

EAST VILLAGE

RE-IMAGINING THE
**BENTLEIGH
EAST**
INDUSTRIAL PRECINCT



DRAFT DESIGN PRINCIPLES

MARCH 2016

Draft design principles to apply to the development of the East Village Masterplan

This document outlines the draft design principles for the East Village precinct. These will be used to inform the next stage of the masterplan: preparation of development concepts or the main features of the future precinct.

Comments are now sought on these principles. The principles will then be finalised and used to prepare and present development concepts as well as the 20 year East Village masterplan.

SUMMARY OF INITIAL FEEDBACK

The draft design principles reflect community and stakeholder feedback on the future of the East Village precinct, collected during December 2015 to February 2016.

Residential needs was one of the most common themes raised, with a number of people highlighting the need for aged care facilities and housing for retirees.

The issue of building heights was also raised, with low-medium rise buildings most often mentioned as the best fit for the area, provided there was a transition to the existing residential areas.

The need for adequate parking and good traffic flow is also of high importance to the community and a number of specific ideas were put forward to tackle this. Suggestions around public transport services were also made.

There was general encouragement to consider opportunities for recreational areas, and the importance of schools and education facilities were highlighted as areas of priority.

There were a range of views about the impact of the development on retail and employment. Some feedback highlighted the potential for job creation, while others were concerned about the impact that new retail businesses could have on existing businesses in the area.

A more detailed report containing feedback from this first phase of consultation can be found at eastvillagemasterplan.com.au



1. Provide a sustainable employment hub for the future

WHY THIS PRINCIPLE IS IMPORTANT?

The precinct's role as an employment hub is evolving from its industrial origins. Its current use is in part a response to the planning priorities of Local and State Governments, however to fully capitalise on the precinct's ability to accommodate new employment,

a new approach to the site is needed – one where the site becomes a welcoming and vibrant place for new kinds of workplaces.

HOW THIS PRINCIPLE WILL TRANSLATE INTO DEVELOPMENT CONCEPTS FOR THE PRECINCT

Modern work environments require a balanced mix of uses to draw and retain both employers and employees.

The precinct can support opportunities for growth industries of the future – health, education, retail and professional services – as well as retaining viable existing uses.

Providing an environment where people can work, shop, live and play, results in vibrant communities to which businesses are attracted.

This is consistent with the State Government's Plan Melbourne Refresh which describes '20 minute neighbourhoods' as a concept where everything one needs is within 20 minutes of a particular location.



2. Connect new and existing communities through green spaces, public uses and better access to existing open spaces

WHY THIS PRINCIPLE IS IMPORTANT?

A focus on this principle will ensure the area does not evolve as an enclave and knits into the surrounding area, providing a natural connection through the precinct to surrounding green spaces.

Currently the precinct enjoys two immediate park interfaces to the south and the east, as well as close proximity to Duncan McKinnon reserve and GESAC.

The current operation and uses within the precinct result in blank walls and fences to the immediate park interfaces. As such, the Virginia Park reserve and Marlborough reserve are disconnected and hard to access. The interface with the old industrial style buildings along Virginia Park results in the park not being as inviting as it could be.

HOW THIS PRINCIPLE WILL TRANSLATE INTO DEVELOPMENT CONCEPTS FOR THE PRECINCT

A new, high quality publicly accessible connection could be introduced linking both Virginia Park and Marlborough reserves, enabling pedestrian access between the two and enhancing the space.

More appropriate uses could be introduced to interface with the park edges, including medium density housing providing passive surveillance to the park and generating a more useable reserve.

Opportunities for further pedestrian links from Virginia Park through the precinct would connect the wider community to GESAC and Duncan McKinnon reserves.

New open spaces would provide leafy amenity for the users of the precinct and provide destinations for visitors to enjoy. New types of open space would widen the range of experiences for the whole community.



3. Mixed land uses to meet changing demographic needs, to facilitate new forms of employment, housing and community service opportunities

WHY THIS PRINCIPLE IS IMPORTANT?

This principle aims to achieve a balance of uses on the site which complement one another and the surrounding community. This ensures that the precinct is in use across the whole day, promoting a stronger sense of community and inclusion.

It also points to the idea of establishing a new village heart which is open to the community and creates a connecting and communal open space.

HOW THIS PRINCIPLE WILL TRANSLATE INTO DEVELOPMENT CONCEPTS FOR THE PRECINCT

Employment in the precinct is undergoing a transformation from its industrial beginning to white collar and IT based professions. Many of the buildings in the precinct have hardly changed from the factories of decades ago.

In order to attract this new breed of employer to the precinct, improvements to the amenity of the precinct needs to occur.

Mixed uses in the precinct can provide this environment, including – in part - housing opportunities for a new workforce.

To create a sustainable community, affordable housing opportunities, retirement and aged care facilities and medium density housing need to be considered.

This in turn will open up further employment opportunities in health and aged care services that might come to the precinct.



4. Develop appropriate interfaces and transitions between the evolving site and the surrounding community

WHY THIS PRINCIPLE IS IMPORTANT?

A focus on this principle will ensure the area is not developed as an enclave and has a natural and improved connection point to the surrounding community.

Transitions within the precinct allow for a sensitive response to its surroundings, recognising that the precinct sits within an established area with existing character.

HOW THIS PRINCIPLE WILL TRANSLATE INTO DEVELOPMENT CONCEPTS FOR THE PRECINCT

There should be a natural transition at the boundaries of the precinct which is in keeping with adjoining land uses.

This requires a careful understanding of the most sensitive aspects of the local area, which will inform how buildings and spaces within the precinct will be configured.

This also requires a strong focus on improving the visual amenity to the boundaries of the precinct and the creation of a sense of natural gateways into the precinct.



5. Integrate the need for education and community facilities

WHY THIS PRINCIPLE IS IMPORTANT?

By taking a long term approach to planning the precinct there will be an opportunity to meet future education needs of the area.

The needs of the increasingly diverse wider community, including all age groups from child care to retirees, will drive the provision of services and configuration of public spaces.

HOW THIS PRINCIPLE WILL TRANSLATE INTO DEVELOPMENT CONCEPTS FOR THE PRECINCT

Identification of possible locations for such facilities requires work with the relevant State and council bodies, as well as other community organisations to determine which services are needed to meet the demands of the current and future community.

Opportunities for a multi-purpose facility which provides educational needs as well as recreation and community services will be explored.



6. Encourage traffic flows to main roads and away from adjacent residential areas

WHY THIS PRINCIPLE IS IMPORTANT?

A focus on traffic flows to the main roads away from the residential areas is necessary to maintain the amenity of the surrounding neighbourhoods.

HOW THIS PRINCIPLE WILL TRANSLATE INTO DEVELOPMENT CONCEPTS FOR THE PRECINCT

The precinct has multiple opportunities for direct connections to East Boundary Road and North Road. Traffic from the precinct will be directed to both of these major arterial roads, while access to the adjoining residential neighbourhoods to the east and south will be prevented.

In this way, traffic impacts to surrounding local streets can be avoided.



7. Staged development of the precinct to match community needs and priorities

WHY THIS PRINCIPLE IS IMPORTANT?

This principle is needed to give the community confidence that the precinct will be developed in a staged way over the life of the masterplan.

Change in the precinct will be incremental, allowing successful existing employers to remain whilst allowing for future growth and change.

HOW THIS PRINCIPLE WILL TRANSLATE INTO DEVELOPMENT CONCEPTS FOR THE PRECINCT

Consideration will be given to staged mixed use development, to match evolving needs and changing demographics of the surrounding community.

This will also see delivery of any retail services once an employment and residential base has established, that is as new demand is established.

Q&A

WHY ARE THE OWNERS OF EAST VILLAGE RELEASING THESE PRINCIPLES?

The East Village masterplan is being developed in a number of stages, each with the opportunity for community input. These design principles are being released for public input. They will

then be finalised and used to propose development concepts for the precinct, which is how the precinct is likely to look in the future.

HOW WERE THESE DRAFT PRINCIPLES ARRIVED AT?

An initial set of principles were released in December 2015. These were added to following further input from stakeholders, feedback to the East Village masterplan

website, social media and input from community drop-in sessions held in February 2016.

HOW WILL THESE PRINCIPLES BE USED?

They will be used to propose development concepts for the site which will begin to inform how the precinct may look. The community will have the opportunity to

discuss and comment on the development concepts once they are prepared.

WHAT IS THE NEXT STEP IN THE DEVELOPMENT OF THE MASTERPLAN FOR EAST VILLAGE?

In late March or early April 2016 the design principles will be finalised. This will be followed with the release of design concepts for the precinct for public comment.

The design concepts will show the broad layout for the precinct to meet the design principles.

It is anticipated that further public consultation through community feedback sessions will be undertaken once the design concepts are released.

HOW CAN I HAVE MY SAY?

There are several ways to have input. Post a public comment at www.eastvillagemasterplan.com.au or on Facebook at facebook.com/eastvillagemasterplan or directly by emailing to information@eastvillagemasterplan.com.au