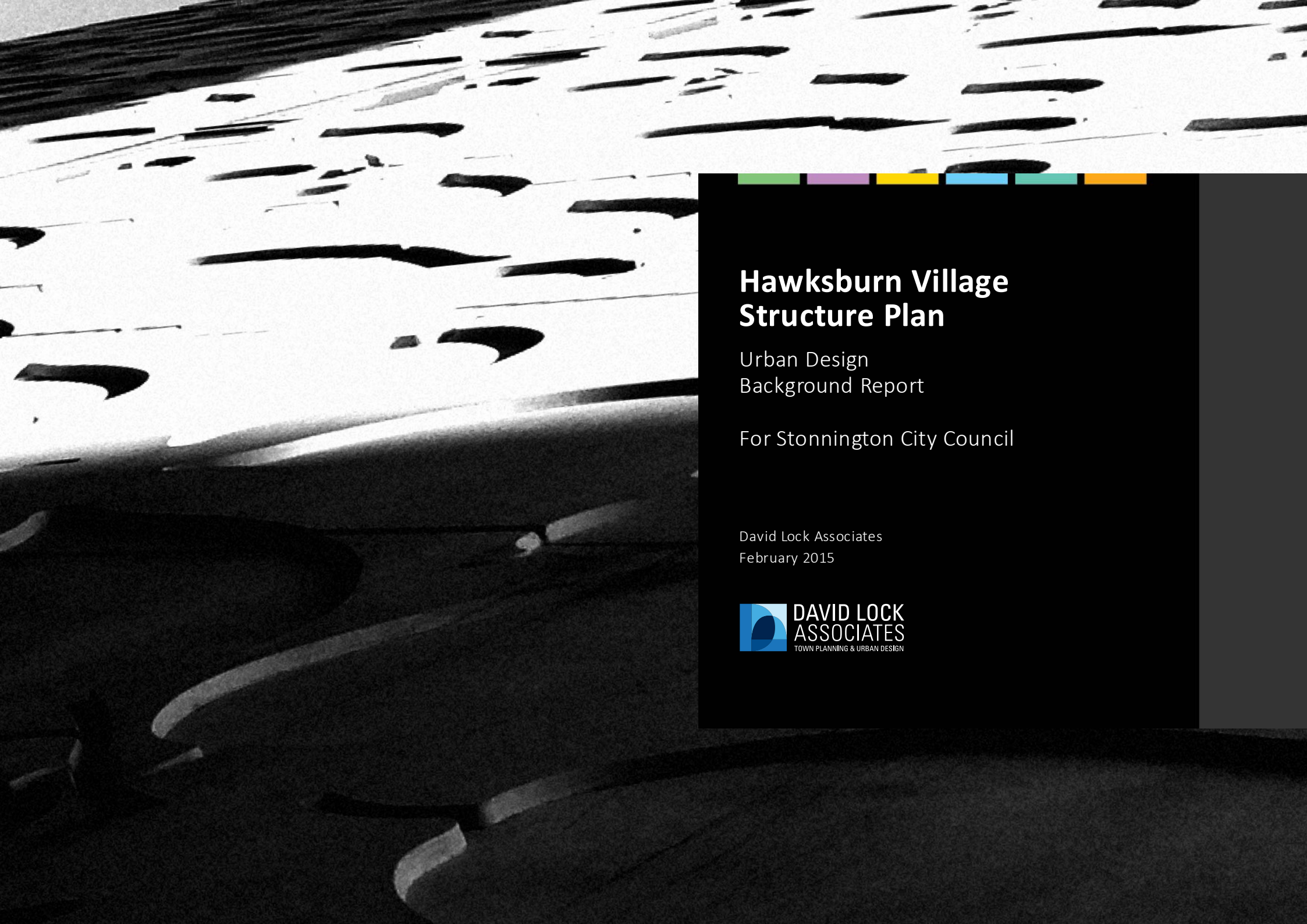

Hawksburn Village Structure Plan

Urban Design
Background Report

For Stonnington City Council

David Lock Associates
February 2015

DAVID LOCK ASSOCIATES
TOWN PLANNING & URBAN DESIGN

Malvern Road Hawksburn

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1.0 Introduction

David Lock Associates has prepared this report to record and document the existing conditions as they relate to Urban Design within the Hawksburn Village Study Area.

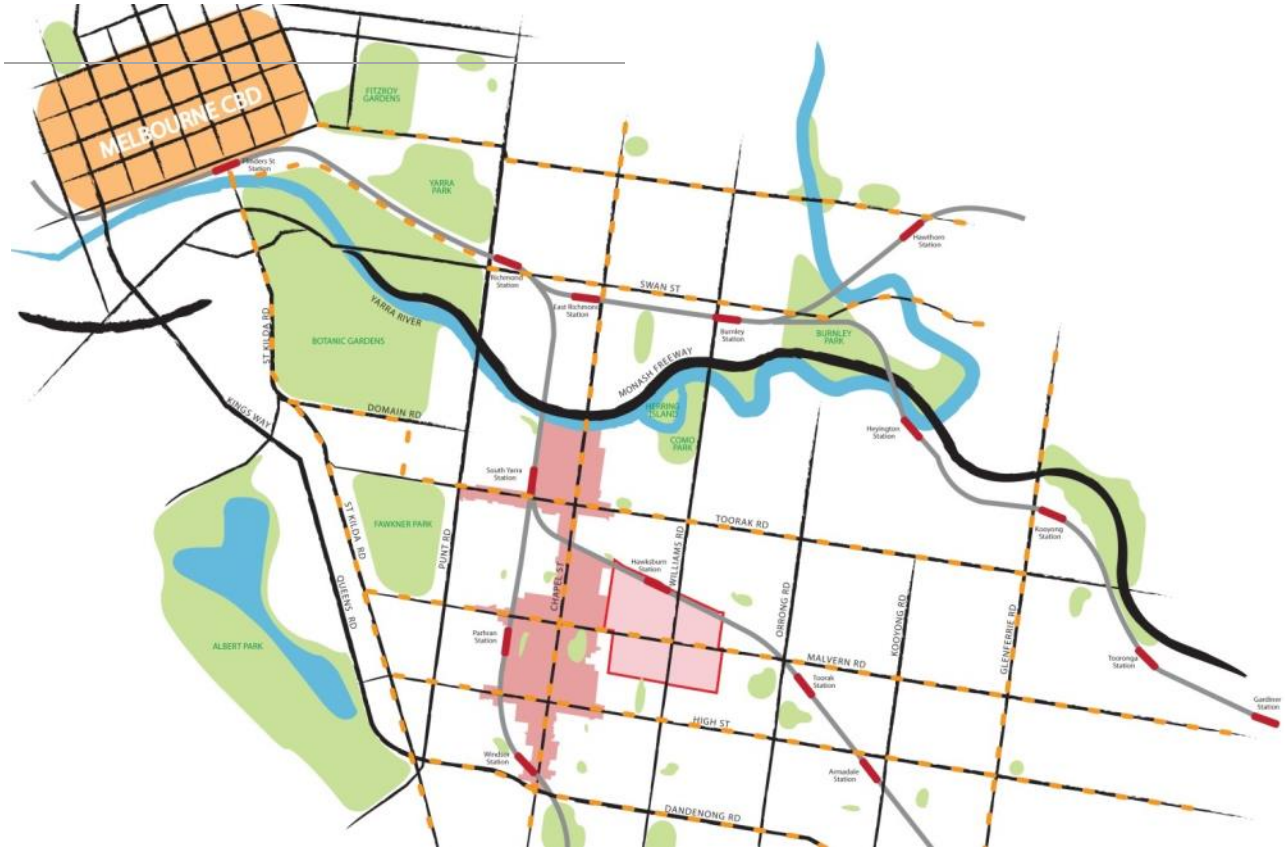
1.1 Background

The Hawksburn Village Activity Centre has been identified as the next priority in Council's strategic planning program for its activity centres. This is in response to the centre's importance as a local centre. There are a range of development pressures and planning issues impacting upon Hawksburn at present. The purpose of preparing a Structure Plan is to undertake a comprehensive strategic plan in accordance with a shared vision for the centre.

It is intended that the structure plan will set out a 10-20 year strategic framework for the future development of the activity centre. The structure plan will guide the current and future form and function of Hawksburn Village in accordance with a shared vision. It will guide public and private sector actions related to land use and built form, movement networks, the public realm and spaces. It will also provide a framework for the integration of Council's services and programs, existing policies and strategies as well as identify the role of the activity centre within the broad context of the City of Stonnington and metropolitan Melbourne.

1.2 Regional Context

Located 4.5km away from the Melbourne CBD and abutting the South Yarra/Prahran PAC, Hawksburn is a desirable inner urban area with a local village feel. It has important physical, social and economic links to both these areas of activity.



1.3 Study Area

A study area for the structure plan has been defined by Council. It is identified overleaf.

HAWKSBURN VILLAGE STRUCTURE PLAN

STUDY AREA

LEGEND

STUDY AREA

JOB : HAWKSBURN ACTIVITY CENTRE STRUCTURE PLAN

CODE : STN015

DATE : 05 FEBRUARY 2015

SCALE : 1:4,000 @ A3 / 1:2000 @ A1

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2.0 Definition of the Study Area

As depicted in the previous chapter, a study area has been defined by Council for the purpose of undertaking a structure planning process.

The study area encompasses the properties along both sides of Malvern Road, between Mathoura and Chatsworth Roads in the east through to York Street and Surrey Road in the west. It is bounded by the northern edge of the railway corridor to the north and by Murray Street and Wrights Terraces to the south.

One of the initial aims of the Structure Plan is to define an activity centre boundary for the Neighbourhood Activity Centre of Hawksburn Village.

Practise Note 58 – Structure Planning for Activity Centres (April 2010) provides guidance and criteria to define the extent and boundary of an activity centre.

Activity centre boundary criteria

a) Consider the following issues in determining the potential location of an activity centre boundary:

- the location of existing commercial areas and land uses
- the location of existing government and institutional areas and land uses
- the location of existing areas of public open space
- commercial and residential needs
- environmental and flooding constraints
- heritage constraints
- availability of strategic redevelopment sites, both existing and potential
- the location of residential areas, including whether they provide significant redevelopment opportunities or constraints for the centre
- consideration of physical barriers and opportunities for their improvement
- proximity to public transport, especially fixed rail (train or tram)
- the location of existing and potential transport infrastructure including fixed rail, buses, bicycle paths, car parking areas and modal interchanges
- walkability – opportunities to provide for and improve walkability within 400 to 800 metres from the core of the centre (depending on topography and connectivity)
- consistency with State policy
- consistency with local policy and Municipal Strategic Statement (MSS)
- impacts of the boundary on other activity centre boundaries.

b) In setting a boundary for an activity centre, include:

- sufficient land to provide for the commercial (retailing, office, fringe retailing and support activities such as entertainment) activities needed over a 15 to 20 year time frame and then into the 30-year horizon
- residential areas that are integrated into the activity centre or surrounded by other uses that have a strong functional inter-relationship with the activity centre even where limited development opportunities exist
- key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre even where there are no or limited redevelopment opportunities
- public open space areas that have or are intended to have a strong functional inter-relationship with the activity centre.

c) In setting a boundary for an activity centre, generally exclude:

- residential land encumbered by significant constraints (such as a Heritage Overlay) located at the edge of the activity centre.

Excerpt from Practise Note 58 – Structure Planning for Activity Centres

2.1 Desktop analysis

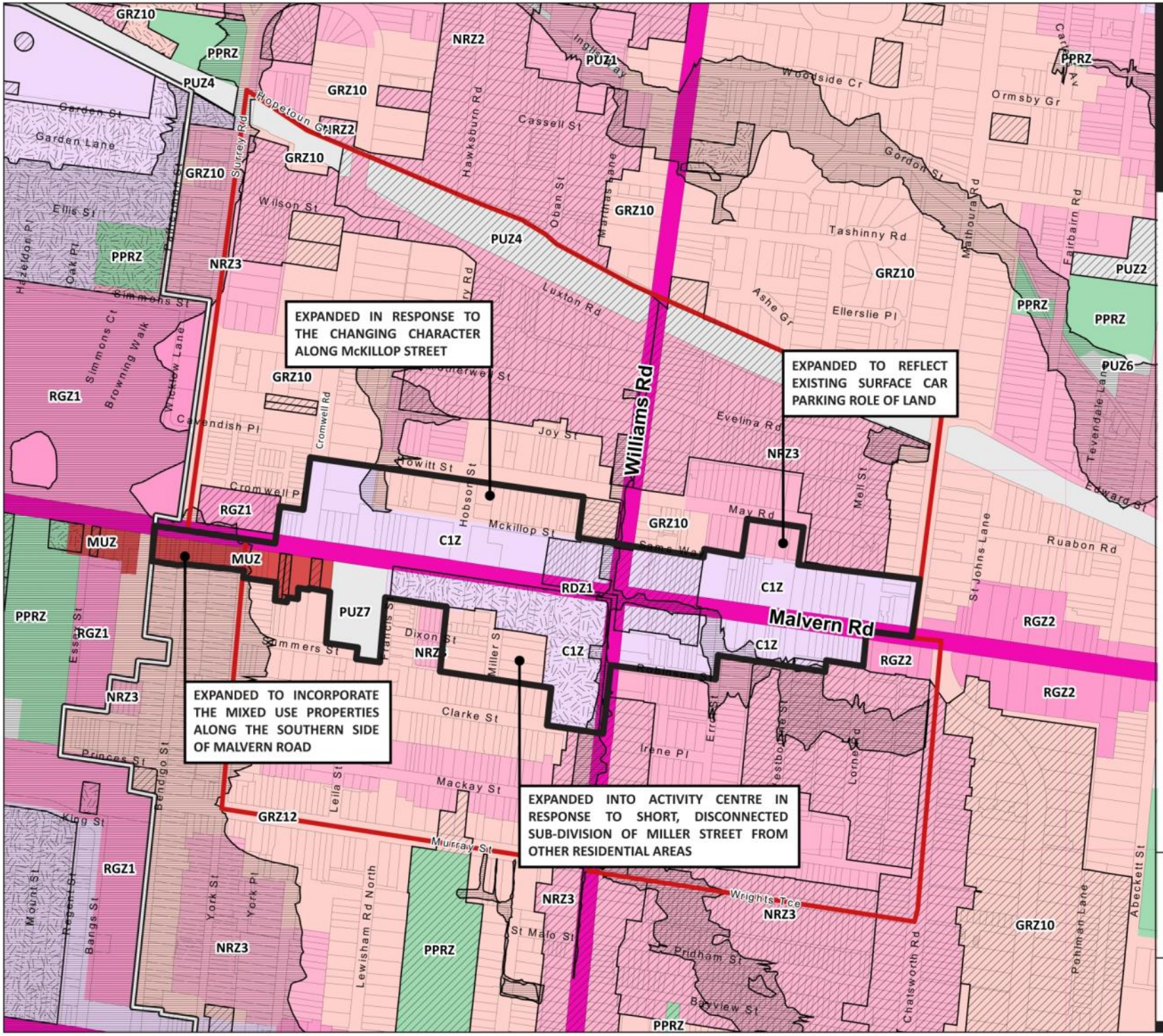
The 'initial' activity centre boundary was determined through a desktop analysis process where the activity centre boundary criteria was applied. This analysis process started with the existing extent of the commercial and mixed use zoned land and considered whether or not abutting residential zoned land would be suitable or is currently used for commercial or higher density residential purposes. Then any abutting residential land which is already covered by a Heritage Overlay was not included within the initial activity centre boundary as such properties have limited development potential due to the heritage constraint.

2.2 On-site refinement

Once the 'initial' activity centre boundary was defined, we then undertook a detailed on-site inspection to view and test this 'initial' activity centre boundary, and to refine it where necessary. Based on the outcome of this targeted site inspection we made a number of amendments to the initial boundary, to create the proposed activity centre boundary for the reasons stated on the plan.

HAWKSBURN VILLAGE STRUCTURE PLAN

INITIAL ACTIVITY CENTRE BOUNDARY



LEGEND

STUDY AREA

PRAHRAN/SOUTH YARRA PAC

ZONES

COMMERICAL

C1Z COMMERCIAL 1 ZONE

PUBLIC LAND

PPRZ PUBLIC PARK AND RECREATION ZONE

PUZ PUBLIC USE ZONE - TRANSPORT

RDZ ROAD ZONE - CATEGORY 1

RESIDENTIAL

GRZ GENERAL RESIDENTIAL ZONE

MUZ MIXED USE ZONE

NRZ NEIGHBOURHOOD RESIDENTIAL ZONE

RGZ RESIDENTIAL GROWTH ZONE

OVERLAYS

HERITAGE OVERLAY

ENVIRONMENTAL AUDIT OVERLAY

SPECIAL BUILDING OVERLAY

INITIAL HAWKSBURN ACTIVITY CENTRE BOUNDARY - BASED ON DESKTOP ANALYSIS

JOB : HAWKSBURN ACTIVITY CENTRE STRUCTURE PLAN

CODE : STN015

DATE : 12 JANUARY 2015

SCALE : 1:4,000 @ A3 / 1:2000 @ A1

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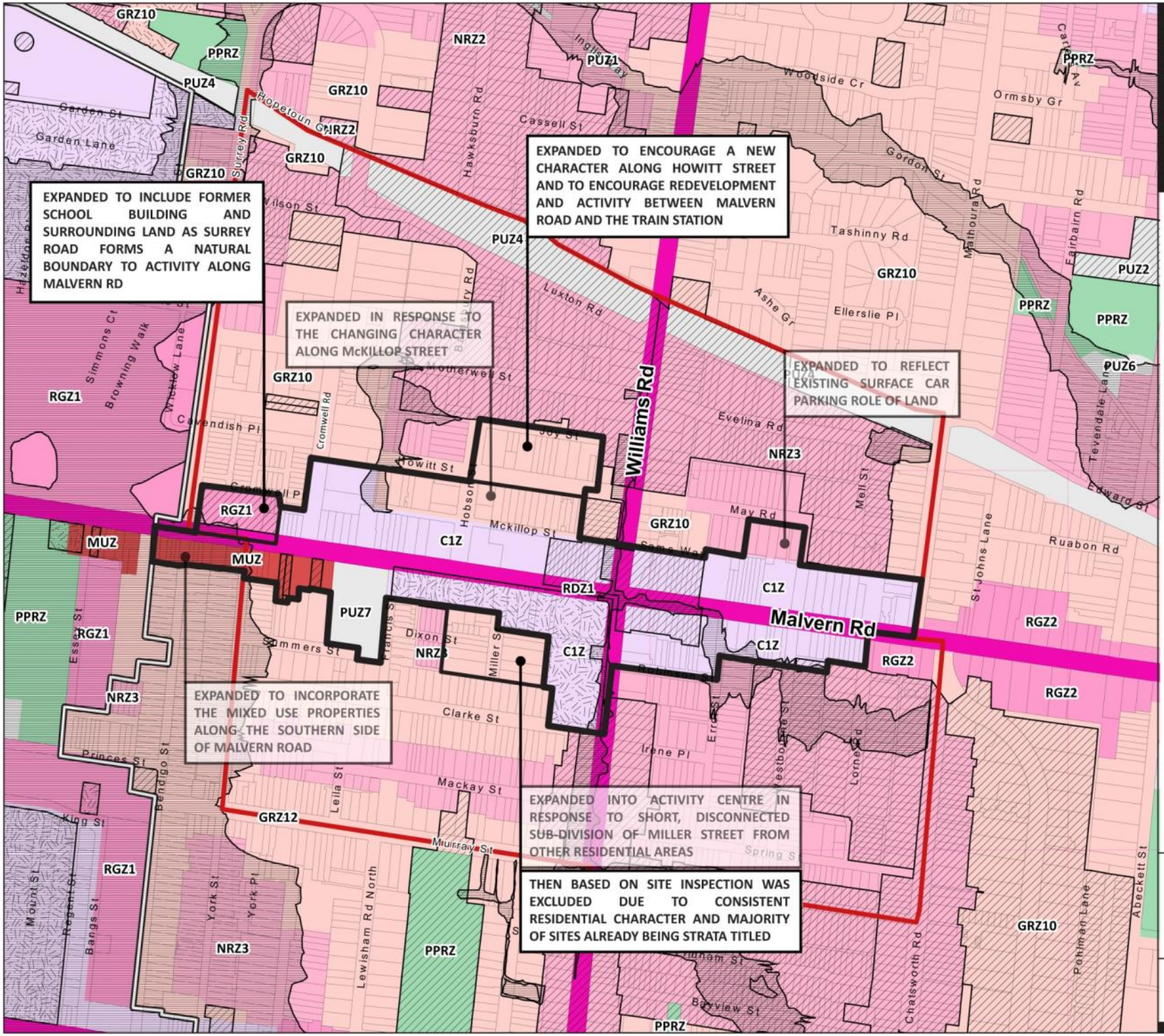
HAWKSBURN VILLAGE STRUCTURE PLAN

PROPOSED ACTIVITY CENTRE BOUNDARY



LEGEND

STUDY AREA

PRAHRAN/SOUTH YARRA PAC

ZONES

COMMERICAL

C1Z COMMERCIAL 1 ZONE

PUBLIC LAND

PPRZ PUBLIC PARK AND RECREATION ZONE

PUZ PUBLIC USE ZONE - TRANSPORT

RDZ ROAD ZONE - CATEGORY 1

RESIDENTIAL

GRZ GENERAL RESIDENTIAL ZONE

MUZ MIXED USE ZONE

NRZ NEIGHBOURHOOD RESIDENTIAL ZONE

RGZ RESIDENTIAL GROWTH ZONE

OVERLAYS

HERITAGE OVERLAY

ENVIRONMENTAL AUDIT OVERLAY

SPECIAL BUILDING OVERLAY

INITIAL HAWKSBURN ACTIVITY CENTRE BOUNDARY - BASED ON DESKTOP ANALYSIS

REVISED HAWKSBURN ACTIVITY CENTRE BOUNDARY - BASED ON TARGETTED SITE ANALYSIS

JOB : HAWKSBURN ACTIVITY CENTRE STRUCTURE PLAN

CODE : STN015

DATE : 13 JANUARY 2015

SCALE : 1:4,000 @ A3 / 1:2000 @ A1

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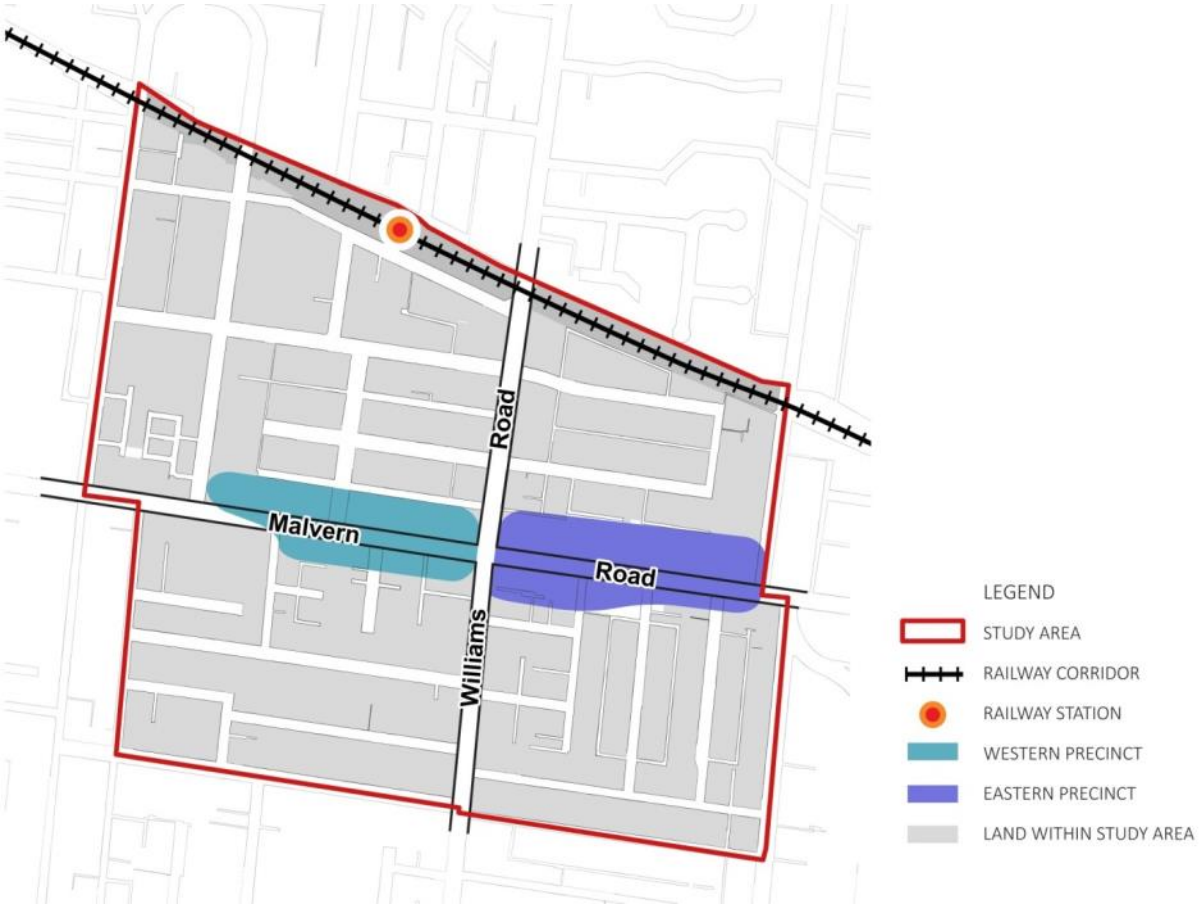
2.3 Defining Precincts

To the 'broader' general public the Hawksburn Activity Centre is considered to be the commercial properties which front both sides of Malvern Road. This linear strip centre is approximately 650m in length and is divided into two parts.

It has two separate areas – precincts – of well-defined and distinct character. The element which separates these two precincts is Williams Road.

The precinct to the east side of Williams Road is predominantly defined by the Woolworths supermarket which acts as a major anchor and therefore supports a busy retail precinct.

The precinct to the west of Williams Road is less intense and contains service industries, showrooms and other retailing, however it is currently evolving through the development of a large mixed use building which will contain 120 dwellings.



Hawksburn Village Precincts

3.0 Brief History

The historical development of Hawksburn and the study area are important in understanding the current conditions and issues faced today.

Notable events in the Study Area include the following:

- 1837 Hoddle Grid surveyed and Melbourne settlement is established.
- 1874 Prahran School (Hawksburn Primary School) No. 1467 opens.
- 1879 Hawksburn Train Station opened on the South Yarra to Dandenong line.
- 1885 Victoria Gardens opens to the public.
- 1892 South Gippsland rail line completed, extending services from Dandenong through to Port Albert.
- 1907 Prahran City Council opens Surrey Road depot.
- 1913 Hawksburn Tennis Club established.
- 1920 Hawksburn Store (W.W Allen Cash Grocer) on Malvern Road opens for business.
- 1950s the area starts to decline as new outer suburbs area developed.
- 1960s slum clearance and construction of Prahran Housing Commission flats.
- 1964 Prahran Swimming Pool opens.
- 1970s the area stops declining as the desire for more inner urban living increases.
- 1993 Hawksburn Primary School No. 1467 closes, main heritage building retained and majority of grounds developed into attached medium density housing.
- 2000s the process of gentrification begins.
- 2007 Surrey Road Council depot closed.
- 2012 Surrey Park constructed on former Council depot site.

Hawksburn Primary School building illustration, circa 1920s

Victoria Gardens circa 1880s

Hawksburn Store on Malvern Road, circa 1920

Prahran Housing Commission looking east along Malvern Road

4.0 Urban Design Analysis

The Urban Design Analysis includes investigations into the following:

- Urban Structure
- Identity
- Built Form Character
- Public Realm
- Access and Movement

4.1 Urban Structure

The main elements of the urban structure that contribute to the identity of the Study Area include:

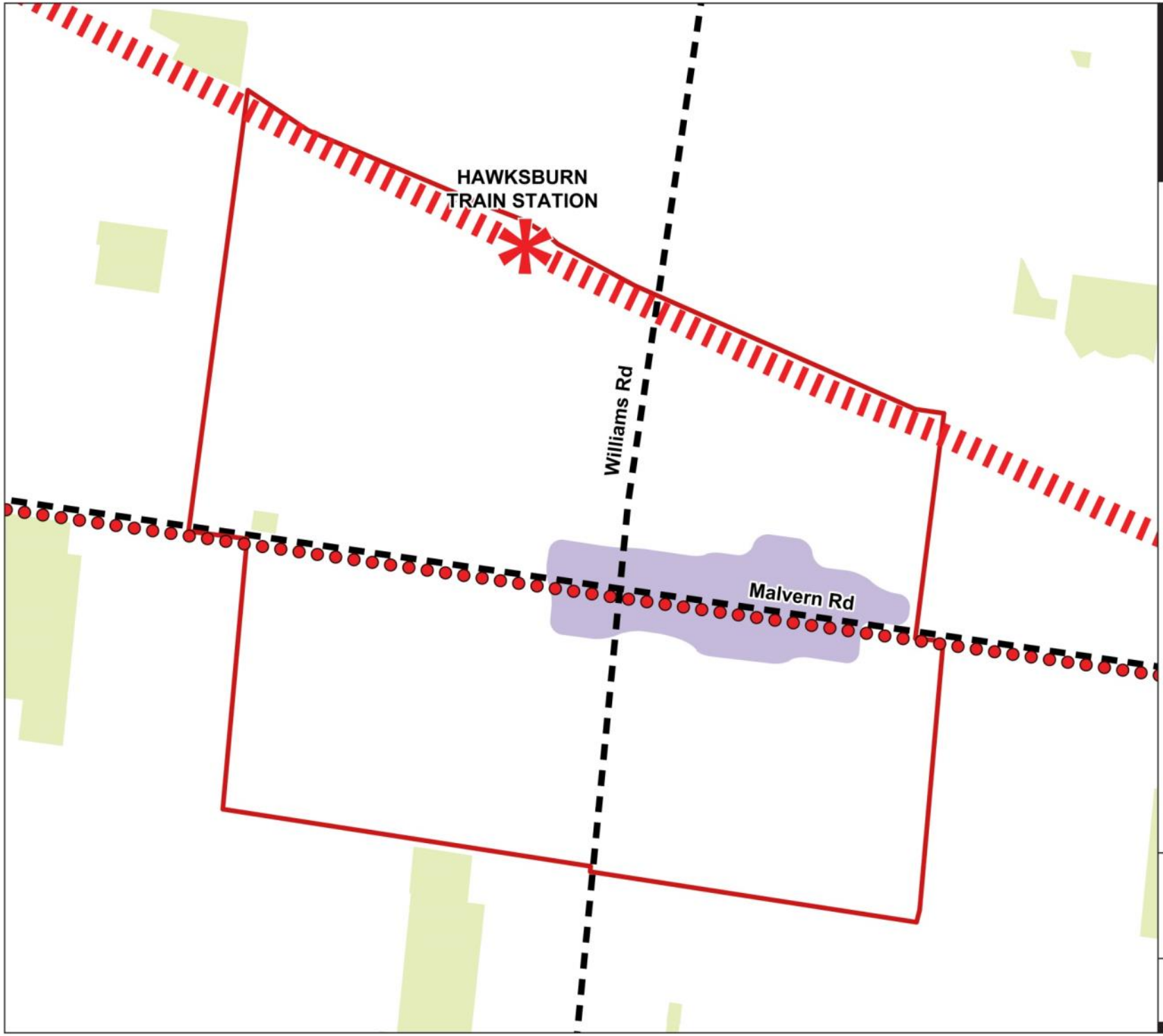
- the Hawksburn Train Station and rail corridor;
- the tram route along Malvern Road;
- the core retail strip along Malvern Road, predominantly to the east of Williams Road;
- the Prahran Housing Commission flats to the west, just outside the study area; and
- the amenity of the nearby Princess Gardens and Victoria Gardens.

The rail corridor looking towards Hawksburn Station and the city beyond

The Prahran Housing Commission building on the corner of Malvern Road and Cromwell Street

The tram route along Malvern Road

Victoria Gardens



HAWKSBURN VILLAGE STRUCTURE PLAN

URBAN STRUCTURE DIAGRAM

LEGEND

- STUDY AREA
- RAILWAY
- TRAIN STATION
- TRAM ROUTE
- ARTERIAL ROADS
- OPEN SPACE
- HAWKSBURN VILLAGE RETAIL CORE

JOB : HAWKSBURN ACTIVITY CENTRE STRUCTURE PLAN

CODE : STN015

DATE : 09 JANUARY 2015

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4.2 Identity

There are many unique characteristics present within the Study Area that contribute to its sense of place and identity. These include:

- the Hawksburn Village retail core and variety of urban activities, along Malvern Road;
- the Hawksburn Train Station;
- the tram route along Malvern Road;
- the Hawksburn 'gateway' across Williams Road, just north of Malvern Road; and
- it's proximity to the South Yarra/Prahran Activity Centre to the west.
- key landmark buildings, including:
    - the heritage former Hawksburn Primary School;
    - the Woolworths supermarket, which incorporates a tower element;
    - the BP Service Station on the corner of Malvern and Williams Road;
    - the 2 storey 24 hour McDonald's restaurant; and
    - the new 7 storey mixed use development.

The core retail area of Hawksburn along Malvern Road

Hawksburn Train Station

The tram route along Malvern Road

Hawksburn 'gateway' across Williams Road

Hawksburn Primary School building fronting Malvern Road

The Woolworths supermarket on Malvern Road

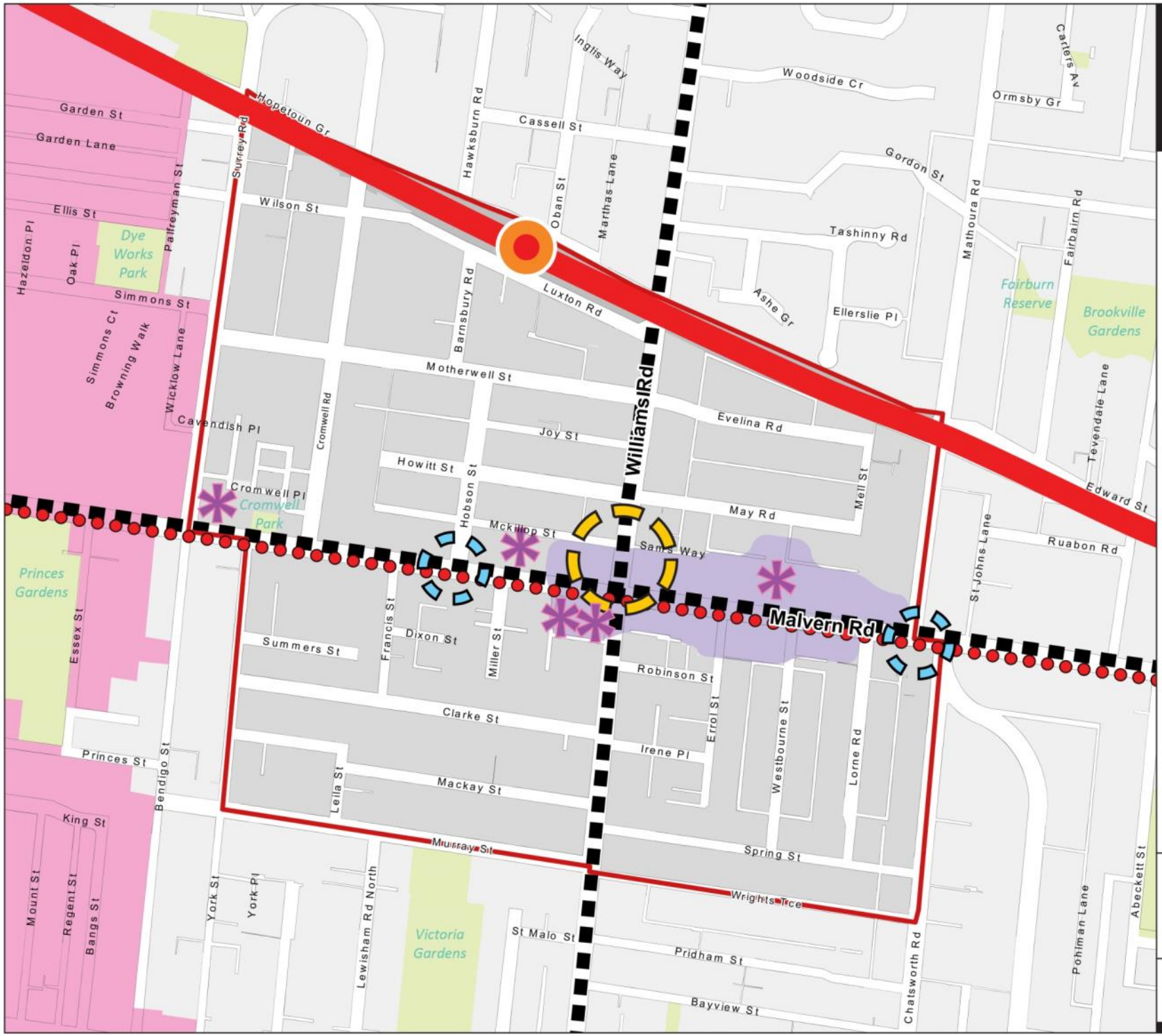
The currently under-construction 7 Storey mixed use building on Malvern Road

The BP Service Station on the corner of Malvern and Williams Roads

2 Storey McDonald's restaurant on Malvern Road

HAWKSBURN VILLAGE STRUCTURE PLAN

IDENTITY



LEGEND

- STUDY AREA
- KEY LANDMARK BUILDINGS
- RAILWAY CORRIDOR
- RAILWAY STATION
- TRAM ROUTE
- ARTERIAL ROADS
- HAWKSBURN 'GATEWAY' SIGN
- HAKWSBURN VILLAGE ENTRANCE
- PUBLIC OPEN SPACE
- HAWKSBURN VILLAGE RETAIL CORE
- SOUTH YARRA / PRAHRAN PAC
- LAND WITHIN STUDY AREA

JOB : HAWKSBURN ACTIVITY CENTRE STRUCTURE PLAN

CODE : STN015

DATE : 05 FEBRUARY 2015

SCALE : 1:4,000 @ A3 / 1:2000 @ A1

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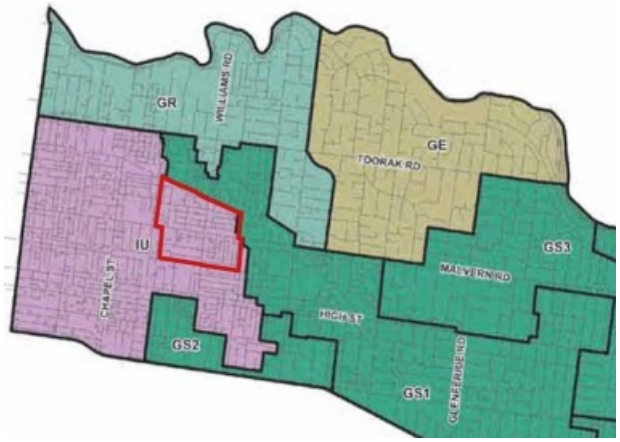
4.3 Built Form Character

Pattern of Subdivision

The subdivision of land within the Study Area contributes to its built form character. The key features of the pattern of subdivision include:

- fine grain development on long narrow lots within residential areas (lot depths 30-40m and lot widths 6-8m, resulting in approximately 240m2 lot sizes);
- fine grain shop development on long narrow lots along Malvern Road and predominantly to the east of Williams Road (lot depth approximately 40m and lot width approximately 5m);
- medium grain subdivision along Williams Road (south of Malvern Road) and along Malvern Road (west of Williams Road) of approximately 600-800m2 lot sizes; and
- some larger grain subdivision in the north-west of the Study Area, near the Train Station, of approximately 1000m2 lot sizes.

The Study Area is predominantly located within the Inner Urban Neighbourhood Character type (with only the minor exception of the 14 residential properties along the western side of Mathoura Road, between Malvern Road and the rail corridor, which are within the Garden Suburban Neighbourhood Character type) as identified within the Stonnington Neighbourhood Character Review 2013.



Stonnington Character types with Hawksburn Study Area shown in red

The Inner Urban Precinct Profile describes the majority of the residential area within the Study Area as follows:

The Inner Urban character type comprises a highly urban, historic character where buildings are the key feature of the streetscapes. Buildings have small front setbacks, or are sometimes set up to the footpath, and often have no side separation. Planting is provided along the street or within small front gardens. Subdivision layouts are formal, and comprise rear laneways with permeable street blocks.

The Stonnington Neighbourhood Character Review, also identifies two areas for Neighbourhood Character Overlays which are within the Study Area. These are:

- May Road Area; and
- Spring Street Area.

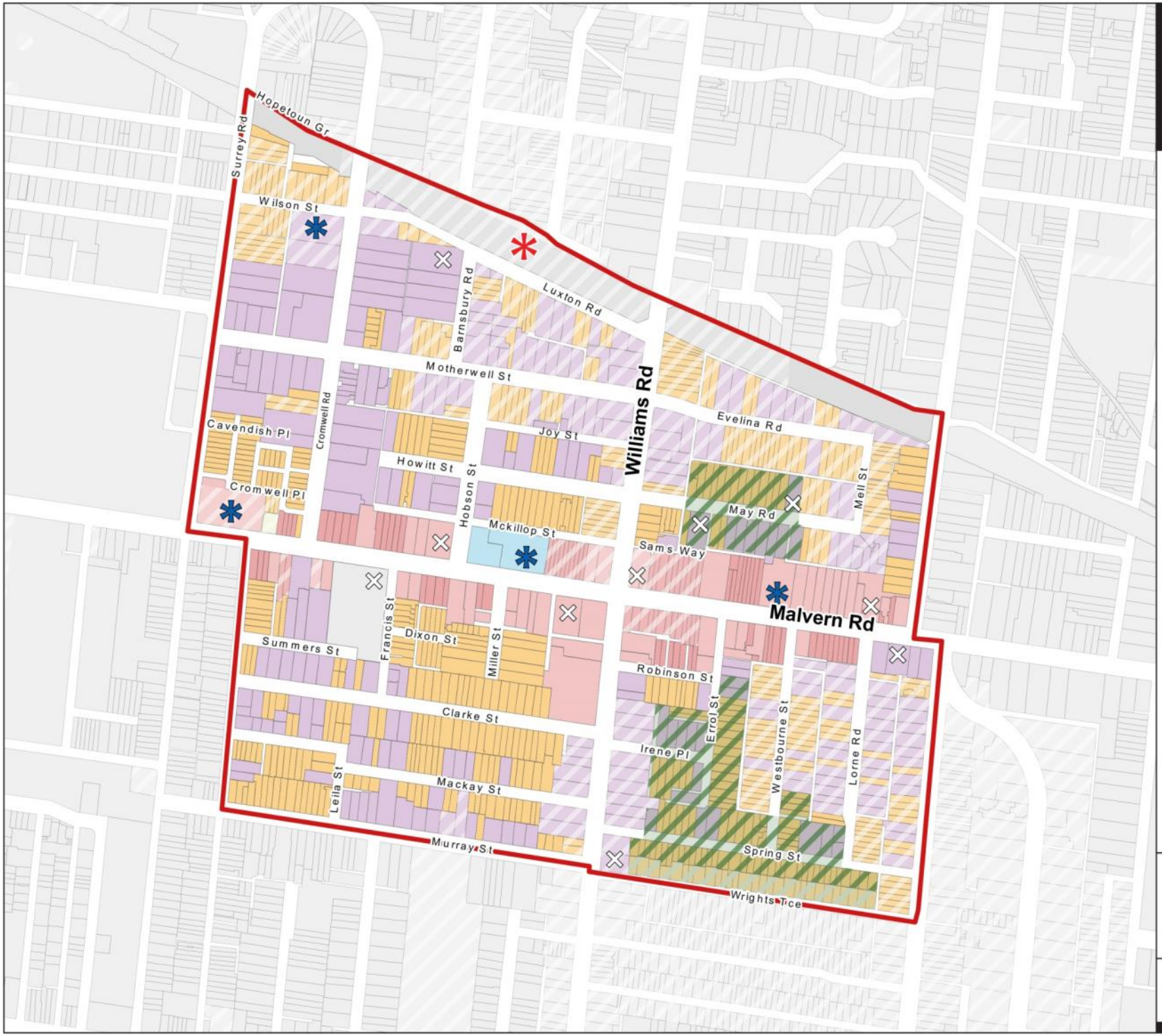
4.4 Building Form

Building heights in the Study Area are generally low rise (1-2 storeys) with the main exception being the new 7 storey mixed use development at 441-473 Malvern Road, as well as the Prahran Housing Commission flats to the west, just outside the Study Area. The built form and massing qualities of the Study Area can be generalised as follows:

- single and double storey attached and semi-attached dwellings set on long and narrow lots;
- 3-4 storey 'six pack' residential buildings; and
- 1-3 storey 'traditional high street' streetwall character along Malvern Road.

HAWKSBURN VILLAGE STRUCTURE PLAN

BUILT FORM CHARACTER



LEGEND

STUDY AREA

ICONIC BUILDINGS

LANDMARK BUILDINGS

PROMINENT BUILDINGS

STATION

HERITAGE AREAS

PROPOSED NEIGHBOURHOOD CHARACTER AREAS

CHARACTER AREAS

FINE GRAIN RESIDENTIAL

MEDIUM GRAIN RESIDENTIAL

FINE GRAIN RETAIL

MEDIUM GRAIN COMMERCIAL

MIXED USE

OPEN SPACE

PUBLIC SPACE

JOB : HAWKSBURN ACTIVITY CENTRE STRUCTURE PLAN

CODE : STN015

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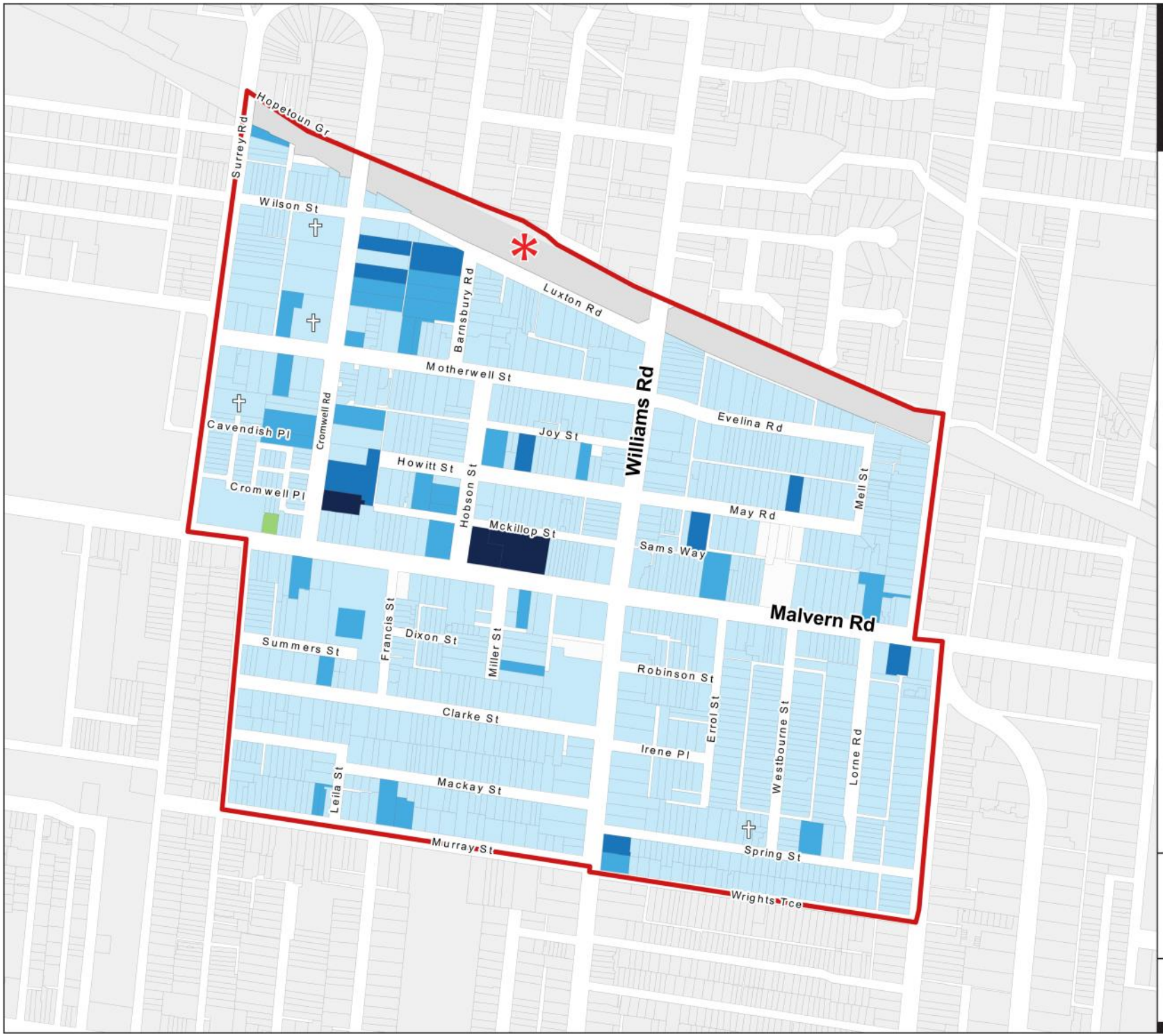
HAWKSBURN VILLAGE STRUCTURE PLAN

BUILDING HEIGHTS



LEGEND

STUDY AREA

TRAIN STATION

MAXIMUM HEIGHT

- 1 -2 STOREYS
- 3 STOREYS
- 4 STOREYS
- 5+ STOREYS
- CHURCHES
- VACANT SITE / SURFACE CAR PARK
- PUBLIC OPEN SPACE

JOB : HAWKSBURN ACTIVITY CENTRE STRUCTURE PLAN

CODE : STN015

DATE : 09 FEBRUARY 2015

SCALE : 1:4,000 @ A3 / 1:2000 @ A1

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4.5 Architectural Style

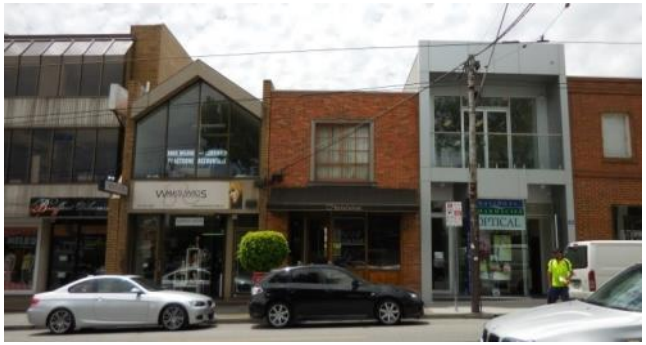
The Study Area contains an eclectic mix of both old and new architectural styles that give it a unique built form character. Notably, these styles include:

- Victorian era shops with intricate façade work, high ceilings and high parapets along Malvern Road;
- Original Victoria houses and cottages;
- 1960s and 70s 'six pack' residential buildings;
- Multi-storey offices and apartment buildings; and
- Contemporary, small scale infill development.

Victorian era shops on Malvern Road

Victorian era dwellings

1960s and 70s 'six pack' residential building fronting Joy Street



Mixed use retail and office building on Malvern Road

Contemporary infill development on Cromwell Street

4.6 Public Realm

The amenity of the public realm varies across the Study Area. Observations about the public realm include:

- Public infrastructure such as seating, bins, bollards, etc within the core retail strip;
- Relatively narrow footpaths along Malvern Road which accommodate kerbside dining and sales, as well as providing pedestrian access;
- Traditional shopfront verandas covering the footpaths, predominantly along the northern side of Malvern Road;
- A strong presence of transport infrastructure, especially along Malvern Road, which accommodates a tram route and three bus routes;
- City of Stonnington (Lollipop) trees along Malvern Road, within the core retail strip;
- Variable quality and material composition of footpaths resulting in an incoherent and unattractive streetscape, particularly along Malvern Road;
- Mature, leafy green residential streets, in particular:
    - Cromwell Street,
    - Motherwell Street,
    - Murray Street, and
    - Westbourne Street.
- A lack of public open space within the Study Area;
- Provision of kerb-outstand pause places at junctions within the residential area, predominantly planted with agapanthus;
- Lighting provision generally orientated towards vehicle movements rather than pedestrians; and
- High level of overhead cables and municipal infrastructure resulting in a high level of visual clutter, particularly along Malvern Road.

City of Stonnington bin along Malvern Road

City of Stonnington seat along Malvern Road

Narrow footpath along Malvern Road, which accommodates kerbside dining and sales

Mature, leafy green streetscape along Cromwell Street

Kerb-outstand on Howitt Street

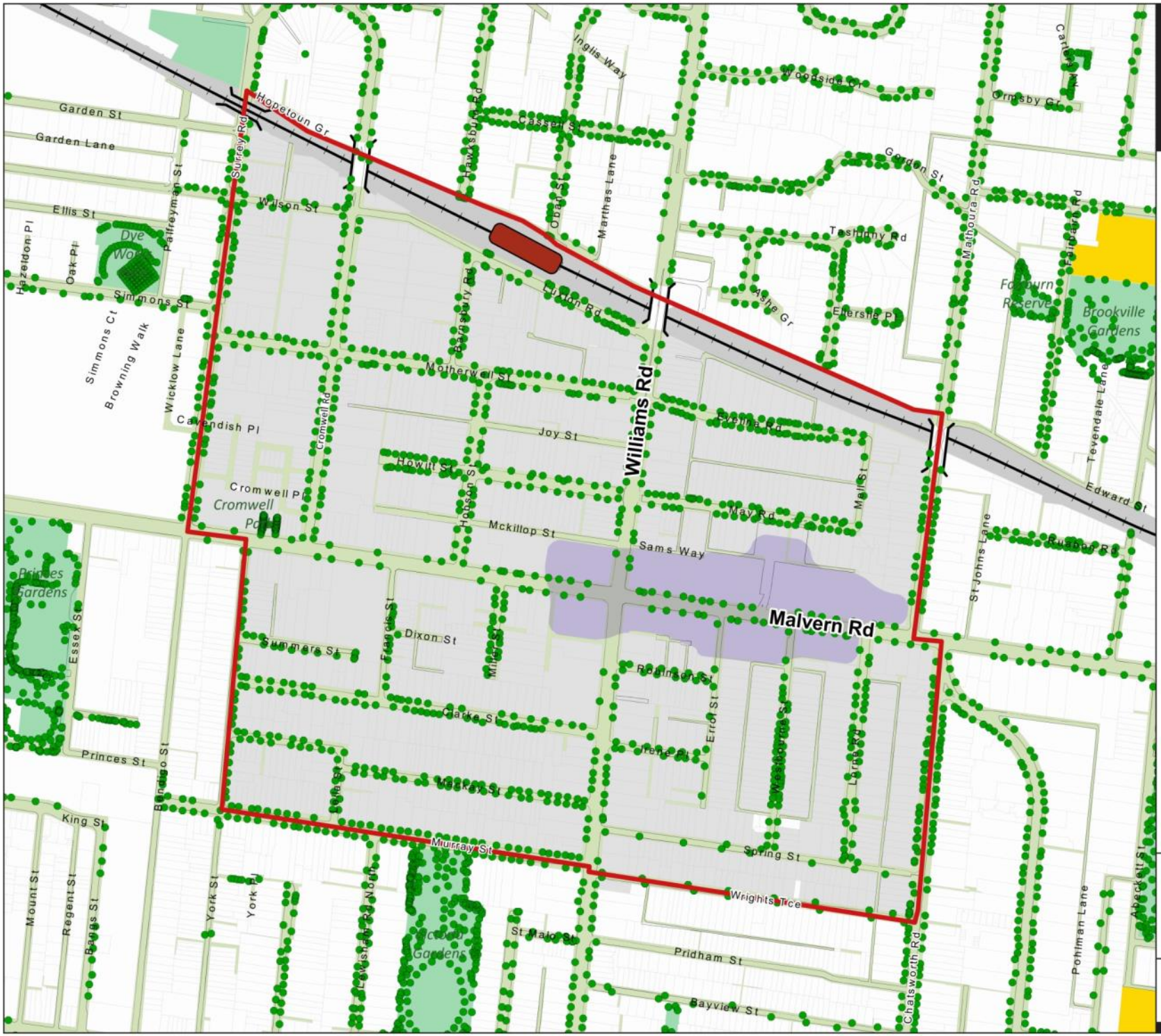
City of Stonnington (Lollipop) tree on Malvern Road

Broad kerb-outstand with grass and park bench at the corner of Hobson and Howitt Streets

Overhead cables and infrastructure along Malvern Road

HAWKSBURN VILLAGE STRUCTURE PLAN

PUBLIC REALM



LEGEND

- STUDY AREA
- HAWKSBURN CORE RETAIL ARIEA
- TREES IN PUBLIC REALM
- PUBLIC REALM
- EDUCATION
- PUBLIC OPEN SPACE
- RAIL LINE
- RAIL CORRRIDOR
- LAND WITHIN STUDY AREA

JOB : HAWKSBURN ACTIVITY CENTRE STRUCTURE PLAN

CODE : STN015

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4.7 Community Infrastructure and Open Space

Community Infrastructure

The Study Area contains a limited number of community uses and open spaces.

- Key community uses within the Study Area include:
  - The Uniting Church on Cromwell Street;
  - The South Yarra Community Baptist Church on Surrey Road;
  - The Anglican Church and Polyglot Theatre on Cromwell Street; and
  - The Wesleyan Methodist Church on Spring Street.
- Key community uses in close proximity to the Study Area include:
  - Toorak Primary School;
  - The Hawksburn Tennis Club;
  - Prahran Recreation & Swimming Pool;
  - The Arts Centre within Princes Gardens; and
  - Community Health Centre on Malvern Road.

The Uniting Church on Cromwell Street

The Anglican Church on Cromwell Street

Open Space

The Study Area contains very limited public open spaces. However, there are numerous public open spaces within short walking distance of the Study Area.

- Open space within the Study Area includes:
  - Cromwell Park on Malvern Road; and
  - A Broad kerb-outstand on Howitt Street.
- Key open space in close proximity to the Study Area include:
  - Princes Gardens;
  - Victoria Gardens;
  - Dyeworks Park;
  - Fairburn Reserve;
  - Brookville Gardens;
  - Orrong Romanis Park; and
  - Lumley Park.

Cromwell Park (from Malvern Road)

Victoria Gardens

Brookville Gardens which abut the Toorak Primary School

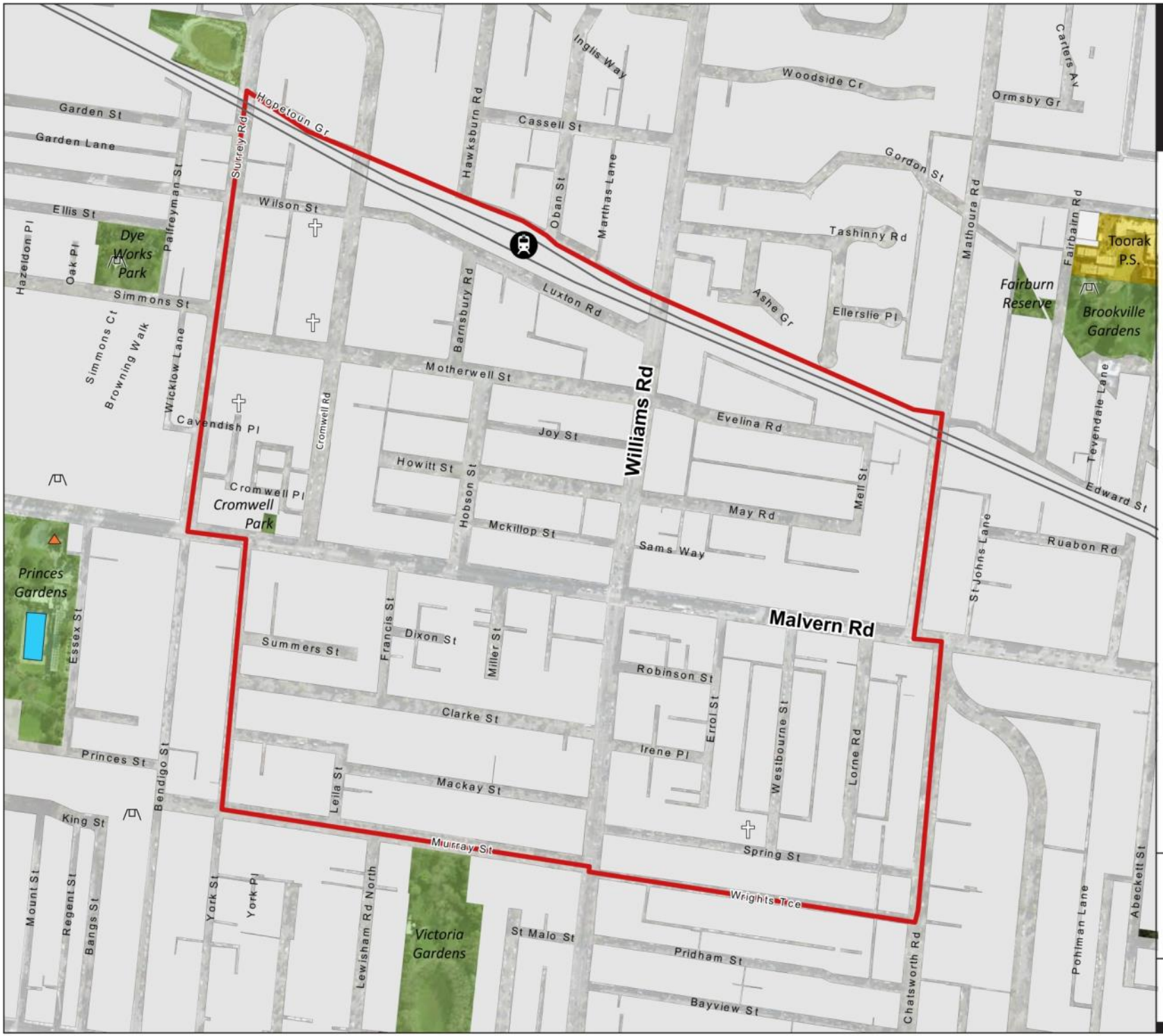
Princes Gardens

Dyeworks Park

Orrong Romanis Park

HAWKSBURN VILLAGE STRUCTURE PLAN

OPEN SPACE



LEGEND

- STUDY AREA
- RAIL LINE
- TRAIN STATION
- EDUCATION
- PUBLIC OPEN SPACE
- PLAY GROUND
- SWIMMING POOL
- SKATE PARK
- CHURCH

JOB : HAWKSBURN ACTIVITY CENTRE STRUCTURE PLAN

CODE : STN015

DATE : 12 JANUARY 2015

SCALE : 1:4,000 @ A3 / 1:2000 @ A1

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4.8 Access and Movement

Walking and Cycling

Within the Study Area there is a range of walking and cycling infrastructure already in place.

Walking:

Pedestrian activity is key to a healthy and vibrant Activity Centre. Areas of high volumes of pedestrian movements include:

- Malvern Road, both sides between Williams Road and Mathoura Road;
- In and around the Woolworths supermarket and its surface car park.
- Pedestrian facilities include sealed paths on most streets as well as:
- 2 signalised intersections along Malvern Road, as well as 1 signalised on demand pedestrian crossing outside the Woolsworths supermarket; and
- 1 signalised on demand pedestrian crossing on Williams Road to the southern edge of the Study Area.
- Numerous narrow side and rear lanes which enable pedestrian cut throughs

Malvern Road footpath in core retail area

Narrow mid-block pedestrian lane

Cycling:

The Study Area has a distinct lack of cycling infrastructure. In particular, there are no on-road lanes and only a few off-road shared paths along the rail corridor and a few bicycle hoops along the Malvern Road footpath in the core retail area.

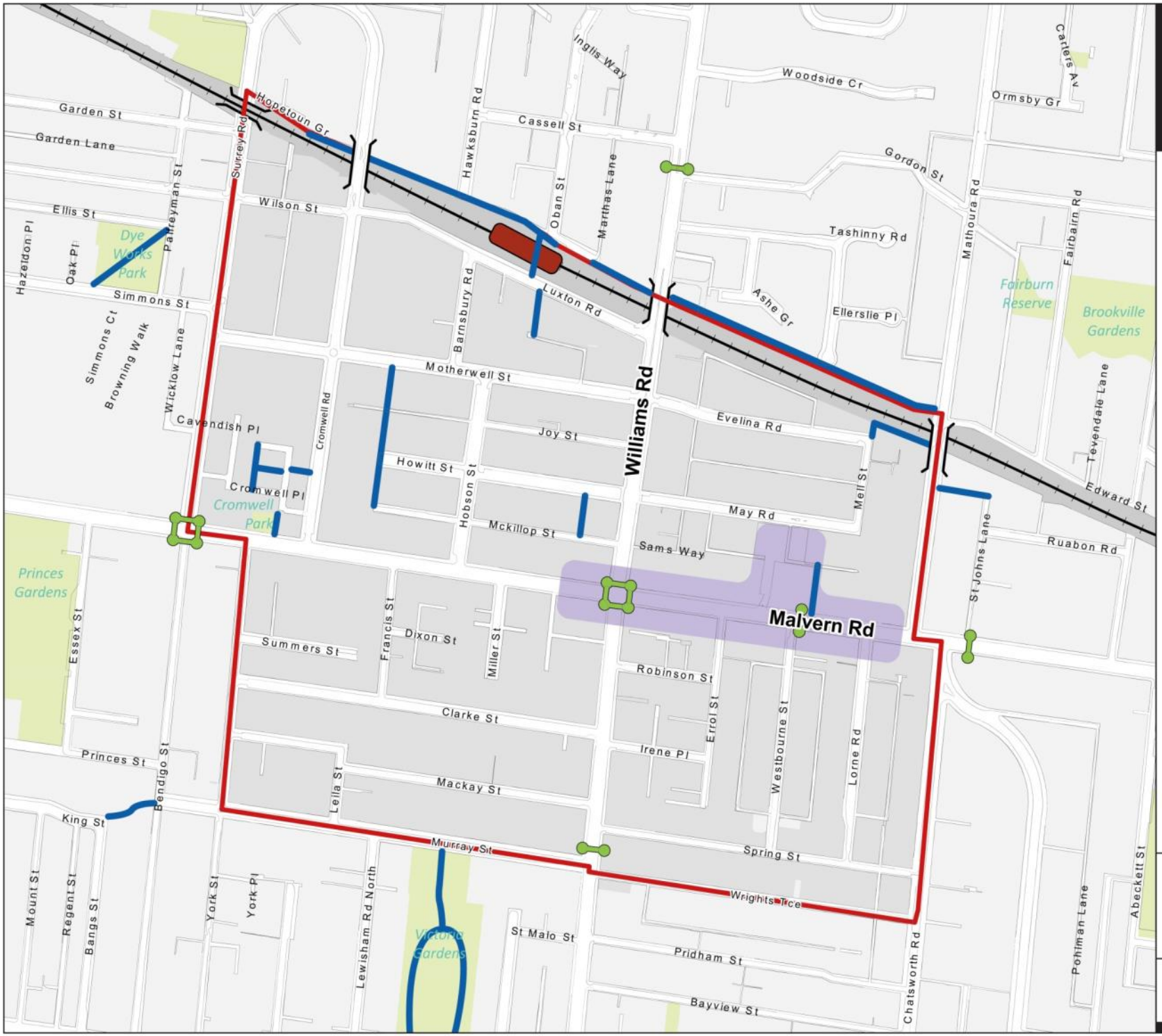
Off-road paths include:

- The trail along the north side of the rail corridor.

Bicycle parked at Hawksburn Station

HAWKSBURN VILLAGE STRUCTURE PLAN

WALKING AND CYCLING



LEGEND

- STUDY AREA
- KEY PEDESTRIAN AREA
- PEDESTRIAN LINKS
- SIGNALISED PEDESTRIAN CROSSING
- RAIL LINE
- TRAIN STATION
- BRIDGE
- RAIL CORRIDOR
- OPEN SPACE
- LAND WITHIN STUDY AREA

JOB : HAWKSBURN ACTIVITY CENTRE STRUCTURE PLAN

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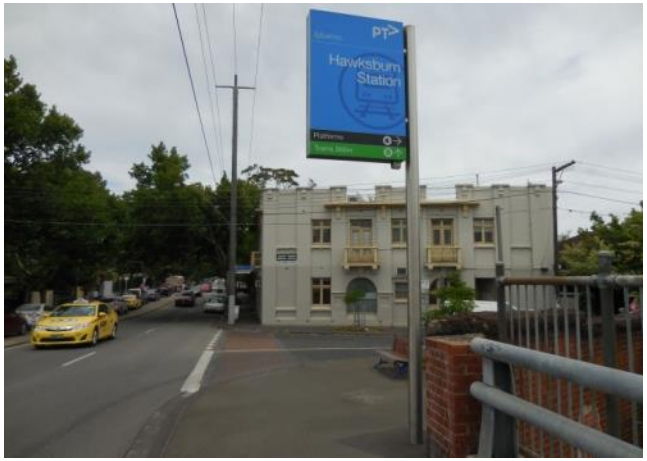
Public Transport

The Study Area has numerous public transport options giving it access and connections to the broad metropolitan Melbourne network.

Notable public transport services operating within the Study Area are:

- The Hawksburn Train Station, which is located on the Cranbourne, Frankston and Pakenham lines and is 9 minutes travel time from Flinders Street Station. However, many of the train services which pass the station presently do not stop, resulting in a poor than expected frequency and provision of service.
- Trams operating along Malvern Road (Route No. 72 – Melbourne University to Camberwell)
- Bus routes:
- 216 (Caroline Springs to Brighton Beach);
- 219 (Sunshine West to Gardenvale); and
- 220 (Sunshine to Gardenvale)



Hawksburn Train Station sign on Williams Road

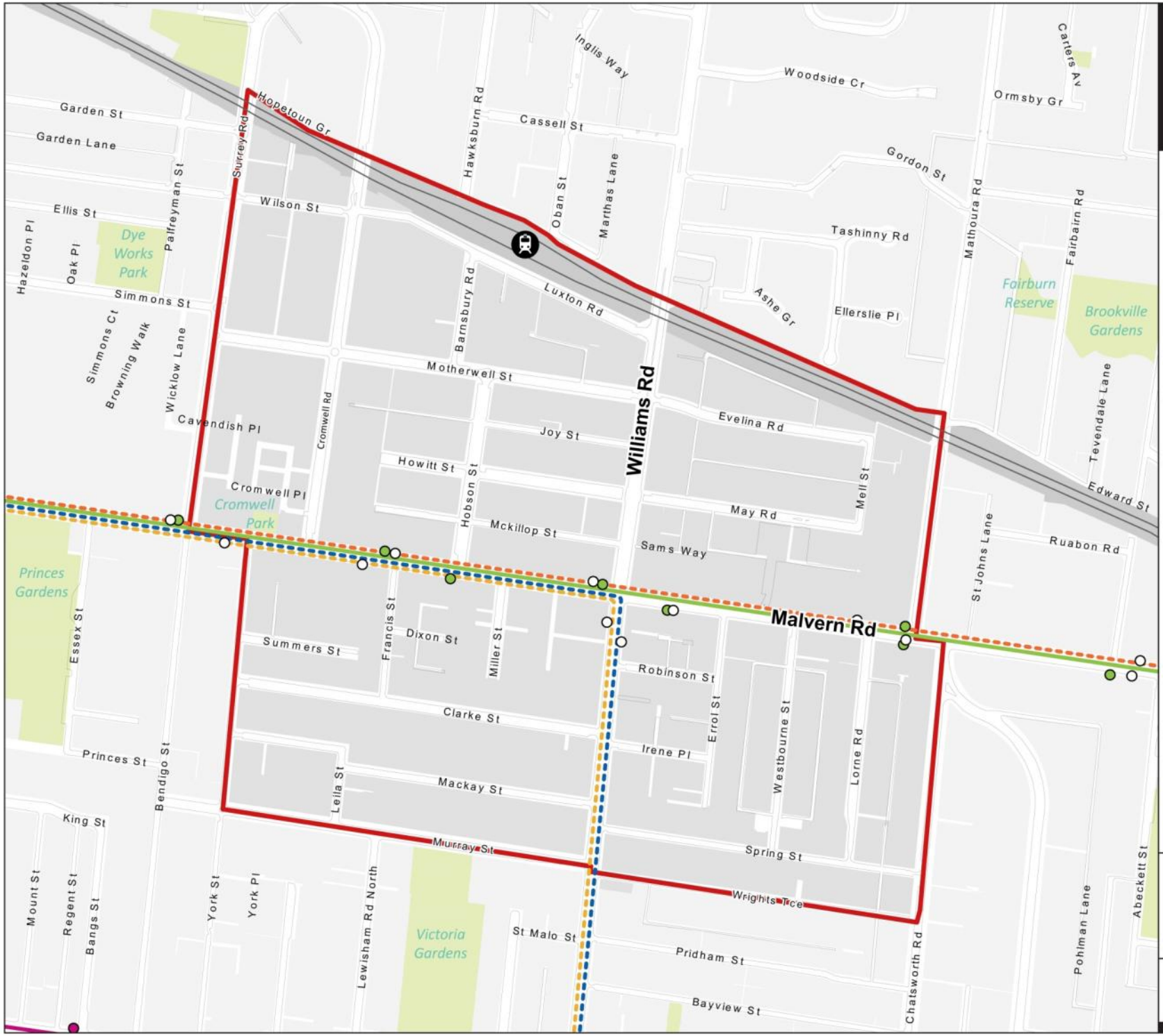
Tram along Malvern Road on Route No. 72

City bound Train departing Hawksburn Station

Bus along Malvern Road on Route No. 219

HAWKSBURN VILLAGE STRUCTURE PLAN

PUBLIC TRANSPORT



LEGEND

- STUDY AREA
- OPEN SPACE
- RAIL CORRIDOR
- TRAIN STATION
- BUS STOP
- TRAM STOP

BUS ROUTES

- 216 Caroline Springs - Brighton Beach
- 219 Sunshine West - Gardenvale
- 220 Sunshine - Gardenvale

TRAM ROUTES

- 6 Melbourne University - Glen Iris
- 72 Melbourne University - Camberwell

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Road Network

From an urban design perspective the Study Area incorporates two key roads that are highly utilised and strategically important for the broader area. These major traffic routes influence the quality of life for those living within the Study Area through the amount of traffic and congestion, travel times to work and the quality of the public realm.

Major traffic routes include:

- Malvern Road (east-west movements); and
- Williams Road (north-south movements).

Other key local roads include:

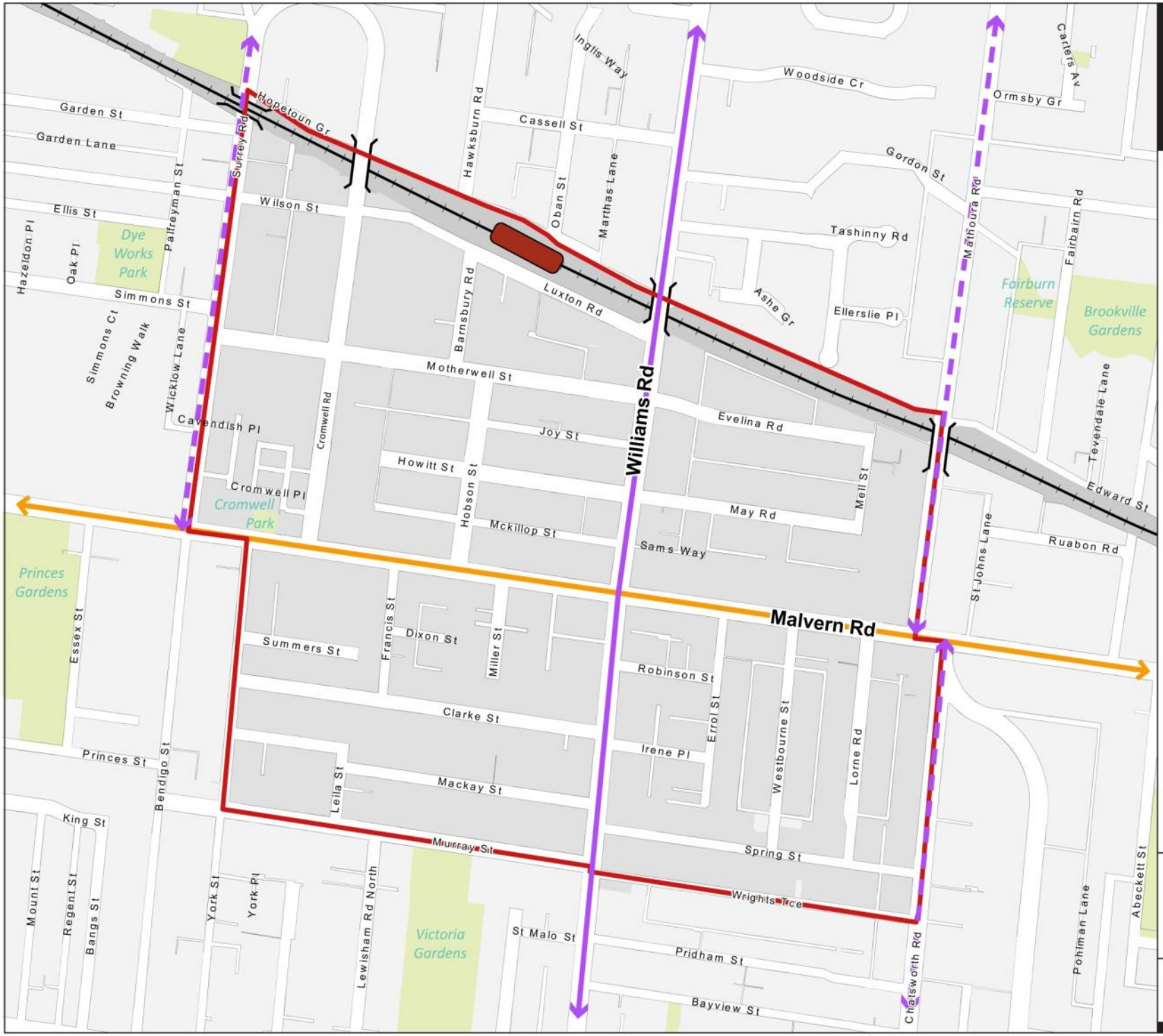
- Surrey Road (north-south);
- Chatsworth Road (north-south); and
- Mathoura Road (north-south).

Malvern Road

Williams Road

HAWKSBURN VILLAGE STRUCTURE PLAN

ROAD NETWORK



LEGEND

- STUDY AREA
- RAIL LINE
- TRAIN STATION
- MAJOR EAST-WEST TRAFFIC ROUTE
- MAJOR NORTH-SOUTH TRAFFIC ROUTE
- LOCAL NORTH-SOUTH TRAFFIC ROUTES
- OPEN SPACE
- RAIL CORRIDOR
- BRIDGE
- LAND WITHIN STUDY AREA

JOB : HAWKSBURN ACTIVITY CENTRE STRUCTURE PLAN

CODE : STN015

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5.0 Community and Stakeholder Consultation

This section outlines and summarise the Stage One of the community and stakeholder consultation undertaken to date (at the commencement of the Structure Planning process).

Gerard Coutts & Associates were engaged by the City of Stonnington to undertake in Council officer/department consultation. The purpose of this discrete engagement was to inform key Council staff of the Hawksburn Structure Plan and seek their input at the beginning of the process.

5.1 Community Consultation

Councils broadly consulted with the wider community via a number of communications. Two quarter page advertisements were placed in the Stonnington Leader on 11 and 18 November 2014, and a Facebook ad which reached 9,700 users. Further, a total of approximately 4000 postcard questionaries where sent out to businesses and residents within the Study Area and surroundings. Council received valuable feedback from 174 individuals. A series of broad observations have been drawn from this engagement process to date, as follows:

- Respondents would like the Hawksburn Village in 2040 to be a welcoming, vibrant and trendy centre. Hawksburn Village is to be a connected, community focused environment which not only retains its charm and village feel but also offers a gourmet destination with quality and stylish shopping options. It is anticipated that the Hawksburn Village of 2040 will be a greener, less congested, safe, pedestrian and bike friendly environment. Respondents would like the Village not to be over developed but manage future growth pressures.

- Streetscape and open spaces emerged as a significant theme. Respondents expressed a desire for more trees, open green space and public meeting spaces or plazas. The establishment of a green break between the residential and commercial shopping strip was raised as highly desirable. The widening of the footpaths to provide increased space for vegetation, increased capacity for trading on the footpath and accessibility for pedestrians were also recognised as important issues for future planning. There is an opportunity for the improvement in the design and availability of street furniture and public toilet facilities.

- Improved traffic management, reduction in congestion on Malvern Road and a desire for an increase in parking options or facilities were viewed as significant issues within the Village precinct. Off street parking is seen to be seriously limited. An underground car park or an additional level at the back of the Woolworths supermarket, were suggested as possible solutions to address this concern. Further to this, addressing the entry and exit points of the supermarket, particularly in relation to delivery trucks, was also seen as an opportunity to assist with improved traffic movement.

- The walkability and accessibility of the village by foot was greatly valued by respondents. Continued support for public transport usage and improvements in bicycle infrastructure were seen as positively contributing to the communities' future health and wellbeing.

- The preservation and protection of existing buildings and facades was seen as highly desirable. Their contribution to the distinct charm and character of the area as important heritage assets makes it desirable for considered planning controls. To maintain the integrity of the heritage assets, respondents wish for future developments in the Village and surroundings areas to be of small scale and low rise.

- The range and diversity of the shops, cafes and dining options provides a cosmopolitan atmosphere in the Village which respondents believe is not only unique but even attracts visitors from outside the area. There was a strong desire by respondents to ensure the maintenance of not only independent retailers but retailers which are an appropriate fit. Such retailers that mix with the Village atmosphere are actively encouraged.

5.2 Stakeholder Consultation

A consultation workshop was held in Council chambers on 2 December 2014 and a report documenting this workshop was prepared by Gerard Coutts & Associates.

Below is a summary of the staff workshop feedback:

Streetscape and open spaces

Opportunities to Consider

- Protection of streetscapes
- More trees, more green, more urban forest
- Widen footpaths
- Water sensitive urban design
- Pause points for seating and shade options

Heritage

Opportunities to Consider

- Discover the things that make Hawksburn a distinctive place and protect and build on these

Planning

Opportunities to Consider

- Clear height controls and setbacks
- Increased levels of car-free residential development around Hawksburn station

Built Form

Opportunities to Consider

- Protection of small scale residential housing

Traffic movement, safety

Opportunities to Consider

- Reduce car parking rate, but consider impact on local streets

Shops and services

Opportunities to Consider

- Strengthen economic viability of commercial precincts

Well-being

Opportunities to Consider

- Walkability
- Connectivity
- Keep people moving

Other

Opportunities to Consider

- Planning consultation in a range of languages
- Balance

Council officer workshop on 2 December 2014

6.0 Theme Identification

The Stage One: Information Gathering and Visioning community and stakeholder consultation undertaken by Gerard Coutts & Associates identified seven themes which emerged from the various engagement activities. These themes are:

- Shops and services;
- Community;
- Streetscape and open space;
- Heritage;
- Built form;
- Traffic movement and safety; and
- Transport and Accessibility.

However, in keeping with the Ruby Town Structure Plan template we will draft the Hawksburn Village Structure Plan under the following broad themes:

- Land Use and Activities;
- Built Form and Character;
- Public Realm and Open Space;
- Access and Movement; and
- Sense of Place.

The seven themes which emerged from Stage One of the community and stakeholder consultation will be covered by the five themes of the Structure Plan as follows:

Land Use and Activities

- Shops and services; and
- Community

Built Form and Character

- Built Form; and
- Heritage

Public Realm and Open Space

- Streetscape and open space

Access and Movement

- Traffic movement and safety; and
- Transport and Accessibility

Sense of Place.

7.0 Opportunities and Constraints

This section summarises the urban design opportunities and constraints as identified through the preparation of this Background Analysis Report.

7.1 Opportunities

The urban design analysis has identified that there is a precinct with significant redevelopment potential predominantly along the southern side Malvern Road, west of Williamsons Road. This opportunity exists due to the dominant presences of medium grain commercial properties, which are generally occupied by single uses, such as showrooms, offices and service industries in predominantly older and low scale buildings. Further, the new 7 storey mixed use development marks a positive change in both the identity and image for this section of Malvern Road, as well as resulting in increased local activity due to the additional resident population.

There are also other, smaller redevelopment opportunities identified. However, these are larger parcels of land, being either in contiguous ownership or abnormally larger than the prevailing and surrounding grain.

Two Key Development sites have been identified. These are as follows:

- 559-565 Malvern Road and 32 May Road, which contains the Woolworths supermarket and some of the associated car parking; and
- 145 Williams Road, which contains the BMW Dealership and Service Centre.

The Woolworths property has been identified because of its significant size when compared with other commercial properties along Malvern Road, as well as its connection through to May Road. Its core anchor retail function, and it's abuttal to a number of Council owned properties which accommodate further surface car parking to the rear of the supermarket also present opportunities.

The BMW property has been identified because of its significant size, its prominent corner location and rear service laneway access. Further, we understand that a new BMW showroom is to open shortly in the ground floor of the new 7 storey mixed use development around the corner of Malvern Road. Therefore, it has been assumed that some or all of BMW's current activities will transfer to the newer facility and that some or all of the existing property could be in surplus.

Given the redevelopment potential identified along Malvern Road to the west of Williams Road, there is an opportunity to better link the train station to Malvern Road. Hobson Street has a broad road reserve, which could easily accommodate wider footpaths and increased amenity, plus signage to both indicate and encourage a stronger pedestrian connection between the station and Malvern Road.

Barnsburry Road is a relatively narrow road reserve. However, and broader and high quality foot path can be provided along its eastern side to accommodate and encourage increased pedestrian movements.

7.2 Constraints

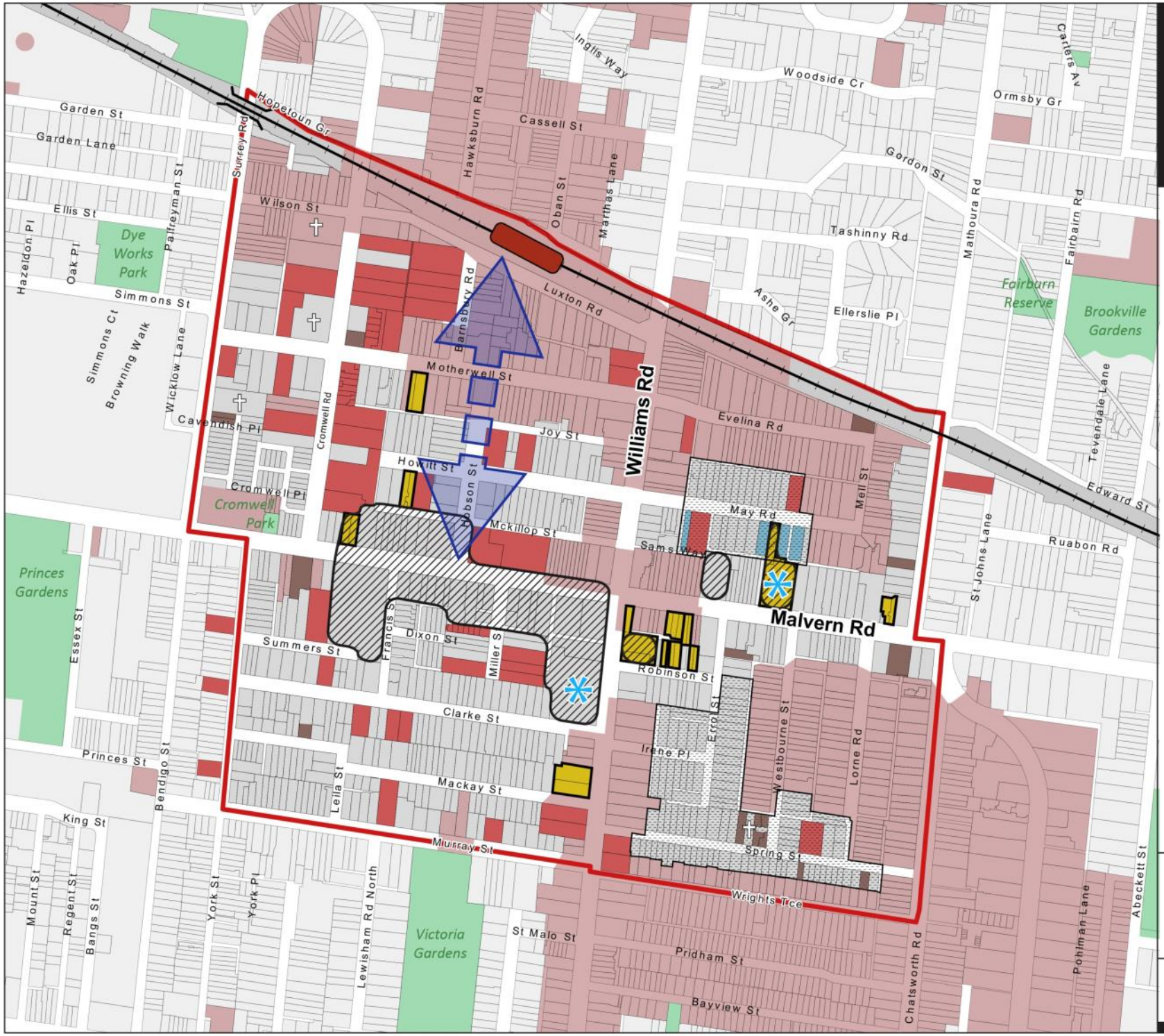
The urban design analysis has determined that approximately 60% of the residential properties within the study area are covered by a Heritage Overlay. Further, there is a considerable amount of residential properties that are subject to Strata titles. Both of these factors are a constraint to further development.

There are also a number of Church properties within the study area. These are also unlikely to be further developed. There are also numerous properties which contain recent development and renovations in the past 5-10 year period. Given this recent investment, it is unlikely that these properties will further develop within the near future.

In addition, there are two proposed areas of Neighbourhood Character Overlay (NCO). Once implemented into the Planning Scheme these NCO areas will restrict the extent of development that can occur.

HAWKSBURN VILLAGE STRUCTURE PLAN

OPPORTUNITIES & CONSTRAINTS



LEGEND

- STUDY AREA
- RAIL LINE
- TRAIN STATION

OPPORTUNITIES

- KEY DEVELOPMENT SITE
- CONTIGUOUS OWNERSHIP
- REDEVELOPMENT OPPORTUNITIES
- IMPROVE CONNECTION
- COUNCIL OWNED LAND

CONSTRAINTS

- STRATA TITLES
- PUBLIC OPEN SPACE
- HERITAGE OVERLAY
- CHURCHES
- RECENT DEVELOPMENT LAST 5-10 YEARS
- LAND WITHIN STUDY AREA
- PROPOSED NEIGHBOURHOOD CHARACTER OVERLAY

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8.0 Appendix A – Existing Zones and Overlays

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EXISTING ZONES

LEGEND

STUDY AREA

COMMERICAL

C1Z COMMERCIAL 1 ZONE

PUBLIC LAND

PPRZ PUBLIC PARK AND RECREATION ZONE

PUZ PUBLIC USE ZONE - TRANSPORT

RDZ ROAD ZONE - CATEGORY 1

RESIDENTIAL

GRZ GENERAL RESIDENTIAL ZONE

MUZ MIXED USE ZONE

NRZ NEIGHBOURHOOD RESIDENTIAL ZONE

RGZ RESIDENTIAL GROWTH ZONE

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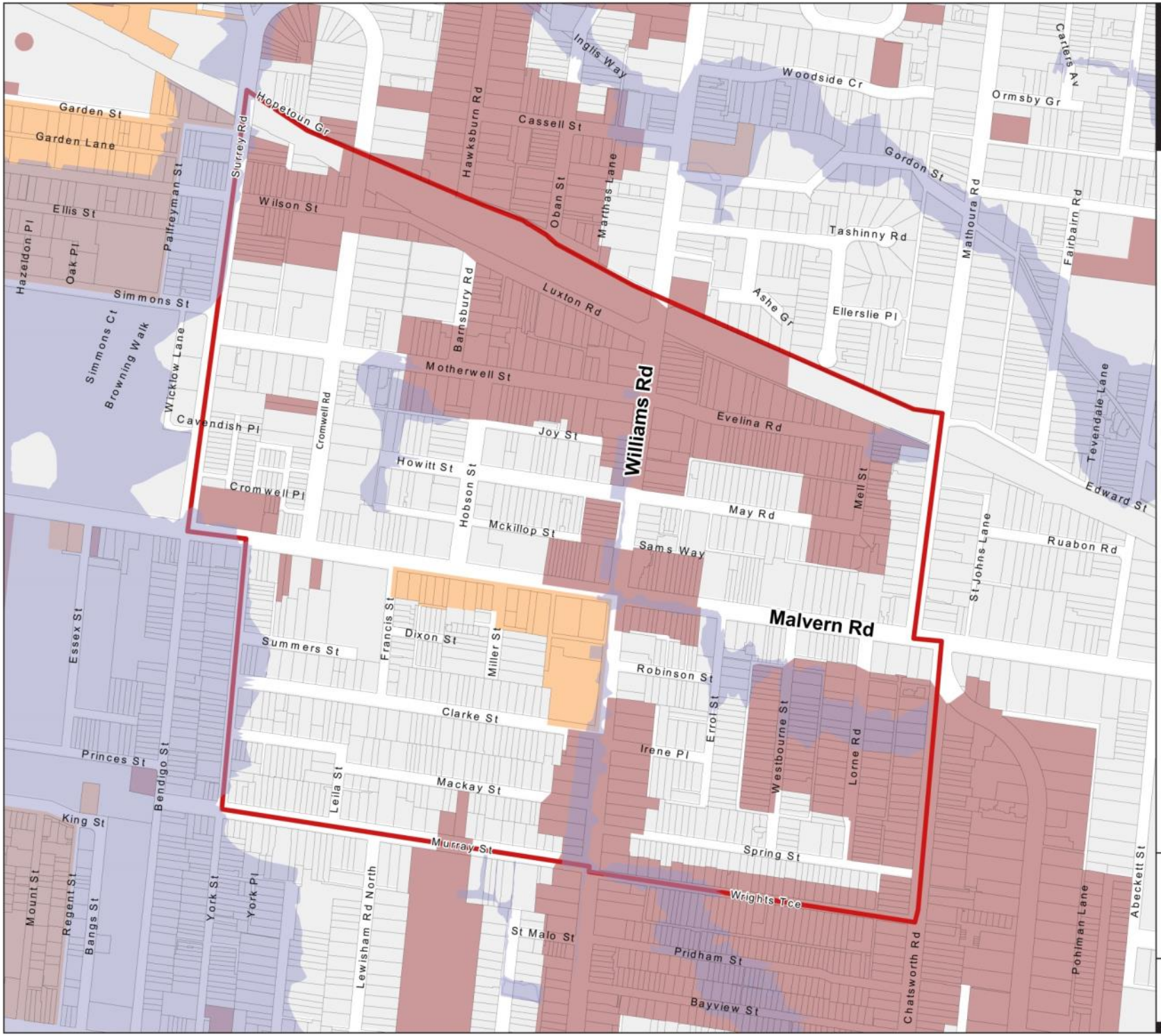
EXISTING OVERLAYS



LEGEND

STUDY AREA

OVERLAYS

HERITAGE OVERLAY

ENVIRONMENTAL AUDIT OVERLAY

SPECIAL BUILDING OVERLAY

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