

**22.18 GLENFERRIE ACTIVITY CENTRE LAND USE POLICY**

04/05/2017  
C230

This policy applies to the Glenferrie Activity Centre, as identified in *Map 1 - Glenferrie Activity Centre* to this clause.

**22.18-1 Policy basis**

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The basis for this policy is provided by the Municipal Strategic Statement which advocates for the implementation of the *Glenferrie: Heart of Hawthorn Structure Plan and Implementation Plan 2010 (updated 28 December 2011)*.

Glenferrie is one of the largest activity centres within Boroondara, along with the Camberwell Junction Activity Centre and Kew Junction Activity Centre.

This local policy focuses on land use and should be read in conjunction with Design and Development Overlay Schedule 15 (Glenferrie Activity Centre) which sets out built form requirements for the centre.

**22.18-4 Objectives and Strategies**

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**Objectives**

- To maintain and enhance the centre's role as a vibrant mixed use shopping strip and hub for learning and innovation.
- To ensure community, civic and recreation facilities are integrated with the rest of the centre, are well connected, easily accessible and meet the current and future needs of the community.
- To encourage a mixture of retail and offices uses along Glenferrie Road that complement the large format retail and office uses within the Burwood/Camberwell Road Commercial Corridor.
- To increase housing diversity in the centre for all age groups, including provision of housing for lower income households and student housing.
- To enhance the centre's amenity and sense of safety at all hours and to minimise amenity impacts of night time uses on surrounding businesses and residents.
- To reduce private vehicle travel to and around the centre and encourage people to use public transport, walking and cycling as alternate modes of transport.

**Strategies**

It is policy to:

- Encourage mixed use development comprising of retail at ground level, and offices or residential uses on upper levels to locate within the retail core and mixed use areas.
- Encourage customer or community focused ground floor uses that activate the pedestrian environment.
- Support developments that increase the supply of affordable housing in the centre, both within private development and in the form of public or community housing.
- Discourage large format uses such as warehouses that do not have a public interface with the street to locate in the centre.
- Locate late night uses away from residential areas and on sites that do not have a direct abuttal to land in a residential zone.

- Ensure night time uses are suitably designed and managed to minimise amenity impacts on surrounding residents and businesses.
- Ensure that any application seeking a waiver or reduction of the parking requirements for a dwelling incorporates sustainable transport alternatives as part of the development.

**22.18-5**

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**Decision guidelines**

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

- Whether the proposal makes the best use of available land and provides opportunities for additional retail, commercial or housing.
- Whether the proposal contributes to the creation of a vibrant retail centre.
- The impacts the proposed use will have on the amenity of the surrounding residential area.
- The objectives and strategies of the *Glenferrie Structure Plan and Implementation Plan*.

**22.18-6**

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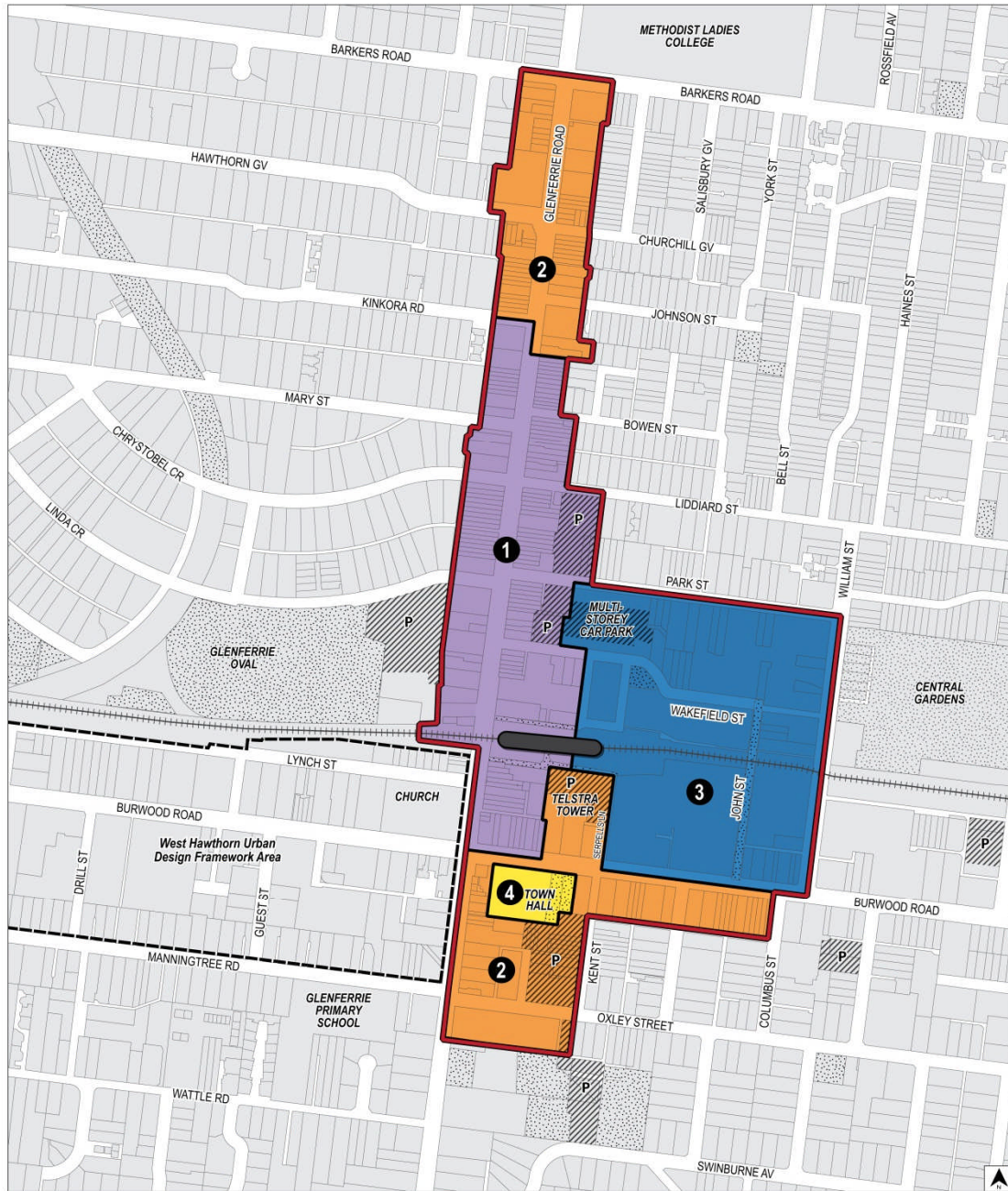
**Policy references**

*Glenferrie: Heart of Hawthorn Structure Plan* (City of Boroondara 2010, updated 28 December 2011)

*Glenferrie: Heart of Hawthorn Structure Plan Implementation Plan* (City of Boroondara 2010, updated 28 December 2011)

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

Map 1 - Glenferrie Activity Centre



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| <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #800080; border: 1px solid black; margin-right: 5px;"></span> 1 Area 1- Glenferrie Road Retail Core</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #FF8C00; border: 1px solid black; margin-right: 5px;"></span> 2 Area 2- Glenferrie &amp; Burwood Roads Mixed Use</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #0070C0; border: 1px solid black; margin-right: 5px;"></span> 3 Area 3- Swinburne University Campus</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #FFD700; border: 1px solid black; margin-right: 5px;"></span> 4 Area 4- Town Hall</li> </ul> | <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 20px; border-bottom: 2px solid red; margin-right: 5px;"></span> Activity Centre Boundary</li> <li><span style="display: inline-block; width: 20px; border-bottom: 2px dashed black; margin-right: 5px;"></span> West Hawthorn Urban Design Framework Area</li> <li><span style="display: inline-block; width: 20px; height: 10px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, black 2px, black 4px); border: 1px solid black; margin-right: 5px;"></span> Open Space/Recreation</li> <li><span style="display: inline-block; width: 15px; height: 15px; background: repeating-linear-gradient(-45deg, transparent, transparent 2px, black 2px, black 4px); border: 1px solid black; margin-right: 5px;"></span> Existing Car Parks</li> </ul> |
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