

22.17 KEW JUNCTION ACTIVITY CENTRE POLICY

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This policy applies to the Kew Junction Activity Centre, as identified in *Map 1 – Kew Junction Activity Centre and Precincts* to this clause.

22.17-1 Policy basis

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The basis for this policy is provided by the Municipal Strategic Statement which advocates the implementation of the *Kew Junction Structure Plan 2009 (updated 28 December 2011)* to achieve the objective of consolidating the role of Kew Junction as a major activity centre. Kew Junction is one of three primary activity centres within the City of Boroondara, along with Camberwell Activity Centre and Glenferrie Activity Centre.

This local policy should be read in conjunction with the Design and Development Overlay Schedule 14 (Kew Junction Activity Centre).

22.17-2 Objectives and Strategies

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General

Objectives

- To strengthen the role of Kew Junction Activity Centre as a vibrant mixed-use centre supporting a range of retail and commercial activity.
- To provide a high quality pedestrian environment with improved pedestrian links and public spaces.
- To improve traffic management and car parking.

Strategies

It is policy to:

Land use and development

- Encourage the consolidation of smaller sites and the redevelopment of under-utilised sites.
- Encourage a mix of uses including retail, commercial, residential, community, health, leisure and other associated uses that respond to the needs of the current and future local population.
- Encourage mixed-use development comprising office or retail at ground level with active frontages and offices or housing above with underground or internal deck car parking.
- Encourage use of upper levels, including existing shop tops, for offices or housing.
- Discourage residential uses from being located at the ground level.
- Encourage new residential development in a variety of dwelling sizes to locate within the Kew Junction Activity Centre.
- Encourage developments that increase the supply of affordable housing in the centre, both within private development and in the form of public or community housing.

Spaces

- Retain and improve existing open space and linkages in line with existing Council policies and strategies.
- Encourage the installation of public art that enhances the centre's local identity and sense of place.

Access

- Support north-south linkages along Princess/Denmark Street through to LE Bray Reserve and Glenferrie Oval.
- Ensure that new developments result in no net loss of overall public car parking in the centre.

Precinct 1: Five Ways Intersection

Objectives

- To encourage development of key sites around the five ways intersection and the VicRoads site for a mix of commercial and residential uses.

Strategies

It is policy to:

- Encourage active uses at the ground level, such as shops or cafés, that complement the office or residential uses at upper levels and improve the streetscape activity and amenity of the precinct.
- Support the use and retention of the rear laneway between Denmark Street and Fenton Way.
- Encourage redevelopment of the VicRoads site with new or infill mixed use development of residential or office, incorporating open spaces and north-south linkages through the site.

Precinct 2: Retail and Activity Core

Objectives

- To strengthen the role of Precinct 2 as the core retail focus of the centre and a vibrant mixed-use environment.

Strategies

It is policy to:

- Encourage other uses such as office, residential, community or cultural activities that complement the core retail role of the precinct to be developed on upper levels.

North of High Street

- Encourage the enhancement of the outdoor environment by improving existing public spaces such as the supermarket entrance adjacent to Walpole Street and creating new plaza spaces or small, landscaped seating areas.
- Encourage outdoor activity at the rear of the High Street shops as a key feature of this precinct with the creation of an improved pedestrian space.
- Ensure that supermarket loading arrangements minimise conflict with pedestrian and traffic movement.
- Ensure that primary vehicle access to the area between Princess Street and Brougham Street is provided from Princess Street and discouraged from Brougham Street.

South of High Street

- Encourage the establishment of a retail or commercial anchor with residential or office uses on the upper levels around Fenton Way.
- Support the creation of community uses (such as the new arts facility) that complement the retail and commercial role of the area based around the former Kew Court House and Police Station and Fenton Way.

- Encourage pedestrian connections from the south of High Street to the retail areas north of High Street.
- Retain a pedestrian connection from Fenton Way through to Denmark Street.

Precinct 3: High Street East

Objectives

- To expand the role of the area as an edge-of-centre mixed-use precinct including a range of commercial uses and new residential development.

Strategies

It is policy to:

- Encourage larger scale offices and larger format retail.

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Decision guidelines

Before deciding on an application, the responsible authority will consider, as appropriate:

- Whether the proposal makes a positive contribution to the image and character of the centre and its pedestrian environment.
- The impact of the proposal upon local traffic management and car parking.

The objectives and strategies of the *Kew Junction Structure Plan*.

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Policy references

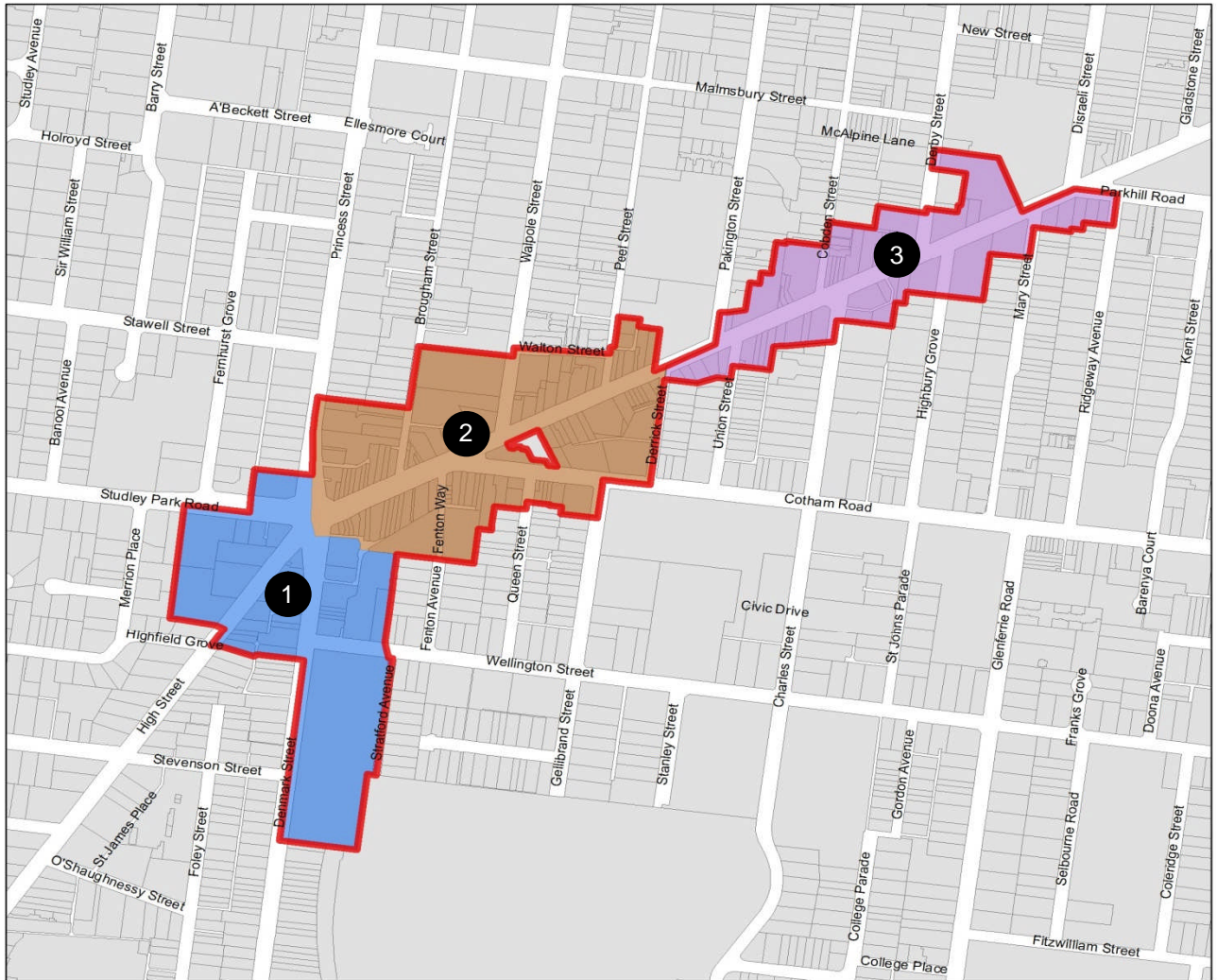
Kew Junction Structure Plan (City of Boroondara 2009; updated 28 December 2011)





Design Guidelines for Activity Centres (Department of Sustainability and Environment 2004)

Design Guidelines for Higher Density Residential Development (Department of Sustainability and Environment 2004)

Safer Design Guidelines for Victoria (Crime Prevention Victoria and Department of Sustainability and Environment 2005)

Map 1: Kew Junction Activity Centre and Precincts



-  Activity Centre Boundary
-  1 Precinct 1: Five Way Intersection & VicRoads
-  2 Precinct 2: Retail and Activity Core
-  3 Precinct 3: High Street East