




FEBRUARY 2014

MOORABBIN
JUNCTION
URBAN RENEWAL STRATEGY



A blurred blue train in motion, with white text overlaid on the image. The train is moving from left to right, and the background shows a modern building with large windows and some greenery. The text is centered and reads: "ACTIVELY ENGAGE TO BRING MOORABBIN TO LIFE BY COMPLEMENTING ITS STRONG CULTURAL ROLE WITH A LIVING POPULATION THAT CALLS IT HOME".

ACTIVELY ENGAGE TO BRING
MOORABBIN TO LIFE BY
COMPLEMENTING ITS STRONG
CULTURAL ROLE WITH A LIVING
POPULATION THAT CALLS IT HOME

IMPLEMENTING THE STRUCTURE PLAN



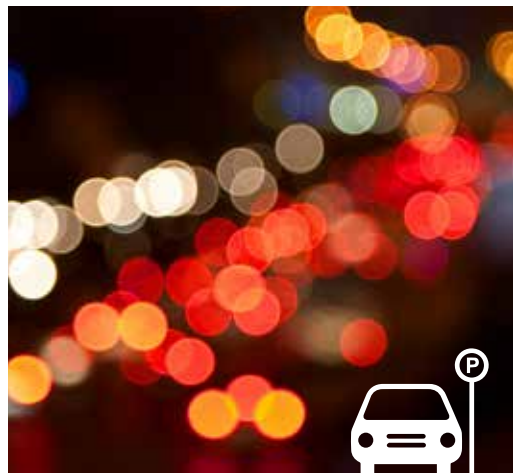
COMMUNICATE THE VISION

Moorabbin faces an identity crisis. Where is Moorabbin? And what is it?



EASY PUBLIC TRANSPORT CONNECTIONS

Modernise bus interchange and new shelter, lighting, seating, paving.



MANAGING TRAFFIC CONGESTION

Improve the quality and appeal of Moorabbin Junction to residents, businesses and visitors.



PEDESTRIAN FRIENDLY RETAIL PRECINCT

A wider, safer, more pedestrian-friendly Taylor Street and Central Avenue.



HEALTH & EMPLOYMENT

Strengthen the health services industries and boost local employment.



VIBRANT LIFESTYLE & ARTS PRECINCT

Provide greater retail, dining and lifestyle options to attract more people to the centre.



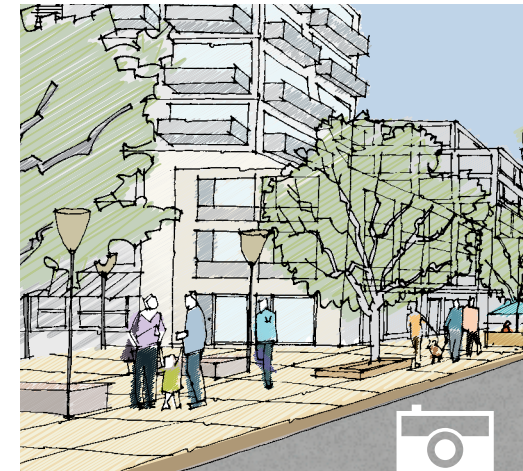
CONTEMPORARY APARTMENT LIVING

Moorabbin Junction has potential to be a focal point for new housing.



CONNECT CENTRE TO MOORABBIN RESERVE

A new path to the park can connect existing activity in the centre and encourage more residential development and pedestrian activity.



ICONIC DEVELOPMENT ABOVE RAILWAY

Moorabbin Junction will be radically transformed by a unique use of railway line airspace to develop contemporary buildings mixed with open space.

WHY MOORABBIN?



The potential of Moorabbin is largely unrealised. Council is working toward reviving the centre to achieve the vision of the Moorabbin Activity Centre Structure Plan **“to actively engage to bring Moorabbin to life by complementing its strong cultural role with a living population that calls it home”**.

Realising that vision will be helped by major new developments that bring Moorabbin to the centre of focus. Already just 16 kilometres from Melbourne, it will soon be even easier to get to and from Moorabbin, with the Dingley Bypass set for completion in two years and \$100 million of upgrades planned for the Frankston rail line.

The Structure Plan also identifies opportunities for Moorabbin Junction itself that will inject new life into the undeveloped centre, ease traffic, create more jobs, open new retail spaces and put more housing closer to transport.



15
MINUTES

TO
holmesglen

17
MINUTES

TO
BRIGHTON
BEACH

23
MINUTES

TO
CBD

35
MINUTES

TO
MONASH
University

156
\$MILLION

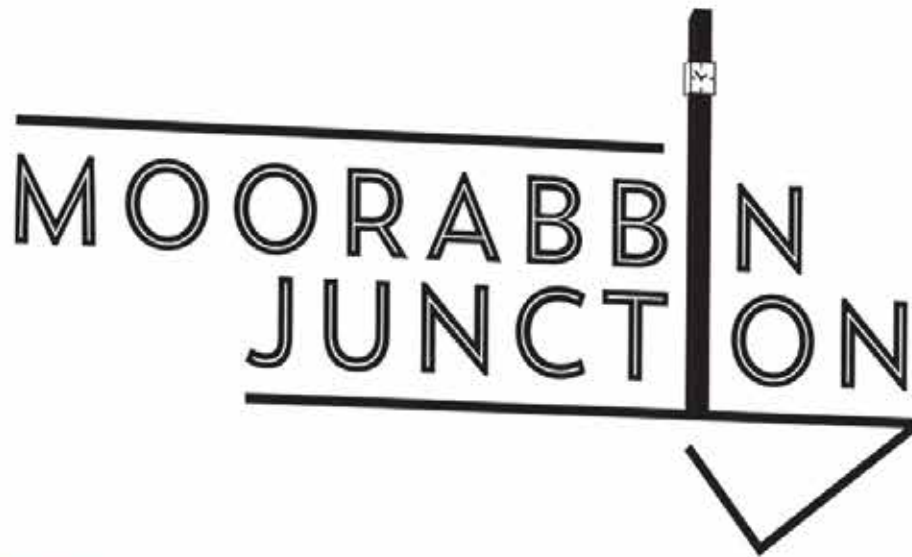
NEW
DINGLEY
BYPASS

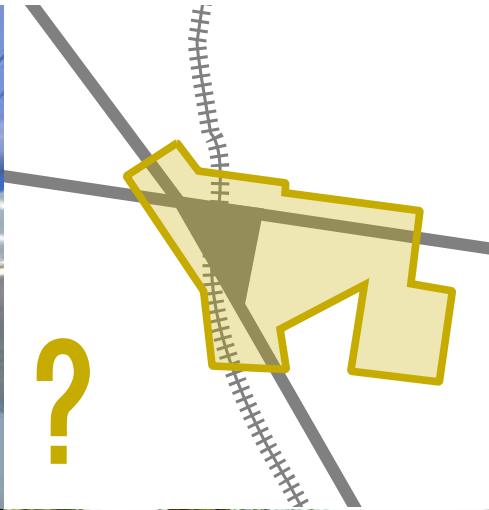
100
\$MILLION

UPGRADE
TO
FRANKSTON
RAIL LINE

COMMUNICATE THE VISION

The first challenge of implementing the Structure Plan is identifying just what and where is the Moorabbin centre. Moorabbin faces an identity crisis. Where is Moorabbin? And what is it? Is Moorabbin the Arts Centre, City Hall, airport, DFO, reserve, industrial area, hospital or the TAFE? A distinct identity for Moorabbin Junction will distinguish it from other areas and help people to locate and connect with it, which will increase the effectiveness of communications and marketing material relating to key steps and projects in the Structure Plan.





A DISTINCT IDENTITY FOR THE CENTRE OF MOORABBIN WILL DISTINGUISH IT FROM OTHER AREAS



IMMEDIATE KEY STEPS

- Develop a branding plan with a defined identity for Moorabbin Junction that connects the name to the place
- Produce a communications strategy to promote the Structure Plan implementation and new identity, covering a multitude of media platforms

ONGOING KEY STEPS

- Promote Moorabbin as a centre for small business
- Work with key local project partners to help deliver the vision

KEY STAKEHOLDERS

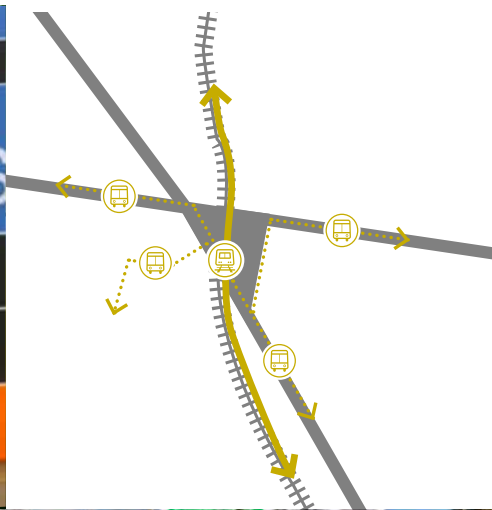
- Local MPs
- Kingston Arts
- Local businesses
- St Kilda Football Club
- Holmesglen TAFE
- Proposed Holmesglen Private Hospital



EASY PUBLIC TRANSPORT CONNECTIONS

Moorabbin is well positioned to be a transit city as it provides easy access to a large part of metropolitan Melbourne by train, bus, car, cycling or walking. Improving public transport and the integration of transport services will provide greater opportunities for private investment, employment and housing. This in turn will improve the quality and appeal of Moorabbin Junction to residents, businesses and visitors.





MOORABBIN IS WELL POSITIONED TO BE A TRANSIT CITY



IMMEDIATE KEY STEPS

- Upgrade bus interchange

SHORT-TERM KEY STEPS

- Construct new timetable displays and wayfinding signage

ONGOING KEY STEPS

- Pursue access, safety and aesthetic improvements to station buildings

FUTURE KEY STEPS

- Seek direct bus connections to Dandenong and Brighton Beach using improved South Road and Dingley Bypass extension

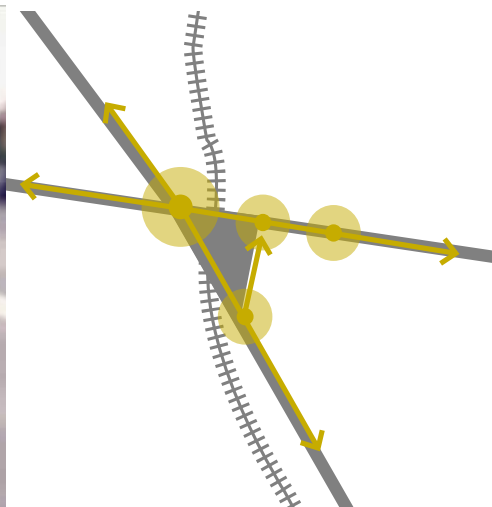
KEY STAKEHOLDERS

- VicTrack
- Public Transport Victoria
- Metro Trains
- Bus companies
- Department of Transport, Planning and Local Infrastructure



MANAGING TRAFFIC CONGESTION

Vital traffic intervention is needed to manage the expected increase in road congestion upon completion of the Dingley Bypass. Those traffic changes are also a catalyst for unlocking the potential of Moorabbin because the separation of through traffic from vehicles that are visiting the centre will reduce the number of cars on the streets and foster the concept of Moorabbin Junction as a destination for people. A key step to achieve this is converting Station Street to one way which will improve pedestrian safety and create sufficient room for temporary new shops on the western side of the street.



TRAFFIC CHANGES WILL BE A CATALYST FOR UNLOCKING THE POTENTIAL OF MOORABBIN



IMMEDIATE KEY STEPS

- Highlight the importance of proposed key traffic changes

SHORT-TO-MEDIUM-TERM KEY STEPS

- Consolidate Taylor Street and Jasper Road signalised intersections
- Make Station Street one way northbound
- Keep southbound through traffic on arterials

FUTURE KEY STEPS

- Seek direct bus connections to Dandenong and Brighton Beach using improved South Road and Dingley Bypass extension



KEY STAKEHOLDERS

- VicRoads
- VicTrack
- Department of Transport, Planning and Local Infrastructure

PEDESTRIAN FRIENDLY RETAIL PRECINCT

Prime sites in Moorabbin have the potential to transform the centre into a more vibrant, functional place that has greater employment opportunities and retail options for the community. Presently there is limited retailing in the centre, however significant opportunities exist to activate the area through the development of those key sites, in particular Woolworths and The Link. A flourishing retail core will also aid the success of the lifestyle precinct by drawing in more people and private investment interest.





THERE IS POTENTIAL TO TRANSFORM THE CENTRE INTO A VIBRANT, FUNCTIONAL PLACE

IMMEDIATE KEY STEPS

- Highlight the importance of proposed key traffic changes
- Develop a Streetscape Plan for Moorabbin

SHORT-TERM KEY STEPS

- Upgrade Central Avenue Streetscape

MEDIUM-TERM KEY STEPS

- New mixed-use investment aligned with traffic changes

KEY STAKEHOLDERS

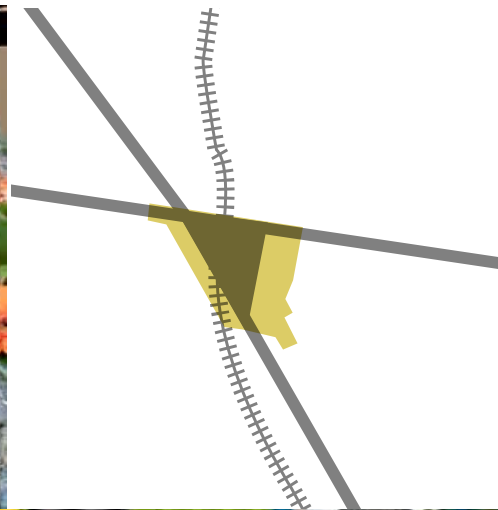
- Woolworths landowner
- The Link owners



VIBRANT LIFESTYLE & ARTS PRECINCT

Life will return to the streets of Moorabbin Junction through inviting new shops, cafes, restaurants, and art and entertainment, which will fill the space created by making Station Street one way. However, until it becomes viable to develop over and around the station, temporary pop up shops are a low cost way to enhance the centre's identity and character. Providing greater retail, dining and lifestyle options will attract more people to the centre, while also capitalising on the substantial number of visitors who already go to Moorabbin for the Kingston Arts Precinct.





TEMPORARY POP UP SHOPS ARE A LOW COST WAY TO ENHANCE THE CENTRE'S IDENTITY AND CHARACTER

IMMEDIATE KEY STEPS

- Promote Moorabbin as an Arts Capital by developing a Moorabbin arts and events calendar

ONGOING KEY STEPS

- Continue to improve the Kingston City Hall and Arts Centre events to bring people to Moorabbin
- Continue to improve the Kingston City Hall and Arts Centre facilities and environment
- Support Station Street businesses to focus on lifestyle

MEDIUM-TERM KEY STEPS

- Work with VicTrack to invigorate western side of Station Street

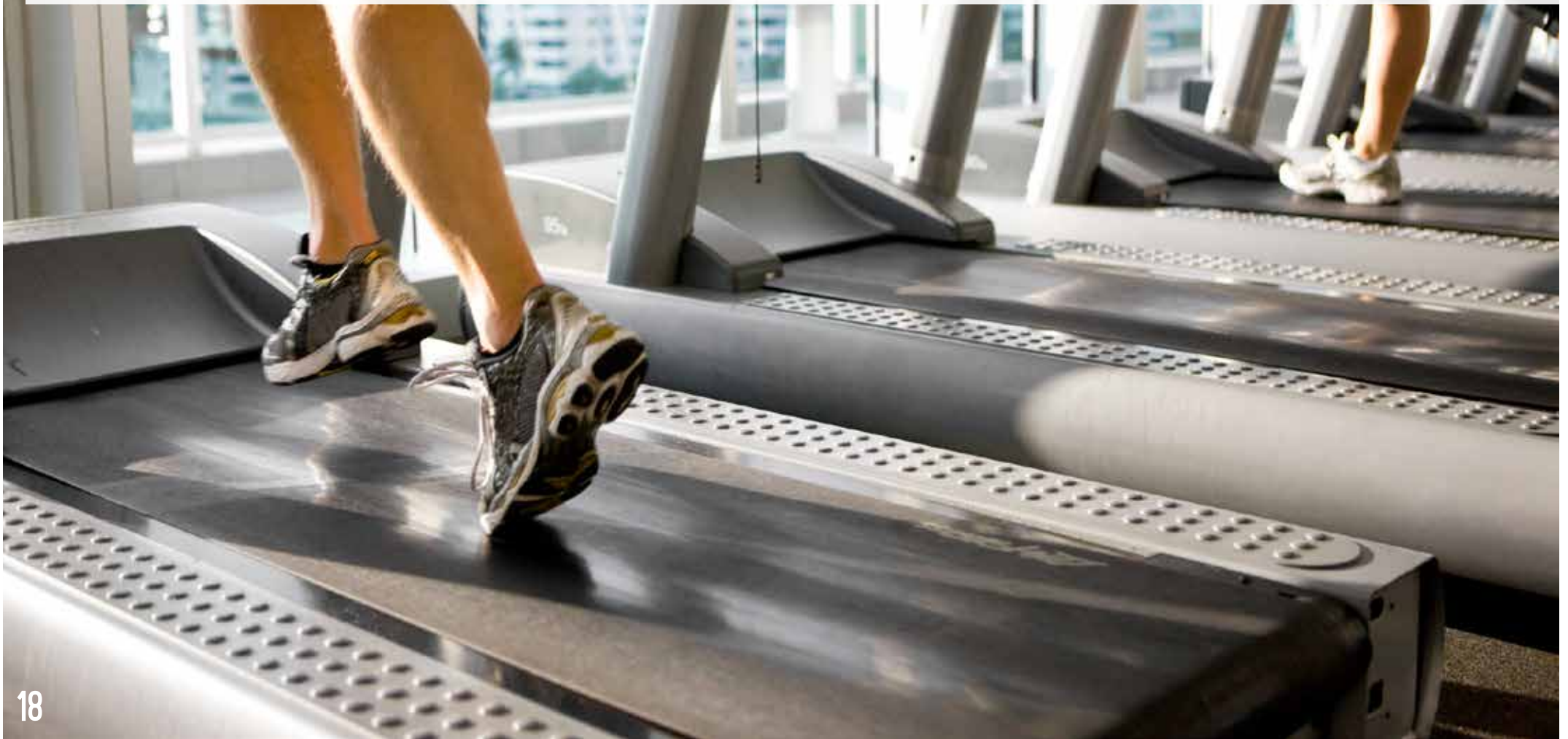
KEY STAKEHOLDERS

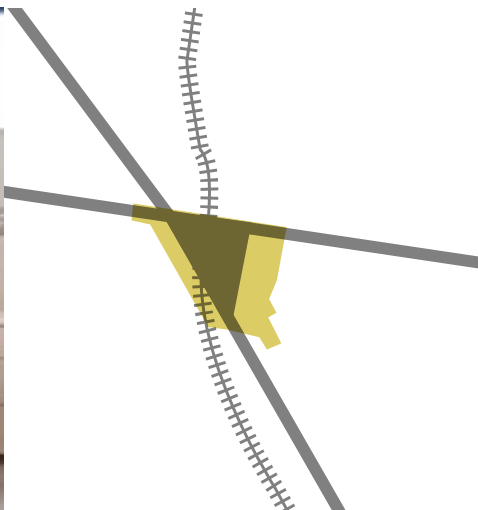
- Kingston Arts
- VicTrack
- Station Street businesses



HEALTH & EMPLOYMENT

Over time Moorabbin Junction has developed as a health services hub with many outdoor activity shops, gyms, karate and yoga studios, doctors, specialists, youth and family services, and various courses offered at Holmesglen TAFE in related fields. A new private hospital has been proposed to share the Holmesglen site which, if it proceeds, will help strengthen the health services industries and boost local employment. There is already a large workforce in Moorabbin, especially office jobs, due to excellent public transport connections and availability of office building stock. This building stock also has great potential to be used for the emerging creative industries sector, which will in turn support the arts precinct.





STRENGTHEN HEALTH SERVICES INDUSTRIES AND BOOST LOCAL EMPLOYMENT



ONGOING KEY STEPS

- Promote Moorabbin Junction as a place for active, healthy lifestyles, and support new and existing services that can cater to these needs
- Support and promote medical and counseling services, and other uses which build on the co-location of the proposed new hospital
- Provide the large office workforce with more daytime services and activities in the centre
- Improve the presentation of Moorabbin Junction to help businesses continue attracting a strong working population
- Foster new creative businesses and opportunities for collaboration between existing businesses in the centre and nearby industrial areas



KEY STAKEHOLDERS

- Local businesses
- Industrial area businesses
- Proposed Holmesglen Private Hospital
- Landowners

CONTEMPORARY APARTMENT LIVING

Although Moorabbin is the closest Kingston suburb to the city, its population has grown only marginally over the past few years. However, Moorabbin Junction has potential to be a focal point for new housing and to accommodate our growing population through significant development at key sites. Contemporary new forms of housing, such as mixed use buildings with apartments and retail stops, are well-suited to entice the types of visitors that frequent Moorabbin, such as students and art lovers, to live in the centre. Development such as this is already occurring with a recently approved 10-storey building on Station Street.





MOORABBIN HAS POTENTIAL TO BE A FOCAL POINT FOR NEW HOUSING

ONGOING KEY STEPS

- Work with all land owners to facilitate good development
- Support, in particular, the landowners of Woolworths, The Link and Harvey Norman to establish development plans

KEY STAKEHOLDERS

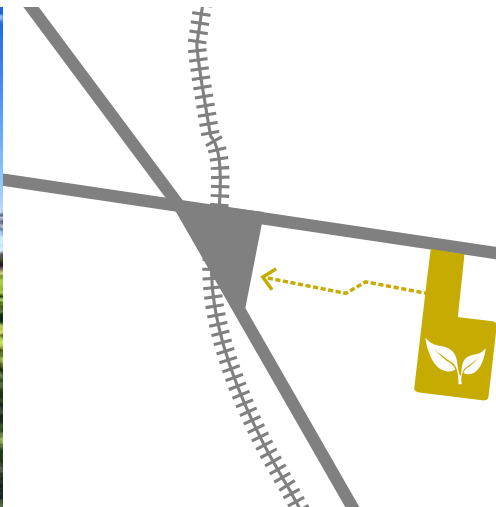
- Landowners



CONNECT CENTRE TO MOORABBIN RESERVE

Despite Moorabbin Reserve being within easy walking distance, this significant recreational facility is not apparent from the centre because there is no clear or easy access to it. The reserve is a major draw card of life in Moorabbin and a new path to the park can connect existing activity in the centre and encourage more residential development and pedestrian activity. A rejuvenation of the reserve, currently in the planning stages, is set to transform it into a significant regional attraction with some of the possible ideas including sports spaces, a playground, community spaces and dog off-leash areas.





REJUVENATION OF MOORABBIN RESERVE IS CURRENTLY IN THE PLANNING STAGES



ONGOING KEY STEPS

- Work with Harvey Norman's landowner to establish a connection to Moorabbin Reserve
- Seek opportunities to upgrade Moorabbin Reserve to service new and existing residents
- Work with Holmesglen TAFE to develop a safe and attractive walking path from the station to the TAFE

KEY STAKEHOLDERS

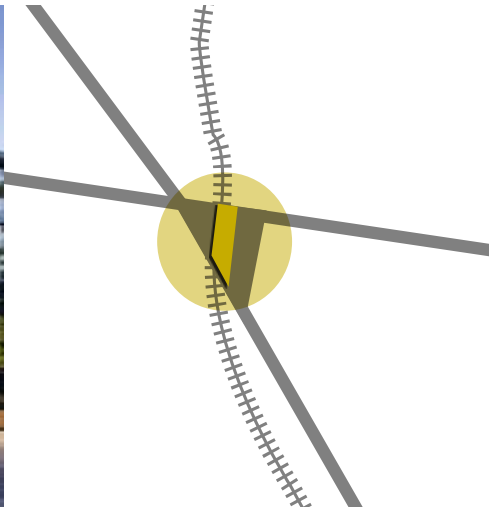
- Harvey Norman landowner
- St Kilda Football Club
- Holmesglen TAFE
- Proposed Holmesglen Private Hospital



ICONIC DEVELOPMENT ABOVE RAILWAY

Moorabbin Junction will be radically transformed by a unique use of railway line airspace to develop contemporary multilevel buildings mixed with public open spaces that link the arts and retail areas. Known as the AxiSpace, the development will include substantial living, employment, shopping and regional entertainment opportunities, and as shared car parking. This future development option depends on the long term implementation of actions in this strategy, as well as increased land prices and improved railway development methods, however it could occur sooner with significant external funding.





THE CENTRE COULD BE RADICALLY TRANSFORMED BY A UNIQUE USE OF RAILWAY LINE AIRSPACE



IMMEDIATE KEY STEPS

- Seek confirmation on the need for and final location of potential 4th rail track

ONGOING KEY STEPS

- Investigate the potential to elevate priority for an aesthetic upgrade to Moorabbin Station with relevant State Government agencies

FUTURE KEY STEPS

- Explore suitable ways to manage car spaces within a new transit orientated development
- Investigate with relevant State Government agencies the potential to elevate the priority for comprehensive redevelopment of the station within a shorter timeframe than currently projected



KEY STAKEHOLDERS

- State Government
- VicTrack
- Public Transport Victoria
- Department of Transport, Planning and Local Infrastructure
- Metro Trains

MAKING MOORABBIN

Bringing Moorabbin to life has been made a priority by the Council during this term. There is a great potential to work with the community to plan for an exciting future for Moorabbin, building on the strong arts and cultural presence to create a unique precinct bursting with life. Key sites in Moorabbin can allow for new and more diverse housing, to grow the struggling local economy and enable people to live within the centre with easy access to public transport and open space.



KEY STEPS SUMMARY

YEAR 1

YEAR 2-5

YEAR 6 +

	COUNCIL	PTV	VICTRACK	VICROADS	LANDOWNERS	HOLMESGLEN	METRO TRAINS	DTPLI	
IMMEDIATE	Develop a branding plan with a defined identity for Moorabbin Junction that connects the name to the place	●							
	Produce a communications strategy to promote the Structure Plan implementation and new identity, covering a multitude of media platforms	●							
	Upgrade bus interchange	●	●	●					
	Highlight the importance of proposed key traffic changes	●							
	Develop a Streetscape Plan for Moorabbin	●							
	Promote Moorabbin as an Arts Capital by developing a Moorabbin arts and events calendar	●							
	Seek confirmation on the need for and final location of potential 4th rail track	●	●	●					
	Work with key local project partners to help deliver vision	●	●	●	●	●	●	●	
	Promote Moorabbin as a centre for small business	●							
	Pursue access, safety and aesthetic improvements to station buildings			●			●		
ONGOING	Continue to improve the Kingston City Hall and Arts Centre facilities and environment, and events to bring people to Moorabbin	●							
	Support Station Street businesses to focus on lifestyle and work with all landowners to facilitate good development	●							
	Support, in particular, the landowners of Woolworths, The Link and Harvey Norman to establish development plans	●				●			
	Work with Harvey Norman's landowner to establish a connection to Moorabbin Reserve	●				●			
	Seek opportunities to upgrade Moorabbin Reserve to service new and existing residents	●							
	Work with Holmesglen TAFE to develop a safe and attractive walking path from the station to the TAFE	●				●			
	Promote Moorabbin Junction as a place for active, healthy lifestyles, and support new and existing services that can cater to these needs	●							
	Support and promote medical and counseling services, and other uses which build on the co-location of the proposed new hospital	●				●			
	Provide the large office workforce with more daytime services and activities in the centre	●							
	Improve the presentation of Moorabbin Junction to help businesses continue attracting a strong working population	●							
	Foster new creative businesses and opportunities for collaboration between existing businesses in the centre and nearby industrial areas	●							
	Investigate the potential to elevate priority for an aesthetic upgrade to Moorabbin Station with relevant State Government agencies	●	●	●					
	SHORT	Construct new timetable displays and wayfinding signage		●					
		Upgrade Central Avenue Streetscape	●						
	SHORT-MEDIUM	Consolidate Taylor Street and Jasper Road signalised intersections	●			●			
Make Station Street one way northbound		●			●				
Keep southbound through traffic on arterials		●			●				
New mixed use investment aligned with traffic changes		●				●			
Work with VicTrack to invigorate western side of Station Street		●		●					
FUTURE	Seek direct bus connections to Dandenong and Brighton Beach using improved South Road and Dingley Bypass extension		●						
	Explore suitable ways to manage car spaces within a new transit orientated development	●							
	Investigate the potential to elevate the priority for comprehensive redevelopment of the station within a shorter timeframe	●	●	●			●	●	



City of
KINGSTON

