

# GLENFERRIE ROAD AND HIGH STREET ACTIVITY CENTRE STRUCTURE PLAN

## Planning for the centre now and in the future

### **Your feedback summarised**

#### **Consultation Stage One March 2014**

Stonnington City Council has commenced the preparation of a Structure Plan for the Glenferrie Road and High Street Activity Centre. The Plan will set out a vision for the look and feel of the Centre, and provide parameters for future growth and change.

The project commenced in March 2014 by seeking the community's views on key features and characteristics of the Centre, areas for improvement, and what is envisaged for the future. Similar discussions were also conducted with other stakeholders such as traders, major landholders and other key services (such as schools, Malvern Central). Government departments and agencies also provided comment.

The draft Structure Plan is due for completion in early 2015. There will be further invitations for input into the Plan as it is being developed. The next stage will involve reviewing the identified issues and opportunities, and testing key elements and ideas shaping the Structure Plan. This is scheduled for mid 2014.

#### **What you told us...**

Some 97 residents, business owners and organisations provided feedback during the first consultation stage in March. The comments made through the surveys, interviews and focus group discussions have been collated into themes. Key information for each theme is summarised below:

#### ***Vision for the area***

In 2040, the Glenferrie Road – High Street Activity Centre is thought of as a vibrant, inviting, attractive hub of relaxed shopping and leisure activities with a special charm and community feel.

It will be greener with a unique appearance and feel that enhances and protects the streetscapes that reflect the buildings of yesteryear.

The Centre will be safe, accessible and pedestrian friendly with efficient public transport and good access to car parking.

#### ***Businesses and Services***

The range of businesses and services within the Centre are highly valued. The combination of larger stores and unique independent shops, cafes and restaurants form part of the appeal.

Feedback suggested that future planning for the Centre should encourage a mix of diverse retail, leisure and dining opportunities and create an attractive and appealing shopping ambience.

#### ***Community***

Retaining and supporting a sense of community is very important. The Centre should continue to be developed as a place that is welcoming, useable and accessible for all.

The centre's sense of community could be enhanced with more open spaces, accessible buildings and facilities, and improved tram stops at schools and the Armadale train station.

There is seen to be an opportunity to ensure that the major education, civic and health services in the Centre support each other and are well connected.

### ***Movement***

Public transport services, pedestrian movement, traffic flow and ease of access to car parking were identified as being important to the Centre.

The consultation feedback highlighted mixed views about vehicle and pedestrian movement, with some supporting more car parking, and also support for more active and sustainable transport such as public transport, walking and cycling.

### ***Public Spaces***

A lack of green spaces, a public heart and other quaint public spaces was identified as an area for improvement, with a desire for more of these types of places in the Centre.

Creating more pleasant open space and public places to provide for congregation, rest and contemplation (such as seating, sculpture, toilets and landscaping) was suggested for the future.

### ***Buildings and Infrastructure***

There was a strong desire for the protection and enhancement of the old-style, heritage buildings and the picturesque streetscapes of Glenferrie Road and High Street.

The retention and maintenance of heritage buildings and the way that new buildings fit with the look and feel of the street were seen as a key issue. The variety of existing buildings and the potential for infill without loss of heritage value was identified as a challenge for the Structure Plan.

Having sufficient, appropriate infrastructure (such as waste management) to support users and residents of the area, and accommodate the demands of future need was reinforced.

### ***Environmentally Sustainable Design***

Environmental sustainability featured strongly in views about the future. The way the Centre is developed and how it is used should be environmentally sustainable, for example, through features such as recycling, water conservation and reuse, localised energy generation and burying overhead powerlines.

### ***How to find out more / have your say***

The involvement of residents, traders and other interested parties in this project is important to ensure that the Structure Plan reflects the community's aspirations for the Centre, and this community involvement is valued by Council. Your ongoing participation is encouraged.

For further details on this project or to register to be kept informed of future consultation opportunities please contact City Strategy on 8290 1395 or visit Council's website at [www.stonnington.vic.gov.au/glenferriehigh](http://www.stonnington.vic.gov.au/glenferriehigh)