



**SUBURBAN  
RAIL LOOP  
EAST**



Artist's impression

# The Vision for Cheltenham

December 2024





## Acknowledgement of Country

Suburban Rail Loop Authority acknowledges the Traditional Owners of the land, sky and waters across Victoria and pays respect to their Elders past and present. We proudly recognise the strength and enduring connection to Country as the world's longest living culture and the profound wisdom, resilience, and contributions of First Peoples and their communities. We are committed to the ongoing journey of reconciliation by embedding self-determined Aboriginal ways of knowing and doing across the lifespan of the SRL project.

# Contents

<b>The Vision for Cheltenham</b>	<b>4</b>
Transformational change for Cheltenham	5
Conceptual Precinct Plan	6
<b>Developing a shared vision</b>	<b>8</b>
<b>Planning for Cheltenham’s future</b>	<b>14</b>
Precinct context	14
<b>Realising the Vision for Cheltenham</b>	<b>18</b>
Precinct themes	18
<b>Delivering the Vision for Cheltenham</b>	<b>21</b>

The Vision for Cheltenham outlines the long-term aspiration for how Cheltenham will realise the benefits delivered by SRL – and how the precinct can accommodate anticipated population growth over 20 to 30 years. It expands on the ambitions set out in the *SRL Business and Investment Case*.

The purpose of this document is to present the final shared Vision for Cheltenham, incorporating stakeholder and community feedback on the Draft Precinct Vision for Cheltenham. Together with community feedback, the Vision will inform structure planning for Cheltenham.

The Structure Plan for Cheltenham will implement steps to prepare for transformational change. It will provide greater detail related to planning and development.

The Structure Plan will provide a detailed land use and built form planning framework to ensure future planning decisions for Cheltenham are consistent with the Vision and are able to support future community needs. This includes, but is not limited to, provisions for social and affordable housing, locations for new open space and community infrastructure, and building height regulations.

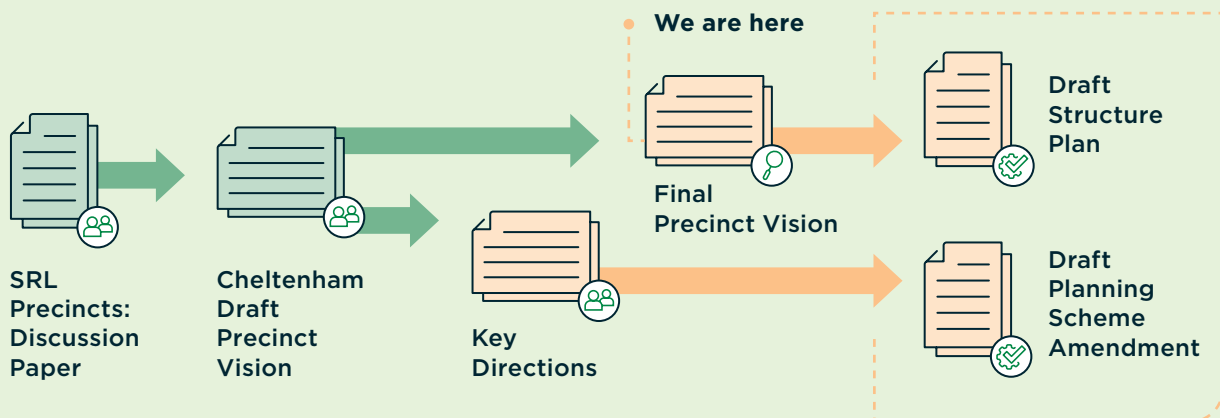


Figure 1: Structure Planning Process



# The Vision for Cheltenham

**A true transit-oriented community where increased connectivity leads to more housing choices, new jobs and lifestyle experiences for everyone.**

Cheltenham will be a place of increased creative energy and economic opportunity, with expanded retail, dining, recreation and entertainment options. The new station will become a hub of activity that connects to the enhanced Sir William Fry Reserve – creating a green heart for the precinct that supports local wellbeing and togetherness.

This will be an active and healthy community in the future, where you do not need to use a car for every trip. New and enhanced green corridors and shaded, more activated streets will connect the mosaic of open spaces and natural habitats – making it safer and more enjoyable for people to walk and cycle. Cheltenham will become a southern gateway, connecting Melbourne’s middle suburbs in the east with the south of Melbourne and the Bay.

More high quality homes will support a diverse community and ensure that Cheltenham builds on its enduring inclusivity as it welcomes more people into the area. Apartments, in places well supported by local amenity and public space, will provide increased housing diversity and lifestyle choice.

Cheltenham will be a vibrant economic hub. The intensified Moorabbin Industrial Area and Bayside Business District will be home to the next generation of makers, creators and specialist manufacturers – bringing future jobs and boosting the local economy.



# Transformational change for Cheltenham

Cheltenham’s population is already growing and the improved accessibility and connectivity delivered by SRL will drive further growth. This means Cheltenham will experience significant change over the coming decades, requiring a fresh approach to how the area should be planned and designed.

The Vision for Cheltenham sets out the long-term aspiration for the precinct to accommodate these growth projections.

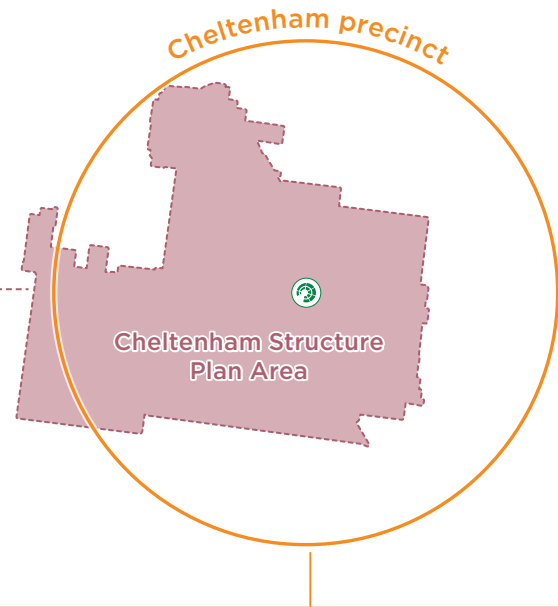


Figure 2: Growth for the Cheltenham Structure Plan Area to 2041

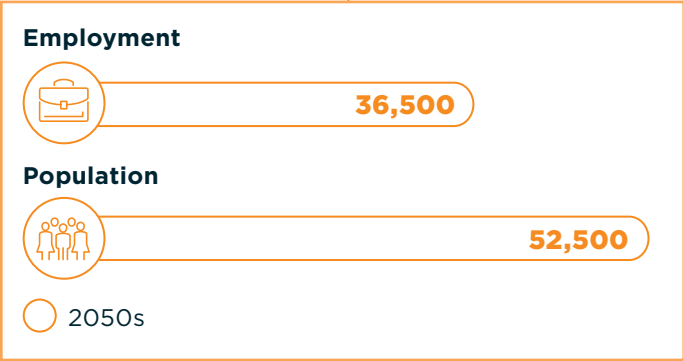


Figure 3: Growth for the Cheltenham precinct to the 2050s

## The role of the Structure Plan

Preparing a Structure Plan for the area surrounding the new SRL East station is the first step to realising the Vision for Cheltenham to support the longer-term population and employment projections.

Structure Plans guide how future growth will be managed to ensure that development and investment occurs in places and ways that maintain liveability, amenity and distinctive neighbourhood character. The Cheltenham Structure Plan Area is focused around the

SRL East station, as well as places near the station and neighbourhoods where the most change is expected to occur over the next 15 years.

The Cheltenham Structure Plan will set out objectives, strategies and actions to achieve the Vision and cater for changing community needs. It balances the longer-term aspirations of the Vision with the need to implement more detailed and immediate planning policies and frameworks.

# Conceptual Precinct Plan

The Conceptual Precinct Plan for Cheltenham is a spatial representation of the Vision.

The plan identifies where longer-term change is expected to occur into the 2050s as Cheltenham grows, supported by enhanced connectivity, improved community amenities, diversified retail and commercial areas, and increased local job opportunities.

From time to time the plan may be refined by Suburban Rail Loop Authority (SRLA), in response to community needs and to the detailed technical studies that will support the planning implementation through Structure Plans and Planning Scheme Amendments. As a first step, the Cheltenham Structure Plan will set out a more detailed framework for land use, buildings and infrastructure within the Structure Plan Area. The Structure Plan will deliver holistic planning for this area, which is focused around the new SRL East station and surrounding neighbourhoods where significant change is expected over the next 15 years.



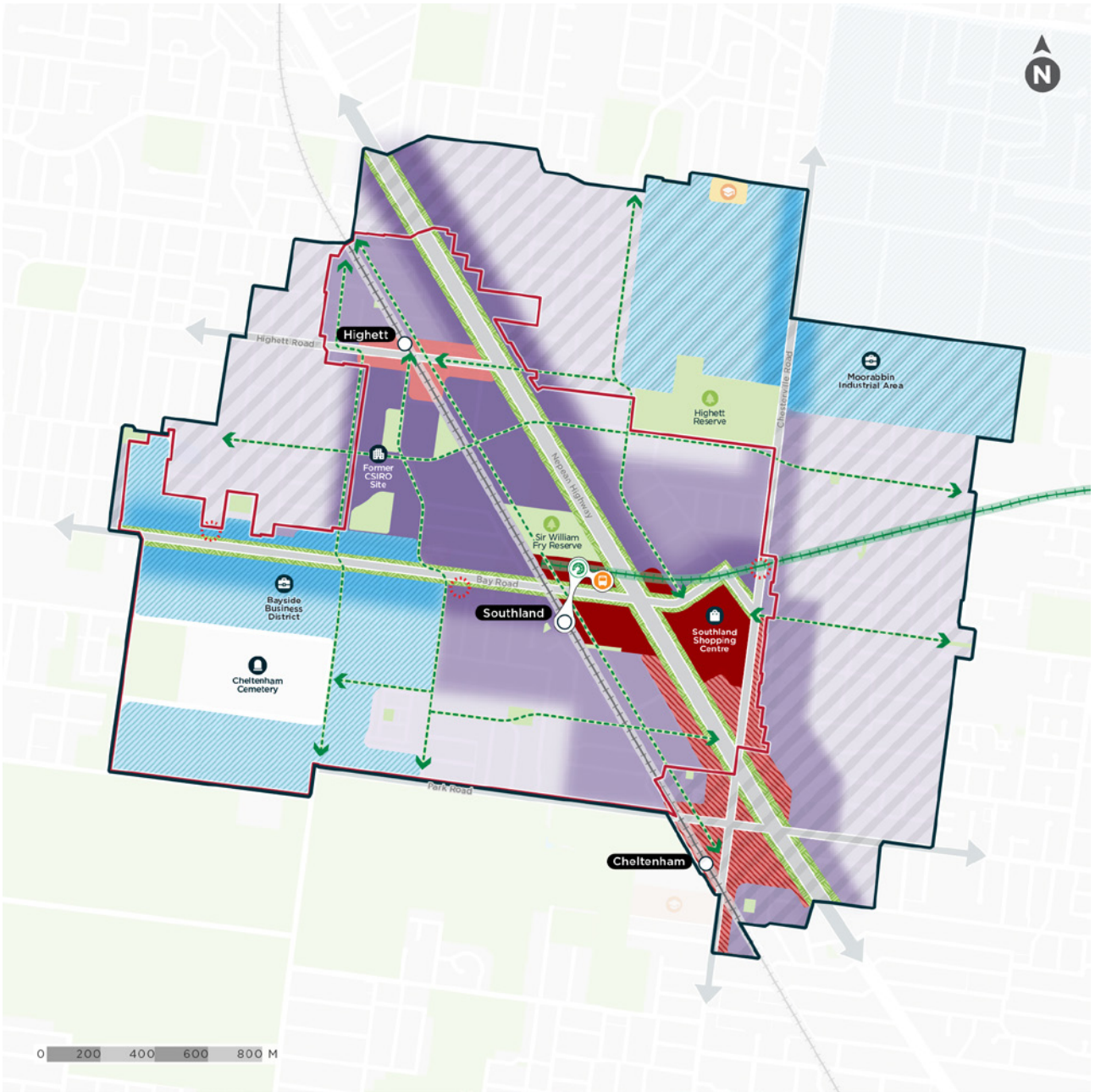
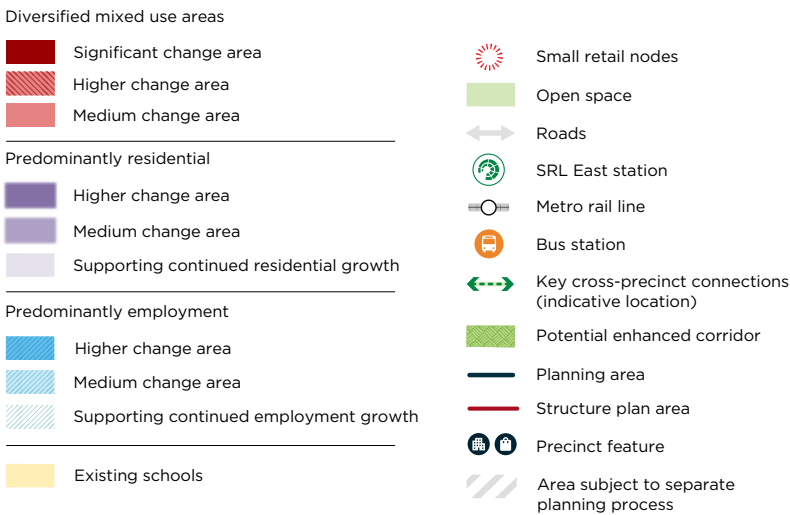
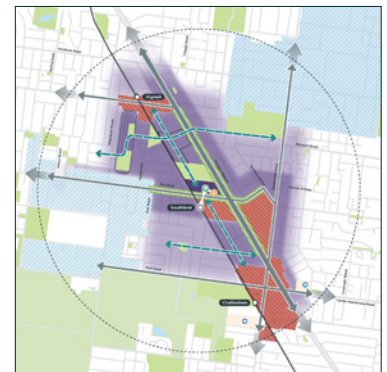


Figure 4: Cheltenham Conceptual Precinct Plan



The Conceptual Precinct Plan has evolved from the Draft Precinct Plan released in the *Cheltenham Draft Precinct Vision* in December 2023, in response to community feedback and stakeholder submissions.



Cheltenham Draft Precinct Plan, December 2023



# Developing a shared vision

## Planning with the community

Over several years, SRLA has been speaking with Cheltenham residents, workers, students, businesses, institutions, local council and others about how to take full advantage of the opportunities delivered by SRL East and to develop a shared vision for Cheltenham. SRLA is consulting the Traditional Owners to understand their aspirations and acknowledge Aboriginal values. This consultation and relationship is ongoing.

The Vision for Cheltenham is encapsulated in this document, which includes the vision statement, a Conceptual Precinct Plan and an outline of how the Vision will be realised under five themes: boosting the economy, enriching community, enhancing place, better connections and empowering sustainability.

The Vision for Cheltenham responds to feedback and sets the direction for future strategic planning work. It represents the refinement of ideas initially proposed during the public consultation periods for the *SRL Precincts: Discussion Paper* and *Draft Precinct Visions*, which occurred between August 2023 and March 2024.

During this extensive engagement, the Cheltenham community and various stakeholders provided valuable feedback on priority outcomes, opportunity areas and preliminary ideas for the precinct. The ideas, issues and opportunities raised and discussed have been considered in forming a long-term vision for the precinct that reflects community needs and expectations, as well as addressing the requirements of a growing population. The feedback has shaped the Vision for Cheltenham and Conceptual Precinct Plan. These now set the strategic direction for future planning and will inform the structure planning for Cheltenham. This will guide planning, investment and development initiatives in the precinct.





# The planning process for Cheltenham

Community engagement will be ongoing as structure planning for SRL East progresses.

The figure below outlines further opportunities for community and stakeholder engagement and feedback as the Cheltenham Structure Plan is prepared, exhibited and finalised.

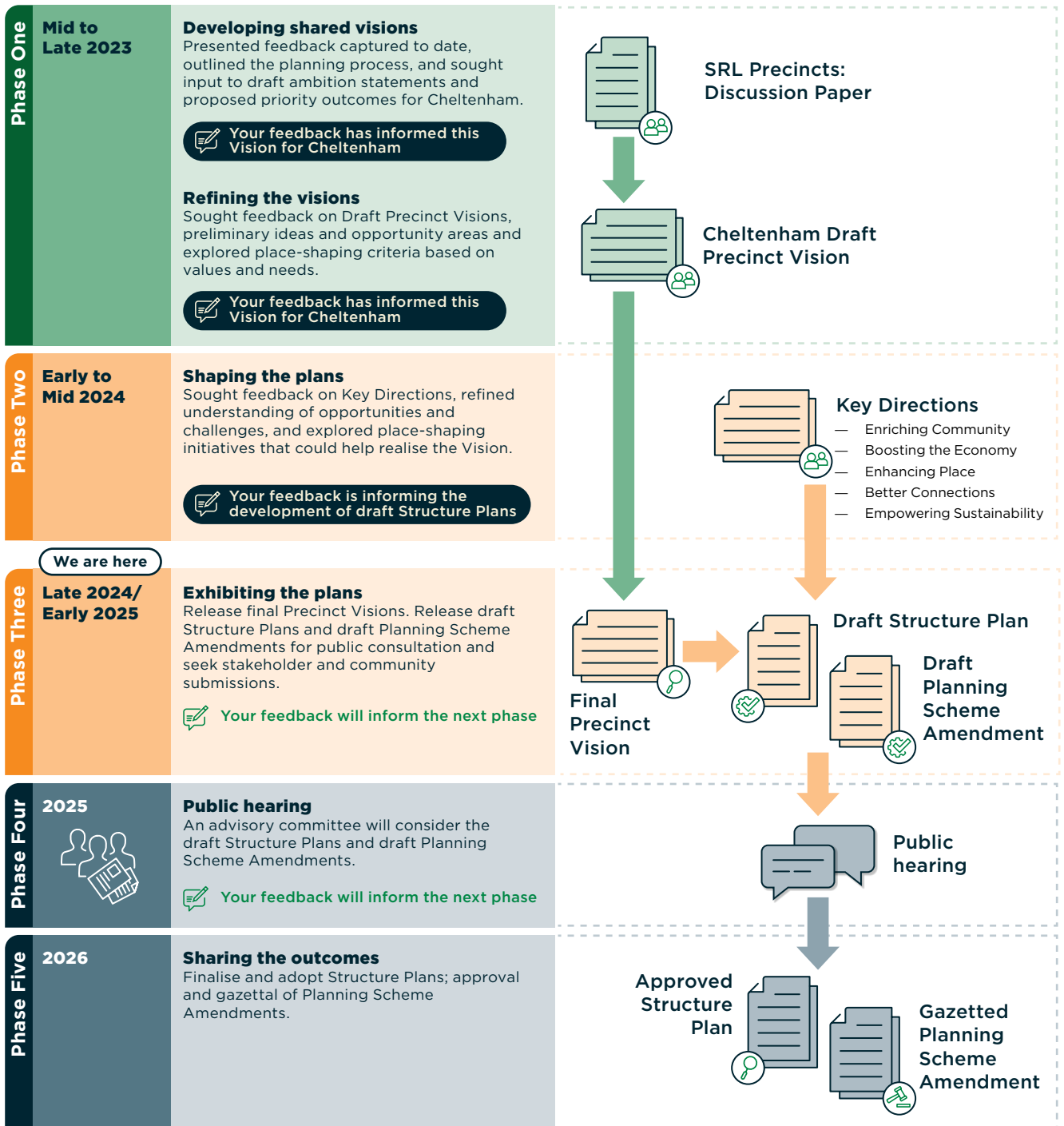


Figure 5: Phases of engagement

- Released for engagement and consultation
- Released for information
- Draft planning process
- Final planning outcome

# Engagement phases

The *SRL Precincts: Discussion Paper* was released for public consultation from August to October 2023.

The Discussion Paper detailed community feedback about each of the SRL East precincts to date, outlined the structure planning process and highlighted potential future opportunities created by SRL East. Engagement during this phase sought feedback on draft ambition statements and proposed priority outcomes for Cheltenham. This feedback informed the five themes set out in the Draft Precinct Vision.

Feedback was captured via an online survey on Engage Victoria and at in-person community engagement sessions and stakeholder workshops. SRLA received 615 online survey responses, with 199 related to Cheltenham. This was complemented by discussions with more than 460 people at community pop-ups and listening post sessions and 13 submissions from stakeholders.

The *Cheltenham Draft Precinct Vision* was released for public consultation from December 2023 to March 2024.

The *Cheltenham Draft Precinct Vision* outlined how Cheltenham could grow and evolve into the 2050s, building on the ambition established by the *SRL Business and Investment Case*. Feedback on these has informed how the Vision for Cheltenham responds to the five themes. These themes will guide structure planning for the areas surrounding the SRL East station at Cheltenham and the development of objectives, strategies and actions within the Cheltenham Structure Plan to achieve the Vision.

A website was developed to support engagement and capture feedback during this phase. SRLA received 2,457 responses to the preliminary ideas (540 related to Cheltenham) and 864 responses to the opportunity areas (197 related to Cheltenham). SRLA also had discussions with more than 470 people at community pop-up sessions and held workshops with Precinct Reference Groups, councils, universities and other stakeholders, convened Community Panels for each precinct and a Youth Panel, and received 16 submissions from stakeholders.




This feedback is presented in the *SRL Structure Planning Phase One Engagement report* [suburbanrailloop.vic.gov.au/structure-planning-engagement-report](http://suburbanrailloop.vic.gov.au/structure-planning-engagement-report)

The *Cheltenham Key Directions* were released for public consultation from April 2024 to June 2024.

SRLA has also engaged with community and stakeholders on the Key Directions for the SRL East station precincts, which have been informed by the themes and preliminary ideas presented in the *Draft Precinct Visions*. Feedback received on the Key Directions will inform technical details within the Cheltenham Structure Plan and Planning Scheme Amendment.

## Community sentiment

Community engagement sought feedback via online 'emoticon' prompts for the preliminary ideas and opportunity areas outlined in the *Draft Precinct Vision*. A summary of key findings is provided in the figures below.

			
<b>Preliminary ideas</b>			
1. Create an urban square	60%	9%	31%
2. Focus growth on activity centres	55%	14%	31%
3. Support jobs growth	62%	17%	21%
4. Enhance Bay Road	59%	10%	31%
5. Improve movement	72%	9%	21%
6. Enhance Nepean Highway	66%	8%	26%
<b>Opportunity areas</b>			
1. Connecting Cheltenham Precinct Core	62%	11%	27%
2. Integrating Southland Shopping Centre	74%	11%	15%
3. Revitalising Cheltenham Activity Centre	64%	10%	26%
4. Reinforcing activity in Highett	57%	14%	29%
5. Creating housing opportunities in Pennydale	64%	13%	23%
6. Diversifying and connecting Nepean Highway East	57%	17%	26%
7. Encouraging activity in Bayside Business District	64%	17%	19%
8. Supporting employment in Moorabbin Industrial Area	66%	14%	20%

Source: *SRL Structure Planning Phase One Engagement Report*



# Building on what we heard

The *SRL Precincts: Discussion Paper* and *Draft Precinct Vision* offered an early opportunity for community members, councils and other stakeholders to share their ideas on the future of Cheltenham. Hearing and understanding the community's views has been instrumental in refining this Vision for Cheltenham and identifying how Cheltenham can best respond to the opportunities presented by SRL East.

SRLA has built on the *Draft Precinct Vision* and incorporated feedback to advance thinking about how Cheltenham can evolve over time, as it is shaped by further detailed planning and ongoing engagement with the community and stakeholders.

The following discussion points were highlighted during consultation and have been key considerations in developing this Vision for Cheltenham.



## Enriching Community

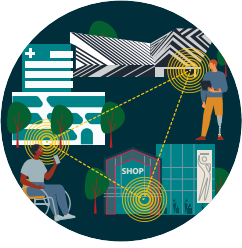
### What we heard

- There is significant support for the development of diverse and inclusive housing options in suitable locations with good access to services, amenities and public transport.
- People want to ensure that existing community facilities remain accessible, including for people with diverse needs, as the population increases.
- There is a desire for community facilities to promote interaction and wellbeing.

### How this shaped the final Vision

The Vision has been updated to prioritise improved accessibility to new and existing community facilities and spaces. Locations for the development of diverse and inclusive housing options have been expanded since the *Draft Precinct Vision* to include areas around Cheltenham and Highett.

The Vision now also encourages a more intensified mix of uses developed around the SRL East station, creating better opportunities to meet diverse and inclusive housing needs and support activity that can promote social interaction and wellbeing. The intent for high quality design and public amenity has also been captured to support local liveability.



## Boosting the Economy

### What we heard

- People would like the precinct to contain attractive spaces where they can meet and socialise and spend money to support local businesses.
- There is a desire for the Bayside Business District to support jobs growth.
- People prefer jobs to be located closer to where they live, allowing them to work within their community, reducing commute times and enhancing work-life balance.
- People value initiatives that enable more employment opportunities in appropriate locations.

### How this shaped the final Vision

The Vision has retained and enhanced the employment focus of the Bayside Business District, including identifying areas of substantial employment change along Bay Road. This is now better defined in the Conceptual Precinct Plan, along with more locations for diversified employment along Nepean Highway and Chesterville Road, providing more opportunities for residents to support local businesses.

The Conceptual Precinct Plan now also captures significant change areas around the SRL East station and Southland Shopping Centre. Mixed-use employment, including more flexible office spaces, can be prioritised in these areas to support jobs growth closer to where people live.



## Enhancing Place

### What we heard

- People overwhelmingly support the need to retain and enhance open spaces.
- There is a desire to balance new development with appropriate natural light, street amenity and pedestrian comfort.
- There is a desire to ensure the development of high quality buildings and public spaces, especially in higher density areas.
- There is support to enhance Bay Road by improving local amenity and infrastructure.

### How this shaped the final Vision

The Vision prioritises the natural environment and open space for growing populations and now gives greater emphasis to upgrading Sir William Fry Reserve. The Vision has been updated to encourage more active and diversified uses along both Chesterville Road and Bay Road, which will support local living and contribute to Cheltenham's existing character.

The Conceptual Precinct Plan has been updated to better represent significant change in and around Southland and the SRL East station. This change will create a high quality, integrated hub of activity and support urban experiences that are highly valued by the community.





## Better Connections

### What we heard

- There is a strong desire to improve the safety and convenience of walking, cycling and public transport options.
- People want better connections between key destinations across the precinct, including crossing the rail line, Nepean Highway and other main roads.
- There is support to enhance connections between the new SRL East station, the existing metro station, Southland Shopping Centre and the Bayside Business District.
- People support the prioritisation of pedestrian areas around the activity centres, and opportunities for more trees and plants along streets.
- There is a strong desire to enhance walking and cycling connections within and across the precinct neighbourhoods.
- There is support for more frequent public transport services and improved connections between different modes of transport.

### How this shaped the final Vision

The Vision continues to prioritise pedestrians in dense areas of activity. The Conceptual Precinct Plan now provides for a more open and people-focussed environment with more active and diverse uses around the new SRL East station and Southland Shopping Centre.

Based on community feedback, more cross-precinct connections between Southland, Highett Reserve, Highett Activity Centre, Cheltenham Activity Centre and Bayside Business District are now shown on the Conceptual Precinct Plan, emphasising the importance of supporting cross-precinct connections, particularly for pedestrians and cyclists.



# Planning for Cheltenham's future

## Precinct context

Cheltenham is located on the lands of the Bunurong peoples of the Kulin Nation, within the City of Bayside and the City of Kingston, approximately 18 kilometres southeast of Melbourne's Central Business District (CBD) and four kilometres east of Port Phillip Bay.

### Cheltenham's network of activity centres

Located at the start of the SRL East alignment, the Cheltenham precinct is anchored by three existing activity centres along the Nepean Highway, at Highett, Southland and Cheltenham. The activity centres are located within one kilometre of each other and within walking distance of their respective train stations along the Frankston railway line. The state significant Moorabbin Activity Centre is also located to the northeast of the precinct, forming part of a network of priority activity centres that will benefit from Victorian Government investment.

Southland is the retail and commercial centre for the precinct, encompassing the Westfield Southland Shopping Centre which provides diverse entertainment and dining options, while Highett encompasses key strategic redevelopment sites and open spaces, such as Sir William Fry Reserve.

### Cheltenham's capacity for more people and homes

The high demand for living in Melbourne's southeast Bayside area has put pressure on housing affordability. The Cheltenham precinct has been recognised in Victoria's Housing Statement as a centre that supports the delivery of medium to high density housing in well serviced neighbourhoods.

Several significant urban renewal sites, such as the former CSIRO site on Graham Road and Middleton streets, are already seeing residential development, including the provision of diverse and affordable housing options.

### Bayside Business District

Large, regionally significant business and industrial areas are located in the Bayside Business District, offering light industrial, manufacturing and distribution activities.

This district makes an important contribution to the diversity of the local economy and is a regionally significant employment area undergoing gradual diversification. The Bayside Business District currently accommodates approximately 60 per cent of Cheltenham's knowledge intensive jobs.



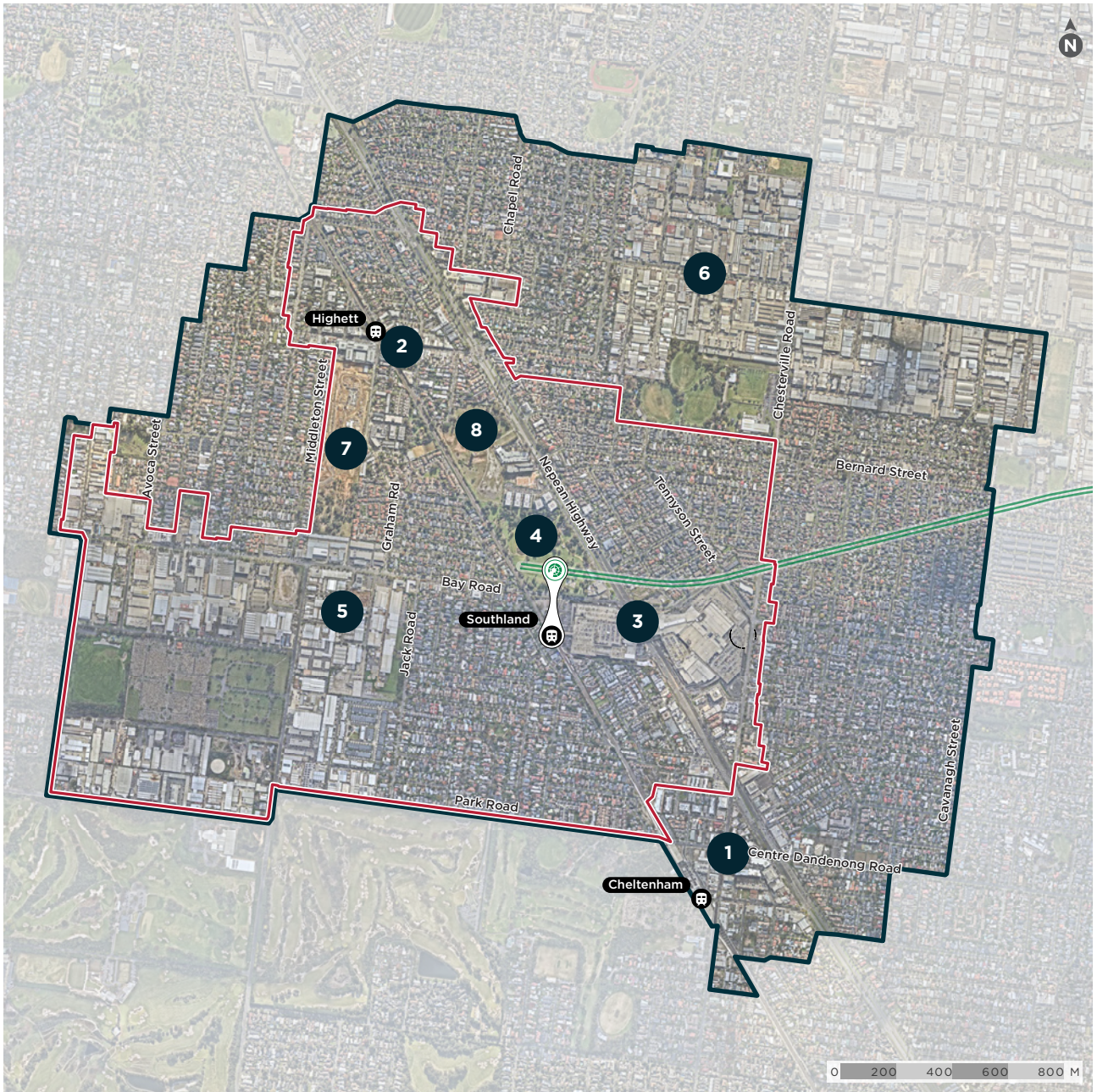


Figure 6: Cheltenham Context Plan

**Key Features**





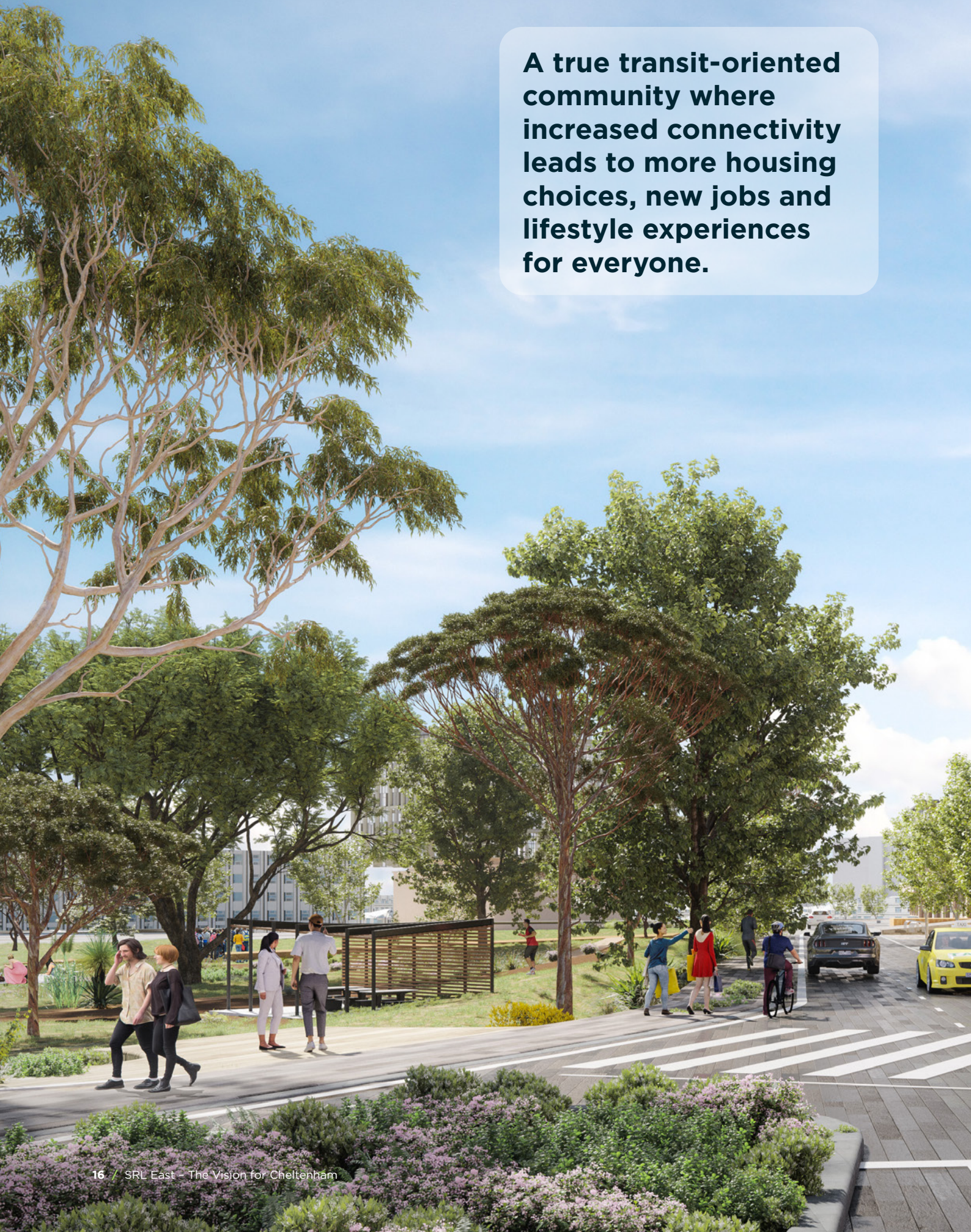
- 1 Cheltenham Activity Centre
- 2 Highett Activity Centre
- 3 Southland Activity Centre
- 4 Sir William Fry Reserve
- 5 Bayside Business District
- 6 Moorabbin Industrial Area
- 7 Former CSIRO site
- 8 Former Highett Gasworks
-  SRL East station
-  Existing Metro station
-  Structure plan area
-  Planning area



Figure 7: Visualisation of the future character of Cheltenham

**A true transit-oriented community where increased connectivity leads to more housing choices, new jobs and lifestyle experiences for everyone.**









# Realising the Vision for Cheltenham

## Precinct themes

There are five precinct themes that will guide and direct strategic planning to help realise the Vision for Cheltenham.



### Enriching Community

**Enriching Community will guide precinct planning to deliver healthy and inclusive neighbourhoods.**

---

The Cheltenham precinct will enable diverse housing across the precinct to accommodate a growing population and varying household requirements, including for single person households, families and older people.

A broader range of housing options encouraged within and between the Highett, Southland and Cheltenham activity centres will allow for inclusive and affordable housing, higher density residences and low- to mid-rise apartments and townhouses. New homes will be located close to public transport, including around the SRL East and existing railway stations and movement corridors.

The redevelopment of the former Highett Gasworks and CSIRO sites provide opportunities to support a more inclusive and diverse precinct, giving residents more choices to live in highly accessible and high amenity places. The former Highett Gasworks Site will accommodate higher density housing, leveraging the open space at Sir William Fry Reserve and the enhanced public transport access provided by SRL East.

Priority will be given to enhancing accessibility to community infrastructure, including sports and recreation facilities, to meet the needs of a growing resident and worker population.

Building on the precinct's valued outdoor recreational open spaces, opportunities will arise to improve the quality of connections to existing open spaces including Cheltenham Park Reserve and Highett Reserve, while new spaces will also be established across the precinct.



## Boosting the Economy

**Boosting the Economy will guide how we build on the unique assets and strengths of each area to trigger investment growth.**

As a key employment hub, the Cheltenham precinct will continue to grow, providing diverse job opportunities in retail, healthcare, social assistance and manufacturing across its three activity centres.

A greater focus on diversifying land uses around Southland Shopping Centre will leverage its retail prominence, enabling opportunities for new commercial offices to support an increasing number and diverse range of jobs. Buildings and streets along Highett Road and parts of Railway Parade will be designed to support the local retail, hospitality and night-time economy. Diversified employment will be encouraged along Nepean Highway and Chesterville Road.

The precinct's network of activity centres will be supported to grow in an intentional way, by leveraging their retail and commercial strengths. Highett will prioritise local retail, civic and community functions, complementing Southland, the Bayside Business District and the Moorabbin Industrial Area as major employment nodes.

There will be more professional services jobs in Cheltenham, closer to where people live, building on the precinct's appealing environment. Characterised by well-designed built form and high quality public spaces, the precinct will attract new workers seeking these amenities.

The Bayside Business District and Moorabbin Industrial Area will intensify and grow into diverse employment hubs with a greater mix of commercial space and large format floorspaces, strengthening their roles as regionally significant employment destinations. This will enable jobs growth across a variety of industries and attract emerging creative and knowledge-intensive sectors to support Cheltenham's economic diversity.



## Enhancing Place

**Enhancing Place will guide how we plan vibrant, sustainable and inclusive public spaces that build on the existing character and identity of our suburbs.**

Cheltenham will continue to be a 'gateway to the Bay', with a revitalised Bay Road and the new SRL station anchoring an inviting urban square with connections between Southland and an enhanced Sir William Fry Reserve.

The precinct is valued for the lifestyle and services it offers, including its range of community uses and retail, hospitality and entertainment options. As the precinct grows, higher density development will be concentrated around the three activity centres, with the most significant change occurring around the SRL East station, Southland Shopping Centre and major movement corridors. Improved landscaping throughout this area will enable a greener and more inviting environment, complementing the vibrant, high density urban setting.

Well-planned development in residential areas will balance diverse housing options with the valued leafy green streetscapes. New development will be sympathetic to the existing environment and local character, with high quality design standards ensuring that neighbourhoods have their own distinctive identities.

As the precinct evolves, historically significant structures, such as the Boiler House Chimney will be protected, providing landmarks that celebrate Cheltenham's history and cultural heritage. Improved north-south connections between Highett Road and Bay Road will help to generate activity, enable greater social connectedness and improve safety and wellbeing for all users.





## Better Connections

**Better Connections will guide how we plan public and active transport options, connecting people to opportunities and experiences in the SRL East corridor and beyond.**

As the southern gateway to SRL East, the new SRL East station at Cheltenham will complement the precinct's busy arterial roads, three existing train stations and comprehensive bus network to better connect people with Melbourne's eastern and southern Bayside suburbs.

Making Cheltenham's streets healthier, safer and greener will improve people's quality of life. In the future, residents, workers and visitors to Cheltenham will have attractive transport alternatives to key destinations, reducing their reliance on driving and making moving around the precinct more convenient and enjoyable.

Better integration of public transport services and infrastructure will encourage greater uptake of public transport within, to and from the wider precinct. Bus movements will be improved along the key movement corridors of Bay Road and Nepean Highway. These initiatives will give people living in locations such as Chesterville Road and the Pennydale neighbourhood easy public transport access to and from the SRL East station.

Extending and enhancing north-south walking and cycling links that connect the three activity centres will improve safety and encourage more walking and cycling trips. This will be complemented by improvements to pedestrian and cyclist access across Bay Road and the Nepean Highway, as well as various east-west connectors. The Level Crossing Removal Project can also be leveraged to link open space and economic activity across Cheltenham's multiple activity centres.



## Empowering Sustainability

**Empowering Sustainability will guide how we adapt to and mitigate the effects of climate change and contribute to environmental sustainability.**

Victoria has a target to achieve net zero carbon emissions by 2045. To help achieve this, SRL East precincts and the buildings within them will be more energy efficient and use fewer resources. Creating a low carbon future will benefit people who live and work in Cheltenham by improving air quality, supporting healthy lifestyles, creating economic and employment opportunities, and improving access to nature.

Cheltenham's transition to new energy sources and a low carbon precinct will be encouraged by making sure the built environment is equipped with the right technologies and prepared for changing conditions. To mitigate the impact of intense heatwaves and the urban heat island effect, the precinct will accommodate green infrastructure throughout the public areas, using methods such as increasing street canopy cover and creating shady green corridors.

Stormwater management and adopting water sensitive urban design principles will provide opportunities to prevent, respond to and manage flooding, as well as take a proactive approach to reusing water across the precinct. This will also reduce the precinct's potable water consumption, helping to preserve this vital resource.

# Delivering the Vision for Cheltenham

This Vision is a key step in planning for the future of the Cheltenham SRL East Precinct. It builds upon the *SRL Precincts: Discussion Paper* and *Draft Precinct Vision* and will guide a new planning framework around the Cheltenham SRL East station, including a new Structure Plan.

SRLA is responsible for preparing and applying the required planning controls that will help to realise the Vision, commencing with the preparation of the Cheltenham Structure Plan. Changes to statutory planning controls within the planning schemes will support new land uses, such as business and retail, as well as residential development, community facilities and transport links. New planning controls within the planning schemes will also allow for increased densities, depending on the characteristics and context of different areas across the precinct. The draft Structure Plan and associated technical studies, along with a draft Planning Scheme Amendment, will be publicly exhibited for consultation in early 2025.

Following exhibition, the Minister for Planning may refer public submissions to an independent Advisory Committee which will consider the draft Planning Scheme Amendment. If approved, the Planning Scheme Amendment will be gazetted in 2026.

SRLA will work closely with councils, stakeholders and the community to further test and refine feedback through public consultation on the draft Structure Plan and draft Planning Scheme Amendment.

For updates on preparation of the Cheltenham Structure Plan, visit [suburbanrailloop.vic.gov.au](https://suburbanrailloop.vic.gov.au)

---

[contact@srla.vic.gov.au](mailto:contact@srla.vic.gov.au) | 1800 105 105 (call anytime)  
[suburbanrailloop.vic.gov.au](http://suburbanrailloop.vic.gov.au)



Please contact us if you would like this information in an accessible format.  
If you need assistance due to a hearing or speech impairment, please visit [relayservice.gov.au](http://relayservice.gov.au)