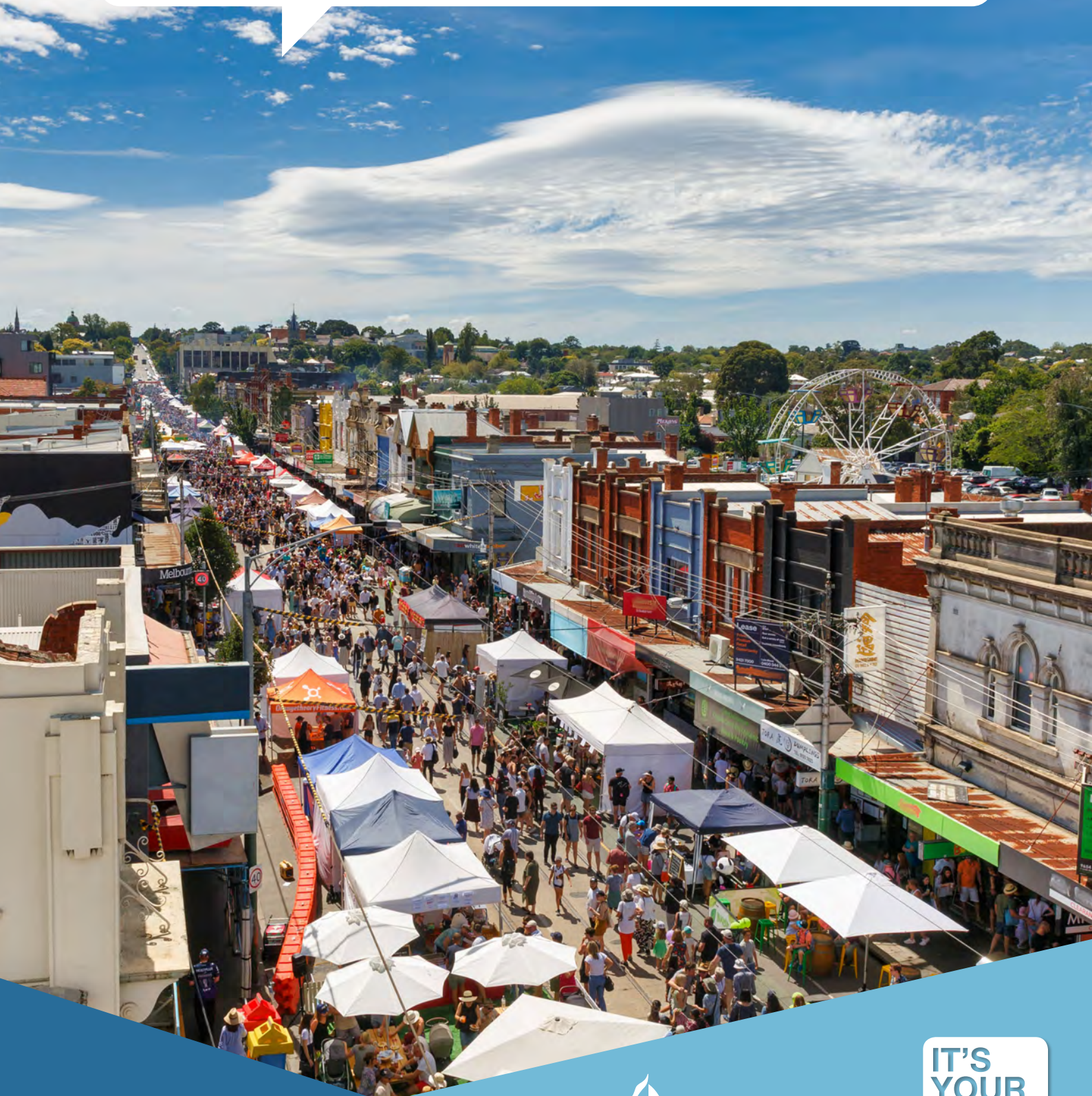


# PLACE PLAN

## FOR REVITALISING GLENFERRIE 2023



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“

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

”

## PURPOSE OF THE PLACE PLAN

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

At its core, it's about tapping into what's special about a place and its community to make it the best it can be.

This place plan is a strategic document that charts a vision for the future of the Glenferrie precinct, covering a wide range of cultural, economic and public realm initiatives.

It is intended to be used as a guide to improve livability and promote the precinct's attractiveness.

The plan encompasses everything from urban greening and transport to public art and street festivals.

There are physical projects such as new streetscapes, laneways and buildings, but also less tangible ones such as economic strategies and approaches to smart city technology.

**Initiatives featured in this place plan are not final. They are intended to frame and scope projects so that they can be developed in the future.**

**All diagrams, plans, and images featuring in this plan are indicative only and aimed to illustrating opportunities and proposals.**

## COMMUNITY ENGAGEMENT

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

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

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

The plan lays out the key initiatives underpinning placemaking in the precinct, and takes into account the role played by all stakeholders, from community groups through to the state government.



# PLACEMAKING IN GLENFERRIE





## A PLAN FORWARD

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The following section provides an overview of placemaking in Glenferrie, including Council's five-step placemaking process, what the community has told us and key research findings, as well as the shared vision and principles which guide the placemaking initiatives to be implemented in the short and long-term.

# PLACEMAKING IN GLENFERRIE

## PLACEMAKING IN GLENFERRIE FOLLOWS A FIVE-STEP PROCESS:

### STAGE 1 UNDERSTANDING PLACE

Analysis of economic, heritage, landscape and transport issues

The community was invited to participate in workshops and other activities to generate ideas and imagine the future of their precinct.

### STAGE 2 IMAGINING PLACE

Over 1,000 people had their say on the future of Glenferrie Road

Community insights along with analysis of economic, heritage, parking, transport and open space information were gathered to inform the Place Vision.

### STAGE 3 VISION AND PRIORITIES

Community feedback on the Place Vision and priorities

The Place Vision, based on community ideas, was released in August 2020. The vision continues to inform priorities and key themes within the Place Plan.





## STAGE 4 PLACE PLAN

Sets out the proposed projects and initiatives to revitalise Glenferrie

The Place Plan proposed a range of projects and initiatives to revitalise Glenferrie and ensure it meets all the needs of the community in the 21st century.

## STAGE 5 TRANSFORMING PLACE

Some upgrades have already commenced and planning for major improvements is underway.

This stage is ongoing, with some initiatives already in place and others to be implemented over several years. Large scale projects will enter more detailed design stages, with changes made according to evolving economic conditions and emerging best-practice in placemaking and design.



“

A GREAT PLACE IS  
WHERE EVERYONE  
FEELS WELCOME...

”

# PLACE PARTNERS

In addition to extensive community consultation, Council has formed partnerships with a range of Glenferrie community groups and associations, institutions, businesses and landowners.

Working with place partners has been crucial to understanding how best to share and upgrade assets, as well as improve the condition of valued buildings and facilities.

Collaboration with all place partners will continue to be key to achieving the community's vision for Glenferrie.





## RESIDENTS AND COMMUNITY GROUPS

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Keeping the people who live, work and study around Glenferrie at the centre of the project is critical to its success.

Community input has been integral to preparing the Place Plan, and continued emphasis on community-centred outcomes will be vital to the successful delivery of the projects, events and initiatives presented here.

## TRADERS AND LANDOWNERS

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Glenferrie's local shops and businesses are central to the life of the precinct and play a big role in bringing the street to life and driving the local economy.

The Glenferrie Road Shopping Centre Association has provided key insights into issues and opportunities in the precinct, as well as shared their ideas about infrastructure and how to build collective resilience to economic changes.

## GOVERNMENT PARTNERS

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The City of Boroondara will coordinate placemaking projects and work with other partners to revitalise the Glenferrie precinct by delivering the initiatives outlined in this Place Plan.

Council will also continue to engage and advocate to the Victorian Governments as they are integral to reviving key transport assets and landholdings in the precinct.

## EDUCATION AND KNOWLEDGE INDUSTRIES

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Swinburne University and local schools are important partners in the Glenferrie precinct, making a significant contribution to the local knowledge economy and visitor population. The university can also be a key partner in the delivery of innovation initiatives and fostering a creative culture.

Other knowledge and creative businesses in Glenferrie, such as IT and architecture firms, also contribute a lot to the dynamism of the precinct and are central to growing the local economy.

# COMMUNITY ENGAGEMENT

Central to the Place Plan are the voices of 3,000 community members.

Community consultation activities in 2020 encouraged residents, local businesses, landlords, employers and local groups to contribute their ideas, aspirations and feedback through a range of activities and media channels.

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

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

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

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

A fourth round of engagement was then undertaken in 2023 to present the updated Draft Place Plan and, to seek community preference on different options to deal with the proposed changes to car parking on Glenferrie Road.

## ROUND ONE: IMAGINING A BETTER GLENFERRIE

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

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

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

In round 1,  
**MORE THAN**

**1,000**

**SHARED THEIR IDEAS**

**300**

People joined the  
**Glenferrie Placemaking**  
**group** on Facebook

With Over

**600**

social media reactions





# VISION & PRIORITIES

## What is unique?

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

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

All these factors contribute to its appeal and welcoming atmosphere.

## 5 - 10 year vision

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

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

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

## Room for improvement

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

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

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

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

## ROUND 2: UNIFIED BY A VISION STATEMENT

Further consultation in August and September 2020 enabled the community to consider a Place Vision. The Place Vision summarises the aspirations expressed by the community in the first stage of consultation.

In total, 85% of people agreed with the vision statement and 4% disagreed. Approximately 11% indicated they were not sure or did not respond to this question. The main reasons for agreeing with the vision statement were:

1. A focus on greening
2. Accessibility, inclusiveness and being welcoming; and
3. The community orientation.

More than

# 700

PEOPLE NOMINATED THEIR PREFERRED IDEAS

# 651

CONTRIBUTED VIA AN ONLINE SURVEY

MORE THAN

# 400

PEOPLE JOINED THE DEDICATED FACEBOOK GROUP

# 63

CONTRIBUTED VIA AN ONLINE WORKSHOP



# COMMUNITY ENGAGEMENT

## ROUND 3: INITIAL DRAFT PLACE PLAN ENGAGEMENT

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

Across all channels the community was invited to provide feedback on the Engage Boroondara platform, which showcased the Place Plan in an interactive and accessible way.

In addition, Council also undertook substantial consultation on the commuter parking project from Dec 2021 - Feb 2022.

This project is no longer proceeding due to the withdrawal of federal funding for Boroondara.

Community members were provided an opportunity to comment and express their degree of support for the whole plan as well as each of the 9 individual initiatives. Breakdown of the results as follows:

**Glenferrie Streetscape - 74% support**

**Retail Vibrancy - 92% support**

**Innovation Spine - 87% support**

**Glenferrie Mews - 78% support**

**Station Laneways - 97% support**

**Cultural Quarter - 75% support**

**Creative Community - 100% support**

**Sports and Recreation - 85% support**

**Sustainable Access - 73% support**

MORE THAN

**5000**

ENGAGE BOROONDARA SITE  
VISITS

**313** CONTRIBUTED VIA  
AN ONLINE SURVEY

**1100** VIEWS  
OF  
INFORMATIONAL VIDEOS

MORE THAN PEOPLE  
**600** JOINED THE  
DEDICATED  
FACEBOOK  
GROUP

OVER  
**1000** LETTERS  
DISTRIBUTED TO  
RESIDENTS



Stage 1 Community Engagement at Glenferrie Festival



# DRAFT PLACE PLAN

## ROUND 4: UPDATED DRAFT PLACE PLAN ENGAGEMENT

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

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

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

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

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

- 861 responses on Engage Boroondara website
- 406 of those providing additional comment
- 12 written submissions

**Overall engagement outcomes - of the total first preference of 861 responses:**

- **35% supported option 1**
- **29% supported option 2**
- **34% supported option 3**

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

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

MORE THAN

# 860

SURVEY RESPONSES,  
AND OVER

# 400



PARTICIPANTS PROVIDED  
ADDITIONAL COMMENTS

# 2

RESIDENTS & STAKEHOLDER  
WORKSHOPS



# 2

DROP-IN  
SESSIONS

# 2

STREET POP-UP  
INFORMATION  
SESSIONS



# PLACE VISION

“

GLENFERRIE WILL BE A VIBRANT AND ACCESSIBLE PLACE WHERE EVERYONE FEELS WELCOME.

THE STREETS AND PUBLIC SPACES WILL OFFER MORE GREENERY AND OPPORTUNITIES FOR PEOPLE TO MEET, SHOP, LEARN AND HOLD EVENTS.

THE LOCAL ECONOMY AND COMMUNITY WILL FLOURISH, WITH PEOPLE AND BUSINESSES REPRESENTING THE AREA'S RICH DIVERSITY.

”







The Place Vision is the shared voice and goal that all place partners are working towards together.

It has been informed by community engagement and guides all placemaking initiatives in Glenferrie.

# 85%

of people agreed with the vision statement

AND ONLY 4% DISAGREED.



# GUIDING PRINCIPLES

Place Principles will guide the transformation of Glenferrie. Although the details of individual initiatives will evolve through further consultation and investigations, the Place Vision and Principles will provide consistent guideposts for implementation.

## 1. PEOPLE-FOCUSED STREETS



Great streets are where the culture, energy and character of an area are on display. They're where everyone feels welcome and wants to spend their time. Creating people-focused streets means:

- Making more space for outdoor dining and trading
- Widening footpaths, creating shared zones and improving street furniture
- Creating opportunities for creative expression and observation.



Image shows a group of people walking across a pedestrian crossing

## 2. LIVELY LOCAL ECONOMY



A dynamic local economy is the backbone of a lively precinct, and Glenferrie has a vibrant and exciting mix of businesses to be supported and expanded. This means:

- Implementing strategies to support a diverse range of retail businesses
- Enabling Glenferrie to offer unique retail, cultural and dining experiences
- Creating new opportunities for emerging knowledge businesses to grow a more robust local economy.



Image shows a Barista in a coffee shop.

## 3. GREEN AT HEART



Quality green space is one of many things Hawthorn is known for, but Glenferrie has little on-street greenery or open space. Ways to green the precinct include:

- Making space for trees and landscaping in streets and laneways
- Transforming public land into open space that enables recreation and relaxation
- Integrating greenery and sustainability measures into new projects.



Image of small potted succulent plants.

## 4. VIBRANT PUBLIC SPACES



Quality public spaces draw people to them, offering a wide range of activities to those of all ages. Public spaces will be enhanced with:

- Events big and small, led by locals as well as Council and other organisations
- Multi-purpose spaces for a range of uses
- Public art, musical performances and other forms of cultural expression.



Image of families enjoying a decorated outdoor area.

## 5. SUSTAINABLE ACCESS



Transport for a diverse community and green future needs to be based on choice, accessibility and safety. Council will work with partners to improve access in Glenferrie by:

- Upgrading the station interchange and enhancing tram stops with improved pedestrian crossings on Glenferrie Road
- Improving parking access with smart technology and electronic signage
- Enhancing bicycle paths and bicycle infrastructure across the precinct.



Image of Tram traveling across Glenferrie Road.

## 6. DISTINCTIVE GLENFERRIE



A wealth of history, culture and creativity makes Glenferrie special, and the placemaking project aims to draw upon and emphasise these by:

- Upgrading streets and public spaces to improve the views and settings around prominent heritage buildings
- Improving wayfinding and signage to local facilities and cultural institutions to aid visitor orientation
- Supporting distinctive local events and cultural projects.



Image of Train traveling over Glenferrie Road.

# KEY STRATEGIES

This Place Plan translates the above Place Vision and objectives into tangible initiatives and projects for the future. The following strategies help to explain how the various initiatives connect and complement each other.

## A LIFESTYLE STREET

Transform Glenferrie Road into a street for people by upgrading public spaces, and enabling activity of all kinds.

A renewed streetscape has scope to feature enhanced public transport stops, crossings and connections to nearby places. Most significantly, it will aim to make more room for people, trees, arts, culture and dining by strategically relocating car parking.

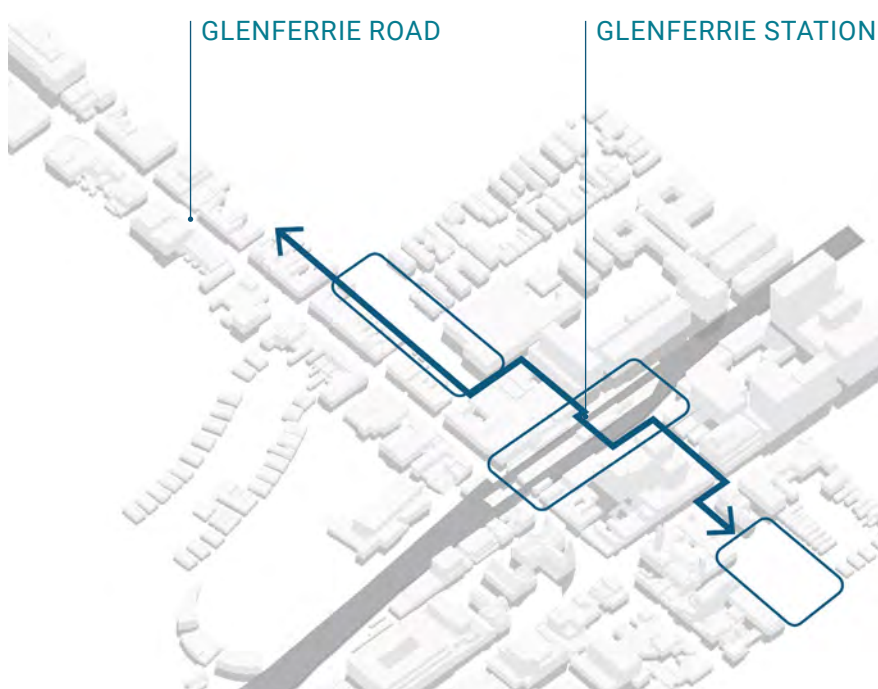


Map showing extent of Glenferrie Road, potential crossings and potential tree locations.

## AN INNOVATIVE EDGE

Harness the energy of Glenferrie's diverse student and professional population with new facilities to support innovators, creatives and entrepreneurs into the 21st century.

The plan aims to provide spaces to meet, work and create, and to cultivate a dynamic and ambitious local culture.



Map showing potential locations for major public realm improvements and community facilities.



## SMARTER TRANSPORT AND PARKING

Glenferrie has the potential to provide a much improved travel and arrival experience for visitors, including upgrades to tram stops, wider bicycle lanes and enhanced spaces around Glenferrie Station.

Repurposing of some street parking would ensure public parking infrastructure is maintained also create extra space for people, greenery, business activity and cultural events.

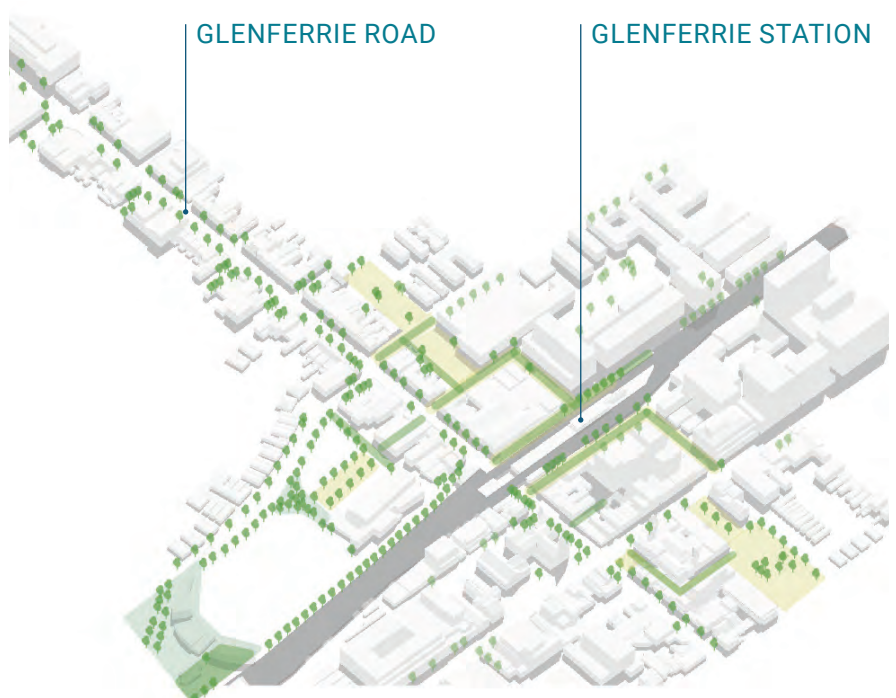


Map showing parking along Glenferrie Road, existing off-street surface parking and potential under or above ground car parking facilities.

## SPACES TO PLAY AND CREATE

Enhance existing spaces and propose new ones, providing infrastructure for a growing population. These would function as flexible community spaces for events, creative expression and general recreation.

Taking opportunities to consolidate parking can open up community land in key areas, which can be transformed into vibrant, multi-purpose spaces.



Map showing public realm around Glenferrie with scope for maintenance and improvement.

# PLACE INITIATIVES

The Place Plan is a visionary document outlining what the future could look like with the implementation of the following nine (9) Place Initiatives:

## TRANSFORMING GLENFERRIE

The Place Vision can be achieved through the implementation of a range of Place Initiatives.

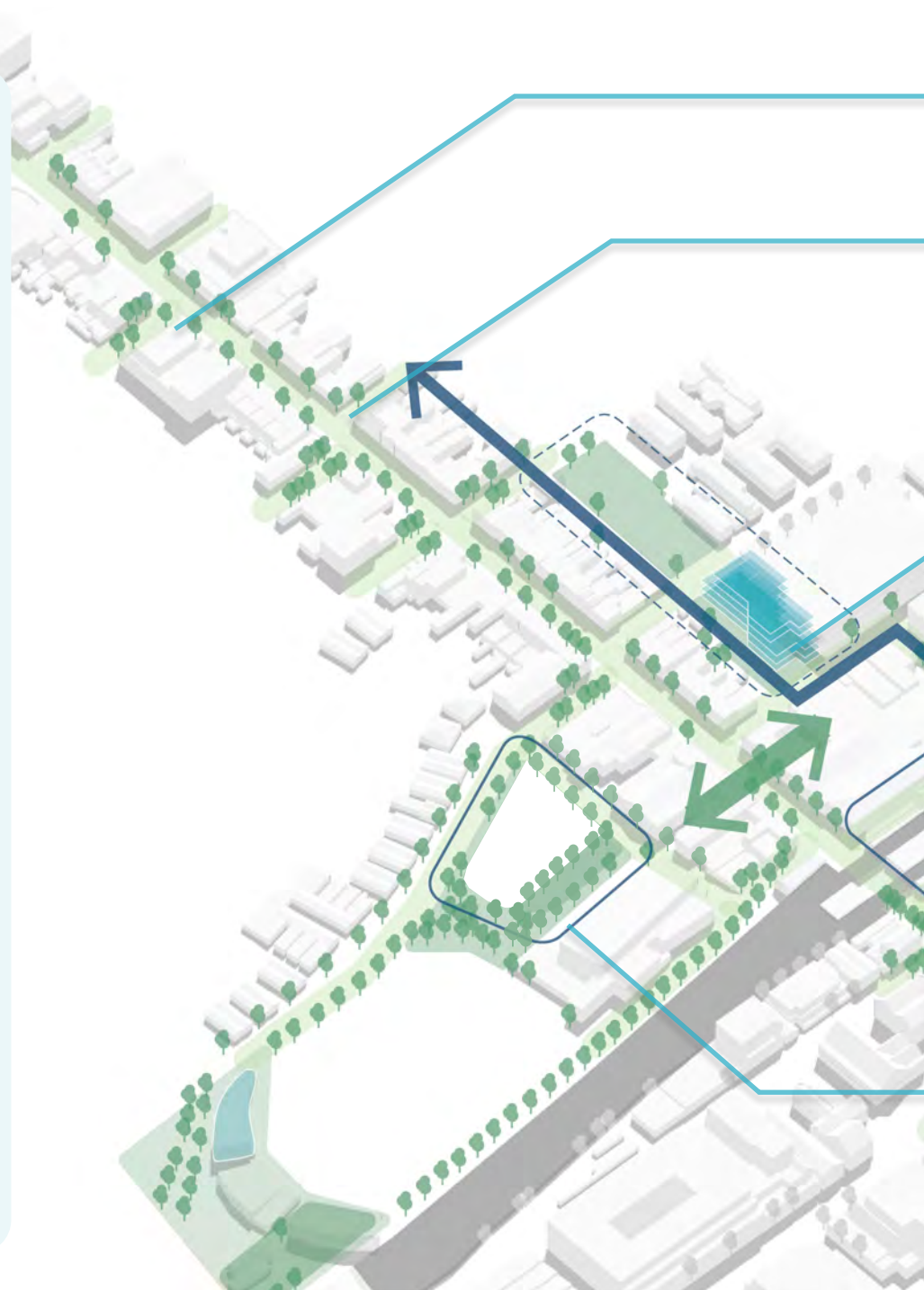
These initiatives include physical projects such as street upgrades, temporary activations such as community events, as well as other urban, economic and transport strategies to revitalise the precinct.

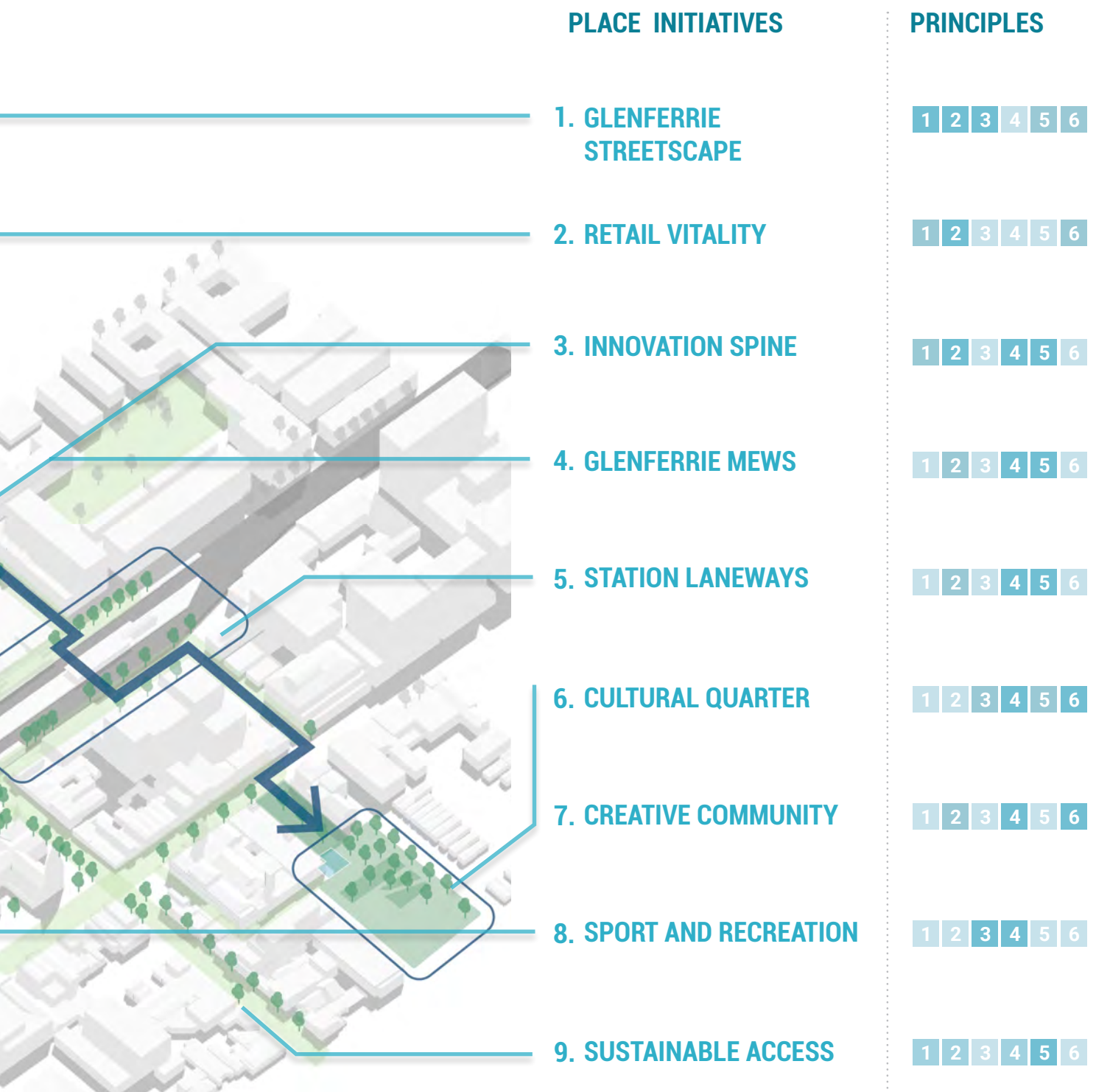
## A FLEXIBLE AND LONG-TERM PLAN

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

Many of these initiatives are interconnected and relate to multiple principles, and would be delivered over the short, medium and long term.

An indicative timeline is provided in the implementation section at the end of this Place Plan.





Strategy diagram for the Glenferrie precinct  
(INDICATIVE ONLY)





# GLENFERRIE STREETSCAPE



# INITIATIVE 01

## THE ROAD AHEAD

Glenferrie Road is a bustling shopping precinct, but the street at its heart is dominated by vehicles and its narrow footpaths lack space for cultural and commercial activity, trees and street furniture.

The transformation of this streetscape into a people-focused place with greenery, outdoor dining and space to meet friends is the most important step in revitalising the whole precinct.



# GLENFERRIE STREETSCAPE

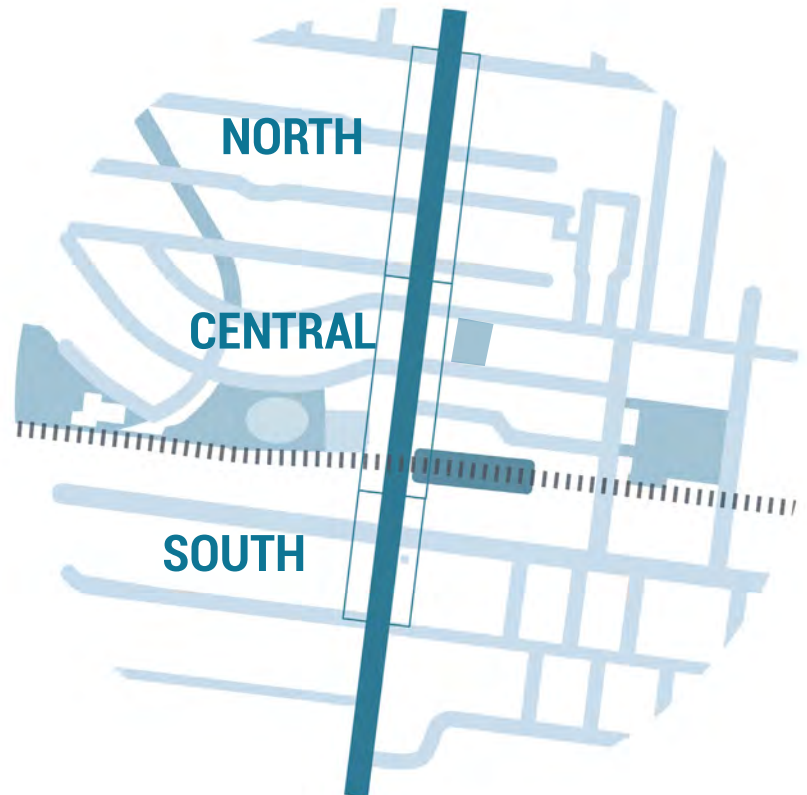
## KEY OBJECTIVES

The streetscape plans presented on the following pages seek to transform Glenferrie Road into a high-quality retail destination attracting visitors from across Melbourne.

Street upgrade key objectives include:

- Improve visitor access and pedestrian movements
- Enhance precinct character and views to landmark buildings
- Amplify greenery in the street to provide amenity, shade, and biodiversity
- Elevate the retail experience with high-quality pavements, furniture and lighting
- Increase the vibrancy of the street with outdoor dining and spaces to meet and host events.

Streetscape improvements are presented in three distinct precincts - South, Central and North.



## SOUTH

The South precinct provides opportunities to better link Hawthorn Library and Hawthorn Arts Centre to Glenferrie Road.

The intersection with Burwood Road can also provide a greener gateway to the precinct, complementing the prominent heritage buildings.

The streetscape upgrade plans arrange the various landscaping, seating and footpath widening locations to respond to pedestrian flows, heritage features, solar access, and other physical constraints like awnings and underground infrastructure.

## CENTRAL

The Central precinct is a busy area with high pedestrian volumes. The plan aims to shift the focus of the street towards people, with high-quality footpaths, public seating, new street crossings and upgraded tram stops.

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

New trees and garden beds would provide an attractive environment to shop, relax and meet friends.

## NORTH

The North precinct offers the best opportunity for larger trees and dense planting contained within new footpath out-stands.

Most existing on-street parking spaces would be retained, but would be interspersed with new areas for landscaping and outdoor dining.

The streetscape plans seek to balance a desire for convenient access with the need to improve precinct amenity and visitor attraction.



“

A SHIFT OF  
FOCUS BACK TO  
PEOPLE, LOCAL  
COMMUNITY  
AND STREET  
LIFE.

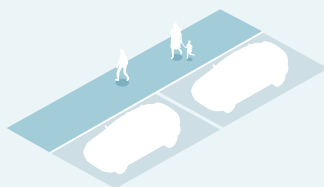
”

## FROM PARKING TO PLACES

Making space for everyone is central to the Place Plan. At present, the street is designed primarily for vehicle movements and parking, while space for pedestrians, cyclists, street dining and landscaping is limited.

Community feedback has indicated outdoor dining and street greening is of higher priority than retaining on-street parking.

The streetscape upgrade plans provide extra public space by repurposing some on-street parking to create extra space for people, greenery, business activity and cultural events.



## A STAGED APPROACH

Street upgrades will be implemented over time in coordination with Victorian Government intentions to upgrade tram stops in future. Proposed implementation stages are as follows:

Stage 1: Approximately 40 parking spaces will be affected to construct a greener streetscape, with better outdoor dining and greater public realm outcomes.

Stage 2: Victorian Government intend to upgrade tram stops to be fully accessible, affecting a further 40 parking space.



# GLENFERRIE ROAD STREETScape

## STREETSCAPE DESIGN PRINCIPLES

Upgrades have the potential to balance the street and create a more positive experience for all road users, whether on foot, in a car, public transport, or riding a bike.

During early stages of consultation, the community expressed a desire for greener streets, more spaces to meet friends, greater vibrancy and improvements to the quality and safety of the Glenferrie Road streetscape.

Careful consideration of future use, environmental, and infrastructure requirements has been given to respond to the community's needs and vision.

### 1. A RETAIL DESTINATION

Elevate the retail experience with high-quality footpaths, lighting and outdoor dining.

Key considerations for the street upgrade include:

- Upgrades to street furniture and side streets will provide more and better places to meet friends.
- Provide more space and opportunities for outdoor dining and trading.
- De-clutter and expand walking areas to encourage interactions with side streets and shop fronts.
- Explore opportunities for creative lighting and public art around the rail bridge to create an attractive gateway into Glenferrie.
- Upgrades to the Glenferrie Station area and new accessible tram stops will improve access to Glenferrie and create an inviting arrival experience.

Note: Final designs will be subject to community consultation and approval of the State Government.

### 2. A GREEN PLACE

Amplify greenery in the street with new trees providing shade and amenity.

Key considerations for the street upgrade include:

- Plant new street trees and landscaping along Glenferrie Road to create an attractive and well-shaded place.
- New garden beds with low-level planting is proposed where underground infrastructure limits the ability to plant trees.
- Integrating Water Sensitive Urban Design where possible.
- Retain and revive existing trees and garden beds.

Note: Final location, scale and species of trees to be determined through further investigation of above and below ground infrastructure, access to sunlight, maintenance issues, growth potential and contribution to local habitat.





### 3. A STREET FOR PEOPLE

Visitors will feel safe and comfortable walking the street and crossing the road.

Key considerations for the street upgrade include:

- Accessible public realm, especially for those in wheelchairs, people with prams, and pedestrians.
- De-clutter and expand walking areas to encourage interactions with side streets and shop fronts.
- Improved crossings at key locations will be explored to ensure safe and easy travel for all.
- New 'kiss-and-ride' drop-off bays in safe and central zones along the street.
- A continuous and safe bike lane along the full length of Glenferrie Road will be explored.

Note: Final designs will be subject to community consultation and approval of the State Government.





# GLENFERRIE ROAD SOUTH



## MANNINGTREE ROAD TO LYNCH STREET

### STRENGTHENING CONNECTIONS

The southern end of Glenferrie Road provides connections to Hawthorn Library and the Hawthorn Arts Centre through the major intersection at Burwood Road intersection.

Upgrading this intersection and the walkways along Glenferrie Road can attract additional activity and visitors to destinations in the southern end of Glenferrie Road.

There is an opportunity to establish a greener gateway to the precinct, whilst complementing the prominent heritage buildings in this area.

The streetscape plans on subsequent pages arrange the various landscaping, seating and footpath widening locations to respond to pedestrian flows, heritage features, solar access, and other physical constraints like awnings and underground infrastructure.



Concept plan for Glenferrie Road streetscape  
(INDICATIVE ONLY)

## STREETSCAPE UPGRADE OPPORTUNITIES

### ① New Tram Stops

New accessible tram stops will be built to comply with the Disability Discrimination Act 1992 (DDA).

**Final locations and implementation will be subject to State authority approval and funding.** Public Toilets to be relocated.

### ② A continuous & safe bike lane

The potential for safe bike lanes along the full length of Glenferrie Road will be explored, with noise markers to help reduce conflict between modes of travel.

### ③ Maximising greening in the best spots

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

### ④ On-street parking

On-street parking retained in the most effective locations including new pick-up and drop-off zones in safe and central areas along the street.

### ⑤ Upgraded footpaths & outdoor dining

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

### ⑥ Improved crossings

Improved crossings at key locations will be explored including raised crossings at the same level as the existing footpath to provide easier access for those of all abilities.

### ⑦ Unique art

Opportunities for new artwork based on local themes along walls, on the ground and overhead at key moments along the main street and station gateway.



#### Visionary Concept

These concept plans provide a vision for the future and will be revised through further consultation and analysis



# GLENFERRIE ROAD CENTRAL



## LYNCH STREET TO WAKEFIELD STREET

### CENTRAL PRECINCT

The Central precinct is a busy area with high pedestrian volumes. The plan aims to shift the focus of the street towards people, with high-quality footpaths, public seating and new street crossings.

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

New trees and garden beds would provide an attractive environment to shop, relax and meet friends.



### View from Grace Street

View artist impression of Glenferrie Road streetscape near Grace Street intersection on next page.



Concept plan for Glenferrie Road streetscape  
(INDICATIVE ONLY)



## STREETSCAPE UPGRADE OPPORTUNITIES

### ① New Tram Stops

New accessible tram stops will be built to comply with the Disability Discrimination Act 1992 (DDA).

**Final locations and implementation will be subject to State authority approval and funding.** Public Toilets to be relocated.

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The potential for safe bike lanes along the full length of Glenferrie Road will be explored, with noise markers to help reduce conflict between modes of travel.

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

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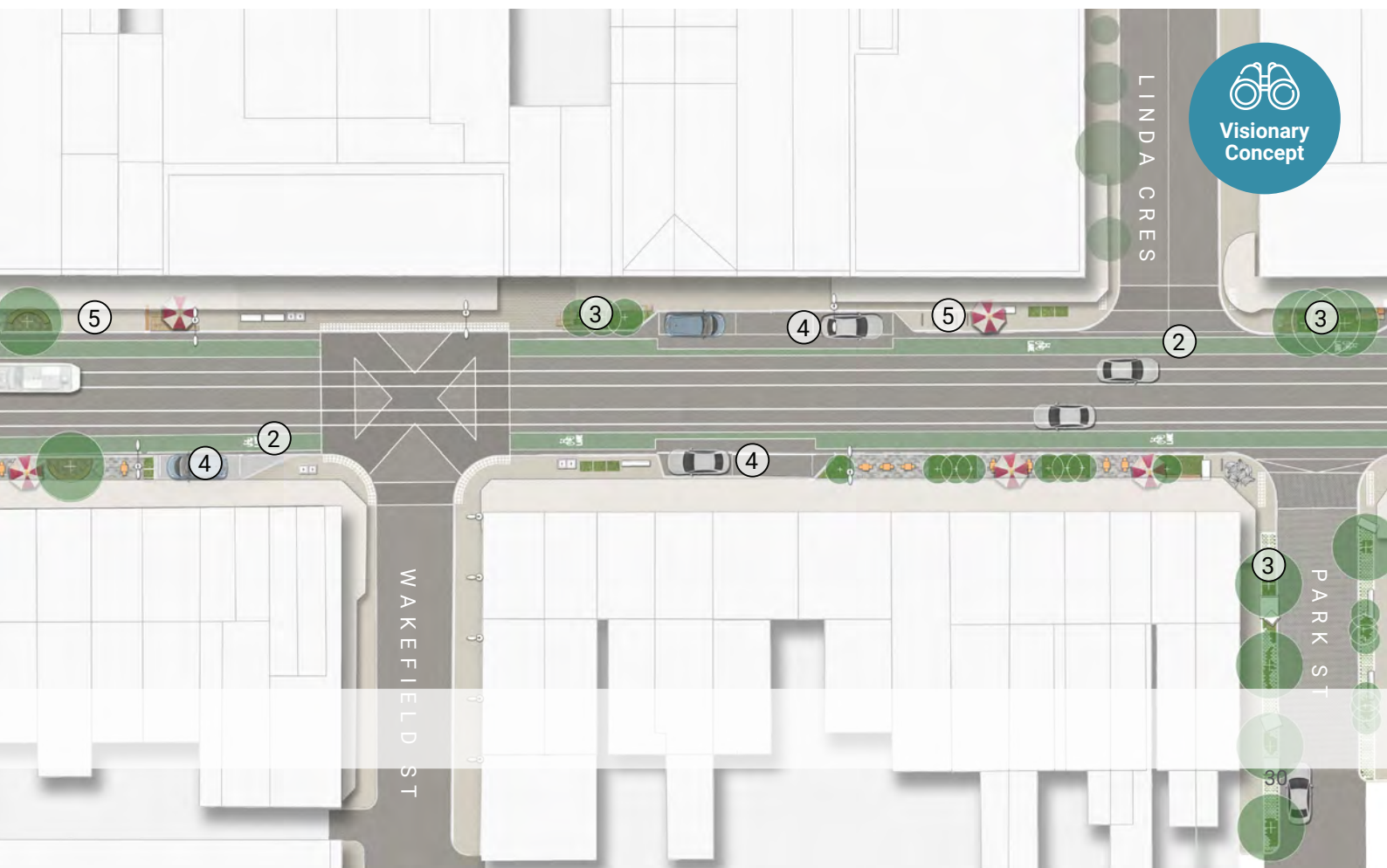
Potential for wider walkways, new greenery and furniture can be included, making dining areas more attractive and ensuring the street is accessible and uncongested.

### ⑥ Improved crossings

Improved crossings at key locations will be explored including raised crossings at the same level as the existing footpath to provide easier access for those of all abilities.

### ⑦ Unique art

Opportunities for new artwork based on local themes along walls, on the ground and overhead at key moments along the main street and station gateway.



# GLENFERRIE ROAD CENTRAL



## Artist Impression

Artist impressions provide a vision for the future and will be revised through further consultation and analysis





Artist impression of Glenferrie Road streetscape near Grace Street intersection  
(INDICATIVE ONLY)



# GLENFERRIE ROAD CENTRAL



## WAKEFIELD STREET TO KINKORA ROAD


### LIVEABLE PARK STREET

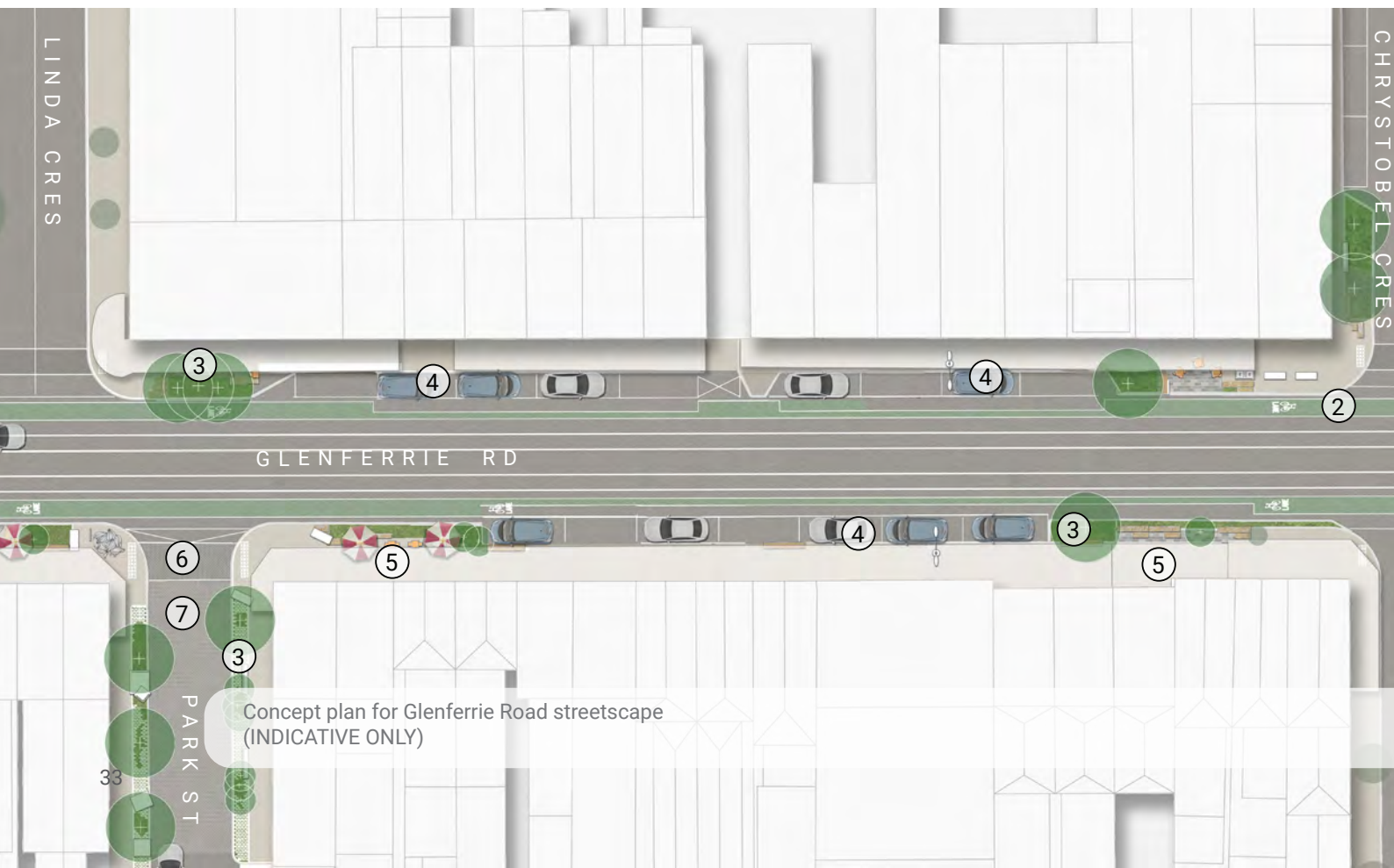
Park Street is only a short step from the busy activity on Glenferrie Road, and has the potential to host events like the recent Park Street Markets.

A new green side street proposed in the plans would provide opportunities for a shaded garden experience on hot days, and a chance to sit in the sun in winter.

With car parking relocated to make space for seating, landscaping and improved surfaces, a revamped Park Street would host community events both on weekends and at night.

- ① New Tram Stops
- ② A continuous & safe bike lane
- ③ Maximising greening in the best spots
- ④ On-street parking
- ⑤ Functional walkways & outdoor dining
- ⑥ Improved crossings
- ⑦ Unique art

 Artist Impression perspectives

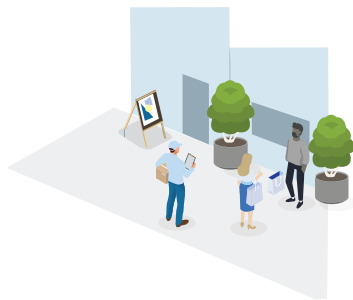


Concept plan for Glenferrie Road streetscape  
(INDICATIVE ONLY)

“

I LIKE THE IDEA  
OF GREEN AND  
VIBRANT AS  
THERE'S HARDLY  
ANY TREES AND  
PLANTS ON THE  
STRIP ”

COMMUNITY FEEDBACK



Artist Impression of Mary Street intersection with Glenferrie Road (INDICATIVE ONLY)





# GLENFERRIE ROAD NORTH



## KINKORA ROAD TO BARKERS ROAD

### AMENITY & CONVENIENCE

The North precinct offers the best opportunity for larger trees and dense planting contained within new footpath out-stands.

Most existing on-street parking spaces would be retained, but would be interspersed with new areas for landscaping and outdoor dining.

The streetscape plans seek to balance a desire for convenient access with the need to improve precinct amenity and visitor attraction.



### View from Churchill Grove

Artist impression of Glenferrie Road streetscape near Churchill Grove intersection is shown on next page.



Visionary  
Concept



## STREETSCAPE UPGRADE OPPORTUNITIES

### ① New Tram Stops

New accessible tram stops will be built to comply with the Disability Discrimination Act 1992 (DDA). **Final locations and implementation will be subject to State authority approval and funding.** Public Toilets to be relocated.

### ② A continuous & safe bike lane

The potential for safe bike lanes along the full length of Glenferrie Road will be explored, with noise markers to help reduce conflict between modes of travel.

### ③ Maximising greening in the best spots

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

### ④ On-street parking

On-street parking retained in the most effective locations including new pick-up and drop-off zones in safe and central areas along the street.

### ⑤ Upgraded footpaths & outdoor dining

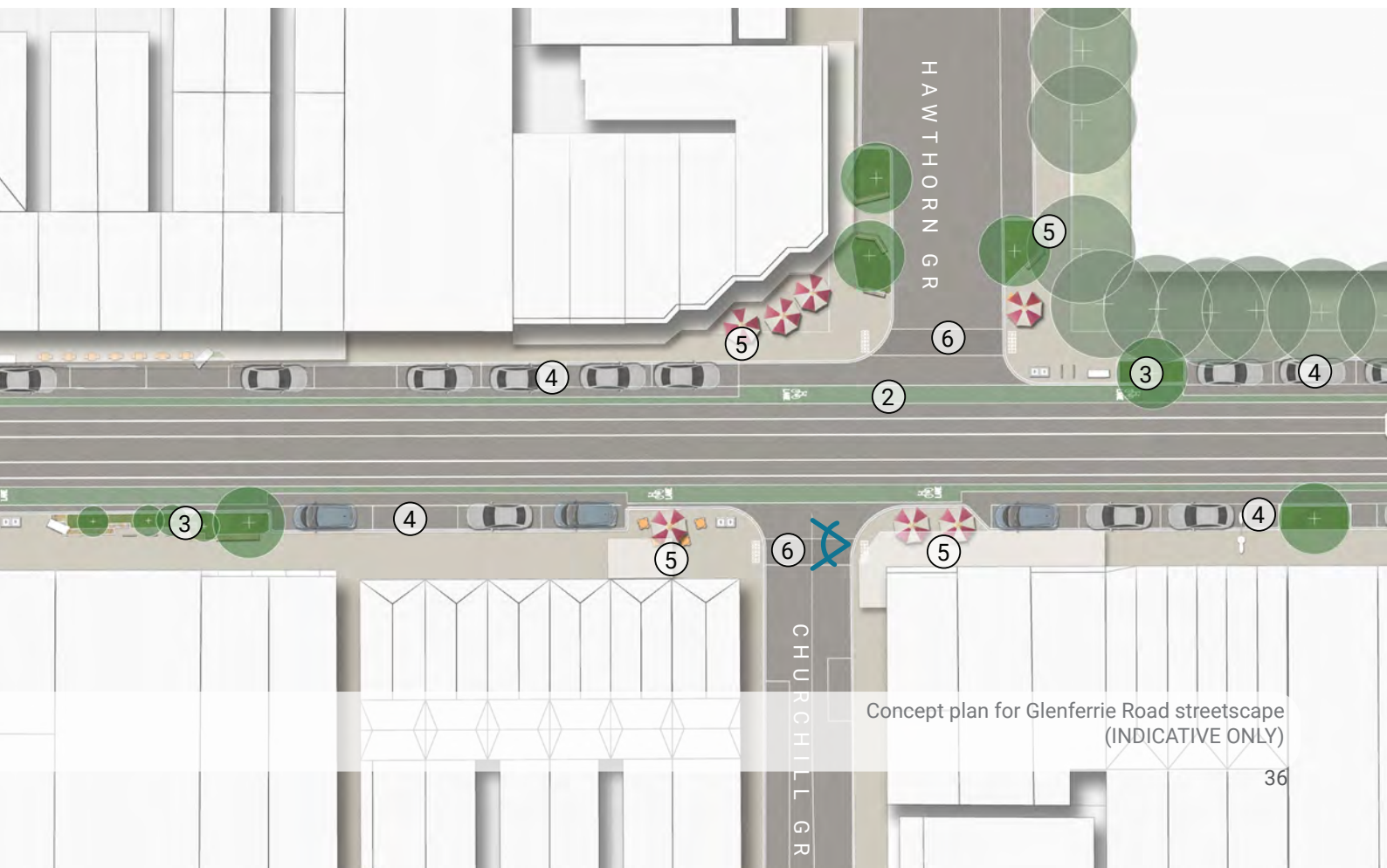
Potential for wider walkways, new greenery and furniture can be included, making dining areas more attractive and ensuring the street is accessible and uncongested.

### ⑥ Improved crossings

Improved crossings at key locations will be explored including raised crossings at the same level as the existing footpath to provide easier access for those of all abilities.

### ⑦ Unique art

Opportunities for new artwork based on local themes along walls, on the ground and overhead at key moments along the main street and station gateway.



# GLENFERRIE ROAD NORTH



## KINKORA ROAD TO BARKERS ROAD

### LIVELY ARRIVAL EXPERIENCE

Arriving in Glenferrie should be a pleasant and memorable experience, whether it be by tram, train, bike, foot or car.

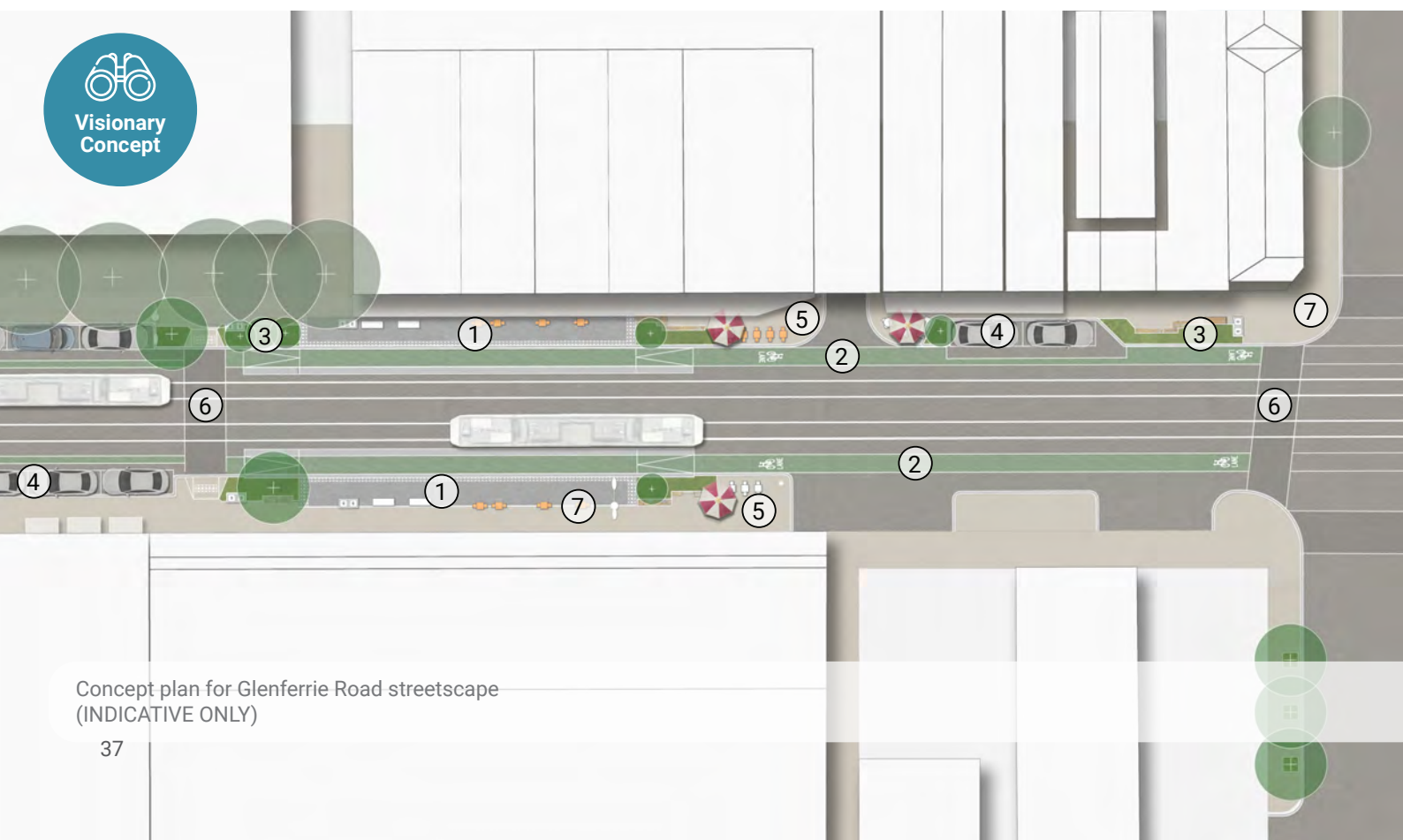
The streetscape plans aim to turn key arrival spaces into inviting, high-quality spaces for people to meet with friends, relax or simply enjoy greenery and artwork outside.

The intersection at Barkers Road and Glenferrie Road, together with a potential new tram stop, would form the northern gateway to the Glenferrie precinct.

Locations for new trees will be investigated, with the aim of creating a greener arrival experience.

The potential for artwork on blank walls, around the tram stop, and using temporary light projections will also be explored.

Forming stronger relationships with traders and the local arts community would keep the ideas flowing and ensure gateways to Glenferrie stay fresh and exciting.

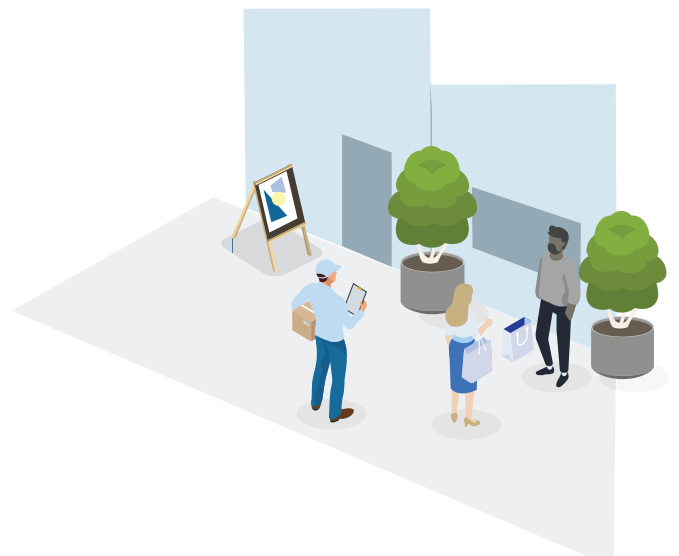


Concept plan for Glenferrie Road streetscape  
(INDICATIVE ONLY)



Artist Impression of Glenferrie Road near Churchill Grove (INDICATIVE ONLY)

- ① New Tram Stops
- ② A continuous & safe bike lane
- ③ Maximising greening in the best spots
- ④ On-street parking
- ⑤ Upgraded footpaths & outdoor dining
- ⑥ Improved crossings
- ⑦ Unique art



## NEXT STEPS

**1A**

DETAILED DESIGN AND  
STAKEHOLDER CONSULTATION

**1B**

CO-ORDINATION WITH  
PROJECT PARTNERS

**1C**

STAGED CONSTRUCTION OF  
STREET UPGRADES





# RETAIL VIBRANCY STRATEGY





## INITIATIVE 02

### BUSINESS AT THE HEART

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

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



# REINVIGORATE THE STREET

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

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

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

- Assistance with COVID-19 recovery by activating vacant shopfronts
- A program to improve building facades along the street
- A program to revitalise laneways and side streets to create exciting new shop-top and laneway retail opportunities
- Upgrades to transform the street into an iconic outdoor dining destination.





## CREATING UNIQUE RETAIL EXPERIENCES

Immersive retail experiences where shoppers can smell food at a market, enjoy a fashion parade in a laneway or dine outside under trees could bolster Glenferrie as a retail destination of choice, offering lifestyle experiences not easily matched by online and big-box retailers.

Glenferrie already offers a great range of experiences with roof top movies, international cuisine, art exhibitions, interesting lanes to explore and boutique traders offering customer services.

Streetscape and laneway redesigns aim to strengthen and complement these points of difference by creating new and unique spaces for small and more diverse businesses.

This has the potential to attract new customers and increase vibrancy through diversity.

Business mentoring would also be made available for existing and start-up businesses to better understand and adapt to new trends and customer needs.

## VACANT SHOP ACTIVATION

Vacant shops have been a key concern among community members and landowners alike, and COVID-19 has further upset the commercial rental market.

Council plans to work with local stakeholders to implement measures to attract new traders to the precinct, while also looking at ways to brighten up vacant shop fronts with simple solutions such as easy-to-remove decals and greenery.

An investment prospectus can be prepared in partnership with the Glenferrie Road Shopping Centre Association to attract quality and sustainable business to Glenferrie, focusing on businesses complementary to the existing offering.

Actions can also be taken to provide short-term support for new, creative businesses and draw visitors to the precinct through innovative displays of art and culture.

Where long-term vacancies persist, Council aims to work with landowners and agents to provide targeted support to overcome barriers to finding quality tenants.

## IMPROVEMENT PROGRAM FOR PROMINENT FAÇADES

The uniquely cohesive architectural heritage of Glenferrie Road's Victorian facades is one of its greatest assets.

However, some facades and awnings are now run down and cluttered with old signs.

Council plans to work with local landowners, businesses and the Glenferrie Road Shopping Centre Association to explore ways to improve building facades along the street.

The program would look at best ways to incentivise and encourage improvements to the appearance of facades along the street with a focus on prominent buildings and heritage places.

## NEXT STEPS

2A

VACANT SHOP ACTIVATION AND INVESTMENT PROSPECTUS

2B

PROMINENT FAÇADE IMPROVEMENT PROGRAM

2C

BUSINESS MENTORING FOR TRADERS

## SIDE STREETS, LANEWAYS AND REAR ACTIVATION

Melbourne is well known for quality street art and trendy hidden spots. Laneways, side streets and back-of-house spaces are best suited for creative interventions.

As part of the proposed streetscape upgrade, some street corners would receive a makeover, with wider footpaths, extra greenery and outdoor dining, while key side streets would also likely be transformed.

Laneways near the station can also be upgraded with new and creative lighting, artwork, seating areas, new footpaths and greenery, while others like Glenferrie Place have already had murals and bluestone paving installed.

Other projects could see laneways running parallel to Glenferrie Road - from Liddiard to Wakefield Streets - completely transformed into vibrant, exciting spaces activated by smaller commercial tenancies designed to support a variety of creative and start-up businesses.

Revitalised laneways would provide exciting opportunities for Glenferrie Road landowners to make new commercial use of the rear of their tenancies.

Council would work with landowners to make the most of these spaces, aiming to maintain service vehicle access, support short-term greening and art projects, and provide advice for longer-term design and development.

In the immediate short-term, Council will assist to establish a community-led gardening group called the Glenferrie Urban Gardeners.

They will use their green thumbs to beautify selected under-loved spaces such as garden beds in public car parks and laneways, showcasing opportunities for future transformations in these spaces.

“WE LOVE THE  
COMMUNITY  
FEEL OF  
GLENFERRIE  
ROAD. I LOVE  
SUPPORTING  
THE LOCAL  
BUSINESSES”

COMMUNITY FEEDBACK





# COVID-19 RECOVERY



## OUTDOOR DINING

The precinct's diverse food culture represents a vibrant multicultural community, while a large international student population means the offering will continue to evolve.

Initiatives such as improvements to the outdoor dining experience and street greening, as well as events like food festivals and workshops, aim to celebrate and build on Glenferrie Road's 'Eat Street' reputation.

Additionally, initiatives to improve on-street dining with parklets have been fast-tracked and expanded due to COVID-19, and have been met with an overwhelmingly positive response.

Parklets have provided an opportunity to study the potential for ongoing outdoor dining along the street, and Council will be working with traders to explore the potential for ongoing seasonal parklets.

Council will also continue to support outdoor dining on private land installed in response to COVID-19, and will pursue opportunities to maintain successful outdoor dining in key public spaces such as Beswicke Square.

## NEXT STEPS

2D

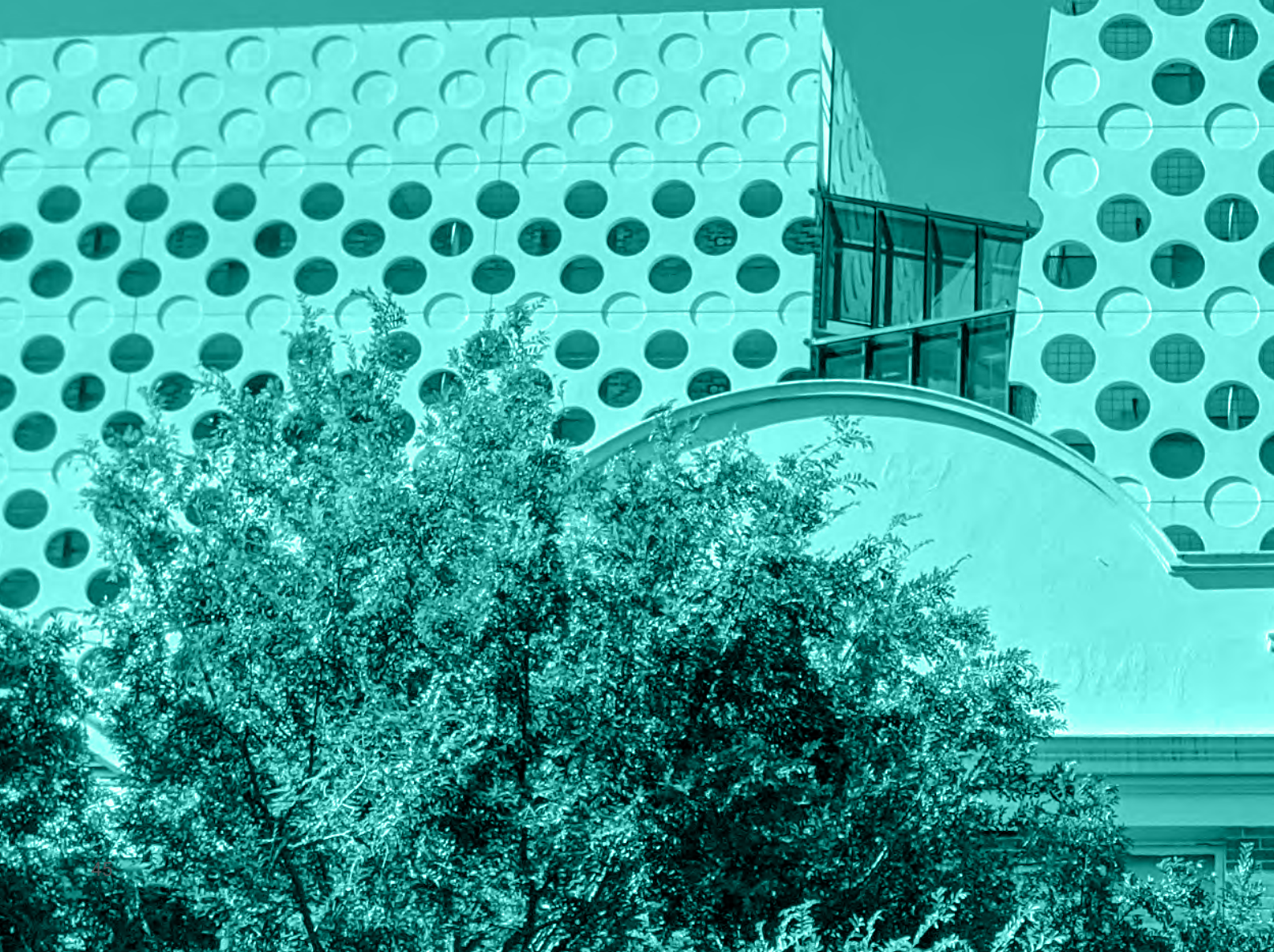
ENABLE SHOP-TOP AND LANEWAY BUSINESS ACTIVITY

2E

FACILITATE MORE OUTDOOR DINING OPPORTUNITIES



# INNOVATION SPINE







# INITIATIVE 03

## AT THE CUTTING EDGE

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

# AN INNOVATIVE EDGE

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

Rundown and unloved urban spaces like surface car parks and laneways would be transformed over time into exciting hubs of creativity, industry and learning.

The proposal aims to leverage the quality education opportunities in the area by enabling pathways to employment and facilitating connections between business and tertiary education.

The transformation of vehicle-dominated spaces into vibrant and affordable thinking spaces could be achieved by moving parking above or below ground.

The Innovation Spine aims to foster entrepreneurship, lower barriers to entry, encourage collaboration, and create an ecosystem for innovation.

The integration of work spaces that aim to be affordable, flexible learning spaces, and an enhanced public realm will seek to attract leading-edge businesses by growing a culture of creativity not only in the office or the classroom, but also on the street.

## FLEXIBLE WORKSPACES



The Innovation Spine would include new incubator and co-work spaces for flexible working, collaboration and innovation.

These affordable and adaptable office spaces are vital to attracting emerging and innovative businesses, which can benefit from proximity to the university and Glenferrie Road.

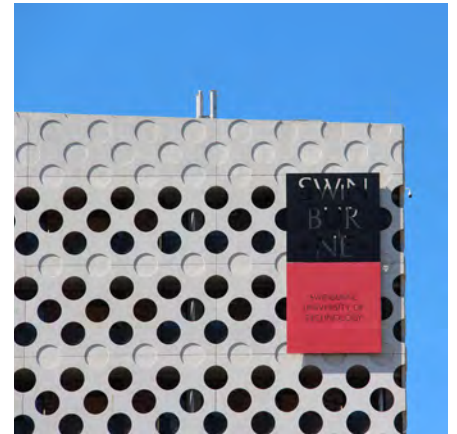
## DYNAMIC LANEWAYS



Laneways would be revitalised with new seating, greenery, art and creative lighting to enable networking, collaboration and social interaction throughout the day and into the evening.

Adjoining development would be designed to activate the laneways with spaces for a diversity of new businesses.

## SMART TECHNOLOGY



The Innovation Spine would also be a hub for 'smart city' and sustainability technology.

Council aims to partner with tertiary institutions and other innovative groups to trial and showcase technology that can enhance how we travel, shop, learn and live.



## Innovation Hub

An opportunity to create an exciting new precinct with innovative businesses and vibrant laneways.

## Initiative Five: Station Laneways

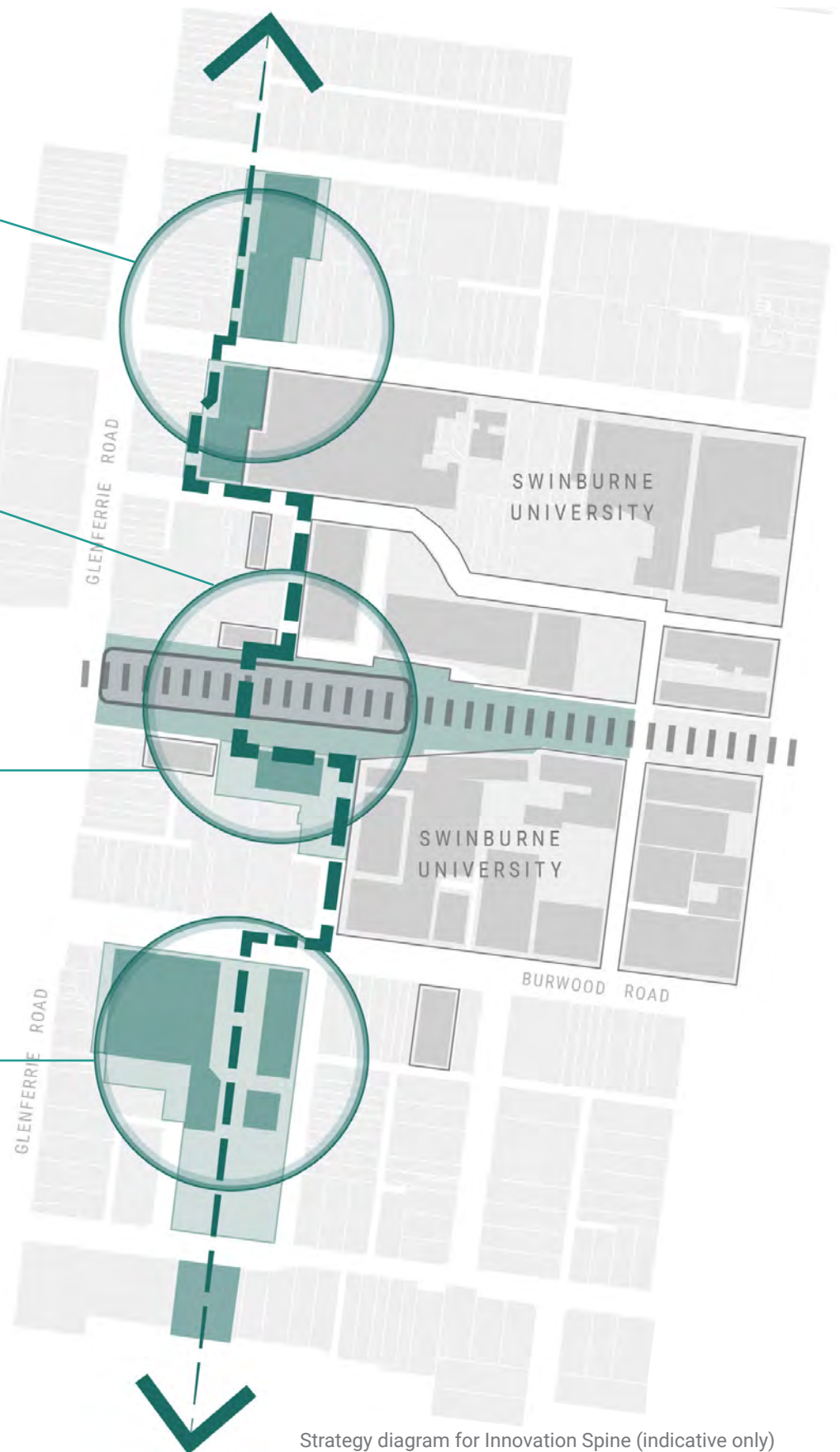
Revived laneways with new places to sit, meet friends, access transport information and relax in safety day and night.

## Smart and Sustainable:

Integrate smart city systems and sustainable technology along the Innovation Spine, such as real-time transport information and e-bike charging.

## Initiative Six: Cultural Quarter

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



Strategy diagram for Innovation Spine (indicative only)

# SMART CITY TECHNOLOGY

Underpinning a growing knowledge and technology sector with cutting-edge approaches to urban infrastructure, mobility, and the places and spaces where people meet, work and relax.

## ATTRACTING KNOWLEDGE INDUSTRIES

The station precinct can function as a testing ground for smart city technology, helping to underpin a local culture that embraces technology, fosters creativity and supports a lively, innovative cohort of students, professionals and locals.

A new innovation hub with state-of-the-art facilities and incubator spaces would anchor the area, while EV charging stations, smart sensors, and internet connectivity situated within high-quality public realm would demonstrate the vitality and dynamism brought about by innovative approaches to the urban environment.

## A SMART FUTURE

Technology has advanced rapidly in recent years and has the potential to significantly improve how we travel, shop, learn and live.

Glenferrie Station is an important arrival gateway for both Glenferrie Road and Swinburne University, and presents an excellent opportunity to showcase smart and sustainable technology.

Implementing smart-city technology such as solar power, public internet, e-bike charging, smart lighting and real-time transport information could enhance lifestyles and reduce our carbon footprint, as well as attract visitors and investment.

## IMPROVED MOBILITY

Technology which enables electric vehicle charging and better kiss-and-ride drop-off infrastructure has the potential to significantly improve the urban environment.

Sensors to count pedestrians, cyclists and vehicles have already been installed, and in future could allow for safer traffic management, easier parking and better crossings.

Solutions for better integration of public transport modes will also be explored, as well as placement of real-time arrival and departure boards around the station precinct.

**Pedestrian and parking sensors to optimise how we travel.**



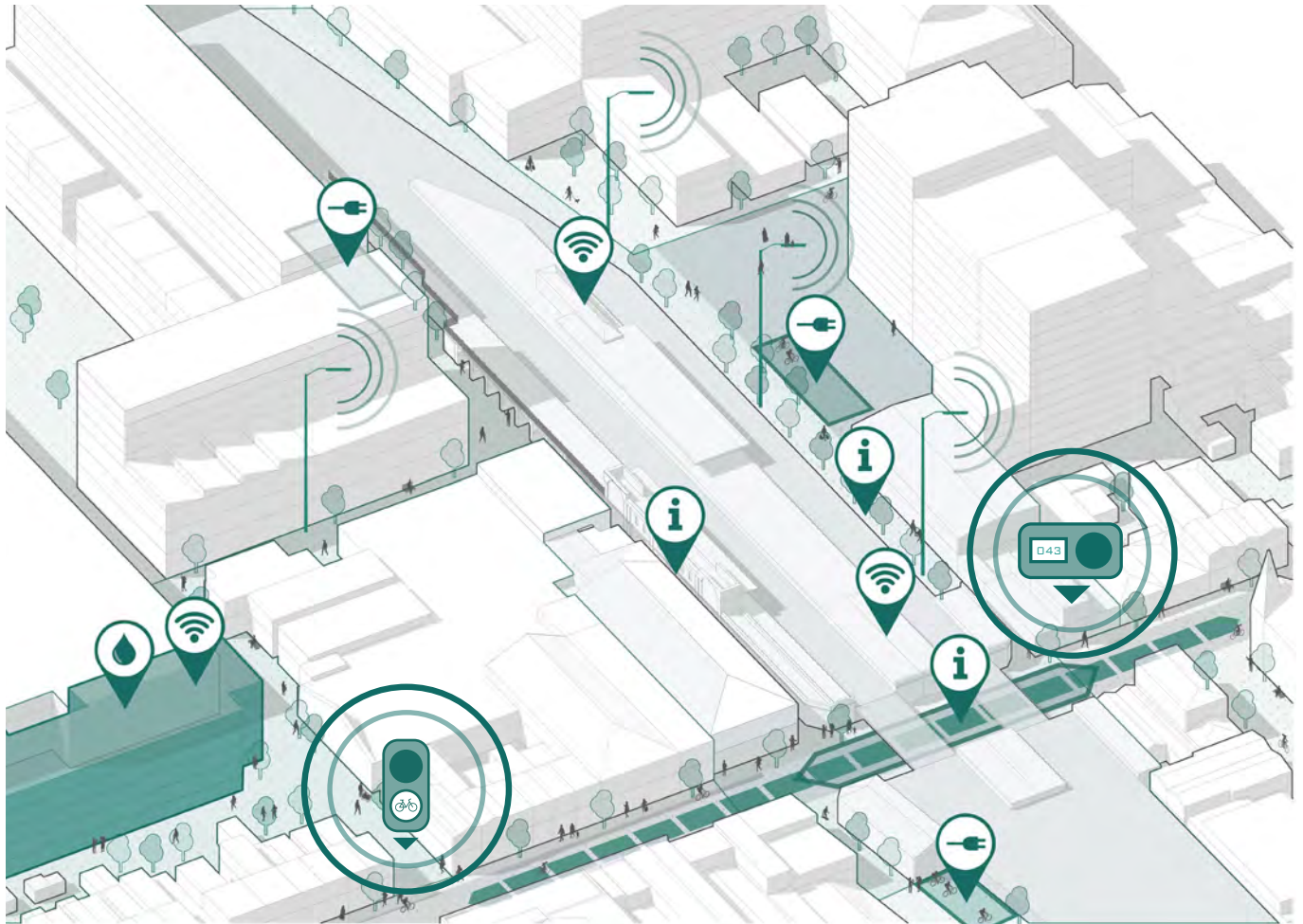
**Internet and smart lighting in key public areas.**



**Solar power and water capture on rooftops.**







Concept diagram of smart and sustainable initiatives around Glenferrie Station (indicative only)

**Solar EV, e-bike and e-scooter charging stations.**



**Real-time transport info around the interchange.**



**Smart signals for trams, pedestrians and cyclists.**



# A SUSTAINABLE FUTURE



## URBAN GARDENERS

The community shared a desire to be part of helping to green the precinct.

In March Council launched Glenferrie Urban Gardeners - a community-led group designed to transform the Glenferrie precinct into a green oasis.

The group will meet up regularly for gardening activities and will lead the way on urban greening initiatives across previously overlooked public spaces around the precinct, with the support of the Placemaking Team.

## ENERGY INFRASTRUCTURE

Making the shift to green energy is a major challenge, and Council will be working hard to improve both infrastructure and consumption patterns to put Glenferrie in the best position possible.

All new public buildings will be assessed according to sustainable design practices such as passive heating and cooling, solar panels, and high-quality fixtures.

Smart sensors and other technologies can help to better manage energy and water use. Existing public buildings can

also gradually be retrofitted and improved.

Council plans to work with local business, development and residential communities to encourage high levels of Ecologically Sustainable Development (ESD) and sustainable technology.

Smart lighting in the public realm can also help lower energy demand and reduce lighting pollution, while electric-bike, scooter and car charging stations can support a transition to low emissions transport.



## WATER SENSITIVE DESIGN

Efficient water management can be woven into public realm projects, with water capture and storage facilities servicing major public spaces and sports facilities.

Water sensitive urban design (WSUD) is already part of water management practices, and streetscape upgrades would feature high-quality WSUD to minimise the environmental impact of run-off.

Public buildings can be fitted with efficient fixtures and water tanks, with excess water diverted to green space maintenance.

Street planting would also be carefully chosen for minimum water use and maximum resistance to water pollution.



DROUGHT-RESISTANT TREES

PASSIVE IRRIGATION

CAPTURE AND STORAGE

## CREATING A CIRCULAR ECONOMY

The circular economy embodies principles that draw from global best practice to reduce waste, enhance local production and supply chains, promote knowledge sharing, reuse and repair, and minimise impact on the local environment.

Council plans to work with local businesses aiming to innovate and embody these principles by making targeted improvements to local infrastructure and awarding grants.

These would be aimed at tweaking business models and supply chains, as well as promoting new and exciting approaches to retail, entertainment or business.

Key to establishing a circular economy is efficient and sustainable waste management.

Programs can be aimed at reducing waste and promoting repair or re-use, as well as implementing organic waste processing strategies and technology that tracks waste composition and bin capacity.

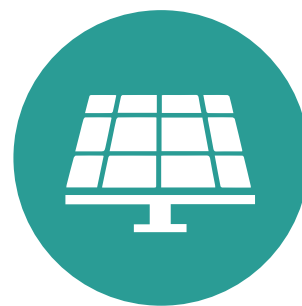
Green bins for commercial tenants will be rolled out as part of the Food Organics and Garden Organics (FOGO) service, while Council aims to install smart bins and other infrastructure over the coming years.



REPAIR AND REUSE

GREEN WASTE PROCESSING

SMART BINS



SOLAR PANELS

SMART LIGHTING

BUILDING RETROFITS

## NEXT STEPS

3A

ESTABLISH AN INNOVATION SPINE  
CONNECTING EDUCATION  
AND INDUSTRY

3B

UTILISE SMART TECHNOLOGY  
TO ENHANCE THE PLACE  
EXPERIENCE

3C

IMPLEMENT INITIATIVES  
TO IMPROVE PRECINCT  
SUSTAINABILITY



# GLENFERRIE MEWS





# INITIATIVE 04

## A NEW IDEAS HUB

---

The Glenferrie Mews is an exciting long-term ambition to anchor the northern end of the Innovation Spine.

It aims to transform car parks and laneways into new destinations with start-up spaces and small-scale retail.

# GLENFERRIE MEWS



An innovative new precinct leveraging connections between Swinburne University and the Glenferrie Road shopping strip, while also balancing the transition to surrounding residential streets.



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

## DESIGNING FOR THE FUTURE

The Glenferrie Mews proposal seeks to consolidate public parking to create opportunities for a new innovation hub and the creation of exciting laneways lined with innovative business and education opportunities.

These sites benefit from proximity to Swinburne University, train and tram connections and Glenferrie Road itself, and therefore have great potential to contribute to the local community and economy.

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

## CONSOLIDATING PARKING

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

While parking surveys indicate there is currently sufficient parking supply in the precinct, the Mews proposal offers the possibility to relocate on-street parking from the Glenferrie Road streetscape upgrades, should it be required in the future.



Artist impression of Glenferrie Mews viewed from Wakefield Street (INDICATIVE ONLY)





## NEXT STEPS

4A

DEVELOP SITE MASTER PLAN  
IN CONSULTATION WITH KEY  
STAKEHOLDERS

4B

SEEK SUPPORT AND APPROVAL  
FROM PROJECT PARTNERS

4C

DELIVER INNOVATION HUB AND  
REVITALISE LANEWAYS



# RENEWING GLENFERRIE

## GLENFERRIE MEWS

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

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

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



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

### 1. Innovation hub

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

The creation and integration of affordable work spaces, flexible learning spaces, and an enhanced public realm will attract leading-edge businesses by growing a

culture of creativity - not only in the office or the classroom, but also on the street.

The Innovation Hub will revive this rundown site by repositioning parking into upper-levels and wrapping them with new education and business uses that will activate the surrounding laneways and streetscapes.



Visionary concept diagram for Glenferrie Mews (INDICATIVE ONLY)



2.

## Liddiard Street Public Car Park

This public car park is an asset with important strategic value given its proportions and central location.

Located between Park and Liddiard Streets, this well-used car park plays an important role supporting commercial activity in Glenferrie.

Surveys demonstrate that there is currently sufficient parking in the precinct to absorb the parking loss

proposed in the street upgrade.

Therefore, the Place Plan proposes that the Liddiard Street public car park remains unchanged at this stage.

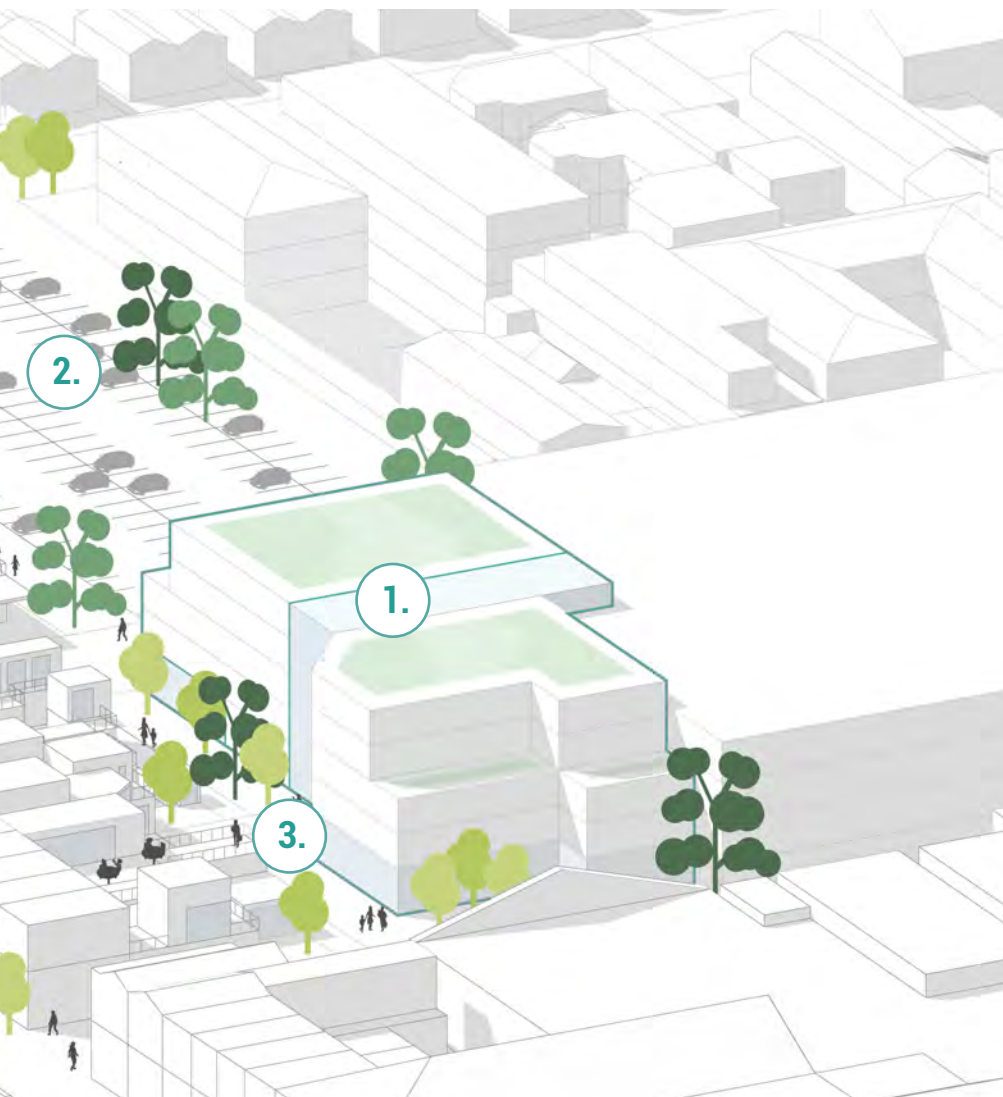
However, additional parking may be provided at this location in the future, subject to further analysis and consideration by Council.

3.

## Pedestrian friendly laneways

The Mews offers local traders an excellent opportunity to make use of shop-top spaces and the rear of properties to activate the renewed laneways with new shops and business spaces.

The proposed new laneways would be landscaped and pedestrian focused, but also allow for low speed vehicle access and loading.



## Design Excellence in Glenferrie

The City of Boroondara values and promotes high quality design in all new developments.

Investment in good design generates social and economic value and improves environmental performance.

The guideline 'Design Excellence in the City of Boroondara' provides a reader-friendly compilation of design-oriented guidance existing in the Planning Scheme, which has been complemented with best practice resources and examples.

The guide establishes five high level urban design principles. While these are universal principles, they will be considered in the specific Glenferrie context for any future new developments.

Refer to Council's 'Design Excellence in the City of Boroondara' for more information.

# STATION LANEWAYS





# INITIATIVE 05

## A MEMORABLE ARRIVAL

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

# STATION LANEWAYS



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

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

## ARRIVING TOGETHER

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

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

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

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

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

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



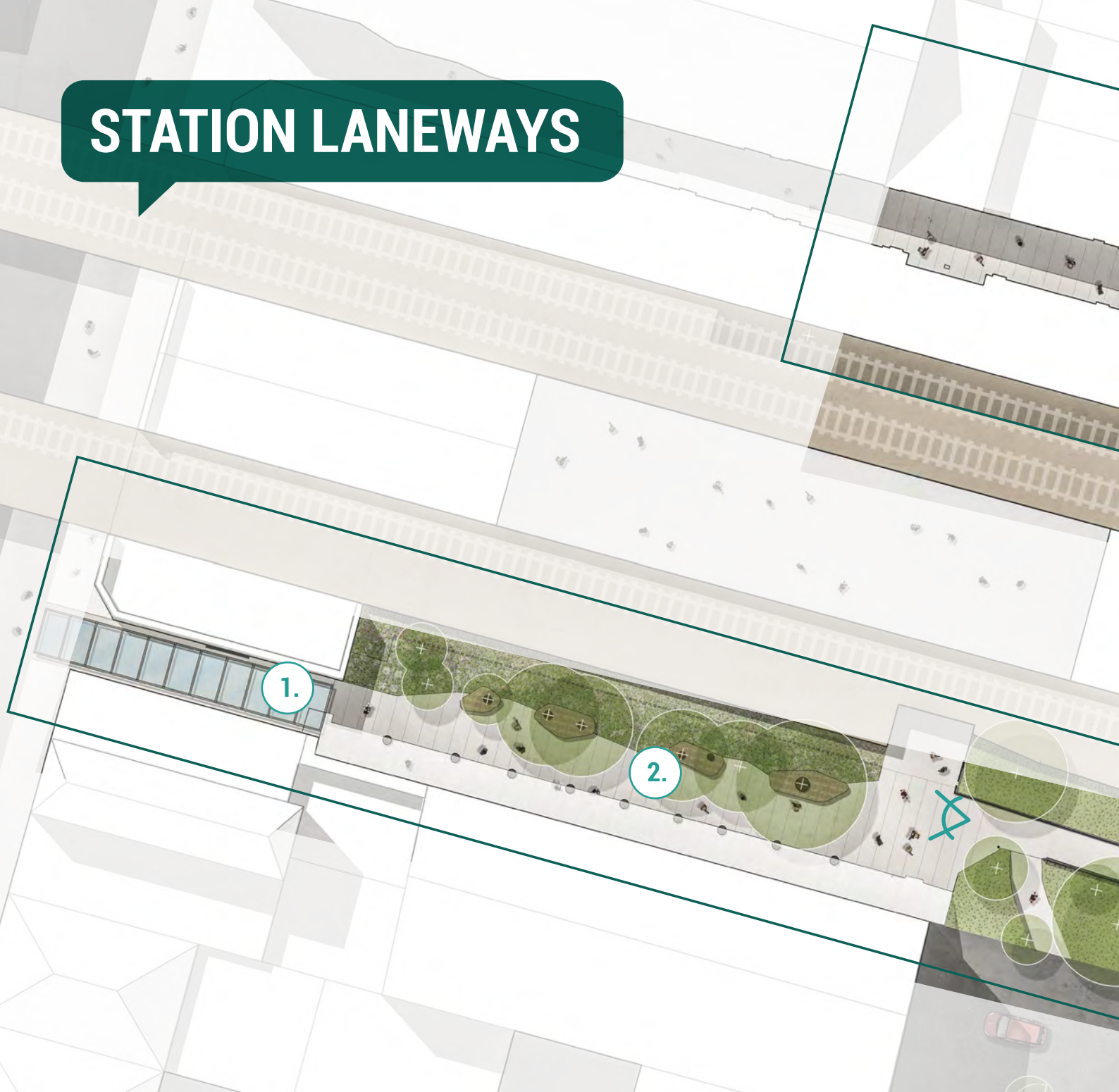




Artist impression of Railway Arcade  
(indicative only)



# STATION LANEWAYS



## 1. Improved awnings

Entering Railway Arcade from Glenferrie Road could be a welcoming experience, with a new light-weight roof structure that allows light to spill into the walkway while still protecting from the weather. Lighting at night would provide a safer experience for all.

## 2. Better seating, lighting and planting

New social gathering areas would become a great spot to meet a friend or wait for the train. Surrounded by an avenue of trees and new garden beds, the laneways would be transformed into a place to stop and stay.

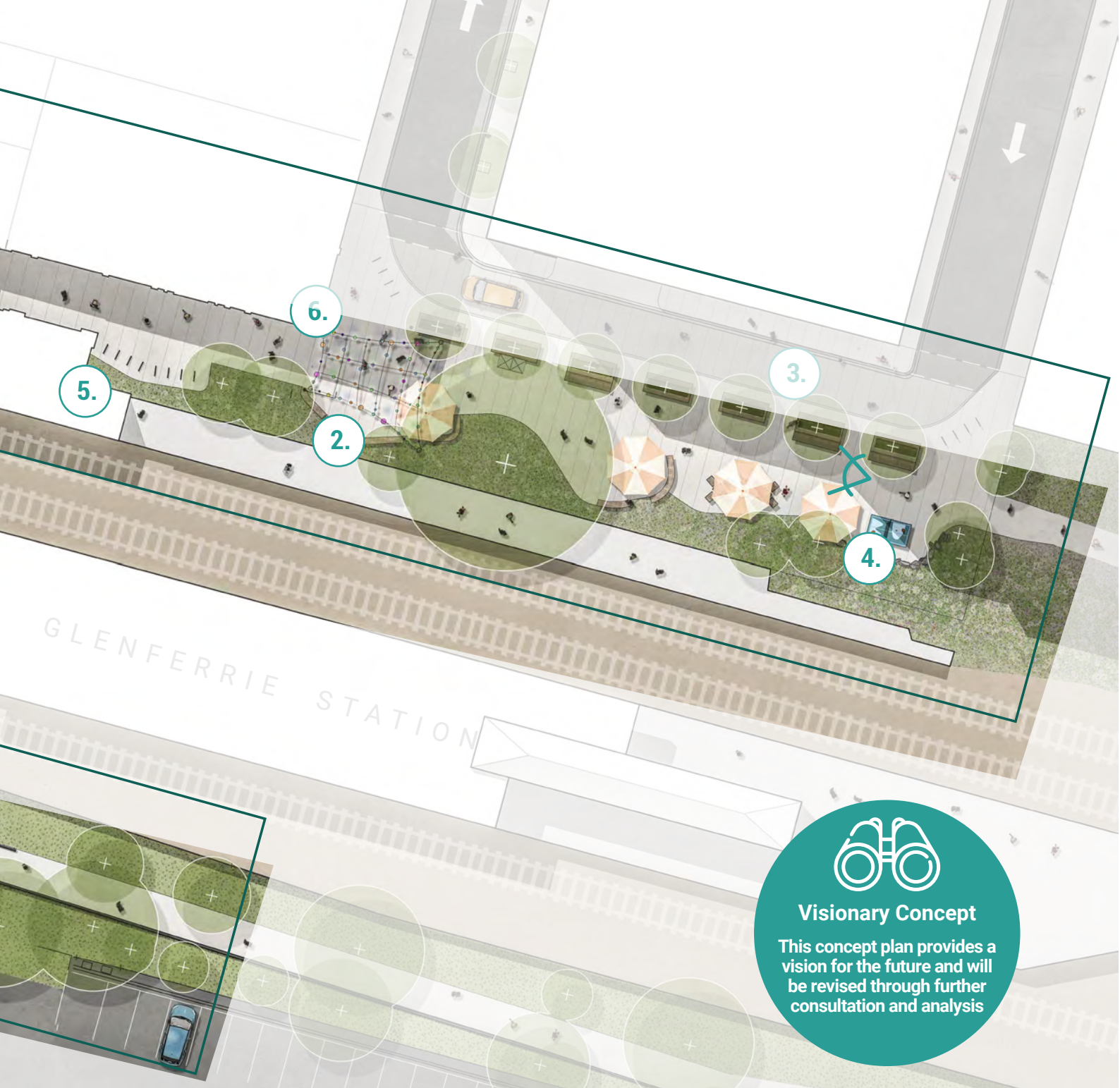
Feature lighting would add to the ambiance at night and highlight the laneways as the gateway to the Innovation Spine.

## 3. New surface treatment

There would be improvements to the streetscape with pavement upgrades and new furniture such as seating, bins, a drinking fountain and bike hoops.

Columbia Street would be transformed from an informal car park into a pedestrian-focused space with raised crossings and wider footpaths, while one-way vehicular access would be maintained.






**Visionary Concept**

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

Concept plan for Station Laneways (indicative only)

#### 4. Arts and event infrastructure

From temporary installations linked to the Hawthorn Arts Centre to exhibitions by Swinburne students, art and creativity would feature prominently in the laneways.

There would also be space for food trucks and performances during events, as well as recreation facilities such as ping pong tables.

#### 5. Extra bike parking

Extra bike parking at the station would play an important role in encouraging cycling for local trips and facilitate connections with train services.

Located in busy, well-lit locations, bike hoops would make it easy and safe to leave your bike around the station.

#### 6. Real-time transport information

Real-time transport information for trams and trains would be displayed in the laneways, making it easier to plan journeys and see connecting services.



Artist Impression perspectives



# STATION LANEWAYS



Artist impression of Don Arcade and Colombia Street  
(indicative only)





## GATEWAY TO SWINBURNE

Don Arcade and Columbia Street have the potential to become vibrant and exciting entrances to Swinburne University, meeting places for students and visitors alike, and two of the most distinct spaces in the precinct.

There is opportunity for these important pedestrian links to connect seamlessly into the campus, with wayfinding, artwork and recreation space for both students and the wider community.

The station edge along Columbia Street would be transformed from car parking to a place for people, with the street raised to the same level as the new plaza and made one-way, with precautions taken to protect pedestrians and cyclists.

Council would also work closely with Swinburne University to ensure campus landscaping, buildings and event planning integrate strongly with laneway upgrades across both Don and Railway Arcades.

## NEXT STEPS

5A

DETAILED DESIGN AND  
STAKEHOLDER CONSULTATION

5B

CONSTRUCT THE LANEWAY  
UPGRADES IN STAGES TO MINIMISE  
DISRUPTION

5C

CULTURAL PROGRAMMING  
AND PUBLIC ART TO ENLIVEN  
SPACES





# CULTURAL QUARTER





# INITIATIVE 06

## THE CREATIVE HEART

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The Cultural Quarter presents a vision for a dynamic arts and learning precinct that capitalises on the Hawthorn Arts Centre and better connects its facilities with the surrounding public spaces.

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



# CULTURAL QUARTER

## CREATIVE CAPITAL

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

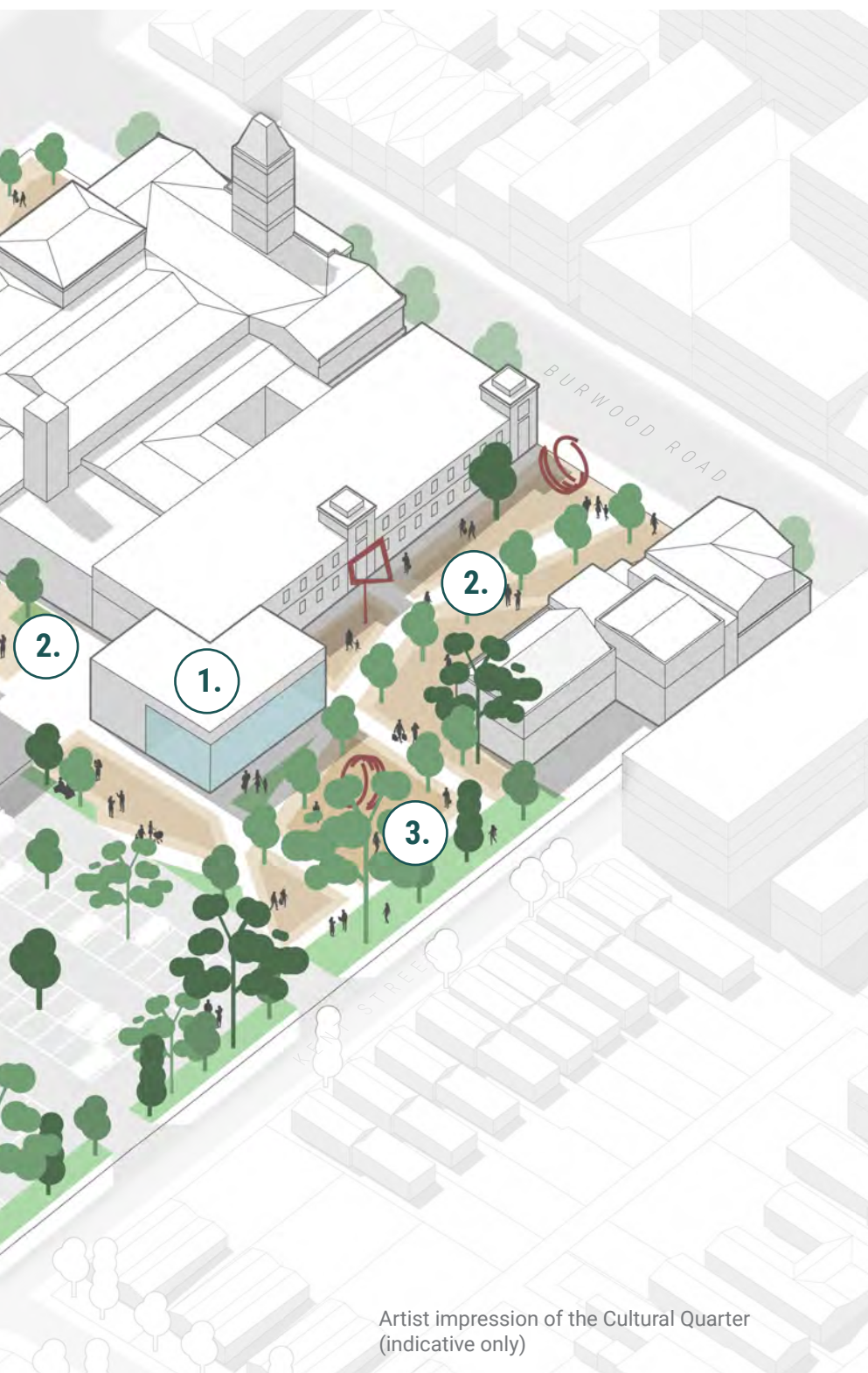
Visitors would be able to enjoy exhibitions and performances, attend community events and workshops, study, create and socialise all in one spot.

Key to this visionary concept is bringing arts and learning activities out into the public realm, with public art, landscaped study spaces, and temporary installations creating a vibrant precinct always full of activity and exciting to visit.

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







Artist impression of the Cultural Quarter  
(indicative only)

## 1. Glenferrie's cultural hub

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

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

## 2. Hawthorn Arts Centre vibrant public spaces

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

The Town Hall Gallery, along with the exciting program of theatre and performance art at Hawthorn Arts Centre, can have a greater presence in the precinct, with exhibitions and events held in spaces indoor and out around the Cultural Quarter in upgraded public spaces.

## 3. Tree retention and greening

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

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

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



# CREATIVE COMMUNITY





# INITIATIVE 07

## FOSTERING A CREATIVE GLENFERRIE

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

# CREATIVE COMMUNITY

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

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

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



EVENTS  
WILL HELP  
BRING OUT  
CREATIVITY  
IN THE  
COMMUNITY...



## PERFORMANCE SPACES

Flexible public spaces can be made available for creative activations, along with shared zones and selected side streets with potential to host events of different kinds.

There is potential for designated busking spaces, improved facilities in existing public spaces, and the creation of new programmed outdoor spaces across the precinct.

Hawthorn Arts Centre's renowned performance venues will continue to host an active program of live entertainment.

## MAKING CONNECTIONS

Council will continue to facilitate opportunities and avenues for creatives to connect with each other.

Grant programs and initiatives such as the Boroondara Creative Network seek to highlight and support emerging and established artists.

Events would celebrate the local creative community, including groups and schools, and engage them to be part of placemaking through their creative expression.





## EVENTS BIG AND SMALL

Events of varying scale, from festivals to small pop-up events, will continue bring Glenferrie to life and people together. Events would run year-round, and take full advantage of Glenferrie's re-imagined public realm.

Stand-out features of the local events calendar could include major holidays such as Christmas, Chinese New Year and Diwali, and iconic local fixtures like the Glenferrie Festival.

A major events calendar will be put together by Council with input and cooperation from local stakeholders.

Smaller and pop-up events such as programmed street music and art displays can also add to meaningful experiences in public spaces.

Already in the works is a food truck pop-up and outdoor film screenings to add to Glenferrie's existing calendar of events, which include the Hawthorn Makers' Market, sport

and creative activities for kids, live music and exhibitions.

Council will continue to use events as a platform for collaboration with community groups and local performers and artists. Events can help bring out creativity in the community and make Glenferrie an even better place to live, work, study and visit.

## KEY INITIATIVES

**7A**

CULTURAL PROGRAMMING TO ENLIVEN PRECINCT AND ATTRACT VISITORS

**7B**

PUBLIC ARTS AND CREATIVE LIGHTING INSTALLATION TO REVITALISE PUBLIC SPACES

**7C**

UPGRADE PUBLIC SPACES TO ENABLE MORE SOCIAL CONNECTIONS

# CREATIVE COMMUNITY

## Outdoor galleries



Laneways, underpasses, signal boxes and other infrastructure have the potential to become canvases for mural and street artists, and a visual experience for visitors to explore.

## Art and education installations



Temporary art installations could create unexpected eye-catching encounters for residents and visitors, while permanent art can help define public space. These can include projections, sculptures, displays, decals and interactive art.

## Creative lighting



Creative lighting has the potential to turn the functional into art by adding colour and shape, as well as to make spaces more comfortable and enjoyable to spend time in.

## Busking and performance



Spaces around Glenferrie can offer opportunities for music and other performances, including dedicated 'busker-friendly' spaces, adding vibrancy and character to the streets.

## Gateway feature



Iconic gateway features can showcase the character of the community and let both visitors and locals know they've arrived in Glenferrie.

## Community spaces



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

## Interactive and sensory play



Many opportunities exist to install artwork that engages multiple senses, such as tactile and sound art. Interactive elements can allow for play and encourage viewers to actively participate.

## PUBLIC REALM IMPROVEMENTS



“  
SPACES  
THAT BRING  
GLENFERRIE TO  
LIFE AND PEOPLE  
TOGETHER.  
”





Strategy diagram for Creative Community (indicative only)



# SPORTS AND RECREATION





## INITIATIVE 08

### HEALTHY FOR ALL

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Glenferrie is home to many much-loved facilities, with locals and visitors making good use of the Glenferrie Oval, the Hawthorn Aquatic and Leisure Centre, Grace Park and a range of other assets.

This plan outlines improved community gardens, recreational facilities and enhanced pedestrian connections.

# SPORTS AND RECREATION SUB-PRECINCT



Proposed improvements to the Sports and Recreation Sub-Precinct aim to provide expanded community gardens, a renovated Tuck Stand, enhanced pedestrian connections and extra recreational facilities.

These improvements would draw on previous work by Council as well as the views of local residents and associations. The goal is to make better use of existing assets, better integrate local facilities, and help draw visitors to the precinct.

## 1. Public realm improvements

There is scope to relocate a small number of parking spaces in the Linda Crescent car park to make room for footpaths, greening and better crossings along Grace Street.

This would enhance the interface with adjoining properties and improve pedestrian connections, safety and amenity along Grace Street.

## 2. Renovated Tuck Stand

Renovations to the Tuck Stand would restore this iconic heritage building and enable better community use of this historic sporting facility.

These renovations would allow the Tuck Stand to serve a wider range of community groups and activities.

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

## 5. Formal Sportsground

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

## 3. Informal recreation zones

Informal recreation opportunities are being explored such as table tennis and outdoor fitness equipment that will support the surrounding community to be healthy and active.

## 6. Flexible open space and enhanced connectivity

With the removal of the run-down Ferguson Stand, there is an opportunity to reconfigure the surrounding area to establish an open space link between Glenferrie Oval and Grace Park.

This opportunity can also allow for flexible open space with opportunities like seating, and additional tree planting.

## 4. Improved community gardens

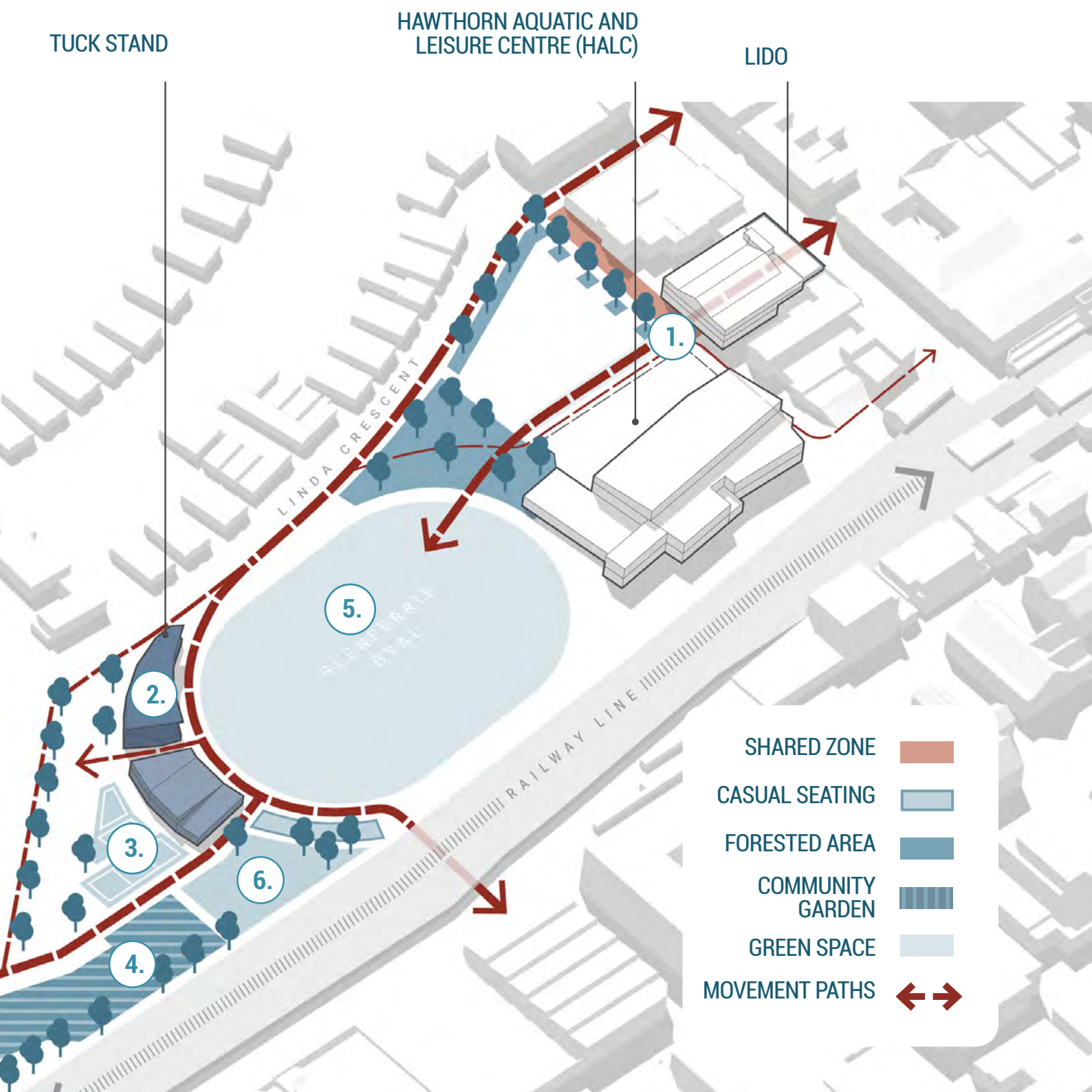
There is an opportunity to allow for an expansion of the community garden.

The redesign could improve the fencing treatments, improve community access and better integrate the garden with the adjacent revamped open spaces.



Strategy diagram for Sport and Recreation Sub-precinct (INDICATIVE ONLY)





## KEY INITIATIVES

**8A**

RENOVATE THE TUCK STAND AND ENABLE COMMUNITY USE

**8B**

ESTABLISH OPEN SPACE LINK FOLLOWING REMOVAL OF THE FERGUSON STAND

**8C**

ENHANCE PUBLIC REALM AND PEDESTRIAN CONNECTIONS





# SUSTAINABLE ACCESS





# INITIATIVE 09

## ARRIVE WITH EASE

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

Car parking will continue to be an important ingredient for the local economy. Council will implement an evidence-based long term strategy, to ensure car parking supply into the future.

# SUSTAINABLE ACCESS

## AN OVERARCHING PRINCIPLE

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

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

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

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

### TRAM AND TRAIN ARRIVALS



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

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

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

### PEDESTRIAN ACCESS AND CROSSINGS



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

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

## THE MEWS



**25%**  
OF VISITORS  
TAKE PUBLIC TRANSPORT

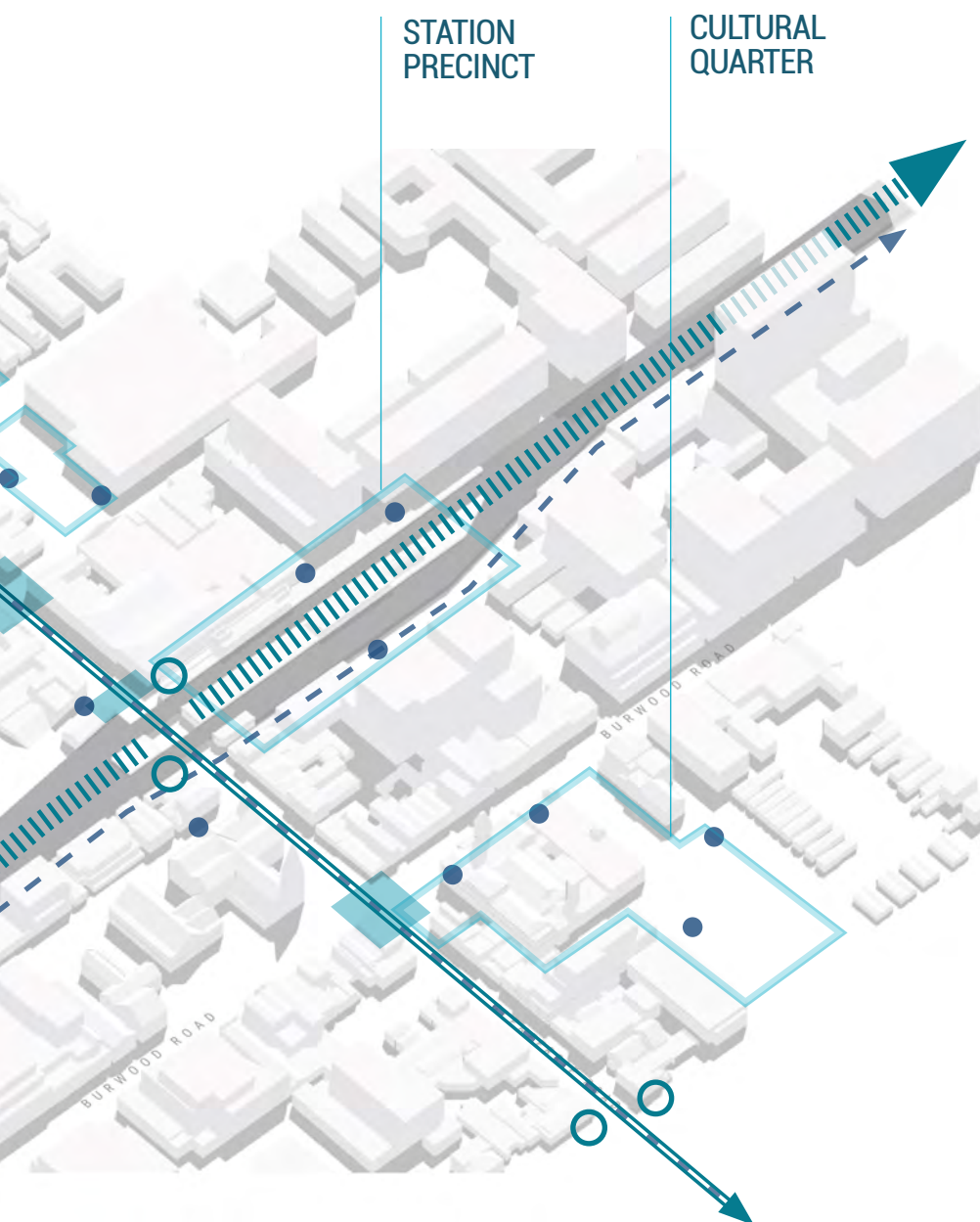


**67%**  
OF VISITORS  
WALK TO GLENFERRIE



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





Strategy diagram for access initiatives  
(indicative only)

## LEGEND

TRAM LINE	TRAM STOP	BIKE PATHS
RAILWAY	BIKE FACILITIES	MAJOR CROSSING

## ROOM FOR BICYCLES



Bicycles are a sustainable and increasingly popular mode of transport, especially among students and young professionals.

Upgrades to Glenferrie Road could provide safer bicycle lanes and additional bike hoops. Other cycling infrastructure, such as secure parking and electric bike charging stations, can be explored at key locations.

Improving ease and safety of access to the precinct by bike can also encourage cycling, with opportunities for a bicycle corridor between Hawthorn and Box Hill currently being investigated.

## KEY INITIATIVES

9A

ENHANCE STATION ARRIVAL AND INTERCHANGE THROUGH LANEWAY UPGRADES

9B

CONSOLIDATE AND IMPROVE PARKING FACILITIES ACROSS THE PRECINCT

9C

UPGRADE THE STREETScape, BIKEWAYS AND TRAM STOP INFRASTRUCTURE

# PARKING STRATEGY

## UNDERSTANDING PARKING CAPACITY AND USAGE

Understanding current parking capacity and usage in Glenferrie is essential to ensure that the proposed changes to parking arrangements are evidence-based and will support the continued vitality of this Major Activity Centre.

The Glenferrie Precinct is well serviced by public transport, active transport links and over 1,200 public car park spaces, used by visitors, shoppers, university staff and students, rail commuters, local workers and residents.

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

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

Key survey findings indicate that:

- Average occupancy across the precinct was 70% on a typical weekday between 10am-9pm.
- Centrally located car parks like Glenferrie Road, Linda Crescent and Wakefield Street were well used at peak times for shopping and dining activity.
- Car parks at the fringe of the centre, such as the Hilda Crescent, and Hawthorn Arts Centre have available capacity at most times and tend to be occupied by longer term parking.

## IMPROVING PUBLIC PARKING IN GLENFERRIE

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

Street upgrades will be implemented in stages and involve an estimated total 80 on-street car spaces, as follows:

- Stage 1: Approximately 40 parking spaces will be affected to construct a greener streetscape, with better outdoor dining and greater public realm outcomes.
- Stage 2: Victorian Government may upgrade tram stops to be fully accessible, affecting a further 40 parking space.


It is important to note that these stages are indicative only as street upgrades are dependent on multiple factors including third party initiatives being delivered.

Parking survey demonstrates there is currently sufficient parking in the precinct to absorb proposed streetscape upgrade parking loss.

However, should parking demand grow in future, Council may consider for some parking to be relocated to the Liddiard Street site, subject to further analysis.

Refer to Initiatives 1 and 4 for further details.

### USER PROFILES:

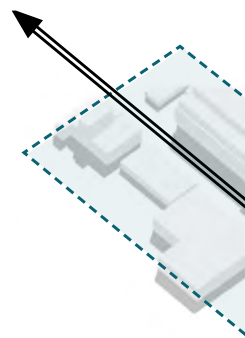
-  LONGER TERM PRIVATE PARKING USED BY COMMUTERS, WORKERS & STUDENTS
-  LONGER TERM PUBLIC PARKING USED BY COMMUTERS, WORKERS & STUDENTS
-  PUBLIC PARKING USED BY SHOPPERS, DINERS, TRADERS & RECREATIONAL USERS

### TOTAL PUBLIC PARKING

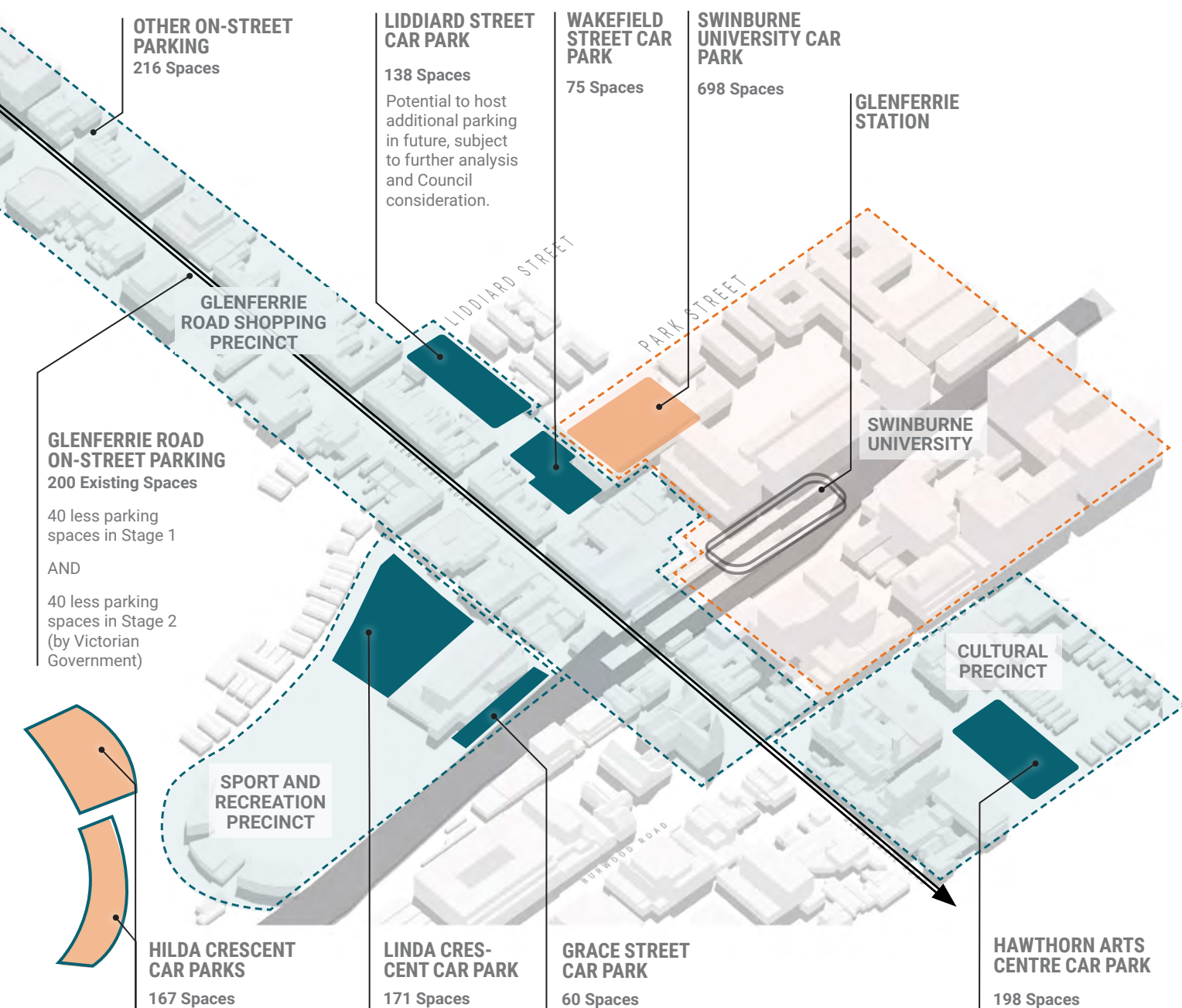
**SPACES:** 1,225

**AVERAGE OCCUPANCY\*:** 70%

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









# IMPLEMENTATION





# IMPLEMENTATION

## DIVERSITY OF INITIATIVES

The Glenferrie placemaking project is multi-faceted and long-term, targeting a range of different areas and issues.

It brings together a variety of initiatives that complement each other and aim to improve different parts of the precinct in an integrated way.

Upgrades to public spaces and facilities would be implemented by Council and the State Government, while projects like the creation of the Innovation Spine would require long-term collaboration with Swinburne University and local business.

Cultural events and retail vibrancy initiatives would involve Council collaborating with local community and traders to generate activity and attract visitors to public spaces and local businesses.

All initiatives will be managed and implemented in consultation with local stakeholders to ensure successful outcomes.



PHYSICAL



HERITAGE



ECONOMIC



EVENTS

## COLLABORATION IS KEY

Placemaking is ongoing and iterative, and is strengthened by collaboration, information sharing and feedback.

Council plays an important facilitator role, and has developed close working relationships with landholders public and private, traders and community groups.

Placemaking seeks for everyone to have an opportunity to share ideas and contribute to making Glenferrie a successful place.

## PARTNERING WITH STATE AND THE PRIVATE SECTOR

The Place Plan proposes transformative new projects that can drive the revitalisation of the Glenferrie precinct. The implementation of these projects would require successful partnerships with other levels of government and the private sector.

State Government partnerships are integral to upgrading shared assets such as the Glenferrie Road streetscape and public transport stops. Council plans to work collaboratively with the Victorian

State Government to implement these long-term improvements to the area.

The Plan also involves Council partnering with local traders and the private sector on a range of initiatives. In particular, the Glenferrie Mews and Cultural Quarter proposals could involve partnering with private sector to deliver vibrant mixed-use precincts, which could grow the local economy and help fund new public spaces and community facilities.



COUNCIL



COMMUNITY



STATE



PRIVATE



## A LONG-TERM PLAN

The Place Plan is a visionary document that aims to guide future placemaking activities in Glenferrie. Some initiatives could begin in the short-term, while others would involve further investigation, consultation and a staged, long-term approach to implementation.

Some placemaking projects have already commenced, such as expanded outdoor dining, community noticeboard refurbishment and the Park Street Markets. These initiatives will help to increase the vibrancy and recovery of the precinct in the short-term, while work progresses on other public realm improvements that take more time and planning.

Less tangible initiatives that aim to improve cultural expression or build local knowledge industries will be ongoing, iterative and open to feedback, with community investment in their success critical.

Placemaking never truly stops, and the plan will be adapted according to the evolving needs of the community, with regular reviews as initiatives are implemented.



“

IT SHOULD BE VIBRANT, A PLACE TO BE PROUD OF AND MAKES RESIDENTS HAPPY TO SHOP, MEET AND DINE.

”

COMMUNITY FEEDBACK

# IMPLEMENTATION

## PROJECT TYPES

The Place Plan presents a range of initiatives to revitalise the precinct including low cost operational initiatives through to higher cost capital works.

Council needs to carefully plan and manage construction costs, collaborate with project partners and engage with community stakeholders to minimise disruptions and capture benefits.

Key project types include:

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

**CAPITAL WORKS (CW)**  
A capital works project with a cost of \$1-3m that can be delivered by Council, subject to additional budget bid approval.

**MAJOR CAPITAL WORKS (MC)**  
A major project with a budget over \$3m that may require additional revenue and/or external partnerships to deliver.




























## TIMING

The sequencing of the various initiatives and projects over time will be important to optimise the benefits for the precinct.

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

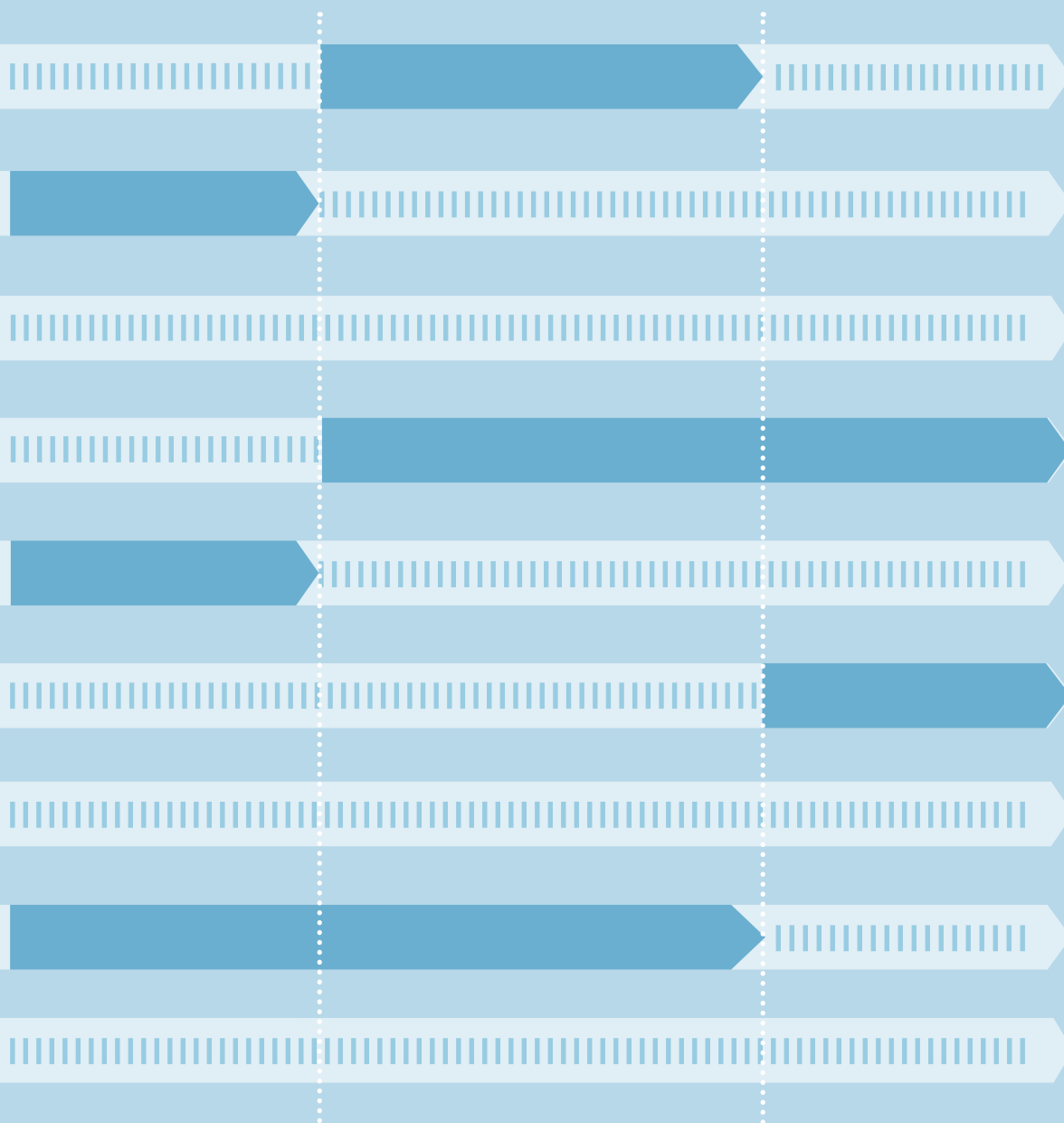
Many of the proposals are still at an early conceptual stage and are subject to further detailed design, funding availability and consultation with stakeholders and the community.

Proposals on private property will be subject to property owner consent and relevant authority approval.

INITIATIVES	PROJECT TYPES	KEY PARTNERS
<b>DRAFT TIMELINE</b>		
1. GLENFERRIE STREETSCAPE	OI MC	 + 
2. RETAIL VITALITY	OI	 + 
3. INNOVATION SPINE	OI	 +  
4. GLENFERRIE MEWS	OI MC	 +  
5. STATION LANEWAYS	OI CW	 +  
6. CULTURAL QUARTER	OI MC	 +  
7. CREATIVE COMMUNITY	OI	 +  
8. SPORT AND RECREATION	OI CW	 + 
9. SUSTAINABLE TRANSPORT	OI	 +  
OPERATIONAL INITIATIVES (OI)		 COUNCIL
CAPITAL WORKS (CW)		 VICTORIAN GOVERNMENT
MAJOR CAPITAL WORKS (MC)		 OTHER ORGANISATIONS



**NOTE:** THIS DRAFT TIMELINE WILL BE REVIEWED FOLLOWING COMMUNITY CONSULTATION AND FEEDBACK



||||| ONGOING |||||

**SHORT TERM**  
(1-3 YEARS)

**MEDIUM TERM**  
(4-10 YEARS)

**LONGER TERM**  
(10+ YEARS)

