

Victoria Street Structure Plan

Preliminary ideas for discussion



Council is working on a Structure Plan for the Victoria Street area and precincts, as shown on the map below.

During July and August 2008, we sought your feedback on an **Issues and Strategic Options Paper** for Victoria Street.

Council has used your comments to help develop preliminary ideas for the Victoria Street strip shopping centre and the surrounding area. We now want to consult you about those ideas.

The consultation period commences Monday 27 July and finishes Friday 28 August 2009.

WE WANT YOUR IDEAS!

A public workshop will be held to present the preliminary ideas and discuss your responses.

When Wednesday, 19 August 2009
6.30pm to 8.30pm

Where The Community Room
Ground floor, main building
Abbotsford Convent
1 St Heliers Street
Abbotsford

If you wish to attend, please RSVP to Janet Snyman, on 9205 5049 or by email to strategicplanning@yarracity.vic.gov.au by Friday 7 August 2009.

MEET THE PLANNING TEAM

A public display will held on **Saturday 8 August, from 10.00am to 3.00pm**. The display will be located in a tent at the south-east corner of Lennox Street and Victoria Street, where Council staff will be available to answer your questions about the preliminary ideas for discussion.

HAVE YOUR SAY

Council wants to know what you think. Write to Peter Mollison, Senior Strategic Planner, by email to strategicplanning@yarracity.vic.gov.au or post to Richmond Town Hall, PO Box 168, Richmond, 3121. Submissions must be received by Friday 28 August 2009.

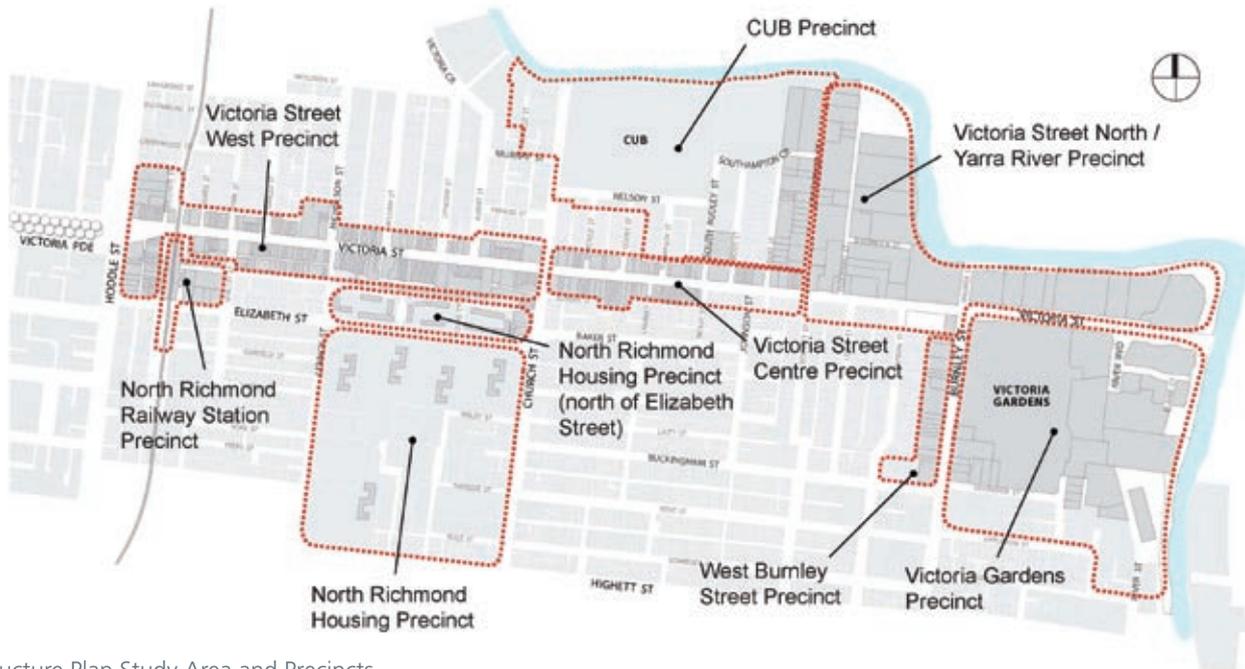


Fig. 1 Structure Plan Study Area and Precincts



VICTORIA STREET EAST PRECINCTS DEVELOPMENT

Residents in the Victoria Street east precincts (West Burnley Street precinct, Victoria Street North/Yarra River precinct, and Victorian Gardens precinct) should have recently received a separate Council flyer.

That flyer provided an overview of the extensive private sector development underway or proposed in these precincts, and invited residents to an information session on Thursday 30 July.

The Victoria Street east precincts have been through a separate planning process set up by the State Minister for Planning. The Yarra Planning Scheme has been changed and permits for developments in these precincts were issued by the Minister. This process preceded the Council Structure Plan so this area will not be reconsidered in the Structure Plan. The Structure Plan will deal with a limited range of issues not dealt with in this earlier planning process in the east precincts.

In addition to the permits issued by the Minister, Council has also received permit applications for other developments in the east precincts. Affected residents are being notified of individual proposed developments as they arise, and provided with an opportunity to comment on specific plans.

To find out more about the developments in the east precincts, come along to Council's information session at the Richmond Town Hall (333 Bridge Road) on Thursday 30 July, from 6.30pm or contact Danielle Connell, Coordinator Statutory Planning on 9205 5157 or email Danielle.Connell@yarracity.vic.gov.au.

QUESTIONS AND PRELIMINARY IDEAS FOR DISCUSSION

Activity

Q1. Where can housing and shops be increased to meet future needs?

Q2. What land uses or activities are missing?

What we know

- There is a large potential demand for housing and retail space in inner Melbourne.
- The local population is ethnically diverse with 27.8% born overseas and 3.8% from Vietnam (2006).

What we heard in 2008

- Increase the amount of housing in and around the centre
- Consider new types of shops like the proposed Aldi supermarket under construction at the corner of Nicholson Street and Victoria Street
- Rezone some land around the centre to allow more housing

Preliminary ideas for discussion

- Concentrate new housing in key precincts
- Diversify and expand shopping in the western part of Victoria Street

Buildings

Q3. What principles should guide the design of new buildings?

What we know

- Most of the Victoria Street strip centre is single, two and three storey buildings on small sites
- A relatively small proportion of buildings are of heritage significance when compared to other strip centres

What we heard in 2008

- Increase building heights to encourage redevelopment in some areas
- Limit building heights at the interface with existing residential areas

Preliminary ideas for discussion

- Limit building height to retain sun along the south side of Victoria Street
- Protect the amenity of established residential areas
- Allow redevelopment at a higher scale where impacts will be less

Transport and access

Q4. How can walking, cycling and public transport be improved?

What we know

- The 109 Tram route is one of the busiest in Melbourne and yet is one of the worst performing, with delays from congestion, particularly in Victoria Street
- Walking and cycling provide important ways to improve access in a crowded city



VICTORIA STREET STRUCTURE PLAN

- The 2001 to 2006 Census showed cycling grew from 4.5% to 6.4% of Yarra residents cycling to work compared to the Metropolitan average of 0.8% which grew to 1.1% in 2006.

What we heard in 2008

- Reduce congestion in Victoria Street
- Give priority to trams and install 'super stops'
- Create more car parks for retail areas
- Build one or two underground car parks or alternatively, decked multi-level car parks for residents and shoppers
- Control the impacts of car parking on residential areas
- Improve conditions for cyclists in Victoria Street

Preliminary ideas for discussion

- Improve conditions for pedestrians in Victoria Street with better footpaths and street crossings
- Give more priority to cycling on particular routes
- Introduce super stops for trams in Victoria Street to improve passenger safety and tram efficiency

Public spaces

Q5. How can public spaces be improved?

Q6. How can access to the Yarra be improved?

What we know

- The footpaths in the section of Victoria Street between Church Street and the railway bridge are crowded and vibrant
- Some areas south of Victoria Street have poor access to nearby local parks
- The Yarra River corridor and parkland is a major natural and recreational asset close at hand

What we heard in 2008

- Improve connections to parks, community facilities and the River
- A new path connection along the Abbotsford bank of the Yarra River between Church Street and Gipps Street should not be built because one already exists on the Kew side
- Make visual improvements with decorations and lighting in Victoria Street
- Create an archway entry gateway with a Vietnamese/Chinese design theme

Preliminary ideas for discussion

- A program of investments in better footpaths and decorations in Victoria Street
- Design and implement new links to and across the Yarra to established parkland
- Create new parks or plazas in redevelopment of the North Richmond Estate

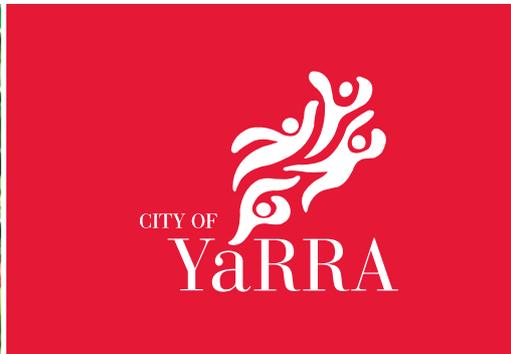
WHO CONTROLS WHAT?

In addition to the decisions by the Minister for Planning in the east precincts, the extent of Council's influence is limited by the role and authority of other Government agencies:

- VicRoads controls major roads such as Victoria Street and Hoddle Street.
- The Office of Housing and Minister for Planning will decide the future form of redevelopment likely in parts of the North Richmond Estate.
- The Department of Transport and tram and train operators will decide the way public transport services are improved.

A structure plan will help explain Council's objectives and community aspirations but will act more as a guide than a definite or mandatory set of rules for change. Council will use it to help advocate for better outcomes and to coordinate action.





FIND OUT MORE

The preliminary ideas are available on Council's website, www.yarracity.vic.gov.au or on request, from **Janet Snyman** on **9205 5049**. If you have questions, please contact **Peter Mollison**, Senior Strategic Planner, by email strategicplanning@yarracity.vic.gov.au or on **9205 5023**.

The documents are also available for viewing at:

- Richmond Town Hall, 333 Bridge Road, Richmond
- Collingwood Town Hall, 140 Hoddle Street, Abbotsford
- Collingwood Library, 11 Stanton Street, Abbotsford
- Richmond Library, 415 Church Street, Richmond

HAVE YOUR SAY

Council wants to know what you think. Write to Peter Mollison, Senior Strategic Planner, by email to strategicplanning@yarracity.vic.gov.au or post to Richmond Town Hall, PO Box 168, Richmond, 3121.

The consultation period closes 5.00pm **Friday 28 August 2009**. Any letters, emails or other comments must be received by this time, so that they can be collated, assessed and used in preparing a draft Structure Plan.

DO YOU WANT TO BE KEPT INFORMED?

If you want us to keep you informed of progress with the Structure Plan please register to receive updates by contacting Peter Mollison by email to strategicplanning@yarracity.vic.gov.au or in writing, to Richmond Town Hall, PO Box 168, Richmond, 3121.

Please include a contact email address, phone number and/or mail address. If you have already registered there is no need to register again.

STAKEHOLDER GROUP

A stakeholder group, made up of about fifteen residents, business and trader members, will provide feedback and local knowledge to Council. It will respond to the current ideas and the draft Structure Plan. The group also includes Ward Councillors and Council Officers.

NEXT STEPS

The next steps to prepare a final Structure Plan include:

Step	Likely timing	Opportunity for comment
Assess all comments	September 2009	All comments will be considered
Prepare draft Structure Plan	September / October 2009	
Public consultation about draft Structure Plan	November / December 2009	The draft will be available for comment
Council decides whether to adopt Structure Plan	Mar/Apr 2010	Submitters to the draft Structure Plan will be able to attend a Council committee meeting
Start to implement the Structure Plan	From May 2010	Actions to implement the Structure Plan may include more specific consultation

IF YOU WOULD LIKE TO KNOW MORE ABOUT THE INFORMATION IN THIS DOCUMENT AND YOUR LANGUAGE IS NOT LISTED BELOW, YOU CAN CONTACT AN INTERPRETER ON **9280 1940**

VIETNAMESE

NẾU MUỐN BIẾT THÊM CHI TIẾT VỀ NỘI DUNG VĂN KIẾN NÀY, QUÍ VỊ CÓ THỂ LIÊN LẠC VỚI MỘT THÔNG DỊCH VIÊN QUA ĐIỆN THOẠI SỐ **9280 1939**

GREEK

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MANDARIN

如果想要进一步了解这份文件中的内容，您可以致电 **9280 1937**，和翻译员取得联系

CANTONESE

如果您要更多地瞭解關於這篇文件的內容，您可以與傳譯員聯絡，電話號碼**9280 1932**

ITALIAN

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TURKISH

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ARABIC

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SPANISH

SI QUIERE MÁS DETALLES SOBRE LA INFORMACIÓN CONTENIDA EN ESTE DOCUMENTO, PÓNGASE EN CONTACTO CON UN INTÉRPRETE LLAMANDO AL TELÉFONO N° **9280 1935**

MACEDONIAN

ΑΚΟ ΣΑΚΑΤΕ ΔΑ ΔΟΖΝΑΕΤΕ ΠΟΒΕΚΕ ΖΑ ΙΝΦΟΡΜΑЦИИТЕ ВО ОВОЈ ДОКУМЕНТ ЈΑΒΕΤΕ ΣΕ ΖΑ ΠΡΕΒΕΔΥΒΑΧ ΝΑ **9280 1936**



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