



Bridge Road - Victoria Street

Built Form Framework

Prepared for City of Yarra
David Lock Associates
JUNE 2018



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Introduction

1.1 Purpose of Built Form Framework

The City of Yarra is an inner Melbourne municipality featuring a number of distinctive retail high streets, established residential neighbourhoods, former industrial pockets, areas of strong heritage character and natural features such as the Yarra River.

Victoria Street and Bridge Road are two retail streets characterised by a mix of turn of the century heritage buildings, key landmark signs and buildings, larger commercial sites, and vibrant communities. In addition to the retail streets, there are a number of adjacent commercial pockets, such as the area around North Richmond Station. These retail streets (and adjacent commercial areas) are attractive places to live, work and visit, and their good public transport accessibility and designation as Major Activity Centres mean that these areas will continue to grow and change in future. It is important that any future development of these areas supports a vibrant and inviting pedestrian environment, protects and enhances the valued heritage character along the street, and maintains reasonable amenity for surrounding residential properties.

Currently both Victoria Street and Bridge Road are facing pressure to accommodate change and growth which if not managed appropriately, may negatively impact what makes each street a valued place to the community.

Victoria Street has limited heritage values for the most part but does have a retail character with more intangible cultural aspects that should be considered in how future built form responds to it.

Bridge Road and its status as a retail destination has been declining. But its heritage values as a street and the opportunity for it to evolve and respond to the communities needs is important. A balance between accommodating growth and responding to the streets heritage values must be struck.

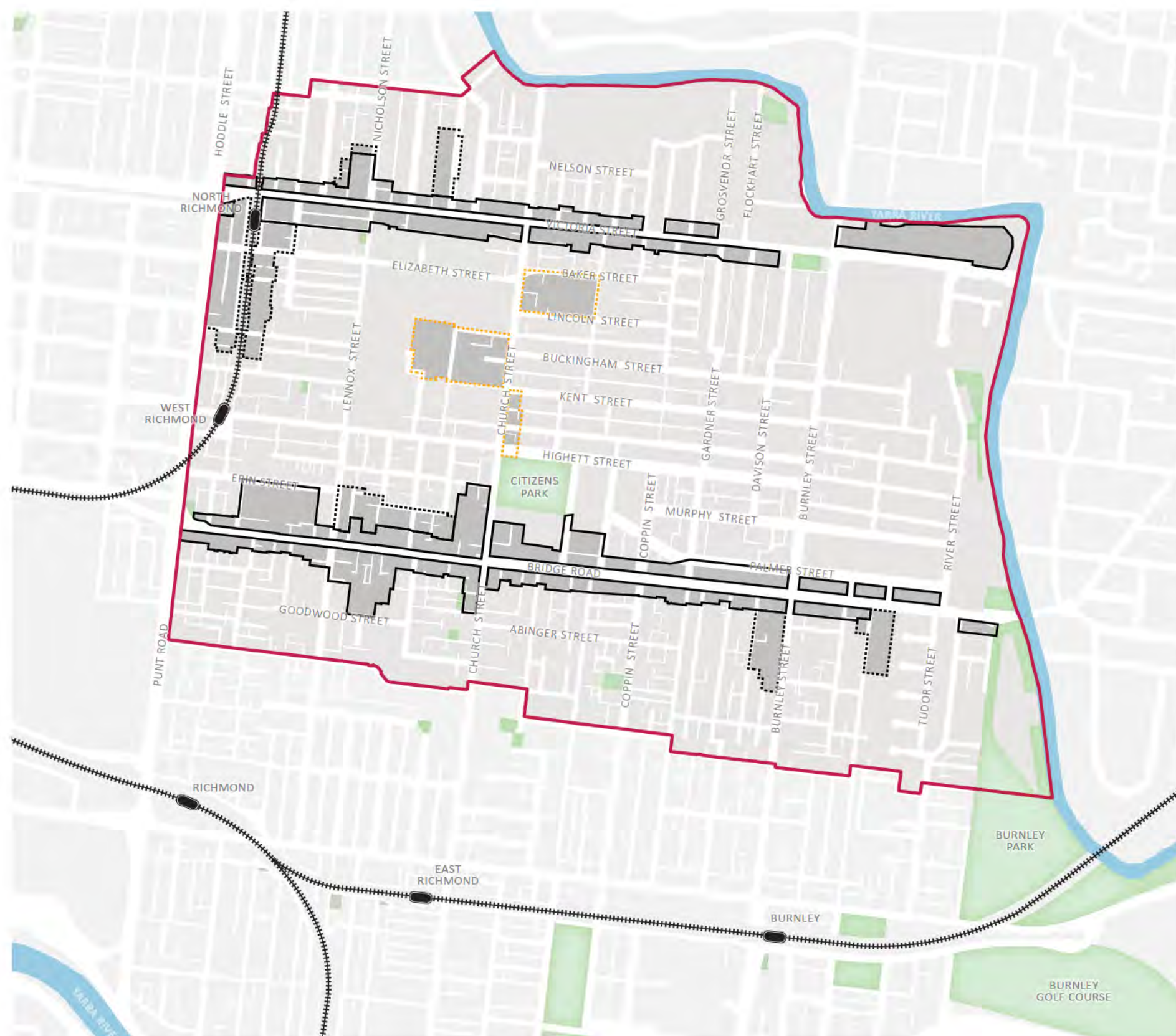
To ensure the values of these streets and surrounds are protected, a Built Form Framework is required to guide the future form and design of development to respond to these unique retail streets and adjacent commercial land.

This report provides a Built Form Framework to guide development along the Bridge Road and Victoria Street corridors and other commercial pockets. The framework is based on in-depth analysis of the strategic context, existing conditions and characteristics to establish a clear understanding of the place. The framework has been developed with specialised heritage advice by GJM Heritage to ensure any development responds appropriately to heritage buildings, streetscapes and precincts. It has also been informed by the recent review of the Yarra Landmarks Policy prepared by Ethos Urban, to understand where key views to landmark buildings and signs should be protected. Input has also been provided by Traffix Group to understand the vehicle access and movement requirements for these sites, particularly from rear laneways. This project has also been developed with close involvement from Council, including Urban Design, Strategic Planning and Statutory Planning officers.

This report sets out clear urban design principles and a built form proposition for the retail and commercial areas, along with a summary of the analysis that has informed them. It contains a clear rationale to support a planning scheme amendment to implement the framework.

This Built Form Framework Report is structured as follows:

- 1. Introduction
- 2. Context
- 3. The Place
- 4. Urban Design Principles
- 5. Built Form Framework
- 6. Implementation



1.2 Study Area

The Study Area is identified in Figure 1. It is defined by Hoddle Street in the west, the Yarra River in the north and east, and the Swan Street hinterland in the south.

Within the Study Area, the areas this Built Form Framework applies to include:

- The main activity corridors and associated “off shoots” along both Bridge Road and Victoria Street, which are on balance within the Commercial 1 Zone (C1Z) with smaller pockets within the Commercial 2 Zone (C2Z) and Mixed Use Zone (MUZ).
- Isolated pockets of land that are generally zoned either Mixed Use (MUZ) or Commercial 2 Zone (C2Z) located along Church Street.

The subject land is characterised as follows:

- Both Victoria Street and Bridge Road are generally zoned Commercial 1 Zone (C1Z), excluding some small sections of mixed use zone (MUZ) and Commercial 2 Zone (C2Z) along Victoria Street.
- Both streets have tram services and are designated Major Activity Centres (MACs) in the Yarra Planning Scheme (Clause 21.08 Neighbourhoods). The South Morang / Hurstbridge railway line extends through the western edge of the study area, parallel to Punt Road. North Richmond Station is located at the Western end of Victoria Street, and West Richmond Station is located a short walk from Bridge Road .
- There are significant landmarks, including the Skipping Girl Vinegar sign, Richmond Town Hall and the Pelaco Sign. St Ignatius Church is located on Church Street (outside the study area), however has been considered as part of the work to ensure that views of this landmark are protected.
- There are multiple Heritage Overlays that recognise buildings of both contributory and individual significance. The Study Area is also affected by a number of Design and Development Overlays including DDO2 - ‘Main Roads and Boulevards’, which requires consideration of the existing streetscapes, heritage significant, and how new development should respond to it.

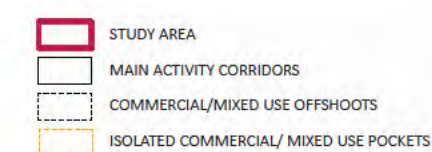


Figure 1. Study Area

1.3 Developing the Framework

The preparation of the Built Form Framework has been undertaken in four stages, all in collaboration with Council officers and heritage and traffic experts. As Yarra Council has managed similar built form projects in Yarra, this project has had involvement from other urban design experts to ensure that the process and analysis work is robust.

Stage 1: Background Research and Analysis

Urban design, heritage and transport background analyses were undertaken by the consultant team. This analysis provided information on:

- Existing zones and overlays
- Heritage grading and significant heritage streetscapes
- Land use
- Street walls
- Lot size, depth and width configuration
- Sensitive interfaces (laneway or direct residential interface)
- Movement network (public transport, laneways and shared paths)
- Development Pattern (proposed, approved, under construction or recently constructed developments)
- Landmarks, civic buildings and key views
- Character precincts

The analysis work was supported by a number of workshops with officers, Councillors and urban design experts, site visits and detailed mapping to understand the key characteristics and challenges of the place, and help determine the built form objectives for each precinct to guide the next stages of the project.

Stage 2: Built Form Principles

Following thorough analysis, Stage 2 involved the preparation of built form principles. The principles were developed through a review of the urban design principles already established through the Swan Street and Johnston Street built form review work. However they were tailored, through workshops and the use of precedents, to be locally specific.

These were then tested through a workshop with Council officers, Hansen Partnership (urban design consultants involved in a similar project), and MGS Architects (providing peer review advice on the project), to ensure a degree of consistency in approach.

Stage 3: Testing and Development of Built Form Principles

Stage 3 involved the preparation of sections and 3D modelling to test the built form principles and the application of different heights and setbacks in varying scenarios. Scenario testing was utilised to determine if the principles will deliver the desired built form response.

The testing helped to develop the preferred built form framework. The framework was then tested against other standards such as the Apartment Design Guidelines, ResCode and the Landmarks Policy.

Several workshops were conducted with the heritage consultant to ensure the built form outcomes respond appropriately to the heritage significance of the area.

Stage 4: Built Form Framework Report

This Built Form Framework Report sets out the analysis that has informed the identification of existing character precincts, preferred future character, built form principles and design guidelines. The guidelines have been drafted to allow for easy translation into a planning control.





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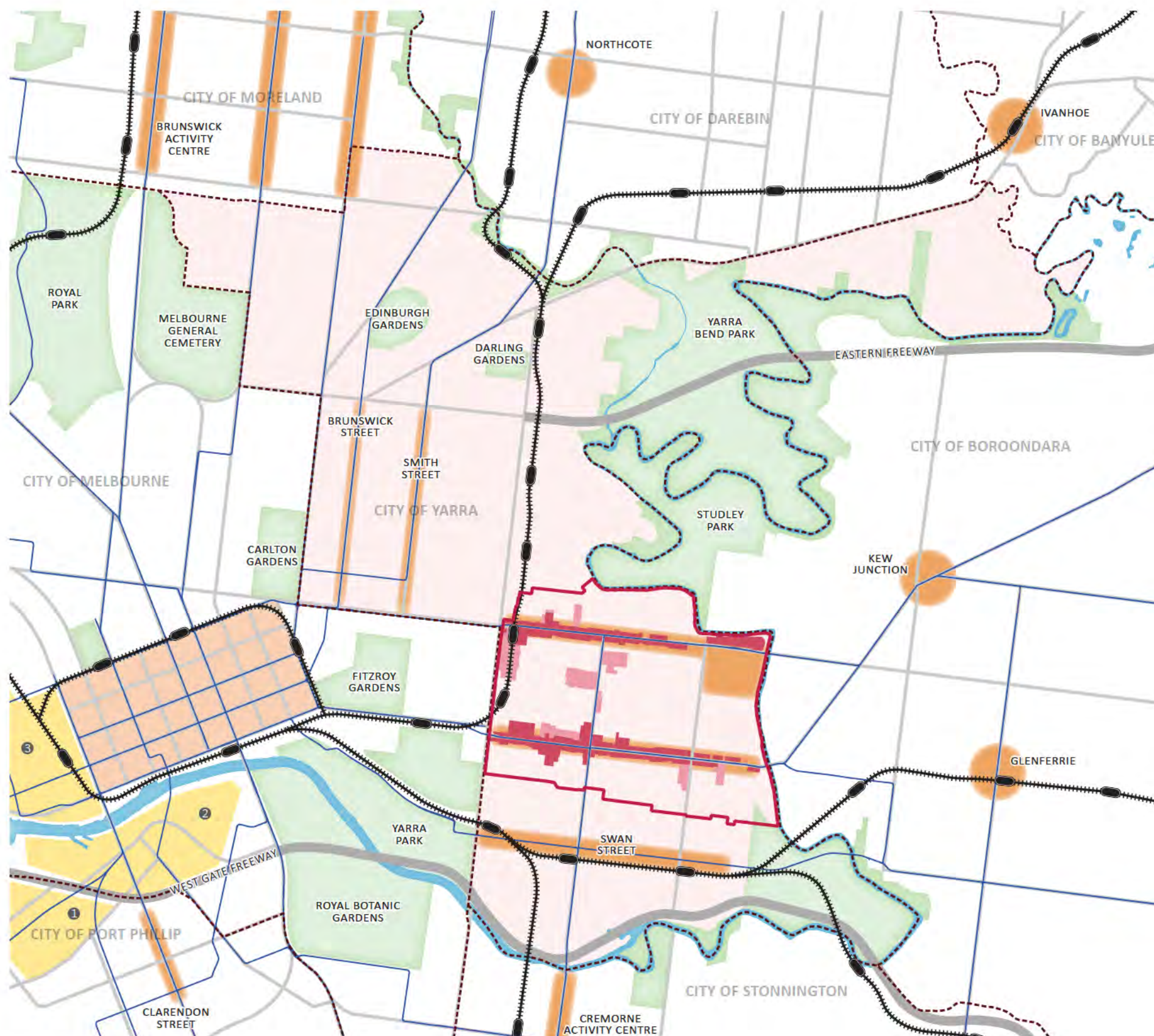
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Context



2.1 Strategic Context

Victoria Street, Bridge Road and the off-corridor pockets of commercial and mixed uses in the study area, occupy a prime location in inner Melbourne.

Some key aspects that define the Metropolitan strategic importance of the study area are:

- Victoria Street and Bridge Road are located to the east of the Melbourne CBD, approximately 2km and 1.5km respectively.
- The Yarra River defines the eastern boundary of the study area, and is of significant natural and landscape value.
- The area has excellent public transport access:
 - The North Richmond Railway Station is located within the Victoria Street section of the study area. The West Richmond Railway Station is located less than 300m away from Bridge Road. Both railway stations are on the South Morang and Hurstbridge Railway lines.
 - Tram services run along the length of both streets. Routes 12 and 109 travel along Victoria Streets. Routes 48 and 75 run along Bridge Road. Route 78 runs along Church Street.
- Both Victoria Street and Bridge Road are major roads in terms of traffic volumes and are officially declared by VicRoads as arterial roads.
- Both streets are home to significant concentrations of retail and commercial activity (as recognised by their designation as Major Activity Centres in the Yarra Planning Scheme and Plan Melbourne). But each street has a different role or image. Victoria Street is generally known for its food and Vietnamese culture and experience. Bridge Road is known for its retail factory outlets, which are currently declining.

Figure 2. Strategic context

2.2 State Planning Policy Framework

The State Planning Policy Framework (SPPF) provides the planning policy direction for the whole of Victoria, and is contained in all local Planning Schemes as clauses 10 to 19.

Relevant directions within the SPPF that have informed the background research and analysis include:

- To build up activity centres as a focus for high-quality development, activity and living for the whole community by developing a network of activity centres (Clause 11.03-1);
- To encourage the concentration of major retail, residential, commercial, administrative, entertainment and cultural developments into activity centres which provide a variety of land uses and are highly accessible to the community (Clause 11.03-2);
- To provide housing choice close to jobs and services (Clause 11.06-2);
- To create urban environments that are safe, functional and provide good quality environments with a sense of place and cultural identity (Clause 15.01-1);
- To achieve architectural and urban design outcomes that contribute positively to local urban character and enhance the public realm while minimising detrimental impact on neighbouring properties (Clause 15.01-2);
- To ensure development responds to its existing context and reinforces special characteristics of local the local environment, such as heritage key landmarks, views and vistas (Clause 15.01-2);
- To improve community safety and encourage neighbourhood design that makes people feel safe (Clause 15.01-4);
- To encourage land use and development that is consistent with the efficient use of energy and the minimisation of greenhouse gas emissions (Clause 15.02-1);
- To ensure the conservation of places of heritage significance (Clause 15.03-1);
- To locate new housing in or close to activity centres and in urban renewal precincts and sites that offer good access to jobs, services and transport (Clause 16.01-2);
- To identify areas that offer opportunities for more medium and high density housing near employment and transport in Metropolitan Melbourne (Clause 16.01-3);
- To provide for a range of housing types to meet increasingly diverse needs

(Clause 16.01-4);

- To encourage development which meet the communities’ needs for retail, entertainment, office and other commercial services and provides net community benefit in relation to accessibility, efficient infrastructure use and the aggregation and sustainability of commercial facilities (clause 17.01-1); and
- To create a safe and sustainable transport system by integrating land-use and transport (Clause 18.01-1).

Other state-wide policy documents include the following:

- The Better Apartment Design Standards (BADs) has been recently incorporated into the Planning Scheme. This document introduces state-wide planning requirements for apartment developments in Victoria.
- The Department for Environment, Land, Water and Planning (DELWP) has introduced the Urban Design Guidelines for Victoria, which provides guidance on the layout and design of buildings and public spaces.



Map 4

Key features in and around Melbourne's central city



2.3 Plan Melbourne

Plan Melbourne 2017-2050 is the strategic plan to guide Melbourne's future growth in population and employment whilst ensuring it remains liveable, sustainable and accessible for all.

It is guided by nine principles which are translated into seven outcomes or higher order objectives. Each outcome has a set of directions to achieve it. There is a strong emphasis in Plan Melbourne on growing the city in a sustainable manner that makes the best possible use of existing, well located and accessible centres such as Victoria Street and Bridge Road, both of which are identified as major activity centres (page 53).

In terms of the Built Form Framework Plan, the most relevant principles from Plan Melbourne are:

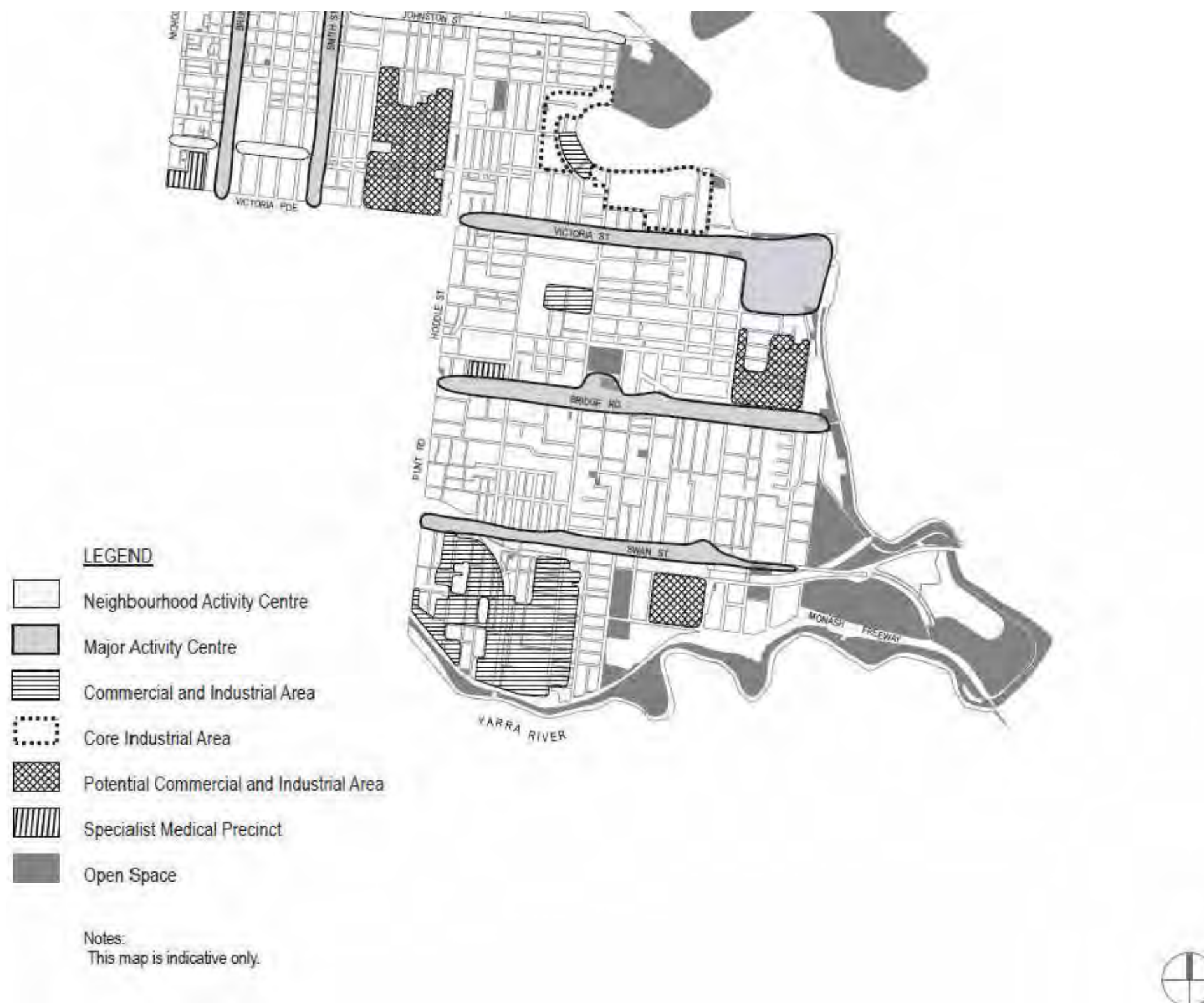
- **Principle 1: A distinctive Melbourne**, which is about the protection of heritage places and the need for new communities to respond to them. The extensive heritage fabric, in particular along Bridge Road, has to be carefully considered when proposing new built form controls.
- **Principle 5: Living locally - 20 minute neighbourhoods** refers to having the daily needs of people, excluding work, within a 20 minute walk, cycle or public transport trip. Considering the privileged central location of the study area, it provides a great opportunity for more people to live within close proximity to shops, services, etc. to meet their daily needs.

The Direction's of Plan Melbourne which have a direct application to the Built Form Framework are:

- **Direction 2.1: Manage the supply of new housing in the right locations to meet population growth and create a sustainable city.**
- **Direction 2.2: Deliver more housing closer to jobs and public transport.**
- **Direction 2.5: provide greater choice and diversity of housing.** Mixed used precincts provide the opportunity for dwelling typologies that are different from the dominant tower forms in and around the CBD.
- **Direction 4.4: respect Melbourne's heritage.**
- **Direction 5.1: Create a city of 20-minute neighbourhoods.**

In terms of activity centres, the central city, which includes the CBD, Docklands, Southbank, St Kilda Road and other emerging areas, is given pre-eminence, and the policy direction (Policy 1.1.1) is that it become the largest in Australia by 2050. The close proximity of the study area to the central city means that its continued growth will likely create land use demands on Victoria Street, Bridge Road and the identified land pockets in between.

Figure 3. Central city key features (source: Plan Melbourne 2017-2050)



2.4 Local Planning Policy Framework

The Yarra Local Planning Policy Framework (LPPF) applies to land within the municipal boundary of the City of Yarra. It is contained in clauses 21, referred to as the Municipal Strategic Statement (MSS), and Clause 22, which contains the Local Planning Policies (LPP). The Relevant clauses of the LPPF are summarised below.

Vision (Clause 21.03)

The relevant sections in the MSS vision (Clause 21.03) for the Built Form Framework are:

- Yarra will accommodate a diverse range of people.
- Yarra will have increased opportunities for employment.
- Yarra's existing retail strip shopping centres will provide for the needs of local residents, and attract people from across Melbourne.
- Yarra's historic fabric which demonstrates the development of metropolitan Melbourne will be internationally recognised.
- Yarra will have a distinctive identity as a low-rise urban form, with areas of higher development and highly valued landmarks.
- All new development will demonstrate design excellence.

Land Use (Clause 21.04)

Accommodation and housing (Clause 21.04-1) states that: Yarra will continue to accommodate its share of the housing growth of the inner Melbourne Metropolitan region.

Of particular relevance is Objective 1 - To accommodate forecast increases in population. Strategy 1.1 calls for new residential development to have regard to strategies contained in Clause 21.08 (Neighbourhoods).

Figure 4. Strategic Framework Plan (source: MSS Yarra Planning Scheme)

Built Form (Clause 21.05)

This provision has a number of sub-clauses that cover different aspects of the built environment.

Under **Heritage (Clause 21.05-1)**, it is stated that more than half of the municipality has some form of heritage protection. Objective 14, which seeks to protect and enhance Yarra’s heritage places has a the following relevant strategies:

- Strategy 14.1 Conserve, protect and enhance identified sites and areas of heritage significance including pre-settlement ecological heritage.
- Strategies 14.3 and 14.4 are to protect the heritage skyline and subdivision pattern within heritage places.
- Strategy 14.6 Protect buildings, streetscapes and precincts of heritage significance from the visual intrusion of built form both within places and from adjoining areas.

Urban Design (Clause 21.05-2) states that the municipality has a low-rise built form, mostly one and two storey, punctuated by pockets of higher development and landmark towers, spires and signs.

Objective 17 seeks to retain Yarra’s identity as a low-rise urban form with pockets of higher development.

- Strategy 17.2 is particularly relevant as it states that development within activity centres should generally be no higher than 5-6 storeys except when benefits such as the following can be achieved:
 - Significant upper level setbacks.
 - Architectural design excellence.
 - Best practice environmental sustainability objectives in design and construction.
 - High quality restoration and adaptive re-use of heritage buildings.
 - Positive contribution to the enhancement of the public domain.
 - Provision of affordable housing.

Objective 21 applies to activity centres and seeks to enhance the built form. In terms of informing built form controls, Strategy 21.3 is of importance. It encourages new development in activity centres to contribute towards their viability and consolidation.

Transport (Clause 21.06)

Has the goal to reduced private vehicle trips by facilitating walking, cycling and public transport.

The most salient, to inform this framework, is **Public Transport (Clause 21.06-2)** and the associated Strategy 31.1 **Require new development that generates high numbers of trips to be easily accessible by public transport.**

Neighbourhoods (Clause 21.06)

This sub-clause includes place-specific controls for identified neighbourhoods in the City of Yarra. What follows are those that cover the study area:

- **Abbotsford (Clause 21.08-1).** This neighbourhood’s southern boundary is Victoria Street. Clause 21.08 contains the following implementation strategies that have some bearing on the study area:
 - Support the existing industrial precinct in the vicinity of Carlton and United Beverages. This area is part of the northern interface for section of Victoria Street between Thomson Street and Grosvenor Street.
 - Maintain the visual prominence of the Skipping Girl sign at the former vinegar production site.
- **North Richmond (Clause 21.08-9).** The northern boundary of this neighbourhood is Victoria Street, whilst its southern boundary is Bridge Road. Clause 21.08 identifies three character precincts within Victoria Street: west, link and east. The relevant implementation strategies are:
 - Encouraging a mix of commercial uses at ground level along Victoria Street (east of Grosvenor Street).
 - Supporting the creation of a civic and cultural node around the Richmond Town Hall.
 - Maintaining the landmark role of Richmond Town Hall.
- **Central Richmond (Clause 21.08-10).** This is the neighbourhood between Bridge Road and Swan Street. Clause 21.08 divides Bridge Road into the following character precincts: west (from Punt Road to Church Street), Church Street to Coppin Street and Bridge Road East. Applicable implementation strategies are:
 - Reinforcing the continuity of built form along Bridge Road, east of Church Street.
 - Maintaining the visual prominence of the prominence of the Pelaco sign and the Spire of St Ignatius Cathedral.

Development Guidelines for sites subject to the heritage overlay (Clause 22.02)

This policy guides the protection and improvement of places, including buildings, identified as having cultural and natural heritage significance. Every building is classified as being individually significant, contributory or non-contributory within a given heritage overlay area.

The objectives relevant to the Built Form Framework are:

- To conserve the historic fabric and maintain the integrity of places of cultural heritage significance.
- To retain significant view lines to, and vistas of, heritage places.
- To preserve the scale and pattern of streetscapes in heritage places.

Landmarks and tall structures (Clause 22.03-1)

This is a policy that seeks to retain important landmarks and icons in the municipality and the view lines to them. Those identified that are contained within the study area are:

- the Clocktower of Richmond Town Hall;
- the Spire of St Ignatius Cathedral;
- the Pelaco sign; and
- and the Skipping Girl Vinegar sign.

Recently, Ethos Urban Completed a review of the landmarks within and external to the study area. This work has informed this built form framework and the heights and setbacks proposed in each precinct.

Interface uses policy (Clause 22.05)

This policy has the aim of minimising conflicts between the residential and commercial-industrial uses within the municipality, to facilitate their continued co-existence.

Dwelling Design (Clause 22.05-4.1) calls for new housing to use setbacks, amongst other design responses, to minimise the impacts of noise, overlooking and other amenity impacts from industrial-commercial uses.

Non-Residential Development Near Residential Properties (Clause 22.05-4.2) seeks to minimise overlooking from residential uses into new commercial and industrial developments by the use of setbacks, amongst other design measures.

Development abutting laneways (Clause 22.07)

This policy aims to retain laneways and enhance their amenity. Of particular relevance is that, when the possibility exists, laneways be used for vehicular access instead of the street frontages.

Relevant policy under this clause is:

- Development respect the scale of the surrounding built form.
- Development not obstruct existing access to other properties in the laneway.

Built form and design policy (Clause 22.10)

This policy applies to all new developments, except those affected by the heritage overlay. The Design Objectives must be met whereas the Design Guidelines are a means to meet the objectives and, consequently, other solutions may be considered by Council.

Urban form and character (Clause 22.10-3.2) has the following relevant Design Objective: to retain and extend the City’s fine grain of street pattern and urban form.

Setbacks & Building Height (Clause 22.10-3.3) has Design Objectives to ensure that the setbacks and height of new developments are appropriate for the desired neighbourhood character.

Street and Public Space Quality (Clause 22.10-3.4) has a Design Objective to ensure ground levels and interface treatments positively engage with the public realm.

Site Coverage (Clause 22.10-3.6) must complement the desired neighbourhood character, as per the Design Objective.

Off-Site Amenity (Clause 22.10-3.8) has the objective that new developments should not affect the rights of adjoining land owners, in particular residential, in terms of solar access, privacy and noise.

Public Open Space Contribution (Clause 22.12)

This policy applies to all residential and mixed use proposals with a residential component. Noteworthy is the fact that land contributions are preferred over cash contributions in all three neighbourhoods that cover the study area, that is Abbotsford, North Richmond and Central Richmond.

Summary of Built Form Implications

Plan Melbourne and State policy seek that Melbourne grows in a sustainable manner in locations such as the study area that has strong access to existing public transport and services. However, the future growth of these activity centres needs to be measured and guided to achieve architectural and urban design outcomes that respond to the identity of each place.

At the local level, policy describes Bridge Road and Victoria Street and the importance of retention of their cultural ecosystems.

Bridge Road’s heritage streetscape and significant landmark s should be key drivers to its future form, supporting the legibility of the place.

Victoria Street has a strong retail character at its western end drive by its Vietnamese cultural influence making it a vibrant and eclectic place. The eastern end however holds a mix of uses and form allow for a new character and intensification.

The built form control for each street and associated offshoots and isolated pockets need to respond to the individual and unique identity of each place.

2.5 Zoning

Within the study area, both Victoria Street and Bridge Road are predominantly zoned Commercial 1 Zone (C1Z). However there are some pockets of C2Z and MUZ. These are either offshoots to Bridge Road and Victoria Street to the north or south, or are located in isolated pockets along Church Street.

The purpose of the C1Z is to “create vibrant mixed use commercial centres” where there is retail, offices, community uses, entertainment and also residential use at a density that complements the role and scale of the centre. This is in keeping with the MAC designation of both streets.

Victoria Street

Along Victoria Street, there are some sections of Commercial 2 Zone (C2Z), the largest being one block back from the street between the rail line and Lennox Street. Another pocket is located along Hoddle Street between Victoria Street and York Street. C2Z also provides for a mix of commercial uses but includes bulk goods retailing, some manufacturing and industries. It does not allow for residential uses. It is an important mechanism within the Activity Centre to enable development for employment uses to provide people jobs close to where they live.

There is a smaller pocket of Mixed Use Zone (MUZ) to the southeast of Victoria Street, beyond Leslie Street. Worth highlighting is the MUZ land corridor at either side of North Richmond Station and extending south just beyond York Street. Some of these pockets have areas zoned PUZ, predominantly PUZ7 (i.e. currently for public use).

Bridge Road

Along Bridge Road, other non-C1Z zones, within the study area, are the Special Use Zone Schedule 5 (SUZ5) for the Epworth Richmond Private Hospital. Richmond Town Hall and associated buildings are zoned Public Use Zone 6 and 7 (PUZ6 and PUZ7), as befits their public use.

The offshoots to Bridge Road are either zoned C2Z or MUZ. The MUZ is a residential zone with the aim of providing a complementary mix of uses and higher density housing. Developments within the zone should respond to the existing or preferred neighbourhood character.

Refer to Figures 13 and 14 for zoning maps.

2.6 Built Form and Design Overlays

Overlays in the study area affecting built form and design include the Design and Development Overlay (DDO), the Development Plan Overlay (DPO) and other overlays that have a direct built form impact such as the Special Building Overlay (SBO), etc. Because of its importance and extent, the Heritage Overlay (HO) is discussed in a dedicated section.

Victoria Street

Due to its industrial past, significant patches of Victoria Street and its offshoots in the west in particular are affected by the Environmental Audit Overlay (EAO). In particular along the northwestern side of Victoria Street and over the ‘off corridor’ pocket on either side of North Richmond Station. There are also some areas affected by the EAO within the off corridor pockets and at the eastern end of Victoria Street. This land may have been contaminated so it is a requirement that, for a development with sensitive uses (e.g. residential), an environmental audit be conducted.

The most extensive overlay in the eastern part of Victoria Street is DDO2. DDO2 has the design objective of protecting and enhancing the heritage streetscape of significant main roads and boulevards in the City of Yarra. DDO2 provides limited guidance on the how to achieve its objectives. Hence the need for a built form framework to be prepared.

DDO1 also applies to pockets of the eastern end of Victoria Street. This provides height and setback controls for sites to the east of Burnley Street on the north side of Victoria Street.

Finally, the northern third of the large lots opposite the Victoria Gardens Shopping Centre are affected by the Land Subject to Inundation Overlay (LSIO). The area is within the 1 in 100 year flood plane of the Yarra River.

Bridge Road

The most consistent overlay applied to Bridge Road is HO, which is described in more detail at Section 2.7. There is a smaller area along Bridge Road, from Burnley Street to the Yarra River, that is also affected by DDO2.

An SBO covers a significant area of Bridge Road, between Lyndhurst Street and Fraser Street, and the pocket along the eastern side of Church Street. These areas may suffer inundation due to overland flow paths from the drainage system.

Refer to Figures 15 and 16 for overlay maps.

2.7 Heritage Overlays

The City of Yarra has a significant wealth of built form from the Victorian and Edwardian eras, with large areas being protected by the use of the Heritage Overlay (over half the municipality is covered by the heritage overlay). Within the heritage overlay areas there are buildings considered to be individually significant, those that are contributory and those that are non contributory.

Built heritage in the study area is comprised of both singular, architecturally significant buildings and street sections of mostly intact façades representative of pre-WWI and some inter-war architecture.

Bridge Road

Bridge Road contains the most significant and intact heritage properties of the study area. This can be seen in the large extents of HO310 that cover both sides of the street from Hoddle Street to Gardener Street and the southern side nine lots east of Burnley Street. Further work from GJM has also identified the southern side of Bridge Road (between Hoddle and Burnley Streets) as being significant heritage streetscapes which provide additional value to the character of the area.

The **statement of significance for HO310** (extracted from **City of Yarra Review of Heritage Overlay Areas 2013**) describes the precinct as:

Today the majority of the Victorian-era buildings in Bridge Road date from the 1870s and 1880s when the advent of horse drawn omnibuses brought shoppers to the area. These were replaced by cable trams in 1885 and an electrified tram service in 1916, each new mode of transport improving access to the shops and residences lining the road.

The historical and architectural focus of the street, the Richmond municipal offices and town hall complex (incorporating a courthouse), was constructed on the courthouse reserve in 1869-1871 and redeveloped in the 1930s in a Neo-Egyptian manner. Separate post office and police station buildings were added in 1871. Over time, as the civic centre of Richmond, this became the site for other public buildings erected in the vicinity of the town hall group.

Other significant heritage sites are the Pelaco Sign (HO259), erected above their factory, within one of the off-corridor pockets, but clearly visible from Bridge Road. It is another iconic sign used as a local landmark. Another significant off-corridor site is the Richmond Baths (HO261).

Victoria Street

Victoria has a mixed character of heritage buildings and non-heritage, however there are some significant heritage buildings, such as:

- The National Bank of Australasia (HO54).
- Small sections sections of two storey shops, mostly Victorian-Edwardian Architecture (e.g. HO408, HO290).
- The Skipping Girl Vinegar site including the neon sign (HO63 and HO353). This is visually prominent icon.
- A 1880s bluestone house and warehouse (HO65), previously known as the Alma Woolworths Complex..

For the heritage overlay plans refer to the appendices.



Figure 5. Heritage streetscape on south side of Bridge Road



Figure 7. Heritage facade on south side of Bridge Road



Figure 6. View looking west along Bridge Road towards Town Hall



Figure 8. Skipping Girl Vinegar sign and built form



Figure 9. The National Bank of Australasia on the northern side of Victoria



Figure 10. 2 storey heritage built form on Victoria Street



Figure 11. 2 storey heritage built form on Victoria Street



Figure 12. Skipping Girl Vinegar sign and built form

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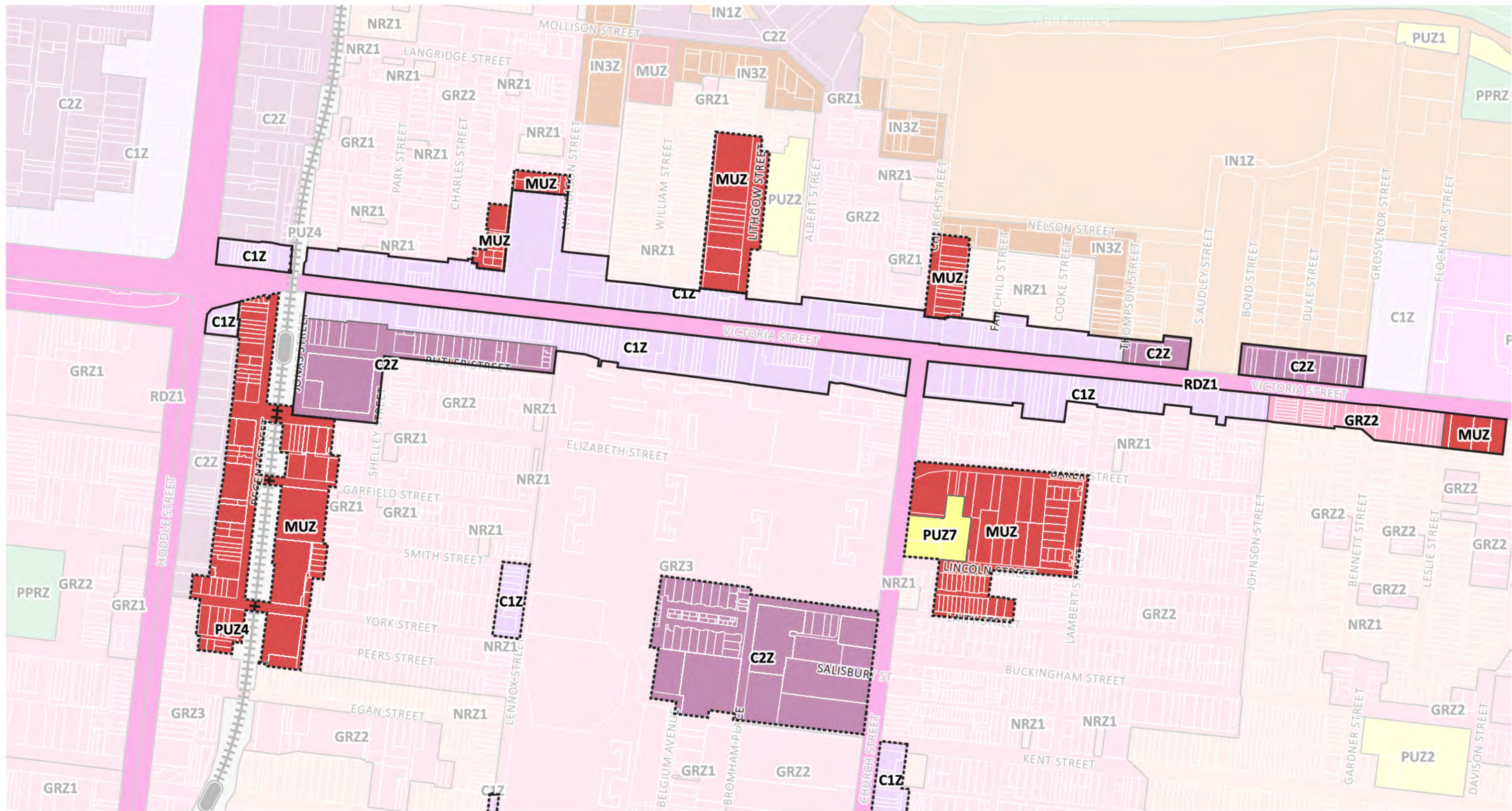
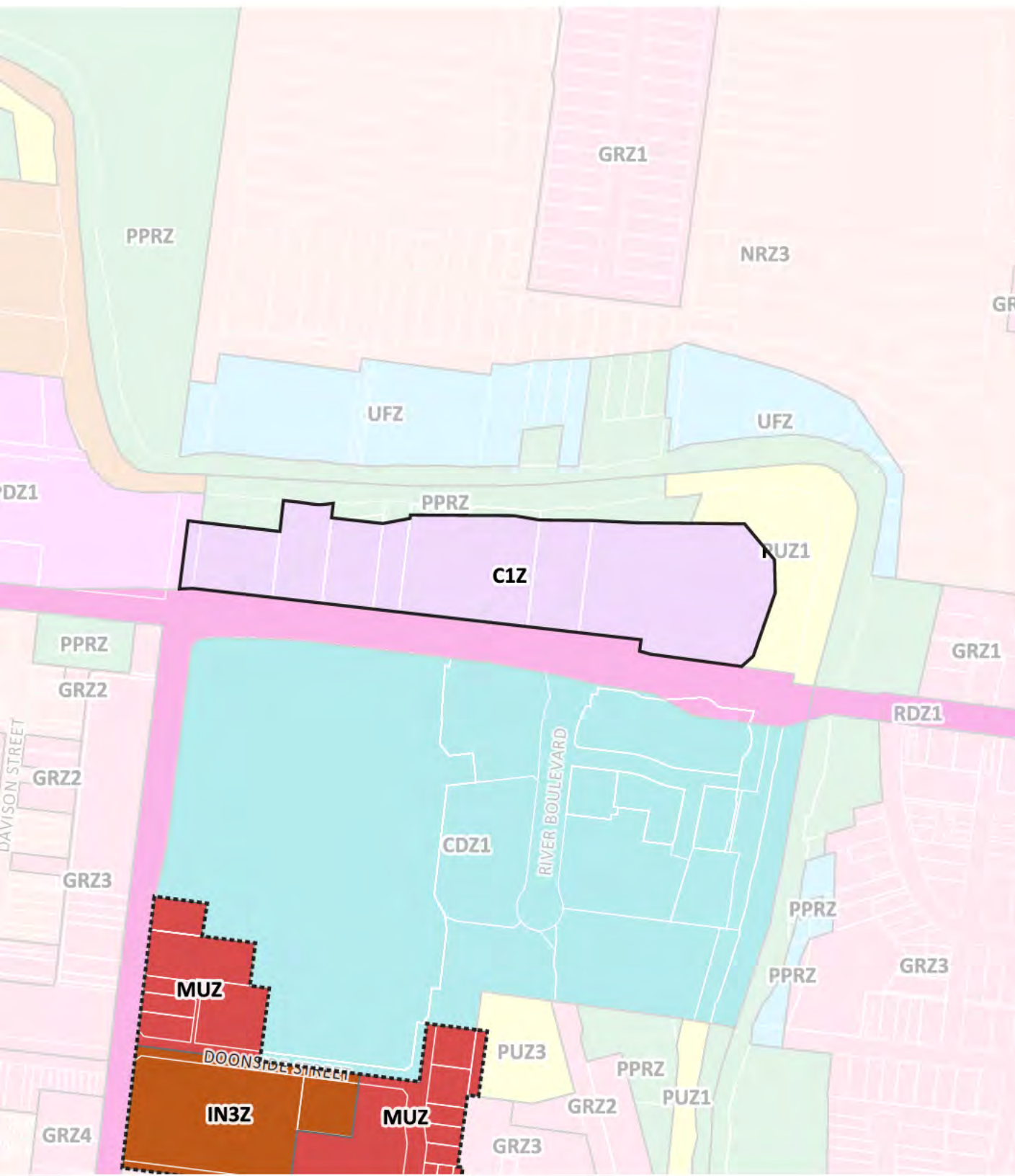


Figure 13. Zones: Victoria Street



- RETAIL CORE**
- COMMERCIAL/MIXED USE CORRIDOR**
- ZONES**
- COMMERCIAL 1 ZONE (C1Z)
 - COMMERCIAL 2 ZONE (C2Z)
 - COMPREHENSIVE DEVELOPMENT ZONE SCHEDULE 1 (CDZ1)
 - NEIGHBOURHOOD RESIDENTIAL ZONE SCHEDULE 1 AND 3 (NRZ1 AND NRZ3)
 - GENERAL RESIDENTIAL ZONE SCHEDULE 1, 2, 3 AND 4 (GRZ1, GRZ2, GRZ3 AND GRZ4)
 - MIXED USE ZONE (MUZ)
 - INDUSTRIAL 1 ZONE (IN1Z)
 - INDUSTRIAL 3 ZONE (IN3Z)
 - PRIORITY DEVELOPMENT ZONE (PDZ1)
 - PUBLIC PARK AND RECREATION ZONE (PPRZ)
 - PUBLIC USE ZONE SERVICE AND UTILITY (PUZ1)
 - PUBLIC USE ZONE EDUCATION (PUZ2)
 - PUBLIC USE ZONE HEALTH AND COMMUNITY (PUZ3)
 - PUBLIC USE ZONE OTHER PUBLIC USE (PUZ7)
 - PUBLIC USE ZONE TRANSPORT (PUZ4)
 - ROAD ZONE CATEGORY 1 (RDZ1)
 - URBAN FLOODWAY ZONE (UFZ)

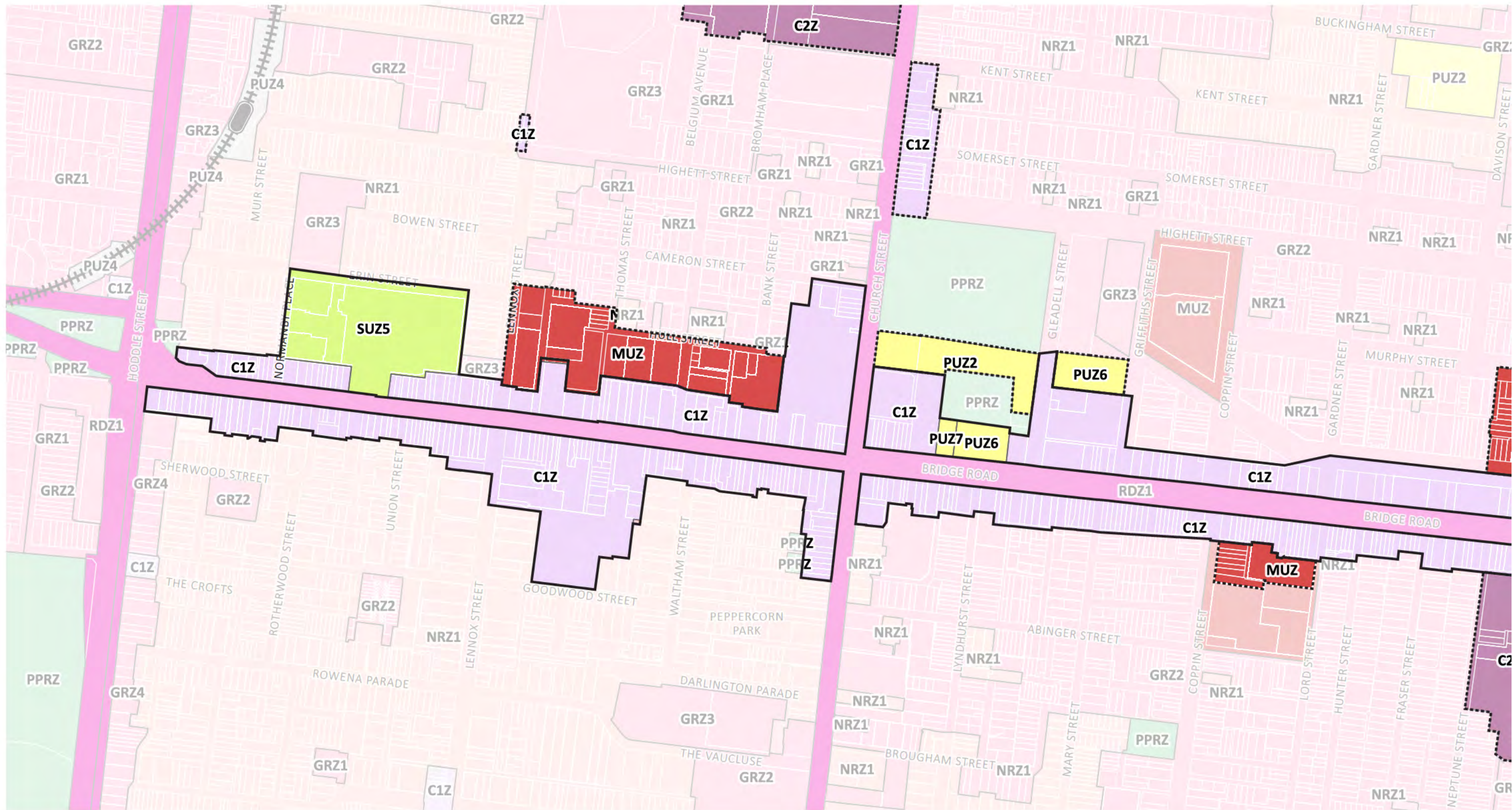
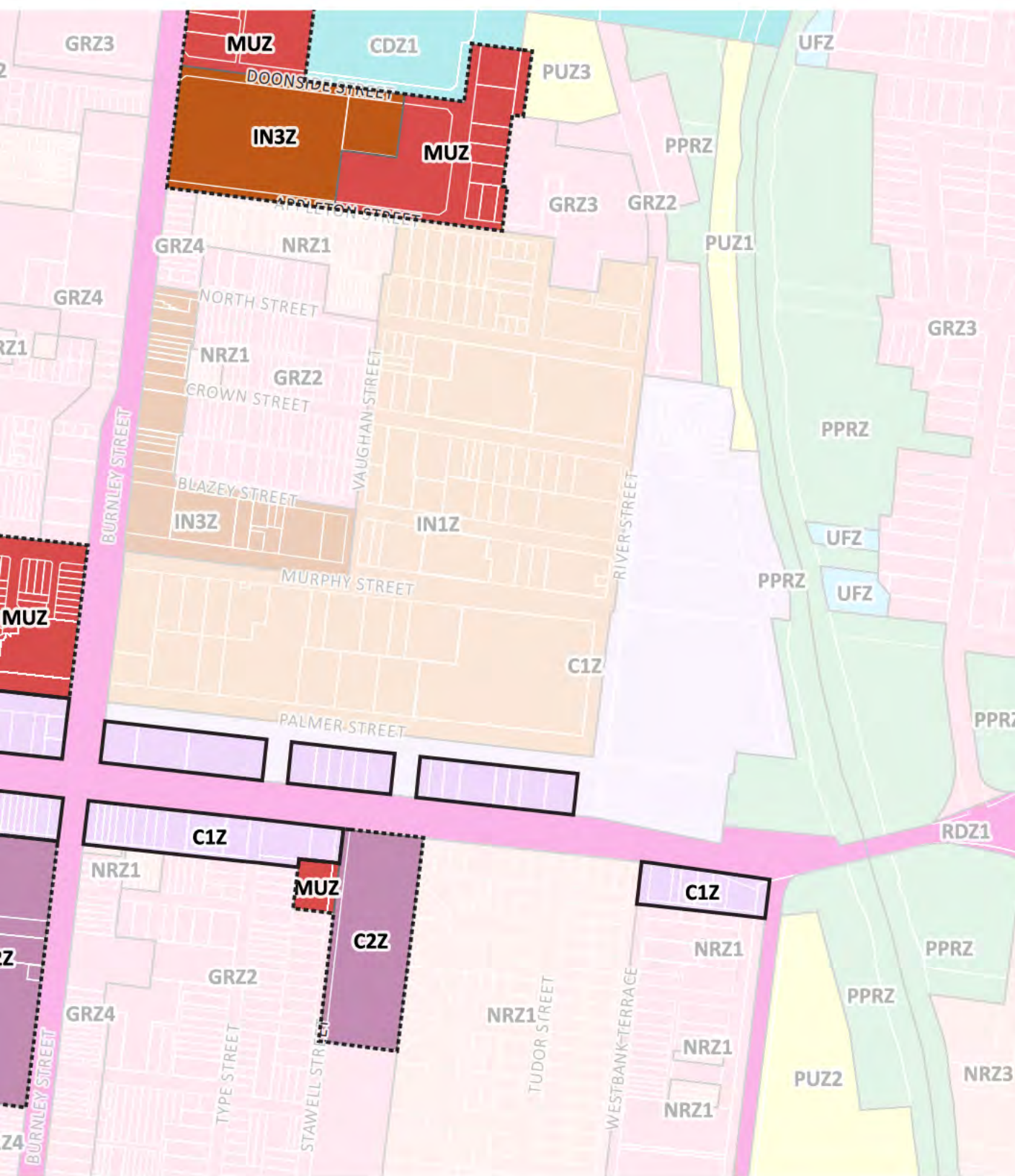

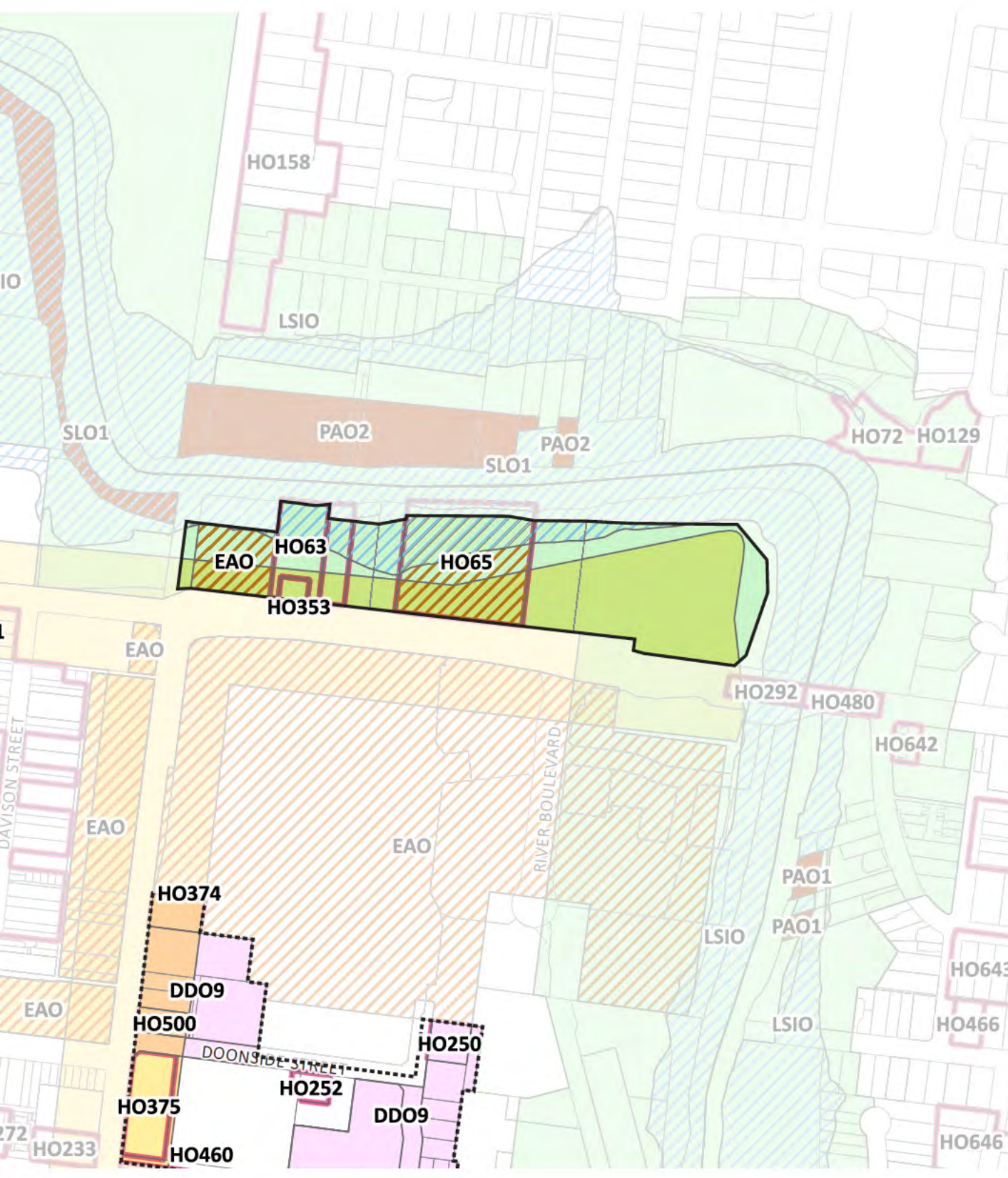


Figure 14. Zones: Victoria Street



-  RETAIL CORE
-  COMMERCIAL/MIXED USE CORRIDOR
- ZONES**
-  COMMERCIAL 1 ZONE (C1Z)
-  COMMERCIAL 2 ZONE (C2Z)
-  COMPREHENSIVE DEVELOPMENT ZONE SCHEDULE 1 (CDZ1)
-  NEIGHBOURHOOD RESIDENTIAL ZONE SCHEDULE 1 AND 3 (NRZ1 AND NRZ3)
-  GENERAL RESIDENTIAL ZONE SCHEDULE 1, 2, 3 AND 4 (GRZ1, GRZ2, GRZ3 AND GRZ4)
-  MIXED USE ZONE (MUZ)
-  INDUSTRIAL 1 ZONE (IN1Z)
-  INDUSTRIAL 3 ZONE (IN3Z)
-  PRIORITY DEVELOPMENT ZONE (PDZ1)
-  PUBLIC PARK AND RECREATION ZONE (PPRZ)
-  PUBLIC USE ZONE SERVICE AND UTILITY (PUZ1)
-  PUBLIC USE ZONE EDUCATION (PUZ2)
-  PUBLIC USE ZONE HEALTH AND COMMUNITY (PUZ3)
-  PUBLIC USE LOCAL GOVERNMENT (PUZ6)
-  PUBLIC USE ZONE OTHER PUBLIC USE (PUZ7)
-  PUBLIC USE ZONE TRANSPORT (PUZ4)
-  ROAD ZONE CATEGORY 1 (RDZ1)
-  URBAN FLOODWAY ZONE (UFZ)



-  RETAIL CORE
-  COMMERCIAL/MIXED USE CORRIDOR
- OVERLAYS**
-  HERITAGE OVERLAY (HO)
-  LAND SUBJECT TO INUNDATION OVERLAY (LSIO)
-  PUBLIC ACQUISITION OVERLAY (PAO)
-  SPECIAL BUILDING OVERLAY (SBO)
-  SIGNIFICANT LANDSCAPE OVERLAY (SLO)
-  ENVIRONMENTAL AUDIT OVERLAY (EAO)
-  ENVIRONMENTAL SIGNIFICANCE OVERLAY (ESO)
-  DEVELOPMENT PLAN OVERLAY (DPO)
-  DESIGN AND DEVELOPMENT OVERLAY (DDO)
-  INCORPORATED PLAN OVERLAY (IPO)

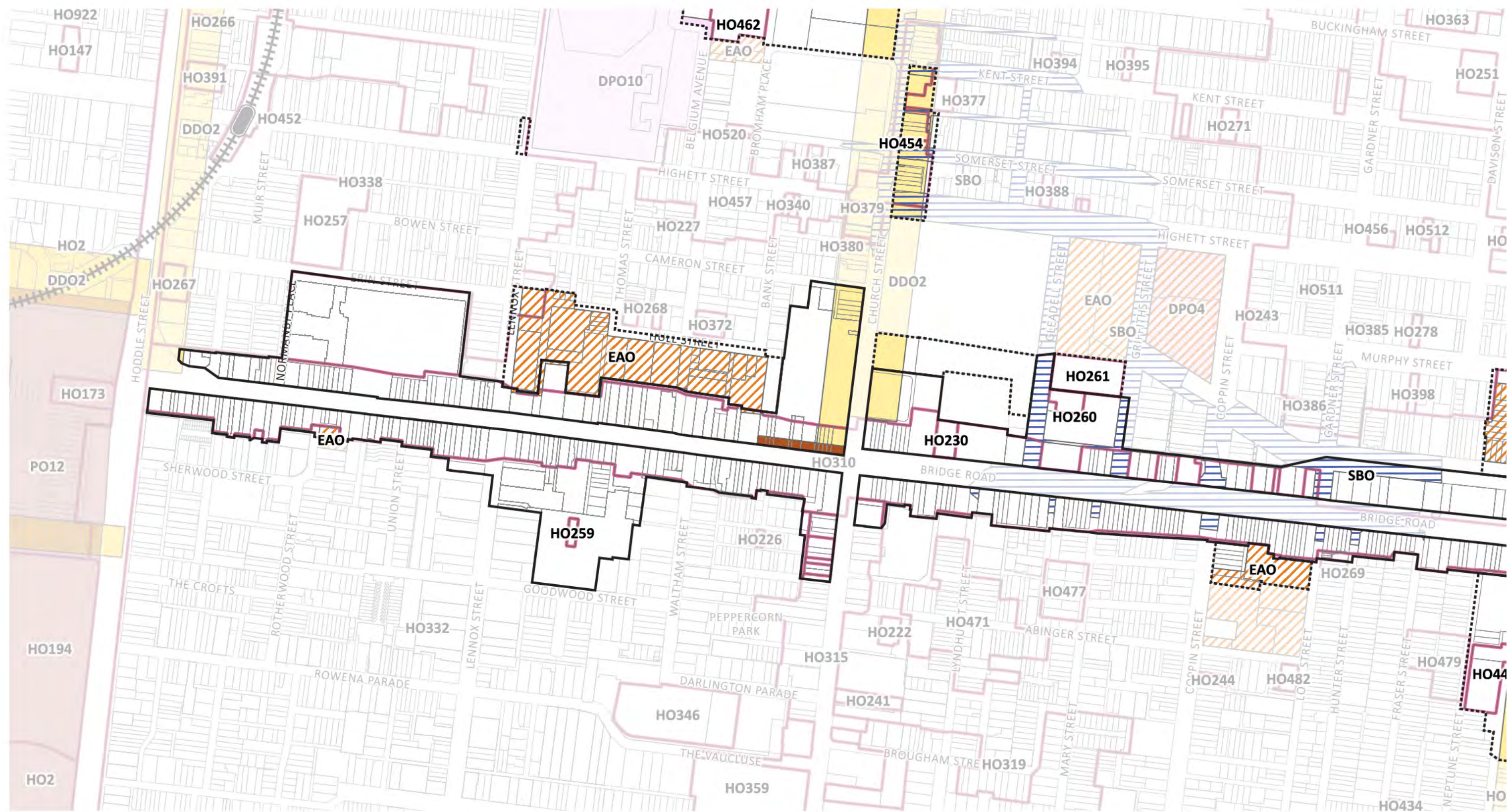
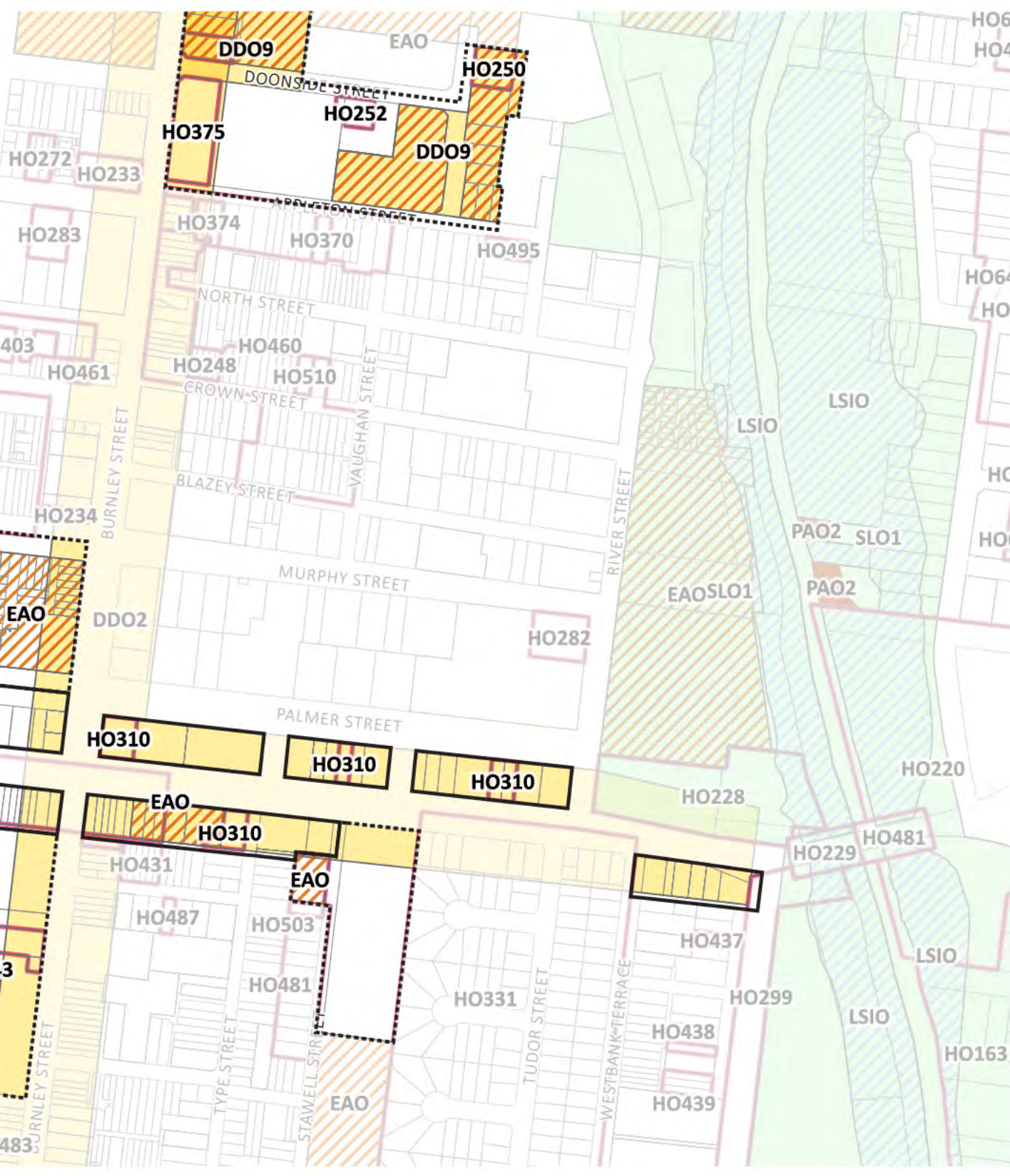













Figure 16. Overlays: Bridge Road



-  RETAIL CORE
-  COMMERCIAL/MIXED USE CORRIDOR
- OVERLAYS**
-  HERITAGE OVERLAY (HO)
-  LAND SUBJECT TO INUNDATION OVERLAY (LSIO)
-  PUBLIC ACQUISITION OVERLAY (PAO)
-  PARKING OVERLAY (PO)
-  SPECIAL BUILDING OVERLAY (SBO)
-  SIGNIFICANT LANDSCAPE OVERLAY (SLO)
-  ENVIRONMENTAL AUDIT OVERLAY (EAO)
-  DEVELOPMENT PLAN OVERLAY (DPO)
-  DESIGN AND DEVELOPMENT OVERLAY (DDO)



LANE

CLUB

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RANGE ROVER

YUA 290

130



3.0

The Place

3.1 Urban Structure

The study area includes the suburbs of Richmond and Abbotsford, some of Melbourne’s earliest suburbs. These are established areas which are defined by a number of interconnected elements that characterise the overall structure and form of the area.

Street Pattern

- As an early part of Melbourne established in the 1850s, the study area has a grid of major streets running east-west and north-south. Consequently, the most prominent urban elements in the study area are the east-west street corridors of Victoria Street and Bridge Road, and their intersections with Church Street and Burnley Street.
- The entry points to Victoria Street and Bridge Road are defined at the western end by the wide parades narrowing down to the traditional retail streets. These have been reinforced in recent times with public art and widened road reserves to mark their importance.
- Bridge Road (east of Church Street) and Victoria Street (east of Burnley Street) widen from 20 metre wide streets to 30 metre wide streets, which provides more open views along the street.
- Hoddle Street, with its wide road reserve and six lanes of traffic, strongly defines the western boundary of the study area. This busy road acts as significant movement barrier and marks a break in the built form.

Topography

- Bridge Road has a varied topography, and the western half sits on Richmond Hill, offering different views and pedestrian experience along the street.

Infrastructure

- An important transport infrastructure corridor is that created by the South Morang and Hurstbridge railway line , with its elevated railway line traversing the study area along its western side from Freeman Street to continuing north beyond Victoria Street.

Land Use

- Both Bridge and Victoria Street extend well beyond the study area and into other suburbs and municipalities, making them important movement corridors in inner Melbourne. Because of this, and their mostly fine grain pattern reflective of pre-WWII development, they are important retail and commercial corridors with a great variety and density of commercial uses.
- The main retail areas, for both Victoria Street and Bridge Road, are to the west of Church Street. To the east of Church Street, larger format retail and commercial uses have become more predominant, in particular along Victoria Street and the northern side of Bridge Road. These areas had substantial industrial uses that, over time, have waned and the sites have been redeveloped for other uses. However there are large industrial precincts located close to the retail corridors (e.g. Carlton & United Breweries).
- The middle section of Bridge Road has developed with the Richmond Town Hall, leisure centre, market and future high school. The Town Hall sits proud of its surroundings and helps to define this is as a civic hub.

Built Form and Landmarks

- The prevailing subdivision pattern on both streets, particularly west of Burnley Street, is that of narrow frontages with depths of 30-35 metres, mostly developed to heights of two storeys. This fine grain of development is reflective of the period of initial subdivision in the late 1800s.
- The western half of Bridge Road (between Hoddle and Church Street) and the southern section east of Church Street is strongly characterised by fine grain heritage buildings.
- The legibility of both street corridors is enhanced due to the existence of the Richmond Town Hall, St Ignatius Church and prominent signs (e.g. Skipping Girl and Pelaco).
- The Epworth Hospital and Richmond Town Hall are more prominent buildings along Bridge Road which define the health and civic functions of the area.
- Bridge Road has experienced some change in recent years, on the north-side between Lennox and Church Street, which has introduced some taller forms with generous setbacks from the front heritage building.
- Victoria Street has a mix of heritage and non-heritage buildings along the street. A fundamental change in the last fifteen years has been the introduction of the Victoria Gardens Shopping Centre and surrounding residential apartments. This has created a significant shift in character and

rise in activity along the eastern end of Victoria Road and the northern end of Burnley Street.

Public Realm and Landscaping

- The Yarra River defines the east and approximately two thirds of the north of the study area. It provides a significant landscape and habitat corridor which can be accessed from the eastern ends of Victoria Street and Bridge Road.
- Both Bridge Road and Victoria Street are important pedestrian routes within the City of Yarra. Maintaining solar access to key footpaths will be important to maintaining a high quality public realm.
- There are limited public open spaces along the Bridge Road and Victoria Street corridors, although larger open spaces can be accessed at the western and eastern ends. Retention of solar access to existing and future parks within the study will be important to retaining a high quality public realm.

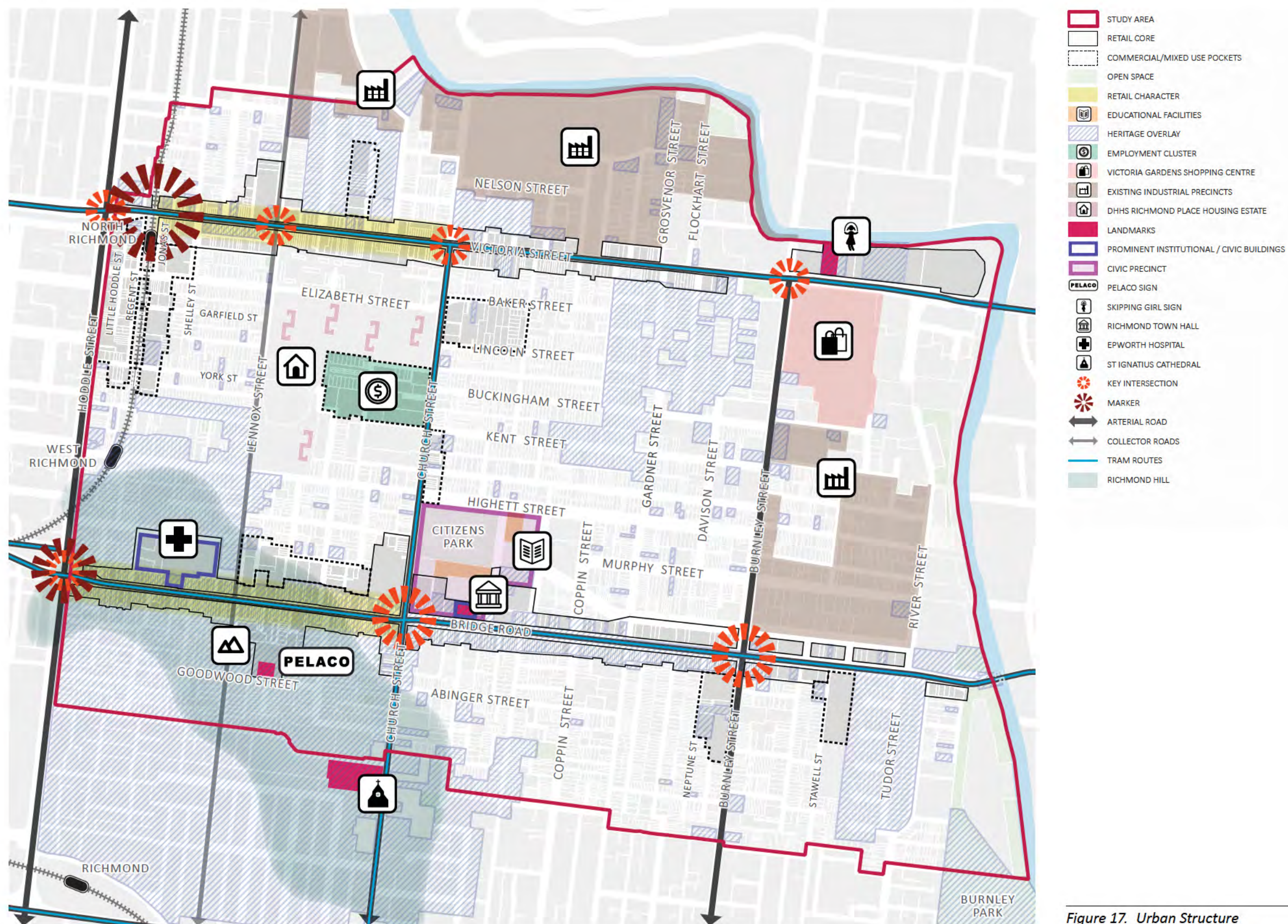


Figure 17. Urban Structure

3.2 Heritage Grading

GJM Heritage has prepared a **Victoria Street and Bridge Road Heritage Analysis and Recommendations** report to inform this report. Its review and analysis of the heritage fabric in Victoria Street, Bridge Road and the off-corridor pockets, is intended to ensure that any future built form controls for the subject land take heritage values into consideration.

To better ascertain the relative value of the buildings in the study area, they were evaluated in accordance with the standard grading used by Heritage Victoria and also employed in the **City of Yarra Review of Heritage Overlay Areas 2017 (updated March 2013)**.

The heritage values normally considered are contained in the **Planning and Environment Act 1987** Section 4(1), (d) and are scientific, aesthetic, architectural, historical or other special values such as social and/or spiritual. In the case of the heritage review, they have been largely limited to architectural and historic.

The grades (as contained in the **City of Yarra Review of Heritage Overlay Areas 2017 (updated March 2013)** used as the basis for the **Heritage Analysis and Recommendations**) are:

- **Contributory:** contributes to the significance of a heritage place. It includes buildings, building groups, and works as well as building or landscape parts, such as chimneys, verandahs, wall openings, rooflines, and paving, also referred to as Contributory elements.
- **Individually significant:** a heritage place in its own right and either from the main development period of the Heritage Overlay area or from another development period. Within a Heritage Overlay area each Individually significant building is also Contributory.
- **Not contributory:** not individually significant and not a contributory element to a heritage place.

Whilst initially the grading of the heritage streetscapes was considered, following an approach similar to that of City of Melbourne (from 1 to 3, with 1 being the highest), ultimately it was deemed sufficient that the value of these streetscape be incorporated within the relevant Statement of Significance and that the built form controls are informed by their value.

From this heritage report a number of recommendations have been provided to either include or remove individual building from the existing heritage overlays, and what specific built form outcomes will help protect the heritage in the study area. These built form recommendations have informed the Built Form Framework.

3.3 Heritage Streetscapes

The built form heritage in the study area is comprised of a combination of individual heritage sites and equally important heritage streetscapes which are a defining element of both street corridors but, in particular, Bridge Road (as is noted by the extension of HO230).

GJM in their **Heritage Analysis and Recommendations** report suggest the following:

After completing a detailed heritage review of the Victoria Street and Bridge Road High Streets, along with other High Streets within the City of Yarra, it has become evident that the heritage significance of parts of the study area extends beyond being a collection of ‘individually significant’ and ‘contributory’ buildings, but that the significance was more fine-grained than a precinct-wide consideration. In effect, within specific sections of Victoria Street and Bridge Road, the significance of those sections is greater than the sum of their parts.

This is not true of the entire length of these commercial corridors, but rather those highly intact streetscapes in which there is homogenous built form, high quality architectural design and a consistent period of development.

A street is considered to have a significant streetscape if there is a predominance of individually significance or contributory buildings, there is a high degree of built form and architectural consistency and the buildings are mostly intact. More specifically, GJM developed the following criteria to identify significant streetscapes within the City of Yarra’s historic high streets:

- The vast majority of buildings are ‘contributory’ or individually significant’ with few ‘non contributory’ buildings or intrusive developments.
- There is a high degree of consistency in terms of scale, setbacks, street wall height, architectural form and style
- The streetscape consists of development from a similar construction period.
- The streetscape demonstrates a high level of intactness.
- Where ‘not-contributory’ buildings exist, these are generally not intrusive elements in the streetscape.
- There is a high level of architectural/ aesthetic significance and or architectural/ aesthetic significance and/ or architectural quality.
- The significant streetscape generally extends over more than two (2) complete blocks and reads as a coherent and largely consistent streetscape.

Based on this criteria, heritage streetscapes are identified at Figure 18 overleaf.

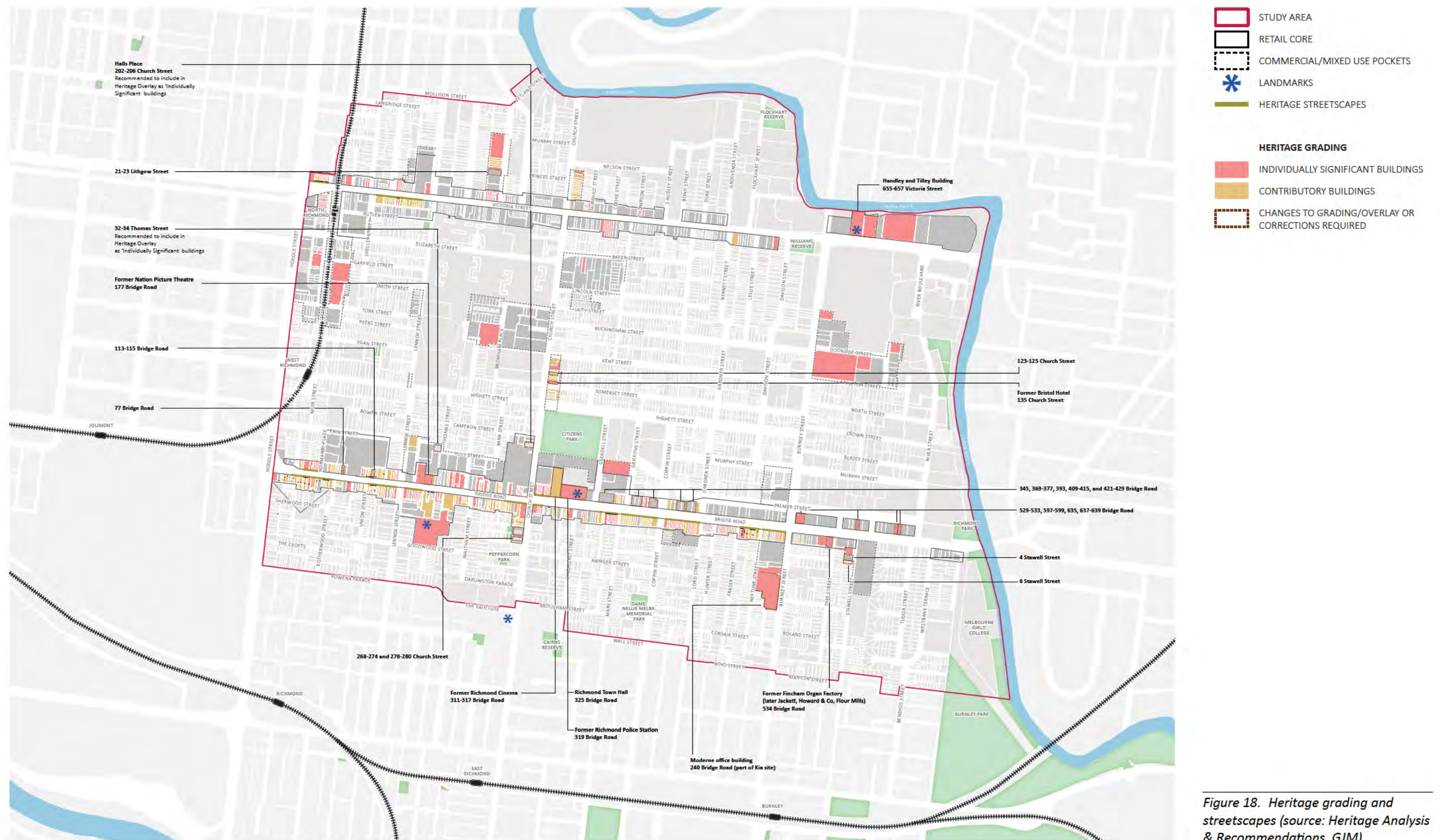


Figure 18. Heritage grading and streetscapes (source: Heritage Analysis & Recommendations, GJM)

3.4 Landmarks

The City of Yarra is home to some significant landmarks which are important to the identity of the City. Retention of key view lines to landmark has formed part of the analysis in determining the built form framework for Bridge Road and Victoria Street.

To provide more specific guidance of key view lines to landmarks than Clause 22.03 'Landmarks and Tall Structures', Ethos Urban was engaged by the City of Yarra to prepare a Landmarks and Views Assessment Report. As relevant to the study area, the report completed view assessments for the following landmarks:

- Landmark 1: Clock Tower of Richmond Town Hall, Bridge Road
- Landmark 2: Spire of St Ignatius' Cathedral, Richmond
- Landmark 3: Pelaco Sign, Richmond
- Landmark 4: Skipping Girl Sign, Abbotsford

Each of the landmarks are visible from several different public vantage points along Bridge Road, Church Street, Victoria Street and external to the study area. Ethos Urban through its detailed analysis, determined primary and secondary views to be the most relevant and measurable.

The following sections provide a brief description of each landmark and its significance, along with primary and secondary views and relevant photos. The primary views were utilised in the preparation of 3D modelling that helped to inform the proposed built form heights and setbacks described in Section 5.0 of this report.

L1

Clock Tower of Richmond Town Hall

SUMMARY

Description	<ul style="list-style-type: none"> The Collingwood Town Hall is a grand public building on the metropolitan thoroughfare of Hoddle Street. The Town Hall is double storey in scale and an outstanding example of boom style classicism. The clock tower is the dominant feature of the Town Hall, rising centrally within the building's street elevation to a scale that is approximately double that of the building itself. Constructed of brick, stucco and wrought iron cresting, it is a four sided heavily ornamented tower with elaborate enrichment of facade surfaces and classically inspired elements. <p>(Ethos Urban, 2018)</p>
Significance	<ul style="list-style-type: none"> The clock tower of Richmond Town Hall is a landmark of municipal significance. The heritage citation notes its high aesthetic and social value. The tower is of high community and social value as evidenced by background references. It makes a significant contribution to Yarra's identity and the streetscape of Bridge Road, which is a major metropolitan shopping strip. <p>(Ethos Urban, 2018)</p>
Primary and secondary views within study area	<ul style="list-style-type: none"> 1 - South west corner of Lennox Street and Bridge Road intersection 2 - South east corner of Burnley Street and Bridge Road intersection 3 - Citizens Park (entrance from Highett and Church Street intersection and Central Entry from Highett Street)
Built form implications	<ul style="list-style-type: none"> Increase in upper level setbacks to future built form to the east and west of the town hall Limit to height increases to the north of the town hall to protect view 3



Figure 19. Clock Tower of Richmond Town Hall Primary and Secondary Views (Source: Ethos Urban, 2018)



Figure 20. View 1



Figure 21. View 2



Figure 22. View 3

L2 Spire of St Ignatius' Cathedral

SUMMARY	
Description	<ul style="list-style-type: none"> The cathedral is designed in the Gothic Revival style using brick and sandstone. The spire is constructed of sandstone and sits atop a landmark tower of brick and sandstone, which employs tracery, moulding and four pinnacles at each corner of the tower. The bottom section of the tower that projects above the building's roofline comprises arcaded windows on each elevation. <p>(Ethos Urban, 2018)</p>
Significance	<p>The church spire is of municipal significance as a landmark as:</p> <ul style="list-style-type: none"> It is sited on a major road and is a significant ecclesiastical landmark in Richmond. It is one of Melbourne's most dramatic suburban churches, of cathedral-like scale and character. Located on a prominent hill, it is a major landmark in Richmond. Conspicuously sited in an impressive manner, it is the dominant element in an important and cohesive precinct with a range of ecclesiastical buildings. It has aesthetic significance for the quality of its fittings and decorative elements, including stained glass and the marble high altar. <p>(Ethos Urban, 2018)</p>
Primary and secondary views within the Study Area	<ul style="list-style-type: none"> 1 - Tram stop at Church and Victoria Streets intersection 2 - North East Corner of Bridge Road and Church Street Intersection 4 - Citizens Park (Entrance from Highett and Gleadell Street Intersection and Central Entry from Highett Street)
Built form implications	<ul style="list-style-type: none"> Increase in upper level setbacks to future built form on eastern side of Church Street to protect view 1. Limit to height increases to the north of the town hall to protect view 4

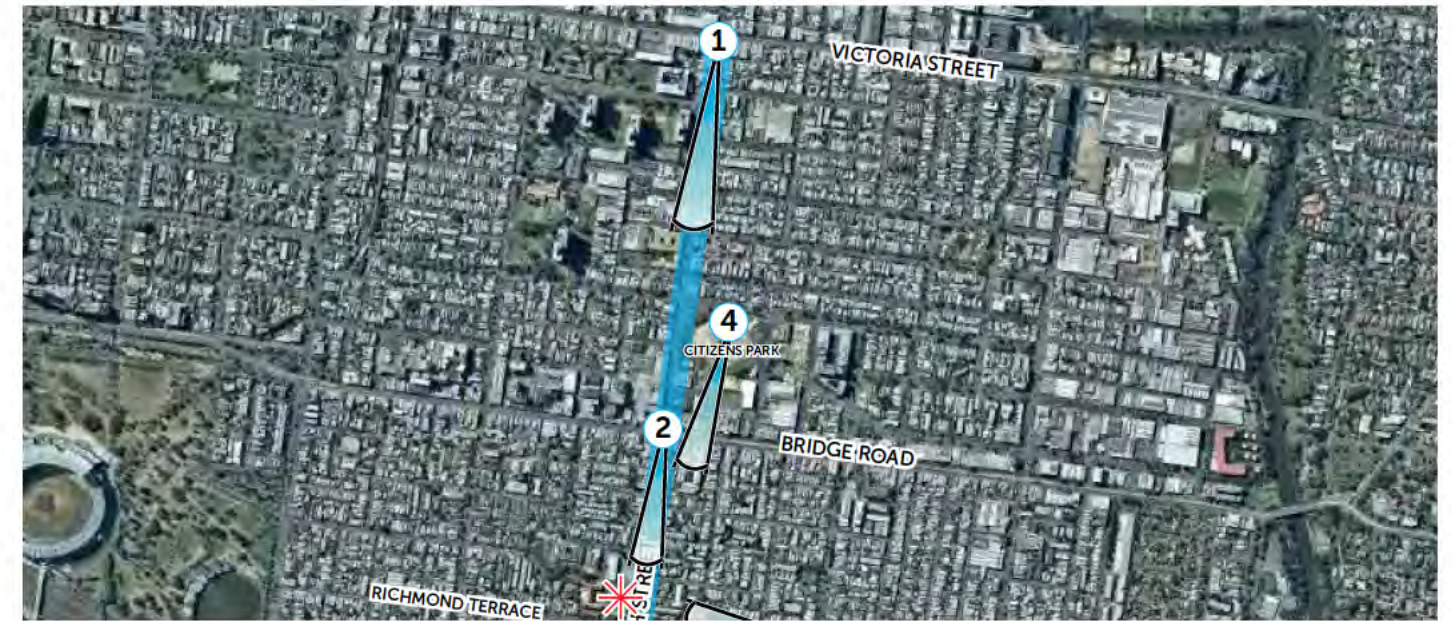


Figure 23. Clock Tower of Richmond Town Hall Primary and Secondary Views (Source: Ethos Urban, 2018)



Figure 24. View 1



Figure 25. View 2



Figure 26. View 4

L3

Pelaco Sign

SUMMARY	
Description	<ul style="list-style-type: none"> Erected atop the Pelaco company's former factory is this large double sided sky sign with individual box letters illuminated in neon. The sign sits on top of a supporting framework structure mounted on the roof. Views of clear sky are available behind the box letters and between the sign and the roof. <p>(Ethos Urban, 2018)</p>
Significance	<p>The sky sign is of municipal significance as a landmark as:</p> <ul style="list-style-type: none"> A visually prominent feature and the tallest structure in the immediate locality, silhouetted against the sky from all view points. It is socially important with its size and prominence symbolising the dominant role played by the Pelaco Company in Australia as a shirt manufacturer. It symbolises the social and economic importance of Richmond as an industrial suburb. It is of high historical and social significance as noted by its listing on the Victorian Heritage Register. <p>(Ethos Urban, 2018)</p>
Primary and secondary views within study area	<ul style="list-style-type: none"> 1 - Tram Stop 13 on Wellington Parade 2 - North-west corner of intersection of Punt Road and Wellington Parade 3 - Richmond Town Hall Forecourt
Built form implications	<ul style="list-style-type: none"> Limit to height increases on Bridge Road on the south side between Hoddle Street and Lennox street to protect views 1 and 2 from the east. Limit to height increases on the south side of Bridge Road between Waltham Street and Lyndhurst Street to protect views from the Town Hall.

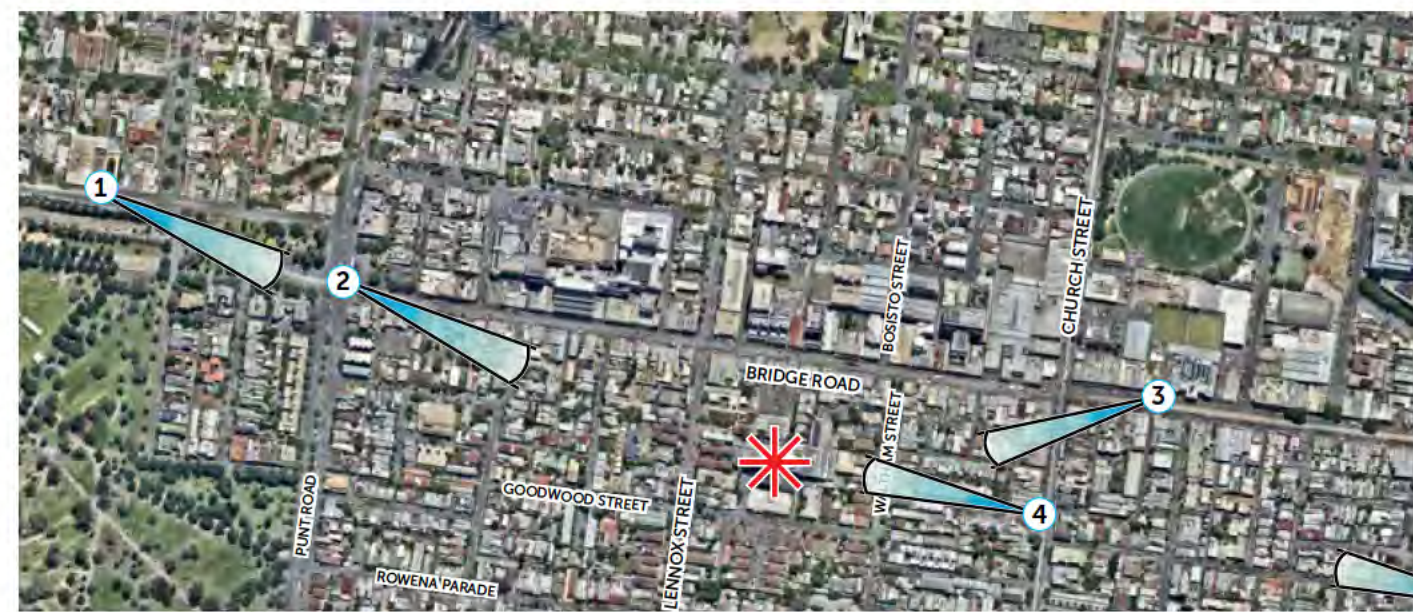


Figure 27. Pelaco Sign Primary and Secondary Views (Source: Ethos Urban, 2018)



Figure 28. View 1



Figure 29. View 2

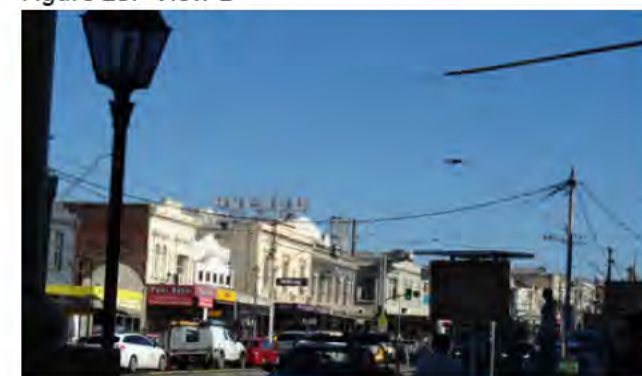


Figure 30. View 3

L4

Skipping Girl Vinegar Sign

SUMMARY	
Description	<ul style="list-style-type: none"> Skipping Girl is an animated neon sign consisting of a flat painted silhouette background with neon highlighting and backless neon tube on steel support substructure that simulates the figure of a girl, known as 'Little Audrey', skipping over a skipping rope with painted letters spelling 'Vinegar' highlighted with neon at the base of the sign. <p>(Ethos Urban, 2018)</p>
Significance	<p>The animated sky sign is of metropolitan significance as a landmark as:</p> <ul style="list-style-type: none"> These electric sky-signs were once a prominent feature of the Melbourne skyline and are diminishing in number. A popular landmark feature within the Richmond skyline, which is particularly prominent when viewed at night. It is of high historical and social significance as noted by its listing on the Victorian Heritage Register, and for its associations with the original sign, which is believed to be the first animated neon sign in Melbourne. It is noted in popular culture, and is often included in lists of Melbourne landmarks and icons. <p>(Ethos Urban, 2018)</p>
Primary and secondary views currently unimpaired	<ul style="list-style-type: none"> 2 - Entry to the City of Yarra from east (Victoria Street footpath, east side) 5 - River Boulevard and Victoria Street Intersection
Built form implications	<ul style="list-style-type: none"> Increase in upper level setbacks to future built form to the east and west of the Skipping Girl Vinegar Sign to protect views 2 and 5 from the east. Heights as per DDO1.



Figure 31. Skipping Girl Vinegar Sign Primary and Secondary Views (Source: Ethos Urban, 2018)



Figure 32. View 2



Figure 33. View 5

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3.5 Existing Built Form Character Precincts

The existing built form within the study area can be classified according to its location within or attached to one of the commercial corridors (i.e. Victoria Street and Bridge Road) or one of the commercial and mixed use pockets scattered through the study area.

The character of the built form changes along the length of Victoria Street and Bridge Road and its flanks, which is a reflection of its historical evolution.

The main precincts identified within **Victoria Road** and **Bridge Road** are:

- **Precinct V1 - Victoria Street Heritage Retail Street and North Richmond Station**
- **Precinct V2 - Victoria Street Central**
- **Precinct V3 - Victoria Street East**
- **Precinct V4 - Skipping Girl Vinegar**
- **Precinct B5 - Bridge Road Heritage**
- **Precinct B6 - Townhall (Richmond)**
- **Precinct B7 - Bridge Road Northeast and East of Burnley**

The precincts identified as commercial or mixed use isolated pockets within the study area are as follows:

- **Precinct C1 - Baker Street Warehouses**
- **Precinct C2 - Tweedie Place Offices**
- **Precinct C3 - Church Street Retail**

The following pages describe each of the identified character precincts, opportunities and constraints and their preferred future character.

As identified at Figure 1 'Study Area', there were additional commercial and mixed use pockets that were included within the study area. However, from our analysis of their existing built form and potential to be redeveloped, these pockets were excluded from the investigations.

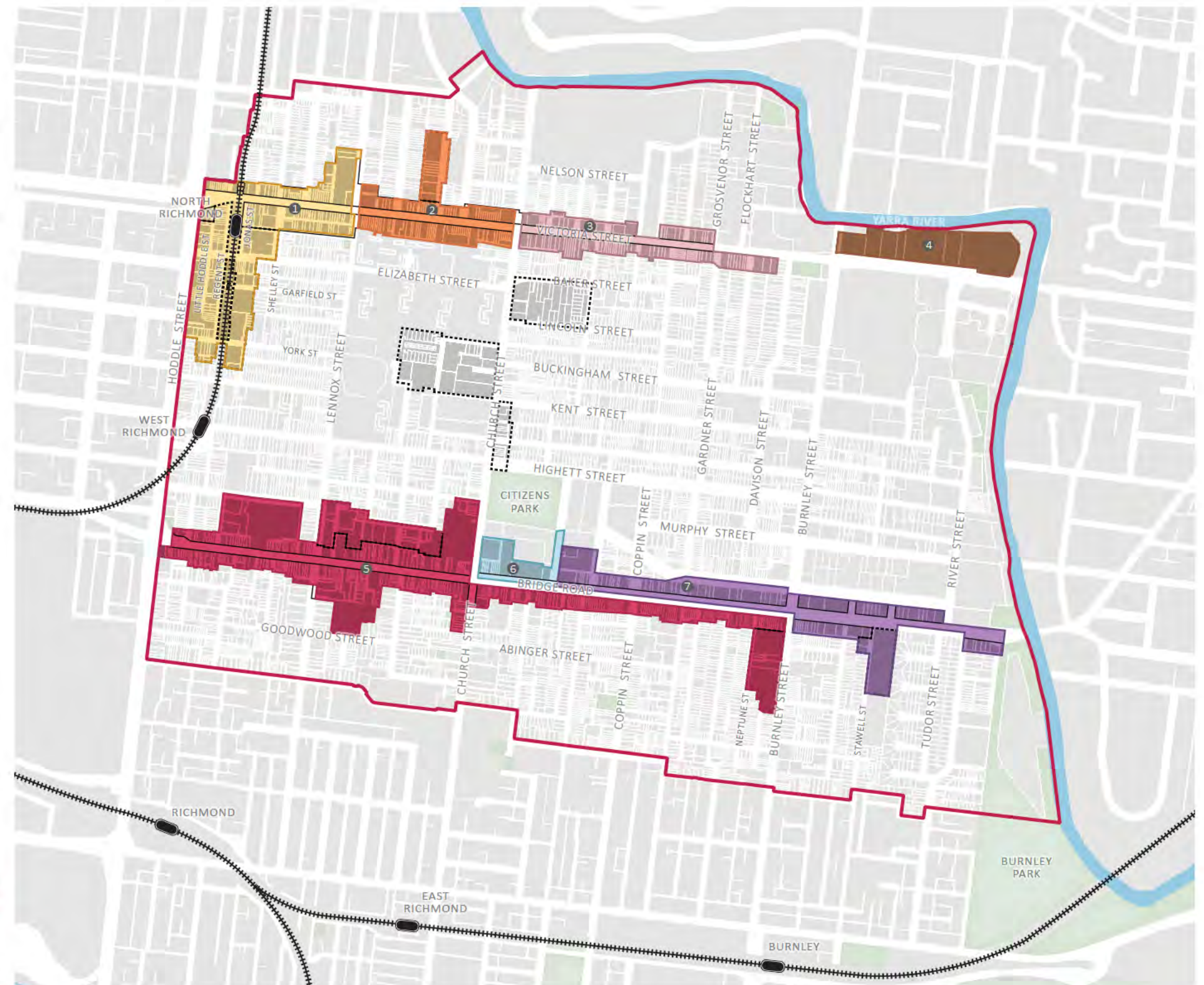
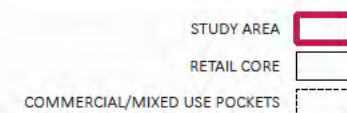


Figure 34. Existing Character Precincts - Retail Core

V1

Victoria Street heritage retail strip and North Richmond Station

A vibrant retail and restaurant precinct in proximity to North Richmond Station, with a mix of fine grain and low scale heritage/ non-heritage buildings, and defined at the western end by the overhead railway bridge and large gateway.

CHARACTER ELEMENTS AND DESCRIPTION	
Physical conditions	<ul style="list-style-type: none">20m wide street, which opens to over 40m at the western end towards Victoria Parade.Incorporates the gateway site to Victoria Street.
Land Use	<ul style="list-style-type: none">Mostly retail and restaurants-bars with some a few larger format retail, including a small shopping centre (The Hive).
Built form and heritage	<ul style="list-style-type: none">Fine grain properties with shops at ground floor and awnings, giving a strong retail character.Consistent front ‘street’ wall which creates a strong building edge to the street.Open character with low scale street wall (one-two storeys with some variation).Some development has happened behind sites, and the Hive development has introduced taller built form to the street.Consistent two storey fine grain heritage buildings in pockets consisting of decorative parapets with some chimneys behind, consistent proportions of solid to void on the upper levels and with a consistent rhythm/ spacing of windows and other features.Corner heritage buildings comprising splayed corners.
Public realm	<ul style="list-style-type: none">Vehicle access at rear of properties, providing active and engaging frontages to the street.Weak entrance to the station due to ramps and lack of any station building on the street.Gateway artwork is a centrepiece in the road.Lennox Street is a key north-south route.

Opportunities

- Enhance vibrant and fine grain retail character.
- Retain heritage buildings and groups of buildings and enhance these as key features in the street.
- Retain low scale street wall as the prominent element in the streetscape, ensuring that any development is recessive.
- Improve the station entrance and surrounding environment.
- Moderate to high potential for redevelopment except for the sites between Shelley Street and Lennox Street which have already been recently developed.
- Retain lower rent opportunities for retailers.

Constraints

- Narrow and shallow lots in multiple ownership.
- Heritage buildings will limit development potential.
- Railway bridge to remain.

Precinct V1 will continue to be a vibrant retail and restaurant precinct supporting a local mix of businesses.

Buildings would have a fine grain and low scale street wall, and heritage buildings would be retained and enhanced as key features of the street.

Any development is set back to make the street wall more prominent and achieve a relatively open character.

The entrance to North Richmond will have a strong built form presence to the street and support an improved public realm along the street.



V2

Victoria Street Central

An eclectic mix of fine to medium grain restaurants and shops with a strong and vibrant Vietnamese identity and retail character.

CHARACTER ELEMENTS AND DESCRIPTION	
Physical conditions	<ul style="list-style-type: none">20m wide streetBookended by Lennox Street in the west and Church Street in the east
Land Use	<ul style="list-style-type: none">Smaller commercial and retail to the west and larger commercial sites to the east. Five at-grade car parking sites.
Built form and heritage	<ul style="list-style-type: none">Shops at ground floor and awnings, giving a strong retail character.Finer grain built form to the west which erodes to more medium grain to the west.Consistent front ‘street’ wall which creates a strong building edge to the street except for 136 Victoria Street, which includes a car park fronting Victoria Street.Open character with low scale street wall (one-two storeys with some variation).Limited redevelopment has occurred except for behind Victoria Street in the residential hinterland.Minimal pockets of two storey fine grain heritage buildings with decorative parapets.Corner heritage buildings comprising splayed corners.
Public realm	<ul style="list-style-type: none">Most vehicle access and carparks are located at the side or rear, which allows for a continuous streetscape experience along Victoria Street.

Opportunities

- Enhance vibrant and fine grain retail character.
- Retain low scale street wall as the prominent element in the streetscape, ensuring that any development is recessive.
- Moderate building height that respects the surrounding residential neighbourhood and its access to amenity.
- Minimal presence of heritage sites.

Constraints

- Narrow lots in multiple ownership.
- Residential interface towards the south across the laneway.

Precinct V2 will continue to be a unique food and cultural destination that is supported with a strong retail character.

It will develop to a slightly greater height to recognise its well-serviced location while providing transtion in height between moderate height forms on Nicholson Street, and residential neighbourhoods to the north and south of Victoria Street.

Buildings will have a fine grain and low scale street wall to maintain a sense of openness within the street.

Any development above the street wall will be set back to highlight the existing retail character.



V3

Victoria Street East

Various mix of retails, cafes and restaurants that creates a transition between the strong retail character on the west and more prominent residential character on the east.

CHARACTER ELEMENTS AND DESCRIPTION	
Physical conditions	<ul style="list-style-type: none"> 20m wide street. Located between two key intersections of Victoria Street with Church Street and Davison Street.
Land Use	<ul style="list-style-type: none"> Large format retailers and caryards along the north and a mixture of smaller businesses and some residential properties along the southern side.
Built form and heritage	<ul style="list-style-type: none"> Large grain along the northern side of the street and fine grain along the southern street wall. Mix of architectural styles from different eras. Minimal presence of awnings in most retail and commercial properties, complemented with a strong presence of canopied retail towards the east. The majority of the buildings are 2 storeys, which 'street' wall strongly defines the street edge. Minimal heritage with a small strip of heritage shop-tops. The largest heritage is located along the northern interface.
Public realm	<ul style="list-style-type: none"> Vehicle access at the rear allows for a continuous 'street' wall along Victoria Street. Relatively narrow and poor footpath on north and south side limited public realm vegetation limited signalised crossing locations for pedestrians

Opportunities

- Larger lots that support redevelopment
- Industrial interface to the north of Victoria Street
- Varied character and scale to Victoria Street
- limited heritage buildings
- Higher street wall of 2-4 storeys, compared with future developments on the west (2-3 storeys).
- Minimal presence of heritage sites.

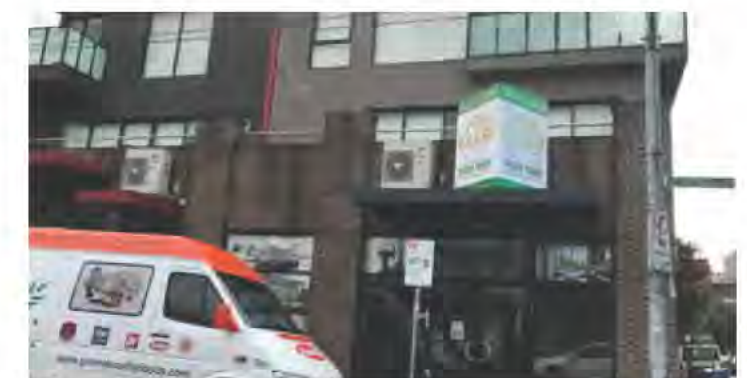
Constraints

- Managing interface to existing heritage and residential dwellings fronting Victoria Street.
- Sensitive residential interface to the south of Victoria Street.
- Narrow lots in multiple ownership

Precinct V3 will develop into a more robust built form that allows for growth and diversity.

Higher street walls accommodate uses and activities that generate vibrancy along Victoria Street whilst maintaining an attractive public realm environment.

Upper levels are setback to ensure a reasonable solar access to the southern footpath.



V4

Skipping Girl Vinegar

Large grain properties accommodating residential and commercial uses, with the well-known Skipping Girl Vinegar sign on the west end.

CHARACTER ELEMENTS AND DESCRIPTION	
Physical conditions	<ul style="list-style-type: none"> Approximately 30m wide street, which reverts back to 20m wide at the eastern and western ends of the precinct. Located at the key intersection of Victoria Street and Burnley Street. Signifies the east end of Victoria Street. Located just north of the Victoria Gardens Shopping Centre. Direct interface to the Yarra River parklands along the north and east.
Land Use	<ul style="list-style-type: none"> Residential apartment buildings and offices.
Built form and heritage	<ul style="list-style-type: none"> Residential apartment buildings on the east end forms the streetscape transition between Barkers Road and Victoria Street. Very coarse grain, with buildings ranging in height from 1 to 12 storeys. Disparate architectural styles. The Skipping Girl Vinegar site including the neon sign (HO63 and HO353). This is a visually prominent icon. Also an 1880s bluestone house and warehouse (HO65).
Public realm	<ul style="list-style-type: none"> Main Yarra Trail on the eastern and northern side provides pedestrian access along Yarra River. Residential interface towards the river trail allows for passive surveillance and heightened sense of safety for the path users. street trees planted on southern side of Victoria Street opposite precinct

Opportunities

- Large grain properties that are ideal for redevelopment.
- River frontage on its eastern and northern side that boasts the views of Yarra River and associated capital city trail.

Constraints

- ESO and LSIO along Yarra River.
- Significant heritage buildings.
- Retention of views to the Skipping Girl Vinegar sign from the east.



Precinct V4 will continue to grow into a mixed use high density precinct with an active ground floor along Victoria Street and passive surveillance along Yarra River trail.

The concentration of height and density will visually mark the east end of Victoria Street.

Views of the Skipping Girl sign from the east will be maintained.

B5

Bridge Road Heritage

A heritage streetscape of fine grain lots with a strong retail character that signifies Bridge Road entrance from Wellington Parade and Hoddle Street and the key intersections with Church Street and Burnley Street.

CHARACTER ELEMENTS AND DESCRIPTION	
Physical conditions	<ul style="list-style-type: none">20m wide street, which opens to 30m at the western end towards Wellington Parade.Incorporates the gateway site to Bridge Road and the large site of Epworth HealthCare.Covers both northern and southern side of Bridge Road from Hoddle Street to Church Street, and the southern side of Bridge Road from Church Street to Burnley Street.
Land Use	<ul style="list-style-type: none">A mix of retail, restaurants, large format retail, offices with a strong retail presence.
Built form and heritage	<ul style="list-style-type: none">Excluding the hospital, the precinct is fine grain and 1-2 storeys in height.Several properties along the north have a 1-2 retail podium and apartments setback.A significant preponderance of pre-WWII architecture.Medium to low development potential because of the heritage overlay and, for the larger sites not affected, they have mostly already been re-developed.The Pelaco Sign (HO259) is located to the south. The precinct is covered by HO230.
Public realm	<ul style="list-style-type: none">Rear side vehicle access and car parking allows for a continuous pedestrian experience. It does not include Epworth Heath Care that allocates its drive through along Bridge Road.

Opportunities

- Enhance vibrant and fine grain retail character.
- Retain heritage buildings and groups of buildings and enhance these as key features in the street.
- Retain low scale street wall and upper level setback to accentuate the streetwall as the as the prominent element in the streestscape.
- Low to moderate potential for new development due to the heritage overlays. Development potentials for lots on the southern end are constrained to ensure reasonable access of amenities to the surrounding residential neighbourhood.

Constraints

- Narrow and shallow lots in multiple ownership.
- Heritage buildings will limit development potential.
- Views to the Pelaco sign from Wellington Parade.

Precinct B5 will continue to be a vibrant retail precinct supporting a mix of businesses.

Buildings would have a fine grain and low scale street wall, and heritage buildings would be retained and enhanced as key features of the street.

Additional height above the street wall will be limited in height to maintain views of the Pelaco sign from Wellington Parade.



B6 Townhall (Richmond)

A cluster of civic and community uses surrounded by fine grain retail and restaurants.

CHARACTER ELEMENTS AND DESCRIPTION	
Physical conditions	<ul style="list-style-type: none"> 20m wide street, bordering Church Street on the west and Gleadell Street on the east. The civic heart of Bridge Road with Richmond Town Hall as its landmark.
Land Use	<ul style="list-style-type: none"> Civic and community uses, such as Richmond Town Hall, Richmond Police Station and Richmond Union Bowling Club, surrounded by restaurants. Accommodates Gleadell Street market on Gleadell Street every Saturday. Located within the proximity of Citizen Park, Richmond Recreation Centre, Richmond Union Cricket Club and Lynall Hall Community School.
Built form and heritage	<ul style="list-style-type: none"> A mix of grain, predominantly 2 storeys with Townhall appearing to be 3 storeys in height. Mostly very high quality pre-WW1 architecture. The most significant collection of buildings in the study area. Covered by HO230. Due to its striking appearance and clock tower that defines the skyline, Richmond Town Hall serves as a landmark for this precinct.
Public realm	<ul style="list-style-type: none"> Most vehicle access and carparking are located on the side and rear of the properties, which minimise the crossovers along Bridge Road. The footpath in front of the civic buildings is amongst the widest in the study area. The presence of colonnades and planting at the front of Townhall creates a distinctive public realm, which highlights the significance of the building.

Opportunities

- Enhance the fine grain retail character.
- Retain heritage buildings and streetwalls that contribute to the unique streetscape of this precinct.
- Recessive upper built form to ensure that the heritage streetscape character is not compromised by future developments.
- Medium development potentials for properties, except for Townhall.

Constraints

- Heritage overlays minimise development potential.
- Views to Townhall from the surrounding properties, as well as views of St Ignatius Church from Citizens Park will be retained. This will further constrain the development potential in this precinct.

Precinct B6 will continue to be the civic and community heart of Bridge Road.

The fine grain and low scale street wall character will be retained and enhanced as part of the streetscape identity.

Height above the streetwall will be limited to maintain views to Richmond Town Hall and Ignatius Church as prominent markers to be protected.



B7

Bridge Road Northeast and East of Burnley

An array of various retail and commercial uses of fine and medium grains that form the heritage streetscape to the west and Bridge Road's entry experience from Hawthorn Bridge to the east.

CHARACTER ELEMENTS AND DESCRIPTION	
Physical conditions	<ul style="list-style-type: none"> 20m wide street, which marks the east end of Bridge Road from Hawthorn Bridge. Abutting Richmond Park and Burnley Park on the east, as well as Gleadell Street on the west.
Land Use	<ul style="list-style-type: none"> Some smaller retail and restaurants south of the Townhall. To the east, larger format retail, offices and warehouses.
Built form and heritage	<ul style="list-style-type: none"> Fine grain 1-2 storey Victorian shop-tops close to the Townhall with predominance of 1-2 storey warehouses to the east. Mostly 1-2 storey retails interspersed with medium-rise buildings of various uses. Partially covered by HO310 with smaller heritage sites to the east. Strong heritage streetscape character, especially on the south side of Bridge Road .
Public realm	<ul style="list-style-type: none"> Most properties are serviced with a back street or lane that provides vehicle access and street parking. To the east it has a continuous section of street trees.

Opportunities

- Allow for moderate growth on larger lots with less sensitive interfaces.
- Set new built form character.
- Recessive upper level built form to avoid visually overwhelming heritage fabric and to protect the amenity of the low-rise neighbourhood.

Constraints

- Interface to Palmer Street and sensitive residential dwellings.
- Limited development potential on properties of heritage significance.

Precinct B7 will develop into a robust medium-rise developments supporting various retail, commercial and residential uses.

Buildings are set back to protect access to amenity, both for pedestrians on Bridge Road and surrounding neighbourhood.

The greatest height concentration will be on the northeastern side, where there is minimal presence of heritage overlays and residential interface on the south.



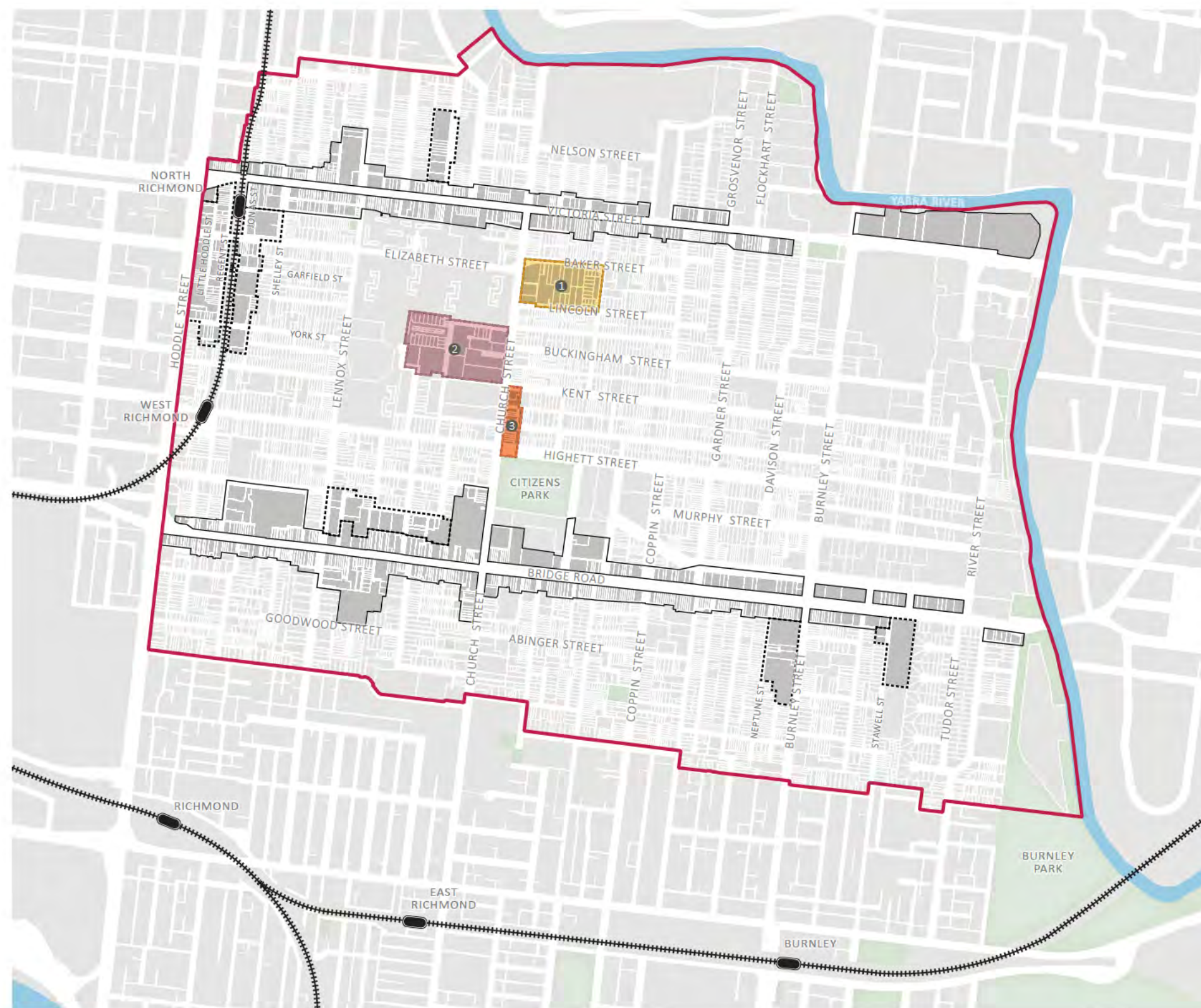


Figure 17 outlines the commercial/ mixed use isolated pockets within the study area. The following pages describe each character precinct, opportunities and constraints and their preferred future character.

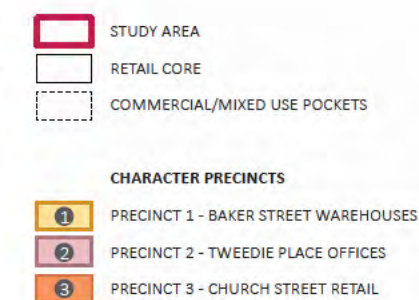


Figure 35. Existing Character Precincts - Commercial and Mixed Use Pockets

C1 Baker Street Warehouses

A light industrial cluster on the corner of Church Street and Baker Street surrounded by low scale residential neighbourhoods and an emerging medium density housing to the south.

CHARACTER ELEMENTS AND DESCRIPTION	
Physical conditions	<ul style="list-style-type: none"> Abutting Church Street on the west, Baker Street on the north, Lambert Street on the east and Lincoln Street on the south. The streets range from 10-15m in width, except Church Street (20m). Many of the buildings are fairly new and in a good condition.
Land Use	<ul style="list-style-type: none"> Currently occupied with light industrials with Metropolitan Fire Brigade on the southwest corner. However, most of the precinct is zoned as Mixed Use.
Built form and heritage	<ul style="list-style-type: none"> Large grain light industrial sites. Consistent 2 storey streetwall along Church Street strongly defines the street edge. Only one heritage site (HO223) is found, which is a single storey warehouse along Baker Street.
Public realm	<ul style="list-style-type: none"> Most vehicle access and carparking are allocated at the front for easy transport and movement.

Opportunities

- Medium density developments that comply to the land uses of Mixed Use Zone.
- Low scale streetwall that respects the existing streetscape and neighbourhood character.
- Recessive upper level built form that accentuates the streetwall and protects the amenities to surrounding neighbourhoods.
- Retain existing heritage building and enhance it as a key feature in the precinct.

Constraints

- Multiple lots of varying width and sizes with different ownerships.
- Strata titled lot along Lambert Street.
- Absence of existing internal streets.



Precinct C1 will grow into a medium density development cluster with a robust built form that respects the existing neighbourhood and streetscape character.

The low scale and open streetscape character will be retained through the low scale streetwall and recessive upper level built form.

C2 Tweedie Place Offices

A commercial pocket on the west of Church Street surrounded by community uses, high density housing estate and low scale residential neighbourhood.

CHARACTER ELEMENTS AND DESCRIPTION	
Physical conditions	<ul style="list-style-type: none"> A commercial cluster bordering Risley Street on the north, Church Street on the east, Tweedie Place on the south and Vere Street on the west. Apart from Church Street, the streets are over 10m in width. The buildings are in a good condition, with two new additions on the corner of Church Street and Tweedie Place, and Risley Street and Bromham Place.
Land Use	<ul style="list-style-type: none"> Mostly commercial with a multi-storey carparking, a storage unit warehouse and a utilities compound.
Built form and heritage	<ul style="list-style-type: none"> Mostly consist of 1-2 storey offices. No heritage significant properties found in this precinct.
Public realm	<ul style="list-style-type: none"> Minimal presence of crossovers with a strong definition of 1-2 storey streetwalls.

Opportunities

- Retain large grain commercial character and enhance it with further development that respects the neighbourhood character.
- Medium density commercial developments with low scale streetwalls, which protect amenity access to the surrounding residential properties.

Constraints

- Multiple lots ownerships with strata titled lot along Bromham Place.
- Minimal existing internal streets that provides east-west connection.



Precinct C2 will continue to be an important office cluster supported by other types of commercial uses.

The large grain character is retained and further developed into medium density buildings with streetwalls that strongly define the edge.

Any development is set back to protect amenity access to surrounding residential neighbourhood.

Additional internal streets may be introduced to enhance the east-west connection within the precinct.

C3

Church Street Retail

A neighbourhood retail strip on Church Street in proximity of Citizens Park that is distinguished by its fine grain and low scale character.

CHARACTER ELEMENTS AND DESCRIPTION	
Physical conditions	<ul style="list-style-type: none"> 20m wide street that leads to Bridge Road to the south.
Land Use	<ul style="list-style-type: none"> Mostly shop-top housings.
Built form and heritage	<ul style="list-style-type: none"> Fine grain properties with shops at ground floor. 1-2 storeys in height with only one heritage property (H0377). Consistent streetwalls creates a strong building edge on Church Street.
Public realm	<ul style="list-style-type: none"> Minimal crossovers along Church Street. Laneways along Church Street provide vehicle access to the side and rear of the properties.

vv

Opportunities

- Enhance fine grain retail character.
- Retain low scale street wall as the prominent element in the streetscape, ensuring that any development is recessive.

Constraints

- Narrow and shallow lots in multiple ownership.



Precinct C3 will continue to be a local retail strip supporting the surrounding residential areas.

Buildings would have a fine grain and low scale street wall that respects the existing streetscape character.

Any development is set back to accentuate the street wall and achieve a relatively open character.

3.6 Emerging Built Form Character

The study area is already experiencing significant levels of change in the built form. The following section provides a summary of the emerging built form character within Bridge Road and Victoria Street.

Victoria Street

On Victoria Street, generally most change has occurred at the eastern end within larger properties previously of an industrial nature that have limited heritage values. Significant development has occurred in the form of the Salta developments on the northern and southern sides of Victoria Street, co-located with the existing Victoria Gardens and its services and amenities. The change of use occurring is predominantly to residential (retail at ground floor) with an emerging built form character of apartments of up to 10 storeys with a 4 storey street wall.

At the western end of Victoria Street, Hive, a 4 storey apartment building, is the only change that has occurred. This is most likely due to the existing size of the site and its ability to accommodate a Aldi supermarket at the ground floor. On balance, sites within the western end of Victoria Street are fine grain in nature. Some of which have heritage constraints, therefore affecting their development potential.

Bridge Road

Along Bridge Road, the main development that has occurred consists of the Epworth redevelopment and a collection of apartments on larger properties to the north of Bridge Road between Lennox Street and Church Street. The emerging built form character consists of a strong 3 storey street wall with upper levels significantly setback (10 metres +) and overall height reaching 8-10 storeys. A mixed used development (predominantly residential) is also approved on the north west corner of Church Street and Bridge Road to height of 10 storeys.

Furthermore, to the west of Lennox Street on the northern side of Bridge Road, there are several approved development proposals for mixed use developments up to a height of 8 storeys.

On the southern side of Bridge Road between Church Street and Hoddle Street, no new significant redevelopment has occurred to date. However, VCAT has granted a permit for a 5 storey apartment building above a heritage building at 242 Bridge Road, one lot from the south western corner of Bridge Road and Church Street.

Due to heritage constraints, sensitive residential areas to the south and the existing fine grain lot layout, the south side of Bridge Road between Church Street and Burnley Street has also seen limited redevelopment.

Along the northern side of Bridge Road to the west of Gardner Street, the grain becomes much coarser along with limited sites of heritage significance. This has therefore allowed for some apartment developments to emerge on either side of Burnley Street (east and west) to a height of 9 storeys.

3.7 Redevelopment Potential Analysis

To help inform the identification of the future character precincts and built form controls within the study area, analysis was undertaken to understand the areas of potential low, moderate or high change in the future.

The analysis was based on the following criteria:

- recent development
- recent approval for development
- strata titling
- lot width
- sensitive interfaces (particularly to the south)
- lot depth
- heritage values
- EAO
- two or more points of access
- topography

The results of this analysis is illustrated overleaf. It should be noted that the analysis was simplified from individual lot analysis to precinct level grouping of potential levels of change.



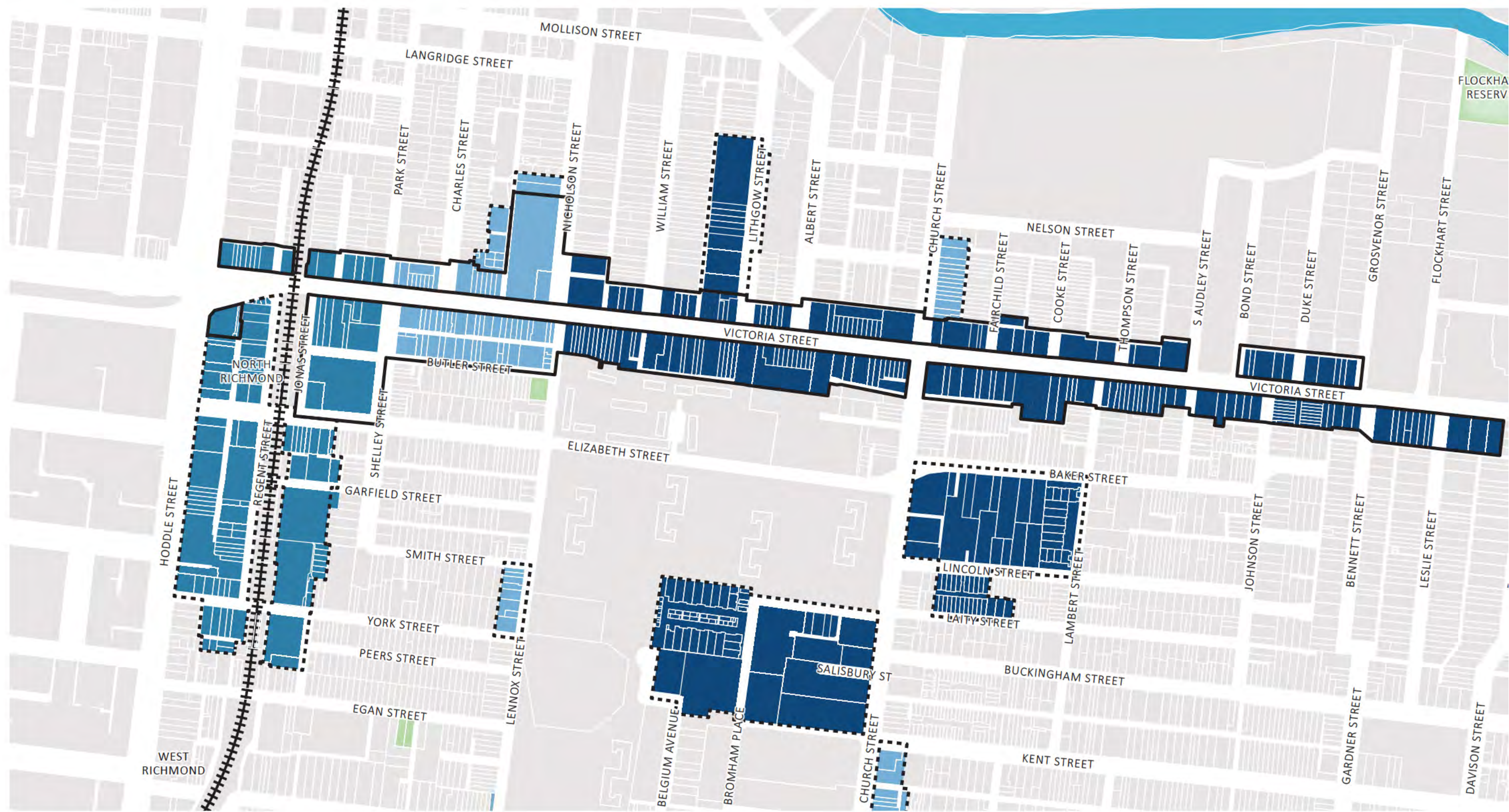


Figure 36. Potential Areas for Change: Victoria Street



Figure 37. Areas for Change - Bridge Road East

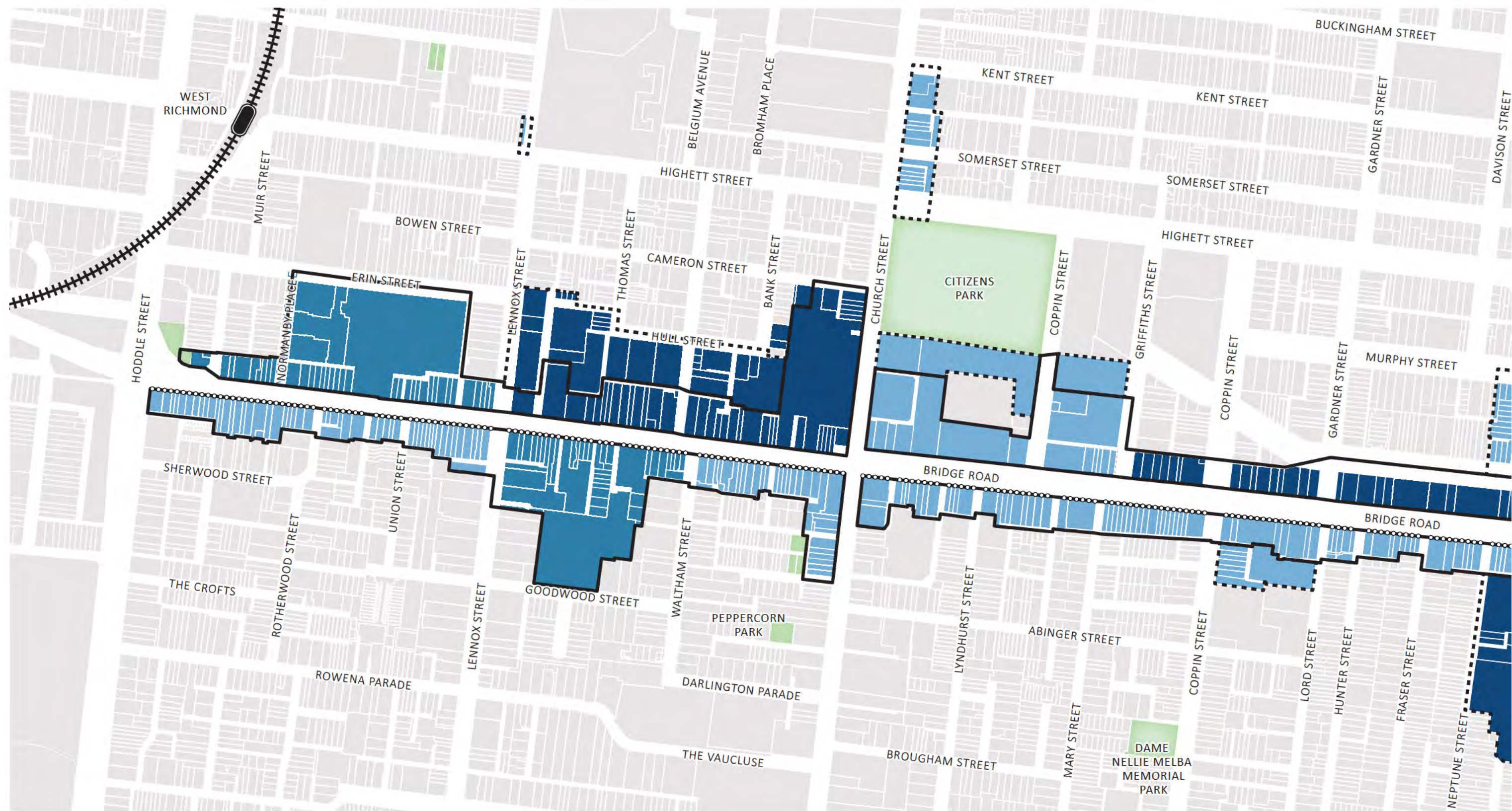


Figure 38. Potential Areas for Change: Bridge Road



Figure 39. Areas for Change - Victoria Street East

3.8 Future Built Form Character Precincts

Based on the analysis outlined in Chapter 2, a set of future character precincts have been identified across the study area. These vary from the existing character precincts based on their varied potential for development, location in the urban structure, proximity to sensitive land uses, and so on.

The definition of these precincts takes account of:

- Policy support for growth in well-serviced locations (such as near train stations)
- Existing and proposed role and function
- Important heritage streetscapes and buildings
- Existing built form character values
- Emerging built form character based on recent developments and approvals
- The proximity of residentially-zoned land, in terms of the sensitivity of its amenity and character
- The need to protect key views of important landmarks (including the Richmond Town Hall, St Ignatius Church, and the Skipping Girl and Pelaco signs)
- Key points of arrival to the two activity centres
- Topographic high points
- The capacity to accommodate growth based on typical lot dimensions (particularly depth)

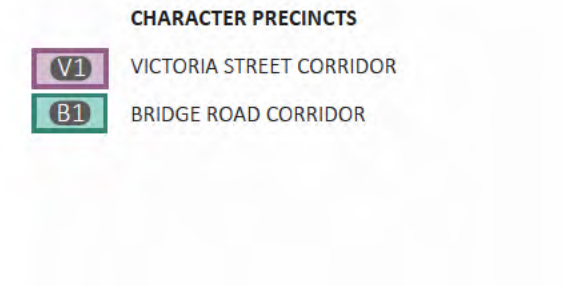
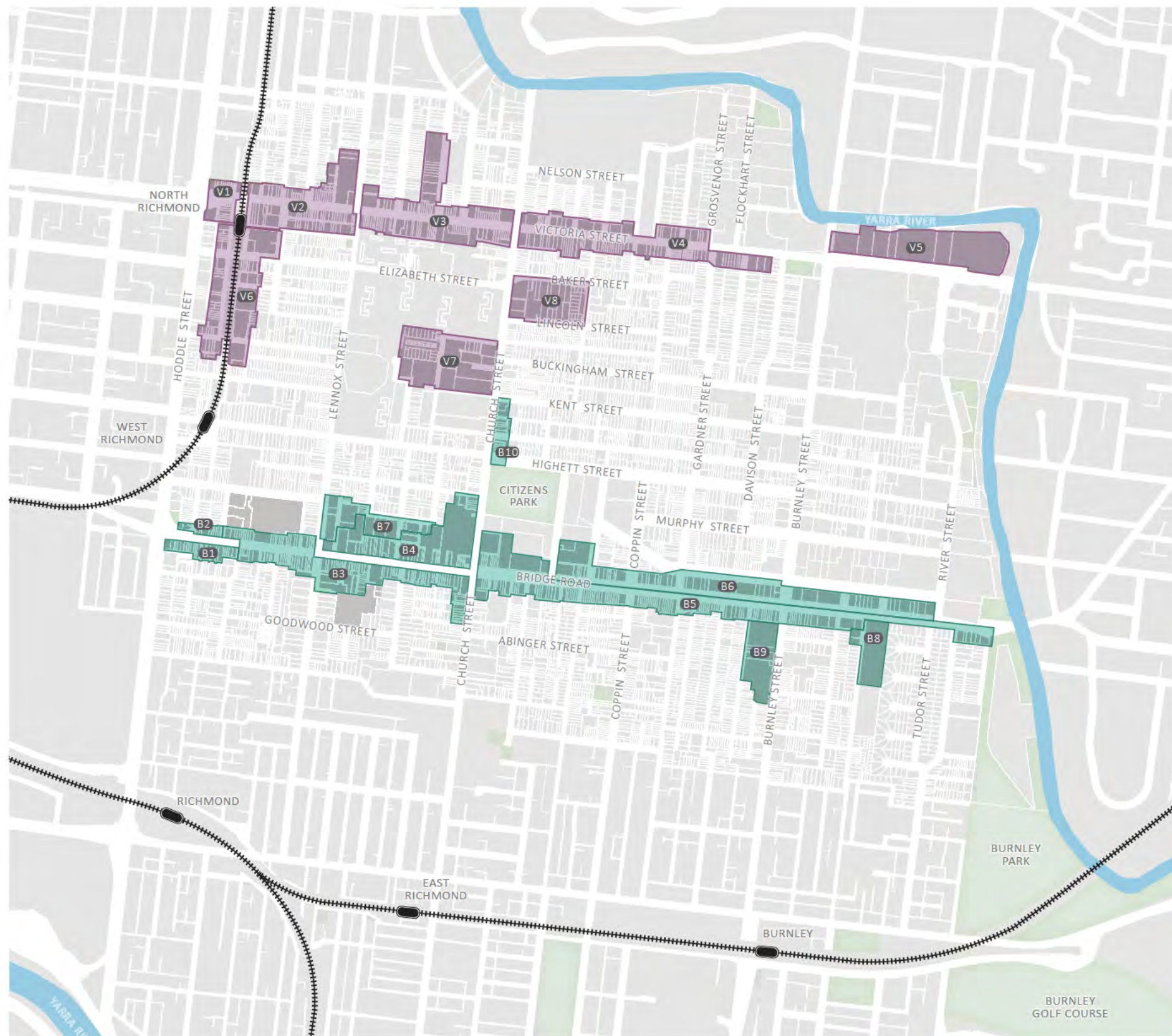


Figure 40. Future Built Form Character Precincts



LANE

GOOPREYS

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HECTORS

Chinese Take away

Cuisine

Mekong Nails

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