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**10.10 Draft Victoria Street Structure Plan**

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## **Executive Summary**

### **Purpose**

The purpose of this report is for Council to consider recent submissions received about the *Preliminary Ideas for Discussion* document in relation to the Victoria Street Structure Plan and to endorse the release of a draft Structure Plan for public consultation.

### **Key Issues**

The Victoria Street Structure Plan relates to that area centred on Victoria Street and bounded by Hoddle Street to the west, Highett Street to the south and the Yarra River to the north and east.

Following release of an Issues and Options Paper in 2008 additional consultation and feedback on *Preliminary Ideas for Discussion* about the Structure Plan took place in July and August 2009. The submissions received, together with the Stakeholder Group input have helped inform development of a draft Structure Plan.

The Plan deals with activities, buildings, transport and access and public spaces. It has been developed with community participation in a Stakeholder Group and feedback at various stages of its development.

### **Financial Implications**

Preparation of the Victoria Street Structure Plan has been budgeted for in the Strategic Planning's 2009/2010 operational budget.

### **Economic Implications**

The Structure Plan could play an important role in influencing growth in and around the centre and the location of new development. Victoria Street has significant potential to grow in a number of sectors including housing, retailing and office-based activity. The Plan will assist in guiding development in and around the centre.

### **Sustainability Implications**

The draft Structure Plan includes objectives and actions to improve connections between the activity centre and the Yarra River corridor, better conditions for cyclists and pedestrians in the 'main street' environment of Victoria Street, and improvements to public spaces.

### **Social Implications**

The draft Structure Plan recognises and encourages a local sense of identity and the special character of the west end of Victoria Street and links with particular local communities. It encourages development of places to congregate and interact, and the provision of a mix of shopping and local services to meet community needs.

### **City Plan, Strategy and Policy Implications**

Preparation of the Structure Plan is supported by objectives and strategies outlined in the Council Plan 2009-2013.

### **PROPOSAL**

That Council endorses the draft Victoria Street Structure Plan for public consultation.

## RECOMMENDATION

1. That Council endorse the draft Victoria Street Structure Plan included as Attachment 2 for public consultation including:
  - (a) exhibition of the draft Structure Plan for one month from November to December 2009, with the draft Plan being available on Council's website and in hard copy at the Town Halls and libraries during that time;
  - (b) a "drop-in" day at Richmond Town Hall during the exhibition period;
  - (c) notices posted to all owners and occupiers of property in the Structure Plan area and advertisements and advertorial in the local press; and
  - (d) further meetings with key stakeholders including local businesses, the Richmond Asian Business Association and public housing tenants.
2. That following the exhibition period a further report be presented to Council in relation to the submissions received in response to the draft Structure Plan.

### Submission

*Ms Jessica Purbrick-Herbst addressed the Committee on this item.*

## PLANNING, ENVIRONMENT AND INFRASTRUCTURE COMMITTEE RECOMMENDATION

**Moved:** Councillor Stone

**Seconded:** Councillor Fristacky

1. That the recommendation be adopted.

**CARRIED**

## COUNCIL RESOLUTION

**Moved:** Councillor Fristacky

**Seconded:** Councillor Funder

That the Planning, Environment and Infrastructure Committee recommendation be adopted.

**CARRIED**

**Attachment 1 – Summary of Submissions Received**  
**Attachment 2 – Draft Structure Plan**

## Summary of comments and submissions

## Attachment 1

Issues and responses

Preliminary ideas for discussion – Proposed Victoria Street Structure Plan

Public consultation 27 July to 28 August 2009

### Part 1 - Submissions

Submitter and No.	Street, suburb and/or interest	Issues	Responses
1. Resident	Richmond	<p><b>Process</b> Concern over lack of notification about the Council information sessions Doesn't support approval of high density developments in the Victoria East precinct Wants more information about Council's objectives for the area and how we will advocate for the proposed 'better outcomes' and who will decide what these outcomes actually are</p> <p><b>Traffic</b> Traffic concerns due to increasing numbers of people living in the area and the consideration of high-rise parking buildings which will encourage further car use</p> <p><b>Land Use</b> Wants to see a greater diversity of retail uses at the eastern end of Victoria Street to promote competition and a sense of community Would like increased housing densities to be concentrated in areas with better transport access like Burnley Station rather than the single tram line and needs Council to provide the community infrastructure to support this population growth</p> <p><b>Safety</b> Witnessed a decline in Victoria Street as a family destination due to crime, traffic, drugs, rubbish and blocked footpaths.</p> <p><b>Diversity</b> Council is focussed on the needs of CALD and the elderly and has neglected recreation facilities for younger people</p>	<p><b>Process</b> These concerns relate to ongoing issues about development approvals in the east precincts, which are separate from the Structure Plan process. The planning framework for the east precinct was decided, by the Minister for Planning, during 2007 to 2009. Objectives for the Structure Plan area will be part of the Draft Structure Plan.</p> <p><b>Traffic</b> The traffic impacts from the east precincts should be assessed in a separate transport study proposed by the State agencies with Council participation. Traffic problems will be difficult to resolve given the already congested state of intersections like the Burnley Street / Victoria Street junction.</p> <p><b>Land Use</b> Greater diversity in shopping is desirable. Council's influence in this area is limited by the private ownership of the Victoria Gardens shopping centre. Additional shopping may develop in the centre precinct. Housing densities will depend on a range of factors. The level of public transport service along Victoria Street should be improved, which will make it relatively accessible. Council will assess community infrastructure needs but other agencies are also involved.</p> <p><b>Safety</b> These issues are accepted and should be addressed in the Structure Plan. Some of these issues relate to day-to-day management and policing and are outside the scope of the Structure Plan.</p> <p><b>Diversity</b> Recreation facilities are considered by Council but are often planned for larger catchments than the Structure Plan area.</p>
2. Resident	Abbotsford	<p><b>Access</b> Would like pedestrian access to the city improved through the installation of overhead pedestrian bridges across Hoddle Street</p> <p><b>Safety</b> Concerns over drug dealings occurring near the corner of Lennox and Victoria Streets. Would like more open spaces and wider streets if possible to make the</p>	<p><b>Access</b> A pedestrian bridge would be expensive and subject to VicRoads approval.</p> <p><b>Safety</b> These issues are accepted and should be addressed in the Structure Plan. Some of these issues relate to day-to-day management and policing and are outside the scope of the Structure Plan. Open space provision will be</p>

Submitter and No.	Street, suburb and/or interest	Issues	Responses
		area feel safer	addressed in the Draft Structure Plan, through proposals for new parkland or plazas and better access to existing parkland.
3. Resident	Richmond	<p><b>Safety</b> Happy to see that it is proposed to 'green' Regent Street as currently it is the site of a number of car break-ins. One area of improvement for the area would be to clean up the streets of drug use as it results in the area feeling unsafe. Improved street lighting and police presence would help deter the problem Cautious that increased parks and public spaces will just be used for drug dealing/using</p> <p><b>Traffic / parking</b> Does not want the greening of Regent Street to result in fewer car spaces to be available as it is already difficult to get a park at times</p>	<p><b>Safety</b> These issues are accepted and should be addressed in the Structure Plan. Some of these issues relate to day-to-day management and policing and are outside the scope of the Structure Plan. Open space provision will be addressed in the Draft Structure Plan, through proposals for new parkland or plazas and better access to existing parkland. The success of new public spaces will depend on the quality of design and factors such as street activity and surveillance.</p> <p><b>Traffic / parking</b> The potential impact on parking is noted. In most cases landscaping should have a minimal impact on street parking.</p>
4. Resident	Richmond	<p><b>Access</b> Would like to see a bike path particularly on Burnley St and Bridge Rd to stop cyclists using the footpath Thinks Council does a terrific job</p>	<p><b>Access</b> The Draft Structure Plan will include objectives and strategies to increase on-road cycling. It will include proposals to specifically focus on Burnley Street to improve conditions for cyclists (see the Future Transport and access plan).</p>
5. Resident	Richmond	<p><b>Land Use</b> Richmond needs to increase its housing density and should be typically three to eight stories, depending on the location. Need to promote a more urban feel by having commercial premises at ground floor and apartments above. In order to protect solar access to Victoria Street buildings should step up in height further back from the street frontage on the north side Space around North Richmond station needs to be better utilised by building shops underneath and apartments above to a height of 6 to 8 stories, with limited car parking. Ferguson St could be included in this redevelopment</p> <p><b>Traffic and Access</b> Consider closing off Victoria St to through traffic at certain times of the day or on Saturdays and diverting traffic along Elizabeth and Baker Streets or creating a gyratory system of one-way streets. If Victoria St is to lose on-street parking a multi-storey or basement car park could be built with apartments above Reduced speed limits of 40kph should be introduced at times of heavy cyclist and pedestrian traffic Safety improvements are required for cyclists such as a continuation of the dotted lines, cyclist priority at traffic lights or cycle lanes over crossings. Supports the idea of a shared use path along the south bank of the Yarra and the bridge over the Yarra</p>	<p><b>Land Use</b> The Draft Structure Plan proposes increased development densities in some areas and will outline preferred building heights in the range from 2 to 3 storeys directly fronting Victoria Street to up to 6 storeys on larger sites or in precincts where higher densities can be developed with minimal amenity impacts on the surroundings. The area around North Richmond Station is one of the precincts proposed for more intense development (See the Future Building plan).</p> <p><b>Traffic and access</b> Closing parts of Victoria Street are not proposed in the Draft Structure Plan. The Structure Plan will be constrained by VicRoads and other State agencies control over streets like Victoria Street. It will set the principles and objectives for transport and access and provide the basis for advocating change to these agencies. How these objectives can be achieved will depend on the mooted transport plan to be developed jointly with State agencies. Multi-level parking could be part of private development. The Draft Structure Plan proposes a strategy for 'Car-parking, which meets essential needs in and around the centre but also encourages use of alternatives to the car'. The ideas for improvements for cyclists are supported and could be part of actions to implement the Structure Plan. Support for a new link along the Yarra is noted.</p>
6. Resident	Richmond	<p><b>Traffic and Access</b> Does not support the diversion of traffic from Victoria St to Elizabeth and Baker Streets as these are narrow, heritage style residential streets and will result in</p>	<p><b>Traffic and access</b> The future focus for transport and access along Elizabeth and Baker Streets does not necessarily mean a significant increase in the amount of traffic. This</p>

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		<p>increased congestion at the intersection of Victoria and Johnson Streets. Poor State Government planning has increased the congestion in the area and whilst improving congestion and bike safety on Victoria Street is desirable it is a commercial road and therefore a busy street.</p>	<p>depends on the capacity of the Johnston Street / Victoria Street junction and the Elizabeth Street / Hoddle Street junction. The broad objectives of the Draft Structure Plan are proposed to include 'Improved access for local traffic, which needs to get into and around the centre and reduced through traffic, over the life of the plan and across the Structure Plan area'. Other measures such as street landscaping and better traffic management may improve local amenity.</p> <p>The Structure Plan will be constrained by VicRoads and other State agencies control over streets like Victoria Street. It will set the principles and objectives for transport and access and provide the basis for advocating change to these agencies. How these objectives can be achieved will depend on the mooted transport plan to be developed jointly with State agencies.</p>
7. Good Shepherd Centre for Justice and Fair Trade	Abbotsford	<p><b>Land Use</b> Welcome the redevelopment of North Richmond station to include shops and residential facilities as currently it is isolated and unsafe Would like a proper entrance to the street at Hoddle Street to create a sense of it being a special precinct</p> <p><b>Pedestrian/Cycle Access</b> Want to see pedestrian traffic encouraged through better footpaths and public spaces with seating Welcome safe, sheltered bike parking being incorporated into the street with safer cycling lanes and paths in surrounding streets</p>	<p><b>Land Use</b> These comments are generally consistent with the objectives and strategies in the proposed Draft Structure Plan. The Future Public spaces plan identifies the Hoddle Street junction area for 'entry enhancement'.</p> <p><b>Pedestrian/Cycle Access</b> Proposals for pedestrians, better footpaths and public spaces with seating are part of the proposed Draft Structure Plan. The proposals also specifically include</p> <ul style="list-style-type: none"> <li>• Better on-street bicycle parking</li> <li>• Better bicycle parking facilities in existing and new development</li> </ul>
8. Local doctor	Richmond	<p><b>Pedestrian/Cycle Access</b> Wants consideration to be given to the widening of the shared bridge across the Yarra at Walmer Street, or construction of a second bridge, to accommodate cyclists and pedestrians in a safer manner</p>	<p><b>Pedestrian/Cycle Access</b> These ideas are consistent with the objectives for the Structure Plan. Widening of the shared bridge across the Yarra at Walmer Street, or construction of a second bridge, would depend on the attitude of Parks Victoria, which controls river crossings. The proposal is specifically recognised on the Future Public spaces plan.</p>
9. Resident	Not given	<p><b>Land Use</b> Would like an Aldi in Nicholson Street</p> <p><b>Transport</b> Appreciate a community bus running between the Convent, Church, Victoria and Nicholson Streets. This would alleviate parking on weekends and allow easier access for seniors</p>	<p><b>Land Use</b> The Structure Plan will not be so specific as an Aldi in Nicholson Street. A permit has been granted for a retail development at this location. Aldi is mooted to be the major ground floor tenant. This is generally consistent with the proposed objectives including: 'Expand the range and amount of convenience shopping and other retail services to meet local weekly needs, over the life of the plan, in locations along or close to existing strip shopping centres' (5.5 of the draft plan).</p> <p><b>Transport</b> A community bus running between the Convent, Church, Victoria and Nicholson Streets has not been considered as part of the plan and is probably beyond the scope proposed.</p>
10. Residents	Richmond	<p><b>Land Use</b> Support the preliminary ideas around activity but would like more diversity in</p>	<p><b>Land Use</b> The proposed Draft Structure Plan includes objectives about more diversity in</p>

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		<p>housing to cater for lower income earners and families            Agree that protecting existing areas is essential. Would welcome creative solutions to opening up the precinct around the North Richmond station and the corner of Lennox and Victoria Streets as they are currently unsafe. Opening up these areas as plazas may attract more people and discourage criminal activity</p> <p><b>Transport and Access</b>            Would like to see Salta fund the re-establishment of a bus service from Burnley Station to Victoria Gardens            Would like to see improved pedestrian and bicycle access along the Yarra River and don't agree with the point raised about the path on the Kew side being a reason for not developing a path on the south side. This would improve the use of the open space at the end of Flockhart Street as it is currently isolated and unsafe feeling.</p> <p><b>Open Space</b>            Would also suggest the introduction of a small, enclosed, dog-off leash park near the river at Flockhart Street as there are no off-leash zones in the area at present            Limited public open space in the precinct so would welcome a beautification of the Williams Reserve and a movement of the play equipment away from the Victoria and Burnley Streets intersection to the Davison Street entrance            Would like the introduction of a monthly community craft market on the Victoria Gardens site to improve the public space and complement other markets in the area</p>	<p>housing as follows:            'Increase the amount and diversity of housing, over the life of the plan, throughout the structure plan area but with a focus on key precincts where significant change can be managed with lower amenity impacts.' (at 5.1 of the Draft Plan – Housing)</p> <p>The proposals in the Draft Structure Plan address safety problems in the North Richmond station and the corner of Lennox and Victoria Streets through improvements to public space and increased access and activity. The success of plazas will depend on good design and increased activity and surveillance.</p> <p><b>Transport and Access</b>            The Draft Structure Plan responds to re-establishment of a bus service from Burnley Station to Victoria Gardens with the following action:            'Explore opportunities for a bus service in Burnley Street linking Victoria Street trams and Victoria Gardens to Burnley Station and other tram and train services.' (5.3 public transport)</p> <p>The Draft Structure Plan proposes a pedestrian and bicycle link along the south bank of the Yarra River adjoining the CUB precinct connecting Walmer Street pedestrian cycle bridge to the Gipps Street bridge. (Future Public spaces plan)</p> <p><b>Open Space</b>            A small, enclosed, dog-off leash park near the river at Flockhart Street could be considered. Council recently decided to designate a dog off-lead park at this location, so the objective has been achieved.            Other comments have been received about the need to improve the attractiveness of Williams Reserve. The Draft Structure Plan includes a proposal to:            Improve the attractiveness of Williams Reserve (just west of Burnley Street on the South side of Victoria Street) through measures to reduce traffic noise, minimize overshadowing and any wind effects from new development and add attractions such as play equipment and seating for a range of users (5.4 Public spaces)</p> <p>Provision of a craft market goes beyond the scope of the Plan.</p>
11. Department of Planning and Community Development	State agency responsible for structure planning	<p><b>Process</b>            Boundaries of the structure plan should be enlarged to incorporate the residential catchment for the centre, particularly south of Victoria Street            Further demographic information and trends need to be presented in the structure plan            Residential areas unlikely to change should still be included in the structure plan area and Council can then designate appropriate levels of change for each area            Issues paper requires further elaboration and clarification of how this background information was translated into the structure plan boundary</p>	<p><b>Process</b>            The boundaries of the structure plan will be clarified to define a:</p> <ul style="list-style-type: none"> <li>• <b>Structure Plan area</b> – the full extent of the area addressed by the Plan</li> <li>• <b>Activity centre area</b> - the core area where most retailing and more intense activity will occur; and</li> <li>• <b>Precincts</b> – the main areas where change is expected</li> </ul> <p>These will identify the geographic scope of the proposals and the main areas where more extensive change is likely.</p>

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		The current limited structure plan area would result in a planning scheme amendment being unlikely to be authorised	Analysis and background information are not part of the Preliminary ideas for discussion documents and plans. More background and analysis information is available in background plans and the Issues and Strategic Options Paper 2008 which are readily available on the Council website and are referred to in the brochure explaining the proposals and process. Discussions have occurred with DPCD officials about how to address their concerns. This includes assessing the capacity for growth in different components of the centre.
12. Department of Transport	State agency responsible for transport planning and public transport	<p><b>Process</b> Require more information of how previous feedback has been addressed Opportunities for residential development should be included in the 'future activity' section</p> <p><b>Land Use</b> Should encourage the development of a greater mix of land uses over time Encourage active frontages and passive surveillance of public transport facilities around the Station/Hoddle precinct. Could include complementary retail opportunities</p> <p><b>Transport and Access</b> Further direction on how to improve walking and cycling connections to/from and within residential buffer zones and also connections to significant trip generators and public transport stops Improved pedestrian focus along Victoria Street is supported and further opportunities to improve priorities are encouraged Scope to explore improved pedestrian arrangements throughout the centre Strongly support the suggestion to provide bike parking at new developments. This should be extended to commercial developments also as well as 'end of trip' facilities East-West cycling link needs to be provided between Johnson St and Burnley St Cycling route could also be provided along Buckingham St to provide access to schools and to link Church Street with the Victoria Gardens complex</p>	<p><b>Process</b> Additional information and objectives and strategies about residential development are included in the 'activity' section (5.1) of the Draft Structure Plan. The Preliminary ideas for discussion documents and plans were kept brief to help public engagement and consultation.</p> <p><b>Land Use</b> The Draft Structure Plan proposes a greater mix and intensity of land uses over the life of the Plan. It also includes proposals to encourage active frontages and passive surveillance around public transport facilities and in key precincts such as the Station/Hoddle precinct. Opportunities for more specific proposals around the Station could be discussed with the Department.</p> <p><b>Transport and Access</b> The Draft Plan will focus on areas where there is a need to improve walking and cycling connections to/from and within residential 'buffer' zones. Much of the residential area in the Structure Plan area is already highly walkable thanks to a grid of small streets. The Plan focuses on the most significant trip generators and public transport stops. The supportive comments are acknowledged and refer to features in the Draft Plan. Improvements in bicycle facilities in private development will depend on action by the State Department of Planning and Community Development to reform the bicycle parking provisions in the Planning Scheme, which were the subject of a Review in 2007-8 but have not been progressed. East – west bicycle links are part of the Draft Plan but are constrained but limited potential connections in key locations.</p>
13. Resident	Abbotsford	<p><b>Land Use</b> Amenity concerns surrounding higher density housing. More thought required around the use of existing resources such as vacant tenancies. Introduction of a rate levy for undeveloped land, particularly derelict buildings. Need more family friendly shops, such as children's retailers. Would also like a local Medicare office and childcare facilities Recognise and protect the multicultural heritage of the building stock and continue to develop at the current 3 storey scale.</p> <p><b>Transport and Access</b> Tram super stops should be installed; however this will create short term traffic congestion problems. Improve public transport by increasing the frequency of trains stopping at North Richmond Station, better utilise the trams along Church</p>	<p><b>Land Use</b> Amenity concerns about higher density housing will be addressed by managing the scale and location of more intensive development in preferred precincts and minimising change in established residential areas. The Draft Structure Plan will encourage more 'convenience retail' which generally means weekly shopping. It is difficult to use a plan of this sort to attract particular types of shops or facilities. A review of heritage is likely in the area in the next few years. This may add to the number of buildings protected by planning controls.</p> <p><b>Transport and Access</b> The concept of tram super stops and other improvements will be considered in the mooted transport plan currently being discussed with State transport</p>

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		<p>Street and introduce a bus along Burnley Street. Cycling along Wellington Street is particularly dangerous. Need more cycle infrastructure including bike parking. Conflict between users of bike paths, particularly with regard to pedestrians with strollers. Gipps Street stairs need to be tackled as a first priority</p> <p><b>Open Space</b> Would like public art around Victoria St such as the example of the wire framed sculpture and the entrance arch. Site on the corner of Victoria and Nicholson Streets could be purchased by Council to be used as an open square, as well as the conversion of unused land. Reconstitution of a bridge across the Yarra at Church Street and River Street. Greater access is required to the park at the end of Flockhart Street, perhaps through a laneway cutting through Grosvenor Street. Would like toilet facilities in parks.</p>	<p>agencies. The Draft Structure Plan will support improved public transport services and specifically refers to the idea of a bus in Burnley Street: Explore opportunities for a bus service in Burnley Street linking Victoria Street trams and Victoria Gardens to Burnley Station and other tram and train services (5.3 Transport and access – public transport)</p> <p>The Draft Plan also responds to the ideas for bicycle improvements and dealing with conflicts with pedestrians primarily by improving on-road conditions.</p> <p><b>Open Space</b> The Draft Plan will include proposals for public art around Victoria St and the entrance arch (at the railway bridge). The Plan will not propose land purchases for open space but instead identify some priorities in key areas. This can then be used in negotiations when redevelopment occurs. The Plan will also retain the proposal for a pedestrian/cycle bridge from the north end of Church Street across the Yarra to parkland, linking the activity centre to the River parkland. The best way to improve access to the Flockhart Street park will be the proposed path link along the south bank of the River connecting it to Walmer Street and Gipps Street.</p>
14. Resident	Not given	<p><b>Streetscape</b> Supports the creation of Asian themed arch way to mark the entry and exit of the precinct and give the area an identity Widen the footpaths, allow traders to set up alfresco dining at certain points along the street and plant street trees the length of the street Stricter governing of traders to improve appearance of Victoria Street such as the removal of metal shutters at night and better waste disposal Improve lighting through street light poles which can be decorated in the Asian theme and improved streetscaping</p> <p><b>Parking</b> Create car parking stations off Victoria Street and remove some parking from the street.</p> <p><b>Transport and Access</b> Create tram super stops at three locations along Victoria Street with appropriate shelters Pedestrian crossing points at relevant intervals</p>	<p><b>Streetscape</b> The Draft Structure Plan supports the creation of an arch as part of a wider proposal to develop a streetscape plan: Develop a streetscape plan for Victoria Street including footpath upgrades, side street crossings, street decorations, entry treatments (such as the arch proposed for the railway bridge), street furniture, seating, public art and associated landscaping (5.4 Public spaces – streets and footpaths)</p> <p>The other issues discussed in the comments will also be addressed in this streetscape plan. Some of the ideas such as controlling shutters and waste probably go beyond the scope of the Plan.</p> <p><b>Parking</b> The Draft Structure Plan does not specifically support car parking stations off Victoria Street. Some off-street parking in the form of multi-storey structures may be developed as part of private development (for example for new shops).</p> <p><b>Transport and Access</b> The ideas of creating tram super stops and pedestrian crossings along Victoria Street are generally consistent with the proposals in the Draft Plan but the details will need to be developed with State agencies.</p>
15. Contour Consultants, on behalf of land owner	land bound by Church Street, Tweedie Place, Vere Street and Risley Street	<p><b>Mapping Errors</b> Concerned that their land, which is currently zoned B3Z and is an existing commercial area, is included in the 'North Richmond Housing Precinct' on the plans and this may be misleading and promote the area for future residential rezoning and growth. Would like this reference altered as it undermines their</p>	<p><b>Mapping Errors</b> Agree that the land, which is currently zoned B3Z and is an existing commercial area, should be part of a separate precinct aimed at retaining a mix of business and industrial activity.</p>

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16. Urbis Consultants, on behalf of land owner	31-33 Elizabeth Street	<p>development interests</p> <p><b>Supports growth</b> Support Victoria Street Activity Centre and environs as a location for accommodating population growth through mixed use land-use due to its excellent access to the PPTN</p> <p><b>Believe the structure plan reflects Melbourne 2030 goals</b> Subject land is within the North Richmond Station precinct. Strongly support the redevelopment of the area as a mixed use precinct including residential uses. Would like to see the B3Z land rezoned to MUZ or B2Z to allow more residential development which would increase the activity levels in the area, and therefore amenity, surveillance and safety.</p> <p><b>Higher built form</b> Support the identification of the area as a location for higher built form due to its proximity to the PPTN and absence of sensitive interfaces and would like to see it facilitated through the development of a DDO with preferred building heights specified. Promoting higher density development in this precinct would allow much of Victoria Street to maintain its 2-3 storey height whilst still achieving Melbourne 2030 policy goals. The present B3Z is a prime location to maximise this opportunity</p>	<p><b>Changes to activity and building form</b> Agree that the area around North Richmond Station currently zoned Business 3 should be considered for a different mix of activities including housing and offices. Specifically the Draft Structure Plan includes an action to: Consider rezoning of land currently in a Business 3 Zone between Victoria Street, Elizabeth Street, Lennox Street and the railway line to a zone which will encourage office development and a mix of complementary activities (5.1 Activity – Office)</p> <p>Other Planning Scheme changes will include developing a Design and Development Overlay which will implement the buildings related objectives in the Draft Structure Plan. This would be consistent with the submission.</p>
17. Collingwood and Abbotsford Residents Association	The structure plan area	<p><b>Character</b> Want the vibrancy of the area maintained and supported, particularly the Southeast Asian character and the local focus</p> <p><b>Built form</b> Former industrial buildings should be included on the heritage register to ensure their significance and value is protected Ensure future rezoning and building guidelines protect the current activities on the street and preserve and enhance the built form in the area Building heights should not exceed the current 14 metre level Preserve the current fine grain texture</p> <p><b>Transport</b> Increase pedestrian and bike access to the river and make Yarra more pedestrian and bike friendly in general</p> <p><b>Open Space</b> Support the purchase of any available sites for open space Ensure larger developments provide open space within their building and landscape plans</p>	<p><b>Character</b> The draft Structure Plan will address a range of issues relating to character and the special nature of areas like the Vietnamese/ Chinese parts of Victoria Street.</p> <p><b>Built form</b> One of the proposed actions in the draft Structure Plan will be to: Review heritage significance throughout the Structure Plan area and consider the need for additional heritage planning provisions Building heights will vary across different parts of the area. This is detailed in the relevant Buildings guidelines and on the Future Buildings plan. The draft Plan generally supports the retention of fine grained patterns of development and subdivision.</p> <p><b>Transport</b> The draft Plan supports giving priority to pedestrians and cyclists.</p> <p><b>Open Space</b> The draft Plan supports investigating options for purchasing open space particularly along the Yarra River. Open space contributions will primarily be set by the Planning Scheme requirement for a 4.5% site value contribution.</p>