

CITY OF WHITEHORSE

NUNAWADING MEGAMILE
Major Activity Centre
and
MITCHAM
Neighbourhood Activity Centre

STRUCTURE PLAN

Prepared for the City of Whitehorse by:

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Adopted 21 April 2008

NUNAWADING MEGAMILE

Major Activity Centre

and

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1.0
Executive
Summary

Change and growth will continue to occur, so it is important that future development is managed in a way that protects what the local community values about its neighbourhood, whilst enabling new businesses, housing, community facilities and services to be developed that provide for current and future needs.

1.1 Background

The City of Whitehorse is committed to examining with the State Government the role of Nunawading / MegaMile as a Major Activity Centre, and Mitcham as a designated Neighbourhood Centre, as they become a focus for development activity over the coming years. Major Activity and Neighbourhood Centres like these are to be developed as 'hubs' for shopping, business, working and leisure, and become a focus for additional residential and civic development. The Structure Plan process has been instigated as a result of the State Government urban consolidation and population growth strategies. A strategy was developed with the Council to identify and involve community representatives and stakeholders to shape the content and direction of the study process.

1.2 Purpose of the Structure Plan

The purpose of the Structure Plan is to guide future development of the "Nunawading / MegaMile Major Activity Centre" and the "Mitcham Neighbourhood Centre", for future planning and enhancement. The study area has been defined by three very distinct precincts: Nunawading Activity Centre, Mitcham Neighbourhood Centre and the area in between known as MegaMile, which also extends westward beyond the study area and will therefore be subject to a series of separate studies.

1.3 Effect of Study on Future Development

The Structure Plan aims to establish a sustainable medium and long term role for each of the precincts, accommodating the emerging needs of the community and capitalizing on economic and social opportunities within the study area as a whole, and improving the physical appearance, infrastructure and amenity with a resultant enhancement of liveability for the precinct. The Study aims to direct change and development to areas where transformation is both desirable and sustainable whilst preserving areas for incremental or little change where their characteristics are special. The goals for the activity centres in general should include:

- excellence in shopping and hospitality
- educational and community services
- access to parklands and public places
- access to employment opportunities
- public transport improvements
- enhanced walkability, amenity and safety

1.4 Planning Instrument Impacts

It is intended that when adopted, the Structure Plan will provide more detailed guidance specific to the study area. It should be noted that the federal government has commissioned a study on grade separation of the rail within the study area. Following the results and recommendations of this study the structure plan will be reviewed.

1.5 Activity Centre Designation

The MegaMile Precinct that forms the basis of this study is an area that combines dynamic economic zones with areas that are dysfunctional and in need of change if they are to address the existing and future needs of the community. Whilst Nunawading is currently designated a Major Activity Centre (MAC) and Mitcham a Neighbourhood Activity Centre, the findings of the study suggest a more complex arrangement exists in practice. The designation of Nunawading as a MAC is undoubtedly linked to the fact that the major big box retail lining Whitehorse Road between Mitcham and Blackburn is a major regional economic attractor and a major employer. However as noted this Activity area is generally poorly integrated in both a physical and operational sense with surrounding residential and service areas. A more accurate designation of the area would be to say that the building development fronting Whitehorse Road between Mitcham Village and beyond the study area to the west to Blackburn Village known as MegaMile is a Major specialist activity centre with the potential for further diversification and that it links three neighbourhood centres- to the east by the Mitcham Village, the west by Blackburn and flanked to its south by the Nunawading Village.

1.6 The Villages

1.6.1 *Nunawading*

The Nunawading Village is generally acknowledged to be in crisis. The quality of existing building stock is poor and the multiple small land ownerships make rapid change difficult. A combination of topography (being below the ridge of the area) and the physical barriers of rail to the north, Springvale Road to the west, and the high-density strata title subdivision to the south and east further constrain its ability to change.

There are a number of older, low-rise, high-density units and a generally older demographic that require convenient access to groceries, fresh food and services in the surrounding area. The centre is currently largely devoid of these amenities. Investment by government authorities and incentives will be required to facilitate change to attract investment in a new supermarket and shop top development and building improvements. This investment could include signalised access and egress from Springvale Road to the centre and contributions to improved access to car parking in association with any supermarket redevelopment. Signalisation will increase through traffic and access to the centre for both pedestrians and vehicles and will have minimal impacts on Springvale Road traffic movements, replacing a current pedestrian crossing.

It is likely that a contribution towards ensuring the supermarket is financially viable either by way of car parking, signalisation of the Market St intersection or a combination of both will be necessary. A desired outcome would be for Council to purchase 187-189 Springvale Rd to allow the realignment of Market Street with Laughlin Avenue. In addition to simplifying car and bus movements through the centre this would provide the potential to consolidate some land parcels and deliver a larger development site for a supermarket. Once increased car parking and a supermarket is achieved consideration should be given to dispensations for car parking for new shop top development for smaller households, home office and the like that support targeted objectives of increasing the architectural quality, sustainability and vibrancy of the centre.

The Nunawading Community Centre (Silver Grove) requires significant reinvestment in its facilities and access. The majority of user groups have indicated that proximity to public transport and main roads is important.

1.6.2 Mitcham

Mitcham benefits from its proximity to the nearby MegaMile big box retail through a higher level of financial services than might otherwise be anticipated in a neighbourhood centre and includes a supermarket and parking.

The Mitcham Station performs a regional role as a major commuter station in part due to its large car parking resource and despite the proposed expansion of car parking at Heatherdale, is likely to continue to remain an important transportation hub.

The area around the Station provides substantial opportunities for change with the surrounding sites generally occupied by poor standard commercial facilities and at-grade car parking. Whilst there is demand for affordable housing for smaller households and small commercial office tenancies this is likely to be achieved in development of six levels or less rather than in taller more expensive development. These lower forms of development are also more easily integrated into the surrounding area and if upper levels are setback from street edges and limited to larger and main road sites, their impacts on important areas of pedestrian concentration can be minimised.

South of the railway development should be of two level scale reflecting the more immediate abutment with areas of higher urban design significance.

Opportunities exist to expand the commuter car parking provision south of the rail and to the west of the station opposite industrial development and to utilise rail land near the station for affordable housing and improved public spaces, streetscapes, safety and surveillance and modal integration of public transport.

An opportunity also exists for expansion of community facilities to the east of the station to improve its physical integration with the neighbourhood centre. Whilst the retail areas north of Whitehorse Road are well serviced by car parking the customer parking servicing the southern retail precinct is inconveniently located east of Mitcham Road. A strong strategic case exists for a land swap with Victrack to relocate this car parking to the site abutting the Station and Station Street with potential for development for upper levels for other supportive community, social housing or commercial uses. Mitcham Hotel and Mitcham Road generally offers an opportunity for change north and south of Whitehorse Road within the activity centre for mixed use commercial, hospitality, short term accommodation and retail development.

The village hub to the north of the centre requires revitalisation in order to sustain the needs of the community and its attractiveness as a neighbourhood centre. Opportunities exist to enhance the perimeter to the car park with a mix of parkland and shop top housing development to the south along Enterprise Way in conjunction with expansion of deck parking to ensure there is no loss of parking capacity. There is a significant demand in the municipality for social housing offering rent assistance for long term residents of the Mitcham and Nunawading communities. Their proximity to public transport and services is an essential component of site selection. Mitcham offers a unique opportunity for the community to build a base of appropriately located housing for these groups who in turn utilise a large proportion of their income in local shops and services. Additional opportunities also exist to improve the interface of the Coles store with abutting areas through expansion of retail, commercial and shop-top development to its southern street frontages. The Mall suffers from a lack of activity to the former Blockbuster tenancy side of the street. Opening up of this street frontage, in conjunction with mall improvements and support for shop-top development will assist in the long term viability of the centre.

1.6.3 MegaMile

MegaMile is an important economic generator for the municipality and is a major source of employment and investment. After a first phase of development and consolidation the area is now undertaking progressive renewal in response to increased competition and changes in retail and big box retailing that have occurred in the ensuing period. The area will, if it is to remain competitive, continue to require high levels of flexibility to respond to threats and opportunities as they arise. Key lessons that have been learnt and incorporated in the Structure Plan include the encouragement of: Centralised shared car parking hubs and the progressive removal of inefficient small forecourt car parking areas that result in loss of footpath continuity and on street kerbside car parking. Car parking in service lanes will be progressively altered to align with the pedestrian pavement rather than the opposite kerb, thereby improving pedestrian and customer convenience, safety and amenity. In turn

buildings with small frontages are encouraged to build to the street and provide areas of pedestrian canopy protection to enable the street to become more visually attractive. Additional capacity can be encouraged through the promotion of upper level development south of Whitehorse Road and below retail car parking utilising the potential provided by falls in natural ground.

Accessibility and movement are highly constrained through the study area owing to the ground level rail element and the traffic volumes in Springvale and Whitehorse Road. These are further exacerbated through the lack of integrated bike and pedestrian networks linking major nodes and poor access to the Nunawading Village in particular. The long term sustainability of these centres is dependent on giving people increased choice as to how they move around the area.

Initiatives that are promoted in this Plan include:-

- Upgrading of Streetscapes and new linkages
- Improved access to Nunawading Station is proposed through the re-opening of the pedestrian link abutting the MFB and in conjunction with *Nadrasca* developing an attractive safe and direct walk from Whitehorse Road to the Nunawading Station and Village.
- Signalisation of pedestrian and car links to Nunawading Village
- Smart Bus to Nunawading village extending to the northern suburbs.
- Eastern pedestrian links to the proposed redeveloped Daniel Robertson's Brickworks Site. A new bike and pedestrian path and rail crossing on the Norcal Road alignment to Whitehorse Road and the Civic precinct.
- Extension of the Bike network south of the rail corridor to link with Forest Hill to the south west and Mitcham to the east.
- The inclusion of a series of upgrades and expanded public spaces at Nunawading Community Centre (Silver Grove), Mitcham Village, and Daniel Robertson's Brickworks.

1.7 Implementation Plan

The successful implementation of a structure plan is reliant on a collective agreement on the vision and a coordinated and timely sequence of actions and initiatives. In this case there are some obvious areas for investment and change, some of which can be facilitated simply through appropriate statutory, strategic and economic mechanisms. Some however are dependant on direct State and/or Local Government involvement and action whilst some require cooperative partnerships whether by way of land-use decisions or redevelopment with the private sector.

A possible implementation strategy could incorporate a range of initiatives that include:-

Statutory initiatives notably re-zoning of land, establishment of height limits for specific locations, car parking dispensations for preferred land-use and design outcomes, and contribution schemes for major change areas where the proposed new works lead to a demonstrable change in demand on resources.

Strategic initiatives that might include the development of social housing strategies, open space strategies and village revitalisation strategies aligned with broader local and State government policy.

Partnerships with public agencies are negotiated through capital or land contributions and may be developed as short, medium or long term initiatives and may include projects involving the Council and:-

- Federal Government
- and State Government Agencies, including:
 - VicRoads
 - Victrack/Connex
 - Department of Planning and Community Development
 - The Department of Human Services
 - Melbourne Water and MFB

and

- The Department of Infrastructure

to facilitate and/or deliver a range of improvements.

Outcomes

Anticipated improvements generated through these partnerships would include:-

- Enhanced traffic management and pedestrian, bike and vehicle access,
- Land-use optimisation and enhancement of publicly owned land
- Expanded and safer and more attractive commuter and customer car parking, streetscapes and station environments,
- Improved modal integration and enhanced public transport services and facilities,
- Improved community facilities and services,
- Additional social and affordable housing
- Increased, upgraded and better connected public open space
- Expanded walking and bicycle networks and new linkages between key nodes

Targeted projects for investigation are outlined in the attached *Implementation Plan*.

Partnerships with the private sector may be developed on particular key sites to facilitate broader strategic objectives as well as ensuring development is commercially viable.

Examples of initiatives relevant in this instance might be strategically located public space contributions in association with master planned development and additional public open space, streetscape improvements, public linkages and connections, heritage interpretation, public art, affordable housing, public car parking, streetscape improvements and air-rights development.

1.8 Timetabling

In each case, work should be prioritised against alignment with both the emerging needs of the precinct and the objectives and programs and priorities of funding agencies and local government. To this end there needs to be both an identification of potential funding sources and likely timetables within a flexible range to not unreasonably build expectations whilst also ensuring confidence, cooperation, accountability and impetus is built into the Plan.

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PLAN

2.0
Introduction

Council is keen to promote improved traffic and transport infrastructure, pedestrian and cycling networks and for the area to evolve into a vibrant mix of retail, business, civic, entertainment, recreation and residential uses – offering the best outcome for both the local and wider communities.

2.1 The Study Area

Three main areas of interest emerged from the analysis undertaken to date. Based on differing physical characteristics, occupancies and uses, they are:

1. Nunawading Activity Centre
2. Mitcham Neighbourhood Centre, and
3. The area in between known as the eastern end of the 'MegaMile' (and extends westward beyond the study area)

The study area extends 2.7 km along Whitehorse Road, and is intersected by Springvale and Mitcham Roads. It includes the 'façades' of these major roads as well as the hinterland of civic, commercial, industrial, residential, recreation, car parking and the Belgrave/Lilydale rail corridor. Nunawading and Mitcham stations, fall within the study area. The study area represents only a part of the MegaMile Activity strip with this particular land use extending further to the west. It is intended that principles developed for the Whitehorse Road activity strip may inform decisions about landscape, carparking and built form in these western extensions. A key purpose of the current study is to resolve the interfaces between this important economic entity and the activity centre hubs of Mitcham and Nunawading where a richer mix of land uses and a local service role exists.

Key sites for change have been identified within each precinct based on site analysis that included the quality of existing building stock, strategic value of transitions in land use, consultation with stakeholders and broader goals for environmental, social and economic sustainability and vitality.

Refer Drawing 01: Context: Locality and Study Area

2.2 Aims of the Structure Plan

The Structure Plan has been prepared as a precursor to the longer term urban development of committed and under-utilised land parcels. It is also about general improvement within the study area and the public domain. It will provide for the orderly sequencing of urban development to ensure that services and facilities are provided in a staged and efficient manner. The Structure Plan aims to:

- Identify the preferred role and vision
- Develop a strategic framework
- Develop a land use framework to guide land use patterns
- Identify key development sites for either infill or substantial redevelopment
- Outline a series of recommendations to guide its implementation

2.3 Why is the Structure Plan being done?

The identification of the 'Nunawading/ MegaMile Major Activity Centre' and the 'Mitcham Neighbourhood Centre' in *Melbourne 2030: Planning for Sustainable Growth* necessitated the preparation of a Structure Plan for the area. The long term vision and objectives for activity centres set out in Melbourne 2030 include:

- Broadening the mix of uses appropriate to the centre for serving the community
- Improving access by walking, cycling and public transport to reduce the number of trips made by car
- Encouraging business activity

The Structure Plan determines what in the area is working well and how it can be enhanced, and how the area can grow and change in the future. It responds to emerging needs, issues and opportunities to achieve a desired future identity, development and use. The Structure Plan serves to direct change based on a collective community vision that meets both local and broader environmental, social and economic objectives. It

provides a vision with clear strategies for how this can be achieved for both the overall area and at a precinct level.

2.4 Where is this Stage in the Planning Process?

A four-stage planning process was devised with Whitehorse Council outlining tasks, consultation and governance for each stage. To date Stages 1 and 2 have been completed. This draft Structure Plan represents Stage 3 in the Structure Plan process. It takes the key issues raised from the analysis and consultation to produce a broad vision for the study area and its three distinct precincts. The agreed vision has been developed into strategic directions and strategies, which are also presented as land use and built form options.

Project Stage and Timeframe	Milestones
Stage 1: EXISTING CONDITIONS September 2004	<ul style="list-style-type: none"> ▪ Review of existing studies ▪ Transport and physical infrastructure ▪ Key findings and implications ▪ Vision and objectives Statement ▪ Draft Contextual Report
Stage 2: PRECINCT ANALYSIS January – July 2005	<ul style="list-style-type: none"> ▪ Traffic and circulation ▪ Parking management ▪ Housing demand and supply ▪ Structure plan options ▪ Draft Strategic Framework Report
Stage 3: PRECINCT PLAN DEVELOPMENT April – September 2006	<ul style="list-style-type: none"> ▪ Master Plan - Precincts 1 and 2 ▪ Concept Plan - Precinct 3 ▪ Housing guidelines and performance measures ▪ Transport Plan ▪ Draft Structure Plan Report ▪ Approval of Draft Structure Plan Report
Stage 4: IMPLEMENTATION September 2006 – March 2008	<ul style="list-style-type: none"> ▪ Implementation Strategy ▪ Action Plan ▪ Planning Scheme Changes ▪ Draft Implementation Program ▪ Final Structure Plan Report and Summary
Note: Consultation will continue throughout the project	

2.5 Description of MGS' Role

MGS Architects were appointed by the City of Whitehorse to undertake and co-ordinate the Structure Plan process. The following groups are all responsible for delivering the outcomes of the Plan:

- **Project Control Group** comprised of key officers of the City of Whitehorse [within the economic development, urban design, engineering/environmental services, community development, and strategic and statutory planning disciplines of Council], Department of Planning and Community Development and the consultant team.
- **Partnership Group** comprised of senior members from Council, DPCD, VicRoads, VicTrack and Department of Infrastructure.

Working Groups comprised of Council, DPCD senior management and key stakeholder representatives interested in the future development of the area; such as local residents, traders, government agencies, public transport providers, utilities and major landowners. This group provides advice on the issues to be investigated and the most effective ways to gain widespread community involvement and benefits.

2.6 Structure Plan Consultant Team

The team of consultants involved in advising Council with the preparation of the Structure Plan are:

Project Management	-	MGS Architects
Architecture Urban Design Planning	-	MGS Architects
Landscape Architecture Planning	-	Tract Consultants
Statutory	-	Tract Consultants
Strategic Planning and Activity Centre Development	-	Planning by Design
Traffic Transportation	-	TTM Consulting
Infrastructure Engineering Services	-	Parsons Brinkerhoff
Urban Economist and Housing Analyst	-	Charter Keck Cramer
Facilitator	-	Strategy Shop

2.7 Recent Relevant Studies and Reports

The study team has reviewed an extensive array of relevant reports covering areas of economic and retail development, transport planning and movement, infrastructure, heritage, urban design, community facilities, landscape, recreation, regional development, housing need, demographic profile, community development and State Policy. These are outlined in the table incorporated in Appendix A.

2.8 Strategic Document Review

A review has been made of the existing Strategic and Statutory Planning Context that currently informs decision making for the study area. This has been tested against both our physical appraisal of the precinct and our review of the implications arising from future need, increased capacity demand and principles of social, and economic and environmental sustainability. In addition, demographic, heritage, neighbourhood character, housing, open space, community services, traffic and car parking studies have informed the paper along with inputs from the consultations with Stakeholders and subconsultants.

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3.0
Context

3.1 STRATEGIC CONTEXT

The Structure Plan will manage the revitalization of these centres as urban nodes and sustainable community hubs, where the local community will be proud to gather, be attractive to visitors and be viable places to do business.

3.1.1 Context and Role

Nunawading and Mitcham currently struggle to meet the objectives of a major activity centre and neighbourhood activity centre respectively, due to:

- a limited range of core retail and business activities traditionally found in activity centres
- a significant number of underperforming retail premises
- insufficient destination activities
- poor built form and public realm environment
- undefined roles as service and community orientated centres
- dispersed land ownership characteristics
- road and fixed rail barriers to urban linkages
- poor integration of land uses and insufficient land use mix
- underinvestment in public transport environs and infrastructure and in private sector development within the urban villages.
- Poor interconnectivity and walkability
- Poor access to and insufficient high quality public open space
- Insufficient investment in affordable housing and community infrastructure.
- Poor resolution of the interfaces between activity nodes and surrounding areas

3.1.2 Economic Sustainability

Nunawading Activity Centre, Mitcham Neighbourhood Centre and the areas in between or MegaMile precinct have been reviewed separately due to their distinct economic and retail attributes. This assessment is based on a physical, land use, business development, community development and cultural perspective, in order to broadly establish future growth opportunities, challenges and emerging issues.

Nunawading Activity Centre

The Nunawading activity centre is located in a very competitive retail environment. It has Ringwood Regional Centre to the east, Box Hill Regional Centre to the west, Doncaster Shopping Town to the north and Forest Hill and The Glen to the south. In addition to these major retail centres Nunawading shares its region with Mitcham, Brentford Square, Tunstall Square, Jackson Court, Burwood Kmart, Blackburn North Square, all of which have vastly superior supermarket and retail facilities to Nunawading. This environment makes significant additional retail growth for the Nunawading activity centre difficult to justify based on current performance capabilities. This aside, there is strong community support for a small convenience supermarket to be located on the existing service station site. The development of which could attract investment in the centre by others.

Whilst the centre relies exclusively on its Springvale Road frontage for its visual exposure, access from this frontage is highly constrained through congestion and traffic volumes. In addition the physical layout of the centre is largely oriented away from this frontage. The land ownership and subdivision characteristics impose further constraints to change and development. The centre has a significant number of modestly scaled retail

premises offering basic services to the local community but with no obvious retail anchor destinations in the precinct. Most notably there is an absence of a supermarket and other mini-major destinations as would be expected in a major activity centre. Land topography is a further constraint with the village sitting south of the railway line and below the crest of the hill with little physical presence resulting in it being dominated by the largely office, big-box retail and light industrial activities located north of the rail on the high point of the ridge. Most businesses, apart from those on Springvale Road do not appear to be trading well. With a few exceptions, the overall presentation is poor. Activities on Springvale Road rely on the exposure to passing traffic rather than having any direct link to the Nunawading centre or local community, i.e. they could be located anywhere. There is a broad consensus that the centre in its current form has little future and requires reconfiguration and assistance in order to address the convenience and urban village requirements of the Nunawading community.

Major retail and commercial reconfiguration and consolidation of the centre is necessary. In addition the centre must recognise and reward early investors in revitalisation by providing the necessary partnership and infrastructure upgrade support. In particular there is an early need for the inclusion of a new retail anchor for the centre. There is wide local support for a small supermarket and additional parking with the existing Caltex Service Station on Springvale Road being the preferred site. Opportunities for further smaller scale retail development, apart from activities associated with the MegaMile, appear limited. The capacity of the centre would be enhanced through consolidation of other sites and development of upper levels for a range of shop-top and commercial activities. The recent rejuvenation of Highett and Carnegie Shopping Centre are examples within a similar demographic and geographic profile relative to the CBD of successful rejuvenation programs that may also be relevant in this instance. The other remaining larger site is the gymnasium facility. This site has a greater level of potential constraints owing to its abutment to residential dwellings. Nevertheless it is seen as a site where intensification could occur subject to appropriate landscape and buffer treatments to streets and abutting residential occupancies.

The opportunity exists for the centre to strengthen its relationship with the MegaMile retail activities, through the provision of support facilities such as cafes, specialist furniture retailers, furniture factory outlets and small factory outlets, whilst also serving to better integrate the community services activities north and south of Whitehorse Rd. Major intervention with public/private partnerships will be required to achieve some of the necessary changes to the precinct. These strategic linkages can also be enhanced through improved physical linkages with the most notable being the upgrading of the street access from Springvale and Whitehorse Road to Nunawading Station and Nunawading Community Centre (Silver Grove) and improvements to traffic control and crossing points for pedestrians across the thoroughfares to the village. These opportunities are further expanded in the Nunawading Precinct Key sites and connections diagrams attached

Mitcham Neighbourhood Centre

Mitcham's location on the Whitehorse Road and Mitcham Road corridors provides the centre with good exposure to significant road and rail catchments, hence providing some potential for the centre to attract both local and commuter passing trade. Like Nunawading, Mitcham is located in a very competitive retail environment, with Ringwood regional centre to the east, Box Hill Regional Centre to the west, Doncaster Shopping Town to the north and Forest Hill and The Glen to the south. In addition to these major retail centres Mitcham shares its catchment with Brentford Square, Tunstall Square, Jackson Court, Burwood Kmart, all of which have equal or superior basic supermarket facilities to Mitcham. The large scale strata subdivisions in the higher density zones to the east and south east and the rail corridor barrier and landscape overlays and

large scale industry investment to the south establish a curtilage around its growth in most directions. Hence, significant additional retail growth for the Mitcham centre or a change in its status appears unlikely.

The exposure that provides some perceived marketing benefits also creates major constraints and challenges for the centre as traffic becomes the dominant feature and carves the centre into a series of isolated sections.

In broad terms the land use activities in each of the isolated sections are assessed as:

- North West: Traditional retail core, Coles Supermarket and major car parking facilities
- North East: Growing commercial area, home improvement, decorating activities, commercial office development and limited off street car parking
- South West: Business services and transport infrastructure, banks, professional services, professional offices and railway station. Some low order retail activities. Vast areas of at grade commuter car parking
- South East: Entertainment and service business, Mitcham Hotel and bottle shop

The traditional retail core formerly occupied the north-west section of Whitehorse Rd. Recent mixed-use development has spread to the east along Whitehorse Road. The centre's neighbourhood retail functions are based around the Coles Supermarket to the north side of Whitehorse Road. In addition to supermarket facilities, the centre has a broad range of local convenience goods to meet the daily and weekly needs of the local community. The centre has a strong banking sector with banks predominantly located on the south side of Whitehorse Road.

The commercial core, south of Whitehorse Rd, has a number of substantial commercial office buildings (up to 3 storeys or 13m), and emerging café and restaurant activities. Mitcham Railway Station is located on the southern end of Station Street at the centre of an extensive commuter car parking area. To the west of the Activity Centre, Whitehorse Road has become a focus for bulky goods and homemaker retailing and their size ensures the continued presence of a strong finance sector. In other respects there appears to be few synergies between the urban villages and the MegaMile. Landscape treatments within the centres are distinctively variant in character to the predominantly indigenous character adopted for the balance of the Nunawading corridor.

In conjunction with MegaMile, Mitcham has a viable future as a financially stable activity centre and has all the requisite structural features necessary as a neighbourhood centre. Its sustainability is in part dependent on the strengthening of the symbiotic relationship between sustainable transport, housing diversity, retail and commercial activities. The reinforcement of an individual identity for Mitcham grounded on a strong cultural and neighbourhood focus along with the enhancement and responsiveness to local need will reinforce its role as a key service provider supporting the local community.

The contained identity and enhanced articulation, variety and design quality of the village is dependent on investment by both the public and private sector.

MegaMile Major Activity Centre and its competitors

MegaMile is seen as a leading homemaker centre within the Melbourne metropolitan area, serving a local and regional population. Throughout metropolitan Melbourne there exists only a handful of competing homemaker retail precincts of this scale. These include: Highpoint, Nepean Highway Moorabbin/Cheltenham and Fountain Gate. New Homemaker Centres are under construction on the Peninsula and South Bank/Docklands/Spencer Street and Essendon Airport. Others that are proposed include Chirnside Park. All of

these precincts pose a potential threat to the future economic performance of MegaMile. Benchmarking in this sector of best practice examples suggest that successful hubs will incorporate an increased focus on high quality public space and enhanced hospitality and entertainment facilities. Areas for people to rest, meet, promenade, browse, enjoy a coffee and a chat, take a break at the children's play area or sit in the shade. Barriers to pedestrian movement are minimised and car parking is centralised. Principles of clear wayfinding and integrated built form, safe and activated streets and pathways, strong and appropriately scaled and located graphics that supports the precinct brand are all components of the new best practice examples. To overcome its competitors, a distinct character will need to be established for the precinct incorporating high quality pedestrian amenity and associated destination activities. The Nunawading Activity Centre revitalization will play a vital role in the future success of MegaMile.

3.1.3 Social

The provision of, and continued reinvestment in the quality, extent and scope of affordable, social and special housing, community services, public transport, parklands and community/recreation facilities is critical to the on-going viability of this diverse community base. A key purpose of the Structure Plan is to develop community (both business and resident) ownership of a strategic and holistic approach to the area's future that will enable the political and administrative arms of government to act with clear strategic intent in the knowledge they have strong local support.

Community Facilities and Recreation

Refer Drawing 06: Current Community Services and Recreation

A review of the City of Whitehorse Community Facilities and Meeting Space provision was undertaken in May 2004. An assessment of the adequacy of facilities to meet the community needs, informed an action plan, a strategic overview and recommendations for relocation.

Access to appropriate community facilities is an essential component of ensuring a socially sustainable community. Refer to Drawing 6: Existing Community Services and Recreation. The community facilities and services are primarily clustered in the Nunawading Community Centre (Silver Grove), the Civic Precinct including Walker Park, and in Brunswick Park, while the remainder are scattered throughout the study area with some fronting Whitehorse Road. A detailed community assessment including inadequate, latent or unmet demand is beyond the scope of this study, however maximising opportunities for community services to be located close to public transport and other community services, is an important aspect of the structure planning process. The community consultation process aims to strengthen people-place bonding, place attachment and community well being through the development of community based strategies for growth and prosperity.

The physical analysis demonstrated that:

- The condition of some facilities is poor
- Some facilities suffer from poor exposure and lack of convenient connections with related services
- Some facilities /assets could be better utilized under co-location arrangements
- Opportunities are emerging in redevelopment sites near public transport hubs for new or the relocation of community services

- The facilities are generally difficult to access for those communities south of the rail (Nunawading Community Centre (Silver Grove) and Walker Park) and north of Whitehorse Road (Nunawading Community Centre (Silver Grove)).
- A number of the facilities do not meet contemporary requirements for disability access.

Strategic position

To effect essential community service provision and optimal land utilisation:

- Embrace the advantages of the co-location of neighbourhood, local and municipality wide facilities:
 - Cost effective use of land through shared services and parking
 - Potential to create a community node and landmark
 - Synergies with other services
 - Increased public transport usage
 - Enables funding from various sources
- Facilitate increased public transport usage by members through:
 - The location of community services in and around Nunawading and Mitcham Activity Centres
 - The use of existing and new upper floor levels within activity centres and along major roads
 - The occupation on the lower levels of new mixed land use buildings offering residential choice on upper levels
- Improve amenity and range of facilities at existing community “hubs” – Nunawading Community Centre (Silver Grove) and Walker Park
- Determine purpose and deliberate direction for Nunawading Community Centre (Silver Grove)
- Provide additional well located community facilities in areas proximate to urban village “hubs” e.g. brickworks site should it be redeveloped and the publicly owned land in the vicinity of Mitcham Station.
- Source creative funding opportunities costs to ensure implementation:
 - Land exchanges i.e. high value land parcels (business) traded for co-location in lower land value area (residential)
 - Sale of land with rezoning to higher land value to offset costs
- Ensure flexibility, inclusiveness and design quality in the realisation of new community assets.

Nunawading Community Centre (Silver Grove)

Nunawading Community Centre (Silver Grove) although centrally located, is concealed from surrounding street networks and residential areas and ringed by commercial uses that further disengage it from the resident communities it largely serves. The grounds are poorly lit, and continual demand for additional capacity has resulted in a piecemeal patchwork of perimeter buildings of generally poor quality ringing the original core buildings. Poor exposure/access, presentation to the street to the west, interface with rail and linkages back to town centre and Whitehorse Road.

The site however is a large site in a treed setting, within easy walking distance of Whitehorse and Springvale Road, public transport/station and has adequate parking. It is utilised by over 30 community groups and has an obvious pivotal role in the local community. Council has identified the opportunity to develop a masterplan to guide the future of this site.

Through the process of developing the draft structure plan and in consultation with user groups and the working group, the project team has also identified further potential for improvement. These include:

- Consolidation of carparking to the railway interface frontage and the expansion of parklands to the sunny Silver Grove side of the facility.

- Streetscape improvements to the Silver Grove and Glendale Street access routes to Springvale Road and Whitehorse Road respectively to better integrate the facility with surrounding streets and gateways and improve the quality of pedestrian access to the venue
- Potential to consolidate functions currently housed in the existing outbuildings by extending and upgrading the central community centre building resulting in disability and regulatory compliance and enhanced flexibility and amenities.
- Potential to improve the safety and amenity of the precinct through the rezoning and encouragement of higher density housing to the perimeter of the site thereby enhancing its focus and role as a demonstrable hub and central space for the resident community and improving the level of night time activity and informal visual surveillance of the area
- Potential to activate the Varman Court edge with mixed land use to allow business to the Varman Court alignment with not-for-profit affordable residential housing above targeting high needs groups within the Nunawading community.
- Seeking options for increasing the size of the core parkland area through reductions in road capacity and/or setbacks and open space contributions

Housing and Diversity

Refer Drawing 09 Higher Density Housing: existing and potential

Across greater Melbourne there has been a demonstrable shift in housing choice. Notable changes include:-

- The location and form of housing across Melbourne is changing significantly.
- 10 years ago, less than 15% of all housing activity took place within the established areas of Melbourne. This has now more than doubled to around 40% of all housing starts.
- Population growth and decreasing household size are expected to increase demand for alternative dwelling types, including apartments, over the next 25 years with a corresponding trend for people to live in medium density housing in middle ring suburbs.
- Much of this new housing stock has been characterised by demand for larger dwellings maximising interior space (usually double storey) with double garage and low maintenance small courtyards style garden, bringing with them concerns about impacts on local vegetation and character and impacts on neighbouring amenity.
- It is likely that medium density housing will be an increasingly suitable housing choice for the fastest growing household types: couples only, single and (semi)-retirees (Ref Research Insight – Charter Keck Cramer Strategic Property Consulting December 2004).

The housing trends for the City of Whitehorse are reflecting these broader trends. Notably:

- Whilst the percentage of detached dwellings remains predominant, it has reduced from approximately 79% (1996) to approximately 73% (2001) and medium density housing accounts for 75% of new dwellings.
- There is a demonstrable trend towards semi-detached dwellings including flats and apartments 20.3% (2001).
- Residential infill in the form of semi-attached and attached townhouses is expected to remain a highly desired form of housing and housing becomes more affordable to the east
- Whitehorse generally attracts third and fourth generation homebuyers from the area itself and neighbouring municipalities.
- Approximately 50% of lots range from 500 – 700 sq m
- There is a demonstrable need for more aged care accommodation, including high and low care facilities as well as independent living units/apartments

When compared to the rest of the Melbourne metropolitan area, Whitehorse has a:

- Higher proportion of people aged 50 years and above.
- Lower proportion of 'couples with children', but a higher proportion of 'lone person' households.
- Higher proportion of people who were born in Australia.
- Higher proportion of individuals on high incomes of \$700 per week.
- Higher proportion earning less than \$199 per week.
- The average household size has fallen from 2.8 per household in 1991 to 2.36 per dwelling in 2001.

Given the increased projected population and reduction in size of households, it is predicted that the City of Whitehorse will grow by approximately 10 000 new households by 2021 and a significant proportion of new housing should be located in activity centres if new housing is to be sustainably aligned with housing need.

Without strategic policy support for alternative outcomes market forces are likely to drive the following housing profile:-

- Development of new dwellings in existing residential areas.
- Family housing will continue to be important however changing demographics and different lifestyles preferences indicate the need for a greater diversity in housing choice.
- Vacancy rates are low suggesting a demand for additional housing stock.
- Demand for crisis and emergency short to medium housing coupled with support dramatically exceeds supply.
- Increasing sectors of the community are experiencing low housing affordability
- While demand for alternative housing types does exist, residential apartment development is unlikely to be feasible in the short-medium term due to the current depressed market conditions.
- An opportunity exists to support appropriate forms of housing aligned to emerging community needs through targeted support at both a local and state level and through the commitment of significant investment to the provision of infrastructure and services in the development of Activity Centres and assisting land consolidation and acquisition.

Whitehorse Housing Study and Eastern Region Housing Statement

Given the increased projected population and reduction in the size of households, it is predicted that the City of Whitehorse will grow by approximately 10,000 new households by 2021. This will increase demand for alternative dwelling types, including apartments, townhouses, shop top housing and aged care facilities.

3.1.4 Planning Controls

In setting a long term strategy for the area, consideration must be given to the current controls impacting the Nunawading, MegaMile and Mitcham precincts. This section provides a brief overview of the current status of the planning policies that would be subject to review in any future development of the site.

The Structure Plan sits within an existing planning policy framework. This includes:

- State Planning Policy Framework (SPPF)
- Melbourne 2030
- Local Planning Policy Framework (LPPF)
- Zones
- Overlays

Implementation of the Nunawading, MegaMile and Mitcham Structure Plan will include the need to amend the LPPF, rezone some areas of land, and introduce new overlays.

Relevant State Planning Policy

- *Clause 12.01- Metropolitan Development* Concentrate new development at activity centres near current infrastructure and in areas best able to cope with change. Development is to respond to its landscape, valued built form and cultural context and achieve sustainable objectives. Neighbourhood Activity Centres to have a mix of uses that meet local convenience needs, be accessible to a viable user population by walking and cycling and local bus services, and be an important community focal point.
- *Clause 14- Settlement* In planning for urban growth, planning authorities should encourage consolidation of existing urban areas while respecting neighbourhood character. Planning authorities should encourage higher density and mixed use development near public transport routes.
- *Clause 16- Housing*
To encourage:
Subdivisions in locations with access to physical and community infrastructure and providing a range of lot sizes, a convenient and safe road network, appropriate pedestrian and cycle paths, sufficient useable public open space and low vulnerability to fire.
Residential development that is cost-effective in infrastructure provision and use, energy efficient, incorporates water-sensitive design principles and encourages public transport use.
Opportunities for increased residential densities to help consolidate urban areas.
- *Clause 17.01- Activity Centres* The clustering of activity is a key component of State policy and is supported by Melbourne 2030. In developing activity centres, consideration must be given to the mix and compatibility of uses, accessibility of the centre, increased use of public transport and the protection of valued amenity of neighbouring areas.
- *Clause 17.02- Business* The aim of this clause is to encourage sustainable urban development that provides commercial, retail and office opportunities. The clustering of business related uses is considered one of the most sustainable approaches to urban development.
- *Clause 18.02- Car parking and public transport access to development* Accessibility and increased public transport usage is a key criteria for activity centre development. Adequate provision of car parking and the integration of public transport facilities, alternative routes and modes, together with streetscape improvements to be managed in the development of precinct plans.
- *Amendment C50*- Introduced four strategic directions being Environment, Housing, Economic development and Infrastructure. In particular, this policy identifies the critical issues affecting the residential development in Whitehorse and identifies three categories of change being areas of Minimal change, Substantial change and Natural change. This policy also emphasises the importance of neighbourhood character and introduces Design Objectives and Design Responses for identified areas within the municipality.

Relevant Local planning policy including zoning

Refer Drawing 02: Current Planning Scheme Zones and Overlays

- *Nunawading identified as a Major Activity Centre.* The MegaMile precinct along Whitehorse Road has been identified as a site of regional importance, critical in attracting people from a wide catchment area to the municipality and supporting the economic retail base of the region. Clause 21.07 outlines the current strategic direction for Economic Development in the municipality including the importance of the MegaMile. The current strategy is utilizing the provisions of the planning scheme, such as the Business 4 Zone and the Activity Centre Policy to guide development within the precinct. The Activity Centre Policy (Clause 22.06) sets specific guidelines for the development of the precinct. It supports the exclusive development of homemaker retailing, supplemented by a significant motor vehicle retailing sector and the development of high quality urban design to enhance the streetscape.
- *Mitcham identified as a Neighbourhood Centre.*

Zoning

The study area is impacted by the following zones:

- *Clause 32.01 Residential 1 Zone* To provide for residential development in appropriate locations
- *Clause 32.04 Mixed Use Zone* To provide for a range of residential, commercial, industrial and other uses which complement the mixed-use function and the locality and to encourage residential development that respects the neighbourhood character.
- *Clause 33.01 Industrial 1 Zone* To provide for manufacturing industry, the storage and distribution of goods associated and used in a manner which does not affect the safety and amenity of local communities.
- *Clause 33.03 Industrial 3 Zone* To provide for industries and associated uses in specific areas where special consideration of the nature and impacts of industrial uses is required.
- *Clause 34.01 Business 1 Zone* To encourage the intensive development of business centres for retailing and other complementary commercial, entertainment and community uses.
- *Clause 34.04 Business 4 Zone* To encourage the development of a mix of bulky goods retailing and manufacturing industry and their associated business services. It should be noted that this zone has been applied exclusively to the MegaMile precinct to support Clause 21.11
- *Clause 36.01 Public Use Zone 4, 6 and 7* To recognize land use for public utility and community services and facilities.
- *Clause 36.04 Road Zone Category 1* To identify significant existing roads.

Overlays

The following overlays impact particular sites in the region:

- *Clause 42.03 Significant Landscape Overlay*- the residential area of Walker Estate, south of Mitcham station, has special vegetation and landscape qualities.
- *Clause 43.01 Heritage Overlay*- impacts selected sites, most are scattered in the residential areas of Mitcham. The chimney of the Nunawading Brickworks is also protected.
- *Clause 45.03 Environmental Audit Overlay*- identifies potentially contaminated land that may be incompatible with certain future uses.

Existing Studies and Documents

Relevant studies and documents pertaining specifically to the study area have been analysed as part of the Structure Plan research, key documents are summarised below:

- *Mitcham Shopping Centre Structure Plan Report, City of Whitehorse, November 1991* The aim of the report was to consolidate Mitcham's role as a local community shopping centre. The outcome was a comprehensive review of the retail catchments, management strategy and economic context.
- *Mitcham Shopping Precinct: Centre Improvements Masterplan, 1999*
- *Homemaker Mile Precinct: Physical Improvements- Urban Initiatives, City of Whitehorse, August, 2000* The study identifies options for a grand retail boulevard. It provides an analysis of the existing retail areas with reference to traffic and urban design features, and reports on possible improvements to the MegaMile precinct.
- *Whitehorse Neighbourhood Character Study 2002/3, Planisphere, June 2003* The aim of this study was to identify and define the distinctive and valued elements of residential neighbourhood character, and implement the ResCode framework. The character of surrounding areas to MegaMile nominated as Neighbourhood Character Areas 13, 15, 16 and 18.
- *MegaMile Street Life Project, City of Whitehorse, 2004* The study identified business champions to assist the strengthening of business networks and develop marketing and promotion schemes entitled the

- MegaMile Street Life Project. The current study area includes approximately half of the MegaMile StreetLife Project area.
- *Economic Development Strategy Whitehorse 2001-2006, City of Whitehorse, 2001* The overriding strategy of the report is to retain and expand existing business and attract new business to the municipality. Retail activity in Whitehorse is identified as a key “vision element”, and the role of MegaMile as a homemaker precinct is recognized as one of Melbourne’s largest shopping districts. Report actions include to prepare a business plan for the Homemaker Centre and for Mitcham in 2002.
 - *Our Vision 2012, City of Whitehorse, 2002* Our Vision 2002 is the long term urban development strategy for the City of Whitehorse. Guiding principles and visionary objectives form the basis of the proposed Action Plans, strategies and performance measures to be implemented.
 - *Housing Policy: Mitcham North-East Precinct, Contour Consultants, City of Whitehorse, April 1993* The aim of the policy was to describe key criteria in designing and developing principles for higher density housing as integrated housing projects. It identifies a higher density housing project and site planning principles for the area bounded by Doncaster East Road, Harrison Street, McDowell Street and the rear of commercial properties to Whitehorse Road. Principles would need to be reviewed alongside the objectives of the High Density Housing Design Guidelines, Department of Sustainability
 - *Social and Affordable Housing Policy, City of Whitehorse, 2002* Outlines the approach towards social and affordable housing issues within the City of Whitehorse.
 - *Housing Study/Strategy, City of Whitehorse, February 2003* The aim was to form a policy framework to provide housing that meets the needs of the population and to identify what planning tools need to be put into place to manage future residential development. It identifies areas of development opportunity and potential constraints and encourages consolidation of the urban form. Relevant areas are: Precinct 11: Mt Pleasant Rd, Precinct 12: Harrison Street South, and Precinct 13: East of Mitcham Station.

Strategic needs

The strategic needs of the study area should logically inform the structure plan directions. Key issues facing the region are:

- *Affordable housing:* There is a critical need to provide for low to medium income earning single, small and large families the option for affordable housing types such as: units, apartments, townhouses, and home-offices that are close to public transport, retail and employment opportunities, community and recreational facilities.
- *Housing diversity:* Increasing both the suitability and the diversity of housing for the needs of an aging community and smaller households needs to be part of the Structure Plan Outcome. In particular there needs to be options proposed for high and low care accommodation as well as independent living type units/apartments.
- *Community facilities and recreation:* The quality of the surrounding environment is vital in developing the amenity of an activity centre. The Structure Plan should facilitate the inclusion of essential community service provision, maximising opportunities for community space within easy access of public transport and residential communities. The optimal land utilization mix within activity centres should incorporate provision for these needs. Accommodation should also be made for the enhancement and expansion of high quality public spaces, the improvement of access to community places and recreational areas and the preservation and interconnection of landscaped corridors and open spaces such as: Nunawading Community Centre (Silver Grove), Brunswick Park, Rail Reserve, and Melbourne Water Pipe Reserve, through landscape overlays, recreation and open space plans, walking and cycling strategies and guidelines.

- *Public transport and roads:* Transport management should benefit all users. The road, walking and cycling systems are highly constrained by the at grade rail corridor. In time grade separation at Mitcham, Rooks and Springvale Roads should be anticipated. Preliminary investigation has been undertaken of grade separation at Springvale Road, which has demonstrated both considerable community and urban design benefits and also substantial economic and time savings.

In the meantime however measures must be taken to improve the network of linkages within the current constraints and the study to date has identified a number of potential changes that would result in considerable improvements to:

Walkability

- Walkability throughout the neighbourhood and in particular to the key nodes of Nunawading and Mitcham Station, the Municipal Offices and Civic facilities hub, the brickworks and Nunawading Community Centre (Silver Grove)
- Upgrading the quality and safety of key streets in and around the study area, linking to key nodes
- Re-establishment of key pedestrian links between Nunawading Station and MegaMile and the Civic Centre.
- Improvements to the quality of streetscapes and continuity of footpaths within the MegaMile precinct and where possible the diminishing of duplication of parallel road systems particularly in front of the civic facilities.

Bicycle Networks

- Upgrade interconnectivity and extension of the bicycle network notably with the development of a bike path within Norcal Road, to be developed in conjunction with site redevelopment west of the road and to incorporate a bicycle/pedestrian connection across the rail reserve to the Walker Park reserve and MegaMile to the north
- An extension of the east-west bike path along the Melbourne Water easements and reservoir and rail track
- Improved bike facilities at the Nunawading Community Centre (Silver Grove) and Council Municipal and Civic facilities hubs, both for short and long term storage and secure bike lockers at Nunawading and Mitcham Stations
- Provide for bicycle parking in shopping areas including Whitehorse Road.

Connectivity

- Inclusion of upgraded bus networks and commuter amenities at Mitcham Station and within the Nunawading retail hub
- Consideration must be given to all modes of travel, including walking, cycling, public transport, taxis and cars in providing access to all new developments within the precinct. Safe and convenient access to the precinct as a whole should be prioritised.
- Connectivity of land uses and improved pedestrian environments within the activity centres must be provided to ensure accessibility between retail and transport hubs, and key residential and community sites. Land uses must be located in a manner which is conducive to key pedestrian networks and flows. In addition land uses must be compatible with the surrounding provision of public transport, road networks and car parking.

Activity centre environs

An activity centre encourages the concentration of a diverse mix of retail and commercial uses and their ancillary activities. The clustering of these land uses generates activities and enhances efficient use of land, transport and economies of scale. An activity centre is an attractive, vibrant and highly accessible destination for retail and commercial customers, as well as a desirable place to live and work.

Partnerships

Stimulating reinvestment in degraded built environments such as Springvale Road, Nunawading Community Centre (Silver Grove), Nunawading Station and Retail Centre, Nunawading Brickworks, Mitcham Station and Mitcham Retail Centre.

Convenience retail and improved parking

A focus must be provided for delivering improved convenience retail facilities and diversified food offerings, particularly in Nunawading where an absence of a supermarket and fresh food has been identified as a key obstacle to the centre's sustainability and responsiveness to community needs. In support of this it is essential that car parking be conveniently located, efficient in its organisation and safe. Additional public car parking should be integrated into any supermarket development. At Mitcham an opportunity exists to improve the quality of access to upper levels of the car park through the incorporation of a lift.

Open space

The quality, connectivity and placement of open space are critical elements of a sustainable place. In recent, large-scale, higher density development within the area there has been an absence of integrated networks of open space and for that matter provision of open space for these new communities. The potential for significant open space in Activity Centres is generally low but there are opportunities in this study area that can underpin enhanced liveability in the future for existing and new residents and users of the precinct.

Underpinning potentials include:

At Nunawading

- Inclusion of increased areas of landscaping within the Nunawading Community Centre (Silver Grove) reserve in association with upgraded and consolidated car parking and multi-level community facilities
- Expansion of treed pedestrian networks using indigenous vegetation from Silver Grove to Springvale Road and Whitehorse Road
- Establishment of a new landscaped pedestrian pathway from Nunawading Station north to Whitehorse Road
- Development of a network of new park, plaza and open space corridors within the redevelopment of the brickworks for play areas, bike and pedestrian paths and passive and active recreation.

At Mitcham

- Enhancement of the environs of the community hub south of the rail
- Development of a connecting east-west bike and pedestrian pathway along the original creek alignment and along the rail corridor
- Creation of a new pocket park to the north-west edge of the Mitcham Shopping Centre car park in association with surrounding development improvements
- Development of new open space and habitat corridor principles into new areas identified for redevelopment or rezoning for higher density development
- Development of new pedestrian plazas to the north and south gateways of Mitcham station

3.2 PHYSICAL CONTEXT

Valued physical attributes of the study precinct include mature trees and civic facilities set in attractive parklands. MegaMile also boasts a prominent elevated setting with glimpsing views to the city and the Dandenong Ranges.

3.2.1 Heritage

Early settlement

The Wurundjeri people are recognised as the original custodians and occupants of what is now known as the City of Whitehorse. The Wurundjeri are the people of the wurun, the river white gum. Most of Melbourne is land which, for the great part of its history, the Wurundjeri unquestioningly considered theirs. In fact, Wurundjeri land extends north to the Great Dividing Range, west to the Werribee River, east to Mount Baw Baw and south to Mordialloc Creek. Although Aboriginal communities were moved away from their homes in the early years of the colony, members have, over time, moved back to the area and have been involved in political and cultural activities.

Urbanisation.

The Camberwell/Lilydale railway line led to the land boom of the 1880s and prompted the expansion of industry such as, the Walker family's Australian Brick Pipe and Tessellated Tile Company in Mitcham (established 1886), and the Turner industrial factory in Nunawading (designed in 1957). Post war growth gave rise to significant proliferation of shopping centres of all sizes including major retailers. The first hotel in Whitehorse eventually gave the municipality its name. In 1853, Patrick Trainor erected a two-storey brick hotel, which he named the White Horse, on what was the Great Gippsland Road. It was one of the oldest hotels in the area, and despite the fact that it was completely rebuilt in the late 1980s, it has since been demolished. By 1864 Whitehorse Road had been established, and in 1897 the north–south connector roads of Springvale and Mitcham had been formed, formalising the present primary road network. The opening of the railway in 1882 initially was the catalyst for the development of suburban subdivisions and the first residential streets. Telecommunications, water, gas and electrical providers also began a corporate presence in the area.

After the railway was extended to Blackburn and Ringwood in 1882 brick, tile and pottery work began in earnest in Nunawading. Demand for bricks was high in the 1880s because of Melbourne's growth and the clay industries developed rapidly to cater to the expanding interest in brick homes. By 1891 the Victorian Statistical Register used "brickmaking" as the identifying characteristic of Mitcham. The last operating brickworks in the municipality is Daniel Robertson, which commenced operation in Nunawading in 1928 (based on "Windows on Nunawading").

In the 1910s and 1920s, much of the land in the Nunawading area remained rural. In 1911 an expanse of land between Springvale and Mitcham Roads was auctioned as nine large farming lots. To this day, entire streets lined with inter-War houses reveal their nineteenth century origins typified by the use of grid layouts and rear lanes. The City of Nunawading was proclaimed in May 1945. By the mid-1960's Council had outgrown its offices and in 1964, commissioned a limited architectural competition to design a new complex on a large site. The award winning design, by Gerd and Renate Block, was opened in 1968. The library was added in 1972 and the Arts Centre in 1985.

From the 1950s (post war) the area underwent its most rapid period of residential development, and true suburbia was reflected in the street patterns. In the 1970s an extensive network of bus routes had been established to bring commuters to the stations. From the late 1980s much new housing development has taken place on the sites formerly occupied by schools, factories and welfare institutions. Typical housing stock includes single occupancy, low-rise brick and weatherboard dwellings. Significant subdivision of land for

higher density housing predominantly occurs south-east of Nunawading Station, and north-east and south of Mitcham Station.

By the 1980s the present road network was almost completely established, and major office development appeared. In 1997 the Eastern Freeway was extended from Doncaster Road to Springvale Road.

3.2.2 Cultural Heritage and Identity

This structure plan will assist in understanding the heritage and identity by appreciating both the cultural history and landscape of Aboriginal life and early European settlement

A consistent message was received during consultation that the Structure Plan must acknowledge that this is an area composed of distinctive precincts, each with their own valued and distinctive attributes. A successful strategy will as well as addressing study area wide concerns, also develop strategies that are neighbourhood specific and focused.

The Landscape Opportunities Plan and Landscape Character Plan show some of the key precincts in the study site and the way they can be differentiated through landscape design and use of appropriate plant species to reflect their cultural heritage. A strong theme of native and indigenous trees has been established along Whitehorse Road and it is recommended that this theme is strengthened in future with particular reinforcement in the civic centre precinct with high impact street tree planting. The community and retail precincts of Nunawading and Mitcham have a strong presence of deciduous trees such as Pin Oaks and Plane trees, which help to identify these centres. Much of Nunawading is also known for the stands of indigenous trees and vegetation and these areas should be recognised and enhanced by any new landscaping in Nunawading. Mature remnant Pines (*Pinus radiata*) from orchard windbreaks are present in the Walker Park precinct and it is recommended that their retention or otherwise be resolved through the master plan.

3.2.3 Land Use and Ownership

Refer Drawing 03: Current Land Use

Refer Drawing 04: Current Land Ownership

The land uses within the study area are predominately large scale privately owned business and industry, Civic and State owned/public uses (Yarra Valley Water and Melbourne Water) and transportation corridors [major roads and rail]. Smaller scale business and residential are inter-dispersed along and away from the major roads.

3.2.4 Built Form and Density

Refer Drawing 05: Existing Site Characteristics

3.2.5 Interfaces

Interface conflicts

Current and potential conflicts and concerns that need to be addressed within the area include:

- Activity Centre and MegaMile “creep” into surrounding residential areas
- The immediate abutment of Residential areas with other conflicting infrastructure, industrial or commercial uses that results in conflicts and diminished amenity.
- Defining the boundary between traditional family housing and smaller footprint development, where landscape and tree canopy predominates, and higher density urban form, e.g. in the transitional areas around the neighbourhood centre
- Enhancing the neighbourhood village character with lower scale activated street interfaces and a fine grain of retail shops
- Encouraging some key neighbourhood anchor tenancies such as a supermarket to underpin the neighbourhood shopping role
- The lack of quality pedestrian amenity and connectivity and clear way finding between streets, shops and parking areas due to major road and rail barriers

Interface treatment

There is a need to foster a consistent language of design principles for interfaces with public streets and pathways and to develop guidelines that define the transition between land use areas and how these should be managed. For this reason the Structure plan has defined a series of objectives for interface treatments that include:

- Development of clearly defined edges for activity centres
- Development of guidelines for development along major roads and railway lines

3.2.6 Landscape Opportunities, Connectivity and Linkages

Refer Drawing 14.1: Landscape Opportunities

Refer Drawing 14.2: Landscape Opportunities – Typical Sections

Refer Drawing 14.3: Landscape Character Plan

Refer Drawing 14.4: Landscape Character Images

A key problem is that major roads and the railway have eroded connectivity and pedestrian linkages in the study site. It is recommended that pedestrian links across Whitehorse Road and Springvale Road be strengthened. The Landscape Opportunities Plan shows the key locations where this should occur. Strategies could include an increase in the number of pedestrian crossings and providing improved legibility for pedestrians through use of signage and contrasting planting to indicate pedestrian links.

The Landscape Opportunities Plan also shows proposed pedestrian and bicycle links, connecting existing open space corridors such as the railway line, water pipe reserve and parkland.

3.2.7 Streetscapes

The City of Whitehorse stated objectives (Streetscape Policy and Strategy January 2002) is to develop a strong visual image for the city through enhancing the physical characteristics and assets of the municipality by:

- Enhancing residential streetscapes to reinforce the municipality's landscaped character
- Preserving and improving open space areas including natural bushland reserves and ornamental gardens
- Providing continuity throughout commercial and industrial areas through streetscape improvement programs
- Improving and achieving consistency in signage and landscape at City entrances and along main thoroughfares

The guiding principles are:

- Indigenous vegetation provides important habitat for local indigenous fauna, including native bird populations.
- Include exotic trees as appropriate
- The City of Whitehorse is committed to preserving and enhancing its 'web of greenways'.

The tree profile (Streetscape Policy and Strategy January 2002) states that: Approximately 22% of trees in Whitehorse were *Prunus* (Flowering Cherry) and *Melaleuca* (Paperbark) trees. There are indications from the community consultation component of the study that residents are dissatisfied with these species.

Signature species are evident in the streets. These species are *Lophostemon confertus* (Queensland Brush Box), *Quercus palustris* (Pin Oak), and *Angophora costata* (Smooth-barked Apple-Myrtle). All three species are

large trees and occur in avenues. Residents have favourable opinions in relation to the value of large trees, and avenues of trees, including these species.

Since 1997 Council has undertaken a sustained and diverse program of street tree planting. More than 8,000 street trees have been planted during the last 4 years. Analysis of the recent trends indicates that:

- The program has been implemented in all types of streets, ranging from arterial roads through collector roads to local residential streets, and including local shopping centres and large commercial and retail precincts.
- Signature species have been planted; in addition many new species, indigenous, native, and exotic have been planted and show promising establishment.
- Indigenous species are widely evident in recent street tree plantings, including a small number of instances where mixed indigenous species have been positioned with intent to create an alternative to a 'regular avenue'.
- The choice of species in the planting program has with few exceptions been largely appropriate having regard to local conditions, particularly existing themes and physical context. A pattern in these precincts is the use of deciduous species, to "set apart" these precincts and create a summer shade and winter sun, retail and commercial environment.

The street character types:

- Arterial roads are of strategic importance because they 'present' the municipality. The majority of arterial roads carry established trees or recently planted trees. There is scope for further improvement of the tree population on a number of arterial roads.
- The installation of street trees along major roads has included commercial areas and has extended to local shopping centres on minor roads. A pattern in these precincts is the use of deciduous species.
- Shopping centres have been planted with contrasting character species to the street or road in which they are situated. The species chosen was often deciduous. This practice can offer identity to retail precincts, particularly the small local commercial centres. In district and regional settings more complex urban design solutions are generally required to respond to multiple use and constraint factors, such as the MegaMile area of Whitehorse Road.

Proposed Streetscape Characters

[Refer Drawing 14.1: Landscape Opportunities](#)

[Refer Drawing 14.2: Landscape Opportunities – Typical Sections](#)

[Refer Drawing 14.3: Landscape Character Plan](#)

[Refer Drawing 14.4: Landscape Character Images](#)

The landscape drawings show the recommended streetscape character for each of the key character precincts. They are summarised below:

Whitehorse Road Civic Precinct

- Consistent and dense planting including, indigenous trees to mark civic precinct and differentiate it from the rest of Whitehorse Road. Plantings from previous eras could be removed, as appropriate, to allow for a new streetscape theme in this important precinct.
- Optional closure of section of service road to provide high quality open space in front of Civic Centre.
- Introduction of visual elements such as banners to identify area as an important civic precinct.

- Introduction of high impact, sculptural shrubs and groundcovers to medians.

Whitehorse Road MegaMile Precinct

- Build on existing leafy character of indigenous trees by increasing number of indigenous trees. Character can be less formal than the Civic Precinct with retention of existing mixed species.
- Maximise width of medians (by reducing service road width where possible) to allow for additional street tree planting.
- Gaps in medians to be filled with additional trees.
- Grass in medians to be replaced with groundcovers or gravel to reduce maintenance and improve appearance.

Nunawading Community and Retail Precinct

- Introduction of consistent street tree theme
- Improved streetscape to Silver Grove, Springvale Road, and retail precinct through street tree planting, improved paving, furniture and garden beds.
- Introduction of signage or entry feature to increase awareness of precincts from major roads such as Springvale Road or Whitehorse Road.

Mitcham Retail Precinct

- Introduction of consistent street tree theming with deciduous species such as *Platanus* (Plane Tree)
- Creation of visual link between northern and southern side of Whitehorse Road with the use of consistent landscape treatments.
- Improved streetscape to Whitehorse Road, Station Street and Mitcham Road through street tree planting, improved paving, furniture and garden beds. Where footpath space is limited or where there are awnings that limit tree planting opportunities, provide tree planting in car parking lane.
- Introduction of signage or entry feature to increase awareness of precincts from major roads such as Whitehorse Road.

3.2.8 Traffic and Movement

Refer Drawing 07: Transport Nodes and Linkages: existing and potential

Refer Drawing 08: Missing East-West Pipetrack Link

Motor vehicles are the dominant source of transport within the municipality. 85% of work trips are made by car, 7% by train and 1% by bus. The major transport generators within the City of Whitehorse are the Box Hill business district to the west of the MegaMile, sub-regional shopping centres to the south-west of the MegaMile, major institutions, namely Deakin University and Box Hill TAFE, to the west of the site and existing commercial precincts along the MegaMile.

Major community concerns related to transport are: road safety, traffic noise, air quality and traffic speed and volumes on local streets.

Public Transport

Currently only around 8% (based upon 1996 Census Data) of travel in the municipality is completed by means of public transport. The City of Whitehorse believes that there is adequate capacity for this proportion to increase in the future.

Existing Services

Mitcham station is located within 150 m of the Mitcham Shopping Centre and the Nunawading train station is similar distance to MegaMile activities.

During weekdays the quality of public transport service in the study area precinct is considered to be good. These services include the Belgrave/Lilydale railway line and bus services along Springvale Road (north of Whitehorse) and Mitcham Road, being the 273 and 307 routes respectively. On Saturdays however the quality of the bus services is reduced with a maximum of 25 trips completed. On Sundays the 273 along Springvale Road (north of Whitehorse) does not run, while the 307 service quality remains poor.

Currently the Belgrave/Lilydale train service runs 250 trains a day. The train service retains a good quality rating throughout the entire week.

The recently implemented Smart Bus service, as part of the Principial Public Transport Network (PPTN) strategy, is providing a high level of service to the community (Parsons Brinkerhoff. 2004). The PPTN runs along Springvale Road and is thus affected by traffic conditions in the study area. The Smart Bus program connects with the Nunawading Station, hence providing an important transport hub service.

Proposed / Future Services

The State Government has recently completed the extension of the Mont Albert Tram Service to Box Hill and is investigating several public transport possibilities for the area, including:

- Improvement of the Box Hill interchange.
- Improvement of Bus services
- Upgrade of the Mitcham bus/train interchange
- Upgrade of commuter car parking at Mitcham train station and possible construction of multi-level car park

The installation of a third railway line between Box Hill and Ringwood could increase the capacity of the train line by up to four trains per hour within the next ten years. The 'Springvale Road Traffic Improvements Feasibility Project Stage 1 - Initial Options Review' report compiled by Parsons Brinkerhoff suggests that if this capacity is met, the performance of the railway crossing on Springvale Road will become critical. The Initial Options Review report also clarifies that the continued efficiency of the Smart Bus transport system depends greatly on the operating conditions of Springvale Road. Note that the Parsons Brinkerhoff study will be superceded by the current Springvale Road / Whitehorse Road study and may require review of the structure plan once it is completed.

Existing Road Network

The study area and surrounds capacity constraints in the road network have been identified as:

- Springvale Road and Whitehorse Road intersection is the busiest in Melbourne
- Roads east of Springvale Road.
- Railway line level crossings.
- Blackburn Road.

The Integrated Transport Strategy for the City of Whitehorse proposed that poor connectivity and a lack of road space are the two factors affecting the traffic movements along both Mitcham Road and Heatherdale Road. Effectively these roads act as double lane roads in peak hours when only designed as single lane roads. This adversely affects safety and slows traffic and places extra pressure on Springvale Road. Excess traffic then spills onto Rooks Road and Terrara Road. Rooks Road is located near the centre of the study area. Access from Station St to Rooks Road and Rooks Road to Whitehorse Road is considered poor and opportunities to reduce congestion and facilitate safer turning should be explored. These may involve some small land acquisition measures.

The primary reason for the congestion along Springvale Road and Whitehorse Road is the termination of the Eastern Freeway at Springvale Road. For all east-west heading traffic, these two roads become their major access route.

All local streets and connector roads within the City of Whitehorse are now limited to a vehicle speed of 50 km/h (except school zones which are 40km/hr). This limit is seen to improve safety and encourage commuters to remain on the major arterial roads.

A new Springvale Road / Whitehorse Road Intersection Detailed Improvement Study is currently being undertaken and this may result in changes or require review of the structure plan.

Existing Parking Supply

On-Street

Parts of Springvale Road, Whitehorse Road and a number of service roads provide on-street parking.

Off-Street

There are currently large off-street parking areas surrounding the former Bunnings Warehouse, Harvey Norman and Home HQ. These lots provide 'shared use' under Clause 52.06 of the City of Whitehorse Planning Scheme as customers who park there may visit more than one shop during each stop. These hubs work effectively and are highly utilised, though a 'sea' of at grade car parking can also be very unattractive, whereas piecemeal small carparks are considerably less effective and also diminish the quality and safety of pedestrian and vehicle movement.

Additional off-street parking exists around the Mitcham Shopping Centre (North and South of Whitehorse Road) and the Mitcham Train Station. A small parking lot also exists on Barkley Terrace, east of the Mitcham Shopping Centre. Its distance from the centre makes it less effective for convenience access. Investigations of potential swaps with commuter parking proximate to the station should be investigated.

Off-street parking is also provided by some businesses but is generally disaggregated.

Multi-deck parking in the Mitcham retail hub has been criticised for the poor pedestrian accessibility of upper levels and the poor perceived levels of safety and security at those levels. The carpark is rarely used to full capacity. Lift access to upper levels for customers is considered desirable.

Pedestrian Network

Pedestrian footpaths are available on most roads throughout the study area.

Pedestrian operated signals are located as follows:

- Springvale Road (between Whitehorse Road and the railway crossing)
- Springvale Road (south of the railway crossing)
- Mitcham Road (south of railway crossing)

Cycling Network

There is a signed advisory bike route running north-south through the middle of the site. This route then runs east along Station Street before turning north up Rooks Road. The existing route then crosses Whitehorse Road before continuing up Dunlavin Road. The Rooks Road section in particular is considered less than ideal given the presence of large transport vehicles in this section of the network.

The Whitehorse Bicycle Strategy (April 2007) identifies the following cycling network proposals for improved routes in the area:

High Priority:

- Pipe track link from Rooks Rd to Mitcham Rd
- A dedicated bike lane to the west side of Norcal Rd and a railway overpass to connect to Whitehorse Rd

Medium Priority:

- Mitcham Road (all)
- Eastern Rail Trail

Low Priority:

- Whitehorse Road, part of Principal Bike Network
- Springvale Road (wide kerbside lane), part of Principal Bike Network

An east-west path is proposed directly below Whitehorse Road running parallel to the train line (along Station Street). There is currently no separate path for bicycles along Springvale Road, either in the form of lanes or shared pathways.

The Whitehorse Bicycle Strategy 2007 established that 722 people used a bicycle as part of their journey to work within or through the City of Whitehorse during 2001. Weekend, values were not provided or available. The Strategy then proposed a series of action plans including to promote the benefits of cycling, promote the development work place travel plans and the development of green travel plans for work places.

The Bicycle Strategy has the following objectives:

- To actively promote cycling as a healthy and legitimate transport form
- To advocate for improved cycling facilities
- To extend both on and off road facilities to provide a comprehensive network

Vehicles, Cars and Motorcycles

The three primary roads within the study area are Whitehorse Road, Springvale Road and Mitcham Road, were all identified as roads where there is a high frequency of serious accidents. There were seven roads identified in total. Springvale Road and Whitehorse Road were also prominent locations for both intersection collisions and midblock crashes.

Pedestrians and Bicycles

One of the five dominant sites for crashes involving pedestrians was the Whitehorse Road/Mitcham Road intersection. The remaining four sites were not situated near the MegaMile. These statistics were recorded from 1994 to 1998. Accidents involving older pedestrians, those over 60, were found to be relatively dispersed. The majority of crashes involving older pedestrians occurred mainly along arterial roads. The Mitcham Shopping Centre is notable as a dominant accident location.

There have been a total of 727 bicycle related accidents in the City of Whitehorse during the period 1983 – 1996. The highest accident sites detailed in the Bicycle Strategy were the Springvale Road / Canterbury Road and Whitehorse Road/Mitcham Road intersections. Five of these accidents were fatal. A significant number of bicycle crashes occurred along the length of Whitehorse Road from 1994 to 1998. As such, Whitehorse Road has been named a dominant bicycle accident location.

From January 2000 – December 2004, a total of 111 crashes involving cyclists (4.4% of all crashes) were recorded in Whitehorse, mainly in morning and evening peaks and mostly involving traffic at intersections.

Speed and Volume

The City of Whitehorse identified speed and volume to be the two main factors that impact on commuter safety. The effectiveness of speed limits has been examined in the City of Whitehorse Traffic Management Strategy, 2003. The State Government formally introduced 50 km/h speed limits in local streets in 2001. Although the effectiveness of these limits is still not entirely known, it is believed that it has aided in reducing accidents in the municipality.

Acceptable speeds, where 50 km/h restrictions apply, identified in the report are (85th percentile):

- Local Streets: Equal to or less than 55 km/h
- Collector Roads: Equal to or less than 57 km/h

The Traffic Management Strategy outlined the expected volumes for local and collector roads within the City of Whitehorse. These are:

- Local Streets: 1,500 – 2,000 vehicles per day
- Collector Roads: 3,000 – 5,000 vehicles per day

An initial assessment of local streets and collector roads was completed and presented as Appendix D of the report. Three sites located within or in close proximity to the study area have been taken from this assessment and presented below:

Street	Location	Reference to study area	Classification	Daily volume (vpd)	85 th percentile speed (km/hr)	Within volume range?
Station	Between Rooks and Norcal Roads	Within	Local	4528	61	Above (226%)
Rooks	Between Lower Court and Nott St	Middle	Collector	11658	60	Above (233%)
Mt Pleasant	North of East India Avenue	South	Local	2255	60	Above (113%)

Table 3 – Speed & Volume Assessment of Local Streets and Collector Roads (Traffic Management Strategy 2003)

Other roads in close proximity to the study area recorded 85th Percentile Speeds above 55km/h or 57km/h depending on their classification were: Dunlavin Road, Springfield Road, Lucknow Street, Shady Grove and Norcal Road. According to the Local Area Traffic Management (LATM) Plan proposed in the report, all of the aforementioned roads, and any other roads that exceeded the speed or volume expectations, were to receive immediate intervention.

- The Traffic Management Strategy report 2003 describes acceptable 85th percentile speeds for local and collector roads as 55km/h and 57km/h, respectively. These speeds are not considered acceptable but are a trigger point for investigation for engineering treatments. These speeds are above the speed limit and may require education or enforcement measures.
- Table 2 summarises streets for treatment according to our Traffic Management Strategy. These streets are now assessed according to our Road Management Plan. Station Street is a Collector Road under our road management plan, Rooks Road is a Link Road and traffic treatments have already been installed in Mt Pleasant Road (and surrounding streets) as a part of the Mt Pleasant Road Local Area Traffic Management plan. The Traffic Management Strategy concentrates on local roads under Council jurisdiction with speed being the key focus and traffic volume the secondary focus.

3.2.9 Managing Change and Key Sites

Refer drawing 10: Potential for change

Refer drawing 11: Proposed Public and Private Investment Potential

The analysis and stakeholder consultation enabled the mapping of where minor-incremental level and intact-little change could both be anticipated and subject to appropriate standards of design and guidelines for development. The zones of development incorporated a number of sites that could be considered as opportunities to accommodate key elements of infrastructure, community services, housing and quality public spaces sought by stakeholder groups as well as continuing demand for retail and housing change and diversity.

NUNAWADING MEGAMILE

Major Activity Centre
and

MITCHAM

Neighbourhood Activity Centre

STRUCTURE
PLAN

**4.0
Community and
Stakeholder
Consultation**

4.0 COMMUNITY and STAKEHOLDER CONSULTATION

An essential aspect of the structure planning process is feedback from the community on how the area should evolve. This entails consultation with local residents, traders, stakeholders, visitors and the development industry to determine the best outcome for the centre.

4.1 Community and Stakeholder Representatives

Extensive consultation has been undertaken with community representatives, state and local agencies, key interest groups and landowners in the preparation of this paper as outlined in Appendix B.

4.2 Consultation Strategy

A strategy was developed with the Council at the start of the study process to involve the community and stakeholder representatives to shape the content and direction of the study process. Community and stakeholder involvement included:

- **Bulletins** or newsletters aimed to inform the wider community about the study, its progress and to encourage participation. The project announcement bulletin was released in January 2005 followed by an update in October 2005.
- **A Community Workshop** attended by approximately 70 residents and stakeholders was convened early in the process to provide an opportunity to announce the start of the project and explain its purpose, canvass the main issues of concern in the community, describe the facts, problems and potentials thereby building confidence in the study. It was held on 26 February 2005 at the Council.
- **A Community Services forum** (18 attended, 26 invited) was held 17 May 2005 at the Council.
- **Focus groups** comprised of key land owners and business were also consulted in the preparation of this paper.
- **Design workshops** attended by Working Group members (comprising community representatives and steering committee members) provided valuable information and acted as a link to their community. A series of design workshops for each of the three precincts were held 18/21/27 April 2006 at the Council.

4.3 Outcomes of Initial Consultation: key findings

The key findings or community issues have been derived from the assembly of past studies, site analysis and information gathered by the consultant team in communicating with residents, a range of community organizations, business operators and landowners in the study area

A Built Form and Density

- Retail centres lack vitality and visual appeal
- Redevelopment of buildings and key sites in poor condition needs to be encouraged eg. Nunawading and Mitcham retail centres
- Clarification of the edges of MegaMile along Whitehorse Rd, Springvale Rd and Mitcham Rd, is required along with a need to limit sprawl of big box retail into existing residential and core retail areas
- Redevelopment of the Daniel Robertson Brickworks as a mixed use precinct with open space, higher density housing and commercial would be supported
- Higher density located near shops is supported up to four levels. Could be increased to 5-6 levels near stations and on larger redevelopment sites subject to minimal off site impacts
- Little evidence of Mitcham's cultural heritage reflected in the centre
- Few prominent buildings or landmarks apart from brick chimney on Daniel Robertson Brickworks site

B Transport Network, Access and Car parking

- Whitehorse Rd and the rail line are seen as significant visual and physical barriers to north-south movement and to the performance of each of the centres as an integrated whole.
- Both Nunawading and Mitcham Stations are perceived to be isolated from residential areas and community facilities north of Whitehorse Rd. Nunawading is a priority Station.
- Mitcham Station identified as a commuter station with dedicated but inadequate parking and poor amenity.
- Bus stops at Mitcham and Nunawading centres are not well connected to train services and have poor amenity. Modal interchange upgrade is supported for both stations.
- Pedestrian and bicycle linkages need to be improved to key recreational areas, retail, commercial and community facilities from residential neighbourhoods and public transport hubs. Rooks Rd currently serves as the only designated bicycle route north-south, it is known to be a dangerous route
- Traffic should be calmed along Whitehorse Rd between Springvale Rd and Mitcham Rd
- Springvale Rd experiences heavy traffic congestion around the at grade rail crossing and Whitehorse Rd intersection. It discourages north-south movement, and serves to isolate activities on the west side of the road from the remaining activities to the east
- Improved vehicle access to the retail centres and community facilities is needed, along with more efficient and conveniently located car parking [free of charge]
- Provision of carparking for commuters and shoppers needs to address safety and amenity concerns. The multi-deck carpark adjacent to Coles in Mitcham has poor security, amenity and limited visibility to upper levels, "you can hide a whole platoon up there"
- Former Bunnings carpark was often full in the morning and is now utilized as a carpark destination for MegaMile retail customers

C Open Space and Public Realm

- Open spaces are fragmented and not well connected
- The character of the area needs to be strengthened as this represents a highly valued attribute of the community.
- Although the centres are located on major metropolitan intersections, each lack a discernable gateway entry, image or identity.
- Recent streetscape improvements have not significantly improved the amenity for pedestrians along major routes. Noise, dust, fumes and speeding traffic continue to make the pedestrian journey unpleasant.

D Community Services

- The physical condition of the community facilities are poor and highlight a lack of investment. Facilities are in general, difficult to access and visually isolated from the residential community, retail activities, public transport facilities and municipal offices
- Limited potential for adequate growth of the existing facilities due to poor structure and space provisions
- Identified need for a shared community space such as a hall, office space, kitchen and amenities
- Integrated facilities and shared outdoor spaces [secure playgrounds and family recreational areas] are desirable
- Ideally located: the Lapidary Club's present facilities in Nunawading are purpose built, adjacent to concrete works and rail line [suited to high noise generation] and have convenient storage and access for delivery vehicles
- The facility at Nunawading Community Centre (Silver Grove) requires greater exposure and integration with affiliated community facilities

E Retail and Commercial

- Nunawading, MegaMile and Mitcham face significant retail and commercial competition from other nearby centres
- The limited capacity for Whitehorse Rd to accommodate an expansion of large floor space retail areas will potentially jeopardize the future growth and competitiveness of MegaMile as a regional 'big box retail precinct'
- Inactive frontages predominate the retail centres and serve to diminish their vitality, safety and amenity. Strong need for change and revitalisation
- No destination activities or a convenience supermarket are located in Nunawading. The centre once existed as a thriving 'village'. Currently shops are vacant or underperforming
- Retail activities on Springvale Rd rely on the exposure of passing traffic rather than proximity to retail centre
- Community identified a number of key business' not viable elsewhere, that are highly valued as local institutions and should be encouraged to stay, such as live music venue in Mitcham
- Nunawading retail centre currently has no relationship to MegaMile activities
- Coles supermarket in Mitcham is poorly integrated with the rest of the retail centre
- Britannia Mall is 'one sided' and not perceived to lead anywhere
- At certain hours locals choose to shop elsewhere

F Housing

- Identified lack of housing mix within the study area, with limited to no affordable housing or independent living/aged care options
- High density – low scale- housing evident east of Nunawading Station and south of Mitcham Station, not perceived as a threat to local character
- Council identified high density housing precincts are almost reaching capacity
- High rise residential towers are not supported by the local community

4.4 Outcomes of Design Workshops: key findings

Key stakeholders and interest groups attended a series of six design workshops (two for each of the three study area precincts) held on 18, 21 and 27 April 2006. A package of plans, depicting development potential and key site proposals, was reviewed at each workshop and lead to the further refinement of suggestions attained through prior consultation.

4.4.1 Nunawading (Precinct 1) Station Link

- Institute the pedestrian link from the Nunawading Station to Whitehorse Road (MFB site)

Retail centre and built form

- Preference expressed for mixed use adjacent to residential properties and supermarket to be located near/ along Springvale Road
- Encourage the consolidation of sites
- Improve and define the streetscapes in this area
- Improve accessibility through to the park and circulation
- Address retail and commuter parking provision and efficiency
- Council to consider either land purchase for public car parking with air rights for affordable housing or the development of carparking in conjunction with the suggested supermarket project. This could provide incentives for the redevelopment of the balance of the shopping centre by providing a pool of car parking. An example of incentive-based development is the Hihett Activity Centre.
- Heights of 3-4 storeys on the Station Street/ Springvale Road corner and the gym site, with 2 levels on the east and southern abutments with adjacent to existing residential properties in conjunction with appropriate landscaping and canopy avenue trees is considered possible

Nunawading Community Centre (Silver Grove)

- Ensure redevelopment is undertaken with no net loss of parkland
- Create a defined built form 'edge' along Varman Court possibly through the inclusion of mixed use commercial and affordable housing development where this can be undertaken with appropriate amenity resolution with surrounding land uses.
- Relocation of the Railway Station to the western side of Springvale Road was also considered in conjunction with grade separation. Whilst this would integrate the community facilities with rails directly, it would remove public transport from an already struggling activity centre and would have abutments to the rear of residential development to the south and is therefore not considered a preferred option for the future.
- Opportunities exist for enhanced integration of Nunawading Community Centre (Silver Grove) Community Reserve with surrounding land uses if these land uses are transformed from their current low grade commercial uses to higher density mixed-use development in conjunction with improvements to streetscapes and avenue planting and park and community facilities upgrades. Redevelopment options and appropriate heights e.g. redevelop the north side of Silver Grove opposite the reserve, the upgrading and consolidating of the existing parking, increased residential occupation of upper levels to enhance informal surveillance and precinct vitality are all possible improvements that could be undertaken. Refer Drawing 12.2.

Daniel Robertson Brickworks

- Issues to be considered for the three redevelopment options are traffic generation, parking provision, the possible transfer and/or expansion of community facilities, the means of facilitation and the extent of open space provision and infrastructure upgrade to be achieved via the development
- The third redevelopment option, which proposes the provision of 50% of the site for open space/community use, would require a high level of input from Council.
- An opportunity also exists for land acquisition adjacent to Mt Pleasant Road with resultant new potential open space networks.

4.4.2 Mitcham (Precinct 2)

Consideration is given to site consolidation and reconfiguration, appropriate uses including mixed use, interfaces, potential building scale, new residential, circulation, future public transport needs and car parking including multi deck, connectivity, linkages, pedestrian amenity, and surveillance.

Mitcham Station and Commuter Car Parking

- Mitcham is a station serving 3000 people/day with a large number of commuters walking to the station
- Buses are underutilised due to poor frequency of bus services; the Mitcham bus interchange is likely to be redeveloped prior to the construction of the third railway track
- Connex suggested that a 2 layer (split level similar to Boronia) car park would be more desirable than a multi-deck car park for the carparking areas south of the rail. There is a strong case that these could be provided in the western end of the carparking zones with little impact on residential areas but that in the eastern end opposite housing, it would be desirable to integrate multi deck parking with the incorporation of residential development to the street edges to improve their integration with existing streetscape character
- Connex expressed the need to retain current land holdings to make provision for any future expansion of carparking but would remain interested with Victrack in development that both increased patronage at Stations and improved the quality of Station amenities and commuter services.
- A Modal interchange is proposed for north of the rail

Retail Centre and Coles

- Develop clearly defined edges to the Activity Centre with high quality higher density 2 and 3 level housing design as interface between existing residential and commercial areas e.g. affordable housing around the multi-deck car park e.g. Bay Street, Port Melbourne and Tyne Street, Carlton are examples.
- Resolve the main issue of traffic movement into and out of the centre
- Promote the development additional and continuous service retail along Enterprise Way
- Promote the further development of commercial and retail development along the Mitcham Road [east side of Coles] to activate this frontage and improve the walking experience to Whitehorse Road

Height

- Option 1: consider up to 6 residential storeys (5 commercial levels) (20m) within the central area of 3 commercial (4 residential equivalent) storeys and 2 storey development
- Option 2: consider a maximum height of 4-5 storeys within the central area (16-20m), existing 3-4 storey and 2 storey development context.

4.4.3 MegaMile (Precinct 3)

Streetscape Treatment

- Strengthen indigenous plantings to integrate the Civic Centre with the street
- Use indigenous species to identify the Civic Precinct and announce Nunawading and Mitcham
- Building heights for the MegaMile are likely to be governed by the height of the Home HQ building 12m [two floors each 6m in height + parapets]. Hence, new development scales of up to 15 m should be considered.

Integration with Nunawading Activity Centre

- Multiple links between Nunawading and MegaMile need to be provided without any loss of identity for Nunawading e.g. ramp to the Home HQ site and a link across the rail tracks possibly linking Norcal Road with the Harvey Norman site
- No support for changing the name of the Nunawading station to MegaMile, hence other means of transport integration with the centre need to be considered.
- Access by train to a bulky goods centre is seen as important e.g. the Home HQ development to create all day shopping experiences
- Improve pedestrian amenity and ambience along and across major roads/ rail
- Two storey commercial developments are the most viable in this corridor currently but there is emerging support for mixed-use development in some equivalent locations.
- Shop top housing may also be viable if they are designed as walk up flats and serviced apartments may also be viable in the corridor.

Mitcham Neighbourhood Centre Interface

- Provide different landscape treatments on either side of Elizabeth Street
- Explore alternative zoning/ design provisions in the transition areas e.g. area between Elizabeth Street and McGlone Street, Richards and McGlone Streets
- Desirable to remove toxicity from near school, i.e. rezone Industrial 1 to Industrial 3
- Preferred location for additional residential development in Church Street and Barkly Terrace, rear of Mitcham shopping centre and between St Johns and Richard Street as shop top housing

Traffic, pedestrian and cycle issues

- Opportunity to use open carpark land to widen intersection at Rooks Road north of Station Street to improve congestion relief and safety by providing dedicated turning lanes
- Potential roundabout or traffic lights at Rooks Road, Station street and Norcal Road
- Investigate dead end roads east and west of Rooks Road
- Consider bike path linking Mitcham and Nunawading villages along the rail corridor

- Potential for traffic lights or pedestrian crossing at Station Street and Springvale Road; include formalised crossing at railway gates
- Address Mitcham Road and Brunswick Street pedestrian issues
- Investigate Norcal Road extension over rail for bike and pedestrians [not vehicles]
- Improve quality of public transport facilities and integration in each of the neighbourhood hubs.
- Improve the quality of cycling infrastructure including secure and short term bike storage at the centre.

Other

- Charter Keck Cramer have prepared a report that indicates that MegaMile needs to be made an attractive place to be with improved pedestrian experience and integration between sites e.g. former Bunnings, Harvey Norman and Home HQ
- The major landowners have been consulted and there is a need to talk to owners/ occupiers of the smaller businesses in the hinterland

MegaMile Boundary

- Consider interface or boundary issues between the MegaMile and Mitcham
- Define the eastern MegaMile boundary, on the south side of Whitehorse Road, at Rooks Road [character of Whitehorse Road to change at Rooks Road]
- Consider St John's School, Church and footbridge as a clear boundary with the potential to reinforce boundary [landscaping and greater height of 3 levels] in the vicinity
- Clear boundary on the northern side of Whitehorse Road with the need to retain the existing residential zone and Civic precinct
- West of Springvale Road the boundary is clearly defined, particularly on the south side

Future Growth

- MegaMile should be retained as an economic driver that can grow without moving beyond its current boundaries and which supports a higher level of banking and finance provision in the neighbourhood hubs than would otherwise be the case. Definition at the Blackburn end will be required in a future Structure Plan.

NUNAWADING MEGAMILE

Major Activity Centre

and

MITCHAM

Neighbourhood Activity Centre

STRUCTURE
PLAN

**5.0
Strategic
Directions
and Strategies**

5.0 STRATEGIC DIRECTIONS and STRATEGIES

Vision

To create a unique, well defined, and sustainable urban village for Nunawading and Mitcham linked by a series of high quality boulevards and public transport corridors, providing a range of local and regional commercial, retail and community focused activity. Enhance the regions bulky goods retail presence, its civic role and promote a sense of place in addition to providing for the economic, cultural and social well being of its residents.

A Vision for the Study Area

As a result of community consultation and discussions with stakeholders, key interest groups and government agencies, a draft vision for 'Nunawading MegaMile major activity centre and Mitcham neighbourhood activity centre' has been prepared. The vision provides the overarching direction for the strategic objectives and outcomes of the Structure Plan.

The Nunawading MegaMile MAC and Mitcham NAC Structure Plan seeks a collaborative solution between the aspirations for competitive, high quality, regional employment and retail activities and the local sustainable urban villages at Nunawading and Mitcham meeting the local convenience services and activities and housing needs of their communities.

A role for the activity centres

A shopping, business, civic, and cultural destination to meet the needs of the local community.

Quality spaces for people

A pedestrian environment provided with an attractive, accessible and 'user-safety' oriented, system of streets and public spaces

A place to live and work

A range of housing and employment choices including higher density, affordable, social and mixed use housing and office, retail and service premises

A functional community network

A quality, capacity and coordination of services and facilities that provides for all

A sustainable transport solution

A quality, capacity and coordination of services that improves the competitiveness, quality, range, extent and integration of train, bus, bicycle and walking networks as a means of improving liveability and combating vehicular congestion

Green linkages

Maximise the provision of 'green' open spaces and provide a variety of public places for people to relax and recreate in, thus enhancing physical and visual amenity, walkability and wayfinding through investment in quality landscaped environments and their interconnectivity

Viable partnerships

Develop partnerships between local government, state government agencies, community organisations and the investment community, to achieve priority objectives as stated in the adopted Structure Plan

Sustainable development

Ensure social, cultural and economic diversity in order to enrich the liveability, character and performance of the activity centres

5.1 Built Form and Density

What we want to achieve:

- Direct the growth of the MegaMile big box precinct to appropriate areas to minimise impact on existing village centres and residential areas
- Redevelop under-utilised land parcels and obsolete buildings close to public transport and core retail to revitalise the appearance and enhance the economic capacity of the village centres
- Facilitate the redevelopment of key sites for outcomes aligned with strategic needs, including permeability and access
- In areas where change is desirable, facilitate built form, land use and density changes that reinforce a preferred future character
- Retain and enhance the valued elements of the urban fabric which give Nunawading and Mitcham their character and distinctiveness
- Create a sustainable urban environment

Strategies for Implementation:

5.1.1 Protect the built and natural heritage of Nunawading and Mitcham as a significant part of its urban identity

- Develop guidelines to define the areas of change and areas that are special and the means to manage interface zones
- Protect the valued amenity and character of high quality residential neighbourhoods
- Retain Daniel Roberston Brickworks chimney and associated administration building as local landmark

5.1.2 Embrace opportunities for change to improve key sites within the precinct

- Facilitate the redevelopment of key sites
- Develop local/state government cooperation to overcome barriers to development
- Amend local planning scheme provisions to encourage redevelopment of underutilised land parcels for higher and better use where appropriate
- Maximise site coverage in retail centres
- Develop master plans and building envelopes for key sites including the Daniel Robertson Brickworks, Nunawading Retail Centre, Nunawading Community Centre (Silver Grove), Mitcham Retail Centre and Mitcham Station Precinct
- Use the opportunity presented through new development projects to positively guide and shape the urban environment, e.g. create new outdoor spaces, including landscaping or introduce street level activity to transform blank facades

5.1.3 Ensure that the scale of new buildings in Nunawading, MegaMile and Mitcham complements the existing natural features of the area and the preferred future character and quality of its built form

- Maintain lower village scale built form within 6m of street with higher forms set back

5.1.4 Incorporate energy efficient design techniques in all new development to produce buildings that are environmentally progressive

- Meet Council's sustainable design policy requirements, as a minimum
- Work with developers and builders to produce buildings that are environmentally efficient, with the objectives of:
 - providing healthier and more productive living and working environments
 - reducing the amount of materials and energy required in the construction of new developments
 - reducing the energy and resource requirements of buildings over their lifespan, also creating long term economic benefits

5.1.5 Retain sunlight access to principal activity streets and public parks/open spaces

- Ensure that new development does not impact upon the sense of openness, sky visibility and sunlight access to footpaths on the southern side of the street
- For key sites such as the Nunawading Community Centre (Silver Grove) Reserve precinct, ensure that minimal overshadowing of park land arises from development
- Solar access studies should be undertaken to ascertain whether new development within the retail centres and key sites will allow sunshine to fall on the footpaths and open spaces as required on equinox.

5.1.6 In considering the proposed height of new development, a comprehensive planning and design analysis will need to be undertaken to assess its suitability in relation to the following matters:

- The form, massing, profile, material finishes and detailed design of the proposed building
- The predominant neighbourhood and streetscape character and the degree to which it should guide built form
- Off-site impacts such as overlooking or overshadowing
- Impacts of views to and from the site
- Opportunities for new landmark structures
- The size and dimensions of the site
- The overall site yield/floorspace, and the effects on services, traffic generation and parking demand
- Access to and circulation through/around the site for vehicles, pedestrians and cyclists
- Land use at ground level, and how the building engages with and contributes to the activity of the street

5.1.7 Facilitate a consistently high standard of architectural design that compliments the diversity of the urban fabric and the character of Nunawading, MegaMile and Mitcham

- Ensure that the materials and finishes of the new development contribute to the texture and grain of the surrounding area
- New development should be of a scale, massing, form and articulation that respects and reinforces the existing or emerging streetscape context
- Avoid monolithic structures that do not add value or interest to the streetscape
- Encourage zero frontage setbacks and hard streetscape edges within the retail centres

5.1.8 Reinforce the hierarchy of the street network

- Through the use of contrasting street trees and landscaping, differentiate the different precincts

5.1.9 Encourage a vibrant street life and outdoor activity within Nunawading and Mitcham

- Maintain a high amenity public realm, with a particular emphasis on street edge activation, clear view lines, informal surveillance and sunlight access
- Include pedestrian scale design elements at ground level
- Create public spaces and streetscapes which encourage people to spend time outdoors, e.g. parks, piazzas and kerbside dining
- Ensure that the public realm includes a high standard of detailing, materials and finishes
- Investigate the establishment of a Development Contributions Plan for implementing public realm and infrastructure improvements
- Carefully consider how the use of soft landscaping in public realm design could provide shade, enhance the appearance of a space or be used to reintroduce indigenous or more appropriate vegetation
- Provide comfortable, durable and well designed street furniture
- Ensure streets, public spaces, transport stops and car parks are well lit at night

5.1.10 Enhance the principal landmarks and viewlines of Nunawading and Mitcham, which add to the areas identity and assist in orientation

- Protect view lines to Nunawading Brickworks chimney

5.2 Transport Networks, Access and Car Parking

What we want to achieve:

- Residents, workers and visitors to Nunawading, MegaMile and Mitcham to have access to a wide range of transport options
- Reduce car dependency for locals accessing essential convenience retail and essential services
- Nunawading and Mitcham to become sustainable transport hubs, with access to public transport, pedestrian and cycle networks. This will become key to the success of Nunawading becoming a major activity centre and Mitcham a sustainable neighbourhood activity centre.
- Improve physical linkages and upgrade and expand bicycle and pedestrian networks through the MegaMile precinct
- Improve pedestrian/cycle networks through residential, retail and commercial areas, with emphasis on safe crossings and streetscape amenity

Strategies for Implementation:

5.2.1 Promote sustainable transport options as a vital component of Nunawading, MegaMile and Mitcham's viability

- Provide easy connections to adjacent neighbourhoods and the Melbourne CBD
- Encourage a strong mix of uses within the retail centres so that they serve a range of needs within walking or cycling distance for residents and workers within Nunawading, MegaMile and Mitcham, minimising the need for multiple trips in the car
- Link and integrate walking and public transport signage and information displays
- Introduce guidelines for a long term traffic management plan outlining road reserve and intersection improvements, car parking and road safety strategies for the precinct

5.2.2 Promote walking

- Ensure a high degree of pedestrian permeability and connectedness is provided from, to and throughout Nunawading, MegaMile and Mitcham
- Make continual improvements to the urban environment and street network of Nunawading, MegaMile and Mitcham to ensure safe, attractive, comfortable and efficient pedestrian routes
- Investigate traffic calming in the main activity nodes during peak times
- Ensure that key walking routes are legible and accessible to people of limited mobility
- Provide ongoing initiatives for high quality, safe public access and circulation through retail, commercial and residential precincts to public transport hubs
- Create where necessary vertical pedestrian links/rail overpasses to ensure continuity of movement corridors
- Encourage new essential services to be located proximate to core activity centre areas
- Upgrade interface treatments of the retail centres to their respective residential and commercial neighbours using transition scaling elements, activation of street edges for mixed use, pedestrian orientated activities, public space provisions, and landscaping treatments

Specific opportunities include:

- Improving the quality of pedestrian crossings and the reduction of carriageways in the Whitehorse Road reserve
- Investigating reduced traffic speeds in Whitehorse Road near the civic and retail precinct to promote a sense of arrival and an enhanced pedestrian friendly, landscaped environment
- Increase the number of linkages across the rail corridor, notably the Norcal Rd alignment
- Reorganise the service lane car park in front of council offices to improve pedestrian access and street presence of council building

5.2.3 Encourage safe and easy cycling

- Ensure a high degree of cyclist permeability and connectivity is provided from, to and throughout the Nunawading, MegaMile and Mitcham precinct

- Improve the safety, quality and extent of cycle routes
- Ensure cycle paths are clear, safe, accessible and have adequate signage
- Improve the Nunawading and Mitcham bicycle paths interconnectedness with the broader regional bicycle network

Specific opportunities include:

- Upgrade and expand the bicycle and pedestrian network through the MegaMile precinct, including filling in the missing links, e.g. Norcal Road
- Introduce a bike trail/path along the Belgrave-Lilydale rail reserve and within the Melbourne Water pipe reserve through improved landscaping, surface treatments, lighting, signage and new pedestrian crossings
- Integrate the railway stations within the primary pedestrian/ cycle movement network and provide a range of inter-modal transport options
- Promote safe and attractive continuous north-south and east-west cycle routes through the precinct
- Investigate an off-road bike path or shared use path next to railway lines on north side

5.2.4 Encourage public transport use

- Work with service providers to ensure that the public transport network provides optimum service and connections when travelling within or to/from Nunawading, MegaMile and Mitcham
- Enhance pedestrian and cycle connections to public transport stops
- Ensure public transport stops are well signed, have up to date timetable information (preferably real-time information that shows actual transport waiting times), are adequately lit at night, are kept clean and provide seating where appropriate.
- Upgrade the quality and amenity of station facilities

Specific opportunities include:

- Upgrade modal interchange at Mitcham Station
- Upgrade station buildings at Nunawading and Mitcham including pedestrian entries, lighting, safety and car parking
- Link Nunawading station upgrade to MegaMile precinct
- Advocacy for a third rail track
- Rationalising and upgrading of car parking to well lit multi-deck facilities integrated into new abutting mixed use development
- Upgrade Smart Bus interchange at Nunawading Station
- Grade separation of Springvale, Rooks and Mitcham Roads

5.2.5 Provide adequate car parking for the activities of MegaMile, the Nunawading and Mitcham retail centres, and public transport commuters

- New development in MegaMile to provide car parking consistent with Council policy
- Reorganise the service lane car parking to the south side of Whitehorse Rd to deliver more car parking, larger landscaped medians and more street trees. Encourage the deletion of individual crossovers (and the small inefficient private car parks) to deliver a safer footpath zone and more service lane car parking.
- Discourage long term commuter car parking in the Mitcham retail centre to free up spaces for convenience retail
- Investigate the potential to redevelop of the Mitcham Station commuter car park south of the railway line, to include multi-level commuter car parking with a residential 'townhouse' edge facing residential street
- Investigate the potential for additional non-commuter car parking on or near the Nunawading retail centre
- Improve access, circulation, safety and efficiency of car parking facilities to better serve retail, business and public transport usage in the Nunawading and Mitcham retail centres

- Timely development contributions for supplementary public car parking at Nunawading in conjunction with redevelopment of larger prospective supermarket lot, to enable optimisation of land use in the balance of the retail centre

5.3 Open Space and Public Realm

What we want to achieve:

- Reinforce the habitat / heritage character of the precinct
- Locate visual markers for MegaMile distinct from Nunawading and Mitcham village centres
- Improve open space and pedestrian amenity along cycle trails and existing green corridors
- Increase and enhance public open space in the public realm

Strategies for Implementation:

5.3.1 Expand and enhance the landscaping throughout the Nunawading, MegaMile and Mitcham precincts

- Create a sense of arrival for each of the precincts using landscaping to mark key nodes and gateways
- Introduce the 'leafy green' character into the neighbourhood and activity centre hubs and continue to beautify residential and commercial streetscapes with significant tree planting
- Develop guidelines for pedestrian focused landscaped nodes along Whitehorse Rd that prioritise safe pedestrian movement from retail areas on either side of the road
- Provide incentives for redevelopment sites to incorporate open space and landscaping
- Upgrade existing green corridors as attractive pedestrian / cycle trails to encourage use. Provide a supporting maintenance plan to ensure consistent landscaping and lighting

5.3.2 Upgrade pedestrian realm

- Improve perception of safety and amenity in public spaces, particularly at night, 7 days a week
- Reduce road reserve widths and vehicle speed along the Civic Precinct to 60km/h
- Create higher amenity pedestrian crossing points, along Whitehorse Rd at key pedestrian desire lines, linking southern precincts with the north
- Reconfigure the traffic conditions and landscape provision at the civic precinct / Whitehorse Rd interface to physically reduce distance between the facilities and residential communities to the south

5.3.3 Strengthen and expand the cultural and educational role of the community facilities

- Redevelop the Nunawading Community Centre (Silver Grove) community facilities building to consolidate the functions housed in the existing outbuildings along Varman Court. Consolidate and reorganise the on site car parking along the south to deliver a high quality, north facing, landscaped area
- Upgrade the Brunswick Park community facilities buildings
- Encourage the Mitcham Hotel to accommodate arts uses such as performances
- Encourage a public art program to show the work of local artists
- Provide more opportunities for open space suitable for recreational use

5.3.4 Develop the public and open space network of Nunawading and Mitcham

- Identify opportunities for providing new open space and improving existing open space, e.g. the development of the Daniel Robertson Brickworks site to include a public open space contribution
- Maximise the provision of open space that is accessible at all times to the public
- Wherever possible, provide small and interesting open spaces in the form of new piazzas or spaces between buildings, e.g. new arcades within the Nunawading retail centre
- Encourage the provision of public and/or semi-public open space on key development sites

- Encourage integrated urban art in public spaces
- Investigate the establishment of a Development Contributions Plan for new open spaces or improvements to existing open spaces, especially in coordination with higher density residential development potential

5.4 Community Services

What we want to achieve:

- Upgrade the quality and amenity of community facilities
- Improve connections between various community facilities and recreational and entertainment facilities
- Promote civic role and function of community facilities
- Locate future community facilities close to public transport
- Provide a range of cultural, recreational and educational facilities and activities for all groups within the community

Strategies for Implementation:

5.4.1 Strengthen community well-being and engagement in Nunawading and Mitcham

- Consider the needs of all community groups
- Enhance the vitality of Nunawading with cultural activity focussing around the Nunawading Community Centre (Silver Grove) reserve
- Ensure that quality public open spaces are provided, particularly in view of the likely increase in housing densities (e.g. Nunawading Community Centre (Silver Grove) reserve precinct and Nunawading Brickworks site). These spaces should offer a variety of recreational activities, including opportunities for relaxation and places to meet other people
- Promote linkages between Nunawading Civic Precinct (including Walker Park) and the community facilities at Nunawading Community Centre (Silver Grove) and Brunswick Park
- Improve the presence of Civic facilities along Whitehorse Road and the apparent connection to residential communities to the south of Whitehorse Rd
- Encourage greater synergies between community facilities and retail centre activities, surrounding land use and transport hubs to ensure that participation in activities, and access to services, is available for all
- Locate future cultural, recreational and entertainment facilities on well serviced cycle / pedestrian routes
- Facilitate increased community participation and utilisation of services in the long term through:
 - The consolidation and co-location of services close to public transport hubs
 - Conversion of existing and development of new multi-storey, multi-purpose facilities within activity centres, and along major public transport corridors
 - Creation of a significant community gathering space and landmark site with equitable access

5.4.2 Provide a range of facilities for the people who live in and around Nunawading and Mitcham

- Examine the need for and encourage provision of quality educational and child minding facilities
- Revitalise and promote the retail centres as focal points of social life and activity for people living in Nunawading and Mitcham, as well as providing local convenience and weekly shops and services
- Ensure that new higher density residential development is accessible to a range of sustainable transport options
- Foster a sense of neighbourhood for residents and workers by providing small scale local convenience shops, services, cafes etc. within the Nunawading and Mitcham retail centres

5.4.3 *Ensure that Nunawading and Mitcham provide a high quality living environment for all its residents*

- Enhance the safety, amenity and accessibility of the streets, laneways and open spaces in Nunawading and Mitcham
- Ensure that all new residential development is of a consistently high design quality by implementing design guidelines/criteria to be met by developers
- Ensure that new residential development within or adjacent to the retail centres protects itself from noise
- Housing should be attractive, functional and employ Environmentally Sustainable Design (ESD) techniques to reduce energy consumption and create more comfortable living environments

5.5 Retail and Commercial (Supporting the Local Economy)

What we want to achieve:

- Revitalise the retail hubs of Mitcham and Nunawading by encouraging investment within and around the existing retail centres
- Reinforce the local identity and role of each retail centre to provide specialty services
- Define role for Nunawading Retail Centre distinct from the 'big box retail' function of MegaMile
- The Mitcham Retail Centre to grow as a strategic retail hub, for local convenience and weekly shopping needs
- Employment and business opportunities to continue to provide jobs and services and contribute to a more robust and dynamic local economy
- Locate opportunities for MegaMile to expand whilst minimising impact on village centres and residential areas

Strategies for Implementation:

5.5.1 *Embrace MegaMile as a key driver of economic success*

- Clearly define the MegaMile boundary, as distinct from the Mitcham and Nunawading retail centres, and enhance the 'brand' identity
- Encourage bulky goods premises to locate within MegaMile
- Ensure that the design of the smaller showroom lots along Whitehorse Road create active ground floor frontages and ideally be a component of a mixed use development. i.e. encourage the smaller showrooms to build out to the front boundary, deleting the small private car parks and individual crossovers in front of the showroom, creating a more pedestrian friendly footpath zone. Reorganise the service lane car parking to deliver no loss in car spaces (angle car parking to the shop front side and parallel parking to the road side) with new tree planting every 4th or 5th car space.

5.5.2 *Consolidate the role of the Mitcham and Nunawading Retail Centres as the retail destination for local convenience and weekly shopping needs*

- Provide incentives for a destination retail outlet to be located in Nunawading retail centre e.g. a small supermarket with direct access to public transport and sufficient car parking, to improve the quality of highly accessible convenience retail
- Encourage a vibrant and balanced range of core activities, facilities, services, and retail outlets (including convenience goods), as well as complimentary community services and residential options, close to public transport and pedestrian network
- Create additional development opportunities within the retail centres through development of air rights
- Assist retailers to respond to the changing retail trends and market demands with a long term strategy for growth, building upgrade and guidelines for flexibility of land use

- Consolidate the local convenience retail offer, including banks and post office, and introduce a vibrant mix of commercial and residential options to reinforce role of Mitcham as a local neighbourhood centre and Nunawading as an activity centre
- Increase permeability of the retail centres to pedestrian, vehicle and public transport movement corridors
- Identify opportunities for north-south links across rail reserve to enhance the potential retail catchment to the north and south regions
- Develop a comprehensive retail centre management and marketing plan outlining the specific role of each of the centres, point of difference from competitors and method of sustaining a unique quality and identity
- Create incentives for consolidation of retail footprints for multi-storey, mixed use development, up to 4 storeys, with streetscape improvements and reduced car parking requirements
- Develop guidelines for streetscape interface improvements, activation of edges, consistent visual cues to major destinations, attractive street lighting and signage solutions

5.5.3 Foster and promote the role of Nunawading and Mitcham as business and employment hubs

- Provide incentives for the local office market to thrive in the retail centres
- Encourage development of the Mitcham Hotel site, retaining the hospitality presence but including short term accommodation and conference facilities (max. 5 storeys-20 metres)
- Encourage a mixed use development on the Colombo St site (max. 6 storeys-20 metres)

5.5.4 Support the retention of traditional service businesses and industries of Nunawading and Mitcham as a vital component of its economic base

- Strengthen links with and support for the local community to ensure local niche markets remain viable
- Identify and preserve key businesses, not viable elsewhere, which are highly valued as local institutions e.g. live music

5.6 Housing

What we want to achieve:

- Provide housing diversity to meet existing and future needs, including housing for smaller households, low income residents, independent/aged care, home/office
- Offer a range of living environments that are attractive, well designed, safe, accessible to all and close to local services
- Encourage additional high density housing proximate to and within the central retail areas
- Develop an affordable housing action plan for the study area and preferred plans for development

Strategies for Implementation:

5.6.1 Provide further housing opportunities and a greater range of housing opportunities within Nunawading and Mitcham

- Provide new housing opportunities in response to local housing needs

Specific opportunities include:

- Above ground level shops and businesses within the Nunawading and Mitcham retail centres
- Community and/or affordable housing on council owned or managed sites, e.g. Nunawading Community Centre (Silver Grove) Reserve; Mitcham Station, as part of the southern car park development
- Develop higher density guidelines and redevelopment of brownfield sites abutting higher density residential areas, e.g. Nunawading Brickworks site
- Create a higher density housing precinct around the Nunawading Community Centre (Silver Grove) reserve

- Investigate the use of development contributions or any other mechanisms for the provision of and/or collection of funds for social and affordable housing as part of new housing developments

5.6.2 Encourage higher density housing in appropriate locations

- Identify appropriate sites, in close proximity to public transport and community services, that are suitable for higher density residential redevelopment
- Regulate MegaMile or “big box creep” to lower levels along Whitehorse Rd, and encourage higher density housing above
- Provide for a variety of higher density housing types, sizes and tenure, including shop top and affordable housing and social/public housing models through public/private collaborations and creation of mixed use precincts
- Encourage consolidation, relocation and redevelopment of vacant and underutilized land parcels, through rezoning provisions
- Develop guidelines for height controls on key development sites and around retail centres and public transport nodes, and encourage an appropriate built form mix varying from low scale (units for independent living), medium and higher scale
- Provide guidelines and incentives to develop shop top housing on larger footprint sites within the retail core of Mitcham and Nunawading
- Develop guidelines supportive of smaller building footprints with larger areas for landscaping in residential areas removed from retail centres and/or transport hubs, or in areas of environmental significance
- Support reduced car parking rates for preferred housing types in these locations: e.g. older persons/ single and affordable housing
- Encourage higher scale mixed land use, comprising residential over retail or commercial, near public transport (800m), along active streets, and in keeping with existing streetscape character (where appropriate), near public open space networks

5.6.3 Protect the amenity of existing established residential areas

- Protect the amenity of existing development areas deemed for little change, especially where adjacent to residential areas, with respect to overlooking, privacy, access to sunlight, usable private open space and visual bulk.
- Develop guidelines to protect the valued amenity and character of existing well established residential neighbourhoods

5.6.4 Connectivity with retail, community services and public transport

- Ensure high quality pedestrian and vehicle connections to activity and neighbourhood centres, public transport hubs and cycle/walking trails

5.7 Infrastructure and Environmentally Sustainable Design (ESD)

What we want to achieve:

- Create a sustainable urban environment

Strategies for Implementation:

- Provide incentives for environmentally sustainable principles to be incorporated into redevelopment opportunities with long term environmental, economic and community benefits
- Propose water sensitive design measures for key development sites and landscape corridors
- Promote use of renewable energy resources where possible on key development sites, community facilities, retail centres and public transport hubs
- Reduce the visual impact of infrastructure in the built and landscape environment
- Development of key sites to minimise their impact on existing water, sewer and electrical services by incorporating integrated management plans for water and other services.

5.8 Planning controls – zoning and overlays

Areas where significant change is deemed appropriate and where current zones don't support development will require review and amendment.

5.9 Precinct 1 – Nunawading

Vision for Nunawading

- Strengthen and revitalise its role as a local shopping destination for local residents, particularly as key change areas/sites are developed
- Strengthen its social diversity and community connectedness with redevelopment of the Nunawading Community Centre (Silver Grove) Reserve community hub that will provide an accessible and diverse range of community/cultural facilities and services.
- Enrich its social diversity by ensuring the development of a diverse range of housing, including affordable housing, to meet the needs of the community
- Improve the quality of 'green' open space areas, and identify opportunities for new public spaces in key change areas/significant sites
- Provide a significant opportunity for new medium density residential and commercial development in the Nunawading Retail Centre
- Upgrade the Smart Bus interchange at Nunawading Station.

This will require signal controls at the intersection of Springvale Road and Market Street, to facilitate the right turn exit of the bus onto Springvale Road. These signals will also provide a substantial community benefit through facilitation of access to the traditional Nunawading town centre area, and may consequently provide sufficient incentive to encourage a supermarket operator to consider favourably the establishment of a new supermarket within the centre. A desired is for the realignment of Market Street with Laughlin Avenue. In addition to simplifying car and bus movements through the centre this would provide the potential to consolidate some land parcels and deliver a larger development site for a supermarket.

In turn, a supermarket is likely to attract other retail business, which will provide an improved shopping offer for local people, enabling shorter car trips or perhaps walking for some of the weekly shopping needs.

It will be most important that the kerbside parking along the shop frontages is retained, even if a small compromise to the rapid movement of the bus is necessary. Without the kerbside parking the businesses occupying the premises fronting the streets are likely to be severely compromised.

The following key sites fall within the study area:

- Nunawading Retail Centre and Train Station precinct
- The Nunawading Community Centre (Silver Grove) Reserve and surrounds
- Daniel Robertson Brickworks

Refer drawings for opportunities within Nunawading.

5.10 Precinct 2 – Mitcham

Vision for Mitcham

- Maintain its neighbourhood centre role with a range of food shops and local service uses. This will be in part dependent on the future success of MegaMile and the benefit derived from Mitcham Village's abutment with MegaMile, which has allowed Mitcham Village to retain its banking and financial services where other village centres have lost theirs.
- Enrich its social diversity by ensuring the development of a diverse range of housing, including affordable housing, to meet the needs of the community
- Provide greater connectivity and safety for pedestrians/cyclists with improved access to convenience retail, community services, parklands and sustainable transport networks
- Encourage mixed use development within the Mitcham Railway Station precinct
- Strengthen its social diversity and community connectedness with redevelopment of the car park.
- Investigate opportunity for a car park swap at Mitcham Station. The retail and commercial area on the south side of Whitehorse Road west of Mitcham Road would benefit from some additional convenient car parking for customers and clients of the businesses located there. Swapping some of the commuter parking on the west side of Mitcham Road for some of the parking on the eastern side would provide a better balance between the needs of rail commuters and the needs of business patrons on the western side of Mitcham Road. It is recommended that this option be explored with DOI and Connex.
- Improve the quality of 'green' open space areas, and identify opportunities for new public spaces in key change areas/significant sites, e.g. provision for a small park in the north west corner of Mitcham Retail Centre, improvement of Brunswick Park

The following key sites fall within the study area:

- Mitcham Retail Centre
- Mitcham Station Precinct, including the Colombo Street and Mitcham Hotel sites
- Mitcham Retail Centre East

Refer drawings for opportunities within Mitcham.

5.11 Precinct 3 – MegaMile

Vision for MegaMile

- Ensure the ongoing viability of MegaMile
- Upgrade and reinforce indigenous street tree planting
- Improve streetscape by implementing preferred height limits and setbacks, and reorganising service lane car parking
- Improve pedestrian friendliness of Whitehorse Road

The following key sites fall within the study area:

- MegaMile Gateway (Whitehorse Road between Nunawading and Mitcham)

Refer drawings for opportunities within MegaMile.

5.12 Precinct 4 – Civic Centre Precinct

Vision for Civic Centre Precinct

Currently there is a service road along the Whitehorse Road reservation and an internal access road servicing the civic centre. Parallel parking is allowed on both sides of the service road, although intermittently on the south side because of trees and connections to the Whitehorse Road carriageway proper. The internal service road has right -angled parking along the south side, and space for occasional set-downs along the northern side.

Replacement of both of the service roads with a single roadway, with parking at an angle of approximately 70 degrees along both sides, will deliver approximately the same number of parking spaces as the current configuration. However the pavement width necessary for such a configuration is approximately 16 metres, rather than the approximately 21 metres utilized in the current configuration. This arrangement may allow an expanded civic building to be brought closer to the Whitehorse Road alignment, but some care with the levels is likely to be necessary.

NUNAWADING MEGAMILE
Major Activity Centre
and
MITCHAM
Neighbourhood Activity Centre

STRUCTURE
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6.0
Investment and
Implementation

6.0 INVESTMENT & IMPLEMENTATION

6.1 Management and Coordination

There will be a need for close coordination between Whitehorse Council and various government agencies and private land owners to facilitate redevelopment within the activity centres, and to coordinate the significant investment in new public infrastructure required to implement the recommendations of the structure plan.

There is an existing management and coordination structure in place that has guided the preparation of the Structure Plan process to date. This has included:

- A Partnership Group – Comprising senior representatives of policy and decision making bodies from State agencies and Council. Council chairs this group.
- A Working Group – Comprising representatives from key stakeholder and interest groups, and senior management from DPCD and Council (i.e. similar representation to the Partnership Group but with the inclusion of community representatives). The Group's role is to provide the opportunity for stakeholder and community input into the project, including on the best ways to engage the wider community.
- A Project Control Group – Comprising relevant Council and DPCD officers and consultant representatives. This group has directed the day to day management of the project.
- In association with the project, an independent facilitator was engaged to coordinate the Working Group.

6.2 The Planning Scheme

The Structure Plan sits within an existing planning policy framework. This includes:

- State Planning Policy Framework (SPPF)
- Melbourne 2030
- Local Planning Policy Framework (LPPF)
- Zones
- Overlays

Implementation of the Nunawading, MegaMile and Mitcham Structure Plan will include the need to amend the LPPF, rezone some areas of land, and introduce new overlays.

6.2.1 Current Statutory Controls

The study area is affected by a number of zones, including:

- The Residential 1 Zone, which provides for residential development in appropriate locations;
- The Mixed Use Zone which provides for a range of residential, commercial, industrial and other uses;
- The Industrial 1 Zone which provides for the manufacturing industry and the storage and distribution of goods.
- The Industrial 3 Zone, which provides for industries and associated uses where special consideration of the nature and impact of industrial uses is required.
- The Business 1 Zone, which encourages the intensive development of business centres for retailing and other complementary commercial, entertainment and community uses.
- The Business 4 Zone, which encourages the development of a mix of bulky goods retailing. This is applied exclusively to the Megamile precinct.
- The Public Use Zone to recognise land use for public utility and community services and facilities.

- The Road Zone Category 1 to identify significant and existing roads.

The study area is also affected by a number of overlays, including:

- The Significant Landscape Overlay, which applies to the residential area of Walker Estate, south of Mitcham Station.
- The Heritage Overlay, which impacts selected sites, most of which are scattered in the residential areas of Mitcham.
- The Environmental Audit Overlay which identifies potentially contaminated land.

6.2.2 Recommended Changes to the Whitehorse Planning Scheme

A summary of the changes required to support the recommendations of the Structure Plan are noted as:

- Amend Clause 21.04 Strategic Framework Plan to reflect areas for change identified in the Structure Plan and to identify the Megamile as a Major Activity Centre.
- Amend the Strategic Framework Plan in Clause 21.04 to read the area currently marked as 'Proposed Substantial Change Area' located at Mt Pleasant Road, Wood and West Streets to read 'Proposed Natural Change Area'.
- Amend Clause 21.06 to include reference to the Nunawading-Mitcham Structure Plan.
- Amend Clause 21.07 to include additional discussion of the Nunawading Megamile Activity Centre, and reference to the Structure Plan.
- Amend Map 1: Categories of Change in Clause 22.03 to the area currently marked as 'Proposed Substantial Change Areas' located at Mt Pleasant Road, Wood and West Streets to read 'Proposed Natural Change Areas'.
- Amend Clause 22.06 to include additional discussion of the Nunawading Megamile Major Activity Centre and Mitcham Neighbourhood Activity Centre, and include the Structure Plan as a reference document.
- Introduce a Business 2 Zone to the land surrounding the Nunawading Community Centre (Silver Grove) Community Centre.
- Introduce a Mixed Use Zone over the Daniel Robertson Brickworks site.
- Introduce a Design Development Overlay over the study area.
- Introduce a Development Plan Overlay over the study area.
- Introduce a Public Acquisition Overlay on a number of sites to facilitate key projects.

These recommended modifications are discussed in more detail below.

6.2.3 LPPF and amendments

Changes to the Local Planning Policy Framework (LPPF) of the Whitehorse Planning Scheme will be required to encourage and facilitate the various forms of redevelopment proposed under this Structure Plan. Relevant Clauses, which require amendment are Cl. 21.04, Cl. 21.06, Cl. 21.07, Cl. 22.03 and Cl. 22.06. These amendments will ensure Council has the appropriate guidance to exercise discretionary planning control.

Clause 21.04 – Strategic Directions

The purpose of this Clause is to provide an introduction to the Strategic Directions of the Municipal Strategic Statement. This Clause includes an overall Strategic Framework Plan which provides a visual demonstration of how the land use strategies are to be implemented.

There is opportunity to update the Strategic Framework Plan to reflect the key land use strategies contained in the Nunawading Megamile and Mitcham Structure Plan (NMMSP), including identification of areas subject to change.

The recommended changes are as follows:

- Identify the Whitehorse Road Megamile precinct as a Major Activity Centre on the Strategic Framework Plan.

- Identify the Proposed Substantial Change Area in Mt Pleasant Road, Wood and West Streets as a Natural Change Area.

Clause 21.06 – Housing

The purpose of this clause is to provide key issues and objectives for encouraging high quality and appropriately located residential development.

The Structure Plan proposes enhancement of the existing character and promotes higher residential densities in key strategic locations. There is scope within this clause to link the broad objectives of the Structure Plan to specific implementation measures such as acknowledging the ability to implement a Design Development Overlay to outline built form criteria.

The recommended changes are as follows:

- Amend Cl. 21.06-5 *Zones and Overlays* to include an additional dot point as follows: ‘Applying the Design and Development Overlay to guide the height and form of new residential buildings in the Nunawading, Megamile and Mitcham Activity Centres’.
- Amend Cl. 21.06-5 *Policy and the exercise of discretion* to include a new dot point as follows: ‘Ensuring that all residential development applications in the Nunawading, Megamile and Mitcham Activity Centres are in accordance with the Activity Centre Policy at Cl. 22.06 and the recommendations of the approved Nunawading Megamile and Mitcham Structure Plan’.
- Amend Cl. 21.06-6 to include the Nunawading Megamile and Mitcham Structure Plan as a reference document.

Clause 21.07 – Economic Development

The purpose of this Clause is to outline the key issues, objectives and strategies relating to the Economic Development of the Municipality. In relation to Retail areas, the Clause recognises the important contribution that the MegaMile makes to the local economy, and recognises that this role should be continued by *“developing, managing and promoting this retail strip as one of Melbourne’s largest shopping districts.”*

This Clause requires modification to include reference to the Nunawading Megamile and Mitcham Structure Plan.

The recommended changes are as follows:

- Amend Cl. 21.07-4 to include a new dot point as follows: ‘Facilitate development within the Nunawading, Megamile and Mitcham Activity Centres in accordance with the Nunawading Megamile and Mitcham Structure Plan’.
- Amend Cl. 21.07-5 *Zones and overlays* to include a new dot point as follows: ‘Applying a Design and Development Overlay to activity centres to guide the height and form of new buildings in accordance with the approved structure plans’.
- Amend Cl. 21.07-5 *Policy and the exercise of discretion* to include a new dot point as follows: ‘Ensuring that all use and development applications in the Nunawading, Megamile and Mitcham Activity Centres are in accordance with the Activity Centre Policy at Cl. 22.06 and the recommendations of the approved Nunawading Megamile and Mitcham Structure Plan’.
- Amend Cl. 21.07-7 to include the Nunawading Megamile and Mitcham Structure Plan as a reference document.

Clause 22.03 – Residential Development Policy

Clause 22.03 applies to all applications for residential development within Residential 1 Zones and requires development to demonstrate consistency with the identified three categories of change and relevant character areas.

The clause requires modification to include the existing substantial change area for Mt Pleasant Road, Wood and West Streets in a Natural Change area.

Clause 22.06 – Activity Centres

Clause 22.06 applies to all Activity Centres. The purpose of the Clause is to ensure land use and development reinforce, and are appropriate to, the role of the centre, ensure each centre responds to the needs of the community and maintains a community focus role, and improve the appearance and amenity of all activity centres

The Activity Centre Policy is important to assist with the implementation of the Nunawading Megamile and Mitcham Structure Plan.

The recommended changes are as follows:

- Amend Cl. 22.06-1 to refer to the Whitehorse Road Megamile as a Major Activity Centre, rather than the Nunawading/Megamile.
- Amend Cl. 22.06-3 'Whitehorse Road Megamile shopping strip' to include a new dot point as follows: 'New use and development be consistent with the Nunawading Megamile and Mitcham Structure Plan'.
- Amend Cl. 22.06-3 'Neighbourhood centres' to include a new dot point as follows: 'Nunawading and Mitcham Neighbourhood Activity Centres provide a supporting role to the Whitehorse Road Megamile retail precinct and encourage new development to be consistent with the Nunawading Megamile and Mitcham Structure Plan'.
- Amend Cl. 22.06-4 to remove reference to Nunawading/Megamile.
- Amend Cl. 22.06-5 to include the Nunawading Megamile and Mitcham Structure Plan as a reference document.

6.2.4 Zones

To properly facilitate the intricate mix of proposed redevelopment options established in this Structure Plan, minor changes to the existing zoning pattern will be required.

The proposed rezonings are considered the most appropriate for Council to be pro-active in planning for an integrated outcome that best manages state, local and community planning objectives and market forces.

The rezonings proposed in the Structure Plan will be implemented through a Planning Scheme Amendment.

Key areas that will require rezoning are noted as:

- Land bound by Springvale Road to the east, Whitehorse Road to the north, the rail line to the south and the rear of lots fronting Varman Court to the west (excluding the Nunawading Community Centre (Silver Grove). This precinct should be rezoned from Industrial 1 and Business 4 to an overarching Mixed Use Zone to facilitate the appropriate mix of industry/warehouses, office and residential. A Mixed Use Zone permits the mix of uses encouraged. It allows for residential uses as of right and permits warehouse and office uses subject to permit. This zone also provides Council with flexibility in decision making.
- The Daniel Robertson Brickwork site should be rezoned from the current Industrial 1 Zone to a Mixed Use Zone to facilitate its long term redevelopment. This zoning tool allows residential uses as-of-right but requires a permit for a shop use. This is an ideal zone in that residential use is the predominant use being encouraged and commercial uses are permitted subject to Council approval.
- Land at north-east corner of Springvale and Whitehorse Roads should be rezoned from Residential 1 to Mixed Use, to encourage infill office development, with restrictive retail uses.
- Given the lack of buffers, change in land uses and higher order objectives for activity, an Industrial 1 Zone north of the railway is seen as inappropriate. This is generally supported by the nature of land uses currently present and it is recommended that the land be rezoned from Industrial 1 to Industrial 3.

The existing Business 4 zone over the Megamile stretch is considered appropriate and could remain as it encourages and facilitates the growth of restricted retail along this strip. The Business 1 zone surrounding Mitcham and Nunawading Stations should also remain to focus core retail into those primary locations. This zone provides adequate flexibility for the potential intensification of retail, commercial and upper level residential uses in the precincts. The Residential 1 zone should be retained surrounding the commercial function of the shopping strip. Higher density residential and other residential redevelopment, which are encouraged in the structure plan can continue under the current zone.

6.2.4 Overlays

Two (2) new overlay tools are required to facilitate the built form promoted in the Structure Plan. These two overlay tools can help guide land use and built form in more detail.

Firstly a Development Plan Overlay (DPO) over the whole study area should be implemented. This should be broken down into the three precincts outlined in the Structure Plan. This will provide the appropriate tools for Council to outline and identify future uses in strategic locations and put conditions on them such as density and connectivity. The benefit this overlay provides is that where a permit may be required for a particular use in a certain zone, the DPO can acknowledge it as a preferred use such as shop in a mixed use area and facilitate its outcome.

Secondly a Design Development Overlay (DDO) should be implemented to guide built form parameters. It can prescribe height, setback and site coverage limitations for specific lots and precincts. Similar to the DPO implementation method, a single overlay can be created over the study area which breaks down the various built form restrictions for individual sites. This overlay can actively enforce built form guidelines promoted in the different precincts of the Structure Plan study area.

Finally, a Public Acquisition Overlay should be introduced to the following of sites in order to facilitate key projects as follows:

- 15 Mt Pleasant Road, Nunawading to facilitate a pedestrian link between Mt Pleasant Road and the Brickworks site;
- 187-189 Springvale Road, Nunawading to facilitate the realignment of Market Street.
- 40 and 42 Station Street, Nunawading to allow for a car park for the retail centre.

A number of other overlays exist within the study area, such as the Heritage Overlay and the Significant Landscape Overlay. It is considered appropriate for these existing overlay tools to remain in effect to provide Council with appropriate statutory tools to enforce those provisions.

The Blackburn Redevelopment Drainage Scheme has been recently prepared at a strategic level. Given the significant nature of change in this area it would be appropriate to prepare a redevelopment drainage scheme to apply to significant parts of the study area that align with the broader strategic study.

An Integrated Water Management Plan (IWMP) should be implemented in conjunction with Yarra Valley Water to effectively manage all water entering and leaving the structure plan area in consideration of capacity limitations for extra loadings on the sewerage infrastructure from the development of key sites.

The IWMP will need to consider:

- reducing the import of potable water into the developments planned through water conservation practices and potable water substitution, and
- reducing export of water from the area through the use of rainwater, stormwater, grey water and sewerage for non drinking purposes

6.3 Land assembly

Most of the recommendations contained in the structure plan relate to privately owned land that has redevelopment potential, or land that is in existing public ownership. As a result the recommendations that affect the land can be achieved as part of the redevelopment process. Applicants will need to ensure that traffic management is addressed in their application, traffic congestion being a major issue for Nunawading and Megamile.

For recommendations that relate to privately owned land that is less likely to be redeveloped in the future, Council (or the relevant authorities) will need to negotiate to purchase such land, or come to some arrangement as part of the possible future redevelopment of the land, if or when a proposal arises, for instance:

- Purchase 15 Mt Pleasant Road to facilitate pedestrian links between Mt Pleasant Road and the Brickworks site.
- Purchase of a strip of land in the alignment of the MFB site and Nadrasca site, and exercise right of access in partnership with MFB over land on MFB’s western boundary.
- Purchase 187-189 Springvale Road, Nunawading to facilitate the realignment of Market Street.
- Purchase of 2 residential properties to the north-east of the Nunawading village for a car park (refer Key Site 1: Nunawading Retail Centre).

6.4 Work Program

A number of key starter projects have been identified for Nunawading, MegaMile and Mitcham. Some of these will be initiated within 12 months of the Structure Plan being finalised. Along with the changes to the Planning Scheme, they will be instrumental in seeing the desired outcomes of the Structure Plan working on the ground. Note that all council and state government initiated projects will be subject to local and state budgetary processes. Also refer drawing ‘Implementation Issues: local, state and private investment’.

Action	Initiator	Others involved
Short term (within 12 months)		
Adoption of the Structure Plan for Nunawading, MegaMile and Mitcham	Council	
Amend the Whitehorse Planning Scheme	Council	
A traffic management plan. Owing to congestion around the Springvale and Whitehorse Roads intersection and the imminent Eastlink commencement a traffic management plan should be developed. This should include investigating acquisition of land for parking in Nunawading. The traffic management plan should be re-examined once a decision on grade separation is made.	Council	State Government, VicRoads, public transport service providers
Development of an Integrated Water Management Plan (INWP) to effectively manage all water entering and leaving the structure plan area, including the harvesting of water from the Mitcham multi-deck car park.	Council	Yarra Valley Water
Provide incentive for the Nunawading brickworks to relocate by working with Robertson Industries to develop a comprehensive masterplan for the site based on the key site 3 plan in the structure plan (higher density housing, commercial use and public open space). Criteria to be established to enable this project to be successfully implemented, including project viability, community benefit and retention of heritage and vegetation values. A development plan for the Nunawading Brickworks site to be prepared outlining contributions by the developer to infrastructure improvements and heritage interpretation, including public open space, a dedicated bike lane in Norcal Road, ESD measures and contribution to the new pedestrian bridge over the railway linking to the civic centre and Walker park.	Council	Robertson Industries
A new north-south pedestrian link between Whitehorse Road and Nunawading Station. Council to negotiate the purchase of a link in the alignment of the MFB site and Nadrasca, and exercise right of access in partnership with MFB over land on MFB’s western boundary. Hours of access to be determined with an ongoing management system for open space connection.	Council	MFB, DPCD, DOI
Upgrade of the Smart Bus interchange at Nunawading Station, including		VicTrack, Dol

introducing new traffic lights at Market Street and Whitehorse Road.		
Link walking and public transport service information	Council	Public transport service providers
Implement traffic improvements to Rooks Road, including road widening to introduce turn features north of Station Street.	Council	Vic Roads
Investigate the potential for a small scale convenience supermarket within the Nunawading retail centre.	Council	Supermarket operators
Commence investigation of developer contributions scheme	Council	
Investigate with Aldi the realignment of Market Street with Laughlin Avenue. This will result in simplified car and bus movements through the centre as well as the potential to consolidate some land parcels and deliver a larger development site for a supermarket.	Council	

Medium term (2009-2011)		
Upgrade modal interchange at Mitcham Station (in conjunction with any redevelopment of the Colombo Street site)	Council	State Government, VicTrack, public transport service providers, owner of Colombo Street site
Encourage upgrade of station buildings and surrounds at Nunawading and Mitcham stations	Council	State Government, VicRoads, VicTrack, public transport service providers
Upgrade of the Mitcham village pedestrian mall and link with Mitcham Station.	Council	
Actions to facilitate redevelopment of the Nunawading Community Centre (Silver Grove) precinct:		
Avenue tree planting to Silver Grove and Glendale Street	Council	
Call for expressions of interest for architectural services for the extension and renovation of the Nunawading Community Centre (Silver Grove) building, including consolidation and reorganisation of on-site car parking and landscaping improvements. The project brief should reference the Nunawading Community Centre Feasibility Study Report, March 2007, by Burns Bridge.	Council	State Government
Encourage developers to build higher density housing around reserve	Council	
Actions to facilitate the provision of affordable rental housing:		
Investigate potential for improvements to eastern edge of Varman Court including the provision of affordable rental housing, subject to resolution of a long term feasible plan for the relocation of the Boral plant and lapidary club. City of Whitehorse investigate forming a partnership with a registered community housing provider and investigate obtaining State Government funding based on 25% capital works contribution via the provision of land. Housing to be provided on the basis of the Eastern Region Housing Statement.	Council	Office of housing, selected registered community housing provider
Investigate development of publicly owned land around Mitcham Station for affordable higher density housing in the form of townhouses. City of Whitehorse to investigate forming a partnership with a registered community housing provider and investigate obtaining State Government funding based on 25% capital works contribution via the provision of land. Housing to be provided on the basis of the Eastern Region Housing Statement.	Council	Office of housing, selected registered community housing provider, Landowners
Encourage redevelopment of the shops facing the internal laneway in the Mitcham Retail Centre for affordable shop top housing	Council	Land owners
Council to provide strategies to further address housing affordability and diversity within the municipality. Mechanisms to increase the level of affordable housing within Nunawading and Mitcham, such as developer contributions will be investigated.	Council	
Reorganise car park in front of council building	Council	Vic Roads
Indigenous street tree planting within Whitehorse Road for the making of key nodes and gateways	Council	Vic Roads
Work closely with owner of the former gym site within the Nunawading Retail Centre to facilitate the site's redevelopment with mixed use and higher density housing	Council	Land owner
Work closely with owner of the Colombo Street site to facilitate the site's	Council	Land owner

redevelopment with mixed use and higher density housing		
Initiate discussion with the State Government, VicTrack and public transport operators to redevelop the commuter car park at Mitcham Station with multi-level commuter car parking and affordable housing	Council	
Investigate developer contribution scheme for parking within the study area	Council	
Long term (2011 onwards)		
Capital works, including public realm and open space improvements, and sustainable transport initiatives (subject to budget)	Council	
Initiate discussion with owner of the Mitcham Hotel site to explore and facilitate redevelopment options for hospitality, conference facilities and short term accommodation	Council	Land owner
Work closely with the State Government and VicRoads to improve congestion in Springvale Road and to implement design, development and traffic management strategies to improve the amenity of Whitehorse Road. This will need to reference the grade separation study, once completed.	Council	State Government, Vic Roads
Ongoing consideration of development options for Council owned land in Nunawading, MegaMile and Mitcham	Council	
Continue to allow the MegaMile to dynamically develop for bulk goods uses within clear boundaries (Rooks Road to the east). Such development should seek to consolidate car parking, improve pedestrian accessibility and enhance the green areas. In addition the plan identifies the need for some greater flexibility in land use to accommodate more effective use of air rights and enhanced liveability and amenity for shoppers and residents in the precinct.	Council	
Negotiate pedestrian links to local streets to the west of the Nunawading brickworks site		
Investigate economic development initiatives for Mitcham and Nunawading	Council	
Create development guidelines for key development sites in the study area	Council	

6.5 On-Going Implementation

- Economic development initiatives, such as new signage, marketing of the retail centres and MegaMile and trader liaison
- Working with the traders committee to continually improve the retail centres as a local attractor, in terms of its retail provision, economic viability, amenity and ambience.
- Implement programs on community well-being and inclusion, provision of services, etc
- Proactively engage land owners – development of key sites and potential land assembly
- Funding mechanisms / sources, e.g. to support cultural and community activities
- Contributions grants from State and Federal infrastructure funds and
- Private sector sponsorship and donations

6.6 Monitoring And Review – 3 year cycle

Monitoring of the implementation of the Structure Plan and the strategic planning directions is an essential part of the Implementation Program. This should include:

- Review and updating of the Structure Plan to ensure its strategic directions remain up to date
- Review Planning Scheme zones, overlays and policies to ensure that the desired outcomes of the Structure Plan are being successfully implemented. This will be conducted with Senior Statutory Planners and include a review of Council's success in negotiating positive development outcomes and at VCAT.
- Providing guidance on key sites
- Monitoring of the residential and worker population of the precincts
- Monitoring the land uses and activity within the precincts
- Ongoing assessment of community needs and services, particularly in relation to affordable housing
- Review to take into account any grade separation in the future.

6.7 Project Management

Effective project management will be critical to implementing the desired outcomes for Nunawading, MegaMile and Mitcham.

Implementation

Refer Drawing 16: Implementation Issues – local, state and private investment

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7.0
Specific Sites

7.1 Nunawading Retail Centre

Refer drawing:

12.1 Key Site 1 Nunawading Retail Centre: potential

7.2 Nunawading Community Centre (Silver Grove)

Refer drawings:

12.2 Key Site 2 Nunawading Community Centre (Silver Grove): existing

12.3 Key Site 2 Nunawading Community Centre (Silver Grove): potential

7.3 Nunawading Brickworks

Refer drawings:

12.4 Key Site 3 Nunawading Brickworks: Potential Mixed Use Development
(Private sector develop and delivery option)

7.4 Nunawading North-South Station Link

Refer drawing:

12.5 Key Site 4 North-South Station Link

7.4 MegaMile Gateway

Refer drawing:

12.6 Key Site 5 MegaMile Gateway

7.6 Mitcham Retail Centre

Refer drawing:

13.1 Key Site 1 Mitcham Retail Centre

7.7 Mitcham Station Precinct

Refer drawing:

13.2 Key Site 2: Mitcham Transport Interchange and Environs

7.8 Mitcham Retail Centre-East

Refer drawing:

13.3 Key Site 3: Mitcham Retail Centre-East

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8.0
Further Information

8.0 FURTHER INFORMATION

For further information contact

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Language link – phone numbers

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VOLUME 2

**Background
Information**

Volume 2 (Appendices)

- A List of reference studies and reports
- B List of Community and Stakeholder Representatives
- C Stakeholder and Community Consultation
 - Community Workshop 1, 27 Feb 2005
 - Community Services Workshop, 17 May 2005
 - Land Owner and Business Focus Groups Contacts
- D Review of Existing Studies and Data
- E Assessment of Existing Centres
- F Property Market Overview report by Charter Keck Cramer, February 2006

Appendix A: List of reference studies and reports

The following studies and reports commissioned by the Whitehorse Council have a bearing on the study area and its three precincts:

ECONOMIC/ RETAIL	1	Regional Economic Strategy for Melbourne's SE 2003-2030 - Ratio and SGS	
	2	Ecovision - A strategy for Economic Sustainability	
	3	Energy Action Plan - GHD	
	4	Economic and Enterprise Development Strategy: Whitehorse Road	
	5	Creating Retail Opportunities - Whitehorse Road Retail Precinct - FutureBrand FHA	
TRANSPORT Strategic	1	Integrated Transport Strategy: The 2020 Vision for Whitehorse	
	2	Moving into the Future: Integrated Transport Strategy	
	3	Road Safety Strategy, Final Report - Ratio Consultants and Hennessey Services	
	4	Traffic Management Strategy	
	5	Springvale Rd Traffic Improvements - Stage 1 - Parsons Brinckerhoff	
	6	Springvale Rd Traffic Improvements (CD and media release) Parsons Brinckerhoff	
	Road / Rail Parking	7	Car parking Management Strategies
			Traffic Counts
	Bicycle	8	VATS (Vic Activity and Travel Survey)
9		Eastern Rail Trail Feasibility Study	
INFRASTRUCTURE	1	Bicycle Strategy and Works Program	
	1	Advice from infrastructure agencies and government departments	
HERITAGE	2	Melbourne Water pipe reserve - Springvale-Rooks Rd and Mitcham-Brunswick Rds	
	1	Heritage Review: Volumes 1 -4 - Allom Lovell and Assoc	
	2	Heritage Review: Volumes 1 -5 - Andrew Ward	
	3	Heritage Review 2001 Part 2 Assessment of Precincts - Graeme Butler and Assoc	
COMMUNITY FACILITIES RECREATION LANDSCAPE	4	Heritage Precincts Report 2004 – S Westbrooke and J Dalrymple	
	1	Community Facilities and Meeting Space Review - Internal Audit	
	2	Open Space Strategy City of Whitehorse Stage 1 - EDAW	
	3	Recreational Strategy 2004-9 - Stratcorp	
	4	Recreational Strategy 2004-2010 - Implementation Strategy	
	5	Streetscape Policy and Strategy - Murphy Design Group	
	6	Street Tree Policy www.whitehorse.vic.gov.au/tree.asp	
7	Master plans for parks - Walker Park/Civic Precinct		
URBAN DESIGN PLANNING	1a	Mitcham Shopping Centre Structure Plan Report	
	1b	Mitcham Shopping Centre Structure Plan Report - Council modifications	
	2	Retail Centre Inventory	
	3	Mitcham Shopping Precinct Centre Improvements Master plan	
	4	Nunawading Shopping Centre Future Opportunities - Planning by Design	
	5	Homemakers Mile Precinct: Physical Improvements - Urban Initiatives	
	6	Blackburn Lake Surrounding Study - Planisphere	
	7	Whitehorse Neighbourhood Character Study 2002-3 - Planisphere	
8	Megamile StreetLife Project		
HOUSING	1	Housing Policy: Mitcham North-East Precinct - Contour Consultants	
	2	Social and Affordable Housing Policy	
	3	Preferred Design Principles for Medium Density Housing	
	4	Housing Study / Strategy	
WHITEHORSE COMMUNITY DEVELOPMENT	1	Aboriginal Reconciliation Policy and Action Plan 2002-5	
	2	Disability Action Plan 2004-6	
	3	Drug and Alcohol, Policy and Action Plan 2003-5	
	4	Economic Development Strategy Whitehorse 2001-6	
	5	Energy Action Plan	
	6	Exploring Whitehorse by Bike	
	7	Multicultural Policy and Action Plan 2003-5	
	8	Our Vision 2012	
	9	Our Wellbeing, Our Community 2004-6	
	10	Responsible Gambling: Policy and Action Plan 2004-6	
	11	Water Action Plan	
DEMOGRAPHIC	1	Community Profile - 2001 census: www.id.com.au/whitehorse/commprofile/	
STATE	1	Melbourne 2030 (www.dse.vic.gov.au/melbourne2030online)	
	2	Practice Note - Activity Centre Design Guidelines M2030	
	3	Draft Design Guidelines for Higher Density Housing - DSE	
STATUTORY	1	Municipal Strategic Statement: www.dse.vic.gov.au/planningschemes/whitehorse	
	2	MSS 3 year review - John Keaney	

Appendix B: Community and Stakeholder Representatives

Extensive consultation has been undertaken with community representatives, state and local agencies, key interest groups and landowners in the preparation of this paper as outlined below:

- Agfa site - Architects
- Alben Nunawading Station Pharmacy
- Apex Club of Nunawading **
- Block Buster - Michael Morris Architect
- Boral CMC
- Brickworks - Daniel Robertson
- Bunnings [recently relocated]
- Bunnings - Site owner 396-408 Whitehorse Rd
- Bicycle Victoria
- Café Juniper
- Caltex - Service Station
- Cambodian Community Welfare Centre
- Captain Snooze
- Cartridge World Mitcham
- Coles Mitcham
- Columbo Site - Architects
- Creedy's Bida Bali
- DC Framing and Arts Supplies
- Deakin University
- Eastern Recreation and Leisure Services
- Eastern Tenancy and Housing **
- Body Talk Health Club
- Harvey Norman - owner
- JCI (formerly Whitehorse Maroondah Junior Chamber)
- John Robins Furniture
- Laburnum Angling Club **
- Lao Elderly Association
- Lao-Australian Welfare Association **
- Life Activities Club
- Louise Multicultural Community Centre
- Melbourne Water
- Melbourne Fire Brigade [MFB]
- Migrant Information Centre Eastern Melbourne **
- Mitcham Baptist Church
- Mitcham Business Association
- Mitcham Community House
- Mitcham Senior Citizens Centre **
- Models and Hobbies 4 U
- Nadrasca
- Nunawading and District Lapidary Club
- Nunawading Community Centre
- Nunawading Toy Library
- Reach Out For Kids (ROK) Foundation
- REFS - Youth Services **
- SCOPE (Disability)
- U3A Nunawading
- Vic Roads
- Whitehorse Arts Association Whitehorse Community Health Service
- Whitehorse Manningham Regional Library Corp - Nunawading Branch
- Whitehorse Older Persons Action Group [WOPAC]
- Yarra Water

** Indicates those invited to participate in the preparation of the Draft Structure Plan but did not attend.