



Spring Spot
DRY CLEANING

SPRINGVALE REVITALISATION ACTION PLAN

FEBRUARY 2024



Acknowledgment

The City of Greater Dandenong acknowledges and pays respects to the Bunurong, as the Traditional Custodians of the lands and waters in and around Greater Dandenong.

We value and recognise local Aboriginal and Torres Strait Islander cultures, heritage, and connection to land as a proud part of a shared identity for Greater Dandenong.

The City of Greater Dandenong pays respect to Elders past and present and recognises their importance in maintaining knowledge, traditions, and culture in our community. Greater Dandenong City Council also respectfully acknowledges the Bunurong Land Council as the Registered Aboriginal Party responsible for managing the Aboriginal Cultural heritage of the land and waters where Greater Dandenong is situated.

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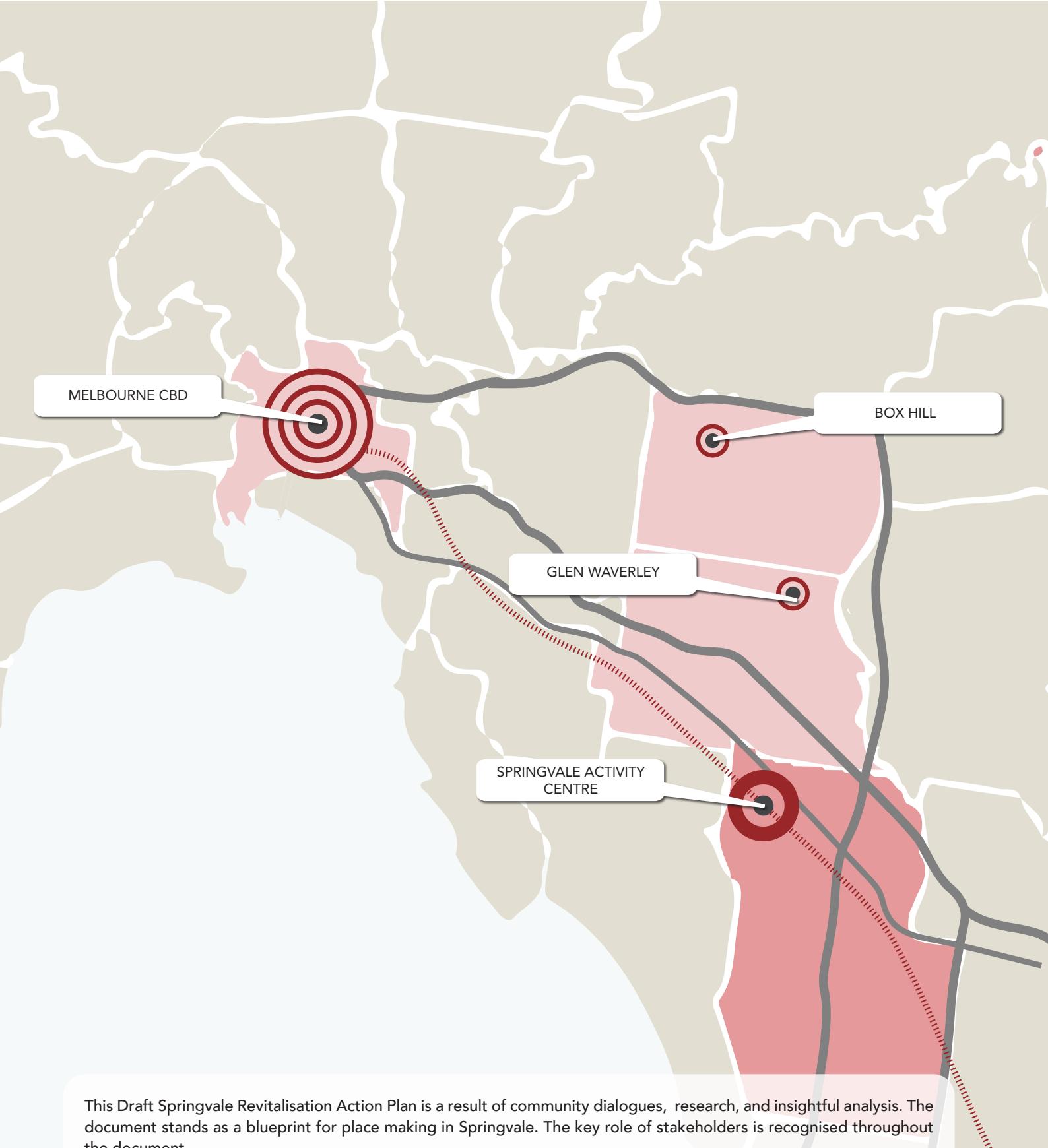
CONSULTANT TEAM

REALM studios

Revision:	Status:	Date:	By:	Checked:
A	Draft Report	01/09/23	RP & AH	JS
B	Draft Report	26/09/23	FD & AH	JS
C	Final Report	05/02/24	FD & AH	JS

ON BEHALF OF





This Draft Springvale Revitalisation Action Plan is a result of community dialogues, research, and insightful analysis. The document stands as a blueprint for place making in Springvale. The key role of stakeholders is recognised throughout the document.

As we progress, we extend an invitation to the community for further engagement on the Draft Springvale Revitalisation Action Plan. To get in touch and to learn more about the project, please visit:

greaterdandenong.vic.gov.au/shape-springvale

or call or email us at:

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Introduction

Purpose

The Draft Springvale Revitalisation Action Plan aims to identify actions for private and public sector investment, and support the Springvale community to grow.

This Draft Springvale Revitalisation Action Plan (SRAP) has been prepared on behalf of The City of Greater Dandenong. The SRAP is a high-level, long-term framework, intended to guide the revitalisation of Springvale's Civic Heart.

As a catalyst for revitalisation, the SRAP aims to identify quickly deployable projects and initiatives that will draw investment and development to the Activity Centre. This will make the long-term planning vision a reality. This holistic vision will breathe new life into the heart of Springvale in the short, medium, and long term.

The direction of the document is informed by a series of guiding principles that came from detailed community engagement. These include:

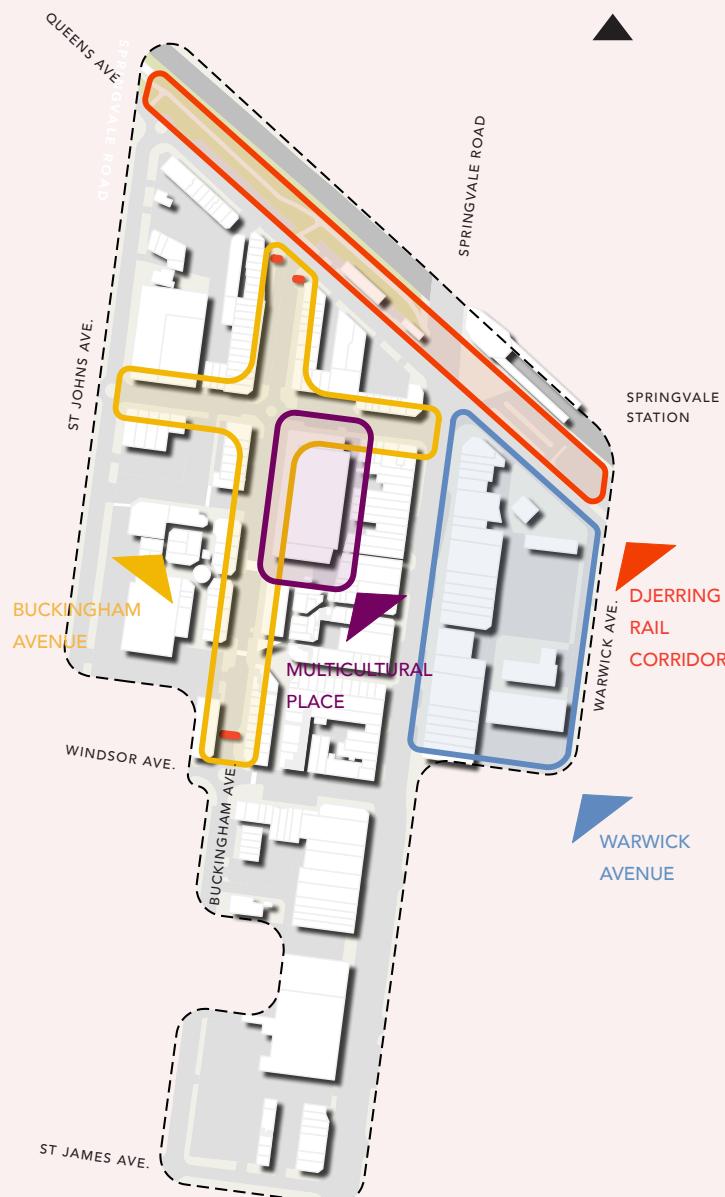
- Supporting thriving local experiences and economy
- Fostering a diversity of activated places
- Championing accessibility and inclusivity
- Designing a distinctive public realm identity
- Celebrating multicultural communities
- Addressing issues of safety and cleanliness

The SRAP is delivered through initiatives which frame and define projects to revitalise Springvale. These initiatives are informed by the guiding principles and are set out in short to long-term time frames. The initiatives are both tangible and operational, and relate to culture, economy, and public realm. They include:

- Night time economy initiatives
- Smart city technologies
- Improved streetscapes
- Pedestrianised zones
- Urban greening initiatives
- Passive and active surveillance initiatives

This document focuses on four key areas of the Springvale Activity Centre:

- 1 Buckingham Avenue
- 2 Multicultural Place
- 3 Djerring Rail Corridor
- 4 Warwick Avenue



A Unique Opportunity

To revitalise the key Activity Centre

Locational Context

The Springvale Activity Centre is located approximately 29 km southeast of Melbourne's Central Business District. The Activity Centre is strategically located on Springvale Road with excellent access to the Melbourne to Pakenham/Cranbourne railway line. The Centre has a strong Asian business and community focus making it a vibrant hub for retail and commerce. The Centre has a rich assortment of food, groceries, restaurants, and bakeries.

This Centre enjoys proximity to primary and secondary schools, boasts excellent transport connectivity, and is witnessing a surge in its apartment market. Recent times have seen transformative changes, including the removal of the Springvale level crossing, leading to a revamped railway station and bus transport interchange, and public realm upgrades to Springvale Road.

Melbourne Context

Springvale forms part of a network of activity centres within the region which include the Monash and Dandenong South National Employment and Innovation Clusters, Dandenong Metropolitan Activity Centre (MAC).

The Springvale Activity Centre is a busy inter-cultural retail and business centre in Melbourne's southeast. It is one of four major Activity Centres in the City of Greater Dandenong. Springvale, Box Hill and Glen Waverly are the three major Asian shopping centres in Greater Melbourne, with Springvale having the highest concentration of Asian retail outlets.

Policy Context

The Revitalisation Action Plan will work in with State and Local Policy objectives. The document aims to be adaptable to future conditions, and aligns with the Springvale Activity Centre Structure Plan, 2017.

Key Policy

Plan Melbourne 2017-2050

Plan Melbourne was released in March 2017 and sets the long-term strategic vision and guidelines for Melbourne's growth through to 2050. Relevant directions in Plan Melbourne for activity centre planning include:

- Allowing activity centres the capacity to continue to grow and diversify the range of activities they offer.
- Where appropriate, explore opportunities to partner with the private sector to enable diversification, investment and employment growth
- Diversification to give communities access to a wide range of goods and services, provide local employment and support local economies and the development of 20-minute neighbourhoods.
- To deliver more housing closer to jobs and public transport through policies which will support growth in activity centres that offer good access to jobs, services and public transport.
- Focusing on improving connectivity for pedestrians and cyclists
- Addressing housing diversity, design, quality, and energy efficiency.

Local Policy

The City of Greater Dandenong integrated planning framework consists of several key documents which guide Council's overall strategic direction.

Council Plan 2021-2025

Provides the strategic vision, objectives and actions for Council with the overall vision being that: *Greater Dandenong is a home to all. It's a city where you can enjoy and embrace life through celebration and equal opportunity. We harmonise the community by valuing multiculturalism and the individual. Our community is healthy, vibrant, innovative and creative. Our growing city is committed to environmental sustainability.*

Greater Dandenong Planning Scheme strategies

Within the Greater Dandenong Planning Scheme, relevant strategies include:

- Strategies that support Springvale as the principal metropolitan focus for Asian commercial and retail facilities.
- Strategies to consolidate and broaden Springvale's cultural base and expand its already vibrant economy and residential market.
- Local planning policy specific to the Springvale Major Activity Centre which provides direction to Council when considering future land use and development applications within the centre. This includes encouraging multi-storey, higher-density residential development in Springvale.

Design and Development Overlays

Design and Development Overlays identify land that is affected by specific requirements relating to the design and built form of new developments. In Springvale the Design and Development Overlays include:

- Controls for building heights and setbacks that create a strong and distinct image for the Centre.
- Guidance for higher density development, whilst maintaining the fine grain rhythm at street level, and achieving a transition down in scale to reduce amenity impacts to the surrounding established residential areas.
- Height and setback requirements for development that deliver a high-quality public realm which maintains sunlight and comfortable wind conditions.
- Guidance for high-quality buildings and ensures building separation and setbacks achieve high levels of external and internal amenity for occupants, visitors and the general public which may require consolidation of sites.

Springvale Activity Centre Structure Plan, 2017

Council adopted the Springvale Activity Centre Structure Plan, in 2017, to guide sustainable growth and progress. The Structure Plan also highlights Council's commitment to enhancing public infrastructure, from streetscapes to open spaces, aligning with the needs of today and tomorrow. This approach ensures a more vibrant social community, a greener environment, and enduring economic prosperity

for the heart of Springvale.

The Structure Plan guides planning, ensuring sustainable growth, and turning broader policies and strategies into a tailored framework. The Plan addresses land use, transportation integration, open spaces, and infrastructure. It provides actionable policies and development regulations, all aligned with the overarching vision.



Image: Springvale Activity Centre, Buckingham Avenue

Process + Consultation

A community informed plan developed in partnership from ideas to action.

Process

The SRAP has been created through extensive community consultation, workshops, walks on Country, and online engagement activities. The development of the document has occurred across three main phases; including engagement, stakeholder workshops, and refining. Activities were designed to elicit expertise and knowledge about the project area, capture the community vision for SRAP and involve the community in setting priorities for delivery.

The community was also invited to be creative and think of big ideas that could improve Springvale. An online survey was undertaken through Council's Have your Say website to help understand the broader community hopes and dreams.

Consultation

Consultation has been crucial to understanding what makes Springvale special, and which areas most need to be upgraded or improved.

The journey has involved local community members, city partners, businesses, Councillors, local schools, Council staff, and the Bunurong Land Council.

The engagement with partners was undertaken across a series of workshops, site walks, yarning circles and online.

IN STAGE 1:

464 online survey responses

90 participants took part in:

7 collaborative visioning workshops

Bunurong Land Council

- Local knowledge and cultural considerations.
- An understanding of Country, history of place, and the narratives that surround it.

Residents and Community Groups

- Local insight to identify values, aspirations, and barriers.
- Priority setting and preferences of different age and interest groups.

Local and State Government

- Detailed understanding of assets, system operations, issues and opportunities.
- Future development opportunities regarding state and council owned assets.

Education and Community Services

- Specific fields of knowledge relating to services and facilities in the study area.
- Detailed understanding of key areas and community groups
- Voices of young people and students

Businesses and Land Owners

- Detailed understanding of the commercial and economic areas.

“ Make footpaths wider - more space for people. Lights in the pavement so you can see when you walk at night ”

LOCAL SCHOOL STUDENT



“ What is country?
It is about inclusion,
community, gathering,
connection, and
sharing knowledge ”

BUNURONG LAND COUNCIL



Image: Community consultation workshop

“ The streetscape could be given an upgrade. Perhaps you could turn Buckingham Avenue into a pedestrian mall, as traffic comes to a stop at busy times. You could extend outdoor markets and dining onto the footpath... ”

LOCAL RESIDENT

“ Springvale is one of the most linguistically diverse suburbs in Melbourne, it would be great to see wayfinding incorporate languages other than English ”

LOCAL RESIDENT

“ I have owned and run my grocery store in Springvale since 2003. It has been wonderful as I have loyal customers that are also my friends and are our community... I love my work, my store and my customers, it's a very happy place to work and live.... ”

LOCAL BUSINESS OWNER

1.0

Vision

The Springvale Revitalisation Action Plan is shaped by a Vision and Guiding Principles informed through site analysis and engagement.



In Springvale, we are a culturally rich and connected community. We embrace our diverse backgrounds and celebrate our heritage.

Our public spaces support a healthy and prosperous economy, offering the community opportunities to live happy, active, and connected lives.



Guiding Principles



Supporting thriving local businesses



Fostering a diversity of activated places



Championing accessibility and inclusivity



Enhancing the environment



Encouraging safe movement and access



Embedding sustainability into built outcomes and operations



Celebrating community through a vibrant calendar of events



Designing a distinctive place identity

Initiatives Framework

The Springvale Revitalisation Action Plan will deliver initiatives that have been developed through community engagement, background research and best practice planning and urban design principles.

Connections + Mobility

Streets and laneways will become not just links, but vibrant places that bring the community together. Pedestrian-friendly streets will feature greenery, furniture and outdoor dining. Upgraded crossings, well-designed intersections, and precinct parking will ensure safe and efficient movement for all.



Will be delivered through:

- Pick-up and drop-off zones
- Sheltered bicycle parking
- Strategically located elevated carparks
- Rationalised on-street parking
- Review of parking study
- Improved wayfinding and signage of parking
- Improved parking surveillance
- Connected thoroughfares
- Activated laneways and arcades
- Pedestrianised zones (Buckingham Street and Balmoral Ave)
- Increased shade and weather protection for pedestrians
- Tree canopy coverage study and increased greening strategies
- Clear and safe day and night time pedestrian connections

Precincts + Gateways

The SRAP will revitalise and reinforce Springvale's precincts and gateways. This aims to create distinct places that resonate with the community's identity while establishing inviting gateways that warmly welcome both residents and visitors alike.



Will be delivered through:

- Vehicle gateways
- Pedestrian gateways
- Wayfinding and orientation
- Distinguishable precinct character
- Streets and laneway character
- Elevated street ornamentation
- Rationalisation of existing thoroughfares

Food + Cuisine

Food is an existing strength of Springvale that the Plan aims to celebrate. Springvale's markets and restaurants have a diversity of offerings where sharing of cultures takes place. This will be aided by new places for outdoor eating, an upgraded restaurant directory, and visitor maps.



Will be delivered through:

- Street dining
- Food demonstration spaces
- Springvale information point digital mapping
- Picnic and shared food spaces
- Walking tour and map directory
- Promotion of sustainable packaging
- Community garden
- On-site resource reuse hub

Events + Activation

Dynamic programming of vibrant events will infuse energy into the Centre, ensuring a lively and connected atmosphere for all. Interactive experiences throughout the day and night, and a calendar of diverse events, will cultivate a thriving environment where the community can actively participate, socialise, and celebrate.



Will be delivered through:

- Dedicated performance spaces and festival space
- Activated rooftops and laneways
- Bookable community performance space
- Space for informal busking
- Street entertainment
- Festival schedule and calendar
- Night street dining
- Seasonal food celebrations
- Review of licensing and noise for night time activation
- Seasonal street decorations
- Seasonal night markets

Art + Culture

The Centre will be a canvas that celebrates artistic expression and nurtures cultural exchange. The ultimate goal is to establish a harmonious and flourishing urban ambience that resonates with residents and visitors alike.



Will be delivered through:

- Laneway art installations
- Place naming
- Culturally significant street decorations
- Programs to promote local artists
- Gateway markers at artwork
- Promote local foods
- Interpretation for diverse language groups
- Art and storytelling strategy

Safety + Amenities

The revitalisation aims to foster safety and the enhancement of the public amenities in Springvale. By making the public spaces and streets safer and more comfortable, the SRAP will cultivate a welcoming urban atmosphere that is pleasant for all.



Will be delivered through:

- Lighting strategy
- Safe streets partnership group
- Weather protection for pedestrians
- Public amenities provision
- Security service provision
- On-site welfare service provider
- Controlled and activated thoroughfares and frontages
- Pedestrian underpass review on Springvale Road

2.0

Implementation

How will we deliver change?

The Action Plan will be delivered over more than 10 years. Continued engagement with the community and testing of ideas will ensure a smooth transition

Council is committed to a thoughtful and staged approach to the revitalisation of Springvale. This process will ensure that decisions are informed by community and stakeholder priorities in addition to investment cycles. This means that the SRAP will likely take over a decade to implement.

Phasing and Timeframes

Three broad phases of implementation are expected from the SRAP. The following principles will guide the development of the phasing plan:

- Create the least amount of disruption to services, access, and transport connections.
- Keep the community informed of changes occurring across Springvale via a temporary information hub.
- Trialling ideas prior to significant investment, and allowing for community feedback.
- Build infrastructure as necessary to enable the revitalisation.

Short Term

1-5 years

Medium Term

6-10 years

Long Term

10 + years

1. Buckingham Avenue

The Buckingham Avenue project area consists of the street and public space along Buckingham Avenue from Queens Avenue in the north to St Johns Avenue and down to the junction at Windsor Avenue in the south. The area also includes the section of Balmoral Avenue from St Johns Avenue to Springvale Road.

2. Multicultural Place

The Multicultural Place project area incorporates the public space of Multicultural Place, the Balmoral 8 car park and the lane way connecting from the plaza to Balmoral Avenue

3. Djerring Rail Corridor

The Djerring Rail Corridor includes the roadway and linear open space beside the rail corridor along Queens Avenue, from St Johns Avenue in the west to Warwick Avenue to the east. It incorporates the forecourt of Springvale Station.

4. Warwick Avenue

The Warwick Avenue project area includes part of the city block, to the east of Springvale Road and bounded by Queens Avenue in the north and Warwick Avenue to the east. The project area includes the laneway and existing car parking area.

Temporary Testing and Activation

As Springvale changes, interim and semi-permanent projects will engage the community and draw activity to the Centre.

The process of revitalising Springvale is just as important as the final outcomes. There is a key need for ensuring community, business, and social needs are met, through the process of change and transformation.

Temporary Events

As part of the revitalisation, at any given time, portions of the Centre may be occupied by a cultural festival, public performance, food experience, or art installation.

These interim, seasonal, and semi-permanent uses will be curated through collaboration with the local cultural organisations, arts communities and stakeholders. This will ensure the creation of meaningful experiences that reflect Springvale's culturally rich communities.

Council and other stakeholders, are excited to work with local communities to enliven Springvale with welcoming, inclusive programming that celebrates diversity and embraces the rich multicultural history.

Overall, these temporary initiatives will help to increase the vibrancy of the Centre in the short term, while work gets underway on more complex public works and improvements that require greater planning.

Trialling and Testing

For some key ideas, like closing streets to private vehicles and pedestrianising spaces, detailed planning, engagement and investment is required.

Through staging of trials and testing projects over time, the community has time to experience the change and provide meaningful feedback. For example temporary street closures can be trialled during certain times of the day. This will ensure projects are informed at all stages by community and stakeholders. It will also build community ownership and support of changes before major investments are made through capital works.



Image: Modular pop-up incubators - London



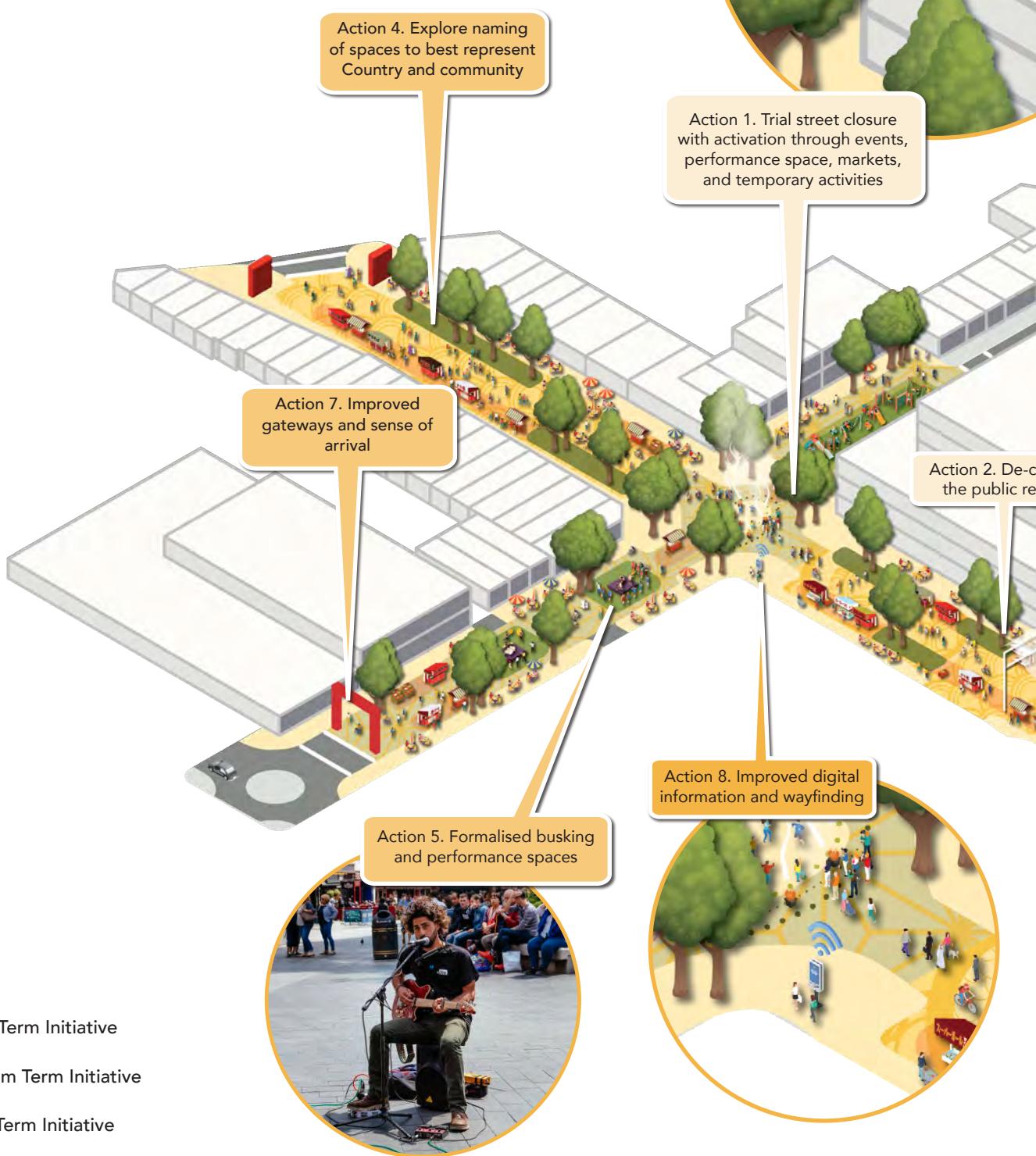
Image: Lunar New Year celebration



Image: Pop-up forest - San Francisco's Market Street

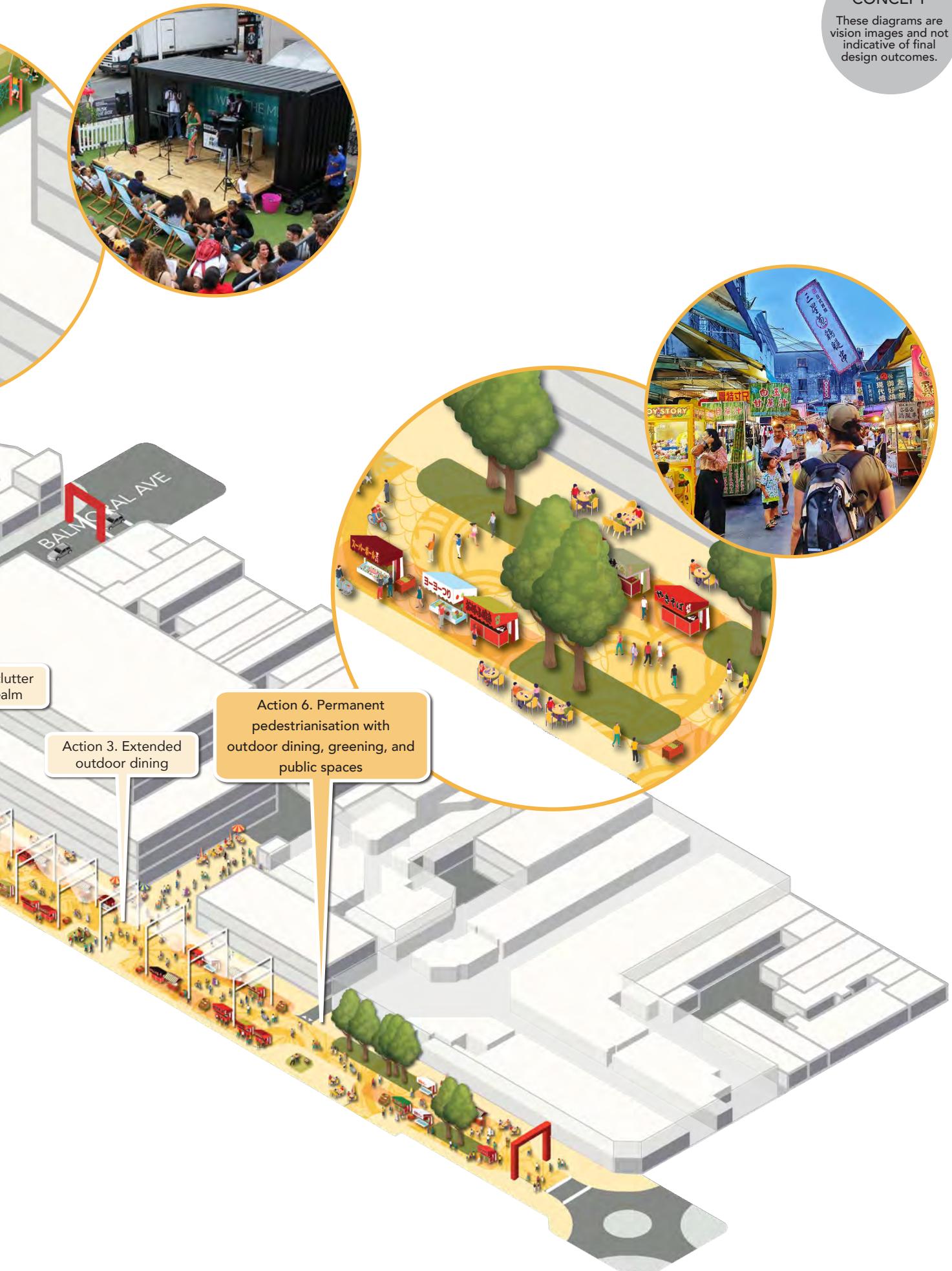
Buckingham Avenue

Redefining streets for people, place, and culture



VISION CONCEPT

These diagrams are vision images and not indicative of final design outcomes.



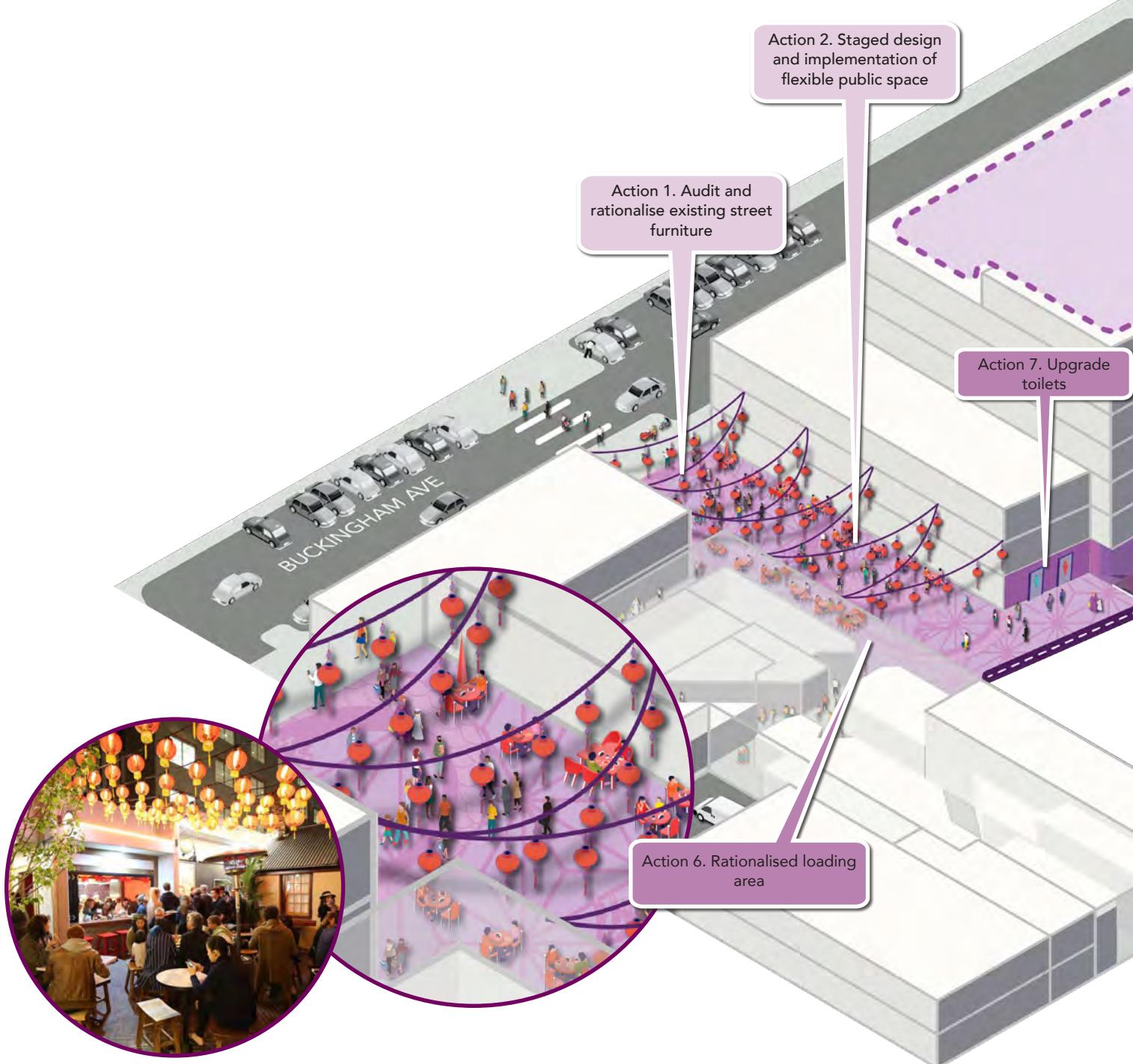
Delivering the Actions

List of Actions		
Action	Timing	Related Initiatives
Action 1: Activate the space through events, markets, street art, greening, busking and performance opportunities including a trial of street closures to support initiatives.	Short term	01 Connections + Mobility 02 Precincts + Gateways 03 Food + Cuisine 04 Events + Activation 05 Art + Culture 06 Safety + Amenities
Action 2: Audit and de-clutter public realm of excess furniture, signage, barriers, planters, etc.	Short term	01 Connections + Mobility 06 Safety + Amenities
Action 3: Work with businesses to support improved, vibrant outdoor dining initiatives.	Short term	01 Connections + Mobility 03 Food + Cuisine 04 Events + Activation
Action 4: Explore naming of spaces to best represent Country and community.	Medium term	02 Precincts + Gateways 05 Art + Culture
Action 5: Formalise busking and performance space. Stage 1: Balmoral to Multicultural Place Stage 2: Balmoral to Windsor Avenue. Stage 3: Balmoral to Queens Avenue. Stage 4: Springvale Road to St Johns Avenue.	Medium term	04 Events + Activation 05 Art + Culture
Action 6: Develop a staged design for permanent pedestrianisation to support walkability, outdoor dining, planting, enhanced events, and activity spaces.	Medium term	01 Connections + Mobility 02 Precincts + Gateways 03 Food + Cuisine 04 Events + Activation 05 Art + Culture 06 Safety + Amenities
Action 7: Create a sense of arrival at key entry points that reinforce the local character and provide a 'window' to the street.	Medium Term	02 Precincts + Gateways 05 Art + Culture
Action 8: Develop street signage, maps and other graphics to inform people about where they are, and what is in their surroundings.	Long term	01 Connections + Mobility 02 Precincts + Gateways 03 Food + Cuisine 06 Safety + Amenities



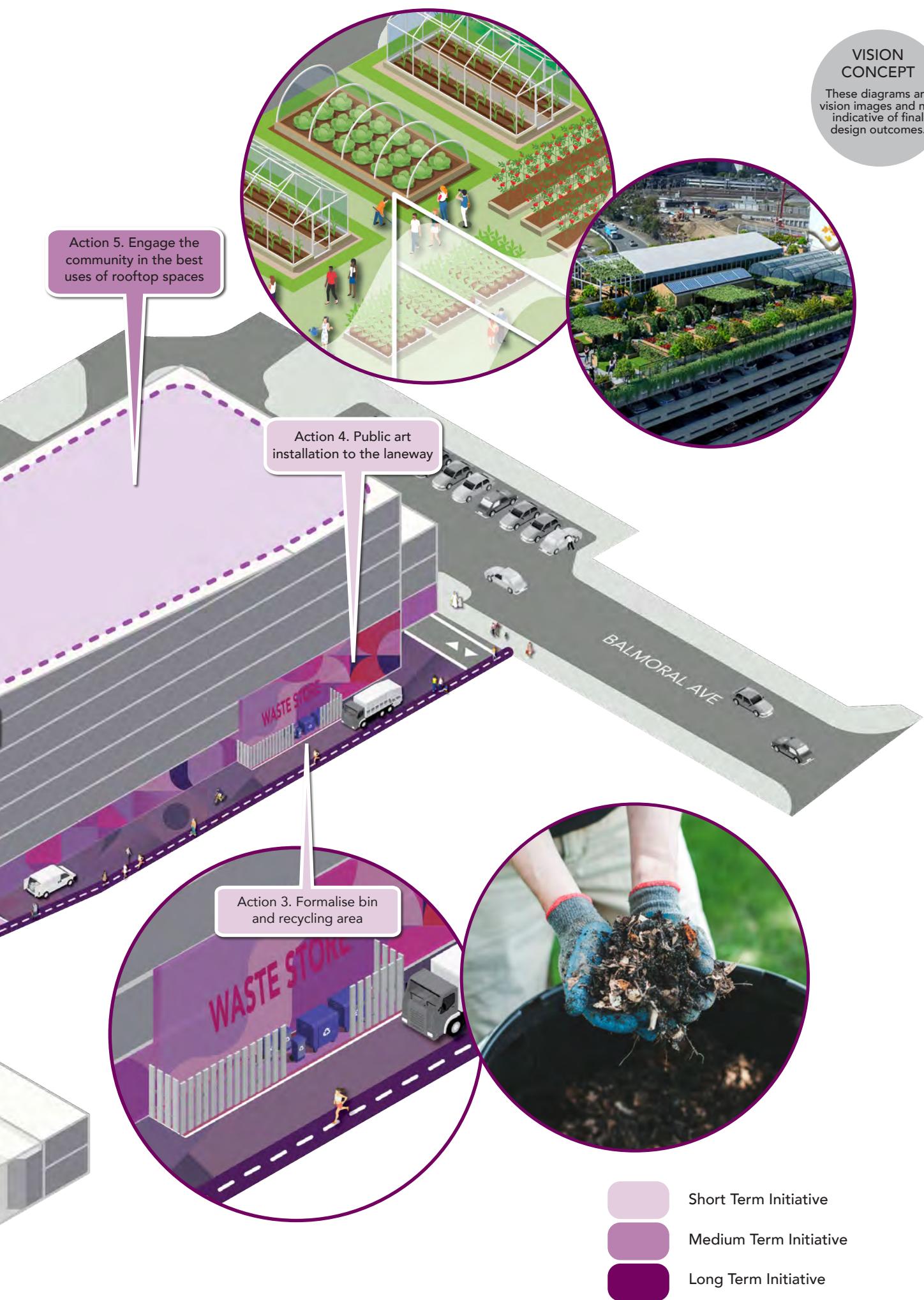
Multicultural Place

A space which is vibrant, flexible and functional, servicing business and community.



VISION CONCEPT

These diagrams are vision images and not indicative of final design outcomes.



Delivering the Actions

List of Actions		
Action	Timing	Related Initiatives
Action 1: Audit and rationalisation of street furniture to support future activity.	Short term	01 Connections + Mobility 03 Food + Cuisine 04 Events + Activation
Action 2: Develop a staged design and implementation plan to support flexible outdoor dining, gatherings, and events.	Short term	01 Connections + Mobility 02 Precincts + Gateways 03 Food + Cuisine 04 Events + Activation 05 Art + Culture 06 Safety + Amenities
Action 3: Formalisation of bin and recycling area in laneway to support precinct sustainability. Integrate smart technologies for increased efficiency.	Short term	01 Connections + Mobility 05 Art + Culture 06 Safety + Amenities
Action 4: Public artwork installation to laneways.	Short term	01 Connections + Mobility 03 Food + Cuisine
Action 5: Conduct feasibility study for car park rooftop activation. Assess options to provide new space and uses for community use through EOI.	Medium term	01 Connections + Mobility 02 Precincts + Gateways 03 Food + Cuisine 04 Events + Activation 05 Art + Culture 06 Safety + Amenities
Action 6: Rationalise loading area to support the extension of shopping centre foyer.	Medium term	01 Connections + Mobility 06 Safety + Amenities
Action 7: Audit the existing toilets including improved visibility and signage.	Medium term	01 Connections + Mobility 06 Safety + Amenities

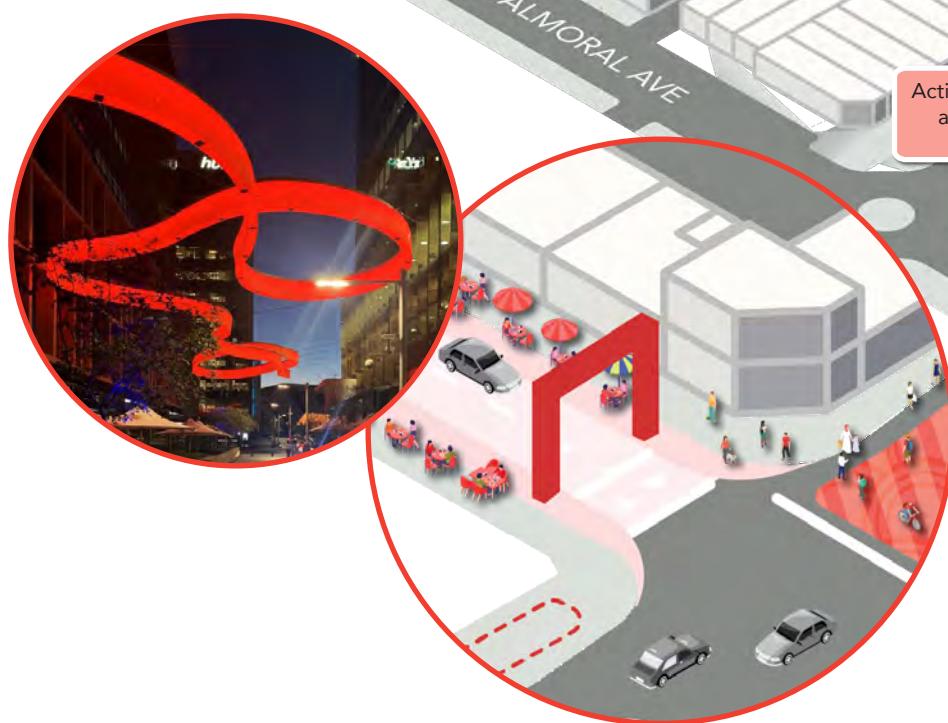
SPRINGVALE CENTRE



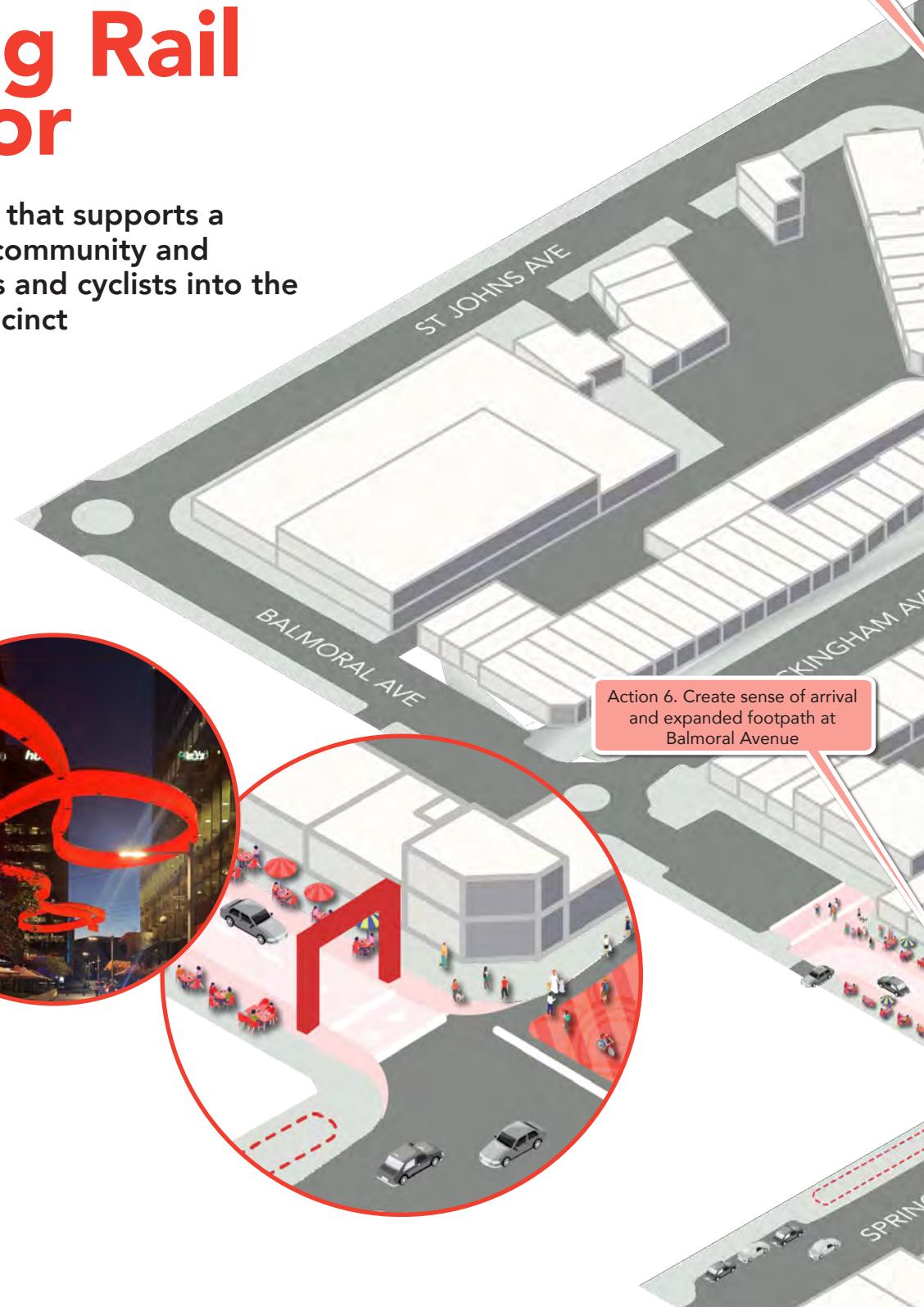
Djerring Rail Corridor

A linear green space that supports a growing residential community and connects pedestrians and cyclists into the central shopping precinct

Action 7. Pedestrian and bicycle priority on Queens Avenue



Action 6. Create sense of arrival and expanded footpath at Balmoral Avenue



 Short Term Initiative

 Medium Term Initiative

 Long Term Initiative

Action 5. Activate and green the open space along Queens Avenue rail corridor



Action 8. Improve lighting and way finding to key community facilities

VISION CONCEPT

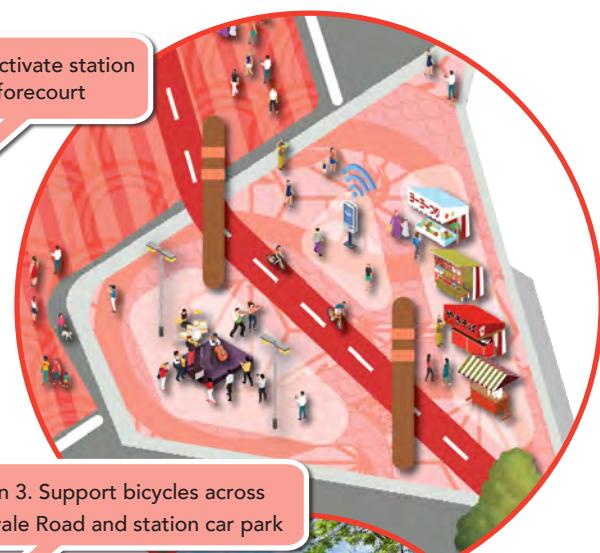
These diagrams are vision images and not indicative of final design outcomes.

Action 1. Improved pedestrian and bicycle access from the Activity Centre to the Train Station and Djerring trail.



Action 4. Art installation at key points

Action 2. Activate station plaza forecourt



Action 3. Support bicycles across Springvale Road and station car park



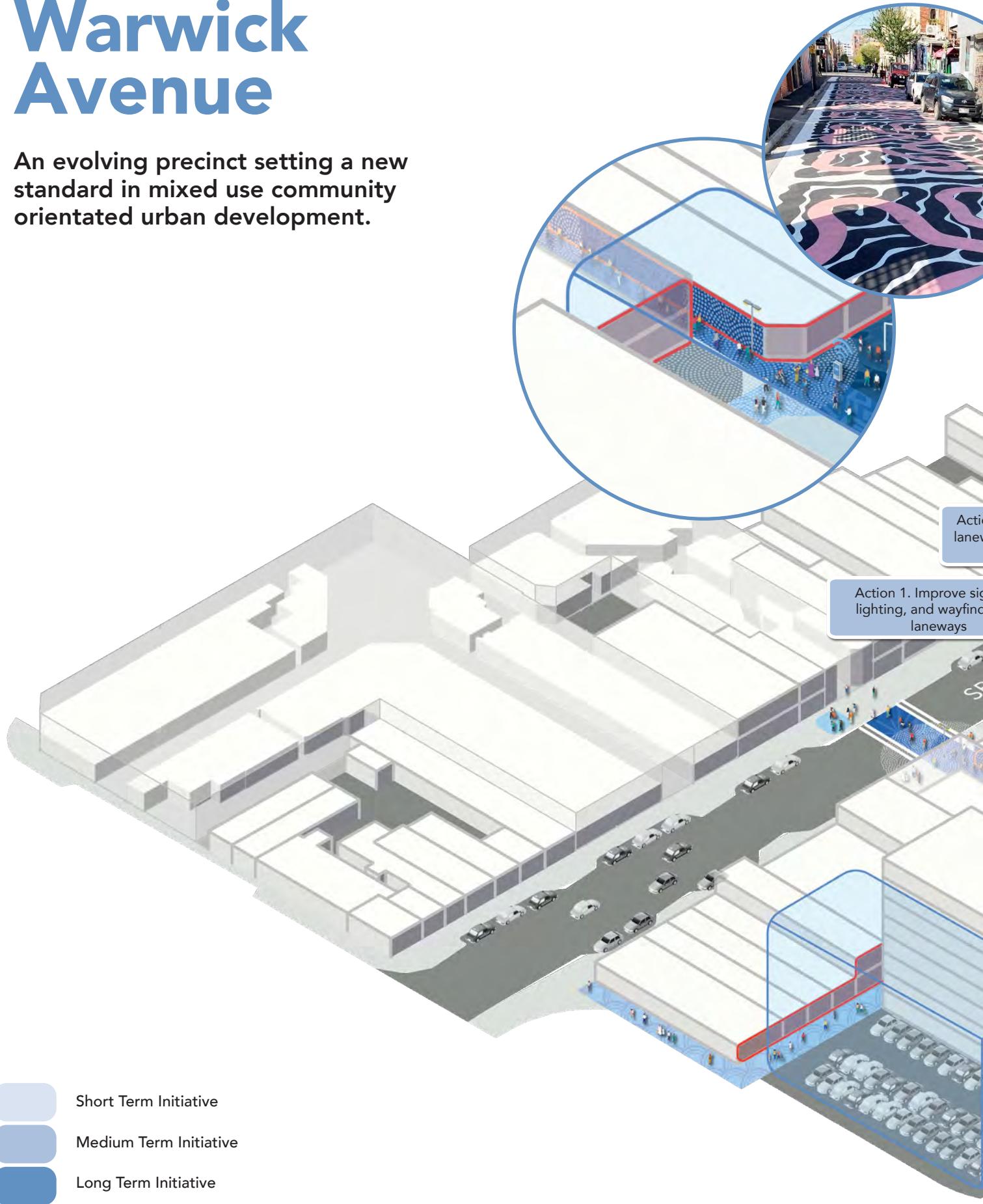
Delivering the Actions

List of Actions		
Action	Timing	Related Initiatives
Action 1: Improve pedestrian and bicycle access from Springvale Activity Centre to Springvale Station, Djerring Trail and nearby community centres.	Short term	01 Connections + Mobility 02 Precincts + Gateways 03 Food + Cuisine 04 Events + Activation 05 Art + Culture 06 Safety + Amenities
Action 2: Work with state government to improve the station forecourt plaza through bicycle parking, information, arts and performance.	Medium term	01 Connections + Mobility 02 Precincts + Gateways 03 Food + Cuisine 04 Events + Activation 05 Art + Culture 06 Safety + Amenities
Action 3: Support the continued use of bicycles across Springvale Road, through the station forecourt plaza and station car park.	Medium term	01 Connections + Mobility 06 Safety + Amenities
Action 4: Art installation at key movement and arrival points reflecting Springvale's cultural diversity.	Medium term	02 Precincts + Gateways 05 Art + Culture
Action 5: Work with state government to activate and green the open space along Queens Avenue rail corridor.	Medium term	01 Connections + Mobility 02 Precincts + Gateways 04 Events + Activation 05 Art + Culture 06 Safety + Amenities
Action 6: Create a sense of arrival at the entry to Balmoral Avenue including plans to extend the footpath.	Medium term	01 Connections + Mobility 02 Precincts + Gateways 05 Art + Culture 06 Safety + Amenities
Action 7: Implement pedestrian and bicycle priority on Queens Avenue to enhance safety and promote active transport options.	Medium term	01 Connections + Mobility 06 Safety + Amenities
Action 8: Improve lighting and way finding to key community facilities.	Long term	01 Connections + Mobility 06 Safety + Amenities



Warwick Avenue

An evolving precinct setting a new standard in mixed use community orientated urban development.



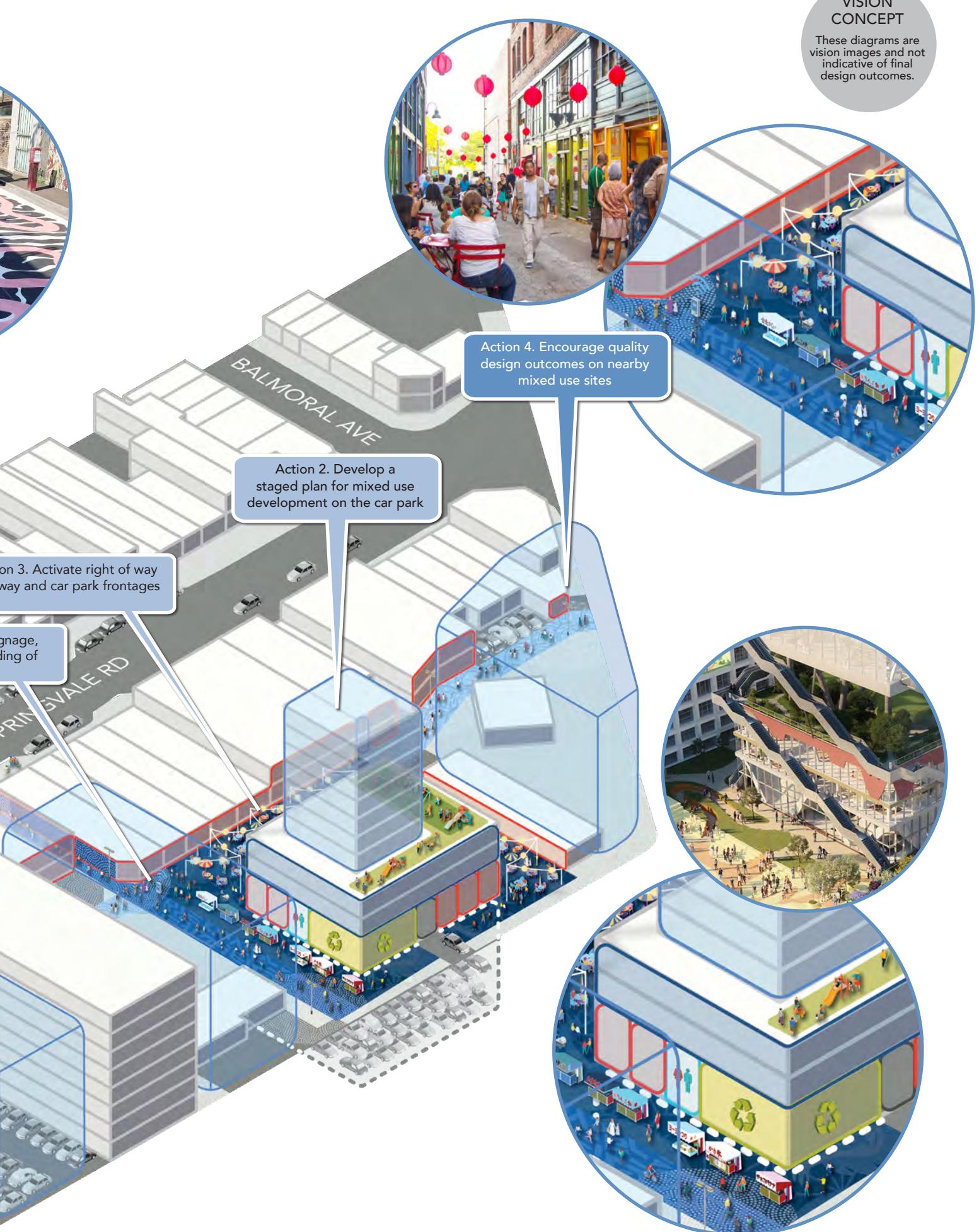
Short Term Initiative

Medium Term Initiative

Long Term Initiative

VISION CONCEPT

These diagrams are vision images and not indicative of final design outcomes.



Delivering the Actions

List of Actions		
Action	Timing	Related Initiatives
Action 1: Improve signage, maps and lighting in laneways to inform people about where they are, and what is in their surroundings.	Medium term	01 Connections + Mobility 02 Precincts + Gateways 06 Safety + Amenities
Action 2: Develop a staged plan for a mixed-use development on the current car park.	Medium term	01 Connections + Mobility 02 Precincts + Gateways 03 Food + Cuisine 04 Events + Activation 05 Art + Culture 06 Safety + Amenities
Action 3: Activate right of way (ROW) laneway and car park frontage through pop up activities that inform future design and use and create a safe and inviting space. Promote active frontages along the laneway.	Medium term	01 Connections + Mobility 02 Precincts + Gateways 04 Events + Activation 05 Art + Culture 06 Safety + Amenities
Action 4: Encourage and advocate for quality design outcomes for nearby sites including mixed use and public amenity through planning advocacy.	Long term	01 Connections + Mobility 02 Precincts + Gateways 03 Food + Cuisine 04 Events + Activation 05 Art + Culture 06 Safety + Amenities



