

**BRANDON PARK SHOPPING CENTRE,  
580 SPRINGVALE ROAD,  
WHEELERS HILL**

**URBAN CONTEXT REPORT  
MIXED USE & RESIDENTIAL DEVELOPMENT  
APPLICATIONS**

Prepared for NEWMARK CAPITAL

1st October 2021

ADVERTISED COPY - CITY OF MONASH  
This copied document is made available for the sole purpose of enabling its consideration and review as part of a planning process under the Planning and Environment Act. The document must not be used for any purpose which may breach copyright.

# CONTENTS

<b>1.0 INTRODUCTION</b>	<b>4</b>
1.1 The Site	5
<b>2.0 STRATEGIC CONTEXT</b>	<b>6</b>
<b>3.0 BROAD CONTEXT</b>	<b>8</b>
3.1 Land Use Context	8
3.2 Character, Open Space and Public realm	9
3.3 Monash Tall Building Context	10
<b>4.0 SITE CONTEXT</b>	<b>12</b>
4.1 Planning Controls	12
4.2 Immediate context	13
4.3 Site Interfaces and Surrounding Character	14
4.4 Land Use	15
4.5 Landscape & Public Realm	16
4.6 Site Movement and Connectivity	17
<b>5.0 CONCLUSION</b>	<b>20</b>
5.1 Shopping Centre Opportunities & Challenges	20
5.2 Conclusion	21

ADVERTISED COPY - CITY OF MONASH  
This copied document is made available for the sole purpose of enabling its consideration and review as part of a planning process under the Planning and Environment Act. The document must not be used for any purpose which may breach copyright.

#### URBIS STAFF RESPONSIBLE FOR THIS REPORT:

**Director** Brendon Rogers  
**Associate Director** Shrijan Joshi  
**Project Team:** Daniel Boesen  
**Project Code:** MA11399  
**Report Status:** DRAFT FOR REVIEW  
**Date:** 04/10/2021

We acknowledge Aboriginal and Torres Strait Islanders as the traditional custodians of all the lands throughout Australia. We recognise and respect the connection to their land, cultural heritage and community, and we pay respects to their Elders past, present and emerging.

© Urbis 2021

This publication is subject to copyright. Except as permitted under the *Copyright Act 1968*, no part of it may in any form or by any means (electronic, mechanical, photocopying, recording or otherwise) be reproduced, stored in a retrieval system or transmitted without prior written permission. Enquiries should be addressed to the publishers.

[URBIS.COM.AU](http://URBIS.COM.AU)



# 1.0 INTRODUCTION

This Urban Context Report has been developed in support of the two development applications currently underfoot with the City of Monash, comprising a mixed-use development application and a separate residential development application, both of which are located within the existing Brandon Park Shopping Centre site at 580 Springvale Road, Wheelers Hill.

This document provides an overview of the subject site and its key features and attributes, together with an analysis of the surrounding urban context, including built form characteristics, land uses, environmental features, transport links, views, solar access and streetscape interfaces.

The intent of this document is to gain an understanding of the key features of the immediate and broader urban context surrounding the site, which will ultimately inform how the site can reasonably be developed in a site responsive manner. This document has been prepared in conjunction with the client and the project team, including a town planner, architect, landscape architect and engineers.

**LEGEND:**

- BRANDON PARK ACTIVITY CENTRE PRECINCT 1
- SUBJECT SITE
- PUBLIC PARK & RECREATION

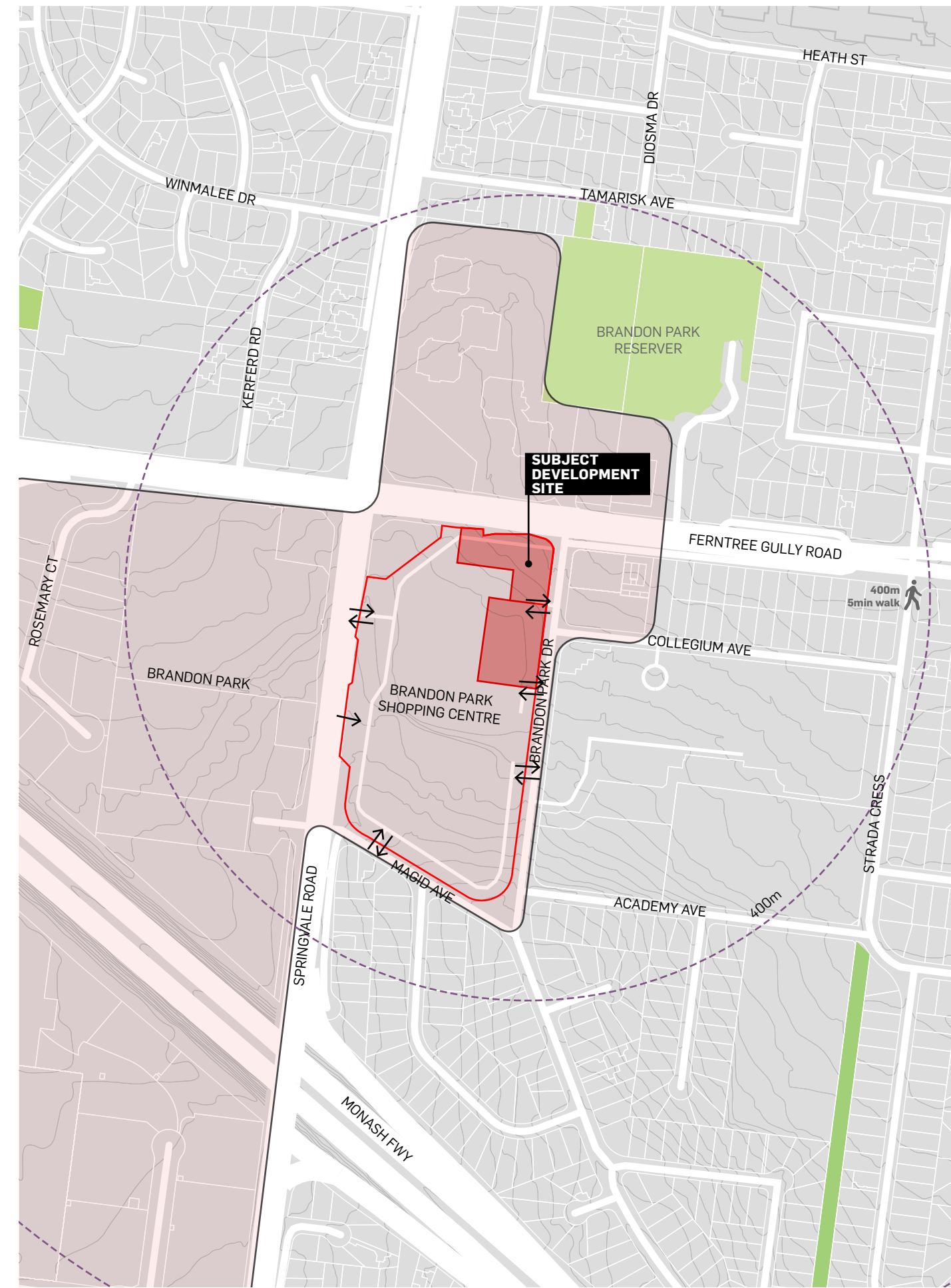


Figure 1 Site Plan

SCALE 1:5000 0 50 100 150 200 250

# 1.1 THE SITE

The subject site, identified on title as Land in Plan of Consolidation 366608D, comprises one lot and is irregular in shape, with a total area of approximately 5.18 hectares and a crossfall from north to south. The site is located at the south-eastern corner of the intersection of Ferntree Gully and Springvale Roads in Wheelers Hill, and therefore enjoys four street frontages, to Springvale Road (west), Ferntree Gully Road (north), Brandon Park Drive (east) and Magid Avenue (south).

The site is currently occupied by the Brandon Park Shopping Centre, which comprises:

- Approximately 22,743 square metres of net leasable retail space, including major retailers, speciality stores and a restaurant / food court offering.
- A total of 1,361 car parking spaces (i.e. overall rate of 6 spaces per 100sqm of NLA), provided within dedicated hardstand car parking areas at-grade surrounding the periphery of the buildings, as well as within undercroft / rooftop car parking areas.

Existing vehicle access / egress points for the site include:

- Springvale Road – two vehicle ingress points and one egress point
- Ferntree Gully Road – whilst one vehicle ingress point
- Brandon Park Drive – three vehicle access/egress points
- Magid Avenue – one vehicle access/egress point

The topographic profile of the site comprises a gradual downward north-south slope from the higher Ferntree Gully Road interface (+96.52m AHD) to the lower Magid Avenue interface (+83.03m AHD), with the graduating slope absorbed along the expansive Brandon Park Drive site frontage.

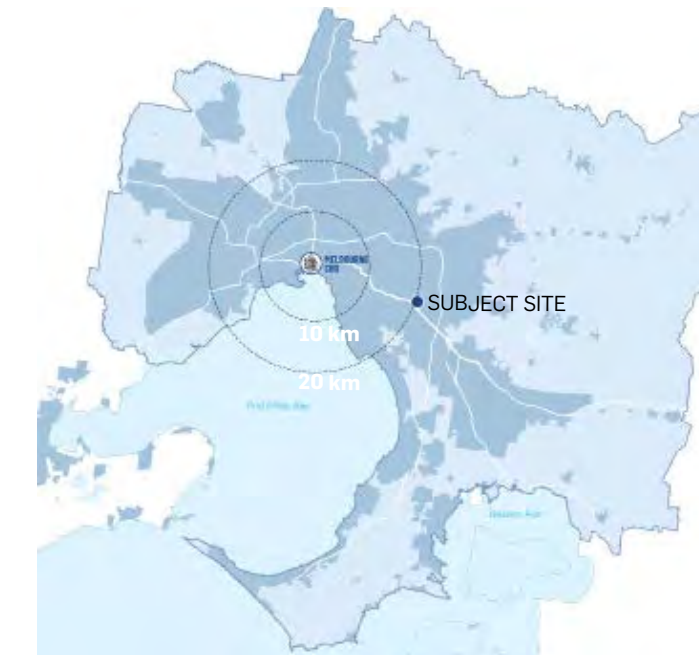


Figure 2 Site in Greater Melbourne Context



Figure 3 Key Plan



4 Springvale Road (Google Streetview March 2020)



## 2.0 STRATEGIC CONTEXT

Brandon Park Major Activity Centre (MAC) is one of four MACs within the City of Monash.

The key policies and strategies which guide the urban design outcomes for this site are:

- Monash Planning Scheme:
  - Clause 34.01 – Commercial 1 Zone
  - Clause 43.02 – Design & Development Overlay (Schedule 8)
  - Clause 21.06 – Major Activity & Neighbourhood Centres
  - Clause 21.17 – Brandon Park Major Activity Centre Structure Plan
- Brandon Park Major Activity Centre Structure Plan (October 2013)

Clause 21.17 identifies the vision for the Brandon Park MAC as:

- The Brandon Park Major Activity Centre will be an attractive, safe and highly accessible place where people can access shops and services to meet most of their daily and weekly needs.
- The centre will provide a range of employment opportunities in enterprises that provide a diverse range of services to the community.
- The centre shall include elegantly designed medium scale residential buildings to enable a greater choice of housing for the community.
- The Brandon Park Major Activity Centre consists of eight precincts, surrounded by an interface area which is mainly used for residential purposes.



Figure 4 Melbourne 2050 plan National Employment and Innovation Clusters (NEIC)

Key objectives stemming from the Monash Planning Scheme include:

- To develop vibrant major activity and neighbourhood centres with a broad mix of uses appropriate to the type of centre and needs of the target population, that have improved access for walking, cycling and levels of public transport services, and that provide a focal point for the community, fostering social and cultural development.
- To promote and facilitate the hierarchy of activity and neighbourhood centres as the most efficient and equitable framework to provide the range of civic, retail, recreational, residential, entertainment, health, educational, restaurant and other service requirements of the community.
- To promote and enhance the unique characteristics of each shopping centre to ensure a strong sense of identity and character, including appropriate signage.
- To ensure that the scale and character of future development creates or enhances a high amenity built form environment and attractive landscape setting.

### Proximity of Monash NEIC

The site's proximity to the Monash National Employment & Innovation Cluster (NEIC) provides an opportunity for new development and land uses within the centre to support and complement this nationally recognised employment and technology precinct, which is anticipated to experience significant growth.

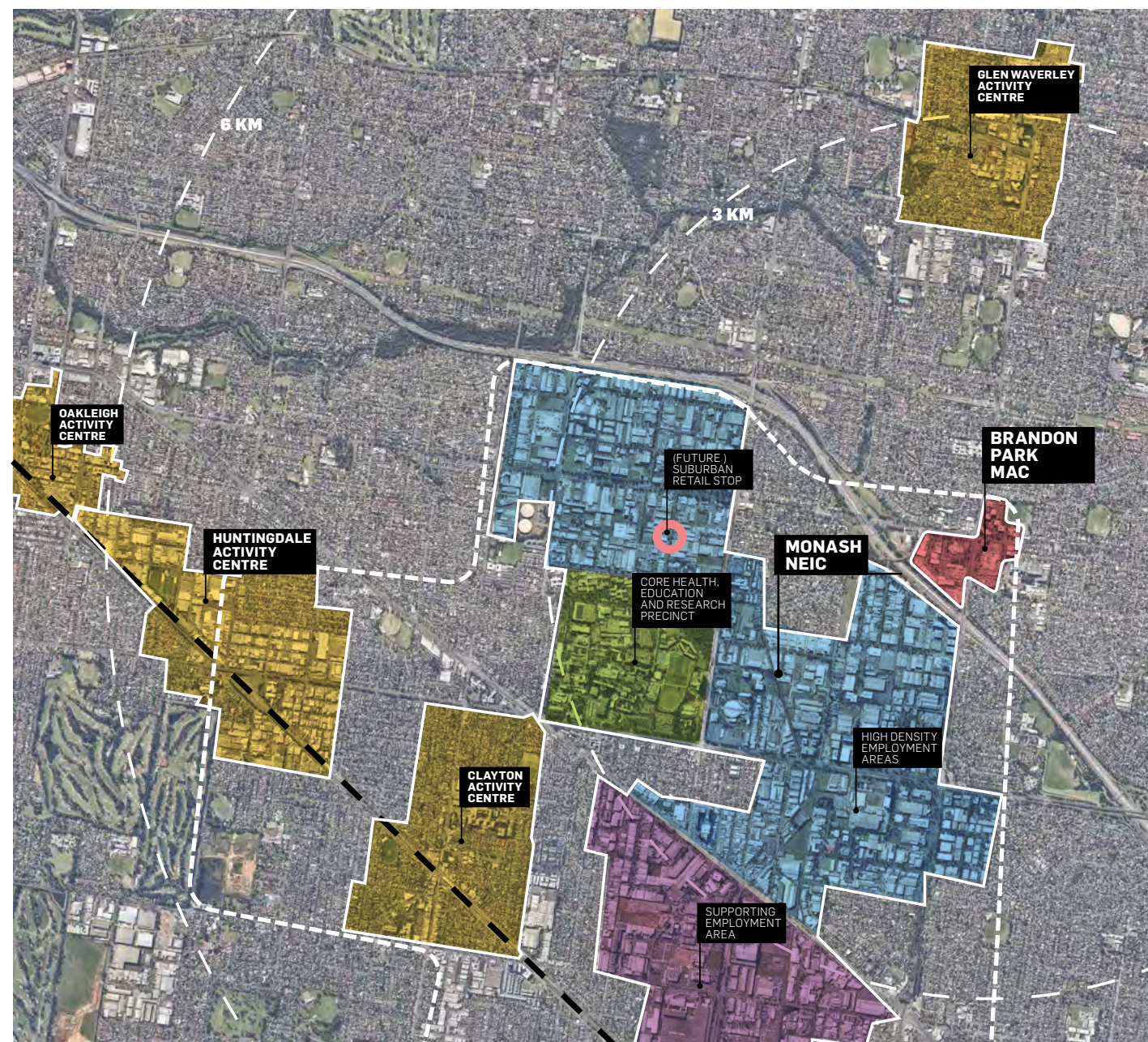


Figure 5 National Employment and Innovation Clusters (NEIC) - Zoomed In

# URBAN CONTEXT ANALYSIS BROAD CONTEXT



# 3.0 BROAD CONTEXT

## 3.1 LAND USE CONTEXT

The broader locality comprises a range of planning zones which accommodate a variety of land uses. Within a 400m radius of the subject site, common land uses comprise offices, retail premises (car dealerships), service stations, a restaurant/entertainment venue, an aged care facility, an education use and low-density residential dwellings.

More broadly, within an 800m radius, the predominant land use is low-density residential dwellings to the north, east and south, with the south-west largely occupied by commercial office and light industrial uses within the Monash NEIC.

This diverse land use context is a consequence of the site's location within a designated Major Activity Centre, which is expected to continue to grow and evolve over time as a true mixed-use precinct within the City of Monash.

### KEY INSIGHTS

- Brandon Park MAC is a robust commercial centre containing a variety of uses.
- Proximity to the Monash NEIC presents opportunities for complementary commercial and residential land uses within the MAC.
- Direct residential interfaces to the shopping centre site are limited to the south-eastern and southern interfaces.

### LEGEND:

- SUBJECT SITE
- GENERAL RESIDENTIAL
- NEIGHBOURHOOD RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL ZONE
- PUBLIC USE ZONE
- URBAN FLOOD ZONE
- PUBLIC CONSERVATION
- PUBLIC PARK & RECREATION
- SPECIAL USE ZONE
- ROAD

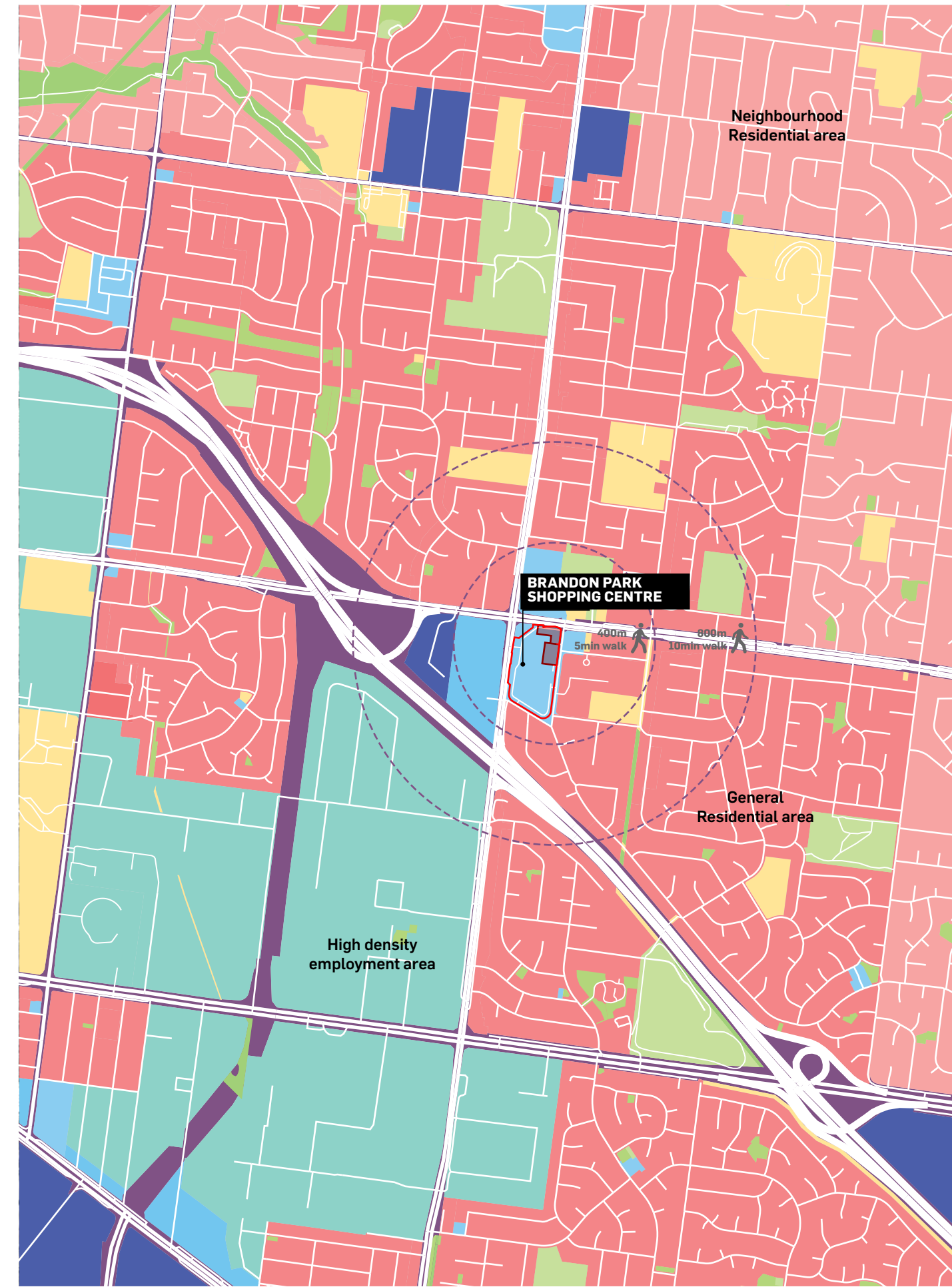


Figure 6 Zoning Plan

SCALE 1:20,000 0 200 400 600 800 1,000

## 3.2 CHARACTER, OPEN SPACE AND PUBLIC REALM

Broadly the site is supported by a several conveniently accessible public open spaces including Brandon Park Reserve and Brentwood Reserve, both within walking distance of the site.



### LEGEND:

- SUBJECT SITE
- WALKABLE CATCHMENTS
- CONTOURS (10M)
- OPEN SPACE & RECREATION
- X SIGNALLED INTERSECTION

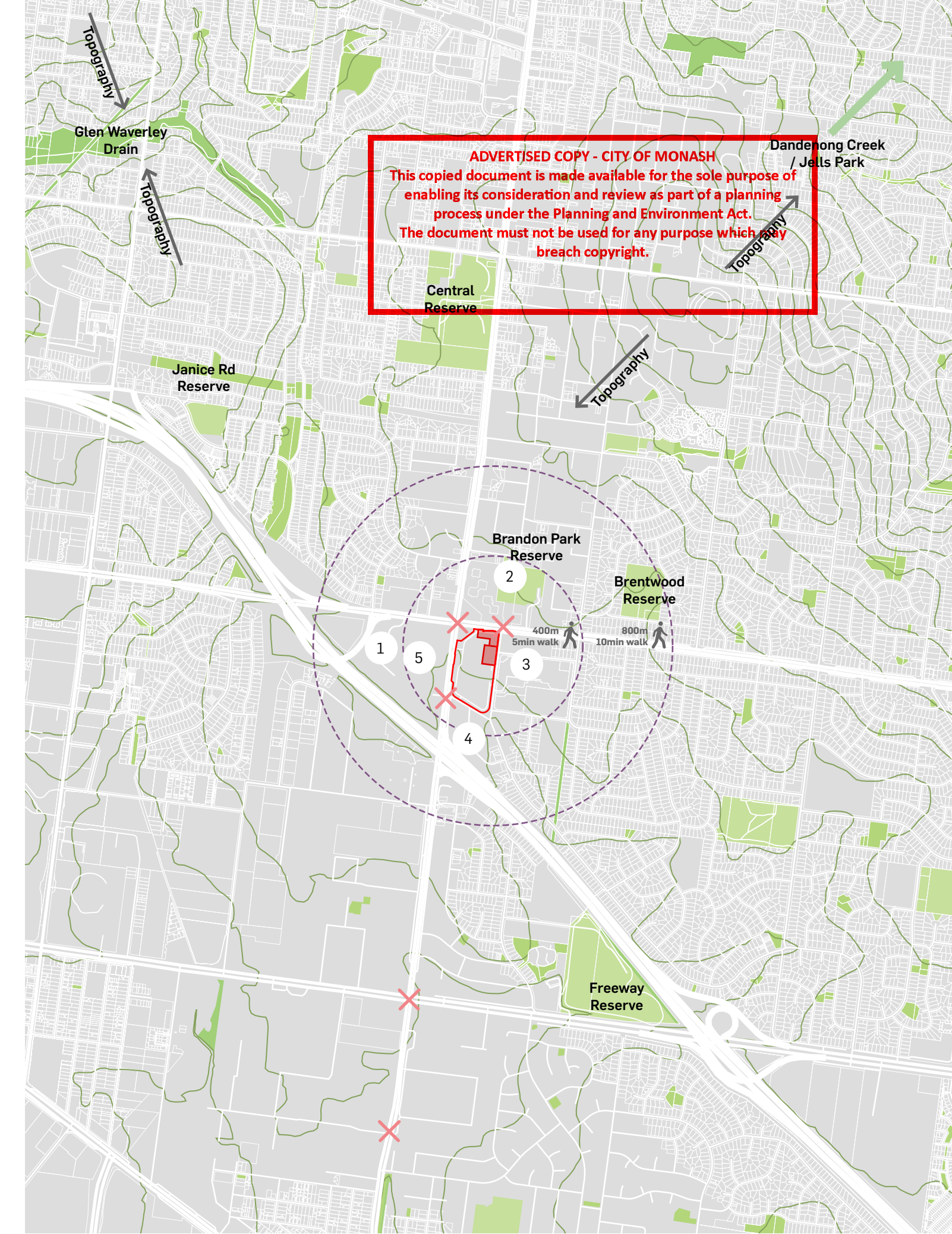


Figure 7 Public Realm Context Plan

SCALE 1:20,000 0 200 400 600 800 1,000



### 3.3 MONASH TALL BUILDING CONTEXT

Major Activity Centres are commonly recognised as areas generally capable of accommodating robust development outcomes containing a range of land uses which support commercial contexts, often without any significant off-site amenity impacts.

Tall building forms are somewhat characteristic of activity centres throughout the City of Monash, with building scales ranging from 5 to 16 storeys, particularly within Major Activity Centres such as Glen Waverley and Oakleigh.

Overall, noting Monash has a predominantly low-scale built form character, activity centres represent opportunities to deliver upon policy aspirations for integrated, high-quality mixed-use developments which support and complement businesses and the community, whilst also contributing to housing diversity.

Whilst tall building forms are predominantly confined to activity centre contexts within the municipality, examples also exist within residential areas nearby to such centres. The aged care facility on the eastern side of Brandon Park Drive is a prime example of this, ranging between 5-6 storeys yet sitting comfortably within its predominantly low-scale residential context.

#### KEY INSIGHTS

- Tall buildings are a regular sight in Monash NEIC and surrounding Activity Centres
- Several tall buildings already stands along Springvale Rd at Glen Waverley Activity Centre.
- Brandon Park Shopping Centre has a prominent location and an opportunity to anchor Monash NEIC in the intersection of Springvale Rd and Ferntree Gully Rd.

ADVERTISED COPY - CITY OF MONASH  
This copied document is made available for the sole purpose of enabling its consideration and review as part of a planning process under the Planning and Environment Act.  
The document must not be used for any purpose which may breach copyright.

#### LEGEND:

- SUBJECT SITE
- EXTEND OF ACTIVITY CENTRES
- TALL BUILDING

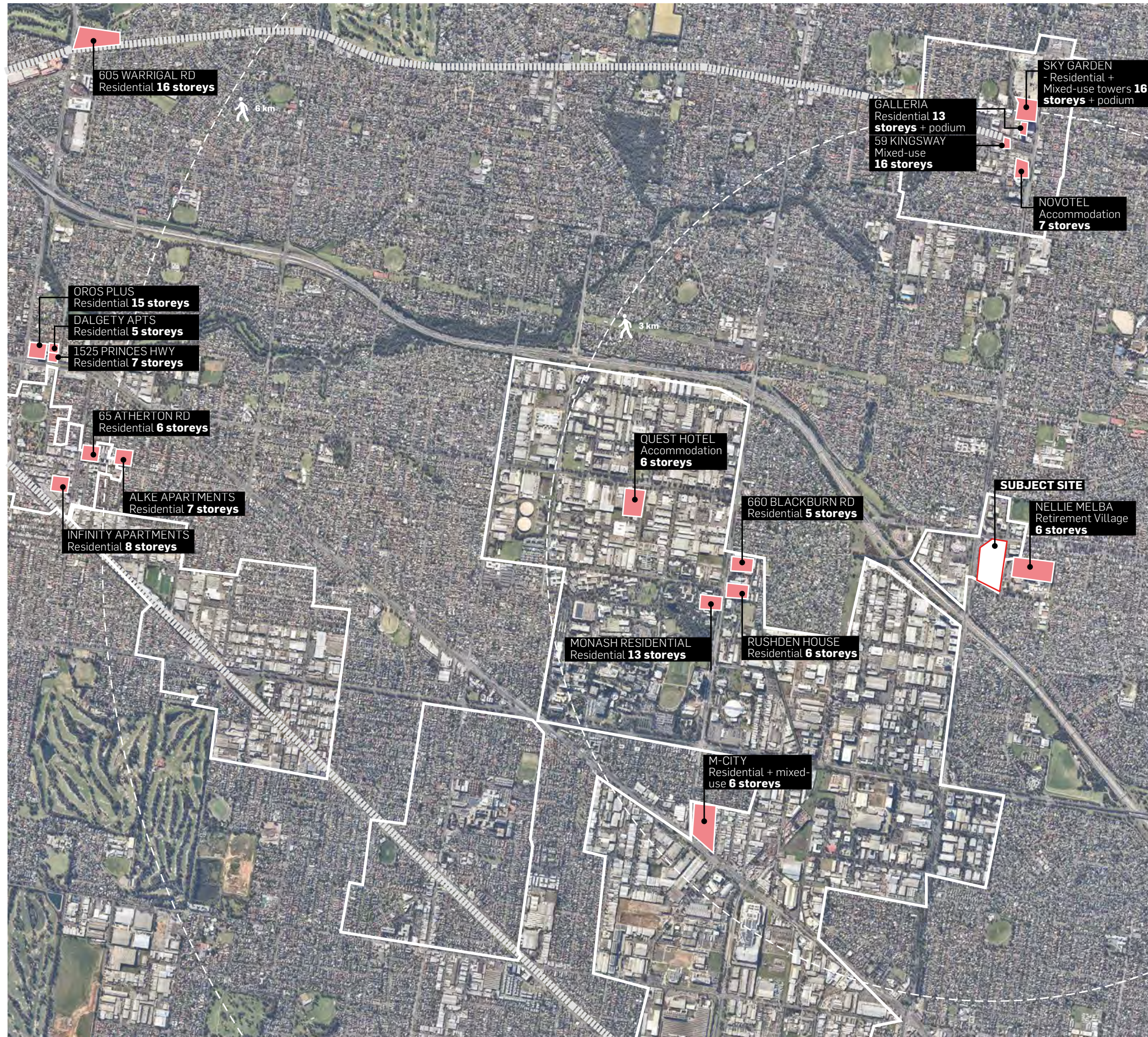


Figure 8 Surrounding Tall Buildings Context Plan

# URBAN CONTEXT ANALYSIS SITE CONTEXT



# 4.0 SITE CONTEXT

## 4.1 PLANNING CONTROLS

### Commercial 1 Zone (C1Z)

The purpose of the C1Z is:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To create vibrant mixed-use commercial centres for retail, office, business, entertainment and community uses.
- To provide for residential uses at densities complementary to the role and scale of the commercial centre.

### Design & Development Overlay – Schedule 8 (DDO8)

The purpose of the DDO is:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To identify areas which are affected by specific requirements relating to the design and built form of new development.

### Schedule 8

Schedule 8 relates specifically to Brandon Park Major Activity Centre and sets out the following design objectives:

- To ensure that development, including setbacks and landscape treatment, is in keeping with and contributes to the Garden City Character.
- To ensure that the building scale and form is compatible with the character of the Brandon Park Major Activity Centre and has minimal impact on the amenity of adjacent and nearby residential areas.
- To ensure that any new buildings located at the interface of any residentially zoned land are sensitively designed, with an appropriate scale and form.
- To ensure that car parking, vehicle access and service areas do not visually impinge on setbacks, adversely affect streetscapes or detrimentally impact on the amenity of adjacent residential properties.



Figure 12 DD08 Overlay area

### KEY INSIGHTS

- The planning controls encourage a degree of development that will enhance the vitality of this Major Activity Centre (MAC) whilst respecting the prevailing scale and character of the MAC.
- Maintaining the 'Garden City Character' is a focal point of the development guidance.
- Noting the height allowances for sites within the DD08 to north and west of the shopping centre site, the prescribed 17m / 4 storey height limit seems conservative in this context, particularly for the northern end of the site.

**ADVERTISED COPY - CITY OF MONASH**  
 This copied document is made available for the sole purpose of enabling its consideration and review as part of a planning process under the Planning and Environment Act. The document must not be used for any purpose which may breach copyright.



Figure 9 Buildings heights, DD08 Schedule 8



Figure 10 Building setbacks, DD08 Schedule 8

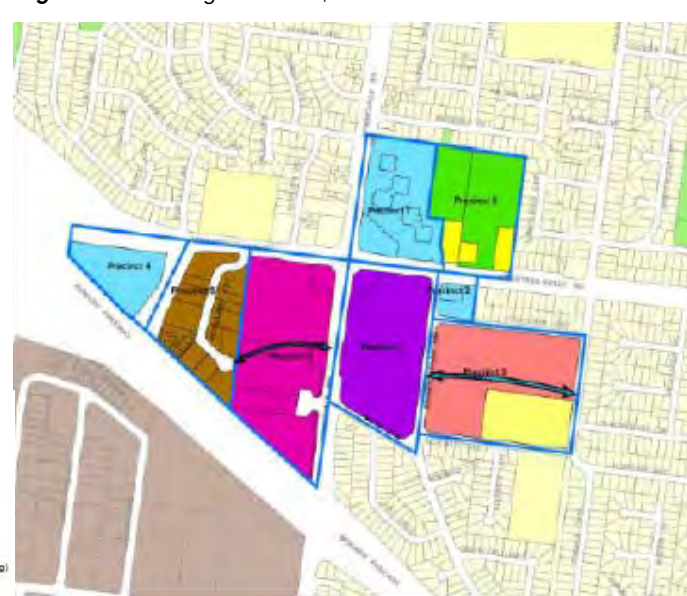


Figure 11 Activity and Land Use Plan, BPMAC Structure plan 2013

## 4.2 IMMEDIATE CONTEXT

The surrounding urban context comprises:

- 1-2 storey built commercial built form, including:
  - Two storey car dealerships to west
  - Single storey building associated with The Village Green restaurant / entertainment venue
  - Single storey service station buildings to the north-west and north
  - Three storey commercial office buildings to the north and east
- A 5-6 storey residential aged care development (Rymen) to the east
- Variety of 1-2 storey detached residential dwellings to the south, some of which function commercially as medical centres

Importantly, the DD08 anticipates more robust built form outcomes for sites to the west and north of the subject site, as follows:

- 6 storeys / 26 metres for the service station on northern side of Ferntree Gully Rd
- 5 storeys / 20 metres for the Village Green and car dealerships sites on the western side of Springvale Rd.

The north-south orientation of the site is such that it enjoys good solar access throughout the day to three of the four site interfaces.

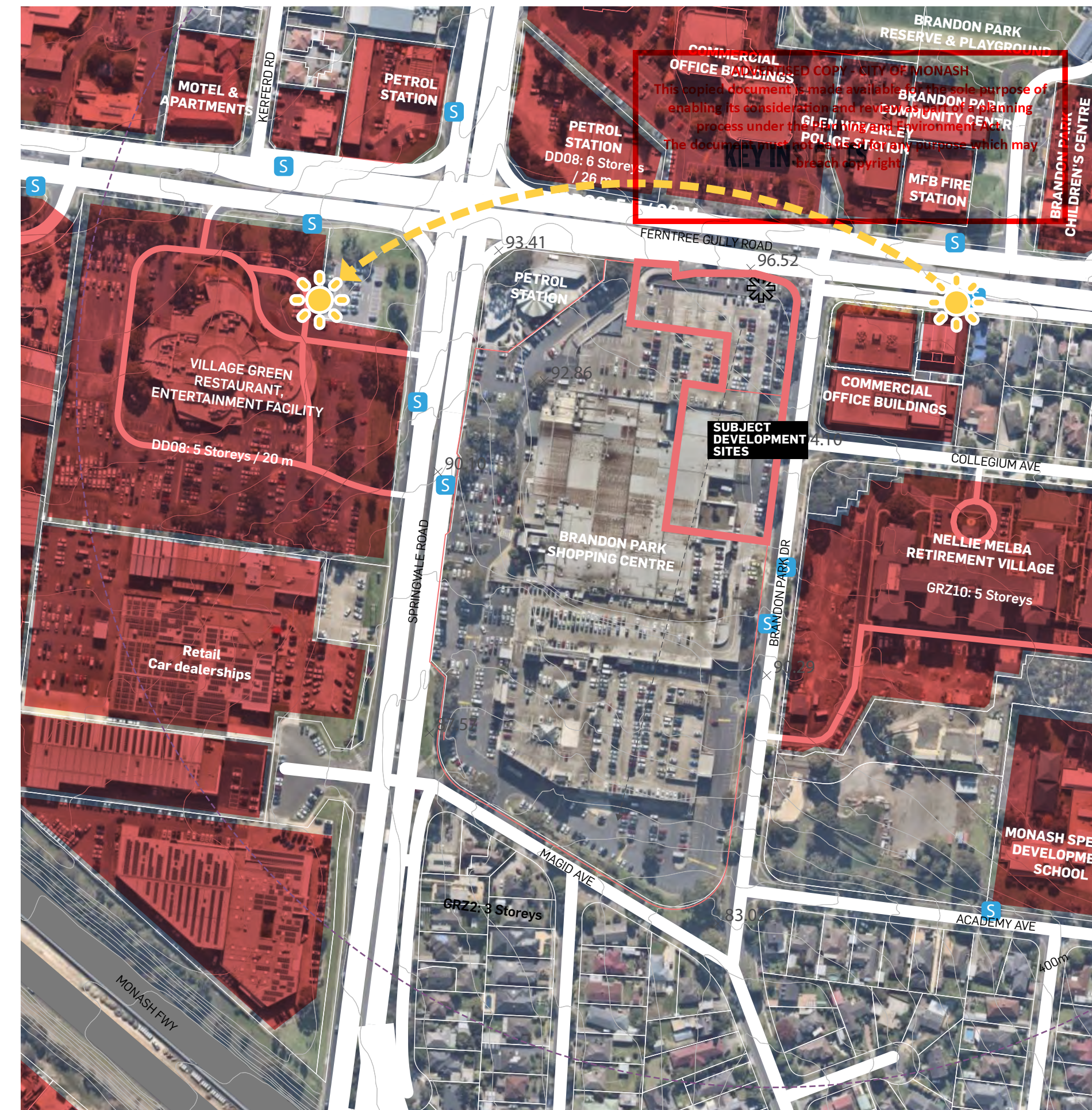


Figure 13 Immediate Context Plan

SCALE 1:2500



### 4.3 SITE INTERFACES AND SURROUNDING CHARACTER

#### Northern Interface: Ferntree Gully Road

Ferntree Gully Road bounds the site to the north. Land north of Ferntree Gully Road comprises a mix of low scale commercial uses including a service station on the corner and a three-storey commercial office building slightly north-west of the service station.

#### Eastern Interface: Brandon Park Drive

Brandon Park Drive bounds the site to the east. Land east of Brandon Park Drive comprises commercial office buildings fronting onto Ferntree Gully Road, whilst the land to the south of those commercial buildings is occupied by a former school site which is currently being redeveloped as a five-storey residential aged care development.

#### Southern Interface: Magid Avenue

Magid Avenue bounds the site to the south. Land south of Magid Avenue is occupied by a number of single storey detached dwellings, several of which have been re-purposed and operate as dental / medical clinics.

#### Western Interface: Springvale Road

Springvale Road bounds the site to the west. Land west of Springvale Road is used for a mixture of low scale commercial uses, including several car dealerships, The Village Green Hotel and a BWS bottle shop.

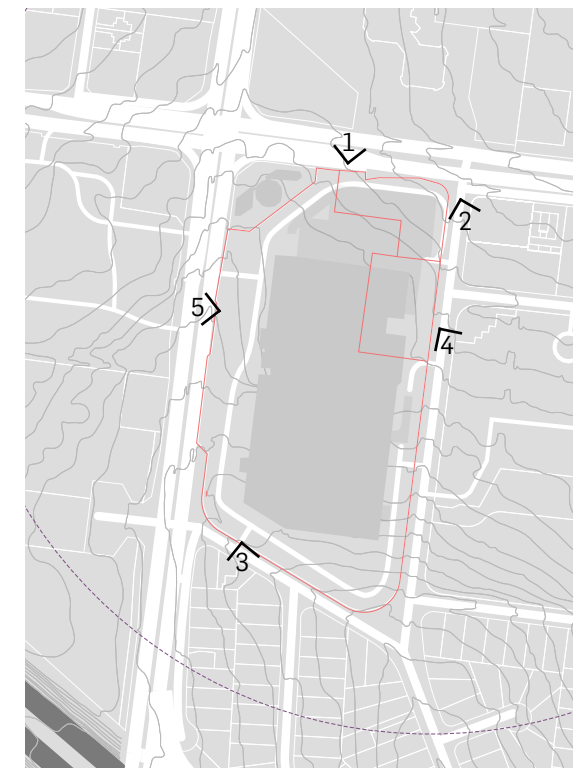


Figure 14 Key Plan



### 4.4 LAND USE

The immediate land use context surrounding the site is defined by commercial uses to the west (C2Z), north (C1Z) and north-east (C1Z), together with a residential aged care facility interface to the east (GRZ10) and a traditional residential interface to the south (GRZ2).

Importantly, the proposed development sites being located in the north-eastern quadrant of the shopping centre site, predominantly interface with the commercial land uses, with the exception of part of the proposed mixed-use development site, which interfaces with the residential aged care site to the east. Road reserves of adjoining streets provide useful buffers between the subject site and adjoining sites, creating natural separation from neighbouring land uses.

#### LEGEND:

- SUBJECT SITE
- GENERAL RESIDENTIAL
- NEIGHBOURHOOD RESIDENTIAL
- COMMERCIAL
- MIXED USE
- PUBLIC USE
- URBAN FLOOD ZONE
- PUBLIC CONSERVATION
- PUBLIC PARK & RECREATION
- SPECIAL USE ZONE
- DD08 OVERLAY
- DP04 OVERLAY

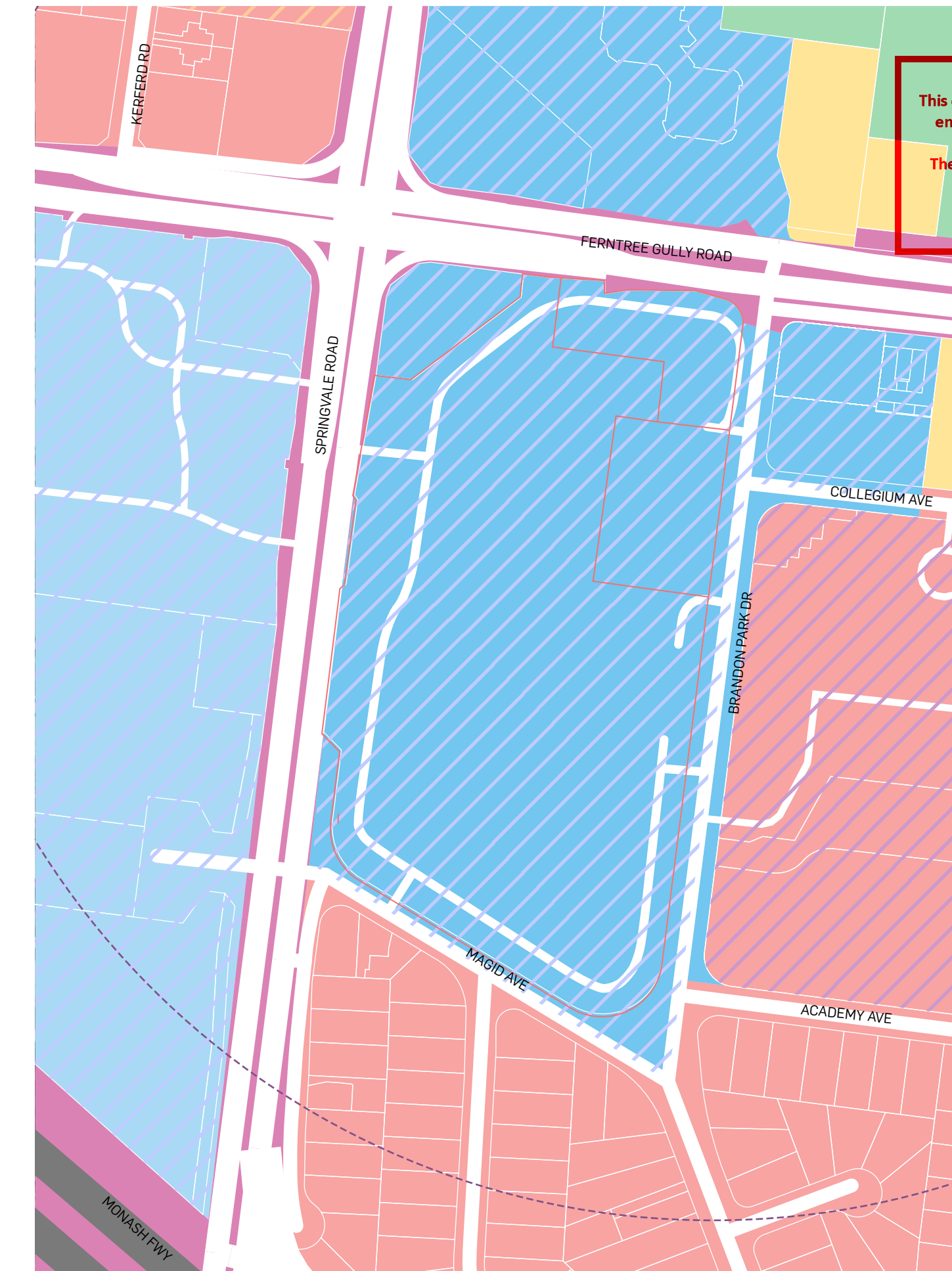


Figure 15 Land Use Plan

ADVERTISED COPY - CITY OF MONASH

This copied document is made available for the sole purpose of enabling its consideration and review as part of a planning process under the Planning and Environment Act. The document must not be used for any purpose which may breach copyright.



## 4.5 LANDSCAPE & PUBLIC REALM

Landscaping is interspersed throughout the site, with key interfaces comprising:

- Ferntree Gully Rd – low-level shrubbery within a narrow garden bed along the majority of the frontage, with a mature, significant tree at the corner of Ferntree Gully Rd / Brandon Park Dve.
- Brandon Park Dve – mature tree plantings irregularly interspersed along this lengthy interface within garden beds comprising grass treatments and minimal under-storey landscaping.
- Magid Ave – consistent row of mature street trees, with mature trees interspersed within the site's front setback within grassed areas.
- Springvale Rd – cluster of mature trees at the south-western corner of the site, together with integrated tree plantings within the hardstand car park areas along this interface.

Aside from mature tree plantings, complementary low-scale landscaping is minimal, indicative of the landscape treatment being an afterthought in the development of this centre.

The public realm immediately surrounding the site is described as unremarkable, with the pedestrian environment lacking visual interest and activation. Brandon Park Drive currently operates as a back-of-house area for the centre, comprising car parking, access and loading bays, whilst Ferntree Gully Road is dominated by the hardstand / undercroft car parking with minimal landscape intervention. Both are considered poor public realm environments.

The existing landscape and immediate public realm conditions are not representative of the Garden City Character aspirations expressed by City of Monash.

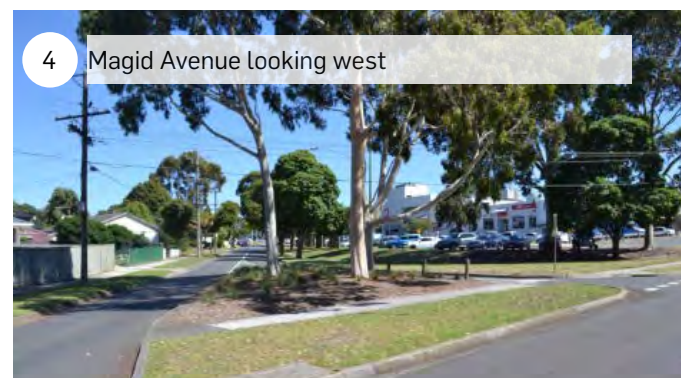
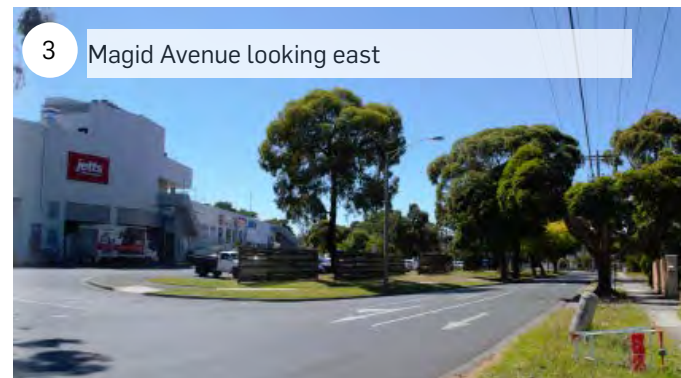
### KEY INSIGHTS

- Mature trees contribute to the landscape character and should be retained.
- Immediate public realm is neglected and creates a poor pedestrian environment.
- Significant opportunities existing for enhanced landscape treatments and site activation.



Figure 16 Landscape & Public Realm Plan

SCALE 1:2500 0 20 40 60 80 100 120



## 4.6 SITE MOVEMENT AND CONNECTIVITY

### Public Transport:

The centre is serviced by various bus routes, which provide access both to key destinations in the local area (e.g. shopping areas), as well as an interchange to other modes of transport enabling travel to the Melbourne CBD and other destinations. Bus routes relevant to the site include: 693, 742, 753, 848, 850, 885, 902 and 969.

It is noted that Glen Waverley, Huntingdale and Springvale railways stations are located nearby.

### Vehicle Access:

Vehicle access to the site is currently facilitated by:

- Springvale Road – two vehicle ingress points and one egress point
- Ferntree Gully Road – whilst one vehicle ingress point
- Brandon Park Drive – three vehicle access/egress points
- Magid Avenue – one vehicle access/egress point

The site has excellent access to the surrounding arterial road network, with direct vehicle access provided to Springvale Road and Ferntree Gully Road. These roads both provide connections to the Monash Freeway.

### Pedestrian Connectivity:

Brandon Park and surrounds enjoys a reasonably connected pedestrian network, with all streets in the local area having sealed footpaths and street lighting. Pedestrian footpaths are generally provided on both sides of each of the roads in the vicinity of the site and provide connections to surrounding bus stops.

Springvale Road and Ferntree Gully Road act as barriers for pedestrian movements, noting that safe crossing points are generally only located at signalised intersections. A signalised pedestrian crossing exists within Brandon Park Drive, facilitating safe pedestrian access from the aged care facility and residential area to the east.

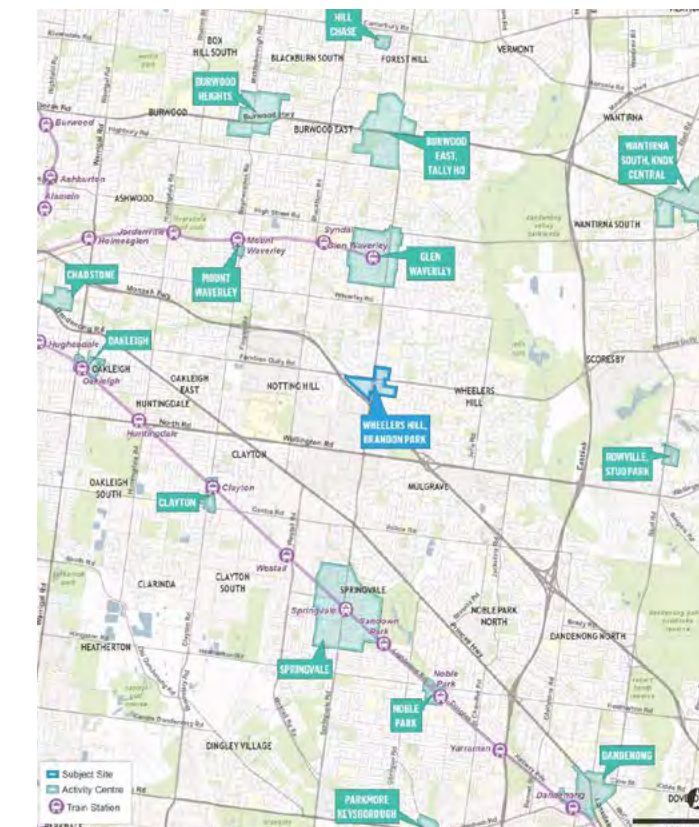


Figure 18 BPMC connected to greater Melbourne via Monash Freeway and nearby train stations.

### LEGEND:

- EXISTING SHOPPING CENTRE & INTERNAL LAYOUT
- PEDESTRIAN CONNECTIONS
- ACCESS/EGRESS POINTS
- BUS ROUTES
- BUS STOPS

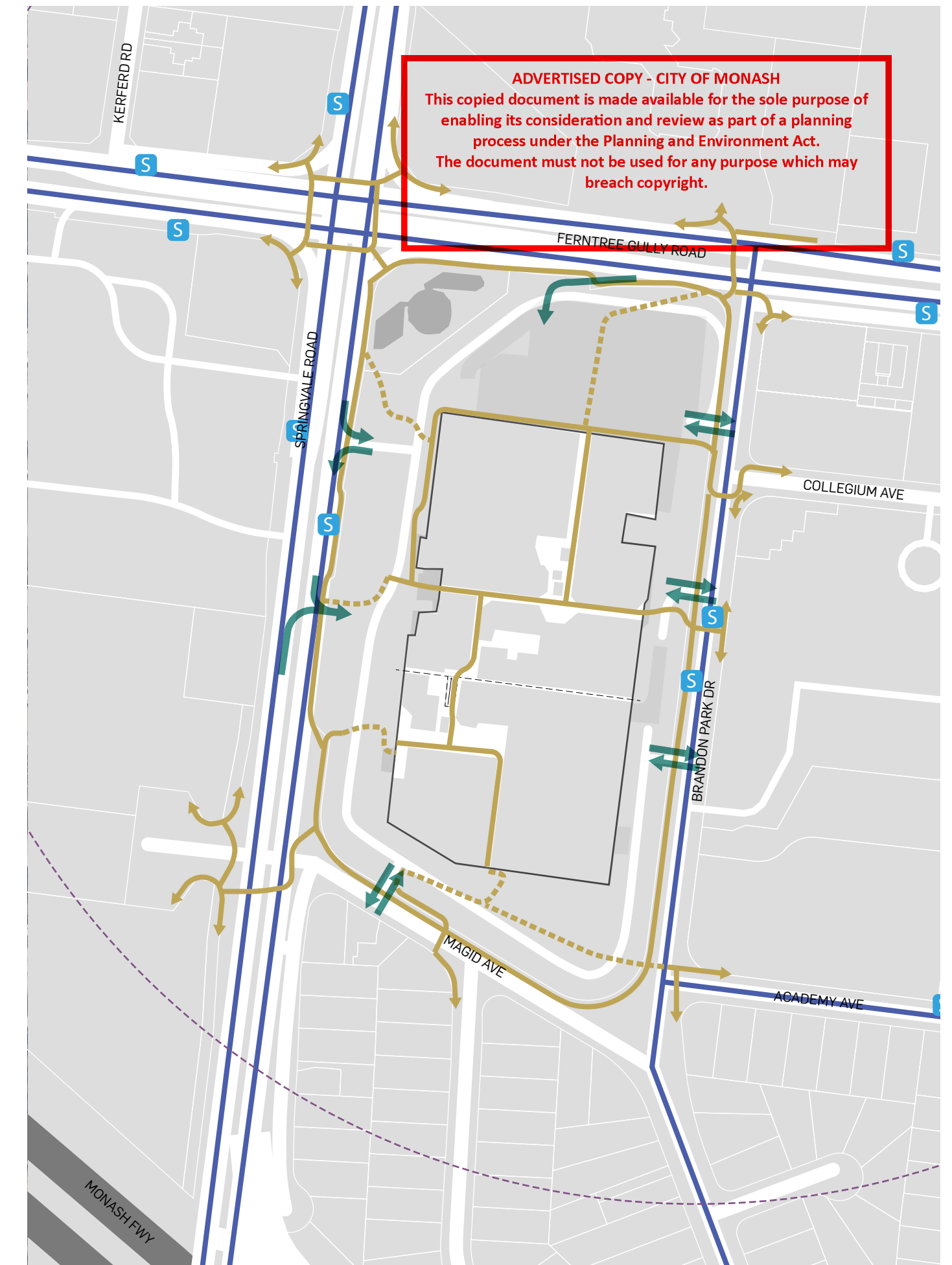


Figure 17 Site Movement & Connectivity Plan

SCALE 1:2500 0 20 40 60 80 100 120



**THIS PAGE IS INTENTIONALLY LEFT BLANK**

**ADVERTISED COPY - CITY OF MONASH**  
This copied document is made available for the sole purpose of enabling its consideration and review as part of a planning process under the Planning and Environment Act.  
The document must not be used for any purpose which may breach copyright.

# **CONCLUSION OPPORTUNITIES & CONSTRAINTS**



# 5.0 CONCLUSION

## 5.1 SHOPPING CENTRE OPPORTUNITIES & CHALLENGES

The Brandon Park Shopping Centre site is considered to be strategically positioned, both physically and from a policy perspective, to accommodate robust development outcomes that will support the function of the MAC and the nearby Monash NEIC.

### KEY INSIGHTS

- The breadth of the site results in a range of interface matters that must be considered, some of which present notable opportunities, and other which impose constraints.
- For instance, the northern end of the site sits within a predominantly commercial / main road context which increases its ability to accommodate a greater overall scale of development in comparison to the south-eastern and southern portions of the site.

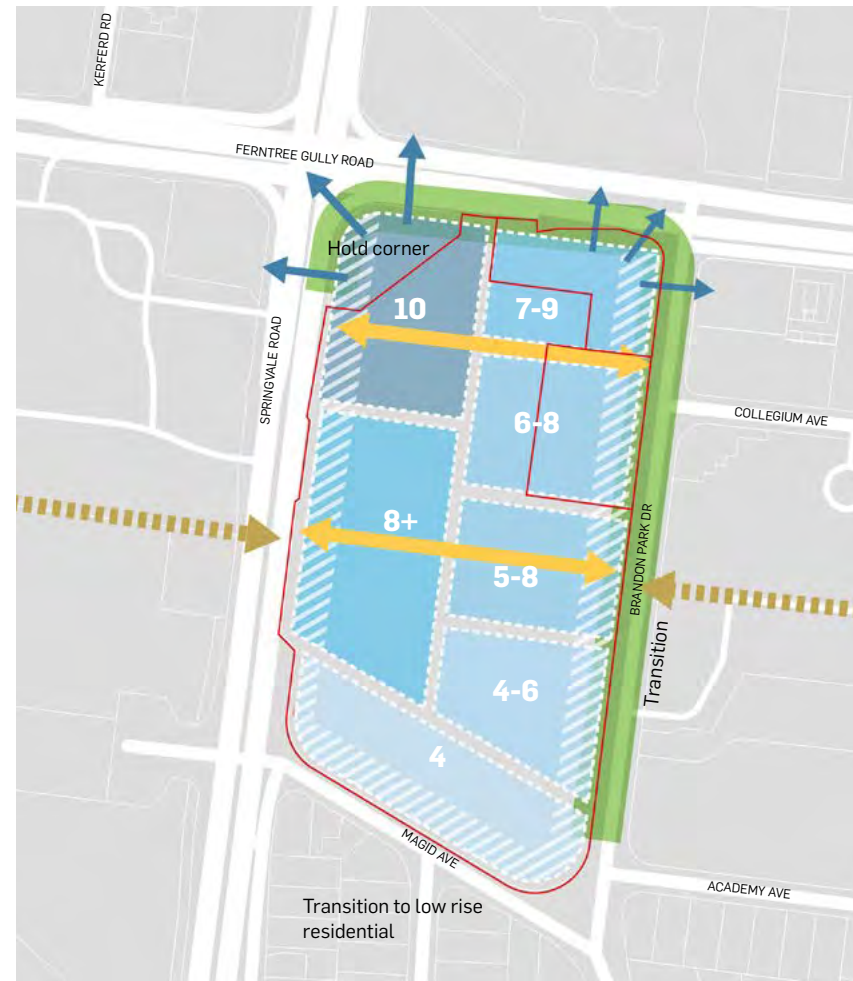


Figure 19 Opportunities Plan

## OPPORTUNITIES

1. The site is an island site which is the focal point of the Brandon Park MAC, presenting an opportunity to deliver true mixed-use development.
2. Lack of sensitive residential interfaces at the northern / north-eastern corner of the site is an opportunity for greater building height with minimal off-site amenity impact.
3. Ability to deliver significant public realm and landscape treatment enhancements to key street frontages, namely Ferntree Gully Road and Brandon Park Drive, to improve pedestrian environment.
4. Opportunity to visually anchor new identity of BPMAC on the corner of Ferntree Gully Rd and Springvale Rd.
5. Improve pedestrian permeability of site in east/west direction to create links across BPMAC.

### LEGEND:

- SUBJECT SITE
- RELATIVE HEIGHT INDICATION
- ▨ HEIGHT TRANSITION
- ➔ POTENTIAL NEW PEDESTRIAN CONNECTIONS FROM STRUCTURE PLAN
- ➔ VISUAL ANCHOR TO BPMAC
- SIGNIFICANT PUBLIC REALM AND LANDSCAPE TREATMENT



Figure 20 Constraints Plan

## CONSTRAINTS

1. The need to design around the existing shopping centre building to avoid disruption to current retail function.
2. Integrating new form within the existing shopping centre site to create a balanced presentation / transition.
3. Retention of the existing mature trees along key site frontages and in particular, the significant tree at the north-eastern corner of the site.
4. Current DDO8 discretionary height control limitations and obsolete supporting structure plan.

### LEGEND:

- SUBJECT SITE
- ▨ INTEGRATING WITH EXISTING SHOPPING CENTRE
- EXISTING MATURE TREES
- ▨ HEIGHT TRANSITION
- ▨ DDO8

ADVERTISED COPY - CITY OF MONASH  
This copied document is made available for the sole purpose of enabling its consideration and review as part of a planning process under the Planning and Environment Act. The document must not be used for any purpose which may breach copyright.

## 5.2 CONCLUSION

The subject site's central location within the Brandon Park MAC (BPMAC) is considered to represent a substantial opportunity to deliver a range of high-quality built form and land use outcomes that support the future function and vitality of the MAC and broader community.

The relatively low to moderate scale of built form currently within the immediate surrounding urban context is expected to ultimately transition and be developed generally in alignment with policy aspirations for the BPMAC, which will create a reasonably robust built form environment surrounding the shopping centre site.

The site and surrounds are reasonably well connected from a pedestrian, vehicle and public transport perspective, however significant opportunities exist to improve pedestrian connections and overall quality of the public realm and pedestrian environment surrounding the site by way of activation of the ground plane, enhanced landscape treatments and passive surveillance.



