



# Hawksburn Village Structure Plan FINAL

Prepared for City of Stonnington

David Lock Associates  
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## 1.0 Introduction

### 1.1 Introducing Hawksburn Village

Located 4.5km from the Melbourne CBD and abutting the Chapel Street Activity Centre, Hawksburn Village is a desirable inner urban area with a local village feel. It has important physical, social, and economic links to both these areas of activity. See Figure 1.

Hawksburn Village is a unique, local, shopping strip that serves not only the local community but brings shoppers from elsewhere to peruse the gourmet foods, fashion boutiques, and home-wares on offer. The village itself predominantly lies on Malvern Road and is dissected by Williams Road.

As a Neighbourhood Activity Centre (NAC) within the Stonnington Planning Scheme, Hawksburn Village provides daily needs to its surrounding trade area. The character of the Village differs across the centre. East of Williams Road is valued for its traditional fine grain character, strong heritage features that underpin its character and sense of place and its diverse retail and commercial offer.

West of Williams road is an eclectic mix of larger format light industrial buildings and uses interspersed with retail, commercial, and residential uses. Together these areas form a vibrant and successful local centre within the City of Stonnington.



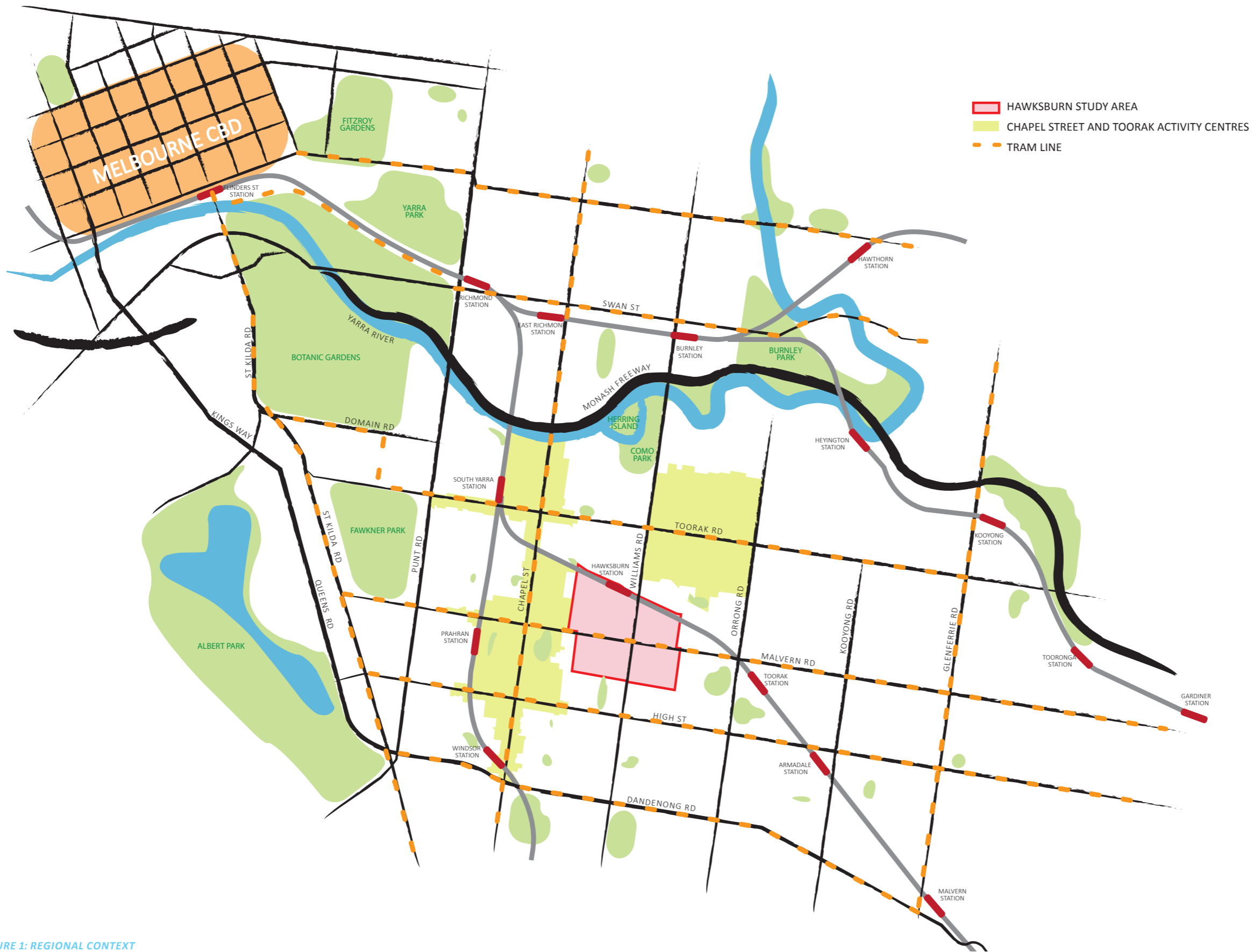


FIGURE 1: REGIONAL CONTEXT



## 1.2 Aim and Purpose

Stonnington City Council has prepared the Hawksburn Village Structure Plan (Structure Plan) for the Hawksburn Neighbourhood Activity Centre. The key aim of the Structure Plan is to develop a shared vision for the activity centre to 2040, and to identify the type and scope of change projected within the activity centre over that time.

The purpose of the Structure Plan is to:

- Provide a framework for land use, built form, movement and open space for the activity centre; and
- Establish objectives, strategies and guidelines relating to land use, built form and heritage, access and movement, public realm and open space, and sense of place.

## 1.3 Preparation of the Structure Plan

The preparation of the Structure Plan has been undertaken in four stages:

### Stage 1: Analysis, Opportunities and Constraints

Urban design, economic and transport background analysis was undertaken by the consultant team. This analysis provided information on:

- Land use;
- Built form;
- Public realm and open space;
- Sense of place;
- Retail and commercial existing conditions and potential; and
- Car parking, public transport, cycling and pedestrian infrastructure existing conditions.

Stage 1 of community and stakeholder consultation was undertaken to gather information about the centre. The analysis and consultation was interpreted to define a draft structure plan vision and objectives based upon the themes of Land Use and Activities, Built Form, Public Realm and Open Space and Access and Movement.

### Stage 2: Key Directions

Stage 2 community and stakeholder consultation was undertaken to seek feedback on the vision and set objectives and key directions for the Draft Structure Plan.

### Stage 3: Draft Structure Plan

The Draft Structure Plan was prepared and included:

- A summary of feedback received from the community and stakeholders;
- A vision for the activity centre;
- Guiding themes and objectives to provide the framework and direction of the Structure Plan; and
- Recommendations for action areas which present particular opportunities for change.

Refer to background reports in Chapter 3.

A Social Impact Assessment was undertaken in October 2015 to inform the Draft Structure Plan.

Stage 3 community and stakeholder consultation on the Draft Structure Plan has informed the Final Structure Plan.

### Stage 4: Final Structure Plan

The final Structure Plan was prepared following community consultation on the draft Structure Plan.

## 1.4 Reading this Document

This Structure Plan sets out a proposed vision for the future of the activity centre and identifies a series of objectives and strategies that outline the way the vision will be achieved.

Parts 1 – 4 of the document outline the study area and provide the existing context and issues facing the area.

Part 5 identifies the ‘Vision’, Objectives, Strategies and Structure Plan Framework. This is broken into 5 guiding themes under which objectives and strategies are articulated. These themes are:

- Theme 1: Land Use Activities
- Theme 2: Built Form and Heritage
- Theme 3: Access and Movement
- Theme 4 : Public Realm and Open Space
- Theme 5: Sense of Place

Part 6 identifies specific precincts within the activity centre and the objectives, strategies and design guidelines required to achieve the vision.

Part 7 takes the objectives and strategies and articulates how to implement them in a way that will achieve the vision.

Figure 2 illustrates the structure of the structure plan.

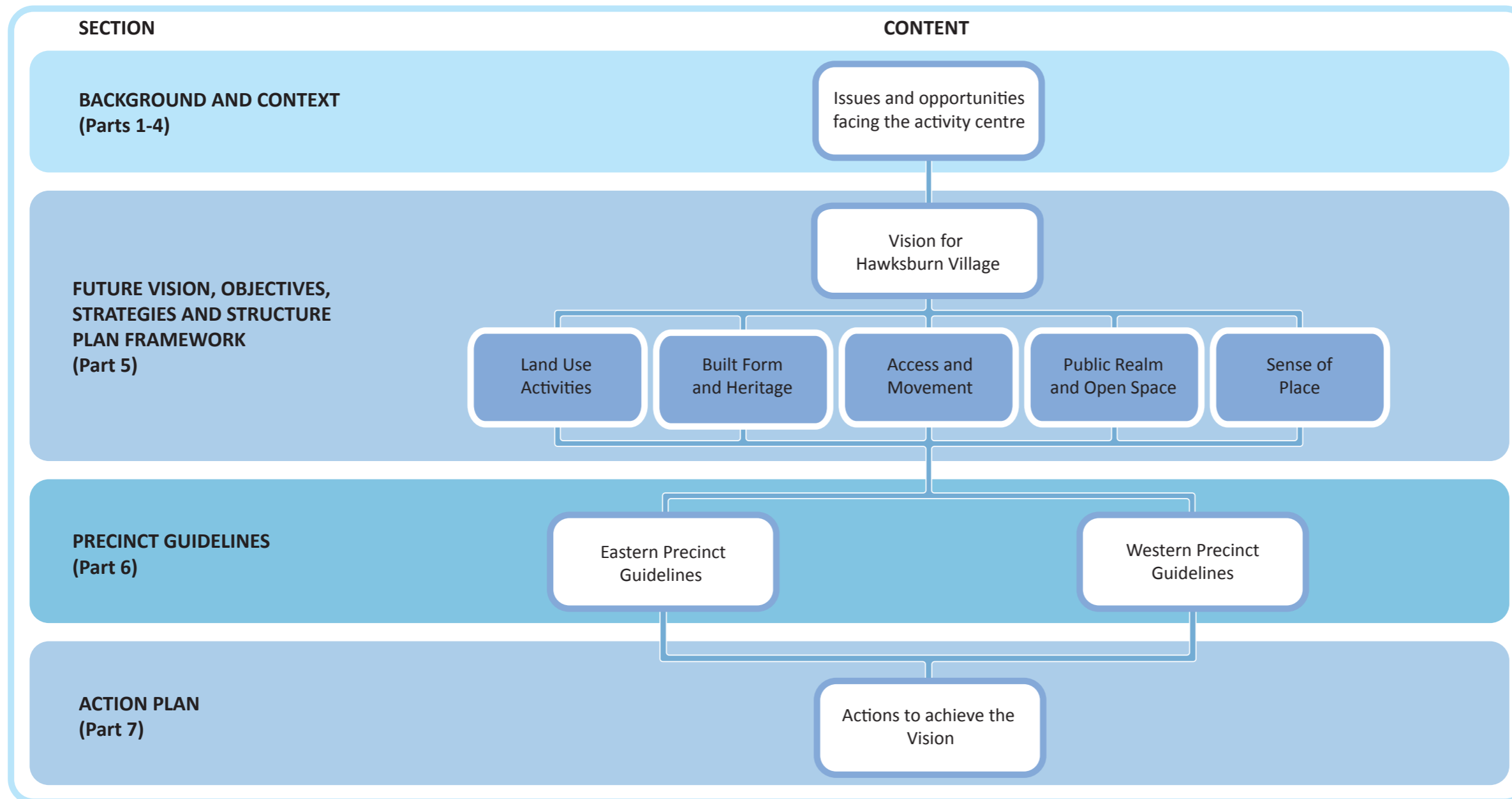


FIGURE 2: STRUCTURE



## 2.0 Study Area

### 2.1 Introduction

A study area was nominated in the original scope for the purpose of undertaking the structure planning process (Figure 3). The study area is bounded by Surrey Road to the west, Mathoura Road to the east, Murray Street and Wrights Terrace to the south and the railway line to the north (including Hawksburn Station).

The 'initial' activity centre boundary was developed through desktop analysis applying the Practice Note 58 activity centre boundary criteria. The activity centre boundary as displayed at Figure 3 was established to reflect existing land use patterns and urban form. Land with a strong functional inter-relationship with the centre has also been included and areas which are designated for limited change have been excluded.

The Structure Plan focuses on the commercial and mixed use zones of the centre and some small areas of residentially zoned land which have a strong inter-relationship with the centre. The centre's defining elements are as follows:

- A successful retail core associated with diverse retail, business and light industrial precincts.
- A high level of public transport access with Hawksburn Station within a 5 minute walk of the centre and frequent tram and bus services extending along Malvern Road.
- A local village feel created by late Victorian, Edwardian and interwar heritage buildings, fine grain retail shop fronts, detailed and articulated façades and a leafy green public realm.

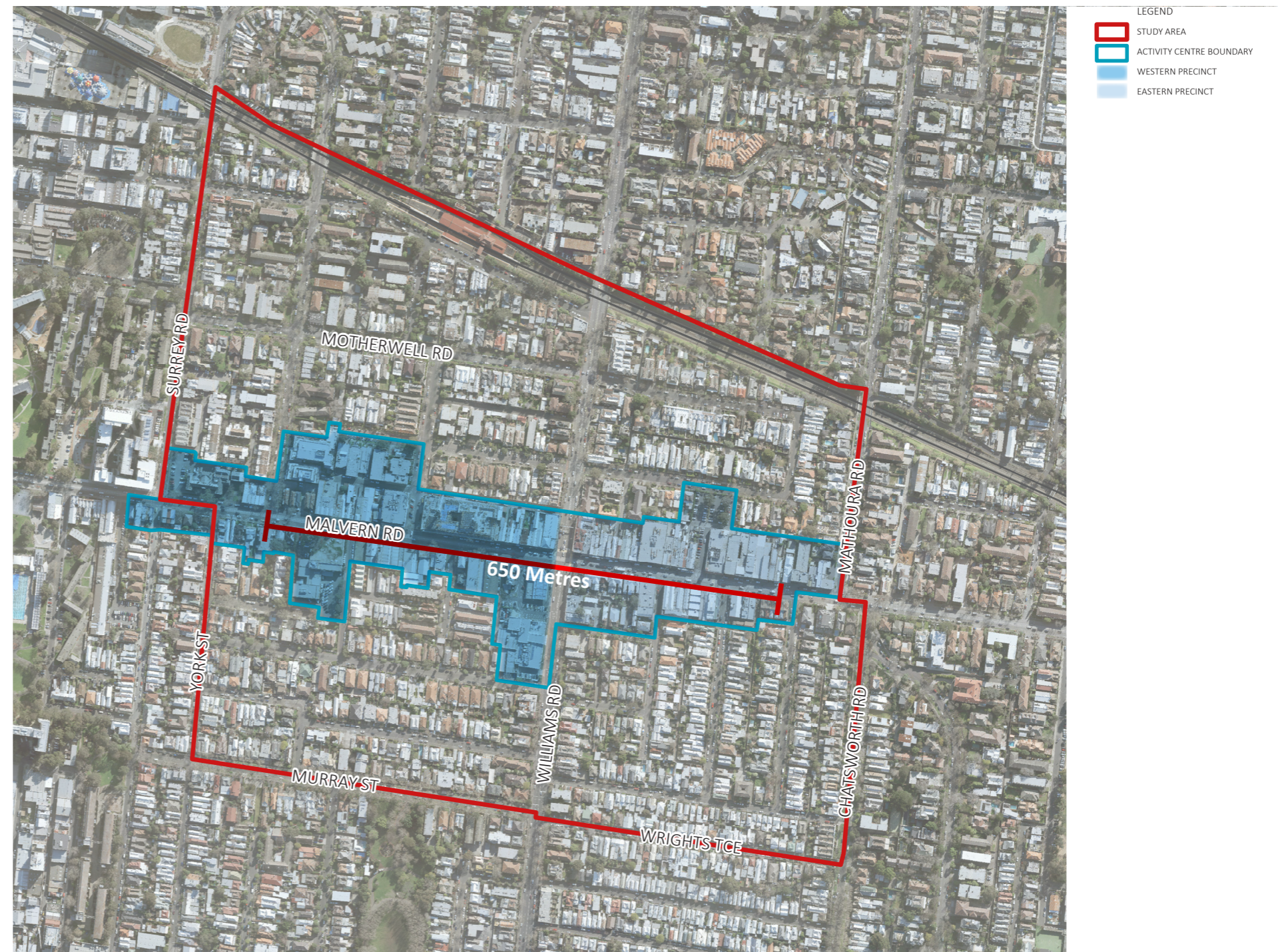


FIGURE 3: STUDY AREA



## 3.0 Background Analysis

### 3.1 Introduction

In addition to the brief background analysis below, further detailed information is provided within the background analysis reports.

### 3.2 Brief History

The historical development of Hawksburn Village is important in understanding the current conditions and issues faced today.

The Structure Plan area was originally occupied by the Woi Worrung (Wurundjeri) and Boon Wurrong (Bunurong) people. During Melbourne's expansion in the 1830s and the surveying of the Hoddle Grid in 1837, the Wurundjeri and Boon Wurrong regularly camped along the south banks of the Yarra River.

By the mid-1850s the area was still largely uncleared bushland. At this time, commercial development in the centre began when a hotel was built on a site of the present Bush Inn.

The area was particularly spurred on by the construction of the Oakleigh Rail Line in 1879 which led to the eventual development of Hawksburn Station. Following this, retail development around the Bush Inn took place and most of the existing shops on the northern side of Malvern Road were built in this period to cater for residents in the newly formed Hawksburn and Bush Inn Estates. The Prahran School (Hawksburn Primary School) opened in 1874. The Hawksburn Tennis Club was opened in 1913.

### 3.3 Community Profile

Analysis identified an Indicative Trade Area (ITA) for Hawksburn Village. The community profile of this ITA can be summarised as follows:

- From 2011 to 2031 an increase of approximately 4400 residents are anticipated (i.d Consultants) within the ITA.
- The age distribution is anticipated to shift slightly from the 25-29 year age group to the middle age groups (35-54 years).
- With the relatively younger age profile of residents within the ITA, there are fewer residents living in marital or de facto arrangements, and a high proportion in either lone person or group households when compared to the wider Stonnington municipality.
- There is a small proportion of residents aged less than 15 years, indicating a small number of traditional family households.
- Within the ITA and the wider Stonnington municipality, there is a lower proportion of residents working full-time that earn less than \$1,000 per week and a much higher proportion earning more than \$2,000 per week when compared to metropolitan Melbourne.
- The average household size in the ITA is 1.75 people per dwelling.
- Projected housing growth within the ITA is an additional 2,000 dwellings by 2031.

### 3.4 Strategic Policy Context

The current Metropolitan Planning Strategy 'Plan Melbourne' was released in May 2014. Centres such as Hawksburn Village are referred to as neighbourhood centres and their importance to local communities in terms of access to services, employment opportunities and the liveability of their neighbourhoods is recognised. Plan Melbourne also states that the planning of neighbourhood centres that maintain their 'village' character and feel, while enabling a mix of goods and services, is a key role for local government working with their communities.

The State Planning Policy Framework (SPPF) refers to the importance of building up activity centres as the focus for high-quality development, activity and living for the whole community by developing a network of activity centres differing in size and function. Undertaking strategic planning for the use and development of land in and around activity centres is encouraged.

The SPPF also aims to create liveable communities and neighbourhoods where

people have safe and convenient access to the goods and services they need for daily life within 20 minutes of where they live travelling by foot, bicycle or public transport.

The Strategic Framework Plan at Clause 21.03 of the Stonnington Planning Scheme (the Scheme) identifies an Activity Centre Hierarchy within Stonnington. Hawksburn is identified as a large Neighbourhood Activity Centre which is situated below the Principal Activity Centres of Chapel Street and Chadstone and the Major Activity Centre of Glenferrie Road/High Street. The role of large neighbourhood activity centres is to cater for everyday needs and wider speciality retail, office, and service markets. The strategic direction for Hawksburn Village is predominantly retail, with a food shopping character, plus a wider mix of office and services uses at the western end.

Council is in the process of preparing an Activity Centre Strategy. The project involves a review of activity centres and hierarchy. The Strategy will provide an overarching plan for the balance of Council's activity centres.

### 3.5 Analysis of Structure Plan Themes

The following section provides a brief summary of the current conditions and issues identified under each theme that helped shape the response outlined in this Structure Plan.

#### 3.5.1 Land Use and Economy (Theme 1)

##### *Retailing*

Future retailing opportunities within the Hawksburn activity centre are expected to relate to food retailing activities reflecting the existing designation of the centre within the Stonnington retail hierarchy. These opportunities are described within the Eastern and Western precincts of Hawksburn Village, as outlined at Figure 3.

The Eastern Precinct includes a Woolworths supermarket along with a limited range of food specialties which are in a strong trading position most likely due to a strong connection with the local community. The potential for an expansion of traditional food retailing within the Eastern Precinct is limited by the absence of appropriately sized sites elsewhere within the centre. The existing Woolworths has a floor space of approximately 1,100m<sup>2</sup> and with the projected future population growth, this is expected to increase to a full-line supermarket.

In the Western Precinct, there is the opportunity to complement key food retailing destinations such as Prahran Market through focusing upon niche segments such as gourmet and ethnic food retailing. Existing industrial



buildings offer the opportunity to accommodate medium sized food retailers that are sufficiently unique to attract visitors from across a wider region, which in turn will provide exposure for more generic activities such as cafes and restaurants.

Another niche area of retailing that Hawksburn performs strongly in is high-end fashion. This is due to its central location within Melbourne's relatively affluent inner south-eastern suburbs which provide a strong basis for supporting specialty and niche retailing activities. A key challenge remains in strengthening the core specialty retail focus in the Eastern Precinct whilst further intensifying the variety of uses in the Western Precinct therefore encouraging more activation and vibrancy.

### *Office*

The Hawksburn activity centre currently includes a mix of purpose-built office space in various formats and a number of offices above retail premises. These shop-top spaces provide alternative and in some cases preferred accommodation for smaller niche businesses.

Enabling further office development within the study area would be beneficial to not only achieve higher job yields but it also has the added benefit of bringing more diverse jobs closer to people. However, significant amounts of new office development within Hawksburn Village would be expected to be limited by:

- Apartment projects representing a higher value based upon current property market conditions and construction costs.
- Strong competition from recognised office precincts within Melbourne's inner south and south-east regions including South Yarra and St Kilda Road.
- Available floor space and size of floor plates.
- Higher car parking rates and therefore increased development costs.

There may however be a willingness from some developers to include commercial floorspace where they may wish to diversify their exposure away from the residential apartment market. This may provide the opportunity to address the loss of employment identified by SGS Planning and Economics in their analysis undertaken for the Chapel reVision Structure Plan.

### **3.5.2 Built Form and Heritage (Theme 2)**

The study area is characterised by a relatively compact urban form that becomes more spacious in parts of its residential hinterlands. It provides a variety of built form types ranging from low-rise residential to fine grain retail areas in the Eastern Precinct to medium to larger commercial and light industrial buildings in the Western Precinct. Redevelopment must be sensitive to the existing urban form, with particular consideration given to the challenge of integrating new built form within an often constrained and sensitive context.

The study area is incredibly architecturally diverse with buildings dating as far back as the 1850's. The diversity spreads into the residential hinterlands which includes pockets of heritage places that are intrinsic to the character of the study area. A large proportion of the residential areas abutting commercial and retail areas are under heritage overlays, and as such, minimal change is anticipated. Malvern Road itself consists of Victorian era shops and houses with ornate façades and high ceilings. The interface between these heritage places and areas of potential redevelopment in adjoining commercial and retail areas are considered sensitive.

Heritage places play a significant role as contributors to the character and identity of the study area, warranting specific design parameters to avoid the depletion of their significance. Buildings fronting Malvern Road in both the Eastern and Western Precincts of the centre are included within Heritage Overlay 'HO142 Hawksburn Retail Precinct'. There are many elements contributing to the significance of the heritage overlay including the consistent one or two storey scale of buildings.

The Eastern Precinct has a traditional streetscape character created by fine grain 1-2 storey late Victorian and Edwardian retail and commercial buildings on the northern side and 2 storey interwar retail buildings on the southern side. Of particular note is the Victorian Italianate style pub on the north-east corner of Malvern and Williams Roads. Commercial development in the precinct began when this hotel was built. The heritage buildings, narrow lot widths, and intimate built form all contribute to the fine grain and small scale nature of the Eastern Precinct which is a strong character element distinct to Hawksburn and worth retaining. A group of six single storey shops immediately west of Lorne Road are a particular feature of the area and should be retained to continue to mark the entry to Hawksburn Village from the east.

The Western Precinct includes a group of 1-2 storey Victorian commercial buildings on the western side of Williams Road which are included within the Hawksburn Retail Precinct Heritage Overlay. This Heritage Overlay extends

further north along Williams Road including a row of single storey Edwardian shops. The former Hawksburn Primary School, which is currently utilised as the Leonard Joel Auction House, is of State heritage significance and marks the beginning of the activity centre. Due to the building's distinct heritage features and unique design, it presents a particular challenge within any future conversion of land use, adaptation and re-use of the existing building. There are some buildings on the southern side of Malvern Road between Francis and Miller Streets which hold an industrial character worth respecting or retaining. Their built form typology is distinctive from the Eastern Precinct with medium grain, large but typically plain parapets with wide door and window frames.

### *Building Height*

The study area predominately comprises low scale buildings ranging in height from 1-4 storeys. Slight increases up to 5 storeys have occurred through recent approvals along Malvern Road. Hawksburn Village itself includes heights that vary between precincts. The Eastern Precinct of Malvern Road has a traditional streetscape character with prevailing heights of approximately between 8 and 9 metres including parapets. The Western Precinct of Malvern Road consists of a mix of medium grain light industrial, commercial and mixed use developments. In contrast to the Eastern Precinct, it has a less dominant street wall character.

The heights proposed, 5 storeys for most areas in the Western Precinct and 4 storeys in the Eastern Precinct, respond to the prevailing character whilst allowing for adequate growth and revitalisation. Based on a capacity calculation undertaken as part of this Structure Plan, which was calculated on a series of assumptions, it was determined that the application of these heights proposed as part of this Structure Plan could provide approximately 500 new dwellings within the Activity Centre. The addition of approximately 500 dwellings will generally enable the housing growth projections anticipated by the Economic Analysis and also provide an adequate balance between change, growth accommodation and the retention of Hawksburn's unique village quality.

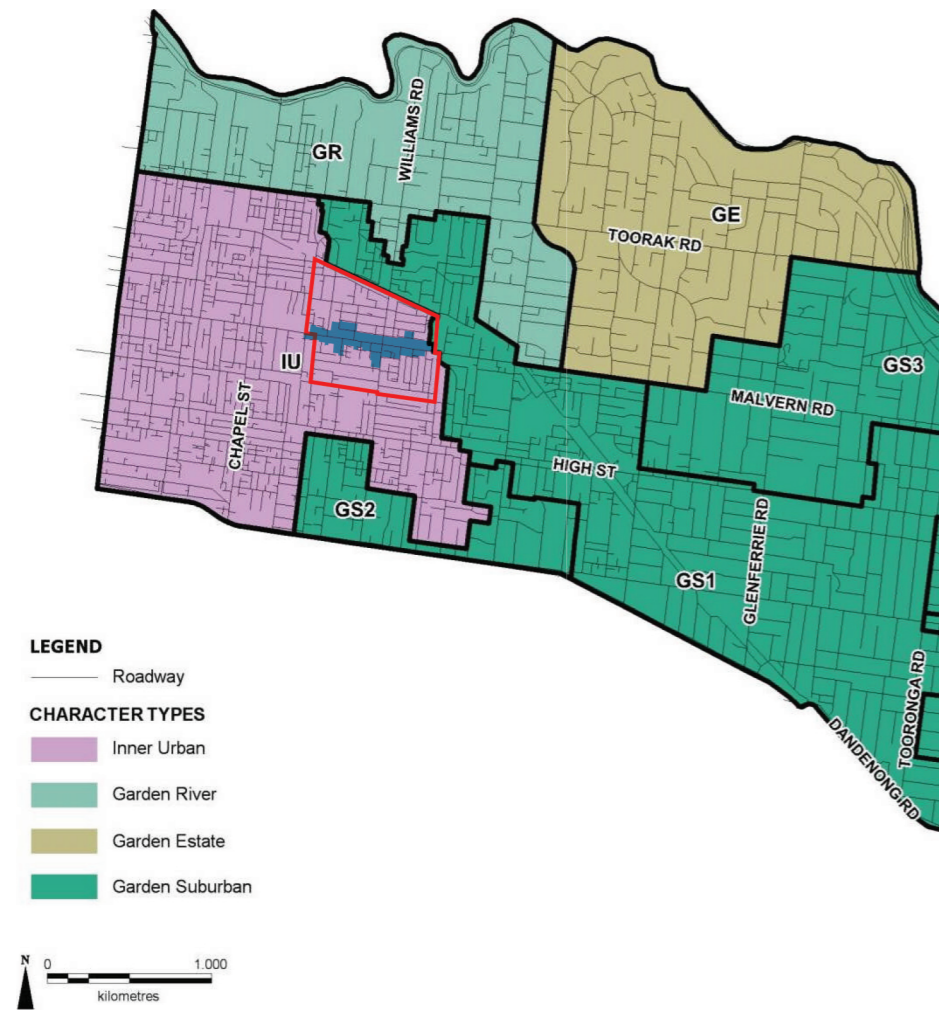


FIGURE 4: 'INNER URBAN' NEIGHBOURHOOD CHARACTER PRECINCT MAP

### Access and Movement (Theme 3)

The study area is well served by public transport including train, tram and buses. Williams Road and Malvern Road are the two main arterial roads that run through the study area. Williams Road caters for through traffic. Malvern Road is a highly contested space with it functioning not only as a traffic route but also as the main route for public transport and pedestrian and cyclist movements within the study area. While Malvern Road is identified as a bicycle priority route, it has a distinct lack of cycling infrastructure.

There are opportunities to increase levels of sustainable travel behaviour through improvements to infrastructure. A significant shift from vehicular based travel to sustainable forms needs to be made to improve the amenity of the area. This modal shift will require a systematic approach to improving the urban environment and prioritising pedestrian and cyclist movements over cars. As the traffic that occurs within the study area is partly generated by demand from outside suburbs, other traffic calming measures may need to be applied outside the precinct to improve the amenity for pedestrians and cyclists within the precinct. Hawksburn Station is relatively isolated from the other forms of public transport. There is no direct access to the train station from Malvern Road, where the majority of pedestrian activity is located. To make it easier for people to use the train to get to and from the centre, the connection to the station needs to be improved.

Due to the linear nature of the activity centre, some of the retailers utilise either a rear laneway or residential street behind Malvern Road for deliveries and waste collection. Future development may also utilise the rear laneway or residential street for private waste collection. Depending on the scale of the use, the noise, vibration, traffic and safety impacts associated with these services can impact upon the amenity of adjoining residential areas. A key issue will be managing waste, delivery and residential vehicle access in these locations to avoid adverse amenity impacts.

The study area has a significant amount of laneways. Their narrow and intimate nature and bluestone features help to define the local character and sense of place within the study area. The majority of retail and residential properties along Malvern Road are accessed by lane-way. The redevelopment of these sites will place pressure on the laneways. How they function and manage deliveries and rubbish collection will need to be addressed. A key issue will be managing outcomes achieved in laneways within the study area.

### Public Realm and Open Space (Theme 4)

The design of streets and landscaping in the activity centre is important in creating a strong sense of place and improving the vibrancy of the centre by promoting walking and cycling and enhancing amenity. The quality of the public realm across the study area varies. There are relatively narrow footpaths along Malvern Road which accommodate kerbside dining and sales as well as providing pedestrian access. There is a strong presence of transport infrastructure along Malvern Road.

Hobson Street forms an important pedestrian link from the train station. Its intersection with Malvern Road does not include a signalised crossing point for pedestrians heading north/ south or signage directing pedestrians towards the train station at this point. Ensuring streets and key routes are safe, pedestrian friendly and attractive and investigating opportunities for small-scale improvements is a key consideration of this Structure Plan.

There is a lack of public open space within the Study Area. More than 70% of the properties to the east of Williams Road are outside a 400m walking distance to public open space. A 400m walking distance is an important benchmark to measure the distribution and accessibility of public open spaces and in particular neighbourhood spaces. There is a need to identify opportunities for new public open spaces in the study area and in particular the Eastern Precinct where footpaths are also particularly narrow. Due to the lack of vacant land within the study area, finding more innovative ideas for public open space is key to addressing the shortage.

### Sense of Place (Theme 5)

There are many unique characteristics within the study area that contribute to Hawksburn Village's sense of place and identity. These include the fine grain retail focus in the Eastern Precinct which evokes a village character feel unique to Hawksburn Village, the variety of retail and commercial activities along Malvern Road, Hawksburn Station, the Hawksburn 'gateway' across Williams Road, the coarser grain of the western precinct and key landmark buildings including the former Hawksburn Primary School. The residential hinterlands can also be broken into distinct character precincts which should be recognised and built upon through localised landscaping responses and public realm improvements. A key issue will be retaining the distinctive elements that define the identity of Hawksburn whilst allowing for change and growth.



## 4.0 Community Feedback

Community consultation was undertaken in three stages, with Stage 1 occurring at the commencement of the structure planning process in October 2014 and Stage 2 in June/July 2015. Stage 3, consultation on the Draft Structure Plan, was undertaken over March 2016. The following is a summary of the main consultation events undertaken and the feedback received from the community.

### 4.1 Previous Consultation

Stage 1 community and stakeholder consultation was undertaken to gather information about the centre. The above analysis and consultation was interpreted to define a draft structure plan vision and objectives based upon the themes of Land Use and Activities, Built Form, Public Realm and Open Space and Access and Movement.

The Stage 2 consultation period sought to understand stakeholders' views on the following:

- The vision statement
- The draft proposed activity centre boundary
- Areas of opportunity to manage developmental pressure
- Built form height requirements
- Neighbourhood character
- Open space
- Movement around Hawksburn

#### 4.1.1 Vision Statement

The majority of respondents agreed with the vision statement, with some suggestions to include promotion of retail variety.

#### 4.1.2 Activity Centre Boundary

A majority agreed with the proposed activity centre boundary, with some concerns and comments expressing conditions to agreeing with the proposed boundary.

#### 4.1.3 Built Form and Character

The majority of respondents agreed that future development should be concentrated in the western precinct, with new development responding to the different character of the eastern and western precincts. Respondents'

understanding of the term "slightly taller development" translated to between 3-4 storeys. There was also strong support of the statements "new development allows for adequate sunlight, access to the footpath and public open spaces", and "new development enhances existing streetscape, character and heritage".

#### 4.1.4 Access and Movement

Respondents tended to favour the provision of underground parking in relation to the Woolworths supermarket. Respondents also indicated a desire for more bike lanes, bike parking areas, as well as a better pedestrian environment (i.e. improved footpaths, lighting, crossings etc).

#### 4.1.5 Public Realm and Open Space

There was general consensus from respondents for an improved pedestrian environment with connections to Hawksburn Station, with a range of proposals suggested from CCTV improvements to improved footpaths.

Opportunities for new open space were suggested at the rear of the Prahran Police Station and/or the Woolworths car park. While a significant proportion (28%) agreed to either of the choices, or both, the majority of comments (32%) suggested other locations for the development of open space.

### 4.2 Stage 3 Consultation

Council engaged Capire Consulting Group (Capire) to support consultation activities and prepare a report for this stage. Feedback was sought on the Draft Structure Plan via survey and email submissions.

In summary, the key findings were as follows:

- The greatest level of support observed was the proposal to incorporate more open space and greenery in Hawksburn Village.
- The most contentious element related to the proposed preferred height limits. Specifically, while some respondents supported height increases over the proposed limits, the majority favoured reducing the proposed limits. The most common reasons for the opposition to the proposed limits were the impacts increased density would have on neighbourhood character, sunlight and traffic congestion.
- Heritage was an important factor to respondents, though clarification was sought on the definition of "sympathetic additions". There were some suggestions that the industrial character was not worth retention while others supported it.

- Access and movement directions that might impede traffic flow such as bicycle lanes were less likely to be supported than other proposed directions. Additionally, respondents frequently noted that directions for managing traffic congestion and car parking demand were not addressed.
- Some respondents raised concern regarding the impact of a future redevelopment of the Woolworths supermarket and May Road car park on the adjoining residential area and local street network.
- There was universal support for retaining small scale employment in Hawksburn Village. There was also a high level of support for enhancing McKillop Street as a 'Laneway Precinct'.
- Proposed public realm and open space improvements were strongly supported, with some concerns about maintenance of open spaces and reduced traffic access.

## 5.0 The Vision & Structure Plan Framework

### 5.1 Vision

The Vision Statement underpinning the Hawksburn Structure Plan is as follows:

*“Hawksburn Village will continue to thrive as a welcoming, vibrant and diverse centre, and be known for its distinctive charm and village feel, and safe, green, and walkable street network.”*

### 5.2 Themes and Objectives

The Vision for Hawksburn Village is achieved by the realisation of objectives and strategies grouped under the five themes of the structure plan. When brought together in a cohesive and legible way they provide the key ingredients of a highly liveable, vibrant and economically viable inner urban area:

#### Theme 1: Land Use Activities

Overarching objective: ‘A strong local economy that serves the community’

- To strengthen the neighbourhood role of the activity centre ensuring it continues to function as a sustainable and viable centre that meets the needs of local residents.
- To establish a more diversified land use mix within the precinct to enliven the centre.
- To increase Hawksburn’s reputation as a specialty retailing destination.
- To retain employment areas on ground and first floors and encourage residential uses above these.

#### Theme 2: Built Form and Heritage

Overarching objective: ‘Facilitate development whilst respecting the heritage and unique character’

- Retain and enhance the village character of Malvern Road.
- Recognise, conserve, and enhance the architectural, cultural and historic significance associated with Hawksburn Village.
- Encourage infill development that retains and enhances the scale, materiality and rhythm of Hawksburn’s architectural style.
- In the western precinct, encourage infill that responds to the industrial character features.
- Ensure the character and amenity of adjacent residential areas is maintained.
- Ensure that any additions, alterations and replacement buildings are sympathetic to the heritage.

#### Theme 3: Access and Movement

Overarching objective: ‘An accessible place for all’

- To improve legibility, safety, convenience and amenity for pedestrians and cyclists moving within, and around, Hawksburn Village.
- To create a high quality pedestrian environment.
- To consolidate, connect, and improve access to public transport.
- To retain and improve laneway connectivity and amenity.
- To manage the impacts arising from delivery, waste and residential vehicles on residential amenity.
- To reduce private vehicle travel to or around the centre and encourage people to use public transport, walk, and cycle as viable alternatives.

#### Theme 4: Public Realm and Open Space

Overarching objective: ‘Enduring and engaging streets and public spaces’

- To enhance the green character of Hawksburn Village.
- To provide opportunities for additional public open space.

- To identify opportunities for laneway precincts.
- To improve legibility and way-finding.
- To establish a high quality pedestrian oriented public realm along Malvern Road, Hobson Street, and Barnsbury Road.
- To improve north-south pedestrian connectivity.
- Ensure streets and public open spaces in Hawksburn Village are safe, accessible, and have a high level of amenity during day and night time.

#### Theme 5: Sense of Place

Overarching objective: ‘A place with well-defined and unique identity’

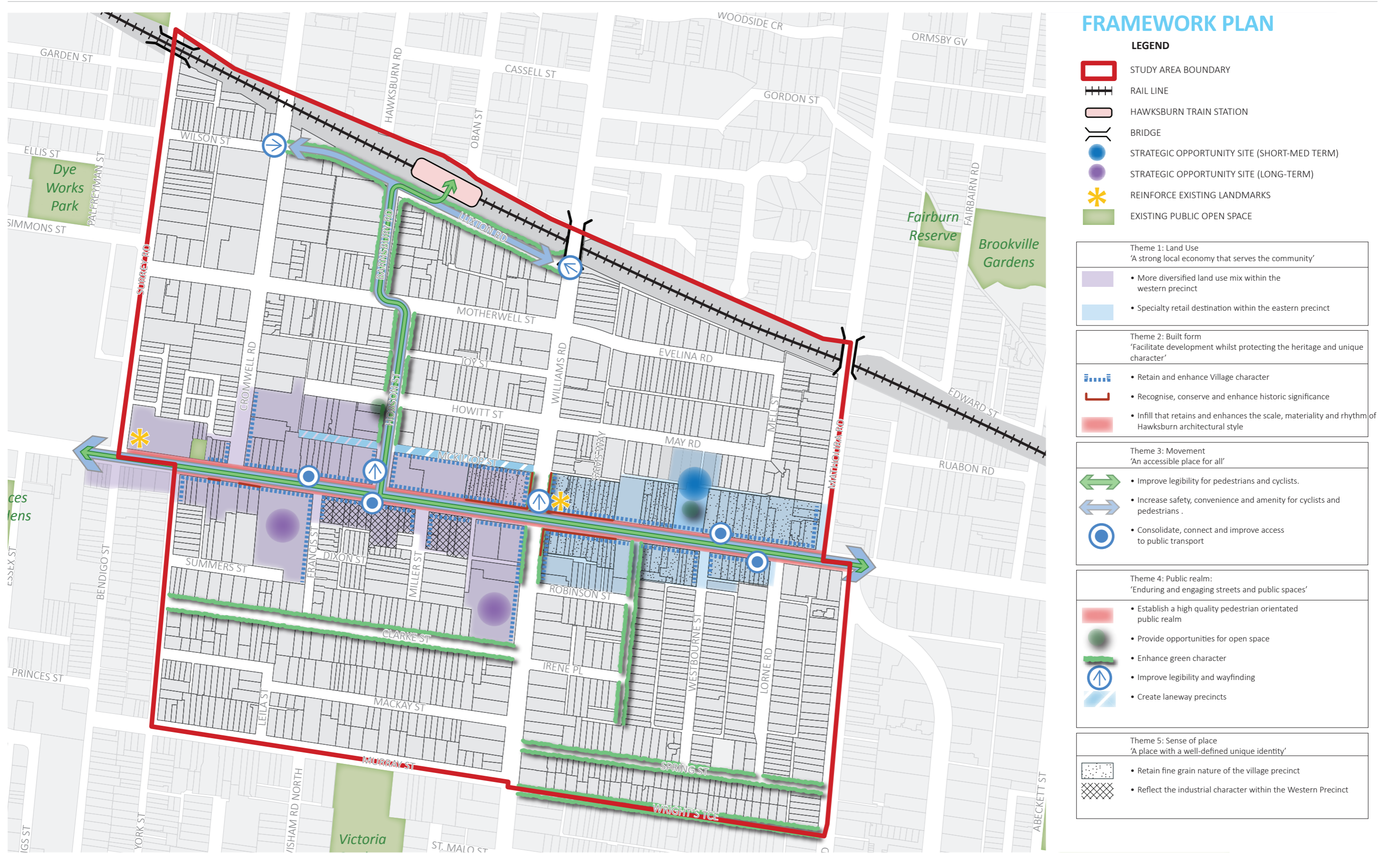
- To enhance locally distinctive patterns of development, landscape and culture.
- Ensure a high standard of design that promotes the unique identity of Hawksburn Village and its residential character precincts.
- To reflect and celebrate the industrial character existing within the Western Precinct.
- To retain the fine grain nature of the Eastern Precinct.
- To enhance, support and celebrate the character of the historic railway infrastructure and its transit function.

The Framework Plan outlines the overall spatial framework for development in the Structure Plan area. Further guidance is provided within each framework theme as outlined in the following sections of the Structure Plan.

### 5.3 Framework Plan

To articulate the overall spatial framework for the Structure Plan area, a Framework Plan has been developed. The Framework Plan illustrates how development of each precinct combines to deliver a potential development outcome. It articulates the objectives that can be graphically demonstrated in plan form. Further guidance is provided for each framework theme. This is outlined in the following sections of the structure plan.





## FRAMEWORK PLAN

### LEGEND

- STUDY AREA BOUNDARY
- RAIL LINE
- HAWKSURN TRAIN STATION
- BRIDGE
- STRATEGIC OPPORTUNITY SITE (SHORT-MED TERM)
- STRATEGIC OPPORTUNITY SITE (LONG-TERM)
- REINFORCE EXISTING LANDMARKS
- EXISTING PUBLIC OPEN SPACE

<p><b>Theme 1: Land Use</b> 'A strong local economy that serves the community'</p> <ul style="list-style-type: none"> <li> • More diversified land use mix within the western precinct</li> <li> • Specialty retail destination within the eastern precinct</li> </ul>
<p><b>Theme 2: Built form</b> 'Facilitate development whilst protecting the heritage and unique character'</p> <ul style="list-style-type: none"> <li> • Retain and enhance Village character</li> <li> • Recognise, conserve and enhance historic significance</li> <li> • Infill that retains and enhances the scale, materiality and rhythm of Hawksburn architectural style</li> </ul>
<p><b>Theme 3: Movement</b> 'An accessible place for all'</p> <ul style="list-style-type: none"> <li> • Improve legibility for pedestrians and cyclists.</li> <li> • Increase safety, convenience and amenity for cyclists and pedestrians .</li> <li> • Consolidate, connect and improve access to public transport</li> </ul>
<p><b>Theme 4: Public realm:</b> 'Enduring and engaging streets and public spaces'</p> <ul style="list-style-type: none"> <li> • Establish a high quality pedestrian orientated public realm</li> <li> • Provide opportunities for open space</li> <li> • Enhance green character</li> <li> • Improve legibility and wayfinding</li> <li> • Create laneway precincts</li> </ul>
<p><b>Theme 5: Sense of place</b> 'A place with a well-defined unique identity'</p> <ul style="list-style-type: none"> <li> • Retain fine grain nature of the village precinct</li> <li> • Reflect the industrial character within the Western Precinct</li> </ul>

FIGURE 5: FRAMEWORK PLAN

## 5.4 Land Use Activities

The existing land use pattern is not proposed to be significantly altered as part of this Structure Plan. Rather, it seeks to increase the vibrancy and viability of the Hawksburn Activity Centre through both supporting the existing mix of employment uses and introducing activities and land uses that expand the function of the centre and better service the demographic now and in the future. This will not only enable the centre to better service local residents and support local businesses, it will also attract ongoing investment to the centre.

### 5.4.1 Retailing

Future retailing opportunities within Hawksburn Village are expected to relate to food retailing activities reflecting the existing designation of the centre within the Stonnington activity centres' hierarchy.

The well-established Eastern Precinct is expected to continue as a retail location in its current form, reflecting its existing role of neighbourhood centre, serving the local community. Its supply of small format shops contributes to the diversity of offer in the area.

The Western Precinct is distinctly different to the remainder of the centre reflecting its traditional role as a location for semi-industrial and peripheral activities. This precinct is expected to see an increase in retail related activities that are currently not being delivered in the Eastern Precinct. This may include medium sized food retailers that are unique to the region which would in turn increase exposure to more generic uses to occur such as cafes and restaurants.

Cafes and restaurants were identified by the community as a potential opportunity within the centre which would also be supported by continued population growth and the age and socio-economic profile of the local population. By introducing more lively activities to Malvern Road, the village will gain a more safe and vibrant environment both day and night.

There is one smaller format supermarket within the Eastern Precinct of the centre. At 1,100m<sup>2</sup> it is around one third the floor area of a typical full line supermarket. Any expansion of the supermarket would need to consider the availability of convenient access and parking and any amenity impacts on surrounding residential areas.

### 5.4.2 Office and employment space

A key issue identified by the Stonnington Planning Scheme is managing the amount and location of new residential development in activity centres to ensure it does not diminish future opportunities for retail and commercial expansion in core areas.

The existing purpose built and shop-top office space in Hawksburn Village is a strong contributor to the self-sufficiency and viability of the centre and should therefore be supported and further strengthened through this Structure Plan.

With the intensification of sites within Hawksburn Village, there will be new opportunities for office space at ground and first floors of mixed use development. The opportunities for larger office space may be limited in the Eastern Precinct due to lot size; however the retention of existing office space is strongly encouraged.

The Western Precinct and its larger lot sizes could allow for particular office typologies. A strategy is included that requires investigation into an incentive to incorporate office space via the planning scheme or other mechanism. To accommodate office floor space, the design guidelines provided within this Structure Plan allow for flexibility in the typology of uses on the ground and first floor through floor to floor heights of 4 metres.

### 5.4.3 Housing

The economic analysis undertaken for this Structure Plan suggests there will be a limited number of sites that may potentially be redeveloped for apartment projects given the size and accessibility of sites, the value of existing capital improvements and likely ownership by passive investors. Recent planning approvals within the precinct would suggest otherwise, with some sites within the Western Precinct approved for 5 storey apartment developments. This trend supports the viability of the Western Precinct for medium density redevelopment. The urban design parameters this Structure Plan applies will be the catalyst for the new character that will evolve within the Western Precinct.

### 5.4.4 Opportunity Sites

To contribute to the vibrancy and viability of Hawksburn Village, the Structure Plan has identified sites that offer good access to services and transport and are capable of accommodating housing. This includes the Woolworths Supermarket and the only at grade car park within the activity centre, which is currently poorly designed in terms of pedestrian and vehicle accessibility and amenity. The car park is in both public and private ownership and has potential for consolidation with the adjoining supermarket site. The Structure Plan recommends investigating the redevelopment of this car park in conjunction with the supermarket site which could include replacement car parking and open space within the new development.

### Objectives

- To strengthen the neighbourhood role of the activity centre ensuring it continues to function as a sustainable and viable centre that meets the needs of local residents.
- To establish a more diversified land use mix within the precinct to enliven the centre.
- To increase Hawksburn's reputation as a specialty retailing destination.
- To retain employment areas on ground and first floors and encourage residential uses above these.

### Strategies

- Develop land use provisions that support a diversity of employment opportunities.
- Encourage the provision of employment uses on ground and first floor levels in redevelopment proposals.
- Support the development of an evening economy in the Western Precinct suitable to the role and function of the centre.
- Enhance the centre's convenience retailing offer to ensure a high level of service for local residents.
- Provide the opportunity for a diversity of retail uses in the Western Precinct.
- Support high-end fashion continuing its role in the Village, in particular the Eastern Precinct.
- Encourage uses that extend the hours of activity of the Activity Centre and strengthen its function as a place for living and working at the street level.
- Allow opportunities for medium sized food retailers in larger sites in the Western Precinct.
- Undertake further planning investigations for the redevelopment of opportunity sites.



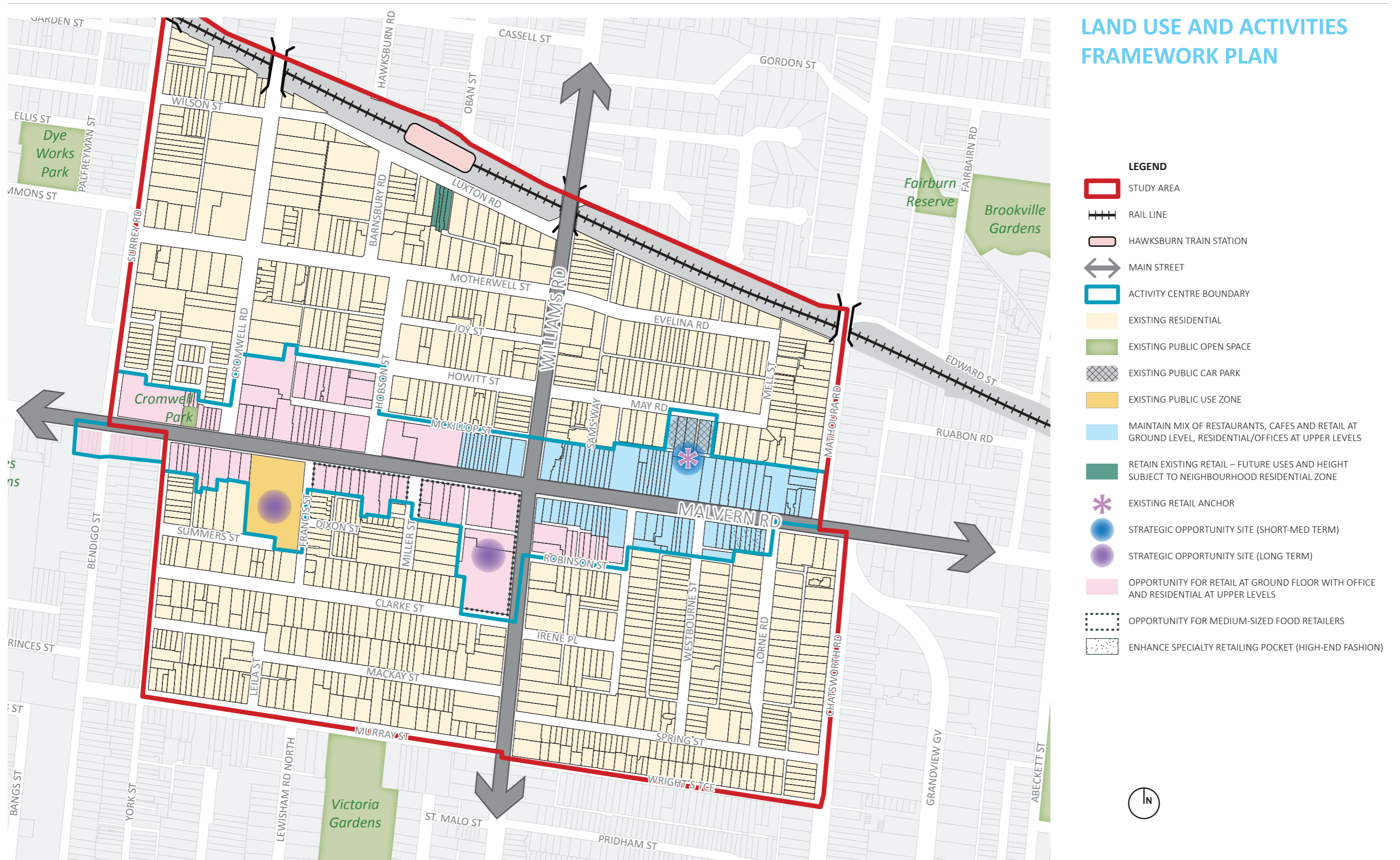


FIGURE 6: LAND USE ACTIVITIES FRAMEWORK PLAN

## 5.5 Built Form and Heritage

The study area is comprised of several large heritage precincts (including HO142, HO137, HO380 and HO370) which have contributed to a built form intrinsic to the character and sense of place in Hawksburn Village. The built form and heritage guidance within this Structure Plan seeks to reinforce the existing qualities of Hawksburn Village, whilst carefully managing change.

Given the status of Hawksburn Village in the Planning Scheme as a Neighbourhood Activity Centre, its anticipated future growth is modest compared to Major Activity Centres such as Chapel Street. The scale of built form proposed varies between precincts and is in line with the characteristics of Hawksburn Village including heritage and grain.

Building heights of up to 4 storeys in the Eastern Precinct are proposed. The Eastern Precinct has a strong existing and unique character of fine grain shops and heritage buildings that should be respected and retained. A group of single storey semi-detached buildings immediately west of Lorne Road contribute to the unique character of Hawksburn Village and establish a distinctive presence at a main entrance to the centre. Built in the early 1900s, these are of potential heritage significance. Further investigation should be undertaken to determine their heritage significance and to protect them from development.

In the Western Precinct the Structure Plan anticipates heights of up to 5 storeys. This precinct has a mixed character with identified pockets of wider format industrial buildings and heritage buildings. The Built Form Framework Plan identifies the areas of the centre that have an industrial character that should be referenced in any redevelopment proposal. The industrial character features include a medium grain, large but relatively plain parapets with wide door and window frames and limited ornate features. In these locations, new development should either retain or respond to the existing industrial street wall character.

When responding to heritage buildings, any additions should be set back behind an appropriate volume of the existing building in accordance with Stonnington's heritage guidelines.

There are two buildings identified as landmarks within Hawksburn Village. The Leonard Joel Auction House site (former Hawksburn Primary School) is included on the Victorian Heritage Register and the Bush Inn is located on the north east corner of Williams Road and Malvern Road. Both hold a significant presence in Hawksburn Village and any redevelopment must protect the heritage significance of these buildings.

Generally, where there are no heritage constraints, it is accepted that the street wall of any new development should respond to the surrounding street

wall character, applying a height of 2-3 storeys.

The Built Form Character Framework Plan depicts maximum building heights within each precinct and articulates where an individual design approach is required to consider existing heritage or character aspects. Maintaining reasonable amenity for residential properties adjacent to Hawksburn Village is also a key consideration. Taller development can adversely affect the amenity of adjacent residential properties through visual bulk, overlooking and overshadowing. Such impacts are to be reduced by setting back upper levels at the residential interfaces. The parameters for built form design are provided at Part 6 of this Structure Plan.

### Objectives

- Retain and enhance the village character of Malvern Road.
- Recognise, conserve, and enhance the architectural, cultural and historic significance associated with Hawksburn Village.
- Encourage infill that retains and enhances the scale, materiality, and rhythm of Hawksburn's architectural style.
- In the Western Precinct, encourage infill that responds to the industrial character features.
- Ensure the character and amenity of adjacent residential areas is maintained.
- Ensure that any additions, alterations and replacement buildings are sympathetic to the heritage.

### Strategies

- Building heights to the west of Williams Road should be no greater than 5 storeys (excluding Howitt Street), and building heights to the east should be no greater than 4 storeys, adjacent to Malvern Road.
- Ensure buildings contribute to a vibrant and active streetscape on Malvern Road.
- The street wall height to Malvern Road should respond to the existing built form, creating a continuous built form scale with recessive upper levels.
- Heritage fabric must be retained in accordance with Stonnington's heritage policy and guidelines.
- Redevelopment in or adjacent to areas where industrial character has

been identified should retain or respond to its materiality.

- Ensure new development manages off site amenity impacts and provides a transitional building scale to sensitive interfaces such as open spaces, residential areas or heritage buildings.
- Ensure any future redevelopment of the Hawksburn Primary School is reflective of and celebrates its heritage features.
- Review the heritage significance of properties within the Activity Centre to determine if any heritage values should be further protected.
- Prepare an appropriate planning mechanism to manage built form outcomes in the Neighbourhood Activity Centre.
- Investigate an appropriate planning mechanism to apply to the Woolworths/ May Road car park opportunity site.
- If required, prepare a local planning policy that supports the implementation of the structure plan.
- Any future redevelopment of the 559-565 Malvern Road should be carefully managed to ensure it aligns with the design guidance as outlined within this Structure Plan.
- Ensure any future development of the long-term Opportunity Sites, 145 Williams Road and 396-400 Malvern Road are carefully managed and aligns with the design parameters as outlined within this structure plan.



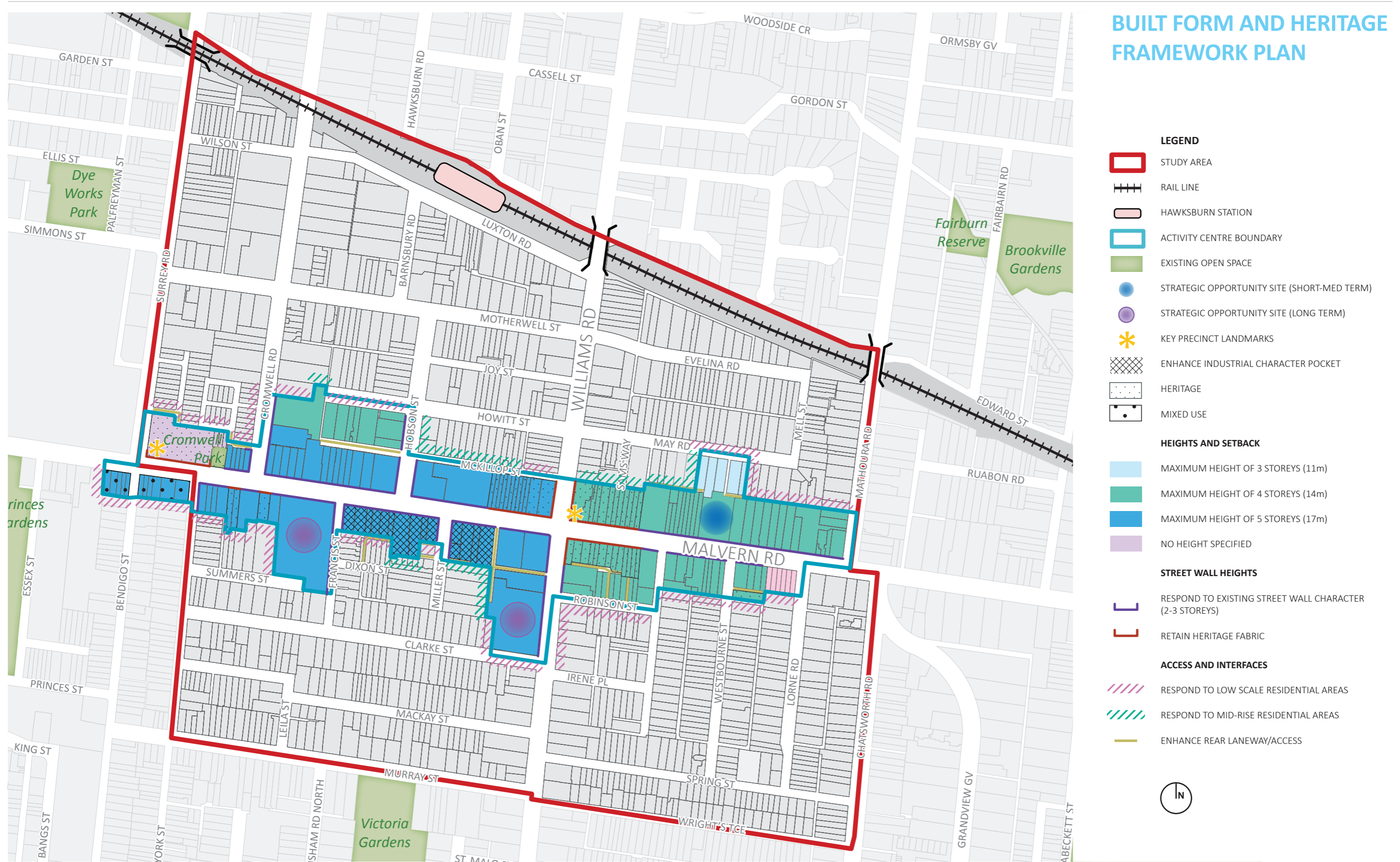


FIGURE 7: BUILT FORM AND HERITAGE FRAMEWORK PLAN

## 5.6 Access and Movement

Hawksburn Village is well serviced by public transport, with frequent tram and bus services running along Malvern Road and train services operating from Hawksburn Station. Malvern Road is nominated as a Tram and Bus Priority Route and Pedestrian Priority Route in the Stonnington Planning Scheme. It is also a VicRoads Primary Arterial Road and Bicycle Priority Route. State policy seeks to manage the road system to achieve integration, choice and balance by developing a safe network and making the most of existing infrastructure. As a neighbourhood centre with moderate growth projected, there are improvements and infrastructure upgrades that can be made to improve accessibility, ease of movement, and choice within the study area.

The key access and movement issues are:

- Lack of cycling infrastructure, including on-road cycle lanes and bike parking facilities;
- Poor connectivity between the train station and Malvern Road;
- Poor pedestrian amenity on Malvern Road due to narrow footpaths and limited signalised pedestrian crossing points; and
- The limited cross-section of Malvern Road and the ability to accommodate its multi-functional role.

There is a distinct lack of cycle lanes and bike parking within the study area. As a Bicycle Priority Route, the implementation of cycle lanes on Malvern Road should be investigated. Cycle lanes on the most direct route to the train station, Hobson Street and Barnsbury Road, should also be investigated along with the provision of bike parking, including secure bike parking at the train station.

Within the activity centre, many of the lots are serviced by either residential or commercial access laneways. These not only improve permeability within the activity centre, they also hold certain characteristics that are intrinsic to inner Melbourne suburbs and the historical layout of Melbourne.

New development abutting a lane has the potential to affect the lane's functionality with respect to servicing and access and its desirability as a pedestrian thoroughfare (in some locations). As development occurs there is an opportunity to enhance the amenity of these spaces and improve the perception of safety as well as ensuring service access is not adversely affected.

Due to the linear nature of the activity centre, some of the retailers utilise either a rear laneway or residential street behind Malvern Road for deliveries and waste collection. Depending on the scale of the use, the noise, vibration,

traffic and safety impacts associated with these services can impact upon the amenity of adjoining residential areas.

There is a low level of connectivity between the Station, Malvern Road and across Malvern Road in the western precinct. Establishing a clear and well signed route to the train station will support increased public transport usage. Signage at the corner of Hobson Street and Malvern Road will help to direct pedestrians to the station. Furthermore, a signalised pedestrian crossing on Malvern Road in the vicinity of Hobson Street will further strengthen connectivity.

Malvern Road has a multi-functional role as the main activity spine for Hawksburn Village and a priority route for cars, cyclists, trams, buses, and pedestrians. Conflicts between these different modes can detract from the vibrancy, amenity, and identity of the area. To ensure the most effective use is made of the limited space available, and encourage people to use alternative transport options, it is important that Malvern Road is balanced in design. To achieve this more emphasis can be placed on pedestrians, cyclists, and public transport users, rather than cars.

### Objectives

- To improve legibility, safety, convenience, and amenity for pedestrians and cyclists moving within and around Hawksburn Village.
- To create a high quality pedestrian environment.
- To consolidate, connect, and improve access to public transport.
- To retain and improve lane-way connectivity and amenity.
- To manage the impacts arising from delivery, waste and residential vehicles on residential amenity.
- To reduce private vehicle travel to or around the centre and encourage people to use public transport, walk, and cycle as viable alternatives.

### Strategies

- Investigate removal of footpath clutter including superfluous signage and seating within the activity centre.
- As the transport mode shares alter in favour of walking, cycling and public transport, investigate options to widen footpaths in the western precinct.

- Investigate the provision of a signalised pedestrian crossing facility in close proximity to the intersection of Hobson Street and Malvern Road.
- Investigate the opportunity for improvements to the footpath along Hobson Street and Barnsbury Road, including footpath widening and additional landscaping.
- Investigate the opportunity for part road closure on Barnsbury Road between Luxton and Motherwell Streets to increase access to public open space.
- Retain and improve laneway connectivity and amenity through providing lighting, paving and landscaping, ensuring they are safe and inviting spaces. Development must not adversely affect the operation of laneways for servicing and access.
- Liaise with VicRoads to advocate for and investigate the opportunity to install peak hour bicycle lanes, with traffic lane and tram/ vehicle lane, and potentially off-peak parking lane, bicycle lane and tram/ vehicle lane.
- Liaise with VicTrack, PTV and Heritage Victoria when appropriate to enable delivery of cycling facilities including secure bike parking at Hawksburn Train Station.
- Provide bike parking at highly frequented facilities along Malvern Road including the Woolworths Supermarket.
- Nominate Malvern Road as the preferred primary vehicle access to Woolworths supermarket and adjoining public car park.
- Create a clear cycling route from Malvern Road to the train station and onwards to the off/on road cycling route extending east/ west.
- Monitor PTV's implementation of DDA compliant tram stops in the activity centre and when appropriate advocate for quality, integrated and accessible design in consideration of connectivity within the activity centre.
- Liaise with PTV to secure additional way-finding on the corner of Hobsons Street and Malvern Road directing commuters to the train station.





FIGURE 8: ACCESS AND MOVEMENT FRAMEWORK PLAN

## 5.7 Public Realm and Open Space

There is a shortage of public open space in the activity centre. This includes traditional public open space and space for relief or resting off the main footpaths within Hawksburn Village. With the moderate growth rates predicted within Hawksburn Village, the pressure on the public realm and the demand for new public open space will only increase.

Through the structure planning process and in consultation with the community, several opportunities were identified to create new public open space and improve the amenity and function of the public realm.

Within the Eastern Precinct, there are opportunities to create new public open space, relief, or resting space off the main footpaths and improve the public realm.

559-565 Malvern Road and the surface level car park (28, 32 and 44 May Road) have been identified as an opportunity site. As part of the future redevelopment of this site, there is an opportunity to provide both public open space and relief or resting space off the main footpath. Woolworths is the largest anchor within Hawksburn Village and therefore attracts a larger amount of pedestrian traffic. The site also sits within a pocket of the activity centre where approximately 70% of the dwellings are more than 400 metres walking distance from open space. The provision of open space within the site would address this shortage.

Design guidance is provided at Part 6 of this report.

There are other opportunities for public realm improvements and public open space within the Eastern Precinct which could be investigated including the closure or part closure of north-facing roads on the southern side of Malvern Road.

Within the Western Precinct, an opportunity to expand the small pocket park on the corner of Hobson and Howitt Streets has also been identified for further investigation. The property is privately owned. A further opportunity is for any redevelopment of the Prahran Police Station at 396-400 Malvern Road to consider improvements to its interface with Malvern Road.

A key concern for the community is the retention, and provision, of more greenery in the area. Streets that would benefit from landscape improvements include Clarke Street, Errol Street, Spring Street, Wrights Terrace, Hobson Street, Barnsbury Road, and Luxton Road.

### Objectives

- To enhance the green character of Hawksburn Village.
- To provide opportunities for additional public open space.
- To identify opportunities for laneway precincts.
- To improve legibility and way-finding.
- To establish a high quality pedestrian oriented public realm along Malvern Road, Hobson Street and Barnsbury Road.
- To improve north-south pedestrian connectivity.
- To ensure streets and public open spaces in Hawksburn Village are safe, accessible and have a high level of amenity during and day and the night time.

### Strategies

- Implement landscaping improvements along Clarke Street, Spring Street, Wrights Terrace, Hobson Street, Barnsbury Road and Luxton Road.
- Investigate opportunities for creating open space in the activity centre including incorporating public open space into the opportunity site at 559-565 Malvern Road and 28-32 and 44 May Road, enlarging the pocket park on Hobson Street, and closure or part closure of north-facing roads.
- Provide a pedestrian link between May Road and Malvern Road through the opportunity site at 559-565 Malvern Road and 28, 32 and 44 May Road.
- Emphasise the connection to the train station along Hobson Street and Barnsbury Road through footpath widening, other public realm improvements and wayfinding measures.
- Investigate the provision of a signalised pedestrian crossing facility in close proximity to the intersection of Hobson Street and Malvern Road.
- Investigate the opportunity for a shared space outcome within Barnsbury Road.
- Investigate an opportunity for the police station site to improve its interface with Malvern Road through landscaping or other measures.

- Investigate the development of McKillop Street as an active and vibrant laneway precinct strengthening the retail and commercial café culture of Malvern Road. Café and restaurant uses can be encouraged with associated streetscape enhancements can include improvements to pavements, activating frontages, lighting, outdoor seating and appropriate signage.
- Investigate lane-way and interface guidelines.



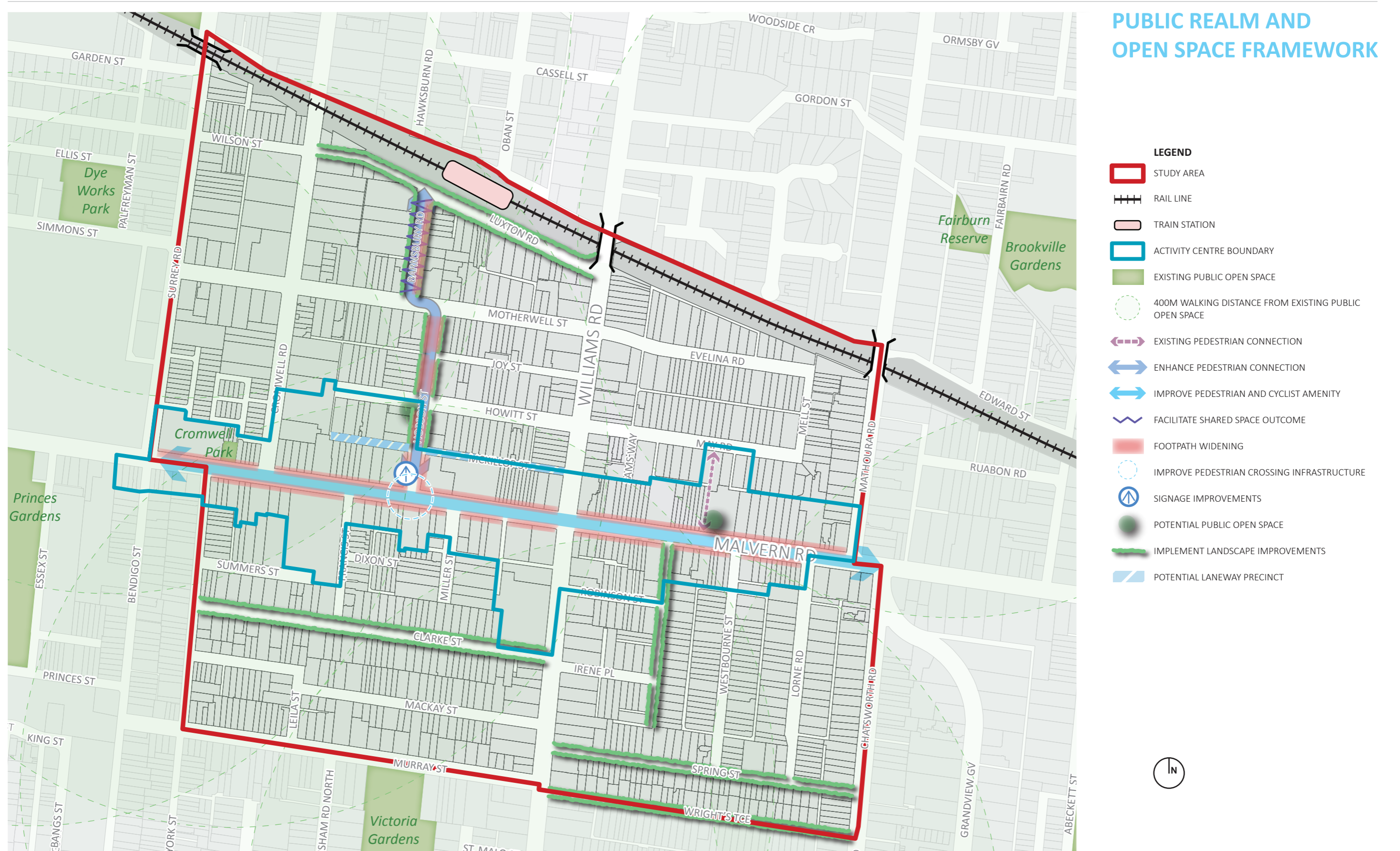


FIGURE 9: PUBLIC REALM AND OPEN SPACE FRAMEWORK PLAN

## 5.8 Sense of Place

Locally distinctive elements define the identity of a place and its look and feel. Hawksburn Village includes many elements that contribute to its sense of place and character which include the public realm, landscaping and built form. The study area has identifiable pockets that have a distinctive identity. Within the Activity Centre Boundary, the Eastern Precinct has an established character of fine grain shops, sculptured landscape and village feel, whilst the western precinct has a more mixed character including pockets of industrial buildings on larger lots and heritage buildings. The residential hinterland within the study area also consists of areas of distinctive character that define how it feels. These are represented on Figure 10 and described further below.

### 5.8.1 Public Realm and Landscaping

It was mentioned in community consultation that Hawksburn's leafy green public realm contributes to its sense of place. It is therefore of particular importance that these features are protected and enhanced moving forward.

Within the activity centre, there is a clear contrast between the public realm landscaping within the Eastern Precinct and the Western Precinct. The Eastern Precinct has a highly sculptured landscape with small, rounded trees that contribute to the village character. Any further landscape enhancements to the Eastern Precinct should reflect this feature. The western precinct has large plane trees which help to enclose the street and provide a distinct difference to the Eastern Precinct.

The residential hinterland includes a diversity of public realm and landscaping treatments. Character Precinct 1 includes narrow streets with smaller landscaping interventions. Spring Street, Wrights Terrace, and Errol Street all hold opportunities for small scale landscape interventions to strengthen the precinct's character. Character Precinct 2 includes wider streets which allow for a more generous landscaping response. Larger landscape interventions can be applied to Clarke Street. Character Precinct 3 includes Cromwell Street, a canopy lined streetscape, which should be enhanced. Character Precinct 4 includes some wider streets, with larger verges and therefore more dominant landscaping. As a main connector to the train station, the existing landscaping along Hobson Street and Barnsbury Road should be enhanced. Precinct 5 includes a highly landscaped public realm on relatively narrow streets.

### 5.8.2 Built Form

From a review of the established character, the built form to the east of Williams Road, which includes a fine grain subdivision with intricate and detailed facades, is a strong contributor to Hawksburn's sense of place. To address this, the structure plan provides design parameters to ensure the village atmosphere is retained. Any future development opportunities must be of a smaller scale, adapting existing spaces and retaining the fine grain nature and diversity in built form.

The western precinct has a contrasting character, which is the result of light industrial buildings, that results in a legacy of larger buildings with plainer detailing and a courser grain. This in turn creates opportunities for larger development interventions and the ability to create a new sense of place.

The existing light industrial character contribution should not be lost entirely. The retention of certain industrial characteristics within redevelopment sites is a way of acknowledging the past whilst retaining that character type that is upheld in the facades of the industrial buildings.

There are certain landmarks within the precinct that also help to establish a clear arrival points to the precinct. The original Prahran Primary School (now Leonard Joel Auction House) located on the corner of Surrey Road and Malvern Road forms a prominent and unique feature building and marks the arrival point to the Hawksburn Village. Any redevelopment of this site should consider the important role this building plays anchoring the Activity Centre.

The group of six single storey shops to the west of Lorne Road mark the eastern arrival point to Hawksburn Village. This unique grouping contributes strongly to the character of this area and should be retained.

### Objectives

- To enhance locally distinctive patterns of development, landscape and culture.
- Ensure a high standard of design that promotes the unique identity of Hawksburn Village and its various residential character precincts.
- To reflect and celebrate the industrial character existing within the western precinct.
- To retain fine grain nature of Eastern Precinct.
- To enhance, support and celebrate the character of the historic railway infrastructure and its transit function.

### Strategies

- Redevelopment proposals in the Eastern Precinct should respond to and retain the fine grain nature and diversity in built form.
- Redevelopment proposals in the Western Precinct should respond to and retain the light industrial built form and character including the medium to large grain frontages.
- Preserve and enhance landscape qualities distinct to the eastern and western precincts.
- Apply public realm and landscaping treatments that respond to the residential character precincts identified on Figure 10.
- Ensure improvements to the Railway Precinct to enhance its character and transit function.



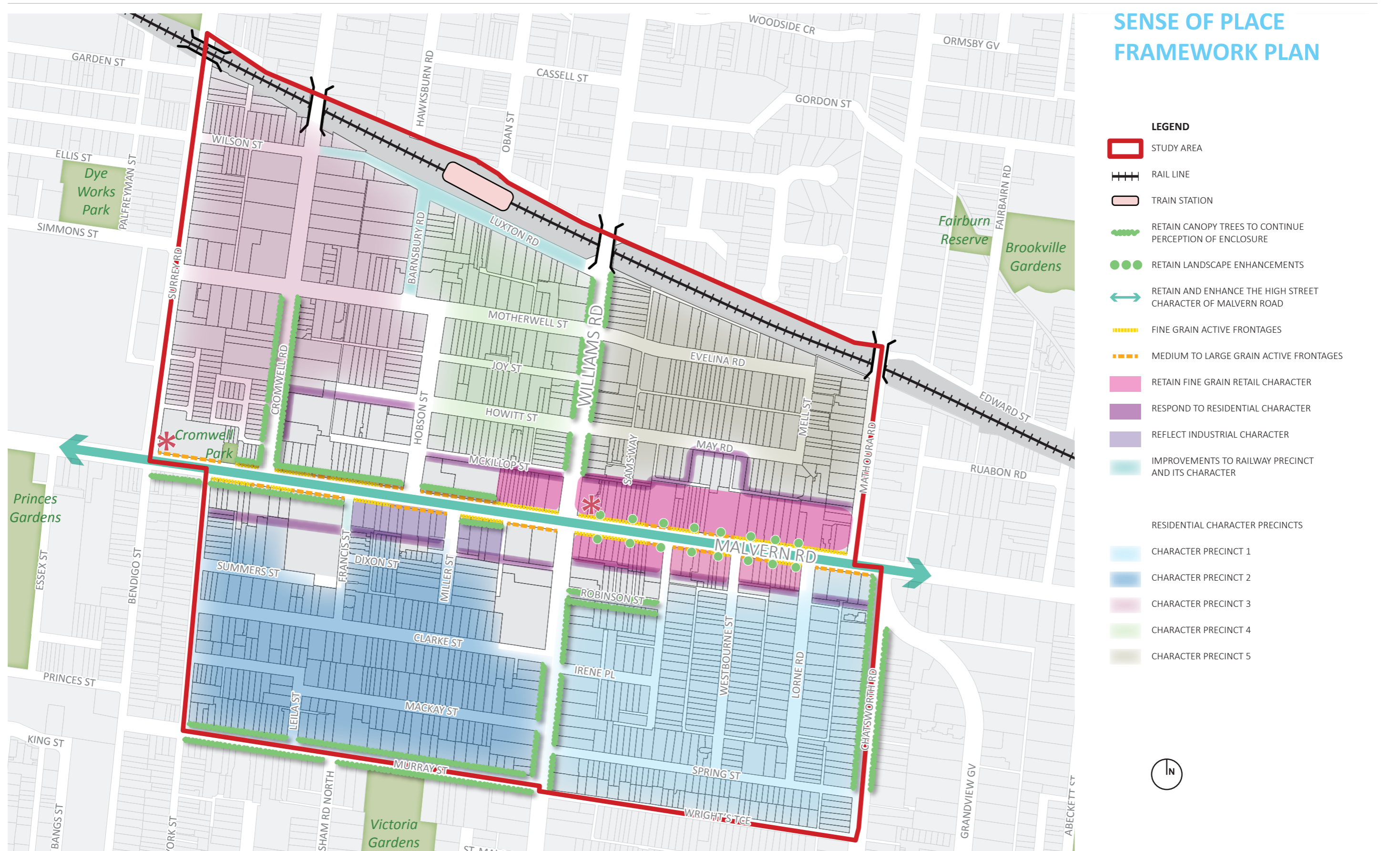


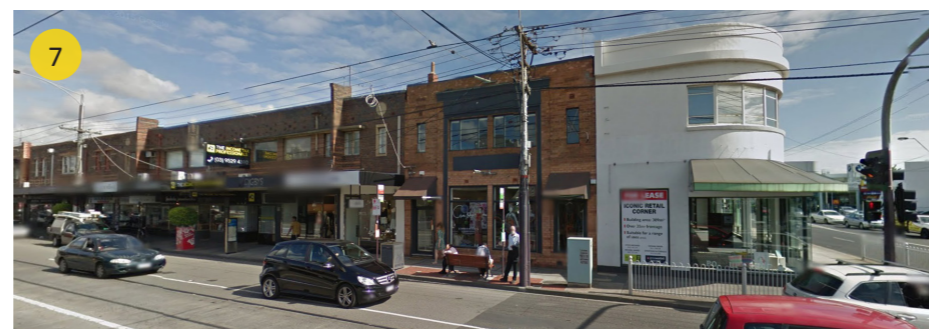
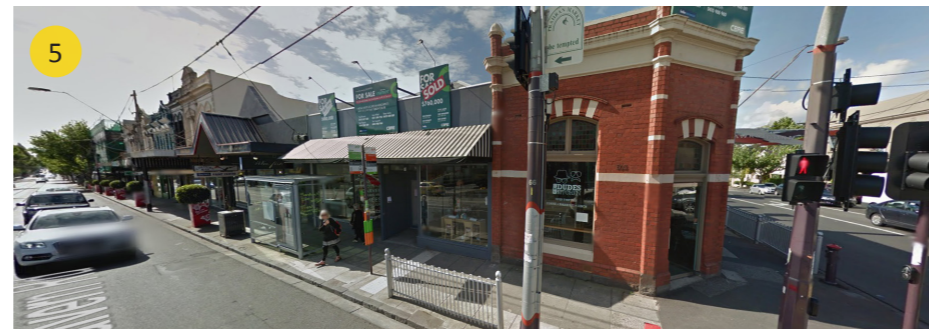
FIGURE 10: SENSE OF PLACE FRAMEWORK PLAN



## 6.0 Precincts and Guidelines

### 6.1 Introduction

The study area comprises two main precincts -eastern and western- as shown at Figure 11. These precincts are envisaged to have a unique future character that is distinctive yet complementary to one another. Articulated in the following sections are visions, objectives, and strategies related to each precinct. Each section is further supported by design guidelines for built form heights and setbacks along with specific design parameters for the identified strategic redevelopment sites that are considered to have the most opportunity for change. The following montage of photographs, read in conjunction with Figure 11, give an indication of the character of each precinct.





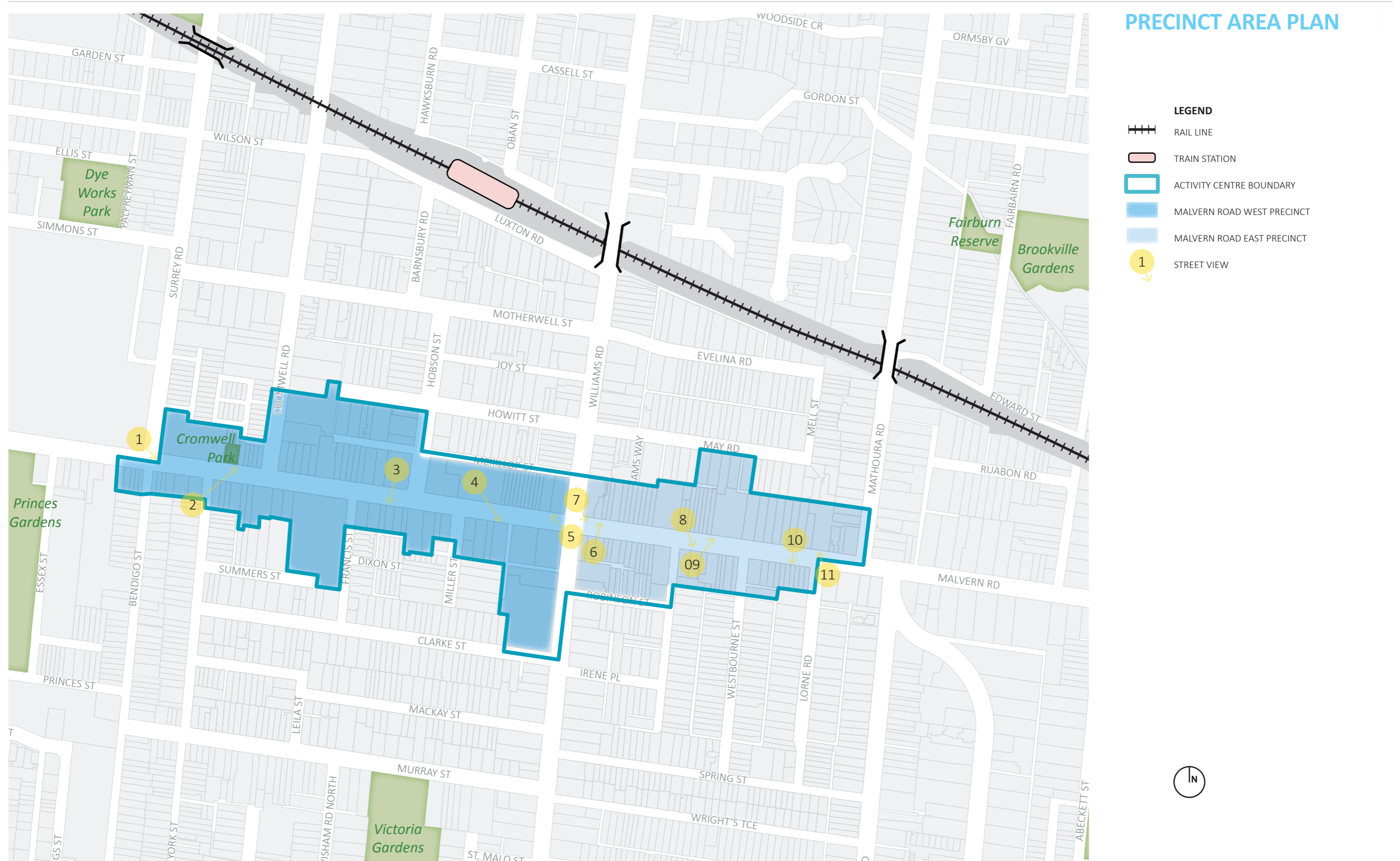


FIGURE 11: PRECINCT PLAN

## 6.2 Western Precinct

The following section identifies the Vision, Objectives and Strategies for the Western Precinct. Further, it identifies opportunity sites and a landmark site of importance outlining how these are to be addressed.

### Vision

*A vibrant retail and commercial precinct with gourmet food retailers unique to the area, cafes and restaurants alike. This will be strengthened by the introduction of a greater number and diversity of dwellings into the mix of uses. The previous light industrial uses are referenced in the buildings which reinforce its unique character.*

### Objectives

- To establish a more diversified land use mix within the precinct to enliven the centre.
- To reflect and celebrate the industrial character within the western precinct.
- To retain and improve laneway connectivity and amenity.
- To improve the connection to and from Hawksburn Station.
- To consolidate, connect, and improve access to public transport.

### Strategies

- A more diversified land use mix in this precinct to enliven this precinct will be established by:
  - *Appropriately designed residential apartments on upper levels;*
  - *Small-scale employment uses on first floor levels;*
  - *Retail, including cafes and restaurants, on ground floors; and*
  - *Redevelopment of underutilised larger sites on the south side of Malvern Road.*
- Encourage new development that builds on the existing light industrial

character.

- New developments that access laneways, should provide laneway enhancements to improve amenity and safety.
- Investigate the potential of McKillop Street as a laneway precinct, between Williams Road towards Cromwell Road, to be supported by uses and built form that activate the edges, creating a vibrant mixed use precinct.
- Support additional retail including cafes and restaurants to enliven the precinct.
- Public realm, way finding, and connectivity improvements including from the south side of Malvern Road to Hawksburn Station along Hobson Street.
- Investigate, consolidate, connect, and improve access to public transport.
- Retain Leonard Joel Auction House (Hawksburn Primary School) as a key landmark and entry marker to the Western Precinct.
- Investigate opportunities for improving the public realm including enlarging the pocket park on Hobson Street.
- Establish clear design guidance for the Western Precinct including opportunity sites.
- Apply Stonnington's Heritage Policy and Guidelines to sites covered by Heritage Overlays.

#### 6.2.1 Opportunity Sites

To contribute towards the long-term vibrancy and viability of Hawksburn Village, key sites have been identified in the activity centre boundary. Two are located within the Western Precinct.

#### Prahran Police Station Site (396-400 Malvern Road)

The Prahran Police Station has been identified as an opportunity site due to its significant size, prominent corner location, and rear service lane access. The site is currently Crown land. It is understood that the intention for the site is for the Police Station to remain and to further develop the site as a larger Police Station in the future.

Based on this information, the likelihood of this site being redeveloped in the next 10-20 years is significantly reduced. In light of this, the Structure Plan identifies the site as a Long Term Opportunity Site.

Nonetheless, the site's ability to accommodate development means that design parameters will become a necessity. Therefore, it is recommended that any future review of this structure plan revisits this site and its redevelopment potential at this time. Setbacks have been applied to abutting residential street interfaces in the interim to maintain the sensitive streetscape character. Any future redevelopment of the site must comply with the guidelines presented in Section 6.3. Furthermore, Section 5.9 'Public Realm and Open Space' requires investigation into improvement opportunities to the police station and its interface with Malvern Road.

#### BMW Dealership and Service Centre (145 Williams Road)

145 Williams Road has been identified as an Opportunity Site due to its size, prominent location, and rear service lane access. A recent extension has been undertaken to the building further establishing the car sales use in this location on Williams Road. Therefore the structure plan identifies the site as a Long Term Opportunity Site. Nonetheless, the sites ability to accommodate development means that design parameters will become a necessity. Therefore, it is recommended that any future review of this structure plan revisits this site and their redevelopment potential. Setbacks have been applied to the site where it interfaces with residential streets to maintain the sensitive streetscape character. Any future redevelopment of the site must comply with the guidelines presented in Section 6.3.

#### 6.2.2 Landmarks

##### Hawksburn Primary School

The Hawksburn Primary School, now occupied by the Leonard Joel Auction House, is a key landmark and entry feature upon arrival within the activity centre. Covered by Heritage Overlay 76 and listed on the Victorian Heritage Register, it is classified as Grade 'A' significance, is considered a building of state importance, and an irreplaceable part of Australia's built form heritage. Its grading means that it should be retained as a priority. Any demolition or removal of part of a building may be considered where the section of the building to be demolished is not visible from the street and does not contribute to the heritage value of the building and place. Due to the stringent heritage controls applying to the site, it is not necessary to provide any design parameters for the future development of the site. Any future redevelopment of the site will need to comply with the requirements of Heritage Victoria.





FIGURE 12: WESTERN PRECINCT PLAN

## 6.3 Western Precinct Built Form Guidelines

The following built form guidelines provide the design parameters to achieve the vision for the Western Precinct. The guidelines provide guidance for, and respond to, design constraints associated with the public realm, residential interfaces, overshadowing, and amenity. Various interface conditions are identified with guidance provided for them with both text and diagrams.

Areas of industrial character, heritage constraints, or non-heritage forms require different design responses.

Across the Western Precinct, new development should emphasise the existing dominant street wall character. Upper levels should be recessed behind the parapet adequately.

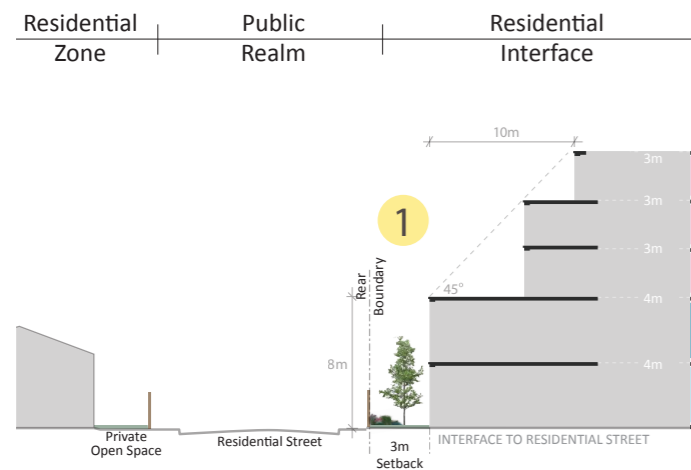


FIGURE 13: RESIDENTIAL STREET INTERFACE – REAR

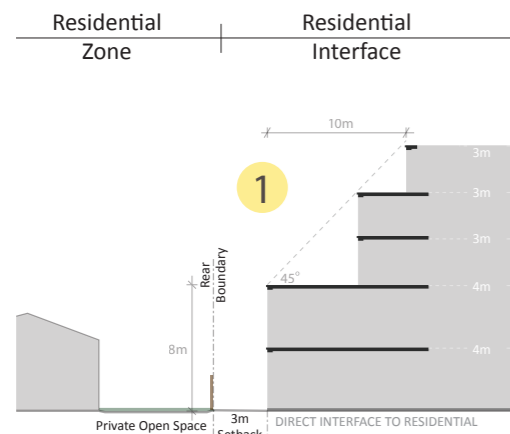


FIGURE 14: RESIDENTIAL DIRECT INTERFACE – REAR

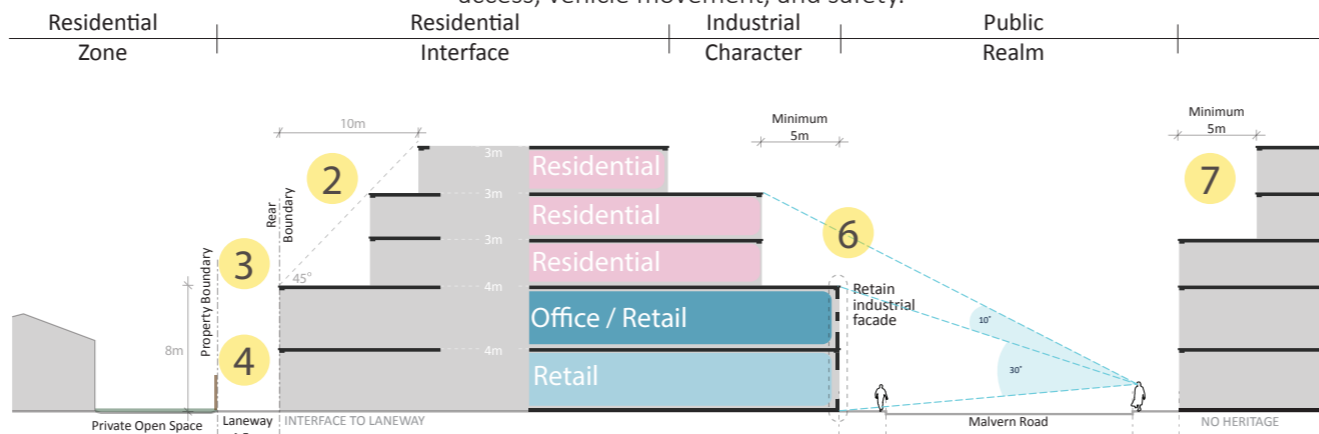


FIGURE 15: STREET SECTION AND LANEWAY INTERFACE – REAR

Rear lane treatments should be designed to respect existing residential amenity. Built form is to be setback to maintain and improve amenity and facilitate the ongoing function of the laneway. A maximum height of 5 storeys is applied across the precinct, subject to design constraints. A maximum height of 4 storeys is applied to buildings fronting Howitt Street.

### 6.3.1 Interface to direct residential or lane way abuttal

1. Rear elevations should step down to an 8 metre wall height to avoid amenity impacts adjacent to residential development outside of the Activity Centre or other sensitive interface. Where there is a direct residential abuttal (no laneway), built form should be setback a minimum of 3 metres from the rear boundary at ground level to manage visual bulk (this is vital for the Opportunity Sites identified). To reinforce existing streetscape character, direct residential street abuttal to the rear should be setback an average distance of the setbacks of the front walls of the existing properties abutting, or 3 metres, whichever is the lesser. No setback is required from a laneway with an existing minimum width of 4.5 metres.
2. Above the first floor level (2nd storey), rear elevations are to be generally setback behind a 45 degree plane (a dimension equivalent to its height) up to a maximum setback of 10 metres to manage visual bulk. Height should increase in 2 floor increments.
3. Laneways must be enhanced with lighting, paving, and landscaping to ensure they are safe and inviting spaces where activated by a new development or use. Development must not adversely affect the operation of laneways for servicing and access.
4. Rear access laneway width should be no less than 4.5 metres for pedestrian access, vehicle movement, and safety.

### 6.3.2 Response to Industrial Character

5. New buildings will retain, or reflect, existing industrial character evident in the facade, where possible. Features to be incorporated include:
  - the medium grain (in the order of 12-14 metres in width);
  - the large and simplistic parapet design in width; and
  - wide door and window frames.
6. The existing industrial street wall height and parapet level should be maintained.
7. To avoid an overbearing relationship with the street, upper levels must be setback 5m from the street wall. This will ensure that the upper levels only occupy no more than one quarter of the vertical angle defined by the whole building in the view from an eye level of 1.7 metres on opposite sides of the street. This ensures the pedestrian field of vision will view a distinct street wall facade.

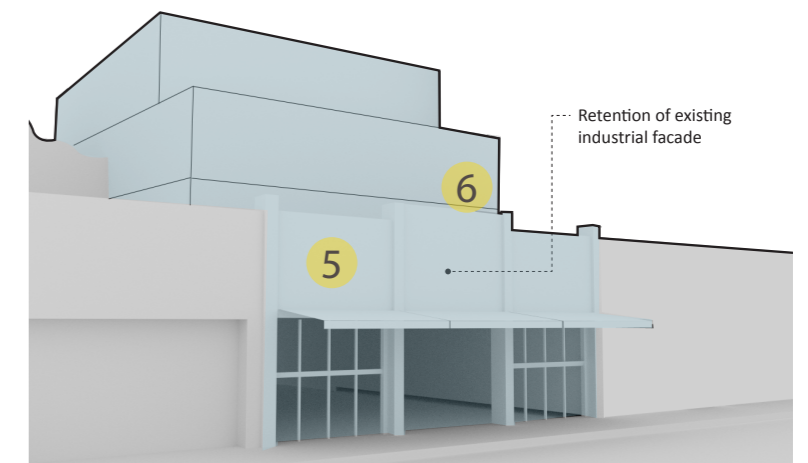


FIGURE 16: INDUSTRIAL FACADE RETENTION



**6.3.3 Response to Heritage Places**

1. Where an existing building is of heritage significance, the primary building volume and all significant heritage fabric should be retained in accordance with Stonnington’s Heritage Policy and Heritage Guidelines.

2. To avoid an overbearing relationship with the street, upper levels must be set back appropriately. For heritage buildings, the upper levels should be set back the same depth as the heritage fabric of the existing building being retained.

The setback should also ensure that it occupies not more than one quarter of the vertical angle defined by the whole building in the view from an eye level of 1.7 metres on the opposite side of the street.

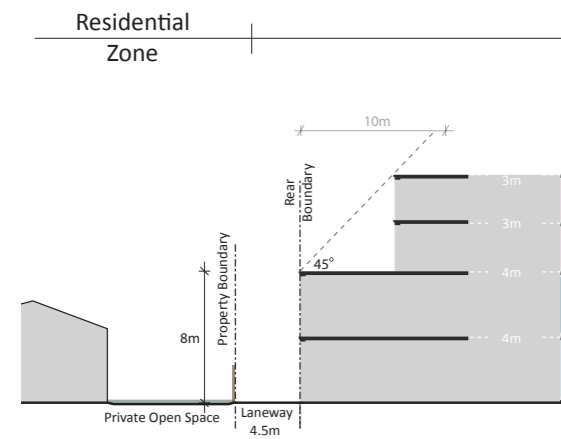


FIGURE 17: LANEWAY INTERFACE

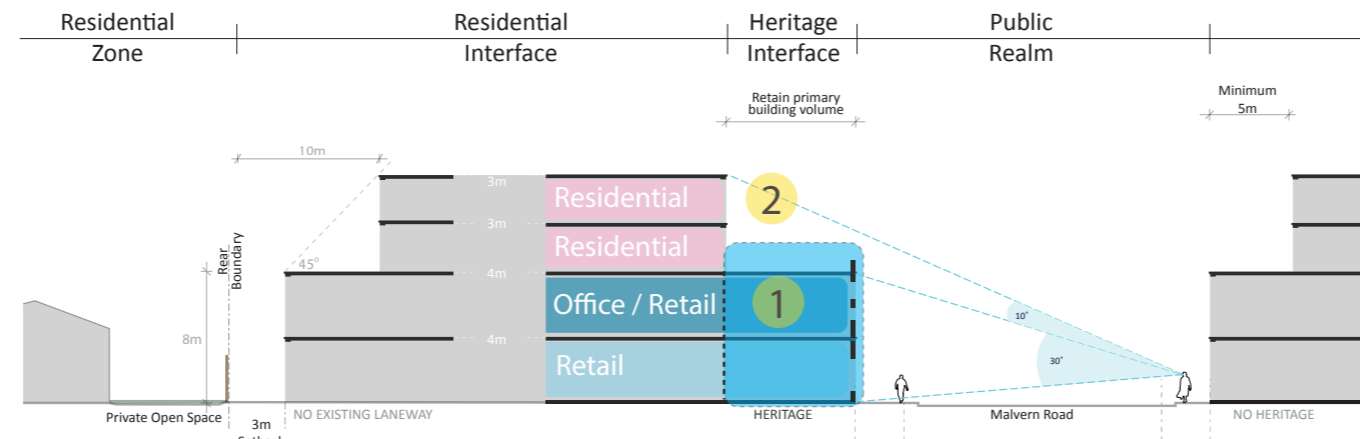


FIGURE 18: STREET SECTION AND DIRECT RESIDENTIAL INTERFACE - HERITAGE

**6.3.4 Non-Heritage Buildings**

1. New infill development on infill sites with existing non-heritage buildings should be designed to respond to the existing parapet height on adjoining sites (2-3 storeys).

2. To avoid an overbearing relationship with the street, upper levels must be set back appropriately. Where no heritage is present, the upper levels should be set back a minimum of 5 metres from a street wall. The setback should also

ensure that it occupies no more than one quarter of the vertical angle defined by the whole building in the view from an eye level of 1.7 metres on the opposite side of the street.

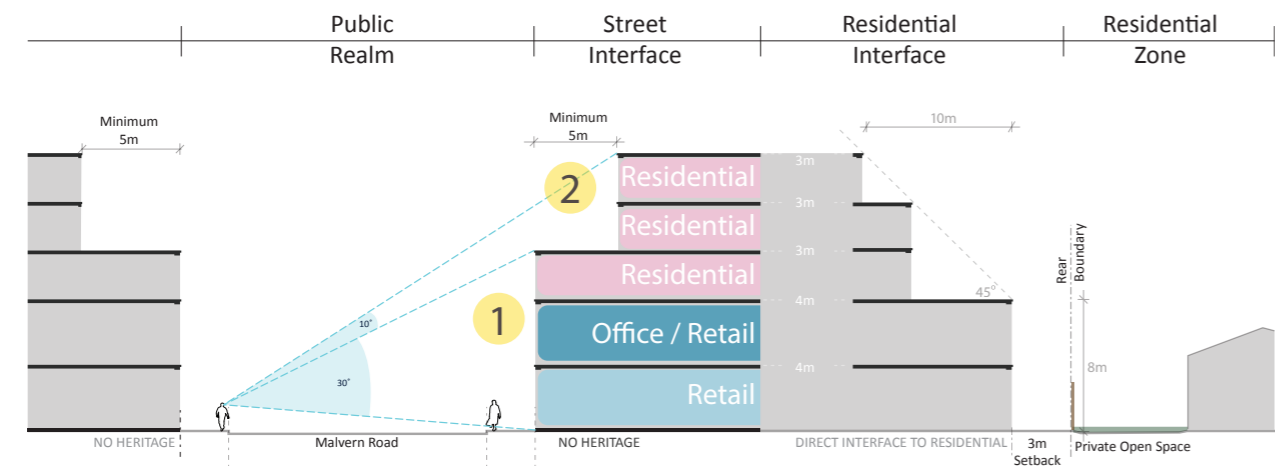


FIGURE 19: STREET SECTION AND DIRECT RESIDENTIAL INTERFACE - NON HERITAGE

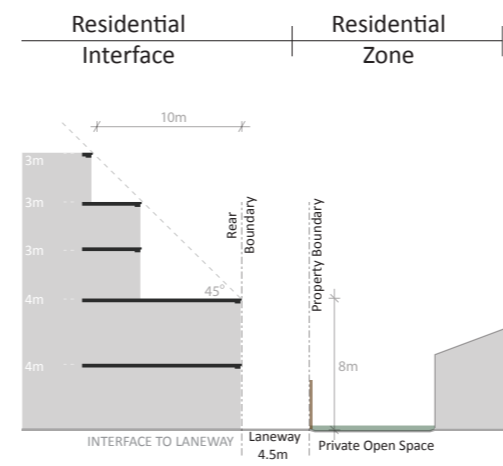


FIGURE 20: LANEWAY INTERFACE

## 6.4 Eastern Precinct

The following section identifies Vision, Objectives, and Strategies for the Eastern Precinct. Further, it identifies an opportunity site of importance, outlining how this is to be addressed.

### Vision

*A thriving retail precinct to service the daily needs of local residents, workers, and visitors. The primary retail function is complimented by the precinct's role as a vibrant destination for high end fashion, specialist food stores, and cafes*

### Objectives

- To retain the primary role of Malvern Road as a retail precinct servicing the local community.
- To increase Hawksburn Village's reputation as a specialty retailing destination.
- To protect and enhance the heritage aspects of the Hawksburn Village.
- To manage the impacts arising from delivery, waste and residential vehicles on residential amenity.
- To retain the 'fine grain' character of the Eastern Precinct of the Village.
- To increase the quantity of public open space and improve the public realm.

### Strategies

- Increase Hawksburn's reputation as a speciality retail destination by:
  - *Encouraging retention of fine grain sites and subdivision pattern; and*
  - *New development responding to the heritage significance of the place.*
- Retain the village feel and character of the Eastern Precinct by:
  - *New development responding to the existing historic and fine grain character including retention of narrow shop fronts and heritage fabric.*
  - *New development maintaining existing majority street wall height of 2-3 storeys.*
- Retain the six single storey retail buildings immediately west of Lorne Road and fronting Malvern Road, marking the eastern entry to Hawksburn Village.
- Retain the small-scale employment uses on the first floors of buildings to contribute to the long-term viability of the centre.
- New developments accessing laneways should provide laneway enhancements to improve amenity and safety.
- Malvern Road should function as the preferred primary vehicle access to Woolworths supermarket and adjoining public car park.
- Small scale public realm improvements and upgrades, utilising the existing street network.
- Consider opportunities to provide public open space.
- Any future development of the Bush Inn should reinforce its presence as a key landmark upon entrance to the Eastern Precinct, whilst avoiding an over development of the site.
- Investigate, consolidate, connect, and improve access to public transport.

### 6.4.1 Opportunity Site

To contribute towards the long-term vibrancy and viability of Hawksburn Village, Opportunity Sites have been identified in the Activity Centre Boundary. One is located within the Eastern Precinct.

#### **Woolworths/May Road Car Park (559-565 Malvern Road and 28, 32 and 44 May Road)**

This site includes the only at grade car park in Hawksburn Village at 28, 32, and 44 which is in both private and public ownership. 559-565 Malvern Road contains the Woolworths supermarket and some associated car parking on the western boundary of the site. This Opportunity Site has been identified because of its significant size when compared to other commercial properties along Malvern Road, its connection through to May Road, and its potential for redevelopment.

The site has a number of constraints including the significant slope running south to north towards May Road which may mean development could be more visible from the sensitive residential areas directly to the north, if not carefully managed. Access to the site needs careful consideration to ensure appropriate pedestrian and vehicle safety in view of the sloping site, along with appropriate measures to ensure deliveries and waste collection do not have an adverse impact on amenity, traffic flow and road safety. Malvern Road should be the preferred primary vehicle access to Woolworths supermarket and its adjoining public car park. The site contains large trees and sits between a heritage precinct to the east and a neighbourhood character overlay to the west.

Any future development of the site must respond to its context and the character of its surrounds including the character and sensitive residential nature of May Road. Further investigation into the issues and options for redevelopment will be required to ensure an appropriate built form outcome is achieved on the site. Guidelines have been developed to direct this investigation.





## EASTERN PRECINCT PLAN

### LEGEND

- STRATEGIC OPPORTUNITY SITE SHORT TERM
- ✱ LANDMARK
- MAXIMUM HEIGHT OF 3 STOREYS (11m)
- MAXIMUM HEIGHT OF 4 STOREYS (14m)
- BUILT FORM TO BE RETAINED
- RETAIN VILLAGE STREET WALL CHARACTER
- RETAIN HERITAGE FABRIC
- RESPOND TO EXISTING STREET WALL CHARACTER (2-3 STOREYS)
- PUBLIC REALM IMPROVEMENTS
- IMPROVED NORTH SOUTH PEDESTRIAN CONNECTION
- PUBLIC OPEN SPACE & PUBLIC REALM IMPROVEMENTS
- RESPOND TO LOW SCALE RESIDENTIAL AREAS
- RESPOND TO MID-RISE RESIDENTIAL AREAS
- REAR LANEWAY/ACCESS
- RETAIN FINE GRAIN ACTIVE FRONTAGES

FIGURE 21: EASTERN PRECINCT PLAN

## 6.5 Eastern Precinct Built Form Guidelines

### 6.5.1 Built Form Guidelines

The following built form guidelines provide the design parameters to achieve the vision for the Eastern Precinct. The guidelines provide guidance for, and respond to, design constraints associated with the public realm, residential interfaces, overshadowing, and amenity. Various interface conditions are identified with guidance provided for them with both text and diagrams.

The Eastern Precinct is dominated by fine-grained buildings with a heritage overlay covering a large component of the precinct. The heritage components of the precinct require particular attention to avoid their loss and the associated loss of valued built form character. This means retention of the primary building volume of the heritage building which may be a limiting factor to the development potential of certain sites.

It is of high importance that the fine grain retail, that is so intrinsic to the character of the Eastern Precinct, is maintained.

New built form should respect the existing street wall and fine grain character that gives the Eastern Precinct its distinct character. New development should emphasise the existing dominant street wall character. Upper levels should be recessed behind the parapet. Rear lane treatments should be designed to address existing residential amenity and visual bulk. Built form is to be setback to maintain and improve amenity and facilitate the ongoing function of the laneway.

A maximum height of 4 storeys is applied across the precinct subject to design constraints. A maximum of 3 storeys is applied to the May Road car park.

### 6.5.2 Interface to direct residential or laneway abuttal

1. Rear elevations should step down to an 8 metre wall height to avoid amenity impacts adjacent to residential development outside of the Activity Centre or other sensitive interface. Where there is a direct residential abuttal (no laneway), built form should be setback a minimum of 3 metres from the rear boundary at ground level to manage visual bulk (this is vital for the Opportunity Sites identified). To reinforce existing streetscape character, direct residential street abuttal to the rear should be setback an average distance of the setbacks of the front walls of the existing properties abutting, or 3 metres, whichever is the lesser. No setback is required from a laneway with an existing minimum width of 4.5 metres.
2. Above the first floor level (2nd storey), rear elevations are to be generally set back behind a 45 degree plane (a dimension equivalent to its height) up to a maximum setback of 10 metres to manage visual bulk. Height should increase in 2 floor increments.
3. Laneways must be enhanced with lighting, paving, and landscaping to ensure they are safe and inviting spaces where activated by a new development or use. Development must not adversely affect the operation of laneways for servicing and access.
4. Rear access laneway width should be no less than 4.5 metres for pedestrian access, vehicle movement, and safety.



**6.5.3 Response to Heritage**

**5.** Where an existing building is of heritage significance, the primary building volume and all significant heritage fabric should be retained in accordance with Stonnington’s Heritage Policy and Heritage Guidelines.

**6.** To avoid an overbearing relationship with the street, upper levels must be set back appropriately. For heritage buildings, the upper levels should be set back the same depth as the heritage fabric of the existing building being retained.

The setback should also ensure that it occupies not more than one quarter of the vertical angle defined by the whole building in the view from an eye level of 1.7 metres on the opposite side of the street.

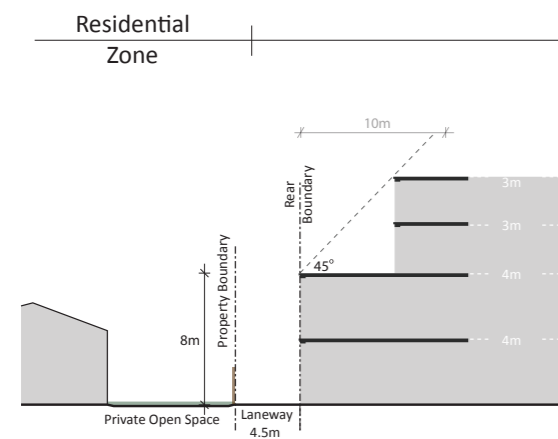


FIGURE 22: LANEWAY INTERFACE

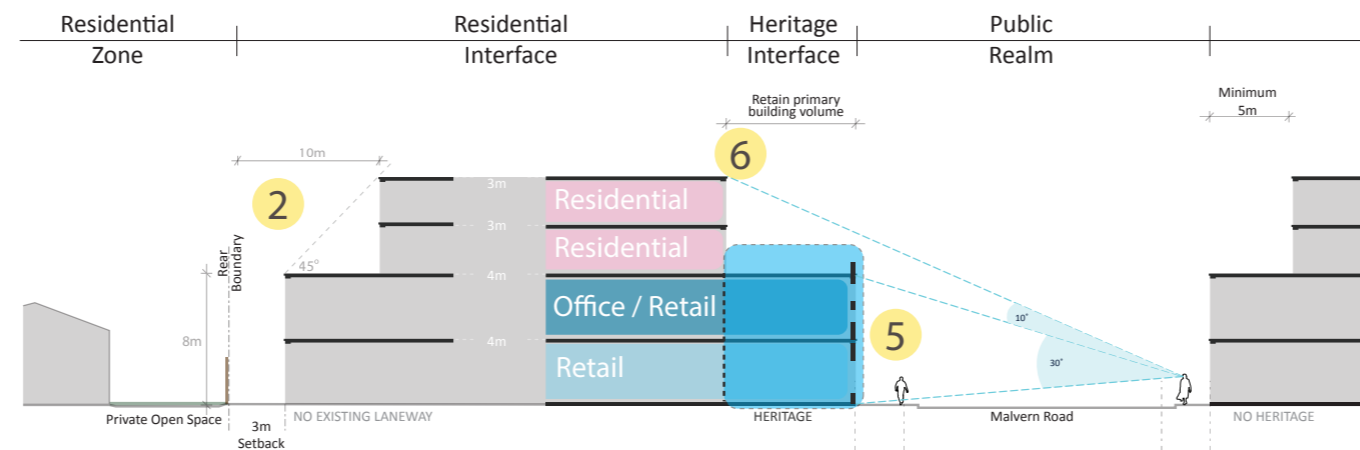


FIGURE 23: SECTION AND DIRECT RESIDENTIAL INTERFACE - REAR

**6.5.4 Non-Heritage Buildings**

**7.** New infill on infill sites with existing non-heritage buildings should be designed to respond to the existing parapet height on adjoining sites with a street wall height no greater than 2 stories.

**8.** To avoid an overbearing relationship with the street, upper levels must be set back appropriately. Where no heritage is present, the upper levels should be set back a minimum of 5 metres from a street wall. The setback should also

ensure that it occupies no more than one quarter of the vertical angle defined by the whole building in the view from an eye level of 1.7 metres on the opposite side of the street.

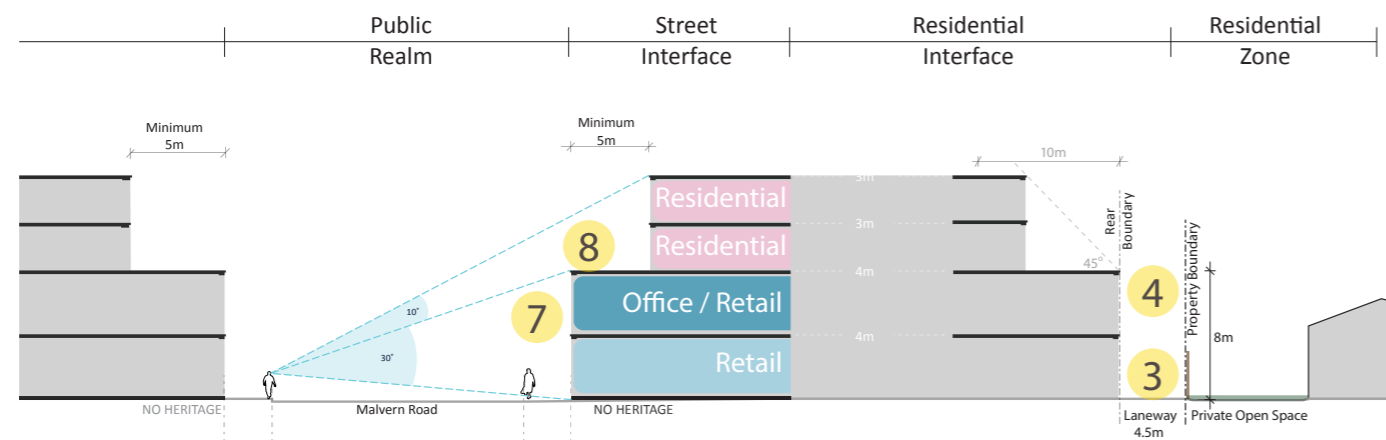


FIGURE 24: STREET SECTION AND LANEWAY INTERFACE

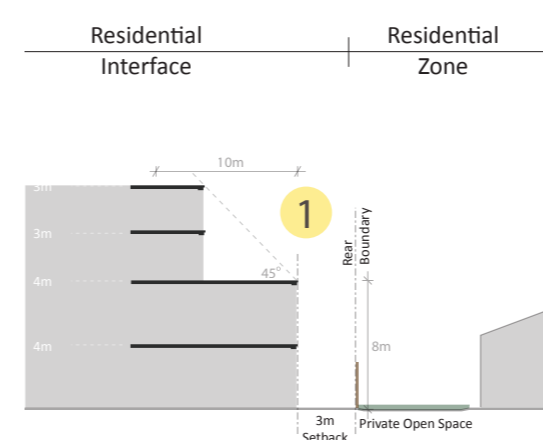


FIGURE 25: DIRECT RESIDENTIAL INTERFACE - REAR

### 6.5.5 Woolworths/May Road Car Park Opportunity Site

#### Guidelines

1. Facilitate a consolidated redevelopment proposal for the sites at 559-565 Malvern Road and 28, 32, and 44 May Road.
2. Consider an appropriate design response to the sensitive residential interfaces on May Road.
3. Incorporate public open space on the site. The opportunity to provide a landscaped plaza for pedestrians in addition to a larger area of public open space should be considered.
4. Investigate options to incorporate basement car parking within the site, ensuring no net loss of existing spaces and retention of access for servicing, with Malvern Road being the preferred primary access for commercial deliveries.
5. A maximum height of 4 storeys is applied to new built form on 559-565 Malvern Road. A maximum height of 3 storeys is applied to new built form on 28, 32, and 44 May Road.
6. Investigate an appropriate integrated transport response for the site that considers safe pedestrian and vehicle access, how the site will be accessed by heavy vehicles, opportunities for loading and unloading, and the impact on the local street network.
7. Investigate opportunities to maximise access by walking, cycling, and public transport.



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## 7.0 Implementation and Action Plan

### 7.1 Introduction

The following section establishes an outline for Implementation of the Hawksburn Structure Plan including the key considerations and basis for:

- Planning Scheme Implementation;
- Funding Mechanisms; and
- the Action Plan.

### 7.2 Planning Scheme Implementation

To realise the objectives of this Structure Plan, appropriate planning controls to implement the overarching directions of the Structure Plan will be required. This includes a range of implementation options including local policies and specific design controls which require formal implementation into the Stonnington Planning Scheme.

Parts of land within the proposed Activity Centre boundary are still within the General Residential Zone (GRZ) and the Neighbourhood Residential Zone (NRZ). To enable the intensification specified within the Activity Centre, alternative zones could be investigated.

### 7.3 Funding Mechanisms

Identifying and securing funding sources will be essential to the implementation program for Stonnington. This must include:

- Ensuring new development contributions are captured from the private sector.
- Budgeting for local infrastructure.
- Budgeting for Federal and State infrastructure.

### 7.4 Action Plan

From the objectives and strategies identified within this Structure Plan, a series of actions have been identified. The following table lists the actions that must be undertaken to achieve the Vision, along with the lead department and State Agency that will need to respond to it.



## Action Plan

Theme	Action	Lead	Stakeholder	Priority
Land Use and Activities	<ul style="list-style-type: none"> <li>Via the Planning Scheme, or other tool, investigate a mechanism which creates an incentive to incorporate office space into mixed use development.</li> </ul>	City Strategy	DELWP	Short term
Built Form and Heritage	<ul style="list-style-type: none"> <li>Undertake a review of sites identified within this Structure Plan as having potential heritage value and that are worth retaining.</li> </ul>	City Strategy	DELWP	short term
	<ul style="list-style-type: none"> <li>Propose an appropriate planning mechanism to manage built form outcomes in the Neighbourhood Activity Centre.</li> </ul>	City Strategy	DELWP	short term
	<ul style="list-style-type: none"> <li>Investigate and consult on a new public toilet within the activity centre.</li> </ul>	Public Spaces		short term
	<ul style="list-style-type: none"> <li>Propose an appropriate planning mechanism to apply to the Woolworths/ May Road car park opportunity site and investigated development opportunities for this site.</li> </ul>	City Strategy	DELWP	short term
Access and Movement	<ul style="list-style-type: none"> <li>Investigate removal of footpath clutter including superfluous signage and seating within the activity centre.</li> </ul>	Public Spaces	Stonnington	medium term
	<ul style="list-style-type: none"> <li>Liaise with VicRoads to advocate for, and investigate, the opportunity to install peak hour bicycle lanes, with a traffic lane and tram/ vehicle lane, and potentially off-peak parking lane, bicycle lane, and tram/ vehicle lane.</li> </ul>	Transport and Parking	Stonnington	long term
	<ul style="list-style-type: none"> <li>In the long term investigate options to widen footpaths in the western precinct as the transport mode splits alter in favour of walking / cycling/ public transport.</li> </ul>	City Strategy, Strategic Planning and Economic Department and Cultural Development	Stonnington	long term
	<ul style="list-style-type: none"> <li>Investigate the provision of a signalised pedestrian crossing facility in close proximity to the intersection of Hobson Street and Malvern Road.</li> </ul>	Transport and Parking	Stonnington	medium term
	<ul style="list-style-type: none"> <li>Investigate and establish clear funding mechanisms for the improvements to the footpath along Hobson Street and Barnsbury Road, including footpath widening, additional landscaping, and opportunity for a shared space in Barnsbury Road.</li> </ul>	Transport and Parking		long term
	<ul style="list-style-type: none"> <li>Liaise with Bicycle Network, VicTrack, PTV, and Heritage Victoria to enable delivery of cycling facilities including secure bike parking at the Hawksburn Train Station.</li> </ul>	Transport and Parking	VicTrack, PTV and Heritage Victoria	long term
	<ul style="list-style-type: none"> <li>Monitor PTV's implementation of DDA compliant tram stops in the activity centre and when appropriate advocate for quality, integrated, and accessible design in consideration of connectivity within the activity centre.</li> </ul>	Transport and Parking	VicRoads and Yarra Trams	long term
	<ul style="list-style-type: none"> <li>Liaise with PTV and seek additional way-finding on the corner of Hobson Street and Malvern Road directing commuters to the train station.</li> </ul>	Transport and Parking	PTV, VicRoads	long term
Public Realm and Open Space	<ul style="list-style-type: none"> <li>Investigate opportunities for public realm improvements and the incorporation of public open space in the Eastern Precinct of the activity centre.</li> <li>Investigate opportunities for public realm improvements and the incorporation of public open space in the Western Precinct of the activity centre.</li> </ul>	City Strategy, Public Spaces	DELWP	medium term
	<ul style="list-style-type: none"> <li>Implement landscaping improvements along Clarke Street, Spring Street, Wrights Terrace, Hobson Street, Barnsbury Road, and Luxton Road.</li> </ul>	Public Spaces	Stonnington	medium term
	<ul style="list-style-type: none"> <li>Prepare design guidelines for the McKillop Street potential laneway precinct</li> </ul>	Public Spaces, City Strategy	DELWP	medium term



Level 2/166 Albert Road  
South Melbourne 3205  
Victoria  
Australia  
t: +61 3 9682 8568

Studio 111, 50 Holt Street  
Surry Hills 2010  
NSW  
Australia  
t: +61 2 9699 2021

[www.dlaaust.com](http://www.dlaaust.com)  
Twitter: @DLA\_Australia  
Plantastic Blog: [dla- plantastic.blogspot.com.au/](http://dla-plantastic.blogspot.com.au/)

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