say. More than 1,000 people shared their ideas through a range of engagement methods including a survey, workshop, an online walkshop and activities at the Glenferrie Festival.

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

The survey asked, "What makes Glenferrie Road unique? What improvements would make you want to spend more time in Glenferrie Road?"

In an ideal world, how would you like Glenferrie Road to look and feel in five to 10 years?"

The Glenferrie Festival on 1 March 2020 provided an ideal setting for an 'Ideas Zone'. Up to 500 people of all ages and backgrounds visited the Ideas Zone and completed one or more of three different activities. 281 people shared their 'big ideas' for the area, while 209 people wrote of their hopes for the future and 62 people used post-it notes on maps of the area to identify what they value most. Families and groups of festival-goers lingered at the Ideas Zone reading the ideas wall, relaxing on the pop-up park furniture and exploring the sensory experiences within the children's cubby-houses.

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



An interactive 'walkshop' map on the Boroondara website collected more than 40 comments and suggestions from 19 community members. Unfortunately due to the COVID-19 pandemic, three community engagement events planned for March were canceled in the interests of community safety. However, the high rates of engagement in each of the community activities in early-March provided a firm foundation for identifying key issues and opportunities to enhance the Glenferrie Road precinct.



MORE THAN
300
 PEOPLE JOINED THE
 GLENFERRIE
 PLACEMAKING
 GROUP ON
 FACEBOOK 

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



281 PEOPLE CONTRIBUTED DURING THE
IDEAS ZONE 
 AT THE GLENFERRIE FESTIVAL

45 TRADERS LANDLORDS STUDENTS & RESIDENTS
 PARTICIPATED IN A
COMMUNITY WORKSHOP

SURVEY FINDINGS

WHAT IS UNIQUE?

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

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

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



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 diverse activations for a vibrant community were also raised by the community.

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



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" - a precinct that feels exciting, warm and welcoming. Achieving this may require improvements to the infrastructure, creating open spaces for socialising, relaxing and working, and improving safety along with atmospheric touches such as street art.

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

cross-section of amenities serving people from all walks of life.

The community believes a more vibrant future for the precinct depends on helping small businesses thrive and by activating community spaces with diverse events.

A small but passionate subset of respondents (7%) envision the future of Glenferrie Road as a charming historical neighbourhood.

They believe this can be achieved by balancing new developments with preserving and leveraging its heritage charm.

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

19%
 WANT REVITALISED
 RETAIL FOR A
**THRIVING
 PRECINCT**

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



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. ”



PRINCIPLES

1

CREATE A PEOPLE-FOCUSED STREET, WITH MORE SPACES FOR PEOPLE TO MEET, RELAX, SHOP AND DINE OUTSIDE.

2

BRING GREENERY INTO THE HEART OF GLENFERRIE, UPLIFTING THE AMENITY OF THE PRECINCT AND LINKING GREEN SPACES.

3

REVITALISE THE GLENFERRIE ECONOMY WITH AN ENHANCED SHOPPING EXPERIENCE, EVENTS PROGRAMME AND KNOWLEDGE INDUSTRIES WELL CONNECTED TO SWINBURNE UNIVERSITY.

4

DEVELOP INVITING GATEWAYS TO GLENFERRIE, REVIVING GLENFERRIE STATION AND ITS SURROUNDS, MODERNISING THE TRAM STOPS AND ENHANCING PUBLIC CAR PARKS.

5

CREATE A NETWORK OF VIBRANT LANEWAYS AND PUBLIC SPACES, ENLIVENED WITH CREATIVE ARTS, LIGHTING AND GREENERY.

OPPORTUNITIES

BUILDING A STRONGER FUTURE

The opportunities outlined here will guide Council's approach to enhancing Glenferrie and bringing it back to life in the wake of the COVID-19 pandemic. Pursuing these will encourage people to get out on the street, reconnect with the

community and participate in the vibrant cultural and commercial life of the area.

They've been identified because of their potential to emphasise Glenferrie's distinct character, boost

retail vibrancy and improve the public realm. This will create more space for on-street trading, open up opportunities for new and exciting shops or start-ups, and enhance Glenferrie's reputation as one of Melbourne's most dynamic strips.

A STREET FOR PEOPLE

Glenferrie has a diverse range of shops and destinations offering something for everyone. However, its appeal is let down by the public realm, which is in need of renewal. Investing in the quality of footpaths, laneways and public spaces around the precinct, especially along Glenferrie Road, will increase both the amenity and usability of the area. Improved lighting will also support the night-time economy.

Relocation of some on-street car parks can make more space for people to shop, dine, meet friends and relax. Wider footpaths, safer crossings, new furniture, regular landscaping and attractive lighting can help to revive Glenferrie and create a street for people. Improved bicycle infrastructure can also increase safety and allow for more diverse means of getting around the precinct.

GREEN HEART

Hawthorn is a green suburb with mature trees and wonderful parks. Unfortunately, there is limited space for such greenery within the heart of Glenferrie, and this detracts from the amenity and comfort of the precinct. The few mature trees in the street are inconsistent in health and location.

Busy with vehicles and pedestrians, and constrained by underground infrastructure, awnings and power-lines, it can be a challenge to successfully grow street trees.

However, thoughtful alterations to the streetscape will make space for reintroducing a range of greenery into the street. These interventions will significantly uplift the appeal of the precinct and help to connect larger green spaces such as Central Gardens and Glenferrie Oval.

SMART ECONOMY

Not many shopping precincts benefit from an adjoining University, Arts Centre, library and a clustering of knowledge businesses.

Swinburne University is a major asset for the precinct, however the integration between the campus and Glenferrie Road needs improvement. Hawthorn Arts Centre and Hawthorn Library are also wonderful assets that could be better connected with the local economy.

Smart technologies offer potential to improve physical and digital connectivity within the precinct and beyond.

Smart lighting, wayfinding and signage combined with emerging transport technologies can transform Glenferrie into a innovative hub of ideas and exchange.



“ A CLEANER AND GREENER SPACE THAT CONTINUES TO SUPPORT A VARIETY OF SHOPS AND RESTAURANTS. ”

COMMUNITY FEEDBACK

WELCOMING ARRIVAL

Glenferrie Station is rich with heritage and character, and the adjoining laneways offer a pedestrian-friendly scale lined with small traders. However, deteriorated surfaces, buildings and landscaping detract from the experience for thousands of daily visitors.

Similarly, tram stops and car parks are tired and in need of renewal to make them safer and more inviting. Additionally, data and tech platforms that allow for better service integration, easy tracking and maintenance can be used to enhance local infrastructure.

Revitalisation of arrival gateways with more generous public realm, landscaping, lighting, furniture and wayfinding will ensure that future visitors can easily access the precinct and have a positive first impression.



EVENTS & CREATIVE SPACES

Squares, side streets and laneways are ideal spots for meeting friends, on-street dining, events and cultural performances.

These small-scale spaces can play a big role in the street life of Glenferrie, offering more intimate experiences away from the traffic. They're also great for artistic and cultural expression, such as creative lighting, murals and busking. Side streets are excellent locations for markets, which draw visitors and help local artisans promote their work.

These spaces are also key connections between Glenferrie Road, Glenferrie Station, Swinburne University, the Arts Centre, Hawthorn Aquatic and Leisure Centre and Central Gardens, making them vital components of the transport network and local economy.



CELEBRATE IDENTITY

Glenferrie features some impressive heritage buildings, iconic events and well-loved local destinations, such as the Lido Cinema.

Leveraging and strengthening these distinctive assets is key to the future of Glenferrie. Heritage façades and shopfronts can be enhanced and better emphasised, with many features in need of maintenance and a fresh coat of paint.

Rethinking advertising signage, power lines and other street clutter can also improve the overall character of the precinct.

And what better way to celebrate a revitalised Glenferrie and recovery from the COVID-19 pandemic than the Glenferrie Festival and other events and cultural performances in improved public spaces?



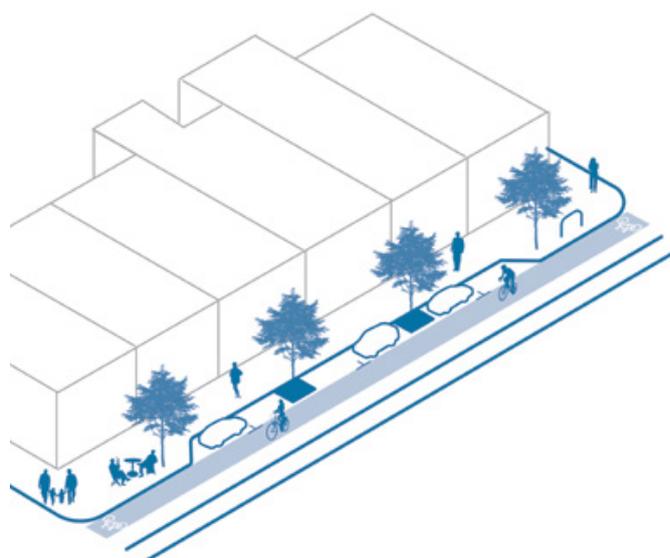
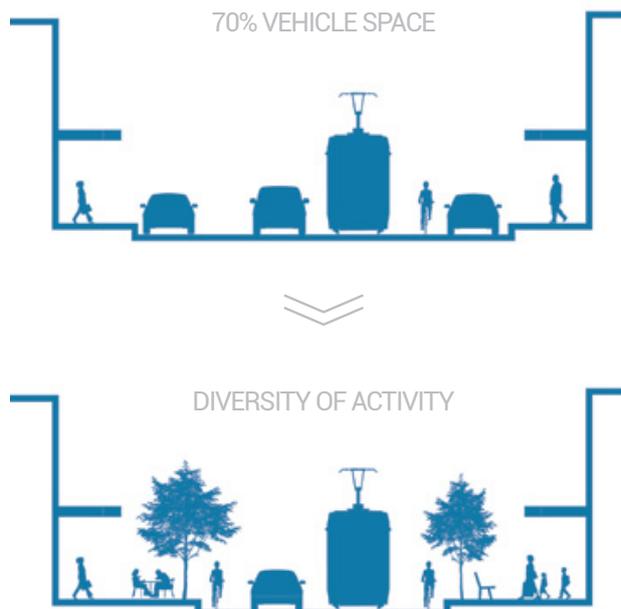
REBALANCE THE STREET

CREATING A STREET FOR PEOPLE

During consultation, the community raised concerns about the quality and safety of the Glenferrie Road streetscape and expressed desires to see more greenery, spaces to meet friends and a greater vibrancy of activity.

At present, the street is designed primarily for vehicle movements and parking, while the space for pedestrians, cyclists, street dining and landscaping is relatively constrained. To revitalise the Glenferrie Precinct, attract more visitors and encourage them to stay longer, the streetscape needs to be redesigned as an appealing place for people.

This means providing space for diversity of street activities, such as shopping, cycling, parking, outdoor dining and resting under a shady tree.



A WELL-BALANCED STREET

A well-balanced street can accommodate a wide range of activities, ensuring it is a vibrant and attractive place throughout the day and evening.

Providing landscaping, seating and other amenities is important to ensure the street is welcoming and comfortable to occupy. This means more visitors will want to come to the Glenferrie Precinct for the shops, services and entertainment opportunities.

On-street parking will continue to be an important part of the street, but the relocation of some parking spaces to off-street locations will free up valuable space for landscaping, seating, safer tram stops and a range of other street activities.

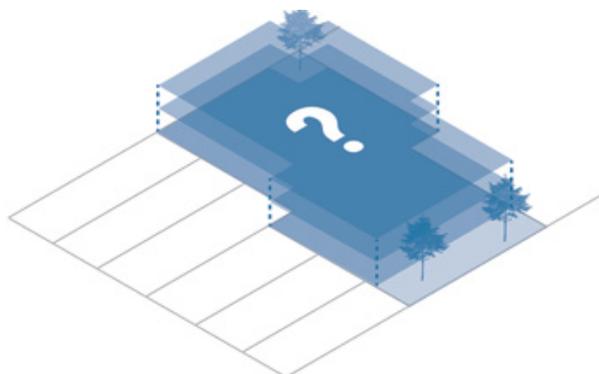
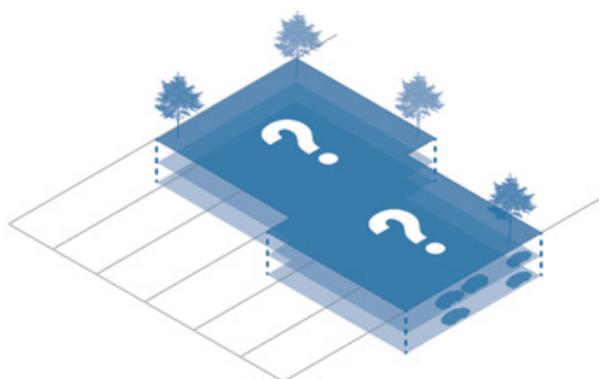
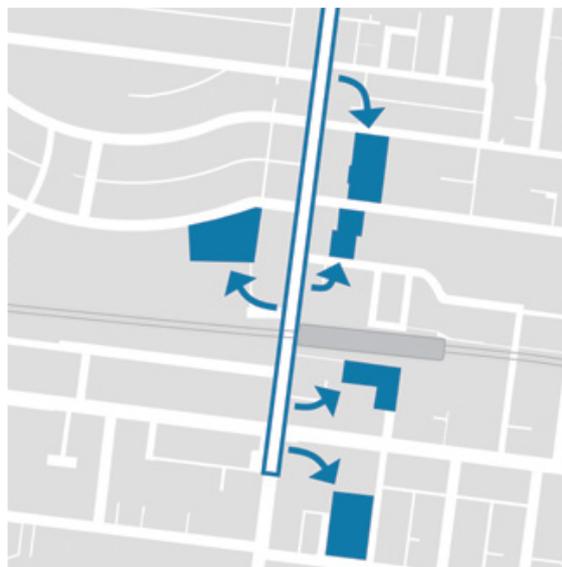


RE-POSITION PARKING

Council owns a number of properties in the Glenferrie Precinct that are used for surface parking. These could accommodate additional parking through redevelopment to free up more space on Glenferrie Road for people.

The utilisation, amenity and accessibility of these car parks is mixed at present, and surface parking is not an efficient use of these well located sites. However, the continued provision of car parking is important to the commercial success of the centre.

Redevelopment of some of these sites could deliver additional levels of parking, as well as other public realm and economic benefits.



GOING UNDERGROUND

These parking sites will be investigated for the feasibility of providing additional parking levels to free up space on Glenferrie Road for other uses.

Additional parking levels can be delivered above or below ground. Basement parking levels are more expensive, but could be delivered in conjunction with reuse of the site for other purposes that will help to revitalise the precinct.

OPPORTUNITIES ABOVE

The delivery of basement parking levels on some of these sites could enable the provision of additional public space and community facilities, as well as opportunities for retail, education, accommodation or offices to strengthen the local economy.

The best use of these sites will be explored in consultation with the local community and stakeholders to support the revitalisation of the Glenferrie Precinct. The future vibrancy and sustainability of the local community, economy and environment will also be key considerations.

PLACE PRIORITIES

OVERVIEW

In order to better focus placemaking efforts and ensure they tap into the full range of characteristics that make Glenferrie special, the area has been divided into sub-precincts that reflect the specific character and functional features of its different areas.

Each sub-precinct has its own set of potential place improvements, which have been identified based on community feedback, the place analysis and the opportunities identified in the previous pages. Some indicative locations are identified on the adjoining map, although not all can be spatially defined.

These place improvements have been chosen for their potential to help enhance and activate the Glenferrie Precinct, and will provide the basis for further community engagement.

Placemaking is a collective and long-term process. Some improvements can be delivered in the first few years, while others will take longer and require Council to partner with the state government, Swinburne University, private land owners and other precinct stakeholders.

Council welcomes community and stakeholder input to help prioritise the design and delivery of these place improvements.

SUB-PRECINCTS

GLENFERRIE NORTH



GLENFERRIE CENTRAL



STATION AND LANEWAYS



SPORT AND RECREATION



SWINBURNE UNIVERSITY



ARTS AND CULTURE



PLACE IMPROVEMENTS

1. Revitalise street corners, side streets and introduce regular landscaping.
2. Upgrade tram stops and provide safer street crossings.
3. Revitalise street character and heritage buildings.

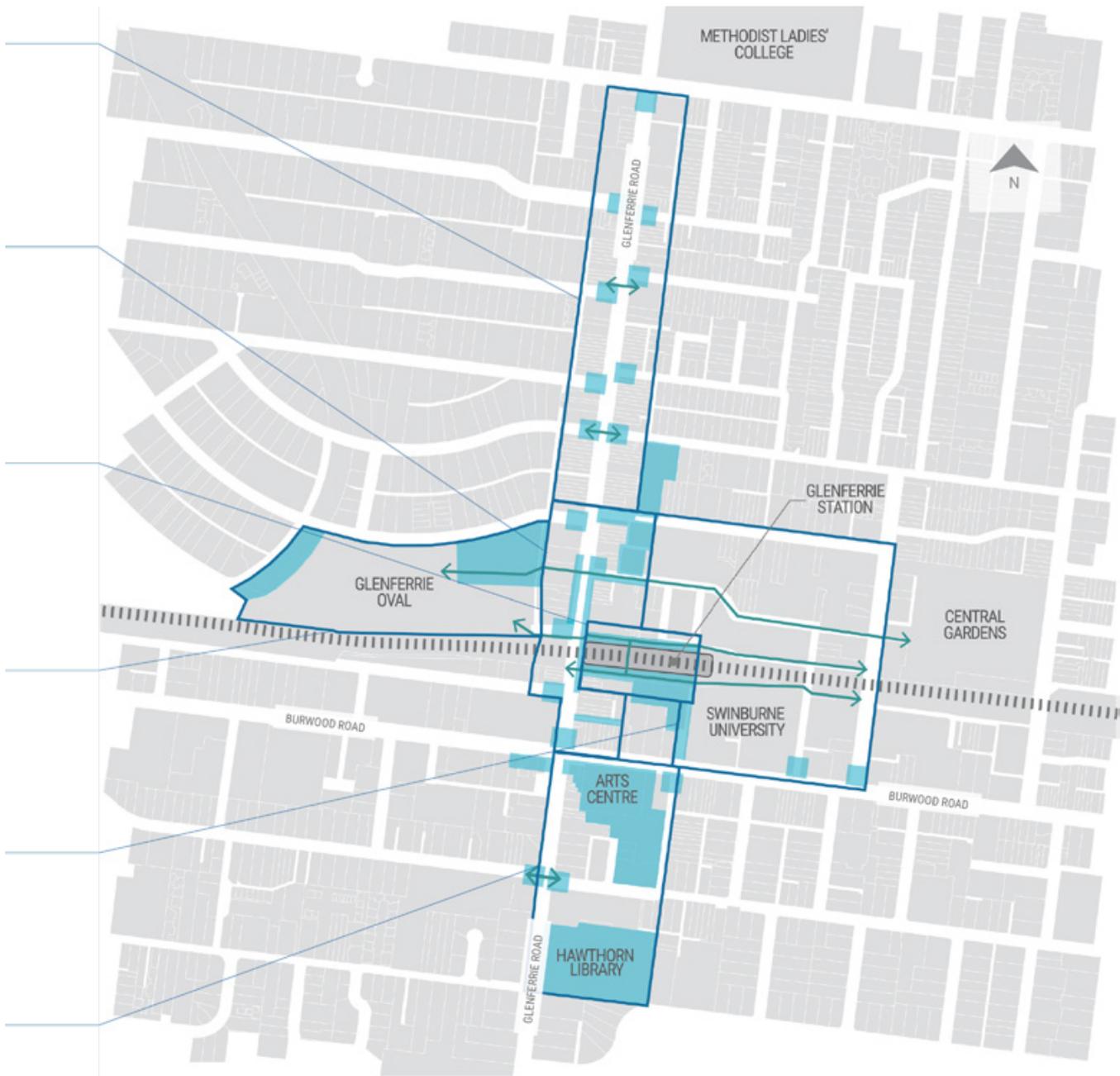
1. Generous footpath upgrades.
2. Create space for events and performances.
3. Add greenery, lighting and public art.
4. Improve connectivity between street and surrounding destinations.

1. Revitalise laneways to create iconic arrival experience.
2. Create a smart and modern interchange between tram and train.
3. Renew the underpass to make it a safe and creative space at night.

1. Explore alternative parking arrangements and potential for a new public square.
2. Enhanced sport and recreation facilities, such as Tuck Stand.

1. Optimise campus permeability and integration with Glenferrie Road.
2. Collaborate with Swinburne on 'smart cities' initiatives and opportunities to foster knowledge industries.

1. Explore options for a community arts and learning hub and improved public open space.
2. Investigate alternative parking arrangements.
3. Celebrate Glenferrie's heritage with creative arts and lighting.



LEGEND

- SUB-PRECINCTS
- INDICATIVE LOCATIONS FOR IMPROVEMENTS
- KEY CONNECTIONS
- RAILWAY LINE
- RAILWAY STATION

NEXT STEPS

STAGE 1
UNDERSTANDING PLACE *COMPLETED*

STAGE 2
IMAGINING PLACE *COMPLETED*

STAGE 3
VISION & PRIORITIES *COMMUNITY ENGAGEMENT IN JULY*

STAGE 4
PLACE PLANNING *PLACE PLAN RELEASED IN EARLY 2021*

STAGE 5
TRANSFORMING PLACE *ONGOING*



GREEN PLACES TO SIT AND SPEND TIME.

COMMUNITY FEEDBACK



HOW TO GET INVOLVED

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

The next step involves re-engaging with the community and stakeholders to further explore the opportunities and co-design priority places. A range of engagement activities have been developed to

ensure the community can safely contribute to the placemaking process and the future recovery of the precinct from the impacts of the COVID-19 pandemic.

The results of this engagement and feedback on this document will then guide the development of the Place Plan for Glenferrie. An implementation timeline can be found on the opposite page, and

there's plenty of time to get in touch to have your say.

The Plan Place will set out specific initiatives and projects that will enhance the Glenferrie Precinct.

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

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

www.boroondara.vic.gov.au/glenferrie-placemaking.



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