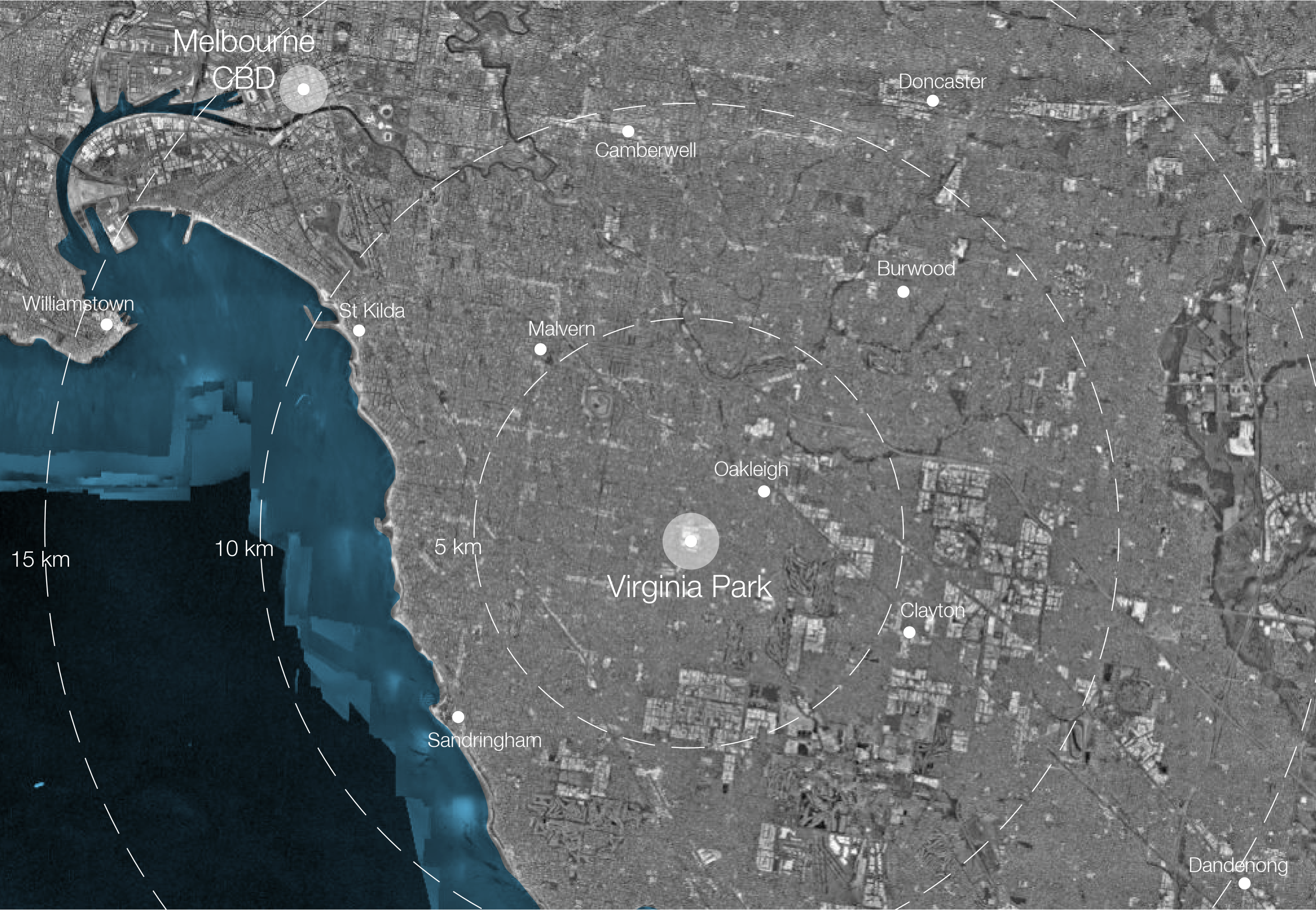




Virginia Park Urban Design Framework



Melbourne
CBD

Doncaster

Camberwell

Burwood

Williamstown

St Kilda

Malvern

Oakleigh

Virginia Park

Clayton

Sandringham

Dandenong

15 km

10 km

5 km



Virginia Park | **Urban Design Framework**

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final document

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Background

This Urban Design Framework provides a long term vision and strategy for Virginia Park, founded upon rigorous urban design guidance and the key development potential within the site.

This study builds upon strategic work previously undertaken for the site, and is informed by the development of a series of design objectives. The design intent for redevelopment refers to these objectives, to demonstrate how the recommendations will address them.

The site comprises a mix of uses. The principal uses are industry and commerce however they are supplemented by food, beverage, recreational and community infrastructure to support various activities. The property is already undergoing urban renewal with catalysts for change including the development of new townhouses along the eastern boundary of the site.

Virginia Park presents a broad range of issues, priorities and opportunities, which are outlined later in this report. In summary, these issues include site constraints, infrastructure requirements, tenancy requirements, staging, strategic directions and community needs. These varied considerations have been incorporated through a process of design based analysis, investigation, and testing of a number of potential urban configurations, along with consultation with the wider design team, to arrive at a refined set of plans and guidelines to inform future development initiatives.

This report presents numerous plans to demonstrate existing conditions, the overall development framework for the precinct, and larger-scale design proposal plans of each identified character area. These plans are supported by specific design initiatives, which include: project staging, land uses and activity, public system and landscape, movement and access, and built form development potential.

The following are initiatives and directives outlined in Plan Melbourne, which will be used to guide Virginia Park’s development strategy to create a healthy and active neighbourhood and further enhance Melbourne’s identity as one of the world’s most liveable cities.

- Plan for commercial land and Activity Centre needs
- Support new Activity Centres
- Unlock the capacity of urban renewal precincts for higher-density, mixed-use development
- Deliver housing close to jobs and transport
- Increase our understanding of affordable housing in the context of changing household types and needs
- Create a city of 20-minute neighbourhoods
- Support a network of vibrant Neighbourhood Centres
- Develop guidelines and policy on establishing new village cafe and shopping strips in inner and middle suburbs, including the expansion of existing village precincts
- Create neighbourhoods and communities that support healthy lifestyles
- Implement design guidelines to promote walking and cycling neighbourhoods for healthy living
- Develop Melbourne’s network of boulevards
- Promote urban design excellence

Study Area

Virginia Park is located within the suburb of Bentleigh East in Victoria, approximately 13 kilometres south-east of the Melbourne CBD. The subject site is bounded by existing commercial and industrial buildings to the north, East Boundary Road to the west, Virginia Park reserve to the south and existing residences and Marlborough Street Reserve to the east. The subject site currently houses both industrial and commercial infrastructure as well as car parking for neighbouring buildings. The major entry and exit points from the site are located along East Boundary Road, linking the internal circulation of North and South Drives.



Figure 01: Site Location

Activity Centre Network

The subject site and Bentleigh East is located remotely from most higher order activity centres. Most proximate centres are almost 2.5 to 3 kilometres from Virginia Park. Oakleigh, Carnegie and Bentleigh activity centres are all within a 5 to 10 minute driving distance and just beyond that is Chadstone Shopping Centre, a major suburban retail hub. However, neighbourhood centres within walking distance are severely lacking, to the detriment of existing residents within the area. Therefore, development of Virginia Park and its mixed-use development will not only benefit new residents but provide a missing amenity for the significant existing population of the area.

Transport Network

Railway and trams: The site does not have any railway or tram stops within walking proximity. The nearest railway stations are Ormond Station on the Frankston Line and Murrumbeena Station on the Pakenham and Cranbourne Lines, approximately 2 kilometres to the west and north respectively. The nearest tram stop is the end of the line of Route 67 at Carnegie, a little less than 2 kilometres to the north-west.

Buses: The site is served by two bus routes, and three more routes within a 1 kilometre distance. Route 630 runs on an east-west axis along North Road, with connections to Monash University to the east and Ormond Station and Elwood to the west at 12 minute headways during peak times and 20 minutes off-peak. Route 822 runs on a north-south axis, connecting Sandringham to the south and Murrumbeena Station and Chadstone Shopping Centre to the north at 30 minute headways.

Cycle links: Cycling is made relatively easy with East Boundary Road having dedicated cycle lanes on both sides of the road, connecting Murrumbeena Station and the grade separated Gardiner Creek Path to the north. The cycle lanes also extend south along East Boundary Road as far as South Road, from where dedicated lanes can also be followed west to Beach Road and the shore-line Bayside Ride.



Figure 02: Activity Centre Map



Figure 03: Transport Network Map

Employment Areas

The employment areas of the region are concentrated within the proximity of the Virginia Park site. They consist of industrial warehouses, automotive and other related commercial development and newly built office parks and corporate enterprises. The City of Glen Eira and Bentleigh East SLA community profiles from the 2011 census show that nearly 70% of Glen Eira’s employed residents work outside of their city, and only 2.5% of Bentleigh East residents walked or cycled to their place of employment. There is therefore opportunity to increase local employment through further concentration of development within and around the Virginia Park site.

Community/Recreation Infrastructure

Recreation and associated infrastructure can be found to the north and south of the site along East Boundary Road. The recently opened Glen Eira Sports and Aquatic Centre is approximately 600 metres to the south of the site, and provides modern sports and swimming facilities for all ages.

Educational institutions can also be found within a 1 kilometre radius, with three primary schools found approximately equidistance north, south and west, with McKinnon Secondary College a little beyond 1 kilometre west along McKinnon Road.



Figure 05: Second Drive, looking east



Figure 06: First Drive entrance



Figure 04: Existing Land Use Map



Figure 07: GESAC Outdoor Swimming Pool

Open Space and Network Connections

Nearby open spaces comprise of gardens, parks and reserves providing opportunities for both active and passive recreational activities. Of these Duncan Mackinnon Park is the most accessible at a 400 metre distance to the north.

Dedicated pedestrian links are limited to connections through Mallanbool Reserve and JP Packer Park to the north-west, shortening the walking distance to the Route 67 tram by about 500 metres.

The site and the immediate surrounds are characterised by residential neighbourhoods with footpaths, though the amenity along the wider vehicular roads is less pedestrian friendly, including a crossing point of over six lanes at the intersection of North and East Boundary Roads. There are also barriers preventing direct access from Virginia Park and Marlborough Street Reserve, immediately south and east of the site.

Permeability

The site has linear vantages from the north and the west down the internal street circulations. However, the large existing development combined with the long length of un-breaking walls creates a confined feel. Existing topographical and built form boundaries further add to the site's disconnection from its surroundings.



Figure 08: Pedestrian Amenity Map

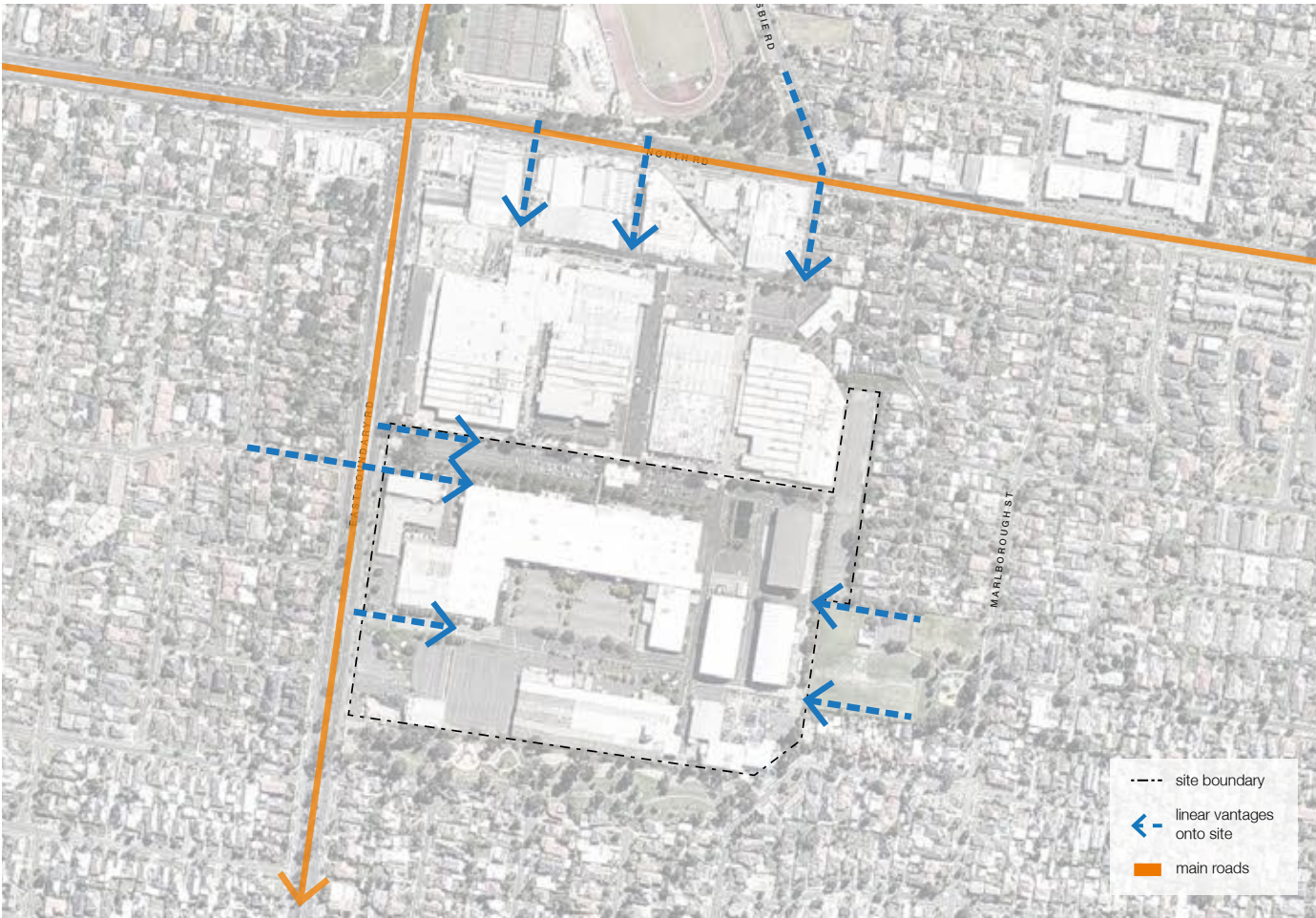


Figure 09: Permeability Map

Site Movement

The internal circulation is accessed through primary entry and exit points along East Boundary Road, with secondary entrances along North Road to be shared with industrial and commercial vehicles for the existing development. Extensive at grade car parking can be found along North and South Drives, with landscaped car parks along North Drive and larger, open car parks along South Drive.

The current pedestrian amenity within the site is compromised, and will be enhanced with redevelopment.

Recent Development Activity

Recent development in and around the subject site include refurbished office accommodations, associated cafes and businesses for employees and residential town-houses along the eastern border.



Figure 10: Vehicle Movement Map



Figure 11: Car Park, along warehouse ???



Figure 12: Car Park, south of site ???



Vision + Principles

Virginia Park will be a genuine, mixed-use activity centre, supporting Bentlyigh East. It will be characterised as a new residential and enhanced employment community.

Virginia Park will enhance the range and diversity of its role within its local context, establishing a benchmark for a ‘20 Minute Neighbourhood’.

Virginia Park will provide new connections and amenity in its public realm for pedestrians.

Objective 01:
A Mixed-Use Precinct

A new destination with professional services, civic functions and destination shopping, whilst also establishing a residential precinct.

Objective 05:
Establish a Focus for a New Retail Centre

This development will deliver much needed neighbourhood retail services to the local enlarged community.

Objective 09:
Create a Landmark and Gateway

The Precinct should be visible to passers-by. Entry from East Boundary Road provide good opportunities for landmark built form, or a gateway feature.

Objective 02:
Provide Residential Diversity

Growth, greater diversity and affordability of housing is required for the elderly, young couples and single households.

Objective 06:
Development Staging

Planned and managed to achieve optimal outcomes at the various stages through the redevelopment process.

Objective 10:
Provide a Distinct Architectural Language

To provide a new and contemporary architectural style.

Objective 03:
Retain and Enhance Community Facilities

A key part of achieving urban renewal, activity and vibrancy will be mixed-use development that include local community facilities.

Objective 07:
Integrating Open Space

Existing open space is disjointed with barriers to adjoining parks. Open space can be further integrated to provide a legible public realm network.

Objective 11:
Integrate Car Parking

A key issue for resolution, with new development occupying existing at-grade parking. Consideration will be given to parking consolidation within structures.

Objective 04:
Improve Accessibility + Connections

Compact and mixed use urban form can create the basis for a vibrant and walkable community.

Objective 08:
Refurbish Physical Infrastructure

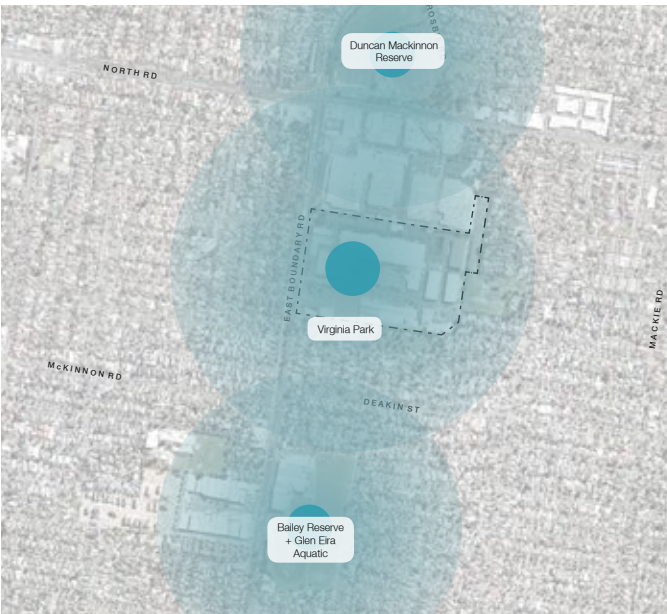
New development can facilitate the upgrading or replacement of the site's infrastructure capacity.

Objective 12:
Including Retention of Major Employment

Enhancing its role as an employment zone is seen as an important aspect of the site's economic sustainability and role.

01. Establishing an Urban Structure

- _facilitating movement flow throughout the site
- _linking surrounding centres of activity including major recreational facilities



West Toronto Rail Path



Lonsdale Street, Dandenong

02. Integrating and Re-stitching

- _extending the urban fabric and street network
- _creating an activity centre as part of the urban context



Traditional inner suburb street network



City Square, Melbourne

03. Creating Primary Movement Spines

- _the reinforcement of existing vehicular networks
- _future connections to the north



West 8: Governors Island Park



Rouse Hill Shopping Centre

04. Consolidation of Car Parking

- _the removal of surface car parking in the short-term
- _the implementation of structured car parking
- _facades to create visual interest for the streetscape



05. Creating Green Connections

- _incorporating existing green spaces
- _creating new 'active' green spines
- _improving accessibility and connection for pedestrians and cyclists



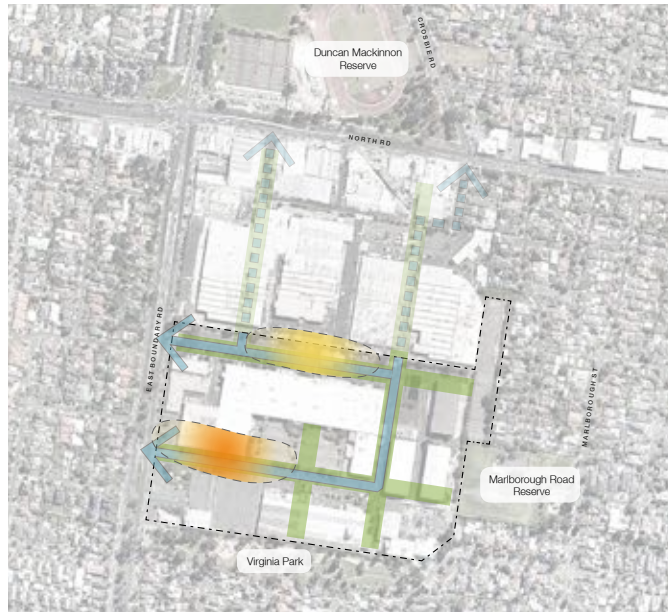
06. Enhancing Entrance Points

- _creating a sense of arrival
- _clearly defined vehicular entrances
- _creating pedestrian entrances through existing green space
- _overcoming topographic barriers to movement



07. New Activity Hubs

- _activity hubs for residents, workers and town centre visitors
- _creating 'hot spots' or focus areas for pedestrian activity
- _establishing new neighbourhood retail services
- _a diverse range of land uses



08. Integrating Residential Development

- _linking to existing residential interfaces
- _diversity in housing types
- _using topographic features to enhance outlooks





Urban Design Framework

Objectives

The public realm objectives for the site include:

- to improve the integration of the adjoining public realm and parks with the site.
- to maintain and enhance the centre's vibrant commercial economy, social atmosphere and street life, currently present on North Drive.
- to improve the integration of the north and south parts of the site with the core commercial buildings.
- to create a legible street network that facilitates convenient pedestrian movements and priority over vehicles.
- to improve the visual and physical integration of Virginia Park and the Marlborough Street Reserve with the rest of the site.
- to create attractive, pleasant public places that are welcoming to all, and which increase local neighbourhood opportunities for relaxation and informal gathering.
- to improve the sense of arrival to the site from the adjoining parks and East Boundary Road.
- to create a public realm which feels safe for all users at all times of the day, through lighting, wayfinding and activation.



Objectives

The ground level land use objectives for the redevelopment include:

- to enhance the site's vibrant street life, through the introduction of new mixed uses.
- to develop the site's potential for residential development.
- to provide a range of housing types that can meet different household requirements to those provided in the local area.
- to provide for a mix of convenience retail uses that meet the needs of the local community.
- to retain commercial uses and professional services.
- to increase the range of community facilities.



Objectives

The upper level land use objectives for the site include:

- to accommodate increased densities of both office/commercial space and apartments, while providing structured car parking.



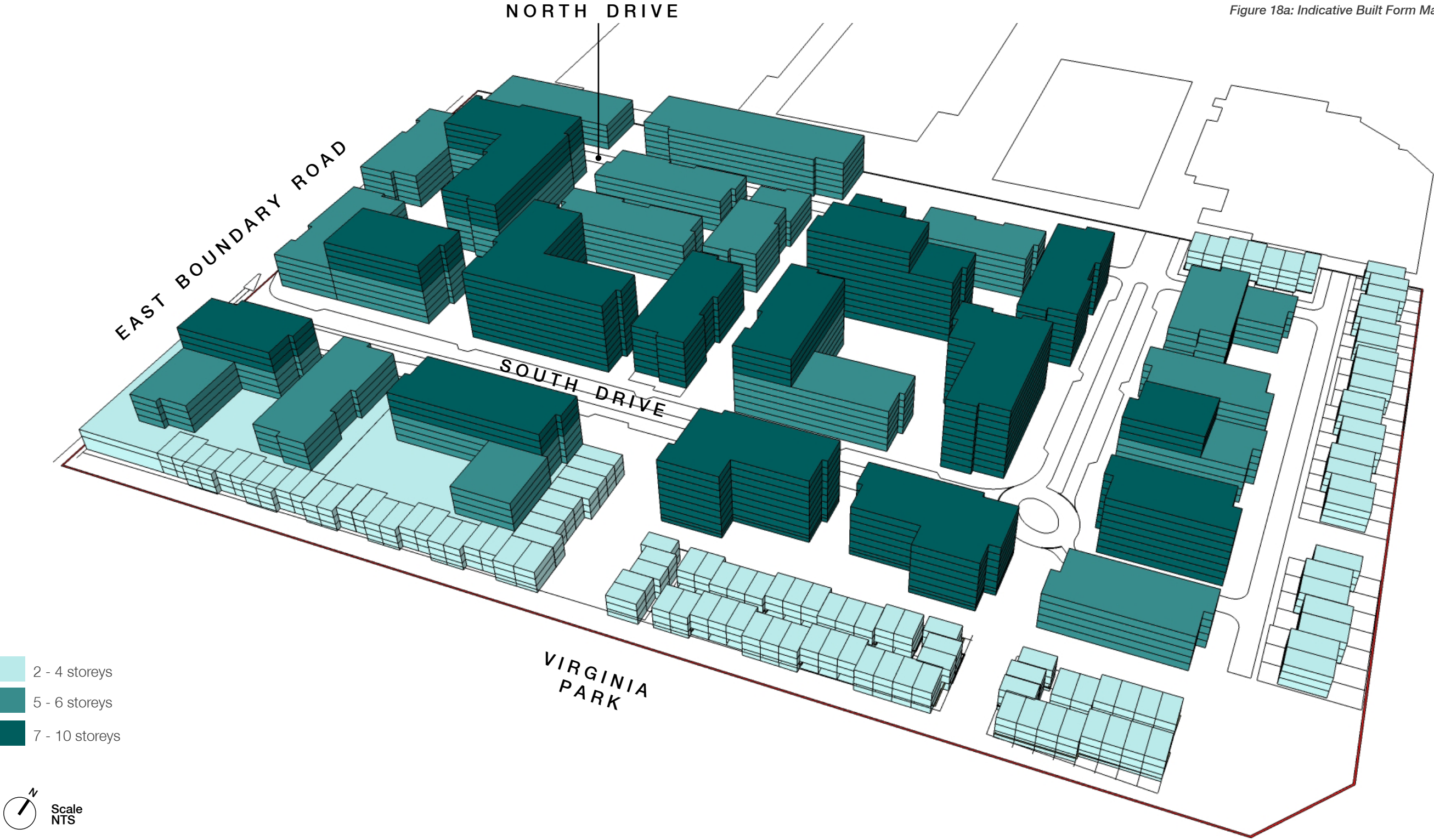
Objectives

The built form objectives for the site include:

- to ensure development within the site maintains and enhances its relationship to the adjoining local character of the neighbourhood.
- to be consistent with the building heights provided for in the planning scheme, reinforcing the domestic scale of its edges to adjoining land uses.
- to maximise redevelopment opportunities on the site, while minimising negative amenity impacts on residential properties and the public realm.
- to ensure development enhances the sense of safety in the site and abutting parks.
- to create a sense of place in the site through greater building densities at key nodal locations.
- to enhance the character of the site through high quality architectural design.
- to encourage new development which is environmentally sustainable.
- to protect the amenity of existing and future residents in and around the site.



Figure 18a: Indicative Built Form Massing Concept



Objectives

The movement and access objectives for the site include:

- to create a legible, convenient, high amenity, efficient and permeable pedestrian network that connects the north and south, and the east and west of the site.
- to improve pedestrian connections into the adjoining parks and neighbourhood.
- to improve the integration of key commercial buildings with the proposed new retail core and residential areas of the site.
- to provide efficient, safe cycling connections to and through the site.
- to provide adequate public car parking to meet the variety of needs on the site, whilst reducing the need for car parking by encouraging walking and cycling.
- to ensure new car parking areas do not dominate the public realm.



Objectives

The staging objectives for the study area include:

- to protect existing functionality and uses of the site, especially employment during development / construction.
- to carefully consider and acknowledge the infrastructure requirements for the site, as development occurs over time, especially access.
- to develop a clear implementation strategy.

Figure 14: Framework Plan - Indicative Staging Plan



A large, stylized graphic of the letter 'D' is positioned on the left side of the slide. It consists of a light blue outer shape and a darker blue inner shape, creating a layered effect.

Residential Development Typologies



Mosman Townhouses, NSW
2 storey town-houses



Glebe Harbour, NSW
2-3 storey townhouses





Casba Apartments, NSW



Malvern Hill, VIC
Multi-unit residential apartments
1, 2 and 3 bedroom units





id Apartments, Port Melbourne, VIC
270 multi-unit residential apartments
6 storeys, across four buildings



Erko Apartments, NSW
Multi-unit residential apartments
1, 2 and 3 bedroom units



A Place to Live, Richmond, VIC
365 contemporary apartments across
4 buildings up to 7 storeys high, with
associated boutique townhouses



The Audrey, Richmond, VIC
A dynamic curvilinear form creates a
distinctive silhouette along the intersection,
bringing mixed-use to the ground levels and
open space amenities for local residents



APBC Redevelopment, Preston, VIC
12 storey redevelopment across two towers
that comprise 272 apartments and 105 hotel
rooms

