



Swan Street

STRUCTURE PLAN





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PART 1: SWAN STREET – A PLACE TO LIVE, WORK, PLAY AND LEARN

1.1 Introduction

This is the Swan Street Structure Plan.

**The Swan Street Activity Centre
is home to a rich mix of activities
providing choice and diversity
in living, working, playing
and learning.**

**It is a vibrant, gritty and eclectic
urban community where
people connect.**

Above is the vision for the future of Swan Street, established by the Swan Street Stakeholder Group.

This document sets out a plan for achieving this vision across the activity centre.

The Structure Plan has been written as a high-level strategy document, providing more locally-specific content than is outlined in the municipal-wide planning framework. However, the Structure Plan is intended to be a general document only and does not consider the detailed conditions of every location within the study area. Therefore, more detailed planning for many project and development proposals will need to be undertaken to better respond to the specific local context.

The Swan Street Structure Plan is broken into four distinct and digestible parts, each with their own unique purpose. The four parts are:

- Swan Street – A Place To Live, Work, And Learn
- The Place
- The Plan
- Implementation



1.2 A Place Greater Than The Sum Of Its Parts – The Precincts

A good place, like a good city, is an eclectic mix of many unique, surprising and interesting precincts. A great place is greater than the sum of its parts. Swan Street is already a varied, interesting and exciting place for residents and visitors. The plan proposes to build on this variety by influencing and managing the change process in a respectful way that strengthens and values the existing positive qualities of the area.

We have articulated **a vision** for each precinct that in turn achieves the overall vision for Swan Street. Each precinct will possess different mixes and permutations of cultural activity, land use, built form and open space that, combined with their existing unique attributes, will ensure that it is a great place to live, work, play and learn.

With this in mind, the structure plan envisages a number of character precincts across the study area shown here and elaborated upon in section 3.4.

- THE PRECINCTS
- 1 RICHMOND STATION
 - 2 SWAN STREET RETAIL
 - 3 SWAN STREET EAST
 - 4 BURNLEY STATION VILLAGE
 - 5 PUNT ROAD
 - 6 CREMORNE MIXED USE
 - 7 RIVER EDGE
 - 8 CREMORNE SOUTH
 - 9 CHURCH STREET
 - 10 BARKLY AVENUE
 - STATION
 - OPEN SPACE
 - EDUCATION USE

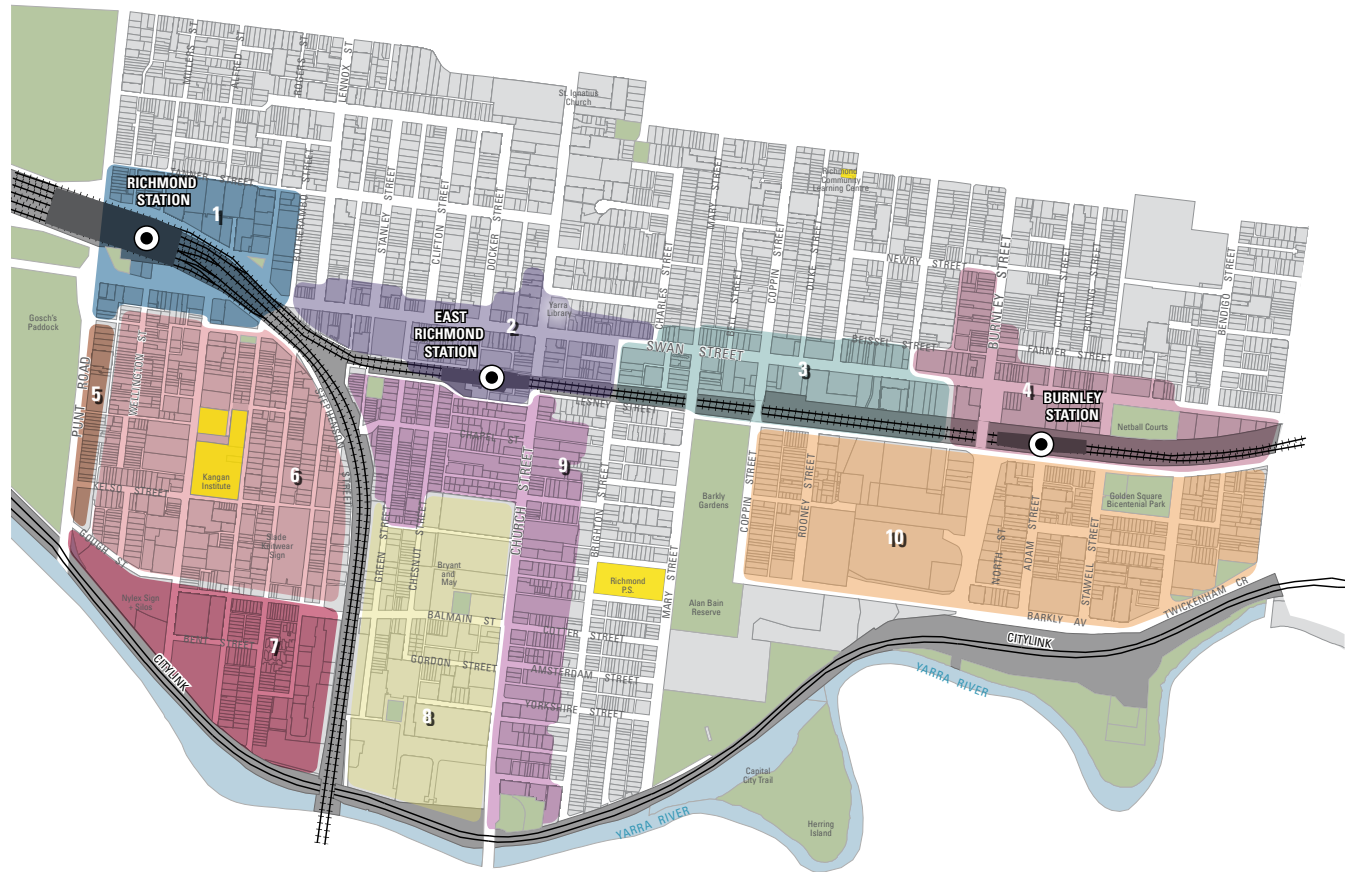


Figure 1: The Precincts

1.3 Reading This Document

The Yarra City Council has prepared this Structure Plan for the Swan Street Major Activity Centre which includes the shopping and commercial areas located along Swan Street and adjoining areas. Preparation of this Structure Plan comprises ten key stages as illustrated in Figure 1.

The Draft Structure Plan has been shaped by a number of inputs that include, but are not limited to, relevant existing local and State Government policy frameworks, extensive background research and analysis, on the ground experience and observations within the study area, discussions and feedback from members of the Swan Street Stakeholder Group, formal written submissions and finally, lively discussions with a variety of people who live, work and play in the broader study area.

This Structure Plan sets out a proposed vision for the future of the activity centre and sets a series of strategic objectives that outline the way the vision will be achieved.

'Part 1' of the document outlines the study area and provides a general introduction to the Structure Plan.

'Part 2' of the document discusses 'The Place'. This examines the existing context and issues facing the area. 'Part 3' of the Plan, which identifies the precincts and gives guidance on 'what is good urban design'. To deliver the vision, each precinct is broken down into four themes under which objectives and strategies are articulated. These themes are:

Theme 1: Land Use

Theme 2: Built Form

Theme 3: Public Spaces

Theme 4: Access and Movement

Considered together, these themes, the objectives and strategies, constitute the core of the Structure Plan for the Swan Street Activity Centre.

Lastly 'Part 4: Implementation', takes the objectives and strategies and articulates how to implement them in a way that will achieve the vision.

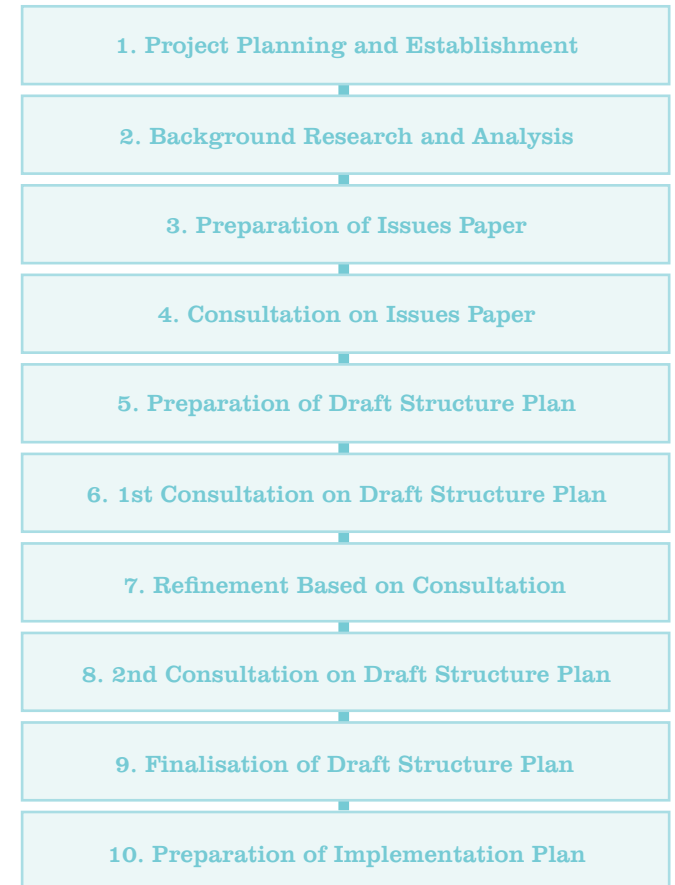


Figure 2: Process of Developing the Structure Plan

1.4 Study Area

The area included in this Structure Plan is bounded by Punt Road to the west, the Yarra River corridor to the south and Loyola Grove to the east. A point roughly halfway between Swan Street and Bridge Road has been designated as the northern boundary (see Figure 2).

The Swan Street area is an important Major Activity Centre (MAC) in the City of Yarra. It has a unique, strategic position within the metropolitan area offering:

- Unrivalled transport access by all modes of transport;
- Access to major parklands, the city centre, nearby activity centres and the Yarra River;
- A rich history contributing to the unique character and charm of area;
- A successful retail core associated with more diverse retail, business and industrial precincts; and
- A compact urban form.



Figure 3: Study Area Boundary and Aerial Photograph

1.5 Policy Basis

Policy Context Summary

A range of State Government and Yarra City Council policies have informed the development of the Swan Street Structure Plan. In turn, the Structure Plan will act as a tool to implement some elements of these policies.

State Planning Policy

Melbourne 2030 – Planning for Sustainable Growth (2002) is the primary metropolitan planning policy to manage growth across Melbourne over the next two decades. A key focus of the strategy is the development of activity centres as the focus for high quality development, activity and living across Melbourne. Swan Street is identified as a Major Activity Centre in the hierarchy of Melbourne’s activity centres.

An important aim of Melbourne 2030 is to achieve ‘a more compact city’. This direction focuses major urban change over the next few decades in ‘Activity Centres’ to foster more sustainable and vibrant communities.

Melbourne @ 5 Million: Planning Update to Melbourne 2030 (2008)

This update continues to provide consistency with the directions outlined in Melbourne 2030 for Major Activity Centres. Melbourne @ 5 Million projects that an additional 600,000 dwellings will be needed to meet population growth in metropolitan Melbourne between 2006 and 2026. Of this growth, fifty three percent of the growth for urban Melbourne is to occur in established areas, including activity centres.

Yarra Planning Scheme Municipal Strategic Statement (MSS)

The Yarra Municipal Strategic Statement (MSS) forms part of the Yarra Planning Scheme and is a statement of the key strategic planning, land use and development objectives for the municipality. The MSS provides the rationale for the application of the zones, overlays, local policies and particular provisions in the Yarra Planning scheme.

Specifically, the MSS states in relation to its MACS:

“Yarra’s vibrant Major Activity Centres, being the retail strip centres of Brunswick, Smith, Victoria and Swan streets and Bridge Road, are a powerful economic engine for the municipality and in varying degrees draw on tourists and destination shoppers from overseas, interstate and country Victoria as well as Greater Melbourne.”

Key MSS references that are of relevance to Swan Street in terms of its role as a major activity centre include:

- To maintain a balance between local convenience and regional retail roles in Yarra’s activity centres. To maintain the long term viability of activity centres
- To increase the number and diversity of local employment opportunities.
- Direct higher density residential development to Strategic Redevelopment Sites identified at clause 21.08 and other sites identified through any structure plans or urban design frameworks
- Support the regional role of the major activity centres as an important component of Yarra’s economy and as a metropolitan destination.
- Permit residential development that does not compromise the business function of activity centres.
- To enhance the built form character of Yarra’s activity centres.
- Supporting the mixed use nature of development in the Cremorne area.

Urban design

Clause 21.05-2 describes the pattern of urban form that is seen to characterise Yarra and includes strategies that seek to reinforce Yarra’s identity as a low-rise urban form punctuated by taller buildings.

General guidance is provided to reinforce the pattern of low-rise urban form in existing residential areas and direct higher development to specific ‘pockets’ within Yarra.

Strategy 17.2 states that where there are opportunities for increased heights in activity centres or on Strategic Redevelopment Sites, the preferred maximum heights should generally be no more than 5-6 storeys unless particular benefits can be achieved.

Local Planning Policy Framework

The following Local Planning Policies provide specific guidance on matters pertaining to built form outcomes, heritage and landmarks for the Swan Street Major Activity centre.

Clause 22.02 Development guidelines for sites subject to the Heritage Overlay

This policy provides guidance for the protection and enhancement of the City’s identified places of cultural and natural heritage significance. The policy provides an explanation of the 3 levels of grading used to classify the heritage significance a place/buildings. This forms a key consideration in the demolition or removal of buildings, restoration or reconstruction and new development in areas covered by a Heritage Overlay.

Clause 22.03 Landmarks and Tall Structures

This policy provides guidance about maintaining the prominence of Yarra’s valued landmarks and landmark signs. Whilst the policy identifies the major landmarks in the Swan Street Structure Plan, it does not provide guidance on the particular views or vistas to be protected.

Clause 22.10 Built Form and Design Policy

Provides Design Objectives and Design Guidelines to guide the scale, form and appearance of new development and applies to all new development not included in a Heritage Overlay. The policy includes design objectives that express the preferred built form outcomes and the guidelines are to be applied to achieve these outcomes. The policy does not provide specific guidance for Major Activity Centres, but rather addresses a set of urban design and general amenity issues that bear some relevance for development occurring in Major Activity Centres.

Other Council Documents

A number of other Council strategies and policies, such as the Council Plan 2013 - 17, the Yarra Economic Development Strategy (2009), the City of Yarra Housing Strategy (2010-2013) The Open Space Strategy (2006) and the Yarra Environment Strategy (2008-2012) have been taken into account in the preparation of the Structure Plan.

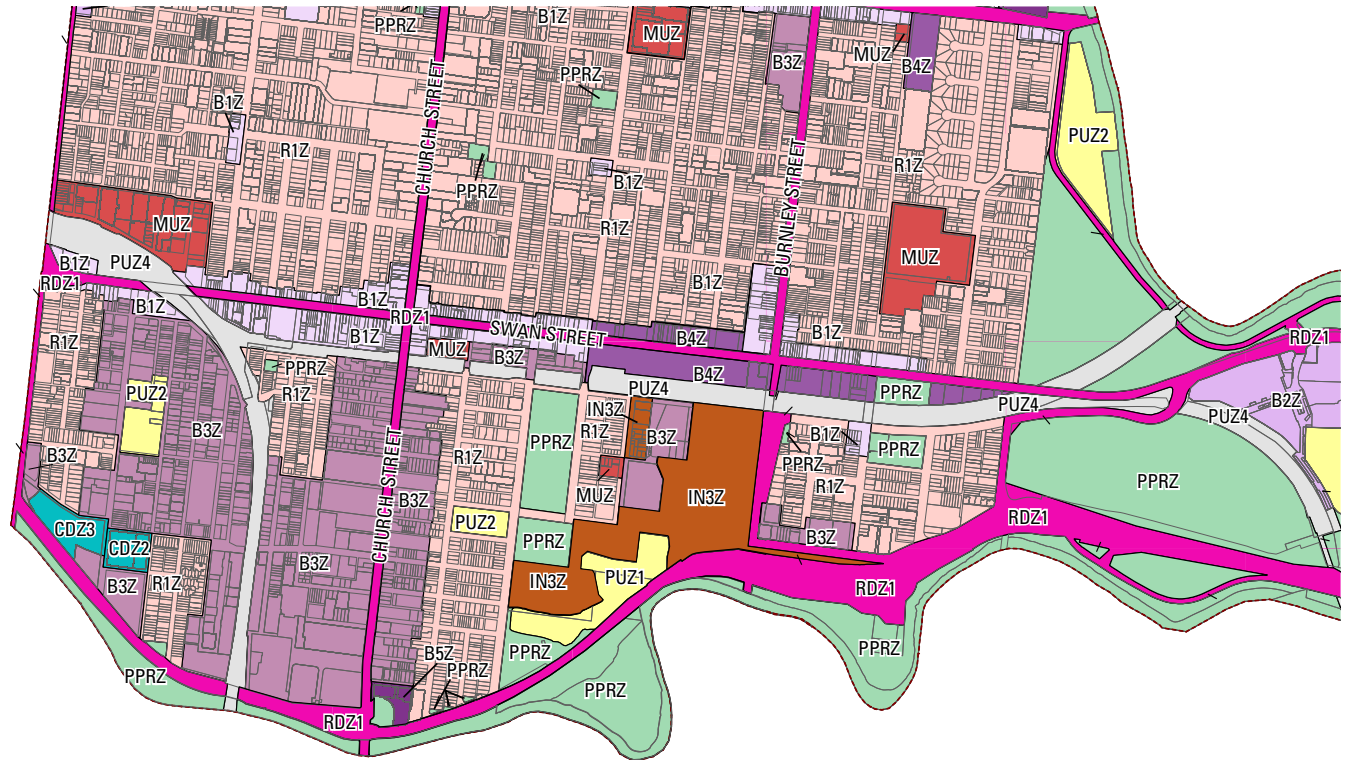

















Figure 4: Existing Zoning Map

Note

The new Commercial 1 and Commercial 2 Zones were introduced into the Victoria Planning Provisions by Amendment VC100, gazetted on 15 July 2013.

In all cases, land zoned Business 1, Business 2 and Business 5 was converted to the Commercial 1 Zone.

Land zoned Business 3 and Business 4 was converted to the Commercial 2 Zone.

- | | | |
|--|--|--|
|  B1Z BUSINESS 1 ZONE |  PPRZ PUBLIC PARK AND RECREATION ZONE |  MUZ MIXED USE ZONE |
|  B2Z BUSINESS 2 ZONE |  PUZ2 PUBLIC USE ZONE - EDUCATION |  R1Z RESIDENTIAL 1 ZONE |
|  B3Z BUSINESS 3 ZONE |  PUZ1 PUBLIC USE ZONE - SERVICE AND UTILITY |  CDZ2 COMPREHENSIVE DEVELOPMENT ZONE SCHEDULE 2 |
|  B4Z BUSINESS 4 ZONE |  PUZ4 PUBLIC USE ZONE - TRANSPORT |  CDZ3 COMPREHENSIVE DEVELOPMENT ZONE SCHEDULE 3 |
|  B5Z BUSINESS 5 ZONE |  RDZ1 ROAD ZONE - CATEGORY 1 | |
|  IN3Z INDUSTRIAL 3 ZONE | | |

1.6 Purpose of Structure Plan

The Swan Street Structure Plan will provide a planning document that assists both Council and private investors in understanding the requirements for achieving the shared vision for the area. It will be used to:

- Manage growth and change in the study area by providing guidance in regards to making better decisions for new development;
- Coordinate better community services;
- Plan traffic and transport measures;
- Plan physical changes to streets and streetscapes;
- Guide both public and private sector investment; and
- Advocate for, and coordinate action by, government agencies and bodies.

1.7 Community Consultation

In preparing the Structure Plan, a consultation program was designed to engage a variety of stakeholders, including but not limited to local business owners, visitors and residents across a range of life stages. Consultation has been a key input and has taken place at every major stage in the preparation of the plan.

A Stakeholder Group to provide advice on the Issues Paper and input information into the Draft Swan Street Structure Plan was established.

Each of the 2 drafts of the Swan Street Structure Plan have been through a community consultation process and feedback / comments/ submissions have informed the revised draft Swan Street Structure Plan.

Consultation activities have included:

- Advertisements in local media including Yarra News, local newspapers, Yarra Business E-bulletin and other relevant community newsletters;
- Promotion through Council's website;
- Development of Project Fact Sheet and Posters;
- Availability of hard-copy documents at Council offices;
- Discussions with a wide range of internal Council departments and teams;
- Various activities targeted at a broad range of community groups;
- A 'Meet the Planner' session at the Richmond Library;and
- A weekend street stall set up for the general public.

PART 2: THE PLACE

This section of the Structure Plan outlines the existing conditions, key trends, influences and issues that will affect the future growth and development of the study area. These have informed the structure planning process and the strategic objectives identified in the Structure Plan. All facts and figures presented in this section have been derived from the technical background reports prepared as part of the planning process and from various Council sources¹, including Economic Analysis by SGS and Traffic and Transport Analysis by GTA Consultants.

For a detailed discussion of the issues affecting the study area, please refer to the Key Issues Discussion Paper dated July 2010.

2.1 Regional Context

Located in the City of Yarra 2.5km south east of the CBD, the Swan Street area is an important inner-city Activity Centre. It has important physical, social and economic links with the Melbourne CBD given its close proximity (see Figure 4).

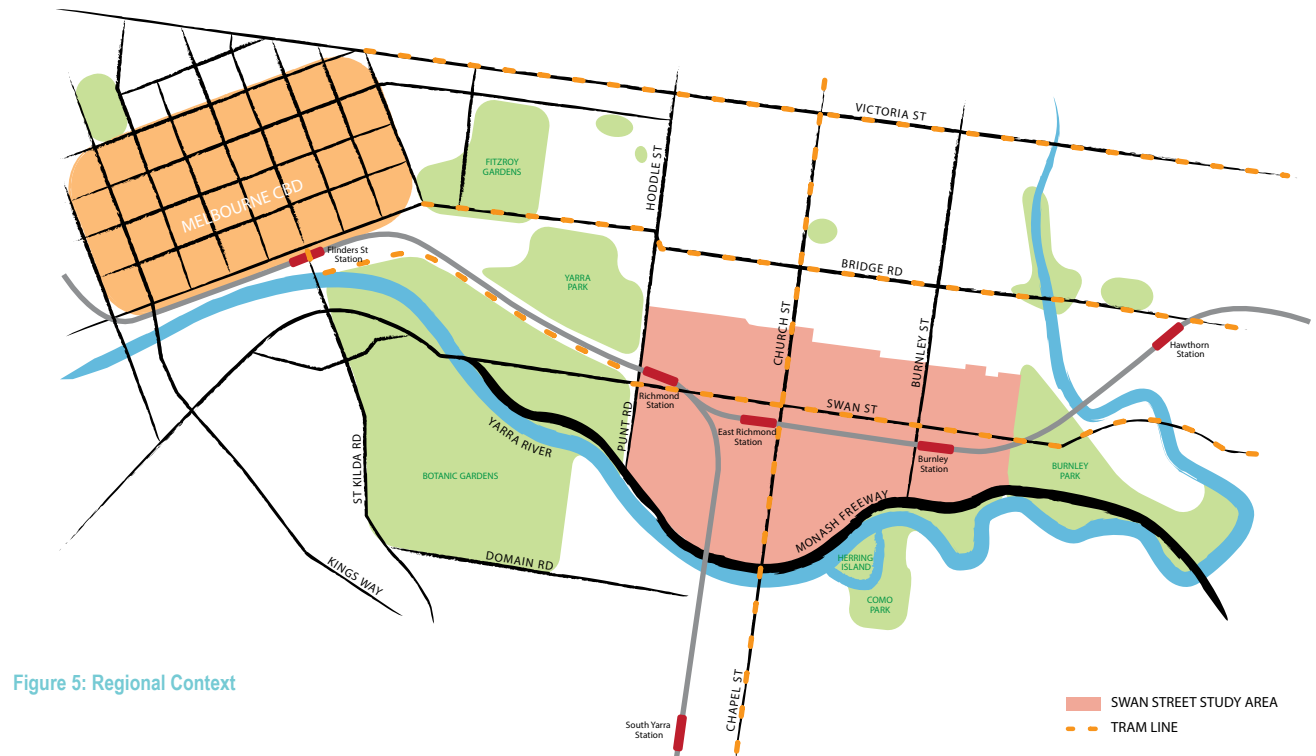


Figure 5: Regional Context

¹Population and household growth figures may incorporate some geographic areas outside of the study area and have been determined on a best-fit basis. For purposes of this Structure Plan, this has been referred to as the 'general study area'

Similarly, the Swan Street Major Activity Centre shares a number of characteristics with the other four Major Activity Centres within the City of Yarra (shown in Figure 5).

These centres share a number of characteristics such as:

- All are strip shopping centres characterised by linear, elongated strips of a predominately low scale;
- Relatively intact heritage fabric first established to serve local communities more than one hundred years ago;
- They operate independently, seeking out different market niches;
- They draw on customers from across a broad region (metropolitan Melbourne and beyond), as well as serving local communities;
- Less than a quarter of turnover comes from expenditure by Yarra residents (23%);
- All face traffic, transport, and public space challenges due to their location on major through roads which serve as space for pedestrians, cyclists, trams, cars and trucks; and
- They contain a mix of buildings and subdivision patterns from the 19th Century which has had a long term effect on the underlying character of these centres – Victorian era buildings, long narrow blocks, rear lanes and street paving.



-
1. Brunswick Street Major Activity Centre
 2. Smith Street Major Activity Centre
 3. Victoria Street Major Activity Centre
 4. Bridge Road Major Activity Centre
 5. Swan Street Major Activity Centre

Figure 6: Major Activity Centres of the City of Yarra

2.2 Community Profile

Population and household growth figures for the Swan Street Structure Plan study area are derived from the City of Yarra Population Forecasts custom data which has been developed by id consultants specifically for the Study Area and 2011 census data.

According to the 2011 Census, 9,707 people (an increase of 457 people since 2006), were living in the Swan Street Structure Plan study area. It is anticipated that this trend will continue with population projections indicating that the number of people living in the area will increase to 15,065 by 2030.

The 2011 Census showed a total of 5194 private dwellings in the study area. Analysis of the types of dwellings indicates that 30.4% of all dwellings were separate houses; 44.6% were medium density dwellings and 24.4% were high density dwellings. By 2030, the total number of dwellings is expected to grow to 7638.

Housing growth into the future will be primarily accommodated in specific locations within the study area. These include, but are not limited to, the conversion of underutilised land that was previously used for industrial or manufacturing purposes, medium to higher density development in some existing commercial areas and incremental growth along parts of Swan Street's central spine where it is likely that there will be minimal adverse amenity impacts on existing residential areas.

Between 2006 and 2011, households comprising couples without children increased by 153, lone persons households increased by 111 and couples with children households experienced the smallest growth with an additional 75 households. The total number of households is expected to grow to 7138 by 2030. Over 60.3% of households live in dwellings with 1-2 bedrooms and only 6.8% of households reside in houses with 4 or more bedrooms.

Analysis of household income levels in Swan Street Structure Plan study area in 2011 compared to the City of Yarra, shows that there was a larger proportion of high income households (those earning \$2,500 per week or more) and a lower proportion of low income households (those earning less than \$600 per week).

Overall, 36.6% of the households earned a high income, and 11.1% were low income households, compared with 30.3% and 18.1% respectively for the City of Yarra.

Analysis of the weekly housing rental payments of households in Swan Street Structure Plan compared to the City of Yarra shows that there was a larger proportion of households paying high rental payments (\$400 per week or more), and a smaller proportion of households with low rental payments (less than \$150 per week). Overall, 53.7% of households were paying high rental payments, and 6.9% were paying low payments, compared with 43.4% and 16.5% respectively in the City of Yarra.

Housing tenure figures show that in 2011, 20.7% of the population owned their dwelling; 26.6% were purchasing and 45.7% were renting. A greater proportion of people renting is often indicative of a higher concentration of young singles and couples in a given area and characteristic of a relatively transient population. This is supported by the age profile of the area that shows the highest proportion of people living in the study area (at 45% in 2011) are aged between 25 to 39 years of age. This figure is expected to sit around 43% in 2030. This also correlates with greater numbers of medium and high density dwellings in the overall pool of housing stock to meet their accommodation needs.

In summary, the study area population is expected to grow significantly and will be predominantly comprised of young professionals living in smaller households in higher density dwellings.

Snap Shot: Swan Street Structure Plan Study Area up to 2030:

- The Census population of Swan Street Structure Plan in 2011 was 9,707, living in 5,202 dwellings with an average household size of 2.05.
- The residential population of the study area is expected to reach around 15,065 residents by 2030 (an increase of 5358 residents from 2011).
- The vast majority of residents in the general study area, (74%) originate from Australia. Other significant countries of origin represented in the general study area include China, Greece, India, Italy, New Zealand, UK, USA and Vietnam.
- 14% of people in Swan Street Structure Plan come from countries where English is not the first language
- The age profile of the general study area is projected to follow a similar pattern up to 2030 with the highest number of people aged between 25-39 years. An additional 2436 dwellings within the study area are expected to be needed to meet the local population growth between 2011 and 2030.
- Within the study area, 69% of the dwellings are medium or high density, Compared to 78% in the City of Yarra.
- Single person households are the most significant proportion of total household types in the study area
- Total number of households by 2030 is anticipated to be 7138.
- Average household sizes are forecast to remain constant between 2011 - 2030 for the study area (at 2.10).
- There are more professionals in Swan Street Structure Plan study area than any other occupation. 5,073 people in Swan Street Structure Plan have a tertiary qualification.

2.3 Overview of Key Issues

2.3.1 Urban and Built Form

Sustainable Urban Form

As the area evolves over time there is a need to ensure that change is consistent with Council and community aspirations in achieving sustainable cities.

Consolidating the existing compact urban form through appropriate density and encouraging a mix of land uses will promote walkability, reduce car dependency and limit travel distances. A key consideration will be to create a walkable urban environment, with attractive ground floor frontages, to help create active streets that are inviting places for people to move through and interact.

The industrial legacy of the Study Area has resulted in areas of larger buildings and a coarser grain. Buildings were built for a different purpose and therefore create an unfriendly pedestrian environment. The key challenge is to ensure that the conversion and adaption of existing buildings, together with new development, is consistent with achieving a sustainable urban form.

Urban Structure

The study area is characterised by a relatively compact urban form providing a variety of built form types ranging from fine-grain residential and retail areas to locations that include larger sites with commercial and industrial buildings. The variety in built form typology reflects the history of land uses that have operated in the past, residential settlement patterns and the process of change that is shaped by industry, employment and population drivers. Redevelopment must be sensitive to this compact urban form with particular consideration given to the challenge of integrating new built form within an often constrained context.

Building Height

The study area predominantly comprises low scale buildings ranging in height from 1-3 storeys. Areas of taller built form are found to the north of Richmond Station where former industrial buildings have been converted to dwellings, along part of Church Street and Cremorne South.

The integration of taller buildings in locations identified as suitable for pockets of taller built form presents a number of challenges. These include, but are not limited to, managing the interface with existing residential areas, respecting existing character and identity, considering the potential impact of taller buildings on the Yarra River, integrating new buildings with existing heritage fabric and managing the potential for adverse amenity impacts.

Challenges also include establishing what height is appropriate and clarification on where height should be directed.

Landmarks

A number of important landmarks have been identified within the study area. They are; Dimmey's Ball Tower, St Ignatius, the Nylex Sign and Maltings silos, Slade Knitwear Sign and Bryant and May. Analysis of views to these prominent landmarks has identified specific viewlines that are important to protect and which can be potentially compromised by development pressures. A challenge exists in balancing the need to protect the prominence of significant landmarks through preserving primary viewlines and accommodating change.

Heritage

The area is architecturally diverse with buildings encompassing a range of styles from 1860's to the present. As part of this diversity, extensive heritage fabric is found in existing residential areas and parts of the main retail core along Swan Street. Heritage buildings play a significant role in the character and identity of the area and there are many fine examples of historic buildings and streetscapes. A significant part of the Structure Plan area is covered by a Heritage Overlay which influences the extent of potential change to buildings, as shown in figure 7.

There are a number of large sites with significant heritage value such as Bryant and May, Dimmeys, Maltings and the Rosella complex that present particular challenges with any future conversion of land use, adaption and reuse of existing buildings. The contraction in the manufacturing sector has led to the underutilisation of several large sites due to constraints faced in converting existing uses and pursuing broader redevelopment. Many of these sites house buildings that cannot be easily adapted to accommodate new uses and this challenge is amplified when buildings include heritage fabric that must be retained.

There is increasing demand for new development and pressure to redevelop existing areas to higher densities. As new development occurs, however, there is a risk that the character of the local area can be significantly altered. Established low scale residential areas are particularly sensitive to the impacts of new development. In these areas the process of residential intensification - the redevelopment of existing low-density housing with new, denser housing types - often creates tension with local residents who value the existing character and wish to retain it into the future.

Providing more certainty as to where and how new development will occur can help alleviate community concerns about new development. The development of a robust land use and built form framework that effectively controls development to the benefit of the whole community will play a key part in appropriately managing the tension between the desire for higher density development and the desire to preserve the existing heritage character.

Amendment C149

Council has prepared Amendment C149 to the Yarra Planning Scheme and it has a seriously entertained status. The amendment applies to land in Richmond, Burnley, Cremorne, Alphington and Fairfield and proposes three new heritage precincts (with sites graded either individually significant, contributory or not-contributory) and a number of individual places for the heritage overlay, as well as some changes to existing heritage precincts. Amendment C149 finished exhibition in July 2012 and a panel hearing considered submissions to the amendment in March 2013. The panel released its report on 6 May 2013 and recommended adoption of the amendment, subject to minor changes. Council adopted the amendment (including the recommendations made by the panel) on 23 July 2013. Final approval of the amendment has been sought from the Minister for Planning.

Amendment C157

Council has prepared Amendment C157 to the Yarra Planning Scheme and it has a seriously entertained status. The Amendment applies to land in Abbotsford, Collingwood, Fairfield, Fitzroy, North Fitzroy and Richmond. The amendment proposes to introduce a heritage overlay to 35 new places (with an individually significant grading) and to a precinct along Victoria Street, Richmond (with sites graded either individually significant, contributory or not-contributory). Amendment C157 finished exhibition in January 2013 and a panel hearing was held to consider submissions in April/May 2013. The panel released its report on 3 July 2013 and recommends adoption of the amendment as exhibited, subject to minor changes. Council adopted the amendment (including the recommendations made by the panel) on 20 August 2013. Final approval of the amendment has been sought from the Minister for Planning.

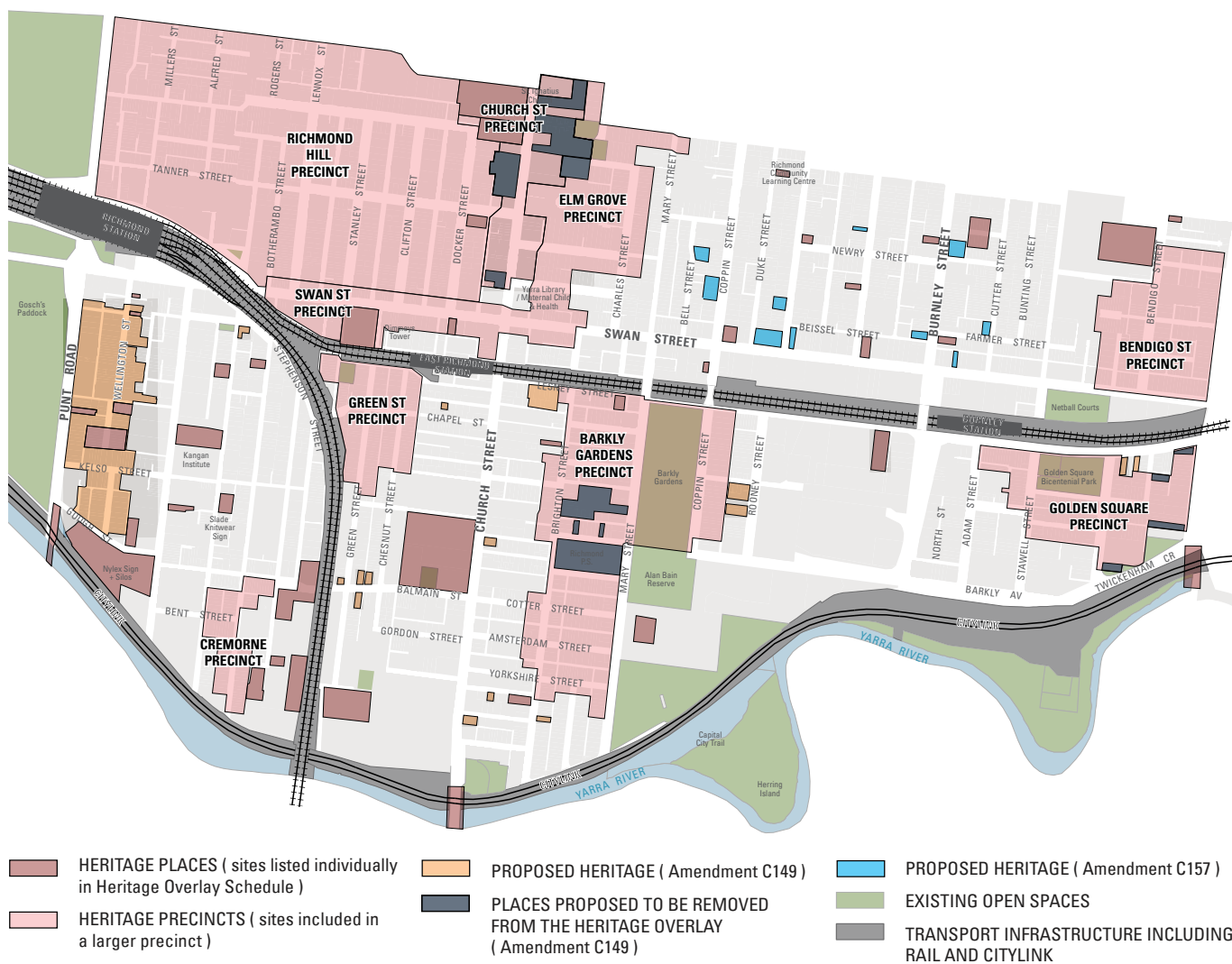


Figure 7: Heritage Overlay Areas

2.3.2 Housing

Housing is predominantly located to the north of Swan Street and is characterised by single and double storey dwellings. There is also housing at the north-west end of Swan Street comprised of older style warehouses and manufacturing buildings that have been converted to a residential use. Remaining housing in the study area can be found in smaller residential enclaves located on the south side of Swan Street and is typified by workers cottages and ERA in Cremorne as an example of integrated commercial / residential development.

State Planning Policy seeks to achieve urban consolidation in Major Activity Centres. This has created a tension with many existing residents who have concerns that new development may affect the character and amenity of the area. With the study area's population anticipated to grow to 15,065 by 2030, an additional supply of 2,436 dwellings is needed. Achieving consistency with State Policy directions in a manner that is respectful of the values and aspirations of the local community will be one of the major development challenges of the future.

It is anticipated that development pressures on inner city areas will continue due to steady population growth, proximity to job rich locations and services and entertainment options offered by inner city areas. This increasing interest in inner city living has created pressure to develop new housing within the study area. How to accommodate housing growth whilst protecting existing residential areas and encouraging economic and commercial growth of the study area is a key challenge.

The affordability of housing is a major issue in our communities and house prices in inner city locations are some of the highest to be found across Melbourne. Accommodating the housing needs of people with a mix of needs and across different socio-economic groups is a key strategy in supporting socially diverse communities. Exploring ways to address this issue will be an important consideration in relation to future land use and development in the study area.

2.3.3 Industry and Employment

The study area provides a significant business and employment base within Yarra.

Many of Melbourne's first industrial uses were based in the study area and a significant proportion of these were located in close proximity to the Yarra River. This rich history of industrial uses has influenced the urban fabric, social profile and economic base of the area. From its traditional strip shopping centres to large corporate offices, warehouses, office accommodation for small to medium size enterprises, light industry, hospitality and retail showrooms, the study area has a considerable diversity of economic activity. These uses create a robust economic base, providing jobs as well as drawing large numbers of people to the area.

Office

Significant change in the structure of employment occurred in the study area between 1996 and 2006 with strong growth in property and business services, retail, and the finance and insurance sectors and a decline in wholesale and manufacturing sectors. Nearly 9,000 additional jobs (net change) are expected to be accommodated in the study area between 2001 and 2036. The study area has become an increasingly attractive location for office based employment to cater for the continuing growth in small to medium size business services and the 'new economy' employment of an increasingly skilled workforce.

Opportunities for office accommodation that is well located to services and public transport is attractive for new businesses. These range from small businesses with just a few employees, to large corporate headquarters. This presence provides a strong and robust local economic base that also supports other local businesses such as cafes, restaurants, office supplies, commercial printers, etc

The Cremorne (south of Swan Street and west of Church Street) and Church Street precincts contain a high proportion of commercial businesses. Many new office spaces have been recently constructed or existing buildings adapted here leading to a significant increase in office floorspace in the area. The area immediately north of Richmond Station also contains a number of office spaces, mainly through the conversion of former large industrial / warehouse buildings. Other significant areas of office space are located within the core retail areas, particularly on upper levels above ground floor retail uses.

While there is a strong focus on traditional commercial businesses, there are also a number of alternative business activities occurring in the study area. The former industrial history of the area, and its legacy of diverse buildings and spaces (with relatively low-rent in certain areas) have supported the start-up of new businesses and the emergence of businesses such as design, IT, graphics and photography. These businesses are important to diversifying the local economic base, participating in the emerging 'knowledge economy', and providing 'low-cost' cultural contributions to the area.

There are a number of important education uses in the study area that not only provide local education opportunities, but also draw people into the study area, generating significant activity that contributes to the local economy and vibrancy of the activity centre. Strengthening existing, and supporting the development of new, education activities is considered to be an important part in participating in today's 'knowledge economy' and offers significant benefits to both residents and the wider community.

The Kangan Institute is located within the Cremorne Precinct and provides higher education opportunities. This campus is consolidating the focus on fashion and textiles providing new opportunities for local business linkages and synergies.

The contraction of the manufacturing sector has meant that several larger sites are now vacant or underutilised. This issue is particularly relevant for Cremorne where significant manufacturing activity was concentrated in the past. Whilst it is appropriate to investigate a variety of other uses for these larger sites, this must be considered against retaining Cremorne's important employment role and function. Balancing Cremorne's significant employment role and function with the pressure for residential development is a key consideration in the mix of land uses for the area into the future.

Retail

A substantial amount of retail floorspace is located in the study area. Whilst retailing activity extends along the length of Swan Street and to the south along Church Street to the Yarra River, it can be divided into three quite distinct offerings. The primary retail core is concentrated along Swan Street from Church Street to the railway overpass to the west. The strip primarily includes local convenience shopping for local residents, food and drink premises and restaurants and 'niche lifestyle' retailing.

Secondary retail locations extend along Swan Street to the east of Church Street and to the south of Swan Street along Church Street. Both areas have developed a distinct identity in terms of the retail offer. The east end of Swan Street primarily includes larger showrooms catering to the home construction/renovation market and motor vehicle sales. The retail offer along Church Street extending from Swan Street to the Yarra River caters to the lifestyle, furniture and homewares market and has steadily consolidated this offer over time.

Increasing pressures on the retail sector have been evident in all retail areas within the broader study area and has been witnessed in the number of vacant retail spaces over recent times. The west end of Swan Street has been undergoing a significant transformation over the past few years from a concentration of fashion outlets to an emerging identity that includes niche retailing, local convenience, food and drinks premises restaurants and live music venues.

The loss of Dimmeys as an anchor has led to a loss of broader catchment and led to a shift in emphasis to more localised shopping. Coles supermarket acts as an anchor in the retail area.

Key challenges remain in strengthening the primary retail core to the west of Church Street through intensifying the variety of uses in this precinct and encouraging further activation.

Simultaneously, the focus in Church Street will be dependent upon continuing to consolidate the retail offer that is working well and this will necessitate different approaches. Retail activity to the east of Church Street will continue to evolve over time and will be influenced by potential redevelopment opportunities at the east end of Swan Street.

2.3.4 Public Realm and Open Space

Given the compact nature of much of the study area and the 'hard edged' feel to the urban environment, there is a common perception that the study area lacks good quality public open spaces. However, a number of public parks varying in size are scattered throughout the study area offering good open space opportunities. Additionally, significant open space areas providing a range of high quality passive and active recreational opportunities are located at the east and west ends of the study area. A significant challenge will be to improve linkages to existing open space opportunities as part of the plan.

Major events conducted in the Sports and Entertainment precinct generate a significant number of visitors along Swan Street before and after events. The poor quality public realm at the west end of Swan Street has underscored general amenity issues with the funnelling of large numbers of people under the railway and into the primary retail precinct. Capitalising on the influx of activity whilst successfully managing the general amenity considerations has been raised as an issue of concern.

Perceptions of community safety are influenced by poorly lit spaces, public areas that lack passive surveillance, connectivity and legibility. Public realm improvements will be pursued in connection with future redevelopment opportunities to enhance streetscapes and the number and quality of public spaces. Investigating these opportunities as they arise will be a key issue for consideration.

Public realm improvements are to be achieved through opportunities available in the existing street network. Ensuring streets are more pedestrian friendly and attractive and investigating opportunities for small-scale improvements through kerb outstands will be a key consideration.

2.3.5 Movement and Transport

The study area is a well-connected place with three train stations located along Swan Street, trams running in an east-west and north-south direction, an extensive road network and cycling and pedestrian links.

The study area includes a number of major arterial roads that are highly utilised and strategically important for the wider metropolitan region. As a gateway to the eastern suburbs, the study area plays an important transport role in connecting the City to the urban areas further east. These major traffic routes influence the quality of life for people living and working in the study area through the amount of traffic and congestion, travel times to work and the quality of the public realm.

Fortunately the compact urban form of the area promotes shorter travel distances and is conducive to active forms of transport. This factor combined with the excellent access to public transport options, strongly positions the study area to achieve more sustainable travel behaviour. However, strengthening the sustainable transport network will require a significant shift from vehicular based travel to sustainable forms of transport. This modal shift will require a systematic approach to improving the urban environment and prioritising pedestrian and cyclist movements over cars.

Strengthening pedestrian and cycle links and improving access to public transport will be a key consideration. A key challenge will be to strengthen synergies between people, uses and public transport.

It is anticipated that traffic generation will increase as urban intensification occurs in some locations. Subsequent to this is the potential for increasing traffic volumes on local road networks and traffic congestion. A key challenge for the future is to promote a modal shift to more sustainable forms of transport through appropriate public realm improvements that encourage sustainable transport choices.

PART 3: THE PLAN



Part 3 builds upon the context established in Part 2 and sets out the vision, identifies the precincts and gives guidance on urban design principles for the Swan Street Structure Plan Study Area.

3.1 A Vision for Swan Street

The vision for the future of Swan Street was formed through a collaborative process of workshops and discussion between Council, stakeholders and the community. The vision is:

The Swan Street Activity Centre is home to a rich mix of activities providing choice and diversity in living, working, playing and learning.

It is a vibrant, gritty and eclectic urban community where people connect.

Moving forward to 2030, Swan Street will be a place that:

- Continues to build on its rich and unique history;
- Balances the old and the new in a dynamic and sustainable way;
- Supports a strong local economy and employment;
- Celebrates its social diversity and inclusiveness;
- Promotes active, healthy and connected lifestyles; and
- Is easy to move within and around in a safe, practical and enjoyable way.

3.2 Urban Design Principles

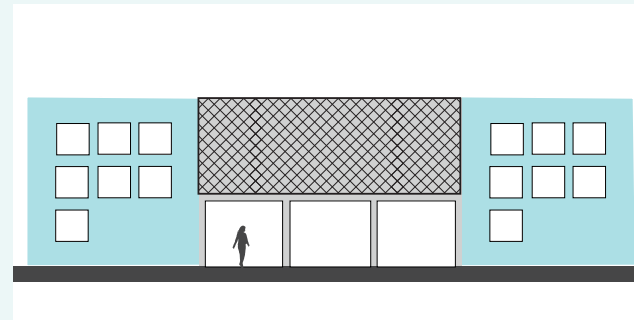
Urban design concerns the arrangement, appearance and functionality of public and private space and buildings to create useful, attractive, safe, sustainable and successful places. Achieving good urban design outcomes is a powerful way of ensuring the city is a positive, healthy and enjoyable place for residents, workers and visitors alike.

An enjoyable, safe street requires buildings that appropriately respond to it, and to each other. There are valuable design cues a structure plan can offer to architects and developers that will ensure buildings of all shapes and sizes create a positive public realm experience at street level.

Good urban design seeks to maximise higher density housing opportunities and ensure appropriate building scale and contextual response in designs. Activation of building frontages at street level, provision of opportunities for passive surveillance and ensuring buildings are detailed and well-articulated are all important in good urban design. The Activity Centre Design Guidelines (DSE, 2004) provides a comprehensive example of good urban design, with objectives and design suggestions to guide the growth and change of activity centres. Reference should be made to these guidelines to ensure good built form and public realm outcomes in the study area and beyond.

A series of Urban Design Principles for Swan Street and surrounds are illustrated in the following figures. This guidance should be considered and applied where appropriate.

Walkability



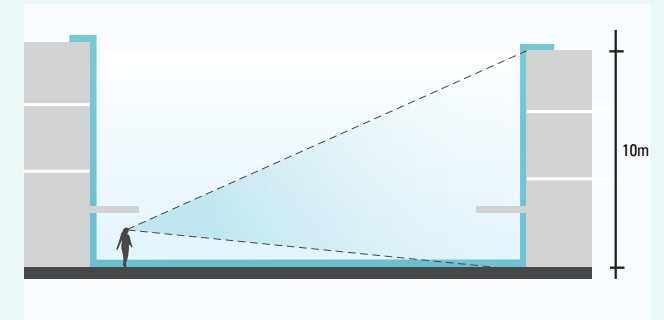
A walkable neighbourhood is a place where people of all ages and abilities can have safe, enjoyable and easy access around their neighbourhood on foot. A place where people walk helps create towns and cities that are more people-friendly, livelier, safer, more sustainable and healthier.

The pattern of subdivision can have an impact on the walkability of the precinct. Pedestrians desire a finer grain of subdivision. A finer grain offers a high number of routes to and through a place.

The intensity of activity in the public realm and the level of support for local businesses and services is largely driven by density. Good urban places result from the creation of sufficient density to support day-to-day needs within a comfortable walk of every home. Pockets of greater density help to create a more vibrant urban experience.

The diversity and quality of ground floor frontages can impact on the walkability of the precinct. Active frontages, where there is visual engagement between those in the street and those on the ground floor of buildings, can create appealing walking routes. The presentation of active frontages is assisted when the front façade of a building and its main entrance face, and open towards, the street.

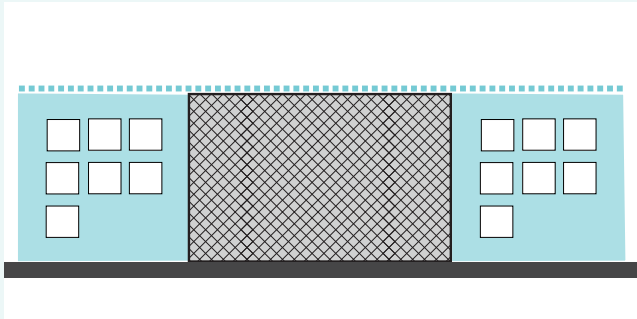
Street Wall



The 'street wall' is created by the front façade of a building. Typically this is where it is built on or close to the street boundary.

Ensuring the right street wall height and design is a key urban design principle. The height and detailed design of a street wall should respond to any valued built form character, including heritage fabric. In Swan Street, the character is often defined by 1-3 storey, narrow-fronted, Victorian, Edwardian or Inter-war buildings. They generally reach a height of between 9m and 10m. A typical contemporary 3-storey (10 metres) street wall fits comfortably within this traditional streetscape due to its more modest floor-to-floor and parapet heights.

A Consistent Street Wall

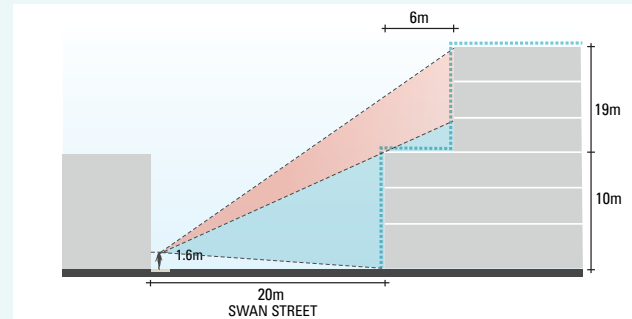


A key urban design principle is to provide a clear definition between the public and private realm. Front setbacks are also an important contributor to the character of an area.

There are some instances where the buildings that define the boundary between public and private realms do not form a continuous street edge. This creates ambiguity as to whether the space is public or private and breaks the relatively consistent pattern of setbacks.

The Structure Plan encourages zero setbacks for primary pedestrian streets, such as Swan Street and Church Street, with ground floor retail or commercial uses to create a strong street edge. This will create consistency along these streets. The Structure Plan encourages buildings to be built to the street boundary.

Visually Recessive Upper Levels

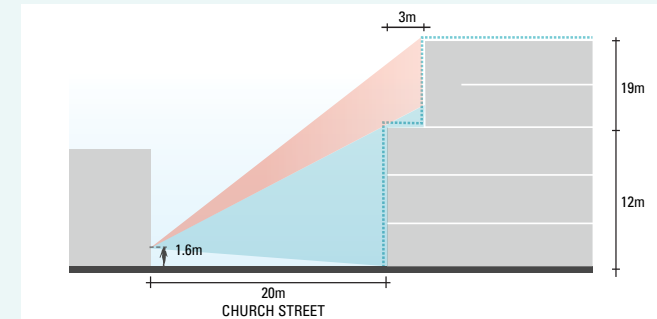


The Swan Street Retail Precinct contains a number of heritage buildings. There are a number of individually significant buildings including Dimmeys and the Bryant and May complex on Church Street. These buildings contribute to the distinct character and 'sense of place'.

New built form has the potential to be multi-storey and considerably higher and more prominent than the existing heritage fabric. An urban design principle is that heritage and streetscape qualities of heritage precincts and buildings are preserved whilst allowing sympathetic and responsive opportunities for development.

The urban design principle of setting back taller development is being utilised due to the desire to accommodate urban consolidation in areas, such as traditional activity centres like Swan Street.

The urban design principle is often referred to as 'visually recessive' upper levels. The idea is that if additional levels are sufficiently set back from the front building line they will not unacceptably detract from the valued streetscape character generated by lower forms.



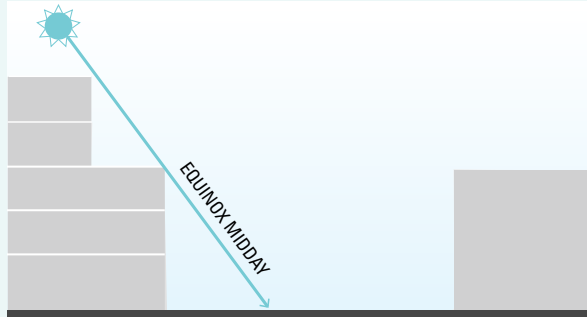
As a principle, additional height should be sufficiently setback so that it is visually 'subservient' to the lower form.

Upper forms can be made more 'recessive' through materials creating a lightweight appearance, particularly when this is contrasted with a more 'solid' lower form. Colour can also influence recessiveness. Both light and dark colours tend to draw the eye, whereas, mid-toned colours, such as grey, are less striking against the sky.

The Structure Plan has adopted a formula that limits the proportion of the upper forms occupying the view from across the street to approximately one third of the total view. The lower forms should occupy two thirds.

With respect to the extent of the recessed upper building form, for areas where there is a consistent 10m street wall a setback of 6m is considered appropriate. For areas, such as Church Street, south of the railway line, a street wall height of between 12m to 14m is sought. In this instance a preferred setback of 3m is considered appropriate.

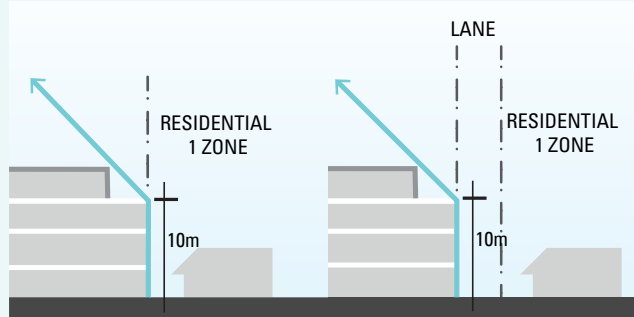
Solar Access



The amount of sunshine reaching the pedestrian environment is one measure of its amenity. The retention of reasonable sun access to the street space, particularly to footpaths and open spaces, is an important urban design principle to help create a high quality public realm. In order to encourage a vibrant street life and outdoor activity reasonable sunlight access to one side of each of the principal activity streets should be maintained all year round.

The height of buildings should ensure that solar access is maintained between 10am and 2pm to at least one footpath of Church Street and Swan Street at the equinox to provide a higher level of amenity to these main street thoroughfares as urban environments for pedestrians and outdoor dining.

Residential Interfaces

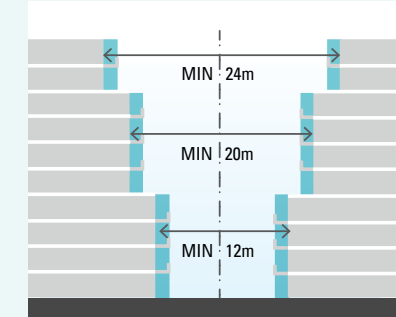


A key urban design principle is to ensure new development must be designed in a manner that minimises the off-site amenity impact on residential land uses. This includes avoiding unreasonable visual bulk and overlooking.

A transition in building setbacks can greatly contribute to achieving this principle. However, it is a well-respected principle that residential properties adjacent to activity centres must temper their expectations in relation to amenity protection.

As a general principle, new buildings should be 'stepped back' from a maximum of 3 storeys (10m) adjacent to the site boundary above which a building should be setback at a ratio of 1:1 for any additional building height.

Building Separation



Building separation is the minimum distance between buildings measured from the external wall or the edge of the balcony. The separation of taller buildings (development above 4 storeys) can affect the internal amenity of neighbouring buildings and so too the amenity of the surrounding public realm. Potential internal amenity impacts of lesser taller buildings separation include reduced access to sunlight and daylight, outlook and privacy.

The spacing of buildings also affects the sunlight, daylight and sense of enclosure of the surrounding public realm. However, narrower forms have lesser impacts, potentially allowing for narrower spacing. Alternatively, two or three narrow taller buildings can combine with the same effect as one broader taller building.

A minimum tower separation of 20m above four storeys is considered appropriate between buildings to allow good natural light into buildings and reasonable outlook. Development should ensure that good daylight and privacy and an outlook from habitable rooms for both existing and proposed development can be provided.

3.3 The Framework Plan

The Framework Plan outlines the overall spatial framework for development in the Swan Street Structure Plan area. The Framework Plan illustrates how the development of each precinct combine to deliver a potential development outcome.

Further guidance on the character and form of development within each precinct is outlined in the following sections of the Structure Plan.

3.3.1 Core Themes

In order to deliver the vision, guidance in the form of objectives and strategies for each precinct is divided into four themes. Each theme deals with a different aspect of change within the Study Area. These are:

- Land Use
- Built Form
- Public Spaces; and
- Access and Movement

Land Use

The structure plan will provide guidance on the various land uses across the study area, including location, transition or conversion of uses and consolidation of activities. The structure plan seeks to protect and retain important strategic employment areas, identify suitable locations for housing growth, commercial, retail and industrial activities and strengthen the synergies between people, land uses and public transport networks.

Built Form

The study area is characterised by a relatively compact urban form that includes a diversity of building types as an intrinsic part of the areas character. The built form theme provides guidance on the integration of built form change within this unique, but often constrained, urban context. To achieve this outcome, guidance is provided on appropriate locations and design outcomes, including building heights. The parameters for building heights have been directly informed by analysis and consideration of the Local Planning Policy Framework, policy direction established through relevant Victorian Civil Administrative Tribunal determinations, Panel reports and, consideration of design elements related to the urban or built form context.

Access and Movement

The study area is a transport rich location enjoying good access to the three train stations located along Swan Street, trams, pedestrian and cycling links and an extensive road network. The Access and Movement theme addresses movement in and through the study area with the aim of promoting a well-connected accessible place. As part of this theme, opportunities to promote pedestrian and cycling friendly environs, reduce car dependency and strengthen connections between land use activities, public transport, cycling and pedestrian networks are encouraged.

Public Spaces

Public spaces should be welcoming and inclusive, creating opportunities for people to interact and feel a sense of connection to place. The public space theme will seek to strengthen connectivity to existing open spaces, investigate opportunities for new open space and identify opportunities for public realm improvements through the existing street network.

3.3.2 Strategic Redevelopment Sites

Some sites, by virtue of their locational attributes and size are designated as Strategic Redevelopment Sites. These are often large sites that are capable of accommodating a mix of uses including higher density residential. Such sites are commonly located close to shops, employment and services within the Study Area and are well-served by public transport. Such areas and/or sites with development capacity are clearly denoted in the Structure Plan sending a clear message to the market about the location, level and type of change considered appropriate. Development of these sites will occur in a way that minimizes adverse off-site amenity impacts, contributes positively to the urban fabric and public spaces of Yarra and, where subject to the Heritage Overlay, protects the heritage of the area.

Sites or locations identified as suitable for redevelopment but where the development capacity is unclear, have been designated in the Plan as requiring further investigation.

A different process is required to guide redevelopment and to determine the development capacity of these sites or locations. Further investigation will be needed to resolve or provide guidance on particular issues that may include, but not be limited to, matters such as heritage, ownership arrangements, determining the mix of uses or traffic considerations.

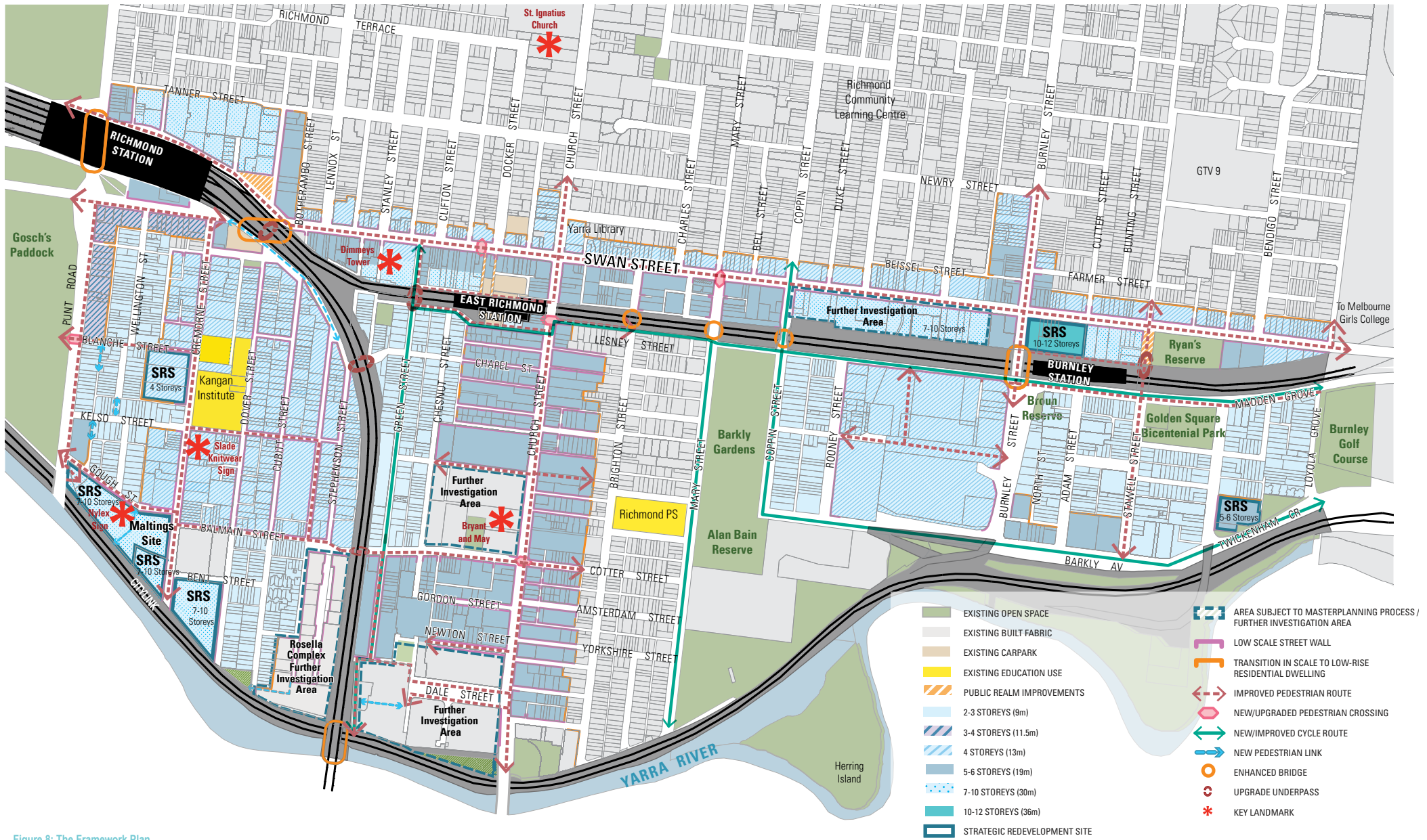


Figure 8: The Framework Plan

- EXISTING OPEN SPACE
- EXISTING BUILT FABRIC
- EXISTING CARPARK
- EXISTING EDUCATION USE
- PUBLIC REALM IMPROVEMENTS
- 2-3 STOREYS (9m)
- 3-4 STOREYS (11.5m)
- 4 STOREYS (13m)
- 5-6 STOREYS (19m)
- 7-10 STOREYS (30m)
- 10-12 STOREYS (36m)
- STRATEGIC REDEVELOPMENT SITE
- AREA SUBJECT TO MASTERPLANNING PROCESS / FURTHER INVESTIGATION AREA
- LOW SCALE STREET WALL
- TRANSITION IN SCALE TO LOW-RISE RESIDENTIAL DWELLING
- IMPROVED PEDESTRIAN ROUTE
- NEW/UPGRADED PEDESTRIAN CROSSING
- NEW/IMPROVED CYCLE ROUTE
- NEW PEDESTRIAN LINK
- ENHANCED BRIDGE
- UPGRADE UNDERPASS
- KEY LANDMARK

3.4 Precincts

The Study Area comprises ten precincts as shown in Figure 8. Each precinct is envisaged to have a unique future character that responds to the strength of each area. Articulated in the following sections is a vision, a summary of the existing context and a rationale for change for each precinct. A series of objectives and strategies based around the core themes of land use, built form, public realm and access and movement are identified for each precinct.

The existing residential neighbourhoods to the north of Swan Street are designated as incremental change areas where small-scale infill development is anticipated to occur over time.

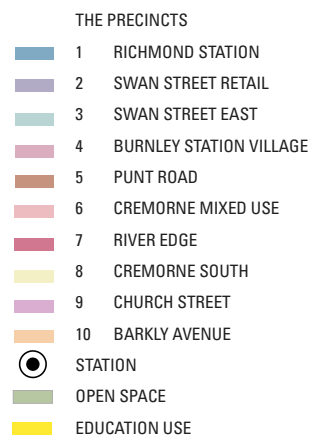
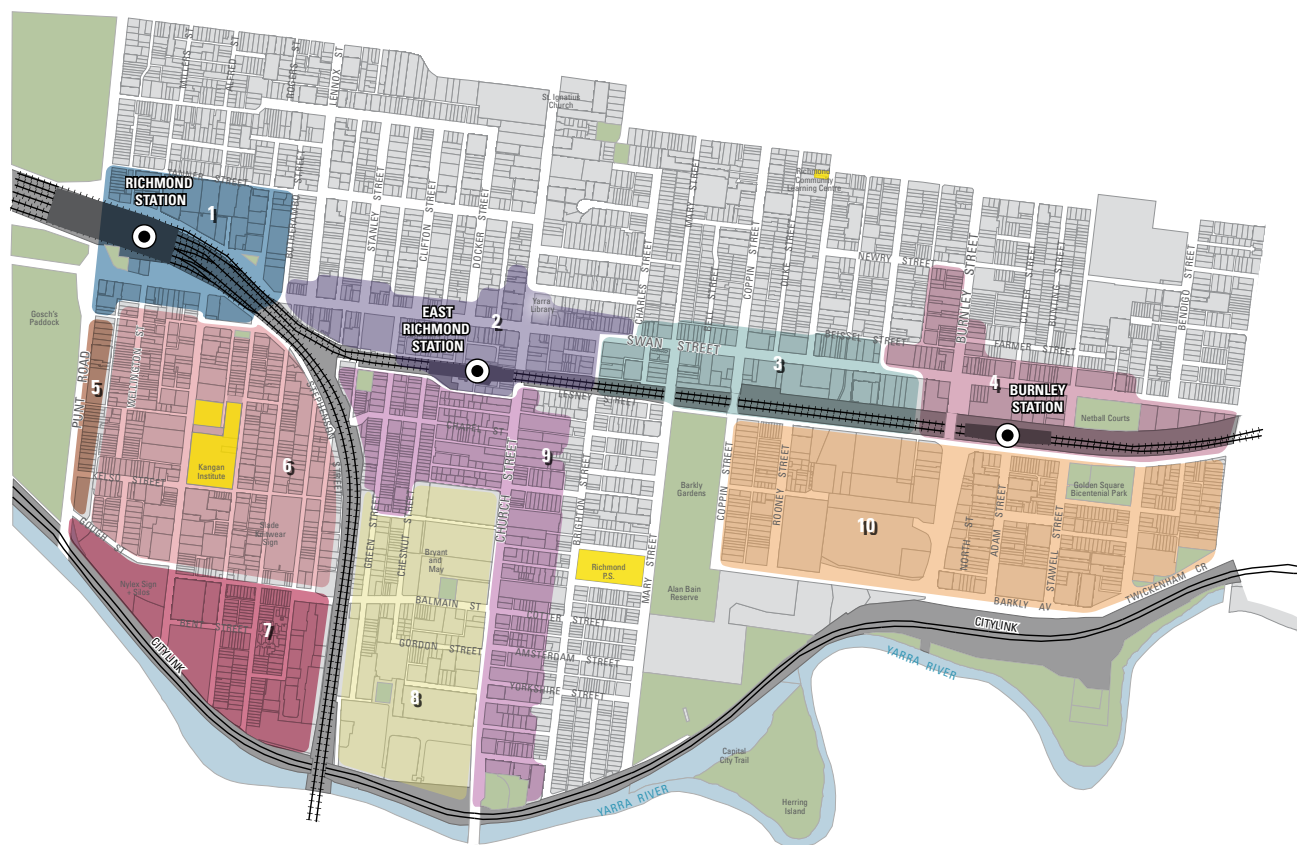


Figure 9: Precinct Plan



1. Richmond Station

A bustling, active and well-designed commercial and residential precinct based around Richmond Station. The precinct forms a new gateway to Swan Street and the Melbourne Sports and Entertainment precinct. Through the transformation and redevelopment of Richmond Station, the precinct will become a major catalyst for the revitalisation of the broader area. Richmond Station, as a railway station of Metropolitan significance, will strengthen its function as a major transport interchange.



Existing Context

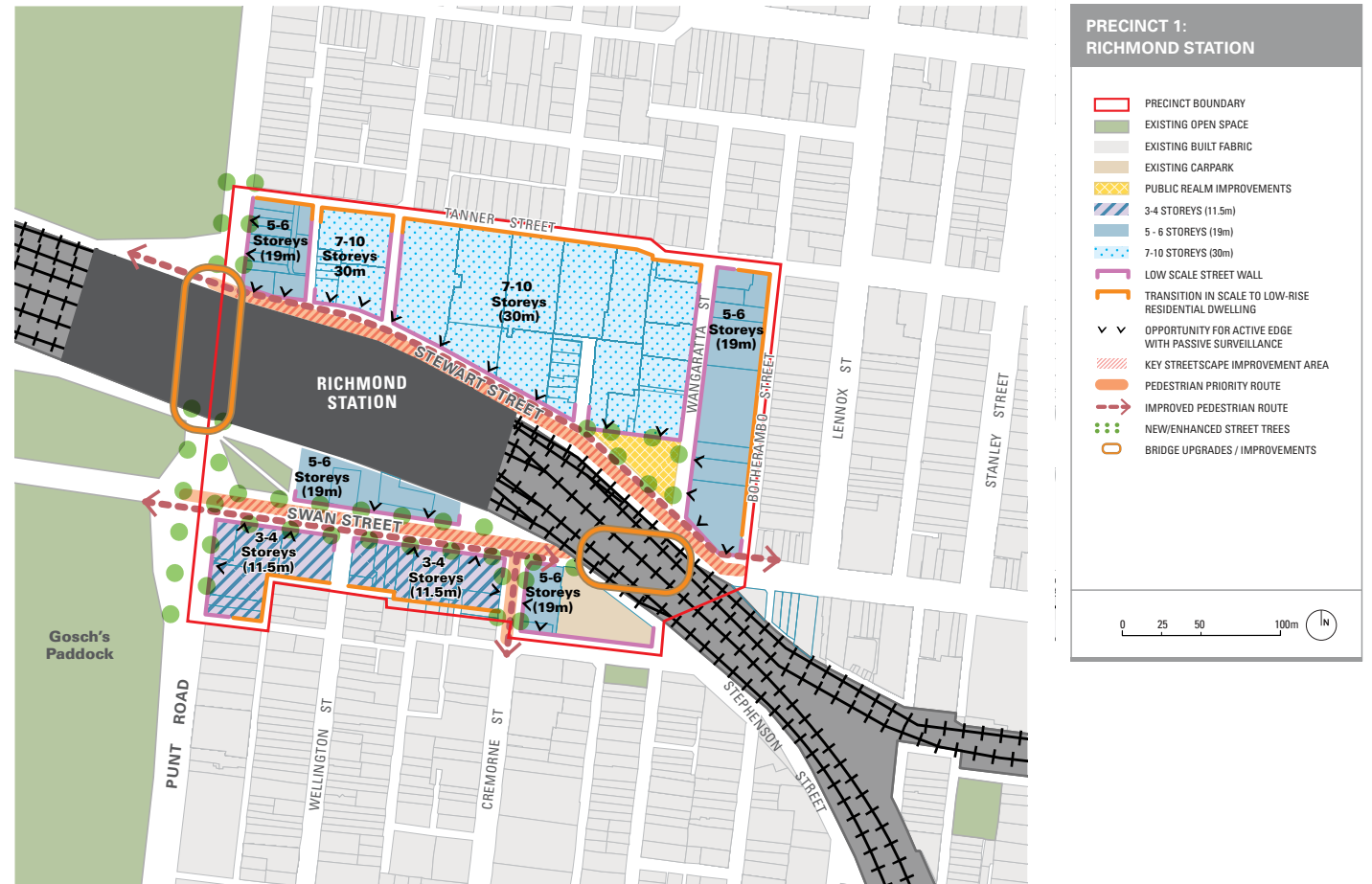
The Richmond Station precinct contains a very mixed built form character and land use. The precinct marks the arrival into the City of Yarra from the west. It is bounded by Punt Road to the west and the railway line acts as a significant barrier between the southern and northern parts of the precinct.

- This precinct is dominated by the Richmond Railway Station which is a degraded facility with poor public access. The raised lines and platforms serve to separate the station from the Swan Street activity centre and the adjoining mixed use area to the north.
- Richmond railway station has been identified by the State Government as part of the Melbourne Central City and a primary redevelopment site that will include a redeveloped station in the future. The State Government through Major Projects Victoria, is exploring options for the redevelopment of the Station.
- Opposite the station on the south side of Swan Street are a number of underutilised sites with small commercial enterprises.
- A significant volume of pedestrian traffic travels through the precinct in association with major events held at the Melbourne Sports and Entertainment precinct. To the north of Richmond Station and south of Tanner Street is a former industrial and manufacturing area with significant heritage value. Many of the buildings have been adapted, reused and redeveloped to incorporate residential and commercial uses.
- The precinct is ringed by sensitive residential interfaces.
- A small pocket park is located on Stewart Street.
- The Precinct and Corner Hotel in Swan Street provides a strong focus for night time activity with the Corner Hotel being a well known, long established live music venue.
- Punt Road forms the Western boundary of the precinct and is major north-south traffic route. The corner of Swan Street and Punt Road is a large intersection providing access to the Sports and Entertainment precinct and Gosch's Paddock to the west.

Rationale

- Richmond Station redevelopment will act as a major catalyst for change that is reflective of the Station's important role in the Metropolitan public transport network.
- Station redevelopment will establish a new gateway to Swan Street and the Melbourne Sports and Entertainment Precinct.
- Intensification of residential use is supported by proximity to Swan Street's retail core, excellent access to public transport and future station redevelopment.
- Redevelopment opportunities on the south side of Swan Street supported by underutilisation of existing sites and good separation from existing residential areas.
- Recent VCAT decisions provide guidance on the retention of the industrial heritage fabric between Stewart and Tanner Street as predominant form with sensitive contemporary additions.
- Redevelopment provides opportunities for public realm improvements.
- Low traffic volumes along Stewart Street provide an opportunity to investigate a shared pedestrian zone.
- Small pocket park in Stewart Street can be expanded to provide improved public open space.
- High volume of pedestrian movements within and through the precinct provides conditions for public realm upgrades and improvements.





Land Use

Objectives

- To create a mix of active uses in the precinct focussed around a redeveloped Richmond Station.
- Encourage mixed use development within the precinct that increases opportunities for housing.

Strategies

- Encourage ground floor commercial uses that provide activity and surveillance of public spaces around the Station.
- Develop commercial and retail uses at ground floor level with a residential component at upper levels to the south of Swan Street.
- Support reuse and adaption of existing heritage buildings.
- Support the integration of commercial, retail and residential activities in the redevelopment of the Station.

Built Form

Objectives

- To redevelop Richmond Station as a gateway to the Swan Street MAC and Melbourne Sports and Entertainment Precinct.
- To promote development that marks the entry to the Swan Street Major Activity Centre and the Melbourne Sports and Entertainment Precinct.
- To encourage development that is respectful of the heritage character of the area.
- Ensure new development minimises off site amenity impacts.

Strategies

- Rebuild/reinforce the street wall height along the south side of Swan Street to create a continuous 3 storey built form scale with recessive upper levels.
- Ensure the redevelopment of Richmond Station contributes to a continuous built form edge along Stewart Street and Swan Street.
- Provide a built form transition to adjoining residential areas.
- Encourage active ground floor frontages with upper levels oriented towards the street to provide opportunities for passive surveillance.
- Ensure the redevelopment of Richmond Station provides improved pedestrian safety and access to the Station.
- Engage with the State Government in the development of concept designs for the redevelopment of Richmond Station.

Public Realm

Objectives

- To establish a high quality pedestrian oriented public realm around the Richmond Station.
- To improve the quality of connections between Richmond Station and surrounding areas.
- To encourage, opportunities for new and/or improved public spaces.

Strategies

- Investigate opportunities for enlarging pocket park on Wangaratta Street and Stewart Street.
- Incorporate high quality public space on north side of Swan Street as part of the Richmond Station redevelopment.
- Improve amenity and pedestrian safety under the railway bridge in Swan Street.
- Investigate opportunities for installing public art on the railway overpass façade.

Access and Movement

Objectives

- To improve the on street pedestrian, cyclists and public transport connections with Richmond Station.

Strategies

- Improve pedestrian access to the Melbourne Sports and Entertainment Precinct.
- Install way finding signage to direct pedestrians to key destinations within the Precinct and beyond.
- Improve pedestrian access and movement along Stewart Street.
- Investigate opportunities for strengthening pedestrian connectivity to public transport modes.

2. Swan Street Retail Precinct

A thriving retail precinct serving the daily needs of the local residents, workers and visitors. The primary retail function is complimented by the precinct's role as a vibrant destination for dining and entertainment for locals and visitors. This has been strengthened by the introduction of a stronger residential component in the mix of uses. Part of the precinct includes a small pocket of taller buildings that provides striking definition within the surrounding heritage buildings and forms part of the overall character and appeal of the retail centre.



Existing Context

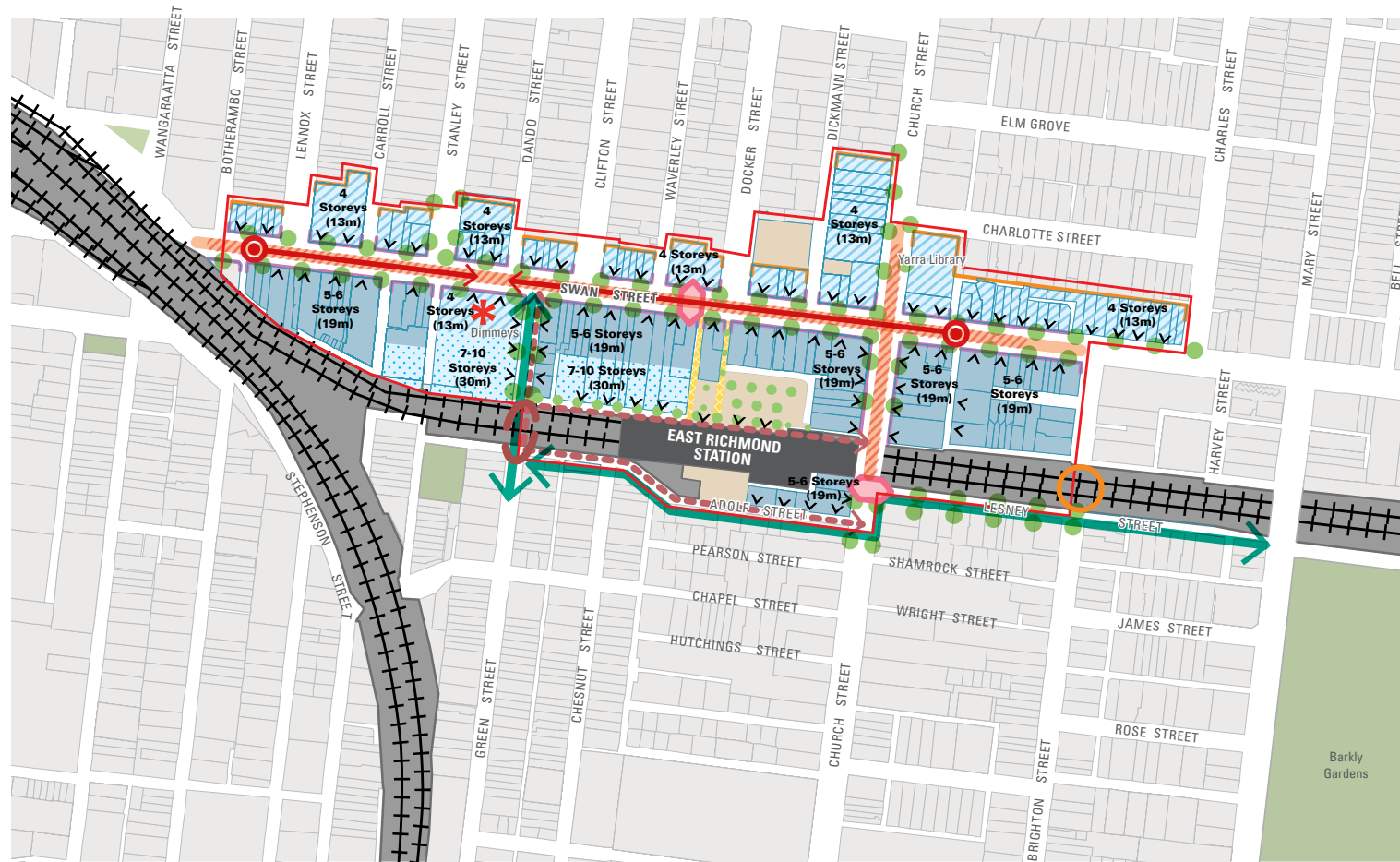
The Swan Street Precinct is the primary location for convenience retail, lifestyle and entertainment and commercial uses within the study area. The existing heritage fabric is one of the defining features of the precinct. It serves as the retail core for the wider Richmond area while also servicing local convenience retail needs. Richmond Station and East Richmond Station are situated at southeast and west ends of the precinct and play a major role in influencing the volume of pedestrians that travel through the Precinct.

- Busy retail precinct serving both local community, workers and visitors anchored by supermarket and well serviced by public transport.
- Rail overpass acts as a visual barrier between Richmond Station and this precinct.
- Heritage buildings on the south side of Swan Street with their detailed façades and parapets provide visual interest and streetscape character
- Dimmeys remains as an iconic building in the area. The Clocktower is a particularly significant feature which has been identified as an important landmark in the City. Views to the clocktower from the east and west along Swan Street have been identified as primary views to protect.
- A planning permit has been issued by VCAT for the redevelopment of Dimmeys that includes a 4-10 storey retail, commercial and residential development. Whilst part of the existing building will be reused and adapted in the redevelopment, the proposal also includes a new 10 storey glass tower element at the rear of the site.
- In very close proximity to Dimmeys, VCAT also issued a planning permit for 1-3 Railway Place to develop a 9 storey building that includes a café at street level, commercial and residential uses. The VCAT decision went on to identify a site to the east as a potential redevelopment opportunity that could accommodate an even taller building.
- The VCAT decisions have effectively provided precedent and set the context for establishing a 'pocket of taller buildings' in this locale that also includes a residential use.
- Development potential on the north side of Swan Street is constrained by the configuration of lots being narrow, shallow and having a direct interface with the heritage residential area to the north.
- The Richmond Library is a significant community facility located in the precinct. The existing library entrance presents opportunities to strengthen the library's identity and presentation to the street.
- East Richmond Station lies at the southern boundary of the precinct and includes a public realm project to upgrade the station environs and improve links to Church Street and through to Swan Street. Through the provision of active ground floor uses, the public realm around East Richmond Station will be enlivened.
- Topography of the precinct alters with elevation to the east providing views down Swan Street and towards the City and provides positive attributes regarding the integration of taller buildings proximal to East Richmond Station.
- There are competing demands for road space leading to considerable congestion, particularly at peak times which reduces the speed of vehicles travelling along Swan Street .
- 2 public carparks are located in the precinct on the north and south sides of Swan Street providing good facilities for short term carparking.

Rationale

- Attractive locational attributes that support residential intensification with proximity to Swan Street retail core, Richmond and East Richmond Stations, trams, the Melbourne Sports and Entertainment precinct and public open space to the west
- VCAT decisions have interpreted State and Local Policy including the Municipal Strategic Statement and justify taller development in an emerging pocket in the precinct. This also provides opportunities to combine and intensify land uses.
- The existing retail uses in the precinct will further support the intensification of residential uses.
- Retail function is supported through a supermarket as an anchor and Richmond Station as a major public transport interchange which brings people to the precinct and is attractive to residential uses.
- The proximity of the precinct to the Melbourne Sports and Entertainment precinct will continue to be an important influence on the uses within the precinct and help strengthen its function as a place of living, working and recreating.
- There are greater opportunities for development to the south side of Swan Street as the depth of sites provides opportunities to locate contemporary additions at the rear of sites and retain dominance of heritage fabric along Swan Street.
- Less opportunities to develop on north side due to the direct interface with residential areas, heritage considerations and the desire to protect amenity of public realm on Swan Street.
- Constrained public realm requires small scale public realm improvements and upgrades utilising the existing street network.





**PRECINCT 2:
SWAN STREET RETAIL**

- PRECINCT BOUNDARY
- EXISTING OPEN SPACE
- EXISTING BUILT FABRIC
- EXISTING CARPARK
- 4 STOREYS (13m)
- 5-6 STOREYS (19m)
- 7-10 STOREYS (30m)
- v v OPPORTUNITY FOR ACTIVE EDGE WITH PASSIVE SURVEILLANCE
- LOW SCALE STREET WALL
- TRANSITION IN SCALE TO LOW-RISE RESIDENTIAL DWELLING
- KEY STREETSCAPE IMPROVEMENT AREA
- PEDESTRIAN PRIORITY ROUTE
- IMPROVED PEDESTRIAN ROUTES
- UPGRADE LANEWAYS
- NEW/UPGRADED PEDESTRIAN CROSSING
- NEW/IMPROVED CYCLE ROUTE
- IMPORTANT VIEWS TO LANDMARK
- NEW / ENHANCED STREET TREES
- ENHANCED BRIDGE
- UPGRADE RAILWAY UNDERPASS
- * KEY LANDMARK

0 25 50 100m N

Land Use

Objectives

- To promote a mix of uses in the precinct.
- To accommodate housing growth in the precinct.
- To promote Swan Street retail precinct as the primary retail core of the activity centre.
- Strengthen the retail convenience role of the centre for the local area.
- Promote land uses that support street level activation and passive surveillance of the public realm.

Strategies

- Encourage opportunities for commercial and residential uses at upper levels above retail uses at street level along Swan Street and Church Street.
- Encourage uses that cater for the everyday needs of residents, visitors and workers.
- Encourage uses that respond to increased visitor demand associated with events at the Melbourne Sports and Entertainment precinct.
- Manage the impacts of the night time economy.

Built Form

Objectives

- To establish a future built form character that provides opportunities for development while respecting the existing scale and character of the heritage precinct.
- To encourage a built form that activates streets.
- To ensure Dimmey's Ball Tower remains the principal built form reference in this precinct.
- To ensure new built form minimises adverse amenity impacts at the interface with existing residential areas.
- Ensure the prominence of heritage parapets is retained.

Built Form

Strategies

- Rebuild/reinforce the street wall height along Swan Street to create a consistent 3 storey built form.
- Development above the street wall should be set back and visually recessive.
- Ensure new development expresses a fine-grain incorporating vertical design elements that complement the existing heritage streetscape.
- Provide active frontages to the street.
- Ensure upper level development provides building setbacks from the building parapets.
- Ensure that the prevailing fine-grain pattern is preserved where site consolidation or development of larger sites occurs.
- Ensure new buildings are built to the street boundary and both side boundaries at the street interface.
- Ensure new development on the north side of Swan Street does not unreasonably overshadow the footpath on the south side of Swan Street. Solar access should be maintained to the footpath for a minimum of two hours between 10.00am and 2.00pm at the Equinox.
- Protect primary views of the Dimmey's Ball Tower along Swan Street. Taller forms up to 30m (7-10 storeys) should be sufficiently setback to ensure they do not interrupt views of Dimmey's Ball Tower from primary views within Swan Street.
- Encourage a transition in building heights to the adjoining low-scale residential areas.
- Ensure development on the south side of Swan Street appropriately responds to the noise impacts resulting from the proximity of the railway line.

Public Realm

Objectives

- To establish a high quality pedestrian oriented public realm for Swan Street and surrounds.
- To improve the quality of connections between Swan Street and Church Street to East Richmond Station.
- To improve the public realm around East Richmond Station and Richmond Library.

Strategies

- Investigate opportunities for street tree planting in the precinct.
- Improve pedestrian links along Railway Place, Green Street and Lesney Street.
- Ensure new developments provide adequate weather protection for footpaths along Swan Street.
- Improve Green Street railway underpass.
- Implement East Richmond Station public realm improvements.
- Investigate potential for public realm improvements through utilising kerb outstands on the north side of Swan Street and existing street network.
- To investigate opportunities for public realm improvements at Richmond Library.
- Upgrade laneways as high quality shared spaces with active frontages

Access and Movement

Objectives

- To improve the quality of connections between Swan Street, Church Street and East Richmond station
- To create a highly walkable and cycle friendly environment .

Strategies

- Identify opportunities for accessible tram stops in the precinct.
- Create a high quality pedestrian link connecting Swan Street and Church Street to East Richmond Station, including the key local streets and laneways of the area.
- Investigate upgrades and improvements to the railway underpass connecting Green Street and Railway Parade.
- Create high quality cycle paths along Lesney Street connecting to East Richmond Station and Green Street connecting Swan Street to Cremorne.
- Install way finding signage to direct pedestrians to key destinations within the Precinct and beyond.

3. Swan Street East Precinct

A bustling precinct offering a variety of retail, commercial and residential uses. New buildings have established over time, particularly on the south side of Swan Street through opportunities for redevelopment. This change is represented by intensified built form and the mix of uses, including residential activity, bringing increased vitality and activity to the precinct.



Existing Context

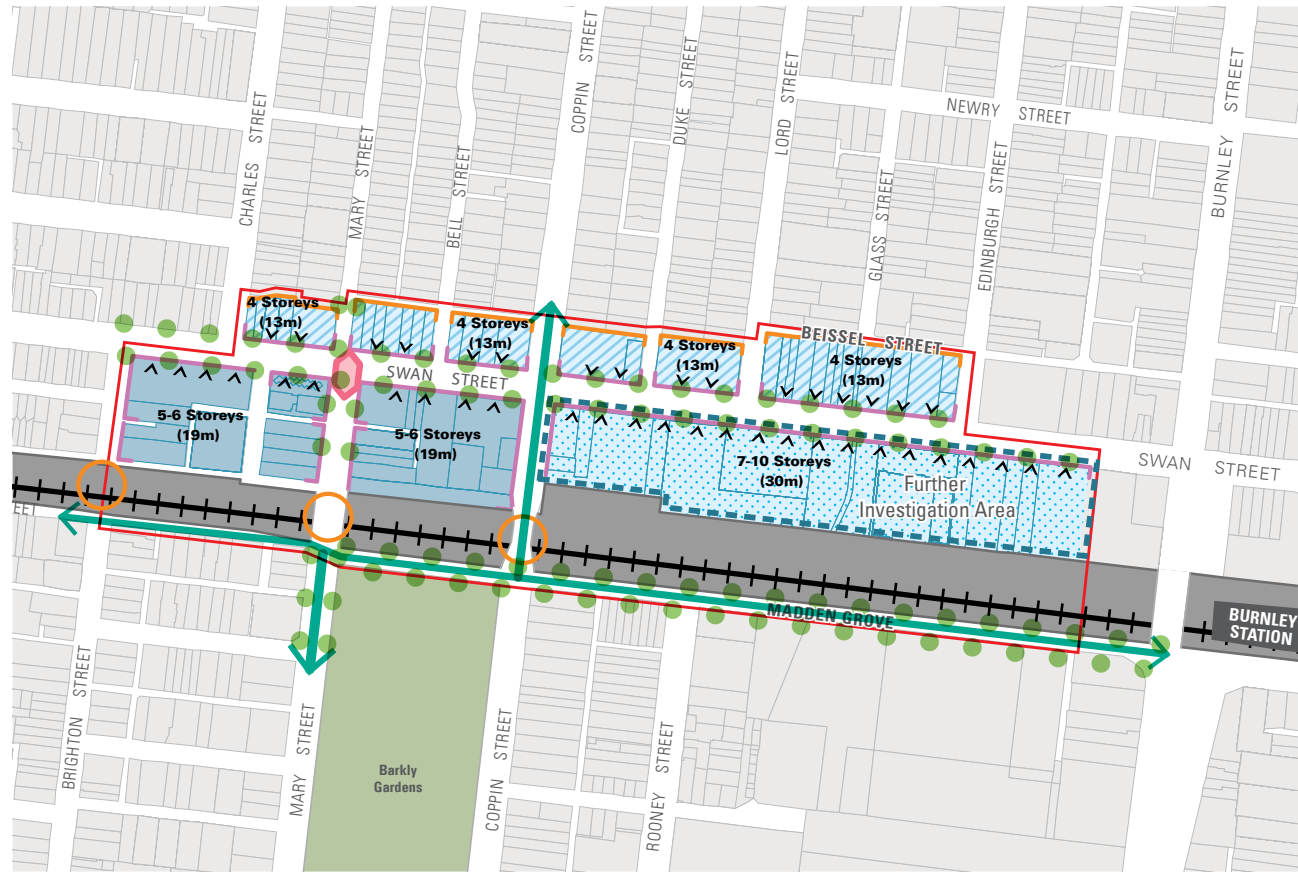
The Swan Street East Precinct is characterised by a predominance of large lots on the south side, many of which have a discontinuous street edge and accommodate large retail showrooms, commercial and retail uses. The railway line defines the southern boundary of the precinct and provides a significant separation from residential areas to the south. The north side of Swan Street is characterised by smaller lot sizes accommodating an eclectic variety of commercial and retail activities. The north side of Swan Street has a direct interface with the existing residential area to the north and is predominantly 1-2 storey in scale.

- The precinct functions as a commercial and retail area comprising a mix of larger showrooms and offices with ancillary on-site carparking servicing the needs of small to medium size enterprises.
- The precinct offers little or no convenience retail.
- The built form edge to Swan Street is irregular with a number of buildings set back from the street and carparking located to the front of the building on a number of sites on the south side.
- The north side of Swan Street is predominantly characterised by smaller regular shaped lot sizes that have a direct interface with residential properties to the north. Buildings are predominantly 1-2 storeys in height. There are examples of buildings that provide additional height but the pattern is essentially low scale with regular frontage to Swan Street.
- The south side of Swan Street provides more contemporary style buildings that are of low scale but primarily have a larger building footprint because of the larger lot size. For example, the car dealerships and servicing centres. There are examples where reinvestment and redevelopment has occurred in the precinct however, this is primarily contained to the car dealerships.
- Redevelopment opportunities are evident on the south side of Swan Street. Sites considered appropriate for redevelopment are primarily located between Burnley Street and extend to Coppin Street. These sites provide opportunities for redevelopment because of their size and the separation between this part of the precinct and residential areas to the south. Given this separation, the prospect of adverse amenity impacts for existing residential areas is considerably reduced. The age of some buildings and their lack of heritage value, coupled with limitations in converting existing uses, enhances opportunities for redevelopment.
- The quality of the pedestrian environment is currently poor due to the extent of inactive frontages associated with the type of uses located in this precinct, the irregular built form edge and the unfriendly and exposed nature of the pedestrian environment.
- The precinct is proximal to Burnley Train Station but legibility and design of the street network around the station is poor. Consequently, pedestrian and cyclist access to the station is significantly compromised.

Rationale

- Large sites on the south side of Swan Street with good separation from existing residential areas means less potential for adverse amenity impacts.
- Introduction of stronger residential component will support greater retail activity and respond to the demand for more housing.
- Growth in the precinct is supported by access to Burnley Station and trams along Swan Street.
- The age of some buildings, lack of heritage fabric and the challenge in converting existing uses, supports redevelopment of some sites on the south side of Swan Street.
- Opportunity to support and consolidate land uses that are functioning well.
- Redevelopment of large sites provides opportunities to incorporate public realm improvements.
- Good opportunity to enhance pedestrian safety and general amenity through repairing the discontinuous built form edge to Swan Street.





**PRECINCT 3:
SWAN STREET EAST PRECINCT**

- PRECINCT BOUNDARY
- EXISTING OPEN SPACE
- EXISTING BUILT FABRIC
- 4 STOREYS (13m)
- 5-6 STOREYS (19m)
- 7-10 STOREYS (30m)
- AREA SUBJECT TO MASTERPLANNING PROCESS / FURTHER INVESTIGATION AREA
- LOW SCALE STREET WALL
- TRANSITION IN SCALE TO LOW-RISE RESIDENTIAL DWELLINGS
- ∨ ∨ OPPORTUNITY FOR ACTIVE EDGE WITH PASSIVE SURVEILLANCE
- NEW/UPGRADED PEDESTRIAN CROSSING
- NEW/IMPROVED CYCLE ROUTE
- ⋯⋯⋯ NEW/ENHANCED STREET TREES
- ENHANCED BRIDGE

0 25 50 100m

IN

Land Use

Objectives

- Foster a precinct that will continue to support large showrooms.
- To ensure active uses at street level.
- Create a precinct that accommodates higher density residential development and incorporates a variety of commercial and retail uses.

Strategies

- Investigate appropriate zoning for this precinct.
- Encourage a greater diversity of land uses that complement the existing large showrooms.
- Encourage opportunities for residential development above street level.
- Maintain and increase active uses at street level.

Built Form

Objectives

- To establish a new built form character on the south side of Swan Street that has regard to the existing character on the north side of Swan Street.
- To ensure built form provides passive surveillance of the street.
- To ensure new built form provides adequate on site amenity and minimises adverse off-site amenity impacts.

Built Form

Strategies

- Provide active frontages to the street.
- Encourage the redevelopment of sites on the south side of Swan Street between Coppin Street and Burnley Street.
- Rebuild/reinforce the street wall height along Swan Street to create a continuous and consistent 3 storey built form scale.
- Buildings should be built to the street edge and extend the full width of the property at lower levels.
- Development above the street wall level should be set back and visually recessive.
- Ensure new development on the north side of Swan Street does not unreasonably overshadow the footpath on the south side of Swan Street. Solar access should be maintained to the footpath for a minimum of two hours between 10.00am and 2.00pm at the Equinox.
- Ensure new development on the north side of Swan Street appropriately responds to the adjoining low-scale residential areas.
- Ensure residential development on the south side of Swan Street appropriately responds to the noise impacts resulting from the proximity of the railway line.
- Ensure that the prevailing fine-grain pattern is preserved where site consolidation or development of larger sites occurs on the north side of Swan Street.
- Encourage side setbacks of upper levels to achieve appropriate visual separation between buildings.

Public Realm

Objectives

- To establish a high quality pedestrian oriented public realm for Swan Street and surrounds.
- To improve pedestrian safety and amenity of connections between Swan Street, Burnley Station and the surrounding residential neighbourhoods.

Strategies

- Encourage residential and commercial uses above street level to provide passive surveillance of the public realm..
- Encourage the provision of awnings over footpaths to provide weather protection for pedestrians, especially near tram stops.
- Explore opportunities for public realm improvements with the redevelopment of large sites.

Access and Movement

Objectives

- To create a highly walkable and cycle friendly environment.
- To improve connectivity to Burnley Station.

Strategies

- Facilitate upgrades and improvements to the pedestrian bridge connecting Brighton Street to Swan Street.
- Investigate the installation of pedestrian crossing facilities at the intersection of Swan Street and Mary Street.
- Create a new linear cycle route along Lesney Street which will allow safer and more convenient access between Burnley Station and East Richmond Station and an improved bike path along Mary Street (south of railway line) and Coppin Street (north of the railway line) allowing for connection between Swan Street and the Capital City Trail.
- Install way finding signage to direct pedestrians to key destinations within the Precinct and beyond.
- Encourage vehicular access from the rear or side of sites that have frontage to Swan Street where possible.

4. Burnley Station Village Precinct

A vastly transformed village precinct accommodating a diversity of activity including residential, local convenience retail, entertainment, and commercial uses. The precinct includes a major transit orientated development that plays a central role in Yarra's sustainable transport network and will act as a catalyst for change within this precinct.



Existing Context

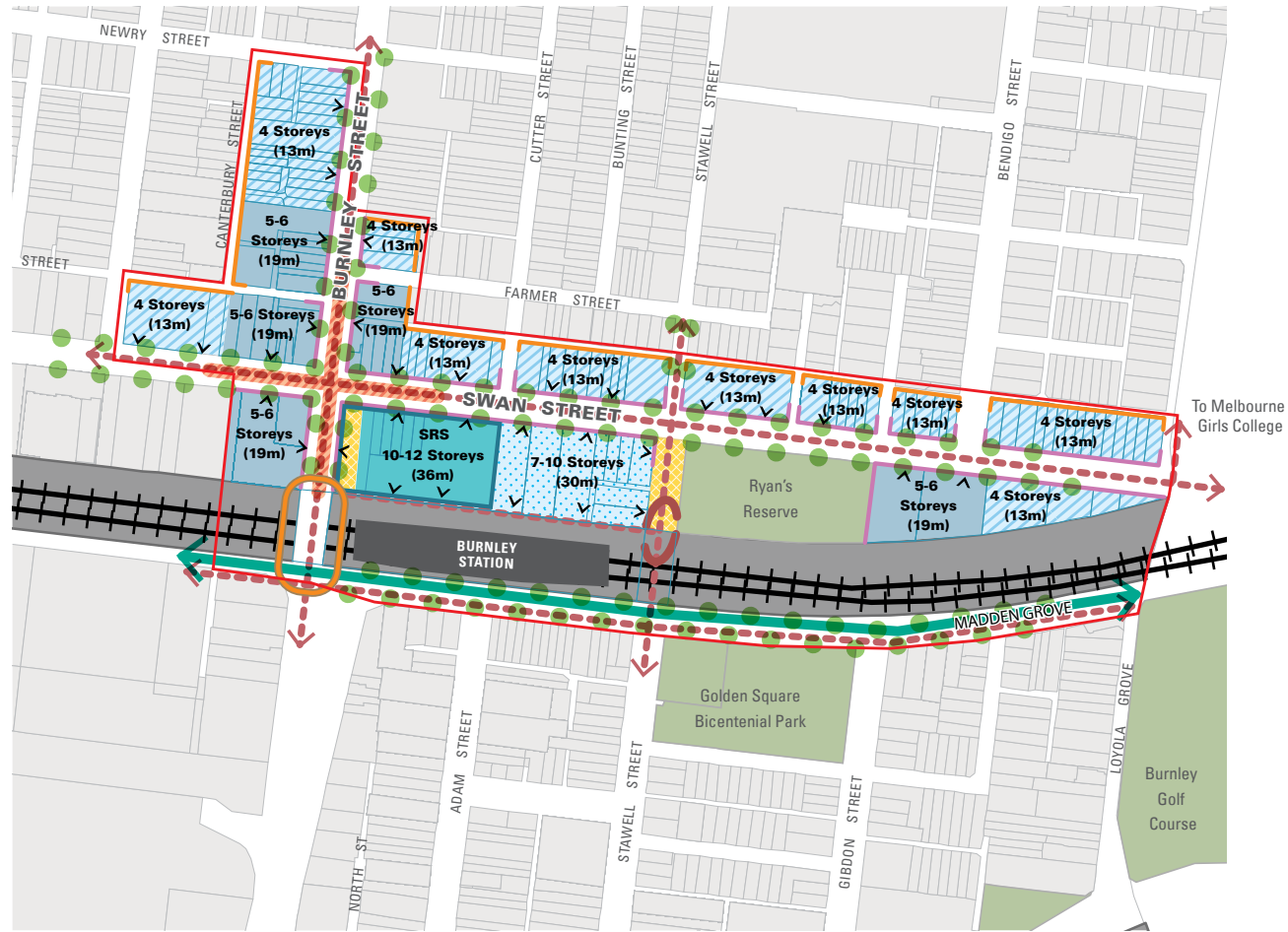
The Burnley Station Village Precinct is defined by the intersection of Burnley Street and Swan Street. As on one of the primary north-south routes in the Richmond Area, this intersection is subject to high levels of vehicular movement. This, in addition to the presence of the Burnley Street overpass has hindered the realisation of the precincts potential. The village predominantly comprises of a number of small retail and food and drink premises.

- The precinct is largely focussed around the intersection of Burnley Street and Swan Street and provides a small local centre with a limited range of convenience retailing and assorted services.
- Access to tram services is excellent. However, the pedestrian links and street address of the train station could be significantly improved.
- Buildings are predominantly of a low scale at 1-2 storeys and existing zoning in the precinct, on the south side of Swan Street (Commercial 2 Zone). This limits future opportunities for a broader range of land uses including residential uses.
- The redevelopment of the GTV9 site in Stawell Street will increase the population in the local area and subsequently the demand for local convenience retailing which this centre has the capacity to fulfil.
- Burnley Station currently has very poor public access and general amenity. The station is largely hidden behind Swan Street and has poor connectivity to the surrounding area. 2 underpasses provide access to the station. They feel unsafe and are difficult to identify in the street network.
- The station has potential to provide the precinct with excellent access to public transport and offers a major opportunity for redevelopment and improvement to the station and surrounding environs.
- Public space at the eastern end of the precinct adjacent to Stawell Street provides good opportunities for public realm improvements
- The timber yard and adjoining sites located on the South east corner of Swan and Burnley Street are underutilised and offer potential for significant redevelopment and change in the precinct.

Rationale

- Redevelopment of the strategic redevelopment site on the southeast corner of Burnley Street and Swan Street will act as a major catalyst for change.
- Redevelopment provides opportunities to integrate Burnley Station with Swan Street and surrounding environs.
- Strengthening the variety of land uses will support intensification of residential uses.
- Large lot sizes on south side of Swan Street have good separation from existing residential uses to the north and less potential for adverse amenity impacts.
- Less opportunity for development on the north side of Swan Street because of the direct interface with residential area to the north and protection of amenity to Swan Street and Ryans Reserve.
- Recent development along Burnley Street to the north of Swan Street, suggests opportunities for development and strengthening the intersection of Burnley Street and Swan Street.
- Active uses adjacent to Ryan's Reserve will help to improve the amenity and safety of pedestrian links between Burnley Station and Ryan's Reserve.





**PRECINCT 4:
BURNLEY STATION VILLAGE**

- PRECINCT BOUNDARY
- EXISTING OPEN SPACE
- EXISTING BUILT FABRIC
- NEW / IMPROVED PUBLIC REALM
- 4 STOREYS (13m)
- 5-6 STOREYS (19m)
- 7-10 STOREYS (30m)
- 10-12 STOREYS (36m)
- LOW SCALE STREET WALL
- TRANSITION IN SCALE TO LOW-RISE RESIDENTIAL DWELLING
- OPPORTUNITY FOR ACTIVE EDGE WITH PASSIVE SURVEILLANCE
- KEY STREETScape IMPROVEMENT AREA
- PEDESTRIAN PRIORITY ROUTE
- IMPROVED PEDESTRIAN ROUTE
- NEW CYCLE ROUTE
- NEW/ENHANCED STREET TREES
- ENHANCED BRIDGE
- UPGRADE RAILWAY UNDERPASS
- STRATEGIC REDEVELOPMENT SITE (SRS)

0 25 50 100m

IN

Land Use

Objectives

- To encourage land uses that support the function of Burnley Station and its proximity to Swan Street.
- To intensify land uses in the precinct.
- To establish a precinct that supports retail, commercial and residential uses.

Strategies

- Establish a variety of land use activities that are orientated towards Burnley Station and Swan Street.
- Investigate appropriate zoning to achieve land use outcomes sought for the precinct.
- Accommodate housing growth in the precinct.

Built Form

Objectives

- To encourage transit-oriented development focused around Burnley Station.
- To establish a new built form character that is complementary to existing context.
- To ensure built form provides passive surveillance of the street.
- To ensure new built form minimises off-site amenity impacts at the interface with existing residential areas.

Strategies

- Provide active frontages to the street.
- Rebuild/reinforce the street wall height along Swan Street and Burnley Street to create a consistent 3 storey built form scale with visually recessive upper levels.
- Ensure new development on the north side of Swan Street does not unreasonably overshadow the footpath on the south side of Swan Street. Solar access should be maintained to the footpath for a minimum of two hours between 10.00am and 2.00pm at the Equinox.
- Ensure new development on the north side of Swan Street and the west side of Burnley Street appropriately responds to the adjoining low-scale residential areas.
- Ensure that the prevailing fine-grain pattern is preserved on larger sites or where sites are consolidated.
- Encourage the orientation of development towards Ryan's Reserve and Stawell Street.
- Encourage taller buildings on the south side of Swan Street between Burnley Street and Stawell Street.

Public Realm

Objectives

- To establish a high quality public realm for the Burnley Station Village.
- To improve the quality of the connections to Burnley Station.

Strategies

- Prepare a Streetscape Masterplan for Burnley Station environs to the south of Swan Street.
- Ensure new buildings provide setback from the railway line on the south side of Swan Street to provide for improved pedestrian amenity and access to Burnley Station.
- Investigate public realm improvements linked to Ryan's Reserve in Stawell Street
- Develop a public plaza linking Swan Street and entrance to Burnley Station as part of any redevelopment.

Access and Movement

Objectives

- To strengthen connectivity between Burnley Station, Swan Street and Burnley Street.
- To establish a highly walkable and cycle friendly environment.

Strategies

- Create a high quality pedestrian link connecting Swan Street to Burnley Station.
- Investigate upgrades and improvements to the railway underpass connecting Madden Grove and Stawell Street.
- Investigate a cycle route along Madden Grove connecting Burnley Station to East Richmond Station.
- Install way finding signage to direct pedestrians to key destinations within the Precinct and beyond.
- Encourage new developments on the north side of Swan Street to provide vehicular access from rear laneways.

5. Punt Road Precinct

An enhanced urban boulevard providing an attractive and defined edge to the City of Yarra. A new emerging character has consolidated at the northern end of the precinct comprising commercial uses at street level, with residential uses above creating an activated street environment. New buildings have successfully integrated with existing heritage buildings in the southern half of the precinct.



Existing Context

The Punt Road Precinct is located at the western edge of the City of Yarra and is opposite a large area of public open space at Gosch's Paddock and the Melbourne Sports and Entertainment precinct. Punt Road is one of Metropolitan Melbourne's primary north-south arterial routes and is dominated by a heavy vehicular presence. A Commercial use is situated at the southern end of the precinct with dwellings being the primary use located along Punt Road. The pattern of lot sizes changes between the southern and northern parts of the precinct.

- This precinct is typically characterised by dwellings with frontage to Punt Road and high front fences. A 5 storey office development is located on the southern end of the precinct.
- Punt Road is a major north south arterial route and carries heavy volumes of vehicular traffic and represents the 'edge' of the City of Yarra.
- The precinct is proximal to the Melbourne Sports and Entertainment precinct and Gosch's paddock lies directly to the west.
- The precinct is not pedestrian friendly and is dominated by the vehicular presence along Punt Road.
- A planning permit was issued by VCAT for a 6 storey development comprising commercial and residential uses to the north of Blanche Street. This development is based on a consolidation of 5 sites and will effectively establish a context for heights and the typology of development along Punt Road to the north of Blanche Street.
- Sites to the north of Blanche Street provide further development opportunities for combined residential and commercial development.
- The pattern to the south of Blanche Street is characterised by low rise residential dwellings that have a consistent grain and pattern and locally significant heritage value.
- The interface with the low rise residential area to the east is mostly separated by small laneways providing rear access to dwellings.
- Nylex sign and silos feature as a dominant landmark south of the precinct.
- A strongly defined 'city edge' streetscape when viewed from its surrounds can be created using a flat façade building typology to the north of Blanche Street (Refer to A Gensar & Associates Pty Ltd v Yarra CC (2012) [VCAT 695]).

Rationale

- Large sites and opportunities for site consolidation support redevelopment in northern part of the precinct
- Less opportunity for development to the south of Blanche Street due to local heritage character and value of existing dwellings along Punt Road.
- Protects existing residential heritage fabric to the south of Blanche Street through directing change to northern end of precinct.
- Attractive location for residential development with outlook to the City, Melbourne Sports and Entertainment precinct and proximity to Richmond Station.
- A precedent for height and building typology has been established by VCAT to the north of Blanche Street.
- Eastern edge of the precinct provides transition to sensitive residential areas.
- Built form on redevelopment sites to the north of Blanche Street will help to define the city edge.
- Redevelopment will improve pedestrian amenity and safety through incorporating active uses at street level.
- Development opportunities require reconsideration of role of laneways to provide alternative vehicular access





**PRECINCT 5:
PUNT ROAD**

- PRECINCT BOUNDARY
- EXISTING OPEN SPACE
- EXISTING BUILT FABRIC
- EXISTING EDUCATION USE
- 2-3 STOREYS (9m)
- 3-4 STOREYS (11.5m)
- 5-6 STOREYS (19m)
- LOW SCALE STREET WALL
- TRANSITION IN SCALE TO LOW-RISE RESIDENTIAL DWELLING
- OPPORTUNITY FOR ACTIVE EDGE WITH PASSIVE SURVEILLANCE
- IMPROVED PEDESTRIAN ROUTE
- NEW PEDESTRIAN LINK
- NEW/UPGRADED PEDESTRIAN CROSSING
- NEW/ENHANCED STREET TREES
- KEY LANDMARK
- IMPORTANT VIEWS TO LANDMARKS

0 25 50 100m IN

Land Use

Objectives

- To create a higher density mixed use precinct to the north of Blanche Street.
- To ensure active uses at street level to the north of Blanche Street.
- To retain residential uses within the heritage area to the south of Blanche Street.

Strategies

- Investigate appropriate zoning for the northern part of the precinct
- Increase active uses at ground floor level to the north of Blanche Street.
- Retain residential zoning for land to the south of Blanche Street.

Built Form

Objectives

- To establish a future built form character and scale that helps to create an Urban Boulevard identity for Punt Road
- To encourage development that is respectful of the sensitive low scale residential properties to the east.
- To protect the amenity of new residential uses.
- To ensure development is respectful of the local heritage character and value of the established residential area.

Strategies

- Define the street edge by encouraging buildings to be built to the street boundary and to extend the full width of the property at street level to the north of Blanche Street.
- Ensure that new development responds to the fine-grain low-scale residential area to the east.
- Encourage a maximum 10m (three storey) transition in scale to the residential properties to the east.
- Incorporate appropriate noise attenuation measures to respond to the high volume of vehicles along Punt Road.
- Integrate new development with existing heritage fabric.

Public Realm

Objectives

- To create a new character and identity for Punt Road as an Urban Boulevard that marks the edge of the City of Yarra.
- To improve general amenity and safety of streets and laneways.

Strategies

- Encourage active ground floor frontages with upper levels oriented towards the street to provide opportunities for passive surveillance along Punt Road to the north of Blanche Street.
- Design laneways to create safe pedestrian environment.
- Identify streetscape improvements along Punt Road.
- New residential development with frontage to laneways should provide an appropriate street address and include passive surveillance.

Access and Movement

Objectives

- To provide alternative vehicular access to development north of Blanche Street that does not utilise Punt Road.
- To improve connectivity and legibility of street network between the precinct and surrounding area.

Strategies

- To discourage vehicular access to properties from Punt Road through the provision of appropriate rear access arrangements.
- Strengthen connectivity for pedestrians and cyclists to Richmond Station along Blanche Street.
- Encourage the provision of pedestrian access-ways or through-block links as part of any redevelopment .

6. Cremorne Mixed Commercial Precinct

An eclectic employment and education precinct with an artistic flair, comprising a diversity of buildings that enhance pedestrian amenity at street level. This precinct will support a variety of mixed commercial and light industry uses, as well as education, arts and other creative industries that combined provide a strong employment base. Enhanced pedestrian and cycling amenity will ensure the precinct is a safe and pleasant place to walk, ride and interact.



Existing Context

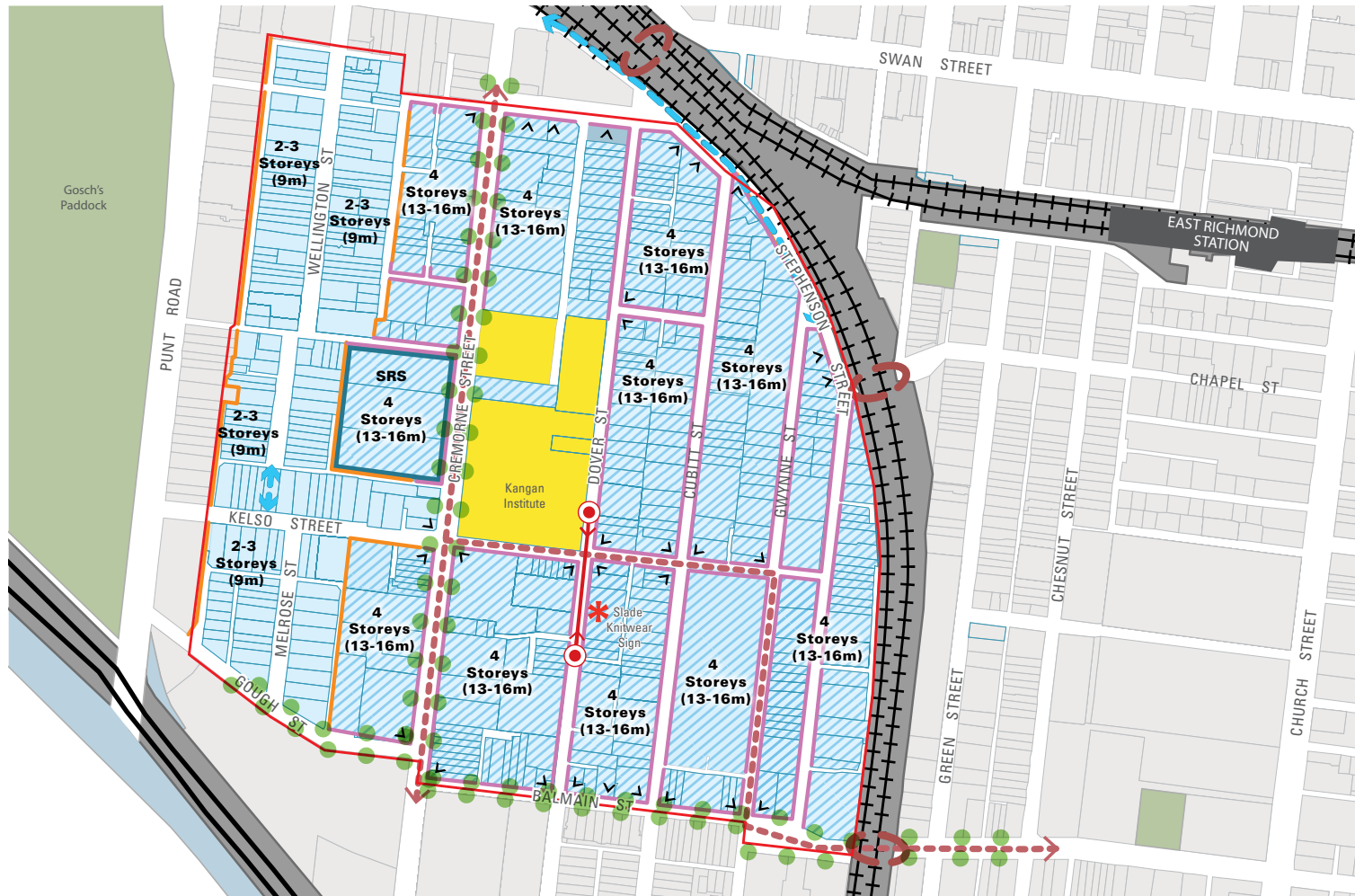
The Cremorne Mixed Commercial Precinct is characterised by an eclectic mix of buildings and land uses. Its strong industrial heritage is juxtaposed with more recent office developments and existing residential uses. The precinct has a strong educational, small to medium size enterprises and arts-based presence which has formed the basis of the emerging character in the area.

- Characterised by an eclectic mix of primarily commercial uses with some existing residential uses peppered throughout the precinct.
- The precinct has experienced a gradual process of change as manufacturing has declined and an eclectic range of uses has established in the area. Uses are continuing to evolve in step with broader industry change and the redevelopment of lots affords opportunities for further consolidation of this change process.
- Precinct includes a low scale residential area with some heritage buildings and streetscapes centred around Wellington Street to the west.
- Kangan Institute provides not only educational facilities, but a Textile and Fashion hub that provides a strong industry presence.
- Land uses include an eclectic mix of businesses, light industries, education and residential uses.
- The Slade Knitwear sign in Dover Street is an identified landmark.
- The precinct is strongly defined by the raised railway reserve that wraps around the eastern boundary.
- The primary vehicular access to and through the precinct is from Balmain Street and Cremorne Street.
- A network of small streets across the precinct is conducive to pedestrian movements and a reduced traffic speed.
- Buildings are predominantly of a commercial or industrial typology ranging in scale from 1-3 storeys in height.
- A Strategic Redevelopment Site in Cremorne Street, opposite Kangan Institute offers opportunities for future redevelopment.

Rationale

- Protect the role and function of Cremorne as an important employment and economic area for the City of Yarra.
- Allow redevelopment of existing sites in Cremorne to respond to broader industry change as manufacturing contracts and knowledge economy expands.
- Recognise and value the precinct's industrial heritage through reinforcing the scale and height of existing buildings whilst allowing for a level of change.
- The predominance of the narrow street network combined with narrow and deep lot sizes provides constraints on the intensity of development.
- Narrow street network supports pedestrian movements and cyclists as a preferable mode of transport.
- Opportunities for new public open space through redevelopment of the strategic redevelopment site in Cremorne Street.
- Protects existing residential uses through designation of residential areas as minimal change area only.





**PRECINCT 6:
CREMORNE MIXED COMMERCIAL**

- PRECINCT BOUNDARY
- EXISTING OPEN SPACE
- EXISTING BUILT FABRIC
- EXISTING EDUCATION USE
- 2-3 STOREYS (9m)
- 4 STOREYS (13-16m)
- STRATEGIC REDEVELOPMENT SITE (SRS)
- LOW SCALE STREET WALL
- TRANSITION IN SCALE TO LOW-RISE RESIDENTIAL DWELLING
- OPPORTUNITY FOR ACTIVE EDGE WITH PASSIVE SURVEILLANCE
- IMPROVED PEDESTRIAN ROUTE
- NEW PEDESTRIAN LINK
- UPGRADED UNDERPASS
- NEW/ENHANCED STREET TREES
- * KEY LANDMARK
- ↔ IMPORTANT VIEWS TO LANDMARKS

0 25 50 100m IN

Land Use

Objectives

- To ensure active uses at street level.
- Encourage commercial uses that consolidate the role of the precinct as a business and employment area.
- Support education uses in the precinct.

Strategies

- Increase active uses at ground floor level particularly along Cremorne Street, Kelso Street, Stephenson Street and Balmain Street.
- Encourage land uses that compliment the business activities that activate streets beyond conventional business hours.
- Investigate appropriate rezoning for the Strategic Redevelopment Site.
- Support the role of Kangan Institute as a leading education and design centre for fashion and textiles.

Built Form

Objectives

- Reinforce the industrial and commercial building character of the precinct.
- To promote development that responds to the diverse character and architectural styles of the precinct's existing built form.

Strategies

- Encourage adaption of existing buildings.
- Reinforce the street wall height across the Precinct to create a consistent 10m (3 storeys) built form with visually recessive upper levels within the existing Commercial 2 Zone.
- Buildings should be built to the street edge and extend the full width of the property at lower levels.
- Ensure new development integrates successfully with heritage dwellings.
- Ensure a transition in building heights and scale to the adjoining lower scale residential areas.
- Provide active frontages to the street.

Public Realm

Objectives

- To encourage opportunities for new or improved public spaces.

Strategies

- Investigate opportunities for public realm improvements as part of any redevelopment.
- Encourage additional street tree planting along Cremorne and Balmain Streets.
- Improve the amenity and safety under railway bridges.

Access and Movement

Objectives

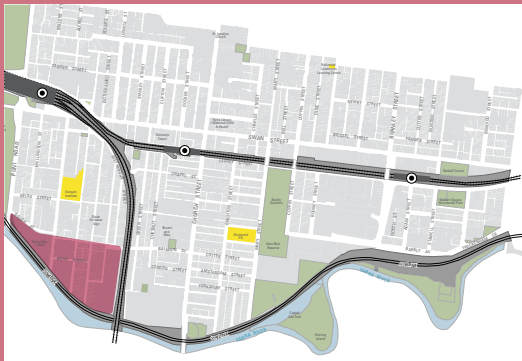
- To improve access to surrounding areas and public transport infrastructure.
- To improve the internal connectivity and local circulation network for pedestrians and cyclists.
- To manage local traffic with targeted traffic management measures.

Strategies

- Develop Cremorne Street, Kelso Street and Gwynne Streets as enhanced pedestrian routes.
- Investigate opportunities to improve permeability through the provision of pedestrian access-ways or through-block links.
- Investigate the installation of bike lanes along Balmain Street and Cremorne Street.
- Support the implementation of local traffic management initiatives.

7. River Edge Precinct

A precinct revitalised through the gradual redevelopment of Strategic Redevelopment Sites. Redevelopment of these sites will activate the precinct through introducing new mixed use developments comprising both commercial and residential uses and quality public realm improvements.



Existing Context

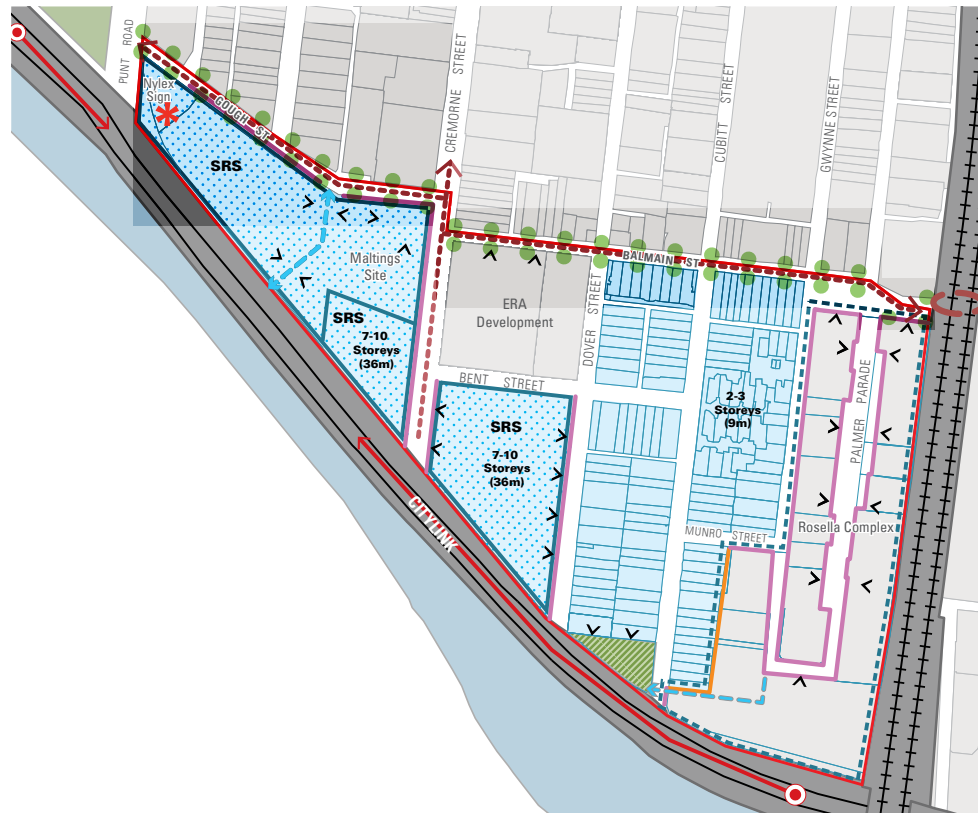
The River Edge Precinct contains a mixture of industrial and commercial buildings, low rise residential dwellings and a recently developed mixed residential and commercial building on Cremorne Street. The Nylex sign is a prominent landmark feature in the precinct. This is a discrete and contained precinct bounded by CityLink along its southern boundary, Punt Road to the west, Balmain Street to the north and the railway line along its eastern boundary. The precinct includes significant local heritage character and value including the Rosella complex.

- The precinct contains a mixture of industrial buildings, low rise residential dwellings and a recently developed 9 storey combined residential and commercial development in Cremorne Street known as the ERA development.
- Land uses in this precinct have changed significantly over time with the contraction of the manufacturing sector. Consequently, some former industrial sites are vacant or underutilised and have been either adapted for reuse or redeveloped as typified by the ERA development.
- A Comprehensive Development Zone (CDZ) applies to the Maltings site providing direction on future development and built form outcomes for the site. The CDZ has effectively established a benchmark for heights in the precinct.
- A permit has been issued for a 9 storey office building in Harcourt Parade adjacent to the Maltings site and the freeway to the south. Further application was made to rezone the land to permit a residential use and this matter now rests with the Minister for Planning.
- A large, underutilised, Strategic Redevelopment Site is located at the southern end of Cremorne Street and presents a significant redevelopment opportunity for a combined residential and commercial development.
- The Rosella complex is located on Balmain Street and functions as a commercial and light industrial complex. Vehicular and pedestrian access to buildings is provided through an internal roadway and there are buildings within the complex with heritage value. Rosella presents opportunities for redevelopment to strengthen the employment focus and accommodate housing growth.
- Balmain Street and Cremorne Street provide the main vehicular access to the precinct. The precinct is characterised by a network of small north south streets, many of which terminate at the freeway. Vehicular movements within the precinct are relatively constrained.
- The precinct provides an inconsistent built form edge along the southern boundary with the freeway.
- The visual presence of the freeway and associated noise from vehicles results in poor general amenity along the most southern edge of the precinct.

Rationale

- Large underutilised sites provide opportunities for combined residential and commercial redevelopment.
- Redevelopment will provide additional housing.
- Not all former industrial buildings can be readily adapted or reused. Comprehensive redevelopment of a site may be required to maximise the potential of a site.
- Directing change to designated sites reduces development pressure on existing residential areas and protects them.
- Redevelopment of large sites provides opportunity for strengthening the built form edge to the river.
- Opportunities to intensify land uses will strengthen Yarra's employment base through the conversion of redundant industrial or manufacturing land uses.
- A precedent for height has been established on the Maltings site that has since been reinforced by the Era development and Planning permit issued for 17-21 Harcourt Parade. Heights generally permitted between approximately 36m and 37m.
- The Comprehensive Development Zone that applies to the Maltings site, ERA development and planning approval for Harcourt Parade, further support this precinct as an emerging pocket of taller development.
- Reinforcing the role of Balmain Street and Cremorne Street as primary vehicular access to and from the precinct will deter vehicles from travelling through the surrounding network of small residential streets to enter and exit the precinct.
- Strengthening connections to public transport networks promotes active modes of transport.





**PRECINCT 7:
RIVER EDGE**

- PRECINCT BOUNDARY
- EXISTING OPEN SPACE
- ENHANCED OPEN SPACE
- EXISTING BUILT FABRIC
- 2-3 STOREYS (9m)
- 7-10 STOREYS (36m)
- STRATEGIC REDEVELOPMENT SITE (SRS)
- AREA SUBJECT TO MASTERPLANNING PROCESS / FURTHER INVESTIGATION AREA
- v v OPPORTUNITY FOR ACTIVE EDGE WITH PASSIVE SURVEILLANCE
- LOW SCALE STREET WALL
- TRANSITION IN SCALE TO LOW-RISE RESIDENTIAL DWELLING
- IMPROVED PEDESTRIAN ROUTE
- NEW PEDESTRIAN LINK
- NEW/ENHANCED STREET TREES
- * EXISTING KEY LANDMARK
- ↻ UPGRADED UNDERPASS
- IMPORTANT VIEWS TO LANDMARK

0 25 50 100m N

Land Use

Objectives

- Support the redevelopment of the Rosella complex to support residential, commercial and retail uses.
- Retain and increase employment generating uses.
- Encourage the selective redevelopment of sites in the precinct for a mix of residential and commercial uses.
- Retain existing residential uses in the area.

Strategies

- Prepare a Master Plan for the Rosella Complex.
- Promote a mix of commercial and residential uses.
- Protect the existing character and heritage value of the area.
- Investigate appropriate zoning for Strategic Redevelopment Sites and Rosella Complex.

Built Form

Objectives

- To ensure built form provides passive surveillance to the street.
- To allow for taller buildings on Strategic Redevelopment Sites that are subservient to maximum building heights established for the Maltings site.
- To respect and where appropriate, maintain the non-residential heritage buildings in the precinct whilst allowing for a level of change.
- Ensure contemporary additions to non-residential heritage buildings are recessive to the heritage building.

Built Form

- To strengthen the street edge along Balmain, Gough, Dover and Cremorne Streets.
- To protect the character and heritage value of the existing residential area in the precinct.
- Strengthen the built form edge adjacent to City Link.

Strategies

- Ensure new development on the Maltings site is in accordance with the existing planning provisions in the Schedule to the Comprehensive Development Zone.
- Provide active frontages to the street.
- Promote the reuse and adaption of non-residential heritage buildings.
- Rebuild/reinforce the street edge along Balmain, Gough, Dover, Bent and Cremorne Streets.
- Ensure redevelopment of Strategic Redevelopment Sites provide an appropriate transition and interface to low-scale residential areas.
- Incorporate building separation, setbacks and articulated built form to avoid the appearance of a solid wall of buildings along the southern boundary of the precinct.
- Ensure that no additional shadow is cast across the north bank of the Yarra River between 11.00am and 2.00pm on 21 June.
- Prepare Urban Design principles for the Rosella Complex to inform the preparation of a Master Plan.
- Encourage the redevelopment of Strategic Redevelopment Sites in the precinct to a maximum height of 10 storeys.

Public Realm

Objectives

- To improve the quality of the public realm.
- To provide additional public open space.

Strategies

- Investigate opportunities for streetscape improvements.
- Incorporate local public open space as part of redevelopment opportunities.
- Improve links between the park at the end of Cubitt Street and the Rosella Complex.

Access and Movement

Objectives

- To reinforce Balmain Street and Cremorne Street as the primary road network for vehicle movement in and out of the precinct.
- To improve connections to the public transport network to the north and east.
- To create a highly walkable and cycle friendly environment.

Strategies

- Develop Balmain Street as an improved pedestrian route.
- Investigate opportunities to improve pedestrian and bicycle access to the Capital City Trail.
- Investigate ways to manage potential increase in traffic volumes and flows and demand for car parking.

8. Cremorne South Precinct

A lively commercial precinct accommodating office and retail uses that are complimented by residential activity in designated parts of the precinct. Redevelopment has provided opportunities to further consolidate commercial activities, strengthen employment, accommodate housing growth and establish a vibrant live work precinct.



Existing Context

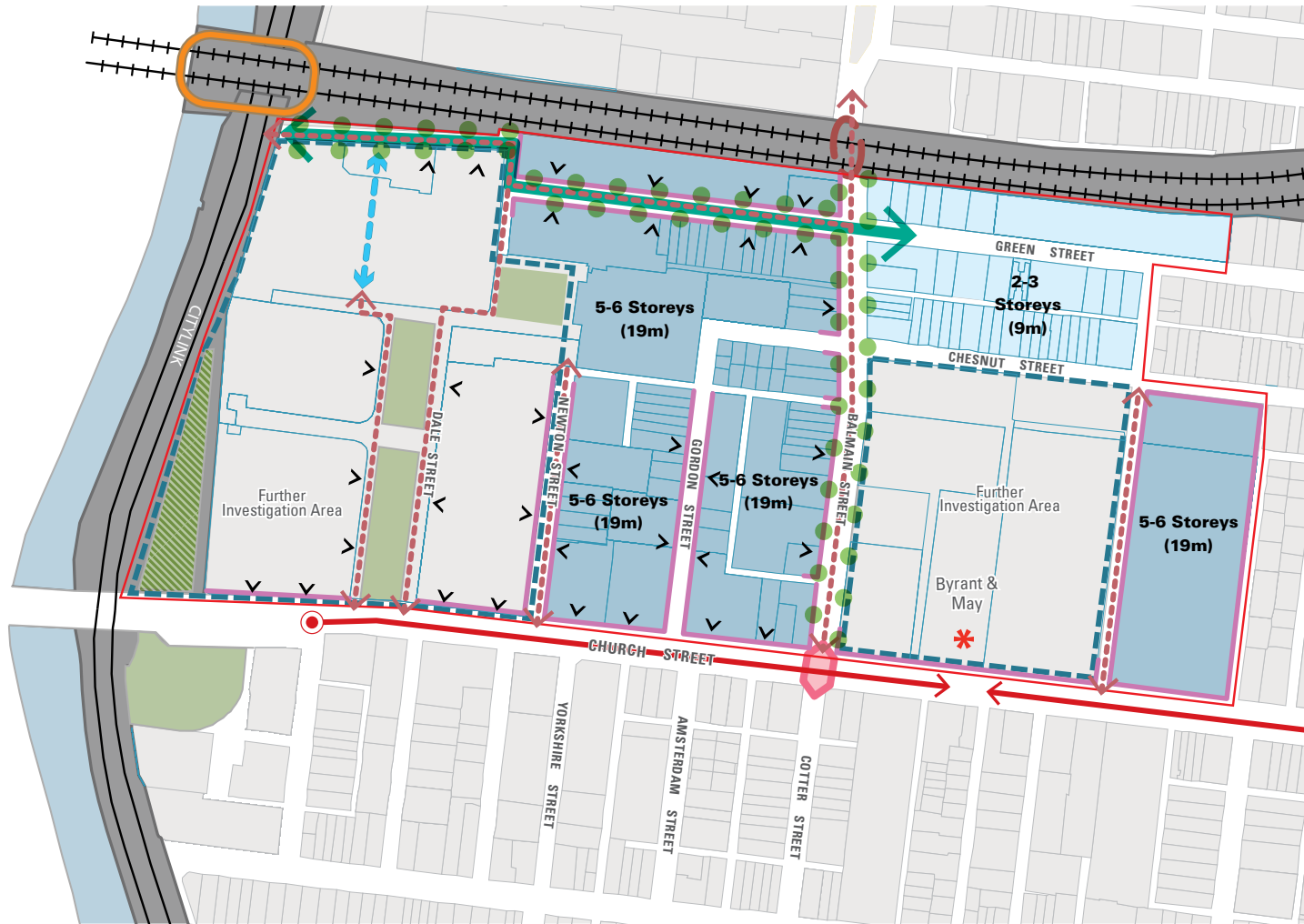
The Cremorne South Precinct is characterised by a mix of light industrial buildings some of which have been adapted for a commercial use. A small number of residential dwellings are interspersed throughout the commercial area and contemporary office buildings. There are some retail uses located at street level, with commercial activity predominant in the precinct. The precinct is bounded by the railway to the west and CityLink to the south. The precinct includes the Bryant and May Complex to the north which has significant heritage value and has been identified as an important landmark.

- The raised rail infrastructure forms a barrier to the west but does offer views to the heritage fabric that is part of the Bryant and May complex. The precinct includes large sites accommodating commercial uses. The Bryant and May buildings and business park complex at the southern end of the precinct incorporate the unusual feature of internal road networks with an attractive public realm providing a pedestrian friendly environment and capacity for vehicles to enter and exit via Church Street.
- New public open space opportunities are currently under development at the southern end of church Street on the east and west sides of Church Street
- Redevelopment opportunities have been identified in the southern portion of the precinct as characterised by large sites, separation from existing residential areas, an internal road network, excellent connectivity to public transport networks and limited heritage considerations. One building in this part of the precinct has heritage value and has been adapted to incorporate commercial uses and forms part of the Country Road headquarters.
- Bryant and May is an iconic complex with significant heritage value in the Church Street Streetscape. Views through to interesting built form features at the rear of the site including the clocktower speak to the former industrial role of the complex.
- The Bryant and May complex has redevelopment potential and the capacity to allow for a level of change whilst retaining the significant heritage value of the complex. A range of commercial uses are accommodated on the site with a substantial portion of the site given over to at grade carparking. There are opportunities to intensify the uses on the site whilst retaining the dominance of the existing heritage fabric.
- The precinct has a limited residential interface with the residential area to the north of Adelaide Street.
- Excellent access to public transport is provided through trams along church Street and proximity to East Richmond Station.
- The scale of existing built form generally ranges between 1 to 7 storeys along Church Street and there are buildings of 5-6 storeys within the commercial area clustered at the southern end of the precinct.

Rationale

- Large sites clustered at the southern end of the precinct are separated from residential areas, enjoy an internal road network have excellent connectivity to public transport and have limited heritage considerations. These characteristics support taller development providing an intensification of commercial and residential uses.
- The Bryant and May complex has redevelopment potential and the capacity to allow for a level of change whilst retaining the significant heritage value of the complex. A range of commercial uses are accommodated on the site with approximately a third of the site given over to at grade car parking.
- The number of smaller lot sizes, irregular subdivision pattern and constraints with the depth and width of sites supports a maximum height of 5-6 storeys between Bryant and May and the cluster of commercial uses at the southern end of the precinct.
- A variety of existing public and private open space provides opportunities to create a public realm network.





**PRECINCT 8:
CREMORE SOUTH**

- PRECINCT BOUNDARY
- EXISTING OPEN SPACE
- NEW/ENHANCED OPEN SPACE
- 2-3 STOREYS (9m)
- 5-6 STOREYS (19m)
- AREA SUBJECT TO MASTERPLANNING PROCESS / FURTHER INVESTIGATION AREA
- LOW SCALE STREET WALL
- OPPORTUNITY FOR ACTIVE EDGE WITH PASSIVE SURVEILLANCE
- IMPROVED PEDESTRIAN ROUTE
- NEW PEDESTRIAN LINK
- NEW/IMPROVED CYCLE ROUTE
- NEW/UPGRADED PEDESTRIAN CROSSING
- NEW/ENHANCED STREET TREES
- ENHANCED BRIDGE
- UPGRADED UNDERPASS
- KEY LANDMARK
- IMPORTANT VIEWS TO LANDMARK



Land Use

Objectives

- Consolidate commercial uses in the precinct.
- Intensify commercial and residential uses south of Newton Street.
- To ensure active uses at street level.
- To incorporate a residential use in the Bryant and May complex whilst retaining commercial uses.

Strategies

- Investigate appropriate zoning for the area to the south of Newton Street and the Bryant and May complex.
- Encourage mixed use development in the Bryant and May complex that increase opportunities for housing.
- Increase active uses at ground floor level.

Built Form

Objectives

- To ensure the heritage value and character of Bryant and May complex is preserved whilst allowing opportunities for redevelopment of the site.
- Preserve the heritage value and character of the building accommodating the Country Road headquarters whilst allowing for redevelopment in the immediate surrounding environs.
- To allow for taller buildings in the area to the south of Newton Street.
- To establish a future built form character that allows for change yet compliments the existing scale of built form along Church Street.

Built Form

- To ensure built form provides passive surveillance of the street.
- To ensure new built form minimises off-site amenity impacts at the interface with existing residential areas.

Strategies

- Ensure a comprehensive Master Plan is prepared to guide potential redevelopment of the area within the precinct to the south of Newton Street.
- Provide active frontages to the street.
- Rebuild/reinforce the street wall height along Church Street to establish a consistent 3 storey built form scale.
- Ensure upper levels above 3 storeys are setback and visually recessive.
- Retain the heritage value and character of the Bryant and May complex and ensure any addition remains secondary to the dominant heritage fabric.
- Ensure new buildings reinforce the street edge.
- Prepare Urban Design principles for the Bryant and May Complex to inform the preparation of a Master Plan.

Public Realm

Objectives

- To establish a high quality public realm.
- To encourage the incorporation of additional public open space as part of redevelopment opportunities.
- To improve the quality of connections between the precinct, Swan Street and East Richmond Station.

Strategies

- Investigate the conversion of the medium strip in Dale Street to public open space.
- Investigate opportunities for public realm improvements along Church Street, Balmain Street and Green Street to create a more pedestrian friendly environment.
- Incorporate new public open space and public realm improvements with redevelopment opportunities in the Bryant and May complex.

Access and Movement

Objectives

- Ensure new development responds to potential increases in vehicle traffic.
- To create a highly walkable and cycle friendly environment.

Strategies

- Investigate the potential of internal streets for managing vehicular movements on site in further investigation areas.
- Create a pedestrian and cycling route along Green Street connecting Swan Street to the precinct.
- Improve the quality, amenity and accessibility of the pedestrian bridge from Green Street across the River and Alexandra Avenue.

9. Church Street Precinct

A flourishing retail and commercial precinct characterised by major homeware retailers and showrooms that are complimented by niche lifestyle retailers, offices, restaurants and cafes.



Existing Context

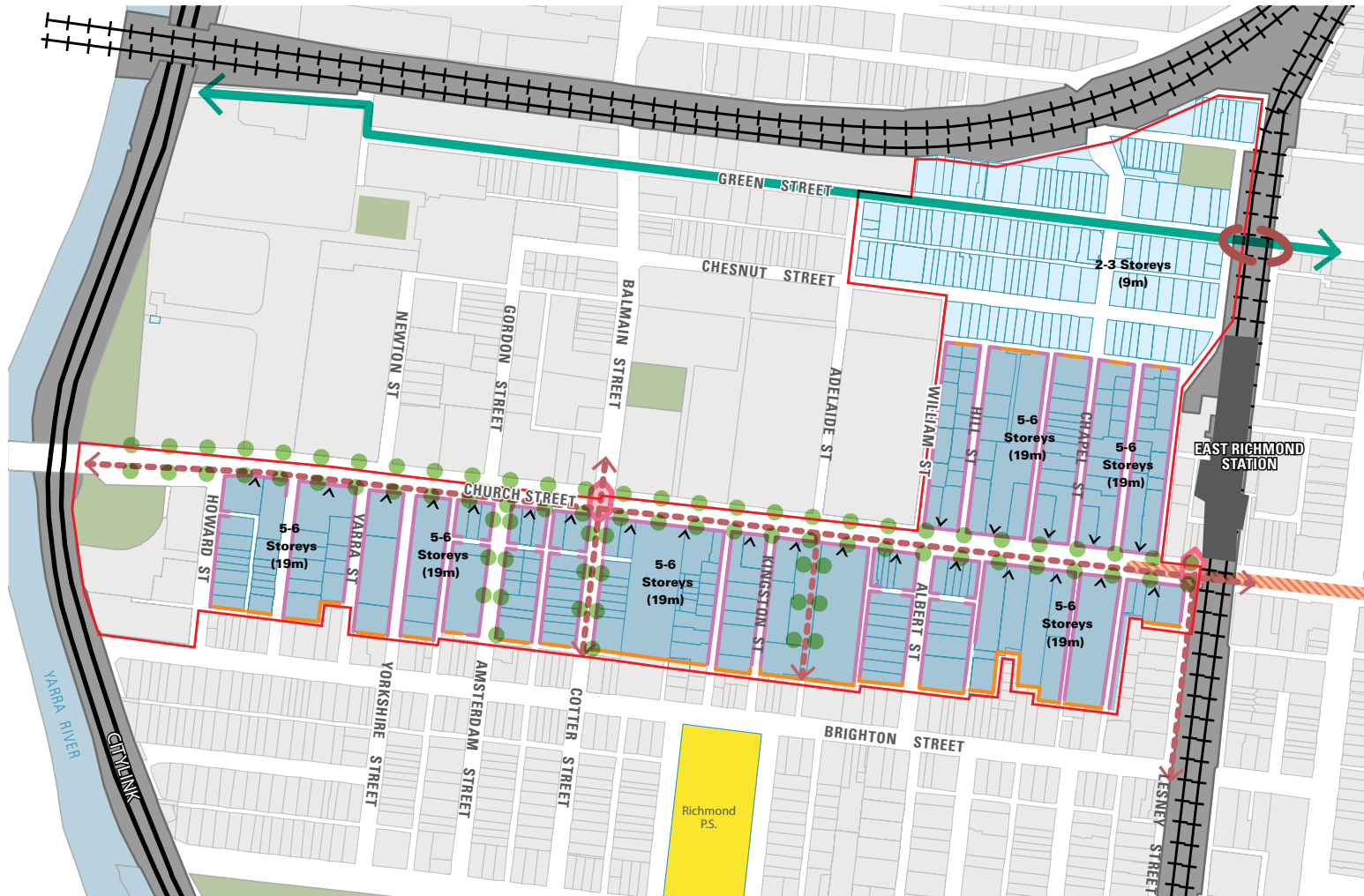
Church Street forms the central north-south axis of the study area. It serves a strong retail and office function while providing a complementary hospitality presence to Swan Street. The precinct has a varied built form character with a mixture of large recently constructed showrooms, former industrial buildings and fine grain shop fronts.

- The southern entry to the precinct is marked by two nine storey residential buildings on the eastern side of Church Street, adjacent to an open space area under development.
- The east side of Church Street from the river to the railway predominantly comprises the display and sale of major homeware retailers, niche lifestyle retailers, restaurants and cafes.
- The precinct also includes similar types of commercial activities on the west side of Church Street between William Street and the railway.
- A small fine grained and low rise residential area sits behind this commercial area and abuts the railway to the north and west.
- Built form varies in height from 1-4 storeys but is predominantly 1-2 storeys.
- Construction has commenced on development of a 5 storey office and showroom, café and office building opposite the 7 storey X,Y office development.
- Area functioning well and provides significant employment opportunities.
- With the right support, these activities are likely to continue to consolidate.
- Current zoning does not allow residential development.
- There is a lack of heritage buildings in the precinct.
- The eastern side of Church Street is characterised by a network of east west narrow streets and lanes.
- There is a sensitive interface with low rise residential areas to the east.
- The precinct has good public transport access with the tram on Church Street and access to train services at East Richmond Station.
- A new park is currently under construction at the southern end of Church Street providing opportunities for strengthening links to open space.

Rationale

- Consolidation of commercial and retail uses will strengthen the current land use activities along Church Street and support the precinct's important employment role.
- Varying lot sizes and lack of heritage will offer some opportunities for redevelopment for commercial purposes.
- Improvements to street level activity can be achieved through encouraging active frontages along Church Street.
- Network of narrow east west streets and laneways provides conditions for improving pedestrian and cycling friendly environs.
- Redevelopment provides opportunity to create a defined street wall and sense of enclosure along Church Street.
- Retention of existing zoning will support the consolidation of the precinct's increasing specialisation in furniture and homewares.





**PRECINCT 9:
CHURCH STREET**

- ▭ PRECINCT BOUNDARY
- ▭ EXISTING OPEN SPACE (OR CURRENTLY UNDER CONSTRUCTION)
- ▭ EXISTING BUILT FABRIC
- ▭ EXISTING EDUCATION USE
- ▭ 2-3 STOREYS (9m)
- ▭ 5-6 STOREYS (19m)
- ▭ LOW SCALE STREET WALL
- ▭ TRANSITION IN SCALE TO LOW-RISE RESIDENTIAL DWELLING
- ∨ ∨ OPPORTUNITY FOR ACTIVE EDGE WITH PASSIVE SURVEILLANCE
- ▨ KEY STREETScape IMPROVEMENT AREA
- ▬ PEDESTRIAN PRIORITY ROUTE
- ▬ IMPROVED PEDESTRIAN ROUTE
- ⬇ NEW/UPGRADED PEDESTRIAN CROSSING
- NEW/ENHANCED STREET TREES
- ▬ UPGRADE UNDERPASS
- ➡ NEW/IMPROVED CYCLE ROUTE

0 25 50 100m IN

Land Use

Objectives

- To consolidate the Precinct's role as a location for office and showroom retail activities and employment.
- To provide a mixture of complementary activities that support the role and function of the precinct and add to the general amenity and improved activation of the area.

Strategies

- Encourage office uses at upper levels above commercial and retail uses.
- Encourage active uses at street level.

Built Form

Objectives

- To establish a consistent built form scale along Church Street.
- To ensure built form provides passive surveillance of the street.
- To ensure new built form minimises off-site amenity impacts at the interface with existing residential areas.

Strategies

- Establish a preferred street wall height of 3-4 storeys along Church Street.
- Ensure upper levels are visually recessive.
- Ensure a transition in building heights at the interface with existing residential areas
- Provide active frontages to the street.
- Ensure new buildings are built to the street boundary and both side boundaries at the street interface.

Public Realm

Objectives

- To establish a high quality pedestrian oriented public realm along Church Street.
- Promote public realm improvements through redevelopment opportunities.

Strategies

- Encourage the provision of awnings over footpaths to create weather protection for pedestrians, especially near tram stops.
- Investigate potential public realm improvements that strengthen the role and function of the precinct as a significant office and homewares retail precinct.
- Public realm enhancements and weather protection to be investigated as part of any new redevelopment to enhance pedestrian safety and amenity.

Access and Movement

Objectives

- To create a pedestrian and cycle friendly environment.
- Improve connectivity to East Richmond Station.

Strategies

- Enhance the on-road bike paths, bike parking facilities and reinforcing bike priority at the signalised crossings along Church Street.
- Install way finding signage to direct pedestrians to key destinations within the Precinct and beyond.
- Investigate improvements to pedestrian access and movements on local roads, east of Church Street.
- Support implementation of local area traffic management initiatives.
- Investigate opportunities to improve access to East Richmond Station utilising local road network.
- Discourage through traffic to residential areas.

10. Barkly Avenue Precinct

The precinct has been retained as a discrete residential area with some incidental change along Barkly Avenue. In the industrial area to the south of the railway line between Rooney Street to the west, Burnley Street to the east and Barkly Avenue to the south, there is potential to transition from the predominantly industrial uses to a mix of uses that includes industrial, commercial and service related uses whilst retaining and strengthening the employment role of the area.



Existing Context

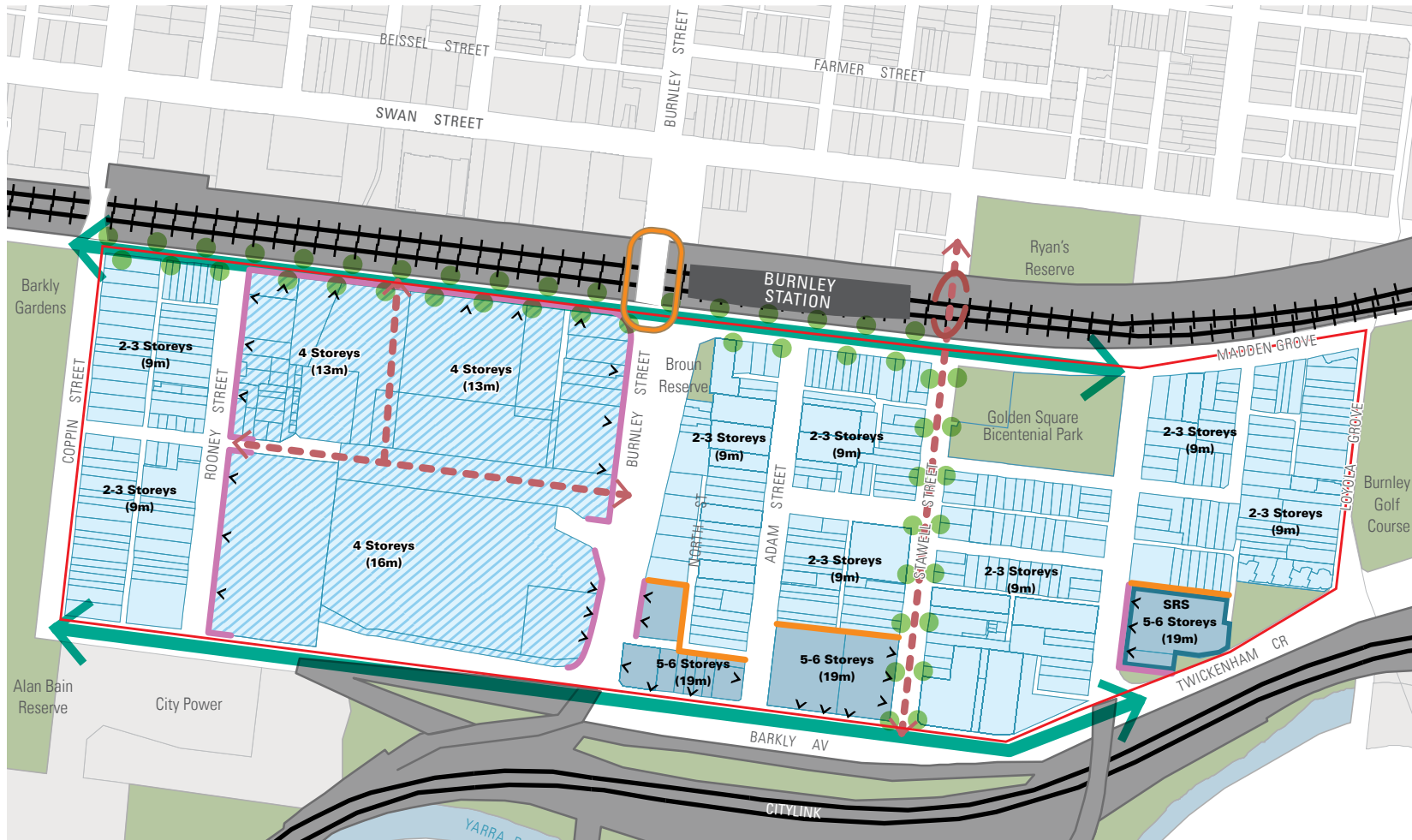
An established residential precinct with a small cluster of commercial uses that have frontage to Barkly Avenue and an existing industrial area that is predominant in the western part of the precinct. The industrial area enjoys good access to road and railway networks and has a strong service depot and utilities function.

- A contained precinct defined by railway line to the north, freeway access routes, Barkly Gardens and Loyola Grove. Established residential areas are situated either side of confined industrial precinct between Rooney and Burnley Streets.
- The Burnley Street bridge acts as a physical barrier that separates the east and west parts of the precinct.
- The industrial area occupies approximately half of the precinct, has poor permeability with surrounding areas and comprises low intensity industrial uses
- A Strategic Redevelopment Site is situated on the corner of Gibdon Street and Barkly Avenue in a residential locale and has previously operated a manufacturing or light industrial use.
- Commercial development is concentrated along Barkly Avenue between Burnley Street and Stawell Street.
- The precinct has good access to public open space through Golden Square Bicentennial Park and Barkly Gardens.
- The precinct has good access to Swan Street and Burnley Station.
- Residential areas form part of the Barkly Gardens and Golden Square Bicentennial Park heritage areas.
- The function of Burnley Street as a major north south route providing access to the freeway, draws high volumes of traffic along Barkly Avenue.
- The Melbourne Metropolitan Fire Brigade training headquarters are located on the south east corner of the Industrial area.

Rationale

- Opportunities to maximise utilisation of industrial and commercial land and optimise employment.
- Potential to position the industrial area as a new business and employment area in Yarra that includes a wider range of commercial uses.
- Intensification of built form in the industrial area and improved connections to residential areas, will improve the general amenity of the precinct.
- Residential intensification on the Strategic Redevelopment Site will accommodate housing growth and provide consistency of uses with the existing residential areas.
- Opportunity for taller buildings in the industrial area.
- New business and employment area is supported by access to Melbourne's road network and public transport access.





**PRECINCT 10:
BARKLY AVENUE**

- PRECINCT BOUNDARY
- EXISTING OPEN SPACE
- EXISTING BUILT FABRIC
- 2-3 STOREYS (9m)
- 4 STOREYS (13-16m)
- 5-6 STOREYS (19m)
- STRATEGIC REDEVELOPMENT SITE
- OPPORTUNITY FOR ACTIVE EDGE WITH PASSIVE SURVEILLANCE
- LOW SCALE STREET WALL
- TRANSITION IN SCALE TO LOW-RISE RESIDENTIAL DWELLING
- IMPROVED PEDESTRIAN ROUTE
- NEW/IMPROVED CYCLE ROUTE
- NEW/ENHANCED STREET TREES
- ENHANCED BRIDGE
- UPGRADE UNDERPASS

0 25 50 100m

IN

Land Use

Objectives

- To retain and strengthen the employment generating uses in the precinct.
- To encourage a mix of light industrial and service related business activities.
- To retain existing residential uses.
- To incorporate higher density residential uses on the designated Strategic Redevelopment Site.

Strategies

- Encourage intensification of light industrial and service related business uses in the industrial area bounded by Rooney Street, the railway line, Barkly Avenue and Burnley Street,
- Protect existing residential uses in the precinct.
- Encourage commercial uses to establish on the corner of Burnley Street and Barkly Avenue and extending east to Stawell Street.
- Direct high density residential uses to the Strategic Redevelopment Site.
- Undertake an urban design framework to investigate long term commercial business development opportunities within industrial area.

Built Form

Objectives

- To encourage an appropriate scale of development in the industrial area.
- To ensure built form provides passive surveillance of the street.
- To ensure new built form respects the character and minimises off-site amenity impacts at the interface with existing residential areas.

Strategies

- Ensure commercial development along Barkly Avenue provides an appropriate transition the adjoining low-scale residential properties to the north.
- Provide a street wall height of 3 storeys (10m) in the industrial and commercial areas.
- Investigate opportunities for taller buildings appropriately located within the industrial precinct, including the north east corner.
- Ensure development along the eastern side of Rooney Street provides an appropriate interface with the existing residential area to the west.
- Encourage commercial and industrial development to provide passive surveillance of streets.
- Incorporate appropriate noise attenuation measures in the redevelopment of the Strategic Redevelopment Site.
- Ensure redevelopment of the Strategic Redevelopment Site provides appropriate interface with existing residential area.

Public Realm

Objectives

- To incorporate public realm improvements with redevelopment opportunities in the precinct.

Strategies

- Include public realm improvements in any redevelopment of the designated Strategic Redevelopment Site in Gibdon Street
- Investigate the planting of additional street trees along both sides of Madden Grove and Stawell Street.
- Investigate potential for additional open space in industrial area.

Access and Movement

Objectives

- To improve permeability through the industrial area.
- To strengthen connectivity between Burnley Railway Station and the precinct.
- To create a pedestrian and cycle friendly environment.

Strategies

- Investigate opportunities for improving pedestrian amenity along Burnley Street and Barkly Avenue.
- Investigate establishing Madden Grove as a bicycle route.
- Investigate opportunities to improve pedestrian access through the industrial area and strengthen links to Barkly Gardens.

PART 4: IMPLEMENTATION

4.1 Implementation Model

A detailed implementation plan will be prepared that will outline the actions required to realise the Structure Plan vision on-the-ground.

The Swan Street Structure Plan will be implemented in the following ways:

- **Changes to the Yarra Planning Scheme** introducing new zones, overlays and policies.
- **Capital works projects** to enhance the public realm such as traffic measures, train/tram stop improvements, street greening, new street furniture, etc.
- **Further Strategic Work** to be undertaken to provide more detail to recommendations.
- **Advocacy and Negotiation** between Council and other organisations who are directly responsible for improvements in the study area such as Metro, Yarra Trams, DPCD, etc.

Drawing on the previous sections objectives and strategies the Implementation Plan will identify actions for each of these categories as well as who will be responsible for implementing them. It will also prioritise the actions so that Council and other agencies can plan for the continuous improvement of the Structure Plan area having regard to local needs and available resources.







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