

Yarra City Council
Draft Cremorne Urban Design Framework
Consultation Findings Report

Final-8 March 2023

Acknowledgement

Yarra City Council acknowledges the Wurundjeri Woi Wurrung people as the Traditional Owners and true sovereigns of the land now known as Yarra. We also acknowledge the significant contributions made by other Aboriginal and Torres Strait Islander people to life in Yarra. We pay our respects to Elders from all nations and to their Elders past, present and future.

Document title	Draft Cremorne Urban Design Framework Consultation Findings Report
Version	Final
Date	8 March 2023
Data Analysis and Report by:	Christy Arnott, ASDF Research Angela Walter, Senior Consultant, Chatterbox Projects
Edits	Yarra City Council
Approved by	Sam Walsh, Director, Chatterbox Projects
ChatterBox Projects Pty Ltd ABN: 40 403 533 235	
Email	info@chatterboxprojects.com.au
Web	chatterboxprojects.com.au
Copyright and disclaimer <p>The materials presented in this report are for information purposes only. The information is provided solely on the basis that readers will be responsible for making their own assessments of the matters discussed. Readers are advised to verify all relevant representations, statements and information and to obtain independent advice before acting on any information contained in or in connection with this report. While every effort has been made to ensure that the information is accurate, Chatterbox Projects will not accept any liability for any loss or damages that may be incurred by any person acting in reliance upon the information.</p>	



Contents

1	Executive summary	4
1.1	Background.....	4
1.2	Overview of engagement activities.....	5
1.3	Overview of engagement participation and engagement and communications reach.....	6
1.4	Key findings.....	7
2	Engagement methods and participation	10
2.1	Engagement methods.....	10
2.2	Participation and communications outcomes.....	11
2.3	Demographics of survey respondents.....	12
3	Report purpose and scope	13
4	Survey Findings	14
4.1	Ten Key Moves.....	14
4.2	Theme 1 - A place to create, innovate and live	18
4.3	Theme 2 - A leading sustainable and climate resilient precinct	19
4.4	Theme 3 – Connected and accessible Cremorne.....	20
4.5	Theme 4 – Spaces for people.....	21
4.6	Theme 5 – Quality design that builds on Cremorne's precinct identity.....	24
4.7	Ideas to improve the street network	26
4.8	Precinct and strategic sites visions	32
4.9	Hotspots.....	36
5	Written submissions feedback	47
5.1	Who submissions were received from.....	47
5.2	What submissions said	47
6	Pop-up feedback	52
6.1	Bendigo Kangan Institute popup	52
6.2	Church Street pop-up.....	52
6.3	Balmain Street pop-up	53
	Appendix 1. Consultation survey	54
	Appendix 2. Notes of the data analysis	63

1 Executive summary

1.1 Background

ChatterBox Projects was engaged by Yarra City Council (Council) to support the planning and delivery of engagement activities to seek community feedback on the draft Cremorne Urban Design Framework (UDF).

The draft UDF was developed in response to Cremorne undergoing a period of rapid growth and change and the State Government, in 2018, recognising the area as an 'enterprise precinct' - a hub for innovation, economic growth and prosperity on a global scale.

To support Cremorne's future as an enterprise precinct, the State Government developed a document called the Cremorne Place Implementation Plan (CPIP). The CPIP was developed in partnership with Council and in consultation with the Department of Jobs, Precincts and Regions (DJPR) (now known as Department of Jobs, Industry, Skills and Precincts); the Department of Environment, Land Water and Planning (DELWP) (now known as Department of Transport and Planning); and the Cremorne community. One of the key actions from the CPIP is to develop a draft UDF for Cremorne.

The CPIP includes a vision for Cremorne which is: *Cremorne is a global innovation precinct with a vibrant village feel, new sustainable development, quality public spaces, active transport options, set within narrow streets and historic industrial buildings and workers' cottages.*

The draft UDF builds on this vision and has been informed by the work and community feedback received as part of the CPIP, as well as various studies undertaken by Council and advice from technical experts over the past three years.

The draft UDF includes actions to support Cremorne's important economic role and its residential precincts. It identifies:

- opportunities for new public spaces;
- better connections to the Yarra River;
- improvements in public transport;
- improvements to Cremorne's streets to make walking and cycling easier; and
- planning controls to guide new development and protect heritage buildings.

The draft UDF also includes '10 Key Moves' or big ideas for Cremorne, which are:

- Grow Cremorne's commercial core as a global tech and enterprise precinct.
- Cremorne Street and Church Street as the key spines of the enterprise precinct.
- Bendigo Kangan Institute campus reimaged as a digital, education and community hub.
- Retain Cremorne's unique residential neighbourhoods in amongst respectful commercial development.
- Celebrating the unique history of Cremorne's industrial and residential past.
- Redesigned road network which prioritises active and sustainable transport.
- Enhanced links to revitalised Richmond and East Richmond Stations.
- A network of open space that links to neighbouring spaces outside of Cremorne.
- An exemplary environmentally sustainable Precinct
- Reconnecting Cremorne to the river corridor.

The study area of the Cremorne UDF covers approximately 72 hectares of land and is generally bound by:

- Punt Road to the west;
- the railway line between Richmond and East Richmond Station to the north;
- the commercial zoned land on the east side of Church Street; and
- Citylink to the south.

It includes the Cremorne Enterprise Precinct but also includes three pockets of residentially zoned land.



Image 1-Photo of study area

1.2 Overview of engagement activities

Seeking community feedback on the draft UDF was a critical component of the project and will help inform the finalisation of the document and drafting a planning scheme amendment. Consultation on the draft UDF was undertaken for five weeks from 7 November to 12 December 2022. The online survey was left open for an additional week to allow for any late submissions.

People who live, work, study in and visit Cremorne were identified as the target population for this engagement as well as Cremorne business owners and landowners.

The objectives of the engagement were to:

- proactively engage with community and key stakeholders and build upon previous engagement and feedback;
- check-in with the community and promote the purpose of the draft UDF including what it can and cannot do;
- seek feedback on the draft UDF actions and confirm community priorities; and
- raise awareness of the process and that feedback will inform the final UDF document.

Engagement activities where people could find out information and formally provide feedback included:

- survey;
- email/ written submissions;
- place-based pop-ups x 3 (Bendigo Kangan Institute, Church Street Reserve, Balmain Street Plaza);
- on-line question and answer sessions; and
- one on one meetings with officers.

The engagement program was supported by a range of communication activities including:

- a letter to all property owners and occupiers within Cremorne and immediate surrounds
- postcard notice to all properties within Cremorne with pop-up session details
- information on Council's website, social media channels and e-newsletters
- targeted social media ads directed at people with an interest in Cremorne

- Direct contact with community groups and planning consultants.

After reviewing community feedback, Council will finalise the draft UDF and begin drafting the planning scheme amendment in early 2023, with a Council report and decision scheduled for the first half of 2023.

1.3 Overview of engagement participation and engagement and communications reach

Communications and engagement activities for this project (including formal letters, web page subscribers, social media interactions and e-newsletter recipients) reached 32,000 people.

- Formal written feedback was received from 182 participants.
- Over 100 people participated in the pop-ups.
- Council officers held 17 meetings with residents, community groups, advisory groups, businesses and state government agencies.

1.3.1 Who did we hear from?

Demographic data was captured from 110 of the 144 surveys (online and hard copy).

We heard from a good mix of people who had different connections to Cremorne including 64% local residents.

Other connections to Cremorne included (noting respondents could fall under more than one category):

- Property owners – 48% (74% of these also live in Cremorne, and 43% work in Cremorne)
- Workers – 34% (61% of these also live in Cremorne and 59% own a property or mortgage in Cremorne)
- Community group members – 28%
- Visitors to the area – 27% (15% of these also said they live in Cremorne, and 24% said they work in Cremorne)
- Business owners – 13% (56% of these also said they live in Cremorne, 83% said they work in Cremorne and 78% said they own a property or mortgage in Cremorne)

We heard from both males and females.

Representation from males and females was even, with 48% indicating male and 48% female.

We heard from people across most age groups.

There was a good spread of respondents across most age groups, with the top four age groups being:

- 35-49 years – 40%
- 50-59 years – 27%
- 25-34 years – 14%
- 60-69 years – 10%

These percentages generally align with those residents living within Cremorne. However, there is an underrepresentation of the 25-34 age bracket (32.2% 2021 census – which covers Cremorne and the Richmond South area) which is spread across the other three remaining age brackets.

1.4 Key findings

1.4.1 Overall conclusions

- General support for the overarching UDF and its objectives but different views on some of the proposed actions.
- Views differed depending on whether feedback was from a resident / business / development interest.
- All Ten Key Moves were supported - some strongly supported.
- Concern from residents about the commercial / business focus of the UDF. Supporting residential character was rated very highly amongst resident respondents.
- Further urban greening through tree planting, sustainable development and greater levels of greening on new development were rated highly amongst respondents.
- Majority of feedback supported the underlying objective to improve walking, cycling and public transport by refocussing Cremorne's street network away from cars. However, proposed road network changes had varying levels of support and often conflicting views from different sections of the community.
- Reconnecting Cremorne to the Yarra River is considered a high priority amongst respondents along with the delivery of new open spaces.
- A diversity of views regarding building heights and design of new developments. Residential respondents often wanted lower heights and stricter controls. Commercial landowners sought greater flexibility and argued for taller heights.
- Received highly detailed site specific feedback on a number of individual and strategic sites.

1.4.2 Ten Key Moves

The survey asked which of the Ten Key Moves in the draft UDF people thought were the most important.

Of greatest importance to those who completed the survey (both residents and businesses) was to:

- retain unique residential neighbourhoods amongst respectful commercial development;
- redesigning the road network to prioritise active and sustainable transport; and
- reconnecting Cremorne to the river corridor.

Most indicated support for all of the actions put forth. However, the closure of streets, reduction of the speed limit to 30km and removal of car parking was unpopular with quite a few respondents, mainly due to a perception that these would have a negative impact on local residents (limit ability to get in and out of Cremorne or have visitors park on the street).

The proposed precinct visions and design objectives, although building heights tended to be a contentious issue, with residents wanting the limits to be lower so as not to overshadow residential properties, yet businesses wanting them to better reflect their expectations given pre-existing commercial buildings in the area (higher than proposed heights), specific site locations (not near residential properties) and sizes, and opportunities for other community benefits.

1.4.3 Five Themes

The survey asked people for their views on key objectives and actions in each of five themes. Not all of the objectives and actions were covered in the survey.

Theme priorities were:

- **Theme 1: A place to create, innovate and live** - maintaining the residential character was the most important component of this theme, with supporting employment uses the second most important. This is

to be expected given the majority of respondents were residents, although maintaining character was also the most commonly selected response amongst business owners (78% businesses, 92% residents).

- **Theme 2: A leading sustainable and climate resilient precinct** – Trees and plantings, and green roofs, walls and facades were the two stand-out most important aspects of this theme for the community.
- **Theme 3: Connected and accessible Cremorne** – Of greatest importance to the community under this theme was widening footpaths and providing more pedestrian crossings, followed by improving access to public transport and reducing through traffic.
- **Theme 4: Spaces for people** – Of primary importance for the community under this theme were improved connections to the Yarra River and pursuing new open space opportunities. When asked which spaces might be considered, the Maltings site was most often mentioned.
- **Theme 5: Quality design that builds on Cremorne's precinct identity** – Minimising overshadowing, sunlight on footpaths, and set-backs were the most important elements of this theme, for both resident and business owner respondents.

1.4.4 Hotspot designs

The survey also asked about the five hotspots identified in the draft UDF. The UDF identifies works for five important and busy intersections within Cremorne and its edges.

Feedback on these proposals included:

- **Hotspot 3 - Cremorne Street and Swan Street intersection** – Hotspot 3 received the most feedback (58% provided a comment), with many expressing general support and voicing the need for a scramble crossing.
- **Hotspot 2 - Cremorne Street and Kelso Street intersection closure** - 40% of people who filled out the survey commented on this hotspot. Many outlined concerns about the potential negative impacts on local residents, specifically though prompting rat-running in neighbouring smaller streets and loss of access to the freeway.
- **Hotspot 4 - Balmain Street, west of underpass** – 37% commented on this proposed change. Concerns included how driver behaviour will be managed within the upgrade. The area is recognised as having a speeding problem with lots of trucks that may pose a danger to pedestrians.
- **Hotspot 5 - Balmain Street and Church Street intersection** – 37% commented on Hotspot 5. They outlined concerns about making Cotter Street one way and removing car parking.
- **Hotspot 1 - Kelso Street and Punt Road intersection** - 35% commented on this hotspot. Comments mainly focussed around limiting traffic access to Kelso Street, and support for the pedestrian crossing of Punt Road.

1.4.5 Written Submissions

There were 38 submissions made by the community, with varying degrees of detail. 15 submissions were received from commercial landowners/development interests, with the remainder received from residents, community groups and government agencies. Commercial landowner submissions mostly support the overall aims and purpose of the vision for Cremorne, however there were concerns raised across all submissions (corporate and residential) about the proposed road changes and the potential impact on traffic. Many of the residential submissions were concerned that the needs of local residents were not adequately considered, specifically relating to access to their homes and parking.

1.4.6 Views from residents (from surveys and written submissions)

The main concerns for residents, outlined in the comments from the survey and written submissions, were:

- **Over-commercialisation.** It was felt that the large commercial constructions had a negative impact by not fitting with the neighbourhood character, blocking sunlight and increasing traffic.

- **Street network.** In terms of road closures, some residents support closures to reduce rat-running and generate better active transport links and open space, however there are also some residents who are concerned about losing easy access to their homes, CityLink, schools, and on-street parking.
- **Parking.** Concerns were raised about losing street parking for residents and their visitors.
- **Sustainability.** Many put forth a desire for more green space and better active transport options, through requiring green architecture for new buildings, creating more green spaces and plantings, and encouraging workers to use active transport to travel to work in the area.
- **Built form.** Concerns that the built form controls aren't appropriate, with a number of residents stating that development controls don't go far enough.

1.4.7 Views from development interests (written submissions)

Commercial landowners / development interests also have concerns about traffic and parking and how this might impact on their business clients and employees. These submissions suggest that road closures need to be better modelled to understand how it might impact on traffic once developments have been completed.

Submissions from many commercial landowners felt the proposed built form recommendations go too far. Especially in those cases where landowners had expectations of being able to develop to similar heights as existing buildings in the area, or land parcels are considered to be adequately separated from residential parcels to warrant higher heights.

Council has undertaken an independent detailed review of the submissions to address the site-specific concerns and suggestions.



Image 2 – Photo of Pop-Up Engagement at Church Street Reserve

2 Engagement methods and participation

This section provides more details on the engagement methods used as part of the program and participation numbers.

2.1 Engagement methods

2.1.1 Survey

The survey was a key means of providing feedback on the draft UDF. It was available in hardcopy and online via Council's engagement platform (Your Say Yarra) – see Appendix 1 Consultation Survey.

2.1.2 Place based Pop-ups

The engagement program included three placed based community pop-ups. These were held at:

- Batman Kangan Institute on Wednesday 23 November from 11am to 2pm
- Church Street Reserve on Sunday 27 November from 12 midday to 3pm
- Balmain Street Plaza on Thursday 1 December from 10am to 1pm

The pop-ups were designed to raise awareness of the project, inform people about the draft UDF and its contents, and invite community members to ask questions and provide their feedback. The place-based pop-ups provided an informal setting for officers to provide information about the draft UDF to the broader community. This assisted interested parties in answering the survey or to provide a submission, while promoting the project.

The pop-ups were held in strategic locations to provide an accessible way to engage Cremorne residents. The locations were chosen to intercept key groups including students, visitors and workers who are typically underrepresented in consultation feedback.

The dotmocracy activity was based around the 10 Key Moves in the draft UDF. People were asked: 'Which of the ten key moves do you think are most important to the future of Cremorne?' and asked to place 5 dots on the board.

The voting pod (where people can select an option by placing a ball into a tube) asked what people's main connection was with Cremorne. People could select from six options:

- Live in Cremorne
- Work in Cremorne
- Study in Cremorne
- Own a business in Cremorne
- Visit Cremorne
- Other

This tool provided an interactive way of getting people to stop and chat as well as providing data for the project.

2.1.3 On-line question and answer sessions

Online question and answer (Q&A) sessions were organised for community members and businesses. There was a session for:

- community members on Tuesday 6 December from 6pm to 7.30pm; and for
- representatives from local businesses, industry and the education sector on Thursday 8 December from 2pm to 3.30pm.

Two sessions were planned. Two people attended the resident Q&A session. Several people registered for these sessions, however, did not attend. Several had one on one meetings with Council officers and decided not to attend the on-line sessions.

2.1.4 One on one meetings

People, groups, and organisations could also book in a one-on-one meeting with strategic planning officers.

This offer was taken up by a wide range of parties including local residents, government authorities, businesses and community groups with 17 meetings held.

Council also sought feedback from a wide range of internal advisory bodies and departments.

Please note: Outcomes from these meetings are not included in this report.

2.2 Participation and communications outcomes

A detailed breakdown of the participation and communications outcomes is presented in Table 1 below:

Communication and engagement methods	Participation outcomes
Engagement activities	
Survey (online and hard copy)	144 contributions
Written submissions	38 submissions
TOTAL	182 contributions
Communications activities (inform and raise awareness)	
3 x place-based pop-ups	105 attendees
Online question and answer sessions (x2)	2 attendees
Individual meetings with strategic planners	17 meetings
Visitors to Your Say Yarra Project Page	1,580 visitors to Your Say Yarra
Views of the Your Say Yarra Project page	2,167 subscribers to Your Say Yarra new project alert, 76 people clicked through to the home page
Social media post interactions	9,731 people were reached, 261 people clicked through to the Your Say Yarra page 242 people engaged with organic social media
Council's email newsletter	Approximately 18,500 people
Mail outs to owners and occupiers of properties in Cremorne and surrounding areas	2,807 letters 2,807 postcards

Table 1. Overview of communication and engagement activities with participation outcomes

Please note that some individuals may have participated in more than one engagement activity.

2.3 Demographics of survey respondents

Whilst the majority of responses were from Cremorne residents, there were sufficient numbers of workers, visitors, property owners and community groups to conduct a cross-analysis.

Table 2 provides a breakdown of the demographics of survey respondents (144).

	Variable	Number	Percentage
Gender	Male	68	48%
	Female	69	48%
	Self described	0	0%
	Chose not to respond	6	4%
Age	Under 11	0	0%
	12 to 17	0	0%
	18 to 24	1	1%
	25 to 34	20	14%
	35 to 49	58	40%
	50 to 59	39	27%
	60 to 69	14	10%
	70 to 84	11	8%
Connection to Cremorne	85+	0	0%
	Resident	91	64%
	Worker	49	34%
	Visitor	39	27%
	Business owner	18	13%
	Property owner	68	48%
	Renter	6	4%
	Student	1	1%
Community group	39	28%	

Table 2. Demographics of survey respondents

Please note: For the Connection to Cremorne questions, survey respondents could select multiple options. When grouping multiple selections in this question, the following segments were apparent in the data, although care should be taken with regards to the 'property owner' segment as people may have misinterpreted how to complete the question. For instance someone who lives in a property they own in Cremorne may think they have provided enough information by clicking on just 'resident', whereas another resident may click on both resident and property owner. Therefore the 'property owner' category cannot be interpreted as meaning those who own a property that they don't live in:

- Resident and worker – number of respondents =30, 21%
- Own property and resident – number =50, 35%
- Own property and worker – number =29, 43%
- Visit and resident – number =6, 15%

3 Report purpose and scope

The findings in this report will help Council understand the actions that the Cremorne community view as key priorities to pursue and help finalise the draft UDF.

The report includes:

- Analysis of the survey data
- High level summary of the written submissions (noting Council officers are conducting a more in-depth review of these submissions)
- Outcomes from the pop-ups.

This report does not include:

- Notes from the one on one meetings
- Detailed analysis of the written submissions.



Image 3- Photo of Pop-Up Engagement Trailer at Bendigo Kangan Institute

4 Survey Findings

4.1 Ten Key Moves

The draft Cremorne UDF includes ten key moves that summarise the key directions of the draft UDF and outline some of the big ideas for the precinct.

4.1.1 Survey results

Questions	Q1. Which of the ten key moves do you think are most important to the future of Cremorne? Q2. Do you have any other comments to add about the ten key moves?
Number of responses	Q1 – 135 Q2 – 66 comments
Notes	Q1 Respondents ranked their top 5 options from 1 to 5. Chart shows the % who ranked each as number 1 and then percentage who ranked each in their top 5. Q2. Recorded as written text responses. Grouped into key themes for analysis.

Table 3. Overview of questions, number of responses for the section on the 10 key moves

Retaining neighbourhoods was the stand-out most important key move, with more than four in ten naming this as the number one most important for the future of Cremorne, and almost three quarters including it in their top 5. This was particularly important for those who said they were members of a community group (57% rated it as number one importance).

Redesigning the road network was also frequently selected as the number one key move, although fewer overall included it in their top 5.

Whist reconnection to the river corridor and network of open space were seldom selected as the number one key move, these were included by most within their top 5.

Aspects relating to the enterprise precinct didn't appear in top 5 ratings as often, although males, business owners and workers did include these in their top 5 more often.



Image 4-Engagement at Belmain Street Plaza

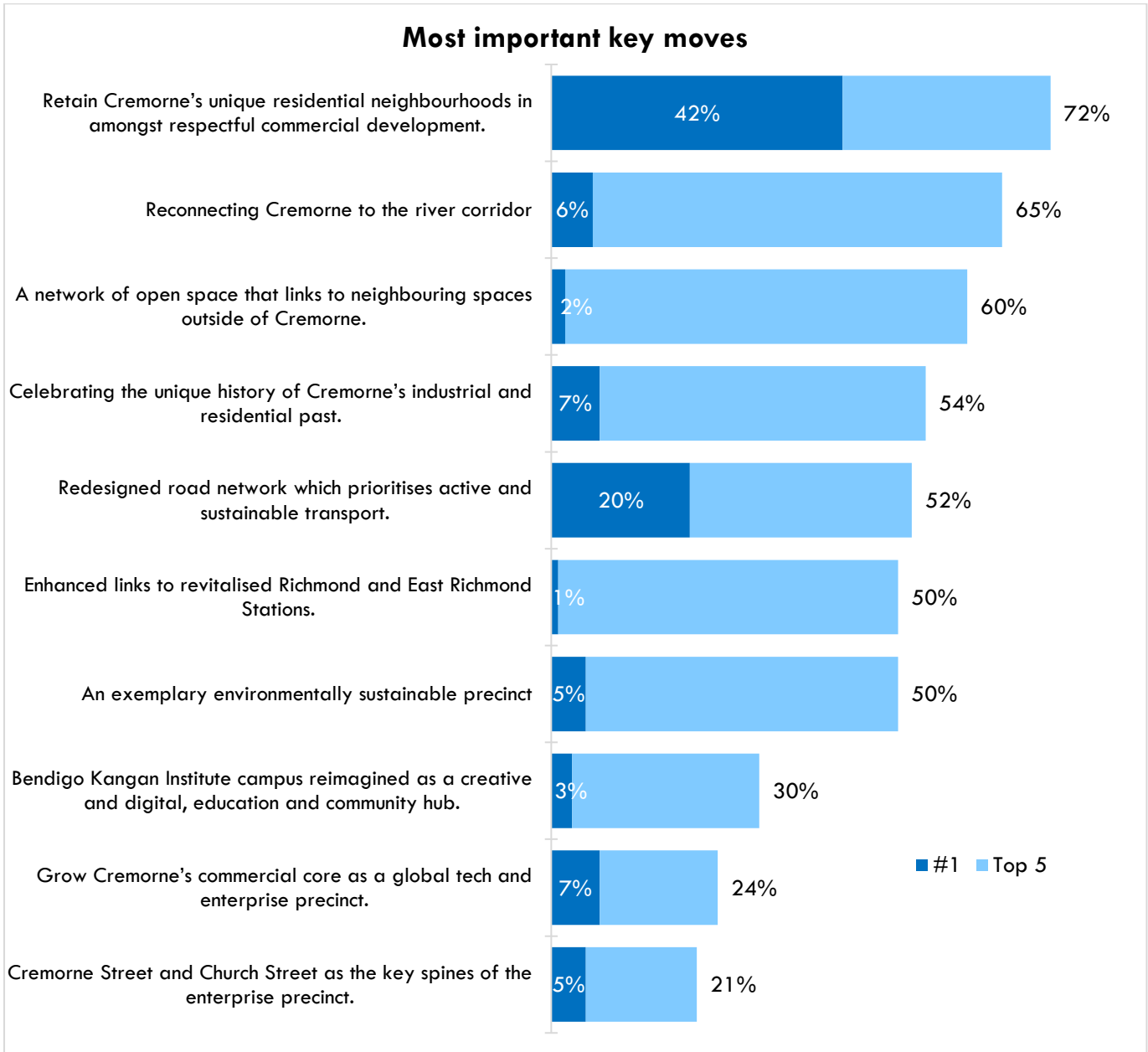


Chart 1 - 10 key moves with percent of respondents ranking it as their #1 and within the top 5

4.1.2 What did different groups say?

There were some notable variations by demographics:

- **60+ year olds** more often selected *Cremorne Street and Church Street as the key spines of the enterprise precinct* in their top 5 (39%, compared to 5% of under 35 year olds).
- **60+ year olds** more often selected *Bendigo Kangan Institute campus reimagined as a creative and digital, education and community hub* in their top 5 (61%, compared to 20% of 35-49 year olds). Those who work in Cremorne also more commonly selected this in their top 5 (31%, compared to 14% residents).

4.1.3 Additional comments

When asked to write in other comments about these 10 key moves, the predominant tone of the comments relates to concerns about commercial overdevelopment and the impact that has on traffic (specifically commercial vehicles) and parking.

Rat-running is often mentioned as an issue in the area, and the proposed road changes raise concern about to ease of residents accessing housing.

A number of people put forth ideas to enhance the greening of the area (mandate green roofs) and request more green plantings.

The following table outlines these themes in further detail.

Theme	Summary / quotes
Accommodating Growth (16 comments)	The general theme of a quarter of the comments was a concern for the over-development of the area, particularly with regards to commercial buildings that are perceived to have poor amenity, block out sunlight (too tall), and encourage workers to travel to work by car (increase traffic). One respondent praised the aim to ‘retain Cremorne’s heritage’ as a way to reduce this over-development.
Traffic (17 comments)	The majority of the traffic related comments mentioned rat-running and concern about road closures or one way roads; specific to the risk that they would cause more congestion issues, and make it more difficult for residents to get to their home. There were also multiple comments concerned about the potential blocking of Citylink access and mentions of the need to enforce Council’s LATM (Local Area Traffic Management) policy to limit commercial traffic.
Impact on residents (13 comments)	Across many of the comments there was a call for considering the needs of residents, specific to car access to their homes, traffic, parking, sunlight and privacy.
Commercial development (6 comments)	A range of comments were put forth relating to commercial development mostly relating to there being enough commercial buildings in the area already (some not being fully utilised) and therefore there is not a need for any more. There was also a perception that the need for office space has changed since COVID and that should be taken into account in commercial planning (not as many office spaces needed).
Environmental impacts (8 comments)	These comments called for more prescribed sustainability features, including increased open space, green building as a requirement for new development (e.g. green roofs) and more trees / planting.
Walking and cycling (6 comments)	A number of residents wanted improved pedestrian and cycling access.
Parking (5 comments)	There was a concern raised by some that there is a need for more parking, with one person suggesting metered parking.
Access to public transport (4 comments)	Comments relating to public transport said that improvements were needed to the train station.

Table 4-Outlines the 10 Key Moves emerging themes in more detail.

4.1.3.1 Selection of quotes (quotes are verbatim)

I fear that eventually Cremorne will all be shiny new office blocks with residents eventually all moving out as re-development takes over. (resident, property owner)

You aren't giving options that residents care about, it's all about technology & decreasing private transport. (visitor, property owner)

We need to retain the small industries and balance with what remains of the residential areas. Bringing together sustainability and livability. We could so easily be a showcase for other suburbs but council is letting in big business ruining an opportunity. (resident)

Cremorne is well-connected to public transport & has a high walkability rating, yet streets are clogged with cars, especially during events at the sports precinct. Metered parking on Cremorne St would disincentivise commuters using Cremorne as a carpark. (resident, renter)

Any changes should consider the current residents and making it easy for them to access the homes, get in and out of Cremorne and parking outside their homes. It is currently a rat race of cars through Cremorne and too many road closures for construction. (resident)

Residential areas and amenities such as open space, parking and easy vehicle access to residential streets is important to retain and attract residents. (resident, property owner)

4.1.4 Key findings

- Some level of support for all the key moves. Many were strongly supported.
- No one suggested new or additional ones.
- Three key moves stood out as the most important to respondents by having greater than 60% of respondents having these themes in their top 5 - Respecting residential neighbourhoods, reconnecting with the Yarra River and network of open spaces.
- Four moves also ranked highly (more than 50% ranking in top 5) - Recognising history, changing the road network, Richmond Stations and ESD.

4.2 Theme 1 - A place to create, innovate and live

Theme 1 seeks to continue to support Cremorne to grow as a global innovation precinct with a mix of uses and amenity for residents workers and visitors. It includes actions to facilitate this vision.

4.2.1 Survey results

Question	Q3. Tick your top 3 (most important) actions in Theme 1
Number of responses	141
Notes	Respondents could tick up to 3 answers. Chart shows % who picked an answer.

Table 5. Overview of questions, number of responses for Theme 1-A place to create, innovate and live.

The stand-out and most important action for a place to create, innovate and live was to continue to support the residential character (85%).

Just over half of respondents supported a range of employment, office and retail uses in Cremorne's commercial precincts (53%).

The remaining actions were each selected by less than half of respondents in their top 3.



Image 5-Council officers talking to a community member at a place-based pop-up at Church Street Reserve

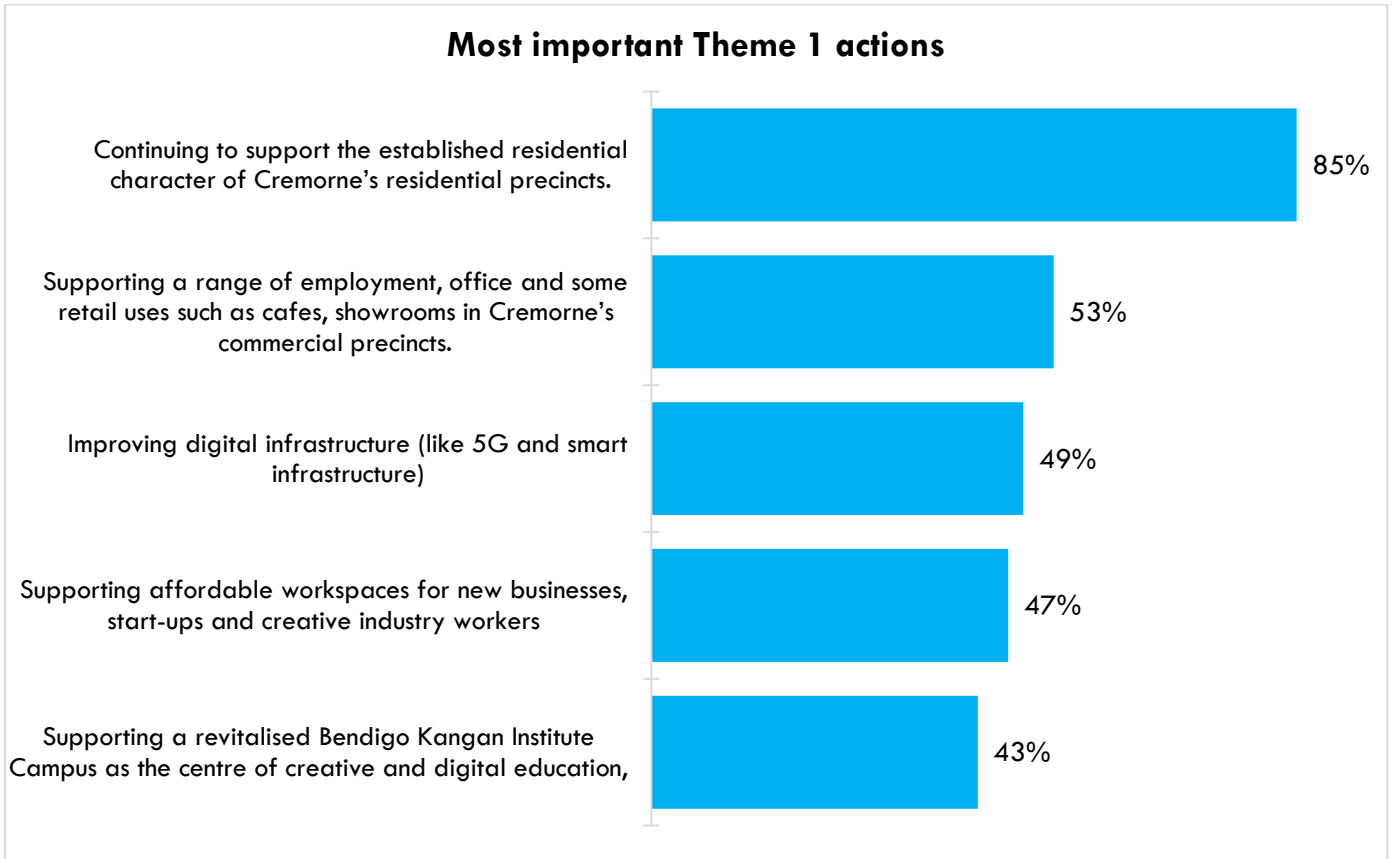


Chart 2 – proportion who selected each Theme 1 action in their top three.

4.2.2 What did different groups say?

The action to support residential character was particularly important for current Cremorne residents (92%) and females (92%).

Supporting a range of business types in the commercial precinct was selected in the top 3 most important by higher proportions of younger people (67% under 35 year olds and 63% 35-49 year olds) and visitors to the area (69%).

Visitors to Cremorne also showed high instances of choosing affordable workspaces in their top 3 (64%).

4.2.3 Key findings

- Protecting residential amenity was clearly the most important action in Theme 1.
- This is correlates with the high number of Cremorne residents who filled out the survey compared to workers.

4.3 Theme 2 - A leading sustainable and climate resilient precinct

Theme 2 acknowledges the climate emergency as a present and unprecedented challenge. Theme 2 seeks to shape Cremorne as a leading sustainable and climate resilient precinct.

4.3.1 Survey results

Question	Q4. Tick your top 2 (most important) actions in Theme 2
Number of responses	141
Notes	Respondents could tick up to 3 answers. Chart shows % who picked an answer.

Table 6. Overview of questions, number of responses for Theme 2- A leading sustainable and climate resilient precinct.

For the sustainability and climate resilient theme, there were clearly two stand-out actions: providing more trees (77%) and encouraging green roofs, walls and facades (72%).

There was relatively little support for better managing water (13%), compared to other options.

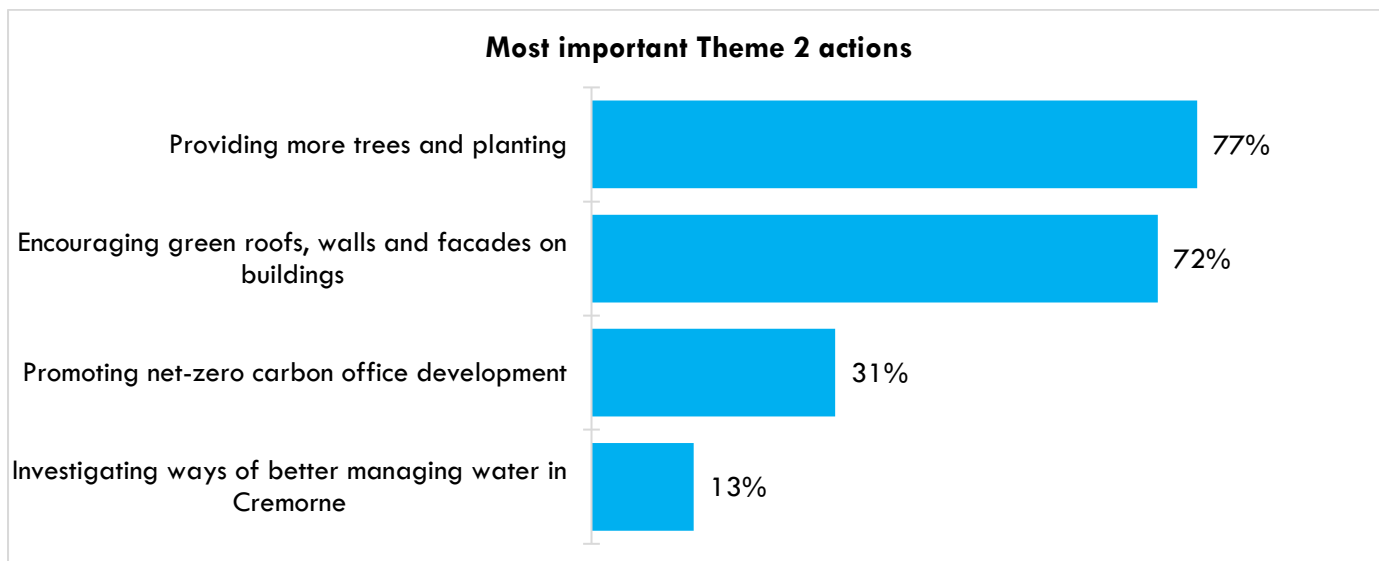


Chart 3 – proportion who selected each Theme 2 action in their top three.

4.3.2 What different groups say?

There were no statistically significant variations in findings when analysing this question by demographics.

4.3.3 Key findings

- Tree planting and greening buildings through green walls and roofs were clearly the most important actions.

4.4 Theme 3 - Connected and accessible Cremorne

Theme 3 seeks to support convenient, safe and sustainable modes of transport within Cremorne. The draft UDF includes a series of actions to support this outcome.

4.4.1 Survey results

Question	Q5. Tick your top 3 (most important) actions in Theme 3
Number of responses	137
Notes	Respondents could tick up to 3 answers. Chart shows % who picked an answer.

Table 7. Overview of questions, number of responses for Theme 3- Connected and accessible Cremorne.

Widening of footpaths was the most important of the actions, with almost three quarters selecting this in their top 3.

Improving public transport (59%) and reducing traffic (57%) were also quite popular, each being selected in the top 3 by over half of respondents.

Most important Theme 3 actions

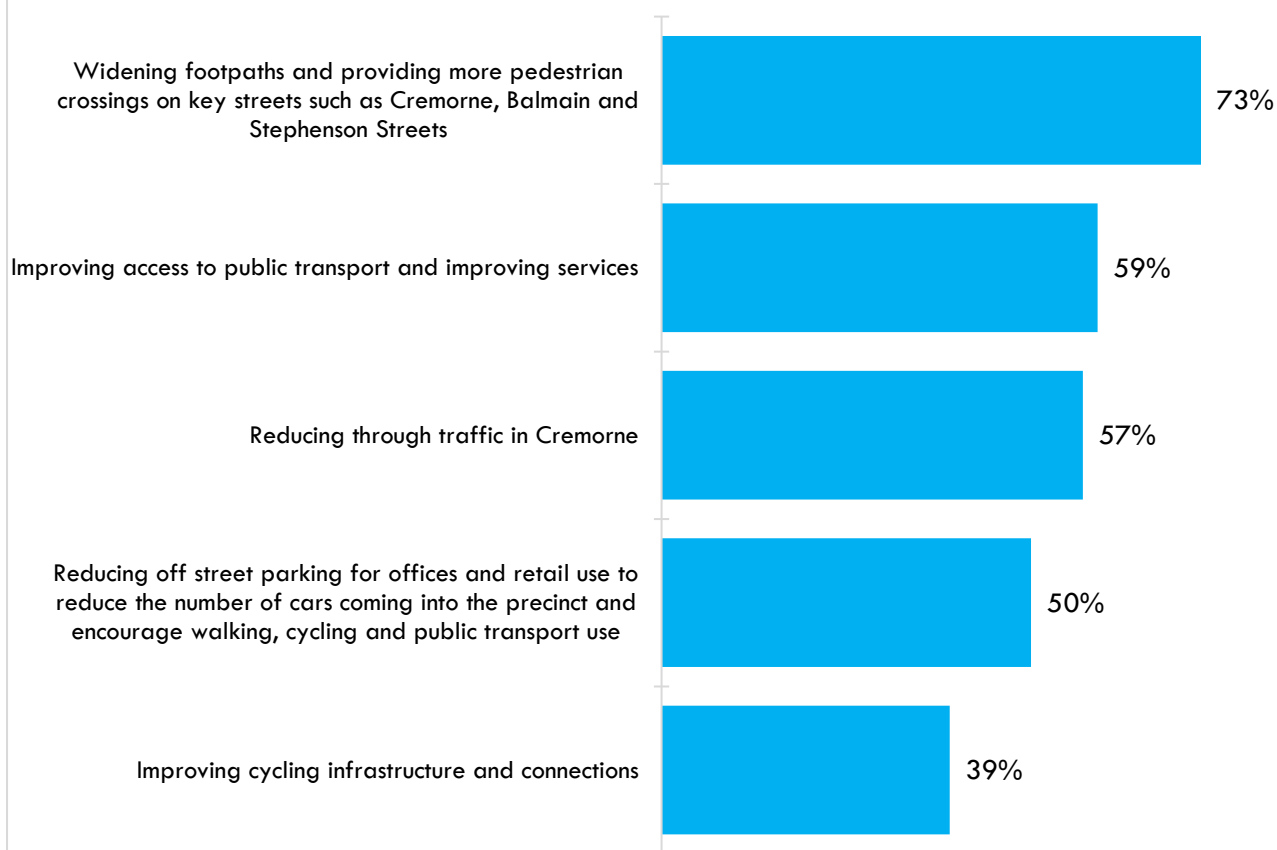


Chart 4- proportion who selected each Theme 3 action in their top three

4.4.2 What did different groups say?

The popularity of the improving cycle infrastructure action was much higher amongst males (51%, compared to 25% females), visitors to Cremorne (61%, compared to 48% residents) and business owners (73%, compared to 35% property owners).

4.4.3 Key findings

- The three most important actions were identified as footpath widening, public transport improvements and reducing through traffic.
- These results were reflective of the majority of respondents being residents.
- Cycling infrastructure, whilst not being rated by as many overall, is important to other key demographics such as business owners and visitors.
- Male respondents also showed a high level of interest for improving cycling infrastructure.

4.5 Theme 4 - Spaces for people

Theme 4 sets out a plan for a network of high quality public spaces connected by safe, green pedestrian friendly streets. There are a series of actions in the draft UDF that seek to facilitate this outcome.

4.5.1 Survey results

Question	Q6. Tick your top 3 (most important) actions in Theme 4 Q6a. Do you have any ideas about potential new public open spaces for Cremorne and where they could be located e.g. potential road closures, pocket plazas?
Number of responses	Q6 -139 Q6a -51 comments
Notes	Q6 - Respondents could tick up to 3 answers. Chart shows % who picked an answer. Q6a - Recorded as written text responses. Grouped into key themes for analysis.

Table 8. Overview of questions, number of responses for Theme 4- Spaces for people

Of the theme 4 actions, the actions most often selected in the top 3 most important were:

- improving connections to the river and surrounding open spaces (65%); and
- pursuing new open space opportunities on government and private land (62%).

Creating streets that are more friendly for pedestrians and cyclists was the third most supported action (45%), followed by upgrading main activity spines of Cremorne and Church Streets (37%).

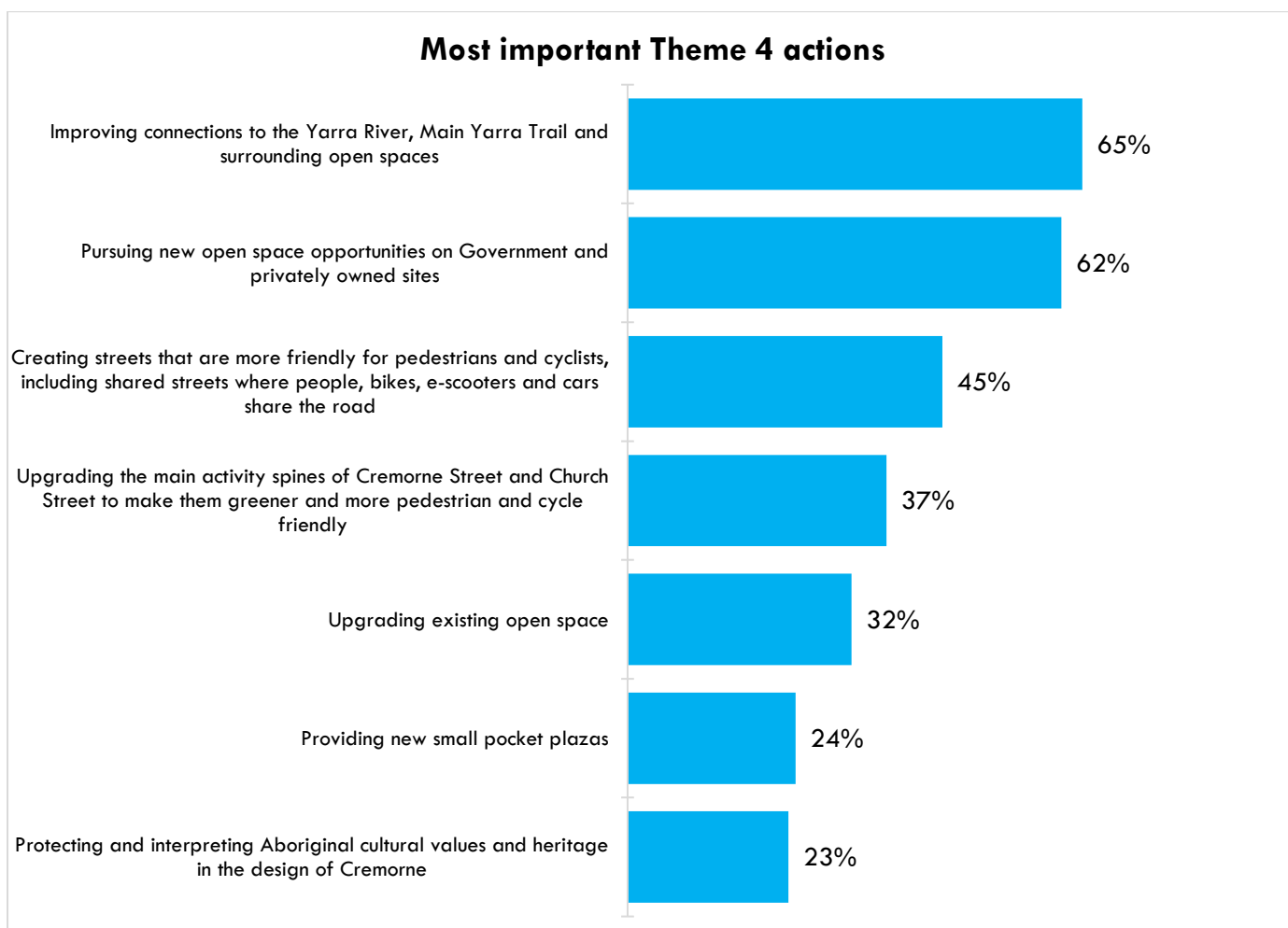


Chart 5- proportion who selected each Theme 4 action in their top three.

4.5.2 What did different groups say?

The action to pursue new open space opportunities on government and private land was selected by more **residents** (73%) and **property owners** (80%, compared to 42% **visitors**).

Whilst fewer than half overall selected more friendly streets for pedestrians and cycling, this action was more popular amongst **males** (54%, compared to 36% females).

4.5.3 Additional comments

The second question asked whether respondents have ideas about potential new public open spaces for Cremorne and where they could be located e.g. potential road closures, pocket plazas?

Specific suggestions / comments have been included in the table below. 3 of the comments didn't provide a specific location suggestion and 6 stated they didn't want road closures.

Opportunities for new open space	Ideas
Shared use zone / green corridor (16 comments)	<ul style="list-style-type: none"> ▪ Maltings site ▪ Gosch's Paddock– better access and facilities ▪ BKI Campus / around TAFE ▪ Between Nylex Silos ▪ Yarra River access near Punt Rd / under Punt Rd Bridge ▪ Cremorne St between Balmain St and Citylink ▪ Train station underpasses ▪ Walnut St ▪ 69 Cremorne St ▪ Utilize empty blocks
Reduce / remove parking (12 comments)	<ul style="list-style-type: none"> ▪ Cubbitt and Gwynne ▪ Balmain St (1 for and 1 against) ▪ Swan Street ▪ Bryant and May car park, far end along chestnut and Hotham ▪ East Richmond Station ▪ Stephenson St triangular parking ▪ Near train overpass ▪ Corner of Dover and Kelso ▪ VicTrack parking near Cremorne substation ▪ 10 Stephenson St
Road closures (11 comments)	<p>Suggested locations for road closures were:</p> <ul style="list-style-type: none"> ▪ Cremorne St (near freeway) (3 comments for, 2 comments against) ▪ Gwynne St at Munro St ▪ Reinstate COVID road closures ▪ Gough St ▪ Dover St (partial / residents only) ▪ Balmain Plaza and Cherry Tree
Other ideas / comments	<ul style="list-style-type: none"> ▪ New developments minimum open space requirement ▪ Large open space (not pocket parks) ▪ Floating park ▪ Remove street parking ▪ Encourage park and walk

Opportunities for new open space	Ideas
	<ul style="list-style-type: none"> ▪ Residents only roads (instead of closing them) ▪ Don't block light to existing open space with high-rises. ▪ Include free active equipment (gym, basketball, tennis etc.) ▪ No new open space needed ▪ BBQ ▪ Don't remove residential street parking. ▪ Accessibility for different mobility needs ▪ School crossings in side streets

Table 9-Outlines the Theme 4-Spaces for people additional comments.

4.5.4 Key findings

- It is clear that improving access to the Yarra River is important for the community along with parks on private/government land, and making pedestrian streets more cycle and people friendly.
- Open space was a highly important for property owners and residents but not so much for visitors whose needs may be different.
- While open space is clearly important for the general community, pocket parks and upgrades to existing parks was not selected as important as often as improving connections and new open space opportunities.

4.6 Theme 5 - Quality design that builds on Cremorne's precinct identity

Theme 5 aims to fill the gap in the Yarra Planning Scheme to add planning controls to guide the design of new commercial buildings. The draft UDF includes a package of design controls which seek to manage a range of issues such as amenity impacts, overshadow and building design.

4.6.1 Survey results

Question	Q8. Tick your top 5 (most important) actions in Theme 5 Q9. Do you have any comments about the recommended building heights in the draft UDF? Please ensure you tell us what precinct you are referring to.
Number of responses	Q8 – 141 Q9 – 64 made additional comments
Notes	Respondents could tick up to 5 answers. Chart shows % who picked an answer.

Table 10. Overview of questions, number of responses for Theme 5 - Quality design that builds on Cremorne's precinct identity.

Given respondents could select up to 5 actions for this theme, there is a broader spread of respondents, with many of the actions selected by around half.

The top three responses with 60% or more of respondents selecting them in their top 5 were:

- Protecting residential amenity;
- minimising overshadowing and retaining sunlight on footpaths; and
- Increased setbacks to provide for pedestrian entrances, landscaping and outdoor dining.

Five actions were supported by 40-50% of respondents around retaining character buildings, ensuring new development is respectful of heritage buildings, well designed buildings at street level, protecting views to important signs and managing wind impacts:

Of relatively lesser importance were buildings not presenting as one large building (29%) and adequate above-street building separation (25%).

Most important Theme 5 actions

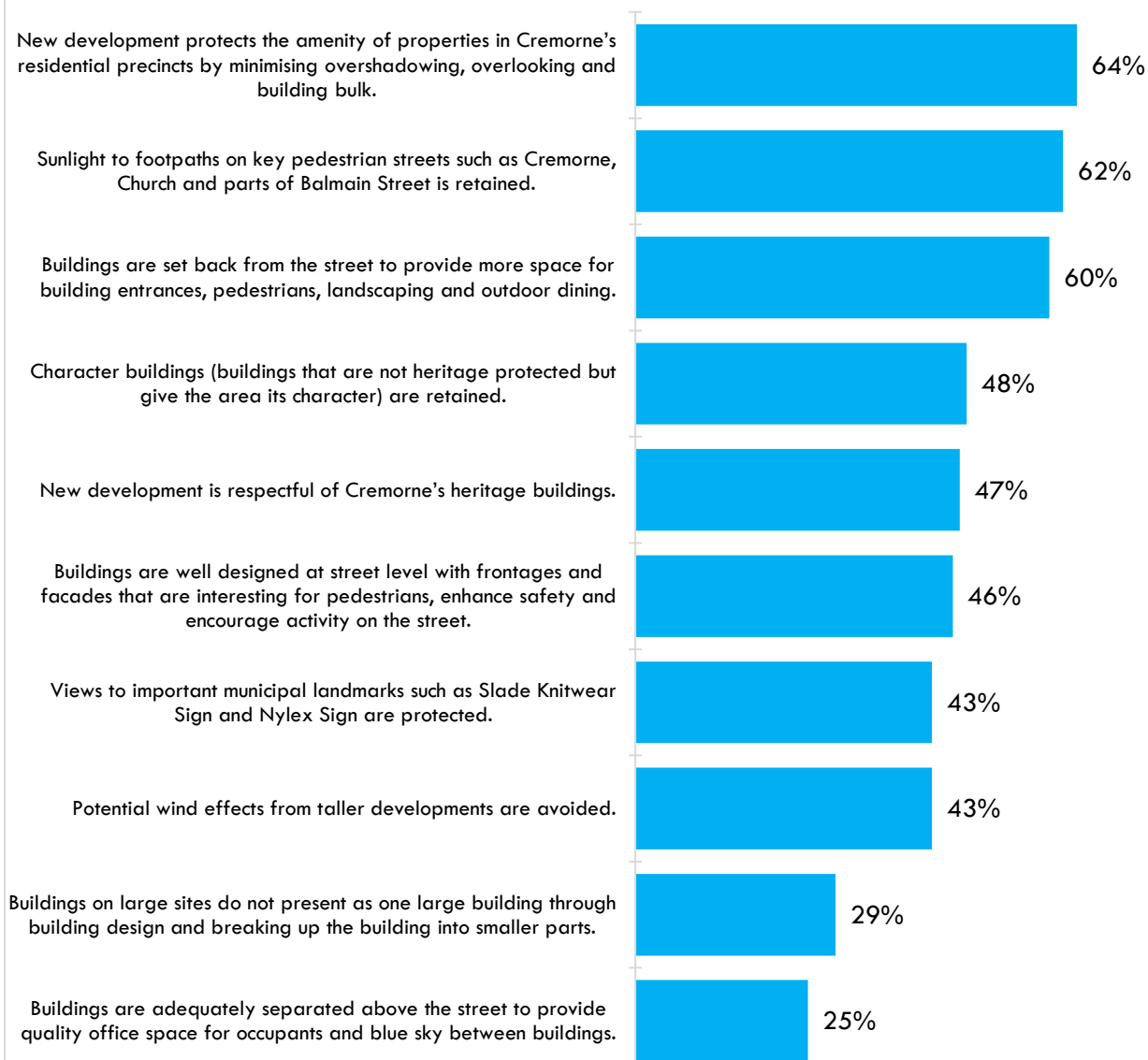


Chart 6 - proportion who selected each Theme 5 action in their top three

4.6.2 What did different groups say?

Some demographics more often selected specific actions in their top 5:

- Males more often selected *buildings well designed at street level* (59%, compared to 35% females) and *buildings adequately separated above the street* (35%, compared to 17% females).
- Females more often selected *protection of views to important landmarks* (53%, compared to 32% males) and *character buildings are retained* (64%, compared to 32% males).
- Members of community groups more often selected *buildings on large sites not presenting as one building* (42%, compared to 25% non-members) whereas 48% of non-members selected *potential wind effects* (compared to 29% community group members).

4.6.3 Comments on precinct heights

Specific to building heights, respondents were provided with the following information and asked to provide any comments.

- Cremorne West Precinct: Higher development along Cremorne Street (eight storeys) and Stephenson Street (nine storeys) with lower heights on narrow streetscapes (seven storeys) and next to low-rise residential areas (five storeys), stepping down to two storeys at the boundary.
- Railway Precinct: Development of seven storeys transitioning to five storeys next to low-rise residential areas, stepping down to two storeys at the boundary.
- Church Street Precinct: Higher development (ten storeys) along Church Street. Lower heights to side streets (seven storeys) reducing to five storeys next to low-rise residential areas, stepping down to two storeys at the boundary.

The following key themes were observed in the comments provided.

Theme	Summary
Overshadowing (9 comments)	In terms of general (not precinct-specific) feedback, the main concern was that buildings do not overshadow residential properties.
Wind (8 comments)	A few respondents wish to ensure development was appropriately set-back from the road to avoid wind tunnels
Existing buildings higher than limits (5 comments)	Some commenters expressed concern that there were existing buildings that were already higher than the 5 storey limit, therefore a precedent for higher buildings has already been set.
General statements on limits	A range of general comments were made without stating number of floors: <ul style="list-style-type: none"> ▪ General support for lower limits ▪ Proposed limits are too low
Cremorne West Precinct (11 comments)	Comments mostly said that the limits were too high, with a few suggesting a 5 storey limit and a couple supporting 6 or 7 storeys.
Cremorne Street (2 comments)	Comments were that buildings were already too high and suggestion of a 7 storey maximum for Swan Street.
Church Street (3 comments)	Suggestions ranged from no height increase to 5 storeys maximum and 8 storeys maximum.

Table 11-Outlines the key themes that emerged in the comments for Theme 5

4.6.4 Key findings

- Top three important actions were: protecting residential amenity in Cremorne’s residential precincts, ensuring sunlight to streets and creating building setbacks at ground levels.
- In the additional comments, several respondents wanted a 5 storey maximum. Few people who responded to the survey wanted taller heights.

4.7 Ideas to improve the street network

To implement the high level vision for Cremorne the draft UDF outlines a Street Implementation Plan which proposes a number of changes to the existing street network.

4.7.1 Survey results

Questions	Q10. Overall, how much do you support these proposed changes to the street network? Q11. Please explain why.
No of responses	Q10 – 143 Q11 – 99 comments
Notes	Q11. Recorded as written text responses. Grouped into key themes for analysis. It is difficult to analyse the ratings for some actions as the action includes multiple elements (e.g. upgraded cycle infrastructure and measures to slow access) are in the same statement for rating, so it is not possible to identify if those who don't support this statement have issue with the cycling infrastructure or traffic management or both.

Table 12. Overview of questions, number of responses for the section - Ideas to improve the street network.

There were high levels of support for increasing footpath space and improving pedestrian safety. 82% supported or strongly supported this action.

The signalisation of Kelso Street and Punt Road was also widely supported. 70% supported or strongly supported this action.

Views on reducing speed limits was more mixed. 65% of respondents supported or strongly supported reducing speed limits to 30kmph however over a quarter of respondents (28%) opposed the idea.

All actions except for the road closure of Cremorne Street were supported or strongly supported by more than half of respondents (ie over 50% of respondents supported or strongly supported the proposal).

Opinions regarding the closure of Cremorne Street were fairly evenly split, with similar proportions supporting (39%) and opposing (41%) this action. 20% were unsure.

There were also more mixed opinions about reducing on-street parking to give access to cycle routes and local traffic. 51% supported or strongly supported the proposal, 31% opposed. 17% were unsure.



Image 6. Pop-Up in Church Street Reserve

Support for actions

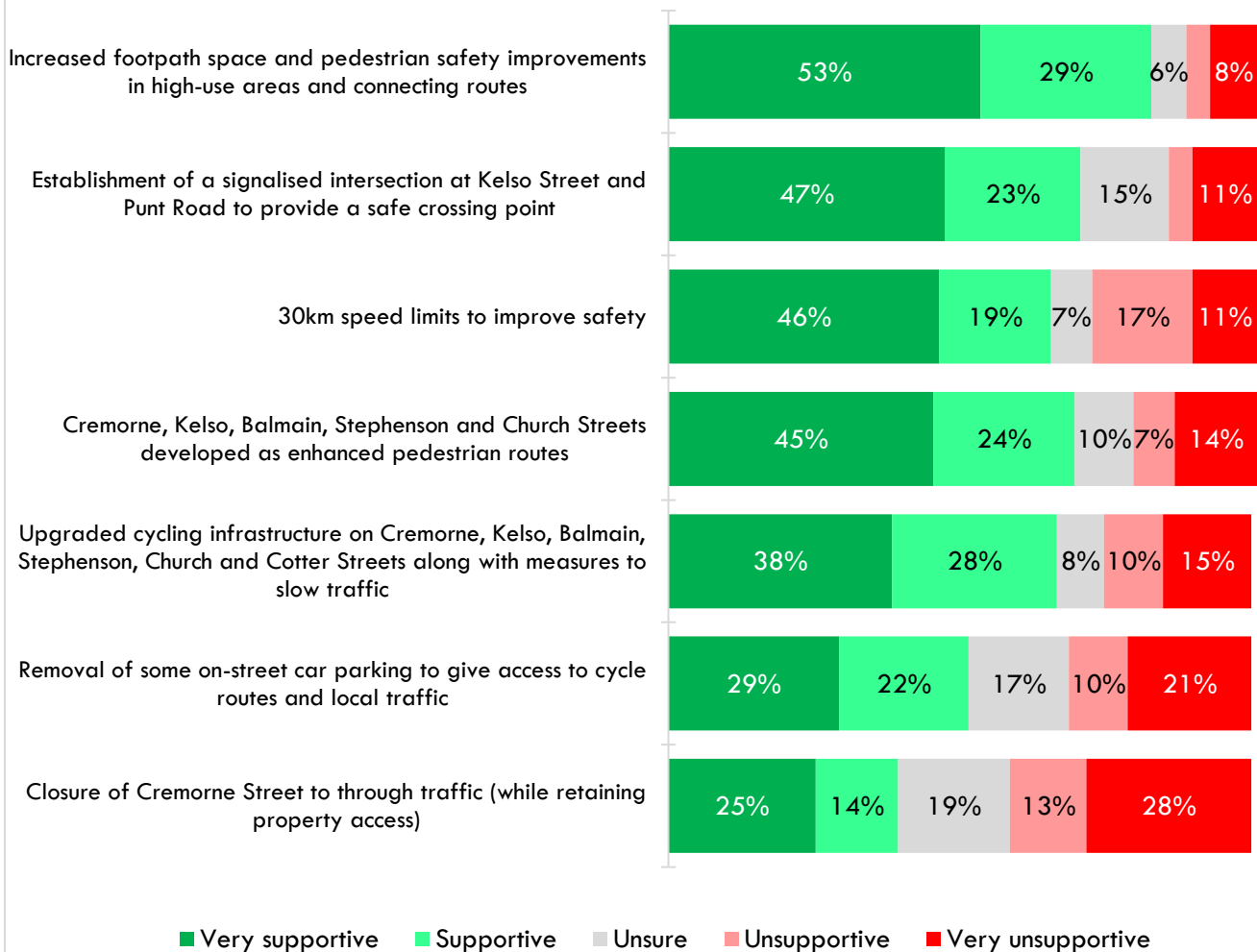


Chart 7 - Ratings of support for street network actions

4.7.2 What did different groups say?

- Members of a local community groups appeared more supportive of the actions except for the establishment of a signalised intersection at Kelso Street and Punt Road to provide a safe crossing point. 25% of community group members opposed (compared to 18% of non-members).
- Community group members showed particularly strong support for Increased footpath space and pedestrian safety improvements in high-use areas and connecting routes (72% very supportive, compared to 46% non-members) and 30km speed limits to improve safety (62% very supportive, compared to 41% non-members).
- Males more often said they were 'very supportive' of the closure of Cremorne Street to through traffic (38%, compared to 14% females), Cremorne, Kelso, Balmain, Stephenson and Church Streets developed as enhanced pedestrian route (54%, compared to 36% females), upgraded cycling infrastructure on Cremorne, Kelso, Balmain, Stephenson, Church and Cotter Streets along with measures to slow traffic (49%, compared to 26% females), and removal of some on-street car parking to give access to cycle routes and local traffic (37%, compared to 20% females).

4.7.3 Additional comments

When asked to explain their answer(s), the main concerns were that these measures will make congestion worse, and that removal of parking makes it difficult for residents to have visitors.

However, many recognised that these measures would improve pedestrian and cyclist safety and quite a few supported improving active transport infrastructure.

Some comments mentioned there was currently too much traffic, with a number suggesting that the area be made local traffic only.

There were also a number of comments expressing concern that the suggested actions may make it difficult for residents to get around and that the streets are not currently wide enough to fit improved active transport measures as well as car traffic.

Other comments highlighted improving active transport infrastructure should be encouraged as it can improve the vibrancy of the area and encourages visitors to the precinct.

Three suggested that an active transport corridor isn't needed, with suggestions that workers be discouraged from driving, and that more permit parking was needed for residents.

Note: The survey form did not allow the respondent to link their comment through to statements in figure 2, however there were some comments that provided enough written information to decipher which of the figure 2 statements they were referring to. See below.

Action	Reasons for support	Reasons for opposition
Establishment of a signalised intersection at Kelso Street and Punt Road to provide a safe crossing point	<ul style="list-style-type: none"> ▪ Currently unsafe ▪ Good for people exiting public transport 	<ul style="list-style-type: none"> ▪ Not needed as a cut-through (2 comments) ▪ Not currently dangerous to cross ▪ Will cause more traffic ▪ Bridge rather than lights
Closure of Cremorne Street to through traffic (while retaining property access)	<ul style="list-style-type: none"> ▪ Too many cars ▪ Make one way instead 	<ul style="list-style-type: none"> ▪ Road closures will make traffic worse ▪ Will make it harder for residents to get around ▪ Will make it harder to get to CityLink
Cremorne, Kelso, Balmain, Stephenson and Church Streets developed as enhanced pedestrian routes	<ul style="list-style-type: none"> ▪ Balmain St - dangerous ▪ Balmain St - has too much traffic ▪ (Submission) Cremorne St - support traffic calming measures and pedestrian treatments. ▪ Kelso St – support tree plantings 	<ul style="list-style-type: none"> ▪ Will make it harder for residents to get around ▪ Balmain Street – keep 2-way
Upgraded cycling infrastructure on Cremorne, Kelso, Balmain, Stephenson, Church and Cotter Streets along with measures to slow traffic	<ul style="list-style-type: none"> ▪ Improve safety ▪ Prioritise active transport 	<ul style="list-style-type: none"> ▪ Already sufficient cycling infrastructure (4 comments) ▪ Concern for residential property access (2 comments)

Action	Reasons for support	Reasons for opposition
		<ul style="list-style-type: none"> Access into Cremorne the issue, not around Cremorne Will make congestion worse City cyclist commuters go around (2 comments) Not needed if slow traffic to 30km
Removal of some on-street car parking to give access to cycle routes and local traffic	No specific additional comments in support.	<ul style="list-style-type: none"> Need parking for residents Not enough parking now / will make it worse for residents No parking for visitors Will make congestion worse Need parking permit audit
Increased footpath space and pedestrian safety improvements in high-use areas and connecting routes	No specific additional comments in support. See general comments above.	<ul style="list-style-type: none"> Use setbacks for landscaping and trees

Table 14 - Summary of additional comments - ideas to improve the street network



Image 7-Community members engaging at the pop-up in Balmain Street Plaza

4.7.4 Key Findings

- Most actions are generally supported by the community.
- There were mixed views about the Cremorne Street closure – some support and some opposition.
- Views on the 30km limit were also mixed.

4.7.4.1 Selection of quotes (quotes are verbatim)

Our way of transportation for me and partner is bicycle, We are residents and don't have car. Our safety is important, as well as functional access to the Yarra river path. It is very unsafe to go from Coppins Corner (where we live) to yarra river path. (resident, worker, property owner)

Cremorne is currently quite hostile to cyclists and not great for pedestrians. There is no safe way to get to or through Cremorne on bike. Paths are narrow, which is bad for pedestrians (particularly those in wheelchairs or pushing prams). (worker, visitor)

Please do not make it harder for residents to access key exit/entry points out of and into Cremorne. Making traffic one way to stop through traffic might work for peak business hours, but for all the other hours and weekends, Cremorne is not busy. (resident)

Closing or changing road access to one way will only make it harder to mover around Cremorne. Something simple like making Balmain St a clearway between Cremorne St and Cubitt St during peak times would allow cars to flow more readily in both directions. (resident)

Walking and cycling should be prioritised over cars. Cremorne street needs to retain as a through traffic street to help clear congestion quickly - from Balmain street to the freeway could be changed to one way. (resident)

While I infrequently visits Cremorne area and very supportive of pedestrian, cyclists and public transport initiatives. Existing streets are quite narrow as it. Parking nearby is almost non existence, as I would like to "walk around" the area. (visitor)

4.8 Precinct and strategic sites visions

There are distinct commercial and residential precincts within Cremorne - the draft UDF outlines a vision for each precinct.

There are also seven strategic sites identified within Cremorne. The draft UDF outlines a vision for each strategic site and identifies design objectives. These would be a starting point for Council’s vision in any future master planning work.

4.8.1 Survey results

Questions	Q12. Overall, how supportive are you of the vision for each precinct? Overall, how supportive are you of the vision and design objectives for each strategic site within the Cremorne precincts? Q13. Do you have any comments to add about the vision or design objectives for the precincts or strategic sites?
Number of responses	Q12 –134 Q13 – 48 comments
Notes	Q13. Recorded as written text responses. Grouped into key themes for analysis.

Table 15. Overview of questions, number of responses for the Precinct and strategic site visions section

4.8.1.1 Precinct visions

Most respondents supported the proposed vision for each of the three main precincts.

68% supported or strongly supported the vision for the Railway Precinct. 61% supported or strongly supported the Church Street Precinct vision and Cremorne West Precincts.

Over one in ten people opposed each of the proposed precinct visions, and approximately one-fifth of respondents were unsure.

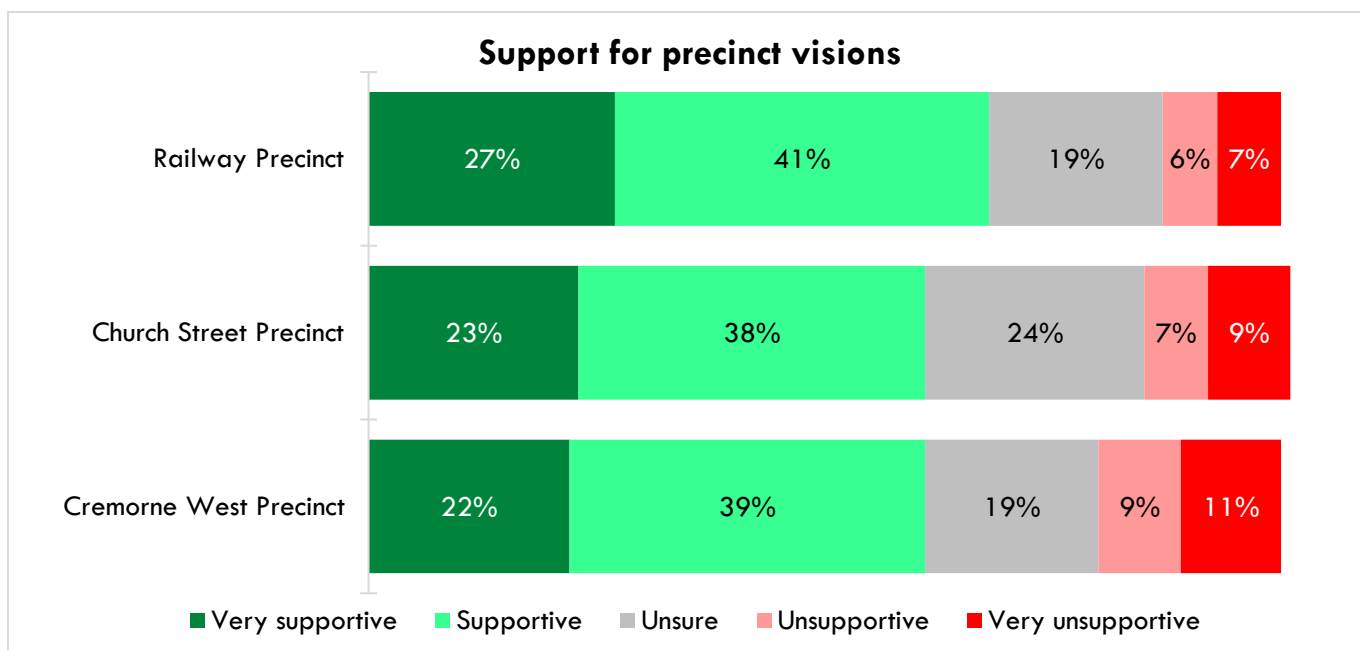


Chart 8 – Support ratings for precinct visions

4.8.1.2 What did the different groups say?

The only notable variation by demographics was that males more often said they were ‘very supportive’ of Railway Precinct (36%, compared to 20% females) and Church Street Precinct (32% males compared to 15% females).

4.8.1.3 Strategic sites – visions and design objectives

More than half of respondents supported each strategic site vision and design objectives, however there was a high proportion of respondents who were unsure (a quarter to a third).

The Bendigo Kangan Institute strategic site received the highest level of support (70%), with very few opposing this vision.

The rest of the sites received similar ratings (50-60%), with just over half showing support and around 10-15% opposing.

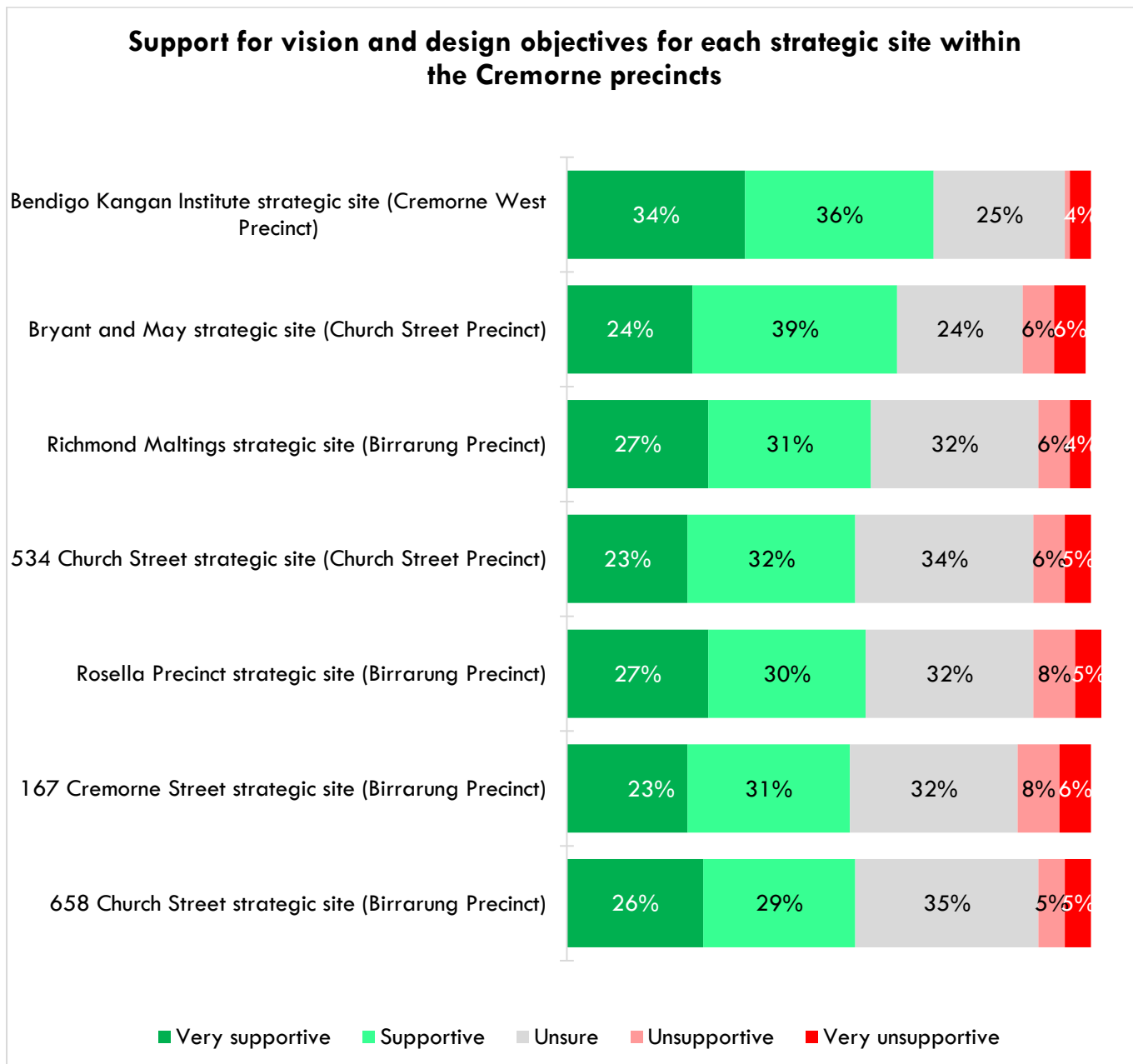


Chart 9- Support ratings for strategic sites

4.8.1.4 What did different groups say?

There were only a couple of variations by demographics, otherwise ratings were fairly consistent across all ages, genders and connections to Cremorne.

- More males said they were ‘very supportive’ of the *Bryant and May strategic site* (34%, compared to 16% females).

- The *Richmond Maltings strategic site* was supported (very supportive + supportive) by a higher proportion of 60+ year olds (83%, compared to 46% 35-49 year olds) and members of a community group (68%, compared to 53% non-members).
- The *Rosella Precinct strategic site* was supported (very supportive + supportive) by a higher proportion of 60+ year olds (78%, compared to 41% 35-49 year olds) and members of a community group (65%, compared to 53% non-members).

4.8.2 Additional comments

When asked to provide further comments on the vision or design, the following themes emerged in the survey findings:

Theme	Summary / quotes
Concern around building height (11 comments)	The most commonly mentioned concern around building heights was related to the sun being blocked, and perceived creation of wind tunnels. Some felt that the height should be limited to 5 stories and a few felt that tall building heights had a negative impact on the character of the area.
Concern around traffic and street network redesign (11 comments)	The primary concerns were relating to potential rat running and trucks, with specific mention of Rosella complex trucks. With regards to rat running concerns other commonly mentioned roads were Gwynn Street and Cremorne Street as problem areas.
Resident concerns about accommodating growth (10 comments)	Many comments suggested there needs to be more emphasis on the needs of residents, and/or less focus on commercial building / amenities. Specific concerns raised were about lack of residential parking, commercial dominating, a need for more emphasis on residential buildings and amenity, a loss of character / village feel, noise, and after-hours.
More detail / consultation needed (3 comments)	A few comments suggested that there is need for greater opportunity for community input, more time to explore the full ramifications, and more detail on the objectives for the Bryant and May or 534 Church St.
General criticism (6 comments)	There were a number of general criticism comments without any further detail as to why.

Table 16 - Summary of emerging themes from additional comments on the precinct and strategic site visions.

The following are some further quotes that provide specific insights into sties and requests.

Bendigo Kangan Institute – Strategic site

- Kangan community space including indoor space with bathroom and kitchen and outdoor green space is crucial for the plan to work well. I would like something similar to Burnley Backyard here.
- Turn it into a Sth Melbourne Market style food and design hub.
- Note that the TAFE site is subject to Victorian Government restrictions and approvals and should not be assumed to be available for significant public use purposes such as green space.
- Have a section on Cremorne Street Kangan where bikes are visually prominent - bike repair, bike parking, bike cafe.

Bryant and May – Strategic site

- The Bryant may site needs to forego further development in favour of large green spaces, converting car park space into areas for children to play. There are high numbers of kids in the area with no natural facades, or opportunity to be enviro stewards.

Maltings – Strategic site

- The maltings site should have a considered green space.
- In the Richmond Malting enhance culture with art, galleries, cafes, good bars and less young laud/drinkers crowd like from the bars in Swan St.
- Turn remaining nylex into park and retail f&b street scape.

658 Church Street – Strategic site

- Please provide strict height limits for buildings in 658 Church Street Strategic Site. Suggest no more than 4-5 storeys total, and only 2 storeys at the street frontage. Ensure direct sunlight is retained year round to Dale Street Reserve.

Public transport

- Rename East Richmond station to Cremorne! (not my idea, someone said it to me and I think it's a great idea!) Also, I think the height of new developments must be carefully considered on an individual basis to avoid detracting from character.

Open space

- Need a small at least wetland where the Lake (billabong) was - this could be part of the development.
- More could be done to improve the amenity and usefulness of the underpasses.

Economic development

- Please invest money in trying to reinvigorate existing precinct such as Bridge Rd, before wasting money on precincts such as these. They are too hidden, and would only support a few local residents. There is ALREADY a tech hub in this area with MYOB, SEEK.

4.8.3 Key findings

- Almost two thirds support the precinct visions explained in the survey.
- All strategic site visions and design objectives were supported by just over half respondents.
- There was a large unsure response to these questions. This may be addressed through further master planning work.
- Some additional comments highlighted concerns about potential building heights and proposed changes to the street network.
- Some specific comments were provided on development sites such as BKI, Bryant and May and the Maltings.
- Some mentioned concerns around traffic and trucks accessing the Rosella site.

4.9 Hotspots

4.9.1 Hotspot 1 - Kelso Street and Punt Road intersection

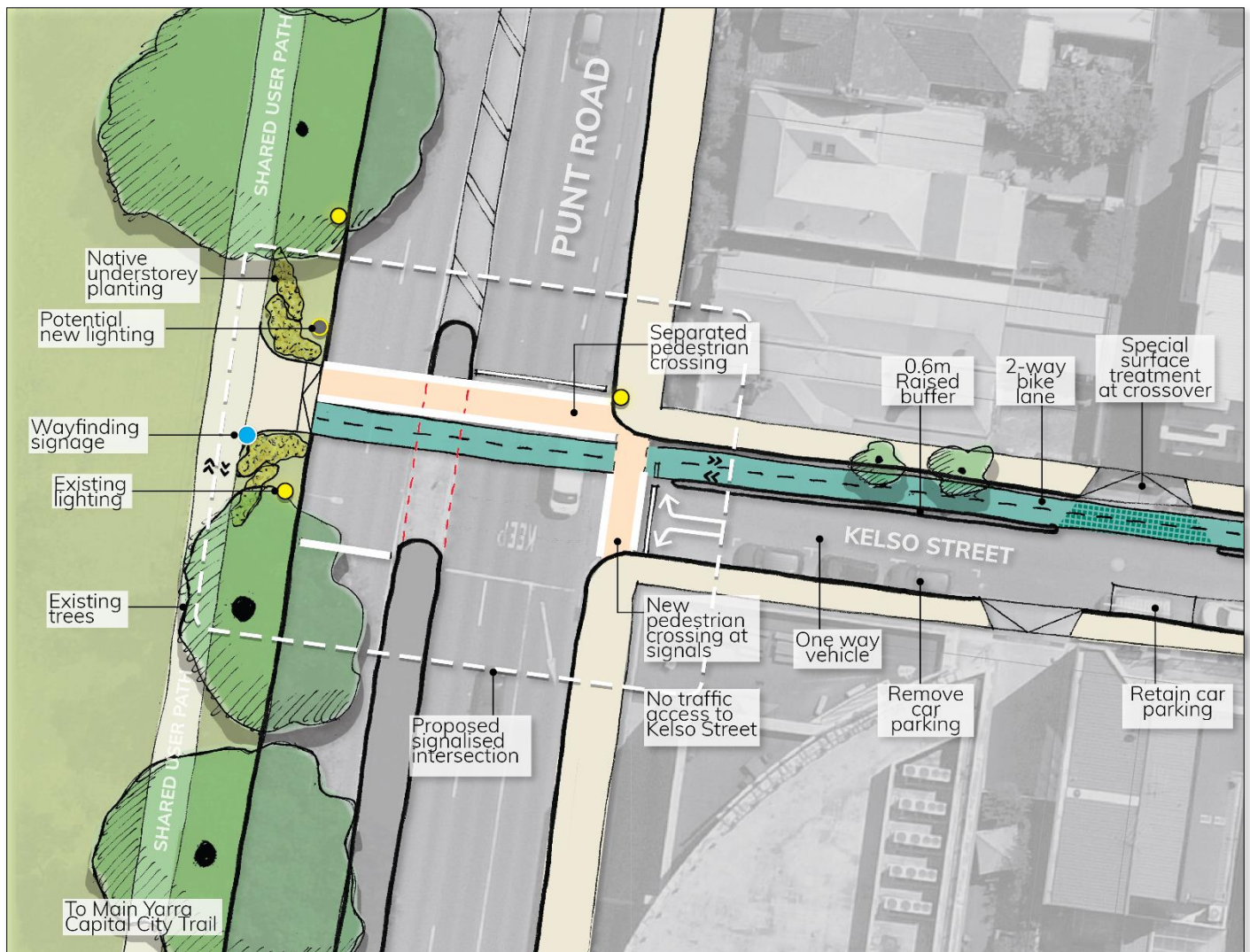


Image 8-Hotspot-Kelso Street and Punt Road intersection

26% Commented on this Hotspot (37 comments)

For this hotspot, it was proposed to install a signalized intersection incorporating:

- A pedestrian crossing
- Separate two-way cycle crossing
- No traffic access to Kelso Street - only left-out and right-out traffic movements from Kelso Street
- Planting, seating and wayfinding

Nine (9) of the comments made about this hotspot were general support for the proposal without any further insights. One submitter felt that the current lights are sufficient, and one said there is not enough pedestrian or cycling demand to need it.

Feedback with further detail was as follows.

Theme	Summary / quotes
Disagree with limiting traffic access (5 comments)	Some people felt that limited traffic access on Kelso Street might make it more difficult for residents to access their houses, and there was concern it would slow down Punt Rd traffic. Furthermore, one person was concerned it might increase accidents and pose a risk to pedestrians.
Support for lights / pedestrian crossing (6 comments)	It was felt that this would make the area safer and be good for both walkers and cyclists.
VicRoads as a barrier (3 comments)	These respondents mentioned that they thought that VicRoads wouldn't allow this to happen.
Bike lane feedback (3 comments)	A couple of comments mentioned that they like this aspect while one said that it wasn't needed.
Improve safety (3 comments)	It was felt that these changes would enhance the safety of the area.

Table 17-Summary of further feedback received on Hotspot 1

A range of additional suggestions were also made for this hotspot, with verbatim quotes provided under each heading:

Pedestrian crossings

- *Like the pedestrian crossing. Would like to be able to turn from punt road into Kelso Street rather than one way. The changes swan street/ punt road intersection have been annoying and then the proposed changes to Cremorne/Swan Street may make travel longer*
- *Safe Shared Use path crossing of M1 slip road needs to be provided to access the trail in Goschs Paddock. The ped crossing at Kelso St needs to be a raised crossing. Provide a safe SUP route from Yarra River along Harcourt Pde to Cremorne St.*

Integration with public transport

- *This design should also include stops for the 246 bus on Punt Road to improve public transport access, as there are currently no stops between Swan Street and Alexandra Parade making this route difficult to use for travel to/from Cremorne.*

Street network redesign

- *Agree that if any changes are made to Cremorne Street through traffic, this is essential. If this doesn't happen, the rest of the changes will cause chaos for residents and businesses trying to get out of the suburb*
- *Parking on Kelso should only be for permit holders to encourage bikes and walking for non-locals.*

Active transport

- *Really good idea, especially the bike lane, but make sure the bike lane links into others within Cremorne.*
- *The paving on Perkins lane is dangerously uneven and with more pedestrians it should be made compliant.*

Street amenity

- *Council have overlooked the importance of trees to better link this gateway to/from Cremorne*

4.9.2 Hotspot 2 - Cremorne Street and Kelso Street intersection



Image 9-Hotspot-Cremorne Street and Kelso Street intersection

29% Commented on this Hotspot (42 comments)

For this hotspot, the following was proposed:

- Cremorne Street closed to through traffic
- Cremorne Street southbound access onto Kelso Street east is converted to one-way eastbound
- Cremorne Street northbound access onto Kelso Street west is converted to one-way westbound
- All cycle movements are provided for
- Pedestrian crossings on all legs of the intersection
- Opportunities for planting, seating and pause points on extended footpath space

Six (6) of the comments made about this hotspot supported the proposal without any further insights.

Feedback with further detail was as follows.

Theme	Summary / quotes
Impacts on local streets and residents (22 comments)	There is a concern that the street closure will result in more traffic on other residential streets, causing rat-running and congestion and that residents will have trouble getting to their houses.
Freeway access (5 comments)	There were concerns that this proposal might make it difficult to access the Citylink.

Table 18-Summary of further feedback received on Hotspot 2

A range of additional suggestions were also made for this hotspot, with verbatim quotes provided under each heading:

Peak hour and alternative approaches to intersection

- *This should be bollards that are able to be removed out of peak hours. On weekends, we don't have a problem with traffic and it is unnecessary. Agree on weekdays we need to stop through traffic.*
- *Retractable bollards? What about people wanting to park in Care CarPark, how will they access without being able to access from Nth of Cremorne St & Kelso being one way? Lack of parking = chaos during sport events, young families & elderly won't PT.*
- *Through traffic entering Cremorne Street from Swan Street should be directed along Stephenson Street, with vehicle access to streets bounded by Stephenson, Balmain and Cremorne only for vehicles with final destination in Cremorne.*
- *Insert lights at Citylink exit on Church street to divert traffic away from Cremorne & promote Citylink use.*

Pedestrians, cyclists and shared zones

- *Good for walkers and cyclists. Complicated for drivers - could work if other streets were all shared zones to discourage rat running.*
- *Given the position of this next to the TAFE it should be a shared zone to reduce traffic speed and prioritise active transport.*

4.9.2.1 Selection of quotes (quotes are verbatim)

Am generally supportive of measures to reduce the number of cars clogging Cremorne streets however I believe this proposal would create rat runs along Dover, Balmain and Bent streets for vehicles north of the closure seeking Citylink access. (resident, renter)

Concerned about the closure of Cremorne st & the impact that may have on traffic on Kelso St. Very supportive of Kelso St becoming more pedestrian-friendly & the introduction of more greenery along this route. (resident)

4.9.3 Hotspot 3 - Cremorne Street and Swan Street intersection



Image 10- Hotspot-Cremorne Street and Swan Street intersection

42% Commented on this Hotspot (61 comments)

For this hotspot, the following was proposed:

- Pedestrian crossing points on all legs of the intersection and dedicated pedestrian crossing phase to enable scramble / all directions crossing
- Kerb outstands and footpath extensions into currently vacant Government-owned sites to increase pedestrian capacity to create public spaces
- Car parking removal to allow for left and right-out traffic movement and retain one southbound lane into Cremorne Street

Sixteen (16) of the comments made about this hotspot supported the proposal without any further insights.

Two people said that they didn't think these proposed changes were needed.

Feedback with further detail was as follows.

Theme	Summary / quotes
Scramble crossing (11 comments)	There were many comments indicating that they support the scramble crossing, whilst one said they don't want it.
Car parking (9 comments)	There was some support for the car parking removal, although a few don't want that as it is perceived to be detrimental to residents, particularly during AFL season.

Table 19-Summary of further feedback received on Hotspot 3

A range of additional suggestions were also made for this hotspot, with verbatim quotes provided under each heading:

Railway overpass / bridge / walkway

- *How about we put a fly over bridge from Cremorne Street to the opposite piece of land then there would be no need for new crossing.*
- *There is to [no?] plan to do anything to improve access to and from East Richmond station that I can see.*
- *The solution for pedestrians (& vehicles) would be if an elevated pedestrian walkway be provided running along the outside of the rail-bridge across Swan St into the Cremorne area via the carpark between the Precinct Hotel & the railway section, but don't support the scramble crossing or the dedicated pedestrian phase - daily experience shows there won't be enough time left for vehicles due to pedestrian's frustrating attitude!!*
- *Overpass or something to be provided for all the foot traffic.*
- *The entire area is heavy with traffics, trams, cars and pedestrians. Most foot traffics are originated from Richmond stations? Why no overhead foot bridge is considered (Richmond station is elevated anyway)? Less traffics on road and more safer?*
- *To assist this proposal, you could also run a pedestrian bridge directly from the train platform running up along/attached to the SIDE of Swan ST train Bridge and down into the SE rail corridor existing Sth East railway corridor.*
- *Why can't we have an underpass or overpass for Pedestrians.*
- *Yes to car parking removal, this has long been an issue. No to the scramble crossing, pedestrians already do this and it is extremely unsafe. Extend the railing from the railway bridge to the existing crossing instead.*

Traffic congestion

- *A big challenge here on Cremorne Street is people being dropped off at the precinct. Cars constantly stop just as they turn into Cremorne Street.*
- *That all seems like a great idea except for stopping traffic - think it's reasonable to have two way traffic.*
- *This issue here is the traffic doesn't move due to the pedestrian lights to the tram stop- these could be removed due to proximity to lights on Punt which would free up this intersection.*
- *With Swan Street now only have 1 lane, only a couple of cars can turn at ever light. That has increased the congestion to get out of Cremorne Street. Will that be address? Alternative exits to be developed?*

Bike lanes

- *Needs space for cycles.*
- *I would like automatic pedestrian lights (don't have to press it). I would like there to be a bike lane though on Cremorne Street. This gets a lot of traffic and can be really dangerous.*
- *Where are the bike tracks? How does this link into Olympic Boul bike track for cyclists?*

Pedestrian priority

- *Hopeless. The division of space does not represent the users. People driving are encouraged at the cost of people walking and cycling. Fix this properly and reduce car lanes for wider footpaths.*
- *Sounds good as long as the right turn lane in to Swan Street does not occur simultaneously to the pedestrian scramble crossing.*
- *Traffic lights need to give pedestrians more time to cross.*

Other suggestions

- *I like it but given the traffic signals take a very long time to change, be it raining or a very hot day, an overhead open air shelter over the entire scramble crossing would make it more inviting, more used.*
- *Additional trees that are native to the area on top of proposed.*
- *Looks good and more art walls should be incorporated where possible.*
- *I agree with these proposals but there is to plan to do anything to improve access to and from East Richmond station that I can see.*

4.9.3.1 Selection of quotes (quotes are verbatim)

Residents have been asking for a scatter crossing here for years. We have frequently been told the curb height is restricting putting in the new crossing point. If you are going to fix anything, PLEASE do everything you can to get this scatter crossing in. Residents really need access to leave Cremorne via Cremorne St onto Swan St especially on weekends. (resident)

Very supportive of the public space around intersection. Important to ensure continuing pedestrian access along railway corridor in light of sale of carpark for development. (Resident, Worker, Property owner, Business owner)

4.9.4 Hotspot 4 - Balmain Street (west of underpass)



Image 11-Hotspot-Balmain Street (West of underpass)

27% Commented on this Hotspot (39 comments)

For this hotspot, the following was proposed:

- Widen pedestrian footpaths under rail bridge to link to the eastern side of Cremorne and the Digital Hub
- Formalise pedestrian crossings of all roads
- Further expansion of the raised road surface and increased planting and seating

Four (4) of the comments made about this hotspot supported the proposal without any further insights.

Feedback with further detail was as follows. Two people said that they didn't think these proposed changes were needed.

Theme	Summary / quotes
Speed (7 comments)	Many commenters mentioned speeding as a concern in the area. There was some support for the proposed changes and their effect on speeding, whilst a number suggested going even further, with speed humps, and/or a slow zone.
Pedestrian Crossings (6 comments)	Some comments stated that they were in general support of pedestrian crossings, while one thought they were not needed and one thought it was the only change that was needed. In terms of additional crossings, there was a suggestion for Balmain St.

Theme	Summary / quotes
Trucks (5 comments)	There was some concern that the proposed alterations would not address truck traffic. Suggestions were to prevent truck access to Gwynne St, and redirect westbound trucks to Stephenson St.
Shared space concerns (4 comments)	There was some concern with the shared space aspect, specific to how this will be done in the underpass, where the bike lanes are, and shared space not addressing trucks.

Table 20-Summary of further feedback received on Hotspot 4

A range of additional suggestions were also made for this hotspot, with verbatim quotes provided under each heading:

Traffic and hotspot design

- *Protect Gwynne St from rat-running Palmer Pde trucks 24/7 by No Truck signs at Gwynne St and Munro St. Making this section a shared space is unsafe (truck drivers will ignore). Make Gwynne St a shared space. Provided separate cycle lanes on Balmain St.*
- *Remove ALL (approx. 8) existing parking spots on Balmain to allow safe two way uninterrupted car flow, with the potential to also widen the existing very narrow footpaths.*
- *Would be better if Balmain St was one way to traffic so the plaza area could be increased further.*
- *This area just needs proper pedestrian crossings. Everything else is fine as it is.*
- *Must close Gwynne St access into Palmer Pde south of Munro St. Gwynne St single lane res. zone already has excessive rat-running over LATM thresholds. Shared space doesn't address trucks- these should use Stephenson St.*
- *This should continue down past the heritage overlay houses on Balmain Street, this strip is extremely dangerous and cars do not follow the road.*

Pedestrian crossings

- *Better to have Balmain St a vast zebra crossing. Extend shared space south in Gwynne St & west in Balmain St. Close Gwynne St (south of Munro St) to stop Palmer Pde traffic rat-running. Make ped crossings compliant. Ban westbound trucks (turn into Stephenson St).*
- *Through traffic should be discouraged and this should be a shared pedestrian zone.*
- *Needs a pedestrian crossing as hard to see cars coming from either direction. There is increasing foot traffic with the new office buildings. Should be a 30km zone.*

Underpass improvements

- *Guardrails separating cars and pedestrians in underpass*
- *The new surface zone is a good idea but I wouldn't remove the bollards?? Kerb extension under the bridge is needed*
- *Requires a crossing on Balmain St just west of the underpass due to the increasing worker pedestrian volumes in the area.*

Pedestrian priority

- *Maybe cars need to access Stephenson Street easily but have very slow section and only limited car access in this pink area. Would be great for this to be pedestrian/active travel only area. Trial the loop by ratio.*

4.9.5 Hotspot 5 - Balmain Street and Church Street intersection

27% Commented on this Hotspot (39 comments)

For this hotspot, the following was proposed:

- On Balmain Street - separated cycle infrastructure, widened footpaths and removal of one side of on street parking
- On Church Street - on street cycle lanes with widened footpaths and removal of one side of on-street parking
- On Cotter Street - on street cycle lanes and one-way traffic westbound allowing out only onto Church Street
- Integrated accessible tram stops

Five (5) of the comments made about this hotspot were general support for the proposal without any further insights.

Two people said that they didn't think these proposed changes were needed.

Feedback with further detail was as follows.

Theme	Summary / quotes
Cotter St one-way (7 comments)	Most of those who mentioned Cotter Street voiced concerns that it was a bad idea, and would cause traffic issues or restrict access to the school. Only 1 was in support.
Parking (7 comments)	Most of the parking comments were against the removal of parking, stating it would cause traffic issues or there would be not enough spaces to park. There was only one comment in support of removing parking , and one suggested parking be permit only.
Cycle infrastructure (6 comments)	Half of those who mentioned cycling infrastructure were in support of the improved infrastructure, whilst a couple suggested that changes were not needed and one suggested more protection is needed.

Table 21-Summary of further feedback received on Hotspot 5

A range of additional suggestions were also made for this hotspot, with verbatim quotes provided under each heading:

Cycling infrastructure

- *Separated bike lanes on Church would promote bike and active travel to the area.*
- *Strongly support the cycling infrastructure proposal. Entry to the suburb from Church Street should be limited at peak times to prevent through traffic seeking to use Balmain Street as a "rat run"*
- *More protection for bike lanes, especially church Street/chapel street Bridge where cars regularly cut cyclists off.*

Accessibility

- *The accessible tram spot needs the surrounding footpaths to also be accessible. This proposal does not improve on the existing inaccessibility of the Cotter St footpaths for wheelchair users.*
- *Allow Citylink off-ramp at Church Street to turn right into Church (South towards Chapel Street). This will reduce cars using Balmain Street/Church Street intersection. They currently use Balmain to avoid Swan/Church intersection*

Other suggestions

- *Linking of Bryant and May to the Street and more trees and access to the tennis courts for tennis + community functions*
- *This is poor execution of a proposed solution. Reduce speed limits on Balmain and cotter streets, create one way traffic on Balmain during school hours at least -There are dozens of kids around and none of these ideas address make the roads safer for kids*

5 Written submissions feedback

5.1 Who submissions were received from

There were 38 submissions made by the community, with varying degrees of detail. This section provides a high level summary of the information received through these submissions. Council has undertaken a separate analysis activity to explore and address these submissions in greater detail.

Submissions were received from residents (15), community group (3), commercial landowners (i.e. landowners with development interests) (19) and government agencies (1). Community Groups include Streets Alive, Co Create Cremorne and Cremorne Community Inc.

5.2 What submissions said

Below is a high level summary of the comments and feedback from the 38 written submissions..

5.2.1 General Feedback

- Most submissions from development interests support the overall purpose and vision for Cremorne as being an Enterprise Precinct, celebrate the areas unique history, enhance links, reconnecting to the river, and be environmentally sustainable.
- Better align this section with the Cremorne Place Implementation Plan, Yarra's Community Vision and Yarra's Transport Strategy. Specific to using modal filters to decrease congestion, creating public plazas, protected bike lanes and widening footpaths in a way that is safe for wheelchairs.

5.2.2 Accommodating Growth

- Design framework doesn't adequately consider the needs of local residents. It is felt that residents' needs are being put after commercial interests.

5.2.3 Street Network and Traffic

- Whilst many recognise the benefit of improving safety and access for pedestrians and cyclists, consideration needs to be made for the local Cremorne residents. Not all residents will be able to walk and/or ride to their destination (may need to transport animals, take sports equipment, have limited mobility etc.). There is concern that some of the suggested actions (e.g. traffic barrier at Cremorne and Kelso Streets) may make it **difficult for residents to enter and exit Cremorne**, particularly access to Swan Street and the Citylink, and push traffic into smaller neighbouring streets.
- Need to consider **access to schools** for children living in Cremorne. A particular example provided was access to Richmond Primary. Changing direction of traffic on Cremorne St and making Cotter St one way would limit car access to the school. This runs the risk of increased traffic on other streets, such as Balmain Street.
- One commercial landowner submission expressed concern with how the proposed pedestrian orientated urban environment aligns with the commercial needs of the area, specific to the road based servicing of office and enterprise technology businesses. In particular, closure of Cremorne Street may hinder access to some commercial sites and promote rat-running.
- **Traffic** – It is perceived that traffic issues in Cremorne are only during peak times on weekdays (, 7:30-9:30am and 4-5:30pm) and when there are large sporting events, therefore it is suggested that the street closures and egress changes are not necessary. Residents recognise the need to address congestion at peak times, but there is concern that the proposed measures will significantly reduce convenience at non-peak times. Commercial landowner submissions also state that further analysis of the impact of proposed traffic controls is needed. A number of submissions express concerns about the proposed closure of Cremorne Street, calling or the need for a traffic model to demonstrate benefits. There is also a concern that implementing one way traffic in some streets, whilst retaining parking, may result in emergency vehicle delays due to people entering and exiting car parks.

- **Reduce traffic into Cremorne** – further traffic analysis is needed before finalising any roadway alterations (commercial landowner submissions). There was a suggestion that methods to reduce traffic entering the area during peak times is needed, rather than closing off roads completely and reducing convenience for local residents. There were two suggestions that non-residents be charged a toll for using the local roads. One also suggested that revitalisation of Richmond and East Richmond train stations could help reduce the volume of cars in Cremorne.
- **Closing access to CityLink** is considered to be an issue for residential and worker access to Cremorne. Of particular concern is that the proposed changes would increase traffic on Punt Road for residential Citylink access.
- **Signals** – increase signal time for cars travelling westbound on Swan Street, crossing Punt Road.
- **'Ratio Loop' option** (2 comments) – one way through traffic loop at Cremorne, Stephenson and Balmain Streets would allow further road space for bicycle lanes and public space. This proposal potentially improves through traffic flow rather than allowing it to unnecessarily bleed into the smaller streets.
- **Changes at the underpasses** – It was suggested that blocking traffic at the two underpasses, allowing only people on foot, wheeling or bike riding, could decrease congestion, create public plazas, protect bike lanes and widen footpaths in a way that is safe for wheelchairs.
- **Example of street sharing** – “woonerven” in Netherlands, “where streets are paved to enable pedestrians to use the full width of the road, speed is limited to 20 km per hour where pedestrians have right of way, and parking is limited could further guide these zones”.
- **Collect and analyse additional data** on mode share and forecasted number of people and goods entering and exiting each day (residents and workers), and use that data to inform planning.

5.2.4 Public Transport

- **Public transport** – schedule changes are needed to increase the frequency of train services at East Richmond station. Also, consider bringing back the Cremorne railway station (2 comments), and integrating a shopping centre into it.
- Upgrade of **East Richmond station** to include installing crossing lights to Church and Lesney Streets.

5.2.5 Off Street Parking

- **Parking overlay** to decrease reliance on private vehicles (commercial landowner submission).
- **Commercial car parking** – majority of residents support the reduction in commercial car parking.
- Wording stating a requirement of 'maximum' number of car spaces in a development provides the opportunity for developers to have no car spaces, which is not desired.

5.2.6 On Street Parking

- Further concerns were voiced about residents losing their ability to **park outside their homes** (not everyone has on-site parking) and increased traffic in smaller side streets due to street closures.
- **Parking** – Need to balance widening of footpaths with retaining parking, particularly in Balmain and Kelso Streets.
- **Parking** – Change on-street parking to 'residents only' (mentioned by 4 submissions) and regularly audit this to ensure legitimacy of permits. Or, reduce on street parking to 1 hour to discourage people from driving to work (2 comments). Also, reduce parking allocation for new developments to minimise increased traffic, or require basement car parking in new developments.
- **Parking** – ensure commercial developments have on-site parking so that employees aren't using street parking.

5.2.7 Pedestrian and Cycling

- Prioritisation of pedestrian and bike safety – these should be given at least the same level of importance as car traffic. There was a call for prioritising the scramble crossing at Swan and Cremorne and the Church and Balmain intersection.
- **Access** – Improve access to Harcourt Parade and the area under the CityLink.

- **Bike lanes** – conduct cycle counts to determine if bike lanes are necessary (may not be needed in hotspot 1). Provide a safer way for cyclists to cross and access the Yarra River
- **Footpaths** – The footpaths of Cremorne, Balmain and Stephenson Streets are inadequate and unsuitable for prams and wheelchairs. There are many commercial developments and cafes and priority has been given to car traffic. Improve current paths and remove clutter rather than widening them. It was felt that the street width may make it difficult to widen footpaths and include cycle lanes, so another option would be to create shared zones
- **Active transport** – promote active transport amongst the business community.
- Remove parking in Oddy’s Lane and improve bike and pedestrian crossing.
- **Shared space** needs to be better defined.
- Despite it being a commercial zone there are also residents in this area. It is suggested that neighbouring streets be made ‘shared streets (e.g. Dover, Cubitt, Gwynne, Fitzgibbon, Dove and Kelso) with visual representation of such, traffic reduction and control features, reduced non-residential parking, and extended tree planting.
- Need a **community education** program to decrease reliance on private cars.

5.2.8 Residential Amenity

- **Avoiding overshadowing** from tall developments (resident perspective).

5.2.9 Building Heights

- There are already **existing development approvals** for the area which do not align to the proposed parameters.
- Two commercial landowner submissions assume the controls will be discretionary, and that it will be possible to submit applications for non-conforming developments should they be able to demonstrate benefits (design quality, public realm outcomes, ESD outcomes etc.)
- Similarly four commercial landowner submissions suggest that taller buildings should be allowed if they can demonstrate benefits such as heritage protection, public access, public open space and pedestrian permeability.
- Some development sites have neighbouring buildings that are constructed beyond the parameters in this UDF (e.g. more storeys, smaller setbacks) and therefore it is put forth that it would be more appropriate for development to align to the neighbouring site (decided on a case by case basis).
- Many commercial landowner submissions feel that the height and setback parameters are too restrictive (particularly for larger parcels) and could have a negative impact on development opportunities, particularly in light on existing developments being beyond prescribed limits. Council is advised to review these submissions in detail as they provide specific specifications for consideration for each site.
- Conversely, resident submissions feel restrictions need to go further (lower and greater setback) to maintain sunlight on their properties and protect privacy. Residents call for ensuring new buildings don’t tower over residential areas (suggested limits are usually 7/8 storeys or less), and that they are sustainable and attractive.
- However, commercial landowners request that the UDF allows for higher heights for development in areas further from residents, or larger sites, and that the limits take into consideration other developments in close proximity and recently issued permits. One suggested that a revision of the overlays is needed to be more nuanced with regards to overshadowing (some locations are not adjacent to residential and therefore it is suggested that the defined over shadowing limits shouldn’t apply).
- **Building heights** – Allow higher buildings on larger parcels and land not bordering residential and remove mandatory controls (corporate request, no indication of support from residents).
- **Clearer rationale on height limits** – requested by commercial landowners.
- Delete the word ‘overall’ from building heights to allow for rooftop garden plantings to potentially exceed the defined number of meters.
- Suggestion that the height be defined by number of storeys, not metres.

- Greater discretion should be built within the control to allow for innovative architectural / design elements to encroach into the setback requirements.
- Include a definition of the term mid-rise.

5.2.10 Planning Controls and Implementation

- There are varying opinions on whether height and overshadowing controls should be mandatory or preferred. Some commercial landowner submissions state that mandatory controls are not appropriate.
- One resident raised a concern that the delay in implementing the UDF may result in development applications being approved in the interim with parameters that don't adhere to the UDF guidelines (solar access, in line with neighbourhood history, sustainable).
- **Interim planning controls** – it is felt these will limit the ability for landowners to develop their sites and may halt development as an Enterprise Precinct (3 commercial landowner submissions). One suggests that if interim controls are put in place there needs to be transitional provisions for existing permits / applications made prior to approval date. However, one commercial landowner submission suggests they are necessary to ensure development applications are appropriate, given the time it will likely take to have the Planning Scheme amended.

5.2.11 Strategic Sites - Overall

- **Object to the inclusion of specific layout drawings and design objectives for strategic sites** – it is put forth that these be removed from the UDF as they don't take into account the range of considerations necessary to input into design, and Council previously confirmed that the UDF would not recommend detailed planning controls for strategic sites.
- **Open space** – remove the 101 Cremorne Street site from the open space opportunity (commercial landowner request).

5.2.12 Strategic Site - Rosella Complex

- Support exclusion of 64 Balmain St site and the Rosella Complex from the UDF and request that it remain excluded due to its historical and architectural importance and economic potential. Development of a master plan for the site is welcomed.
- Oppose design objective relating to Palmer Parade - it is a service road for the adjoining building, required for commercial vehicles, and therefore not appropriate for active transport. It is suggested that Balmain Street, along Cubitt Street or Gwynne Street is a more appropriate location.
- Oppose design objective relating to new public space at the south end of Palmer Parade - it is currently being a car park for businesses in the precinct and is legally required.
- Include additional key development sites at 16a-17a Palmer Parade.

5.2.13 Strategic site - Bryant and May

- Remove 'framing the heritage forms' from design objective 2 of the Bryant & May Complex (publicly accessible and legible network).
- Two commercial landowner submissions suggested that Russell Street should be the '**green shared street**', not Adelaide Street, as it is framed by heritage buildings.

5.2.14 Environment and Sustainability

- **Green infrastructure** – support for green roofs, increased canopy cover, greener energy sources, and optimise passive design, including a more ambitious timeline for tree canopy cover. Suggestion to mandate requirements for these features.
- **Net Zero carbon emissions** – Commercial landowner submissions do not see this as realistically achievable.
- **Food production** – Support local food options, such as growing produce locally.
- **Impacts on the river** - Consult traditional owners on matters relating to visual impact from the river.

5.2.15 Open Spaces and Community Spaces

- **More open space** could be sought through government departments (VicTrack, VicRoads, Department of Education) donating land or converting on-street parking. However VicTrack does not support the inclusion of public realm upgrade into the railway corridor.
- Ask Henry Slade to donate the factory site and create a community garden centre or square (Henry Slade Square).
- **New public spaces:**
 - outside the Cherry Tree Hotel and the southern end of Cremorne Street (narrow Cremorne Street to one lane).
 - beneath tollway at Punt Road, Cubbitt and Gwynne Street car park, Stephenson Street car park, and Gough Street at Cremorne Street.
- **Community space** needed for volunteering and community engagement activities (e.g. Connie Benn Centre).
- **Children's spaces** – including spaces for teens.
- Consider that 'public open space' can be urban forms other than a local park with playground equipment.
- **Boat ramp** suggested for the Cremorne side of Punt Road.
- **Need to consult** with landowners regarding proposed links through private land.
- **Public acquisition overlay** is required if requesting that private land be used for public open space.

5.2.16 Heritage

- Incorporate the history of the Vinegar family into revitalisation through plaques, signage and murals, so that the community can be aware and proud of their history. This history can be found in the Richmond, Burnley & Cremorne Historical Society's November 2022 issue which features the history of John Sutherland and his Vinegar Company commencing in 1885 in Cremorne Street.

5.2.17 Community Engagement

- Provide a more condensed version of planning documents for future consultations so that residents can better understand the proposed changes and provide feedback. Also, make sure all affected residents are aware of large scale consultations like this that affect them (e.g. letterbox drop) and provide community meetings with more timing options to cater for different lifestyles.
- **Community committee** to help determine priorities and drive activation in line with the themes. Provide funds to this committee to implement actions.
-

5.2.17.1 Selection of quotes (quotes are verbatim)

The whole design proposal seems to be about supporting workers and people who venture into the suburb. Residents appear to be treated as second class citizens for the purpose of the plan. More thought needs to be done to support us rather than making changes which don't make a positive impact on our daily life living in Cremorne.
(resident)

The overall building height is not an accurate reflection of the development opportunity of the site given its unique configuration and island nature, plus the emerging / approved built form within the precinct.

(commercial landowner)

6 Pop-up feedback

Sentiments across all sessions were generally positive about the need for an urban design framework and its proposals.

The BKI pop-up attracted quite a few local business employees (architects, builders, educators) and some local residents.

Attendees at the Church Street pop-up were mostly residents and visitors to Cremorne and Balmain Street pop-up was a mix of residents and workers (young local workers).

6.1 Bendigo Kangan Institute popup

Feedback and comments received at this popup included:

- Support for Council progressing interim planning controls to guide development in the area.
- General support for the proposed heights in the three precincts.
- Some concerns about building heights in areas that are close to residential areas – impacts on residential amenity.
- Heights should be mandatory.
- Concern about the proposal to reduce off-street parking requirements – strong concerns about the impacts on surrounding streets if parking is not provided.
- Desire for more spaces for dogs.
- Supportive of more open space on the Bendigo Kangan Institute.
- Some attendees wanting to understand the proposed planning controls which included building heights, setbacks and building separation controls. These conversations were very detailed and came from people from a range of architectural and development backgrounds.
- Support for promoting active streets along Cremorne Street and Cubitt Street.
- Buildings heights was raised by some attendees, oversupply of office space and the need for the heights as identified in the draft UDF was questioned. One attendee asked whether an office capacity and demand analysis had been undertaken to justify the proposed controls.
- Rear interface controls were important for residents, they were generally supported by those who attended the pop up.
- The workers who attended drove to Cremorne and were concerned that the street network changes would impact them.
- There was general agreement that rat running was an issue in Cremorne. Many commented on the banking of traffic along Balmain, Cremorne and Swan Streets.

6.2 Church Street pop-up

Overall, people seemed positive about the direction of the UDF, however, some residents of the apartments on the east side of Church Street overlooking Cremorne were worried about heights of buildings in regards to overshadowing of their properties, blocking their city views and shadowing of Dale Street Reserve. There were a few questions around what was happening with the site opposite.

Consultants also popped into a few shops along Church Street to speak to staff about the draft UDF. They all supported the need for improvements to the East Richmond Station as there is little service on weekdays or weekends.

Feedback and comments received at this popup included:

- One attendee recommended a sound barrier be placed on Church Street park to reduce traffic noise from the Monash Freeway.
- Concern raised by a couple of planning permit applications along the Church Street Precinct.

- How new development interfaces with residential areas was raised by several attendees, many were pleased that this was being addressed.
- Comments that the new buildings on Church Street were already over 10 storeys. Did not support taller buildings.
- Support for improved access to the river.
- Plan is not creative enough – should provide for more development in creative ways.

6.3 Balmain Street pop-up

The Balmain Street popup received more engagement with the key moves question, showing a focus on reconnecting Cremorne with the river and enhanced links to the stations as the most important aspects.

Feedback and comments received at this popup included:

- Support for more pedestrian crossings on Cremorne and Balmain Streets.
- There was generally support for improved bicycle lane improvements to Cremorne however, one attendee did not support the introduction of new bike lanes in Cremorne.
- While some attendees drove into work, some listed limited parking both on and off street as one of the reason for taking alternative modes to work.
- Many attendees supported the idea of a shared space along Balmain Plaza, but commented on the speed of traffic that came through the intersection.
- Many attendees noted that pedestrians cross the Balmain Plaza in all directions.
- Better public transport was also identified by many attendees. Workers who attended the pop up cited that public transport improvements were needed to make it a more attractive option than driving.
- It was commended that the location of Cremorne was attractive for businesses and staff due to its close proximity to the CBD.
- Residents who attended the pop up commented on the importance of planning controls to transition to lower scale residential areas.
- Some businesses were concerned that the removal of parking would have a negative impact on their business, specifically retail/food businesses.
- The removal of street trees was a concern from some attendees, commenting that established trees should be protected.
- The coordination of construction works needed better management was a common theme from both residents and workers.

Appendix 1. Consultation survey

Ten Key Moves – Big ideas for the precinct

The **ten key moves** summarise the key directions of the draft Cremorne UDF and outline some of the 'big ideas' for the precinct.

1. Which of the ten key moves do you think are most important to the future of Cremorne? (Rank your top 5 – with 1 being most important)

- Grow Cremorne's commercial core as a global tech and enterprise precinct.
- Cremorne Street and Church Street as the key spines of the enterprise precinct.
- Bendigo Kangan Institute campus reimagined as a creative and digital, education and community hub.
- Retain Cremorne's unique residential neighbourhoods in amongst respectful commercial development.
- Celebrating the unique history of Cremorne's industrial and residential past.
- Redesigned road network which prioritises active and sustainable transport.
- Enhanced links to revitalised Richmond and East Richmond Stations.
- A network of open space that links to neighbouring spaces outside of Cremorne.
- An exemplary environmentally sustainable Precinct
- Reconnecting Cremorne to the river corridor

2. Do you have any comments to add about ten key moves?

The draft UDF includes actions to support Cremorne's important economic role and its residential precincts. It identifies:

- opportunities for new public spaces
- better connections to the Yarra River
- improvements in public transport and to Cremorne's streets to make walking and cycling easier
- planning controls to guide new development and protect heritage buildings.

Share your feedback by answering the questions below.

The questions are divided into four different sections:

1. Ten key moves or big ideas for Cremorne
2. Objectives from the five key themes in the draft UDF
3. Ideas to improve the street network
4. Vision and design objectives for each precinct

You can respond to all sections if you like or just answer questions in the sections that interest you the most. There is also the option to fill in the survey online using the QR code.

Council is collecting feedback on the draft UDF until
9am Monday 12 December 2022.

For more information visit website - yoursayyarra.com.au/designcremorne



Five key theme objectives

The draft Cremorne UDF has five key themes. Under each theme sits a set of objectives to help deliver the vision for precinct. All the objectives are important, but we want to know which ones are higher in priority to help us plan our actions.

3. Theme 1: A place to create, innovate and live

Tick your <u>top 3</u> (most important) actions in Theme 1	✓
Supporting affordable workspaces for new businesses, start-ups and creative industry workers	
Improving digital infrastructure (like 5G and smart infrastructure)	
Supporting a range of employment, office and some retail uses such as cafes, showrooms in Cremorne's commercial precincts.	
Supporting a revitalised Bendigo Kangan Institute Campus as the centre of creative and digital education,	
Continuing to support the established residential character of Cremorne's residential precincts.	

4. Theme 2: A leading sustainable and climate resilient precinct

Tick your <u>top 2</u> (most important) actions in Theme 2	✓
Promoting net-zero carbon office development	
Providing more trees and planting	
Encouraging green roofs, walls and facades on buildings	
Investigating ways of better managing water in Cremorne	

5. Theme 3: Connected and accessible Cremorne

Tick your <u>top 3</u> (most important) actions in Theme 3	✓
Improving access to public transport and improving services	<input type="checkbox"/>
Improving cycling infrastructure and connections	<input type="checkbox"/>
Widening footpaths and providing more pedestrian crossings on key streets such as Cremorne, Balmain and Stephenson Streets	<input type="checkbox"/>
Reducing through traffic in Cremorne	<input type="checkbox"/>
Reducing off street parking for offices and retail use to reduce the number of cars coming into the precinct and encourage walking, cycling and public transport use	<input type="checkbox"/>

6. Theme 4: Spaces for people

Tick your <u>top 3</u> (most important) actions in Theme 4	✓
Upgrading existing open space	<input type="checkbox"/>
Pursuing new open space opportunities on Government and privately owned sites	<input type="checkbox"/>
Improving connections to the Yarra River, Main Yarra Trail and surrounding open spaces	<input type="checkbox"/>
Upgrading the main activity spines of Cremorne Street and Church Street to make them greener and more pedestrian and cycle friendly	<input type="checkbox"/>
Providing new small pocket plazas	<input type="checkbox"/>
Creating streets that are more friendly for pedestrians and cyclists, including shared streets where people, bikes, e-scooters and cars share the road	<input type="checkbox"/>
Protecting and interpreting Aboriginal cultural values and heritage in the design of Cremorne	<input type="checkbox"/>

6.a Do you have any ideas about potential new public open spaces for Cremorne and where they could be located e.g potential road closures, pocket plazas?

7. Theme 5: Quality design that builds on Cremorne’s precinct identity

The design recommendations in the draft UDF seek to ensure new developments create high quality sustainable buildings that look great, contribute to the street, respect the character of Cremorne and preserve heritage and character buildings.

Tick your <u>top 5</u> (most important) actions in Theme 5	✓
Buildings are well designed at street level with frontages and facades that are interesting for pedestrians, enhance safety and encourage activity on the street.	
Buildings are set back from the street to provide more space for building entrances, pedestrians, landscaping and outdoor dining.	
Sunlight to footpaths on key pedestrian streets such as Cremorne, Church and parts of Balmain Street is retained.	
Potential wind effects from taller developments are avoided.	
Buildings are adequately separated above the street to provide quality office space for occupants and blue sky between buildings.	
Character buildings (buildings that are not heritage protected but give the area its character) are retained.	
New development protects the amenity of properties in Cremorne’s residential precincts by minimising overshadowing, overlooking and building bulk.	
Buildings on large sites do not present as one large building through building design and breaking up the building into smaller parts.	
New development is respectful of Cremorne’s heritage buildings.	
Views to important municipal landmarks such as Slade Knitwear Sign and Nylex Sign are protected.	

The draft UDF outlines maximum building heights for new development in different precincts:

- **Cremorne West Precinct:** Higher development along Cremorne Street (eight storeys) and Stephenson Street (nine storeys) with lower heights on narrow streetscapes (seven storeys) and next to low-rise residential areas (five storeys), stepping down to two storeys at the boundary.
- **Railway Precinct:** Development of seven storeys transitioning to five storeys next to low-rise residential areas, stepping down to two storeys at the boundary.
- **Church Street Precinct:** Higher development (ten storeys) along Church Street. Lower heights to side streets (seven storeys) reducing to five storeys next to low-rise residential areas, stepping down to two storeys at the boundary.

8. Do you have any comments about the recommended building heights in the draft UDF? Please ensure you tell us what precinct you are referring to.

Ideas to improve the street network

To reduce congestion and make Cremorne an easy place to get around on foot and bikes, several changes to the street network are being proposed.

9. Overall, how much do you support these proposed changes to the street network?

	Very supportive	Supportive	Unsure	Unsupportive	Very Unsupportive
30km speed limits to improve safety					
Establishment of a signalised intersection at Kelso Street and Punt Road to provide a safe crossing point					
Closure of Cremorne Street to through traffic (while retaining property access)					
Cremorne, Kelso, Balmain, Stephenson and Church Streets developed as enhanced pedestrian routes					
Upgraded cycling infrastructure on Cremorne, Kelso, Balmain, Stephenson, Church and Cotter Streets along with measures to slow traffic					
Removal of some on-street car parking to give access to cycle routes and local traffic					
Increased footpath space and pedestrian safety improvements in high-use areas and connecting routes					

10. Please explain why?

Five key hot spots have been identified in Cremorne. The draft UDF includes ideas and preliminary concepts of how these intersections might be improved in the future. Below are more details about these ideas.

Hotspot 1: Kelso Street and Punt Road intersection

A signalized intersection incorporating:

- A pedestrian crossing
- Separate two-way cycle crossing
- No traffic access to Kelso Street – only left-out and right-out traffic movements from Kelso Street
- Planting, seating and wayfinding

Hotspot 2: Cremorne Street and Kelso Street intersection

- Cremorne Street closed to through traffic
- Cremorne Street southbound access onto Kelso Street east is converted to one-way eastbound
- Cremorne Street northbound access onto Kelso Street west is converted to one-way westbound
- All cycle movements are provided for
- Pedestrian crossings on all legs of the intersection
- Opportunities for planting, seating and pause points on extended footpath space

Hotspot 3: Cremorne Street and Swan Street intersection

- Pedestrian crossing points on all legs of the intersection and dedicated pedestrian crossing phase to enable scramble / all directions crossing
- Kerb outstands and footpath extensions into currently vacant Government-owned sites to increase pedestrian capacity to create public spaces
- Car parking removal to allow for left and right-out traffic movement and retain one southbound lane into Cremorne Street

Hotspot 4: Balmain Street, west of underpass

- Widen pedestrian footpaths under rail bridge to link to the eastern side of Cremorne and the Digital Hub
- Formalise pedestrian crossings of all roads
- Further expansion of the raised road surface and increased planting and seating

Hotspot 5: Balmain Street and Church Street intersection

- On Balmain Street – separated cycle infrastructure, widened footpaths and removal of one side of on-street parking
- On Church Street – on street cycle lanes with widened footpaths and removal of one side of on-street parking
- On Cotter Street – on street cycle lanes and one-way traffic westbound allowing out only onto Church Street
- Integrated accessible tram stops

11. Do you have any feedback on the proposed changes to these hotspot intersections? (in your response please indicate which intersection you are referring to)

Precincts

The draft UDF includes vision and design objectives for four distinct precincts in Cremorne.

12. Overall, how supportive are you of the vision and design objectives for each precinct and strategic sites within those precincts?

	Very supportive	Supportive	Unsure	Unsupportive	Very Unsupportive
Precincts					
Cremorne West Precinct					
Railway Precinct					
Church Street Precinct					
Strategic sites					
Bendigo Kangan Institute strategic site					
Bryant and May strategic site					
534 Church Street strategic site					
Richmond Maltings strategic site					
167 Cremorne Street strategic site					
Rosella Precinct strategic site					
658 Church Street strategic site					

13. Do you have any comments to add about the vision or design objectives for the precincts or strategic sites?

A little about you

This information helps us ensure that a diverse range of people have shared their ideas.

14. I identify as:

- Female
 Male
 Self-Described (ie.: Transgender, intersex, non-binary) _____
 Prefer not to say

15. How old are you?

- Under 11 years
 12-17 years
 18-24 years
 25-34 years
 35-49 years
 50-59 years
 60-69 years
 70-84 years
 85 and older

16. Where do you live?

- Cremorne
 Abbotsford
 Alphington
 Burney
 Carlton North
 Clifton Hill
 Collingwood
 Fitzroy North
 Fairfield
 Fitzroy
 Fitzroy North
 Princes Hill
 Richmond
 Other _____

17. What's your connection to Cremorne? Please tick all that apply.

- I live in Cremorne
 I work in Cremorne
 I visit Cremorne
 I study in Cremorne
 I own a property or have a mortgage in Cremorne
 I rent in Cremorne
 I own a business in Cremorne

18. Are you part of a local group or community organisation? Yes _____ No _____

If yes, please let us know which one _____

19. If you would like to be kept up to date about this project, please leave your details below.

Name	
Email	
Address (If you don't have email)	

Privacy statement:

We are committed to the responsible collection and handling of personal information, consistent with the principles in the Information Privacy Act and the Health Records Act.

We will only use the personal information you provide for the purposes for which it was collected and any other authorised use. The information we collect may also be used for other planning and research purposes to improve our services to the community. We will never reveal personal information we collect to third parties, unless disclosure is required or authorised by law.

Appendix 2. Notes of the data analysis

The following analysis has been conducted by an independent researcher, applying best practice analysis techniques to ensure:

- no bias in reporting; and
- privacy of individuals is maintained.

The report presents a summary of the information received from the community engagement activities and submissions. Council has reviewed the full text of submissions in detail as an activity separate to this report; this report presents a high level summary.

Where comments were provided which were out of scope of this project, these have been identified in a separate document and will be addressed by Council officers as needed. Out of scope feedback has not been included in this analysis report.

6.3.1 Thematic analysis

For the questions collecting a written answer, responses have been grouped into meaningful themes to assist with analysis. Where relevant, individual comments may have been assigned to multiple themes, whilst other comments may be deemed be out of scope for this project, or not providing enough information for meaningful analysis. Therefore, the sum of comments may not equal the total number of comments made. An excel document with this thematic analysis has been provided in a separate document and allows for filtering of comments by themes.

6.3.2 Statistical significance testing

Results have been tested for statistical significance using the Bonferroni method at 95% confidence level. Where a statistically significant variation has been identified in the analysis, this has either been included in a written comment or demonstrated in charts and tables with arrows denoting a higher than average result (↑) or lower than average result (↓). To ensure relevance and usefulness of this report, cross analysis of variables which do not yield any statistically significant insights have not been included in the written analysis.

All findings have had significance testing conducted based on:

- Gender;
- Age; and
- Connection to Cremorne (resident, worker, business owner, property owner, student, community group).

6.3.3 Glossary

n=	The number of respondents who contributed to the reported percentages (base number)
Respondent	Those who participated in the survey.
Sample size	The number of people who provided an answer to the question.
Statistically significant	Highlights a phenomenon / variation in the data that one can be confident is reflective of the entire target population. For more information see previous section.
Thematic analysis	Grouping of written comments into themes to assist in analysis. See previous section.