



STONNINGTON CITY COUNCIL

COMMERCIAL STRATEGY

BACKGROUND PAPER

June 1999





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1.0 INTRODUCTION

This Background Paper summaries the wide variety of existing local and regional statistics/studies plus Council's current strategies for commercial areas and surveys of each individual shopping centre. The information points to character, trends, strengths, weaknesses and major issues for both Stonnington as a whole and individual commercial areas. The Paper provides a basis for developing strategies which will build on the strengths and address particular needs of each of Stonnington's commercial areas.

A list of the documents which have been used to produce the Paper is included in Appendix 1 and should be referred to if additional detail is required. Major Council strategy documents which provide the policy framework for a Commercial Strategy for Stonnington are the Corporate Plan, Municipal Strategic Statement (and associated new format Planning Scheme) and the Economic Development Strategy. Documents which provide most detail on statistics for both commercial use and population character are the Economic Development Strategy, various recent reports prepared by Brent McKenna and Associates and the Rodski Customer Survey.



2.0 PART A: THE COMMERCIAL AREAS, CITYWIDE

2.1 HISTORY

Stonnington grew up around a grid of arterial roads with commercial use focusing on main roads and housing located mainly inside the grid. Urban development proceeded quickly in Stonnington's west during the latter part of the C19th, then moved eastwards. Areas such as Armadale, Malvern and Malvern East were built up from around 1900 to 1930 and the

City's eastern fringes (eg. east of Chadstone Road) had been developed by the 1960s. Stonnington's commercial areas followed the City's general development pattern from west to east. Commercial land is scattered throughout the City and the type and character of individual commercial areas is a result of their varied history and evolution.

The greatest concentration of commercial use is in the west along the Chapel Street/Toorak Road spines. Here original, individual, C19th strip shopping centres on the two arterial roads have expanded, through gradual redevelopment of the intervening originally residential or industrial properties, to link up. On Toorak Rd the change was mainly from large residential, or mansion, properties while on Chapel Street it was through redevelopment of large manufacturing industries (eg: knitting mills, the Jam Factory, conversion of the original cable tram depot at the intersection of Chapel St and Toorak Rd into the Fun Factory). On side streets behind these two arterials, the mix of small scale residential/industrial uses has also gradually changed to a more intensive, commercial focus over time with either redevelopment for office, industry/warehouse, residential uses or conversion of original dwellings into commercial uses (eg: Chatham St, St. Edmonds Rd).

The other large concentration of commercial land is at the eastern fringe of the City, Melbourne's first planned Regional Shopping Centre, Chadstone which opened in October 1960 with 37,491 sqm of gross leasable floor space and 2125 carspaces. Chadstone too has changed considerably since 1960 with development of a bowling alley and cinema complex and enclosure/upgrading of retail areas associated with gradual expansion of retail floorspace (106,000 sqm when current works are completed).

The age scale and type of Stonnington's commercial areas varies from west to east. While the 1960s saw green fields in the east being newly developed it heralded a wave of redevelopment in the City's older west which substantially altered the original, usually Victorian, character of some areas. Changes included the decline of Department Stores in Chapel St and the redevelopment of petrol station and industrial sites for shop, office and entertainment complexes in Toorak Road, Chapel Street and Toorak Village. In Chapel Street these redevelopments mainly took the form of recycling projects (eg: Prahran Central) which maintained the Victorian scale and character while in Toorak Rd and Toorak Village new, multi-storey development substantially altered the original character. Other features of the 1960s/1970s development boom were increasing pressure to rezone residential/industrial land for commercial use as well as increases in the number of restaurants and entertainment venues (particularly around Toorak Road and Chapel Street) either occupying original commercial buildings or in the new complexes being built. Associated changes were the general decline of manufacturing industry and its replacement with higher order commercial uses such as offices. Similar but slower change continued in the west during the 1980s. Some larger scale commercial and mixed use developments occurred through redevelopment of vacant industrial sites (eg: Como) and pressure for entertainment uses continued, mainly in the form of extensions to premises/operating hours.



2.2 EXISTING SITUATION

This section provides only a very brief overview and the Economic Development Strategy should be referred to for details.

Overall the City has:

- a variety of retail centres
- some remaining manufacturing industries
- a variety of service industries
- a variety of office and service uses, including a high proportion of medical services;

which together provide some \$4.6million in rate revenue. The focus of the City's commercial businesses is on high value goods and services and the predominant commercial use is retailing ie:



2.2.1 RETAIL AREAS

Retailing is the major commercial land-use and prime generator of employment and investment in Stonnington. Stonnington has the second highest floorspace in retailing in the metropolitan area (after the City of Melbourne) with some:

- 308,000 square metres of retail floorspace
- 2000 retail establishments
- a turnover of approximately 1.1 billion dollars
- \$3,323 per sqm retail turnover density
- employment of over 12,000 people
- 525,000 customers per week
- \$19 million spent on food and non-food retailing per week

The City's retailing is made up of 30 retail centres. There are two distinct market segments, the traditional strip centres, which predominate, and the planned enclosed centre (ie: Chadstone). There is enormous diversity in the size and character of Stonnington's individual retail centres. Overall floor space consists of:

TYPE OF PREMISES	FLOORSPACE (SQM)	MAJOR USES IN THE GROUP
Foods	76,000	Supermarket/grocery: 28,000 sqm Specialty food retailers: 48,000 sqm
Non-food retailers	232,000	Clothing and similar: 68,000 sqm Furniture/appliances: 45,000 sqm Other personal/household: 58,000 sqm
Cafes & Restaurants	38,000	
Personal services	65,000	

(For further details see Appendix 2)

A feature of Stonnington's retail centres is the range and number of specialty shops, with a high proportion of clothing outlets (considered as the fashion centre of Melbourne with 14% market share of the retail clothing sector) and high proportion of entertainment uses (see details under next heading).

The average price of Stonnington's retail property is high. The figures below (1996) show that median prices are significantly higher in Stonnington than for Melbourne as a whole.

TYPE OF PREMISES	Median price per sqm (\$) STONNINGTON	Median price per sqm (\$) MSD
General Store	2,498	784
Shop	1616	730
Shop and dwelling	4335	533

2.2.2 ASSOCIATED INDUSTRY SECTORS

• Entertainment

There are some 300 entertainment premises in Stonnington, including cafes, restaurants, hotels, nightclubs, cinemas and amusements. Smaller cafes/restaurants are scattered through all of Stonnington's strip centres and there are some entertainment uses (eg: cinemas/restaurants/bowling) at Chadstone however the main focus of these uses is along Chapel St and Toorak Rd where 1996 figures list:

- 192 cafes/restaurants
- 21 hotels
- 5 nightclubs
- 3 cinemas
- 5 amusement venues
- 6 clubs
- 3 reception venues

which together cater for some 22,000 people.

While the presence of entertainment uses can draw retail custom to a centre they also raise issues of both maintaining a balance with retailing and of respecting the amenity of surrounding residents, particularly where premises operate late at night.

- **Tourism**

Attraction currently focuses on the commercial areas and particularly Toorak Road/Chapel Street which is part of a proclaimed Tourist Precinct.

June 1996 figures show that there are 9 establishments providing 339 beds for tourist accommodation in hotels, motels and guest houses. Serviced apartments and holiday units account for a further 400 beds and a backpacker accommodation provides 66 budget beds. Tourism is a still small but growing part of the Stonnington economy.

- **Arts and culture**

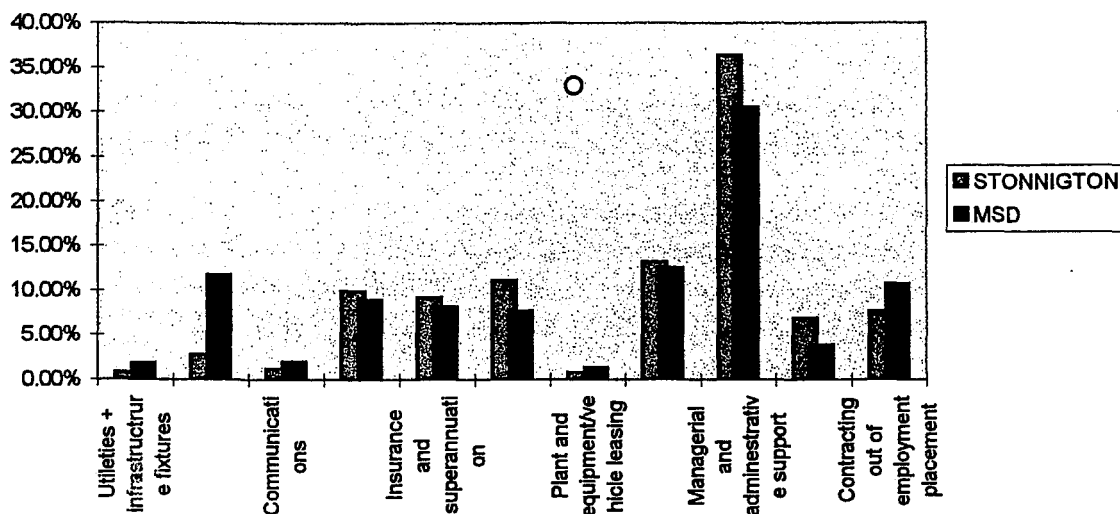
Stonnington offers a diverse range of arts and cultural products including art galleries, antiques, live music venues, performing arts venues (eg: Chapel off Chapel), cinemas (eg: Longford, Jam Factory) theatres (eg: St Martins) markets plus a calendar of festivals and events (eg: Midsumma festival).



2.2.3 SERVICE USES (EG: OFFICES)

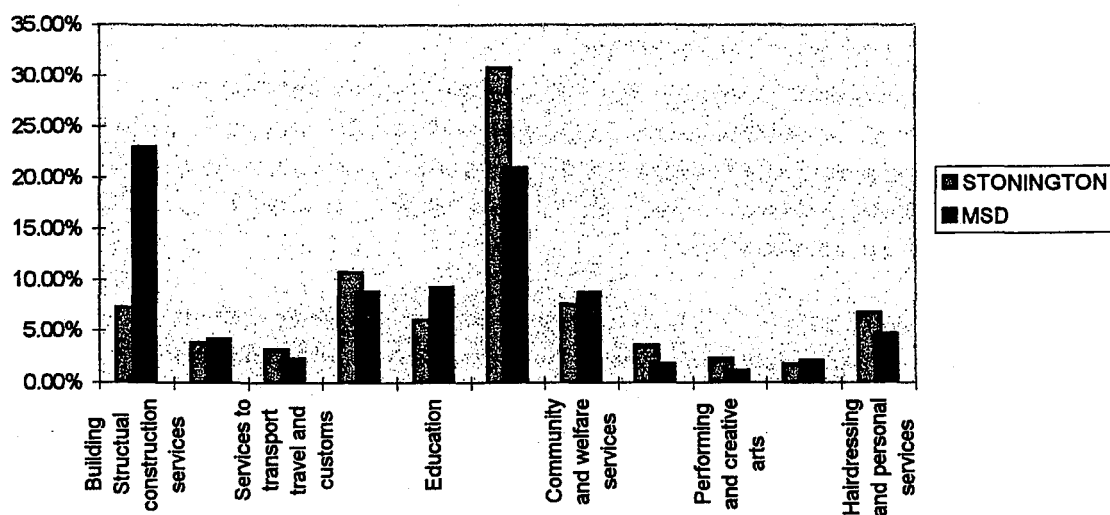
Office employment/floorspace has been increasing since the 1960s/70s in conjunction with the decline of manufacturing in Stonnington. While the focus of early office development was Toorak Road, South Yarra smaller scale offices are scattered throughout the City (eg: Howitt Street, Malvern Road, Milton Pde) either in specific office zones or through redevelopment in retail areas.

Approximately 48% or 2000 of Stonnington's service uses provide core business services such as managerial/administrative support, information technology, real estate and banking/finance as indicated graphically on the following chart.



The focus of the remaining, non-core services is on health which accounts for a significantly higher proportion of non-core services than the Melbourne average. The proportion of professional offices such as architectural/engineering is also higher than the MSD average as indicated graphically below.

Other Services



(for further details see Appendix 2)

Office prices are also higher in Stonnington than the Melbourne average as the table below illustrates, though lower than for retail property in Stonnington (see 2.2.1).

	Median sale price per sqm (\$) STONNINGTON	Median sale price per sqm (\$) MSD
Office	1246	784

- **Health services**

Health services are the largest component of Stonnington's non-core services. There is a wide variety of health services including major hospitals (eg: Cabrini, The Avenue, Victoria House), nursing homes and medical clinics/consulting rooms. With the growth of health services there has been continuing pressure for conversion of residential properties to medical uses throughout the City. 1995 figures indicate a total of 634 separate establishments providing health services ie:

HEALTH SERVICE TYPE	NUMBER
Hospitals	17
Nursing homes	26
General practice consulting	228
Specialist consulting	164
Dentists	79
Pathology services	11
Optometry/optical services	22
Community health centres	21
Physiotherapy	20
Chiropractic	18
Veterinary	12
Other	31
TOTAL	634

As the table indicates, the greatest proportion of Stonnington's health services are medical clinics/consulting rooms with some 36% of total establishments in the medical sector providing general medical services (GPs), 26% specialist medical services and 17% dental services. Not surprisingly since approximately 90% of these consulting services employ less than 5 people, 82% of Stonnington's health establishments overall are classified as "small businesses".

Based on these figures, Stonnington has:

- 1 health service per 132 people
- 1 GP consulting clinic per 369 people
- 1 specialist medical clinic per 514 people



2.2.4 INDUSTRY

Stonnington's larger manufacturing industries began to move to outer suburbs (cheaper land/larger sites/less congestion) in the 1970s or earlier (eg: South Yarra Brickworks and Electrolux - sites of the Como development, Sanitarium factory - Union St Windsor). There are few remaining large manufacturing industries (eg: Maria Yeast Factory) but a variety of small service industries (eg: motor repairs, furniture restoration).

2.2.4 SUPPORTING INFRASTRUCTURE

Stonnington, particularly the west, is well served by a comprehensive network of public transport including train, tram and bus routes.

A grid of arterial roads provide the major access routes to and through Stonnington for cars. Completion of the Citylink project will further improve Stonnington's connectivity to the CBD, airport etc.

Congestion for traffic, parking and loading has long been an issue of concern throughout Stonnington's commercial areas but is particularly severe around Chapel St and Toorak Rd. Council strategies and policies acknowledge traffic/parking capacity as a constraint on the acceptable intensity of future development, especially in this area.

Stonnington also contains a range of well established community services and leisure facilities which have been developed over the years to meet community needs. A Leisure and Cultural Services Strategy completed in November 1996, notes that Stonnington has a thriving arts community, a blend of professional, amateur (arts, crafts, theatre and music groups) and student artists (a range of courses in the visual and performing arts at Tertiary Institutions in Stonnington). There is a variety of outdoor recreation facilities including sporting venues for tennis, hockey, soccer, rowing, netball, cricket and football plus a golf course, 2 swimming pools, a skateboard ramp, passive or informal recreation areas, children's' playgrounds and formal gardens. Community facilities include libraries, maternal and child health centres and senior citizens' centres, some of which are located in or adjoining commercial areas.





2.3 THE MARKET - STONNINGTON'S POPULATION CHARACTERISTICS

2.3.1 SUMMARY OF POPULATION CHARACTER

Analysis of Stonnington's population character provides a context for future commercial strategies. Details of population character are outlined in a Population Profile by Brent McKenna and should be referred to for detail. Stonnington's commercial areas generally operate in a region which has constant population numbers but unique population characteristics which have been maintained over many years. A major feature of Stonnington's population is its diversity. Different types of people live in different parts of the City, depending on the size and type of housing available. Main features of Stonnington's population are:

- **Relatively stable population numbers**
Stonnington has a population of approximately 84, 000. While the population has been in decline since 1976 the rate of decline has slowed and almost stabilised. With continuing residential development there could be some population increase in the future however this increase will be minimised by generally lower occupancy rates (ie: number of people per dwelling), a trend common to both Melbourne and Stonnington. Overall Stonnington's population is likely to remain fairly stable.
- **A very high and increasing proportion of residents in the 20 - 29 year age group, relatively high numbers in older age groups and few children**
This pattern varies across Stonnington. For example in the west of the City some 30% of residents are young adults and there are few children while in the east the number of young children is much closer to Melbourne's average.
- **A large number of small households**
Some 70% of Stonnington's households are of 1 or 2 people compared to approximately 53% 1 - 2 person households in Melbourne as a whole. Again household size varies with location. Approximately 75% of households in the west comprise of 1 or 2 people while 60% of households in the east are of 1 to 2 people.
- **A high proportion of single people and low proportion of families with children**
Around 44% of Stonnington residents are single and there is a much lower than average proportion of families with children (ie: 32% are families with children compared to approximately 50% for the MSD). This figure varies with location and

ranges from just over 20% families in the west to approximately 40% families in the east.

The large number of small households and the high proportions of both young and older adults reflects Stonnington's dwelling mix. The proportion of separate houses is very low, compared to Melbourne as a whole (39% compared to approximately 80%) while the number of flats and other small dwellings (eg: row houses) is extremely high compared to Melbourne as a whole (ie: Stonnington 57%, MSD 15.6%). The proportion of flats and small dwellings in Melbourne also declined between 1991 and 1996 but increased in Stonnington.

The proportion of rental properties in Stonnington is substantially higher than for Melbourne as a whole and reflects the large number of flats. Again, there is considerable geographic variation with high proportions of rental properties in the west but high home ownership rates in the east, where houses are predominant.



- **An ethnically diverse population**

Stonnington has a history of ethnic diversity although the proportion of Australian born residents is close to the Metropolitan average overall (67%). There is a wide variety of different nationalities, represented. Over the years the focus of Stonnington's ethnicity has changed from a high proportion of Greek born residents to increasing proportions of Asians and residents from the former USSR.

- **A well educated population with a high proportion of professional/management jobs and good incomes**

The proportion of Stonnington residents with a diploma or higher qualification is substantially higher than for Melbourne as a whole. (ie: 35.8% with a diploma or higher in Stonnington compared to 19.4% for the MSD, 1996). At the same time average income is higher than for Melbourne as a whole although there is considerable local variation

- **Higher than average mobility.**

45% of the population have lived in the same dwelling for at least 5 years. This proportion declines from east to west, reflecting the high proportion of rental properties in the west.

- **Lower than average but increasing car ownership**

The proportion of residents with 0 - 1 car is still substantially higher (ie: 58% compared to 48%) and the proportion of people with 2 - 3 cars lower than for Melbourne as a whole (ie: 42% compared to 47%) however the proportion of

Stonnington residents with more than one car is increasing. Again there is considerable variation from west to east.

At the same time the proportion of people using public transport to travel to work is substantially higher than for Melbourne as a whole but numbers using public transport are declining (ie: In 1991 25.2% of Stonnington residents used public transport to get to work while in 1996 the figure was 19.2%. for Melbourne as a whole the figures are 13.9% in 1991 and 10.3% in 1996).
(see Appendix 2 for details)

2.3.2 POPULATION CHARACTER: CONCLUSIONS AND IMPLICATIONS

Stonnington's population provides a relatively stable market base which is largely unaffected by the City's high mobility (eg: in the west where mobility is the highest, those moving out are replaced by people of similar age and SES). Stonnington's unique population characteristics are well established reflecting the City's diversity of dwellings types. Different parts of the City attract different types of households but there has been only minor change to the overall character of the City's residents in the past 10 years (ie: some increase in the number of children and associated declines in numbers of elderly, in the east plus continuing increases in the proportion of residents who have tertiary qualifications/work in professional positions/have higher than average incomes throughout the City).



2.4 TRENDS AFFECTING COMMERCIAL AREAS

The Economic Development Strategy outlines a number of trends affecting the City's commercial areas and should be referred to for detail. In summary significant trends are:

2.4.1 RETAIL AREAS

- **Declining share of retailing in major strip centres**

Census figures show retail employment/floorspace has increased gradually over the past 20 years (see attached Table). However if the City is halved, figures indicate that growth is focused in the east (eg: Chadstone) with little growth occurring in the west over the past 5 years. At the same time there has been substantial growth

in retail and entertainment uses outside Stonnington (eg: Southbank, Casino) which could compete directly with larger centres in the west of Stonnington.

	RETAIL TURNOVER DENSITY		
	1992 figures		
	Stonnington East (\$)	Stonnington west (\$)	MSD (\$)
Supermarket/grocery	6,245	5,862	5,465
Specialist foods	3,330	3,603	3,023
Clothing and similar	4,907	2,479	2,650
Furniture/appliances	3,499	1,707	2,031
Other retail	2,774	2,195	2,043
Cafe/restaurant	1,942	1,824	1,361
Personal services	1,765	1,758	1,397
TOTAL RETAIL	3,582	2,593	2,713

The Table above indicates that centres in the east (which includes Chadstone) are performing particularly well in all categories of retailing, especially clothing, large household items, supermarkets etc while in the west performance is slightly below the Metropolitan average overall but with good performance in specialised food retailing and personal services (eg: cafes/restaurants). The following comparing 1986 and 1992, would suggest that retail performance of larger centres in the west is deteriorating and that there is a need for proactive strategies to maintain competitiveness.

1986 - 1992 Growth in Retail Turnover Density			
	Stonnington East (%)	Stonnington west (%)	MSD (%)
Foods	114	30	59
Non foods	80	33	42
TOTAL	88	32	49

In recent years the Council has been proactive in establishing "Mainstreet" or "StreetLife" programs in several strip centres (eg: Chapel St, Toorak Rd - South Yarra, Toorak Village, High St/Glenferrie Rd) aimed at ensuring more coordinated management and promotion of each centre to capitalise on its particular strengths.

Council has also established a Business Development Unit which seeks to enhance the vitality of Stonnington's commercial sector. A recent article in Property Investor (May 1998) concludes that there has been a resurgence in popularity of strip centres and lists Chapel St, Toorak Rd South Yarra and High St Armadale as

favoured centres. The article would indicate both that the "Mainstreet" programs are being effective and that strip centres have inherent strengths which will continue to make them attractive to particular groups and particular types of shopping. Further development of appropriate "niche markets" should therefore help to maintain and enhance the vitality of Stonnington's larger strip centres. The conclusions of the Economic Development Strategy on retail trends however remain an issue which should be addressed in all of the larger strip centres in a Commercial Strategy.

- **Growth in business sector with links to retailing**

Entertainments: There has been continuing pressure for additional cafes/restaurants plus increased floorspace and longer opening hours for existing entertainment uses in the west since the 1970s and particularly along the Chapel St/Toorak Rd spines. Concerns over impacts of this proliferation on both existing retail uses and surrounding residential amenity have led the Council to adopt policies which discourage further entertainment uses from some areas and restrict opening hours. It needs to be acknowledged however that there will be an ongoing tension between entertainment uses, retailing and surrounding residential areas, because of their differing needs and the issue should be addressed equitably in future strategies.

Tourism: There has been continued growth in Victoria's tourism industry. Tourism Victoria's Business Plan (Feb 1997) identifies Victoria's key product strengths as shopping (including food and wine), natural attractions, arts/culture and events. Shopping is an acknowledged strength of Stonnington and by virtue of its location and historic character the City is well positioned to develop significantly in tourism in future. The Economic Development Strategy recommends development of accommodation and facilities to encourage such growth in appropriate locations.

Arts and Culture: The Economic Development Strategy concludes that the arts and culture sectors of the industry are a small but growing part of the local economy which could become a feature of Stonnington's commercial areas in future, complementing both retailing and tourism. The Chapel Street Urban Design Framework study suggests that that area be developed as an arts precinct.

- **Decline of retailing in small convenience centres**

Decline of retailing in smaller strip centres is a trend affecting all of Melbourne and results from change to shopping patterns and trading hours. This continuing trend puts retailers in the small convenience centres at risk and some restructuring, such as a greater focus on service uses, will be necessary.

A move towards a greater focus on service uses is already occurring in Stonnington's small centres. Most now contain a mix of service industries (eg: repairs) and offices (eg: accountant/solicitor) or consulting rooms as well as retaining a core of convenience retail uses. In some cases this change has been through renovation of existing shop buildings while in others it has been through

construction of larger scale new buildings, usually at the fringes of the centre (eg: Wattletree Rd/Tooronga Rd, Wattletree Rd/Burke Rd, Malvern Rd/Dene Ave). The potential effects of such development on the scale and character of the small centres needs to be addressed in commercial strategies for the future.



2.4.2 SERVICE USES

- **Minor growth in the service sector**

While there has been some growth, this sector has not been fully developed due to perceived lack of opportunity and congestion in Stonnington. The sector however contains some growth industries (eg: media, communications and information technology) which can provide high value services at low activity levels and which could be more of a feature of Stonnington's commercial areas in the future.

Opportunities for further large scale office development are limited by traffic/parking congestion and site size. Further development of small scale offices would however be consistent with maintaining the scale of Stonnington's small commercial areas and offices can potentially play an important part in the rationalisation/restructure of centres where retailing is declining. Growth of service uses in the small centres can already be seen in the increasing numbers of small medical, legal, accounting, tax, computer offices etc.

With Stonnington's continuing high proportion of elderly residents and Melbourne's generally ageing population there are opportunities for further growth in the health sector, which could become a key industry. The tertiary education sector, with links to retailing, the arts, and information technology in particular, could also be capitalised upon. In both cases however the effect of such uses on existing commercial and residential uses need to be addressed and preferred locations (eg: precincts) plus supporting infrastructure (eg: student accommodation) considered.

2.4.3 INDUSTRY

Despite the general decentralisation of Melbourne's employment, and decline of manufacturing in Stonnington small scale, technology intensive industries are likely to continue to be attracted to inner areas. Industrially zoned land needs to be retained to provide opportunities for such businesses. Traffic and parking congestion, small size of sites and amenity/streetscape remain issues which need to be addressed if these areas are to be attractive to investors.

2.4.4 SUPPORTING INFRASTRUCTURE

- **Traffic/parking**

While Stonnington has a comprehensive public transport network patronage has been declining (see Section 2.3 Stonnington's population characteristics).

A specific strategy of the Stonnington Corporate Plan is to discourage car usage in the more congested western parts of the City. This is consistent with the trend of lower car ownership in the west (eg: 27% of residents in the Prahran/SouthYarra/Windsor area have no car compared to 12% in East Malvern/Glen Iris).

Various strategies to improve access to and within Stonnington's commercial areas (eg: shopper access routes, turn lanes) have been pursued over the years and additional parking provided in most of the larger centres. Local Area traffic Management Schemes have developed various strategies to minimise the intrusion of commercial traffic into residential streets. However traffic access and parking (including impacts on surrounding residential use) remain major issues for Stonnington's commercial areas. Problems vary from centre to centre. In the older more densely settled parts of the City the appearance of congestion is higher but elsewhere, where people's expectations of accessibility are greater, there are still perceived problems.

- **Streetscape**

A variety of streetscape improvements have been undertaken progressively across the City's commercial areas including footpath widening, planting and new paving/street furniture.

The appearance and general amenity of commercial areas for shoppers/pedestrians, including maintenance of the public domain, remains an issue, particularly in the smaller centres.





2.5 STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

The MSS and Economic Development Strategy both identify a variety of strengths, weaknesses, opportunities and threats for Stonnington's commercial areas. These are set out in greater detail in Appendix 3 and in summary are:

STRENGTHS

- Largest retail sector outside City of Melbourne
- A wide diversity of commercial areas, goods and services
- Historic quality/distinctive character of many commercial areas

WEAKNESSES

- Traffic and parking congestion, particularly in the west
- High rent and property costs
- Impacts of entertainment uses on core retail functions and surrounding residential amenity
- Decline in numbers of shops catering for local everyday needs
- General amenity and appearance of some areas

OPPORTUNITIES

- Further development of niche markets in strip centres
- Capitalise on links between retailing and tourism, arts, culture
- Capitalise on unique character of particular centres
- Development of newly emerging information industries

THREATS

- Outside competition (eg: Southbank, Casino)
- Niche markets copied by other strip centres (eg: Brunswick St)
- 24 hour trading (for small convenience centres)
- Increased spending on gambling and consequent less resources available for retail goods and services



2.7 EXISTING COMMERCIAL AREA STRATEGIES

A body of strategies and policies already exists for Stonnington's commercial areas and has been developed through the many studies carried out over the years. These strategies/policies have been translated either into planning controls (ie: in the Stonnington Planning Scheme or non-statutory guidelines applied when assessing Planning Applications) or Action Plans which involve the Council in undertaking, or coordinating with others to undertake specific physical or capital works. Existing goals, strategies, policies and action plans for Stonnington's commercial areas are set out in some detail in Appendix 4. Below is a brief summary of the main strategies.

- Encourage a wide range of commercial land uses
- Encourage effective use of all land and buildings
- Minimise potential conflicts between land uses both in and adjoining commercial areas
- Encourage residential use as a component of new development
- Identify and provide guidelines for future development of large sites
- Encourage businesses which:
 - provide services and employment to the local community
 - are in growth industries (eg: media and information technology, arts, culture, health, education)
 - have links with and benefits for other industry sectors (eg: tourism)
 - can act as incubators for the new businesses
 - are high value/low impact, particularly in the west
- Reinforce the identified hierarchy of retail and other commercial areas
- Encourage further development of Stonnington's retail areas as community foci
- Encourage effective management and promotion of retail areas
- Protect Heritage buildings
- Encourage renovation and recycling of older buildings which contribute to character
- Ensure that the scale and form of new development is consistent with the area's predominant character
- Seek to improve the appearance of all commercial areas
- Encourage use of public transport to major commercial centres
- At the same time seek to improve parking and access to and within centres
- Minimise commercial traffic intrusion into residential streets



3.0 PART B: CHARACTER OF INDIVIDUAL COMMERCIAL AREAS

Part A of this report provides a citywide context summarising history, existing features and trends for Stonnington's commercial land plus the existing framework of commercial strategies and controls. This section examines the character and needs of each individual commercial area within the context of Part A.

For convenience Stonnington's 46 individual commercial areas have been grouped into 5 categories, 4 retail and 1 mixed use ie:

- 1: Regional shopping centres
- 2: Sub regional shopping centres
- 3: Larger local and/or specialist shopping centres
- 4: Smaller local shopping or mixed use centres
- 5: Mixed use, industrial or office areas

3.1 LARGER RETAIL CENTRES (GROUPS 1 - 3)

3.1.1 CHAPEL STREET/TOORAK ROAD

(ie: Chapel St from High St to Dandenong/Frankston railway line and Toorak Rd from east of the railway line to Rockley Gardens)

Designated as a "District Centre" in the early 1980s, the centre caters for a range of everyday/weekly shopping needs (eg: market, foods), however there is also a focus on different specialist markets (eg: High fashion - Chapel St, north of Commercial Road, entertainment uses - Toorak Rd and north part of Chapel St) which has been maintained over many years. Changes to retail mix in the core in recent years (eg: loss of uses such as Coles Variety Store) have reduced the range of shops providing for basic everyday and weekly needs and increased numbers of "discount" stores.

South of the Jam Factory, buildings are predominantly late C19th with, apart from the area between Commercial Rd and High St on Chapel Street, mostly 2 storey buildings. The west side of Chapel St (Commercial Rd to High St) contains many larger buildings which were formerly Department Stores and range in height from 3 - 5 storeys. North of the Jam Factory the built form varies from predominantly 2 storey, late C19th buildings on the west side of Chapel St to a greater mix of old and contemporary buildings of 2 or more storeys

on the east side of Chapel St and Toorak Rd due to more recent redevelopment of industrial sites in that location (eg: Spotlight, Knitting Mills). Buildings in and around Chapel St are included in Heritage Areas in recognition of the large number of substantially intact, original commercial buildings. These older buildings are an important part of the distinctive character of the area. The concentration of large old department store buildings in the core area in particular is unique and a testament to the early importance of this area in Melbourne's retail fabric.

Planning controls developed in the 1980s and amended over the years seek to maintain a variety of core and peripheral retail use precincts, protect Heritage buildings, encourage renovation and recycling of older buildings and ensure that new development is consistent with existing scale/character. Stonnington City Council Planning Advice and Information Sheets summarise these controls.

Associated with the planning controls developed in the 1980s was a set of strategies. These strategies recommended development of shopper access routes and decking of existing carparks to improve traffic and parking. Two shopper access routes have been developed, one on either side of Chapel St to provide improved access to carparks and commercial property. King St carpark has been decked and the Elizabeth St carpark is currently being decked. Parking and access difficulties in this heavily congested area however remain an issue.

Some streetscape improvements have been achieved through footpath widening and street furniture (eg: outside the former Prahran Town Hall, at side street intersections on Toorak Rd) footpath replacement and provision of additional street furniture over the years. The appearance of the centre remains an issue and there is a need for improved maintenance of both private and public property (eg: removal of graffiti, redecoration of buildings, improved cleaning/maintenance of footpaths/street furniture) and further streetscape works, particularly in the Chapel St area.

3.1.2 CHADSTONE

Melbourne's first planning regional centre has expanded and altered significantly since the 1960s to provide a very extensive range of under-cover shopping catering for everyday/weekly needs (eg: foods etc) and specialty goods (eg: fashion) as well as entertainments and eating establishments. The table below summarises growth and change in the centre over the past 30 years.

1960	Chadstone opened with 37,491 sqm of gross leasable floor space and 2125 carspaces. Open shopping mall with Myer at one end and supermarket at other
1963	Construction of bowling alley, extension to Myers (4,738sqm) plus 400 additional carspaces
1983	Site purchased by Gandel Group and the centre was upgraded with full enclosure and wider variety of specialty shops but only minor floorspace change
1984	Expansion of both land and floorspace areas. Gross leasable floorspace increased to 51,000 sqm with development of new supermarket, Target, McEwans and 100 specialty shops

1986	Permit issued for 8 cinemas with lower level bar and bistro
1988	Expansion of floor area to 60,000 sqm
1998+	Further expansion to 106,000 sqm involving additional retail areas and redevelopment of the Myer building

The Stonnington Planning Scheme sets parameters for Chadstone's development and the associated traffic and parking arrangements. A continuing issue for the Council over the years has been integration of Chadstone with and minimising impacts on the surrounding residential area.



3.1.3 GLENFERRIE ROAD/HIGH STREET

Glenferrie Road caters for a wide range of everyday/weekly shopping needs at ground level and in the adjoining Malvern central complex including foods, clothing/accessories, banks, books/stationary, hardware, appliances, giftwares, sportsgoods, plus a variety of service uses (eg: hairdressers, real estate, professional offices) and cafes/restaurants. Development of Malvern Central in the 1980s provided a Target store, additional supermarket and a variety of specialty shops. High Street performs a more specialised role, with the focus more on weekend/recreational shopping and a variety of antiques, homewares, clothes and food shops including cafes.

Both Glenferrie Road and High Street are a mix of 1 and 2 storey buildings, with a very few 3 storey buildings at the south end of Glenferrie Rd (eg: redevelopment of Hoyts cinema site on SW corner of Dandenong and Glenferrie Rds).

Glenferrie Road has a predominantly early C20th built form character with numerous groups of attractive old 2 storey shop buildings. Introduction of Heritage Controls should be considered to encourage retention of these existing buildings which are an important part of the overall appearance of the centre. In High Street, substantial redevelopment in the 1970s - 80s has resulted in a more mixed built form character although there are also some attractive older buildings. Although buildings in both areas are generally fairly well maintained some older buildings need redecoration.

Footpath widenings at side street intersections have been undertaken over the years in both areas. Street furniture has also been provided at various times and in both areas there is a lack of consistency in the style/colour of the furniture provided. Maintenance of street furniture also needs improving with many bins in particular being broken.

Development of carpark at the rear of shops has occurred along both sides of Glenferrie Rd, with 1 decked carpark provided on Drysdale St. Although there is still perceived to be a parking shortage, use of existing shopper parking by long term users (eg: business

people) may be the main issue. Connectivity of the many small carparks, particularly on Glenferrie Rd, and appearance both of carparks and the rear of adjoining shops need to be improved. Carparks have been developed to a much lesser extent on High St. The Council has made a commitment to provide an additional parking area off High St to alleviate the acknowledged parking deficiency.



3.1.4 TOORAK ROAD, SOUTH YARRA

Though once a local shopping centre the area is now predominantly specialty retail uses with a focus on fashion, giftwares and cafes with outdoor eating areas. Some convenience shops remain (eg: chemist, newsagent, bakery) and cater for everyday needs. Cafe and restaurant uses are mostly of long standing. There is also a variety of service and office uses, particularly above ground level.

Buildings are predominantly Victorian in style and some areas are covered by Heritage controls. Although there are some 1 storey buildings, the predominant building height is 2 storeys.

Footpath widenings at side street intersections have been undertaken over the years. There is a variety of footpath materials in different parts of the centre resulting from reconstruction at various times. Street furniture has also been provided at various times and there is some inconsistency in the style/colour of the furniture. Landscaping also lacks consistency. The suitability of the ash trees on Toorak Rd as a species for use in a busy shopping centre needs to be investigated and either additional ash trees planted to create consistent avenues or a more suitable species selected.

The appearance of the centre generally would also benefit from improved cleaning and maintenance of footpaths/street furniture.

Development of carparks at the rear of shops has occurred along both sides of Toorak Rd, with MacFarlan St carpark currently being decked. Parking and access continue to be issues in this heavily congested area however. Use of existing short term carspaces by long term users (eg: business people) may contribute to parking deficiencies for shoppers and poor access to and connectivity of the variety of small carparks is also likely to affect effectiveness of carparking. Various Local Area Traffic Management Schemes involving threshold treatments, parking restrictions etc have been undertaken in an effort to minimise traffic/parking intrusion into adjoining residential streets. However activity associated with night time activities continues to be a concern to surrounding residents.



3.1.5 WINDSOR

There are some long standing uses catering for local everyday shopping (eg: Supermarket, bread/cakes, hardware) however the centre has changed in recent years from focusing on local convenience goods to catering for wider specialist markets (eg: budget furniture and whitegoods plus a variety of goods appealing to the young such as comics, secondhand clothes). There is also a variety of cafes/restaurants and some office uses at ground level, with the number of sidewalk cafes increasing in recent years.

Buildings are predominantly the original shops dating from the late C19th and early C20th. The significance of these buildings is recognised by their inclusion in a Heritage Area. Some older buildings however look run down and are in need of redecoration. Predominant building height is 2 storeys with some single storey buildings.

Footpath widenings at side street intersections have been undertaken over the years in both areas. The materials/style of these widenings vary with the time of their construction. Some of the widenings contain large brick planter boxes and have limited pedestrian space. Planting is confined to some remnant planter boxes on Chapel St and a variety of different species in footpath widenings. Remnant planter boxes need to be removed and treatment/landscaping of footpath widenings improved to create a more cohesive streetscape in the centre.

Various carparks have been constructed on both sides of Chapel St over the years. However access and parking continue to be issues in this heavily congested area and poor access to and connectivity of carparks is likely to affect efficiency of their use.

Potential benefits from developing closer linkages with the adjoining Swinburne, Prahran Campus should also be addressed in future strategies.



3.1.6 TOORAK VILLAGE

Originally a local shopping centre Toorak Village's character has changed with larger scale developments, predominantly in the 1970s. There is still a variety of local convenience shops but the centre also caters for wider specialty markets (eg: high quality clothes) and there is a variety of entertainment and office uses.

The built form character of the centre has also changed with the larger, multi-storey developments in the 1970s. Two storey still predominate however and the centre has retained something of its original Tudor character with some fine mock Tudor buildings and other complementary Victorian buildings remaining. Urban design guidelines adopted in 1992 seek to maintain and enhance this Tudor character and scale.

The standard of amenity in the centre is generally high with consistent paving, planting and street furniture along Toorak Rd and well maintained buildings. Both the Jackson St and Carters Av carpark have been improved with plane tree planting. Further improvements are needed to bring the side streets up to the Toorak Rd standard however as well as upgrade the appearance/amenity of the centre from Jackson St carpark.

Access and parking continue to be issues which need addressing in this heavily congested area.

3.1.7 HAWKS BURN

The centre generally performs a local shopping role, with a variety of food shops clustered near the supermarket. In recent years there has been a resurgence of food shops with various more specialised retailers (eg: Browns bakery) and a variety of cafes with outdoor eating locating in the centre.

The built form character is predominantly 1 - 2 storey, late C19th and early C20th, with some recent redevelopment, particularly at the eastern end.

The standard of amenity to the east of Williams Rd centre is generally quite high with consistent paving, planting, street furniture and well maintained buildings. West of Williams Rd there is a greater mix (both uses and amenity) which should be addressed. Footpath widenings have been undertaken at some side street intersections, those with brick planter boxes provide limited pedestrian space.

Access and parking continue to be issues which need addressing

3.2 SMALLER RETAIL AREAS

See attached Table 1 for description of land-use and character of each centre.

3.3 MIXED USE AND INDUSTRIAL AREAS

See attached Table 2 for description of land-use and character of each area.









TABLE 1: SMALLER RETAIL AREAS (ie: Group 4)

Note: under heading Zoning, italics indicate existing zoning and normal font indicates proposed new format Planning Scheme zoning.

AREA (see Map)	ZONE	LAND-USE/BUILT FORM CHARACTER
4.1 Punt Road (Union)	S.Bus Bus 2	Contains a group of convenience shops (eg: liquor store, milk bar, florist) at the northern end, a hotel of long standing plus offices/showrooms and service industry in original or refurbished buildings at the southern end. Buildings are vary in age and style but are predominantly 2 storey. Planting in footpath widenings and at the south end of the centre could be improved.
4.2 High St (Williams Rd)	<i>S.Bus</i> <i>R.Bus</i> Bus 2	Contains some shops catering for everyday needs remain eg: chemist, laundromat/drycleaner, TAB, milk bar, newsagent. However number of convenience shops has declined and the area is mainly specialist retail and service uses including homewares/furnishings x 13, antiques/furniture x 11, real estate/property x 3, cafe/restaurant x 5, consulting rooms x 2 and offices in a mix of original, predominantly 2 storey, late C19th buildings (some restored), and either refurbished or redeveloped contemporary buildings. Consistency of street furniture and planting needs to be improved.
4.3 Beatty Ave	<i>R.Bus</i> Bus 2	Some shops catering for everyday needs remain (eg: newsagent/PO, liquor store, greengrocer, hairdresser x 2), however the number has declined and there are now more specialist retail and service uses (eg: clothing x 2, antiques, furniture, caterer, restaurant, pet grooming, offices x 4). Buildings are predominantly 2 storey late Victorian and the whole centre is within a Heritage Area. Comprehensive streetscape and traffic management works were undertaken in the 1980s and the amenity is generally good although consistency of planting could be improved.
4.4 High on Orrong	<i>R.Bus</i> Bus 2	Still contains a variety of shops catering for everyday needs as well as specialist retail and service uses either replacing former local shops or as part of new developments of residential/industrial sites. Local shops include small supermarket, 711, laundromat, hairdresser, greengrocer, bakery, video hire. Specialist retail/services include homewares, clothes, antiques offices, consulting rooms, restaurant. Buildings are a mix of original 1 - 2 storey early C20th buildings and larger 2 storey

		contemporary buildings created through development. Amenity is generally good with consistent planting and street furniture.
4.5 Glenferrie Rd. Kooyong	<i>R.Bus</i> Bus 2	Still contains predominantly local shops including greengrocer, bakery, small supermarket, chemist, florist, milk bar, hairdresser, newsagent, plus cafes, clothes, real estate and homewares. Buildings are fairly consistent, 2 storey, Interwar style. Amenity is generally good with consistent planting and street furniture.
4.6 Glenferrie Rd (Malvern Rd)	<i>R.Bus</i> Bus 2	Contains a small longstanding group of local shops including hotel, milk bar, chemist, clothes shops in original early C20th buildings and a petrol station (zoned residential) plus newer offices in larger contemporary buildings at the peripheries on both Malvern and Glenferrie Rds. There is no planting and the amenity of the centre is generally poor.
4.7 Malvern Rd (Tooronga Rd)	<i>R.Bus</i> <i>S.Bus</i> <i>L.Ind</i> Bus 2	 <p>A long strip with historically a mix of zonings and uses. Although there are some local shops (eg: take away foods, chemist, newsagent, milk bar, hairdressers, florist, hardware, bank) the focus is more on office and service industrial uses (eg: a variety of offices including real estate, publisher, photographer) and there is no apparent retail "hub". Service industries include appliances, car repairs. There are also some more specialised retail uses (eg: antiques x 5, furnishings/gifts x 4). Buildings are predominantly Interwar, 2 storeys, with some attractive shop buildings west of Tooronga Rd. There is consistent planting and paving but the condition and consistency of street furniture needs improving.</p>
4.8 High St (Tooronga Road)	<i>R.Bus</i> <i>S.Bus</i> <i>Off A</i> Bus 2	Still contains a variety of local shops including small supermarket, petrol station and Food Plus, butcher, newsagent, chemist, hairdresser, florist, video hire and TAF as well as a variety of other uses (eg: home/sports goods, car sales, cinema, undertaker and clothing wholesaler). There is a mix of original, small scale 1 - 2 storey early C20th commercial buildings and larger contemporary buildings, generally 2 storey. The condition and consistency of paving, planting and street furniture needs improving.
4.9 Tooronga Rd (Wattle tree Rd)	<i>R.Bus</i> <i>S.Bus</i> Bus 2	A small group of commercial buildings which historically contained mostly local shops plus Wilsons Removals. The area has substantially changed and redeveloped in the past 20 years. It contains a few shops catering for everyday needs (eg: chemist, milk bar/TAF, newsagent/PO) but the focus is on offices and service industries (eg: airconditioning, appliance repair, picture framing, French polishing) with some specialist retailers (eg: tools, needlecraft). Properties on the north west side of the centre have been redeveloped as larger scale, 2/3 storey office buildings while the remainder of the original commercial buildings remain (ie: Wilsons plus small scale, predominantly 1 storey shop

		buildings). There is no planting and the condition/consistency of paving and street furniture needs improving.
4.10 Dandenong Rd (Finch St)	<i>S.Bus</i> <i>R.Bus</i> <i>Off A</i> Bus 2	This area contains what was historically a group of local shops with a variety of industrial/service industrial uses mostly at the north west fringe. Original shop/industrial buildings largely remain, although altered in some cases, with some further recent developments at the north end (eg: Tattersalls). The majority of local shops have been converted to restaurants, offices or service industries and there is no apparent "hub" catering for everyday needs. There is no planting (except in Dandenong Rd median) and little street furniture though footpaths have recently been replaced in consistent materials.
4.11 Burke Rd (Waverley Rd)	<i>S.Bus</i> <i>R.Bus</i> <i>Office</i> Bus 2	This is a long strip of commercial properties including groups of original local shops interspersed with industrial properties and recently developed larger office buildings at the eastern end. A small cluster of local shops remains (eg: chemist, greengrocer, liquor store, newsagent, hardware) however the majority of uses are service industries (eg: car, appliance repairs, furniture restoration) and office/medical uses with some specialist retailers and cafes/restaurants. Some older buildings are in need of renovation/re-decoration. While the majority of original 1 or 2 storey shop buildings remain there is a mix of larger, 2 storey, contemporary buildings where industrial/residential sites have been redeveloped. Paving and street furniture are fairly consistent but consistency of planting needs improving.
4.12 Waverley Rd (Darling Rd)	<i>R.Bus</i> Bus 2	 <p>This larger local centre has retained a variety of shops catering for everyday needs (eg: chemist, liquor store, banks, hardware, florist, bakery/cakes, butcher, newsagent, greengrocer, milk bar, laundromat and hairdressers) in addition to some specialist retailers (eg: antiques, hobbies) and a variety of services (eg: medical, professional, repairs) at the western end. Original, 1 - 2 storey, Interwar style shop buildings predominate at the eastern end, with more contemporary buildings at the west. Amenity is generally good with consistent planting and street furniture.</p>
4.13 Waverley Rd (Malvern Rd)	<i>R.Bus</i> Bus 2	Historically a local shopping centre. Some retail uses catering for everyday needs remain (eg: newsagent, milk bar, hairdresser) at the north end of the centre however there is a mix of other specialist retailers (eg: party supplies), offices and service industries plus some cafe/restaurant uses and the Dairy Bell Icecream factory/shop in the southern portion. Buildings are predominantly the original small scale 1 - 2 storey shop/industrial buildings with some larger contemporary buildings, particularly between Belgrave and Waverley Rds. There is no planting or street furniture at the Dairy Bell end of the centre and appearance

		generally needs improving in this location.
4.14 Chadstone Rd	<i>R.Bus</i> Bus 2	Built as a group of single storey local shops in the early 1960s the majority still remain as such (eg: Milk bar, hairdresser, greengrocer, TAB, bakery, liquor store) with some specialist retailers (eg: golf) and service uses (eg: medical, repairs). Buildings are a original group of 1950s cream brick predominantly 1 storey with some later development adjoining to the south. Amenity is generally good with consistent paving, planting and street furniture.
4.15 Batesford Rd	<i>R.Bus</i> <i>S.Bus</i> Bus 2	 <p>While originally a peripheral part of the Holmsglen shopping centre properties are isolated from that centre by Warrigal Rd traffic and uses now include a TAFE office, McDonalds, hairdresser and laundromat. There is no planting and the appearance of this gateway to Stonnington generally needs improving.</p>
4.16 Warrigal Rd (Waverley Rd)	<i>R.Bus</i> <i>Off A</i> Bus 2	The area contains a group of small, 1 storey, local shops dating from the early C20th which, apart from a Take away food shop, are now occupied by a variety of specialist retailers, offices and services. There are also some larger industrially based buildings (eg: engineering works) from the 1950s and a fast food outlet north of Waverley Rd. Planting has been undertaken recently. Condition/consistency of street furniture needs improving.
4.17 Darling Rd (Malvern Dene Ave)	<i>C&I/</i> <i>S. Bus/</i> <i>Res</i> Bus 2	There has been substantial redevelopment for larger scale 2 - 3 storey office buildings. A few local shops remain (eg: Milk bar, bakery, newsagent) and there are some specialist retailers (eg: baby goods) plus services in the original shop buildings (predominantly 1 - 2 storey Interwar style). However the visual focus of the centre is on the offices. Both street furniture and consistency of planting needs to be improved.
4.18 High St (Glen Iris)	<i>R.Bus/</i> <i>L.Ind</i> Bus 2/ Ind 3	 <p>A variety of local shops remain in the original, consistently styled 2 storey interwar buildings (eg: Chemist, milk bar, florist, newsagent, hairdresser) together with some more specialist shops. Larger scale contemporary offices have been at the southern end of the strip on Malvern Rd. There are also industrial uses off High St close to the station. Amenity is generally good with consistent planting.</p>
4.19 Malvern Rd (Burke Rd)	<i>R.Bus</i> Bus 2	Originally a small group of local shops the centre now contains few convenience uses (eg: chemist, milk bar), offices/medical uses and several vacant properties. There is no planting and the appearance of the centre needs improving.



4.20 Burke Rd (Wattleree Rd)	<i>R.Bus</i> Bus 2	 <p>This centre includes a variety of local and specialty shops and service uses in attractive original 1 - 2 storey shop buildings dating from the early C20th (eg: Banks, bakery, milk bar, chemist, greengrocer, delicatessen, liquor store, hairdressers, newsagent/PO, clothes, cafe/restaurant, photographer, optometrist). A larger scale 2 storey office development abuts the northern end of the centre on Burke Rd. Amenity is generally good with consistent planting, paving and street furniture (except at north end).</p>
4.21 Station St/Claremont Av	<i>R.Bus</i> <i>Rest</i> <i>L.Ind</i> Bus 2/ MU	<p>Originally mainly local convenience shops on both Claremont Av and Station St north west of the Malvern Station but few remain. There are some specialist retailers (eg: antiques, hand-made shoes) mainly on Station St with a mix of service and industrial uses. Buildings are predominantly original 1 and 2 storey, early C20th with some interesting and attractive examples and the appearance of the area could be improved (eg: renovation/redecoration of buildings, streetscape works). The southern end of Station St contains a mix of office and industrial uses in buildings of mixed age, height and style. Footpaths and planting in this area need improving.</p>
4.22 Dandenong Rd (Malvern Stn)	<i>R.Bus</i> Bus 2	<p>Originally a group of convenience shops only the newsagent remains together with discount sweets, take away foods, offices and car rentals in 1 - 2 storey, either original, turn of the century, or refurbished buildings. There is no planting and appearance generally needs improving, especially the access the Malvern Station.</p>






TABLE 2: SMALL OFFICE, INDUSTRIAL 7 MIXED USE AREAS (ie: Group 5)

AREA (see Map)	ZONE	LAND-USE/BUILT FORM CHARACTER
5.1 Forrest Hill	<i>SY MU</i> Pt CDZ	<p>Mixed use zones were created around Toorak Road, in the 1980s to provide for more intensive redevelopment of former industrial land opposite the Como development (eg: Chapel St, north of Toorak Rd and River St, Yarra St, Clarmont St). These areas currently contain a mix of original office, or industrial uses in 1 - 2 storey original buildings with varying degrees of more recent redevelopments (predominantly office/ warehouse and residential uses) in buildings of 2 or more storeys, depending on location.</p> <p>There is no consistent streetscaping on Chapel St and this important gateway should be improved, particularly through planting. Narrow streets elsewhere limit opportunities for streetscape improvements, however additional planting would improve cohesion and should be undertaken where possible (eg: on footpath, in roadway, in private property - setbacks).</p>
5.2 District Centre	<i>Various</i> CDZ	<p>Mixed use zones were created as part of the Prahran District Centre controls in the 1980s. These areas currently contain a mix of original residential, office, or industrial uses in 1 - 2 storey original buildings plus varying degrees of more recent redevelopments (predominantly residential, office/warehouse) in buildings of 2 or more storeys, depending on location.</p> <p>Narrow streets elsewhere limit opportunities for streetscape improvements, however additional planting would improve cohesion and should be undertaken where possible (eg: on footpath, in roadway, in private property - setbacks).</p>
5.3 Commercial Rd (Charles)	<i>S. Bus</i> Bus 2	<p>A mix of specialist retailing (eg Eckersleys) car sales and small offices in a mix of building styles/ages.</p> <p>There is a mix of building styles and ages in buildings of 1 or 2 storeys. Existing ash trees need to be dealt with in a consistent manner in the street as a whole (ie: prune and add to create more consistent avenue or replace).</p>
5.4 Thomas Pl	<i>L. Ind</i> MU	<p>Industrial area with Nappie Wash and other factories. In the long term conversion of uses in this area to residential would be more consistent with surrounding use.</p>

5.5 Greville St (Charles)	L. Ind MU	Former manufacturing area retaining confectionary factory but now mainly office/warehouse uses in recycled industrial buildings plus some residential. Some attractive old industrial buildings. Renovation/reuse of these original buildings should be encouraged. Some streetscaping (eg street trees, footpath widenings) exists. Appearance could be improved by more consistent streetscape treatment and closer integration with the residential portions of the street.
5.6 High St(Upton)	S. Bus Bus 2	Formerly industry, node of convenience shops plus hotel. Hotel, laundromat and TAF remain but industries have been replaced by a mix of office/warehouse/service type uses (eg. Braille library) in original, refurbished buildings plus current redevelopment of the former timber yard for residential use. There is a mix of building styles and ages depending on original use (ie: retail or industry). Predominant height is 2 storeys. Some streetscaping (eg street trees, footpath widenings) exists. Future of ash trees needs to be reconsidered (see 5.3).
5.7 Union St	L. Ind MU	Includes 2 separate areas. 1 is the former Sanitarium health foods factory on Union St. The other is a strip along the rear of Chapel St properties running from Green St to Union St and containing part of Swinburne (dance studio) fronting Green St and rundown motor/petrol station buildings fronting Union St. There is a mix of building styles with little streetscaping. Amenity, particularly on Union St needs improving
5.8 High St (Victoria St)	L. Ind Ind 3	 <p>Contains both shop and factory buildings. Retail uses retain but most manufacturing uses have been converted to office/service uses. Buildings are predominantly 2 storeys Victorian to Interwar. Rear facades of original factory building on Victoria St are interesting. There is some planting on High St (ie: street trees, footpath widenings). Planting on High St needs to be addressed (see 5.3 above) and possibilities for planting on Victoria St considered.</p>
5.9 High St (Bangs)	S. Bus Bus 2	Includes RSL hall and group of rather run down 1 storey early C20th shops. The new Centrelink building on the former Pizza Hut site has been recently completed. Buildings are a mix (ie: 1/2 storeys, varying styles). Appearance generally needs to be improved (eg: renovation/re-decoration of buildings, consistent planting).

5.10 Howitt St	<i>Office</i> Bus 5	Mix of office and residential uses in contemporary buildings of 1 - 3 storeys. Need for more consistent planting to integrate mix of building styles and uses.
5.11 Malvern Rd (Francis St)	<i>Pr.Res</i> MU	<p>A mix of uses on both sides of the street with some retail, a hub of medical uses around Victoria House hospital, service industries and office uses. Buildings are also a mix of 1 - 2 storey original shop and residential</p>  <p>buildings from Victorian to Interwar in style, with some more recent redevelopment (eg: 3 storey residential). Planting needs improving to create more a consistent avenue. Footpaths affected by tree roots need repair.</p>
5.12 Orrong Rd (State Rivers)	<i>Off A</i> Bus 5	The area contains only the former State Rivers Authority building which is now used for offices.
5.13 High St (Osment St)	<i>S.Bus</i> Bus 2	Includes long standing uses which are predominantly "peripheral sales" uses (eg: lighting, antiques/furniture x 5, timber supplies) and other specialist retailers (eg: liquor store, children's clothes), plus a group of previously local shops, zoned residential, in original 2 storey predominantly Victorian shop buildings. Consistency of planting needs to be improved, see 5.3.
5.14 Dandenong Rd (Darling Rd)	<i>L. Ind</i> Bus 2	A small group of service industrial uses including Radio Parts and plumbing supplies. Opposite in Glen Eira, a complementary mix of uses exists eg: Dick Smith, Rays bikes. Appearance could be improved by additional planting.
5.15 Weir St	<i>L.Ind</i> Ind 3	One of the City's largest industrial zones containing some traditional industries (eg: Moran furniture, timber yard), motor repairs plus more recent office/warehouse uses and I.T. industries. There are no footpaths, planting is in private property and appearance could be improved with greater consistency of planting.
5.16 Como St	<i>L.Ind</i> Bus 2	A small group of industrial properties containing manufacturing, car repairs and office/warehouse uses. Both the appearance of the area and parking congestion generally need improving.





4.0 PART C: STRATEGIES FOR THE FUTURE

Parts A and B of this report point to a variety of issues which should be addressed in future strategies for Stonnington's commercial areas. Many of the issues would be addressed by ensuring that the framework of existing strategies were implemented consistently. An important part of developing a Commercial Strategy therefore should be a commitment to putting in place mechanisms to effectively implement existing strategies as well as developing additional new ideas on future solutions.

Major issues which should be addressed in any future commercial strategy for Stonnington are seen as being:

4.1 ISSUES AFFECTING ALL COMMERCIAL AREAS

- Achieving a more complementary (rather than competing) mix of commercial areas and land-uses
- Maintaining a wide variety of goods and services to meet community needs
- Developing clear identities and niche markets for individual areas
- Capitalising on potential growth industries
- Minimising impacts of commercial uses on surrounding residential areas
- Improving traffic and parking infrastructure. This may involve:
 - more effective use of existing parking
 - additional parking
 - improved access to and connectivity between carparks
 - improving appearance of carparks
- Improving streetscapes. This involves a variety of issues ie:
 - cleaning and maintenance of existing public facilities (eg: footpaths, street furniture, planting)
 - appearance and maintenance of buildings
 - progressive improvements to create pedestrian spaces, improve appearance, cohesion and identity (eg: paving, additional/replacement planting, furniture, lighting)
- Maintaining scale and character of individual areas. Part B notes that many centres currently have a predominantly 2 storey scale, with a pattern of narrow frontages. To enhance continuity and consistency of streetscapes these predominant patterns should be retained in new developments.



4.2 ISSUES FOR INDIVIDUAL COMMERCIAL AREAS

CHAPEL ST

- Lack of major magnets stores in the core
- Increasing the range of products catering for everyday and weekly needs in the core
- Maintaining markets and competitive position
- Effective use of upper floors of larger buildings
- Streetscape improvements (see above especially cleaning/maintenance, consistent streetscaping which provides more pedestrian space, building maintenance, removing graffiti)
- Carparking (see 4.1 especially effective use of existing and provision of additional parking)

CHADSTONE

- Closer integration into the surrounding area (eg: appearance, community facilities)
- Minimising impacts on the amenity of surrounding residential uses are minimised

GLENFERRIE RD/HIGH ST

- Streetscape improvements (see 4.1 especially maintenance and further improvements such as lighting)
- Development of niche markets for peripheral parts of Glenferrie Rd
- Carparking (see 4.1 especially effective use of existing and provision of additional parking on High St)

TOORAK RD SOUTH YARRA

- Streetscape improvements (see 4.1 especially maintenance plus consistent planting and street furniture)
- Carparking (see 4.1 especially effective use of existing and provision of additional parking)
- Impacts on surrounding residential areas

WINDSOR

- Streetscape improvements (see 4.1 especially appearance of buildings, provision of pedestrian space and improved planting)
- Carparking (see 4.1 especially effective use of existing and provision of additional parking)
- Capitalising on location adjoining Swinburne

TOORAK VILLAGE

- Streetscape improvements (see 4.1 particularly additional works for side streets and Jackson St)
- Enhancing Tudor character
- Carparking (eg: additional spaces and access)

HAWKSBURN

- Streetscape improvements (see 4.1 particularly additional works to the west of Williams Rd)
- Carparking (eg: additional space and access)

SMALLER RETAIL CENTRES

- Streetscape improvements (see 4.1 particularly maintenance)
- Maintaining shops which cater for everyday needs
- Development of complementary niche markets and greater individual identity
- Maintaining scale and character (especially where new offices proposed)
- Parking in nearby residential streets (some centres)

MIXED USE AND INDUSTRIAL AREAS

- Maintaining opportunities for a wide variety of uses
- Streetscape improvements (see 4.1, especially additional planting to improve cohesion)





APPENDICES

APPENDIX 1

Studies used in preparing the Background Paper to be referred to for details.

A. History, existing situation and trends

Citywide

MSS

Economic Development Strategy

Prahran Strategy Plan

Brent McKenna & Assoc: Population Profile, Population Projections

Rodski, Customer Survey Nov 1998

Specific areas

Bernie Wilder's land-use surveys 1998

Centre brochures

Background sections of most studies listed under B

City of Prahran land-use surveys (historic background and trends)

B. Goals, strategies and action plans

Citywide

Corporate Plan

Community Needs Survey (1997)

MSS

Economic Development Strategy

Prahran Strategy Plan (plus associated folder of Background Information, Design Guidelines, Codes and Info. Sheets)

Malvern Character Study (Commercial areas section)

Plus non-Stonnington studies/brochures eg: Main Street Guidelines, Business Improvements in Traditional Shopping Centres, Small Business strategies

Specific areas

Corporate Plan

MSS (plus associated Local Policies and Info. Sheets)

Centre brochures

Prahran Strategy Plan

Toorak Village Urban Design Guidelines (1992) and Traffic, parking and Streetscape report (1985)

High Street and Glenferrie Road Future Options

Smaller Commercial Areas Study

Windsor Shopping Centre Study

Toorak Road Land Use Study

Prahran District Centre Controls and Strategies (plus later Planning Scheme Amendments - eg: L16,L23 and Entertainment/Retail Premises Review

Tooronga Depot Site Redevelopment

Carparking Strategies (1987/1989/1998)

Street Tree Masterplan (Prahran) - section on carparks

Urban Design Strategy - Discussion Paper

Toorak Rd - Chapel St Urban Design Framework



APPENDIX 2: STATISTICS

Attached are some more detailed statistics on:

1. Commercial area statistics
2. Population characteristics

THE RETAIL SECTOR WITHIN STONNINGTON

The spatial distribution of retailing throughout Stonnington indicates significant variability in performance throughout the municipality.

Table 3.5: Retail Sector Breakdown for Prahran and Malvern, 1991/92.

	Malvern (C)				Prahran (C)			
	Total				Total			
	Number of Locations	Employed Persons	Turnover \$'000s	Floorspace 000 sq m	Number of Locations	Employed Persons	Turnover \$'000s	Floorspace 000 sq m
<i>Supermarkets and Grocery Stores</i>	17	715	88053	14.1	25	610	80896	13.8
<i>Specialised Food Retailing</i>	186	1049	74921	22.5	222	1095	92596	25.7
Total Food	203	1764	162974	36.6	247	1705	173492	39.6
<i>Total Clothing & Soft Good Retailing</i>	216	1160	131513	26.8	289	1016	101144	40.8
<i>Total Furniture Houseware and Appliance Retailing</i>	68	346	49339	14.1	80	351	52753	30.9
<i>Total Other Personal and Household Goods</i>	160	702	69633	25.1	224	774	72003	32.8
<i>Total Household Equipment Repair Services</i>	14	52	6823	2.2	16	34	1474	0.7
Total Non Food Retailing	527	3596	416660	113.8	678	2597	271262	118.3
<i>Cafes & Restaurants</i>	72	603	24271	12.5	148	1159	46516	25.5
<i>Other Selected Personal Services</i>	170	955	39705	22.5	329	1888	74369	42.3
Total Shopfront Retailing	900	6315	619339	172.9	1254	6190	519124	200.2

Source: Retail Census

Table 3.5 presents the verifiable retail statistics for Malvern and Prahran, 1991/92. This is important because Chadstone Shopping Centre has been in a major growth phase and is located in the Malvern SLA. The features of this breakdown of Stonnington's retail sector are as follows:

- Prahran has a larger market in terms of total shopfront locations and floorspace but Malvern has a greater number of employees and turnover;
- Malvern can be characterised as more small business orientated than Prahran because it has more employees per store;
- A major difference between Malvern and Prahran is the non food retail sector. Prahran has substantially more stores than Malvern but only slightly greater floorspace.

THE RETAIL SECTOR WITHIN STONNINGTON (CONTINUED)

Table 3.6: Retail Turnover Density and Floorspace Breakdown, 1992

	Retail Turnover Density			Floorspace Breakdown		
	Malvern (C)	Prahran (C)	Melbourne	Malvern (C)	Prahran (C)	Melbourne
Supermarkets and Grocery Stores	\$6,245	\$5,862	\$5,465	8.2%	6.9%	12.6%
Specialised Food Retailing	\$3,330	\$3,603	\$3,023	13.0%	12.8%	15.6%
Total Food	\$4,453	\$4,381	\$4,113	21.2%	19.8%	28.1%
Total Clothing & Soft Good Retailing	\$4,907	\$2,479	\$2,650	15.5%	20.4%	10.2%
Total Furniture Houseware and Appliance Retailing	\$3,499	\$1,707	\$2,031	8.2%	15.4%	16.0%
Total Other Personal and Household Goods Retailing	\$2,774	\$2,195	\$2,043	14.5%	16.4%	13.2%
Total Household Equipment Repair Services	\$3,661	\$2,293	\$1,640	1.3%	0.3%	0.8%
Total Non Food Retailing	\$3,101	\$2,106	\$2,369	65.8%	59.1%	56.8%
Cafes & Restaurants	\$1,942	\$1,824	\$1,361	7.2%	12.7%	8.8%
Other Selected Personal Services	\$1,765	\$1,758	\$1,397	13.0%	21.1%	15.1%
Total Shopfront Retailing	\$3,582	\$2,593	\$2,713	100.0%	100.0%	100.0%

Table 3.7: Growth relating to Retail Turnover, Floorspace, and RTD, 1986 to 1992.

	Retail turnover		Floorspace		RTD	
	1986 - 1992	% Change	1986 - 1992	% Change	1986 - 1992	% Change
Malvern						
Total Food	114%		53%		40%	
Total Non Food	80%		11%		62%	
TOTAL	88%		19%		58%	
Prahran						
Total Food	30%		-4%		35%	
Total Non Food	33%		9%		22%	
TOTAL	32%		5%		25%	
Melbourne						
Total Food	59%		16%		38%	
Total Non Food	42%		18%		20%	
TOTAL	49%		17%		28%	

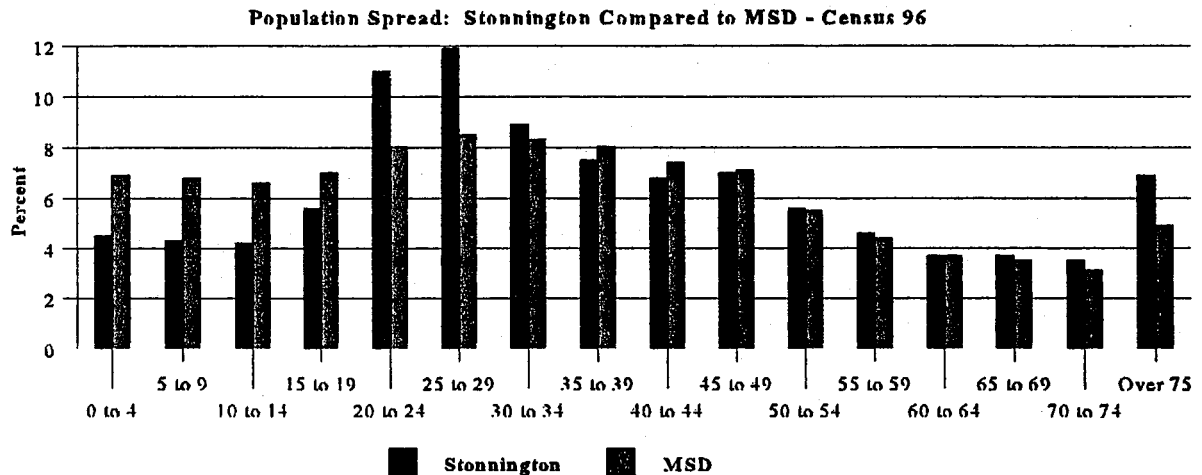
Table 3.6 details the retailing performance of Prahran and Malvern compared with the Melbourne average. Malvern is performing particularly well in all categories of retailing, especially in clothing, large household items, personal services and supermarkets. Prahran's retailing performance is slightly below the Melbourne average, but had good performances in specialised food retailing and personal services which include cafes and restaurants.

Table 3.7 details changes in turnover, floorspace, and retail turnover density for Malvern and Prahran between 1986 and 1992. Malvern is showing strong growth in all categories, whereas Prahran's retailing base is performing below the Melbourne average. Given Malvern's small net increase in non food floorspace(11%), significant growth occurred in turnover (80%). It is important to note that while the Malvern SLA outperformed the MSD average between 1986 and 1992 in terms of the RTD and percentage total floorspace growth, Prahran slightly underperformed. Given its pre-eminence in terms of retailing the RTD's should outperform the MSD average.

These figures suggest that Malvern traders are taking on a regional focus, whereas Prahran's retail performance is deteriorating.

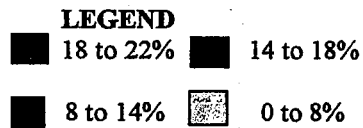
Age Groups - Stonnington Compared to Metropolitan Melbourne

In comparing Stonnington to the whole of Melbourne the pattern revealed in the chart below shows Stonnington has a relatively large proportion of young and elderly adults (20 to 34 years and over 75 years of age) but a low proportion of children (0 to 14 years of age). This pattern could obviously change quite rapidly if the young adults choose to have children and remain in Stonnington.

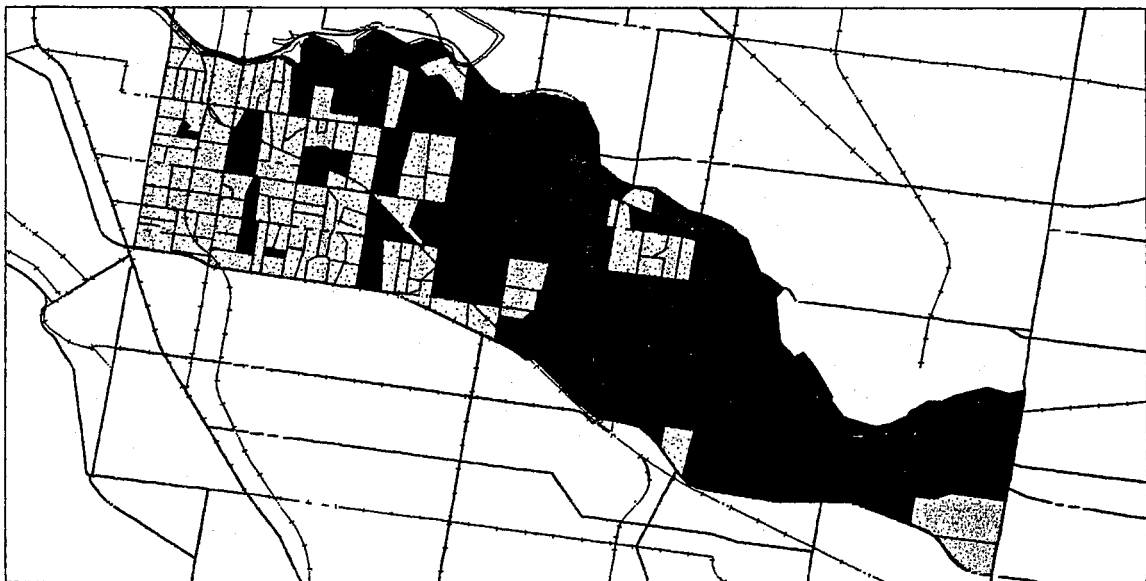


Ston	4.5	4.3	4.2	5.6	11	11.9	8.9	7.5	6.8	7	5.6	4.6	3.7	3.7	3.5	6.9
MSD	6.9	6.8	6.8	7	8.1	8.5	8.3	8.1	7.4	7.1	5.5	4.4	3.7	3.5	3.1	4.9

Distribution of Children: 5 to 14 years of age



This map shows the distribution of children in Stonnington with low proportions in the west and very high proportions as the few small patches of red.

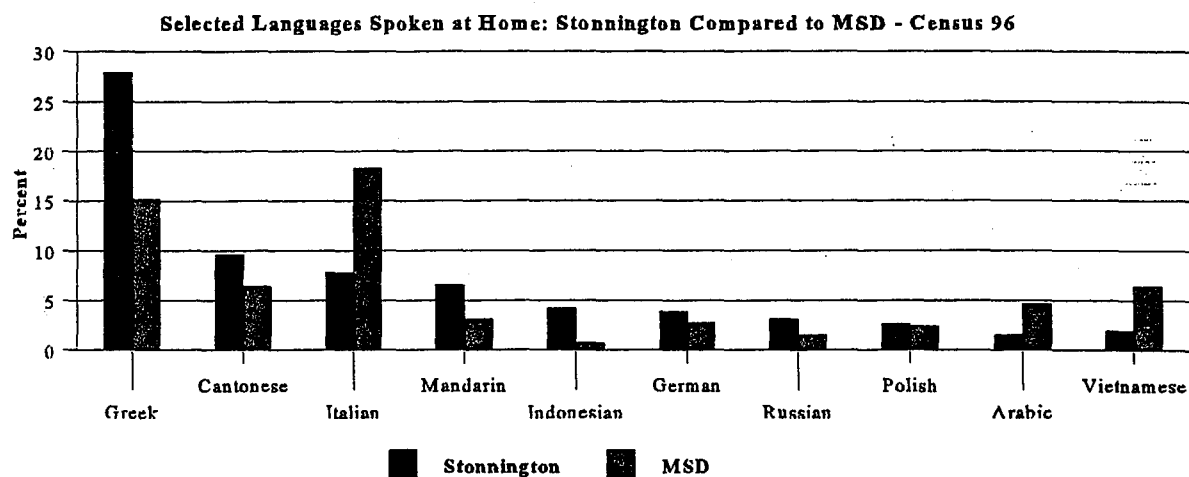


Ethnographic Indicators - Stonnington Compared to Metropolitan Melbourne

Comparing Stonnington to the whole of Melbourne shows the immigration pattern has meant each region of the world contributed a similar proportion of people to making Stonnington a virtual microcosm of the MSD.

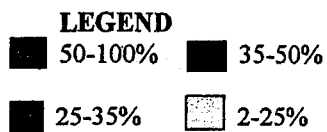
Regions	Australia	Europe & former USSR	Total Mid East & N. Africa	South East Asia	North East Asia	South Asia	North America	South & Central America	Total Africa excl N. Africa
Stonnington	67.0	14.1	0.9	4.0	2.7	1.3	1.0	0.4	0.9
MSD	67.0	16.8	1.7	4.1	1.7	1.6	0.4	0.6	0.9

Comparing Census 96 data on languages spoken at home reveals significant ethnographic differences between Stonnington and the MSD. For example, Stonnington has high proportions of Greek, Cantonese and Mandarin speakers and relatively low proportions of Italian, Arabic and Vietnamese speakers.

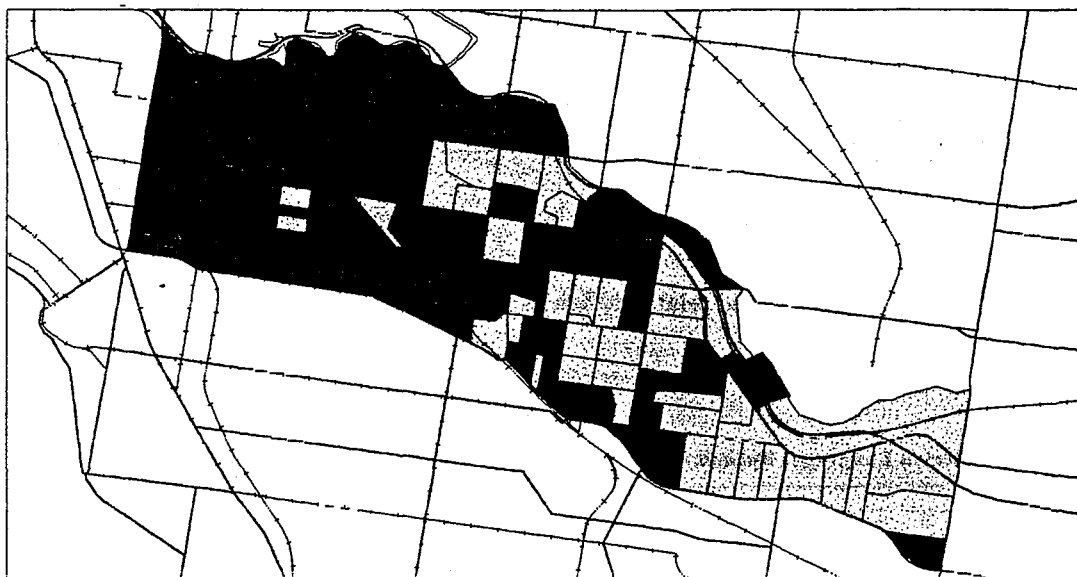


Stonningt	27.9	9.6	7.8	6.6	4.2	3.8	3.1	2.6	1.5	1.9
MSD	15.2	6.4	18.3	3.1	0.7	2.7	1.5	2.4	4.6	6.4

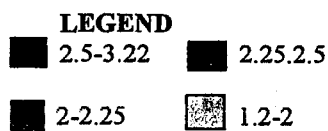
Proportion of Persons Living in High/Medium Density Dwellings



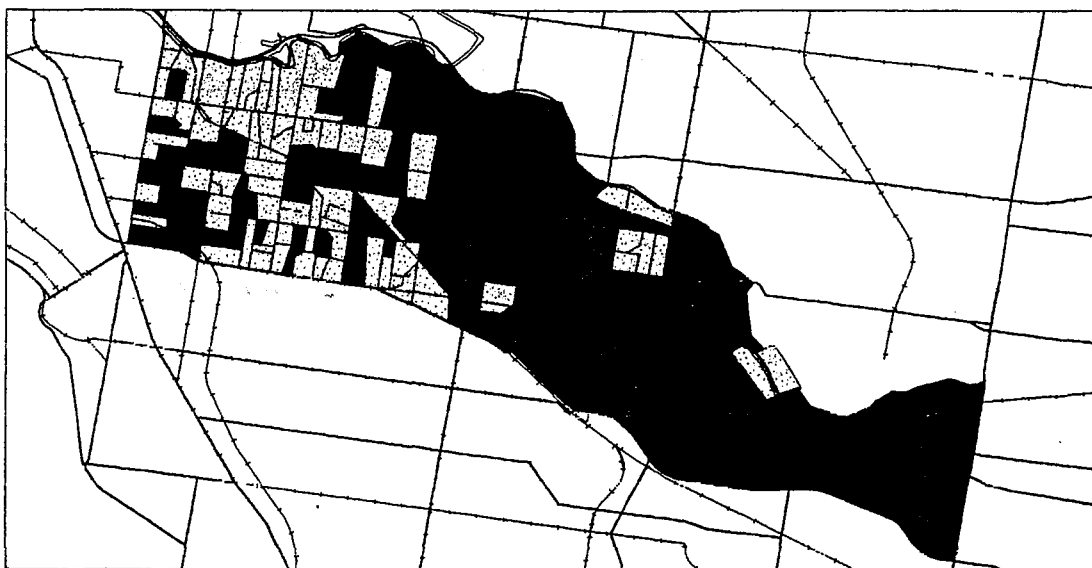
This map shows the distribution of high/medium density dwellings with the greatest proportions obviously being as red in the west and the lowest concentrations being in the east.



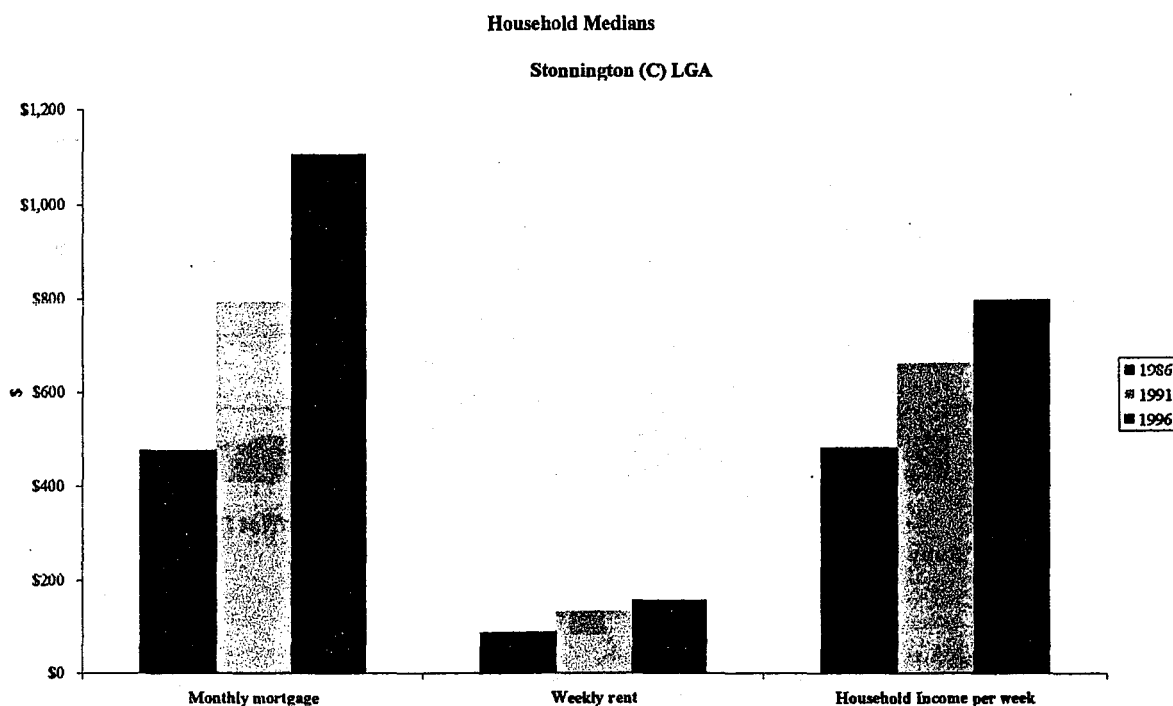
Occupancy Rates: Distribution of Persons per Dwelling



This map shows occupancy rates across the city, with low numbers of persons per dwelling shown in the west and higher numbers in the middle and eastern areas.



Changing income levels and related preferences for housing and accommodation in Stonnington have contributed to a more rapid rise in monthly median mortgages than weekly median rents.

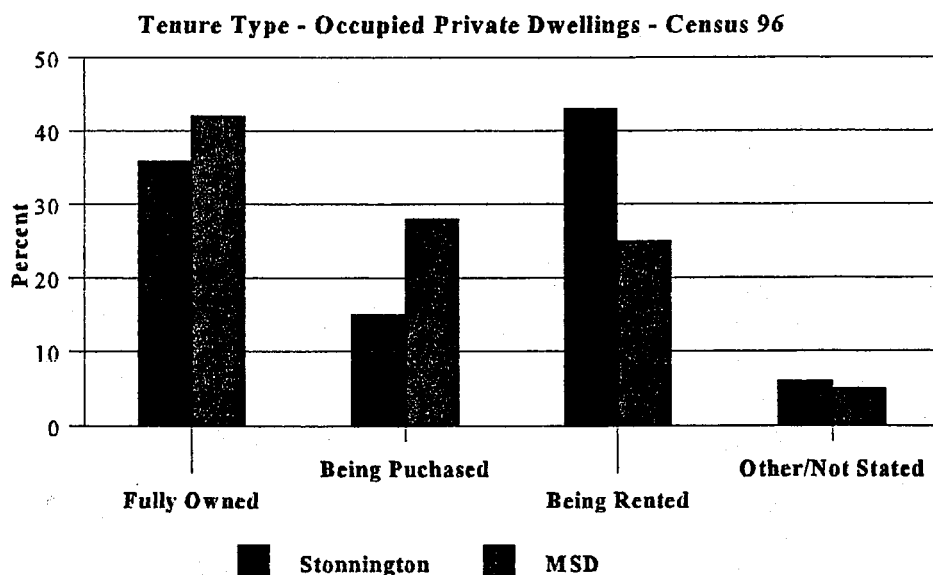


A rising level of 'wealth' and income was reflected in the indicators of home ownership, median incomes, mortgage and rental changes that have mostly increased as follows:

- a. Owners rose from 34% to 36% of all occupiers of dwellings;
- b. Female incomes rose by 80% or \$8,300 to \$22,600 (which in standardised 1996 CPI equivalents meant a rise of \$2,300);
- c. Male incomes rose by 58% or \$10,100 to \$27,600 (which in standardised 1996 CPI equivalents meant a slight decline of \$100);
- d. Family incomes rose by 74% or \$24,900 to \$58,700 (which in standardised 1996 CPI equivalents meant a rise of \$5,100);
- e. Household incomes rose by 65% or \$16,400 to \$41,500 (which in standardised 1996 CPI equivalents meant a rise of \$1,700);
- f. Monthly median mortgages rose by 132% or \$630 to \$1,107 (which in standardised 1996 CPI equivalents meant a rise of \$351); and
- g. Weekly median rents rose by 77% or \$69 to \$158 (which in standardised 1996 CPI equivalents meant a rise of \$17).

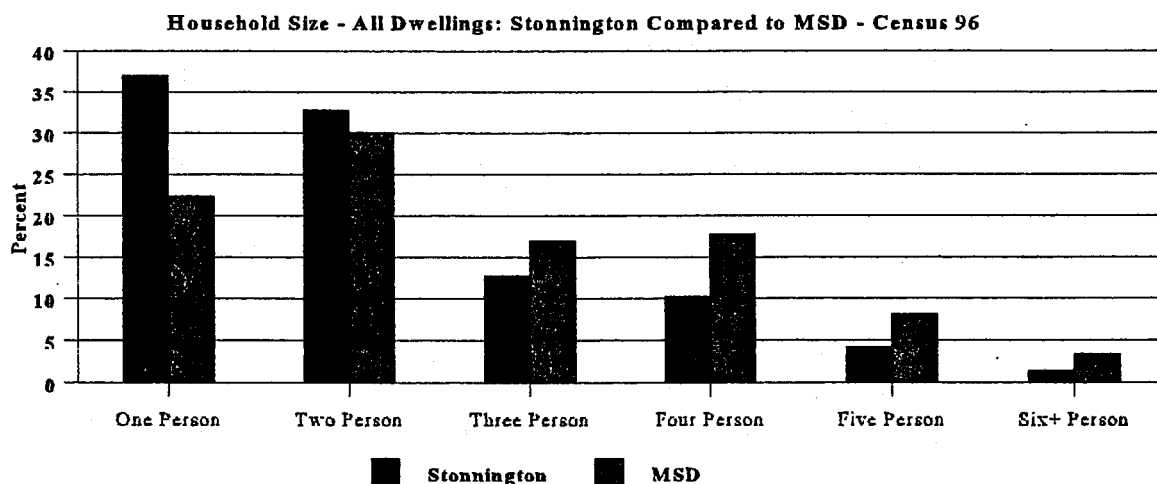
Housing Indicators - Stonnington Compared to Metropolitan Melbourne

Stonnington has a larger proportion of private dwellings being rented and lower proportions of private dwellings being purchased or owned than the MSD.



Stonnington	36	15	43	6
MSD	42	28	25	5

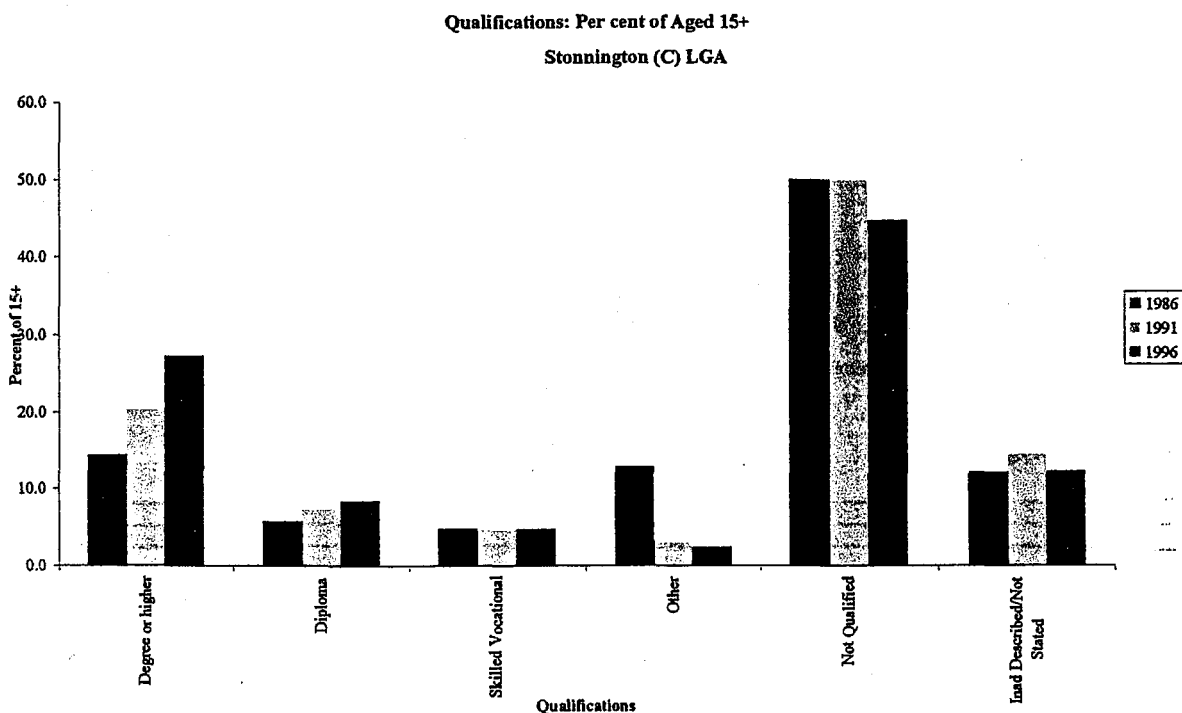
Stonnington also has a much larger proportion of one person dwellings and lower proportions of larger households, that is, of four or more people, than the MSD; hence the lower occupancy rate.



Stonnington	37	32.8	12.8	10.2	4.2	1.4
MSD	22.4	30.1	17	17.8	8.2	3.5

Education and Qualifications: 1986 to 1996

Stonnington became a more highly educated community between 1986 and 1996. This elevated educational status was due to a combination of factors: the rising proportion of people with qualifications, the declining proportion of unqualified people, respective in and out migrations of these two groups of people, and the ongoing residents who gained qualifications.

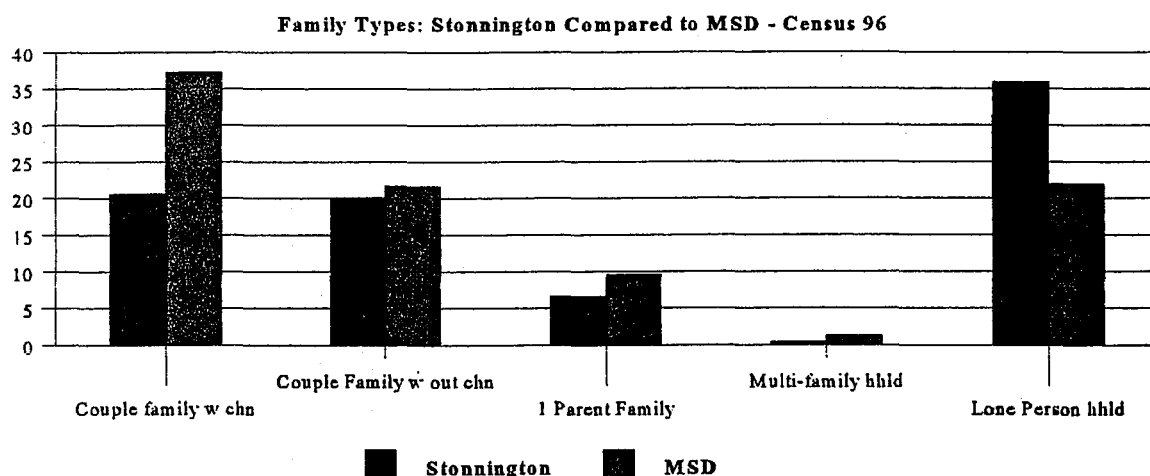


The key changes related to tertiary education were as follows:

- a. People with degrees or higher qualifications rose by almost 90% from 10,500 to 20,000 or 14% to 27% of the total population;
- b. Females with skilled vocations rose slightly and those with diplomas rose by 64% or 2,300 to more than 3,750;
- c. People without qualifications declined from 50% to 45% of the total population;
- d. TAFE numbers increased from 1,700 to 2,300;
- e. University and other tertiary institution enrolments from Stonnington rose significantly from around 4,150 to around 7,350; and
- f. Overall numbers attending educational institutions was relatively stable but pitched towards higher education and away from secondary education.

Families and Household Indicators - Stonnington Compared to Metropolitan Melbourne

Stonnington has a low proportion of households with couple families with children and a high proportion of lone person households compared to the MSD. In part this pattern reflects the structure of housing in the area but more families with children seem possible in future despite increasing number of medium density housing.



Stonnington	20.6	20.1	6.6	0.4	36
MSD	37.2	21.7	9.6	1.3	22

Concluding on Implications of Trends and Changes

Local population characteristics and key indicators of change in the city demonstrate a general improvement in income and 'wealth', education and employment status, linked to 'professionalisation' of the workforce, growth in tertiary industries and the continuing re-development of housing to provide choice. The declines in secondary industry, low skilled occupations and early school leavers reinforces these positive developments. These changes effectively position Council to continue building a vibrant, progressive, diverse and balanced community. Such findings now need to be effectively linked to Council's organisational structure and policy framework as spelt out in the City Plan (1998 - 2001). Beyond Council's plans this report could be used in wider planning, community and school education exercises, community development and as an information service to the general community about Stonnington and its community.



APPENDIX 3: SWOT

The MSS and Economic Development Strategy both identify a variety of strengths, weaknesses, opportunities and threats for Stonnington's commercial areas ie:

STRENGTHS

- ◇ **Retail**
 - Largest retail sector outside City of Melbourne
 - Stable local residential catchments with diverse character and needs
 - Historic quality of many centres, particularly in the west
 - Retail turnover of over \$1 billion and floorspace of over 300,000 sqm enables municipality to cater for a wide customer base
 - While centres are specialised, collectively Stonnington's retailing provides a wide diversity of centres and goods/services
 - Hierarchy of shopping centres including 2 regional centres both recognised as premier retail precincts of their type
 - Distinctive character of individual centres
 - Variety of entertainments contribute to drawing power of some centres
 - Largest sector of employment in Stonnington
 - Contributes to popularity of Stonnington as a place to live and associated high residential amenity
 - Supporting infrastructure (eg: comprehensive public transport network)
 - For tourism: proximity to CBD and other urban locations, excellent public transport, buildings of architectural/historical significance, range of attractions (eg: shopping, natural, food and wine, events) and some accommodation.
 - For arts/culture: diversity of residents (eg: age groups/ethnicity) who can both create and provide markets for a wide variety of arts/cultural activities, tradition of support for arts and culture, links to existing retailing foci, existing venues and events
- ◇ **Service uses**
 - High proportion of core business services with more than 1/3 of these being managerial and administrative support services linking in with Stonnington's highly skilled and predominantly professional workforce
 - For health services, wide variety of existing uses and nodes which could act as magnets for other allied uses, health services also provide local employment for medical specialists and health professionals living in Stonnington

WEAKNESSES

◇ Retail

- Infrastructure and new development which detracts from or conflicts with existing buildings, businesses
- Traffic and parking congestion in western half of the City can deter shoppers and affect future growth prospects
- Cost of rent and property limits range and type of potential uses
- Impacts of entertainment uses on core retail functions and surrounding residential amenity and poor quality of some entertainment outlets
- Lack of major magnet stores in shopping strips in the Prahran area
- General amenity eg: pedestrian, appearance/maintenance, planting/ furniture
- Lack of communication and lack of coordinated/complementary marketing strategies
- Decline in numbers of shops catering for local everyday needs
- For Tourism: Lack of accommodation, traffic and parking congestion, no specific Stonnington visitor Information Centre, lack of publicity and promotional material for Stonnington itself, lack of signage to highlight attractions
- For Arts and culture: Traffic and parking congestion (west), facilities are concentrated in west of municipality

◇ Services

- A low proportion of skilled trade services
- Very expensive commercial property which may deter parts of the service sector and limit growth
- For Health services: Age structure of Stonnington implies increasing demand which may put a strain on existing medical resources. Continuing potential conflicts with surrounding residential uses
- For Education services: Lack of direct linkages to other growth sectors. Continuing potential conflicts with surrounding residential uses



OPPORTUNITIES

◇ Retail

- Further development of niche markets in strip centres
- Growth potential of Chadstone
- Links between retail and tourism, arts, culture offer a variety of marketing opportunities
- Individual character of a number of centres (eg, Greville St, Chapel St, Toorak Rd) is a major marketing tool

- A more comprehensive calendar of special events and festivals to establish a stronger tourism identity and image as well as boost retail trade
- Developing a stronger arts/culture sector to complement other commercial activities
- Marketing and further developing the "fashion icon" image which is already recognised as a feature of centres such as Chapel Street
- Increased range of products (eg: crafts) at Prahran Market
- Development of carpark sites (eg: Cato Street, Jackson Street, May Road) and other large sites (eg: Tramways Depot, Glenferrie Rd)
- Development at Chadstone to promote greater links with leisure/ entertainment uses and the community
- Growth in the information technology and multi-media sectors to service the Stonnington community and both home based and local businesses.
- Further development of Como for retail and entertainment uses (though possible threat to Chapel Street area)
- For Tourism: Development of a local Tourism Strategy, boutique accommodation (ie: small scale for niche markets), forming alliances with other neighbouring municipalities, development of tourist routes/themes, more extensive research on tourism needs, promotion (eg: Internet), development of a tourism/cultural and Information Centres
- For Arts and culture: Developing links to other sectors (eg: tourism/ retail), integration of art into streetscape and public places, promotion of arts/cultural activity at Chapel off Chapel, linkages with other municipalities to package products available

Services

- Growth potential
- Development of performing and creative arts sectors, linking to tourism
- Development of newly emerging knowledge and information industries consistent with Stonnington's highly skilled professional service base
- For Health services: Development of a Medical Research centre in Stonnington, development of Medical Precincts and clustering of different segments of the health services
- For Education services: Provide student accommodation near tertiary institutions, development of Educational Precincts, development of closer ties to adjoining retail areas



THREATS

Retail

- Outside competition (eg: Southbank, Casino)
- Niche markets copied by other strip centres (eg: Brunswick St)

- 24 hour trading (for small convenience centres)
- Increased spending on gambling and consequent less resources available for retail goods and services
- Ageing population - affects goods and services needed
- Competition between Chapel Street and Chadstone
- For Tourism: Potential loss of residential amenity from increased tourism
- For Arts and culture: Government funding limitations, competition from neighbouring municipalities, community perceptions of the role of arts/culture

◇

Services

- Traffic and parking congestion (west) deterring further growth
- Lack of suitable sites to cater for floor space demand
- For Health services: State/Federal funding changes and potential effects on health services





APPENDIX 4

EXISTING GOALS, STRATEGIES AND ACTION PLANS

A body of strategies and policies already exists for Stonnington's commercial areas and has been developed through the many studies carried out over the years. These strategies/policies have been translated either into planning controls (ie: in the Stonnington Planning Scheme or non-statutory guidelines applied when assessing Planning Applications) or Action Plans which involve the Council in undertaking, or coordinating with other bodies, such as Main Street committees, to undertake specific physical or capital works. Existing strategies are outlined in some detail below:

AIMS

- Recognise the diversity and distinctive character of Stonnington's commercial areas and provide opportunities to enhance their effectiveness, economic viability and vitality while maintaining scale and character.
- Maintain and improve supporting infrastructure

STRATEGIES/POLICIES/ACTION PLANS

Citywide strategies

- Retain existing extent of commercially zoned land to cater for a mix of uses and employment and provide some opportunities for future development.
- To ensure that future use and development is consistent with the role and character of each individual area.
- Encourage:
 - more effective use of all land and buildings including re-use of land/buildings which become vacant and full use of upper floors (eg: retail, office or residential use depending on location).
 - effective use of large sites which become available
 - a high standard of building maintenance and decoration
 - a diversity of businesses, goods and services, consistent with both the role/character of the centre/area and the needs of the Stonnington community.
 - businesses which will enhance economic viability
 - uses which are high value, low impact (eg: media and high tech industries).
 - new types of small business
 - businesses which provide local employment
 - uses associated with tourism, arts and culture, health, education in appropriate locations
 - residential use as components of new development in commercial areas
 - effective liaison, co-ordination and consultation with the local business community in meeting Stonnington's aims for its commercial areas and

between business and resident groups to resolve potential conflicts. Provide a Business Development Service offering support, information and advocacy for small business in Stonnington.

- Protect heritage buildings and encourage their restoration
- Encourage renovation and recycling of older buildings which contribute to the character of the particular area.
- Ensure that new development is consistent with the scale and character of the centre/area
- Develop traffic and parking strategies to:
 - improve access and parking to and within commercial areas
 - minimise commercial traffic and parking in surrounding residential areas
 - encourage use of public transport, bikes and walking as alternative forms of transport, especially to strip centres in the west.
- Minimise impacts of new development on existing use, character and infrastructure
- Monitor impacts of new development outside the City on Stonnington's commercial areas, developing strategies to adapt as necessary



Some additional strategies apply to:

1. Retail areas ie:

- Acknowledge and promote the unique character of retailing in Stonnington as a whole
- Reinforce the identified hierarchy of retail centres ie:
 - **Group 1 centres**
 - Maintain and enhance as primary retail focus of Stonnington with both a local and regional role
 - Direct larger scale uses to these centres
 - Retain retailing as the predominant use of ground floor premises in core retail areas
 - Encourage complementary office or service and residential uses above ground level or in peripheral areas
 - **Group 2 centres**
 - Maintain and enhance as a secondary retail focus, with a local and sub-regional role, accommodating a variety of goods and services to meet both everyday and specialty needs.
 - Retain retail as the predominant use of ground floor premises in core areas
 - Encourage complementary office or service uses above ground level or in peripheral areas
 - **Group 3 centres**
 - Maintain and enhance as larger local centres, with some focusing on catering for local everyday needs and others wider specialty markets

- Retain retail as the predominant use of ground floor premises in core areas
- Encourage complementary office and service uses above ground level and in peripheral areas
- Ensure that the scale and type of future development is consistent with the centre's role
- **Group 4 centres**
 - Maintain and enhance as small local centres with a mix of retail and service uses
 - Seek to retain a "hub" of retail uses to cater for the everyday needs of the surrounding area in each centre
 - Otherwise encourage a variety of uses catering for the needs of the surrounding community



- Ensure that future development is consistent with both this hierarchy and the particular land-use and built form character of the particular centre
- Maintain a balance between retail and non-retail use and generally discourage proliferation of entertainment uses, especially at ground level
- Undertake streetscape works to complement the scale/character of each centre (eg: identify entry/exit points and develop streetscape themes)
- Support parking and access improvements in the major shopping centres
- Encourage:
 - shoptop housing and residential use (above ground floor)
 - office and service uses to cater for the needs of the surrounding community (upstairs in larger centres)
 - multi-media/high technology uses to complement retailing in specific locations (eg: large sites such as Malvern Tram Depot)
 - development of each of Stonnington's retail areas as a community focus with services to meet the needs of the surrounding area.
 - development of arcades or similar links to carparks in the larger strip centres.
 - construction of verandahs, for weather protection, consistent with character
 - more intensive use/development of Council properties in larger strip centres (eg: use of Prahran Town Hall, development of carpark sites)
 - an increased focus on tourism, especially in strip centres in the west
 - an increased focus on the arts and culture sectors in retail areas, especially in strip centres in the west.
 - effective management and promotion programs for individual shopping centres, particularly the larger strip centres.
- Protect adjoining residents from intrusive commercial activities particularly at night.

2. Office/Industry and Mixed Use areas

- Provide for further medium density office/industrial/residential development in parts of the Prahran District Centre and Forrest Hill with a mix of small scale uses in other non-retail commercial areas
- Encourage a wide variety of uses, particularly businesses which are high value/low impact and residential use, where compatible with zoning
- Provide accommodation for incubator small businesses (eg: in IT, communications).
- Promote small scale service industry which will service the local community



Some strategies apply to specific areas eg:

Chapel Street/Toorak Rd (ie: High St to Toorak Rd and Toorak Rd east of railway line to Rockley Gardens)

- Provide for coordinated planning and development of the Chapel Street/Toorak Road spine ie:
 - new development should complement existing and maintain a balance of uses ie: predominantly retail use in core areas with balance of retail and non-retail (including entertainments) elsewhere
 - new businesses should generally be low activity/high value
 - develop strategies which visually unify the area as a whole but at the same acknowledge its diversity and distinguish its sub-precincts and ;
 - undertake progressive streetscape improvements which:
 - complement and reinforce existing characteristics (eg: rhythm of narrow frontages, historic buildings)
 - exploit opportunities (eg: footpath widenings at intersections, views/gateways and entry/exit points)
 - improve nighttime appearance and improve the amenity of Chapel St north plus its integration with both the Yarra River the retail areas to the south
 - actively discourage car usage and at the same time;
 - improve parking (including loading) and access, providing more spaces (ie: decking and pay parking) at Cato Street and Elizabeth Street
 - further developing shopper access routes.
- Encourage:
 - development of the area for tourism and arts/culture
 - appropriate redevelopment of key sites
 - development of community facilities

Chadstone

- Cater for larger scale retail and office use
- Provide for a wide variety of uses including entertainments
- Improve integration with the neighbouring community for greater local acceptance (eg: improved pedestrian connections, landscaping, traffic, building bulk)

Glenferrie Rd/High Street

- Encourage redevelopment of key sites (eg: Tram Depot)
- Encourage Glenferrie Rd to continue to cater for a wide variety of retail uses including everyday and specialty needs
- Encourage High Street to continue to focus on specialty retailing with an emphasis on tourism, recreational shopping and weekend trade
- Improve parking (ie: deck Winter Street carpark through special rate and carpark fund. Develop William St carpark and integrate High Street carparks more with Glenferrie Road)
- Maintain the 2 storey character of the two areas
- Undertake streetscape improvements
- Improve linkage between Glenferrie Rd and Malvern Central
- Consider a "Tourist Tram" service
- Develop closer ties to Cabrini



Toorak Road - South Yarra

- Develop and implement policies for a balanced land-use mix
- Encourage daytime use of ground floor premises with retailing as the predominant ground floor use
- Encourage a wide variety of retail uses including maintenance of nodes of shops catering for basic everyday needs
- Maintain scale and character
- Improve amenity
- Improve shopper access
- Improve parking ie: deck Darling and MacFarlan Street carparks through either Special Rate, Carpark Fund or a combined commercial development

Windsor

- Maintain as both a local centre (catering for basic everyday needs) and to serve specialist markets
- South of the railway line encourage office uses
- North of the railway line encourage predominantly retail use of ground floor premises and maintain a balance of retail and non-retail uses
- Improve traffic access, rationalise and improve parking (ie: deck James St and Windsor carparks, funded through Special Rate/Parking Fund) and improve pedestrian access to parking
- Undertake streetscape improvements
- Encourage greater use of upper floors of buildings
- Maintain two storey scale and character
- Encourage high standard of maintenance and decoration of buildings

Toorak Village

- Promote and enhance the "Village" atmosphere
- Maintain the predominantly 2 storey Tudor character, with scale and form of new development (including advertising) to complement

- Encourage small scale local shops, with a core of shops catering for basic everyday needs
- Encourage residential development and tourist accommodation on upper floors
- Maintain a balance of land-uses, discouraging both excessive non-retail use at ground floor level and large scale uses, especially offices
- Develop strategies for improved traffic/parking (ie: deck Jackson St and Carters Ave carparks financed through a combination of Special Rate, Pay Parking, Parking Fund or possible combined commercial development
- Carry out streetscape improvements



Hawksburn

- Retain a core of retail uses catering for basic everyday needs and encourage a variety of complementary land-uses elsewhere
- Maintain the centre's 2 storey character
- Improve parking (ie: deck May Road carpark, financed through Special Rate/Carpark Fund
- Improve streetscapes

All small retail areas (see Table 1)

- Maintain a retail hub catering for basic everyday needs and encourage a complementary mix of other uses (eg: office, medical, residential)
- Discourage large scale peripheral retail uses
- Maintain 2 storey scale and character
- Undertake streetscape improvements

Forrest Hill and peripheral parts of the Prahran District Centre

- Provide for a variety of office, industrial and residential land-uses to complement adjoining retail centres
- Ensure development improves streetscapes, respects pedestrian scale (eg: approx 6 storeys)
- Ensure that the scale and intensity of development is consistent with the traffic/parking capacity of the area

Mixed use areas elsewhere

- Encourage smaller scale development which is consistent with maintaining the character of the area



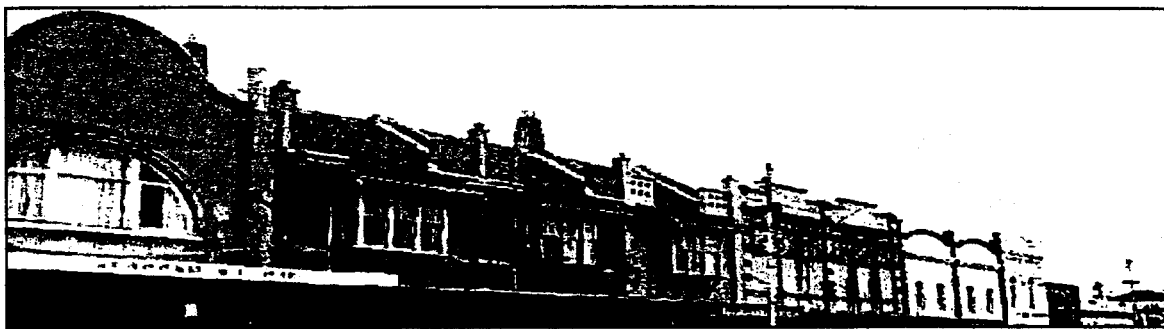
STONNINGTON City Council



STONNINGTON CITY COUNCIL

Commercial Strategy Discussion Paper

August 1999



STONNINGTON CITY COUNCIL

COMMERCIAL STRATEGY

DISCUSSION PAPER

AUGUST 1999





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1.0 INTRODUCTION

A number of general, citywide strategies which the Council has developed through the Corporate Plan and various planning controls/guidelines already exist (see Appendix 1). The Commercial Strategy now being prepared seeks to build upon this existing general framework and provide a more detailed set of simple, effective and achievable actions to improve the

- vitality
- appearance
- infrastructure

of each of Stonnington's 46 individual commercial areas (ie: retail, mixed use and industrial areas)

Consistent with this approach the main aim in the proposed Commercial Strategy therefore is to :

1. Establish a preferred future identity (or vision) for each of the larger commercial areas and as many of the small centres as possible
2. To create a list of future actions which should be taken to support and enhance this identity
3. To develop a set of guidelines, responsibilities, priorities and mechanisms (eg: timescale, budgets) for carrying out these actions

The attached Commercial Strategy - Discussion Paper is the first step in achieving these aims. It suggests for discussion a variety of general strategies which should apply to all commercial areas plus specific strategies for each individual area including a suggested identity (or vision) and actions to complement identity.

The suggested identity and strategies/actions have been developed from a review of recent relevant studies, through surveys of each individual shopping centre and through discussion with traders. All information which points to character, trends, strengths, weaknesses and major issues affecting Stonnington's commercial areas has been compiled into a Background Paper which provides the supporting rationale for the strategies suggested.

Traders and business operators, property owners and managers plus the Council all have different and important roles to play in improving Stonnington's commercial areas and all parties need to work together to develop a worthwhile strategy.

Trader groups in some commercial areas already have quite clear visions and strategies for their centres. The aim of the Commercial Strategy is not to duplicate the work of trader groups but to establish consensus on both general and citywide approaches to improving Stonnington's commercial areas as well as a common understanding (or vision) of preferred future directions for each individual centre.

The Commercial Strategy is intended to provide a framework to guide future decisionmaking and coordinate future action so that the efforts of all parties are complementary and result in progressive improvement to the vitality, appearance and infrastructure of Stonnington's commercial areas.

Closer cooperation and liaison between traders, property owners and the Council will be needed for the Strategy to be implemented effectively. Traders and business operators, property owners and managers are encouraged to become involved and work together to develop detailed strategies for their centre, complementing and reinforcing the Commercial Strategy's general principles, by for example:

- Developing cohesive and active Trader Associations
- Developing centre Business Plans
- Establishing a centre Marketing Program
- Establishing Business and Centre Development Programs
- Developing and implementing a coordinated Centre Management Approach

It is intended that the completed strategy, while operating in a fixed framework of general principles/aims will to be an evolving, working document which is amended and added to as actions are completed and as new ideas to further improve the vitality, appearance and infrastructure of a particular centre are put forward.

To facilitate its implementation the completed Commercial Strategy should also contain:

- a "List" of strategies/actions to be implemented in each commercial area
- a "Table" setting out responsibilities/timing/cost etc for implementing each item
- "Plans" for all of the larger centres and some small centres, graphically representing the strategies/actions proposed, to be used as guidelines for implementation

It is also intended to produce separate brochures containing List, Table and Plan for each of the larger retail centres.



1.1 STRATEGIES FOR ALL OF STONNINGTON'S COMMERCIAL AREAS

A number of conclusions have been reached on general principles/directions to follow in all commercial areas ie:

Vitality

- Develop a more coordinated approach to Stonnington's commercial areas, encouraging centres to complement, rather than compete with each other
- Develop a clear identity for each individual commercial area, particularly the retail centres
- Develop uses (eg: niche markets), activities and directions which complement the chosen identity

Appearance

- Encourage improvements to the appearance of private property, including building maintenance (eg: cleaning, painting, graffiti removal) and a more consistent approach to goods/structures on footpaths and advertising (eg: provide for standard curved boards to be attached to light poles as an alternative to A boards), and;
- Encourage use and development which complements the scale and character of buildings in the area, with verandahs to provide shade and shelter in retail areas
- Improve overall maintenance of footpaths and street furniture by developing and implementing a policy specifying the types and frequency of maintenance required for different commercial areas ie:
 - regular and possibly spring cleaning of footpaths
 - repair of street furniture
 - cleaning of bins
 - repainting of all furniture in a centre to consistent colours
 - pruning of plants and replacement of dead/damaged plants (in line with Street Tree Strategy)
- Undertake progressive streetscape improvements which:
 - provide for consistent (ie: materials, styles, colours) footpath replacement, seating, bins, planting - in line with Street Tree Strategy, lighting and signage themes to create coherent streetscapes throughout each individual commercial area

- are designed to complement each centre's particular identity/character
- link together the different parts of larger centres (eg: carpark, open space, community facilities with shops)
- provide additional pedestrian space (generally in larger centres) with widened footpath areas containing shade trees and seating for people to eat, meet, rest and relax in - where feasible and subject to traffic safety and carking considerations
- improve the appearance of carpark (eg: planting, fencing)
- use the most suitable materials (ie: meet maintenance, cost, appearance and comfort requirements)
- minimise clutter (eg: signs, overhead wires)

Infrastructure

- Ensure effective use of existing parking, and;
- Provide additional parking in the larger centres, mainly through decking existing carpark
- Where there are opportunities, provide additional shopper access routes to improve access in larger strip centres and to link carpark
- Minimise impacts of commercial uses on surrounding residential areas through further traffic management works as necessary



1.2 STRATEGIES FOR EACH OF THE 46 COMMERCIAL AREAS

These general principles are complemented by more detailed strategies/actions suggested for each particular commercial area. The strategies/actions suggested for each of the 46 commercial areas will depend on the centre's type, character, its needs and use. The variety of streetscape and infrastructure improvements suggested in the larger, more heavily used, retail centres for example is obviously greater as there is a wider range of more complex issues and needs.

For the purposes of outlining these specific strategies the Commercial Strategy - Discussion Paper groups Stonnington's 46 commercial areas into 5 categories, with 4 groups covering the 30 retail areas ie:

1. regional shopping centres
2. subregional shopping centres
3. larger local and/or specialist shopping centres
4. smaller local shopping or mixed use centres

and 1 additional group covering the 16 remaining areas which are predominantly mixed use or industrial.

The groupings are for convenience only and will not affect either the detailed strategies or priorities for action suggested in a particular centre. The specific strategies included involve a variety of short term, long term and ongoing actions. Many of the short term actions proposed seek to ensure that existing Council strategies are effectively implemented (see Appendix 1). Ongoing strategies include issues such as developing identity, which will require continuing action including liaison and coordination between the Council and traders. The longer term strategies include major works which will need to be prioritised in the final Commercial Strategy document.

Priorities for all 46 commercial centres will be developed on a needs basis, clearly outlined in the relevant action Lists and Tables to be prepared, and reflected in both the Corporate Plan and annual budget.





2.0 LARGER RETAIL CENTRES

This section includes detailed strategies for all of the larger shopping centres ie:

Group 1: 1.1 Chapel St area, High St to Toorak Rd
 1.2 Chadstone

Group 2: 2.1 Glenferrie Rd
 2.2 High St

Group 3 3.1 Toorak Rd, South Yarra
 3.2 Windsor
 3.3 Toorak Village
 3.4 Hawksburn





GROUP 1 CENTRES

1.1 CHAPEL STREET - High St to Toorak Rd

Vitality

Improve vitality as suggested in the general principles (see Introduction) by developing identity and encouraging use/activity which complements identity ie:

Establish a preferred identity for the centre:

" The Historic Heart "

A major feature of this unique centre is its many fine old buildings, both large and small, which are a testament to the centre's significance in the growth and development of the most historic part of Stonnington.

Encourage uses and activities which complement the chosen identity:

- Maintain a compact core catering for everyday and weekly shopping needs and containing a traditional produce market
- Outside the core, encourage development of niche markets for specialty shopping which reflect and enhance both the identity of the centre and the particular character of its component parts eg:
 - Chapel St, north of Malvern/Commercial Rd: An "arts and culture" precinct to complement the existing fashion focus
 - Greville St and Commercial Rd: "cultural diversity" precincts to complement surrounding residential character
 - Chapel St near High St: "technology and multi-media" precinct to complement nearby uses such as Swinburne, Institute for the Blind
- Develop a calendar of events to complement identity
- Encourage tourism (eg: tourist tram/bus, information, tours accommodation,)
- Encourage more intensive use of Council properties/sites and development of community facilities which enhance the centre as the main community focus in the west
- Encourage redevelopment of key sites to complement the centre's role and identity

Appearance

Improve appearance as suggested in the general principles (see Introduction) by maintaining both public and private property and undertaking further streetscape improvements over time to complement identity ie:

- Liaise with trader groups/owners with the aim of improving the appearance of private property and facilitating:
 - removal of graffiti
 - specific redecoration schemes for groups of buildings

- a more consistent approach to type/standard of any displays of goods on the footpath
- alternative solutions to current practise of bill posting on light poles
- Improve maintenance on existing streetscapes (eg: cleaning, repair, pruning, painting)
- Undertake progressive streetscape improvements ie:
 - liaise with Streets Ahead Committee on feasibility of planting in parts of the centre where there are no existing street trees (subject to the recommendations of the Street Tree Strategy), and:
 - consider well maintained tub planting (preferably with consistent plant and tub style) by individual traders in locations where planting of street trees is not deemed practical
 - create more consistent avenue planting in locations where there are existing street trees (ie: either prune existing to improve shape and fill in gaps to match or replace all existing trees with a more suitable species)
 - complete progressive replacement of footpaths with consistent materials
 - improve existing and develop further footpath widenings at intersections of minor streets, where feasible, to create attractive pedestrian spaces
 - develop links to major carparks, areas of open space (Princes Gardens, Grattan Gardens) and community facilities (eg: Chapel off Chapel)
 - investigate opportunities to provide a larger, central, pedestrian space (eg: in/around Pran Central, Walker/Carlton Sts or Greville St)
- Develop public art in the “arts and culture” precinct
- Develop lighting schemes to improve safety/security and to highlight character (eg: spot lighting of building facades)
- Liaise with traders and owners to develop joint schemes to improve the appearance of buildings abutting carparks and create links through to Chapel St
- Maintain planning controls to complement identity (ie: maintain a variety of land-use precincts, encourage residential use of upper floors eg: the Big Store, Pran Central, protect historic buildings, encourage renovation and recycling of older buildings and ensure that new development is consistent with the scale and character of surrounding buildings)



Infrastructure

Improve infrastructure as suggested in the general principles (see Introduction) by maximising use of existing parking, providing some additional parking and undertaking some further traffic management works

- Review parking controls (eg: time limits, signage) to ensure the most effective use of existing parking, and longer term;
- Provide additional parking by decking Cato Street
- Promote use of shopper access routes on both sides of Chapel St and at the same time take steps to limit access from side streets onto Chapel St where shopper access routes provide alternatives



1.2 CHADSTONE

Vitality

While acknowledging that Chadstone, as a planned rather than a strip shopping centre operates differently there is nevertheless a need to ensure that, Chadstone complements both the overall range of shopping experiences existing in Stonnington and the surrounding location ie:

- Establish a preferred identity for the centre:

" New Town "

An identity which recognises Chadstone as the main shopping focus at the east end of the City where in contrast to Chapel Street with its historic old town atmosphere everything is new, big, bright and offers a different type of shopping experience.

- Maintain as a premier planned regional centre
- Focus on high quality goods in a high quality environment
- Encourage a wide variety of both regional and local uses, plus accommodation (eg: hotel)
- Develop a greater community focus with service and other community uses (eg: community notice boards) catering for local needs grouped together

Appearance

- Encourage improved integration with surrounding residential area eg:
 - pedestrian links
 - visual integration
 - landscaping
- Improve appearance to Dandenong Rd

Infrastructure

- Minimise impacts on surrounding residential area
- Provide clear signage for access and parking



GROUP 2 CENTRES

2.1 GLENFERRIE RD

Vitality

Improve vitality as suggested in the general principles (see Introduction) by developing identity and encouraging use/activity which complements identity ie:

Establish a preferred identity for the centre:

" Your world, your street "

A centre with a strong community focus which offers a wide range of goods and services catering for the everyday and weekly shopping needs of surrounding residential areas

Encourage uses and activities which complement the chosen identity:

- Maintain a compact core area, with a wide range of goods catering for everyday and weekly needs
- Encourage activities in the core area which complement a sense of focus and involvement with the local community (eg: street stalls, performances by local schools) and develop Glenferrie Rd as the main community focus in the middle of Stonnington
- Develop niche markets to stimulate specialty retailing in more peripheral areas (eg: Factory direct children's wear at the south end of Glenferrie Rd. Cafes and outdoor eating at the north end of Glenferrie Rd to complement the City Square and High St "leisurely lifestyle" image)
- Encourage services to cater for the needs of the surrounding community (eg: more medical/professional services) on upper floors
- Develop closer ties to Cabrini and consider encouraging complementary medical uses in commercial properties around Wattletree Rd
- Encourage appropriate redevelopment of key sites (eg: Tram Depot, Kildara)

Appearance

Improve appearance as suggested in the general principles (see Introduction) by maintaining both public and private property and undertaking further streetscape improvements over time to complement identity ie:

- Encourage improvements to the appearance of private property eg:
 - liaise with trader groups/owners with the aim of facilitating specific redecoration schemes for groups of buildings
- Improve maintenance on existing streetscapes (eg: cleaning, repair, pruning, painting)
- Undertake progressive streetscape improvements ie:

- further improve existing footpath widenings with shade trees and seating
- develop other footpath widenings (with shade trees and seating) at the intersections of minor streets, where feasible, to create attractive community space in and near the core
- develop footpath widenings and/or planting to improve links to car parks
- undertake planting/fencing to improve the appearance of car parks plus works to improve the appearance of Drysdale St car park
- develop entry/exit treatments to mark the limits of the centre
- Develop lighting schemes to improve safety/security and highlight key buildings
- Improve the visual link between Glenferrie Rd and Malvern Central (through consistent planting and fencing on Wattletree Rd to the west of Glenferrie Rd, together with possible footpath widening), and;
- Longer term, investigate options to provide a pedestrian link to Malvern Central through Glenferrie Rd properties
- Liaise with traders and owners to develop joint schemes to improve the appearance of buildings abutting car parks and create links through to Glenferrie Rd
- Maintain planning controls to complement identity, scale and character (eg: encourage renovation and recycling, ensure new development is consistent with the predominantly 2 storey scale and late C19th/early C20th character of commercial buildings, implement controls to protect identified Heritage buildings)



Infrastructure

Improve infrastructure as suggested in the general principles (see Introduction) by maximising use of existing parking, providing some additional parking and undertaking some further traffic management works

- Review parking controls (eg: time limits, signage) to ensure most effective use of existing parking.
- Discourage use of shopper parking by workers and seek alternative arrangements to cater for long term parking needs (eg: additional deck on Drysdale St)
- Longer term, consider additional parking options including by decking Winter St car park
- Investigate options to improve access and the linkages between car parks at the rear of Glenferrie Rd.
- Investigate options to provide additional pedestrian crossing facilities midblock (eg: Valetta St)



2.2 HIGH ST

Vitality

Improve vitality as suggested in the general principles (see Introduction) by developing identity and encouraging use/activity which complements identity ie:

- Establish a preferred identity for the centre:

"The leisurely lifestyle" centre

A variety of home and garden wares, both antique and contemporary mixed with high quality clothing and cafes make High St a popular leisure time destination centre

- Encourage uses which complement the centre's "leisurely lifestyle" identity (eg: browsing and leisure time shopping especially at weekends, home/garden wares, antiques plus a variety of cafes with outdoor eating areas).
- Encourage activities which complement the centre's identity (eg: weekend activities, performances, buskers, footpath vendors)
- Encourage tourism (eg: tram, information)



Appearance

Improve appearance as suggested in the general principles (see Introduction) by maintaining both public and private property and undertaking further streetscape improvements over time to complement identity ie:

- Encourage improvements to the appearance of private property

- Improve maintenance on existing streetscapes (eg: cleaning, repair, pruning, painting)
- Undertake progressive streetscape improvements ie:
 - liaise with traders to reach consensus on repair and replacement of missing tree guards or removal of all tree guards in High St
 - thin and prune plane trees as provided for in the original City square plans
 - further improve existing footpath widenings with shade trees and seating
 - develop other footpath widenings (with shade trees and seating) at the intersections of minor streets, where feasible, to provide additional pedestrian space
 - develop consistent planting in side streets which link to carparks
 - undertake planting/fencing to improve the appearance of carparks
 - develop entry/exit treatments to mark the limits of the centre (eg: Palm trees, plane trees or large ficus balls on High St at western end - rail line and medium ficus etc to match in City Square)
- Develop lighting schemes to highlight the centre (eg: bud lighting or spotlights on facades of key buildings, particularly restaurants, for night time identification)
- Maintain planning controls which complement the centres identity, scale and character (eg: encourage renovation and reuse of older buildings, ensure new development is consistent with the predominantly 2 storey scale of High St)



Infrastructure

Improve infrastructure as suggested in the general principles (see Introduction) by maximising use of existing parking, providing some additional parking and undertaking some further traffic management works

- Review parking controls (eg: time limits, signage) to ensure most effective use of existing parking.
- Discourage use of shopper parking by workers and seek alternative arrangements to cater for long term parking needs
- Maintain a commitment to providing additional parking through purchase of property in an appropriate location off High St



GROUP 3 CENTRES

3.1 TOORAK ROAD - SOUTH YARRA

Vitality

Improve vitality as suggested in the general principles (see Introduction) by developing identity and encouraging use/activity which complements identity ie:

Establish a preferred identity for the centre:

" South Yarra's West End "

Where the focus is on high quality specialty goods and outdoor eating

Encourage uses and activities which complement the preferred identity:

- Maintain a core of shops catering for everyday convenience needs both west of the railway line and east of Chapel St
- Encourage development of niche markets for specialty shopping which reflect and enhance the character of the centre eg:
 - a focus on high quality clothing, giftwares and similar goods catering for wider markets
 - small cafes which complement the specialty retail focus
 - activities which support the centre's identity (eg: outdoor eating, outdoor entertainments)
- Maintain a balance between entertainment and retail uses
- Encourage tourism to complement and enhance the "west end" identity



Appearance

- Encourage improvements to the appearance of private property (eg: high quality building maintenance, alternative approaches to bill posting)
- Improve maintenance on existing streetscapes (eg: cleaning, repair, pruning, painting)
- Undertake progressive streetscape improvements ie:
 - create consistent avenue planting along Toorak Rd (ie: either prune existing trees to improve shape and fill in gaps or replace all with more consistent species), and;
 - maintain special effect lighting either in trees or on buildings if trees are replaced
 - improve existing and provide additional landscaped pedestrian space at intersections of minor streets, where feasible, to complement identity (eg: areas for tables, umbrellas and outdoor eating)
 - mark entry/exit points of the centre
- Maintain planning controls which complement the centre's identity (ie: retain a balance of land-uses, encourage renovation and recycling of older buildings and ensure that new development is consistent with the scale and character of surrounding buildings)



Infrastructure

Improve infrastructure as suggested in the general principles (see Introduction) by maximising use of existing parking, providing some additional parking and undertaking some further traffic management works

- Review parking controls (eg: time limits, signage) to ensure most effective use of existing parking.
- Discourage use of shopper parking by workers and seek alternative arrangements to cater for long term parking needs
- Longer term provide additional parking by decking Darling St carpark
- Minimise commercial traffic intrusion into residential streets through further traffic management works as necessary
- Investigate options to improve access and link existing carparks at the rear of Toorak Road.



3.2 WINDSOR

Vitality

Improve vitality as suggested in the general principles (see Introduction) by developing identity and encouraging use/activity which complements identity ie:

- Establish a preferred identity for the centre:

" The Student Quarter "

Capitalising on location adjacent to Swinburne and where the focus is on goods and service for the young and budget ends of the market.

- Encourage uses and activities which complement the chosen identity:
 - retain a central core of shops catering for everyday and weekly needs
 - develop niche markets for specialty shopping which reflect the "student Quarter " identity (eg: specialty clothes, books, hobbies and household goods retailers plus media/information technology uses in ground floor premises and student accommodation on upper floors of Chapel St buildings) away from the core
 - encourage activities which support the centre's identity (eg: outdoor eating, events focusing on "students")
 - develop closer functional and visual links with the adjoining Swinburne campus

Appearance

Improve appearance as suggested in the general principles (see Introduction) by maintaining both public and private property and undertaking further streetscape improvements over time to complement identity ie:

- Liaise with trader groups/owners with the aim of improving appearance and facilitating:
 - removal of graffiti
 - specific redecoration schemes for groups of buildings
 - a more consistent approach to type/standard of any displays of goods on the footpath
 - alternative solutions to the current practise of posting bills on light poles
- Improve maintenance on existing streetscapes (eg: cleaning, repair, pruning, painting)

- Undertaking progressive streetscape improvements ie:
 - remove remaining planter boxes on Chapel St, and;
 - liaise with traders on feasibility of planting along Chapel St (subject to the recommendations of the Street Tree Strategy), and;
 - encourage well maintained tub planting (preferably with consistent plant and tub style) by individual traders in locations where planting of street trees is not deemed practical
 - improve existing and provide additional footpath widenings, where feasible, to create attractive pedestrian space (eg: eating and meeting areas)
 - improve linkage between the centre and Swinburne (eg: using planting and footpath widenings as feasible)
 - improve links to and appearance of carpark with planting/fencing
 - mark entry/exit points of the centre
- Develop lighting schemes to improve safety/security and to highlight key buildings
- Maintain planning controls to complement scale, character and identity (ie: maintain an appropriate mix of land-uses, protect heritage buildings, encourage renovation and recycling of older buildings and ensure that new development is consistent with the predominantly 2 storey scale and late Victorian, early C20th character of surrounding buildings)



Infrastructure

Improve infrastructure as suggested in the general principles (see Introduction) by maximising use of existing parking, providing some additional parking and undertaking some further traffic management works

- Review parking controls (eg: time limits, signage) to ensure most effective use of existing parking, and;
- Longer term, provide additional parking by decking James St and Windsor carpark



3.3 TOORAK VILLAGE

Vitality

Improve vitality as suggested in the general principles (see Introduction) by developing identity and encouraging use/activity which complements identity ie:

- Establish a preferred identity for the centre:

" The Prestige Village "

Focusing on both village intimacy and the old world values of service and loyalty in a bid to provide the best of everything to the local and wider community

- Encourage uses and activities which complement the preferred identity:
 - maintain a range of very high quality convenience shops to serve the local community, and;
 - develop the Village as a stronger community focus
 - develop niche markets for specialty shopping to reflect the "quality" image and attract wider markets
 - encourage tourism, focusing on the "Toorak" name and image, and;
 - encourage residential uses particularly tourist accommodation such as serviced apartments, residential hotel (eg: above ground level on Toorak Rd or in areas such as Ross St and Carters Av)
 - encourage activities which complement the identity of the centre (eg: community activities to cater for locals and develop community focus, events centring around "quality" to cater for wider markets and activities for tourists such as history walks/tours)



Appearance

Improve appearance as suggested in the general principles (see Introduction) by maintaining both public and private property and undertaking further streetscape improvements over time to complement identity ie:

- Encourage improvement to the appearance of private property eg
 - encourage renovation and redecoration of larger scale buildings so that they are more consistent with maintaining a “village” atmosphere
- Improve maintenance on existing streetscapes (eg: cleaning, repair, pruning, painting)
- Undertaking progressive streetscape improvements ie:
 - improve existing and provide further footpath widenings, where feasible, to create attractive pedestrian spaces on Toorak Rd
 - create a landscaped pedestrian space at the rear of Safeway in Jackson St
 - improve the appearance of areas away from Toorak Rd (eg: Ross St, Carters Av) with consistent planting/paving
 - improve the appearance and layout of Jackson St carpark
 - undertake treatments to mark entry/exit points of the centre
- Develop lighting schemes to highlight identity (eg: bud lights)
- Liaise with traders/owners to develop joint schemes to improve the appearance of buildings abutting Jackson St carpark, and;
- Longer term design the redevelopment of Jackson St carpark to complement the centre’s “village” atmosphere (eg: incorporate a small village forecourt/square and narrow alleys leading off to shops)
- Maintain planning controls which complement the scale, character and identity of the centre (ie: maintain an appropriate mix of land-uses, encourage renovation and recycling of older buildings and ensure that new development is consistent with the scale and Tudor character of the Village)



Infrastructure

Improve infrastructure as suggested in the general principles (see Introduction) by maximising use of existing parking, providing some additional parking and undertaking some further traffic management works

- Review parking controls (eg: time limits, signage) to ensure most effective use of existing parking
- Provide additional parking by decking Jackson St



3.4 HAWKS BURN

Vitality

Improve vitality as suggested in the general principles (see Introduction) by developing identity and encouraging use/activity which complements identity ie:

- Establish a preferred identity for the centre:

" Local Shopping Reborn "

With a focus on high quality foodstuffs serving the surrounding local community

- Encourage uses which enhance the centre's food focus (eg: wider variety of foods catering for local everyday/weekly needs plus a wider variety of specialty foods such as quality pre-prepared foods)
- Encourage activities which complement the food focus (eg: outdoor eating areas)
- Further develop the centre as a community focus for the surrounding residential area
- West of Williams Rd continue to provide for a mix of retail service and industrial uses

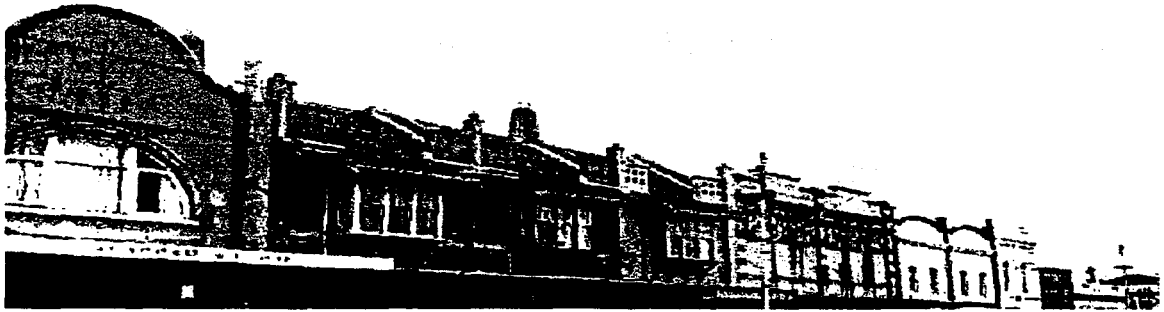


Appearance

Improve appearance as suggested in the general principles (see Introduction) by maintaining both public and private property and undertaking further streetscape improvements over time to complement identity ie:

- Encourage improvements to the appearance of private property (eg: high standard of building maintenance, consistent advertising themes)

- Improve maintenance on existing streetscapes (eg: cleaning, repair, pruning, painting)
- Undertake progressive streetscape improvements ie:
 - improve existing and provide further footpath widenings, where feasible, to create attractive eating, rest and meeting areas
 - undertake planting/fencing to improve appearance of carparking
 - undertake treatments to mark entry/exit points of the centre
- Maintain planning controls which complement the scale character and identity of the centre (ie: maintain an appropriate mix of land-uses, and ensure that new development is consistent with the predominantly 2 storey and "revitalised" identity of the centre)



Infrastructure

Improve infrastructure as suggested in the general principles (see Introduction) by maximising use of existing parking, providing some additional parking and undertaking some further traffic management works

- Review parking controls (eg: time limits, signage) to ensure most effective use of existing parking.
- In the short term, improve access to the May Rd carpark from Malvern Rd, and;
- Longer term consider providing additional parking options, including decking May Rd carpark
- Investigate options to provide for a pedestrian crossing midblock (ie: near carpark)



3.0 SMALLER SHOPPING CENTRES (Group 4)

The following strategies apply to all small commercial centres (ie: Level 4 centres indicated on the attached Map):

Vitality

Improve vitality as suggested in the general principles (see Introduction) by developing identity and encouraging use/activity which complements identity ie:

- Establish a preferred identity for each centre
- Encourage use and activity which supports and enhances the identity of each individual centre. The attached Table suggests an identity for all small centres and action to be taken to support this identity
- Within each centre seek to maintain a compact retail hub catering for basic everyday needs and
- Encourage a complementary mix of other uses (eg: specialty retailing, services, residential, small scale entertainment uses) in the more peripheral areas, consistent with the character of existing uses and the identity of the centre
- Encourage the development of small centres which are designated as "Convenience Centres" (see attached Table) as community foci for the surrounding local area
- Generally discourage large scale peripheral retail or service uses (eg: uses occupying sites covering 3 or more shopfronts) which would not be consistent with local character
- Encourage trader involvement in the coordinated management and promotion of individual small centres

Appearance

Improve appearance as suggested in the general principles (see Introduction) by maintaining both public and private property and undertaking further streetscape improvements over time to complement identity ie:

- Encourage improvements to the appearance of private property (eg: high standard of building maintenance, consistent advertising themes)
- Improve maintenance on existing streetscapes (eg: cleaning, repair, pruning, painting)

- Undertake progressive streetscape improvements eg:
 - develop more consistent paving and street furniture
 - provide additional planting
 - develop entry and exit treatments to identify individual centres (eg: statement planting, pole or banner signs)

(for specific details see attached Table)

- Maintain planning controls which complement the scale and character of smaller shopping centres (eg: ensure that new development is consistent with the predominantly 2 storey and narrow fronted character of individual premises)



Infrastructure

- Ensure effective use of existing carparking
- Improve access and parking as needed (for further details see attached Table)



TABLE 1: STRATEGIES FOR EACH OF THE SMALLER SHOPPING CENTRES

Note: For location of centres see attached map

<p>4.1 Punt Rd (Union St) ie Punt Rd Windsor</p> <p>Identity: A "Convenience Plus" theme</p> <p>ie: for nearby office workers, workers on the way home and for the local, residential neighbourhood.</p> <p>Encourage: More convenience type retail and service uses to cater for all 3 markets (eg: video library, prepared foods, computers, business services). Any entertainment uses should also focus on serving a local market. Improve visibility, identification (eg: signs) to match.</p> <p>Maintain footpaths, planting and street furniture in accordance with developed Policy</p>
<p>4.2 High St (Williams Rd) ie Prahran East Village</p> <p>Identity: A "Historic Home and Garden" theme</p> <p>ie: Continuing the home/garden/lifestyle theme along High St but focusing on existing predominance of shops selling antique goods which is also consistent with the historic character of surrounding residential areas.</p> <p>Encourage: Additional retail/wholesale uses focusing on goods for historic homes and gardens, browsing and recreational shopping. Activities to enhance character (eg: historic walks, collectable tours). Streetscape treatment to reflect "historic" identity</p> <p>Provide consistent avenue planting on High St. Maintain footpaths, planting and street furniture in accordance with developed Policy.</p>
<p>4.3 Beatty Ave</p> <p>Identity: A "Station Convenience" theme</p> <p>ie: seeking to reinforce convenience retailing and take advantage of location and historic character</p> <p>Encourage: A hub of convenience shops plus services (eg: medical, professional) which could benefit from locating beside the station and cater for the surrounding residential area.. Streetscape improvements which create closer physical and visual links to the historic station buildings (eg: remove western footpath to lead pedestrians direct from station into Beatty Ave). Provide more consistent planting along east side of Beatty Ave. Encourage improvements to private property which strengthen visual links to station (eg: post verandahs). Encourage appropriate redevelopment of the Squash Centre. Maintain footpaths, planting and street furniture in accordance with developed Policy.</p>
<p>4.4 High on Orrong</p> <p>Identity: A "Contemporary Home and Garden" theme</p> <p>ie: Continuing the home/garden/lifestyle theme along High St similar to 4.2 above but</p>

focusing on the contemporary rather than the historic to reflect the existing character (eg: Royal Doulton, contemporary furniture).

Encourage: Retain a hub of convenience uses close to the High St/Orrong Rd intersection. Elsewhere encourage small scale retail/wholesaler/factory outlets which focus on quality contemporary goods for the home and garden.

Remove remnant ash tree and extend ficus to limits of the centre on both streets. Maintain footpaths, planting and street furniture in accordance with developed Policy.

4.5 Glenferrie Rd, Kooyong ie Kooyong Village

Identity: A "Local Convenience - at Kooyong" theme

ie: Seeking to reinforce existing convenience retailing and development of the centre as a focus of the surrounding residential area

Encourage: Retention of existing mix of local convenience shops and encourage additional uses which provide goods and services (eg: medical) to the surrounding local area. Maintain footpaths, planting and street furniture in accordance with developed Policy.

4.6 Glenferrie Rd (Malvern Rd)

Identity: "Malvern Rd Convenience Stop"

ie: Reflecting existing small hub of convenience uses in accessible location

Encourage: Retention of convenience uses, to cater for nearby residents and workers on the way home, in a small "hub" at the intersection with service uses at the fringes. Ensure that the form of any new development is consistent with surrounding commercial and residential buildings. Undertake planting to mark entry/exit points of centre. Maintain footpaths, planting and street furniture in accordance with developed Policy.



4.7 Malvern Rd (Tooronga Rd)

Identity: The "Potpourri" centre

ie: Reflecting the existing wide and disjointed mix of retail, office and service industrial uses accommodated in this very long commercial strip. Currently there is no clearly identifiable role or use focus for the centre although it is physically quite attractive with recently repaved footpaths and some interesting buildings.

Encourage: Development of defined "use" precincts and gradual restructure of land use to create a more compact, central area focusing on retail use (eg: a hub of convenience retailing close to the Malvern Rd/Tooronga Rd intersection with specialty retailing in existing shop buildings to the immediate west of the intersection). Service uses should be grouped at the peripheries with small scale professional offices, in existing buildings, at the east end and service industrial uses at the west end.

Visual integration of groups of buildings to provide more cohesion in the strip (eg: painting themes for groups of buildings). Renovation/restoration of older buildings (eg: similar to Tooronga Hall) and small scale redevelopment which helps provide cohesion and "brightens up" the centre.

Ficus should be planted to limits of retail properties with consistent planting of a larger canopy tree in the western, more industrial sections. Maintain footpaths, planting and street furniture in accordance with developed Policy. Address the issue of commercially generated parking in adjacent residential streets.

4.8 High St (Tooronga Rd)

Identity: A "High Street Hill Convenience Centre" Identity

In use terms this is a good, compact convenience centre. A mix of building ages/styles and types however detracts from its physical appearance and sense of "identity"

Encourage: Retention of existing mix of local convenience uses plus a wider variety of convenience goods and services (eg: foods, medical, professional, local restaurant) to enhance the centre's role. Encourage painting/renovation/development which helps to visually unify the centre's built form.

Remove remnant street trees and extend ficus planting to limits of commercial properties on both roads. Longer term replace footpaths and undertake landscaped footpath widenings on side streets. Maintain footpaths, planting and street furniture in accordance with developed Policy.

4.9 Tooronga Rd (Wattletree Rd)

Identity: The "Tooronga Corporate and Convenience Stop"

ie: Reflecting recent development of offices and services which has overlaid much of the original convenience shopping function of the centre.

Encourage: Retention of the existing small hub of convenience retailing at the south east corner of the centre with further development of office/service uses, designed to reflect the scale and character of original commercial buildings (ie: 1 - 2 storeys, narrow frontages), elsewhere.

Undertake entry/exit planting to identify the centre. Maintain footpaths, planting and street furniture in accordance with developed Policy

4.10 Dandenong Rd (Finch St)

Identity: The "Monash gate" precinct

ie: Taking advantage of location close to Monash University's Caulfield Campus and potential to complement existing goods and services available to students

Encourage: A central hub of convenience uses to cater for the surrounding residential area, together with other more specialised goods and services, especially those catering to students (eg: cheap eating venues, books and art supplies, student accommodation on upper floors or in new developments).

Provide additional planting (eg: plane trees) at NW end of the centre where there are no verandahs. Develop larger landscaped pedestrian area at SE end of centre and encourage use for outdoor eating. Maintain footpaths, planting and street furniture in accordance with developed Policy

4.11 Waverley Rd (Burke Rd)

Identity: The "Out of the Ordinary" centre

This long commercial strip currently contains a variety of uses and no clear focus. Development of an "Out of the Ordinary" identity would seek to build on the existing variety of specialist uses.

Encourage: Development of defined use precincts (ie: a hub of convenience retailing to be maintained around the hardware store in the middle of the centre. Office uses at the eastern end and specialist retail and service uses at the western end). Encourage a broader range of unusual/hard to find goods/services in shop buildings at the western end in particular in line with the centre's identity (eg: unusual hobbies, sports, car parts, household items, antiques etc).

Prune larger trees under verandahs on north side of Waverley Rd to more compact and consistent shape. Maintain footpaths, planting and street furniture in accordance with developed Policy.

4.12 Waverley Rd (Darling Rd)

Identity: A "Terminus, Local Convenience" theme

Reflecting location and existing focus on convenience retailing.

Encourage: Retention of the existing local convenience focus at the eastern end of the centre plus additional retailers catering for the everyday needs of the surrounding residential area (eg: foods and similar goods). At the western periphery cater for a wider variety of complimentary service uses (eg: medical, professional) for the surrounding local area.

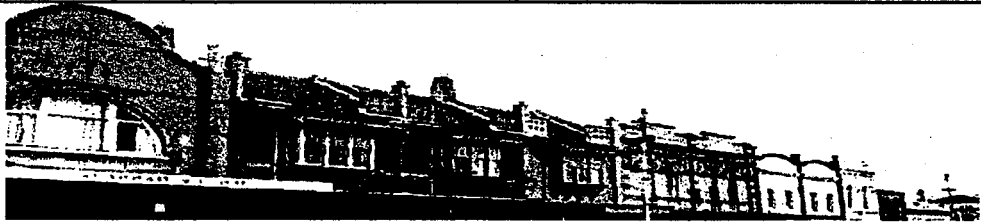
Longer term, undertake drainage works, replace footpaths and redesign tram terminus plus intersection. Maintain footpaths, planting and street furniture in accordance with developed Policy

4.13 Waverley Rd (Malvern Rd) ie: Waverley Rd shopping centre

Identity: The "Dairy Bell" centre

ie: Taking advantage of the well known local manufacturer at the southern end

Encourage: Retention of a compact hub of convenience shops on the south side of Waverley Rd, close to the Waverley Rd/Malvern Rd intersection. A greater focus on Dairy Bell and greater physical and visual links between nearby commercial properties and Dairy Bell (eg: information on history, factory tours, complementary land-uses focusing on families and weekend activity, outdoor eating etc, consistent painting themes for buildings). Physical improvements to foster this identity (eg: footpath cleaning, kerb extensions, seating and consistent planting of canopy trees to provide attractive outdoor eating areas close to Dairy Bell, planting of ficus under areas with verandahs, building redecoration, signs). Maintain footpaths, planting and street furniture in accordance with developed Policy.



4.14 Chadstone Rd

Identity: The "Fenwick Local Convenience" centre

ie: Reflecting location and existing focus on convenience retailing.

Encourage: Retention of existing local convenience uses and complimentary service uses (eg: medical, professional) for the surrounding local area. Greater physical and visual integration with adjoining community facilities (eg: planting, pathways, signs). Maintain footpaths, planting and street furniture in accordance with developed Policy.

4.15 Batesford Rd

Identity: The "Holmsglen Annexe"

While originally part of the local convenience centre on the east side of Warrigal Rd this area is physically separated by the width of Warrigal Rd and has closer association with Holmsglen

Encourage: Closer physical and visual and functional integration with Holmsglen, such as uses providing goods and services to the students (eg: cheap eating places) and undertaking consistent, related planting on Warrigal Rd. Maintain footpaths, planting and street furniture in accordance with developed Policy.

4.16 Warrigal Rd (Waverley Rd)

Identity: The "Warrigal/Waverley Convenience Stop"

ie: Capitalising on location at the intersection of 2 busy arterial roads and focusing on providing for passing trade

Encourage: Goods and services to complement this identity (eg: convenience foods). Improve visibility, identification (eg: signage) to match. Maintain footpaths, planting and street furniture in accordance with developed Policy.

4.17 Darling Rd (Malvern/Dene Ave)

Identity: The "Hedgeley Dene Corporate" centre

ie: Recognising gradual decline in retail uses and the existing focus on office and similar service uses

Encourage: Creation of a small compact hub of convenience uses at the corner of Dene Av and Malvern Rd to cater for surrounding residents and office workers (eg: milk bar, newsagent, take away foods). Possible further development of baby wear/goods to create something of a focus for specialty retailing within the remaining shop buildings on the south-west side of Malvern Rd. Office buildings and complimentary service uses elsewhere should be consistent with the scale and character of the surrounding residential area.

Create a footpath extension at Dene Ave/Malvern Rd and plant to provide an attractive outdoor eating space. Maintain footpaths, planting and street furniture in accordance with developed Policy. Undertake entry/exit planting on Malvern and Darling Rds to identify the centre.



4.18 High St (Glen Iris) ie: Glen Iris Village

Identity: The "Railway Stop Convenience Centre"

ie: Recognising both location and existing convenience retail uses

Encourage: A hub of convenience shops (eg: foods, flowers, newsagent) and services (eg: medical, professional) to cater for the surrounding local community and workers on the way to and from home. Maintain a balance of industry and service uses in the adjoining industrial zone.

Maintain footpaths, planting and street furniture in accordance with developed Policy. Longer term, consider parking options on Essex St

4.19 Malvern Rd (Burke Rd)

Identity: The "Burke Rd Service and Convenience"

ie: Acknowledging location and mix of uses

Encourage: A mix of convenience retail and service uses which can take advantage of the centre's location both on a busy arterial and adjacent to a station (eg: foods, flowers). Improve the centre's visibility and identification (eg: signs) to match. Maintain footpaths and street furniture in accordance with developed Policy. Longer term provision of consistent avenue planting throughout the centre.

4.20 Burke Rd (Wattletree Rd)

Identity: The "Central Park Local Convenience Centre"

ie: Reflecting location and existing convenience retailing

Encourage: Retention of the existing local convenience uses plus additional retailers catering for everyday needs (eg: foods and similar goods). In peripheral areas cater for a wider variety of complimentary service uses (eg: medical, professional) for the

surrounding local area.

Encourage retention of the centres original buildings and shopfronts.

Encourage the area's development as more of a community focus for the surrounding residential area and to take advantage of its location adjoining Central Park (eg: more meeting and eating opportunities to foster use in conjunction with park activities such as walking, weekend family activities). Maintain footpaths, planting and street furniture in accordance with developed Policy. Provide a consistent planting theme at north end of the centre (ie: adjoining offices).



4.21 Station St and Claremont Ave

Identity: The "Station Walk"

ie: Reflecting location and use by pedestrian traffic travelling to and from the Malvern Station

Encourage: Small scale service uses and shops on Station St Nth. Encourage closer links between the street and Malvern Station (eg: uses such as icecream parlour, specialist sweets which take advantage of pedestrian traffic, particularly students, works which would link station and shops more closely such as removal of western footpath and improved pedestrian crossing from station to shops, similar to that at Beatty Av).

On Claremont Ave encourage development of a historic village atmosphere (eg: cottage arts and crafts industries and sale of specialised arts/crafts goods). Development of a Sunday Market would also be consistent with this theme. In the mixed use area to the south on Station St encourage restructure of land uses in the long term to a mix of service (office) and residential use.

Upgrade and extend island treatment at intersection of Claremont Ave and Station St to provide a useable public space where outdoor eating areas would be encouraged. Maintain footpaths, planting and street furniture in accordance with developed Policy.

4.22 Malvern Station/Dandenong Rd

Identity: The "Dandenong Rd Convenience Stop"

ie: Reflecting accessible location both adjacent to Malvern Station and on Dandenong Rd

Encourage: Small scale goods and services catering for passing trade and taking advantage of location both adjacent to Malvern Station and on Dandenong Rd (eg: convenience foods). Longer term improve the appearance of the access lane from Dandenong Rd the Malvern Station (eg: redecoration, paving, planting).



4.0 MIXED USE & INDUSTRIAL AREAS (Group 5)

A variety of other commercial areas scattered throughout the City, but predominantly in the west, contain a mix of service and industrial uses with some retail and residential use. These areas are an important part of the wide range of commercial land use opportunities which exist in Stonnington. All such mixed use areas have been grouped together for the purpose of developing strategies. They include 2 larger areas (ie: Forrest Hill, to the north of Toorak Rd near Chapel St and several precincts in the Prahran District Centre) as well as some 14 strip or spot zones set aside for industry or business uses.

Strategies which should apply to these mixed use and industrial areas collectively are set out below. Additional strategies for specific locations are listed in the attached Table 2.

Vitality

Improve vitality as suggested in the general principles (see Introduction) by developing identity and/or direction for each area as appropriate ie:

- Continue to provide opportunities for a wide variety of local and metropolitan service and industrial uses to locate in mixed use zones throughout the City
- Encourage:
 - use/development which complements the established (or preferred future) character or identity of any individual location (see attached Table 2)
 - a compatible mix of land-uses, including residential
 - uses which complement and service nearby retail and residential zones
 - uses which enhance the variety and quality of goods and services available in Stonnington
- Provide information to businesses on opportunities available within Stonnington's mixed use and industrial areas

Appearance

Improve appearance as suggested in the general principles (see Introduction) by maintaining both public and private property and undertaking further streetscape improvements over time ie:

- Encourage improvements to the appearance of private property eg:
 - building redecoration, renovation or redevelopment which would improve the quality and visual integration of buildings in individual streets/areas
 - consistent planting themes and proper maintenance of any planting on private property (eg: in building setbacks)
 - proper maintenance of any on-site carparking
 - provision of fencing and landscaping to screen and soften such parking, especially if it is in the frontage setback (eg: provide free advice on appropriate planting)
- Improve maintenance on existing streetscapes (eg: cleaning, repair, pruning, painting)
- Undertake progressive streetscape improvements eg:
- Undertake streetscape improvements ie:
 - consistent street tree planting themes (wherever planting is physically feasible) aimed at visually integrating individual streets/areas
 - proper maintenance of any planting provided
 - additional footpath widenings, to provide space for larger trees and lunchtime use (where physically feasible)
 - provide more substantial and consistent planting in existing footpath widenings
- Ensure that the scale and intensity of any future development in the 2 larger mixed use areas (Forrest Hill and peripheral parts of the District Centre) is consistent with character and the traffic/parking capacity of the area (ie: height consistent with existing planning controls and use low impact)
- Maintain a predominantly 2 storey scale and encourage small businesses in mixed use and industrial areas elsewhere

Infrastructure

- Promote effective use of existing carparking
- Physically and visually integrate large public carparks (eg: decked) with the adjoining retail areas
- Continue to undertake traffic management measures which seek to:
 - improve access to and in individual areas
 - minimise impacts on nearby commercial and residential areas





TABLE 2: STRATEGIES FOR EACH MIXED USE/INDUSTRIAL AREA

Note: See attached Map for location

LARGER MIXED USE AREAS

5.1 Forrest Hill: Implement planning controls and guidelines on height, density and use mix in the different parts of Forrest Hill.

Implement streetscape improvements to encourage greater visual cohesion between the Yarra River and Toorak Rd and interesting gateways (eg: Statement gateway planting at Alexandra Av, such as 1 large palm tree either side of Chapel St south of Alexandra Av, plus avenue plane tree planting and consistent paving on the remainder of Chapel St to Toorak Rd to create boulevard feel).

On other streets provide for consistent avenue planting in footpath or roadway as feasible, in wider streets, as a means of introducing an element of visual cohesion. Undertake footpath widenings with planting and some street furniture at side street intersections as feasible. Encourage planting at the junctions of car spaces where there is angle parking in front setbacks in these locations.

5.2 District Centre: Implement planning controls and guidelines on height, density and use mix in the different precincts. Encourage small scale low impact, technology intensive industrial uses to locate in the 2 industrial precincts (ie: Simmons to Garden Sts and Bangs to Clifton St).

Implement streetscape improvements to encourage greater visual cohesion. while acknowledging limited planting opportunities in many locations due to very narrow streets/footpaths eg:

- Consistent avenue planting on High St
- Retaining wall and consistent tree planting on reclaimed railway land on west side of Porter St
- Avenue planting between car spaces in road pavement in Grattan St and possibly Mount St and Clifton Sts
- Extension of existing planting theme adjoining residential development to create avenue planting along both sides of St Edmonds Rd
- Consistent tree planting on south side of King St
- Consistent tree planting on the north side of Simmons St to match with park
- Elsewhere consider other options to visually integrate streets (eg: particular type of paving, murals)

Encourage planting at junction of car spaces where there is angle parking in front setbacks.



SMALLER MIXED USE AND INDUSTRIAL AREAS

5.3 Commercial Rd (Charles St): Continue to provide for a mix of uses. Encourage small scale service uses which can benefit for a location close to the District Centre. Maintain local convenience uses in shop buildings on the south side of Commercial Rd. Carry out gateway planting at Punt Rd end (eg: palm trees) with consistent avenue planting along High St. Maintain street furniture existing at tram stops.

5.4 Thomas Pl: Provide for continuing industrial use but aim for gradual redevelopment to residential use in the long term.

5.5 Greville St (Charles St): Encourage gradual change to a more service (ie: office type uses) and residential focus reusing existing industrial buildings. Provide a consistent avenue planting theme (ie: to match tree species in residential portions of each street) plus possible statement planting (eg: large canopy tree) in roundabout to identify the location.

5.6 High St (Upton Rd): Continue to provide for a mix of uses. Ensure consistent avenue planting along High St and improve planting in footpath widenings to match. Maintain street furniture existing at tram stops.

5.7 Union St/Green St (includes 2 small areas, 1 is the former Sanitarium factory the other runs between Green St and Union St at the rear of Chapel St): Encourage redevelopment of the former Sanitarium factory for residential use in the long term and provide street tree planting to match surrounding residential street. Consider the Union/Green St strip in conjunction with the Windsor shopping centre (eg: Technology intensive service uses to complement Swinburne) and undertake planting to match Chapel St treatment.

5.8 High St (Victoria St): Continue to provide for a mix of uses. In particular encourage low impact high technology service uses, which can benefit from location adjoining the District Centre/Swinburne, on the High St frontages. Implement streetscape improvements (eg: consistent avenue planting on High St. Small canopy avenue planting in footpath or roadway on both sides of Victoria St to visually integrate the industrial and residential uses).

5.9 High St (Bangs St): Continue to provide for a mix of uses. Encourage small scale service uses which can benefit from a location close to the District Centre. Implement streetscape improvements (eg: consistent street tree planting on High St). Maintain street furniture existing at tram stops.

5.10 Howitt/Hobson Sts: (Commercially zoned Land only) Continue to provide for a mix of low impact office and residential uses. Create more consistent avenue planting on both sides of Howitt and Hobson Sts to visually integrate residential and office uses.



5.11 Malvern Rd (Francis St to Essex St): Continue to provide for a mix of uses including Medical and Professional services. In the longer term encourage gradual change to a greater focus on residential use on of both sides of Malvern Rd in this location.

Implement streetscape improvements (eg: consistent street planting of plane trees on both sides of Malvern Rd to create an avenue linking to Chapel St). Maintain street furniture existing at tram stops.

5.12 Orrong Rd: Continue to provide for office use of the site. In the longer term support redevelopment for residential use.

5.13 High St (Osment St): Foster development of this area to support the High St “home and garden” theme identified for the shopping centres by encouraging development of the existing focus on home and garden based peripheral retail uses (eg: antiques, lighting).

Implement streetscape improvements (eg: consistent street tree planting on both sides along High St).

5.14 Dandenong Rd (Darling Rd): Continue to provide for a mix of uses. Encourage low impact peripheral retail and service uses to complement commercial uses to the south in Carnegie. Encourage planting at junction of car spaces in front setbacks. Improve planting in road narrowings to include some large canopy trees.

5.15 Weir St: Encourage predominantly industrial uses and particularly larger scale, technology intensive industries (to complement industrial areas in the west which cater for the small scale). Encourage consistent planting of canopy trees in building setback areas (including at junction of car spaces in front setbacks) plus maintenance of any planting provided.

5.16 Como St: Encourage reuse and redevelopment which creates a greater focus on lower impact uses (eg: services, warehouse sales) to complement Glenferrie Rd and reduce traffic congestion in Como St.

Encourage property maintenance and planting in building setbacks where there are opportunities.



Appendix 1: Implementing the General Principles Citywide

STRATEGY	ACTION NEEDED TO IMPLEMENT
Encourage a wide range of commercial land uses	Applying principles of the Stonnington Municipal Strategic Statement and associated Planning Scheme controls, local policies and guidelines. Liaison with prospective purchasers/tenants/ developers and trader groups
Encourage effective use of all land and buildings	Applying principles of the Stonnington Municipal Strategic Statement and associated Planning Scheme controls, local policies and guidelines. Liaison with property owners/developers
Minimise potential conflicts between land-uses both in and adjoining the commercial areas	Applying principles of the Stonnington Municipal Strategic Statement and associated Planning Scheme controls, local policies and guidelines
Encourage residential use as a component of new development	Applying principles of the Stonnington Municipal Strategic Statement and associated Planning Scheme controls, local policies and guidelines
Identify and provide guidelines for future development of large sites	Distribute Planning Advice and Information Sheets on large sites to developers and apply their principles when considering Planning Applications. Develop new sheets where additional sites become available
Encourage businesses which: <ul style="list-style-type: none"> • provide services and employment to the local community • are in growth industries (eg: media, information technology, arts and culture, health, education) • have links with and benefits for other industry sectors (eg: tourism) • can act as incubators for new small businesses • are high value/low impact, particularly in the west 	Liaising with trader committees/groups and with prospective purchasers/tenants on future aims and opportunities and the identified roles/identities of individual centres (see body of Commercial Strategy)
Reinforce the identified hierarchy of retail and other commercial centres (see attached map)	Implementing the Stonnington Planning Scheme and associated Municipal Strategic Statement. Liaising with trader groups and business interests as set out above
Encourage individual retail centres to develop market niches which capitalise on their particular strengths	Liaising with trader committees/groups and with prospective business interests on future aims and opportunities to encourage use/development which complements the identified role/identity for the individual centre (see body of Commercial Strategy)
Encourage further development of each of Stonnington's retail areas as community foci	Liaising with trader committees/groups and with prospective business interests on future aims and opportunities Ensuring that capital works (eg: streetscape) complement the identified role/identity for the individual centre (see body of Commercial Strategy)

Encourage effective management and promotion of Stonnington's retail areas	<p>Liaising and coordinating with existing Streets Ahead/StreetLIFE committees and trader groups for individual centres</p> <p>Encouraging development of trader/business groups for all commercial areas and maintaining regular contact with such groups once established</p>
Protect heritage buildings	Implementing Heritage controls under the Stonnington Planning Scheme and researching and defining further areas where Heritage control would be warranted
Encourage renovation and recycling of older buildings which contribute to character	Applying principles of the Stonnington Municipal Strategic Statement and associated Planning Scheme controls, local policies and guidelines
Ensure that the scale and form of new development is consistent with the areas predominant character	Applying principles of the Stonnington Municipal Strategic Statement and associated Planning Scheme controls, local policies and guidelines
Seek to improve the appearance of all commercial areas	<p>Improving maintenance ie: develop, implement and monitor policies and programs to ensure:</p> <ul style="list-style-type: none"> • regular cleaning/special "spring cleaning" of footpaths plus repair of damaged footpaths • regular pruning of trees according to species needs plus replacement of damaged trees • regular repainting of all street furniture to consistent colour themes plus repair/replacement of any damaged furniture (including tree guards) • cleaning of bins in high use areas • regular repainting of colour strips on light poles <p>Undertaking capital works for new furniture, planting and footpath works in individual centres according to defined priorities, policies, programs and budget allocations</p> <p>Applying Planning Scheme controls which seek to discourage above verandah advertising signs and ensure future signage is consistent with the character of the area</p> <p>Reviewing signage (eg: parking, directional) with the aim of reducing clutter. Developing a policy to ensure future signage is minimised but effective, appropriately located, consistent and well maintained</p> <p>Liaison with trader groups to encourage improved:</p> <ul style="list-style-type: none"> • maintenance of all private property (eg: cleaning, repainting, renovation) • planting in private property (plus its proper maintenance) where feasible • greater consistency in style/type of advertising signs, private footpath furniture, verandahs etc
Encourage use of public transport to major commercial centres	Applying parking policies, education and promotion
At the same time seek to improve parking and access to and within centres	<p>Reviewing existing parking controls (eg: time limits)</p> <p>Undertaking capital works for improvements (eg: additional parking, shopper access routes) according to defined priorities, programs and budget limitations (see body of Commercial Strategy)</p>
Minimise commercial traffic intrusion into residential streets	Implementing, monitor and review Local Area traffic Management schemes

