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*FITZROY & COLLINGWOOD BUILT FORM REVIEW STAGE 2:*

# VICTORIA PARADE BUILT FORM FRAMEWORK

PREPARED BY **HANSEN PARTNERSHIP**  
IN CONJUNCTION WITH **GJM HERITAGE** FOR **CITY OF YARRA**

DECEMBER 2020

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The existing low-scale street wall framing the broad Boulevard of Victoria Parade.

|            |               |
|------------|---------------|
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*\* Note: This document is a part of a broader Built Form Review for the Brunswick Street and Smith Street Activity Centres : Built Form Review. It is a component of a broader body of work that sets out a future proposition for two of Yarra's key Activity Centre spines and their adjoining mixed use precincts.*

## Preamble

The following urban design report has been prepared for the City of Yarra as the basis for an urban design vision for the Victoria Parade Precinct. It sets out a preferred built form framework underpinned by integrated urban design and heritage assessment.

The report has been prepared by a multidisciplinary team comprising Hansen Partnership (Urban Design) and GJM Heritage (Heritage) with the support of the City of Yarra's internal working group.

The study area is identified in Figure 1.

This report sets out the rationale for proposed built form controls for Victoria Parade and is underpinned by key components, namely:

### **Part 1: Victoria Parade - Context**

### **Part 2: Victoria Parade - Influences**

### **Part 3: Victoria Parade - Built Form Proposition**

### **Part 4: Recommended Controls**

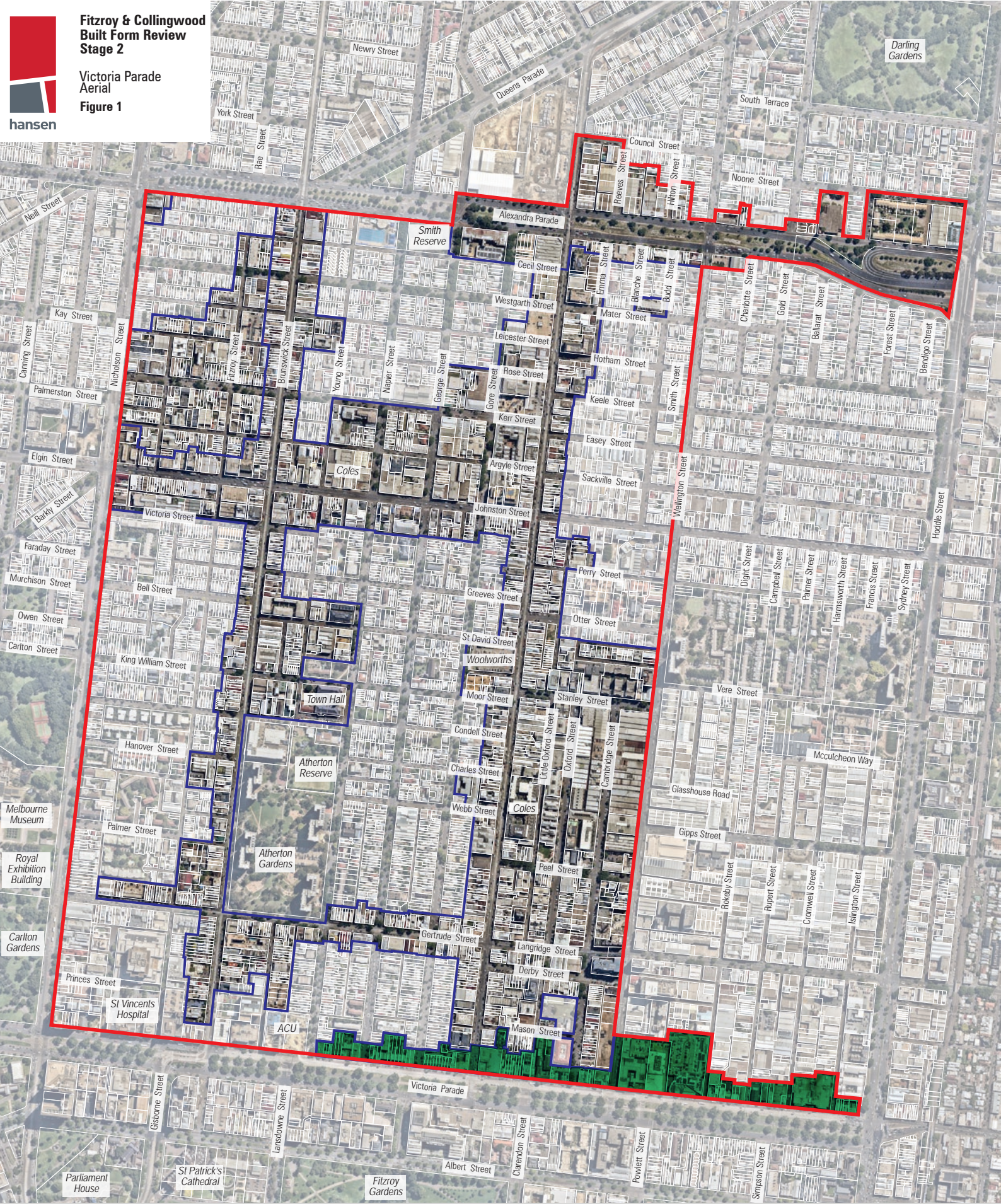
The report is part of a broader Built Form Review.



*Oblique View of the Victoria Parade Study Area and Surrounding Context*

**Fitzroy & Collingwood  
Built Form Review  
Stage 2**

Victoria Parade  
Aerial  
Figure 1



**Legend**

- Study Area
- Built form review boundary
- Focus Area: Victoria Parade Precinct

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## PART 1: VICTORIA PARADE CONTEXT

The Brunswick Street and Smith Street Built Form Review is a broader urban design program to set a clear framework for future change within two of Yarra's key Activity Centres and their adjoining Mixed Use areas. Planning policy identifies such Activity Centres as areas for accommodating growth and change.

Therefore, these are the areas that must be carefully planned and managed in order to accommodate progressive change while protecting (or indeed enhancing) existing established character and heritage values.

Stage 1 of the project was initiated in May 2017 and encompasses large areas bound by Alexandra Parade (to the north), Victoria Parade (to the south), Wellington Street (to the east) and Nicholson Street (to the west).

Stage 1 of the project comprised the preparation of Built Form Frameworks for Gertrude, Brunswick and Smith Streets in 2019. The Johnston St Precinct and Fitzroy East Precinct reports were completed in June 2019 and a Collingwood Precinct report was prepared in June 2018.

As part of the the Stage 1 process, extensive analysis of the existing conditions was undertaken and documented within an overall Background report. This comprehensive analysis identified and divided the overall Review Area into ten 'place- specific' precincts. Furthermore, a series of guiding objectives were identified to be contemplated across ten defined precincts.

This report addresses the **Victoria Parade Precinct** (Figure 1 overleaf), forming part of the Stage 2 Built Form Review. A key consideration in the preparation of a Detailed Precinct Review for Victoria Parade relates to its highly mixed built form character including a mix of fine grain heritage forms and commercial and warehouse buildings occupying large non-heritage affected allotments. Two separate reports were also prepared for Fitzroy West 'Mixed Use Area' Precinct and the Alexandra Parade 'Boulevard' Precinct in 2020 (as part of Stage 2).

### 1.1 Overarching Built Form Objectives

The following 8 objectives have been identified for the Brunswick and Smith Streets Built Form Review:

#### Objectives:

1. Recognise and carefully manage potential in key areas within the Activity Centres.
2. Highlight the character distinctions between the different retail Streets and mixed use precincts within the Activity Centres.
3. Reinforce the traditional Victorian cityscape of heritage Streetscapes as dominant elements, including significant corner elements and identified local landmarks.
4. Ensure continued diversity through sensitive infill within traditional Victorian Streetscapes.
5. Shape the retail Streets and mixed use areas to ensure high quality, people-oriented public realm.
6. Ensure development encourages walking, cycling and public transport usages through layout and design responses.
7. Ensure new development is sustainable and adaptive over time.
8. Manage the built form profile of new development to avoid adverse impact to surrounding areas, including heritage places, Streetscapes and residential interfaces.



*The central median of the Victoria Parade boulevard, a boundary between the City of Melbourne (south - left) and the City of Yarra (north - right)*

## 10 Precincts

The 10 precincts within the Brunswick & Smith Street Built Form Review are:

### Stage 1 (May 2017 to November 2019)

- Precinct 1: Brunswick Street (B);
- Precinct 2: Smith Street (S);
- Precinct 3: Gertrude Street (G);
- Precinct 4: Johnston Street (J);
- Precinct 6: Fitzroy East (FE);
- Precinct 7: Collingwood (C);
- Precinct 8: Town Hall (TH);

### Stage 2 (Commenced February 2020)

- Precinct 5: Fitzroy West (FW);
- Precinct 9: Alexandra Parade (A); and
- Precinct 10: Victoria Parade (V).

This report addresses **Precinct 10: Victoria Parade.**



## 1.2 Built Form Precincts

Based on the initial analysis phase of the project the following Precincts were identified spatially as relatively coherent parts. The Precincts are largely defined by function as either:

- An Activity Spine;
- A Mixed Use Area; or
- A Boulevard.

### Activity Spines

The Activity Spines are defined by the 'traditional' retail and commercial functions along the four main Streets within the review area of:

- Brunswick Street;
- Smith Street;
- Gertrude Street; and
- Johnston Street.

### Mixed Use Areas

The Mixed Use Areas are defined by the mixed use functions present in the non-residential land located generally in local Streets, behind the Spines. The four renewal areas within the review area are:

- Fitzroy West;
- Fitzroy East;
- Collingwood; and
- Town Hall.

### Boulevards

The Boulevards are the non-residential land to the northern and southern edges of the review area which front the broad road corridors of:

- Alexandra Parade; and
- Victoria Parade (this report).

# Brunswick & Smith Street Built Form Review

Precincts

Figure 2

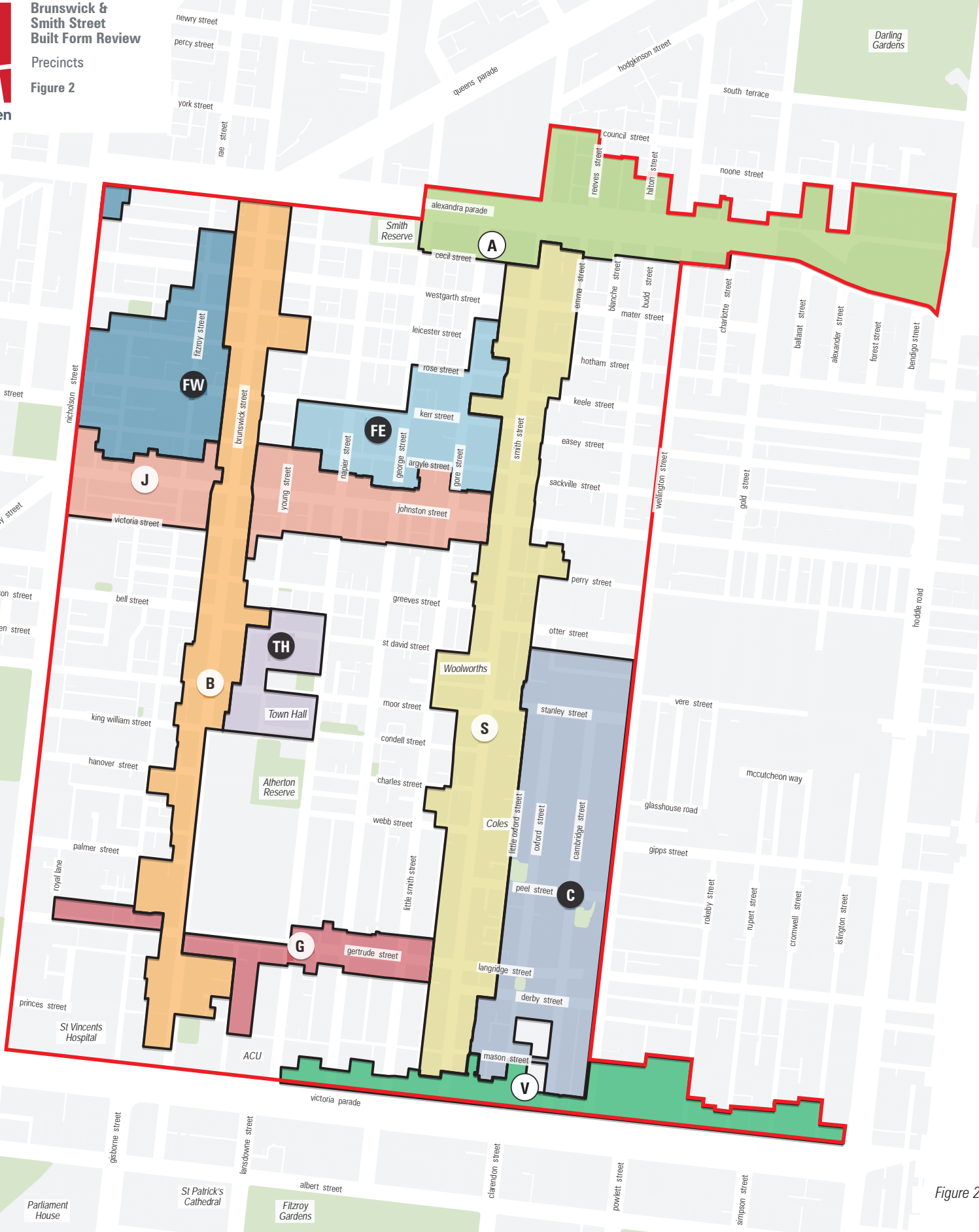


Figure 2

| Legend            | Activity Spines  | Mixed Use Precincts | Boulevard Precincts |
|-------------------|------------------|---------------------|---------------------|
| study area        | brunswick street | fitzroy west        | alexandra parade    |
| precinct boundary | smith street     | fitzroy east        | victoria parade     |
|                   | gertrude street  | collingwood         |                     |
|                   | johnston street  | town hall           |                     |

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## PART 2: PRECINCT INFLUENCES

As one of Yarra’s main boulevards, Victoria Parade forms defining edges to some of Yarra’s neighbourhoods (Fitzroy, Collingwood) including some of its premier Major Activity Centres along Smith and Brunswick Streets. It is anchored by major north-south movement corridors including Hoddle Street to the east and Nicholson Street to the west. The study area itself terminates at the intersection of Victoria Parade and Napier Street.

Victoria Parade is not a designated activity centre in the Yarra Planning Scheme. However, it is well serviced by public transport and nearby health, education and community infrastructure bounding the Precinct to the west.

The extent of the Victoria Parade Precinct is set out in Figure 2 and described below.

### Boundary Description

This precinct comprises land subject to the Commercial 1 Zone (C1Z) on the northern side of Victoria Parade between Napier Street in the west and Hoddle Street in the east, except for one C2Z property between Rupert and Cromwell streets and one MUZ property to the rear of Victoria Parade.

The Precinct predominantly comprises properties fronting Victoria Parade, with a key anomaly of the Collingwood English Language School, extending the precinct boundary across Mason Street, extending north along Cambridge Street to the end of the PUZ3 boundary with the Mixed Use Zone (MUZ) beyond.

The extent of the Victoria Parade Precinct is set out in Figure 2.

### Built Form Character

Victoria Parade is a diverse precinct from a built form perspective. However, the grand boulevard presentation of the streetscape comprising a broad central median and established street trees create a strong, unifying public realm condition. The Precinct forms the southern boundary of the broader study area between Napier Street to the west and Hoddle Street to the east. The study investigates properties on the northern side of Victoria Parade that are intercepted by a number of north-south streetscapes including George, Gore, Smith, Cambridge, Rokeby, Rupert, Cromwell, Islington and Wellington Streets.

These north-south streets represent a diverse road network comprising a mix of narrow one-way and broad, tree-lined streets. Lining them and Victoria Parade are a range of building typologies on a varied subdivision pattern, speaking to the ad-hoc nature of development occurring in this part of Collingwood since the mid-19th century. This varied subdivision is generally finer grained toward the western extent at Napier Street, hosting rows of traditional Victorian terraces.

The consistent, fine grain subdivision generally erodes to the east of Wellington Street into larger allotments comprising both ageing and contemporary warehouse forms. However, segments of Victoria Parade are also interspersed with clusters of the fine grain terrace buildings. Recent development within the study area is generally limited to refurbishments, extensions to heritage terraces and commercial tenancies occupying large landholdings toward Hoddle Street. These generally comprise a mix of commercial typologies including contemporary large format showroom buildings and big-box retailers such as Bunnings. Despite a mixed urban form and wide corridor, Victoria Parade generally has a low street edge (within the study area) that can be observed when traversing to the east.



The Baden Powell Hotel (local landmark) and adjoining fine-grain terraces fronting Victoria Parade



## 2.1 Foundations

Setting a vision for the Victoria Parade Precinct must be underpinned by an understanding of the diverse physical conditions, including the fabric of existing and approved developments, pattern of heritage forms, critical views as well as other relevant considerations which form the 'foundations' of a future built form framework and development recommendations. This is illustrated in Figure 3 and can be described as follows:

### Heritage

All properties between Napier and Wellington Streets are subject to Heritage Overlay (HO344 South Fitzroy Precinct), comprising a mix of individually significant and contributory intact buildings from the Victorian and Edwardian-era. The heritage building stock on these blocks fronting Victoria Parade predominantly includes fine-grain dwellings with some cases of commercial and small warehouse forms. A VHR listed Edwardian-era terrace building is located at 203 Victoria Parade. The single non-heritage site is a large land holding on the western corner of Smith Street currently occupied by a low commercial form (McDonald's site at 1-13 Victoria Parade). HO334 (Victoria Parade Precinct) between Smith and Wellington Streets includes the Former St. Saviours Church and Collingwood English Language School.

East of Wellington Street, only 4 properties subject to Heritage Overlay. These are HO138 (Prince Patrick Hotel and Shops) and HO139 (Former Ebenezer Particular Baptist Church), both identified as 'local landmarks.' These properties both occupy corner locations, bookending otherwise more contemporary medium and large format commercial and warehouse forms. While not under Heritage Overlay, the eastern boundary of the Precinct is formed by a row of single and double storey traditional 'shop' buildings between Islington and Hoddle Streets.

### Local Landmarks

Like many main roads and boulevards, Victoria Parade comprises a number of local landmarks which act as wayfinding elements along the length of the Boulevard. These more distinct and noticeable buildings display articulated corners which punctuate the streetscape with distinguishing architectural features. Along Victoria Parade, 4 of these 'local landmarks' buildings have been identified in collaboration with GJM Heritage. These local landmarks are identified as:

- Baden Powell Hotel (61-65 Victoria Parade);
- former John Franklin Hotel (75-77 Victoria Parade);
- Prince Patrick Hotel & Shops (135-141 Victoria Parade); and
- former Ebenezer Baptist Church (139 Victoria Parade).



*The VHR 'Henkell Brothers' terrace at 203 Victoria Parade*



*Collingwood English Language School*



*Former Ebenezer Particular Baptist Church (Ruper Street corner)*



*The Prince Patrick Hotel & Shops*

### Fine-grain heritage

Clustered rows of continuous, attached, 1-2 storey Victorian dwellings and shops are a defining character of the precinct west of Wellington Street, occasionally interrupted by larger footprint commercial and warehouse forms. The traditional forms vary in architectural style, detail and finishes, but represent the traditional residential and shop buildings typical of the Collingwood residential and commercial spines. Examples of consistent edges of fine-grain heritage buildings are found on the urban block between Smith and Cambridge Streets and between George and Gore Streets. Traditional residential forms are distinguished from shop buildings by upper level balconies and either garden setbacks or narrow colonnade setbacks inset from the street boundary.

### Non-contributory sites

There are several non-contributory, broad frontage sites across the precinct. These sites are typically located on corners between clustered rows of heritage fine-grain buildings. The urban block between Gore and Smith Street almost completely comprises non-contributory buildings fronting Victoria Parade, except for the individually significant and Victorian Heritage Registered 2-storey terrace at 203 Victoria Parade.

### Warehouses & Commercial Stores

Unlike the majority of other precincts in the broader study area, heritage warehouses are not a defining feature of the building stock within the Victoria Parade precinct. Complementing and bookending clusters and rows of terraces and larger non-heritage commercial buildings. More contemporary commercial warehouse forms can be found east of Wellington Street, such as the Porsche dealership and Bunnings Warehouse – recently converted from a commercial office building. These typically comprise a 2-3 storey scale, wide extents of opaque glazing and a departure from the traditional architectural style of the Precinct surrounds.

### Recent development trends

Urban blocks west of Wellington Street has experienced limited levels of change in the form of medium density housing such as a 6-storey residential development set behind a traditional 2-storey street wall (33 Victoria Parade, Collingwood). There are approvals for 3 different 3-storey proposals within the study area, generally ‘pop-ups’ above traditional building stock. East of Wellington Street, development in recent years has predominantly comprised large format commercial buildings such as Bunnings Warehouse. The edges of the precinct have undergone greater degrees of change including a 12-storey building under construction at ACU on the western corner of Napier Street (beyond the study area boundary), as well at 1-35 Wellington Street upwards of 11 storeys - maintaining the existing corner heritage building fronting Victoria Parade, within the study area. Significant development has also occurred opposite Victoria Parade (outside the study area) within the City of Melbourne, upwards of 14-storeys.



A row of fine grain terraces between Napier and George Street



Commercial warehouse extending between Cromwell and Islington Streets



Example of a contemporary commercial form east of Wellington Street



Example of a contemporary development behind the traditional street wall

### Varied allotment configurations

The study area comprises a significant variance of allotment sizes, frontage widths and depths contributing to the diverse character of the precinct. As described in the Statement of Significance for the South Fitzroy Heritage Precinct (H0344) *“the lack of controls on the size and orientation of subdivision allotments and the width of roads, together with a general lack of cooperation or coordination between landowners, led to the emergence of an ad-hoc street pattern and layout of allotments...”*

While this variance is clear in the Victoria Parade Precinct, fine-grain allotments are rarely found in isolation and are typically grouped together. Singular medium and large allotments are more commonly anomalous within an urban block and streetscape, than fine-grain lots. The depth of allotments is generally influenced by the availability of rear access which tends to both extend or shorten the rear boundary of allotments as they historically sought interface and access to laneways.

### Rear interfaces

Unlike other precincts within the Built Form Review, allotments in the study area do not have a consistent rear laneway condition. Given the varied allotment configurations, land use pattern and street network pattern, rear interfaces within the study area comprise a mix of laneway and direct abuttal conditions to both residential and commercial allotments. There are also instances of lots along Victoria Parade between Smith and Wellington Streets with a rear interface to the Mixed Use Zone. East of Wellington Street, the study area boundary is formed by Commercial 2 Zoned lot, generally without laneways. A number of these allotments within and outside the study area have internal private service access lanes along the study area interface. This varied pattern of interfaces (along with other factors) will continue to guide a varied built form response throughout the precinct.

### Street width

The study area comprises a clear hierarchy of street widths, contributing to a structured experience and streetscape character. The widest street is the boulevard typology of Victoria Parade, which generally widens from 70m at the western extent of the study area, to 75m toward the east near Hoddle Street.

Between and including Napier and Wellington Streets, the north-south streets are consistently 20m wide, but are distinguishable due to streetscape attributes and the type of activity they draw. Some streets, such as George Street have limited entry/exit access from Victoria Parade during peak hour traffic times. Streets east of Wellington Street are all 10m wide, representing the narrowest streets in the hierarchy, accommodating one-way traffic movement and on-street parking. The study area also has an interface with Hoddle Street, a 45m wide arterial road. Pedestrian connectivity across the parade is limited to key intersections at Smith, Clarendon, Wellington and Hoddle Streets.



Example of a rear interface between commercial allotments



Laneway interface between NRZ and C1Z allotments



20m wide, one-way streets west of Wellington Street (Gore Street pictured)



10m wide, one-way streets east of Wellington Street (Islington Street pictured)

### Boulevard & Green Streets

The boulevard profile is generally symmetrical across its entire length with carriageway widths varying to include turning lanes at key junctions. The grassed area south of the tram corridor is generally wider than that of the northern grassed area. Frequent canopy trees are evenly distributed along both sides of the grassed median across the extent of the study area. Some segments of the median contain paved footpaths, without any west of Smith Street.

Along with Victoria Parade, the 20m wide Napier, George and Gore Streets comprise significant mature canopy vegetation (deciduous Plane Trees) within the road reserve, enclosing the streetscape. Other streets within the precinct typically have limited street trees and vegetation. Wellington Street footpaths are lined with street trees to a degree, but without the same density and maturity as seen in the north-south streets further east. These green streets contribute to the 19th Century character complementing fine-grain traditional building stock. North-south pedestrian cycle connections across Victoria Parade are available at key junctions including Smith, Clarendon Wellington and Powlett Streets. Dedicated and protected bike lanes are available along Smith Street (south of Gertrude Street) and Wellington Street respectively.

### Key Junctions

Key junctions in the Precinct occur at the Smith Street and Wellington Street intersections, which are considered prominent junctions serving as important wayfinding elements, contributing to the clear division in character along the Parade. These key junctions also accommodate movement corridors including key bicycle routes. These are important connections in navigating modes of transport across the Parade that experiences high volumes of east-west traffic. Hoddle Street is a major intersection at the eastern edge of the study area and a key entrance to the Victoria Street MAC. The junction accommodates tram and vehicle movements with limited pedestrian and cyclist amenity.

### Open Space

There is a lack of notable public open space within the precinct, however the significant Fitzroy Gardens and smaller scaled Powlett Reserve are located 200m south of Victoria Parade along the southern edge of Albert Street (City of Melbourne).

### Topography

The landform along Victoria Parade falls gradually from west to east, with a noticeable slope occurring between Smith and Wellington Streets. Some of the larger and particularly wider sites along Victoria Parade comprise sections of raised ground floors as broad building floorplate fail to respond to the change in natural ground level at the street frontage. The landform towards Hoddle Street flattens.



*Interlinking canopy vegetation of George Street*



*The central median of the Victoria Parade boulevard accommodating tram lines*



*Hoddle Street intersection looking toward Victoria Street*



*The eastern fall of topography along Victoria Parade east of Smith Street*

**Adjoining built form precincts**

The eastern portion of the Victoria Parade Precinct adjoins two other precincts of the broader study area. These are the Smith Street Activity Spine and the Collingwood Mixed Use Precinct. The Smith Street corridor represents a Major Activity Centre within the City of Yarra comprising continuous segments of intact heritage retail streetscapes. The southern end of the precinct is subject to a request for an interimm DDO37 proposing a built form response upwards of 24m in building height.

The Collingwood Mixed Use Precinct continues to undergo considerable urban renewal, guided by the interim DDO23. This includes development sites immediately abutting the Victoria Parade study area including at 1-35 Wellington Street within the adjoining Mixed Use Zone. Further west of the Precinct along Victoria Parade is the southern termination of the Brunswick Street Activity Spine which like the Smith Street Activity Spine, intersects the Gertrude Street Activity Spine. Further east beyond Hoddle Street is the Victoria Street Activity Centre, having recently undergone a Planning Scheme Amendment introducing updated built form controls under the interim DDO22.

**Hinterland influences**

The built form pattern along the Victoria Parade corridor is strongly influenced by the nature of the streets and inboard land use of the surrounding hinterland areas. Along the northern side of Victoria Parade are three different hinterland precincts. These areas are divided by Smith and Wellington Streets, with land to the west of Smith Street comprising the residential Streets of Fitzroy. Land between Smith and Wellington Streets comprises a mixed use pocket at the southern extent of the 'Collingwood Slope'. To the east of Wellington Street the hinterland reflects its industrial past and presently comprises a diverse mix of warehouse and commercial forms.



*Land undergoing development in the adjoining Collingwood Mixed Use Precinct*



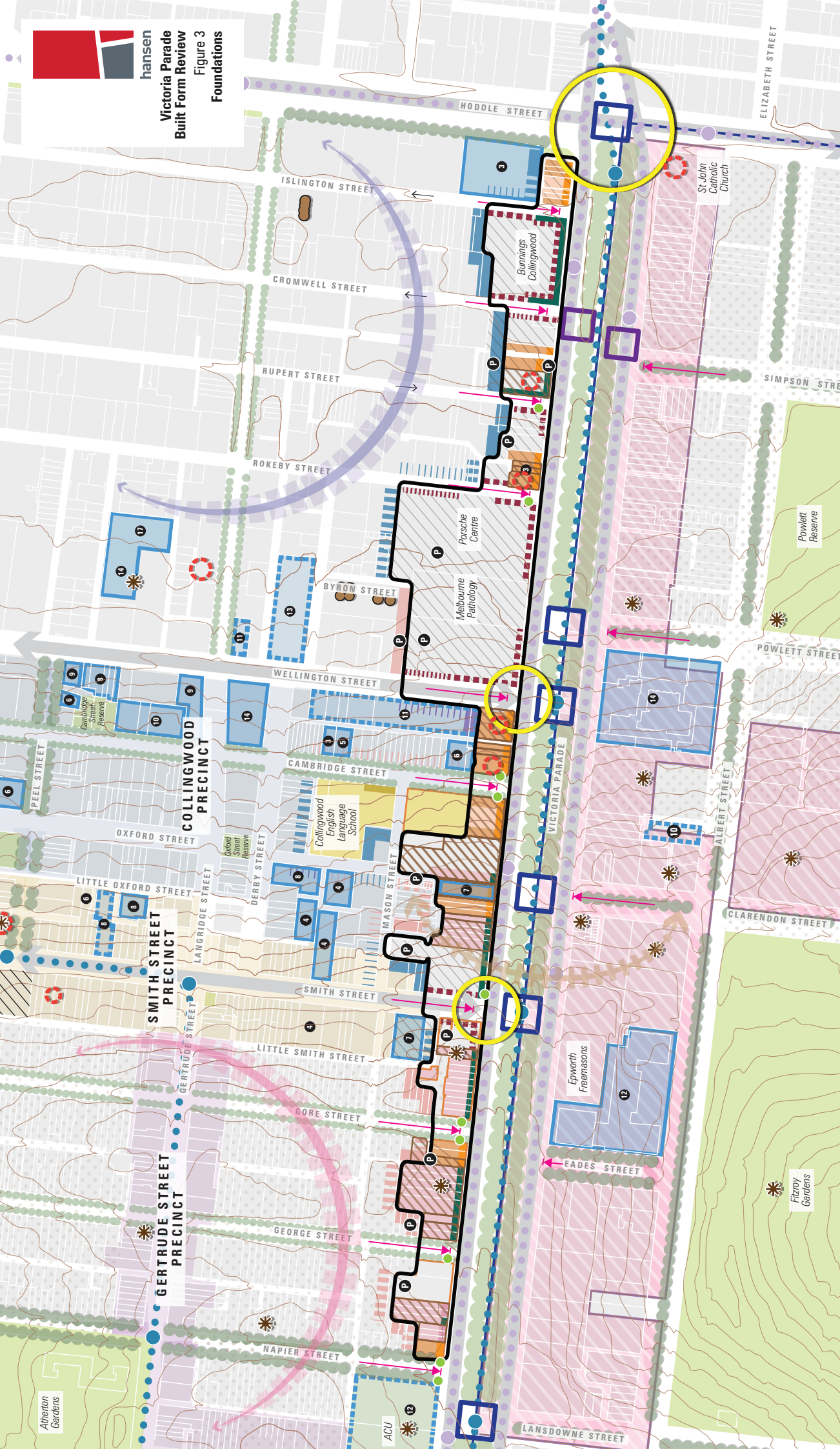
*The historic industrial hinterland influence east of Smith Street*



*The historic residential hinterland influence west of Smith Street*



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**Victoria Parade**  
**Built Form Review**  
**Figure 3**  
**Foundations**



- Legend**
- Victoria Parade Precinct Boundary
  - Municipal Boundary
  - Design and Development Overlay-Schedule 20
  - Gertrude Street Precinct
  - Smith Street Precinct
  - Collingwood Precinct
  - Building/Approved Height
  - Tram Route 86, 12, 109/ Stop
  - Bus Route/ Stop
  - Signalised junction
  - Pedestrian operated crossing
  - Major junction
  - Local landmark
  - At-grade car parking
  - Constructed redevelopment
  - Approved development
  - Planning Assessment
  - Fine grain residential
  - Fine grain residential (garden setback)
  - Fine grain commercial (1 storey)
  - Fine grain commercial (2 storey)
  - Institutional form
  - School
  - Neighbourhood Residential zone
  - Warehouse streetwall: Low
  - Warehouse streetwall: Medium
  - Chimney
  - Former silos
  - Terminal View
  - Victorian Heritage Register
  - Individual heritage significance
  - Contributory heritage building
  - Non-Contributory heritage building
  - Not affected by Heritage Overlay
  - Residential zone + street
  - Residential zone + laneway
  - Residential zone + no laneway
  - Commercial zone + street
  - Commercial zone + laneway
  - Commercial zone + no laneway
  - Mixed use zone + street
  - Mixed use + no laneway
  - Residential influence
  - Commercial influence
  - Views across topographic fall
  - Public open space
  - Kerb outstand
  - Green streets
  - Mature trees
  - Boulevard

## 2.2 Victoria Parade Precinct Built Form Framework

In response to foundation matters, a Built Form Framework has been advanced to reinforce locations for varying levels of change within the study area. A Framework is not definitive (like a Built Form Control Plan), instead it seeks to identify critical 'gestures' of the City. In this instance, the framework recognises the importance of the following attributes- Refer to Figure 4:

### Capacity

The urban blocks east of Wellington Street predominantly lack heritage fabric and consistency. They are also distinguished from the blocks west, to the broader and deeper nature of lots (occupying large portions or entire urban blocks) land use patterns and building typologies; currently comprising showroom and large format retail and commercial buildings.

Future urban forms on these capacity blocks should reference the established and finer grained character west of Wellington Street, ensuring new development is pedestrian scaled at lower levels and are made up of 'parts' as to not be interpreted as large, single masses. This will contribute to unifying the streetscape character along Victoria Parade helping to re-emphasise the boulevard.

### Varied Streetscape Profile

Western urban blocks between Napier Street and Wellington Street have a more varied streetscape profile. While there are segments in the streetscape bearing a more ordered resemblance, these segments are generally broken by larger and deeper non-contributory sites, particularly at corners, such as at the Smith Street junction. The streetscape profile of continuous rows of attached contributory and individually significant buildings between Wellington Street and Smith Street are varied in streetscape profile due to varied uses and subdivision pattern.

Future built form should reference the 'varied' condition and adopt a more customised response while acknowledging the sensitivity of its residential interface to the rear. Continuation of street wall definition along Victoria Parade should also be contemplated, as the current experience traversing through the corridor gives a relatively consistent low street edge condition (albeit slightly raised where the topography falls towards the east). This impression should generally be retained in future development.

### Boulevard Address

Victoria Parade defines a key traditional approach between the north-east corner of the Hoddle Grid and the main north-south movement corridor of Hoddle Street to the east. It also defines the municipal boundary between the City of Yarra and the City of Melbourne. Its broad central median is lined to mature canopy planting and comprises a central tram line provision within an otherwise spacious grassed verge. Solar access to the central median will maintain ensure long term viability of the canopy planting, retain attractive presentation into Melbourne's CBD and maintain pedestrian amenity along footpaths and at tram stops. Future development should continue to ensure solar access to the central median is protected.



*The transition to larger allotments east of Wellington Street*



*Large Smith Street junction allotments bookending finer-grain rows*



*Corner hotels, set back residential terraces and shop buildings contributing to the varied streetscape profile*



*The Victoria Parade boulevard environs*

### Varied Subdivision Pattern

The rhythm of block sizes is highly varied throughout the Precinct due to ranging lot widths and depths, warranting a varied response. West of Wellington Street, rows of fine grain allotments are bookended by larger corner lots. When compared to blocks further east, these allotments are significantly shallower with many immediately abutting residential and mixed-use allotments to their rear (north). In contrast, significant infill can occur at the eastern end of the Boulevard in response to deeper and larger lot sizes, generally not constrained by sensitive residential abutments.

Large allotments east of Wellington Street present a contrast to finer grain urban blocks west, and will need to have regard to improving visual and physical permeability through upper level separation, or ground level linkages that line up with perpendicular laneways and streets. This is key to ensuring a pedestrian friendly environment is achieved and in breaking up potential built form mass.

### Key Junctions

Future built form can contribute to junction definition, to assist in wayfinding and sense of place. The 'boulevard' condition already exhibits a strong sense of place. However, where the parade intersects with other 'main streets' at Smith, Wellington and Hoddle Streets, future forms should be shaped to retain primacy of the boulevard condition. Pedestrian amenity (solar, sense of enclosure and ground level activation) should be prioritised at these key corners given the increased footfall associated with commercial activities. A number of secondary, T-junctions occur at the termination of several streets at the parade, resulting in terminal views to and from the boulevard. The built form environs framing these views should be considered to ensure the boulevard character visually projects into side streets.

### Key Pedestrian Connections

Smith, Wellington and Napier Streets are important perpendicular streets with designated sustainable transport routes between Collingwood and Clifton Hill. At the Victoria Parade junctions, these north-south links are provided with signalised pedestrian and cycle crossings. Where increased pedestrian footfall can be expected, street level activation and long term amenity to public realm (solar access, wind effect, pedestrian scale consideration) along these streets should be prioritised.

East of Wellington Street, properties are within a 500m walk of North Richmond station. Therefore, streets in this range are also likely to expect increased pedestrian footfall.

An increase in pedestrian permeability can be contemplated via the continuation of Byron Street in future redevelopment of the urban block between Wellington and Rokeby Streets.



*The triple fronted Bunnings allotment as viewed along Islington Street*



*An anomalous allotment boasting multiple street frontages*



*Southwest corner of the Wellington Street junction undergoing change*



*Wellington Street provides bicycle connection to the northern Alexandra Parade*



## Green Streets

The Precinct is punctuated by the north-south ‘green streets’ of Napier, George and Gore Streets, all comprising 20m road reserves and are defined by the large established canopy trees. These streets are primarily residential and their junctions comprise higher amenity thresholds, through the provision of kerb extensions and public ‘pause places’ for traffic calming and ease of pedestrian movement. It is imperative that future development continues to support high amenity environments for pedestrian movement, including the protection of solar access.

## Slope

There is a gradual slope from west to east along Victoria Parade, noticeably falling beyond the Smith Street junction. Larger sites with broad frontages should respond to the natural fall in the land, stepping future buildings and their ground floors to enable active and engaging street level conditions, avoiding the presentation of blank walls at ground level.

## Heritage Values

The western urban blocks between Napier and Wellington Streets have considerable heritage value with a significant number of allotments graded contributory or individually significant. This includes two Victorian Heritage Registered buildings, both mid-block between George and Smith Streets. Other assets include corner pub buildings and rows of Victorian terraces. Adjoining these blocks are perpendicular residential streets (within the NRZ). They are typified by low rise, fine grain heritage buildings. There is limited opportunity for a significant change along these residential streetscapes. Future development along Victoria Parade will have to consider its implication on this interface. A key anomaly to the western heritage fabric is the Smith Street junction, where both corner allotments have no heritage value.

Blocks east of Wellington Street extending to Hoddle Street present a stark contrast, with only four properties under Heritage Overlay, including the Former Ebenezer Particular Baptist Church. These blocks represent a clear departure from the fine grain traditional fabric to the west, typified by larger and deeper allotments occupied by more contemporary commercial forms.

## Transition to the rear (north)

To the north, behind the Victoria Parade spine is a distinct pattern of primarily moderate grain commercial properties to the east of Wellington Street and fine grain residential properties to the west of Smith Street. The central section (between Smith Street and Wellington Street) comprises a varied condition and a gradual transition between the two clear hinterland conditions. All properties within the precinct front onto the boulevard as their primary address, with northern boundaries forming their rear interfaces. Site’s abutting the more sensitive residential properties will need to respect the low-scale character and amenity conditions from abutting backyards. Sites abutting commercial properties will be less constrained, however building separation and equitable development considerations are relevant.



*Example of a Green Street carrying the boulevard setting further north*



*A row of attached terrace buildings west of Wellington Street*



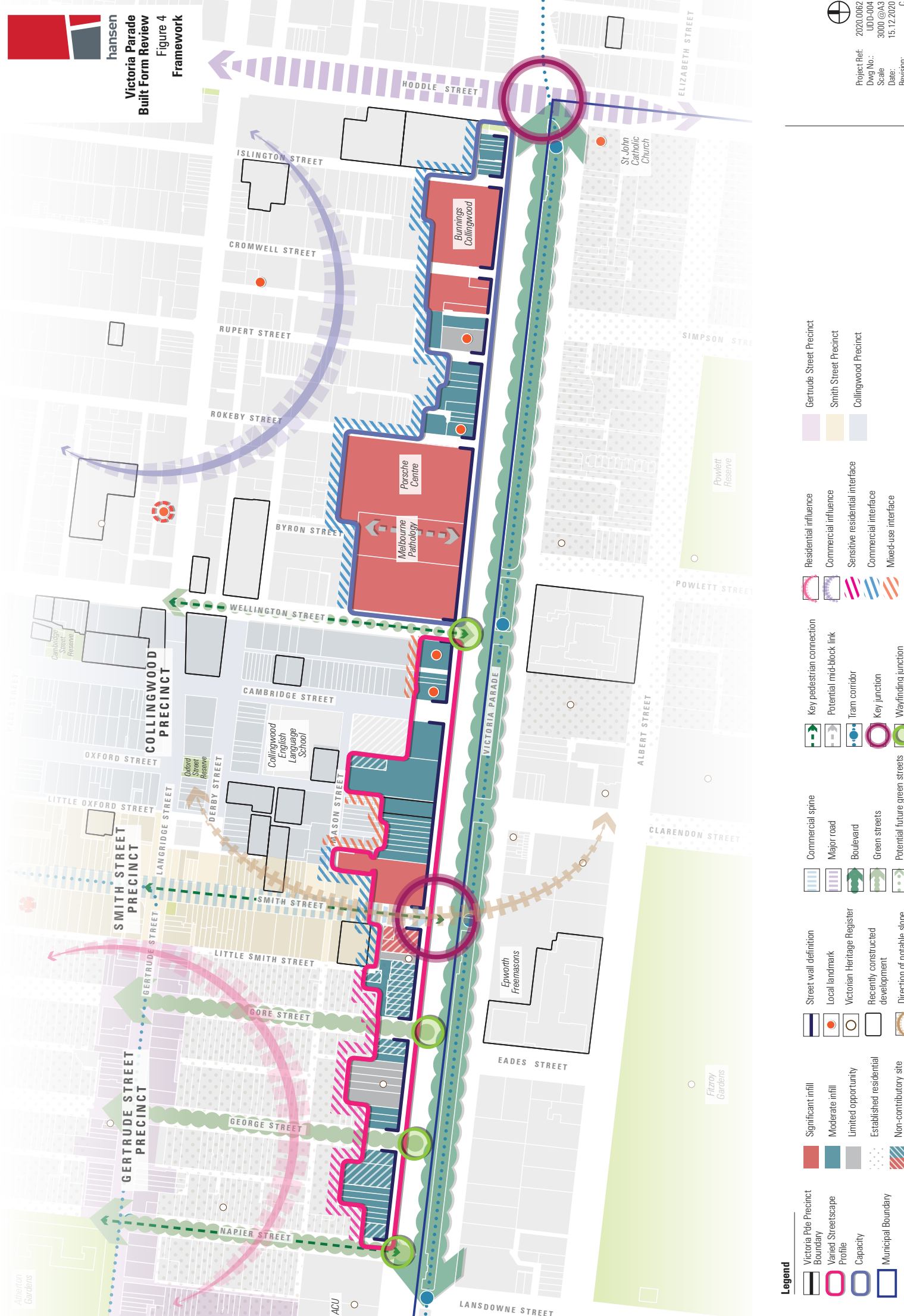
*The VHR listed Henkell Brothers terrace adjoining a site with no heritage value*



*Perpendicular heritage streetscapes west of Wellington Street*



**hansen**  
**Victoria Parade**  
**Built Form Review**  
**Figure 4**  
**Framework**



**Legend**

- Victoria Pole Precinct Boundary
- Varied Streetscape Profile
- Capacity
- Municipal Boundary
- Significant Infill
- Moderate Infill
- Limited Opportunity
- Established Residential
- Non-contributory Site
- Street Wall Definition
- Local Landmark
- Victorian Heritage Register
- Recently Constructed Development
- Direction of Notable Slope
- Commercial Spine
- Major Road
- Boulevard
- Green Streets
- Potential Future Green Streets
- Key Pedestrian Connection
- Potential Mid-Block Link
- Tram Corridor
- Key Junction
- Wayfinding Junction
- Residential Influence
- Commercial Influence
- Sensitive Residential Interface
- Commercial Interface
- Mixed-Use Interface
- Gertrude Street Precinct
- Smith Street Precinct
- Collingwood Precinct

## Future Character Statement

Given this 'Framework' for change, the following future character statement is recommended.

*Victoria Parade will continue to be primarily influenced by its boulevard address, key to the image and address to the municipality.*

*Overall, future development will reinforce the Victoria Parade boulevard as the key eastern approach into the CBD, through greater street-edge consistency and demarcation of key junctions. The built form proposition will recognise important pedestrian movement between public transport, employment areas and Activity Centres in the broader precinct.*

*The western end of the precinct will comprise moderate infill development that respects the prominent heritage fabric and varied street wall conditions. Opportunity for a higher development scale to the east will be realised, while creating a consistent street edge that balances enclosure and openness at the street wall to achieve a pedestrian scaled environment. Uppermost levels of taller development east of Wellington Street will be shaped by the retention of the high-amenity boulevard setting.*



## Framework Principles

In response to this distinction in the precinct's urban fabric, the preferred future-built form character will seek to build on its key attributes to re-emphasise the grand boulevard setting by adopting the following principles:

- 1 Establish an urban form that is shaped by retaining the amenity of the open streetscape profile of Victoria Parade, central median and its established street trees to ensure a pedestrian scale in an emerging employment and Activity Centre context.
- 2 Respond to the eastern urban blocks with greater capacity for moderate change and demarcate the southern entrance into the Smith Street MAC.
- 3 Establish a consistent and strong street edge definition that provides a transition in street wall along Victoria Parade to lower, and heritage sensitive building fabric.
- 4 Respond to the predominant heritage fabric west of Smith Street with generally moderate infill and lower street walls.
- 5 Provide transition where urban blocks adjoin established residential edges to the north.
- 6 Respond to the scale and form of existing and approved development within the Precinct and at its edges.

## PART 3: BUILT FORM PROPOSITION

The Built Form Proposition has been derived from the Built Form Framework which was informed by the Foundations Analysis and underpinned by the overall Background Analysis.

The Victoria Parade Precinct Built Form Proposition demonstrates block by block and street by street parameters for the precincts' evolution of new development. The identified parameters are neither fixed, or absolute but are intended to guide future change. The proposed proposition or 'controls' are represented in Figure 4 and are derived from the following basis:

- Heritage assessment and advice;
- Municipal Housing Strategy;
- Precinct character;
- Street proportions;
- Parade Presence;
- Solar access to the Public Realm;
- Local landmarks;
- Heritage Street walls and upper levels;
- Heritage frontage;
- New street walls and upper level setbacks;
- Upper level setbacks for non-contributory sites;
- Street corners;
- Transitions;
- Residential interfaces (including laneway);
- Non-Residential Interfaces (including laneway);
- Building separation, amenity and equitable development;
- Sites in Residential Zone; and
- Future Shared Streets.

The rationale for height parameters is outlined as follows:

### 3.1: Basis for Height Parameters

#### Heritage Input

GJM Heritage provided extensive heritage input based on comprehensive analysis comprising:

- The heritage grading of each property within the Heritage Overlays;
- The currency of existing Statements of Significance;
- Confirmation of places with Victorian Heritage Register nomination; and
- Recommended built form parameters to appropriately manage development within the heritage context.

Refer to Victoria Parade Heritage Analysis & Recommendations (GJM Heritage) for details.

#### Housing Strategy

With reference to the adopted Housing Strategy for the Municipality (adopted 2018), the Victoria Parade study area is mostly located within the Brunswick & Smith Street Major Activity Centre (MAC), west of Wellington Street. The study area is designated for moderate change, given its mixed lot sizes, proximity to activity centres with heritage significance and its excellent access to services, open space and public transport.

The Housing Strategy identifies future development to be in the form of mixed use, infill and shop-top apartment development on individual and consolidated lots that respond to existing heritage character of streetscapes.

#### Precinct Character

Key characteristics that distinguish the Victoria Parade Precinct are attributed to a grand boulevard presentation of the streetscape comprising a broad central median and established street trees create a strong, unifying public realm condition. Diversity in built form is attributed to a subdivision pattern that significantly varies west and east of Wellington Street, with rows of intact heritage fabric and a residential hinterland more common to the west, with mixed land use patterns and built form typologies and a commercial hinterland to the east.

Existing built form is generally low scale in street edge and overall height, with some more contemporary office buildings presenting higher at the street walls where the land falls away towards east beyond Wellington Street.

New development should seek to respond to the unique contextual characteristics and respond to unique sensitivities as required.

### Street Proportions

Default preferred maximum building heights have been derived in relation to the adjoining street width. This has been based on considerable analysis and documentation of the existing relationships throughout the broader study area, which has shown there to be a strong correlation between the width, function and character of the street to the height and profile of the buildings which line it.

This study also recognises that street width relationship to the overall building height also has a strong correlation with the street’s function and streetscape character.

However, in order to respond to the prevailing streetwall scale, set backs to upper levels are required. They are also determined by the size and depth of lots, noting need for rear boundary transition conditions.

In the context of Victoria Parade, future development will continue to respond to the street-based built form outcome, by adopting a street wall scale and upper levels setbacks influenced by retaining solar access to the public realm, a pedestrian scale and the influence of heritage fabric. They are also determined by the size and depth of lots, noting the need for rear boundary transition conditions west of Smith Street.

It acknowledges that the street width to building height ratio is not seen as a ‘target’. Rather this consideration must also be complemented by the ability for future development to respond to its streetscape character and heritage setting

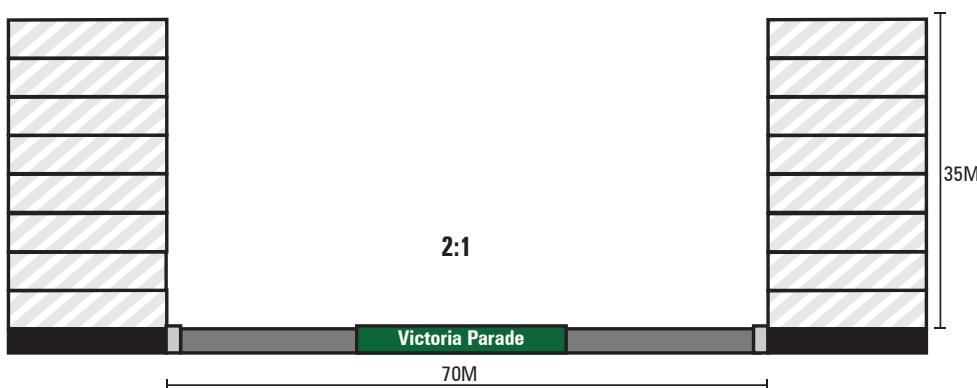
### Parade Presence

Victoria Parade (70-75m) is distinctively characterised by its broad profile with a wide central median planting to incorporating avenue tree planting and a tram corridor in the central median.

Therefore, as a starting point, the preferred overall building height of new forms along these open streets will seek to balance the opportunity presented by the generous road proportion with retaining the sense of openness and relative consistency in the street edge conditions.

Importantly, it is also critical that future development continue to respond to its broader streetscape character and heritage setting. The following is recommended:

- Up to 2:1 – Street width to overall building height ratio (main road corridors at key junction locations, large size lots).



A street width to building height ratio 2:1 for parade and transport corridor

### Solar Access to the Public Realm

In inner urban areas such as Fitzroy and Collingwood, solar access to the public realm is an important consideration. Therefore, future urban form should protect solar access to key streets and open spaces appropriately to ensure ‘life and attraction’ at the street level for residents and visitors.

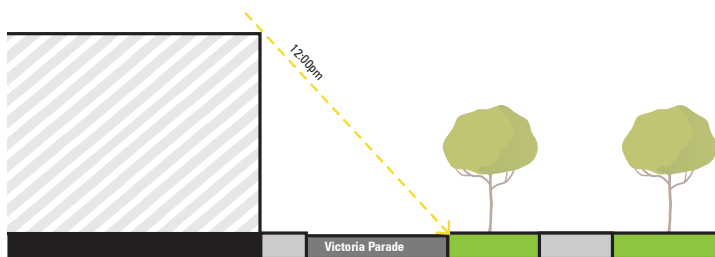
The Urban Design Guidelines for Victoria contains the following relevant Objectives and Guidelines:

*‘Objective 5.1.3 To ensure buildings in activity centres provide equitable access to daylight and sunlight’, and*

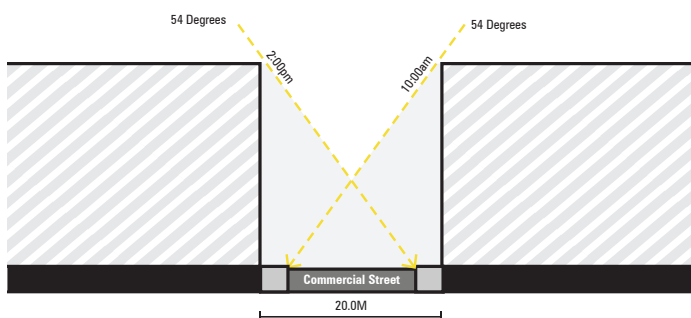
*‘5.1.3a Locate and arrange the building to allow daylight and winter sun access to key public spaces and key established street spaces.’*

Within the Victoria Parade Precinct we recommend the following solar access measures to maintain appropriate solar access to the public realm, measured on 22 September (equinox):

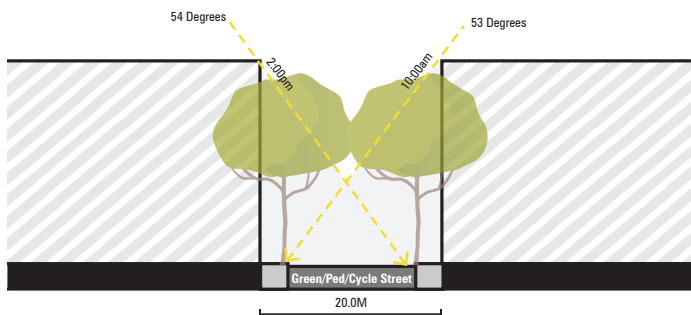
- Along **Victoria Parade** (Boulevard), avoid overshadowing of the northern edge of the central median at 12pm. This will ensure the viability of median vegetation in reinforcing the image of the boulevard and provide solar access to pedestrian nodes including tram stops, and footpaths.
- Along **Commercial Streets** (Smith Street): avoid additional overshadowing of the opposite western footpath from 10am; and the opposite eastern footpath at 2pm. Kerb-outstands at intersections should also be protected.
- Along **Green Streets** (George, Gore and Napier Streets) and **Key Pedestrian Priority/ Cycle Links** (Wellington Street): avoid additional overshadowing of the opposite western footpath from 10am; and the opposite eastern footpath at 2pm. Kerb-outstands at intersections should also be protected.
- Along **Other Streets within the Study Area** (Cambridge Street): avoid overshadowing of the opposite western footpath at 10am; and the opposite eastern footpath at 2pm.
- Along **Narrow Streets within the Study Area** (Rokeby, Rupert, Cromwell and Islington Streets) avoid additional overshadowing above the ground floor of buildings. On narrower streets, some overshadowing of footpaths is inevitable. It is determined that protection of solar access to first floor is acceptable in these locations.
- **Other streets (outside the study area):** avoid overshadowing of footpaths to opposite sides of the street between 10am to 2pm.



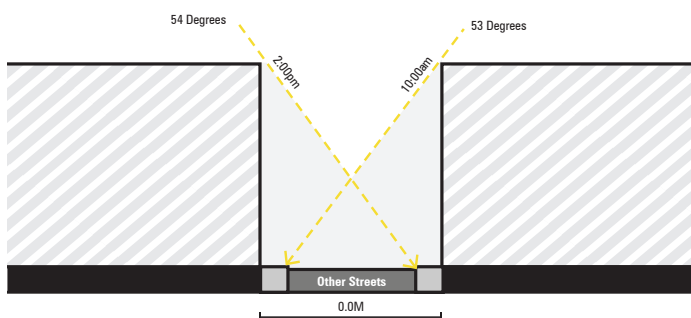
12pm exquinox solar angle along Victoria Parade



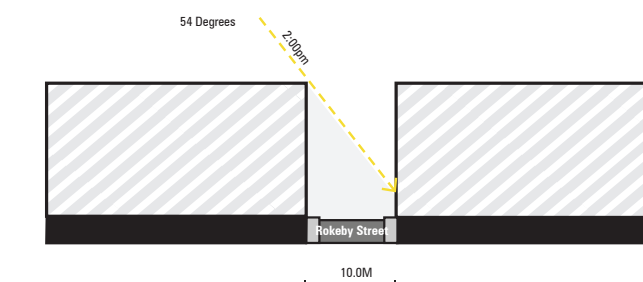
Exquinox solar angles along 20m wide Commercial Streets



Exquinox solar angles along Green Streets & Pedestrian Priority/Cycle Links



Exquinox solar angles along 20m wide 'Other Streets' (eg. Cambridge Street)



2pm exquinox solar angles along Narrow Streets (eg. Rokeby Street)

## Local landmarks

A total of four local landmarks are identified in the Study Area, occupying corner sites. Prominent corner buildings are a heritage feature and a key characteristic of Fitzroy and Collingwood. Retaining views to and 'space' behind these prominent corner forms is important to ensure they remain visually prominent and 'hold' the corner. The following are identified as local landmarks in the study area:

- Baden Powell Hotel at 61-65 Victoria Parade, Collingwood (HO336);
- former John Franklin Hotel at 75-77 Victoria Parade, Collingwood (HO336);
- Prince Patrick Hotel and shops, 135-141 Victoria Parade Collingwood (HO138); and
- former Ebenzer Baptist Church at 139 Victoria Parade (HO139).



*Baden Powell Hotel*



*former John Franklin Hotel*

## Heritage Street Walls and Upper Levels

Within the Victoria Parade study area, there is extensive heritage fabric which is to be retained and enhanced. The recommended upper level setback parameters for contributory or individually significant sites draw on the objectives and provisions of Clause 22.02, 22.10, Clause 22.14 and DDO2 (Main Roads & Boulevards) as well as heritage advice from GJM Heritage.

A **default 6m measurement** (to the new built form and balcony line) is applied to all sites fronting Commercial Streets including Victoria Parade, Smith Street and Wellington Street. This is to ensure adequate protection of the primary heritage 'volume' and features (including chimneys, and exposed roof forms). The default upper level setback will also protect facade articulation in the streetscape elevation with spatial separation between the street wall frontage and recessive upper levels (behind).

Where opportunity for taller development exists behind the heritage volume, a default upper level setback of 6m will be required in addition to consideration of a sensitive architectural design treatment (massing, form and materiality) to ensure the new form does not visually compete with the heritage element.

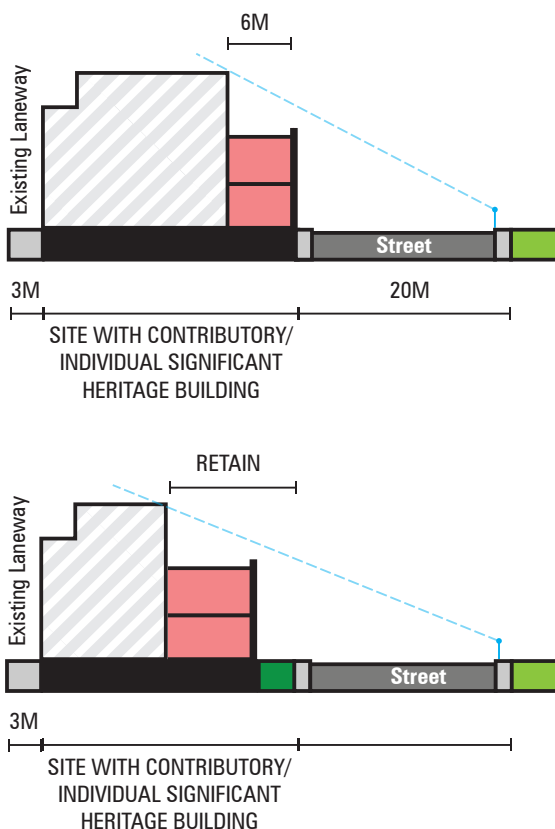
## Heritage frontage

Based on an understanding of heritage advice including the distinct built form character to the west of Wellington Street, the following parameters guide the preferred built form response for heritage frontages in the study area:

- Heritage forms (both VHR and Non-VHR) should retain existing heritage frontages, including front setbacks. This is particularly relevant to Victoria Parade where existing heritage forms are setback from the street frontage for front gardens and terraces.
- Retention of all built fabric within sites with VHR designation (169-179 and 203 Victoria Parade). It also precludes new built form within the 'air right' above VHR buildings.
- If the extent of heritage fabric of a VHR site were to change or diminish a 'default' 4 storey maximum would apply to the site, as well as specific heritage guidance.
- Where new buildings are proposed within the side or rear setback of VHR sites, they are to be positioned behind existing structures, ensuring heritage frontages are not concealed by new forms from streetscape views.
- New built form to the rear of individually significant residential heritage forms, including single and two storey terraces should ensure upper levels are highly recessive in views.
- Retain existing heritage frontages, including street setbacks.

### New street wall and upper levels

In urban areas, urban design guidelines typically seek to introduce a 'street wall' and 'upper level front setback' measure. The purpose for such a distinction and separation is to maintain the prominence of the 'traditional' frontages within the streetscape, while enabling new and increased heights in a recessive order. Upper level setbacks also retain a sense of openness to the street, which is prominent in a pedestrian's field of vision and reinforces the traditional street wall scale.



Preferred setback above and behind heritage frontage

- Contributory/individually significant building
- Existing landscape setback
- Boulevard median

### New street wall heights

Along Victoria Parade, heritage street walls vary in parapet height but in most cases comprise 2 storey terrace buildings. The only exception is the former church building on the eastern Rupert Street corner. To retain an orderly streetscape characteristic, any new street wall should match the adjoining heritage forms. On wider allotments with greater capacity for change, street walls should 'step' down to match adjoining heritage forms, but can accommodate higher street walls after a minimum 6m from the adjoining boundary.

Importantly, new street walls should not diminish the heritage qualities of the streetscape. Where a site is adjacent to a single storey heritage form, a street wall transition is considered appropriate in ensuring the traditional form is not overwhelmed by new development.

The following is recommended for Victoria Parade:

- A 'default' **street wall height of 3 storeys (11.2m)** is recommended for non-contributory sites in response to prevailing low rise forms (2-3 storeys) in residential zones unlikely to change significantly in the long terms such as George and Gore Streets. Along Rokeby, Rupert and Islington Streets, new street walls should reference the prevailing street wall heights of recent infill development at 3 storeys (11.2m).
- At the major junction of Smith Street and Victoria Parade a taller street wall height of 4 storeys (14.4m) is considered appropriate in demarcating a notable junction in the precinct, where future developments will contribute to wayfinding. However, to sensitively respond to abutting heritage properties a transition down to 3 storeys (11.2m) is recommended.
- For large sites to the east of Wellington Street which have capacity for change a more robust street wall height of 4 storeys (14.4m) is considered appropriate.
- On allotments with corners to narrow side streets (10m) it is expected that high street walls will step down before wrapping the corner where low-scale heritage street walls exist opposite.



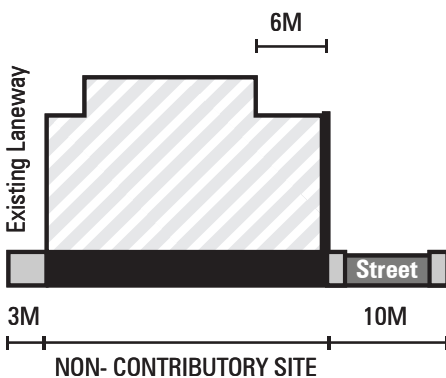
### Upper level setbacks for non-contributory sites

The purpose of the upper level setback is to:

- Retain prominence of local landmarks.
- Provide a clear distinction between ‘base’ and ‘top’.
- Create a degree of consistency for upper levels that comprises a mix of heritage and non-heritage forms.
- Ensure the new upper level does not visually overwhelm the streetscapes.
- Ensure no unreasonable overshadowing of the public realm (taller buildings may require upper level setback greater than 6m to meet the overshadowing requirement).

For these reason, a **‘default’ 6m upper level setback** (from the facade to the new built form including balcony line) is applied to all non-contributory sites fronting:

- The northern side of **Victoria Parade** preserving a distinction between street wall and upper levels and minimising overshadowing of the central median;
- **Smith Street** for a visually dominant street wall and to achieve a degree of consistency with development on heritage sites;
- **Wellington Street** for a visually dominant street wall;
- **Napier, Gore and George Street** (Green Streets) to meet the overshadowing requirements and transition to residential precincts to the south of the study area.
- **Rokeby, Rupert, Cromwell and Islington Streets** for a visually dominant street wall.

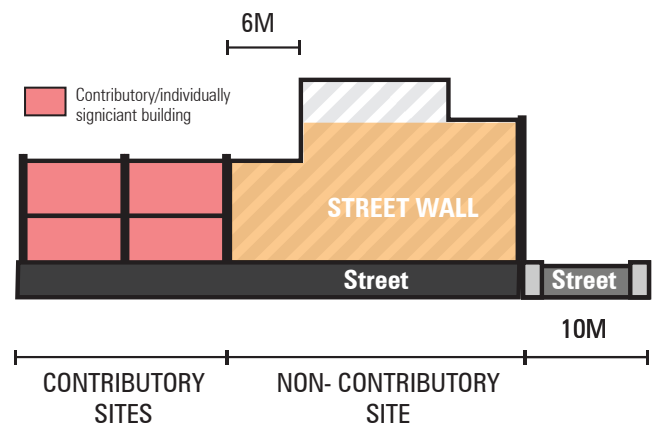


Preferred upper level setback above new street wall

### Street Corners

The streetwall presentation along local streets needs to ‘turn the corner’ and transition appropriately. Fitzroy and Collingwood’s local street network comprises both 20m and 10m wide streets with a high frequency of corner sites. In some instances, corner sites have direct abutments to contributory heritage sites which are typically defined by 1-2 storey heritage street walls, or heritage frontage. A sensitive street wall transition is sought at these corner locations.

New development should return the taller street wall around the corner and into the perpendicular street and transition to respond to the abutting heritage parapet for a length of approximately 6m or to the nearest property boundary (if less than 6m).



Preferred street wall transition for corner sites

### Upper Level Expression

The design of upper levels of new development should:

- Be well articulated and break up the building mass;
- Distinguish between the lower and upper levels through materials and articulation;
- Be designed so that side walls are articulated and read as part of the overall building design and not detract from the streetscape when viewed from direct and oblique views along the streetscape; and
- Provide passive surveillance of adjacent streets and public open space.
- Minimise visual bulk on large corner sites where taller urban form is anticipated.
- On large sites, new forms should be designed as a collection of parts to avoid the presentation of continuous and unbroken building mass.
- On forms greater than 10 storeys, the upper levels should be further set back in order to be visually recessive.

### Transition

Gradual transitions in scale are an existing characteristic of the broader Fitzroy and Collingwood area. There are many examples of older commercial or warehouse forms side by side with fine grained dwellings. In this context a change in streetwall height of one storey is common within the streetscapes of the precinct.

The broader skyline is primarily dominated by mid-rise and high-rise forms on the southern side of the boulevard (City of Melbourne) and mid-rise forms associated with institutional and education facilities further east. There is limited evidence of recent construction along the northern side of Victoria Parade within the precinct, however across the road are recent constructions upwards of 14 storeys with street walls of 4-6 storeys.

Larger sites may be able to accommodate for gradual transitions through recessive upper levels and transition in scale in response to abutting heritage forms. In order to avoid undesirable ‘wedding cake’ forms, minimal ‘steps’ in built form massing is encouraged. Transitions in scale should, as a minimum, occur in paired levels.

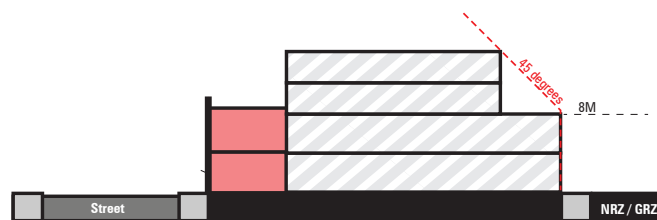
### Residential Interfaces (including laneway)

Most residential properties are generally located predominantly to the west of Smith Street to the rear of the precinct boundary, usually separated by a laneway, or street. There are limited instances where the study area has a direct abuttal to residential properties, which generally occurs where a side boundary within the study area abuts the rear boundary of an allotment in a perpendicular street (i.e. between Napier and George Streets). There are limited direct abutments to private open spaces.

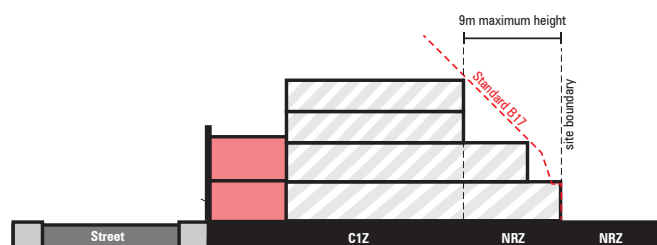
Along these residential interfaces (with, or without laneway separation), an 8m (2 storeys) form built to the boundary is required with a recessive upper-level setback (behind a 45-degree setback envelope) to ensure residential amenity is protected.

### Non-Residential Interfaces (including laneway)

Built form should continue to respond to laneway interfaces with C1Z and C2Z land. Within the study area the existing laneways, their function, widths and arrangements vary. Future development should respond to these mixed conditions. Where new development is separated from adjoining non-residential sites by a laneway (typically 3m wide), it should present a maximum 11.2m (3 storeys) form at the interface, with any built form above set back 4.5m from the centreline of the laneway. This ensures a minimum distance of 9m is provided between adjoining sites to facilitate equitable development achieving adequate separation between dwellings.

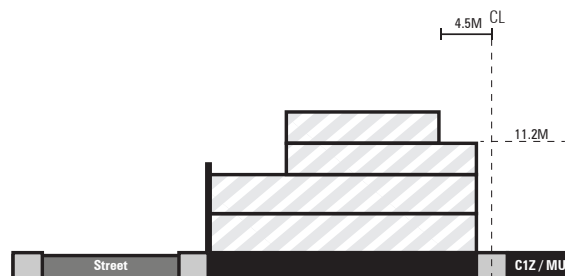


Preferred built form transition to residential zone land (GRZ/NRZ)



Preferred built form transition where NRZ is applied to rear of site

Contributory/individually significant building



Preferred built form transition to MUZ or C1Z sites

### Building Separation, Amenity & Equitable Development

New development should provide a design response that considers the existing condition and future development opportunities of adjacent properties in terms of outlook, daylight and solar access to windows. Development should be setback from common boundaries to provide separation between buildings at the upper levels (above the street wall):

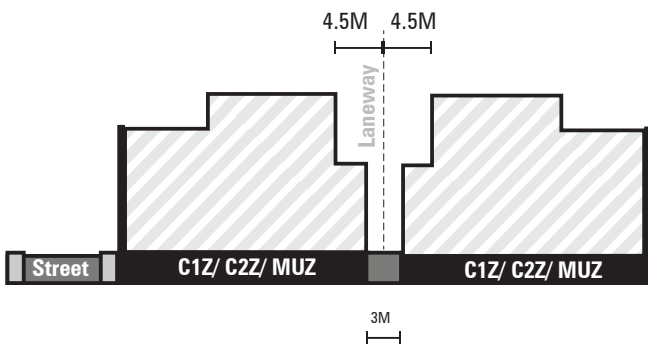
- A minimum of 4.5m from the boundary where a habitable room window is proposed;
- A minimum of 3m from the boundary where a non-habitable room window or commercial window is proposed; and
- A minimum for 4.5m from the edge of a proposed balcony or terrace.
- Where the common side boundary is a laneway, the setback is measured from the centre of the laneway
- Where the common side boundary is a laneway, the setback is measured from the centre of the laneway.

### Sites in Residential Zone

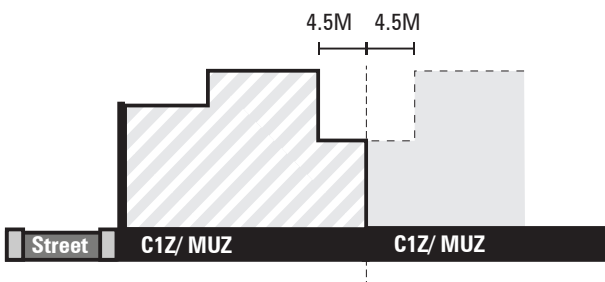
Built form recommendations for sites in residential zones have adopted the mandatory maximum permissible height allowed by the zone. No key views to the local landmarks are affected by this built form parameter.

### Future Shared Street

On large sites to the east of Wellington Street there is potential to create new shared street/s, in order to provide a more permeable pedestrian network and create stronger connections to the existing streets and laneways. In order to ensure an inviting and safe environment development abutting any future shared street, must maximise opportunities to provide for passive surveillance of the public realm and seek to appropriately address and activate the edges.



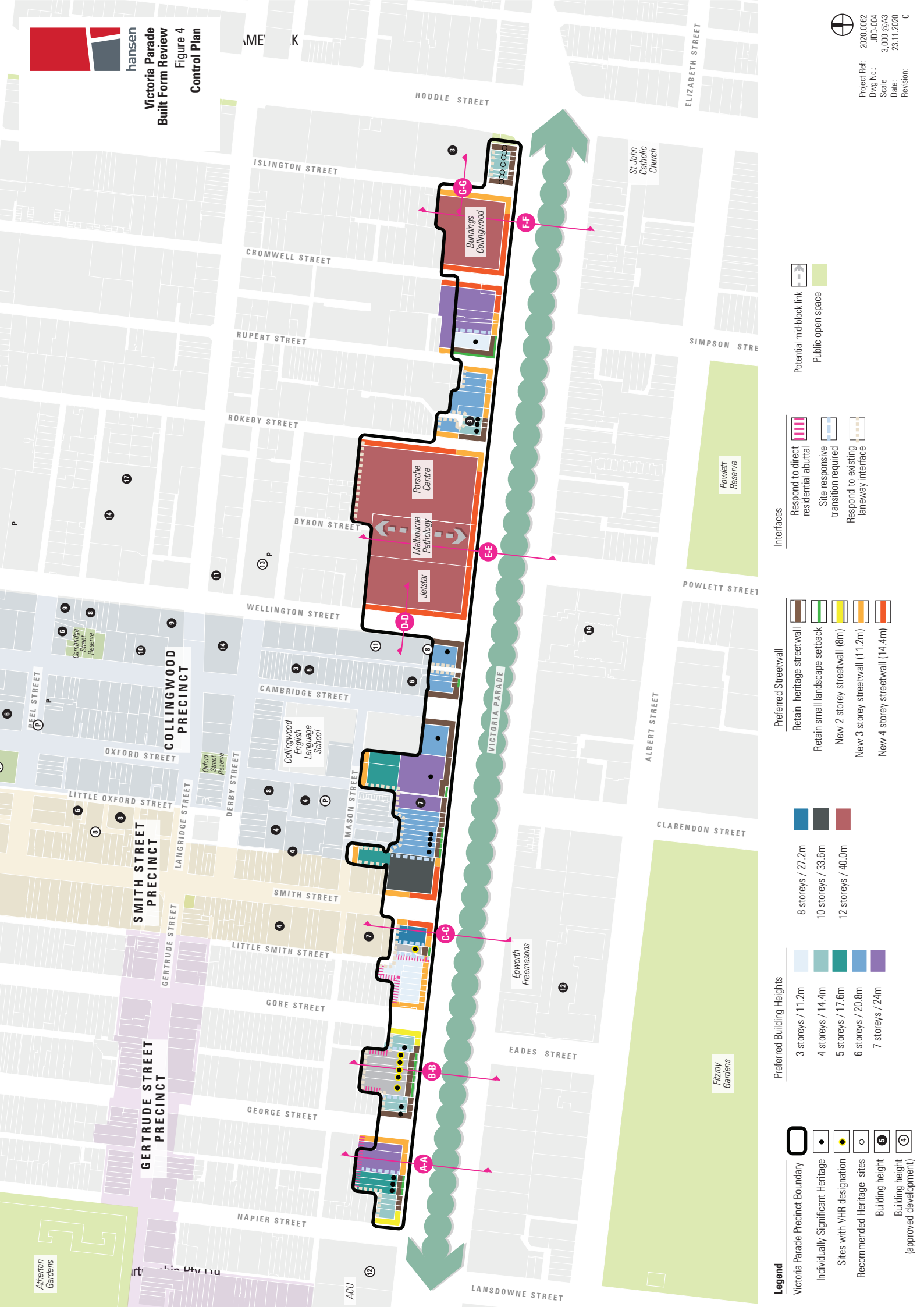
Preferred 4.5m setback of upper levels from centreline of laneway (minimum 3m wide)



Preferred 4.5m setback of upper levels from common boundary



**Victoria Parade  
Built Form Review  
Figure 4  
Control Plan**



- Legend**
- Victoria Parade Precinct Boundary
  - Individually Significant Heritage
  - Sites with VHR designation
  - Recommended Heritage sites
  - Building height
  - Building height (approved development)

- Preferred Building Heights**
- 3 storeys / 11.2m
  - 4 storeys / 14.4m
  - 5 storeys / 17.6m
  - 6 storeys / 20.8m
  - 7 storeys / 24m

- Preferred Streetwall**
- Retain heritage streetwall
  - Retain small landscape setback
  - New 2 storey streetwall (8m)
  - New 3 storey streetwall (11.2m)
  - New 4 storey streetwall (14.4m)

- Interfaces**
- Respond to direct residential abutal
  - Site responsive transition required
  - Respond to existing laneway interface

- Potential mid-block link**
- Public open space**

## PART 4: RECOMMENDED CONTROLS

### 4.1 Methodology

The formulation of future building heights and streetwall conditions within the Victoria Parade Precinct has been influenced by many factors, including:

- Planning Policy Framework;
- Local Planning Policy Framework, including Zones and Overlays;
- Practice Note No. 60 – Height and Setback Controls for Activity Centre;
- Practice Note No. 59 – The Role of Mandatory Provisions in Planning Schemes;
- City of Yarra Housing Strategy (Adopted 4 September 2018);
- Review & Development of the City of Yarra Landmarks Policy (March 2018);
- Urban Design Guidelines for Victoria, 2017;
- Anticipated scale and form of development outside the study area (i.e. within Residential and Employment Zones);
- Views to existing municipal and local landmarks from the public realm;
- Recognition of Yarra’s heritage skyline;
- Recent development approvals (including those currently under-construction);
- 3D computer modelling of built form testing for the study area;
- Independent heritage advice and existing character considerations, consistent with the expert heritage advice provided by Council’s heritage advisors (GJM Heritage);
- The overall Brunswick Street and Smith Street Built Form Review Background Report (November, 2019); and
- Extensive site inspections and workshops with Council’s officers.
- Planning Panel Recommendations for:
  - Johnston Street Local Area Plan (C220);
  - Queens Parade Built Form Review (C223);
  - Swan Street Built Form Review (C191).

### 4.2 Assumptions

#### Formula for Deriving Numerical Building Heights

The maximum building heights has been calculated to a higher (than minimum) floor to floor heights in order to:

- Respond to the typical heights found within heritage buildings (between 8-11.2m);
- Accommodate for greater than minimum standards and provide flexibility for future uses;
- Allowance for other design elements to be accommodated, such as parapets, railings, etc.

The following numerical floor to floor dimensions were employed:

- Ground Floor and First Floor: 4m
- Second floor and above: 3.2m

Note: Higher numerical floor levels for mixed use development may be required at upper levels.

#### Formula for Deriving Numerical Streetwall Heights

The maximum streetwall heights have been calculated based on the above floor to floor heights, plus additional height to allow for parapets, balustrades and minor architectural features.

#### Zero front setback

New buildings within Activity Centres and inner urban areas such as Victoria Parade Precinct should generally be built to the street frontage in order to:

- Respond to the prevailing built form character of the area;
- Provide a clear definition at the street edge; and
- Maximise the developable area.

With the exception of retaining existing front setbacks, all new street walls within the commercial and mixed use zone should be built to boundary.

#### Top Floor Depth

A minimum depth of approximately 10m for the upper most level has been considered in determining overall building heights. This minimum dimension is based on a typical apartment depth, and provision of efficient access.

### 4.3 Precincts

Based on the linear extent of Victoria Parade and the distinction in future built form character along the corridor and to perpendicular side Streets as determined by the Built Form Framework Plan the study area is divided into several precincts including:

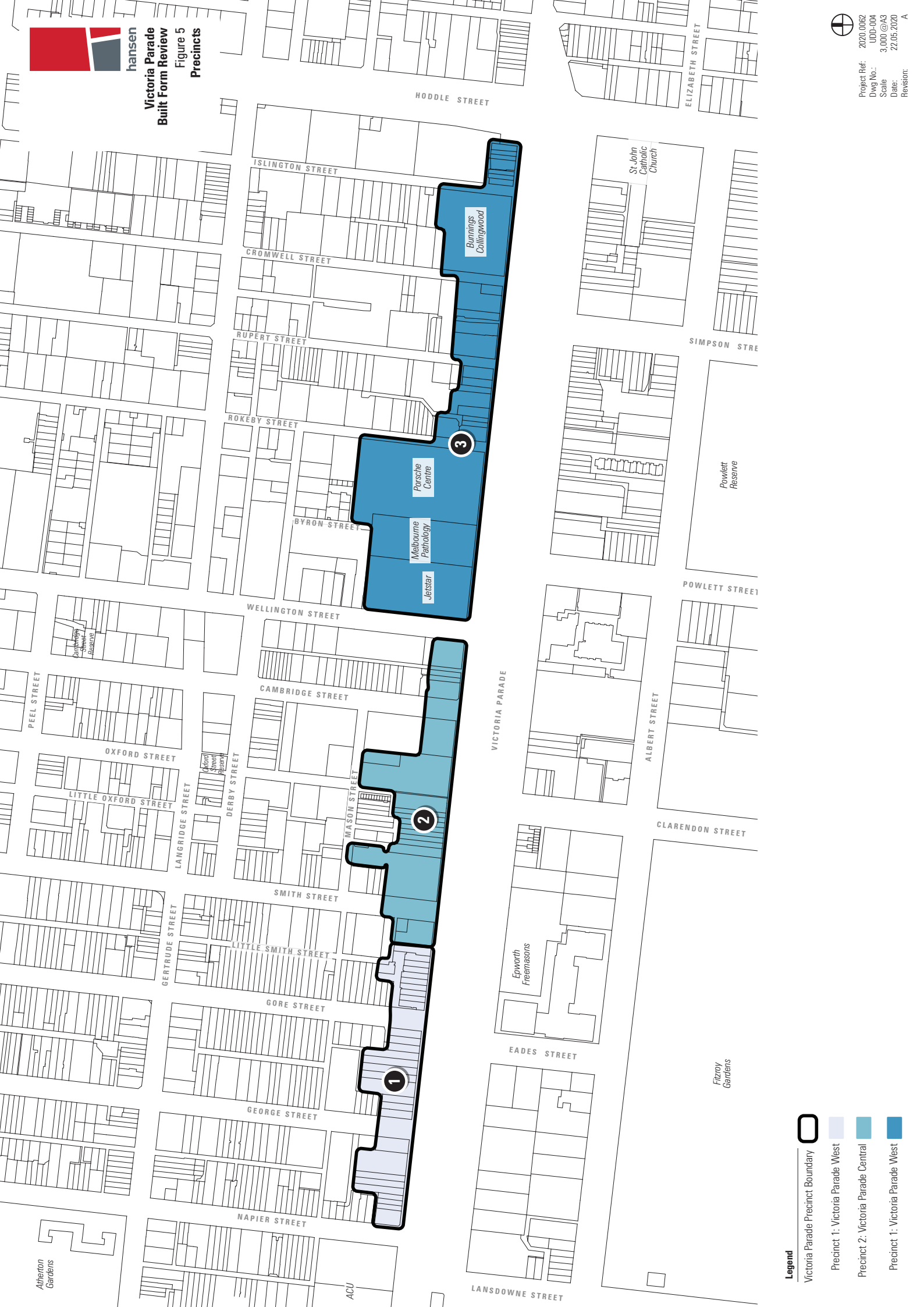
- Victoria Parade West (West of Smith Street);
- Victoria Parade Central (Between Smith and Wellington Street)
- Victoria Parade East (East of Wellington Street);

| PRECINCTS  | STREET WALLS / GROUND LEVEL SETBACKS  | PREFERRED MAXIMUM BUILDING HEIGHTS      |
|--|---|---|
| <b>VICTORIA PARADE EAST<br/>(EAST OF SMITH STREET)</b>                     | <ul style="list-style-type: none"> <li>▪ Retain existing frontage setback.</li> <li>▪ Match adjoining heritage eaves/ parapet, or lower.</li> <li>▪ Preserve existing buildings on VHR sites.</li> <li>▪ Retain heritage frontage (and garden setback).</li> <li>▪ 3 storeys (11.2m) to 4 storeys (14.4m)</li> <li>▪ Minimum upper level setback 6m</li> <li>▪ 17m upper level setback above VHR terraces between 169-179 Victoria Parade.</li> </ul> | 11.2m (3 storeys) to 24m (7 storeys)    |
| <b>VICTORIA PARADE CENTRAL<br/>(BETWEEN SMITH &amp; WELLINGTON STREET)</b> | <ul style="list-style-type: none"> <li>▪ Retain existing frontage setback.</li> <li>▪ Match adjoining heritage eaves/ parapet, or lower.</li> <li>▪ Preserve existing buildings on VHR sites.</li> <li>▪ Retain heritage frontage (and garden setback).</li> <li>▪ 3 storeys (11.2m) to 4 storeys (14.4m).</li> <li>▪ Minimum upper level setback 6m.</li> </ul>  | 11.2m (3 storeys) to 33.6m (10 storeys) |
| <b>VICTORIA PARADE WEST<br/>(WEST OF WELLINGTON STREET)</b>                | <ul style="list-style-type: none"> <li>▪ Retain existing frontage setback.</li> <li>▪ Match adjoining heritage eaves/parapet, or lower; or</li> <li>▪ 3 storeys (11.2m) to 4 storeys (14.4m).</li> <li>▪ Minimum upper level setback 6m.</li> </ul>   | 11.2m (3 storeys) to 40.0m (12 storeys) |

The following diagram illustrates a breakdown of these precinct boundaries (overleaf).



**hansen**  
**Victoria Parade**  
**Built Form Review**  
**Figure 5**  
**Precincts**



- Legend**
- Victoria Parade Precinct Boundary
  - Precinct 1: Victoria Parade West
  - Precinct 2: Victoria Parade Central
  - Precinct 3: Victoria Parade West

Project Ref: 2020.0062  
 Dwg No.: UDD-004  
 Scale: 3,000 @A3  
 Date: 22.05.2020  
 Revision: A

## PRECINCT 1: VICTORIA PARADE WEST

This precinct comprises lots with a primary frontage to Victoria Parade (north side of the street) between Napier Street and the western boundary of the corner allotment at the Smith Street intersection (207-209 Victoria Parade).

### Preferred precinct character statement

There is generally low to moderate change expected to occur across Precinct 1 due to the configuration of narrow allotments, presence of heritage fabric including VHR sitses, interface with residential areas to the north as well as the General Residential Zone covering allotments (east of Gore Street) permitting a maximum 3 storeys. An anomalous site at the western corner of George Street where there is greater capacity for change which is responsive to both adjoining residential and heritage fabric.

Infill development opportunities within the precinct will be recessive, adopting a 'street wall and setback' model to retain the prominence and consistency of the heritage parapet when viewed from within the street corridor. New upper levels will turn the corner to the broad 'green' street frontages and transition to residential interfaces at the rear. Development on larger allotments will adopt new 3 storey street walls, reinforcing the low and orderly street wall characteristics of this precinct.

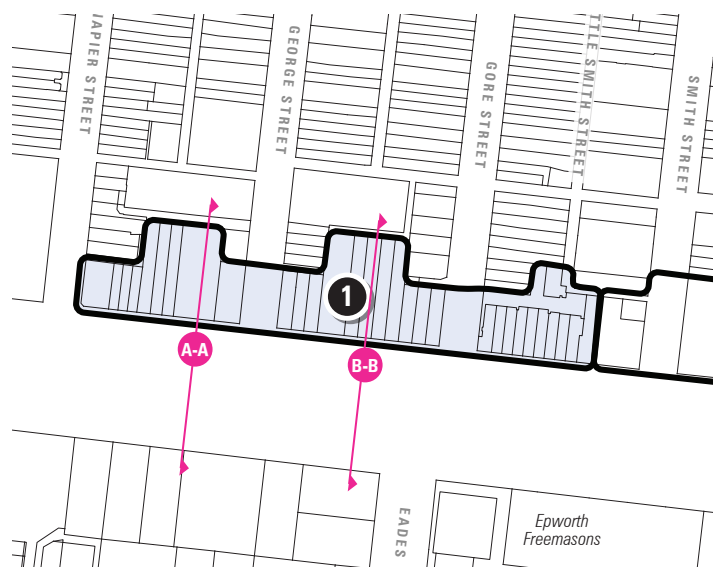
### Built Form Objectives

In addition to objectives found in City of Yarra DDO2:

- To enhance the role of the boulevard by protecting its sense of openness.
- To protect existing built form fabric with VHR designation.
- To retain heritage frontages.
- To realise a moderate change that respects the heritage and the streetscape character.
- To enhance a consistent and orderly streetscape presentation to this side of Victoria Parade.
- To ensure the heritage frontage remains the visually dominant element along this section of Victoria Parade with new development is visually recessive and does not dominate the streetscape.
- To minimise overshadowing impact on footpaths and the public realm.
- To ensure a suitable transition along its residential interface.



139 Victoria Parade

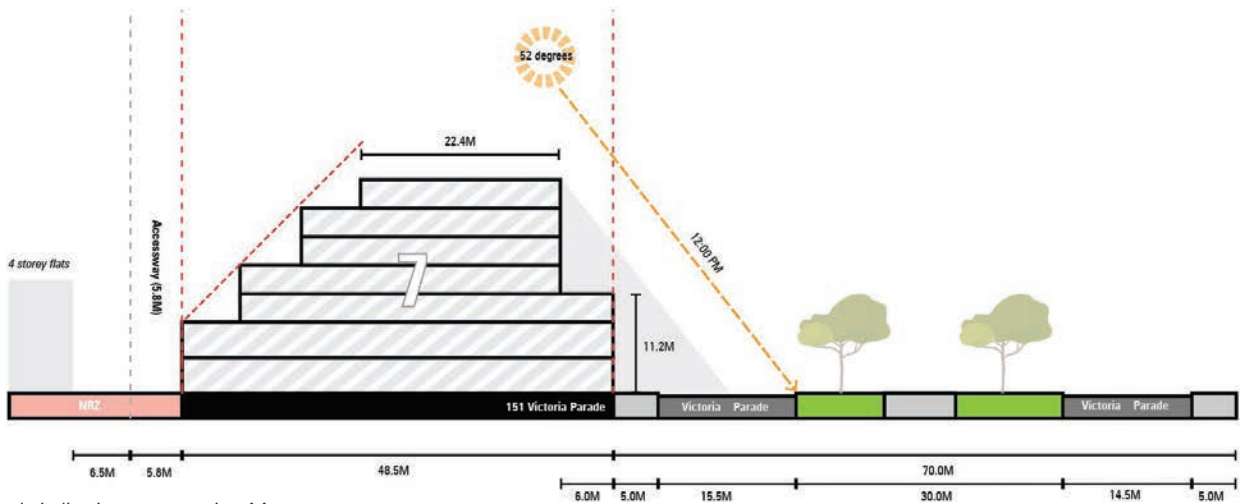




**Guidelines**

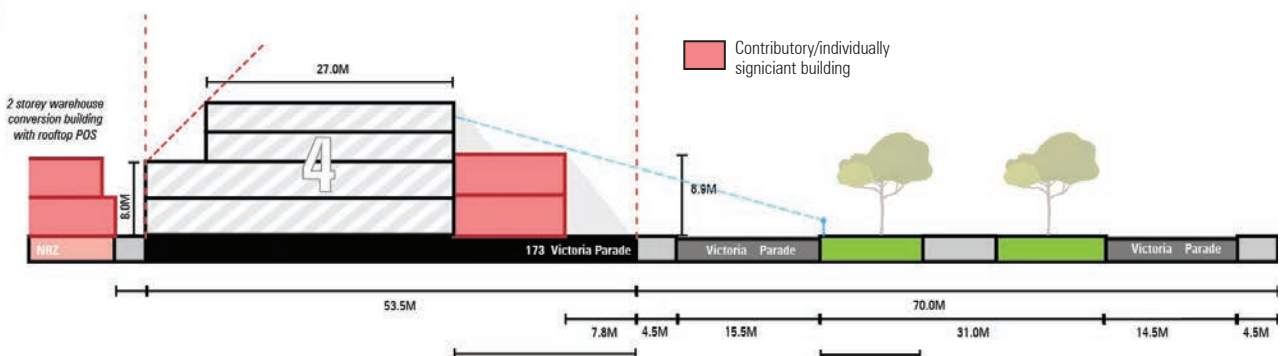
1. Ensure new infill street walls match the parapet height of adjoining heritage forms.
2. Encourage retention and repurposing of existing built form on VHR sites.
3. Retain existing front setbacks of contributory buildings, including front gardens.
4. Ensure new development on corner sites is designed in the round and 'turns the corner' to address all street frontages.
5. Ensure new development maintains solar access at the Spring Equinox (September 22) to:
  - The northern edge of the **Victoria Parade** central median at 12pm.
  - The western footpaths of **streets** (3m from property boundary) at 10am; and the opposite eastern footpaths (3m from property boundary) at 2pm.
6. Ensure new development reinforces domestic character of residential streets through facade articulation and material treatment.
7. Facilitate equitable development outcomes to adjacent sites through adequate building separation to side or rear boundaries.
8. Ensure new development at residential edges avoids the presentation of overly stepped or 'wedding-cake' profile.

A-A



Victoria Parade indicative cross-section AA

B-B



Victoria Parade indicative cross-section BB

## PRECINCT 2: VICTORIA PARADE CENTRAL

This precinct comprises lots with a primary frontage to Victoria Parade (north side of the street) between western side of Smith Street and Wellington Street, within the C1Z and MUZ Zones.

### Preferred precinct character statement

Victoria Parade Central will continue to be defined by a varied streetscape condition, comprising rows of 2-storey heritage terraces punctuated by large non-contributory sites at the Smith Street MAC entrance. At this junction, acknowledge development opportunities on larger allotments that will manifest with rising forms set back behind the prevailing street wall profile rising at the MAC entrance.

New moderate infill will be recessive in profile, befitting a 'street wall and setback' model with transition to residential surrounds with a more robust response to adjoining commercial interfaces. To either side of the main street junctions, reinforce the consistent and orderly street wall character.

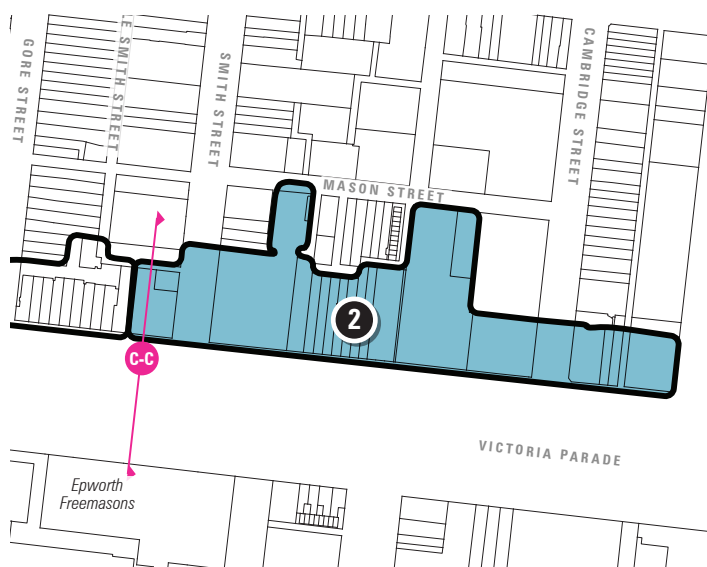


Corner Victoria Parade and Smith Street

### Built Form Objectives

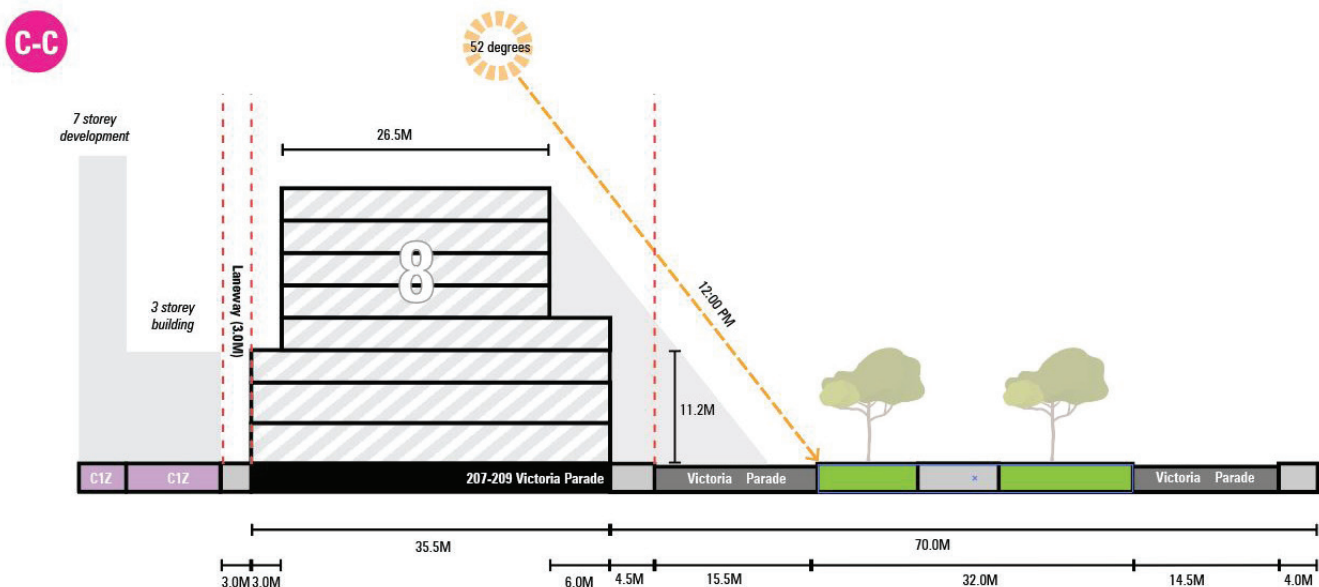
In addition to objectives found in City of Yarra DDO2:

- To enhance the role of the boulevard by protecting its sense of openness.
- To realise moderate change that respects the heritage and streetscape values of the precinct.
- To retain heritage frontages.
- To retain visual prominence of local landmarks.
- To carefully demarcate the southern entrance into the Smith Street MAC.
- To ensure the heritage frontage remains the visually dominant element of built form east of Smith Street and that new development is visually recessive and does not dominate the streetscape.
- To support development that contributes to an active, high quality and pedestrian-friendly environment.
- To minimise overshadowing impact on footpaths and the public realm.



## Guidelines

1. Ensure new infill street walls matches the parapet height of adjoining heritage forms.
2. Ensure new development provides site responsive transition to adjoining VHR and heritage buildings.
3. Retain the visual prominence of local landmarks (Baden Powell Hotel at 61-65 Victoria Parade and the former John Franklin Hotel 75-77 Victoria Parade).
4. Ensure that new development on corner sites address multiple street frontages by 'turning' the corner.
5. Ensure new development complements precinct heritage features (grain and rhythm).
6. Ensure new development maintains solar access at the Spring Equinox (September 22) to:
  - The northern edge of the **Victoria Parade** central median at 12pm.
  - The eastern and western footpaths of **Smith Street** (3m from property boundary) between 10am and 2pm.
  - The eastern footpath of **Wellington Street** (3m from property boundary) at 2pm.
  - The eastern and western footpaths of **Cambridge Street** (3m from property boundary) between 10am and 2pm.
7. Encourage continuation of awnings over footpaths in commercial settings.
8. Ensure new development at residential edges avoids the presentation of overly stepped or 'wedding-cake' profile.



Victoria Parade indicative cross-section CC

## PRECINCT 3: VICTORIA PARADE EAST

This precinct comprises lots with a primary frontage to Victoria Parade (north side) between Wellington Street and Hoddle Street, forming the eastern boundary of the precinct, within C1Z and a small portion of C2Z to the rear.

### Preferred precinct character statement

There is a moderate to high level of change expected for Victoria Parade East. Development on large sites unaffected by Heritage Overlay will be defined by a pedestrian scaled, consistent street wall condition along Victoria Parade with an increased building height regime recessed behind. Despite lack of Heritage Overlay on these urban blocks, the redevelopment of the precinct will be responsive to the existing and emerging urban morphology of the adjoining and broader setting.

On urban blocks comprising finer grain allotments with heritage attributes, a more orderly and consistent street wall condition will be reinforced.

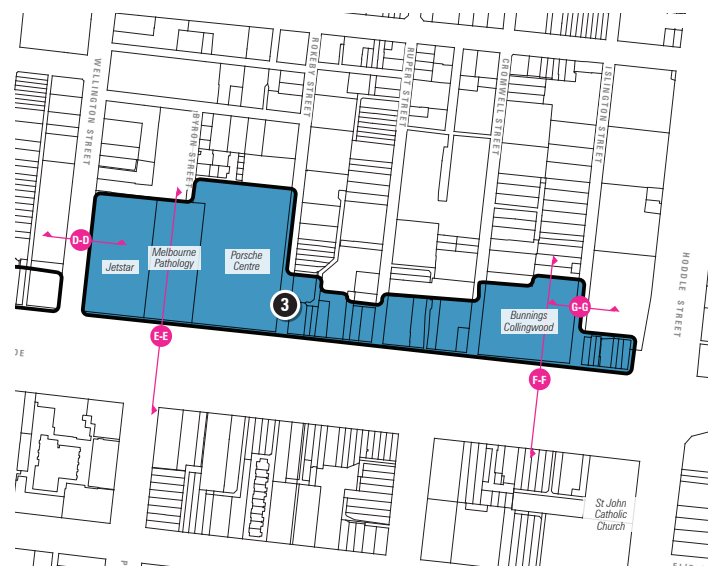
### Built Form Objectives

In addition to objectives found in City of Yarra DDO2:

- To enhance the role of the boulevard by protecting its sense of openness.
- To realise moderate to high change that respects the heritage and streetscape value of the precinct and surrounds.
- To retain visual prominence of local landmarks.
- To retain heritage frontages.
- To support the permeability of pedestrian access and visual breaks of large urban blocks in the precinct.
- To minimise overshadowing impact on footpaths and the public realm.

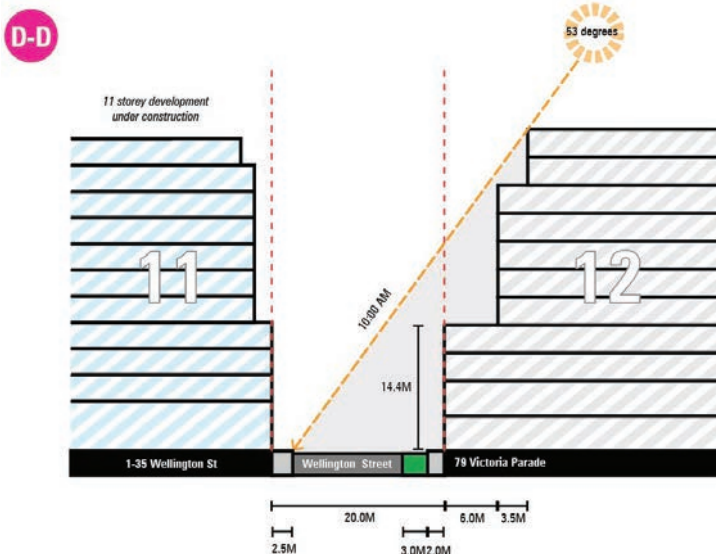


Corner Victoria Parade and Wellington Street

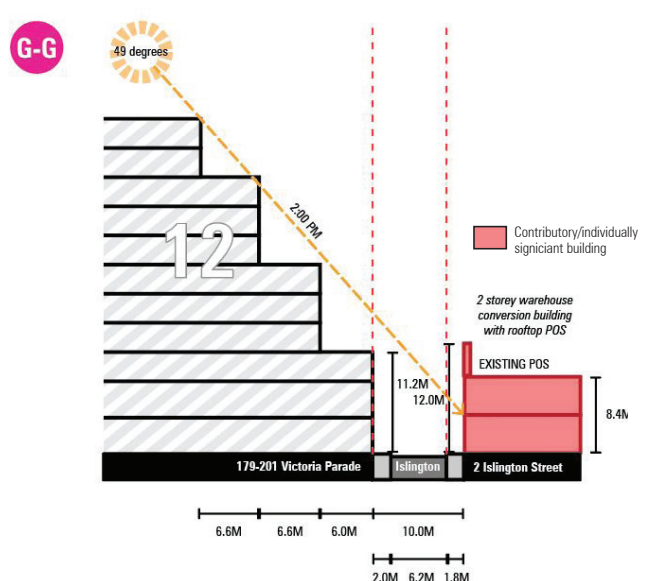


**Guidelines**

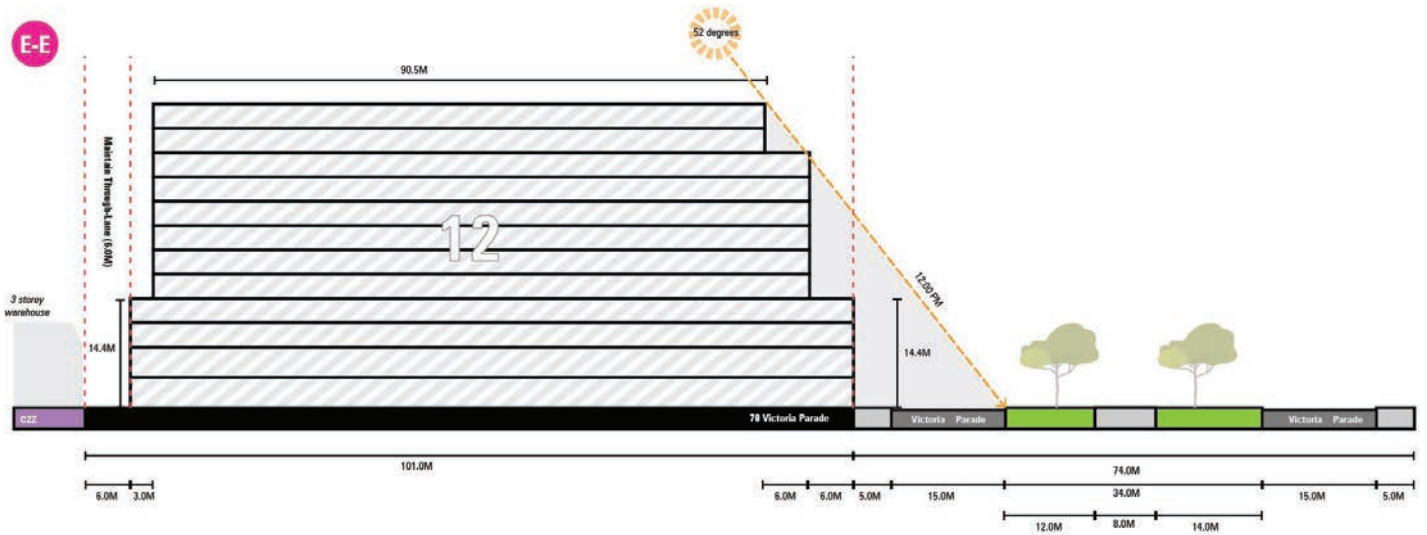
1. Establish a clear distinction between a lower to moderate street wall and rising form behind.
2. Ensure new development on large sites adopt a robust street wall condition to the boulevard that steps down toward corners to respect scale of side streetscapes.
3. Ensure new infill street walls matches the parapet height of adjoining heritage forms.
4. Retain the visual prominence of local landmarks (former Prince Patrick Hotel and shops at 135-141 Victoria Parade and former Ebenezer Baptist Church at 139 Victoria Parade).
5. Ensure that new development on corner sites address multiple street frontages by ‘turning’ the corner.
6. Encourage development that is made up of parts on large sites.
7. Ensure new development complements precinct heritage features (grain and rhythm).
8. Ensure new development maintains solar access at the Spring Equinox (September 22) to:
  - The northern edge of the **Victoria Parade** central median at 12pm.
  - The western footpath of **Wellington Street** (3m from property boundary) at 10am.
  - Along **Rokeby, Rupert, Cromwell and Islington Streets** to the first floor above ground level between 10am and 2pm.
9. Encourage laneway extension or widening to accommodate servicing, parking access and increased pedestrian permeability through large non-contributory sites.
10. Ensure new development at residential edges avoids the presentation of overly stepped or ‘wedding-cake’ profile.



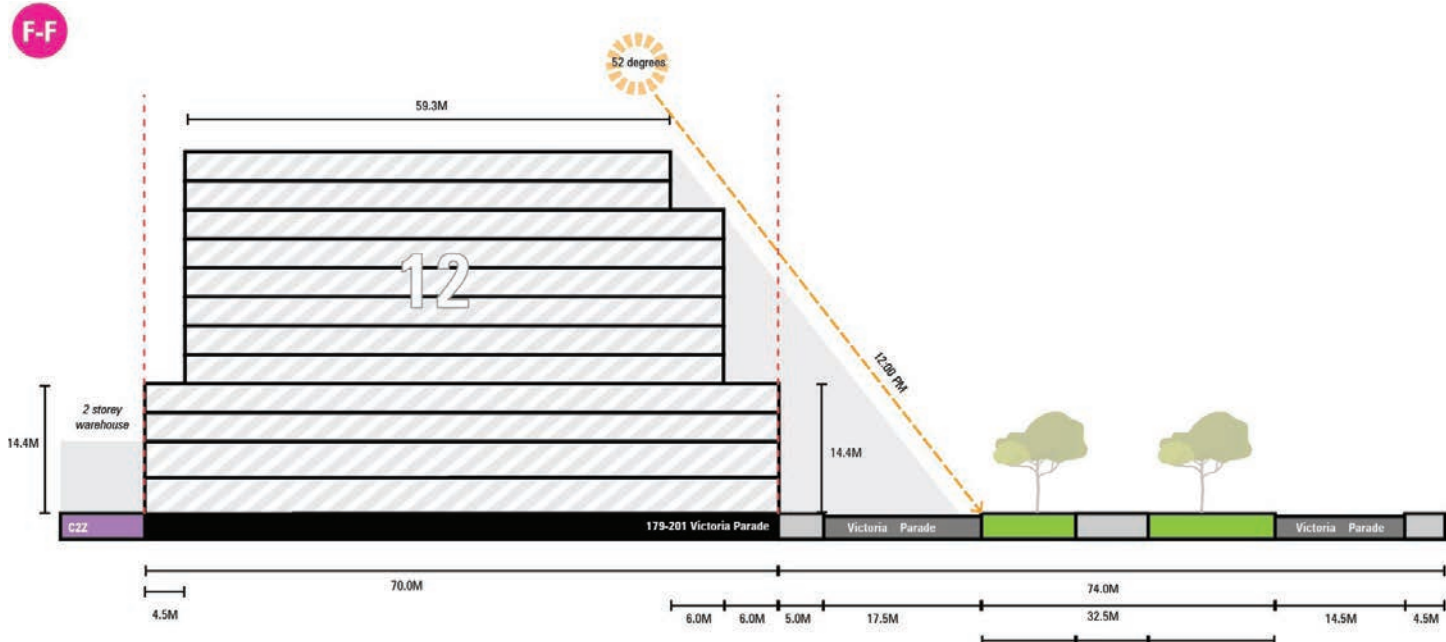
Victoria Parade indicative cross-section DD



Victoria Parade indicative cross-section GG



Victoria Parade indicative cross-section EE



Victoria Parade indicative cross-section FF

## 4.4 General Built Form Guidelines

### Built Form Recommendations

A range of specific built form recommendations and design guidelines have been developed for all precincts.

These built form guidelines focus on the Victoria Parade Precinct, where future development is anticipated and design guidance is required.

### Public Open Space provision

Public open space is an important element within urban areas, as is its spatial provision. There are presently no 'pocket parks' within the study area. Therefore, there is a clear lack of open space provision within this precinct. In inner urban areas such as Victoria Parade the provision of footpaths and 'pause points' at kerb outstands are important to the social health and well-being of a local community. It highlights the importance of maintaining sunlight to footpaths and kerb outstands.

### Visually distinct additions and upper levels

Given the presence of heritage fabric along parts of Victoria Parade, new buildings or additions should be designed to have a visually distinctive architectural expression from the heritage element. This is in order to ensure that new form can be clearly 'read' and understood as a more recent component. It also encourages contemporary architectural responses which will contribute to the 'richness' and diversity of built form.

Lightweight materials, colours and finishes that contrast with the prevailing masonry forms are also encouraged to assist in the clear distinction between new and old, while also assist in visually recessing new forms.

### Architectural Considerations

To street frontages, expansive blank walls should be avoided and where visible from within the public realm, any blank walls need to be visually divided into small elements through architectural treatments or artistic decoration to reduce visual mass.

Fenestration patterns and facade solid to void proportions need to reflect the prevailing streetscape rhythm and presentation.

New forms should 'fit' within the prevailing streetscape character. Avoid overly busy and complex architectural expressions.

### Services and Vehicle access

Ensure servicing and car parking is provided from secondary side streets or rear laneways.

The consolidation of services into basement levels is highly encouraged to mitigate extent of inactive, blank walls to the public realm.

### Equitable Development

Facilitate equitable development outcomes by adopting:

- A minimum of 4.5m from the boundary where a habitable room window is proposed.
- A minimum for 4.5m from the edge of a proposed balcony or terrace.
- A minimum of 3m from the boundary where a non-habitable room window or commercial window is proposed.
- Where the common side boundary is a laneway, the setback is measured from the centre of the laneway.
- ResCode applies to sites in residential zoned land.

### Active and Semi-Active Frontages

In Activity Centres and Mixed Use areas, buildings must provide sufficient activation at street level to foster 'life' on the street and provide opportunities to maximise safety via passive surveillance.

Along the key movement corridors active ground frontages are encouraged. This is particularly relevant for Victoria Parade east of Smith Street including its corner allotments, and Smith and Wellington Street.

Along local streets and mixed use areas, semi-active frontages are more appropriate. As these 'less active' frontages still maintain an appropriate level of passive surveillance, while also providing more privacy and seclusion to the inside of the building, befitting the nature of the use being either primarily office or dwelling.

Direct pedestrian entries into ground floor uses is encouraged, particular on larger sites, with broad frontages.

Upper levels also provide 'eyes on the street' and contribute to passive surveillance of the public realm. Windows and balconies that orientate towards the street are encouraged.

### Public Open Space provision

Public open space is an important element within urban areas, as is its spatial provision. In inner urban areas such as Collingwood and Fitzroy and the provision of public parks is important to the social health and well-being of a local community.

While there are no current plans for future pocket parks in the precinct, opportunity may exist when large sites are redeveloped, as well as along intersecting green streets where there are presently kerb outstands providing wider footpaths and landscape.