



SPRINGVALE

Activity Centre Structure Plan

Prepared by the City of Greater Dandenong

Revised April 2010

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Prepared by the City of Greater Dandenong

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Executive Summary

Springvale is an active, vibrant and economically viable centre, which has been identified by Melbourne 2030 as a major activity centre. The Structure Plan will enable Springvale to build on its unique cultural and Asian food retailing strength to become a place of business growth and local employment opportunities, greater housing choices, safer and more appealing streets and open spaces and improved access to public transport, in an overall, more compact urban environment. Located at the junction of two of Melbourne's busiest rail and road transport corridors, Springvale is in an ideal position to accommodate the 2030 challenge and will thrive on its multicultural strengths, its street trading market character, medical service and as a multi activity centre and a preferred and affordable residential locality.

In realising this vision, the ability of Springvale to further grow and prosper into a modern and integrated centre relies on the opportunity to implement a rail grade separation (the railway being underneath Springvale Road). The land use, transport, social and environmental benefits of this rail grade separation at Springvale are significant, and it is economically viable as demonstrated in the Council's submission to DOI ("The Time Is Now - Rail Grade Separation at Springvale, July 2007). Although the Structure Plan acknowledges that a full grade separation would be the preferred long-term solution for Springvale, it also acknowledges that this vision may not be readily achieved within the short to medium term. Thus, the Springvale Activity Centre Structure Plan sets out to define its role and provide a short-medium term guidance for its potential growth and redevelopment for the next 10-15 years, based on the current at-grade railway corridor.

This Springvale Structure Plan identifies eleven key issues that are critical to Springvale to become a high quality activity centres, as elaborated below:

Commercial Operation

The Springvale shopping area is primarily a food based retail centre with a concentration of Asian stores supporting the local and regional residential population. There is also a significant medical suite presence, which could grow in the future to contribute to Springvale

becoming an even more significant service based centre. This will be facilitated by the introduction of a Business 5 zone in the designated medical precinct generally along the eastern side of St Johns Avenue. Both the retail and the service activities have a strong local catchment, which support their weekday trade and have growing interest from metropolitan Melbourne on weekends. Springvale has the opportunity to exploit its local market appeal to a broader regional catchment through wider promotion and attraction from diverse retail activities. It is proposed that new commercial opportunities are encouraged within existing commercial zones, with some rationalisation of the Business 1 and Business 2 zones to better reflect current land use. New Business 2 zones will replace parts of the current industrial zone (north of the rail line) and mixed use zone (around Warwick Avenue). This will further consolidate the centre and improve the urban form along several main roads from new commercial development.

Housing

Current housing in Springvale is generally of a low density and focussed on the growing demand for new and larger detached dwellings. The plan recommends a rationalisation of the existing Residential 2 zones south of the rail line. There will be an introduction of Residential 2 zones north of the rail line, all in close proximity to public transport and commercial activities along Springvale Road. These zones will provide the focus for quality higher density residential development whilst maintaining fringe areas for lower density development. For the central area, higher density housing is encouraged including upper floor additions to commercial development (shop top) within the core area. This will provide increased support for local businesses and encourage walking over car travel.

Public Transport

Current public transport provision is under significant pressure by increasing patronage while both Springvale station and the main bus interchange are poorly integrated with the retail core, pedestrian and road networks.

With the retail core concentrated to the south west quadrant of the centre, it is recommended that the railway line at Springvale be grade

separated (the railway line and the station being underneath) and that the Station being relocated westward, incorporating a new bus interchange. A new station located directly beneath Springvale Road would create a superior, fully integrated and functional bus and rail interchange which would contribute to the growth of the activity centre as well as facilitate high quality public transport access to the four quadrants of the centre and beyond. A detailed analysis of the potential benefits of a full grade separation are examined in separate study to the structure plan – The Time is Now, Rail Grade Separation at Springvale (Council / SGS Economics & Planning / Coomes Consulting, July 2007)

While the Victorian Transport Plan (VTP) released in December 2008 by the State Government altered some of the priorities along the Dandenong railway corridor the options for grade separation, additional tracks and stations alterations outlined above should not be abandoned.

In addition, to the above it is recommended that investigation of dedicated bus lanes along Springvale Road be undertaken to take advantage of the anticipated traffic reduction following the opening of East Link.

At the local level, there is the need for better user facilities and promotion of the public transportation benefits to the local community that currently prefers car travel.

Private Transport

Private transport will be improved by encouraging walking and cycling as alternate travel modes throughout Springvale. Cars provide the current preferred travel mode but a progression toward more sustainable travel forms is required. Walking currently makes up 20% of local travel movement which is considered above average for similar activity centres. The Structure Plan focuses on improving the footpath network and managing vehicle travel speeds to facilitate a safer and more comfortable walking environment. The 40 km/h limit that has been introduced along Springvale Road in the centre is an example of this facilitation.

High pedestrian traffic is the lifeblood of any retail and commercial centre. The street network is currently legible but would benefit from a clearer hierarchy to reduce conflict between cars and pedestrians. The plan highlights the need for a street bias where pedestrian orientated streets are created in high activity areas (such as Buckingham Avenue) and vehicle orientated streets are well designed to address the need of car access and circulation, while still catering for safe pedestrian access.

The Structure Plan sets a broad direction for improved vehicular circulation and traffic management initiatives, which need to be further tested in a recommended separate detailed analysis and study to develop clear and viable proposals based on the principles outlined in the Structure Plan.

Car Parking

Car parking currently dominates the streetscapes of the centre. It is recognised that car parking is fundamental to the trading operation of many businesses in the centre. The plan proposes to minimise the impact of the on-street car parking on the centre's amenity and function by concentrating the supply of future parking to off-street car parks, which will lessen the demand for on-street parking. Over time, the provision of new off-street car parks will offset a reduction of on street parking, as well as accommodating future car parking demand. This will assist in the creation vibrant pedestrian friendly streets, as well as providing for an appropriate level of easily accessible car parking, both of which are necessary for a successful activity centre.

A more detailed analysis, inclusive of recommendations regarding the provision of off-street car parking, can be found in the Springvale Activity Centre Parking Management Plan and Traffic Issues Study (GTA, August 2007). This GTA study was the subject of a Council briefing on 17 September 2007.

Street Design

Street design will transform the streets of Springvale Activity Centre. Pedestrian streets will have wider footpaths to contribute

to the street life activity which dominates the public realm. Vehicle streets will provide appropriate means of car access but will contain planted median strips and verges to contribute to the visual appeal of the centre. The design of streets will be a major contributor to the development of the preferred public environments being sought to achieve the vision.

Built Form

The built form principles for the activity centre and guidelines are intended to develop commercial and residential settings which are in harmony with to the cultural desires of the community and embrace the vibrant street life and colours of the centre. They also determine appropriate heights and built form envelopes in an informed urban design framework. This guides the form and massing of buildings, ranging from a more intensive development in the core area to an appropriately scaled down interface with areas at the perimeter of the Activity Centre.

Urban and Open Space

Provision of quality urban and open space is key to the development of Springvale as an activity centre. While streets, with improved and widened pedestrian pavements, will be an important factor in contributing to the social life and business activity within the commercial core, there will also be a need for dedicated civic and open spaces where room is available. It is proposed that new urban plazas be created, including a town square which will build upon the busy street characteristics of Springvale. The fringe of the centre will maintain its green open spaces which will be further improved through new landscaping and better street linkages.

Sustaining the Environment

Environmental sustainability is integrated within the Structure Plan which seeks to:

- Reduce waste and litter generation
- Improve stormwater quality and re-use where possible
- Integrate Environmental Sustainable Design initiatives (ESD) and principles within new commercial, residential and public developments.

Community Infrastructure

Community infrastructure plays important role in providing facilities and assistance to new residents and emerging communities.

Springvale has had a long history of providing support and the plan recommends that this be maintained through the support of local services, venues and employment opportunities. The presence of the new police station on Springvale Road has contributed to a new image of Springvale as well as a safer environment in the centre and residential area beyond.

Land Use Directions

Land use directions directly support the collective objectives and strategies detailed in the previously described components. Land use changes are intended to maximise the potential of zoned land in close proximity to existing commercial activities and public transport.

Implementation of the plan will be undertaken by;

- The development and implementation of a local policy and changes to the Municipal Strategic Statement (MSS) which gives statutory weight to the objectives and directions of the structure plan through the planning system
- Detailing key initiatives, programs and projects for Council, State Government and the private sector to implement to realise the potential of the centre, especially in the area of commercial, housing activity and transport infrastructure
- Developing marketing and promotional programs to exploit the positive attributes of the centre, to wider audience.
- Detailing financing opportunities to fund programs and capital works improvements. This could include special rates schemes and charges, Council's City Improvement Program and possible State funding sources
- Detailing a series of strategies, guidelines and capital works as Action Plans in which to coordinate improvements and deliver on the vision
- Finally, establishing a steering committee within Council representation to oversee and coordinate the implementation of this strategy. This includes driving Council's infrastructure projects, assist and manage major urban initiatives from the private sector and acts as a liaison point with outside service providers.

Introduction



View of central Springvale looking north west.

Once a traditional strip shopping centre, central Springvale has now developed into a major activity centre.

The Springvale Activity Centre

The Springvale Activity Centre is a popular and vibrant multicultural retail and business centre in Melbourne's south east. It is predominantly Asian in character and is one of four major retail precincts in the City of Greater Dandenong.

Council and the community has recognised the great potential that exists in Springvale. The centre is well furnished with many fresh food and grocery stores, restaurants and bakeries, has a growing medical and health precinct, is easily accessed by Springvale Road and is benefited by regular rail and bus services to its centre.

Springvale's is a food based centre. The availability of fresh, quality food at cheap prices essentially underpins the centre's viability. Well patronised by local residents, the centre is virtually unknown to metropolitan Melbourne.

Springvale is in an admirable position to exploit its unique commercial advantage to attract visitors from all over Melbourne. This may come from people simply wanting fresh groceries for the week, others wanting a day out in a multicultural market place or people wanting to live and build a home. One of the major hurdles for Springvale to overcome is not in economic viability or development potential but in public perception. The public perception of Springvale of the late 90's is not the reality of 2007. The stigma attached to drugs and food handling is not deserving or appropriate today. There are great opportunities in Springvale if people take the time to come and experience it for themselves.

Central Springvale will flourish and become a more vibrant and sociable environment that is embraced and appreciated by residents and visitors. The centre will become more attractive to business investment and growth and provide for new housing choices and employment opportunities. Central Springvale will develop a stronger, more identifiable street character, engendering pride and acclaim in its appearance and uniqueness.

There are only greater things to come for Springvale.

Structure Plan Basis

The City of Greater Dandenong has prepared the Springvale Activity Centre Structure Plan for the purpose of creating a planning and design framework which will guide the centres' redevelopment for the next 10-15 years.

The structure plan has been developed in response to Melbourne 2030 and also Council's own need to develop a plan to create a holistic and coordinated planning and capital works tool to guide the continuing improvement of central Springvale.

Council is responsible for the delivery of various programs and initiatives, capital works and provides strategic planning guidance for matters relating to the centre. The diverse disciplines involved in such work, their complexity, costs and timing (whether they be of a capital or planning nature) may at times complicate their development, or be undertaken in isolation to other related projects without a coordinated plan in place.

The structure plan intent is that of a cohesive strategy, one which identifies the important components and issues affecting the centre and provides direction on the land-use, economic, transport, housing, urban design, and the social and cultural needs of its community, to deliver a site responsive and coordinated redevelopment plan which Council will deliver on. The plan will be the primary tool to guide Council's decision making on planning matters and in the planning of works to improve the centres amenity.

The plan has been prepared using the framework established by the Department of Sustainability in the "Structure Planning for Activity Centres" practice note. The plan has also utilised the intent of the Activity Centres Implementation Plan of Melbourne 2030 for its contribution to state policy.

The structure plan has a vision and objectives, a development framework and an action plan. The vision sets the direction and emphasis, the framework provides the basis and justification for the recommended strategies and the action plan details the works and programs which are required to achieve the vision.

Activity Centres - Melbourne 2030

In 2003 the State Government released Melbourne 2030, an initiative to guide the planning and development of Melbourne to the year 2030. With an expected population increase of 1,000,000 people by 2030, the strategy outlined new directions for housing, transport, green wedges, the urban growth boundary and activity centres in which to accommodate this growth.

Melbourne 2030 defined activity centres as places for the focus of services, employment and social interaction. They are where people shop, work, meet, relax and live. They are more than shopping centres, they are multifunctional centres.

The Activity Centres Implementation Plan from Melbourne 2030 identified a network of activity centres around Melbourne. Springvale was identified as a major activity centre. A key action of the plan is for local government to undertake structure planning to guide the future growth and change in these activity centres.

The objectives of a structure plan for a major activity centre such as Springvale, as defined by Melbourne 2030, is to;

- Encourage a greater mix and range of uses
- Encourage a wider range of arts, cultural and entertainment facilities
- Improve, integrate and upgrade public transport services
- Create opportunities for new housing and encourage higher density housing
- Achieve quality design outcomes.
- Discourage out of centre development

Structure plans should aim to;

- Provide a stable investment opportunity and improved synergies between private and public investment
- Offer fair access for all to jobs, goods and services
- Reduce car dependency
- Make neighbourhoods more livable
- Become more vibrant, interesting destinations

A particular focus of the Activity Centres Implementation Plan is that of housing. Activity centres will be required to accommodate some of the estimated 620,000 new dwellings which would arise out of a population increase of 1,000,000 people. It is intended that activity centres would not only provide the physical capability of increased housing, but to also provide the economic support for the commercial uses within these centres. Melbourne 2030 is about creating a more compact city. This emphasis will be strongly played out in the activity centres of Melbourne.

Activity centres are intended to be more sustainable urban settings with people having the opportunity to live close to work and to be able to move between their homes and places of employment by foot or by public transport. Compact activity centres will require less car trips which will reduce the impact of the car within the streets and enable more pedestrian orientated environments to be created.

Springvale has the opportunity to embrace the ideals of Melbourne 2030. It is a viable retail centre and has the potential for new housing developments and the accommodation of an increased population. The basic structure of an activity centre is already in place.

Greater Dandenong has a population of approximately 130,000 people and is an extremely diverse municipality with 156 different nationalities represented, of which 54 percent were born overseas. The most significant ethnic grouping is the Asian-born population, which is one of the highest concentrations in metropolitan Melbourne.

The municipality has four main economic centres, the Dandenong CBD is regarded as Melbourne's second retail and business centre. The other centres include Springvale, Noble Park and Parkmore Keysborough. The Dandenong CBD is a Transit City and is the municipality's primary centre for commercial activity, government services and urban renewal. It has an emerging residential focus which will assist in the centres revitalisation. The Springvale Activity Centre is a second tier centre and operates independently to Dandenong. Its strength is in retailing and local services and as such, is not in direct competition with Dandenong.

The future directions for Greater Dandenong and its residents is provided in the City's Community and Corporate Plan. The plan provides a commitment to ensuring the future of the municipality. There are ten critical areas identified in the plan which relate to specific commitments Council will implement to achieve the defined objectives. Of particular relevance to Springvale are the following;

- Creating a safe, clean City
- Enhancing the spirit of neighbourhood shopping centres
- Enhancing the natural and built environment
- Building on the strengths of the diverse multicultural community
- Developing our strong arts and cultural heritage
- Revitalising Greater Dandenong

The Community and Corporate Plan has influenced the development of objectives and strategies contained in Council's Municipal Strategic Statement (MSS). The MSS contains several elements which characterise the patterns of land use and development across the municipality. These are Residential, Industrial, Business, Non-urban, Heritage and Urban Design, Open Space and Recreation, Traffic and Transport.

With relevance to Springvale, the residential element encourages medium-density housing in proximity to shops, public transport, and community and cultural services. Higher density housing to the periphery of activity centres is also encouraged within defined precincts.

The MSS encourages the redevelopment of smaller pockets of industrial land located within residential areas for innovative residential or mixed-use development.

The business element requires Council to promote and enhance Springvale as a vibrant multicultural focal point in the region. The centre's role and function in the municipality requires definition.

The MSS recognises that recent development has the potential to have cultural heritage values.

The urban design element requires the development and implementation of design guidelines to positively influence the natural and built form of the municipality and which assists in the revitalisation of the City.

The MSS requires Council to increase the provision of open space in business areas and providing increased opportunities for active and passive recreation.

The traffic and transport element encourages medium density housing to be sited near public transport networks where there is access to commercial activities, community facilities and open space links.

The objectives of the MSS and the commitments of the Community and Corporate Plan have been drawn upon to influence the directions of the Springvale Activity Centre and the preparation of the Development Framework. The Framework has also been developed with an appreciation and understanding of the strengths, weaknesses, opportunities and constraints which currently exist and the expectations of the community in the formation of a vision.

Strengths

- Basic structure already in place
- Commercially viable and busy centre
- Competitively priced and quality goods available
- Unique centre, market appeal, personalised service
- Good access to public transport
- New residential development creating improved urban character

Weaknesses

- Centre divided by railway line and limited crossing points
- Needs to be cleaner
- Drug activity still noticeable but has improved significantly
- Lack of car parking and congested streets
- Perception of safety still low
- Too many shops all the same, more variety needed
- Lack of business sophistication and poor shop presentation
- Lack of leisure and entertainment facilities
- Industrial premises on main roads brings image down

Opportunities

- Grade separation as part of 3rd rail project
- Retain customers for longer periods
- Attract greater retail diversity, factory outlets
- Renewal of shops and houses needed
- Attract young people to the centre
- Be truly multicultural, promote mix of cultures
- Attract state government interest for infrastructure improvements
- Greater promotion and marketing of the centre for day tourism

Threats

- Growth constrained by rail line division
- Continued poor perceptions by metro media
- Community interest in new housing estates away from the centre
- Competition from neighbouring activity centres
- Continued low interest from the developer community
- Changing demographic on a large scale

Springvale Vision

Springvale will build on its unique cultural and Asian food retailing strengths to become a place of business growth and local employment opportunities, greater housing choices, safer and more appealing streets and open spaces and improved access to public transport, in an overall more compact urban environment.

As part of the early stage consultation process, which guided the development of the plan, a range of community aspirations were also developed for the Springvale Activity Centre. These aspirations centre around developing Springvale so that it will be recognised as a;

- Melbourne's premier destination for Asian foods and goods, set within a vibrant and attractive urban setting.
- Major destination for business and leisure, with more people stopping, than passing through
- Sought after residential locality where great lifestyle opportunities exist offering parks, entertainment, restaurants and community facilities to foster social engagement
- Sociable, safe, clean and spirited place where the community embraces and participates in street life and cultural activities
- Place for the ultimate multicultural retail experience for quality and value
- Pedestrian friendly locality, enabling safe and enjoyable movement through vibrant and stimulating streetscape settings
- Proud neighbourhood, celebrating its cultural diversity and dynamics
- Readily accessible and highly patronised centre, attracting greater visitation from outer regions
- Well planned centre, providing a suitable balance and arrangement of land uses to support the community's livelihood, longevity and bond to Springvale

The community including traders has played an important role in establishing the above vision for Springvale. The above statements also act as strategic principles which have influenced the preparation of the recommended actions of the Framework.

Objectives

The objective of the structure plan is to;

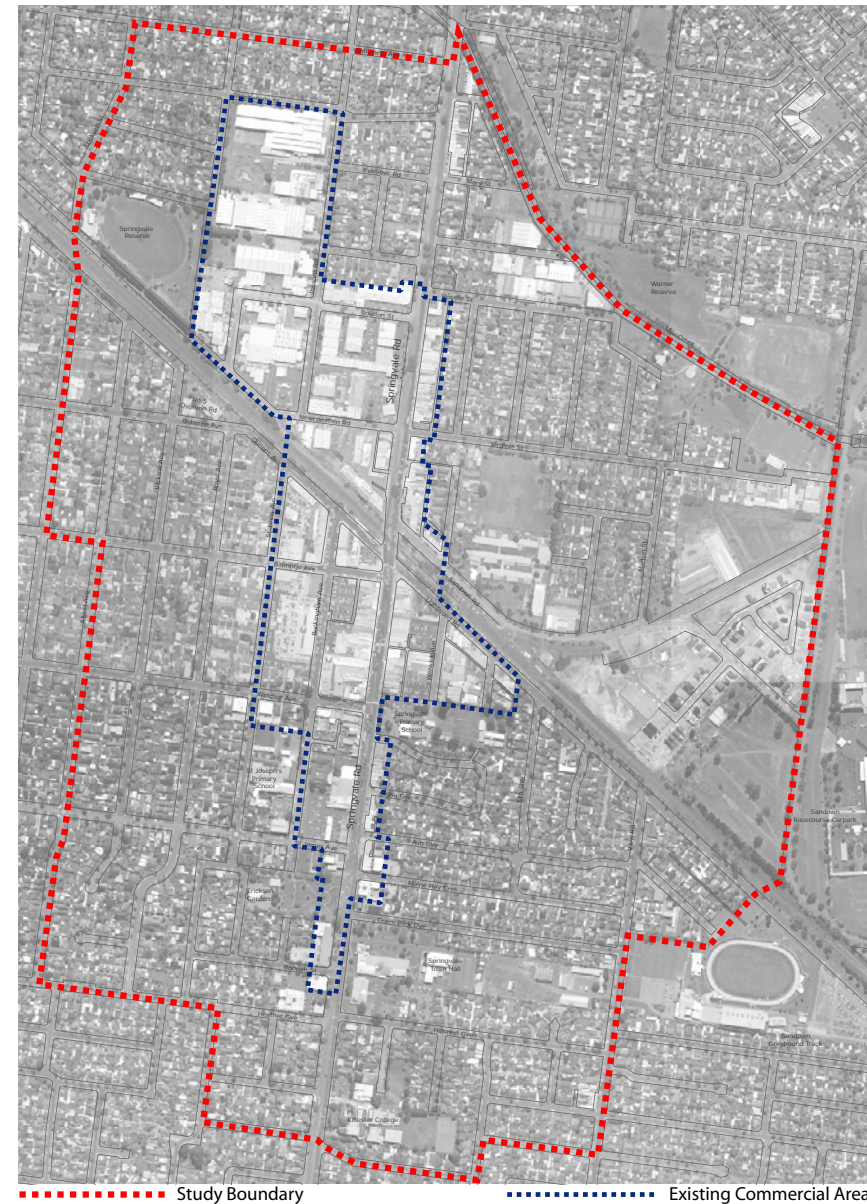
- Prepare a guiding strategic plan, setting the level of change and providing direction for Springvale over the next 10-15 years
- Position Springvale at a level that encourages investment, redevelopment and business confidence
- Embrace cultural identity and diversity in the tailoring of works and programs for the community
- Provide a tool that assists in the design of private developments which demonstrate quality neighbourhood design principles
- Provide a tool which assists Council in the design and implementation of all works and programs in a cost effective and integrated manner
- Change peoples perceptions of Springvale from a social, cultural and economic viewpoint
- Exploit the market trading characteristics of Springvale and to encourage day tourism
- Puts in place design treatments that uniquely identifies Springvale
- Improve housing opportunities that encourages new housing forms
- Facilitate the creation of pedestrian orientated streets
- Ensure the equitable distribution of social infrastructure.
- Plan for the provision of improved open space, recreational and leisure opportunities
- Improve public transport access, linkages and user facilities

The Springvale Activity Centre (SAC) is defined in the adjacent map. The centre boundaries have been developed from the inside out, working from what is the retail core of the existing shopping centre, to other commercial land uses which include industrial and mixed use activities, on to the residential interfaces and out to the residential fringe and open space areas.

The SAC is bounded;

- South by the Springvale Civic Precinct and Killester College
- North by Mile Creek
- East by Sandown Greyhounds, Sandown Racecourse & Entertainment Centre and Warner Reserve
- West by Springvale Reserve and the residential grid around Albert Avenue

The study boundaries present the canvas in which to apply the directions for change and to harness the development potential in which to transform central Springvale.



Development Framework



View of the intersection between Springvale Rd and the railway line looking north west.

The railwayline and the road corridor currently create segmentation between activities presenting an enormous challenge to the centre and creating congestion.

The Development Framework is the core content area of the structure plan.

The Framework tables a range of activities and land uses which will have a significant role in the growth and redevelopment of the centre, both in its function and amenity.

The content areas or components are;

- Commercial Operation
- Housing
- Accessibility - Public Transport
- Accessibility - Private Transport
- Car Parking
- Street Design
- Built Form
- Urban and Open Space
- Sustaining the Environment
- Community Infrastructure
- Land Use Directions

The Framework presents the issues relating to the condition, operation, and contribution of each component area in realising the potential of the centre as set down in the community vision,

For each component area, a list of objectives and strategies are drawn to ensure that there are appropriate planning, economic and capital works initiatives to implement in which to achieve the vision.

These initiatives are reflected in the Actions Plans following the Framework.

Commercial Operation

The 24 fresh meat and seafood stores occupy both in-centre and on street locations



Gift shop with ornaments and pendants, adding a decorative quality to the store



On street displays are an intrinsic element of the market style trading character in Springvale



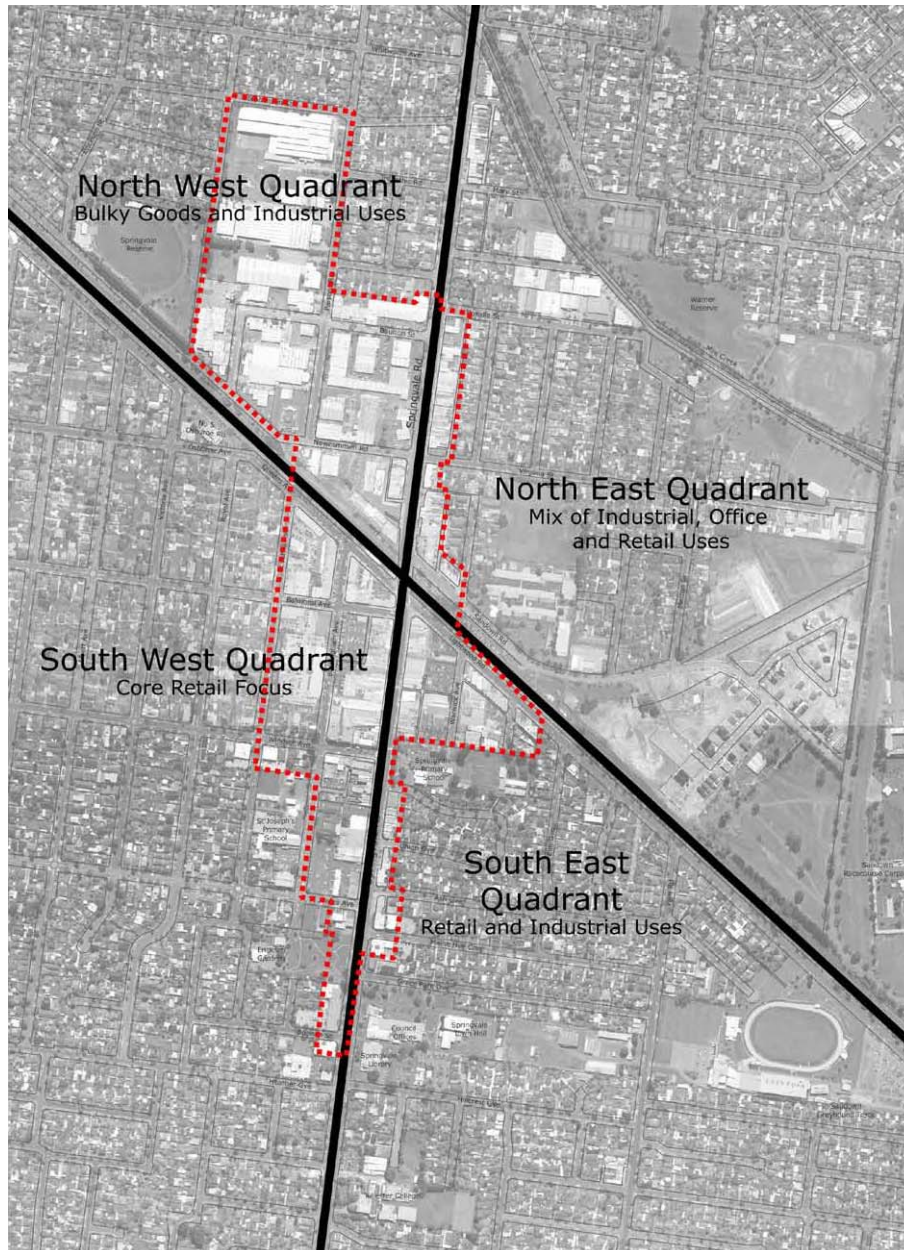
The Springvale Activity Centre (SAC) serves as a convenient shopping destination for its local population and a popular weekend shopping destination for people coming from metropolitan Melbourne. The centre stands out from its neighbouring competitors in its concentration of Asian fresh foods and restaurants. The centre has a niche market in food retailing and an emerging medical and health services function.

Commercial Setting

The centre contains a variety of small, low level commercial premises. It has three medium size shopping centre complexes, Springvale Shopping Centre, Golden Plaza and Springvale Central. There is a Safeway store located to the southern extents of the centre on Springvale Rd. The commercial structure retains much of its strip centre origins. Most businesses are independents, there are no department stores and only a few chain/corporate operators, mainly real estate agents, banks and chemists. The in-centre supermarket is a more recent addition to the Springvale Shopping Centre facility and is focussed on Asian foods and goods and as such, complements the Safeway which provides for more general supermarket items, catering for the non Asian population.

There are three freestanding shopping complexes within 5 km of the centre, Brandon Park to the north, Waverley Gardens to the north-east, and Parkmore-Keysborough to the south, together with the Direct Factory Outlets complex at Cheltenham, just beyond a 5 km radius of the centre. The SAC relies heavily on food related retailing with 56 restaurants/take-aways, 24 butchers and 18 grocers (2004 survey). The centre is renowned for its value and quality of its food produce, however, there is little retail diversity beyond food retailing.

The commercial extent of the centre comprises four distinct and unequal physical quadrants. These quadrants have been created by the division produced by the Dandenong railway line and Springvale Road. Each quadrant has its own commercial function and place within the broader commercial development pattern, which includes;



- To the N/W – industry, warehousing and some space-extensive retailing, situated within IN 1 and B4 zones along the western side of Springvale Road. These businesses are using the highway presentation to market services and ‘bulky-goods’ to the passing traffic.
- To the N/E – a mix of small scale industrial, office and service retail fronting Springvale Rd, IN 1 and B1 zones (minimal food outlets)
- To the S/W – core retail within a B1 zone, with a medical precinct bordering the zone to the west
- To the S/E – retailing and office within a B1 zone fronting Springvale Rd and a pocket of predominantly service-type industry (smash repairs, mechanics) in a Mixed Use Zone.

These quadrants generate varying ranges of visitation, from the intensive in the S/W quadrant to low in the N/W quadrant. This is all indicative of the commercial operation which varies across each precinct.

Existing Land Use and Floor Space Retail Activities

The extent and pattern of retail floor space in the centre was mapped in 1998 and again in 2004. The results have indicated the following;

- Food floor space has increased by 46% from 15,320 to 22,370 m²
- Clothing and footwear increased by 11% from 3,560 to 3,930 m², but with fewer stores
- Small household goods (music, video, cosmetic, jewelry, photographic) have decreased by 23% from 5,750 to 4,450 m²
- Large household goods (hardware, houseware, furniture, appliances) have increased by 72% from 9,200 to 15,800 m², with the number of premises remaining the same.

Current Retail Floor Space (as a % of 46,596 m²)

- Retail Food 48%
- Retail Clothing 8.5%
- Small Household Goods 9.5%
- Large Household Goods 34%

Overall, there has been a small decline in the number of retail premises (~5%) but a large increase in the amount of retail floor space in shops (from 33,860 m² to 45,600 m², or 38%), so that the individual retail premises have, on average, increased substantially in size resulting in a consolidation of the more successful businesses.

Food retailing is requiring more space than in the past to operate. This has resulted in the growth of individual businesses and/or individual premises were too small for the retail activity. The food retailing is a strengthening component of the centre and essentially underpins its operation. The clothing and household goods component of the retail mix plays a supportive role.

Retail Types and Occupancy

To assess the contribution that each quadrant makes to the food retailing niche, a listing of the retail types is as follows;

- N/W and N/E – only 2 small food shops (liquor and butcher) and 2 small take-away premises. This area is consolidating as the focus for varied retail, and other space-extensive businesses (western side of Springvale Road) and various types of commercial and business services, including offices (eastern side)
- S/E - only 9 food shops (one being a Chinese supermarket), four restaurants, one bakery, a butcher, a discount food outlet and a juice bar, all but two are north of the Springvale Primary School. Other retail is focused on small household goods (clothing, haberdashery, homewares, computers, phones, banks, business services, health, travel and other small businesses with a local service role. Some offices are located in this quadrant and are mostly 1st floor uses

- S/W – comprises several clusters of food related retailing. These are made up of 32 restaurants, 16 bakeries/take-aways, 22 butchers/seafood and 17 grocers.

These clusters of food shops, restaurants and take-away-food premises form the core of the centre. There are no distinct patterns of retail type within this core. The arrangement is sporadic and contributes to the unique trading character of the centre. Worth noting is that of the 87 food outlets in this precinct, only 8 face onto Springvale Road.

While vacant premises are spread throughout the centre, their major concentrations are found along Springvale Rd (14 of a total of 25 vacant premises, 2004's survey). These vacancies are predominantly on the eastern side of Springvale Road (9 of 14, which is spread both north and south of the railway). The vacancies north of the railway line tend to be located at the southern end of this retail strip. This area is severely affected by the lack of on street or any other form of parking. The tendency for vacancies to be located on the eastern side of Springvale Road, together with the smaller proportion of convenience-type shops on this side, also indicates a weakness in retail demand on this side of the centre. The traditional strip centre along Springvale Road is contracting at each end and the centre has now developed a concentration within the S/W quadrant.

Retail Use and Demand

In a period of 8 years (from 1997 to 2004) there has been two significant retail developments added to the centre. These being the Springvale Shopping Centre and the redevelopment of a former Safeway store into what is now Springvale Central. (At one time there were two Safeway supermarkets operating in the centre). The Springvale Shopping Centre is fully tenanted consisting of 6,900 m² of retail space (35 shops), taking 8 years in total to occupy. The slow filling of much of the 1st floor retail space has contributed to this lengthy time. The redevelopment of Springvale Central added 3150 m² of retail floor space, comprising 36 shops. In total, these two centres alone have added approximately 10,000 m² of retail space or 71 new shops in an 8 year period.

Springvale Central located on Springvale Rd contains 36 retail premises on 3150 m2 of ground floor area



Springvale Shopping Centre on Buckingham Ave contains 35 retail premises on 6,900 m2 of ground and first floor area



An artist impression of the approved redevelopment of the Buckingham Ave car park site which would provide 41 retail premises on 2800 m2 of ground floor area



Along the west side of Springvale Rd is a Business 4 zone which provides larger trade and furniture retailing, whilst the premises to the rear, further west of Springvale Rd, are more light industrial uses. It appears that some of the small factories in the B4 zone serve as storage, most likely for over crowded retail premises in the core. The Springvale Rd frontage of this zone operates largely as the centre's bulky goods (large format retail) precinct. There is a growing demand for large format retail centres which provide a convenient one stop centre for comparison shopping for household goods. Centres, such as the Monash Home Maker Centre on Princes Hwy provide such an outlet.

To accommodate future growth consistent with typical activity centre development principles the supply of commercial floor space should be derived from the better utilisation of existing business zonings. This could be in a form of 1st floor additions, consolidation or increased density to create a more compact retail environment. Aligning with this, is a proposed redevelopment of the Buckingham Ave car park site which could potentially provide 2800 m2 of retail comprising approximately 41 premises. Using previous examples, this development may take 2-3 years to fully occupy. In 2007, a notice of decision to grant a planning permit has been issued by Council.

In addition to this, the sites bordered by the Springvale Shopping Centre building and Windsor Ave could provide 4,000 m2 of additional retail as an extension to the Springvale Shopping Centre. This could add another 3-4 years of supply. Given that there could be approximately 6 years supply of retail in proposed and potential new developments, there should no addition to the Business 1 zoning to the west of St Johns Ave until which time existing sites have been realised.

Office Use and Demand

The SAC contains an array of small offices, providing a variety of professional services including lawyers and accountants directed to serving a local clientele. These offices are scattered throughout the centre, with a strong predominance on the eastern side of Springvale Road. There are larger offices located towards the southern end of Springvale Road which include employment services and Centrelink, also servicing a local population.

A range of medical and health services are provided to the western edge of the centre around Balmoral and Windsor Ave



Springvale will continue to offer convenient business uses servicing the local area. Given the wide variety of higher order business localities, such as Five Ways Keysborough, Springvale Rd in Glen Waverley, Redwood Gardens in Braeside, Princes Hwy and central Dandenong, it is unlikely that Springvale will attract office businesses with a state or metropolitan focus.

The level of activity of locally-oriented businesses in Springvale will be largely related to the needs of the local population. With only moderate population growth expected around Springvale, it is anticipated that growth in office floor space will be relative to any increase. The provision of office space within the centre will also need to contend with an increasing number of home based businesses which are locating to the fringe of the commercial core.

Medical Use and Demand

Of greater significance to the niche market offering within Springvale is the growth of medical and health services which are predominantly along the western edge of the core retail area (21 medical centres, mainly located along Windsor, Balmoral and St James Ave, around the St Johns Ave intersections). There is also an additional 5 medical centres located just to the east of Springvale Rd in the vicinity of the Union and Ash Grove. In total there are 33 medical/health centres in the activity centre area, 26 being in residential zones to the fringe.

The origin of many of these facilities began with the conversion of the existing housing stock to cater for medical suites and on site carparking. Many businesses still operate in converted houses while others have partnered up and now occupy purpose built premises. The medical uses vary and include general practitioners, alternative medicine, x-ray, pathology and dentistry. The synergies between practices, (referrals) good car access and a wanting local population, appear to assist in providing a medical focal point to complement other commercial activities. There is potential to further develop and promote the centre in this form of use (as compared to general office uses) to further add to the diversity and range of services being required of activity centres. It would be apparent that further consolidation of the uses and localities will be required.

Medical and health services located within the southern precincts



Council should therefore develop planning mechanisms to manage the spread of medical and health centres with the aim of creating defined medical precincts.

Industrial/Manufacturing Component

The SAC contains an Industrial 1 zone consisting of large lot (commercial printers/bakers, manufacturing) and light industry (motor repairs). These are sited predominantly in the N/W quadrant. The presence of industry in Springvale dates back to the mid 1920's where new employment opportunities also generated the neighbouring residential subdivisions. Large industrial businesses such as Australian Die Castings (formerly Huckson Die Castings, which began in 1949) employs 110 staff, mainly locals and have recently upgraded their premises. Other industrial and manufacturing uses are smaller scale and appear to operate independently to the core retail niche of the centre.

The northern quadrants need to develop a stronger commercial identity so as to complement the retail core, but not compete with it. Most centres of Springvale's general scale do not operate effectively on either side of an at-grade rail crossing. Where such crossings occur within a centre, either one side is subordinate to the other, or both sides tend to operate as independent centres. This segmentation could potentially be overcome if a grade separation is pursued for undergrounding the railway line which could significantly change and improve the future land use of the industrial land to the north.

Regardless of whether the grade separation is pursued or not, it is unlikely that there will be the need for any growth of the industrial and manufacturing sector in Springvale. This is evident in the conversion of two sites fronting the railway line for places of worship and the transition of the Rocla concrete site bordering the rail line into a 94 lot residential estate. New industrial estates in Dandenong South have become the focus for more concentrated industrial development.

It would be beneficial for an element of light industry/manufacturing (motor repairs, clothing) to remain in Springvale to service the

immediate area and provide for local employment opportunities. Nevertheless, it is likely that the conversion of existing and non complimentary Business 4 uses into commercial/residential may provide for redevelopment outcomes which make for better utilisation of larger land holdings and contribute to the provision of housing for an increased population.

Mixed Uses

The S/E quadrant behind Springvale Rd accommodates a variety of light industrial uses including 11 motor repairs and mechanics, one residential property and one restaurant. These businesses service a local population. The provision of these uses compliments the area by providing in centre services for the local community. Unfortunately, many of these businesses operate in old and unsightly premises located on Lightwood Rd, which carries approximately 25% of the vehicular traffic into the centre and also fronts on to the railway line. The uses in this zone produce an unsightly built appearance which restricts its attraction for any form of renovation or redevelopment.

This zone provides one of the greatest areas for future land use change because of its proximity to the central core and public transport. Motor related uses should be concentrated into the Industrial 1 zone, away from major arterial and collector roads.

Industrial premises on Lightwood Rd



Synopsis

The expansion and redevelopment of the retail core to the west around Buckingham Ave has provided a new focus for the centre which is now competing with its historical strip centre focus along Springvale Road. The central core is contained within the perimeter of Springvale Rd, Windsor Ave, St Johns Ave and Queens Ave. This core is also the most viable, with greater trade performance than other areas. The centre has experienced a noticeable decline in drug related activity. The adverse impact of street dealing and anti-social behaviour on the public's perception of safety is not as crippling as it has been in the past. There is now the opportunity to take advantage of this improvement and attract greater visitation and participation in the street life of the centre.

The Springvale Activity Centre's catchment population and level of business, as represented by its weekday activity, will remain generally stable and robust. The Centre's 'convenience' role is relatively local and has a high proportion of walk-in and frequent-visitors. As long as the centre maintains or improves its shopper amenities, accessibility and range of products, this portion of its business appears secure. However, the Centre's speciality role as a metropolitan provider of Asian goods and shopping experiences is somewhat different to its weekday convenience role.

The Centre's speciality role is most clearly defined by its weekend trade, which draws from a very wide but weakly penetrated metropolitan catchment (SKM Investigations Report 2004). This wider catchment appears to provide a substantial proportion of the overall business of many shops. Given Springvale's middle suburb location, the centre has the potential to use its multicultural fresh food focus to attract a greater metropolitan market, giving it the potential to increase this area of business. As this speciality role tends to attract a large proportion of its custom at weekends, visitation and demand for access and car parking will tend to peak even more strongly.

Springvale Centre's ability to tap this potential wider market will depend on a combination of factors, including:

- The centre's marketing
- Competition by other centres to attract a greater portion of this speciality market (Clayton, Noble Park and Glen Waverley)
- Accessibility and car parking
- In the longer-term, changing demographic and cultural factors

The long term success of the centre's speciality retailing role will be influenced in the majority by both the local and metropolitan Asian demographic. If there was to be a cultural change, even by influence rather than nationality, then the demand base for retailing could be lost. It would be prudent to encourage a varied demographic, including younger aged shoppers and a more multicultural mix to shop and do business in Springvale to take advantage of the Asian market style character. This introduction of a varied visitor demographic would assist in luring new and diverse retail uses which are currently in short supply. This would have to be considered in the broader context as to not completely re-orientate the market away from the niche food based centre which is its primary function. Entertainment venues (other than restaurants) such as cinemas and bars are not available and would be desirable in the attraction of a young and new demographic.

Commercial functions other than retail play a complimentary role in the centre. The function of light industrial, manufacturing, office and bulky goods outlets provide a range of services, employment and products which align well with the activity centre ideals of a place which contains a variety of uses. In Springvale, it is the location of these complementary uses which require refinement, rather than the uses themselves.

Restaurants facing onto the Buckingham Ave car park. Better use of the rear of properties like this will generate greater activity and improve amenity



New commercial development shall utilise narrow shop frontages to enhance the street market style of shopping in the centre



Increased retail diversity should be pursued to ensure the long term commercial viability of the centre. The attraction of younger shoppers and increased visitation from metropolitan Melbourne will assist in maintaining growth and activity, if a cultural shift should occur



Commercial Objectives

- Reinforce the niche “Asian food” role of the centre
- Encourage additional retail diversity such as clothing and book stores which complements the core retail function.
- Support the growth of the medical/health service precincts within a controlled land use arrangement
- Encourage greater visitation from metropolitan Melbourne
- Introduce commercial redevelopment opportunities in areas which have the greatest potential to contribute to the activity centre ideals
- Seek opportunities to improve the linkages between commercial quadrants through land use changes and infrastructure improvements. In particular, grade separation opportunities arising from the 3rd rail project should be pursued
- Define the commercial role of each precinct to further concentrate the type of complementary uses which will sustain it into the future.
- Contain the centre’s growth by encouraging redevelopment within current business zonings, rather than spread into current residential zonings to the centre’s periphery.
- Recognise the opportunities of a changing demographic and its potential to contribute to retail diversity and vibrancy.
- Support commercial activity to the southern extremities of the centre (Springvale Rd) through the provision of commercial anchors to these locations
- Attract a younger and wider demographic to the centre by the provision of new and diverse entertainment venues

Shops at Springvale Rd North should operate at the neighbourhood level which provides convenient access to residents north of the rail line

All industrial activities, including motor related uses should be concentrated within one zone, away from major arterial roads

Bulky goods precinct to remain on Springvale Rd and be the focus for household goods

New office and retail goods/services focus for Springvale Rd

Significant development opportunity available in conjunction with possible station relocation. Uses to include lifestyle (cinema, gym) and office, including government services

Retail north of the railway line should be restricted to a smaller area

The core retail area should maintain its concentration of food retailing as well as retail goods and services

Key retail redevelopment approved

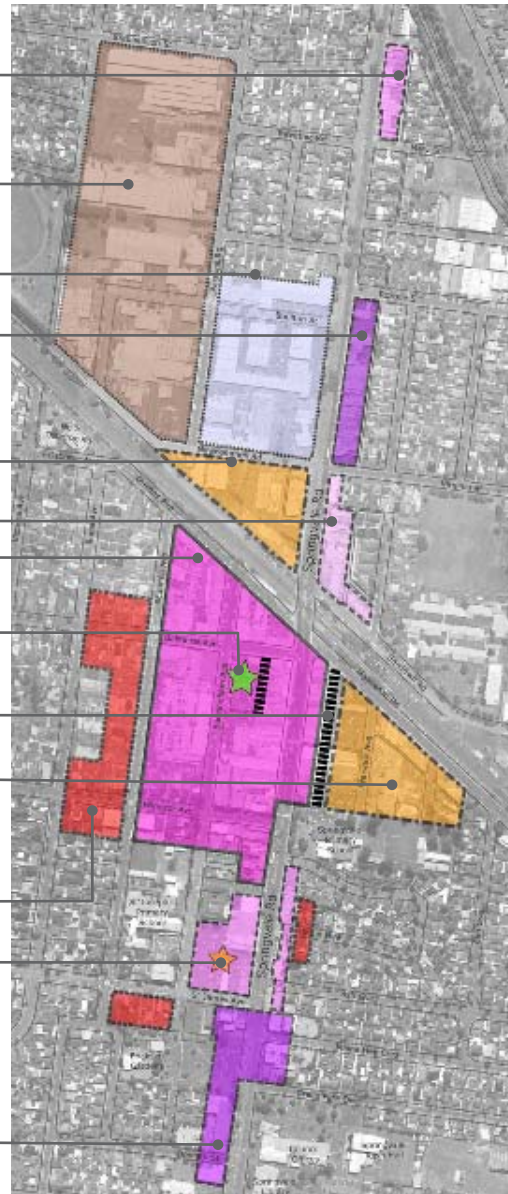
The rear of premises which back on to car parks need to operate as additional retail opportunities

Optimise the potential of the Warwick Ave area to provide a major redevelopment zone for entertainment, offices and restaurants, but not include fresh food retailing

Concentrate the spread of medical centres to three distinct precincts

Potential area for a department store in a currently underutilised area. Large floor retailing would assist to support the southern end of the centre

Large floor office precinct, including new police station, to act as a interface between the core retail area and residential setting along Springvale Road



Commercial Directions Plan

Commercial Strategies

Commercial activity in the SAC will be improved by;

- Diminishing industrial uses along Springvale Rd, north of the rail line and introduce business activities which will facilitate improved commercial use of this important arterial gateway
- The use of the local policy to limit food related retailing in the B1 zone north of the rail line to more restaurant/café style activities so as to concentrate food retailing within the southwest quadrant
- Facilitating a change of use for the triangular site bordered by the rail line, Newcommen Rd and Springvale Rd to encourage higher order redevelopment including office, restaurant, entertainment and lifestyle uses (gym) at the ground floor with upper residential. Opportunities to integrate this and the station relocation with links to the retail core become available
- Diminishing the motor related uses within the Mixed Use Zone around Warwick Ave to facilitate a renewal of the uncomplimentary and poor built form of the light industrial uses in this precinct and encourage more office, entertainment, restaurant and lifestyle uses. This precinct has the ability to be developed as an entertainment and fashion precinct from a massing of smaller but interesting premises within a compact and vibrant street environment
- Developing and promoting a retail diversity plan geared at encouraging retail diversity including clothing, sporting and entertainment uses which attract a young shopper and also becomes attractive to a non Asian custom
- Active promotion and partnership management of the centre. See, Centre Promotion and Marketing
- Concentrating the medical/health precinct into three distinct clusters (based upon existing conditions) to manage its long term pattern of growth and position. More purpose built facilities should be encouraged, in preference to converted houses

- Requiring new retail developments to accommodate suitable shop floor areas which include storage and display area. This will limit the trend of using a neighbouring shop for storage needs which comes at the detriment of the street vibrancy and built form amenity. Individual footprints of 50-60 m2 in the south west quadrant should be discouraged
- Requiring future retail development on the Buckingham Ave carpark site to maintain the food retailing focus which provides a street focussed market presence. Larger shop frontages are discouraged
- Recognising the potential to site a department store (Kmart, Big W) to the southern end of Springvale Rd, within or associated with the existing Safeway. This will underpin this end to the retail core which is currently experiencing a decline in activity and would make use of an underutilised large car park. Positioning this use within the heart of the retail activity is not encouraged as this use will generate higher car volumes where it is not desired. It would be unlikely for an operator to want to develop a department store in an area around Buckingham Ave and Windsor Ave due to the lack of main road exposure and access. Positioning it north of the rail line is also discouraged unless a grade separation is pursued for the railway line
- Retaining the bulky goods precinct north of the rail line to compliment the diversity being sought for the centre. Large format retail, such as those found in home maker centres, should be encouraged to this precinct and not permitted to go to out of centre localities. Car and caravan sales should be discouraged
- Encouraging Springvale Rd premises to adopt dual frontages or additional businesses to the rear where they abut major car parks. Opportunities exist in Buckingham Ave and Warwick Ave
- Ensuring the street network permits a balance of car, walking and cycling accessibility
- Ensuring car parking is provided in a way which caters for the unique trading patterns and usage of the retail core

Alignment with Melbourne 2030 – Activity Centres

Offer compatible land uses to promote vitality and variety

Encouraging business activity and broadening the mix of uses appropriate to the type of centre and needs of population served

Concentrate activity within centres

Identify precincts to assist with future planning

Key Linkages

- Housing
- Built Form
- Street Network
- Street Design
- Car Parking

Action Plan Reference CO1 to CO8 - Page 86

Introduction

Housing within the SAC is predominantly made up of detached residential dwellings, typical of the housing boom of the 1950/1960's. There are several pockets of inter-war (1917-1935) houses which are remnants of the original Springvale township. These are generally in very poor condition and are slowly being redeveloped with new and larger houses being constructed in their place. There are at least three original land subdivisions which were developed to house ex-servicemen and their families.

Generally, the housing stock is made up of single storey weatherboard and brick houses containing a low level of architectural detail, typical of the development period when many construction materials were difficult to obtain. During the early 60's, the pace of development (16 houses a week in 1960) drew concerns about the standard of housing with the rows of identical weatherboard homes. Many of the houses constructed during the release of the original land subdivisions remain today. These are in various forms of condition, with the dilapidated homes being demolished and new mansion homes constructed in their place. This change however, has only been in recent years. Whilst housing styles have not changed dramatically, the cultural make up of Springvale has, and will continue to change the urban character around the centre.

Much of the cultural change can be attributed to the Commonwealth Government Enterprise Migrant Centre on Westall Rd which opened in 1970. The centre housed migrants from many countries including, Yugoslavia, Turkey, Chile, Uruguay and Timor. In 1977, the first Vietnamese immigrants arrived at the centre. It has been estimated that almost three quarters of the hostel residents moved into the surrounding residential area after their stay at the centre.

Springvale has experienced much cultural change in the last 30 years, and it is expected that this will continue, but not to the levels previously experienced. In 1971, 32% of the local population was born overseas and by 2001, this figured had doubled to 64%, with the Vietnamese population at 23%, Cambodian at 5% and Chinese at 3.5%.

A new and improved form of housing aesthetic is emerging in Springvale



Original houses from the early subdivisions of Springvale remain in parts, but are generally in poor condition.



New housing forms are collectively changing the urban character and residential streetscapes of Springvale



Mansion like homes create a bold statement and provide an indication of great success and prosperity



There are many sites with redevelopment potential, however current trends see smaller lots turned over to even larger detached houses



The majority of multi unit development is of a low density (in comparison to inner Melbourne) with generally low levels of detailing and appeal



The establishment of Asian cultures in Springvale has had a dramatic effect on the housing market and styles. There is a proportion of the local Asian population who remain steadfast and are redeveloping rather than moving to other areas. This is evident in the new two storey homes being constructed in place of the older weatherboard homes. At present, there is a strong local preference for large detached dwellings.

Regional Housing Context.

The population in Greater Dandenong is aging, household size is declining and its residents are becoming more ethnically diverse, all of which have implications for future housing needs.

At the municipal level, the City of Greater Dandenong recorded a 21.8% increase in house prices during 2002. This figure was greater than the surrounding municipalities of Kingston – 17.6%, Monash – 16.3% and Frankston 19.3%. The increase would add pressure to the affordability of housing within the municipality. However, the City's urban form has been perceived as relatively unattractive, especially from those living outside the municipality. This may come as a result of a poor portrayal of the city by the media, poor perceptions of safety, quality of dwellings and lack of urban character along main roads. For residents seeking the broader housing choices, a move out of the Greater Dandenong may be required, whilst those seeking affordable housing are moving in, reflecting and reinforcing the lower housing prices in the Greater Dandenong compared to neighbouring municipalities.

The current market for multi-unit housing has to contend with the new detached housing market within nearby municipalities. The selling price for new residential units in Dandenong and Springvale are now comparable to new detached houses in the neighbouring south east growth corridor.

These factors have led to a low level of construction of multi-unit dwellings. Lack of demand is reflected in the lack of profitability within the development industry to provide medium density housing.

Local Housing Context

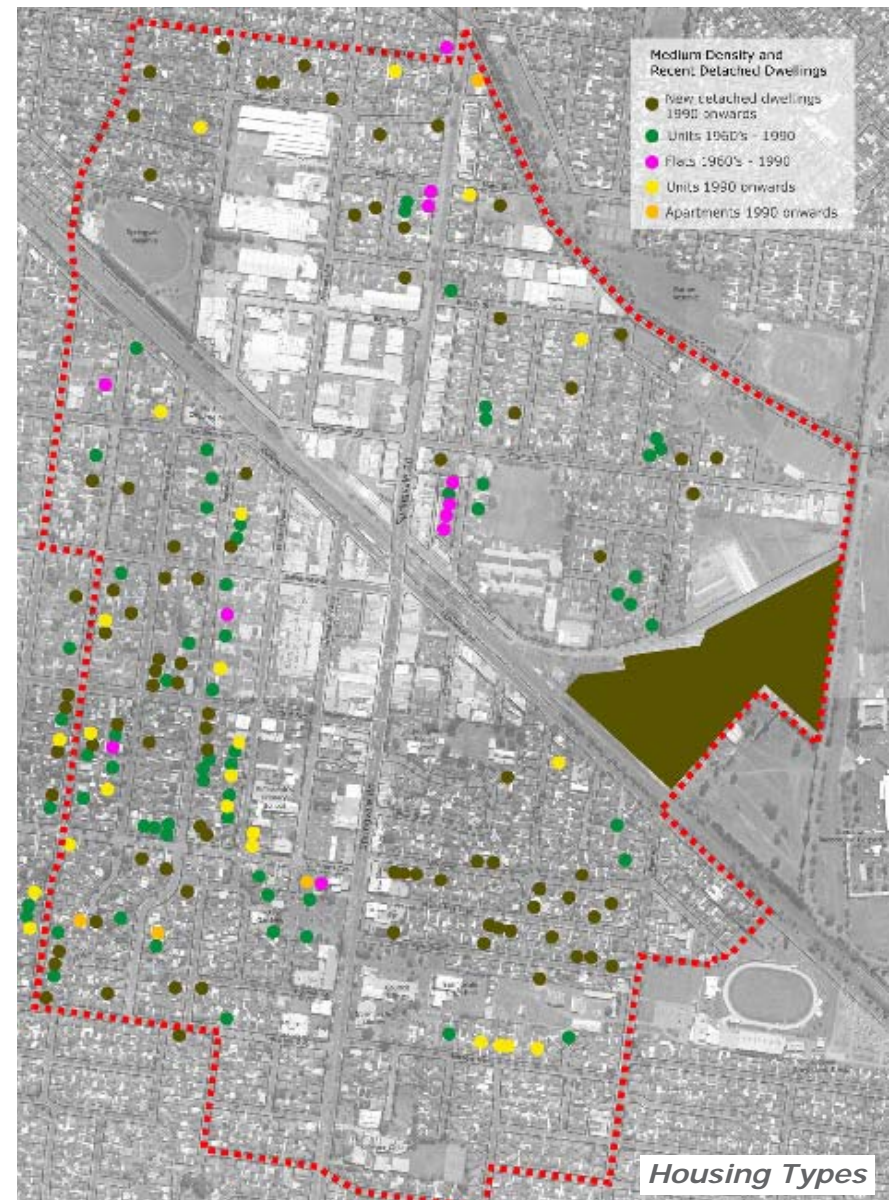
The future supply and demand for housing in Springvale will be strongly influenced by factors affecting the regional context. The principal impediment to the provision of increased densities in Springvale or around the Springvale Activity Centre is the lack of demand for this form of housing in the municipality at present. The poor amenity associated with some clusters of older housing and the absence of a town square or community space are also contributing factors.

The demand for housing in Springvale is largely geared to detached dwellings. This is evident in the redevelopment of the former Rocla site, just to the northeast of the Springvale Station. This 9.3 ha site accommodates 140 lots ranging in size 340 m² to 540 m². The subdivision design was responding to the market demand at the time and was constructed pre-Melbourne 2030 when there was no local policy in place with regards to residential development in central Springvale.

There is a strong preference for home ownership with 66% of the occupied dwellings being owned/mortgage, 29% private rentals and 2% public housing (which equates to 184 properties in the suburb of Springvale).

Springvale is a 'family' housing market which does not at this time appear to attract young couples or single persons who have a preference for buying in more inner city areas. However, as the inner Melbourne housing prices become exceedingly expensive, many home buyers will look to middle distance suburbs such as Springvale for more affordable properties with similar amenity and access to services. This is one of many factors that will impact on housing as demographic groups move in and out of Springvale. The pending development of the Buckingham Avenue car park site, which includes a residential apartment component will be an important watershed moment for Springvale in its ability to uptake medium and high density housing options.

The existing Residential 2 Zone to the south of the railway line



has not facilitated any substantial medium density development or patterns of development. Continued low density residential developments will negatively impact on future population densities by decreasing the availability of undeveloped sites with the greatest potential for increased densities, these being the residential areas with lot sizes of 800 – 900 m² to the west of the centre.

Dual occupancies have been the most common form of increased residential density, with many examples retaining the original front house. This demonstrates a conservative development attitude and ability, usually conceived by the owner/family occupying the front house and constructing the rear unit for investment purposes. This may harness some potential for development but may also appear to be a thrifty development which is detrimental to the streetscape and more permanent residential solutions. This type of development certainly provides little with regards to improved design quality and urban character and prevents more coordinated development outcomes from being achieved. In contrast, the new “mansion” like dwellings are contributing to a new and improved urban character in streets, which have been traditionally poor in residential character. However, they would only benefit the centre if they are wisely occupied to accommodate further densification expected to occur within the centre. Given, the cultural assumption of having multiple generations living under one roof as common in Springvale, elderly care housing and densification should be considered in respect to this practice.

Local Culture and Housing

There is a significant relationship between culture and housing in central Springvale. Firstly, there is a status attached to housing as an indicator of success. It is also an important medium through which family relationships are maintained via the capacity to accommodate extended families in one dwelling, leading in turn for a preference for the larger detached dwellings amongst some groups. Secondly, the predominant Asian culture has impacted on urban design and the subsequent visual character could be seen by some to appeal to only those of Asian origin and hence exclude potential investors/purchasers from considering Springvale as a viable residential area. Both of these matters have a direct impact on housing demand.

Home based businesses, such as accountants and hairdressers are visible around the centre’s fringes. The choice to locate outside the centre’s core may stem from affordability or a lifestyle premise where there is a connection to family.

There is a high demand for housing within walking distance of the retail core. Approximately 20% of visits to the centre are made by walking. This indicates a strong link between residential and commercial activities and the convenience of living close to shops and services. Whilst walking is popular, there is no demonstrated evidence of a desire for housing located close to public transport. However there is an established correlation between reliable, safe, all hours public transport and the attraction of inner city living. This, and entertainment provides an important avenue that will improve the desirability of Springvale to people across Melbourne.

Affordability

Springvale is amongst the most affordable places in metropolitan Melbourne. To an extent this affordability is a function of some of the housing stock which remains. There are several examples of 1960/70s medium density flats that may remain viable, and therefore, a level of affordability should be retained. The number of flats however, are relatively low as compared to other forms of housing.

It is considered that new higher density developments, which likely include high end housing styles, will attract the higher end of the market and therefore this type of development might likely spur increased residential developments in the area and increased housing costs. To enable provision of more affordable housing obtained within the existing housing, Council should consider advocating to the Department of Human Services and newly formed housing associations for additional affordable housing to be provided.

Housing Growth and Development Potential

The housing market in central Springvale is driven by local needs. The appeal for housing opportunities stem from its unique and distinguishing character in comparison to other places in the region. It is serviced by quality educational and health facilities, has a strong

food-based retail component, is close to other shopping hubs, such as Glen Waverley, has access to major arterials and public transport networks, and remains affordable in comparison to neighbouring municipalities. However, Springvale is dominated by limited forms of housing which is guided by a small number of cultural groups. There is greater potential for more varied housing choices and styles in areas of greater cultural diversity.

The strong demand for new detached dwellings is derived primarily from individuals wanting to occupy a new home. There is limited demand for higher density housing. There is limited market attraction and in parts, the lot sizes not large enough for a developer to consider multi-unit development. The financial viability of higher density development is also hindered by small lot sizes, a reluctance for site consolidation and high development costs in comparison to returns. With multi unit developments, the styles are more uniform and can be repetitive. With a local market particular about housing styles, there is probably more attraction to the single detached house which will derive residents a more appealing home environment. This is not to say that apartment living is not desirable. New residents are definitely attracted to 2 to 3 bedroom premises. This would still suit families and couples who may require an additional bedroom for overseas visitors.

This housing arrangement can be made available in higher density developments, especially in today's market, where home buyers are seeking new, quality homes with a choice of styles and finishes. Combine this demand and a desire for localities within walking distance to the centre, there is more than likely the potential for quality higher density housing within the centre which may not be apparent at present, due to such forms simply not being provided. The response to this type of housing market would become evident if the proposed Langer development of the Buckingham Avenue car park site proceeds.

The condition of existing detached housing stock will impact on the development potential of the Springvale Activity Centre. There are considerable numbers of properties which are in poor condition and could be sold at land value and others where the CIV (Capital Improved Value) is only marginally more than the SV (Site Value)

This along with the fact that many of these properties are on sites of 600-700 m², the redevelopment potential is going to be more attractive to a new home site purchaser, rather than a multi-unit developer. The more such properties are turned over into new dwellings the more difficult it will become to generate higher density developments. It is expected that the demand for new homes will continue but could likely ease due, to the release of new residential subdivisions at Keysborough South which is generating much interest from Asian buyers.

Through participation in the Southern Regional Housing Working Group, the City of Greater Dandenong has identified the potential of 1000 new dwellings which could be accommodated in the Springvale Activity Centre at 2030. This has been established from an assessment of land availability and potential influences on market trends by planning policy supporting housing growth. To accommodate these additional dwellings within the centre requires consideration of not only the current and potential market, but the context in which Springvale is placed within the City of Greater Dandenong, the desire for a residential city in the Dandenong CBD, the Melbourne 2030 Activity Centre and Housing Policies and importantly, the community's own desires and vision for Springvale.

To achieve 1000 new dwellings, an understanding is needed of development types and how many, is required. For instance, this number of dwellings could be broken down as such;



Figure shows Springvale Civic Centre Site

- 4 dwellings per project site x 250 development sites
- 25 dwellings per project sites x 40 development sites
- 250 dwellings per project sites x 4 development sites

It is therefore important to review the land capability of certain sites in Springvale to determine whether the centre could achieve such an outcome in the near future.

Of some relevance is the Springvale Civic Precinct Site on Springvale Road. The total site area equates to 59,500 m² (approx 6 hectares).

Council is currently undertaking the masterplanning and business case for this site to accommodate a renovated City Hall, new Library as well as residential development on the old depot component of the site. A residential yield of around 143 units could be expected from this development.

There are also two industrial sites of 40,000 m² in total are located on the north side of Sandown Rd / Bird St. Adopting a mix of densities, a housing redevelopment of the sites could yield around 212 dwellings. Other industrial properties located in the north east quadrant (totalling 24,000 m²) could also yield in the order of 133 dwellings. In addition, the Department Education is currently considering consolidation and relocation of the Springvale Secondary College to outside the Springvale Activity Centre. This may free the existing 49,000 sqm site at the northern site of the railway line for future residential development. Using similar assumptions of densities and yield, this development site may equate to another 260 dwellings.

These development examples (including the civic precinct site) could potentially yield a total 748 dwellings.

The remaining 252 could be accommodated within existing residential zonings, especially in the south west quadrant where block sizes range from 800-900 m². To realise the desired number of dwellings, a further 13 new dwellings would be required per year within this R2 zone in the next 20 years.

From an assessment of basic land capability, the SAC has the ability to accommodate 1000 new dwellings within its current boundary if the market for medium and higher density residential living continues to grow. The examples discussed do not include the ability of other proposed R2 zones to the north of the rail line following Springvale Rd and the redevelopment opportunities which are possible in the Warwick Ave Mixed Use Zone and Newcommen Rd / Railway line site for greater numbers of higher density dwellings.

A full grade separation of the railway line as outlined in "The Time Is Now - Rail Grade Separation at Springvale, July 2007" would facilitate significantly more residential development than outlined above, which would further strengthen the SAC.

With the capability identified, the challenge is how the developer and the market demand can be enticed into higher density living in those designated sites. The proposed Langer development at the Buckingham Avenue car park site would be the first step in realising this housing market opportunities.

Future Housing Scenarios

To introduce a shift in the variation of housing densities in Springvale, several scenarios could be considered.

Continue with current Housing Policy (wait for demand)

This scenario is likely to lead to a continuation of the pattern of gradual redevelopment on randomly selected sites for, predominantly, single, large, two storey detached dwellings. This would result in the continuing loss of sites most suited for higher density housing in areas close to the Springvale Activity Centre. Consequently, if at some future date, market demand were to support the production of significantly increased densities for infill housing around Springvale, it is likely that there would then be few suitable sites available. In time, land prices may increase to the level which requires higher density development to enable housing affordability.

Preserving Future Redevelopment Opportunities

A preservation scenario would act to prevent inappropriate, low-scale housing redevelopment of sites in areas close to the shopping centre. The scenario would not only prevent low-scale, medium density housing redevelopment but also the redevelopment of the sites for new, larger detached dwellings.

This option would be most effectively implemented through the introduction of planning policies and controls that would prevent housing redevelopment other than at densities considered more suitable for higher density housing in the longer term, even if this meant that no redevelopment would occur in the short term. This scenario would be likely to result in a cessation of housing redevelopment in the identified areas in the short term, followed by a possible resurgence of substantially higher density residential development. It would be likely that there would be strong local objection to such a preservation policy, as it would substantially restrict what owners will have presumed were their rights and entitlements to further redevelopment.

In-Centre Housing

A scenario which encourages the inclusion of residential developments within the centre's commercial core as 1st floor (and above) uses is also a favoured option. The proposed development at the Buckingham Avenue car park site, is a demonstration of this type of housing scenario. This scenario would require extensive redevelopment of larger or consolidated sites. As the majority of buildings within the activity centre are small and single storey, the major opportunities for in-centre housing would arise when existing commercial sites are redeveloped. Existing impediments to in-centre housing, such as carparking, would need to be considered in light of making the venture profitable.

The appeal and success of in-centre housing in Springvale would be reliant on additional lifestyle benefits derived from an overall program of urban renewal. Whilst access to transport and medical services are excellent, the retail component (though extensive when

it comes to food) provides little in the way of retail diversity. There is also a lack of quality open space, recreational and entertainment opportunities and the continued perceptions of poor public safety, drug use and general amenity would require urgent attention. The future demand and suitability of in-centre housing for the young single people or the elderly is an area that requires a further investigation as the two groups may be parts of significant target for future of Springvale's demographic profile.

Site consolidation and the low market interest at present are two significant factors impeding the progress of this scenario. However, there appears to be greater opportunity for larger scale redevelopment within the business zonings, than in the residential zonings.

Higher density development within the centre would attract less criticism than in the surrounding residential areas where urban character and amenity issues maybe argued.

Redevelopment of Large Sites

A scenario which involves intensive redevelopment of large sites which enables greater design flexibility and establishes a new residential environment, rather than relying on that of the adjoining streets. The Civic Precinct site and ex-Council's depot on View Rd, the site of the Springvale Secondary College on Sandown Road and the larger industrial sites north of the railway would be representative of such opportunities. Larger housing redevelopments would create an opportunity for high quality design and possible increased densities to optimise yields for potential developers. It is expected that the opportunities for such housing will arise incrementally.

It is considered that the housing opportunities in the SAC will come through a combination of several scenarios, rather than any particular one providing the sole solution.

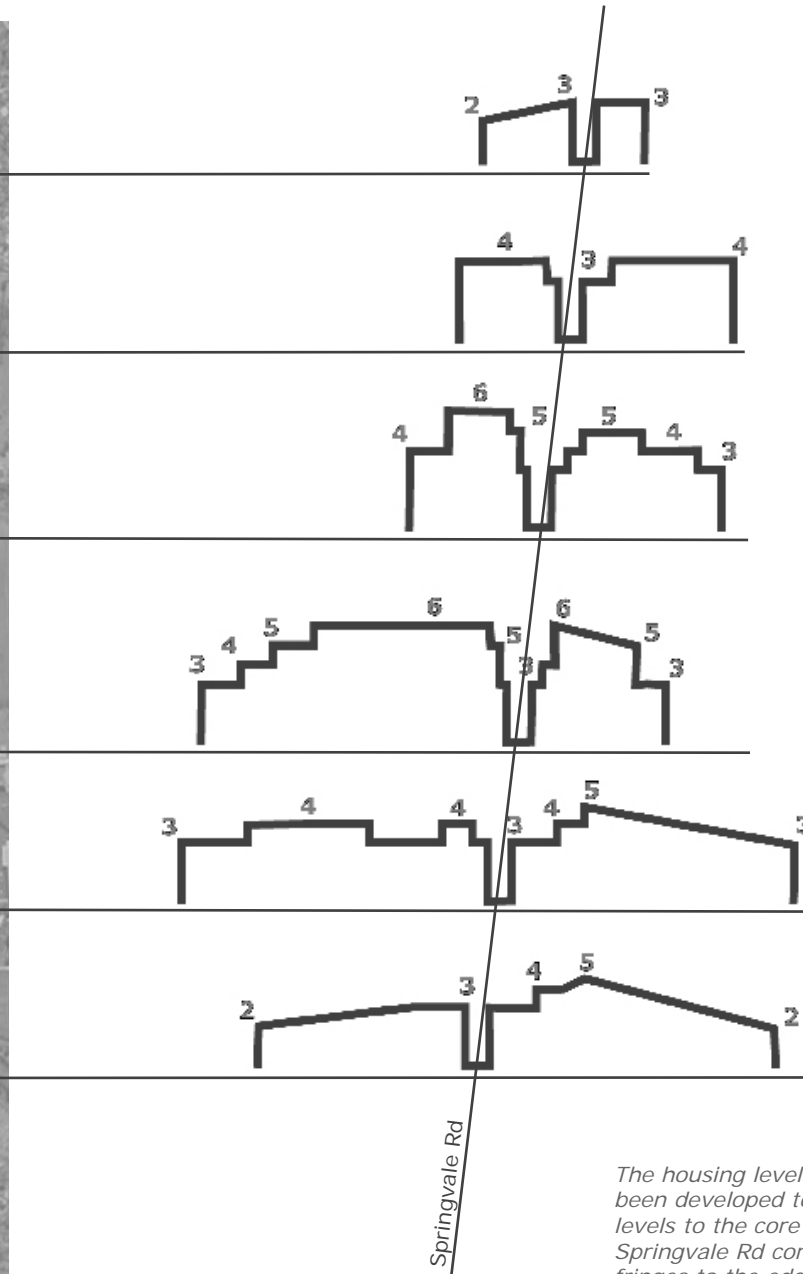
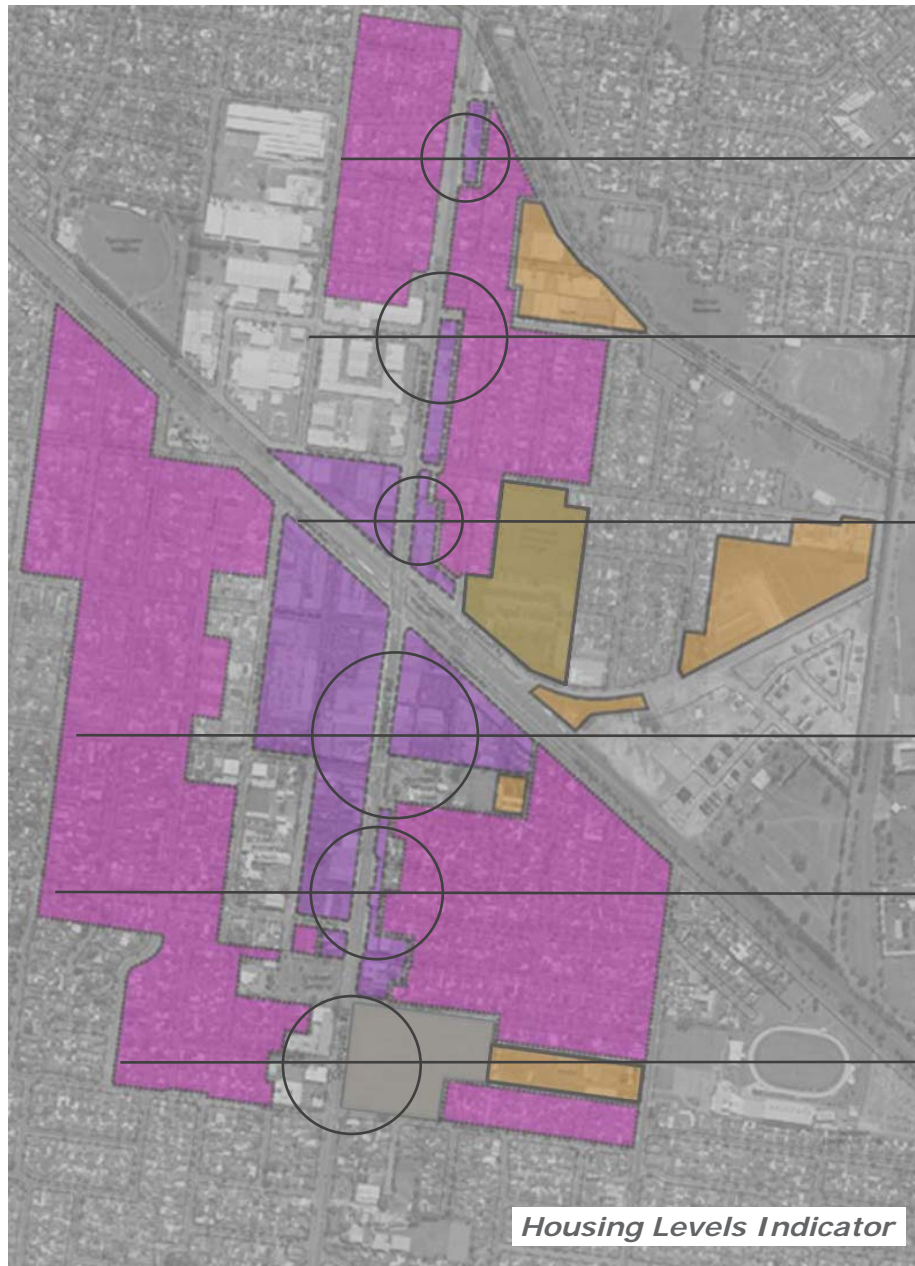
It is intended that the local policy, which accompanies the structure plan will act as the mechanism in which to guide and control the forms of housing development in the centre.



Housing Objectives

- Provide a choice of housing styles to enable both higher density living (smaller apartments, small families/couples) and low density (large houses, extended families) which respond to local cultural needs and demographic forecasts.
- Optimise the potential of zoned land which currently inhibits the growth potential of the centre, such as the Mixed Use Zone east of Springvale Rd and Industrial zoned land on Springvale Rd, north of the railway for more compatible commercial purposes. which include a housing component to 1st floor and above.
- Achieve triple bottom line outcomes in the utilisation of government land for housing projects.
- Ensure residential developments demonstrate quality design outcomes and contribute to an improved urban character.
- Improve public perceptions and set out to establish Springvale as a preferred residential locality.
- In-centre housing to contribute to the vibrant character of the commercial setting.
- Encourage new higher density residential development to be sited in compact, designated areas within the activity centre area and within close proximity to public transport networks.
- Attract young buyers into the market and maintain a level affordability in relation to surrounding municipalities.
- Within the suburb of Springvale, accommodate 50% of new households within the activity centre area by 2015.

It is considered that the application of the local policy will give effect to the housing objectives. This will provide direction on areas for higher density development, controlling under development, promoting a mix of housing styles and promoting site consolidation.



The housing levels indicated have been developed to concentrate higher levels to the core and to protect the Springvale Rd corridor and residential fringes to the edges of the centre

Prominent corner sites provide landmark opportunities



Basement parking should be encouraged to maximise the potential of the site area and contribute positively to the building form



New higher density apartment buildings should contribute to the "new urban" forms being established in Springvale



Apartment style dwellings as first floor additions to ground floor retail are ideally suited to many strip areas in the centre



In-centre higher density developments provide both redevelopment opportunities and activity to retail environments



Cnr of St James and Buckingham Ave. Sixteen apartments under construction with basement car parking on a lot size of 1210 m2. A significant first step in higher density residential living in Springvale



Housing Strategies

- Condense existing R2 zones south of the railway line to concentrate higher density residential development closer to the retail core and Springvale Rd
- Introduce R2 zones (higher density emphasis) to the north of the railway to take advantage of the public transport network and commercial activities along Springvale Rd
- Concentrate higher density housing to the refined R2 zones whilst retaining residential areas to the extremities of the activity centre boundary for detached dwellings
- Facilitate the redevelopment of the site bordered by the railway line, Springvale Rd and Newcommen Rd for the purpose of refurbished commercial and upper residential
- Encourage higher densities to initially concentrate within the commercial core and residential interfaces to the centre as a prelude to entering into the wider residential areas with new development
- Council to consider the development potential of portions of the civic centre and depot sites for medium or higher density housing
- Council to develop neighbourhood principles and environment guidelines for both in-centre and edge of centre residential development to facilitate an improved urban character which responds to housing trends and culture (Residential Development Strategy)
- Require new high density residential developments to address height level indicators at key localities within the activity centre area. Refer to Page 31.
- Seek the inclusion of housing styles which will attract potential young home buyers within key residential redevelopments

- Investigate the feasibility of a developer incentives program to facilitate housing styles and densities which accommodate the needs of different groups of people
- Conduct research into the family structures within the new, larger homes being developed to assess whether higher density living is occurring through the multi generational occupation of the dwellings
- Convey and include the recommended housing directions within the Regional Housing Working Group

Alignment with Melbourne 2030 – Activity Centres

Use higher density housing to increase the population within walking distance of the activity centre

Use higher density housing to provide a transition between commercial uses and surrounding existing residential uses

Increase the range of housing types and establish a population base which supports a viable range of commercial services and community facilities

Develop local policies and controls to support the housing directions of Melbourne 2030

Plan to meet the accommodation needs of an increasing population

Incorporate environmental and neighbourhood principles into residential design

Key Linkages

- Built Form
- Commercial Operation

Action Plan Reference H1 to H8 - Page 86 - 87

Accessibility - Public Transport

Public Travel

The SAC is serviced well by a network of both trains and buses. The Springvale Station is sited adjacent to the Springvale Rd crossing giving it extremely good exposure and assists in the promotion of train travel. The siting could also be considered too close to Springvale Rd, resulting in a restrictive station environment. Nevertheless, pedestrian access to the station from the retail area on Springvale Rd is inconvenient due to the railway crossing and heavy vehicular traffic along Springvale Rd.

Results of the SKM Investigations Report, July 2004 indicated that approximately 8% of trips to the centre were by bus and 6% by train. The car is by the far, the most popular form of travel. It could be expected that in 2008, the train and bus figures would at least have been maintained and probably increased due to metropolitan wide increase in public transport patronage.

The station has a bus stop to its northern and southern entrances and there is a major bus interchange to the south, located on Springvale Rd where the SmartBus service operates. The majority of services utilise the interchange, not the station, requiring passengers to travel approximately 100 metres and cross a busy signalised intersection, which puts commuter safety at risk. The bus/train interchange is assisted by the provision of the Springvale Rd pedestrian underpass which links the bus stops on both sides of Springvale Rd and the station.

The station and bus interchange are ideally sited within the heart of the activity centre core and provides an effective albeit currently inconvenient means of access due to its railway and vehicular crossing. It is considered that the main detrimental aspect to the train and bus interchange is the road traffic and crossings patrons encounter travelling between the two. Although the Government 's Transport Plan (VTP) has not directly committed to these projects they remain a priority of Council and should continue to be pursued to improve public transport access.



The Springvale Station building sits alongside busy Springvale Rd



The Springvale Rd bus interchange contains the SmartBus travel information



The Springvale Road pedestrian underpass has been refurbished to create a safer and more appealing pedestrian link between the station and bus interchange.

In addition to the separation of the station from the main bus interchange, the poor quality of facilities and amenities provided at these interchanges is a major public transport issue concerning visitors to the Springvale Activity Centre. In particular, the community has identified that there are a lack of bus shelters, limited route and timetable information (with the exception of the new electronic panel signs), poor signage directing train passengers to relevant bus tops (and vice versa) and an insufficient number of kiss and ride and park and ride areas. Personal safety at the station and bus interchange is also of concern. The Department of Infrastructure had responded to this concern with the introduction of CCTV cameras covering the station/bus interchange connection, including the Springvale Rd pedestrian underpass.

Train Travel

The current demand for rail travel is adequately catered for by the present level of service. The station is well utilised at early morning and afternoon peaks servicing Melbourne destined commuters and school students.

Whilst the basic services and infrastructure are in place, the amenity and maintenance of the station environs does need a substantial improvement. Patrons would benefit from better footpaths, improved landscaping and general rubbish removal and grass slashing around the rail reserve. Better signage at the station informing commuters of connecting buses is required. Improvements to park and ride facilities are also required, especially to the Lightwood Rd and Queens Ave car parks servicing the station.

The most significant change to train use would have been the addition of a third track in the Dandenong rail corridor. The Victoria Transport Plan (VTP) however, has altered the priority for the delivery of a third track in the Dandenong corridor. Nonetheless, the preservation of additional tracks in the corridor is paramount to meeting future demand and delivering improved services to Springvale, Greater Dandenong and wider corridor and should not be abandoned.

Grade Separation Opportunity

At the time of updating this report, Council has submitted a proposed business case for a grade separation (railway underneath Springvale road) to the Department of Infrastructure (July, 2007). The proposal argues the case for the preferred grade separation at SAC with the long term objectives of enhancing urban design and transport and the associated economic and social performance of the centre.

The advantages created by a grade separation at Springvale are closely aligned with existing government policies, particularly 'Melbourne 2030' and 'Meeting Our Transport Challenges'. Some of these advantages are outlined below:

- Land Use and Urban Development - including stimulation of commercial and residential development north of the rail corridor, as well as higher density mixed-use development near or above a remodelled station, providing strong basis for improved economic growth and social cohesion
- Transport Network Function and Accessibility - including efficient integration of transport modes by additional north-south connections both east and west of Springvale Rd, efficient intermodal public transport terminal, improved accessibility to the SAC by reducing future delays along Springvale Rd and eliminates boom gate down times, increased safety for vehicles and pedestrians.
- Social and Environmental Benefits - including reduction in vehicle emissions, improved community access to social infrastructure, improved residential amenity, safer and more livable neighbourhoods

For further reading, see Council's submission to the DOI documented in the "The Time Is Now - Rail Grade Separation at Springvale" (CGD - Coomes Consulting - SGS Economic & Planning, July 2007)

This structure plan acknowledges that a full grade separation would provide a preferred solution for resolving the existing problem of north-south division of the centre. However, it also acknowledges that this vision may or may not be readily achievable within the short to medium term. Therefore, in guiding future private and public



Springvale Activity Centre Concept Plan with grade separation. Note the expanded opportunities for commercial and residential developments.

investment for the next 10 to 15 years the structure plan is based on the constraint of the existing at grade crossing. This means if the grade separation eventuates, the structure plan would require further adaptation and review.

At Grade Requirements

If an (at grade) third track occurred, it is understood that the track would be placed to the southern side of the existing tracks. This would necessitate the relocation of the Springvale Station building. A relocated station would best be sited to the west of Springvale Rd bringing it closer the retail core and pedestrian activity around Buckingham Ave. Bringing train travel to the “door step” of this retail precinct would generate greater patronage of the centre by public transport. It is considered this relocation would open up land use opportunities for the triangular site to the north, around Newcommen Rd and the Mixed Use Zone to the south of the current station site. The relocation would be a mirror image of the current arrangement and it is considered the net benefit would be neutral on existing conditions but enable greater possibilities for improved land-use, connectivity and commercial growth.

Regardless of whether a grade separation eventuated, it would be of great benefit to advocate for a new bus interchange within the Springvale Station relocation. This proposal could also utilise the site north of the rail line into an integrated commercial/ public transport development. For an at grade solution, the bus/ train interchange has the potential to link with the intersection of Springvale Rd and Virginia St. This intersection has the potential be signalised providing priority pedestrian and bus access to the station. The redevelopment would also enable improvements to road and turning movements at the intersection of Springvale Rd and Lightwood Rd and permit new and wider pedestrian crossings at Springvale Rd, giving it an open space setting. Park and ride facilities on the east side would also be substantially improved.

Bus Travel

The City of Greater Dandenong has some of the lowest public transport service levels in the Melbourne and has amongst the

lowest frequency of any bus services in the metropolitan area (Source: Public Transport Strategy, Needs & Priorities, CGD 2004)

In comparison to this, Greater Dandenong has amongst the highest share of public transport usage of the outer eastern municipalities. (Source: Victorian Activity Travel Survey) This can be contributed to several local factors which include a higher proportion of lower income levels, lower car ownership and greater cultural diversity (in comparison to outer eastern municipalities). With 51% of the local population born overseas (Source: 2001 Census) many of these people are familiar with public transport and along with a high proportion of new arrivals, many will choose public transport over car travel due to the financial constraints of car ownership.

In response to the increase use of private travel and its impact on the environment as well as to the lack of reliability and frequency of service in the past, the State Government has introduced a range of strategies to encourage public transport usage. The SmartBus is an innovative concept that aims to substantially increase patronage of cross town bus routes by using arterial roads to efficiently and reliably link railway stations.

The Smart Bus service which services Springvale travels from Chelsea to Nunawading along Springvale Rd providing a 15 minute service interval during the day and half hour of an evening. Electronic signage at the main bus interchange provides details of connecting bus services and train timetables. Since its introduction, it is estimated that patronage of the service has increased by 35%. This could be further increased through improved service and promotion and an improved interchange at Springvale.

The SmartBus services are;

- 888 Nunawading – Chelsea
- 889 Chelsea - Nunawading

Other routes servicing the activity centre include;

- 705 Mordialloc – Springvale via Clayton
- 811 Dandenong – Brighton via Springvale
- 813 Dandenong – Mulgrave via Springvale

814 Dandenong – Springvale South via Springvale

Council's Public Transport Strategy 2004 has identified the need for improvements to the public transport network to make it easier for people to access activity centres. In particular, better local bus services, upgrading of transport interchanges and improvements to interchange facilities are a key priority of action to be pursued in partnership with State Government. Furthermore, bus priority along Springvale Rd through traffic signal phasing is another initiatives which warrants consideration.

Addressing the gaps in service provision outside the Smart Bus routes is nevertheless a gap that requires further investigation.

The SAC is serviced by a strong local catchment and would benefit greatly from local bus services with a higher service frequency,

Advocate for a signalised intersection to the corner of Newcommen Rd will enable buses to access a new bus interchange

Potential grade separated rail line

*Improved car parking to the north. Access from Newcommen Rd
New Kiss and Ride facility*

Potential bus interchange facility within key redevelopment site

Priority route for buses through to new interchange

New SmartBus sign in centre

Down grade existing bus interchange

With the existing station relocated, there is the opportunity to improve the pedestrian connectivity between the north and south precincts within a wider crossing

Park and Ride facilities can be further improved to the north and south of the rail line



Public Travel Plan

longer service spans and full service on weekends. With many traders experiencing much of their weekly trade on the weekend, the need for improved weekend services is a justifiable opportunity to improve public transport visitation to the centre. Furthermore, with the Orbital; bus network now in place along Springvale Road, it is expected that Springvale could become a more important location of a major intermodal exchange point.

Taxi Ranks

The SAC has one dedicated taxi rank located to the north side of the Springvale rail station. The provision of a more suitable shelter and the installation of a new kerb ramp is required in the short term.

Public Transport Objectives

Access to the centre by public transport and the greater utilisation of public transport as a travel mode will be improved by;

- Advocacy for a full grade separation of the rail line to create a model transport interchange and enhance the SAC potential
- Improving the amenity and maintenance of the rail corridor, car parks and buildings
- Providing better signage and user facilities at bus stops and station
- Advocating for more frequent bus services
- Siting higher density residential opportunities closer to Springvale Rd to take advantage of the SmartBus system
- In consultation with Department of Transport and Victrack advocate for the relocation of the station and an integrated bus interchange if an at grade 3rd rail solution eventuates
- Encouraging commercial activity closer to the station/bus interchange

Public Transport Strategies

To encourage public transport usage and integration;

- Lobby the DOI for full Grade Separation
- Encourage the DOI to install a real time sign of bus and train information into Buckingham Ave to inform shoppers of service times of the SmartBus and trains
- Require VicTrack to address amenity and maintenance issues of rail land through the implementation of station improvement plans prepared by Council
- Investigate the potential for priority bus signalling along Springvale Rd with Vic Roads and service providers in light of car travel reductions from the EastLink project
- Require improvements to existing station carparks on Lightwood Rd, Queens Ave and Sandown Rd including the provision of suitable off-road footpaths to access the station from park and ride areas
- Reduce the conflict between pedestrians and vehicles at major road and rail crossings through street design improvements when carrying out capital works projects
- Develop a walking plan and map for the Activity Centre which accommodates access issues for people with vision or mobility impairments accessing public transport
- Conduct an audit of all bus stops in the centre to ensure appropriate DDA access treatments are provided, as well as seating, shelters and signage
- In partnership with service providers, develop a multi-lingual marketing and information brochure on the benefits of public transport to attract custom from the local Asian community
- Prepare a TravelSmart campaign to encourage greater understanding and appreciation of public transport options to

increase patronage from the local community

- Investigate where public transport patrons come from to strategically plan and implement the best use of the system
- Require the development of an Integrated Transport Plan for all new developments

Alignment with Melbourne 2030 – Activity Centres

Upgrade public transport services & infrastructure

Improve accessibility to activities by public transport

Encourage greater use of the PPTN through the appropriate siting of higher density housing and commercial developments

Action Plan Reference PT1 to PT9 - Page 87 -88

Key Linkages

- Street Design
- Car Parking
- Built Form

Accessibility - Private Transport

Congestion at the rail crossing is not confined to Springvale Rd. Drivers attempting to exit the centre from Balmoral Ave experience difficulty and delay



Through traffic along Springvale Rd inhibits car accessibility to the centre



Due to the shopping habits of many visitors, the car provides a quick and convenient form of access for fresh food and services



Street Network

Improvements to the street network provides a direct and realisable opportunity to improve access to the centre, both for pedestrians, cyclists and motorists. Although the street network is generally legible, the division created by Springvale Rd and the rail line, including Lightwood Rd and Queens Ave which follow the rail corridor, creates a major segmentation of the centre and deters people movements between the north and the south parts of the centre.

EastLink is intended to divert more heavy vehicles away from Springvale Rd and on to the toll way. It is anticipated that this will reduce traffic volumes by 30% in a short term. This will substantially improve traffic flow through the centre. However, this improved flow requires timely traffic management in order to maintain the traffic's volume and speed at a level that is conducive to pedestrian amenity along Springvale Rd. This could be managed, for example, through the appropriate phasing of traffic signals allowing greater pedestrian crossing time and connectivity between quadrants.

Springvale Rd carries 36,000 vehicles movements per week day. The number of cars which pass through, rather than stop is unknown, but is assumed to be the majority.

Local residents will already have an understanding on how to best obtain access to the centre. But for visitors, it can be difficult to understand what the centre has to offer beyond activities along Springvale Rd. Understanding of how and where to gain the best access and service to the centre can be confusing particularly due to parts of the commercial and service activities such as Buckingham Avenue strips or the medical precinct being hidden behind Springvale Rd. Therefore, for many, Springvale Rd would seemingly appear as being the only street with commercial and service activities.

A fundamental objective of the structure plan is to promote the centre's commercial vibrancy and retail offerings by encouraging people to stop and explore the centre, rather than pass through it.

Springvale is a busy centre which attracts many visits, sometimes several times in a day for some residents. The high volumes and movement of cars and pedestrians often creates conflict due to the lack of good road environment with well defined priority for either vehicles or pedestrians. Amenity and safety can be improved through the development of a street hierarchy which provides a movement bias for streets with high commercial activity. The bias falls into two categories, pedestrian priority streets and vehicle priority streets. The bias strategy for streets will create identifiable zones for vehicular and pedestrian access, improve safety and walkability within the centre.

The Springvale Rd rail crossing provides the only vehicle, bike and pedestrian point to access either the north or south quadrants of the entire centre. No other crossing points exist. This disadvantages the centre and isolates certain sectors of the community from having safe and appropriate access to the centre, its retail and community services, parks and schools.

The City of Greater Dandenong has pursued VicTrack to improve pedestrian crossings along the rail line. An opportunity has become available to secure a new crossing point, closer to the western edge of the centre. VicTrack will create a new pedestrian crossing at the end of Victoria Ave which has come at the expense of an existing crossing point located at the end of Regent Ave.

The State Governments position on no new at-grade vehicle and pedestrian crossings will have an impact on the centre's attraction for commercial and residential redevelopment. Recent fencing of the rail line has exacerbated community frustration. At least one more pedestrian crossing is warranted to the east of Springvale Rd. Certainly all these concerns would be readily overcome if a rail grade separation were to be pursued, with a street level deck providing for multiple north-south pedestrian and vehicular connections.

Improved turning movements at the corner of Springvale Rd and Lightwood/Queens Ave are required. Currently, no right turns into Springvale Rd are permitted. Serious consideration of these turn movements is important given the dangerous measures drivers

adopt to circulate back through the centre to gain access back onto Springvale Rd. All new infrastructure developments, such as the potential station relocation, should consider resolving circulation conflicts at the Springvale Rd crossing.

There is the potential of improved east/west accessibility into the centre through the introduction of a street linkage between Lightwood Rd and Springvale Rd, aligning with the Windsor Ave intersection. Trips to the centre from Lightwood Rd (Noble Park) generate approximately 25% of the visitation. More direct access would be beneficial. This would reduce the amount of vehicle circulation which continues to create conflict between cars and pedestrians and increases congestion.

The link road could take various forms, either being located along the northern boundary of the Springvale Primary School or be incorporated into the redevelopment of the Mixed Use Zone around Warwick Ave. This would also open up opportunities for more appropriate use of this zone for more activity centre related uses other than the motor services which currently operate in the zone. The realisation of this road link could redefine the function of Lightwood Rd and Queens Ave. These roads could be down graded, restricting through movements across Springvale Rd and reintroducing left and right turns on to Springvale Rd. This would create more pedestrian orientated streetscapes adjacent to the rail line, providing better access to the station and generating improved redevelopment opportunities.

Many localised accessibility improvement opportunities exist throughout the centre and can be accommodated within appropriate pedestrian orientated street design treatments.

All these design solutions should be tested and supported by further detailed traffic study and modelling to clarify traffic flow within and around the activity centre. From this work a road hierarchy for the SAC needs to be developed together with a defined walking network and bicycle lanes.

Private Travel

Car Travel

Vehicle trips make up 66% of the total visitation to centre, 57% as a driver and 9% as a passenger. The car is the most popular form of travel to access to the centre.

Melbourne 2030 aims to reduce car dependency in activity centres by encouraging greater accessibility and use of public transport and to encourage higher density living within and to the fringe of centres to facilitate visitation from walking. The structure plan supports this initiative but along with this change, there needs to be an understanding of the relationship between the car and local culture.

Springvale is a food based centre where quality (freshness) and price are the drivers. The car provides a convenient means of access in a known period of time, where as public transport may require a longer journey where the freshness of foods may be compromised, especially in the case of meats and seafood. The commercial trading pattern within Springvale is characterised by frequent weekday visits from a local catchment for daily needs and purpose generated weekend visits from a metropolitan catchment for more weekly shopping needs. Weekday visits are generally frequent and weekend trips come from all over Melbourne. Therefore visitation by car is high, along with the demand for parking.

In essence, the car complements the existing commercial and cultural characteristics of Springvale and is a major generator of the existing business activity.

Introducing change to this visitation pattern would need to be incremental and would be best focussed on promoting the alternative travel modes, such as walking, cycling, and public transport rather than adopting interventionist car measures, at least in the short term.

This can be achieved by;

- Encouraging greater public transport use through improved services, user facilities and the development of public transport usage (awareness) programs. On both a regional and local scale.
- Concentrating on the walking network and encouraging more local trips by foot
- Encouraging cycling by providing bike lanes and end of trip facilities
- Reducing the impact of the car through appropriate street design and parking initiatives

Walking

Already 20% of visitors walk to the centre. These trips are associated with more frequent visits and lower expenditure per visit. These visitors are drawn for the local residential catchment of Springvale. In the future, the greater the number of people who live close to the centre, the greater the number who will choose to walk. The pedestrian visitation to the SAC would be ultimately improved if the rail grade separation were pursued as it would provide better links to the residential area to the north of the railway line.

Melbourne 2030 places greater priority on the walking network in the planning of urban centres and in managing the road system and neighbourhoods. Whilst the use of car travel is dominant, all car users effectively become pedestrians at some point in their journey. The effective management of car usage is integral in the success of increasing walkability and pedestrian amenity.

The walking network is generally legible where people can find their way to and within the centre with most streets forming a traditional grid pattern. There is generally active surveillance from adjacent shops and offices and the footways are generally flat and smooth reflecting the natural topography of the area. There are no inclined streets, which restrict access for those with limited mobility.

Vehicular traffic (especially at many intersections) and inappropriately sited crossing points do not contribute well to the walking experience and general safety of users. Greater priority needs to be given to pedestrians through appropriate street design. The Buckingham Ave Streetscape redevelopment is indicative of the attention given to walking. Footpaths have been made wider, road space at intersections reduced and crossing points raised to match footpath levels, requiring cars to slow down. Streets identified as being of pedestrian importance due to their relationship with core retail activities and public transport shall be given a pedestrian priority which is then reflected in the design of these streets. Pedestrian orientated streets are identified in the Street Networks Improvement Plan in this section.

There are pedestrian/vehicle conflicts at a number of recorded locations. The CrashStats database shows that most pedestrian accidents occur in Springvale Road. This is significant, because the main areas of pedestrian concentration occur in the core of the centre near Buckingham Avenue and not along Springvale Road. The accidents tend to occur where there are high traffic speeds and high traffic volumes, rather than where there are simply large numbers of pedestrians. VicRoads has recently introduced a vehicle speed of 40 kph in Springvale Rd, between the rail line and St James Avenue.

Footpath improvements included within streetscape redevelopments would improve amenity and safety. More pedestrian level signage providing information on the location of the station, bus stops and community facilities would be beneficial.

Cycling

The use of the bicycle as a means of localised travel is almost non-existent in Springvale. This could be contributed by the local culture which has a preference for the car. There is a great opportunity, as well as a challenge, to reintroduce cycling as a convenient local travel mode considering the centre's strong local catchment. The existing bike network provision is generally road based. In 2003, an on road bicycle lane was introduced along Lightwood Road

linking Noble Park. The trail continues along Osborne/Queens Ave linking Westall Rd. These dedicated bike lanes provide a direct link to the Springvale Station from both an easterly and westerly direction. This addition came as a result of the City of Greater Dandenong Bicycle Strategy 2002. The strategy highlighted the need for improvements and additions to the existing bicycle network which also included;

- The Stations Trail, linking the three main activity centres of Greater Dandenong via an off road trail within the existing rail reservation subject to approval of VicTrack and Department of Transport
- An on road trail on Saint James Ave linking Westall Rd to Springvale Rd and continuing along Ash Grove to View Rd
- An on road trail along View Rd linking Heatherton Rd and Lightwood Rd
- An off road trail along Mile Creek and Warner Reserve (partly existing)
- An on road localised trail linking Springvale Station and neighbourhoods to the northeast of the activity centre
- An on road trail along Springvale Rd linking Heatherton Rd and Princes Highway

If cycling to the centre is to increase then the creation and development of these links is an important step. In particular the creation of 'The Stations Trail' along the north side of the railway reservation would redefine the centre as a "stopping point" along a regional bike trail.

There is the opportunity to extend this localised network by providing bike lanes and facilities to the west of the retail core. Please refer to Street Network in this section. The most useful bike projects are along the main access routes such as Springvale Road itself. This would assist bike access to the centre but not change the

inherent problems with the lack of crossings of the railway line. Where possible, traffic speeds in streets such as Buckingham Ave, Windsor Ave and Balmoral Ave should be reduced to facilitate biked travel.

In higher speed traffic environments such as Springvale Road, cyclists should be separated laterally from overtaking traffic. This could be achieved by the marking of wider kerbside lanes.

To increase bike usage, provision needs to be made for the user, beyond the provision of bike lanes and trails. The provision of bike parking and storage areas within the centre, particularly in respect to the availability of secure lockable locations for short term parking whilst shopping would be beneficial.

Private Transport Accessibility Objectives

Access to the centre by private modes of travel will be improved by;

- Putting pedestrians first and ensuring the centre's footpath infrastructure encourages and facilitates safe travel by foot
- Maintaining a coordinated and legible street network for car access and circulation
- Ensuring that road design elements can safely accommodate vehicular movements to maintain accessibility to the activity centre
- Ensuring street design treatments give priority to safe and legible walking movements
- Provision of adequate perimeter parking facilities to support the activity centre
- Encouraging better connectivity between all four precincts for all walking and cycling links
- The use of coordinated signage to facilitate informed and uncomplicated access to the centre from all modes of private transport
- Reducing turn movement restrictions which currently restrict

Improvements to pedestrian crossings linking the existing or proposed station by down grading traffic conditions will be beneficial



Council to continue with streetscape upgrades which improve the walkability of the centre



There is a significant opportunity to promote cycling in the centre through the provision of user facilities and the lowering of speed limits in core retail areas



vehicular access at important intersections (subject to results of detailed traffic study)

- Exploring alternative means to downgrade the traffic movements along Lightwood Rd and Queens Ave (improving pedestrian connectivity to the rail line) through the development of an alternative east/west road connection (subject to results of detailed traffic study)
- Reducing the impact of car movements within the core by managing the traffic and usage patterns more effectively (subject to results of detailed traffic study)

Private Transport Accessibility Strategies

To accommodate private travel in accessing the centre

- Use the pedestrian orientated street design treatments adopted for Buckingham Ave as the basis for new streetscape redevelopment projects along important pedestrian routes such as Balmoral Ave, Queens Ave, Lightwood Rd, Warwick Avenue.
- Reduce vehicle speeds in Buckingham, Windsor and Balmoral Ave (between Springvale Rd and St Johns Ave) to 40 kph to facilitate safer bike and walking movements
- Continue with the actions of the Bicycle Strategy 2002 to ensure bike trails and lanes are provided. The Stations Trail and Springvale Rd should be a priority subject to relevant approvals.
- Provide new bike shelters and storage lockers at key locations
- Continue advocating VicTrack for improved and additional rail grade separated pedestrian crossings at the identified locations to reduce the isolation of many residential areas within the study area
- Continue lobbying VicRoads for improved crossing times for pedestrians accessing the station from Springvale Rd

Establish identifiable routes around the centre through new road signage and trees

A new rail pedestrian crossing at the end of Victoria Ave will provide better connections between the north and south quadrants

Continue to implement cycle trails in line with bicycle strategy subject to the relevant approvals

Signalised intersection at Newcommen Rd

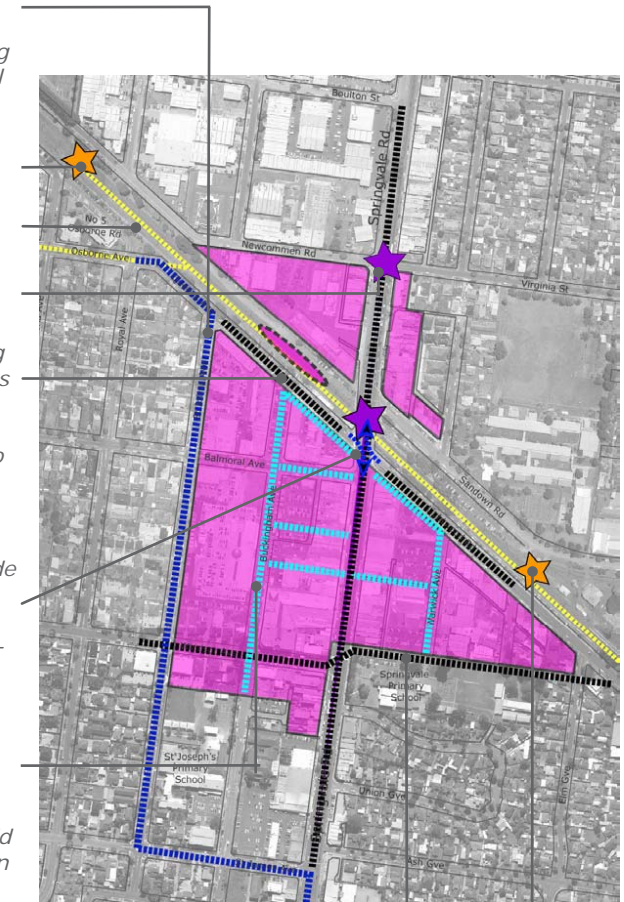
Investigate the down grading of through movements across Springvale Rd from Queens Ave and Lightwood Rd will enable a better connection to the station and car parks

Investigate right turn movements out on to Springvale Rd should be made available within the current street network for the short term and definitely in any re-configuration of the crossing from the relocation of the station

Important pedestrian spines to assist in the centre's permeability, safety and amenity. These spines should be designed with a pedestrian bias, leaving the balance of roads to provide car access

Investigate an east/west road link from Lightwood Rd to Windsor Ave will reduce congestion at the Springvale crossing and provide more direct access to the retail core

An additional rail pedestrian crossing located to the east of the centre would be beneficial



*Note:
All suggested treatments will need detailed assessment as part of traffic study separate to this document*

Street Network Possible Improvements

-
- Ensure that all pedestrian crossing in the railway corridor must be grade-separated
 - Improve physical amenity and connection between the Warwick Ave car park with Springvale Rd
 - Investigate improved access and circulation to and from Springvale Road through improved network management and other measures, particularly around Lightwood Rd/ Queens Ave intersection and advocate for their implementation with other initiatives such as station relocation
 - Investigate design options and a justification for an east/west road link from Lightwood Rd to Springvale Rd, meeting at the intersection of Windsor Ave
 - Investigate design proposals to downgrade Lightwood Rd and Queens Ave (permit turns into Springvale Rd but remove opportunities for through movements) with the intention of creating pedestrian orientated streetscape environments linking new commercial developments and the rail line through the use of redundant road space
 - Improve access, circulation and the identification of car parking within the centre through the implementation a road and traffic signage program
 - Return Buckingham Ave to two way traffic to facilitate better accessibility to key retail areas
 - Require the development of an Integrated Transport Plan for all new developments
 - Carry out a detailed traffic and vehicular circulation study to assess traffic proposal and potentially develop new solutions consistent with this structure plan

Alignment with Melbourne 2030 – Activity Centres

Improving access by walking and cycling to services and facilities for local and regional populations

Develop streets that are safe, convenient and visually interesting for pedestrians

Include islands, medians and crossings to help pedestrians cross roads and widen footpaths to improve pedestrian conditions

Public transport focus

Key Linkages

- Street Design
- Car Parking
- Built Form

Action Plan Reference PVT1 to PVT10 - Page 88 - 89

Car Parking

Access to car parking underpins the function of the centre which is in direct response to the trading and purchasing habits of the local community



Large expanses of asphalt and un-treed car parks create a poor aesthetic and contributes little to the appeal of the centre



The Springvale Activity Centre is a car dependant shopping centre. Whilst Melbourne 2030 aims to reduce car dependency, the trading nature and purchasing habits of Springvale shoppers is going to influence the realisation of this initiative. Car parking in Springvale is crucial to its local trading viability and ability to attract visitation from metropolitan Melbourne.

The SAC is greatly patronised by a supportive local catchment. On weekends the catchment is broader, attracting visitation from all over Melbourne but still in relatively small numbers. Shopping habits vary from the purchase a small number of items frequently or a once a week visit for a large shop of for personal services (health, beauty) which will require an extended visitation period. The requirement for car parking in the centre varies greatly depending on the purpose of the trip. There is also a strong demand for staff car parking. The centre's traditional strip centre structure had not accommodated on site car parking well in the past. On street car parking is extremely popular, particularly since this is currently free.

From recent traffic and parking study, it is suggested that demand for parking in the core retail area of the SAC is currently very high. Indeed, there is insufficient publicly-available car parking in the area, particularly in the south west quadrant. Parking demand outside the core retail area is significantly lower, with adequate parking available. Specifically, parking for retail uses in the core retail area is provided at a rate in the order of 3.0 spaces per 100 m² of floor area, which is lower than that provided at most other retail activity centres. Currently there are 1785 car parks available in the core commercial area (GTA, 2007) which is made up of 675 on street car parks and 1110 off-street car parks (438 owned by Council).

A previous review of parking duration has improved the availability of on street and off street car parking. The management of car parking is essential in maintaining car parking supply.

The SAC contains a variety of on street and off street parking. On street parking in the centre is made up of a combination of parallel, 60 and 90 degree parking and is close to capacity with regards to available road area.

To continue to seek additional on street parking in the commercial core in the future is not sustainable and alternatives need to be sourced. As the demand for car parking will continue, option including both multi-deck and off street car parks have been investigated. Private development should contribute to the provision of parking to satisfy demand, through either on site parking and/or financial contributions (cash-in-lieu payments) for future car parking supplied by Council.

Though car dependant, there still can be positive outcomes in how car parking is further accommodated and presented. The structure plan intent is to ensure there is adequate car park provision for future needs. At the same time, the impacts that car parks, excessive car movements and car parking structures generate, such as congestion, safety, pollution and poor aesthetics should be minimised through the adoption of good urban design responses.

The SKM Investigations report has shown that

- 66% of trips to the centre were by car, an increase of 3.8% over the six year period from 1998
- Since 1998 there has been an increase of 38% in food related retail floor space as a component of the overall GLFA.

Whilst there has been no noticeable increase in the GLFA within the centre since 1998, there has been a significant change in the use, especially in retail, where there is a greater number of speciality food stores.

With this increase, there comes a higher demand for convenient car parking. Therefore car parks for future demand, needs to be considered with the changing retail uses, not just retail growth (development) which has been moderate in the past 8 years. Therefore, retail trends need to be carefully monitored to ensure emerging and dominant uses which generate high volumes of traffic and car parking have an appropriate supply of car parking spaces.

How the demand for car parking can be accommodated in the future may be determined by two distinct factors, Council's ability

to provide new car parks and the private sector's willingness to accommodate car parking above or below new developments.

For the core area, a special rates charge (cash in lieu payment) could be established to contribute to the parking provision. A multideck is being considered for incorporation into a major redevelopment proposal on 8 Buckingham Avenue. Council's site at Warwick Avenue also offers opportunity for another multi deck car park. For at grade carpark, the siting and size of new car parks should not compromise the active and presentable street frontage or segment the land use function of the centre.

The appropriate siting of car parks is essential in addressing the existing demand. The plan proposes that long term car parking is provided in off-street locations where land and opportunity allows, but with a preference to the periphery of the retail core when possible. Short term car parking is to be provided right in the core in both on-street and off- street car parks.

Car Parking Objectives

- To facilitate car parking provision in the areas of greatest demand
- Provide a car parking hierarchy which caters for the needs of both long term and short term car parking
- Minimise the intrusion of car parks by siting and designing car parks appropriately, with quality landscaping and lighting and good built form if a multi level structure. Car parks are to be designed environments.
- Ensure the street network and pedestrian environment provides a quality walkable link between parking and business areas.
- Provide car parking based on current and emerging retail uses and functions
- Site car parking so as to not compromise the commercial function or aesthetic quality of the retail environment

Car Parking Strategies

Car parking in the SAC will be improved;

- By Council developing a car parking hierarchy plan to satisfy demand based on the retail characteristics and land use rather than retail growth alone. The plan should investigate the potential benefits of introducing a different weekend as to weekday parking time limits for certain car parks. This would then accommodate more long term parking on weekends for metro visitors and shorter parking times on weekdays for the more frequent local users, all within the same car park.
- Through the siting of long term parking to off street car parks located to the periphery of the centre, within walkable distances to the retail core.
- Through the siting of short term parking closer to businesses and activity. On street parking should be incrementally lessened over time to encourage more off street car parking use which will facilitate more pedestrian orientated streets through good street design. There is then the potential for greater visitation to the centre by public transport. Carparking management should be addressed through an understanding of overall travel demand, via the development of Integrated Transport Plans and Green Travel Plans
- By encouraging developers of new commercial premises to provide upper level or basement car parking, on or adjoining their development, rather than take up retail frontage at the ground level. Where car parking provisions cannot be met, developers should be required to financially contribute (cash-in-lieu payment) to car parking initiatives of Council. This may be achieved by providing additional multi-deck public car parking as part of redevelopments of the existing Buckingham Avenue (Langer development) and Warwick Avenue car parks

On and off street parking would become more convenient with the signalling of the Virginia St intersection

New development opportunities at key locations should require upper level carparking or basement carparking which is preferred

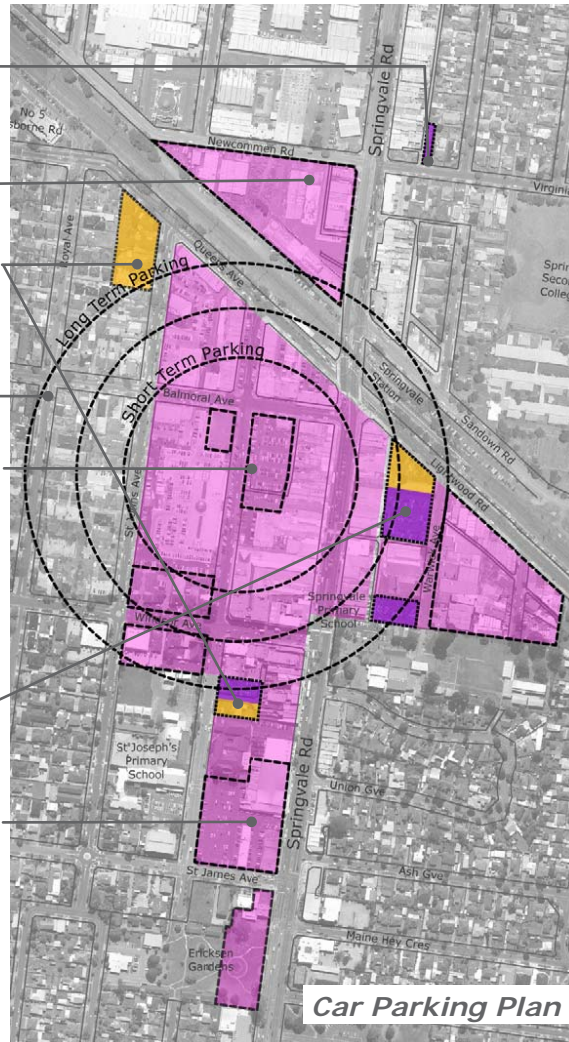
Potential locations for new at grade Council car parks, if a new additional car parking provision at Langer Development fails to be implemented

Long term off street parking shall be sited to the periphery of the centre when possible

The retention of ample car parking in the core is essential to the retail function of the centre. Approved redevelopment of the core maintains the existing public car parking provision

The Warwick Ave Car Park has the potential to be expanded and front Lightwood Rd. Any redevelopment of this area should retain the number of existing carpark and incorporate them into an upper level parking within a multideck

New development opportunities at key locations should incorporate upper level or basement carparking



-
- By Council investigating strategic land sites within residential zonings to the periphery of the centre for the purpose of developing at grade car parks to service the centre. Such car parks are to be sited and designed so as to not disconnect the residential interface from the retail edges. In the case where an additional car parking provision at the approved Langers Development fails to be implemented, Council should investigate the appropriateness of acquiring a single lot at 51 Buckingham Ave for this purpose as an initial action in the provision of additional off street carparking.
 - Alternatively, the cost/benefit analysis of purchasing and developing the land near the corner of Queens and St Johns Ave for an off street car park should also be undertaken under the same circumstance if an additional car parking provision at the approved Langers Development fails to be implemented.
 - Consideration should also be given to a range of options in respect of fees and charges as part of a parking management strategy for on street car parking and Council carparks
 - By requiring dedicated staff car parking within all new commercial developments. The unrestricted parking in residential streets by local workers should be limited by introducing 4 hr limits and thus encouraging use of all day parking facilities
 - By Council siting car parks consistent with road and traffic accessibility recommendations of the structure plan
 - Ensuring carparks are constructed of asphalt which is less intrusive than plain concrete and included mature tree plantings within expansive hard standing areas

Alignment with Melbourne 2030 – Activity Centres

Locate car parks in a way that maintains pedestrian connections with the rest of the centre

Reconnect surrounding residential areas by making parking areas more compact or by putting them underground.

Key Linkages

- Accessibility
- Built Form
- Street Network

Action Plan Reference CP1 to CP5 - Page 89

Street Design

Vibrant retail activity provides a strong visual identifier for the centre. It is the streets where this activity occurs and is fundamental to the character and function of the centre. Good street design will assist in enhancing the street trading presence and contribute to a more lively activity centre. Good street design will also assist in providing a sensitive transition between residential and commercial activities and make for more walkable environments given that walking makes up 20% of visits to the centre.

The street focussed trading characteristics of the centre, along with the pedestrian activity, produces a busy, human snapshot of this multicultural hub. Along with this comes the reliance of the car as a primary source of access to the centre (66%). Visitation is heavily reliant on car parking. The provision of car parking and the vehicular movements associated with this use is a critical factor in the trading viability of the centre. The impact of car movements and pedestrians requires balanced consideration in the development of street design options to reduce conflicts and contribute to the centre's walkability.

In Springvale, the streets act as public open space. They are places of business and social interaction and therefore have a communal role in the life and function of the centre. Whilst many centres attempt to delineate between public and private land, in the core retail areas of Springvale, this interface should be a fusion of the two rather than a line of demarcation. This line should become clearer in the residential areas surrounding the centre where public and private space needs to be more defined.

Street design contributes to the local urban and landscape character. In a visual sense, the streets shall be colourful and vibrant, where a level of busyness is acceptable and a place in which the design of streets shall respond and coordinate within an overall urban design framework for the centre. Good street design should have a pedestrian bias and address the quality and coordination of the footpaths, landscaping, tree planting, street furniture, trafficable road space and their relationship and contribution to the built form of the commercial and residential environment.

Road space dominates the streetscapes and reduces the pedestrian appeal, amenity and walkability of the centre. (photo to the right)



A pedestrian bias should be established for several streets in important commercial strips such as done in the Buckingham Avenue Streetscape Redevelopment Stage 1 (photo below)



Street Design Objectives

- Establish a balance between the access needs of pedestrians, motorists and cyclists, with a bias towards non-motorised modes
- Enable the on street trading character to become a identifiable quality of the centre
- Provide for safe environments and readable paths of travel by people using all modes of transport
- Incorporate a coordinated suite of furnishings and landscaping which contribute to an appealing retail and residential environment
- Maximise footpath areas to eliminate superfluous areas of non-trafficable road area in pedestrian streets
- Accommodate on street parking in an overall design response to the design of street environments
- Coordinate with the built form to create identifiable streets

Street Design Strategies and Guidelines

To produce street designs which respond to the centre;

- Ensure footpath widths in retail areas are a minimum 4.2 metres, with a recommended width of 5 metres preferred, especially in strips which have a pedestrian bias
- Tree planting shall be used to soften the built form, not obscure it. Preference should be given to smaller exotic plantings in retail areas, such as Crepe Myrtles which are already used in the centre and larger tree plantings in residential areas. Such works to coordinate with Council's local street tree strategy. Street tree avenues should be re-established in the centre's residential fringe to align with zones of distinct housing renewal

Central medians reduce the visual distance of wide road reserves and provides a safe refuge for pedestrians crossing busy streets



Buckingham Ave has been designed to reduce road space to create more pedestrian orientated streetscapes



Completed Buckingham Ave Gateways

Public art provides an ideal opportunity to reflect local culture. It introduces a personal element to the street, diluting the impression that streets are just for traffic



- Place street furniture in appropriate locations, such as between shopfronts (not outside doorways) and where the need exists
- Parallel parking should be encouraged where possible in all new on street parking locations where there is a need to retain on street parking
- Roundabouts can be used where they can accommodate pedestrian paths of travel and align with the shop frontages, although other more pedestrian friendly intersection treatment are preferred
- Road engineering design should accommodate the required access and circulation space for all types of vehicles, including buses and give back surplus space to pedestrian pavement
- Traffic calming devices, such as raised intersections to be used in core commercial streets to slow traffic
- Road speed in all streets within the commercial core should be reduced to 40 kph (subject to traffic study modelling)
- Accommodate access for people with mobility issues with the creation of stepless entries into shops, use of tactile indicators and ensure the siting of street furnishings permit an uninterrupted path of travel
- Underground overhead cables in all areas of major streetscape renewal
- Encourage traders to utilise on street trading displays. All displays should be coordinated through the adoption of the newly developed display carts developed by Council
- Provide central roadway medians for tree planting along streets with a vehicle bias
- Renew all service lids within the footpath area when undergoing major streetscape renewal
- Ensure the availability and appropriate siting of bus shelters, bus timetable signage and bike racks

- Incorporate new or improved energy efficient street lighting in all new streetscape renewal projects. The lighting shall have a pedestrian bias and should not diffuse the effect of illuminated shopfront signage.
- Public art shall be an integrated street element and contribute to local culture and characteristics. The use of the Asian styled gateways for Buckingham Ave allow some repetition of this public art element through the variation of scale and different cultural images depicted in the panel work.
- ~~Utilise~~ Review the current street furniture suite and paving styles already in use in the centre. Street furniture should reinforce the consistent ~~red~~ themes, contributing to a ~~vibrant and colourful~~ unified background of street environment.
- Stormwater management devices shall be utilised to improve water quality entering kerb side drains

Alignment with Melbourne 2030 – Activity Centres

Interconnected pedestrian friendly layout

Design to foster interaction and build in safety

Develop streets that are safe, convenient and visually interesting for pedestrians

Include islands, medians and crossings to help pedestrians cross roads and widen footpaths to improve pedestrian conditions

Key Linkages

- Built Form
- Car Parking
- Accessibility
- Urban and Open Space

Action Plan Reference SD1 to SD6 - Page 89 - 90

Street Design - Streetscape Elements

Modular Flagstone Paving on Springvale Rd



Flagstone Paving with In-situ Concrete or asphalt Infill. Adopt for secondary streets such as Balmoral, Windsor and Saint James Ave



Street Trees for Residential Interfaces.

Fraxinus pennsylvannica 'Urbanite' - left
Zelkova serata 'Green Vase' - right



Other species for consideration include:

Tilia cordata 'Greenspire'
Fraxinus pennsylvannica 'Cimmzam'
Pistacia chinensis

Street Trees for Commercial Areas

Lagerstroemia indica 'Tucarora' - left
Gleditsia triacanthos 'Shademaster' - right



Street Lighting - Buckingham Ave

Pole top variations can be adapted to suit different street and lighting requirements



Pedestrian Barrier - right

Can be fabricated with 3, 4 or 5 panels to suit various lengths



Street Litter Bin - left

Proprietary item prepared by the City of Greater Dandenong



Street Seat

Variations include seat without arm rests and bench seat (no back)



Signage and shopfront displays provide the visual interest and cultural identity. The building structure itself however can be rather simplistic



The commercial built form is predominantly single storey with a low level of design detailing



Residential built forms involve the use of low maintenance materials and are usually bold statements of success



The Springvale image is not only characterised by its people but by its built form. Springvale contains a low level built form within both its residential and commercial areas. The post 1945 housing stock, including the boom housing decades of the 1950's and 60's is typified with single storey detached weatherboard homes. Today, there is a trend towards new two storey "palace" like homes being built in their place. This is a more recent occurrence and the most significant change in the residential form in a long time.

Whereas, the commercial built form, while predominantly single storey, has undergone few changes in the last decade. The exceptions are the redevelopment of a former Safeway store into an internalised arcade style shopping centre and a two storey, mid size shopping centre on Buckingham Ave. Other retail building stock has undergone cosmetic change but the structural makeup has remained relatively unchanged.

Most commercial premises, somewhat basic in structure, are adorned with colourful signage and prominent window displays full with goods for sale. Building presentation is not greatly considered but window displays and the promotion of goods and services are. It appears that this cosmetic display is almost a distinct style and when done well, the actual poor aesthetic qualities of building is usually concealed. However, the utilisation of roller shutters by many traders creates a poor night time aesthetic. It is understood that many of these do not have permits and that control mechanisms need to be reinforced to ensure they do not detract from encouraging night time activity to the centre.

In contrast to the commercial form, the built form of new residential buildings is very much for show. It is bold, usually two storey, made of brick (some rendered) fenced and with a garden made up of patio style plants, including topiary. New housing of this standard is presented as a sign of success. The construction materials used indicate a liking for minimal or no maintenance, which is also depicted in the concreting of many front yards. Architectural styles range from the contemporary Georgian style to the French-Vietnamese villa.

The centre also contains light industrial uses along Lightwood Rd and Springvale Rd. Such uses are mostly contained within smaller, ageing

premises which create a poor urban form and impacts on the centre's visual appeal.

The structure plan proposes that industrial uses along main roads are discouraged with more suitable uses recommended. It is intended this recommendation will assist in generating a turnover of the industrial built form in these areas.

For the purposes of this section, Built Form will be presented in two parts, Commercial and Residential.

Commercial Built Form

The built form in the core retail areas (B1 zone), should aim to maximise the built footprint capabilities of each site or consolidation of sites. This will ensure development contributes to the massing of the commercial core and bring street frontage activity to the street and built presence to the overall centre.

The capability or density shall consider both the ground plane and the vertical plane. Single storey premises should be discouraged as there are compatible 1st floor and above uses which can contribute to the centres massing.

It is considered that in the short term, two levels is viable and should be encouraged. 1st floor retail is not considered ideal for smaller retail businesses but would accommodate office uses, residential or larger restaurants/reception centres. The market style trading gives rise to a smaller, tight knit grouping of shopfronts and whilst interesting and appealing, is a contrast to what is occurring. Retail floor space per premise has increased by 38% since 1998 (indicative of the consolidation of more successful businesses) with the overall number of retail premises declining.

Therefore the massing of the built form needs to be balanced with floor area per premise to ensure adequate retail space is provided but without compromising the market style trading character. The Asian cultures provide a basis for identifiable design treatment which does not require replication or use of traditional architectural

elements, but can be reflected in how a commercial building is adorned and presented. This can be achieved through site responsive urban design principles.

Commercial Built Form Objectives

Built form principles and urban design shall be used to;

- Contribute to a colourful and vibrant business and social setting
- Enhance the multicultural qualities of the centre
- Enable the on street trading character to become a identifiable quality of the centre
- Emphasise street corners as focal points in the streetscape
- Emphasise main road developments, especially Springvale Rd and buildings fronting the railway line
- Contribute to the pedestrian network and principles of good street design
- Respond to a development pattern where higher level developments are sited to the central core with lower level developments fringing the business/residential interface
- Provide active and dynamic frontages
- Introduce energy efficient and water sensitive design elements

New shopfronts shall replicate the tight knit arrangements which currently exist and incorporate a continuous veranda connecting to neighbouring properties



Concertina and sliding windows should be incorporated into shopfronts to promote activity and for the purpose of displaying goods to contribute to street market characteristics



Signs and signage structures which contribute to vibrancy of night life should be encouraged



Commercial Built Form Strategies and Guidelines

To encourage new commercial development and the retro fitting of existing commercial buildings which respond to the centre encourage;

- New developments to respond to the valued character of the centre
- All commercial development in the Business 1 zone to incorporate a continuous veranda to all sides with street frontage and which should adjoin neighbouring verandas. Especially in localities containing bus stops
- All verandas shall contain under veranda lighting for the illumination of shopfronts and footpaths
- All on site loading and waste facilities must be contained within a screened enclosure and form part of the commercial structure (not an addition)
- All building frontages in the Business 1 zone to align with the property boundary, therefore no setbacks to segment building alignments
- Buildings to have appropriate solar orientation and incorporate eaves or shading structures
- Signs and signage structures that are architecturally integrated and contribute to the cultural identity of the centre, including illuminated signs for night time effect. Flexibility in the assessment of signage permits should be considered when the sign intent builds on the cultural aesthetic. A review of Council's Signage Code is required to reflect this
- Integration of the street frontage with the pedestrian edge by utilising sliding or concertina doors and windows

- Large window areas for the promotion and display of goods. Discourage the use of reflective glazing
- Multiple uses within larger shop frontages should be encouraged
- Laneways and loading areas to be sited to the rear of the property, using existing service areas wherever possible
- Design detailing to emphasise intended uses, especially in commercial developments which incorporate upper level residential or alternate uses to the ground floor commercial activity.
- Roller shutters generally discouraged in favour of other security mechanisms. When necessary, however, roller shutters shall be made of transparent material such as acrylic or polycarbonate which allow the shop window displays to be visible whilst still providing security. Spill light from shop lighting can contribute to the lighting of the footpaths when transparent shutters are used. Full block shutters should not be permitted. Council to upgrade the existing roller shutters guide to become policy

Alignment with Melbourne 2030 – Activity Centres

Design to foster interaction and build in safety

Ensure streets are lined with buildings containing active uses at the ground floor level

Introduce design elements that reflect local built form context

Provide all weather protection to all key footpaths

Key Linkages

- Commercial Operation
- Housing
- Street Network
- Urban and Open Space

Residential Built Form

The built form of residential areas is in transition. Council should identify the emerging residential forms within a strategic review of neighbourhood forms in the City. The emerging style in Springvale is more ornate, with many new homes containing villa style detailing. The cultural influence should be reflected subtly. The review should identify and detail the new emerging forms rather than emphasise past housing styles which are low quality in detail.

The structure plan identifies areas for higher density and lower density housing. The different built form character between the lower density (R1) and higher density (R2) housing are spelled out in the differences between character B (moderate change) and character A (substantial change) as explained in the Neighbourhood Character Study (Hansen, 2007).

The built form of residential developments should address the street and contribute to the street vibrancy of the centre overall. New housing should not be hidden by fences.

Residential Built Form Objectives

Built form principles and urban design shall be used to;

- Highlight and celebrate the cultural makeup of Springvale
- Ensure residential buildings address street frontages and open spaces
- Ensure site responsive design detailing, considering the location of the proposed residential development which may require various preferred housing forms as outlined in the Neighbourhood Character Study (i.e. apartments, town houses, villa units, dual occupancy, detached house).
- Produce a building scale which is also responsive to it's position and function within the centre
- Promote the ornate garden forms emerging as a popular landscape style in existing residential areas

Residential Built Form Strategies and Guidelines

For residential development to respond to the centre's characteristics, require new developments to;

- Produce a building form which will be consistent with the neighbourhood character study developed from a strategic review of housing character in the City of Greater Dandenong. Built form guidelines should also conform with the provisions of Rescode, especially in the lower density residential areas.
- In residential areas, produce ornate forms using a simple but attractive arrangement of material and finishes
- In commercial areas, produce unique and appealing building forms which utilise a combination of materials, finishes and colours which excite and create interest
- Incorporate fencing which is predominantly transparent and permits casual surveillance between the house and street
- Promote design which incorporate ESD initiatives, including eaves and appropriate shading structures over windows
- Include patios and balconies, especially for those developments which include upper floor residential as part of a commercial development located in core retail areas
- Design in home office accommodation (if required) as an integral component of the building
- Respond to setback graduation, depending on locality
- Ensure new landscapes contribute to or complement the emerging cultural style
- Canopy trees should be incorporated in development, but species selection and form may reflect the cultural emerging style of the area.
- Ensure car parking for higher density residential developments is not visible from the street and preferably located in a basement location

Housing forms within commercial redevelopments should utilise varying forms and finishes to add visual interest and vibrancy



Residential property with semi transparent fencing



Detached house with French villa detailing. Similar forms can influence higher density developments and not compromise residential character



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- Provide scale transitions between large residential buildings and smaller scale residences.

Alignment with Melbourne 2030 – Activity Centres

Provide a transition from the built form scale of the centre to that of the adjoining existing residential areas, either within the centre or on the edge of the adjoining residential area

Articulate built form to complement the scale and character of surrounding residential areas

Provide a gradual transition from existing frontage setbacks

Where garden and landscape character of the existing residential area is a valued characteristic, design a landscape setting that contributes to it.

Key Linkages

- Housing
- Commercial Operation
- Street Network
- Urban and Open Space

Action Plan Reference *BF1 to BF2 - Page 90*

Urban and Open Space

Ericksen Gardens on Springvale Rd has been substantially reduced due to the development of a new police station on a 1 acre portion of the site. However the plan and orientation of surrounding buildings contributes to a 'village green' type atmosphere and is currently being rejuvenated.



The railway line reservation provides an opportunity to extend the pedestrian network through a treed environment



The streets provide an ideal place for social gathering. They act as public open spaces in lieu of the provision of parks and reserves



Central Springvale contains very little open space. What is available is located to the periphery of the activity centre and is generally of a poor landscape character.

The centre has access to;

- Andrew Ericksen Gardens, (6,350 m²)
- Springvale Recreation Reserve (Newcommen Oval) (39,000 m²)
- Warner Reserve, includes space along Mile Creek (158,400 m²)
- Victoria Ave Reserve (pocket park) (1,820 m²)

Open space is vital for the provision of passive and active recreational activities which contribute to the lifestyle and attractiveness of living in an area. The requirements for access to quality open spaces will increase over time as residential densities increase and there is less private open space available. The development of a town square or park is essential given the focus for more intensive use of the centre.

Open spaces should not just appear visually appealing but contain a design functionality which enables varied and flexible use by its the community.

Existing use of local parks for passive recreation is not high. In many cases the parks provide a more direct thoroughfare to the shopping centre than the street network, and are used essentially for this purpose. In the provision and design of open space, it is important to consider how such spaces are perceived or valued by the community. In the main, the resident population does not actively participate in traditional active recreational pursuits. This may stem from a commitment to business and educational goals where leisure time is not considered important. Consideration of the impact of local culture on open space functions should be considered in the design process. Open space should provide a focus for cultural events, health pursuits of the community (Tai Chi) and informal, low impact sporting activities such badminton or soccer.

Artist impression. It shows retention of a front portion of the civic centre precinct for green open space. This should be considered as part of any redevelopment plan of the site



The provision of community spaces within the retail core will contribute to the street life and character of the centre



Urban spaces should provide an opportunity for diverse public use and permit the spaces to be used for markets and festival events to enhance the social interaction and outdoor life



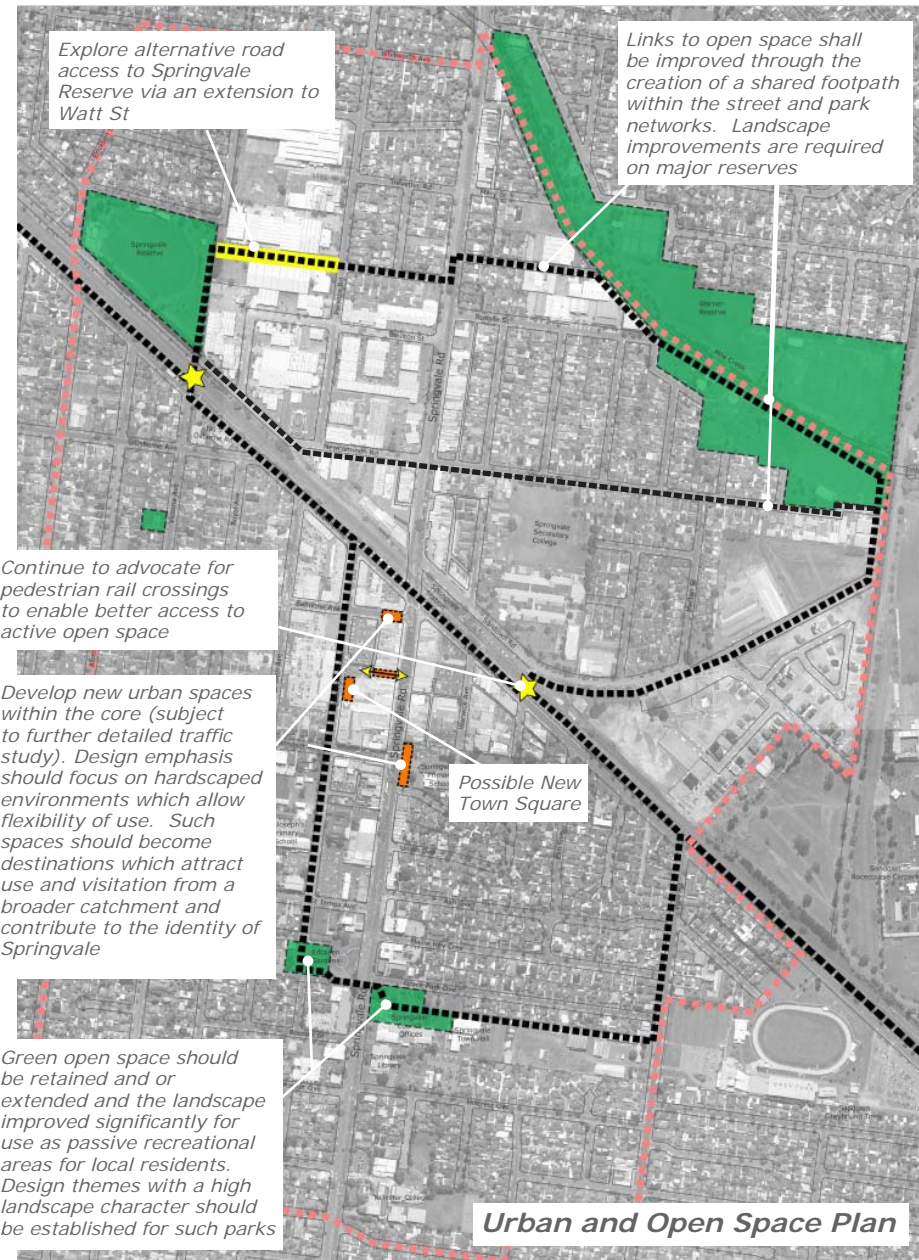
Open space can come in a variety of forms, not just green spaces. Within the centre, the greatest use of public open space is the streets themselves. These are community gathering points and areas for social and business interaction. The streets shall be the focus of new and improved open space provision in central Springvale. Access to green open spaces will be improved by creating better links via the street network.

The structure plan recommends the development of a central core of hardscaped "urban" open spaces including a town square and the retention of an outer ring of "green" open spaces to service the activity centre.

Urban spaces could be provided in several new locations within the centre including;

- A space within the retail redevelopment of the Buckingham Ave car park site. This has been pursued in the new approved mixed use development at 8 Buckingham Avenue (Langers development)
- The frontage to Springvale Primary School
- The part closure of Balmoral Ave around the Springvale Rd end (subject to further detailed traffic study)
- The future development of Civic Precinct Site around the existing City Hall Building (at Springvale Rd)
- Site/s which could be acquired through land purchases along Springvale Rd, linking through to Buckingham Ave.

In January 2005, Council resolved to sell a portion of Ericksen Gardens to Victoria Police for the purpose of constructing a new Police Station on Springvale Rd. This development reduces the physical capability of the park to contribute to the green open space provision within the centre and alters the function of the remainder of the park for recreational use. The premise of the sale requires Council to acquire and develop a similar area of open space to offset the loss of open space. This could be achieved by using Council owned land, such as the land which becomes available when Council Municipal Building is relocated to Central Dandenong. The proceeds from the sale of Ericksen Gardens must be channeled into the cost for the development of new urban and open spaces within the structure plan boundaries.



Urban and Open Space Objectives

- Improve opportunities for social gathering and community interaction within the current street network
- Provide new areas of urban and green open space within the commercial core, including the development of a town square
- Improve access to existing green open spaces
- Encourage greater use of green open spaces for lifestyle activities and public events
- Maintain active recreation areas within existing reserves
- Ensure a diverse range of open space types and usability
- Source new areas of open space from the redevelopment of strategic sites
- Retain the green value of the rail corridor

Urban and Open Space Strategies

Urban and Open Spaces will be improved by;

- Providing new “urban” or paved urban plazas within the commercial core. Such spaces shall provide flexibility of use and essentially be extensions of the street environment rather than present as pocket parks. The redevelopment of the Buckingham Ave carpark should incorporate a town square or urban plaza with good links to Springvale Rd and Buckingham Ave. In the longer term, the part closure of Balmoral Ave and the use of the Springvale Primary School frontage to Springvale Rd should be considered as worthy sites for additions to the open space network (subject to the results of a detailed traffic study). The potential to incorporate open space into any major redevelopment of the Warwick Ave area should be encouraged, especially as a break through to Springvale Road.

- New open spaces should be created as meeting spaces and enable visitors to interact with public life
- Placing an important emphasis on street design, ensuring footpath widths are increased and continuous verandahs are provided in the commercial centre
- Ensure all street links to open space form part of local street tree upgrades
- Ensuring new residential or commercial development face on to streets or open spaces, improve casual surveillance and creates a better interface between the public and private realm
- Investigate road and pedestrian linkages to both Springvale Reserve and Warner Reserves from Springvale Road
- Examine commercial sites within the core which would suit "urban" open space purposes and develop design proposals for consideration
- Council retaining and extending a portion of the Civic Centre Precinct site for the purpose of a town park within any redevelopment proposal. The extension of the town park should offset the loss of parkland taken by the new Police Station at Ericksen Garden. The park should have a high landscape character, incorporating significant tree planting.
- Creating a shared pedestrian/bicycle trail along a network of popular thoroughfares
- Preparing masterplans for all major reserves, including Springvale and Warner Reserves. The Springvale Reserve would benefit from a reduction in fencing which excludes informal use and a thinning of the Cypress trees which restricts visibility and exposure of the venue. Warner Reserve would benefit from a planting program to create a treed landscape in what is generally a barren reserve. The plantings should build upon existing vegetation along Mile Creek

- Improving road and pedestrian accessibility to major reserves

Alignment with Melbourne 2030 – Activity Centres

Promoting street life and activity

Provide a sense of place and community

Provide a range of open spaces to meet a variety of needs

Key Linkages

- Street Design
- Accessibility
- Built Form

Action Plan Reference UOS1 to UOS9 - Page 90 - 91

Sustaining the Environment

The commercial core of the Springvale Activity Centre is dominated by fresh and prepared food outlets. This activity generates substantial organic waste which in part, has a dramatic effect on the quality of urban storm water runoff. There are also other forms of pollutants, litter and waste which is discarded by traders and visitors to the centre, all of which can have a detrimental effect on the local environment. These wastes and pollutants also impact on the visual quality and perception of the centre. The SAC can be perceived as being dirty and this image can limit the appeal and trading viability of the centre if not controlled. Council maintains a rigorous cleaning regime for the streets and footpaths but there is room for improvement in the habits of shoppers and traders and their responsibility towards litter control and ownership of the local environment.

Environment Objectives

- Ensure the streets and open spaces are clean and maintained
- Reduce the amount of solids entering into storm water drains
- Improve water quality entering into the storm water system
- Ensure air quality is improved
- Promote the utilisation of energy efficiency design principles
- Promote the retention and responsible use of water
- Encourage businesses to be waste wise and sustainable in operation through training and education

Environment Strategies

The local environment will be improved by;

- Ensuring a gross pollutant trap/s is provided to collect solid wastes from the three main drainage catchments of the centre

- Examining the potential of below ground sand filters in key streets and carparks to reduce the nutrient levels of storm water and improve water quality entering in local water ways, such as Mile Ck
- Encouraging new dwellings within residential developments to include a rain water tank for garden watering
- Encouraging new residential developments to incorporate water sensitive urban design treatments including kerb less road ways and grass/planted swales to filter storm water runoff
- Encouraging all commercial developments to include rain water tanks for cleaning purposes and the treatment of surface runoff (from roofs and carparks) before entering the storm water system through the use of sand or landscape filters within landscaped areas
- Ensure there are enclosed loading and bin wash areas which are linked to gross pollutant traps and sand filters
- Examine the feasibility of a sustainable design/energy efficiency checklist for commercial developments
- Continuing with Council's Urban Stormwater Education Program with traders

Alignment with Melbourne 2030 – Activity Centres

Improve the overall quality of places and encourage sustainable city development

Environmentally friendly development that includes improved energy efficiency, water conservation and storm water treatment

Key Linkages

- Built Form
- Housing

Action Plan Reference SE1 to SE3 - Page 91

Community Infrastructure

*Greek Orthodox church on New-
commen Rd*



*Springvale Primary School on
Springvale Rd*



*The new Police Station located at
part of Eriksen Garden*



The provision of social and community services has provided support for both settled and newly arrived residents in Springvale for decades. The support base in Springvale (and Greater Dandenong) provides a catalyst and attraction for the settlement of recent arrivals in the municipality with the local services and networks contributing greatly to its cultural makeup and evolution. Recently, the arrival of Sudanese and equatorial Africans has introduced a new and emerging community. This occurrence highlights the dynamics of culture in Springvale which has been led in recent times by the settlement of Asian nationalities.

Central to this, is the Springvale Community Aid and Advice Bureau (SCAAB) which provides a central agency for housing tenancy and consumer advice, financial and emergency relief support and family and child support services. Within the same building is the Springvale-Monash Legal Service which is a regional service providing free legal advice. On the same site is the Neighbourhood House (operating group programs) and the Springvale Community Centre which provides an indoor recreational facility. Collectively the site is known as Number 5 Osborne Ave, after its street address.

SCAAB has a strong link with Centrelink which is located 1.25 km to the south on Springvale Rd. SCABB will refer new arrivals to Centrelink and with their visit most likely being by foot, the walkability for many is not ideal over this distance. SCAAB also has strong links with the Adult Migrant Education Service (AMES) which is located 800 metres to the north of the centre on Springvale Rd.

The site at 5 Osborne Ave provides a comprehensive source of support, advice, meeting spaces and activities in a central location on the centre's fringe. The proposed relocation of the station to the west of Springvale Rd would bring the centre within 300 metres which would provide improved access for many who visit the centre by public transport. With the office space currently operating at full capacity the functionality of Number 5 Osborne Ave does need a review. A masterplan needs to be undertaken to investigate best mix of services and future best location of these facilities.

There are also other services which play a major role in the provision

of community infrastructure in the centre. This includes the Springvale branch of the Greater Dandenong Community Health Service. The centre provides health and counselling services to socially and economically disadvantaged people, including people from a non English speaking background. The centre is suitably located on Buckingham Ave, some 450 metres from the station. Access is also available from Springvale Rd also.

Other community based services and facilities in the centre include;

English Language and Literacy Access (ELLA) Centre
Springvale Neighbourhood Literacy Centre
Royal District Nursing Service
Springvale Indo Chinese Mutual Assistance Association (SICMA)

There are approximately 24 cultural groups/societies listed on the Greater Dandenong Community Directory within the study area, nine churches and 4 child care centres.

The SAC also contains two primary schools and two secondary schools. The Springvale Secondary school, which is located to the northern side of the railway line, is currently being considered for consolidation with another school outside the SAC. If the secondary school was relocated, the land then would become available for future residential and open space development.

Springvale Primary School is of particular importance given its land size and central location within the centre. The school had 160 enrolments in 2005, which is relatively small in comparison to St Joseph's Primary School which has 705 students (does not exclude non-catholic students) The Springvale Primary School also accommodates a language centre which contains about 70 students, predominantly Sudanese. The centre offers young people who have been in the country less than 6 months an intense English language program.

The primary school land is 19,500 m² in size, with 10,000 m² given to open space at the front and rear of the property. The potential for using parts of this space for public open space, and

road reservation could allow a future east-west road connection which would assist future redevelopment of the south east quadrant. This could be expected to improve access and traffic circulation between Lightwood Rd and Springvale Rd. This proposal is subject to further detailed traffic study and discussion with the Education Department.

Springvale Primary School is also difficult to access from the current road networks, the parking and traffic conditions of Springvale Rd. Therefore, safety for students is of the primary concern. The school relocation of the school to a more convenient site may address this access and safety concern but unlikely occurs in the short term due to the recent upgrade of the school. In the longer term, the possible acquisition or development of a proportion of the site would yield numerous benefits. The trend in school enrolments should be monitored to determine the possibility of the site becoming available in the future.

The Council owned land at Warwick Ave currently operates as a public car park, while the site at 1-3 Lightwood Road provides services for Truby King Child and Maternal Health Centre. In the future, these two sites offer an opportunity for a new redevelopment site. A future development on this Lightwood Rd and Warwick Avenue site should anticipate the needs for improved vehicular circulation between Springvale and Lightwood Rd, while accommodating the existing number of public carpark on the Warwick Avenue site.

The site at the corner of Lightwood Rd and Southdowne Close accommodated Pre-School facilities. Council has currently consolidated this facility into a Springvale Integrated Service Hub comprising Toy Library, Pre-School, Child Care, and the relocated Truby King Maternal and Child Health services.

Springvale Civic Precinct

The Springvale Civic Precinct is located to the southern extents of the centre and includes the Springvale Municipal Office, the Springvale Library and City Hall. This is a key municipal site for Council services, community facilities and information and learning.

The library is well used and the flat floor Town Hall is in demand for school functions, cultural events, receptions and computer swap meets.

The precinct also contains a small playground, the Springvale Historical Society and SICMAA. (Springvale Indo-Chinese Mutual Assistance Association) The site also abuts a former Council depot site of 19,000 m2 which has remained relatively inactive since Council amalgamations in 1994.

With the long-term plan for Council's Office relocation to Dandenong, the Civic Precinct and the former depot site provide an opportunity for a land use change and redevelopment as part of the broader Council Municipal Buildings Project. At the Springvale Civic and depot site, this project would see

- Retention and upgrade of the City Hall
- New library
- New parkland
- New residential component within the old depot site

Community Infrastructure Objectives

- Centralise key community facilities and services into core locations within the centre where possible
- Maintain access to currently available Council services
- Ensure the walking network contributes to the ease of access to social and cultural facilities, including sites of education and places of assembly
- Ensure Springvale continues to be recognized as a centre for support networks to refugees and the provider of services for emerging communities seeking to settle in Springvale

The AMES would best be sited closer to the station

Places of worship are taking up industrial land north of the rail line which creates an active backdrop to the rail line

The uses at No 5 Osborne Ave require review to define expansion needs

The key development site north of the rail line provides opportunity for relocated community services such as AMES and Centrelink at the ground floor

The Warwick Ave car park site provides an opportunity for redevelopment. Whilst the site at the cnr of Lightwood Rd and Southdowne Cl (not shown) can be used for Community Services (Child Care and Maternal and Child Health Centre)

Springvale Community Health Service to be retained in current location

New police station

Encourage services such as CentreLink to locate closer to the core if possible

Springvale Civic Precinct potential redevelopment options whilst retaining the City Hall and Library functions



Community Infrastructure Plan

-
- Advocate for the relocation of government and private sector agencies to a more central location

Community Infrastructure Strategies

Social, cultural and community services and facilities in the SAC will be improved by;

- Council undertaking the masterplanning for the new library within the Civic Precinct site. The new building should consider the needs for expansion of the existing library and learning centre, the Council's customer office, possible cafe and allowance for future other community centre/ meeting rooms
- Retaining the Springvale City Hall within any future use options for the civic precinct site. The creation of new parkland associated with the Hall and Library development would be desirable given the loss of much of Ericksen Gardens on Springvale Rd for the new police station.
- Council pursuing the relocation and consolidation of Truby King Maternal and Child Health Centre at the site no 1-3 Lightwood Rd, the Toy Library and the Pre-school facilities to the corner of Lightwood Rd and Southdowne Close
- Council investigates the future redevelopment of the ex-Truby King Centre site and the Warwick Ave car park site (while maintaining the number of the existing car parks on site). Street frontage would be available to Lightwood Rd, and the rail line directly across the road. A shop front connection to Springvale Rd would be beneficial
- Council developing a masterplan to investigate best mix services and of facilities at No 5 Osborne Ave, including SCAAB, Neighbourhood House and Springvale Community Centre
- Advocating for Centrelink and AMES to be located in a more central location such as the the triangle site to the north of the railway line

- Conducting a review of support services and agencies servicing Springvale to establish like relationships and referral patterns where better service delivery and synergies can be identified

Alignment with Melbourne 2030 – Activity Centres

Locating public facilities, including government agencies within activity centres

Better utilise existing social infrastructure

Concentrating uses within activity centres to encourage more sustainable modes of travel including walking, cycling and the use of public transport

Key Linkages

- Housing
- Public and Private Transport Accessibility

Action Plan Reference C11 to C13 - Page 91

Land Use

Land use should reflect the strategies and directions detailed in all sections of the development framework. Any proposed land use changes are intended to maximise the potential of land to align with the ideals of an activity centre, in the Springvale context, as well as address the community's vision.

The directions of the plan have considered existing heritage sites that exist within the study area. The following sites are listed in Council's Planning Scheme. It is considered that these sites will not be affected by any changes proposed of the plan.

- HO 62 St Joseph's Parish Church, 23-35 St Johns Ave
- HO 67 Burden's Buildings, 228-230 Springvale Rd
- HO 68 Springvale Primary School
- HO 70 Oak Tree, corner of Springvale Rd and Grace Park Dve
- HO 77 Springvale Church of Christ, 6 Windsor Ave

However, the Truby King Centre at 1-3 Lightwood Rd (HO 33) may be removed to allow effective redevelopment on this site in conjunction with the adjoining site of Council's carpark at Warwick Avenue.

The local policy which supports this structure plan, along with the recommended zoning changes, will provide the initial facilitation tool to implement the new planning directions for the Springvale Activity Centre. Along with this, Council will need to update the MSS to reflect the intent of the structure plan and local policy. Council should also consider a review of the Advertising Signs local policy to permit some flexibility in relation to illuminated signs and signs which contribute to the cultural identity of the centre.

Zoning Recommendations

In general terms, there are only minor adjustments proposed to existing zones. It is intended that the local policy will give effect to the majority of the planning directions.

The zoning changes recommended are;

- the removal of IN 1 zoned land on Springvale Rd and Mixed Use zoned land which fronts Lightwood Rd to a more complimentary B2 zoning. All existing industrial uses in these zones should relocate to the existing IN 1 zone within the north west quadrant
- The reduction of the R2 zones in the southern quadrants. As the current zonings have not delivered the intended housing objectives of the zone in the past, it is expected that recent housing activities has generated the need to regulate the location of certain types of housing types so that higher densities are located closer to the centre and Springvale Rd
- The introduction of R2 zones to the northern precincts to support commercial activities north of the rail line and to take advantage of public transport on Springvale Rd
- The rezoning of industrial land in the north east quadrant for B2 zone purposes
- The rezoning of key redevelopment sites such as the Newcomen Rd site (currently B4) to B2 to encourage major redevelopment opportunities. The focus of B2 zoned land should enable retail goods and services but should not permit food retailing, other than restaurants. Land use changes should not dilute the fresh food focus of the core retail areas within the south west quadrant
- A small addition to the B1 zone around Windsor Ave to permit a small expansion of the retail core to the south
- Rezoning ex-Council depot site to R2 Zone to allow future redevelopment of the land to support the implementation of the Masterplan for Civic Centre Precinct to the west of the land

Action Plan Reference LU1 - Page 92

Introduce an R2 zoning to give rise to a higher density residential focus to take advantage of commercial activities and public transport along Springvale Rd

The existing IN 1 zone in the north west quadrant remains unchanged but should be the focus of all industrial uses such as motor related activities and non complimentary uses such as adult services and entertainment

Reduce existing B4 zone to consolidate the large floor retailing which fronts Springvale Rd. Uses such as car and caravan sales should be discouraged

Rezone existing B4 zoned land to B2 to facilitate higher order commercial activities in what is a key redevelopment locality

Introduce B5 to facilitate a purpose built medical precinct in these designated areas

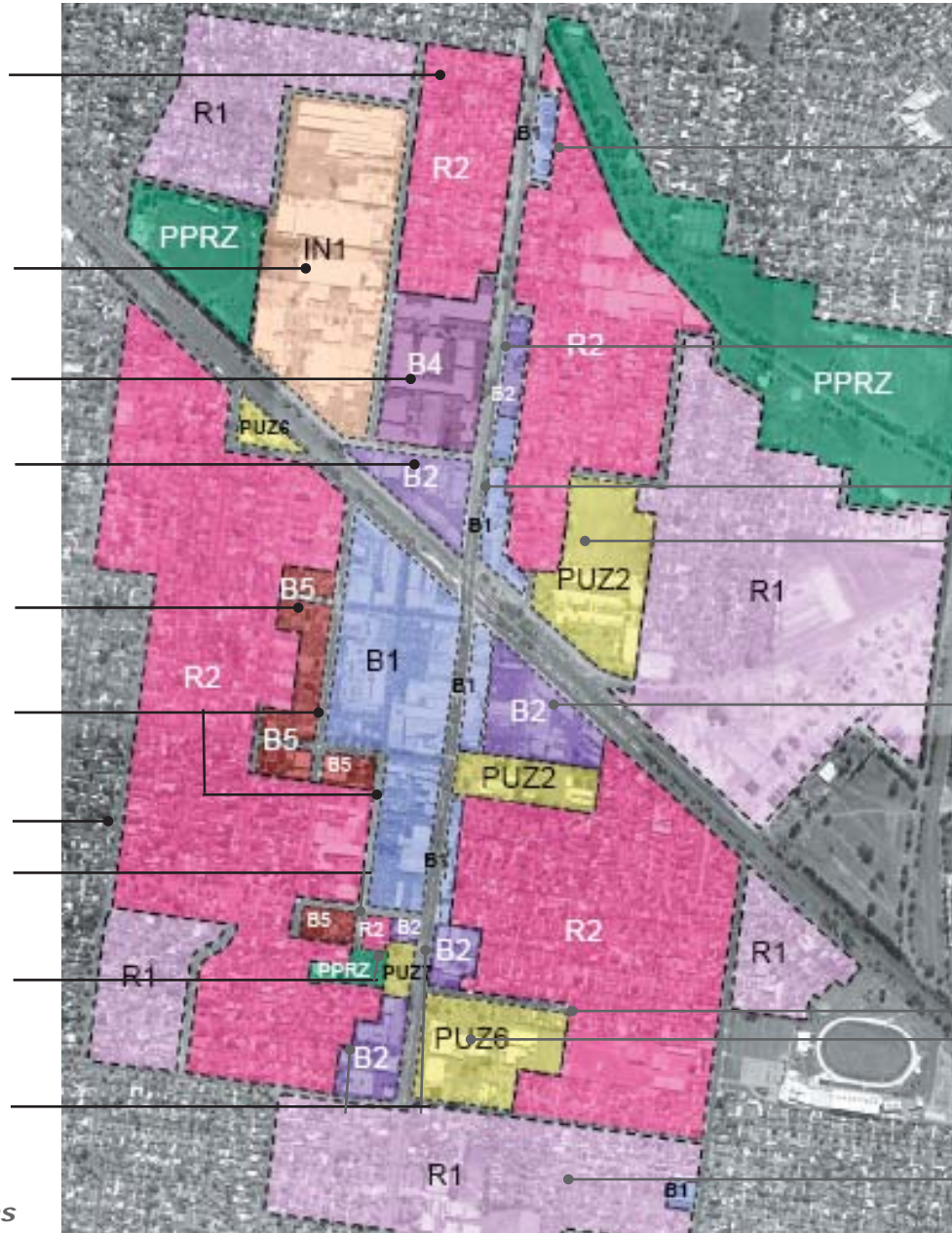
Accommodate some addition to the existing B1 zoning so that the southern edge is bordered by St Johns Ave, Windsor Ave, and Buckingham Ave

Reduce the existing R2 zone to give rise to a more concentrated area of higher density residential development

Rezoning of land at Ericksen Gardens completed for Department of Housing dwellings

A portion of Ericksen Gardens has been rezoned to a Public Use 7 for the purpose of accommodating the new police station

Accommodate some addition to the existing B2 zoning so that to encourage office activity or similar



Introduce an R2 zoning to give rise to a higher density residential focus to take advantage of commercial activities and public transport along Springvale Rd. Environmental Audit Overlays (EAO) would need to apply to industrial properties for residential use.

Remove existing industrial zoning along Springvale Rd and introduce a B2 zoning to give rise to more complimentary uses such as office and retail services/goods. Food related activities should be restricted to restaurants/cafes.

The existing B1 zoning along Springvale Rd

The existing PUZ2 zoning would need to be rezoned into R2 with a PPRZ component if the school was to be relocated in the future

Remove the existing Mixed Use Zone and introduce a B2 zoning to permit higher order commercial activities and encourage redevelopment of the sites which have the potential to contribute to the diversity of uses being sought for the centre

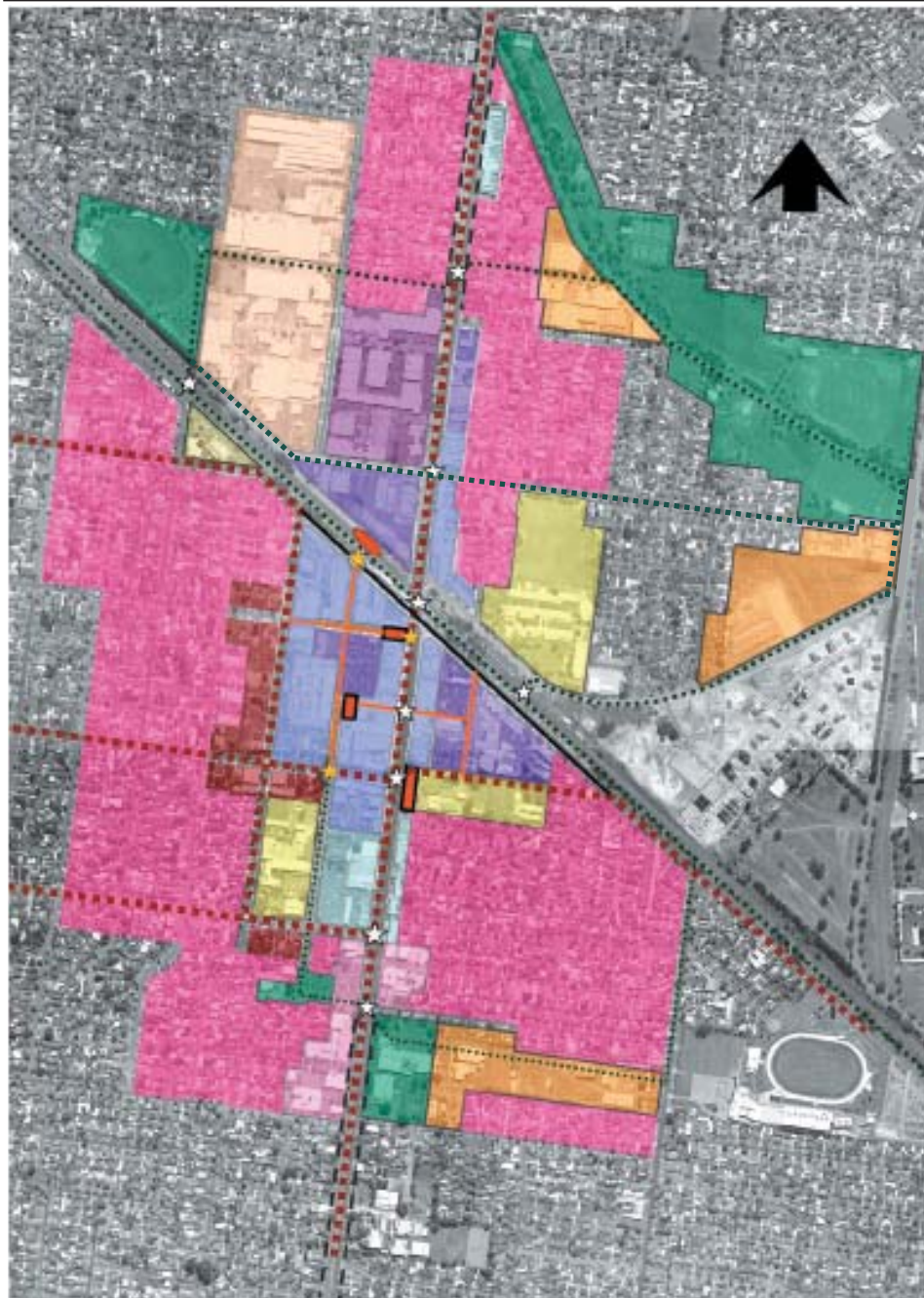
The arrangement of future residential component on Council's old depot will require further masterplanning of the site

The Civic Centre Precinct provides a redevelopment opportunity which could include retention of City Hall, new Library, a parkland.

Reduce the existing R2 zone to give rise to a more concentrated area of higher density residential development

Land Use Recommendations

Note: Any additional run off arising from the change of residential to business zone must be retained on site.



Legend

- Higher Density Residential Focus
- Open Space
- Key Redevelopment Sites
- Core Retail Activity
- Secondary Retail Activity
- Large Floor Retail Focus
- Industrial Focus
- Commercial/ Residential Focus
- Office Focus
- Education Focus
- Medical and Health Service Focus
- Open space links
- Pedestrian orientated streets
- Vehicle orientated streets
- Avenue gateways to the approaches of the centre
- New town square/ plaza
- Preferred new relocated train station
- Improved linkages and pedestrian crossing point
- Culture gateways to the core retail area

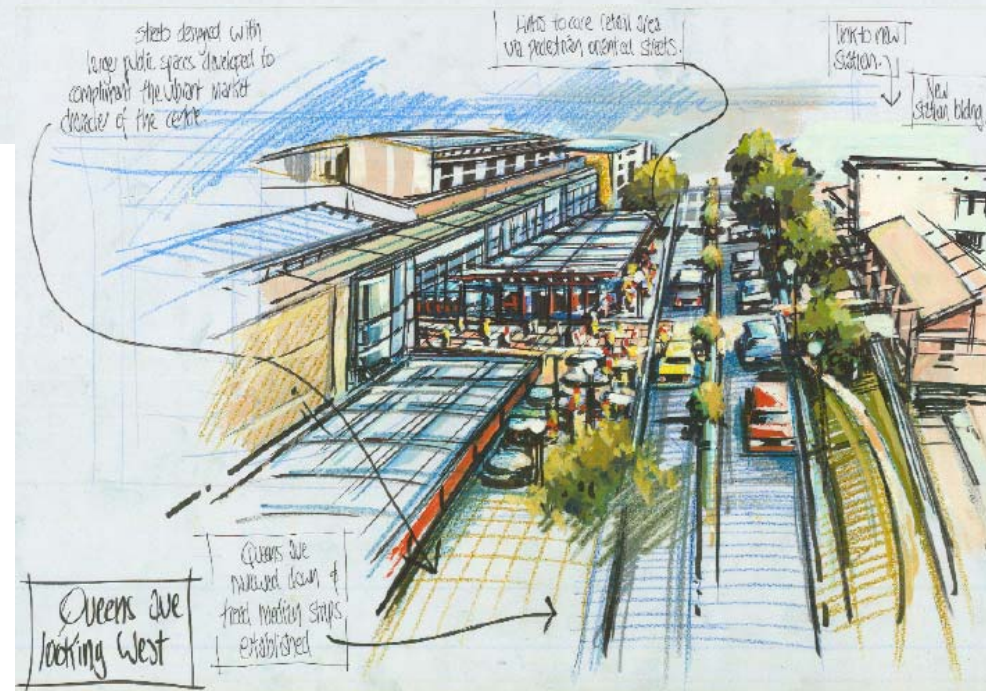
UDF - Future Impressions



UDF - Future Impressions



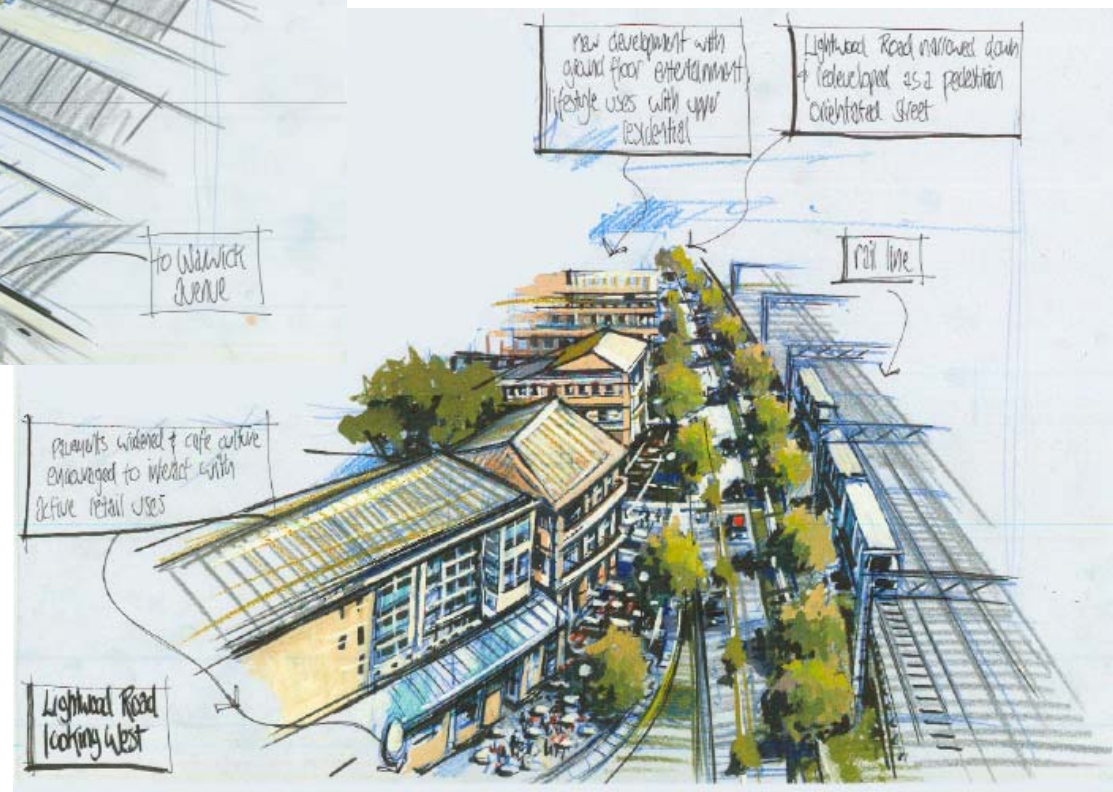
New gateways & plaza created within part closure of street



Springdale Road looking West

Queens Ave looking West

UDF - Future Impressions



Implementation

The strategies and recommendations of the Springvale Activity Centre Structure Plan will be implemented by;

- The preparation of a Local Planning Policy and changes to the Municipal Strategic Statement to give effect to the structure plan through the Greater Dandenong Planning Scheme. (to be completed as part of the scheme amendment process)
- The City of Greater Dandenong advocating State Government for infrastructure improvements and encouraging the private sector to invest in Springvale through the facilitation of key initiatives
- Council working in partnership with traders and trader groups to promote and market the centre
- Council allocating funds through the City Improvement Program to carry out capital improvements
- Undertaking the diverse range of projects and programs as identified in the Action Plans

The Action Plans shall be used to;

- Inform the preparation of projects and programs included within the business plans of Council departments given particular responsibility for planning and design implementation
- Allocate funding within the City Improvement Program to fund improvement works as identified

Centre Promotion and Marketing

epicureprovisions

10 THE AGE TUESDAY OCTOBER 23, 2001

bargain hunter

Vietnam on a plate

My knowledge of Springvale Road's food scene was non-existent and I knew it was a serious void. In just one morning, everything changed. Mei Ling Perry and Leon Bethers' mobile information and culture blast, Vietnam on a Plate, demystifies the ingredients of Vietnamese, Cambodian, Chinese and Laotian cooking. A stroll around the cluster of shops, restaurants and market stalls behind the busy thoroughfare reveals so much – and so many bargains.

What: Tours of Springvale and Footscray Asian Food Centres (including tastings and lunch) \$44 a head, Access Asia program school groups \$10-\$15 a student
Where: PO Box 206 Yarraville 3013.
leon@vietnamonaplate.com.au
Phone: 9689 1186, fax 9689 1381

Nan Yang supermarket

The only shop on Springvale Road that tour organiser Mei Ling Perry visits and the most comprehensive



Asian food shop I've ever seen. Kitchenware, vegetables, dry goods, frozen dumplings, fresh noodles, chicken feet; you name it and I bet it's here. Aisles are wide for comfortable browsing with a trolley, staff are very helpful and there's a lot of labelling in various languages for the novice shopper.

What: Toasted seaweed sheets for non rolls, packs of 50 \$8, bulk spices such as 1kg vanilla sugar \$7, 25kg jasmine rice about \$25
Where: 307-313 Springvale Road, Springvale
Phone: 9546 9756

Springvale Central shopping centre

Behind Springvale Road is a sprawling shopping complex joined by arcades and walkways where you could spend all day. Fish shops, herbal medicines, clothes, hairdressers, butchers, bread, cafes and supermarkets. You'll need to stop at Minh Tai Food Court for a restorative bowl of noodles or soup just to stop you salivating, and for well under \$10, it shouldn't cause hardship.

What: Fresh asparagus \$2 kg, green prawns \$24 kg, melamine soup bowls \$2.60 each

Where: 268-274 Springvale Road, Springvale

— Miranda Sharp



food & drinks

Lifting the vale of secrecy



Richard Cornish (left) and a view of fish in Melbourne's Creek Road market.

Some of the most interesting food and drink stories are hidden away in the heart of Melbourne's Creek Road market. The market is a treasure trove of fresh produce, including seafood, vegetables, and fruits. It's a place where you can find everything you need for a healthy meal, and it's all available at great prices. The market is a great place to go for fresh produce, and it's a great place to go for a picnic. The market is a great place to go for fresh produce, and it's a great place to go for a picnic.

The SAC has the potential to further exploit its attraction for niche market shopping especially in fresh foods, restaurants and health services. The centre would be commercially advantaged from;

- an increased local population to support the week day trade
- promoting the centre's niche commercial offering to metropolitan Melbourne to further support the larger shopping patterns associated with weekend trade
- marketing the centre's street character and market style of trading for day tourism purposes

The current strengths of the centre lie in food retailing and professional health and medical services. Initially, this should be the focus of marketing material. Food retail promotion should outline retail types and number of premises, and promote the price and quality advantage of shopping in Springvale. In addition to this, is the need to identify and promote most other commercial uses which are not typically obvious, but essential in recognizing the business diversity which is currently available. Such uses would include clothing, hairdressers, duty free stores, herbalists and housewares.

These promotional directions concentrate on current commercial uses. However, there is the need to identify and address the gaps. There is a need to create a more diverse centre and a strategy devised to entice complimentary activity centre uses into Springvale which are not available or abundant at present. Such uses should include entertainment and licensed venues, fashion and clothing stores (of both Asian and non-Asian orientation) youth attractors such as juice bars and street wear stores, sports and book stores. It is important to recognize the balance required in attracting new and diverse uses which may dilute the staple Asian food retailing strength of the centre. Regardless of cultural background, quality fresh food at cheaper prices will continue to appeal to many.

Day tourism creates an opportunity to increase visitation and appreciation of the Springvale centre. Tours, such as "Vietnam on a Plate" can provide great exposure and a channel in which to entice metro Melbournians.

The Springvale Asian Business Association (SABA) organises an annual Lunar New Year Festival in line with the Chinese New Year. There is an opportunity for the centre to exploit its cultural qualities through other festivals and events which showcase food and culture. Additional festivals and events would greatly improve the centre's liveability and attraction.

Along with any marketing of the centre's attractions, there should be the basics of infrastructure, streetscape and access improvements to support the campaign to attract visitation and new business.

The commercial operation of the centre is critical in the context of a shopping centre but since activity centres are more than shopping centres, the housing component requires recognition and promotion. The emphasis for housing should align with the ideals of higher density living in around the centre's core. The promotion should indicate the areas for higher density, the built form style of housing being sought, the lifestyle and retail offerings of the centre, the regions affordability and cultural preference for new housing.

Promotional material whether it be of a commercial or housing nature, should outline public transport provisions, car parking, education, parks and reserves and community infrastructure.

Finally, a resident orientated summary of the structure plan must be created to provide a snapshot of the centre's growth and development directions.

Promotional and Marketing Objectives

- Exploit the commercial component of the centre
- Attract greater visitation from metropolitan Melbourne
- Encourage retail diversity
- Promote the cultural qualities and characteristics of the centre
- Encourage new business
- Attract a younger custom to the centre

- Increase local population through higher density residential living
- Encourage new forms of housing to compliment new urban styles.

Promotional and Marketing Strategies

- Prepare a summary document of the structure plan for resident distribution
- Develop marketing and promotional material for metropolitan distribution which details existing food retailing and niche market character, health and medical services and non food related retail to promote commercial diversity
- Investigate the entertainment needs and desires of young people to guide the attraction and provision of entertainment uses
- Develop a "new business" attractor tool to entice lifestyle uses with a youth focus into the centre to address the commercial gaps
- Finalise a branding style to assist in the identification of the centre through its use on flags, street furniture and in all print and internet marketing material
- On the completion of Council's Neighbourhood Character Study, prepare a "housing directions" publication concentrating on developers and the residential forms and densities being encouraged in Springvale
- Council to actively participate and assist trader organisations such as the Springvale Asian Business Association (SABA) and Springvale Traders and Communities (STAC) in the development of events, festivals and market days. The establishment of a Special Rates Scheme to fund marketing initiatives is recommended. See Financing the Plan section

Action Plan Reference IP1 to IP2 - Page 92

Financing the Plan

The Springvale Activity Centre Structure Plan provides implementation recommendations which can be categorised into three categories. These are;

- Programs and Initiatives
- Major Redevelopment
- Capital Works

It is considered that many programs and initiatives, such as policy review, masterplanning and streetscape design, preparation of guidelines and community and retail programs can be financed through the budgets of the Council units responsible for such initiatives and therefore will not require substantial funding in addition to existing resource allocations.

Major redevelopment works such as grade separation, the station relocation and a new bus interchange will require the involvement of the State and major funding from the Department of Infrastructure. The development of key redevelopment sites for commercial and residential use will rely on private sector funding with advocacy and development facilitation by Council. The funding of key Council initiatives such as the City Hall refurbishment and the new library and the provision of other civic facilities are being considered separately as part of the Council Building Project.

The category of capital works is where Council funding and coordination is important in realising the potential of Springvale as a vibrant and viable destination for business, community gathering, entertainment, leisure and living.

The City of Greater Dandenong funds capital works through the City Improvement Program (CIP). This is a forward plan to allocate funds towards all planned and future works.

Funding this plan solely from Council's CIP will be a challenge and therefore other funding mechanism should also be pursued.

Rate revenue is a major source of Council funding. A total of

57% of Council revenue is gained from rates (2005). The annual rate revenue generated from the centre could be considered as a suitable monetary starting point in which to determine an annual funding allocation. Council currently generates \$715,000 in rates from commercial zoned land in the activity centre (excludes rates from residential properties). To determine the suitability of this level of funding, it is necessary to gain an understanding of the capital required to deliver the works and programs as recommended in the action plans.

Estimated Capital Required

The following breakdown provides an indication of the probable cost of works to which the City of Greater Dandenong can implement. The sums are indicative of the scope of improvements identified but do not include major land redevelopment projects for community purposes, such as a new building or facility. Main capital works components are;

- Street tree planting (residential streets)
- Streetscape redevelopment (retail core)
- Land purchases for car parking
- Car parking construction
- Powerline relocations
- Land acquisition for public open space
- Parks and reserves improvements
- Development of town square and urban spaces
- Improvements to public transport facilities
- Bicycle lanes
- Land acquisition and construction of east west road link to Windsor Ave

Capital Works Component	Work Description	Est. Cost
Street Tree Planting of Residential Streets	Works include removal of existing trees and new tree planting (assumes every second tree requires removal of a total of 1350 trees)	\$520,000
Streetscape redevelopment in areas of retail activity	Items include footpath paving, lighting, furniture, drainage, traffic management devices and tree planting (assumes \$5,000 per lineal metre of street, double sided treatment)	\$8,000,000
Public Art and Gateways	At Windsor and Balmoral Ave	\$330,000
Car park construction	Includes pavement, kerbing, landscaping and lighting	\$3,330,000
Powerline Relocations	Includes the remainder of Buckingham Ave and Springvale Rd north of the rail line (half cost amount)	\$500,000 (B) \$500,000 (S)
Parks and Reserves	Tree and garden planting in several green open spaces (includes tree removal and new fencing at Springvale Reserve)	\$375,000
Arterial Road Plantings	Avenue planting along Springvale Rd, Osborne Ave & Lightwood Rd	\$90,000
Major Open Space Improvement	Allowance for contribution to open space development in front of the Civic Precinct	\$2,000,000
Land acquisition for open spaces purposes	Purchase of land within the commercial core for urban plazas	\$1,000,000
Development of Town Square and urban plazas	Town Square at Buckingham Ave Urban plaza at closure of Balmoral Ave Treed plaza to frontage of Springvale Primary School	\$1,000,000 \$825,000 \$220,000
Improvements to public transport user facilities	Includes bus shelters, seats and signage	\$45,000
Bicycle Lanes	Springvale Rd	\$60,000
	Total	\$18,795,000
Windsor Ave east/west extension from Springvale Rd	Land acquisition (4600 m2) Road construction (6000 m2)	\$1,550,000 \$660,000

The estimated cost total provides an indication of the total financial resource allocation required by Council to carry out capital improvement works. The total includes \$3,000,000 for the major improvement of the future open spaces in front of Civic Precinct and the land acquisition for open space within the SAC which is the direct proceeds from the sale of part of the Ericksen Gardens site.

Using the costing breakdown, approximately \$15.8 million dollars (excludes \$3,000,000 which is in hand) will be required over the 10 year life of plan to fulfil the implementation of the capital commitments.

It is therefore recommended that a financial commitment, at least equal (\$715,000) to the rates generated from the centre, is allocated to the City Improvement Program for the delivery of capital works in the centre. This amount still leaves an annual capital deficit of approximately \$865,000 which could be made up by increasing the capital commitment from the City Improvement Program (up from 4.8% to 12%) or from other funding sources.

Special Rates Scheme (possible funding option)

Glen Eira, Stonnington and Banyule Councils have prepared special rates schemes to assist in the funding of promotional and marketing initiatives. In the case of Glen Eira, they have schemes operating in Bentleigh, Carnegie and Elsternwick Shopping Centres. The schemes have been initiated at the request of the trader community in each of the centres. Of 235 traders in Elsternwick, there were 3 objectors to the scheme and in Carnegie, a total of 205 traders with 6 objectors. In the Springvale context, it would be appropriate to at least present the concept of a special rates scheme and to only act on the preparation of a scheme if it has the support of the traders and trader groups and SABA.

Special Rate Charge (possible funding option)

A special rate charge is a rate applied to premises to assist in the funding of capital improvements, which differs from the previous scheme that is essentially for promotion and marketing. Most charges are implemented to fund streetscape improvements at specific localities rather than across the board. The rate is usually applied at 50% of the project cost. There is usually considerable opposition from traders and property owners to this charge as there are concerns about the economic benefit to traders of which Council would need to demonstrate to justify the charge. Traders are more than likely to oppose the charge as the rates and charges applied to commercial properties are passed on to the trader, not property owners. This Special Rate Charge is considered difficult to be applied particularly in large area of development.

Development Contribution Plan (possible funding option)

As yet no municipal wide special rates, charges or development contributions schemes are in place in Greater Dandenong. However, there may be the potential to apply a development contribution plan, for example cash in lieu program associated with new developments proposal for the provision of additional

car parking, open space, or other community facilities. Council is currently investigating the feasibility and suitability of cash in lieu program for adding car parking facilities at the large development sites within the SAC, such as in Langer development at Buckingham Avenue or redevelopment of Warwick Avenue site.

External Funding Opportunities

Council has been committing funds to implement streetscape improvements as identified in the Springvale Design and Development Study since being adopted by Council in 1998. In the 2005 financial year, Council contributed \$200,000 to the first stage of Buckingham Avenue Streetscape Redevelopment, along with another \$200,000 which has been provided by the Department of Sustainability and Environment's Pride of Place Program. Following this funding, in the 2006 financial year, Department of Sustainable and Environment (or now Department of Planning and Community Development) awarded another \$200,000 to the second stage of Buckingham Avenue Streetscape Redevelopment. At present, it is estimated that another \$500,000 of Council's funding commitment is required for the completion of this second stage of the redevelopment. These grants substantially increase Council's capability to carry out urban renewal projects which may not proceed at the same scale if not available.

Pride of Place and Creating Better Places Program - Department of Planning and Community Development (or previously Department of Sustainable and Environment)

The Pride of Place Program provided funding for studies, plans and capital works for urban design related projects which were recommended from adopted urban design frameworks and structure plans. The Program finished in 2005 and repackaged in a new program; Creating Better Places. Council has received a total funding of \$400,000 from both Pride of Place Program as well as Creating Better Places for the implementation of Buckingham Avenue Streetscape Redevelopment Stage 1 and Stage 2.

Powerline Relocation Committee - Department of Infrastructure

The Committee provides half cost funding for powerline relocation projects in shopping centres and heritage precincts. Council has been successful in securing half cost funds for Springvale Rd (\$150,000) and Buckingham Ave-Stage 1 (\$130,000) relocation projects. Council received another \$250,000 for the Buckingham Avenue-Stage 2 relocation.

National Road Safety Blackspot Program - Department of Transport and Regional Services

The Blackspot Program is Federal Government Funding introduced in 1996 for improving safety on roads, particularly where crashes are occurring. Programs can be in the form of introduction of traffic signals and roundabouts at dangerous locations or other relatively minor roads improvement. Council received \$115,000 in 2006 to construct a new roundabout at the road intersection between Windsor and Buckingham Avenue.

Community Support Grants - Department of Victorian Communities

Formerly the Community Support Fund, grants are available in the categories of Building Community Infrastructure, Strengthening Communities and Planning. The planning category provides grants up to \$30,000 to Local Government for planning and community initiatives. The Building Community Infrastructure is the main capital funding category and will provide grants up to \$1,000,000 where \$3,000,000 is committed by the applicant authority. This fund could be used the funding of new facilities such as building the new library, which demonstrates community strengthening outcomes.

Funding Recommendations

- Council commits approximately \$750,000 annually over the next 10 years to fund the plan
- Council promptly examines a developer contributions scheme
- Council promptly examines a Special Rates Scheme and Special Rates Charge for trader group consideration
- Council continues to source external funding where available

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Key Initiatives

The following listing of key initiatives provides a snapshot or summary of the more significant projects which should be undertaken as a priority to achieve the objectives of the Development Framework.

Council

- Advocate for the grade separation as the preferred solution for improving accessibility and connections between the four quadrants. For the very least, relocation of Springvale Station to the west side of Springvale Rd and together with the inclusion of a new bus/train interchange facility is essential for improving access and connection to the commercial core
- Acquire land within the commercial core to increase the provision of urban open space for the centre as opportunity arises
- Council to commit funds to the development of much needed open space within the centre, including the establishment of a town square in Buckingham Ave, a mall space within the part closure of Balmoral Ave and the development of the Springvale Primary School frontage along Springvale Rd for a softer landscaped setting with the centre
- Include City Hall upgrade and new Library with allowance for community centre and new parkland on existing civic centre site.
- Develop new integrated facility for Child Care and Maternal and Child Centre at the site at the corner Lightwood Rd and Southdowne Close
- The provision of new off-street car parks to reduce the impact of on street carparking on the centre's streets and pedestrian function

- Develop more pedestrian orientated streets when undertaking streetscape redevelopment works in core retail and activity areas
- Develop marketing material emphasising the centre's retail strengths and emerging housing renewal. The focus of the campaign should be on metropolitan distribution
- Advocate for additional grade separated pedestrian rail crossings and signalised road crossings to facilitate better linkages between all quadrants
- Examine Special Rates/Charges Schemes and Developer Contribution Plan to assist in the funding of programs and projects
- Encourage greater use of public transport through travel information booklets focussed on the multicultural community

Private Sector

- The redevelopment of the Buckingham Ave carpark site for commercial purposes contributing to the street market trading characteristics of the centre and providing space for a town square and market activities.
- The redevelopment of the triangular site bordered by the rail line, Springvale Rd and Newcommen Rd for the purpose of a mixed use development with ground floor commercial activity with a retail services focus, entertainment (e.g. cinema, gym, reception centre) and office as a first floor use with upper floors as residential. A link to a new station and the core retail area is achievable.
- The redevelopment of the existing Mixed Use Zone around Warwick Ave for the purpose of creating a lifestyle precinct including ground floor restaurants/cafe's, bars and fashion as

ground floor uses, with small office uses on the first floor and with upper floors for residential. Links to Springvale Rd would be possible through a pedestrian lanes. The inclusion of the east/west road link from Lightwood Rd to Springvale Rd would assist in providing better access and in transforming the uses and built form (subject to detailed traffic modeling).

- The establishment of the medical and health services precinct

Action Plans

<i>AP Ref</i>	<i>Commercial Operations Strategies</i>	<i>Priority</i>	<i>Responsible Unit (bold- Lead)</i>
CO1	Council to develop guidelines to encourage active retail uses such as fresh food (grocers/bakers/meats) and restaurants, retail services and goods to the defined pedestrian orientated streets of the centre and to restrict the siting of office uses and household goods in larger premises, especially in the south west quadrant	(A)	Economic Development Planning and Design
CO2	Develop and promote a program for encouraging a more diverse retail mix in the centre, particularly investigate entertainment needs and commercial activities which will appeal to younger shoppers and a more multicultural clientele	(B)	Economic Development Social Development Youth Services Planning and Design
CO3	Implement the directions of the structure plan and local policy through the planning scheme and in the assessment of land use and buildings and works applications	Ongoing	Planning and Design
CO4	Develop a masterplan and guidelines for the northern quadrants to define the commercial role of the businesses along Springvale Rd which include bulky goods, office and restricted retail as a complimentary business zone to the core	(B)	Planning and Design Economic Development
CO5	Develop and promote a preemptive masterplan of the proposed B2 zone (south east quadrant) around Warwick Ave to guide the redevelopment intent of the zone for more entertainment/lifestyle uses, with a restaurant and fashion focus and advocate to the private sector	(A)	Planning and Design Economic Development City Improvement Infrastructure Planning Organisational Sustainability Financial Services
CO6	Council to encourage the consolidation of land bounded by the rail line, Springvale and Newcommen Rd for the intent of facilitating a major commercial redevelopment opportunity with links to a new station	(B) Ongoing	Planning and Design Economic Development
CO7	Strengthen the medical and health precincts defined in the plan by developing guidelines to inform current and new medical and health practices about the appropriate location for the services and to encourage practices in developing a purpose built facilities within this precinct	(B)	Planning and Design Economic Development
CO8	Council to develop a program and guidelines to encourage traders/owners to redevelop the rear of premises, where they abut a car park or public space, so that they produce active dual frontages	(B)	Planning and Design Infrastructure Planning Economic Development

AP Ref	Housing Strategies	Priority	Responsible Unit
H1	Council to examine the potential to accommodate residential uses within future plans for the Civic Centre Precinct and depot sites	Completed	Organisational Sustainability Planning and Design Infrastructure Planning City Improvement Financial Services
H2	Council to prepare a SAC specific neighbourhood character study (NCS) to produce built form principles and guidelines with a focus on creating new urban forms for the centre. Study should be based on and consistent with the broader municipal NCS (completed in 2007)	(A)	Planning and Design Social Development Infrastructure Planning
H3	Investigate the feasibility of a local policy to limit low density developments on sites which could accommodate higher density development	(A)	Planning and Design
H4	Council to advocate the Department of Human Services for more affordable housing in the centre	(C)	Social Development Planning and Design Aged and Disability Services
H5	Council to use the local policy supporting the structure plan to influence the location of preferred densities and forms of housing being recommended (related to NCS)	(A) Ongoing	Planning and Design
H6	Develop a proactive strategy for the development of key redevelopment sites (commercial and industrial localities) suitable for higher density housing	(B - C)	Planning and Design Economic Development
H7	Research family structures within the larger, newly constructed homes to determine whether high density living is occurring and how this might inform housing density and design	(C)	Social Development Planning and Design
H8	Investigate the feasibility of a developer incentives program to facilitate housing types and densities which accommodate the needs of different groups of people and which has a particular focus on the needs of young home buyers (built on the NCS)	(B)	Planning and Design Social Development Aged and Disability Services
AP Ref	Accessibilty - Public Transport Strategies	Priority	Responsible Unit (bold- Lead)
PT1	Submit to DOI a proposal for grade separation including the minimum consideration to support the relocation of the Springvale Station to the west of Springvale Rd and which includes a bus interchange	Completed	Infrastructure Planning Planning and Design
PT2	Lobby DOI for the commitment and implementation of rail grade separation and relocation of Springvale Station	Ongoing	Infrastructure Planning Planning and Design
PT3	Advocate DOI to to install a real time sign of bus and train information within the centre (Buckingham Ave) to encourage greater awareness and use of public transport	(B)	Infrastructure Planning

(A) Year 1 - 2

(B) Years 2 - 5

(C) Years 5 - 10

(D) Years 10 - 15

AP Ref	Accessibility - Public Transport Strategies (cont.)	Priority	Responsible Unit (bold- Lead)
PT4	Advocate VicTrack for improvements to the station environs, including improved landscaping and maintenance and the installation of footpaths linking park and ride facilities along Lightwood Rd and Queens Ave (to be considered in light of grade separation and station relocation and timing)	(B)	Infrastructure Planning Planning and Design Asset Management Services
PT5	Prepare an Accessibility Plan including a Mobility Map, to assist people with mobility impairments to access public transport in a safe and direct manner	(B)	Infrastructure Planning Aged and Disability Services
PT6	Advocate local bus companies for improved service frequencies and a service linking Sandown Park to Springvale	(A)	Infrastructure Planning
PT7	Council to investigate the potential for priority bus signalling along Springvale Rd in conjunction with VicRoads and service providers	(B)	Infrastructure Planning
PT8	Conduct an audit of bus stops to ensure DDA compliance and that shelters, seating and signage is appropriate and up to date	(B)	Infrastructure Planning Aged and Disability Services
PT9	Prepare a TravelSmart campaign in Springvale with a particular emphasis on attracting patronage by the local community	(B)	Infrastructure Planning Social Development Planning and Design
AP Ref	Accessibility - Private Transport Strategies	Priority	Responsible Unit (bold- Lead)
PVT1	Conduct an audit of the walking network to ensure footpaths, kerb ramps and crossings meet the requirement of Council SAMP policy and procedure (in conjunction to PT5)	(B)	Infrastructure Planning Aged and Disability Services Asset and Management Services
PVT2	Ensure the pedestrian orientated streets identified in the plan are reflected in the detail design of streetscape improvements scheduled for the centre	Ongoing	Planning and Design Infrastructure Planning City Improvement
PVT3	Investigate reduction of vehicle speeds within the commercial core along Balmoral, Buckingham, Queens and Windsor Ave to 40 kmh	(B)	Infrastructure Planning
PVT4	Design and construct a roof over the Post Office lane to link activities east of the centre to Springvale Rd (subject to appropriate investigation and approval)	(D)	Planning and Design City Improvement
PVT5	Advocate with Vic Roads for the design and implementation of on street bike lanes to Springvale Rd	(B)	Infrastructure Planning
PVT6	Test the proposed initiatives for the addition of the east/west road link to the north of the Springvale Primary School (Lightwood Rd to Springvale Rd) to provide more direct access to the centre	(B)	Infrastructure Planning Planning and Design
PVT7	Advocate to VicRoads for improved crossing times for pedestrians crossing Springvale and Lightwood Rds	(B)	Infrastructure Planning Aged and Disability Services City Improvement

AP Ref	Accessibility - Private Transport Strategies (cont.)	Priority	Responsible Unit (bold- Lead)
PVT8	Install appropriate bike shelter or bike racks infrastructure as part of all streetscape upgrades throughout the centre	Ongoing	City Improvement Planning and Design Infrastructure Planning
PVT9	Advocate to VicTrack and DOI for an additional rail line pedestrian crossing point east of Springvale Rd	Completed	Infrastructure Planning
PVT10	Develop and implement signage and way finding strategy for motorists and pedestrians	(B)	Infrastructure Planning Planning and Design Aged and Disability Services
PVT11	Ensure that all pedestrian crossing in the railway corridor are grade separated	Ongoing	Infrastructure Planning
AP Ref	Car Parking Strategies	Priority	Responsible Unit (bold- Lead)
CP1	Council to develop a car parking hierarchy plan to ensure the provision relates to trading patterns and caters for long term parking on weekends to attract visitation from metropolitan Melbourne	Completed	Infrastructure Planning Planning and Design
CP2	Council to pursue two additional parking levels onto the Langer development on Buckingham Avenue (on the consolidated land at no. 8 Balmoral Avenue, Springvale) to meet the current parking shortfall and provide for future parking capacity within the western core retail precinct of SAC	Completed	Infrastructure Planning City Improvement Planning and Design Financial Services
CP3	Over time, as part of rolling out streetscape upgrades, reduce the provision of on street car parking in identified pedestrian orientated streets for preference to off street parking to the centre's fringe	Ongoing	Planning and Design Infrastructure Planning City Improvement
CP4	Ensuring basement or concealed upper level car parking is provided in preference to at grade car parking within new commercial or higher density residential developments	Ongoing	Planning and Design
CP5	Council to seek a possible contractual arrangement for accommodation of the existing and future car parking provision within the future development of Council's site on Warwick Avenue	(B)	Infrastructure Planning Planning and Design City Improvement
AP Ref	Street Designs Strategies	Priority	Responsible Unit (bold- Lead)
SD1	Implement the local street tree policy by planting out residential and commercial streets as well as arterial roads with appropriate tree species utilising Council's street trees strategy as the guiding document	Ongoing	Asset Management Services Planning and Design
SD2	Implement the initiative of on street display carts for the display of goods and to promote the market character of the centre	Ongoing	Regulatory Services Economic Development City Improvement Planning Design

AP Ref	Street Designs Strategies (cont.)	Priority	Responsible Unit (bold- Lead)
SD3	Prepare streetscape plans for pedestrian orientated streets within the commercial area consistent with the strategy	(A - D)	Planning and Design Infrastructure Planning City Improvement Asset Management Services Aged and Disability Services Economic Development
SD4	Prepare designs for vehicle orientated streets which may include tree d median strips to lower the impact of traffic (pending subject to outcome of traffic modeling study)	(B - D)	Infrastructure Planning City Improvement Asset Management Services Planning and Design
SD5	Extend the network of powerline undergrounding in Buckingham Ave and Springvale Rd as priority and continue to other commercial streets depending on availability on funding. Priority should be given to pedestrian oriented streets	(A - D)	Planning and Design City Improvement Infrastructure Planning Asset Management Services
SD6	Continue with the implementation of cultural gateways at key locations	(A - C)	Planning and Design Library, Arts, & Heritage Services Project Delivery
AP Ref	Built Form Strategies	Priority	Responsible Unit (bold- Lead)
BF1	Incorporate and expand on the built form guidelines within the preparation of the Neighbourhood Character Study. Develop guidelines in brochure format	(B)	Planning and Design Communications
BF2	Develop a built form guidelines brochure for new commercial development which builds upon the cultural identity, vibrancy and street trading nature of the centre	(B)	Planning and Design Communications Economic Development
AP Ref	Urban and Open Space Strategies	Priority	Responsible Unit (bold- Lead)
UOS1	Acquire a site/s within the commercial core for the development of a town square/urban plaza as opportunities arise and funding permit	(B - D)	Planning and Design Financial Services
UOS2	Investigate the part closure of Balmoral Ave and prepare concept designs for the creation of an urban plaza linking Springvale Rd to Buckingham Ave	(C)	Infrastructure Planning Planning and Design City Improvement
UOS3	Consult with the Department of Education in the development of a larger open space setting along the Springvale Rd frontage of Springvale Primary School	(C)	Planning and Design Infrastructure Planning Financial Services

AP Ref	Urban and Open Space Strategies (cont.)	Priority	Responsible Unit (bold- Lead)
UOS4	Investigate the potential extension of Watt St to provide better road and or pedestrian access to Springvale Reserve	(C - D)	Infrastructure Planning Planning and Design
UOS5	Plan to remove the existing fencing surrounding Springvale Reserve and to replace it with lower and more suitable park fencing and also target the removal of some existing cypress trees to improve access to the park	(B - C)	Planning and Design Asset Management Services City Improvement Sport and Leisure
UOS6	Prepare a landscape masterplan for Warner Reserve	(A)	Planning and Design Asset Management Services Sport and Leisure
UOS7	Prepare a detailed park plan for Ericksen Gardens and commence implementation	Completed	Planning and Design Asset Management Services
UOS8	Ensure the design of streets also reflect and contribute to the provision of urban and open space within the centre	Ongoing	Planning and Design
UOS9	Incorporate the retention of green open space within the development of the Civic Centre Precinct	(B)	Planning and Design Infrastructure Planning City Improvement Financial Services Asset Management Services
AP Ref	Sustaining the Environment Strategies	Priority	Responsible Unit (bold- Lead)
SE1	Investigate feasibility of Rosalie St gross pollutant trap to remove solids entering Mile Creek and investigate the need for additional traps where required	(B)	Infrastructure Planning City Improvement
SE2	Develop Water Sensitive Urban Design Guidelines with an emphasis on urban treatments to improve water quality and landscape irrigation (in conjunction with WSUD guidelines for broader municipality)	(B)	Planning and Design Infrastructure Planning City Improvement
SE3	Develop guidelines to encourage sustainable design and energy efficiency in commercial developments (in conjunction of ESD guidelines for broader municipality)	(A)	Planning and Design Economic Development Infrastructure Planning
AP Ref	Community Infrastructure Strategies	Priority	Responsible Unit (bold- Lead)
CI1	Prepare a masterplan detailing the design for an integrated facility of child care and maternal and child health centre at No. 1-3 Lightwood Rd	Completed	City Improvement Community Services Planning and Design

AP Ref	Community Infrastructure Strategies (cont.)	Priority	Responsible Unit (bold- Lead)
C12	Council to prepare a masterplan for the future need and accommodation of the community facilities at No. 1 Osborne Ave (Springvale Learning & Activities Centre), No 5 Osborne Ave (SCAAB), and No. 46 Queens Avenue (Springvale Neighbourhood House)	(C)	Social Development Planning and Design
C13	Prepare a masterplan detailing the preferred future use of the Civic Centre Precinct incorporating City Hall, Library, Neighbourhood House/ Community Centre, Literacy Centre, and Residential	Completed	Organisational Sustainability Planning and Design Library, Arts, & Heritage Services Infrastructure Planning City Improvement Asset Management Services Finance Services
AP Ref	Land Use Strategies	Priority	Responsible Unit (bold- Lead)
LU1	Council to prepare an amendment to the planning scheme to give effect to the local policy and implementation of the structure plan	(A)	Planning and Design
AP Ref	Implementation Strategies	Priority	Responsible Unit (bold- Lead)
IP1	Council to prepare a summary document of the structure plan and promote to residents, developers and traders	(A)	Planning and Design
IP2	Develop a market positioning program that includes promotion of the retail strengths of the centre with a focus on targetted regional catchment within metropolitan Melbourne and adjacent regions	(A)	Economic Development Communications
F1	Develop a prioritised capital expenditure program for consideration by Council to guide the delivery of the Structure Plan projects within Council's long term financial plan	(A)	Planning and Design City Improvement Infrastructure Planning Asset Management Services Financial Services
F2	Seek to source external funding opportunities wherever possible to supplement Council's funding	Ongoing	Organisation wide
AP Ref	Review Strategies	Priority	Responsible Unit (bold- Lead)
M1	Map the growth and development of the centre using Council's GIS capabilities including new higher density development, new commercial activity (with a focus on new retail types and entertainment) and the areas of streetscape redevelopment and new open space provision	Ongoing	Information Technology Services Planning and Design

Review

The Springvale Activity Centre Structure Plan has been developed to guide the growth and development of the centre over the next 10 - 15 years.

The plan should be reviewed at 12 months from its adoption and every 2 years there on. The review should;

- Assess the current standing of the vision statements giving direction to the plan
- Measure the achievements against the objectives
- Assess the delivery and implementation of the strategies and works as outlined in the action plans
- Update mapping of the centre's growth and redevelopment including new higher density development, new commercial activity (with a focus on new retail types and entertainment) and the areas of streetscape redevelopment and new open space provision

The study team should meet every six months to determine that;

- The programs and projects required of Council are incorporated into the business plans of the relevant Council units
- The funding allocations required to fulfil the project requirements of the action plans are committed annually within the City Improvement Program
- The programs and projects are resourced appropriately and that the outcomes are reported to the team for evaluation and consideration in the forward planning of further works
- The local policy and MSS is giving effect to the desired commercial and residential outcomes being sought by the plan and enable a review of planning applications and constructed developments

The team contact should be maintained to review and discuss regional and local events and influences which may alter the plan's intent. Such factors could include social, political and economic changes which would require monitoring within the Structure Plan's review.

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