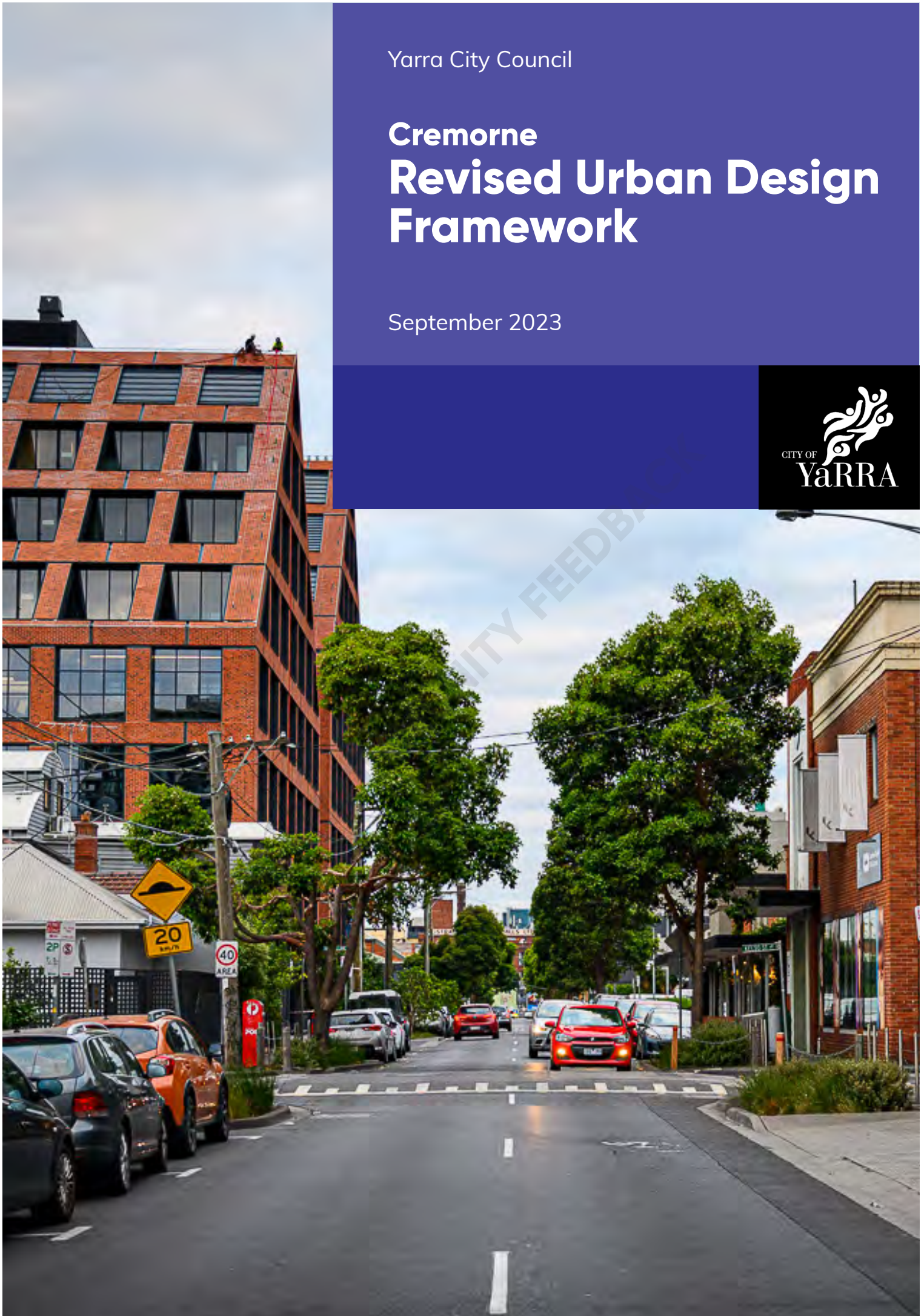
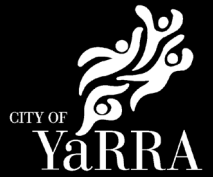


Yarra City Council

Cremorne Revised Urban Design Framework

September 2023



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.

Summary of the key changes to the draft UDF (September 2023)

Part	Amendments
Part 1: Introduction	<ul style="list-style-type: none"> Changes to reflect State Government updates to planning policy and provide updated information on the Digital Hub. Updates to Developing the Framework to include a summary of the draft UDF engagement. Reference to additional background study – Transport Review.
Part 2: Framework	<ul style="list-style-type: none"> Updated information on the Digital Hub. Updates to reflect State Government changes to planning policy. Reinstate Action 1.5.2 which was omitted in the draft UDF – supporting the established character of established residential precincts.
Theme 1: A place to create, innovate and live	<ul style="list-style-type: none"> Reinstate Action 1.5.2 which was omitted in the draft UDF – supporting the established character of established residential precincts.
Theme 2: A leading sustainable and climate resilient precinct	<ul style="list-style-type: none"> Clarification of Action 2.1.1 – Zero carbon amendment is municipality wide and part of the Elevating Environmental Standards planning scheme amendment. Update on the timing of the Elevating Environmental Standards amendment.
Theme 3: Connected and Accessible Cremorne	<ul style="list-style-type: none"> Changes to the introductory section to reflect the Transport Review. Reordered Objectives 3.2 and 3.3. Objective 3.1 – New content and maps reflecting the recommendations of the Transport Review. Updates to the five hotspots and new street sections to reflect the Transport Review. Objective 3.2 – References to ensuring streets and footpaths cater for all abilities. New action 3.2.10 - Inclusion of new walking and cycling connection to the north near Richmond Station. Objective 3.4 – Addition of a new action (3.4.2) requiring increased bike parking provision.
Theme 4: Spaces for people	<ul style="list-style-type: none"> Minor edit to acknowledge consultation on Charles Evans Reserve. Reference to a potential new walking and cycling link at Richmond Station under the elevated railway. Inclusion of a new action – 4.7.2 Working with Traditional owners to recognise the presence of the former billabongs.
Theme 5: Quality design that builds on Cremorne's precinct identity	<ul style="list-style-type: none"> Changed references to overall building heights to maximum building heights. Updated to street setback requirements to encourage all sites to provide ground level setbacks. Building services – stronger requirements around the proportion of frontage that can be occupied. Building separation – updated requirement for buildings on sites with frontage of less than 20 metres. Addition of character buildings list and map. Addition of criteria to assess proposals that exceed preferred heights. Increase minimum clearance height in laneways from 3.5m to 4m. Inclusion of a new action (5.4.2) for historic archaeological sites. Updates to Table 4 to provide setback measurements in metres. Updates to Objective 5.5 text where sites have buildings on the Victorian Heritage Register.
Part 3: Precincts	<ul style="list-style-type: none"> Cremorne West - References to the proposed changes to the underpasses and improvements to Balmain Plaza added. Railway Precinct - References to the proposed changes to the underpasses added. Church Street - Reference included to the former power station at 658 Church Street. Framework maps updated to reflect changes to other maps in the UDF. Strategic sites – New and updated Design Objectives for Bendigo Kangan Institute, 658 Church Street, Bryant and May, 534 Church Street and the Rosella Complex.
Part 4: Implementation	<ul style="list-style-type: none"> Updates to advocacy and planning scheme amendment text.
Glossary	<ul style="list-style-type: none"> Updates to State Government Department titles.

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FOR COMMUNITY FEEDBACK

Part One: Introduction

This section provides an overview of the context of Cremorne, the vision and the development of the Revised Urban Design Framework.

Part One: Introduction

The Revised Urban Design Framework provides a framework to guide development and investment in Cremorne. In this section you will find an introduction to the study area, the strategic context, and how the framework was developed.

About the Framework

Cremorne Study Area

The study area of the Cremorne Urban Design Framework 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
- Citylink to the south.

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

Why do we need an Urban Design Framework for Cremorne?

A diverse range of businesses, from billion-dollar tech giants to small and medium sized enterprises and start-ups are located in Cremorne. Interspersed with the commercial area is a residential community. This mix of business and inner urban living makes Cremorne a unique place to work and live.

In 2018, the Victorian Government released a policy *Unlocking Enterprise in a Changing Economy* (DEWLP,2018) which identified Cremorne as an enterprise precinct suitable for the growing knowledge and services-based economy.



Figure 1 - Study area aerial

Cremorne is undergoing a rapid period of growth and change. In the wake of increased development investment, workers, residents and visitors campaigned for better amenity within the area and coordination of government activity, including improvements to public spaces and accessibility.

Responding to these challenges and opportunities, the Minister for Planning requested the Victorian Planning Authority prepare a Place Implementation Plan for Cremorne.

The Cremorne Place Implementation Plan (CPIP), released in December 2020, was a joint project between the Victorian Planning Authority (VPA) and Yarra City Council, with input from other key State Government agencies.

The CPIP provides a vision for the future of Cremorne. It also includes an action plan. Yarra City Council is partnering with the State Government to deliver the CPIP actions. The Urban Design Framework is a specific action of the CPIP and addresses several other actions.

What is the purpose of the Cremorne Urban Design Framework?

The revised Cremorne UDF takes the high level vision and actions in the CPIP and builds on them.

It provides detailed directions for the future of Cremorne to meet the changing needs of business and workers, residents and visitors. It details how Cremorne and its precincts might look and feel in the future.

The revised UDF provides a detailed framework to guide the long-term future growth, development and character of Cremorne. It will help to manage change to ensure Cremorne is an attractive and vibrant area to work and live.

The revised UDF establishes the strategic basis for new built form controls in the Yarra Planning Scheme, to guide better development outcomes. It also outlines actions which support the economic role of the precinct, its residential areas and identifies possible improvements to its streets, open spaces and transport connections.

The UDF will identify where Council, the state government and other agencies and the private sector should focus its long-term planning and investment in Cremorne. Importantly the revised UDF also builds on recent consultation undertaken as part of the CPIP, on the revised UDF and other Council / State Government projects and strategies.

Structure of the Framework

The UDF has four parts (Figure 2). It is structured around five themes. Under each theme, there is a set of objectives and actions.

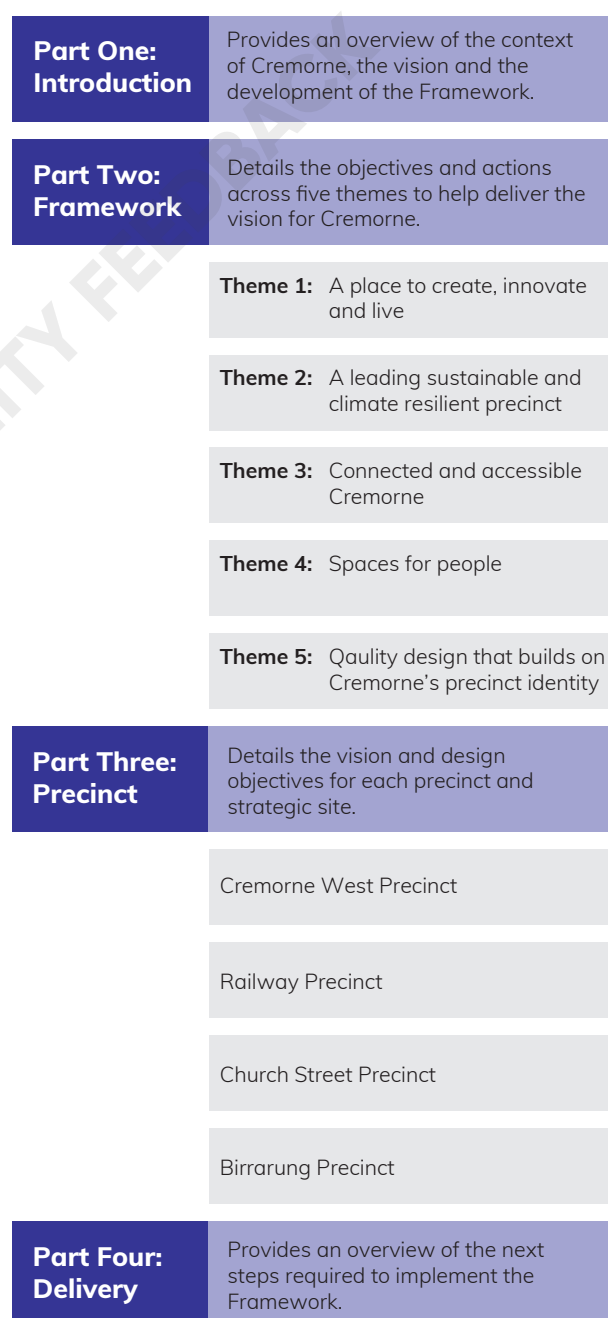


Figure 2 - Urban Design Framework structure

Vision

The vision expresses the overarching aspiration for Cremorne. The vision has been adopted from the Cremorne Place Implementation Plan and was informed by community input into the plan.

The vision will be delivered through a number of objectives and actions that support the economic role of the precinct and its residential areas, environmentally sustainable development, movement and

access, streets and spaces and quality buildings (see Part Two: The Framework).

The UDF identifies four commercial and three residential precincts in Cremorne, each with its own character and qualities. The vision for Cremorne is translated into specific visions for three of the commercial precincts and strategic sites (see Part Three: Precincts).



Ten Key Moves

Ten key moves summarise the key directions of the revised Cremorne UDF and outline some of the 'big ideas' for the precinct.

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

1

Grow Cremorne's commercial core as a global tech and enterprise precinct



Cremorne will grow as a global centre for innovative thinking and world leading business and commercial ventures and activities. The Cremorne Digital hub on Balmain Street and the BKI campus will bring together industry and education. Cremorne's public spaces, streets and buildings will provide a vibrant and thriving setting to support business.

2

Cremorne Street and Church Street as the key spines of the enterprise precinct



Cremorne Street and Church Street will form the two spines of Cremorne, connecting people and places. Cremorne Street provides a focus for street life and activity. It will be fronted by offices, coworking spaces, the lively BKI campus and cafes spilling onto the leafy pedestrian and cycle friendly spine. Church Street, with a mix of offices, company headquarters, showrooms, retail and cafes, will provide a treed transport link between the Swan Street Activity Centre and the Yarra River with safe and attractive walking and cycling and accessible tram stops.

3

Bendigo Kangan Institute campus reimaged as a creative & digital education and community hub



The BKI Campus, at the heart of the precinct, will become a creative and digital education and community hub for the enterprise precinct. New education facilities and new public spaces will wrap around the historic Cremorne Primary School buildings and welcome the wider community into the campus.

4

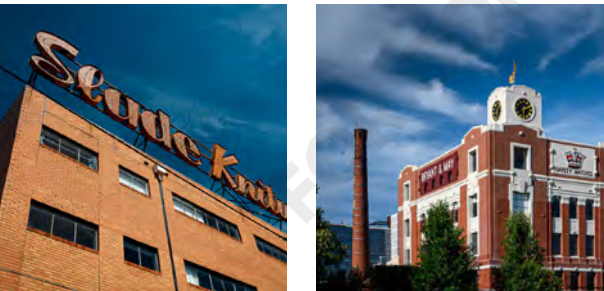
Retain Cremorne's unique residential neighbourhoods in amongst respectful commercial development



Cremorne's small pockets of low-rise residential neighbourhoods will be retained amongst Cremorne's mid-rise commercial development. Development in the commercial areas will provide a respectful transition to these residential areas.

5

Celebrating the unique history of Cremorne's industrial and residential past



Cremorne's history is reflected in its unique industrial buildings and iconic signs, remnant pubs and shops and residential heritage cottages and terraces. The retention and adaptation of these heritage places will showcase the precinct's rich heritage and contribute to and enhance the character of the area.

6

Redesigned road network which prioritises active and sustainable transport



Moving around Cremorne will be easier with a redesigned road network. Walking, cycling and public transport will be the preferred way to get around Cremorne. A walkable street network and cycle lanes will connect Cremorne with surrounding areas and public transport.

7

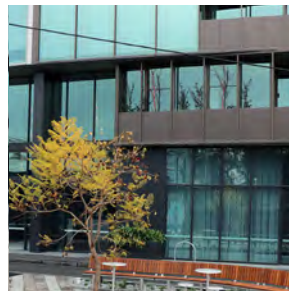
Enhanced links to revitalised Richmond and East Richmond Stations



Richmond and East Richmond Stations will be revitalised as key community spaces connecting people working, living or visiting Cremorne with the Central City and rest of Melbourne. Their role as transport hubs will be enhanced with easier access by walking and cycling and more integrated and accessible tram stops. New areas for waiting, meeting and relaxing will be provided around the stations.

8

A network of open space that links to neighbouring spaces outside of Cremorne



A network of open space will be created to cater for the needs of the growing worker and resident community. New spaces on large sites and pocket plazas will provide a diverse range of spaces and green relief. Cremorne's streets will also play a part as people places. Improved links to larger surrounding public spaces will expand the network of open space.

9

An exemplary environmentally sustainable precinct



Cremorne will become a climate resilient precinct which supports environmentally sustainable development. Cremorne's new commercial buildings will be world leaders in zero carbon and climate resilience. Buildings, streets and public spaces will help to create a precinct that is cool and green.

10

Reconnecting Cremorne to the river corridor



Connections to river will be enhanced with safe and easy access to the river for everyone. The Main Yarra Trail will be widened to provide separated space for pedestrians and cyclists and create new spaces along the river to rest, experience the river and enjoy views of bridges, landmarks signs and the city skyline.

Introducing Cremorne's Precincts

Cremorne includes distinct commercial and residential precincts. The precincts and precinct boundaries were informed by existing building stock, public realm, block structure, zoning and current land uses.

These precincts also include seven strategic sites that have the capacity to accommodate substantial growth and change over time and require further strategic investigation.



- ▭ Study area
- Precinct boundary
- Strategic sites
- Heritage overlay
- ✱ Municipal landmark
- Cremorne West
- Railway
- Church Street
- Birrarung
- Residential precincts

- Strategic sites
- ① Bendigo Kangan Institute
 - ② Bryant and May
 - ③ 534 Church Street
 - ④ Richmond Maltings
 - ⑤ 167 Cremorne Street
 - ⑥ Rosella Complex
 - ⑦ 658 Church Street

Figure 3 - Precincts

Richmond Station Precinct

Forms the western entry to the Swan Street Major Activity Centre and a northern entry to Cremorne. It is anchored by Richmond Station. The Cremorne Street intersection is a key gateway to Cremorne, accommodating the highest pedestrian volumes in Cremorne.



Cremorne West Precinct

Cremorne Street forms the main north south corridor, with Bendigo Kangan Institute at the heart. Characterised by a network of narrow north-south streets with low-rise industrial and residential buildings with mid-rise contemporary office development.



Railway Precinct

Fine-grain, north south block structure along the elevated railway line. Characterised by low-rise industrial building typologies with some low-rise, contemporary office development.



Church Street Precinct

A traditional linear high street with commercial and retail uses. Mixed built form character. New mid-rise developments are visible from abutting low-scale residential areas to the east.



Birrarung Precinct

Comprises several key strategic sites. Mix of re-purposed heritage buildings, apartments and large floorplate, commercial urban renewal development. Significant heritage sites include; Richmond Maltings, the former Rosella Industrial Complex & Richmond Power Station.



Cremorne Residential Precinct

Victorian and Edwardian-era houses with some inter-war buildings, which are set close to the street. Some early bluestone kerbs, channels, and laneways. Former corner shops and with a mix of cottages and some newer dwellings.



Wellington Residential Precinct

The Victorian-era residential area centred on Wellington Street. Detached and attached Victorian and Edwardian houses with some newer development. Some early bluestone kerbs, channels, and laneways



Green Street Residential Precinct

Victorian and Edwardian-era houses with some inter-war buildings, which are set close to the frontage. Some visible second storey additions and infill development. Some commercial buildings dating from the Victorian era.



About Cremorne

Cremorne is a compact, diverse, and vibrant inner-city suburb that includes a large commercial core interspersed by three small pockets of well established, low scale residential areas. Church Street provides Cremorne's retail centre.

Cremorne is home to more than 2,000 residents, 700 businesses and accommodates more than 10,000 workers each day.

Located less than 2 km from Melbourne's Central City, Cremorne is easily accessible via Richmond and East Richmond Stations and tram services along Swan Street and Church Street. It abuts the Swan Street Major Activity Centre.

The Yarra River (Birrarung) forms the southern border of Cremorne and has shaped the settlement of Cremorne. To the Wurundjeri Woi Wurrung people, the river is known as the Birrarung - 'river of mists and shadows'. Good access to the fresh water meant that Cremorne was seen as an attractive place to establish manufacturing in the mid 19th century. However, the colonists' land clearing, sewage and industry polluted the Yarra's lower reaches. This was in direct contrast to the harmonious management of the river by Traditional Owners.

Experiencing nature is limited by the Monash Freeway (now Citylink), which was constructed in 1962. Today, opportunities to enhance Cremorne's interface with the river, include providing places to socialise and exercise.

Cremorne has emerged as Australia's premier destination for local and global technology companies. Annually, it is estimated that Cremorne contributes \$4 billion to the Victorian economy and provides over 10,000 jobs.

Cremorne's growth as a key centre for business and innovation has led to a significant increase in office and commercial development, with businesses and workers attracted to Cremorne's central location, amenities, heritage buildings, creative atmosphere and sense of community.

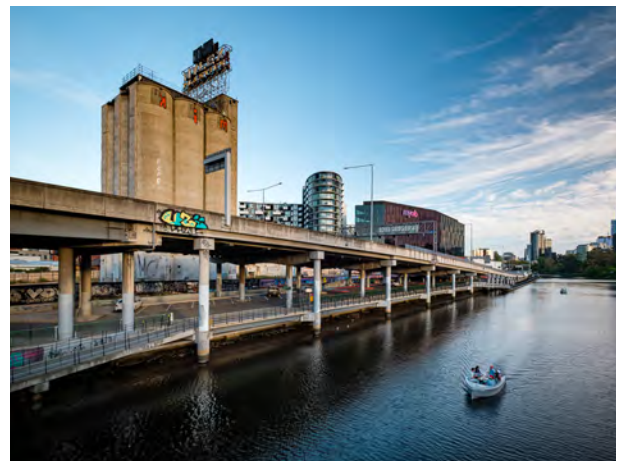


Image 1 - Yarra River corridor



1,180 dwellings



722 businesses



+4,000 jobs since 2011

2,018 residents

10,000 workers



Cremorne contributes 4 billion to the Victorian economy each year



0.5ha of public parks

96% growth rate in jobs from 2011 to 2016 in the professional, scientific, and technical services



Historical Snapshot

Traditional Owners

The Wurundjeri (Woi wurrung) people inhabit the area surrounding the Birrarung (Yarra River) and Port Phillip Bay (that is now Melbourne) and move around the area according to the weather and availability of food.

1840-1850 - First Subdivision

The area (now known as Cremorne) is subdivided into six long narrow allotments between 1846 and 1849. Colonial Architect Henry Ginn purchases two lots (totalling 10.5 ha) in 1846 and designs and constructs a residence, with established gardens and a lake.

1850-1870 - Cremorne Pleasure Gardens and Cremorne's Pubs & Hotels

Cremorne Gardens (from which the suburb derives its name) opens in 1853. Based on European pleasure gardens, the gardens provide summer entertainment, including dancing, a menagerie, river gondolas and fireworks displays.



Image 2 - Cremorne Pleasure Gardens (ST Gill, 1855)

The railway to Brighton bisects Cremorne in 1857 and briefly includes the Cremorne Railway Station at Balmain Street to service the Gardens. The station closes and is demolished in 1863 - as was the Pleasure Gardens. The area was then developed as a private asylum.



Image 3 - East Richmond Station (c1905)

The East Richmond Railway Station (originally named Church Street) opens in 1860 with the development of the railway to Hawthorn. Punt Road Station (now Richmond station) is relocated to Swan Street in 1859. Swan Street grows as a commercial strip.



Image 4 - Church Street bridge (1914)

A single span iron box-girder bridge at Church Street is constructed in the 1850's. (The current bridge is completed in 1924.) At Punt Road, a punt service operates. (The current Hoddle Street bridge is constructed in 1937-38.)

An influx of population in the 1850s sees a boom of hotels and pubs on street corners. The Yarra Hotel located at 119 Cremorne Street is one of seventeen Richmond pubs operating in 1854. Community services also grow e.g. the Church of England (c1857) – now longer there.

The Barrett Burston Richmond Maltings site is initially developed as a brewing and malting site in 1850. The barley silos are added in the 1950s and 1960s. The Nylex Plastics clock, above one of the silos, is installed in 1961.



Image 5 - Former Yarra Hotel (Cremorne Street)

1870-1900 - Emerging industries and growing community

The banks of the Yarra become home to many noxious industries, such as tanneries and soap makers, as well as the Richmond Power Station, which opens in 1891.

In 1884, the asylum on the site of the former Cremorne Gardens is purchased and subdivided for residential purposes. The houses are largely small cottages to house local workers.

The Cremorne State Primary School on Cremorne Street is built in 1878. By August 1890, the school's enrolment number had reached 662 pupils. (The school's buildings now form part of the BKI Campus.) Other schools and community services open in the area e.g 'Scripture Free School'.

1863, 1888 and 1891 sees major floods in Cremorne with Cubitt, Dover, Cremorne and Wellington Streets reportedly completely inundated in the 1891 'Great Flood'.



Image 6 - Bryant and May Complex (c1930)

1900-1980 - Economy Shifts

A rapid expansion of industry occurs at the beginning of the 1900s. The Rosella Factory Complex is erected on the site of the former Cremorne Gardens on Balmain Street in 1905 and the Bryant and May Industrial Complex is built in 1909. Both factory complexes become prominent employers for the working class in Cremorne and Richmond before they are vacated in the 1980s.

In the mid 20th century, the area becomes a location for light industry with hundreds of small to medium-sized factories, including clothing manufacturers, mechanics, printers and small engineering businesses.

Families move out of the area and parts of residential areas are thought of as 'slums'. Some of the houses fall into illicit uses.

Cremorne's Role Evolves



Image 7 - Bryant and May tennis facilities (c1924)

In 1999, Cremorne becomes a suburb, rather than a locality in Richmond. In the 2000s, Cremorne is identified as an area for urban renewal and sees major new residential and commercial development along the freeway edge. Yarra City Council resolves to maintain commercial zoning for Cremorne to continue employment uses rather than housing.

Cremorne becomes highly sought after as a business location. Buildings previously used for manufacturing are re-purposed for office, commercial and co-working spaces. Cremorne is now a mix of period and contemporary housing, offices, spaces for creative industries, bars and a diminishing light industrial sector.



- Cremorne Enterprise Precinct
- Waterway
- Open Space
- Rail network
- Metro tunnel
- Tram network
- Central Business District
- Major Activity Centres
- Major Employment Areas (Yarra)
- Employment Precincts (NEIC)
- Health facility
- Education facility
- Key Precincts
- 1 Arts Precinct
- 2 Sports Precinct
- 3 St Kilda Road Precinct
- Priority Renewal Precinct
- 1 Fishermens Bend
- 2 Arden Macauley
- 3 Flinders Richmond Corridor
- Other Renewal Precinct
- 4 Dynon
- 5 E-Gate
- 6 Docklands
- 7 Northbank
- 8 Southbank

Figure 4 - Inner metro context

Strategic Context

Enterprise Precincts

The term 'Enterprise Precincts' is used to recognise areas that play an important role in fostering creative industries, start-ups and small batch manufacturing.

Enterprise precincts are typically dense, accessible, and amenity rich urban areas that provide fertile ground for business formation and idea development and innovation. They respond to changes in the economy and evolving ways of working more than the more traditional larger floor plate and established businesses.

Unlocking Enterprise in a Changing Economy, 2018

The State Government policy paper, *Unlocking Enterprise in a Changing Economy (DEWLP, 2018)*, provides a framework to identify and support enterprise precincts. It includes a checklist of nine factors to assess the potential of enterprise precincts:

- critical mass
- competitive advantage
- quality of place
- diversity and inclusion
- collaboration
- affordability
- infrastructure
- accessibility
- anchor institutions.

The policy paper makes specific reference to Cremorne as a key enterprise precinct for Victoria, with a successful focus on technology, creative industries and co-working spaces. It identifies Cremorne as a pilot enterprise precinct.

The revised UDF has been prepared in the context of Cremorne as a successful,

maturing enterprise precinct – already home to innovative unicorn companies, small and medium enterprises (SMEs), start-ups, scaleups, urban manufacturers, social enterprises and creative industries that make up the emerging economy.

Cremorne Place Implementation Plan 2020 (CPIP)

The CPIP, developed by the State Government and Yarra City Council, presents a vision for Cremorne and strategic directions and targeted actions for delivery by state agencies and council to guide future investment. The CPIP identifies opportunities and possible actions including:

Economy and innovation:

- building partnerships to activate the local economy
- addressing commercial workspace affordability to sustain start-up and scale-up businesses, and small and medium enterprise growth in the precinct
- upgrading infrastructure necessary for a thriving enterprise precinct ie access to the high-capacity digital infrastructure
- exploring mechanisms to support creative industries spaces within Cremorne.

Public and open space:

- unlocking opportunities for additional public open space and public realm enhancements in new developments
- investigating the potential to convert on-street car parking to public open space in support of other initiatives such as priority walking and cycling routes
- improving connections to existing open spaces and the Yarra River.

Buildings:

- updating the existing City of Yarra's Urban Design Framework
- providing certainty and consistency for built form guidance to balance residential amenity with commercial development

- investigating the introduction of interim built form planning controls to address the critical policy gaps whilst preparing long term planning provisions on these matters
- working with owners of strategic sites (private and government) on redevelopment masterplans to maximise public amenity for the community.

Transport and movement

- increasing use of public transport through better access and infrastructure investment
- prioritising key locations for improved pedestrian and cycling connections
- promoting the most efficient management and use of car parking supply, including undertaking a review of car parking provisions in Yarra Planning Scheme
- investigating the opportunity for reduced speed limits and pilot other innovative solutions, safer street layouts and line marking to improve safety for pedestrians and cyclists.

Cremorne Digital Hub

In August 2022, the State Government announced a consortium led by Artesian Venture Partners, the University of Melbourne, RMIT University and La Trobe University has been selected to establish the Cremorne Digital Hub. The hub is located at 80 Balmain Street.

The Victorian Government has invested \$10 million in the hub. It is intended to drive the growth of Victoria's tech sector and develop and position the Cremorne precinct as a top global destination for innovation and technology. The digital hub will deliver a range of activities including community building and knowledge sharing events, digital skills training and custom education, research and innovation, and a range of start-up and commercialisation activities including managing the \$50 million Cremorne Venture Capital Fund.

Planning Framework

Plan Melbourne 2017-2050

Plan Melbourne provides the planning strategy for metropolitan Melbourne - guided by nine principles and seven outcomes. It's directions are implemented in state and regional planning policy in the planning scheme. Outcomes and directions of relevance to Cremorne, include:

- supporting precincts for business and education that are productive, have capacity to grow and stimulate economic growth
- improving access to jobs across Melbourne and closer to where people live
- developing an integrated transport system that connects people to jobs and services and goods to market
- improving public and active transport connections
- creating a distinctive and liveable city with quality design and amenity
- ensuring quality design and amenity with a focus on more public places
- respecting Melbourne's heritage
- developing Melbourne as a sustainable and resilient city.

Melbourne Industrial and Commercial Land Use Plan 2020

Melbourne Industrial and Commercial Land Use Plan (DEWLP, 2020) sets out a planning framework for industrial and commercial land across metropolitan Melbourne. The plan recognises Cremorne as emerging as one of Melbourne's premier destinations for creative design, particularly tech and digital design. Key directions from the plan form part of regional policy in the planning scheme.

Yarra Planning Scheme

State Planning Policy in the Planning Scheme does not explicitly refer to Cremorne as an enterprise precinct or define what an enterprise precinct is. Clause 17.01-2S supports 'the development of enterprise precincts that build the critical mass of employment in an area, leverage the area's public and private sector economic competitive strengths and assets, and cater to a diversity of employment types and scales'.

Regional planning policy at Clause 17.01-1R includes strategy to retain and encourage creative industries in Cremorne. It also supports diverse employment generating uses, including offices, innovation and creative industries in regionally significant industrial precincts.

Current local planning policies do not identify Cremorne as an enterprise precinct but seek to increase the number and diversity of local employment opportunities (Clause 21.04-3 Industry, office and commercial).

Clause 21.08 – 2 Burnley, Cremorne, South Richmond supports the mixed use nature of development in the Cremorne area.

New planning policy has been developed and adopted by Council which will replace existing local policy in the scheme. Planning Scheme Amendment C269yara, currently awaiting approval by the Minister for Planning, identifies Cremorne as a major employment precinct along with Gipps Street.

It identifies Cremorne as 'an enterprise precinct, emerging as Melbourne's premier destination for creative design, particularly in the tech and digital space. It is home to global companies which sit side by side with small to medium sized firms, start-ups and co-working spaces' (Clause 02.01-8).

Clause 17.01-1L Employment Strategies seeks to maintain and grow employment in Cremorne. Strategies include:

- maintaining zoning that supports the economic function of the major employment precincts
- encouraging the intensification of employment land

- supporting development that provides high-quality built form outcomes
- supporting development that improves the public realm, including the provision of or access to public open space
- managing transport
- including prioritising walking, cycling and public transport over car-based transport.

Residentially zoned land in Cremorne is identified as minimal and incremental change areas which provide limited housing growth. The Richmond Maltings site is identified as a major regeneration area.

Yarra (River) Strategic Plan (Burndap Birrarung burndap umarkoo)

The Yarra Strategic Plan, released in February 2022, provides a long-term vision for the management of the Yarra River and its lands. It was developed in partnership with the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation, Melbourne Water is the lead agency responsible for implementing the plan. However, Yarra City Council has committed to helping to implement the plan in partnership with the Traditional Owners and will continue to collaborate with Melbourne Water.

Cremorne is within the Inner City Reach – Urban area. The plan identifies the need for improved access to and over the river. It includes directions to set development back from the river's edge and adjoining parklands to maintain views; apply integrated water management principles to improve water quality and enhance flood protection; and provide additional open space and expand pedestrian and cycling trails.

As part of the preparation of the plan, planning controls to protect the river corridor were progressed by the state government. Design and Development Overlay Schedule 1 - DDO1 applies to sites along the Yarra River. It ensures new buildings are appropriately set back from the banks of the Yarra River and adjacent public open space to avoid overshadowing and light spill of the river corridor.

Yarra Strategies and Plans

The revised UDF has been informed by a number of strategies and plans prepared by Yarra City Council. The key strategies and plans are summarised below.

Strategy / Plan	Description
Yarra Spatial Economic and Employment Strategy 2018	<p>The <i>Yarra Spatial Economic and Employment Strategy (SEES)</i> sets the strategic directions for the management of Yarra's employment lands over the next 10 to 15 years. It identifies Yarra's economic strengths and key trends and economic drivers into the future. It underpins new policy in the Yarra Planning Scheme.</p> <p>The SEES identifies Cremorne as a Major Mixed Employment Precinct with significant capacity to accommodate commercial growth. It notes Cremorne has transitioned from a former industrial precinct to become a significant commercial node with small innovative manufacturers, with a significant institutional asset in the Bendigo Kangan Institute. The SEES seeks to retain and grow major employment precincts. It recommends housing growth is accommodated elsewhere in the municipality to retain the integrity of the employment precincts. It recommends the retention of the Commercial 2 Zone (C2Z) for Cremorne.</p>
Yarra Economic Development Strategy 2020-2025	<p>The <i>Economic Development Strategy</i> provides an action plan for Yarra's continued economic development - supporting its existing business community, protecting and enhancing areas of competitive advantage and improving the liveability characteristics of the municipality.</p> <p>The strategy identifies that the majority of employment within Yarra is situated in Richmond and Cremorne. It identifies Cremorne as a creative industry and technology hub, with a large amount of co-working spaces. It expects Cremorne to continue to see a strong demand for office floor space.</p>
Yarra Housing Strategy 2018	<p>The <i>Yarra Housing Strategy</i> guides the location of housing growth in the municipality and underpins new housing policy in the Yarra Planning Scheme.</p> <p>The strategy identifies Cremorne as a key employment area that should be retained for employment and economic uses. It identifies locations for housing growth in areas where land is zoned residential, higher change around the Maltings site and minimal change, elsewhere.</p>
Yarra Climate Emergency Plan 2020-2024	<p>The <i>Yarra Climate Emergency Plan</i> provides a direction and actions for Council in response to the climate crisis. It outlines how Council can work with and advocate to other levels of government, business and the community to address the climate crisis.</p> <p>The plan highlights the opportunities to reduce emissions within commercial buildings. It acknowledges Cremorne/Richmond as one of the areas within Yarra with the fastest growth in commercial office space.</p>
Yarra Nature Strategy 2020-2024	<p>The <i>Nature Strategy</i> provides direction in decision making on biodiversity and sustainability of flora and fauna habitat across the municipality. It acknowledges the importance of the Yarra River for the municipality's biodiversity and the need to enhance the waterway habitat along the Cremorne boundary.</p>
Yarra Urban Forest Strategy 2017	<p>The <i>Yarra Urban Forest Strategy</i> provides a framework to manage Yarra's street and park trees. It seeks to enhance Yarra's urban forest, improve liveability and mitigate the impacts of the urban heat island effect. It sets a tree canopy target to 2040 and identifies areas for priority planting.</p>
Swan Street Streetscape Master Plan 2022	<p>The aim of the <i>Swan Street Streetscape Master Plan</i> is to guide the design and delivery of future streetscape and public realm improvements. The Master Plan identifies a number of streetscape improvements along the southern side of Swan Street.</p>

Strategy / Plan	Description
Moving Forward: Yarra's Transport Strategy 2022-32	<p>The <i>Transport Strategy</i> is a 10-year multi-modal strategy that seeks to deliver an innovative, efficient, sustainable and accessible transport system for Yarra. It outlines Yarra City Council's policies, priority infrastructure outcomes and other supporting activities to meet the aspirations of the community.</p> <p>Relevant strategic directions include: allocating road space to preferred transport modes and other activities; reducing traffic speeds and volumes on Yarra's streets and eliminating and reducing barriers to movement for all members of the community.</p> <p>It identifies improvements to Cremorne's walking and cycling network in the New Deal for Cycling and New Deal for Walking. It also identifies public transport advocacy, including upgrading Richmond Station a primary multi-modal interchange hub, improving the capacity on the Burnley line and upgrading tram stops to be accessible for all.</p>
Yarra Open Space Strategy 2020	<p>The <i>Yarra Open Space Strategy</i> provides an overarching vision and direction for the future provision, planning, design and management of open space in Yarra to 2031.</p> <p>The strategy forecasts a substantial increase in the resident and worker population in Cremorne. It highlights a lack of open space west of Church Street. A key recommendation is to provide new small neighbourhood, local and small local open spaces in Cremorne to cater to projected additional workers and residents.</p>
Swan Street Structure Plan 2014	<p>The <i>Swan Street Structure Plan</i> provides a vision for the Swan Street Activity Centre. It was used, alongside more detailed strategic work, to inform built form controls for Swan Street which are now in the planning scheme. The plan provides directions on proposed built form controls, public realm and access/movement improvements and preferred land uses.</p> <p>Cremorne was part of the study area. The plan identifies building heights of predominately four storeys in commercial areas in Cremorne West and five to six storeys along Church Street corridor. It recommends the retention of commercial zoned land, with the exception of the River Edge Precinct, where it expects a mix of residential and commercial uses around the Maltings site.</p> <p>It identifies Church, Cremorne, Balmain and Gough Streets as locations for street tree planting and enhancements. A series of proposed pedestrian and cycle links are identified. The strategy recommends the enhancement of existing open spaces and recommends new open space but does not identify locations.</p>
Cremorne and Church Street Precinct - Urban Design Framework 2007	<p>The <i>Cremorne and Church Street Precinct - Urban Design Framework 2007</i> was developed in response to the Victorian Government's metropolitan strategy, Melbourne 2030 and development pressure in Cremorne. The 2007 UDF provides a vision and high level objectives for land use, built form, public realm and access and movement. Seven locations are identified where growth is likely to occur - along Punt Road, BKI and its surrounds, surrounding the Richmond and East Richmond Stations, commercial land along the river and immediately on the eastern side of the Railway.</p> <p>It recommends heights ranging from three to five storeys in most areas of Cremorne and less than three storeys in residential areas. Taller heights were encouraged on the Richmond Maltings site.</p> <p>The 2007 UDF proposes a series of pedestrian priority and cycle streets (Cremorne, Kelso, Gough, Balmain and Chapel Streets), along with a series of proposed locations for footpath widening and intersection activation. Green Street is identified as a key cycle / pedestrian route along with the Main Yarra River Trail. A series of potential public open spaces are identified on key strategic sites such as the Bendigo Kangan Institute and VicTrack land on the eastern side of the railway. The 2007 UDF includes high level design objectives for key strategic sites that include through links and public open space locations.</p>



Developing the Framework

The revised UDF has been informed by the community engagement, the Cremorne Place Implementation Plan (CPIP) and several background studies.

Engaging with community and stakeholders

Community and stakeholder engagement has informed the development of the UDF, including the consultation undertaken by the Victorian Planning Authority (VPA) and Yarra City Council during the development of the CPIP and consultation on the draft Cremorne UDF.

Community engagement to inform the preparation of the Cremorne Place Implementation Plan (CPIP) was undertaken in November-December 2019.

An issues and opportunities paper was prepared by the Victorian Planning Authority (VPA), along with Yarra City Council, to help facilitate discussions with the community. It identified the key issues and opportunities in Cremorne and sought community input on a new vision for Cremorne and the priority actions to be included in the CPIP

Feedback on the draft Cremorne Urban Design Framework

Community engagement on the draft Cremorne Urban Design Framework was held from November and December 2022 and included distribution to residents, community groups, Council advisory committees, businesses, landowners, developers, and the Victorian Government.

The engagement reached approximately 30,000 people and included three pop-up events attended by over 100 people and an online survey. 17 meetings were held with residents, community groups, advisory groups, businesses and state government agencies.

182 formal contributions were received through the survey and written submissions as well as informal comments from the pop-ups and meetings.

The feedback indicated general support for the UDF and its objectives and actions but different views on different aspects.

Views differed depending on whether feedback was from a resident / business / commercial landowners/development interests.

Residents were concerned with the commercial / business focus of the UDF. Commercial landowners mainly commented on specific sites.

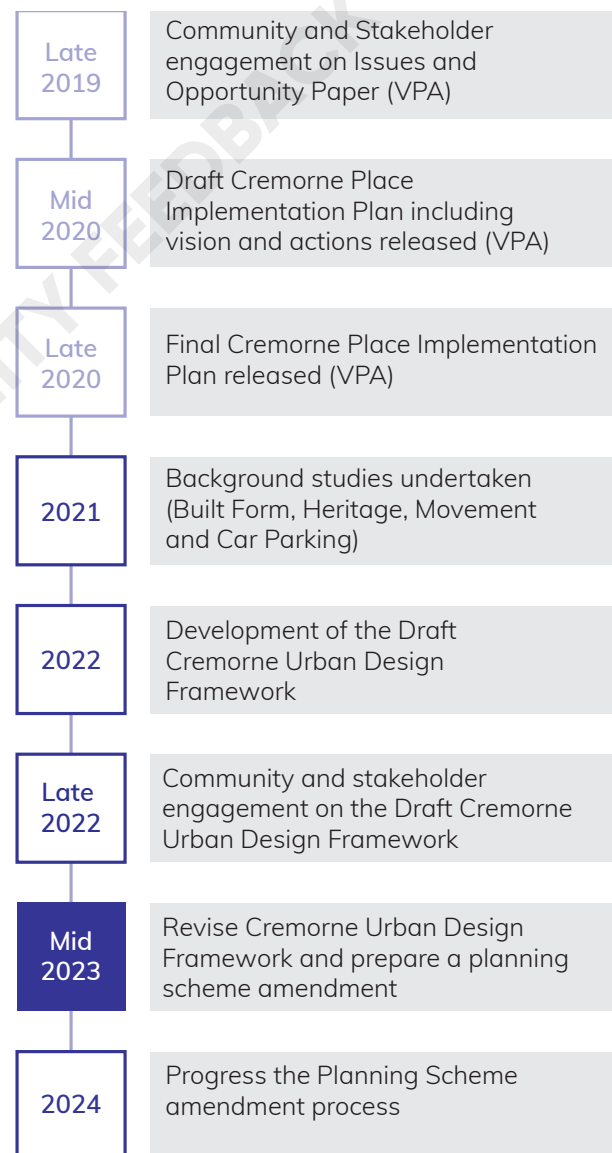


Figure 5 - Timeline of the development of the Cremorne Place Implementation Plan and Urban Design Framework

Summary of CPIP Issues and Opportunities Paper consultation



Economy and Innovation

- Commercial zoning was recognised as having helped pave the way to Cremorne's success as a business precinct, by providing certainty for business growth and investment.
- The Bendigo Kangan Institute (BKI) Cremorne campus provides opportunities for affordable workspace, public open space, and community facilities, business synergies and education that supports technology industry skills development.
- Further support is required to underpin business affordability.



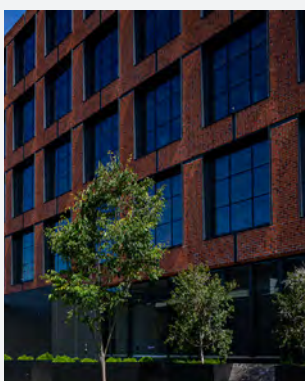
Public and Open Space

- There are opportunities for underutilised government land to be repurposed, particularly for open space.
- A greener Cremorne could be achieved through a range of options including improved access to existing public space, more public space and public realm improvements, associated with new developments.
- More open space is required to cater for the needs of the growing community but acceptance that space is limited. Maximise opportunities for small and creative improvements to the public realm and open space.
- There are opportunities to create more open space by removing on-street car parking. However, car parking space is a sensitive and complex issue that requires careful consideration by Yarra.



Transport and Movement

- Sustainable travel should be strongly promoted to manage increasing travel demands.
- Big ideas are needed in addressing the access and movement issues to and within Cremorne. Improved access to public transport is needed, including the upgrading of pedestrian links to Richmond and East Richmond stations.
- The quick implementation of improved road safety measure is needed, including traffic calming measures and the trialling of reduced speed limits.



Buildings

- Development should contribute to public amenity and new public spaces.
- There is a need for a long term and strategic approach to development that considers sustainability, scale, design quality, overshadowing, local heritage, and character.
- The vibrancy of having a mix of businesses and services throughout Cremorne is a key characteristic and strength of the area.

Summary of the draft UDF engagement

- There was support for the 10 Key Moves, particularly retaining residential neighbourhoods and reconnecting Cremorne with the Yarra River and creating a linked network of open spaces.
- Support for the objective to make Cremorne an exemplary sustainable precinct.
- Support for creating more green space and plantings but also including a range of public spaces.
- Mixed views on transport and accessibility.
- A desire for more pedestrian and cycling friendly transport options and improving existing footpaths to accommodate all users.
- Support for improvements and access to public transport.
- Some support and some concern around the street network changes – impacts including rat running, traffic congestion and delays and loss of on-street parking were raised.
- Differing views around the built form recommendations.
- Residents supported lower heights. Developers were seeking higher heights on specific sites.
- Protection of heritage and residential amenity were strong concerns.
- Impacts on the public realm was also raised.

How has the feedback been taken on-board

All feedback has been reviewed and updates have been made throughout the document.

Further analysis of proposed changes to the street network was undertaken and has informed the transport aspects of the revised UDF.

Further engagement

There will also be further opportunities to have a say about the UDF. Further consultation on the revised UDF is planned to occur at the same time as the formal exhibition of changes to the planning scheme to implement the UDF. Following the conclusion of this process, the planning scheme amendment and UDF would be adopted by Council.

There will be further opportunities for engagement when it comes to the design and delivery of specific projects in the UDF.



Background Studies

Several background studies were undertaken to support and inform the UDF. They are:

- Built Form Review and Recommendations (Hodyl & Co, May 2022)
- Heritage Review and Recommendations (Trethowan, October 2021)
- Streets and Movement Strategy (Martyn Group & Hansen Partnerships, June 2020)
- Parking Controls Review (Traffix Group, July 2020).

A review of the transport proposals in the revised UDF was undertaken following community engagement on the UDF. The Cremorne Urban Design Framework - Transport Review (Stantec Australia, August 2023) supplements the existing background studies and has informed updates to Theme 3: Accessible and Connected Cremorne.

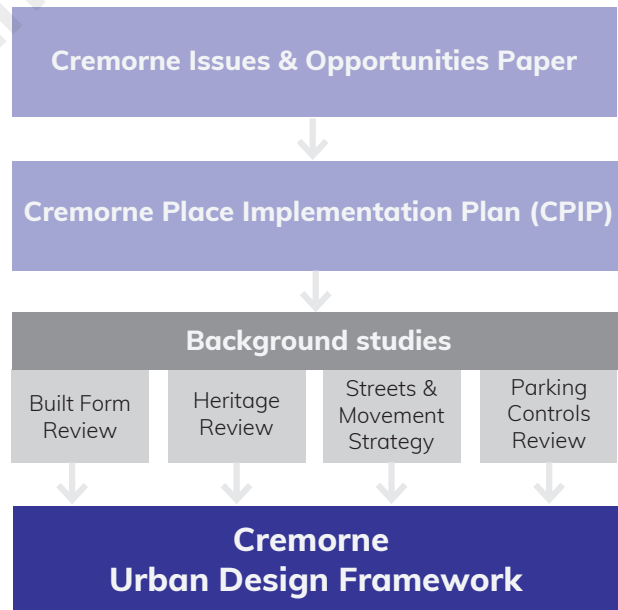


Figure 6 - Project integration

FOR COMMUNITY FEEDBACK

Part Two: Framework

This section details the objectives and actions across the five themes to help deliver the vision for Cremonne.

Theme 1: A place to create, innovate and live

Cremorne will continue to grow as a global innovation precinct supported by places to live, shop and spaces to enjoy. This vibrant mix of uses will support the emerging economy and help to create a diverse and accessible place with great amenity for workers, residents and visitors.

Challenges and opportunities

Over the last decade, Cremorne has evolved into Melbourne's tech and innovation hub. Professional, scientific, and technical services have grown 96% since 2011, with information media and telecommunications services making up the largest tenancy mix (36%). Anchor institutions such as Bendigo Kangan Institute (BKI), Tesla, Carsales.com, MYOB, Red Energy, Seek and REA Group have chosen Cremorne as their base.

Cremorne is also a successful creative neighbourhood, with 106 creative spaces and a density of 0.7 creative spaces per hectare. The creative industries with the highest representation are design, photography, fashion, and publishing. Cremorne's economic success has been driven, in part, by its competitive advantages, including:

- favourable zoning and development opportunities (particularly the availability of land in the Commercial 2 Zone)
- industrial heritage and opportunities for re-use and adaptation of heritage buildings
- strategic location – proximity to the central city and eastern suburbs
- transport connectivity
- public transport and cycling infrastructure
- strong lifestyle attributes and vibrant precincts
- recognition for creative and techbased enterprises.

As competition for talented workers increases, particularly in the technology and

creative sectors, Cremorne's advantages provide an edge over more traditional and formal working environments across Melbourne. It is expected that strong demand for employment floorspace in Cremorne will continue.

Cremorne Digital Hub

In August 2022, the State Government announced a consortium led by Artesian Venture Partners, the University of Melbourne, RMIT University and La Trobe University had been selected to establish the Cremorne Digital Hub. The hub is located at 80 Balmain Street within the Railway Precinct.

The Victorian Government has invested \$10 million in the hub. It is intended to drive the growth of Victoria's tech sector and develop and position the Cremorne precinct as a top global destination for innovation and technology. The digital hub will deliver a range of activities including knowledge sharing events, digital skills training and custom education, research and innovation, and a range of start-up and commercialisation activities including the management of the \$50 million Cremorne Venture Capital Fund.

Creating and retaining affordable workspaces

Affordability was one of the main attractions in Cremorne's early success and is now an important factor in maintaining the precinct's diversity, vibrancy and creativity, all of which are critical drivers of innovation.

Strong demand, undersupply and low vacancy rates have given rise to strong rental growth in Cremorne. In 2015 the rent for office space in Cremorne was \$300-320/sqm, whereas in 2019 (pre COVID19) it was \$600-620/sqm (an 88 per cent increase). These rents are now comparable to central city rates. Start-up enterprises and creative industries are the most vulnerable to being priced out of Cremorne. For new enterprises, the first few years of their existence is when they are most vulnerable, due to constrained access to both capital and revenue. In the case of the creative industries, many workers operate on a lean basis for an often-indefinite period. The continued availability of affordable and flexible workspace is required to support the formation and continued growth of these industries in Cremorne.

Retaining commercial and employment uses in Cremorne

Planning zones in the planning scheme guide land use and development. Most of Cremorne's employment activity is contained within Commercial 2 Zone (C2Z) - the precinct's main land use zone (Figure 8). The C2Z allows for a wide range of business-related activities, however it prohibits other uses, such as residential that could undermine its employment focus.

The availability of flexible and adaptable employment land in Cremorne, over the last decade has allowed for the rapid evolution and adaptation of economic activity towards knowledge-intensive and service-based economic activities. The retention of C2Z land within Cremorne will protect the precinct's potential for future employment growth.

Reimagining the Bendigo Kangan Campus

This important education and training resource and key site is strategically located in the centre of Cremorne. The large site (1.3 ha) includes five buildings situated around two large central at-grade car parks. Bendigo Kangan Institute's Creative and Digital Skills Campus offers courses in fashion, fashion business (buyer/

forecasting), hairdressing, beauty, business, security and cyber security. The site presents an opportunity to connect with Cremorne's growing tech industry and large employees (such as MYOB, Seek, REA). Transitioning to a digital, technology and creative offering will create a place where students, re-skilled, entrepreneurs and industry can learn and collaborate. There is also an opportunity to ensure the campus is more outward looking and connects with the wider community.

Protecting residential uses

Cremorne's residential zones, although not employment generating zones, play an important and complementary role to its enterprise and innovation function by contributing to Cremorne's overall liveability, vibrancy, and land use diversity. The Neighbourhood Residential Zone (NRZ) and General Residential Zone (GRZ), in particular, protect and maintain the character of Cremorne's distinct, sensitive, low-scale residential areas.

How are we addressing these issues?

The objectives and actions under this theme will help deliver the vision for Cremorne by:

- Continuing to grow Cremorne as Melbourne's premier global innovation precinct. (Objective 1.1)
- Supporting affordable workspaces and the diversity of creative and innovative businesses. (Objective 1.2)
- Providing the digital infrastructure to grow Cremorne as a centre for innovation and technology. (Objective 1.3)
- Supporting Bendigo Kangan Institute (BKI) campus as a creative and digital education and community hub in the heart of Cremorne. (Objective 1.4)
- Recognising the commercial, employment, retail and residential roles of different precincts in Cremorne. (Objective 1.5)

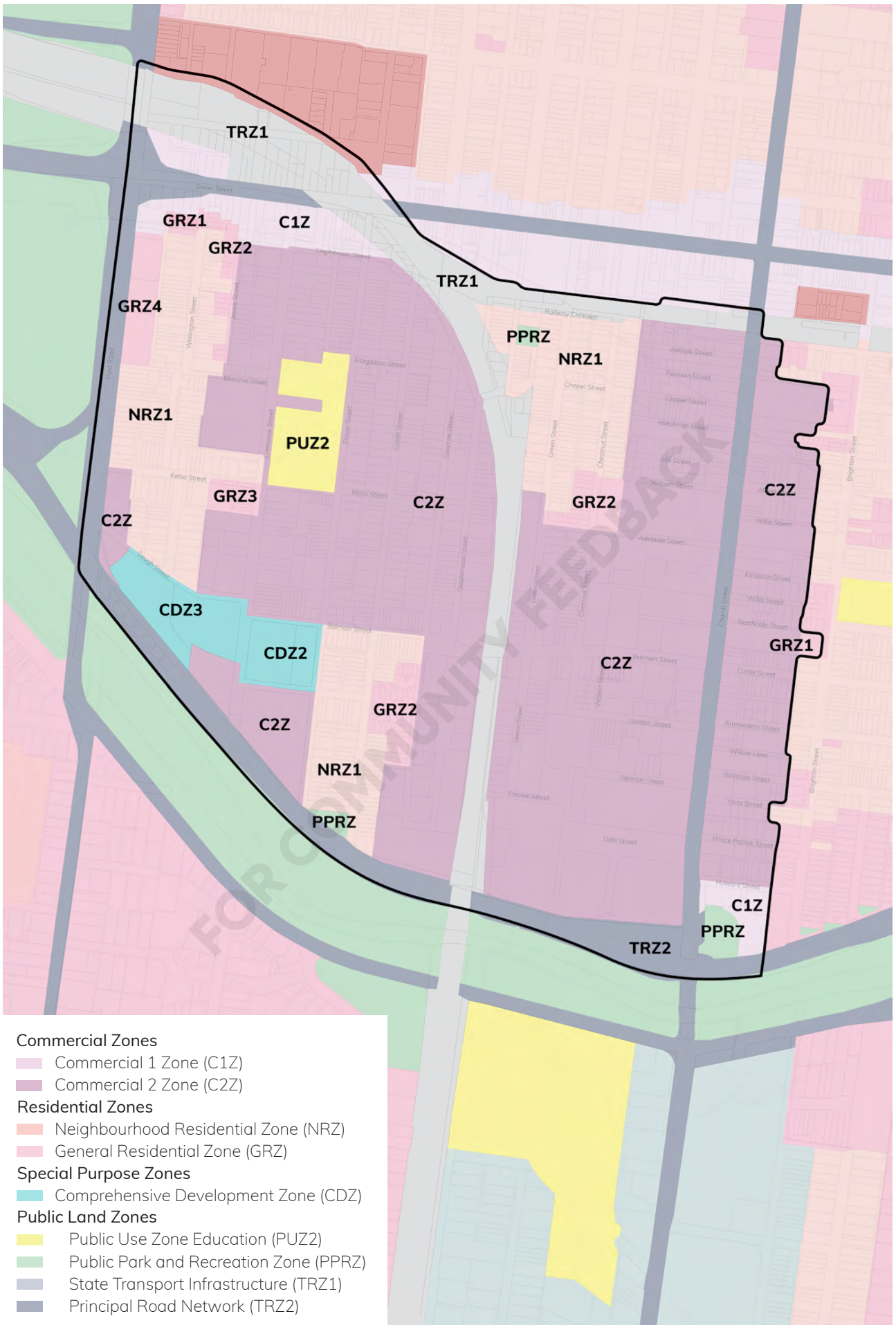


Figure 7 - Zoning

Objective 1.1 Continue to grow Cremorne as Melbourne’s premier global innovation precinct.

Better recognising ‘enterprise precincts’ in state / regional planning policy

Proposed new policy in the Yarra Planning Scheme recognises Cremorne is an enterprise precinct, emerging as Melbourne’s premier destination for creative design, particularly in the tech and digital space.

State policy at Clause 17.01 Employment (Clause 17.01-2S Innovation and research) includes a strategy to support the development of enterprise precincts to create opportunities for innovation and the knowledge economy. State planning policy includes the concept of enterprise precincts, however it is not explicitly defined. Regional policy, recently updated through Planning Scheme Amendment VC215, does not specifically recognise Cremorne as an enterprise precincts but does identify it as a location for creative industries.

Enterprise precincts play a critical role in Victoria by providing land for business formation and idea development. Their ongoing success requires state and regional planning policy support and strategic direction.

Providing detailed planning policy to guide decision making

There is an opportunity for Yarra to introduce a new integrated, place-based policy for the Cremorne Enterprise Precinct, based on the CPIP and this revised UDF into the planning scheme. The policy would help implement the strategic vision for Cremorne by providing specific direction on economic activity, built form and heritage, access and movement and the public realm.

Retaining the Commercial 2 Zoning in Cremorne’s commercial precincts

Cremorne’s Commercial 2 Zone (C2Z) has helped pave the way to Cremorne’s success as a business precinct, by providing certainty for business growth and investment.

The continued retention of C2Z land within Cremorne will protect the precinct’s potential for future employment growth.



Image 8 - Employment activity flows out onto the streets

Future of strategic sites

The revised UDF identifies key strategic sites where further strategic planning investigations are required to determine if alternative land uses, economic activities and built form outcomes are appropriate.

Any future rezoning of employment land would be informed by the Yarra’s two key spatial strategies, the Spatial Economic and Employment Strategy and the Yarra Housing Strategy and must be supported by sufficient strategic justification and demonstrate how the proposed rezoning and subsequent development provides benefits to the community (refer to Objective 5.5: Create blueprints for the redevelopment of strategic sites).

Fixing zoning anomalies

There are two identified zoning anomalies in Cremorne, where two zones apply to a single site. The zoning of sites with two zones should be corrected to provide clear direction on future use and development.

Actions

- 1.1.1 Retain Commercial 2 Zoned land to maintain and grow employment in the Cremorne Enterprise Precinct.
- 1.1.2 Prepare a planning scheme amendment to introduce new planning policy into the Yarra Planning Scheme that introduces place-based policy that supports Cremorne as a vibrant, diverse, accessible and high amenity enterprise precinct and includes specific policy on economic activity, built form and heritage, access and movement and the public realm.
- 1.1.3 Advocate the state government to clearly define and recognise the role and function of enterprise precincts within the Planning Policy Framework.
- 1.1.4 Correct zoning anomalies:
- 20-26 Brighton Street, Richmond – change rear of the site from C2Z to GRZ2
 - 549-555 Church Street, Richmond – change the rear of the site from GRZ2 to C2Z.
- NB Other zoning anomalies may also be identified.

Objective 1.2 Support affordable workspaces and the diverse range of creative and innovative businesses in Cremorne.

Retaining and creating affordable spaces

Opportunities exist for state and local government to ensure that Cremorne remains accessible and affordable for start-ups and creative industries. There is an opportunity for Yarra City Council to work with the Victorian Government on programs that address the issue of retaining affordable workspaces. For example, Council's Room to Create supports affordable workspaces for artists and advocates for additional affordable spaces.

Initiatives to retain, create, and support affordable workspaces need to be underpinned by robust state-led planning policies and guidelines. It is the role of state government to prepare a wider policy framework to support the creation and ongoing management of affordable workspaces.



Image 9 - Warehouses converted to commercial tenancies

Supporting co-working spaces

Co-working spaces have emerged in high rent locations such as Cremorne to minimise individual rental costs. Co-working spaces are typically open-plan offices that create a community in which 'non-standard' workers, freelancers and early-stage entrepreneurs come together in the same space to provide support and social interaction.

Supporting Cremorne's Digital Hub

The Cremorne Digital Hub in Cremorne will deliver programs and activities (via a virtual and physical presence in Cremorne) that lift capability, stimulate tech adoption and problem-solving, support business growth, attract investment and create jobs.

The CPIP (at Page 21) identifies the Digital Hub will deliver benefits such as:

- more advanced technology skills available to meet the needs of local businesses
- a home for collaborative advanced technology industry projects
- drive stronger connections across Victoria's technology ecosystem
- attract further technology related investment in the state and stimulate creation of new jobs
- enhance Victoria's reputation as a digital tech centre and create global opportunities
- attract international experts and foreign direct investment.



Image 10 - Future location of the Digital Hub

Actions

- 1.2.1 Strongly advocate to the state government to provide further planning guidance and best practice models for the delivery of affordable workspaces for creative and innovation industries necessary for the desired economic activity.
- 1.2.2 Advocate to the state government to adopt a state-wide definition of affordable workspace and creative neighbourhoods.
- 1.2.3 Support the growing role and utilisation of co-working spaces in Cremorne by supporting existing operators and encouraging new spaces.
- 1.2.4 Support the role of the flagship Digital Hub in Balmain Street in Cremorne.
- 1.2.5 Work with the Department of Jobs, Skills, Industry, Precincts and Regions (DJSIPR) to advocate for state government investment attraction, infrastructure delivery, workforce and destination development in Cremorne.
- 1.2.6 Establish a Cremorne Industry Network Collective (CINC) to share knowledge, thought leadership and access to digital tools and resources, and explore partnership, innovation and entrepreneurship opportunities.
- 1.2.7 Monitor the growth and change in the employment precinct by monitoring changes in commercial office floorspace, types of businesses employment growth, planning permit activity and rents.

Objective 1.3 Provide the digital infrastructure to grow and support Cremorne as a centre for innovation and technology.

Digital infrastructure is one of the identified success factors of Enterprise Precincts (*Unlocking Enterprise in a Changing Economy, DEWLP 2018*). Providing the necessary utilities and infrastructure is central to supporting connectivity, collaboration and innovation. There is an opportunity to integrate digital and smart infrastructure in Cremorne in line with the *Yarra Smart City Vision*.

Access to high-capacity digital infrastructure is needed to support innovation and business productivity in Cremorne. For example, the competitive supply of high-capacity broadband networks (i.e. 5G and future networks).

Smart infrastructure activates technologies at the street level, enabling data collection and the potential for innovation. Technologies include multi-function smart poles that discretely house LED lights, environmental and movement sensors, WIFI and other Smart City services. A network of sensors would enable real-time data to better understand the urban environment, and inform planning and investment.

Actions

- 1.3.1 Investigate 5G opportunities across Cremorne as a way to provide access to the high-capacity digital infrastructure.
- 1.3.2 Support the provision of 'smart' infrastructure within Cremorne to enable innovation, investment and data activation.

Objective 1.4 Support a refreshed Bendigo Kangan Institute (BKI) campus as a creative and digital education and community hub.

The future renewal of BKI offers an opportunity to transform the campus into a sustainable, vibrant, accessible anchor institution that benefits BKI and the broader community.

The BKI Campus, at the heart of the precinct, would become a creative and digital education and community hub for the Enterprise Precinct. New education facilities and new public spaces would wrap around the historic former Cremorne Primary School buildings and welcome the wider community into the campus.



Image 11 - BKI Campus corner Cremorne & Kelso Streets

There is an opportunity for Yarra City Council and BKI to work together to support education, training, economic, social, environmental and transport outcomes within Cremorne.

A partnership between Council and BKI will improve collaboration on a range of areas, including:

- addressing the strategic vision for Cremorne as a digital, technology and employment hub
- connectivity within the precinct and the surrounding neighbourhood
- brokering relationships that can assist in realising the strategic vision of BKI, Cremorne and the wider Yarra community.

Enhancing connections with industry

Large education and research institutes can play a large role in creating physical environments that stimulate enterprise and innovation within our economy. There is an opportunity to build on BKI's reputation as a centre for fashion and grow its capacity in digital skills and tech training whilst maximising industry and engagement collaboration within the campus. For example, through flexible multi-purpose spaces that could be used by BKI, industry and the community or providing training specific to industry and local needs.

An inviting campus

BKI could become a vibrant campus experience with spaces in which the community can connect with staff, students, industry and each other.

The site's frontages to Cremorne, Dover and Kelso Streets and the centralised location mean the site has the potential to be the heart of Cremorne - a key destination that encourages you to linger and stay, as well as to move through.

Key to this is the development of community spaces and open space. A major opportunity would be to develop the southern carpark (adjoining the former Cremorne Primary School) as an exciting new piece of public open space linking Cremorne and Dover Streets with the heritage building forming its setting.

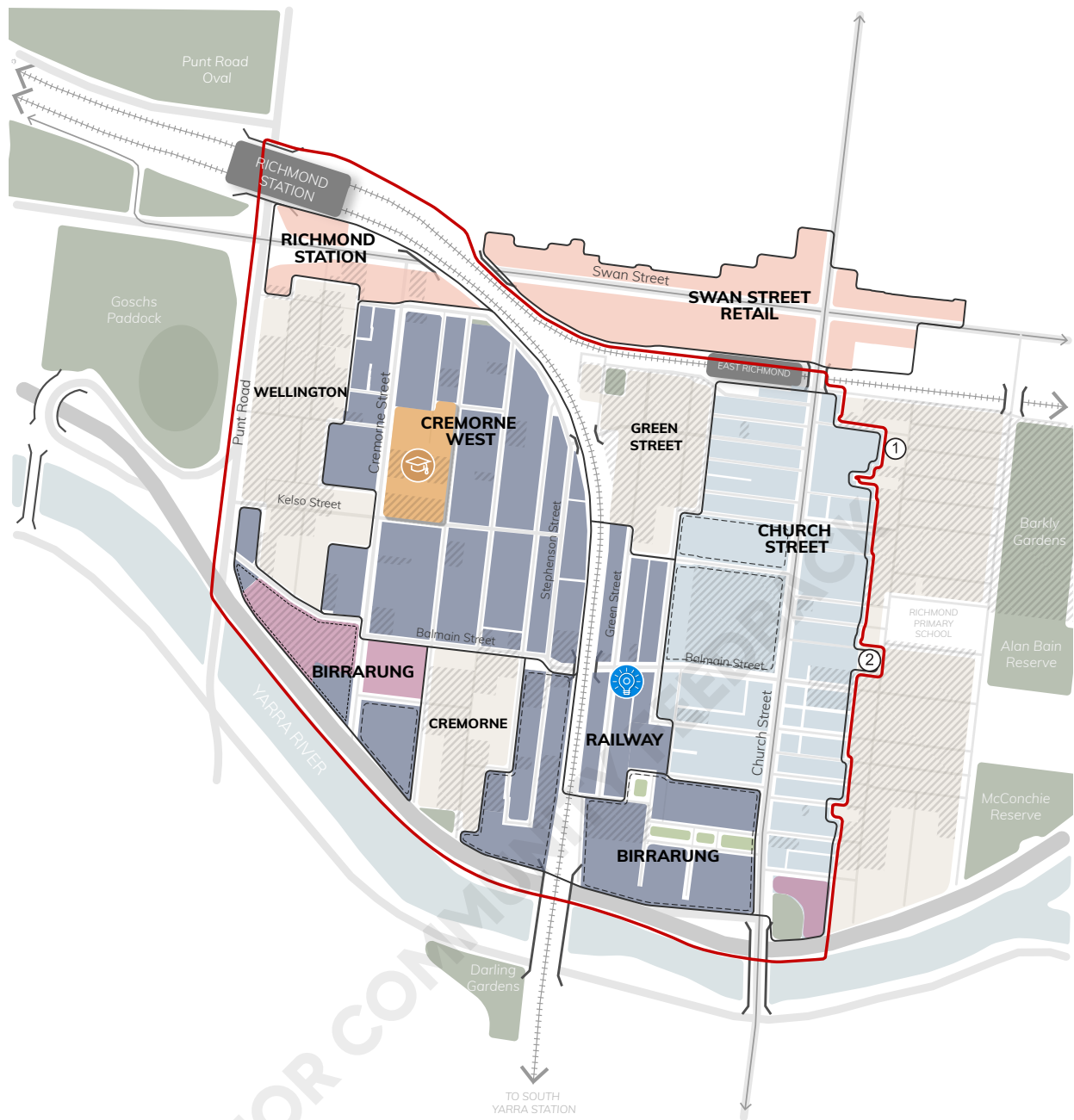


Image 12 - Potential location for new open space

The wider site however has the potential to provide a range of open space opportunities, each providing different experiences and fulfilling different needs. Publicly accessible rooftop spaces or other linear open spaces could form part of the creative vision for the site.

Actions

- 1.4.1 Build on the existing partnership between BKI and Yarra City Council to strengthen Cremorne's place as a premier location for innovation and digital technologies, including BKI's role in supporting education and training opportunities aligned to this sector.
- 1.4.2 Facilitate relationships between BKI students and Yarra businesses to enable students to develop pathways to local employers.
- 1.4.3 Support BKI's plans to grow and develop new education and training offerings aligned to digital technology and innovation.
- 1.4.4 Promote local education and training opportunities, offered through BKI, to the community.
- 1.4.5 Strongly advocate for the establishment of public open space on the BKI campus. The campus should offer flexible spaces for both BKI staff and students, and the wider community.



- Precinct boundary
- Strategic development sites
- Heritage precincts and places
- Residential neighbourhoods
- Education and innovation hub
- Swan Street Major Activity Centre
- Mixed-use urban renewal
- Cremorne commercial core
- Church Street retail & commercial corridor
- Digital Hub

Zoning Anomalies

- ① 20-26 Brighton Street
- ② 549-555 Church Street

Figure 8 - Land Use Framework

Objective 1.5 Recognise the commercial, employment, retail and residential roles of different precincts in Cremorne.

Cremorne includes a broad mix of land uses across the suburb - this mix of business and inner urban living makes Cremorne a unique place to work and live.

Cremorne's commercial precincts

Cremorne has transitioned from a former industrial precinct to a unique and diverse employment base with a national reputation as a base for tech and creative sector firms.

The Cremorne West Precinct, Railway Precinct and parts of the Birrarung Precinct will support commercial activities ranging from small innovative manufacturers to corporate head offices. The Cremorne West Precinct includes the BKL campus. The Railway Precinct will be the location of the Cremorne Digital Hub. Both precincts include cafés, bars, restaurants and other retail uses that support businesses and social activities in the area.

The Church Street Precinct sits either side of a north-south tram corridor and connects into South Yarra. As well as a location for headquarters and large office developments, the strip has a focus on showrooms. However, unlike other home-maker oriented shopping centres, it provides a unique offer including high end retail. It is also home to a number of high quality cafes, restaurants and bars. It will continue to function as an important retail and commercial corridor.



Image 13 - Commercial buildings on Cremorne Street



Image 14 - Residential cottages on Cubitt Street

Residential precincts

Cremorne includes three residential pockets (Wellington Precinct, Cremorne Precinct and Green Street Precinct) with low rise houses, which includes heritage cottages and terraces and contemporary town house developments. The three residential areas are predominately covered by a Heritage Overlay.

The residential precincts are zoned, Neighbourhood Residential Zone (NRZ) and General Residential Zone (GRZ). Maximum height limits of 9m (two storeys) apply in the NRZ and heights of 9m-11.5m (up to three storeys) apply in the GRZ depending on the location.

There are existing detailed planning and building requirements which guide development within these areas. The purpose of including these areas in the revised UDF is to protect their established streetscape character.

The revised UDF seeks to ensure that the fine grain character of the residential areas is respected by building scale and design in larger adjoining commercial development.

Mixed use precincts – Richmond Maltings

The Birrarung Precinct, located along the southern edge of Cremorne, includes a number of strategic sites. The Richmond Maltings strategic site wraps around the famous silos at the southern end of Cremorne Street and forms part of the Birrarung Precinct. It is zoned Commercial 2 Zone and Comprehensive Development Zone (a special use zone) which allows for a mix of uses.

Stage 1 of the Richmond Maltings redevelopment has been constructed. Two residential apartment towers, with a mix of shops, a supermarket and offices are located on the eastern part of the site with frontages to Gough Street and Cremorne Street at 154 Cremorne Street. To the south of Stage 1 on land zoned Commercial 2 (168 Cremorne Street), is the nine storey MYOB building.

Stage 2 occupies the central and north-western part of the site and is south of Gough Street, adjacent to City Link, the Yarra River and Punt Road. This site has not yet been developed. It has a permit for a hotel and various commercial buildings, including offices and a mix of retail, function spaces, cafes and restaurants.



Image 15 - Nylex Sign and Silos at Richmond Maltings

Actions

- 1.5.1 Update planning policy in the Yarra Planning Scheme to support:
 - Church Street Precinct as a retail and commercial corridor
 - Cremorne West, Railway and Birrarung Precincts (except land in the CDZ) as commercial core
 - A diverse mix of uses in the Richmond Maltings, including offices, retail, cafes and residential uses.
- 1.5.2 Continue to support the established character of Cremorne's residential precincts.

Impacts of COVID-19

With COVID-19, the policy context of Cremorne has not changed, with all levels of Government committed to maintaining Cremorne's employment focus. The UDF will help Cremorne to embed continued resilience through actively responding to new and ongoing economic, climate and amenity challenges. The pandemic has also provided opportunities to trial changes to the public realm. The projects delivered during the pandemic have provided business and community with an opportunity to see the outcomes that are possible through street environment changes.

Theme 2: A leading sustainable and climate resilient precinct

Yarra City Council recognises that the climate emergency presents an unprecedented challenge (globally and locally) and is committed to responding to the climate emergency. Cremorne presents an opportunity to be an ambitious, leading climate resilient precinct as it grows and evolves.

Challenges and opportunities

Climate resilience and emission reduction

Attaining 'zero-net emissions' or 'zero carbon' across Yarra is a key driver of Council's *Yarra Climate Emergency Plan 2020-2024*. It requires that the net carbon (or greenhouse gas) emissions from the entire municipality are equal to zero. This is the same shared goal of the *Victorian Climate Change Act 2017* which also seeks to achieve zero carbon emissions.

Commercial buildings are a key part of Yarra's climate change mitigation response as these buildings emit the most emissions, mainly due to:

- electricity used for heating, ventilation and air conditioning
- lighting
- hot water heating
- running office equipment.

It is anticipated that development in Cremorne over the next decade will largely take the form of commercial office buildings with some retail space.

In Cremorne, leaders in the development industry will need to respond to the growing demand from businesses and the community for zero carbon, healthy and climate resilient workplaces.

Managing the urban heat island effect

The urban heat island effect is the increased temperature in urban areas compared to surrounding rural areas caused by urban development such as roads and buildings. As a highly dense suburb, Cremorne like most of Yarra experiences elevated urban heat. As Cremorne further develops, the impacts of the urban heat island effect may be exacerbated. New development and renewal provides opportunities for new buildings to provide a design response to climate change to improve their impacts on the urban heat island effect.

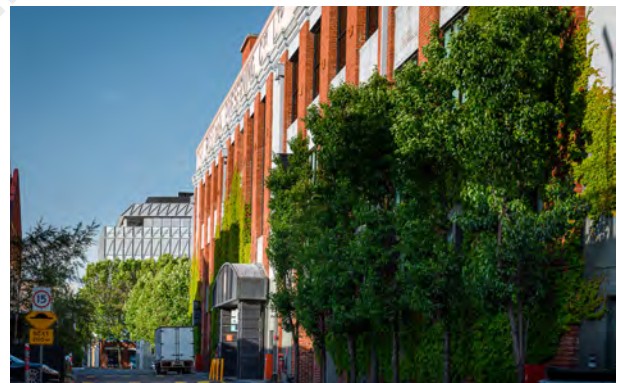


Image 16 - Urban greening - Rosella Precinct

Greening of public spaces and buildings

Cremorne's streetscapes are a source of urban heat. Trees and canopy cover from vegetation is vital in areas where people may be more affected by extreme heat conditions.

Yarra's *Urban Forest Strategy 2017* sets a target for total canopy cover in Yarra to increase by 25% (from 2014 levels) by 2040. Streets and open spaces in Cremorne have the potential for increased tree planting.

The southern portion of Cremorne is subject by a Significant Landscape Overlay (SLO1) – a specific overlay in the planning scheme which acknowledges the Yarra River (Birrarung) as an area of significance to Victoria. Development that occurs within the SLO1 will need to consider its impacts on the river, the removal of vegetation especially trees, flood management and visual impact.



Image 17 - Established trees - Balmain Street Plaza

Managing water

The sustainable management of water resources will play an integral role in addressing current and future challenges associated with population growth, providing quality open spaces to alleviate the urban heat island effect and ensuring community and environmental resilience.

Yarra's *Integrated Water Management Plan 2020-2030*, Yarra City Council's response to this, seeks to:

- protect our waterways and local habitat
- improve storm water quality, by reducing pollutants entering our downstream waterways
- reduce the potential impacts of urban flooding
- reduce potable water use and encourage water reuse and efficiency
- support tree growth and greener neighbourhoods
- minimise the heat island effect.

Areas adjoining the river are subject to a specific planning overlay called the Land Subject to Inundation Overlay (LSIO). The LSIO is used identify flood prone land in a river or coastal area affected by a potential 1 in 100 year flood. All development will need to be designed to consider flooding impacts and all permit applications would be referred to the relevant floodplain management authority.

Buildings should be designed with water efficient fixtures and fittings. Alternative water sources such as rainwater tanks and greywater recycling can be used for green infrastructure irrigation and toilet flushing. This will result in reduced use of potable water. Best-practice stormwater management is particularly important in potentially flood affected areas such as parts of Cremorne.

Reducing waste

As Cremorne develops over time managing waste caused both through the development and ongoing waste generated by new workers and residents will be an issue that will need to be managed. As Cremorne is a location where renewal is expected, there are opportunities to improve waste management, especially through the design of new buildings.

How are we addressing these issues?

The objectives and actions under this theme will help deliver the vision for Cremorne by:

- Facilitating and supporting net-zero carbon development throughout Cremorne. (Objective 2.1)
- Creating an urban forest and greening buildings to mitigate the urban heat island effect. (Objective 2.2)
- Integrating water management into Cremorne to support a resilient and liveable precinct. (Objective 2.3)

Objective 2.1 Facilitate and support net-zero carbon development.

Achieving a zero carbon precinct

Key features of a zero-carbon office development are:

- Optimising passive design and working with the local climate to maintain a comfortable temperature inside.
- Maximising the energy efficiency of appliances, equipment, systems and lighting.
- Maximising on-site renewable energy generation, including using all suitable roof space for solar photovoltaic with residual electricity demand met from offsite renewable energy sources.
- Rejecting the use of natural gas, liquefied petroleum gas (LPG) or other fossil fuels onsite.
- Providing infrastructure that supports zero-carbon transport such as electric vehicles charging stations, bicycle parking and end of trip facilities.
- Exceeding the National Construction Code minimum requirement for thermal efficiency of the building (the ability of a building to retain warmth in winter or keep cool in summer).
- Providing a safe and healthy indoor environment quality that addresses air temperature, natural ventilation, access to daylight, outlook, and minimised air and noise pollution.

The early integration of zero-carbon elements into the design of a building, when the opportunities are greatest, effectively and permanently reduces the emissions of a commercial building. Council is seeking to introduce more sustainable design and zero carbon standards within the planning scheme.

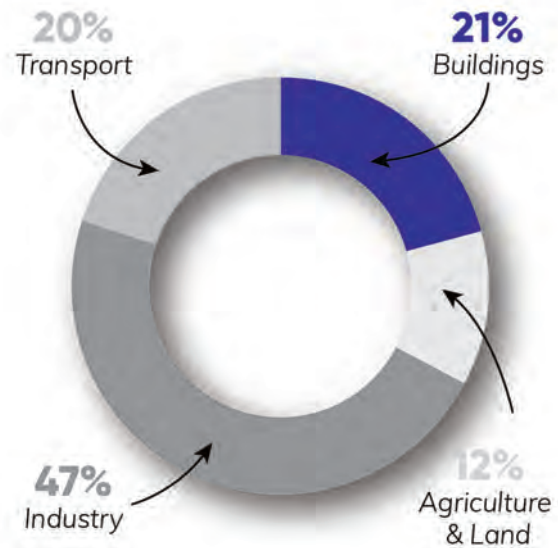


Figure 9 - Australia's emissions by sector (2018)
(Source: ClimateWorks Australia)

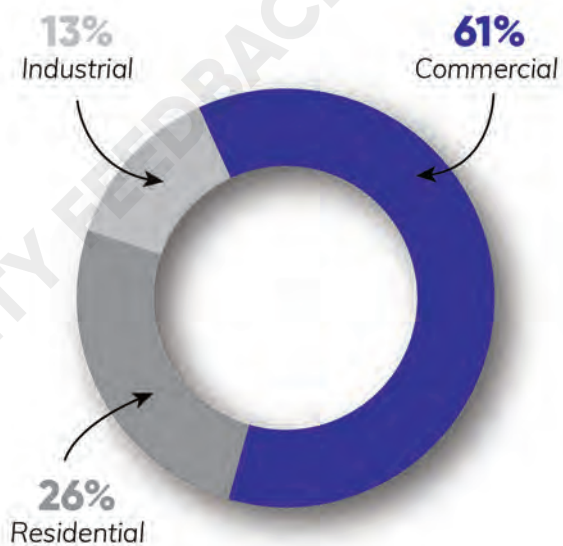


Figure 10 - Stationary Carbon Emissions from Gas and Electricity (2018/19) (Source: CitiPower)

Reducing waste

As Cremorne continues to develop there will be an increase in waste generation. This is likely to occur through a variety of sources such as construction waste, along with an increase in waste from the increasing worker and resident populations. These issues are unlikely to be resolved at a precinct level and will require a municipal or state-wide approach.

In many commercial settings, Yarra City Council provides little or no collection of business and commercial waste. This is due to significant variations in type and quantity of waste generated and the requirement for specialist, flexible and more frequent services best provided by the many private waste collection companies. It provides some garbage bins on request for domestic type waste. The *Waste Minimisation and Resource Recovery Strategy 2018-2022* outlines Council's approach in engaging with the business community to reduce and manage waste. Council will continue to work with the Yarra's business sector to improve resource recovery outcomes.

The city-wide project, Elevating Environmental Standards in the planning scheme will include objectives and standards to manage waste and resource recovery for new developments. Its aim is to reduce the amount of waste during the construction process while setting up new developments with sustainable waste management practices and designs.

Elevating Environmental Standards in the Planning Scheme

Council has an existing policy to encourage environmentally sustainable design at the planning stage. However, greater standards are needed to reflect changes in technology and to address the urgency for mitigating and adapting to climate change.

Yarra City Council has prepared a proposed planning framework with Council Alliance for a Sustainable Built Environment (CASBE) and 24 Victorian Councils to encourage low to zero carbon developments via changes to the planning scheme. The proposed amendment is under consideration by the Minister for Planning. Councils are likely to seek feedback from the community in 2024 through a formal planning scheme amendment.

Actions

- 2.1.1 Progress the introduction of zero carbon standards for new commercial and residential developments into the Yarra Planning Scheme (via a Yarra-wide planning scheme amendment and the Elevating Environmental Standards project).
- 2.1.2 Encourage developments to put in place best practice infrastructure and systems to maximise resource recovery, including options for food waste and electronic waste.

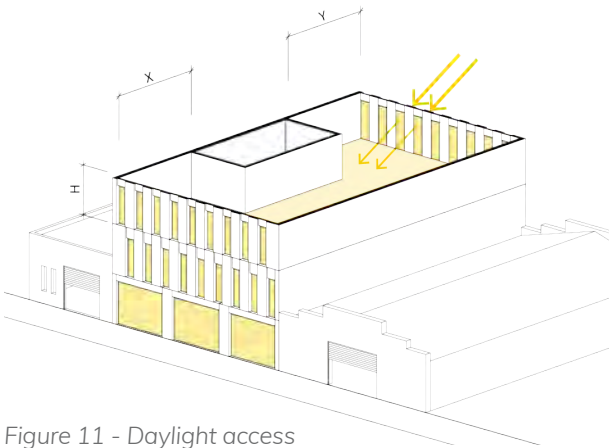


Figure 11 - Daylight access

Buildings with good daylight access reduce their reliance on artificial light and therefore reduce their energy demand. Access to daylight contributes to the internal amenity and to the improved health and well-being of employees.

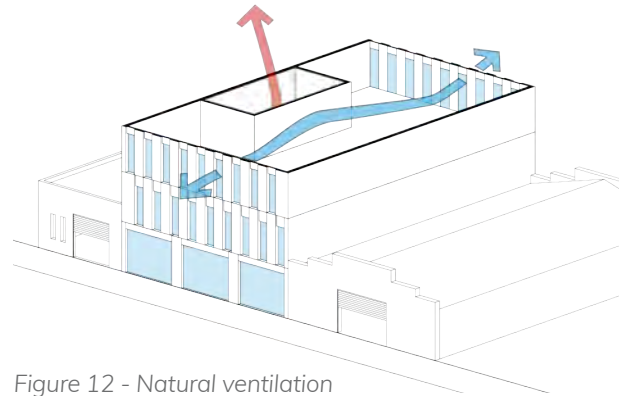


Figure 12 - Natural ventilation

Buildings with good natural ventilation can be cooled down without relying on artificial cooling. Cross-ventilation is the optimal approach to achieving natural ventilation.

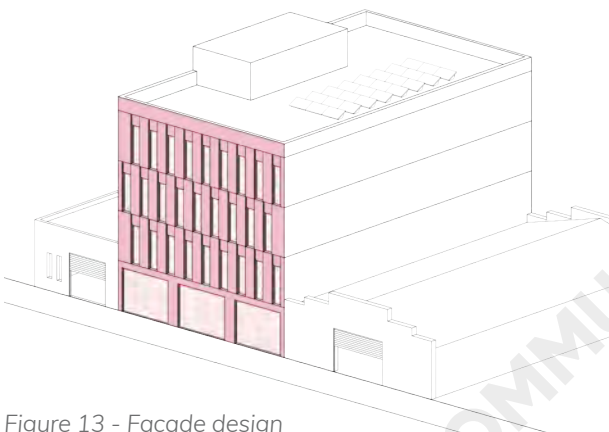


Figure 13 - Facade design

The design of façades can reduce the energy required to make spaces feel comfortable inside (thermal performance). Each facade should be treated according to orientation. The design should consider the size and depth of windows, window glazing treatments and external shading.

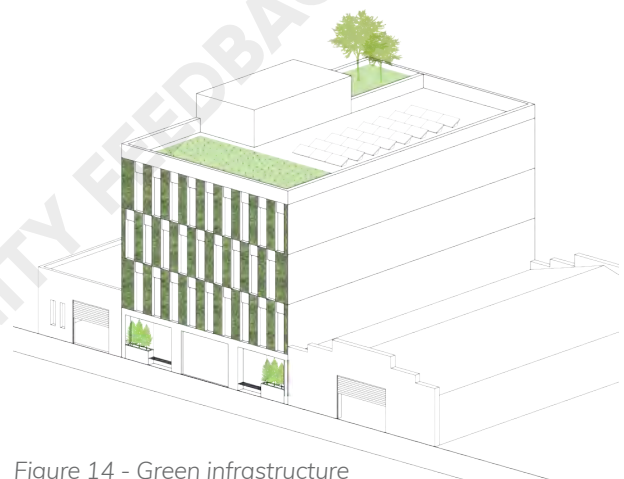


Figure 14 - Green infrastructure

Integrated green roofs, walls and façades can reduce the energy required to make spaces feel comfortable inside. Landscaped façades and rooftops can minimise heat gain, reduce storm water runoff, contribute to biodiversity and provide attractive shared spaces.

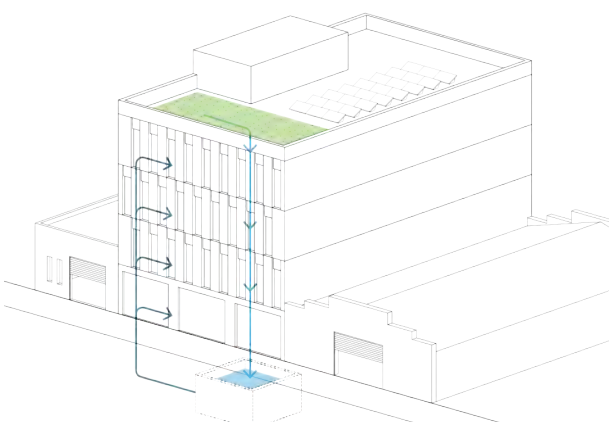


Figure 15 - Water resources

Managing water resources is more sustainable and reduces water costs. This can be achieved by creating on-site water storage, maximising the use of rainwater and water efficient fittings and fixtures.

Objective 2.2 Create an urban forest and green buildings to mitigate the urban heat island effect.

Greening public spaces and streets

Yarra City Council aims to increase tree diversity, climate resilience and tree canopy covering Cremorne by accelerating street tree planting to meet our canopy cover targets. Additional trees in streets and public spaces have multiple benefits, including:

- mitigating the impacts of climate change
- shading and cooling the urban environment improving comfort and amenity
- diversifying the urban forest and improving biodiversity
- increasing surface permeability.

Priority planting program

Council has been undertaking a program of infill street tree planting and renewal in Cremorne. Planting is prioritised in locations of greatest need, considering places of urban heat and areas of low canopy, pedestrian activity zones, tree life expectancy and areas that are significant in terms of biodiversity. Future tree planting locations are subject to detailed site investigations and consultation.

Cremorne's existing street tree species are a mix of exotic and native trees. New street tree planting within Cremorne aims to diversify existing street tree species. The selection of native and exotic tree species responds to the street orientation, built form and available space to accommodate eventual tree canopy height and spread. Drought tolerance and adaptation to future climatic conditions are also major species selection considerations.

Street redesign and upgrades

The redesign and upgrade of key streets presents a significant opportunity for increased street tree planting and urban greening. Key streets identified for upgrades include Cremorne Street, Church Street,

Balmain Street and Stephenson Street (refer to Themes 3 and 4). The transformation of these corridors into high quality green streets will contribute to the identity, amenity and sense of place of these streets.



Image 18 - Recent Gwynne Street upgrades

Greening buildings

New development should incorporate green infrastructure (e.g. green roofs, walls and façades) and maximise green cover through incorporating understorey and canopy planting to maximise cooling.

There is a range of benefits that can potentially be provided by green roofs, walls and façades:

- stormwater management
- reducing the energy required to make spaces feel comfortable inside (thermal performance)
- cooling urban areas and reducing the urban heat island effect
- creating and preserving habitat and ecological biodiversity
- developing visually attractive spaces, increasing open space and the potential for urban food production
- cleaning the air.

It is important to recognise that these benefits are only realised if the roof, wall or facade is planned and constructed well and has the supporting management required to sustain it.

Green Factor Tool

Green Factor is a new tool used to assess planning permit applications, developed by the City of Melbourne and currently being trialled within the City of Yarra. It will also form part of the Elevating Environmental Standards in the Planning Scheme project. The tool is designed to assist applicants in developing their green roofs or walls proposals and to assess and facilitate proposals at the planning permit stage. The purpose of the tool is to increase the vegetation cover on private land.

The tool has been designed to consider a range of building types. It will integrate with Council's sustainable development tool (BESS) which is used during the permit application process.

Actions

2.2.1 Increase street tree planting in identified priority locations, to work towards Council's target to increase canopy by 25% above 2014 levels by 2040.

2.2.2 Through the use of the Green Factor Tool, encourage new development to incorporate the use of green infrastructure (e.g. green roofs/walls/ façades).

2.2.3 Embed Urban Forest Strategy principles into the greening of key streetscape redesign projects.

Objective 2.3 Integrate water management into Cremorne to support a resilient and liveable precinct.

Streets and spaces in Cremorne will need to play a greater role in stormwater management and flood mitigation. This means embracing water as part of the character of the area through:

- streets and open spaces that use vegetation, soils and natural processes to manage, treat and reuse stormwater
- the use of alternative (non-potable) water sources, including stormwater harvesting and passive irrigation
- reducing the volume of pollution that enters waterways
- upgrades to existing infrastructure such as stormwater drains.

Integrated Water Management (IWM) is a holistic approach to water management that considers the interactions of all elements of the water cycle including potable (drinking) water, rainwater, stormwater, recycled water and groundwater to ensure they are used to support and enhance social, ecological and economic outcomes.

Approximately 60% of Yarra's land area is hard impervious surfaces which cannot absorb water. This increases stormwater run-off carrying pollutants into waterways and the urban heat island effect.

To improve the quality of the stormwater runoff into waterways, there is the opportunity to investigate stricter measures to increase the volume of stormwater captured, treated, and reused by large commercial and multi-unit developments in Cremorne.

Actions

2.3.1 Investigate the use of Integrated Water Management (IWM) throughout Cremorne and where possible, introduce measures to reduce the flooding risk and impact through infrastructure upgrades.



Theme 3: Connected and accessible Cremorne

Cremorne supports convenient, safe and sustainable transport modes – walking, cycling and public transport that allows workers, residents and visitors choice and ease of access.

Cremorne has experienced and will continue to see significant growth. The movement and transport network must change to accommodate this increase in people movement.

This will mean that in the future the way people access, move around, and spend time in the precinct will be very different to today.

The growth of the precinct will also present significant challenges on the adjacent road and public transport networks.

There is a need to identify a longer-term vision to integrate the precinct with surrounding areas and networks.

The planning for this needs to start now as Cremorne continues to be redeveloped. This will require a partnership approach between governments, transport agencies and the community.

Challenges and opportunities

Cremorne is a relatively small area built around a dense network of narrow streets (many one-way). There is competition for this limited space between all transport modes, street activities, streetscape features (trees, bicycle parking) and on-street parking.

The road network within Cremorne is constrained by:

- limited connections in and out of the precinct, particularly to the north, west and south
- arterial roads (managed by Department of Transport and Planning)
- elevated railway lines which form barriers to movement with only a limited number of crossing points
- CityLink and the Yarra River which limits connections to the south
- limited capacity at the two primary gateways to the precinct, Cremorne and Balmain Streets.



Image 19 - Swan and Cremorne intersection

Streets for people

Streets are important shared public spaces. However, there are many competing needs and wants for Cremorne's limited space. These include space for car parking, vegetation, seating, public art and outdoor trading areas.

While street space is limited and it is not possible to accommodate all needs, Cremorne's streets do provide an opportunity to reallocate some of the large amounts of space given to car movement and storage on Yarra's streets to significantly improve conditions for walking and cycling.



Image 20 - East Richmond Station entrance ramp



Image 21 - Balmain Plaza

Promoting sustainable transport

Transport demands are expected to greatly increase, particularly public transport, due to the anticipated increase in residents and workers in the precinct.

Given the forecast growth and the limited capacity to accommodate more car movements, action is necessary to improve and promote sustainable transport modes. Cremorne's location and access to public transport means that Cremorne already has the key attributes required to support sustainable transport choices. However, a significant mode shift for journeys both to and from the Precinct is required. To do this, a number of changes are required in Cremorne to support and prioritise sustainable transport choices.

Greater priority must be given to movement by walking, cycling and public transport. However, it is still important to retain essential vehicle access where it is needed by existing residents and businesses operating in the precinct.

Preventing through traffic is also an issue in Cremorne where vehicles, without a destination within the precinct, 'rat run' through the 'back streets' to bypass intersections and reach CityLink and other arterial roads.

Enhancing public transport

Cremorne is well serviced by public transport with train, tram, and bus connections. Improvements to public transport are the responsibility of the state government, however, Yarra City Council can advocate for and partner with the state government to deliver service and infrastructure improvements.

The key public transport hub is Richmond Station. This station is one stop out of the City Loop and provides a high level of access to the metropolitan rail network. The station is approximately 15-minute walk to the southern part of Cremorne.

The southern parts of Cremorne are within a walkable distance of South Yarra Station (less than 15 minutes). South Yarra Station is a short walk from Oddys Lane, via the rail bridge.

However, access is not compliant with the Disability Discrimination Act (DDA), is poorly maintained, and not easy to find.

There is an opportunity to advocate to the state government to create a better access link to South Yarra Station.

The area is also serviced by East Richmond Station. Access to the station is poor, train services are infrequent and it is hidden from Swan and Church Streets.

There are bus routes along Punt Road and tram routes on Swan Street and Church Street. However, service reliability of tram and bus routes is poor - route 78 being the fifth least reliable tram route in Melbourne.* Improvements are also needed to public transport stops to ensure they are DDA compliant and accessible to all.

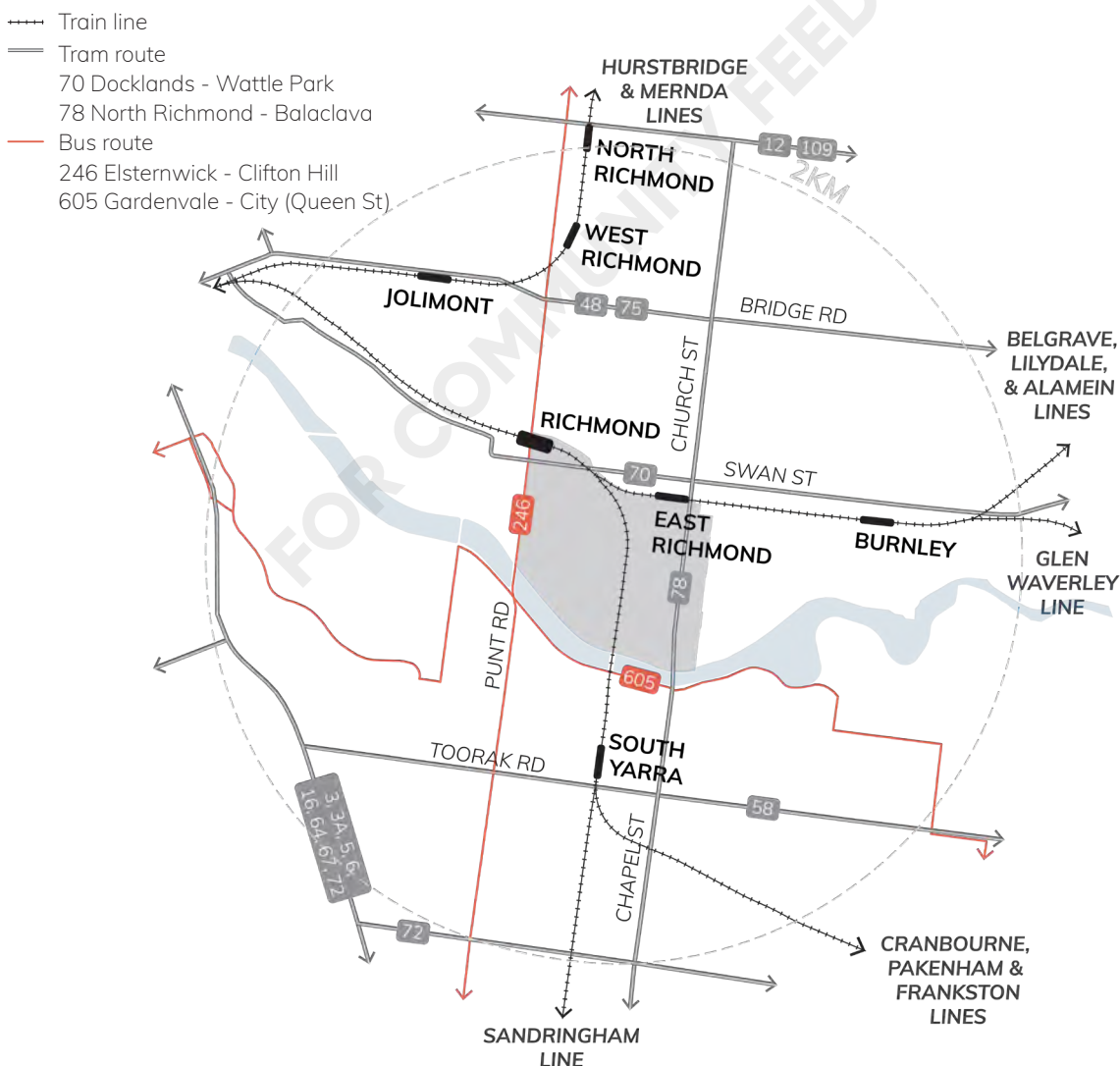


Figure 16 - Public transport network

* Department of Transport & Planning, Metropolitan tram - operational performance, July 2022 – July 2023

A safe and pleasant place to walk for all ages and abilities

Walking and cycling access through Cremorne can be difficult and unsafe. Traffic levels are high on its main streets and pedestrian and cyclist priority and safety is low.

Cremorne is within walking distance of shops, community facilities and public transport, however, the pedestrian environment is challenging and does not cater for people of all abilities due to:

- narrow road reserves and footpaths that are not wide enough to use or allow pedestrians to pass one another.
- frequency of vehicle crossovers, footpath clutter, (posts, bins, and other obstructions), kerbs, and gutters.
- lack of pedestrian amenity in some areas, including poor lighting, sparse landscaping and few bins and seating.

Public transport trips translate into walking trips within the precinct as key public transport nodes are located on the edges of Cremorne. Walking trips are expected to account for more than half of all trips in Cremorne in the future – this could be as many as 35,000 trips per day.

Cremorne has excellent walkability potential. There is an opportunity to bring the physical walking network up to a standard that matches this potential.

The Yarra Transport Strategy's 'New Deal for Walking' focusses on measures that maximise space to allow more people of all ages and abilities to walk around Yarra. Cremorne is identified as a priority area. An improved walking network which provides for all abilities is essential to the success of Cremorne.



Image 22 - Balmain Street underpass

Making bike riding easy

Cremorne is relatively well serviced by Strategic Cycling Corridors and bicycle infrastructure connecting Cremorne to surrounding suburbs. The area is served by a mix of on and off-road paths. On-road bicycle facilities include painted bicycle lanes and informal bicycle routes. The Main Yarra Trail, Church Street and Swan Street are designated as Strategic Cycling Corridors.

Elsewhere in Cremorne, cyclists generally share the road with other vehicles. However, these existing on-road informal bicycle routes provide little to no protection for cyclists. This is further compounded by the volume and speed of vehicles (light and heavy), and narrow street widths. The Transport Strategy also includes the 'New Deal for Cycling'. It is a key commitment to providing appropriate bicycle infrastructure on Yarra's street and path network and includes several routes through Cremorne. Cremorne offers the opportunity to provide a world standard bike network.

How are we addressing these issues?

The objectives and actions in this theme will help deliver the vision for Cremorne by:

- Creating a highly accessible and well connected movement network that prioritises sustainable and active transport and discourages through traffic. (Objective 3.1)
- Delivering a safe and attractive local cycling and pedestrian network which connects strategic corridors, major trails and key destinations. (Objective 3.2)
- Improving public transport services and access to public transport and to meet the needs of Cremorne's workers, residents and visitors. (Objective 3.3)
- Reducing off-street car parking and increasing bike parking requirements to promote more sustainable modes of transport. (Objective 3.4)

Objective 3.1 Create a highly accessible and well-connected movement network that prioritises sustainable and active transport and discourages through traffic.

Cremorne presents an opportunity to transform the street network to:

- make sustainable and efficient travel options convenient, viable and attractive
- create streets which are also places for people
- improve accessibility through reallocating road space to prioritise access and safety for pedestrians, cyclists, and public transport users
- design the street network to discourage through traffic while still providing for site servicing to support the local business and residential community.



Image 23 - Stair access to the Main Yarra Trail

Future Movement Framework

A Future Movement Network has been developed using the best elements of feedback received from the community in conjunction with professional expertise.

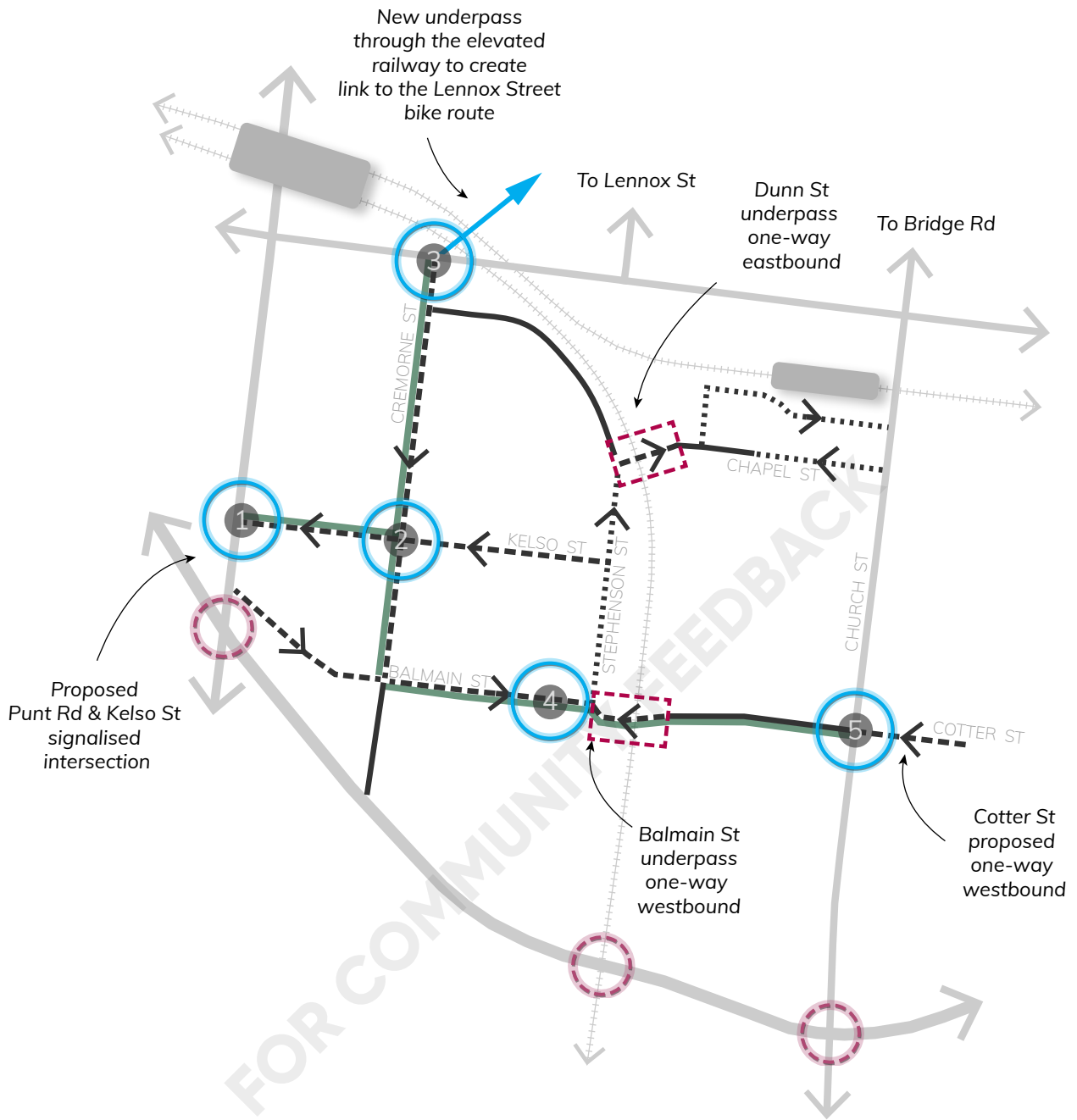
It is based on a series of transport changes that can be delivered over time.

These changes place an emphasis on walking and cycling – making Cremorne easy to get around by walking, wheeling, cycling or on micromobility devices while reducing through traffic.

The Future Movement Network (Figure 17) shows the key changes to Cremorne’s transport network. This provides a high level direction for the precinct.

Extensive permanent short-term changes may not be possible in Cremorne given the levels of construction the precinct is experiencing. However, we need to start planning for the future.

Additional work will need to be undertaken to determine if other changes to the street network are required.



- Primary access network (two way)
- Primary access network one-way (existing)
- Primary access network one-way (proposed)
- Proposed upgrade to bike routes
- Proposed new connection to Lennox Street
- Changes to underpasses - Reallocation of one direction traffic to create space for walking and cycling
- Proposed improved connection to South Yarra and Main Yarra Trail
- Proposed hotspots:
 - 1 Kelso Street - Punt Road intersection
 - 2 Cremorne Street - Kelso Street intersection
 - 3 Cremorne Street - Swan Street intersection
 - 4 Balmain Street west of underpass
 - 5 Balmain Street - Church Street - Cotter Street intersection

Figure 17 - Future Movement Network

To implement the Future Movement Framework, changes are needed to the existing street network.

The changes that are proposed include:

- A signalised intersection at Kelso Street and Punt Road to provide a safe crossing point for pedestrians and cyclists across Punt Road and provide the ability for vehicles to exit the precinct.
- Separated bikeways along Cremorne Street, Balmain Street and Kelso Street, which will be connected via low-traffic streets. These bikeways will connect to external arterial roads at Swan Street, Church Street, Punt Road and the wider bike network.
- Reallocating one direction of traffic in the Balmain Street and Dunn Street underpasses to create space for people walking and cycling.
- Changing sections of the following streets to one-way to create a loop in Cremorne:
 - Cremorne Street – one way southbound (to Balmain Street)
 - Balmain Street – one way eastbound (west of Green Street)
 - Kelso Street – one way westbound
 - Gough Street – one way eastbound
- Enhancing Cremorne, Kelso, Balmain, Stephenson and Church Streets as pedestrian routes.
- Reallocating some on-street car parking in strategic locations to give priority to cycle routes, improve street amenity or provide local traffic access.
- Applying blanket 30kph speed limits on all streets to improve safety.
- Identifying pedestrian priority streets where pedestrians and bikes will share the road with low speed traffic.
- Improving pedestrian access to public transport including to the Church Street and Swan Street tram stops, Richmond, East Richmond and South Yarra Railway Stations and the 246 -bus route on Punt Road.
- Improving River crossings and access to the Yarra Trail.



Image 24 - Balmain and Church Street intersection

Implementation

These changes won't happen all at once.

In the short term, the key focus will be on reducing through traffic and actively discourage traffic travelling east to west through Cremorne. Solutions could include pinch points and other traffic calming measures in key streets. Pinch points can be implemented as a temporary measure that allow people on bicycles to pass, or incorporate crossing opportunities.

Later, other changes would include reallocating road space to people walking and cycling by reallocating some parking on key streets and making improvements at the five hotspots.

Trials, pilots and pop-ups of some of the proposals will be undertaken to enable Council and the Cremorne community to test and evaluate proposals 'on the ground'.

Changes to the direction of traffic are likely to be the final stages of the proposed improvements. These will be needed later as the worker and resident population grows rather than immediately.

These changes have been explored through indicative cross section designs shown in Figures 27 to 38.

Consultation in line with Council's community engagement policies and strategies will occur with the community on any changes.

Signalisation of Punt Road and Kelso Street intersection

The signalisation of the intersection of Punt Road and Kelso Street is subject to approval from the Department of Transport and Planning.

The addition of traffic signals at Kelso Street could provide the main exit point for traffic leaving Cremorne.

The signals will relocate the key exit for Cremorne from the northern end of Cremorne Street (where vehicles turn left via Swan Street/Cremorne Street and then right onto Punt Road or onward to Olympic Boulevard).

This will enable improvements at and around the Swan Street/Cremorne Street intersection and along Cremorne Street.

This would be combined with better bicycle and pedestrian facilities and crossings at Punt Road to deliver increased connectivity and safety for people walking and cycling.

Streets Network

The Streets Network (Figure 18) sets out the different roles of streets. Some streets have multiple roles.

The Streets Network consists of:

Regional links – Regional links are major movement corridors. They include Punt Road, Swan Street and Church Street. They have an important traffic and public transport role and are managed by the Department of Transport and Planning. They will continue to play a key traffic role but will feature improved walking and cycling and access to public transport along them to make them a safer and more pleasant experience.

Activity spines – Church Street and Cremorne Street form the two activity spines in Cremorne. They will become a leafy pedestrian and cycle friendly routes which are fronted by offices, cafes, retail and other uses which enliven the street.

Local circulation – Key streets within Cremorne that connect to key destinations such as employment, public transport and major open space, that prioritise walking and cycling.

Their role is to safely and efficiently move people and goods into and out of Cremorne. They provide access for local vehicles e.g. for deliveries, services but also form key elements of the walking and cycling network.

A high level of change is anticipated in these corridors. The amenity of these corridors will be improved, providing opportunities for people to connect and interact.

Changes could include the reallocation of on-street car parking but retaining on-street space for essential vehicle access and disabled bays, car share spaces, or short term parking for drop-off and deliveries.

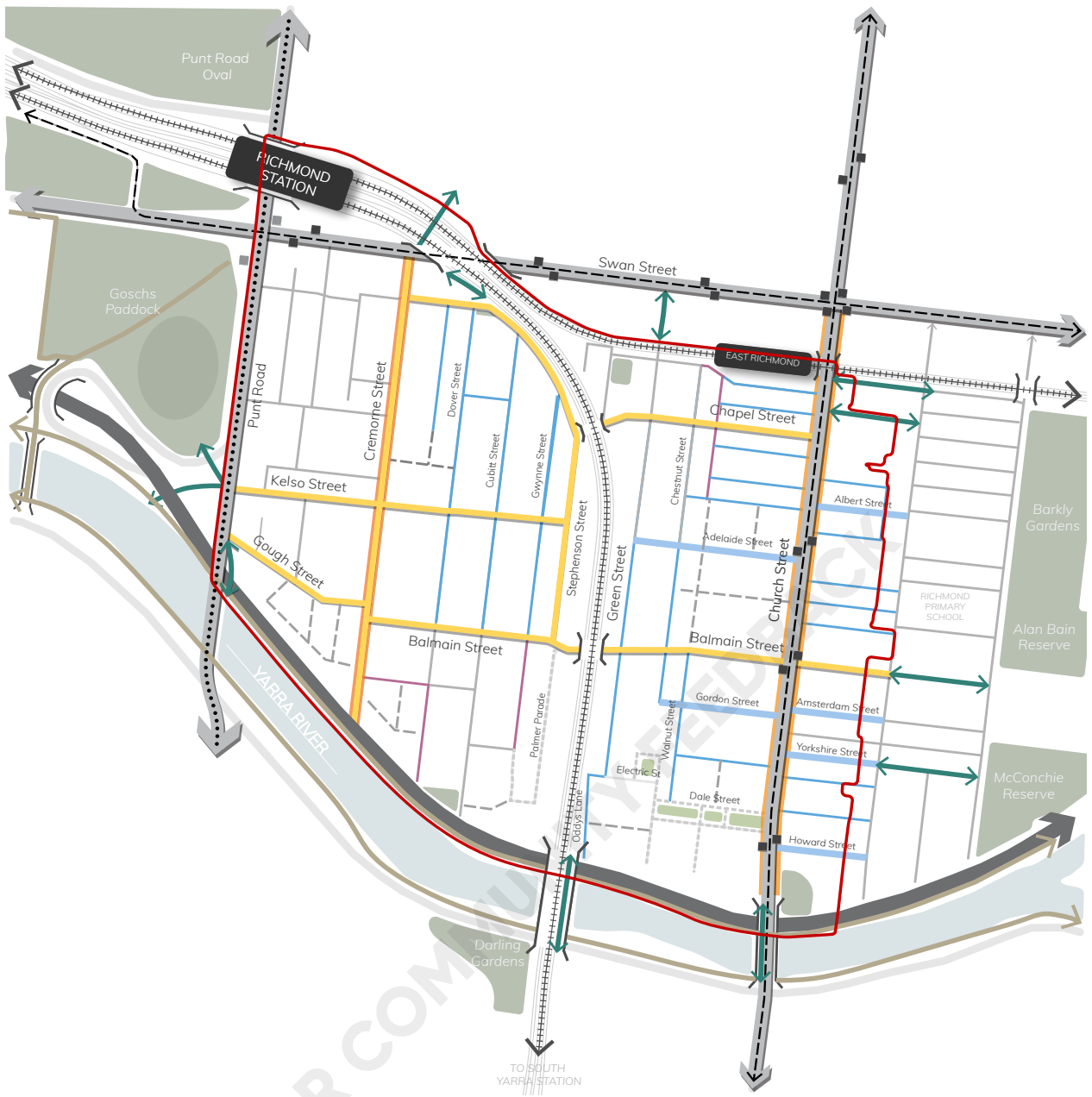
In some cases, one-way vehicle access and other measures to limit through traffic movement may be implemented, in particular, between regional links via Cremorne and Balmain Streets.

East-west links – East-west links are a series of streets which connect the regional links into the fabric of Cremorne and surrounds. They will feature upgraded walking and cycling links and planting.

Pedestrian priority – A network of safe streets throughout the commercial areas of Cremorne where people who are walking, cycling and scooting share the street with people driving. Over time, streets would be redesigned to remove kerbs and include tree planting and other amenities.

Mixed character streets – Streets characterised by a mix of residential and commercial uses. They provide for local access and some servicing of businesses.

Local residential streets – Local streets that provide for local access and have an important place role. They provide access to properties. A minimal level of change is anticipated in these streets.



LEGEND

- CityLink (Monash Freeway)
- Regional link
- - - Public transport route - Tram
- · · Public transport route - Bus
- Activity spine
- Local circulation
- ↔ Improved walking and cycling connection to Cremorne
- Through site link
- East-west links
- Pedestrian priority street
- Mixed character street
- Local residential streets
- Private road
- Strategic Cycling Corridors (shared trails)

Figure 18 - Streets Network

Redesign of five 'hotspots'

The proposed Future Movement Network (Figure 17) relies on changes at five 'hotspots'. These locations experience the highest intensity of competing demands for on-road space, connect Cremorne to the surrounding road network and provide access to regional public transport. They play an important role in shaping access to and within Cremorne.

Three of the five hotspots are located on arterial roads (i.e. Swan Street, Church Street and Punt Road). The Kelso Street and Cremorne Street intersection improvements have significant implications on the functioning of these arterial roads and will require approval from the Department of Transport and Planning. Some interventions on local streets will also require approval from the Department of Transport and Planning.

Indicative concept designs (which subject to further investigation and feasibility) have been developed for each of these locations to show what they might look like in the future:

- Punt Road and Kelso Street intersection. (Figure 19)
- Cremorne Street and Kelso Street intersection. (Figure 20)
- Cremorne Street and Swan Street intersection. (Figure 21)
- Balmain Street west of underpass. (Figure 22)
- Balmain Street and Church Street intersection. (Figure 23)



Image 25 - Balmain Street rail underpass

Actions

3.1.1 Strongly advocate to the Department of Transport and Planning to develop a precinct plan for Cremorne that clearly shows short, medium, and long-term strategic priorities for Punt Road, Swan Street and Church Street arterial roads.

3.1.2 Strongly advocate to the Department of Transport to provide an agreed timeline and funding commitment to fully signalise the Kelso Street and Punt Road intersection.

3.1.3 Work with the Department of Transport and Planning to progress the concept designs and implementation of the five identified 'hot spots' which form gateways to the precinct:

- Hotspot 1: Punt Road - Kelso Street intersection
- Hotspot 2: Cremorne Street - Kelso Street intersection
- Hotspot 3: Cremorne Street - Swan Street intersection
- Hotspot 4: Balmain Street west of underpass
- Hotspot 5: Balmain Street - Church Street - intersection.

NB: Prioritisation of hotspots will be influenced by a number of factors including; project work already underway; the ability to deliver the most significant (and measurable) sustainable transport outcomes, safety and amenity impacts; feasibility of implementation; cost, and the ability to deliver the best possible community benefits within Council's resources. Other changes to the local street network around the hotspots would be planned and designed by Council, in partnership with the local community, but would be implemented as a second stage and rely on the delivery of the hotspot initiatives.

3.1.4 Trial the introduction of a 30km/h speed limit on priority streets.

Hotspot 1 - Punt Road and Kelso Street Intersection Concept Design

Issue

Punt Road is currently a major barrier to pedestrian and cycling access to the west. The closest safe crossing point is at Alexandra Avenue, 280m to the south (via a crossing of the CityLink on-ramp) or Swan Street, 360m to the north.

Objective

- Provide an alternative exit for vehicles heading north.
- Provide a new, safe crossing of Punt Road for pedestrians and cyclists connecting to public open space and the central city and creating a western gateway to the precinct.

Design features

1. Signalised intersection to allow all movements exiting Kelso Street and allow pedestrians and cyclists to cross Punt Road.
2. Shared on-road bike route on Kelso Street leading to and from the Punt Road crossing.
3. Formalise the existing Punt Road layout as three lanes southbound and build out the footpath.
4. Extension of the existing shared bike path on the western side of Punt Road, including a new crossing of the CityLink off ramp.
5. Widen the Kelso Street footpath to create a gateway feature. Narrow the road to one lane, one-way west bound.

Priority given to different transport modes

Existing priority



Proposed priority

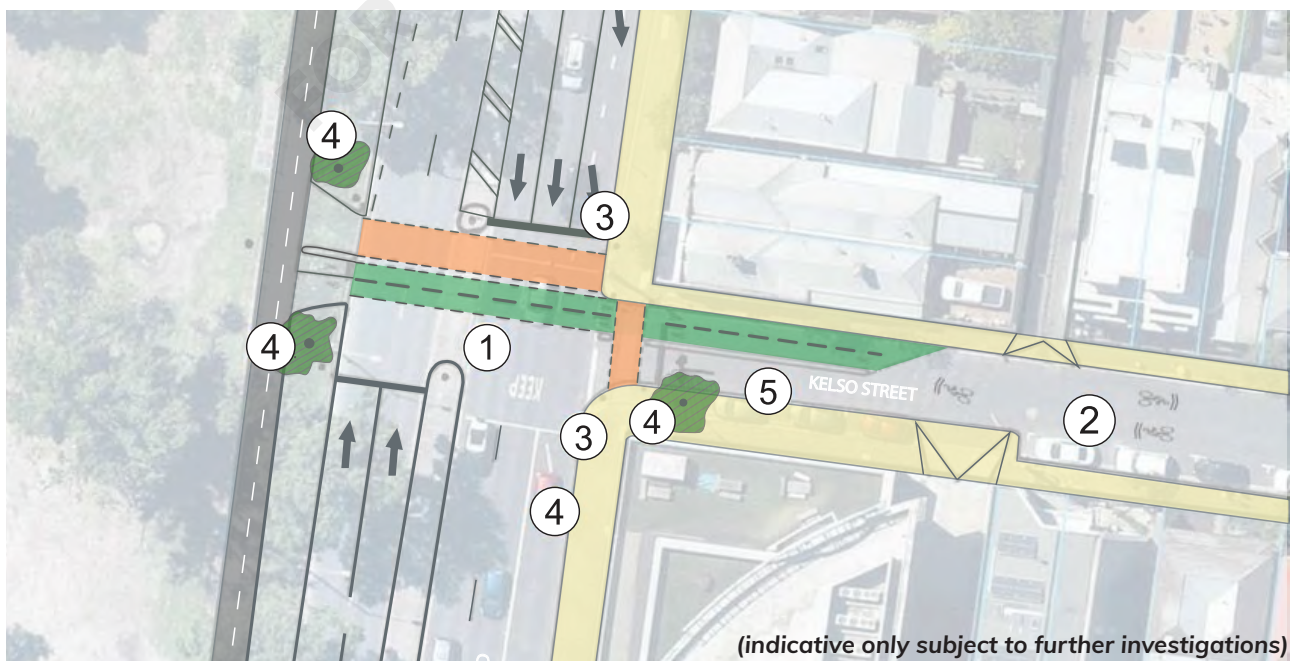


Figure 19 - Punt Road and Kelso Street intersection concept design

Hotspot 2 - Cremorne Street & Kelso Street Intersection Concept Design

Issue

Traffic without an origin or destination within Cremorne uses Cremorne Street as a rat-run. Kelso Street is a key east-west street with limited pedestrian space and opportunities to cross at its intersection with Cremorne Street.

Objective

- Slow traffic on Cremorne Street.
- Provide a safer environment for cycling and walking at this intersection.

Design features

1. Extend raised platform at the centre of the intersection to include pedestrian crossings in each direction.
2. Widen footpaths on Cremorne Street and reallocate car parking.
3. Make Kelso Street one way westbound and provide a bike lane that allows bikes to travel east.
4. Include greening opportunities on the widened footpaths.

Priority given to different transport modes

Existing priority



Proposed priority



Figure 20 - Cremorne Street and Kelso Street intersection concept design

Hotspot 3 - Cremorne Street & Swan Street Intersection Concept Design

Issue

This intersection forms a key gateway and link to public transport with the highest pedestrian volumes in Cremorne. It requires safety improvement for people who are walking and cycling and public transport users.

Objective

- Improve pedestrian access, safety and capacity to address a key movement barrier whilst providing for regional vehicle and tram movements on Swan Street.
- Create a northern gateway for Cremorne linking to Richmond Station and Punt Road bus services.

Priority given to different transport modes

Existing priority



Proposed priority



Design features

1. Widen and realign pedestrian crossings on all legs of the intersection.
2. Narrow Cremorne Street at Swan Street to reduce pedestrian crossing distances and alleviate some of the accessibility issues.
3. Reduce Cremorne Street to one vehicle lane exiting to Swan Street. Long term option - one lane of traffic southbound.
4. New bicycle lane layout alongside parking on Swan Street and at the intersection with Cremorne Street.
5. Kerb outstands and footpath extensions into currently vacant Government-owned sites to increase pedestrian capacity and open space. Government owned sites also provide the opportunity to create new public spaces.
6. New seating, water sensitive urban design and greening opportunities.
7. A new bike and pedestrian connection to the north under the elevated railway lines.

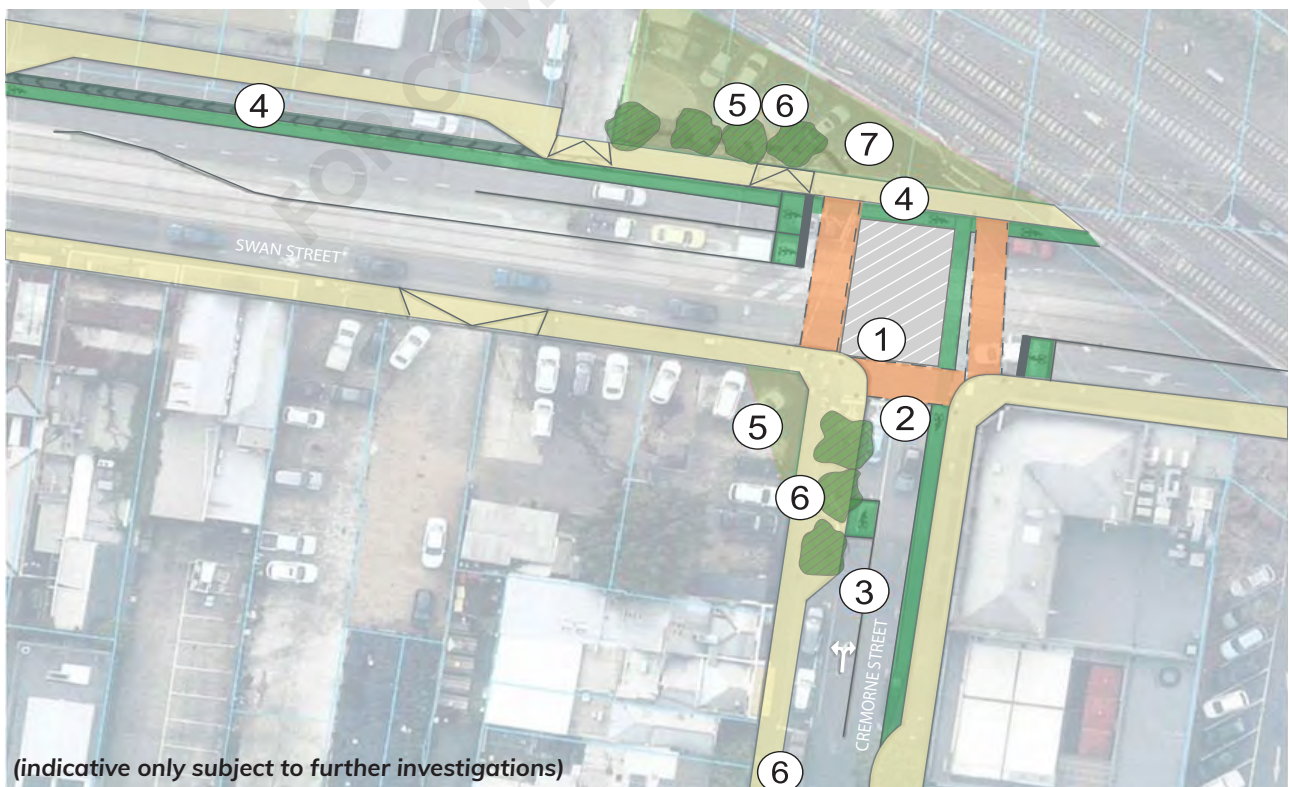


Figure 21 - Cremorne Street and Swan Street intersection concept design

Hotspot 4 - Balmain Street, west of underpass Concept Design

Issue

This area is highly used by pedestrians and is a key hub for activity in the southern part of Cremorne along Balmain Street. It is also a key east-west movement corridor. It is located close the Digital Hub at 80 Balmain Street – east of the underpass. This leafy area has been enhanced in past years with expanded footpaths and paving, seating and planting.

Objective

- Reprioritise the road space to increase its role as a public space and internal gateway by providing increased pedestrian safety and access.
- Provide a safe and functional public space where pedestrians are prioritised.

Design features

1. Narrow the traffic lane on Balmain Street to 5.5m.
2. Simplify the streetscape by removing the centreline and other painted lines on Balmain Street and other side streets.
3. Use a different coloured surface or surface material such as brick or bluestone to define the plaza.
4. Dedicate one side of the Balmain Street underpass to walking and cycling by closing the eastbound direction to through-traffic.
5. Require all westbound vehicle traffic to turn into Stephenson Street, greatly reducing traffic through the heart of the plaza to enable a true shared space.

Priority given to different transport modes

Existing priority



Proposed priority

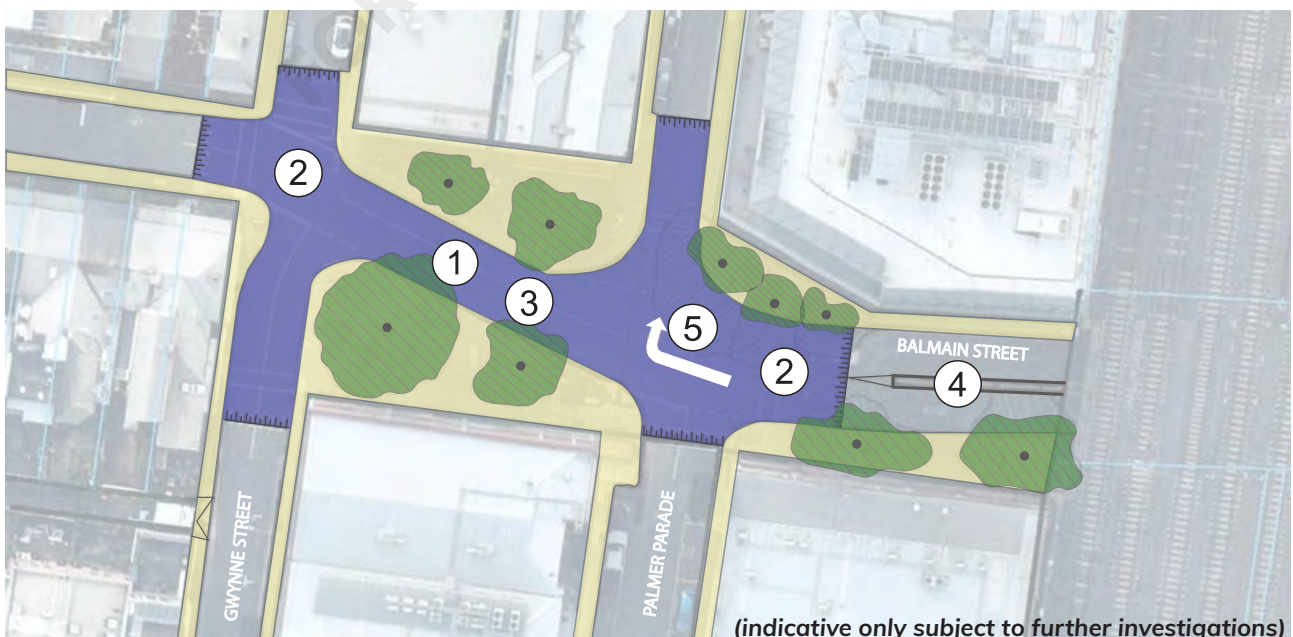


Figure 22 - Balmain Street (west of underpass) concept design

Hotspot 5 - Balmain Street & Church Street Intersection - Concept Design

Issue

This intersection forms an important gateway within and to/from Cremorne to regional public transport, cycling and regional links as well as the Church Street commercial and retail spine.

Balmain Street is an important east-west link in the southern part of Cremorne. Cotter Street is also an important link to regional cycling network (the Main Yarra Trail) and large open space reserves (Barkly Gardens, Alan Bain Reserve and McConchie Reserve) to the east.

Objective

- Create an improved internal and eastern gateway and a safer pedestrian environment.
- Rebalance the space to give walking, cycling and public transport, priority.
- Improve links to regional public transport and cycling connections while retaining important through movement functions.

Priority given to different transport modes

Existing priority



Proposed priority



Design features

1. Widened footpaths to enable precinct gateways and Water Sensitive Urban Design (WSUD) opportunities.
2. Bicycle facilities that match bicycle demands and traffic speed/volume.
3. Dedicated DDA compliant tram stops with passenger shelter and bicycle bypass lane accessed from the roadway via a ramp.
4. Reallocate road space in line with recommended cross-sections.
5. Create wider pedestrian crossings.
6. Better bicycle infrastructure at the intersection.

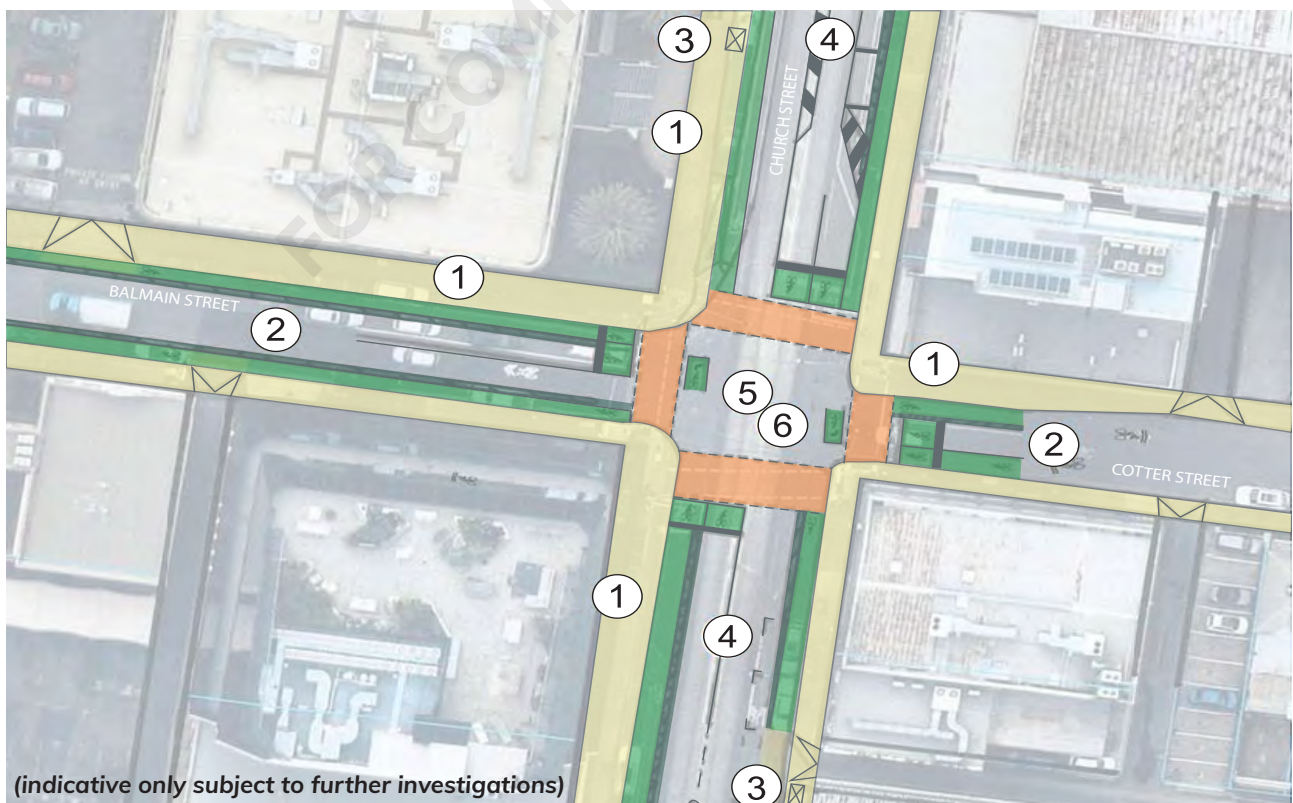


Figure 23 - Balmain Street and Church Street intersection concept design

Indicative street sections

Kelso Street - West (12m wide)



Pedestrian path Carriageway (eastbound) Carriageway (westbound) Parking bay Pedestrian path

Figure 24 - Kelso Street (west) - existing conditions



Pedestrian path Two-way bike lane Carriageway (westbound) Parking bay Pedestrian path

Figure 25 - Kelso Street (west) - proposed (indicative only)

Kelso Street - East (6.5 - 8m wide)



Pedestrian path Carriageway (eastbound) Carriageway (westbound) Pedestrian path

Figure 26 - Kelso Street (east) - existing conditions



Pedestrian path Bike lane Carriageway (westbound) Pedestrian path

Figure 27 - Kelso Street (east) - proposed (indicative only)

Street sections are taken mid-block. The street layout closer to the intersection may differ. Conceptual design only and subject to change and refinement through more detailed investigation.

Indicative street sections

Cremorne Street (14.5m wide)

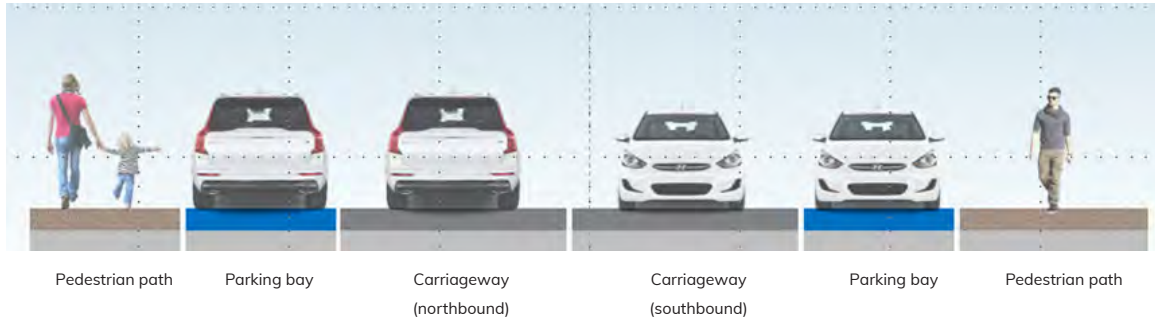


Figure 28 - Cremorne Street - existing conditions

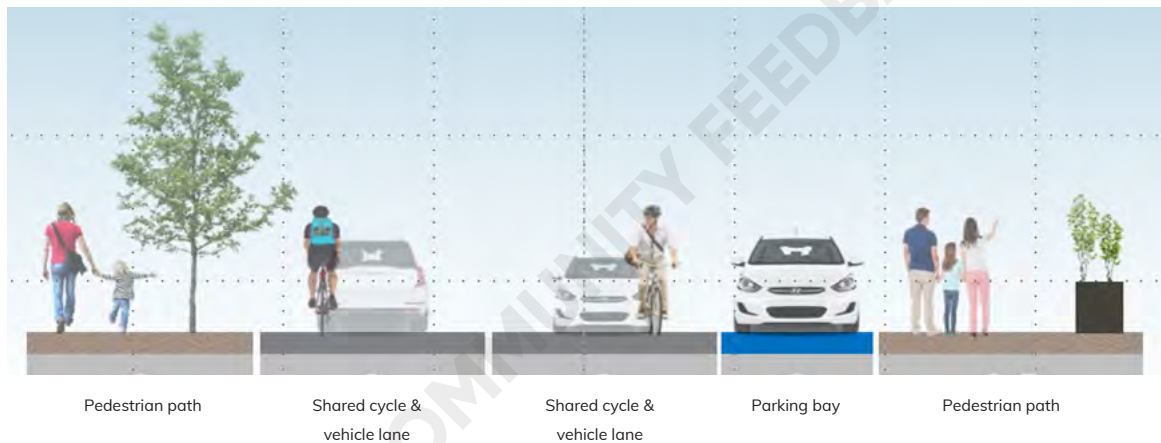


Figure 29 - Cremorne Street – potential medium term layout

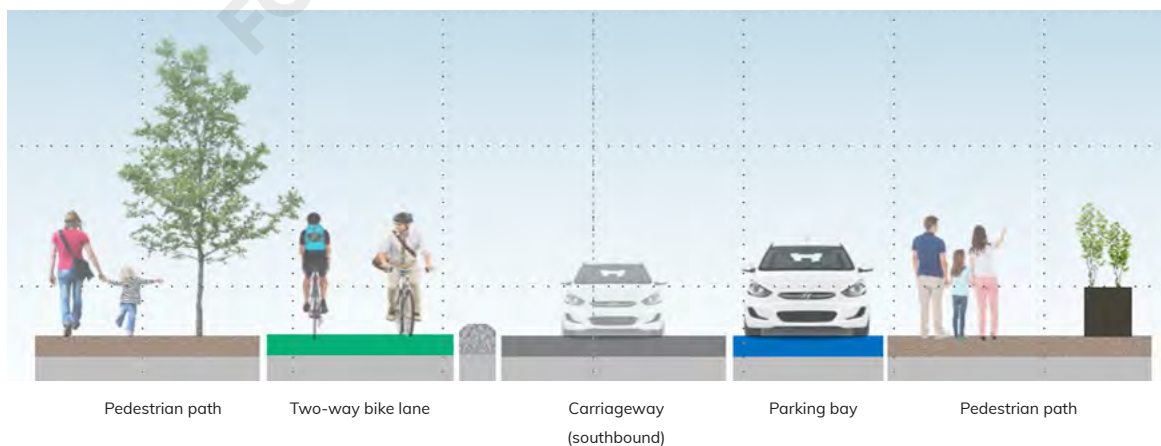


Figure 30 - Cremorne Street – potential future layout

Street sections are taken mid-block. The street layout closer to the intersection may differ. Conceptual design only and subject to change and refinement through more detailed investigation.

Indicative street sections

Balmain Street (West – 9.6m wide)



Pedestrian path Parking bay 2-way carriageway Pedestrian path

Figure 31 - Balmain Street (west) - existing conditions



Pedestrian path Shared cycle & vehicle lane Shared cycle & vehicle lane Pedestrian path

Figure 32 - Balmain Street (west) - proposed medium term layout (indicative only)



Pedestrian path 2-way carriageway Pedestrian path

Figure 33 - Balmain Street (west) - potential future layout

Balmain Street (East – 15m wide)



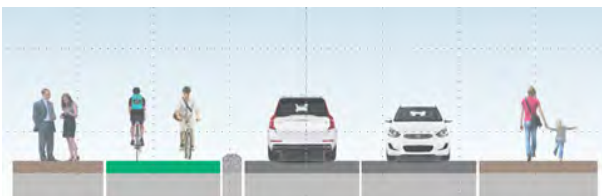
Pedestrian path Parking bay Carriageway Carriageway Parking bay Pedestrian path

Figure 34 - Balmain Street (east) - existing conditions



Pedestrian path Bike lane Carriageway Carriageway Bike lane Pedestrian path

Figure 36 - Balmain Street (east) - potential medium term layout



Pedestrian path Parking bay Carriageway Carriageway Pedestrian path

Figure 35 - Balmain Street (east) - potential future layout

Street sections are taken mid-block. The street layout closer to the intersection may differ. Conceptual design only and subject to change and refinement through more detailed investigation.

Indicative street sections

Church Street (19.8m wide)

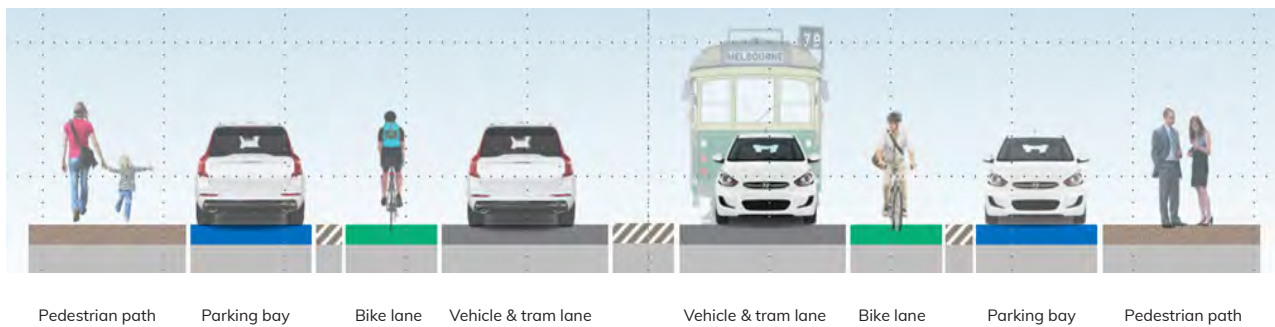


Figure 37 - Church Street (mid block) - existing conditions

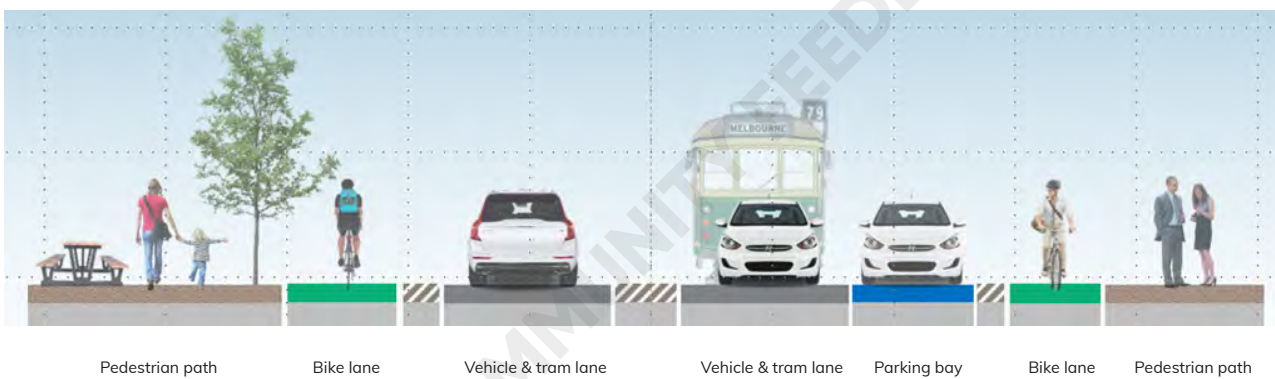


Figure 38 - Church Street (mid block) - Potential future

Street sections are taken mid-block. The street layout closer to the intersection may differ. Conceptual design only and subject to change and refinement through more detailed investigation.

Objective 3.2 Deliver a safe and attractive local cycling and pedestrian network which connects strategic corridors, major trails and key destinations.

Travel by foot and bicycle will be prioritised in Cremorne. Cremorne's street network will be walkable with cycling facilities that are safe and accessible for everyone, provide high levels of amenity and connect Cremorne with surrounding areas.

Creating a highly accessible and walkable environment

A key element of making Cremorne a walkable environment is enhancing the ability to travel by direct and convenient routes to key destinations such as the train stations, Richmond Primary School and open space as well as surrounding areas such as South Yarra and Bridge Road. Improving footpaths by removing barriers such as narrow footpath widths and increasing pedestrian crossings, will allow a greater mix of people including people with prams, in wheelchairs, or with children to get around more easily.



Image 26 - Opportunities for more pedestrian crossings

All streets within Cremorne will be accessible and walkable by all abilities and ages, however key walking routes include Church Street, Cremorne Street, Stephenson Street, Balmain Street / Cotter Street and Kelso Street.

Specific attention will be given to key walking routes by providing:

- new and improved pedestrian crossings at mid-block locations and key intersections, including Swan Street and Cremorne Street; Cremorne Street and Kelso Street; Church Street and Balmain / Cotter Streets; and Punt Road and Kelso Street
- widening footpaths, enhanced by increased building setbacks, and crossings
- removal of clutter on footpaths and under-grounding of powerlines
- large canopy trees for shading and cooling
- installation of street furniture
- traffic calming and lowering of speed limits
- enhanced signage and connections.

Connections both inside and outside of the precinct will be made safer and easier through widened footpaths and improved lighting at the precinct's three railway underpasses at Balmain Street, Dunn Street and Green Street. Access to and across the Yarra River will also be easier and safer.

Some streets in Cremorne could be converted to shared zones where pedestrians, bikes and vehicles share the road.

Safe convenient bike connections

Riding bikes in Cremorne will be made safer and more attractive by expanding the existing network and providing dedicated bicycle infrastructure such as bike lanes and upgraded intersections (Figure 39).

Planning for Cremorne will facilitate the delivery of cycling infrastructure to fill the gaps in the local network to create a safer, more connected and convenient network for all users. Improvements to the bike network will also help connect Cremorne to surrounding areas such as South Yarra and the rest of Richmond.

New development will include well designed bike parking and end of trip facilities to encourage workers to ride into Cremorne.

Dedicated or separated bicycle facilities will be provided on routes such as Church Street, Cremorne Street, Balmain Street and, Kelso Street.

They are critically important to not only improve cyclist safety, but they also have a significant impact on rider confidence and have a key role in encouraging more 'casual' riders to take up cycling.

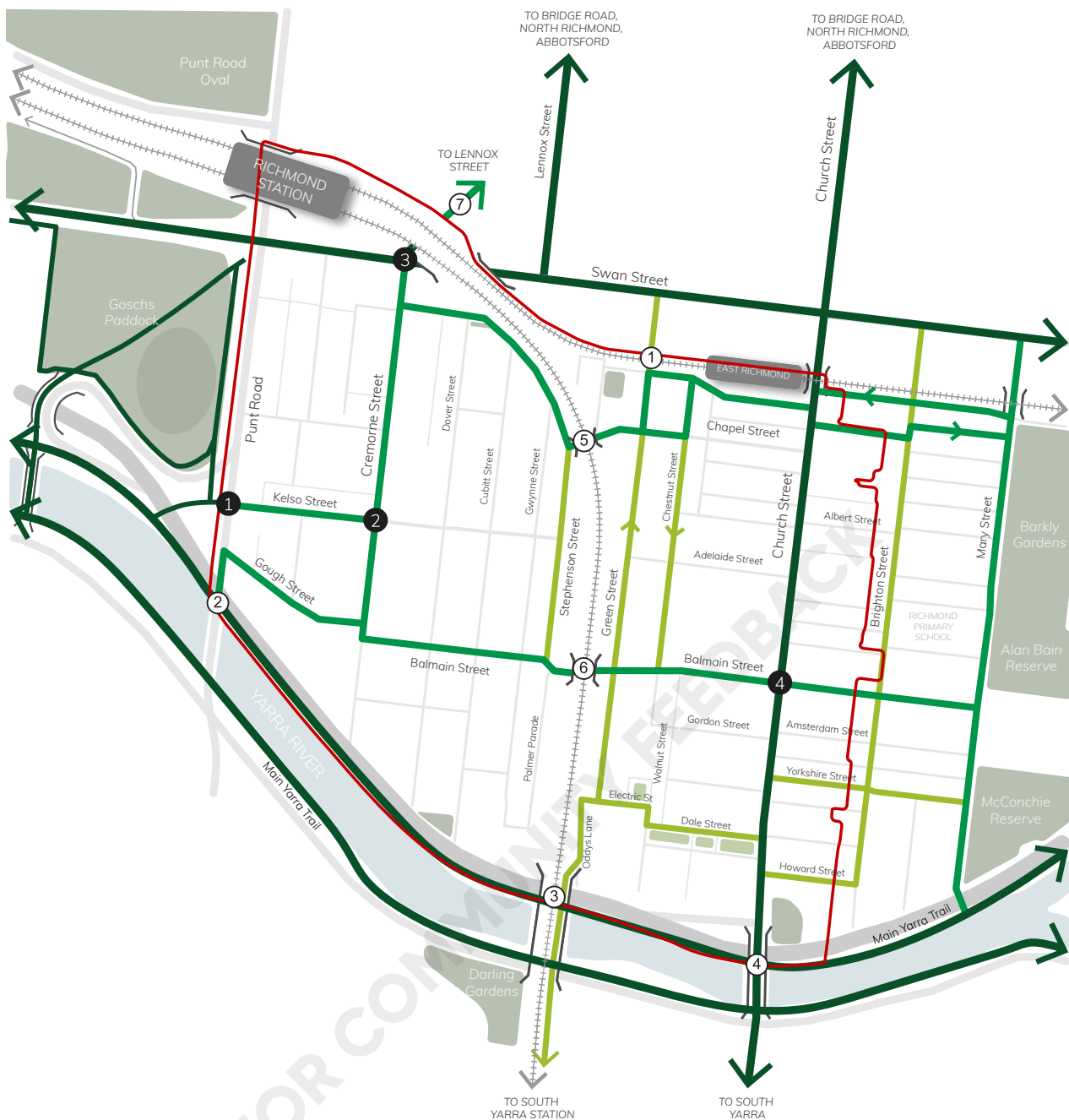
On lower traffic volume and lower-speed roads, bikes will share the road with cars with appropriate supporting infrastructure.

Upgraded pedestrian and bike crossings at Punt Road and Church Street, an improved bike and pedestrian crossing of the Yarra River at Oddys Lane and a potential new pedestrian and bike connection at Richmond Station to the north will provide key linkages to outside of Cremorne.

To support the use of bikes, on-street bike parking facilities will be provided throughout Cremorne to meet demand.



Image 27 - Cyclists currently share the road



- Neighbourhood route
- Strategic Cycling Corridors
- Primary route

- Principal intersection upgrades
- ① Punt Road and Kelso Street
 - ② Cremorne Street and Kelso Street
 - ③ Swan Street and Cremorne Street
 - ④ Church Street and Balmain Street

Railway and River crossing upgrades

- ① Green Street underpass
- ② Punt Road CityLink underpass
- ③ Oddys Lane railway bridge
- ④ Church Street
- ⑤ Dunn Street underpass
- ⑥ Balmain Street underpass
- ⑦ New railway underpass at Swan Street for bikes and pedestrians

Figure 39 - Cycling routes

Actions

3.2.1 Work with the Department of Transport and Planning and Yarra Trams to upgrade Church Street to improve footpaths, upgrade tram stops and provide dedicated bicycle lanes.

3.2.2 Upgrade the following streets to provide for improved pedestrian and cycling routes:

- Cremorne Street (between Swan Street and Balmain Street)
- Balmain Street and Cotter Street
- Kelso Street
- Gough Street
- Stephenson Street

3.2.3 Improve pedestrian and bicycle access via the:

- Green Street underpass (connecting to Swan Street and Lennox Street)
- Dunn Street underpass (a key east-west link in the northern part of Cremorne)
- Balmain Street underpass (a key east-west link across the precinct)
- Oddys Lane Railway Bridge (connecting to the Main Yarra Trail and South Yarra)
- Church Street Bridge (connecting to the Main Yarra Trail and South Yarra)
- Freeway underpass at Harcourt Parade near Punt Road (connecting to the Main Yarra Trail).

3.2.4 Work with Department of Transport and Planning, VicTrack, and the City of Stonnington to develop high quality and feasible options to connect Cremorne with South Yarra via an improved pedestrian and cycling bridge that is accessible for all.

Actions

3.2.5 Work with the City of Melbourne, Department of Transport and Planning, Melbourne and Olympic Parks Trust (state government) to provide walking and bike links to the Main Yarra Trail and north along Punt Road to Olympic Boulevard. This would require a new walking and cycling crossing of the Citylink Punt Road off-ramp where it connects with Punt Road.

3.2.6 Support development that provides new ground level links through the sites (particularly through the strategic sites) and shared road reserves, improving public amenity while still allowing access for servicing.

3.2.7 Install on-street bicycle parking along Church Street, Cremorne Street, Balmain Street, and other suitable locations where footpath widths allow.

3.2.8 Investigate opportunities for shared zones – where cars must give way to pedestrians and cyclists.

3.2.9 Investigate opportunities for additional pedestrian crossings (including mid block crossings) to improve the walkability of Cremorne's streets on:

- Balmain Street between the northern and southern parts of the Balmain Street Plaza
- Gough Street (at the intersection with Cremorne Street)
- Cremorne Street (south of Balmain Street)
- Balmain Street (at the intersection with Cremorne Street).

3.2.10 Work with the Department of Transport and Planning and VicTrack to create a new north walking and bike connection under the existing elevated railway at the Richmond Railway Station to provide a connection to the north.

Objective 3.3 Improve public transport services and access to meet the needs of Cremorne’s workers, residents and visitors.

Cremorne’s workers, residents and visitors will easily access Cremorne by public transport. Access to the Richmond and East Richmond Station will be enhanced. The frequency and reliability of services will also be increased. Improved connections will be provided to the South Yarra Station via an improved pedestrian and cycle bridge link. New public spaces will be created around the stations and tram stops. Church Street tram stops will be accessible for all.

Actions

3.3.1 Advocate to the Department of Transport and Planning, to develop an agreed timeline for the redevelopment of Richmond Station as a key gateway to Cremorne and surrounding precincts. This includes improvements to the amenity around the station and access to and from the station.

3.3.2 Advocate to the Department of Transport and Planning, to:

- improve connectivity and legibility of East Richmond Station
- increase train services at East Richmond Station
- improve the amenity and access to East Richmond Station.

3.3.3 Advocate to the Department of Transport and Planning, for upgrades and implementation of accessible tram stops along Church Street (Route 78) to improve tram service access to the station and the immediate surrounds, enhancing the accessibility, safety, and amenity of the station precinct.

Objective 3.4 Reduce off-street car parking and increase bike parking requirements to promote more sustainable modes of transport.

Car parking

To achieve sustainable transport in Cremorne, private vehicle use will be managed in the precinct. The Future Movement Network (Figure 17) sets out a local movement network that limits through vehicle movement and requires low speed limits to reduce conflicts between pedestrians, cyclists, public transport and vehicle movements.

The planning scheme controls the location and amount of parking spaces. Office car parking is a key generator of traffic in Cremorne. Office car parking generates two to three times more traffic movements on a per car space basis during peak hours than a residential car space. This demand occurs when public transport services are at their most frequent. Currently, the Yarra Planning Scheme (same as other Councils) requires a minimum of 3.0 car spaces per 100m² of floor area for offices, unless a dispensation is provided.

Without changes to the parking rate, it is anticipated that the number of off-street office car parking spaces in Cremorne will continue to increase, further increasing reliance on vehicle use.

To reduce the provision of off-street car parking to promote more sustainable modes of transport, Council has identified changes to the parking rates in the Yarra Planning Scheme.



Image 28 - Off-street car parking

The proposal is to apply a maximum office and retail car parking rate of 1 space per 100sqm of floor area to commercial land in Cremorne via Schedule 2 to the Parking Overlay (PO2).

This would mean that a permit would not be required for an application to reduce (including reducing to zero) the number of car parking spaces (as required under Clause 52.06-5 of the Yarra Planning Scheme). This change will help to protect Cremorne from an oversupply of parking which would generate more traffic.

Council had proposed to make the change to the parking rates through a separate planning scheme amendment – Amendment C281yara. However, to ensure a more comprehensive approach, the changes to the parking rates would form part a wider planning scheme amendment for Cremorne, incorporating updated planning policy and the proposed changes to the parking rates and new built form provisions.

Bicycle parking

Providing high-quality bicycle parking and end of trip facilities in new developments is a critical element in embedding sustainable transport modes, like cycling, in Cremorne.

Bicycle parking rates are set out in the planning scheme, however they do not meet current and potential demand in Cremorne. They also do not take account of scooters, electric scooters, electric bikes, and cargo bikes that are becoming increasingly popular.

Planning Scheme Amendment C269 – a rewrite of the local policies in the planning scheme includes a policy guideline in Clause 18.02-3L Sustainable transport that requires the provision of secure bicycle parking (including cargo bicycles) and end-of-trip facilities consistent with the Built Environment Sustainability Scorecard 'BESS' (Council Alliance for a Sustainable Built Environment). In Cremorne, these requirements should be considered, a minimum.

Higher provision is required to ensure Cremorne continues to develop as a leading environmentally sustainable precinct.

Actions

3.4.1 As part of a planning scheme amendment for Cremorne, introduce a Parking Overlay (PO2) to commercial land in Cremorne which:

- implements the findings and recommendations of the technical report Parking Controls Review: Cremorne Enterprise Precinct, July 2020, prepared by the Traffix Group
- introduces a maximum car parking rate for office as 1:100sqm of net floor area and for retail premises as 1:100sqm of leasable floor area.

3.4.2 As a minimum, meet the bike parking provision rates and other requirements for bike parking and end of trips facilities set out in the Built Environment Sustainability Scorecard (BESS).



Theme 4: Spaces for people

A high quality public realm and sense of place will be created in Cremorne through its safe, green, pedestrian friendly streets and its integrated network of public spaces.

Challenges and opportunities

Cremorne's high density environment means that the quality of its places and spaces are critical. Consultation from the CPIP process highlighted the community's desire for a greener Cremorne. Consultation also recognised more open space is required to cater for the needs of the growing community however space is limited and opportunities for small and creative improvements to the public realm and open space must be maximised.

To enhance Cremorne's sense of place, economic success and liveability, Cremorne must have well designed places and spaces. This includes Cremorne's streets, lanes and public spaces.



Image 29 - Church Street Reserve

Exploring opportunities for public spaces

Increased land-use intensity and development activity in Cremorne has put pressure on its limited public open space. Cremorne's industrial past means it has little public open space. Cremorne's four areas of public open space - Stephenson Street

Reserve, Charles Evans Reserve, White Street Park and the Church Street Park, total only 0.5 ha in area and offer a limited range of recreation uses. Privately owned, publicly accessible spaces such as Dale Street Reserve and Electric Street, supplement the broader network of public spaces. These spaces help to green Cremorne and provide space for sitting and enjoying.

New open space is needed to cater for the needs of the resident and growing worker community. Cremorne will require the development of a well considered and designed network of public spaces for all types of users. Given the lack of Council owned sites within the Precinct, State Government land should potentially play a key in delivering public benefits such as new open space. There is also the opportunity to collaborate with owners of large strategic sites in Cremorne and deliver new open space.

Planning for public spaces in Cremorne must consider high quality design, connections to the wider public open space network, provision of multi-functional spaces and creation of a green network which includes street planting.

Other large areas of open space within walking distance include - Gosch's Paddock, just west of Cremorne and Barkly Gardens, Alan Bain Reserve and McConchie Reserve to the east. However, access to these extensive open space areas is difficult with major barriers such as Church Street and Punt Road.

Stephenson Street Reserve (0.02 Ha) Located at the intersection of Stephenson and Dover Streets. It is a small linear grassed space with seating and established trees. Recently expanded and upgraded with new seating and landscaping.

Charles Evans Reserve (0.10 Ha)

Located off Cubitt Street, adjacent to a freeway sound wall. Largely in shadow and access to the reserve is difficult. Includes a playground, paths, seats and open grassy area.

White Street Reserve (0.11 Ha)

Located in the Cremorne Residential Precinct. Includes a playground, paths and seating. It is frequently used as a cut-through for people accessing the Green Street railway underpass.

Church Street Park (0.27 Ha)

Located at southern end of Church Street. Includes open lawn and platforms with views across to the Yarra River and a plaza incorporating seating, picnic and play areas.

Dale & Electric Street Reserve (0.37 Ha) (private)

Located within the 658 Church Street business park precinct. Privately owned. Provides passive green lawn areas for the surrounding commercial uses.

Barkly Gardens (2.67ha) (east)

First opened in 1867 as a public garden and retains many of its historical features. It has a playground, BBQ facilities and off leash areas for dogs.

Alan Bain Reserve (1.17ha) (east)

Adjoins Barkley Gardens and provides sportsfields.

McConchie Reserve (2.43 Ha) (east)

Located on Mary Street, adjoins CityLink. Provides access to the Main Yarra Trail and Yarra River. Includes a playground and exercise equipment.

Gosch's Paddock (west – within the City of Melbourne) Forms part of the Sports and Entertainment Precinct. Accessible for public informal use when not in use for training purposes. Punt Road a major barrier to access from Cremorne.

Reconnecting with the Yarra River (Birrarung)

While Cremorne has been cut off from the Yarra River by Citylink, there is an opportunity to reconnect and improve access to the Yarra River frontage and Main Yarra Trail.

There are three critical access locations to the Main Yarra Trail; Punt Road, Oddys Lane and Church Street. At the western end of Cremorne, Citylink is elevated and the Main Yarra Trail is accessed by crossing a freeway entrance and the underpass of the freeway above. To the east, the Freeway is at river level and prevents at grade access to the Main Yarra Trail.

The Main Yarra Trail provides a pedestrian and cycling route along the river but the path is narrow and shared by pedestrians and cyclists. There are few places to stop and enjoy the river.

Accessing the Main Yarra Trail and crossing the Yarra River is challenging with level changes, limiting access for all and creating safety hazards. Two of the three bridges crossing the Yarra have stairs to the Main Yarra Trail.



Image 30 - Main Yarra Trail

Enhancing Cremorne's streets as people places

Cremorne has an intimate network of streets. Its streets are dominated by cars and characterised by narrow footpaths, a lack of trees and places to sit. Bridges and the elevated railway line also impact on pedestrian amenity and accessibility.

The network of streets will play a vital role in the public life of Cremorne, creating pedestrian and cycle links and setting the agenda of active transport modes over cars. The streets will accommodate trees and places to sit and rest.

Developing a sense of community

Placemaking is essential in establishing a strong connection between people and the places they share. Developing a sense of community is considered vital to creating thriving high density environments. It creates social connections, improved perceptions of safety and encourages participation in community life.

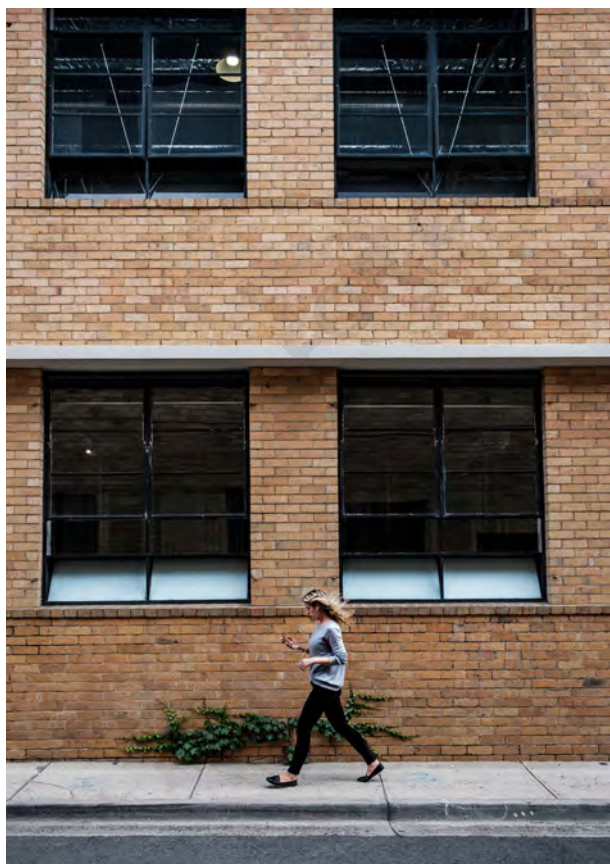


Image 31 - Opportunity for better pedestrian amenity



Image 32 - Balmain Street plaza

How are we addressing these issues?

The objectives and actions under this theme will help deliver the vision for Cremorne by:

- Creating a network of high quality public spaces in Cremorne. (Objective 4.1)
- Reconnecting Cremorne with Yarra River (Birrarung). (Objective 4.2)
- Redesigning Cremorne's streets as places for people. (Objective 4.3)
- Enhancing Cremorne Street and Church Street as key activity corridors in Cremorne. (Objective 4.4)
- Reimagining the Richmond Station and East Richmond Station key transport hubs. (Objective 4.5)
- Supporting local placemaking initiatives that activate and enrich Cremorne. (Objective 4.6)
- Protecting and interpreting Aboriginal cultural values and heritage in the design of Cremorne. (Objective 4.7)

Objective 4.1 Create a network of high quality public spaces in Cremorne.

The delivery of public spaces and creating a network of open spaces within Cremorne is crucial in planning for growth in Cremorne.

Improving the quality of existing open spaces

Given the value of land in Cremorne and its fine grain subdivision pattern, upgrading and expanding existing open space is a practical and economical approach to providing better quality, multi-purpose open spaces.

Yarra has recently constructed and expanded two public spaces:

- Stephenson Street Reserve (a welcoming place for people to sit, relax and meet with friends or have lunch)
- corner of Gwynne Street and Stephenson Street (a place to pause and relax).

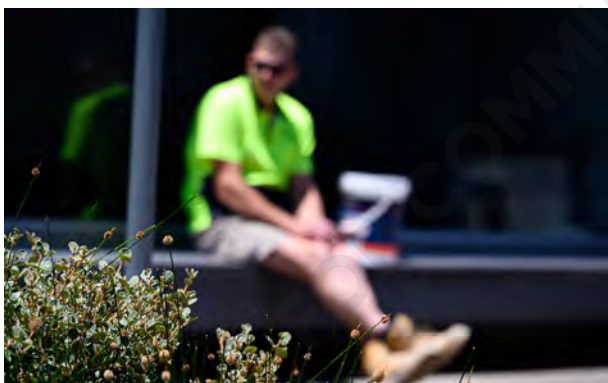


Image 33 - Spaces to sit and rest



Image 34 - White Street Park

Other spaces recommended for upgrades include the White Street Reserve and Charles Evans Reserve. The Yarra Open Space Strategy (2020) recommends updates to facilities to provide for a diverse range of users. Consultation is currently underway for Charles Evans Reserve.

Providing new open space within easy walking distance

Even with improvements to existing open space, there will still be major gaps in Cremorne's open space provision.

The Yarra Open Space Strategy identifies areas where additional open space is required for both the existing and forecast community. Seven locations are identified in Cremorne (Refer Figure 40):

1. Small Neighbourhood Open Space in the vicinity of the BKL site between Cremorne Street and Dover Street
2. Local Open Space between the railway and Church Street, north of Balmain
3. Small Local Open Space between Punt Road and Cremorne Street and north of Kelso Street
4. Small Local Open Space in the vicinity of Gough Street
5. Small Local Open Space south of Balmain Street between Cremorne Street and Cubitt Street
6. Small Local Open Space south of Balmain Street, between the railway and Church
7. Small Local Open Space in the vicinity of Swan Street and East Richmond Station.

Small Neighbourhood Open Space

Neighbourhood Open Space provides a diverse range of facilities that encourage people to spend time in and appeal to the local neighbourhood. Small Neighbourhood Open Spaces are smaller than Neighbourhood open space and provide some diversity of facilities for the local community within a 300m catchment.

- Minimum 0.5 to 0.99 Ha (within a 300m walking catchment)

Local & Small Local Open Spaces

Local and Small Local Open Spaces complement the larger reserves and provide smaller more intimate spaces within safe and easy walking distance of the local community.

- Local Open Space: Minimum 0.26 to 0.49 Ha (within a 200m walking catchment)
- Small Local Open Space: Minimum 0.03 to 0.25 Ha (within a 150m walking catchment)

Yarra Open Space Strategy (2020)

It is expected that new development will contribute to the provision of public open space in Cremorne. A contribution of land is preferred to a cash contribution in Cremorne.

State government land would also play a key role in delivering public spaces and open space. The Department of Education is one of the most significant landholders in Cremorne. This includes the Bendigo Kangan Campus on Cremorne Street, which is approximately 1.4 ha in area with a mix of buildings and large at grade carparks. Other state government land surrounding Richmond and East Richmond Stations and the rail corridor (Green Street) also presents opportunities.

Other opportunities include:

- Undertaking further investigations and master planning of strategic sites in collaboration with landowners to deliver open space.
- Continuing to investigate opportunities to acquire larger land holdings and road closure opportunities where vehicle access is no longer required from a vehicular network perspective.

All new open space in Cremorne should be designed to provide a diversity of facilities and contribute to greening of the precinct and mitigation of the urban heat island effect.

Improving connections to surrounding open spaces

Given its location close to Gosch's Paddock to the west, parklands along the river to the west and south and Barkly Gardens, Alan Bain Reserve and McConchie Reserve to the east, Cremorne presents an opportunity to improve links to these nearby areas of public open space.

Green links will be developed on key east-west and north-south streets to link Cremorne with these spaces. The creation of green links will strengthen the visual links to these spaces and together with improved crossing at Punt Road and Church Street, will improve walkability.



Image 35 - Green Street north south link

Actions

- 4.1.1 Upgrade and maintain existing open spaces, including:
- White Street Reserve to include exercise equipment and picnic facilities to improve the character and diversity of age groups that can use the reserve
 - Charles Evans Reserve to include improvements to provide for a range of park users.
- 4.1.2 Deliver new open spaces, including those identified in the Yarra Open Space Strategy for the existing and forecast community:
1. Small Neighbourhood Open Space in the vicinity of the BKI site between Cremorne Street and Dover Street
 2. Local Open Space between the railway and Church Street, north of Balmain Street
 3. Small Local Open Space between Punt Road and Cremorne Street and north of Kelso Street
 4. Small Local Open Space in the vicinity of Gough Street
 5. Small Local Open Space south of Balmain Street between Cremorne Street and Cubitt Street
 6. Small Local Open Space south of Balmain Street, between the railway and Church Street
 7. Small Local Open Space in the vicinity of Swan Street and East Richmond Station.
- 4.1.3 Request and preference land contributions for public open space (in lieu of cash payments) on large development parcels, where possible.

Actions

- 4.1.4 Develop masterplans to identify and deliver potential open space on strategic sites.
- 4.1.5 Investigate opportunities to deliver public space on Government owned sites surrounding Richmond Station, East Richmond Station and Green Street along the railway line and on the BKI Campus.
- 4.1.6 Rezone recently expanded, existing and proposed new public open spaces to Public Park and Recreation Zone (PPRZ), including but not limited to the White Street Reserve.
- 4.1.7 Develop green links along:
- Stephenson Street to connect Balmain Street to Cremorne Street and pocket plazas
 - Kelso Street to connect to an improved crossing at Punt Road and Gosch's Paddock
 - Balmain and Cotter Streets to the Barkly Gardens, Alan Bain Reserve and McConchie Reserve
 - Green Street / Oddys Lane to enhance the physical connection to the river.

Objective 4.2 Reconnect Cremorne with Yarra River (Birrarung).

Accessing and enjoying Birrarung

Historically Cremorne has had a strong relationship with the Yarra River as part of the traditional lands and waters of the Wurundjeri Woi Wurrung people. In the 1850s, it became a location for large residences and parklands and following that, industry. In the 1970's, Cremorne was further cut off from the river through the construction of the Monash Freeway (now Citylink).

The City of Melbourne has recently adopted the *Greenline Implementation Plan - A Vision for the North Bank* (December 2021) which seeks to 'transform the river's north bank into a reinvigorated and inspiring public waterfront.' Working with Parks Victoria, the Government agency responsible for the Main Yarra Trail, the focus on the river would continue in Cremorne. Along the river itself opportunities include:

- Widening the Main Yarra Trail to provide separated space for pedestrians and cyclists (commuter and recreational).
- Creating new spaces such as viewing platforms and expanded decking along the Main Yarra Trail to provide places for rest, experience the river and enjoy views of bridges, landmarks signs and the city skyline.
- Reimagine the Cremorne underpass (on the southern side of Harcourt Parade) as an urban space which provides access to the river, amenities such as seating and opportunities for active recreation.

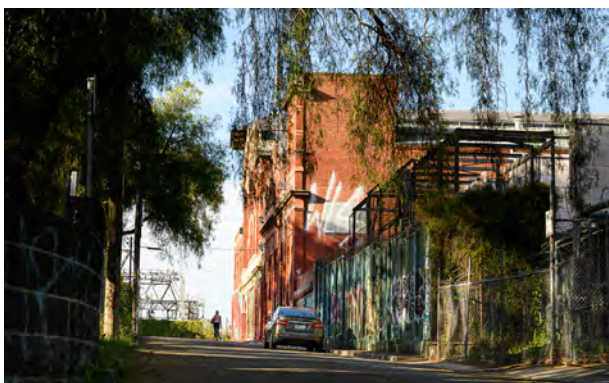


Image 36 - Oddys Lane opportunity for a new green link

Connections between the river and Cremorne would be improved, as well. Physical barriers will be reduced and wayfinding enhanced with safety and inclusivity prioritised.

Access to the Main Yarra Trail and river would be enhanced by:

- Improving the design of Harcourt Parade to reduce speeds onto the Freeway to improve pedestrian and cyclist safety (subject to Department of Transport and Planning approval).
- Providing alternative options that enhance access for all to the Main Yarra Trail from the Church Street Bridge and Cremorne Railway Bridge (Oddys Lane).
- Creating a green link along the Green Street / Oddys Lane to enhance the physical connection to the river.

Reconnecting Cremorne with the river also provides opportunities to collaborate with Traditional Owner groups to help tell the living cultural story of their connection to the river.

Actions

4.2.1 Activate the Cremorne underpass near Punt Road (managed by CityLink) by improving links to the Yarra River, providing amenities such as seating and investigating options for active recreation.

4.2.2 Improve access from Oddys Lane and the Church Street Bridge to the Main Yarra Trail to ensure universal access to the river and an environment that safely caters for everyone.

4.2.3 Work with Parks Victoria to investigate opportunities to:

- widen the Main Yarra Trail to allow for more separation between walking and cycling
- create spaces to sit, view and enjoy the river at key locations along the river and the Main Yarra Trail.

Objective 4.3 Create a network of streets and spaces for people.

Making Cremorne's streets people friendly

The revised UDF aims to create welcoming places that cater for all members of the community. The plan is based around the principle that streets should be designed as places and not just thoroughfares.

Over time the redesign of streetscapes in Cremorne will create people-oriented streets that:

- are safe and easy to get around on foot or on a bike
- enhance shade trees and greenery
- create welcoming places for people to meet, rest and play.

This will include the creation of new pocket plazas or people places incorporating seating and shade. Other improvements to specific streets, lanes and the public realm are identified in Theme 3: Accessible and Connected Cremorne.



Image 37 - Lack of spaces to sit along streets



Image 38 - Church Street outdoor dining

Ensuring new development contributes to the public realm

The design of buildings and the interface with the street plays a large role in contributing to the creation of a comfortable and engaging public realm.

New developments will need to achieve quality streetscape outcomes by ensuring they protect sunlight (solar access) to key footpaths, minimise the impact of building services and car parking on pedestrian and cycle routes and create lively and interesting ground floors, entrances to buildings and façades (see Theme 5: Quality design that builds on Cremorne's precinct identity).

Making it easier to find your way around

Great precincts are also easy to find your way around. Elements that improve wayfinding can include physical elements such as urban design, architecture, landmarks, lighting, footpaths, landscaping and signage. These elements work together to improve people's experience, save journey times and encourage walking and cycling.

The redesign of streetscapes and intersections will be supported by clear and consistent wayfinding and signage that enhances legibility to key destinations such as the BKL campus, surrounding open space network and public transport hubs.

The *Wayfound Victoria Guidelines 2020*, published by the Melbourne Visitor Signage Committee and adopted by the City of Yarra, provides guidance and technical information for signage. The Guidelines would be used to help design and place new directional signage.

Actions

4.3.1 Develop streetscape guidelines to enable developers to contribute to improving the public realm adjacent to their development, including infrastructure and streetscape upgrades.

4.3.2 Work with service providers and landowners, especially on sites with large frontages, to underground powerlines to improve footpath access for pedestrians and users with limited mobility.

4.3.3 Identify opportunities for small spaces and pocket plazas, including:

- Balmain Street Plaza (west of the underpass)
- Balmain Street (east of the underpass adjoining the Cremorne Digital Hub)
- south west corner of Swan Street and Cremorne Street.

4.3.4 Implement Wayfound Victoria Guidelines in the design and installation of signage in Cremorne to improve the consistency, reliability and integration of direction and information signs.

Objective 4.4 Enhance Cremorne Street and Church Street as key activity corridors in Cremorne.

Church Street – Key Activity Spine

Church Street is the retail and commercial corridor of the precinct with a mix of offices, company headquarters, showrooms, retail and cafes, connecting North Richmond to South Yarra (Chapel Street) via the Church Street Bridge. It is a major public transport and strategic cycling corridor and an arterial road managed by the Department of Transport and Planning.

Church Street will become a vibrant, active street that prioritises walking, cycling and public transport. It will feature:

- widened footpaths, seating and canopy tree planting
- high frequency tram services
- accessible tram stops/platforms providing seamless movement from footpath to public transport stops supported by infrastructure and signalling
- dedicated cycle infrastructure
- several key east-west streets will be enhanced as links to open space and other parts of Cremorne with planting, wider footpaths and on-road bike routes
- Balmain / Cotter and Church Street intersection will be redesigned to enhance sustainable transport options.



Image 39 - Church Street

Cremorne Street – Heart of Cremorne

Cremorne Street will form of the heart of the Cremorne Enterprise Precinct with diverse global and local creative and innovative businesses.

Cremorne Street will become a leafy pedestrian and cycle friendly spine, enhanced by:

- slowed traffic speeds and minimisation of through traffic (Refer Theme 3: Connected and Accessible Cremorne)
- providing on-road bike routes
- improving footpath widths through kerb outstands and building setbacks on larger sites
- planting canopy trees and other vegetation
- enhancing street lighting
- spaces for sitting / resting and meeting

It will also provide the entrance to the reinvigorated BKI campus which would become a creative and digital education and community hub for the Enterprise Precinct.



Image 40 - Cremorne Street

Actions

4.4.1 Prepare a streetscape master plan for Church Street to guide future streetscape improvements. A master plan will guide the design and delivery of streetscape upgrades along the street. It will identify capital works projects and set out the materials palette and guidelines for implementing any streetscape upgrades.

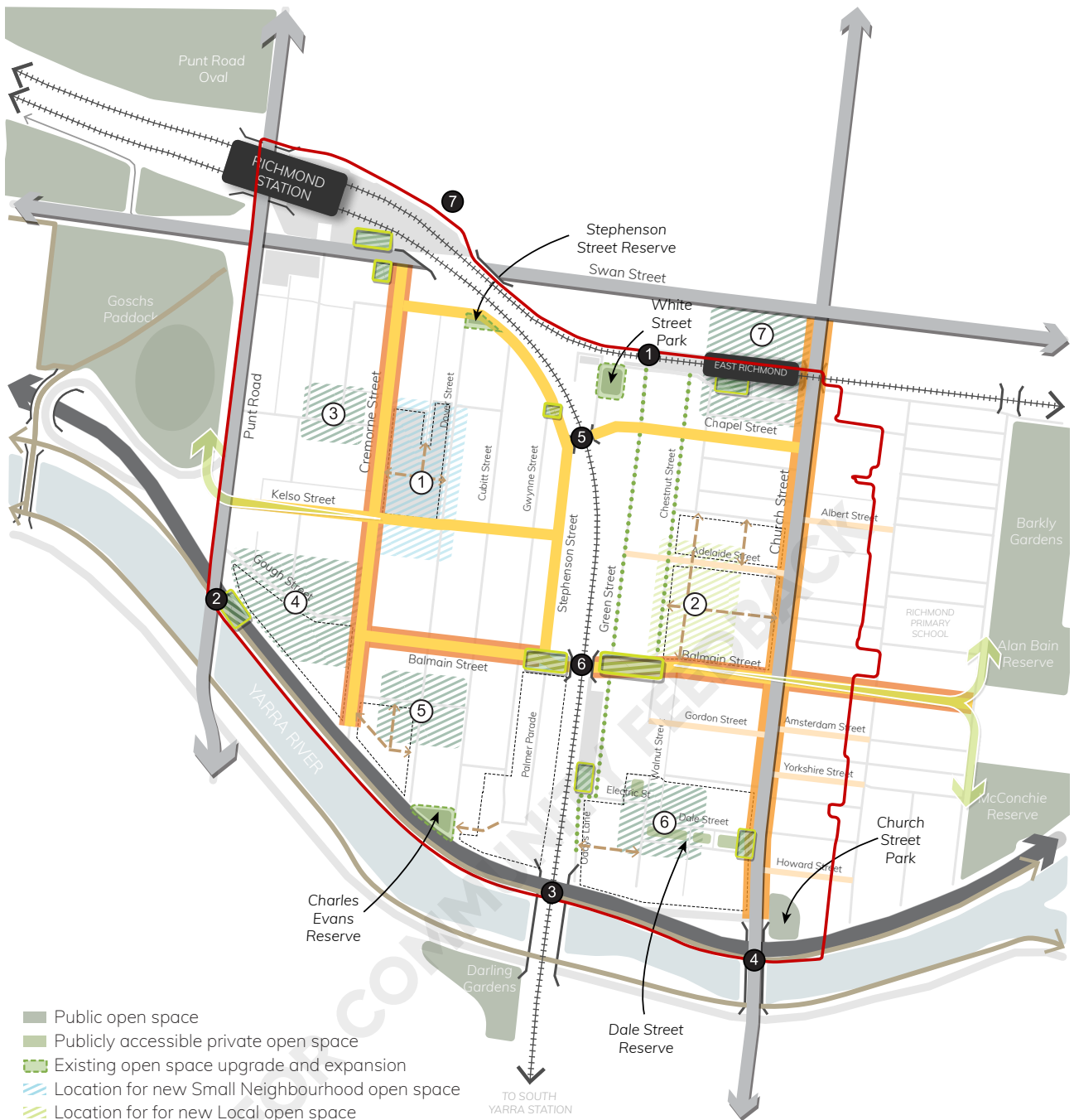
Opportunities include:

- improving the functionality, accessibility and safety of pedestrian environment along Church Street
- providing accessible tram stops
- providing design initiatives for outdoor trading
- enhanced and safe cycle routes
- improving accessibility and amenity of the East Richmond Station area (refer to Objective 4.5)
- exploring opportunities and preparing concept designs for potential new kerb outstands and east-west links (including Albert Street, Adelaide Street, Amsterdam Street, Gordon Street, Yorkshire Street and Howard Street).

4.4.2 Prepare a streetscape master plan for Cremorne Street to guide future streetscape improvements.

Opportunities include:

- working with BKI to improve interfaces to the street, connections through the site and new open space (refer to Objective 1.4)
- improving the functionality, accessibility and safety of pedestrian environment along Cremorne Street
- improving cycle facilities along the street
- reducing through traffic
- improving connections to Richmond Station (refer to Objective 4.5)



- Public open space
- Publicly accessible private open space
- Existing open space upgrade and expansion
- Location for new Small Neighbourhood open space
- Location for for new Local open space
- Location for for new Small Local open space
- Public space opportunity or upgrade
- Improve connection to surrounding open space
- Government land
- Strategic sites
- Local circulation (street re-design)
- Activity spine
- East West links
- Strategic Cycling Corridors (shared trails)

Railway and river crossing upgrades

- 1 Green Street underpass
- 2 Punt Road CityLink underpass
- 3 Oddys Lane railway bridge
- 4 Church Street
- 5 Dunn Street underpass
- 6 Balmain Street underpass
- 7 New Swan Street railway underpass

Potential open space locations

- 1 Small Neighbourhood Open Space in the vicinity of the BKI site between Cremorne Street and Dover Street
- 2 Local Open Space between the railway and Church Street, north of Balmain Street
- 3 Small Local Open Space between Punt Road and Cremorne Street and north of Kelso Street
- 4 Small Local Open Space in the vicinity of Gough Street
- 5 Small Local Open Space south of Balmain Street between Cremorne Street and Cubitt Street
- 6 Small Local Open Space south of Balmain Street, between the railway and Church Street
- 7 Small Local Open Space in the vicinity of Swan Street and East Richmond Station

Figure 40 - Open space and public realm framework

Objective 4.5 Reimagine the Richmond and East Richmond Station transport hubs.

Accessibility is a key success factor for the Cremorne Enterprise Precinct and its retail and residential areas. Richmond Station and East Richmond Station, on the northern boundaries of Cremorne, are integral to its success. Both provide public transport interchanges with access to tram routes and bus routes, in the case of Richmond Station.

Train stations are a key public spaces and piece of infrastructure for the community. They are natural gathering points. A key outcome for both stations is improved access and facilities for commuters and the community, with areas to relax and socialise.

Richmond Station - major gateway to Cremorne

Richmond Station is a major regional transport interchange. It forms the gateway to Richmond, the Sports and Entertainment Precinct and Cremorne. The station serves a significant volume of people attending major events in the Sports and Entertainment Precinct, the local resident and worker population of Cremorne and Richmond and people changing lines or swapping to trains and buses.

There is significant opportunity to improve public transport access and amenity of the station and area around it.

It will be easier to get to the station via the redesigned Cremorne Street and improved crossings at Swan Street.



Image 41 - Richmond Station Swan Street

With an opportunity for new public open space to be created on the south-west corner of Cremorne and Swan Streets on Government land.

A new public space and much needed widened footpaths would be located on the northern side of street on the triangular land next to the station entrances to frame the entrance to the station and provide more space for seating and improved amenity.

The Swan Street railway bridge would be enhanced through public realm improvements (refer to the Swan Street Streetscape Master Plan). A new bike and pedestrian connection under the elevated railway lines would link to Stewart Place and the north.



Image 42 - East Richmond Station platform

A revitalised East Richmond Station

The northern end of Church Street is focussed around the East Richmond Station. Access to the station is poor and is via laneways, ramps and underpasses. There is poor directional signage and low amenity and perception of safety, particularly at night. The station has no presence on Swan Street or Church Street. The area around the station is dominated by vehicular traffic and car parking – with little facilities for pedestrians or welcoming public space.

East Richmond Station would be enhanced by improved access to the station from Swan Street by turning Green Street, Railway Place and Shakespeare Place into pedestrian priority zones.

This would entail the creation of a larger station forecourt and civic space in the existing car parking spaces on the northern side of the railway line (Refer to the Swan Street Streetscape Master Plan).

From Cremorne, access would also be improved via the Green Street underpass with improved sightlines and lighting. Importantly the East Richmond Station would be redesigned with a new station building on Church Street.

Actions

- 4.5.1 Engage with Department of Transport and Planning and VicTrack in future master planning for the redevelopment of the Richmond Station Precinct. Advocate for measures to improve the arrival experience and amenity of Richmond Station, including:
- implementing the Richmond Station Railway Bridge Gateway (refer to Swan Street Streetscape Masterplan)
 - upgrade the pedestrian crossing and provide public spaces at Swan and Cremorne Street intersection
 - maintaining the pedestrian link to Stephenson Street along the railway corridor
 - re-purposing underutilised land for public space and extended footpaths.
 - establishing a new bike and pedestrian connection to the north under the elevated railway lines

- 4.5.2 Work with Department of Transport and Planning and VicTrack to improve access and amenity East Richmond Station, including:
- implementing the Swan Street Streetscape Master Plan project to enhance the East Richmond Railway Station Forecourt on the northern side of the railway line
 - exploring opportunities to increase the presence of the station at street level on Church Street
 - improving pedestrian and bike access from the south of the station, including improving the amenity of the Green Street underpass, pedestrian access and car parking off Railway Crescent
 - increasing the frequency of services stopping at East Richmond Station.

Objective 4.6 Support local placemaking initiatives that activate and enrich Cremorne.

Yarra's Place Making Framework (March 2022) identifies Cremorne (west of Church Street), Swan Street and Church Street as priority places for place making.

Place making includes:

- 'Hard' placemaking - physical infrastructure such as public realm improvements and public spaces, tree planting, traffic management treatments, new open spaces and improvements to existing open spaces.
- 'Soft' Place Making - activations and place management, community events, pop-up and temporary or trial installations, street parties, place management and curation.

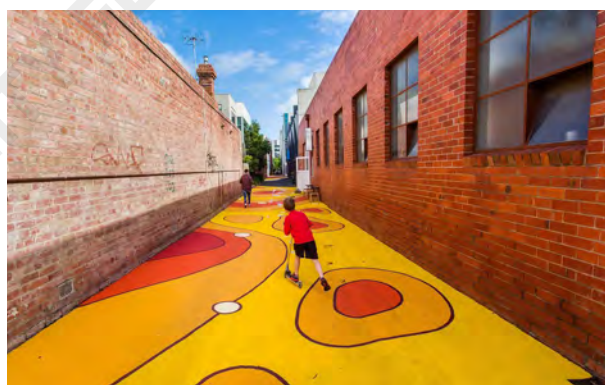


Image 43 - Walnut Street shared zone

Cremorne has a well-organised community with several groups undertaking placemaking initiatives to improve Cremorne's quality of place, including temporary art installations and heritage interpretation, wayfinding, pop up spaces and street festivals. These community initiatives activate public spaces and contribute to vibrant spaces people love.

Place making provides the opportunity to enhance the sense of place and build community pride and connectivity by ensuring the local community is engaged in place making projects.

Cremorne is characterised by its quirky public art. Public art, integrated into public spaces and places, reflects Cremorne’s creative businesses and community. It transforms public spaces and can express Cremorne’s unique history, meaning and future of its location, its people and their stories.

Public art in Cremorne could include murals and projections, integrated art, and the use of smart technologies to activate and enhance the community experience.

This could be in the form of:

- Council / community funded works
- public art incorporated into State Government led infrastructure projects
- public artworks, as part of private developments.



Image 44 - Murals form part of Cremorne's identity

Actions

4.6.1 Support the community in placemaking through engaging on key projects and collaborating on activations and other initiatives in Cremorne.

4.6.2 Support public art that celebrates and enhances Cremorne’s history and identity by:

- embedding public art into open space, public realm and infrastructure projects.
- encouraging and facilitating opportunities for public art to be commissioned in the private realm.

Objective 4.7 Protect and interpret Aboriginal cultural values and heritage in the design of Cremorne.

The area now known as the City of Yarra stands on the traditional lands and waters of the Wurundjeri Woi Wurrung people. Their connection to country extends back more than 60,000 years.

While links to Cremorne’s traditional custodians have been diminished through post colonisation development, there is an opportunity to restore some of these links through recognition and interpretation of Aboriginal cultural values in Cremorne.

Engagement with the development industry, community and other stakeholders and ongoing consultation and collaboration with Traditional Custodians will provide opportunities to embed Caring for Country principles in the design and management of open spaces. For example, the recognition of the natural landscape such as the series of billabongs that were located along the river also provides an opportunity to embed the relationship to Country. Opportunities for the Aboriginal naming of streets, parks and community infrastructure will be encouraged.

Actions

4.7.1 In consultation with Traditional Custodians, support opportunities to embed Aboriginal language, design and names in streets, parks and public buildings.

4.7.2 In consultation with Traditional owners, recognise the presence of former billabongs and water courses in Cremorne (especially at the southern end of Cremorne Street) through landscape treatments, including planting and public art.

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

High-quality built form outcomes will help deliver on the vision for Cremorne. New development will respond to Cremorne's character and the surrounding context, contribute to the public realm and enhance heritage buildings in Cremorne.

Challenges and opportunities

Cremorne is undergoing significant change and development pressure. The high demand for office floor space in Cremorne and unprecedented investment is changing the scale of commercial development. Older building stock is being replaced with contemporary office buildings of varying quality. Emerging development issues include:

- ground floors which are dominated by entrances to car parks and building services
- extensive glazing which limits the opportunity to engage with the street
- buildings built to the front boundary that provide little space around building entrances for standing, waiting or sitting. This is exacerbated by narrow and cluttered footpaths
- development that visually dominates and overshadows the street
- large commercial floor plates which create big bulky buildings
- poor internal amenity outcomes
- development outcomes which make it difficult for neighbouring sites to develop
- the lack of built form guidelines addressing residential amenity and managing differing scales of development.

Retaining the character of Cremorne

The urban character of Cremorne is diverse and interesting. Layers of history are evident in its mix of industrial warehouses, large institutions, rows of old workers' cottages, Victorian terraces and contemporary office buildings.

Along with its heritage buildings, there are a number of 'character' buildings that are dotted throughout Cremorne. They include single storey brick factories/warehouses which contribute to the intimate and mixed character of Cremorne. In addition to contributing to the sense of place and people's appreciation of the precinct, heritage and character buildings are attractive settings for businesses.

Cremorne is also home to two significant signs (identified as municipal landmarks); the Nylex Sign included on the state heritage register (Richmond Maltings, Gough Street) and the Slade Knitwear Sign (Dover Street). Views to these landmarks are important to reinforce a sense of place, retain important historic reference points and enrich the experience of residents and visitors within Cremorne and Yarra.



Image 45 - Church Street corner pub (character building)



Image 46 - Human scale along Green Street

Creating planning controls to guide future development

The increased number of developments, emerging scale and absence of clear directions to guide Cremorne's future character, has reinforced the need for new built form controls. The existing planning controls within Cremorne's commercial precincts mainly manage the use of land.

New controls are proposed for Cremorne's commercial precincts to manage the scale and design of development of land and provide clarity and certainty for landowners, Council and the community. The new built form controls aim to balance the need to accommodate employment growth while protecting heritage fabric, enhancing the public realm and managing amenity impacts.

The built form recommendations will be implemented through new schedules to the Design and Development Overlay (DDO). The Design and Development Overlay (DDO) is a planning tool that is applied to areas which need specific requirements to guide the built form and design of new development. DDOs set requirements for the height, form and the general design of buildings.

DDOs are proposed to apply to the three commercial precincts where significant development is occurring - Cremorne West Precinct, Railway Precinct and Church Street Precinct. Additional work will be undertaken to develop specific controls to guide development on the seven identified strategic sites (refer to Objective 5.5).

No changes are proposed to the residential precincts in the Neighbourhood Residential Zone (NRZ) and General Residential Zone (GRZ). These areas are already covered by existing planning controls that will manage development.

DDOs can include built form and design requirements that are mandatory or preferred (discretionary). A mandatory requirement is a requirement that must be met with no opportunity to vary it. A discretionary (or preferred) requirement provides for some flexibility in how the required outcome is achieved. In Yarra, most DDOs contain a mix of both. In Cremorne, most of the built form controls are proposed as 'preferred'. Controls to protect view lines and the overshadowing of footpaths are proposed to be mandatory.



Image 47 - Ground floor activity



Image 48 - Landscaped setbacks on Blanche Street

Approach to built form

The proposed future built form sees taller mid-rise development on the precinct's main spines and the core areas of the commercial precincts. Heights are lower on narrow streets and also transition down in height to existing residential areas.

Mid-rise development in the majority of the three commercial precincts will allow for increased development capacity while reinforcing the existing urban structure (the fine grain street network and narrow sites mixed with larger sites). Taller development will be encouraged in parts of Cremorne where there are less constraints e.g. along wider streets such as Church Street and the elevated railway line.

Careful consideration is also given to maintaining the prominence and visibility of heritage features and limiting the impact of overshadowing on important footpaths and public open space.

Vision statements have been developed for the Cremorne West, Railway and Church Street commercial precincts (refer to Part 3: Precincts). They not only describe the built form but also how streets will be redesigned, identify new open space opportunities and the type of land uses that might be expected. The new built form controls will allow developments to respond to, reinforce and strengthen this character, while providing opportunities for innovation and great design on a site-by-site basis.

How are we addressing these issues?

The objectives and actions under this theme will help deliver the vision for Cremorne by:

- Creating a comfortable and engaging public realm. (Objective 5.1)
- Delivering high-quality sustainable buildings. (Objective 5.2)
- Ensuring the scale and form of buildings respond to their context. (Objective 5.3)
- Showcasing Cremorne's diverse heritage. (Objective 5.4)
- Creating blueprints for the redevelopment of strategic sites. (Objective 5.5)

Objective 5.1 Create a comfortable and engaging public realm.

The street interface has the most significant impact on the quality of the public realm as it is the most visible part of the building from the public realm.

Opportunities to enhance the public realm

Large sites, in particular, provide an opportunity to create ground floor setbacks to create a transition between the public realm (i.e. the street) and the private realm (i.e. the building). These transition areas could be used for landscaping and seating, outdoor dining and bike parking and create attractive and usable spaces.

Creating well designed buildings at street level

Active frontages are crucial to add interest, vitality and safety to streets, while helping to encourage walking. This means building frontages should have openings (frequent doors and windows), articulated façades and limited blank walls. Internal uses should be visible from the street.



Image 49 - Inset building entrances



Image 50 - Chamfered building corners

The ground floor of buildings should minimise the impact of inactive uses such as car parking and servicing, especially on sites with narrow frontages.

Where possible vehicle access and services should be provided off existing or proposed lane ways rather than main streets. Any car parking within buildings should not be visible from the street.

Proposed changes to the maximum car parking rate for office developments will help reduce the need for car parking in developments and have a positive impact on the design of many developments.

Retaining solar access to key footpaths and open space

Solar access to the footpaths of key streets will be maximised to ensure streets are comfortable, sunny public spaces that encourage people to meet and linger. Streets that have been identified for controls over solar access are Balmain Street, Cremorne Street and Church Street. These streets support a higher concentration of shops and cafes and are key connector streets for public transport, walking and cycling. These controls are proposed as mandatory.

The solar access controls have informed the street wall and maximum building heights on sites adjoining the key pedestrian streets (Cremorne Street, Balmain Street and Church Street).

The revised UDF also seeks to protect existing public spaces from additional overshadowing. The majority of these locations are within low rise residential areas and will not be overshadowed.

Design objectives

- To provide for street activation at ground level to create a pedestrian-oriented environment and enhance passive surveillance of the public realm.
- To ensure new development enhances the public realm and contributes to a network of pedestrian friendly streets.
- To retain solar access to the footpaths along Church Street, Cremorne Street and Balmain Street.
- To prevent overshadowing of existing public open space.
- To minimise the negative impacts of servicing and car parking on the public realm.
- To minimise adverse wind effects caused by buildings in the public realm.

Recommendations

Active street frontages

- Break up buildings with a wide street frontage into smaller vertical sections or separate elements to provide breaks and modulation in the facade.
- Provide a high level of design detail at the ground floor and lower levels of buildings.
- Provide well-designed entrance spaces to buildings that create a transition between the public and private realm and encourage activity to occur at the street interface.

Building setbacks

- Expand the public realm through inset building entrances and integrated seating (where determined appropriate).
- On the western side of Cremorne Street, between Swan Street and Gough Street, apply a mandatory minimum 3m front setback (whole of building to be set back).

- On the eastern side of Cremorne Street, between Swan Street and Balmain Street, apply a mandatory minimum 1.5m ground floor setback (ground floor of building to be set back). On larger sites, a greater front setback (whole of building) is expected.
- Elsewhere in Cremorne, where heritage is not a constraint, sites should provide ground level setbacks to enhance the public realm and accommodate building entrances, spaces for outdoor dining, street level bike parking or landscaping. Where an adjacent site has provided ground level setbacks, a development should provide similar setback to achieve a consistent approach along a street frontage.
- Only weather protection and awnings may encroach into a front / ground floor setback.
- Provide chamfered building corners at intersections (where appropriate) to create additional public space at points of pedestrian congestion.



Image 51 - Setbacks repurposed for recreation



Image 52 - Minimise overshadowing of the footpath

Solar access/overshadowing

- Ensure no additional overshadowing of the eastern / western footpath of Cremorne Street and Church Street between 10am and 2pm at the spring equinox (September 22) for a minimum of 3 hours.
- On Balmain Street, ensure no additional overshadowing of the following locations between 11am and 2pm at the spring equinox (September 22):
 - southern footpath on Balmain Street, east of the underpass
 - the northern and southern portion of the Balmain Street Plaza
 - front gardens of dwellings on the southern side of Balmain Street between Cremorne Street and Gwynne Street.
- Ensure there is no additional overshadowing of existing public spaces at the spring equinox (22 September) between 10am and 2pm.
- In locations where new public open space is identified (refer to Figure 40 in Theme 4) adjoining development should consider how building heights and massing would minimise additional overshadowing of any potential public open space.

Wind impacts

- Deliver comfortable wind conditions in the public realm.
- Development proposals for buildings over 15 metres in height will be required to be accompanied by a wind study analysis to assess the impact of wind on the safety and comfort of the pedestrian environment on footpaths and other public spaces while walking, sitting and standing.

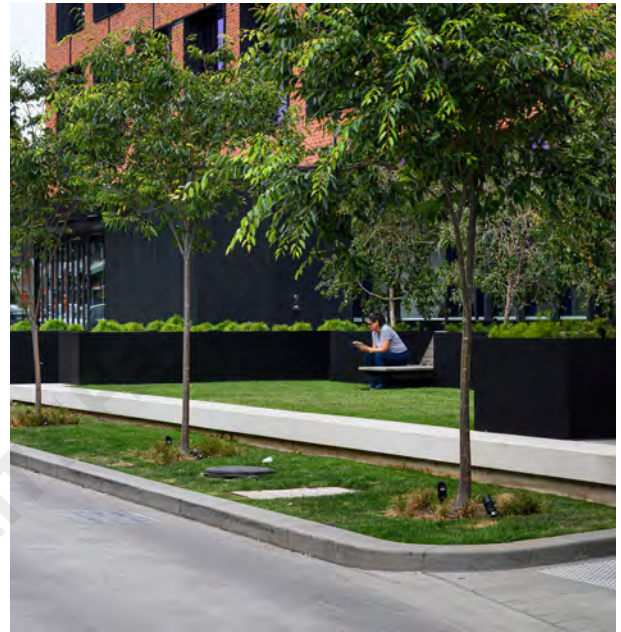


Image 53 - Street setbacks in Blanche Street

Access, parking and loading

- Design vehicle ingress and egress into development, including loading facilities, to limit potential conflict between vehicle movements, pedestrians and designated bike routes.
- Locate any car parking within a basement or concealed from the public realm.
- Avoid separate entries for car parking entries and loading bays.



Image 54 - Parking impacts the quality of the street

Building Services

- Building services should not be visible on primary building façades, occupy less than 40 percent of the ground floor area of the site, and be integrated into the overall design of the building.
- Services should occupy a minimal proportion of any facade including the primary facade, if it is not possible to locate them elsewhere.
- Sub-stations to be located below ground and accessed from access-ways or located off the primary street (where possible).

Laneways

- Provide additional ground floor setbacks to increase the width of existing laneways and streets to a minimum of 6.1m where a property extends the full length of the laneway or street.
- Where access is required from streets/laneways of 6m or less, include a setback at ground floor to facilitate the ongoing function of the laneway and allow for building services and car park access. The setback in the laneway should provide a minimum width between walls of 6.1 metres (including the existing laneway). Between ground level and first floor, a headroom clearance of 4 metres minimum should be achieved.
- Enhance the amenity and safety of laneways that provide pedestrian and vehicular access to buildings.

Actions

- 5.1.1 Prepare a planning scheme amendment to introduce and implement the built form recommendations for Cremorne West, Railway and Church Street Precincts: Including:
- Active street frontages
 - Building setbacks
 - Solar access/overshadowing
 - Wind impacts
 - Access, parking and loading
 - Building services
 - Laneways.

Objective 5.2 Deliver high-quality sustainable buildings.

Delivering sustainable office environments is integral if Cremorne is to continue to attract progressive businesses. Sustainable, high-quality building design leads to reductions in energy costs and healthier workplace environments.

Delivering high-quality sustainable buildings requires sustainability to be treated as integral to the design of buildings rather than as a last-minute addition.

Sustainable buildings will be addressed through the implementation of Council's existing Environmentally Sustainable Development policy and any new standards approved as part of the Elevating Environmental Standards planning scheme amendment (see Theme 2: A leading sustainable and climate resilient precinct).

Adaptable buildings

Buildings that are designed to be flexible in use are more sustainable in the way they can be adapted over time. The ability to create workspaces of different sizes, types and costs can meet different needs and respond to change. Car parks should also be designed to facilitate conversion to other uses.

Building separation

Adequate building separation distances are required to ensure that good levels of daylight and sunlight enter buildings. It also ensures that an outlook is provided from within buildings to connect occupants to the outside world and that privacy between neighbouring buildings is managed.

Building separation is also important to provide development equity and ensure the development of one site does not prevent the development of a well-designed building on the adjacent site.

The proposed built form controls require that buildings on sites with frontages of 20m or greater should be set back from side and

rear boundaries. Buildings on narrow sites may be built to the boundary in some circumstances where they avoid creating blank unarticulated walls and a continuous wall of buildings.

Where buildings are constructed / partially to the boundary, visible side walls should be well designed and articulated to avoid sheer blank pre-cast walls.

Design objectives

- To ensure buildings are well spaced and sited to provide equitable access to an outlook and good daylight.
- To avoid sheer unarticulated pre-cast walls.
- To develop buildings which are flexible and adaptable.
- To achieve optimal thermal comfort, including through natural ventilation, high performance insulation and the integration of green infrastructure.
- To encourage active transport through the provision of facilities for bike riders and pedestrians.

Recommendations

Sustainable buildings

- Achieve net zero carbon emissions.
- Maximise access to daylight through windows, light wells, shallow floor plates, adequate floor to ceiling heights and building separation.
- Provide sustainable design features to address water management, solar access and innovative energy saving initiatives.
- Minimise the impact of development on solar access to adjacent solar panels.
- Design façades that are responsive to orientation to achieve optimal thermal comfort.
- Achieve a high standard of internal amenity within the development.

- Ensure development appropriately considers the amenity impacts on neighbouring development.
- Provide access to balconies, terraces and courtyards to enhance amenity for building occupants and provide opportunities for greening.

Adaptable buildings

- Ensure floor to ceiling heights are appropriate to a range of uses over time.
- Enable subdivision of floor plates into smaller tenancies over time in response to evolving work patterns.
- Enable the conversation of car parking to other uses over time.

Building separation

- Ensure buildings are well spaced and sited to avoid visual bulk and provide equitable access to an outlook, good daylight and views to the sky above the street wall.
- Buildings may be constructed to the boundary wall to a height of 8m (two storeys) above the street wall height.
- For sites with a frontage of less than 20m, development above the boundary wall height may be built to the boundary, limited to one side.
- For sites with a frontage of 20m, or greater, buildings should achieve the separation distances outlined in Table 1.
- Where a site adjoins an existing blank boundary wall, development may be constructed on that boundary to the height of that existing wall.
- Where development is proposed on the boundary above the boundary wall height, it should:
 - be well articulated if visible from the street;
 - not run the full length of the boundary; and
 - not result in a continuous wall of buildings when viewed from the street.

- For sites with multiple buildings, refer to the separation distance in Table 1.

Maximum height of the building	Minimum setback from boundary or laneway centreline	Minimum building separation where there are multiple buildings on a site
1-3 levels above the boundary wall height	3m	6m
4 or more levels above the boundary wall height	4.5m	9m

Table 1 - Building separation distances

Pedestrian entrances and bike parking

- Ensure pedestrian entrances are clearly visible, secure and have an identifiable sense of address.
- Provide well-designed bicycle infrastructure and end-of-trip facilities.

Actions

- 5.2.1 Introduce and implement built form recommendations for the Cremorne West Precinct, Railway Precinct and Church Street Precinct in the proposed planning scheme amendment for Cremorne addressing:
- Sustainable buildings
 - Adaptable buildings
 - Building Separation
 - Pedestrian entrances and bike parking.

Objective 5.3 Ensure the scale and form of buildings respond to their context.

New development must be responsive to its context including the neighbouring buildings, the character of the street and the broader Cremorne context.

Supporting mid-rise building heights

The proposed building heights range between 3 and 10 storeys (12m-40m). All heights are proposed to be preferred (discretionary) heights (i.e. they can be varied where specific criteria is met).

Building heights are taller along main streets (Cremorne Street, northern end of Stephenson Street and Church Street) and reduce towards low-scale residentially zoned areas and in response to the narrow width of streets and laneways.

Heights of buildings at the street edge

The height of buildings at the street edge has a direct impact on the experience of pedestrians within the street. These are known as street wall or podium heights.

The proposed street wall heights respond to the narrow street network in Cremorne – they maintain a 1:1 to 2:1 relationship between the width of the street and street wall height. This height helps to ensure the street feels comfortable to the person on the street (sense of human scale) and is not overwhelmed by buildings.

Street wall heights of between 2 and 4 storeys (8m and 16m) are proposed to respond to the street network in Cremorne and to maintain solar access to key streets. Higher heights of 4 storeys apply on the wider streets of Cremorne Street and Church Street.

Setting back upper levels, above the street wall, provides a clear delineation between the street wall and upper levels. They also help to reinforce a comfortable scale for pedestrians at street level while ensuring access to daylight and views to the sky.

Upper level setbacks of 3m and 5m are generally proposed. Upper level setback requirements increase as buildings get taller. Additional upper level setbacks will be required in specific locations to meet any solar access requirements.

Retaining Cremorne's character buildings

Character buildings include pubs, factories, warehouses and offices which are not protected through the heritage controls in the planning scheme but contribute to Cremorne's visual identity and character.

44 character buildings have been identified in Cremorne that meet some or all of the following criteria:

- architecturally distinctive
- demonstrate a link to the industrial history of the area
- have a three dimensional form of the building can be seen from the public domain.
- contains interesting detailing and provides visual interest at street level
- large window openings, with the potential for a positive interface with the public domain.

The retention and reuse of these buildings is encouraged as part of any redevelopment. They can also provide alternatives to new developments and offer more affordable spaces for businesses.



Image 55 - Former industrial brick warehouse

Ensuring well designed buildings

New developments in Cremorne will be high quality and display design excellence. New buildings, on large sites, will need to be designed to avoid big bulky forms by providing visual breaks, changes in building massing and separation between buildings at the street and upper levels.

The design of the street wall should reflect the prevailing pattern of subdivision, buildings in the surrounding context and also be broken up. Buildings should be expressed 'in the round' and avoid blank walls.

Transitions to low-rise residential areas

There are four residentially zoned areas that abut the taller commercial precincts – three residential precincts within Cremorne and one outside the precinct to the east – the Brighton Street residential area.

It is important that built form transitions in scale at these sensitive interfaces to minimise amenity impacts on surrounding areas, including overlooking, overshadowing and visual bulk.

Different interface controls are proposed depending on the context and include direct interfaces (where properties share a common boundary) or laneway interfaces (where properties are separated by a laneway typically 3m wide or less). Lower heights and/or a setback requirement (which guides maximum heights and maximum heights of walls on boundaries) are proposed to apply in these locations.

High visibility interfaces

Parts of Cremorne are highly visible from the southern side of the river and the elevated railway line which cuts through the centre of the precinct. That means that buildings facing the railway or are visible from the river's edges must be particularly well designed.



Image 56 - Yarra River corridor

Design objectives

- To design buildings that respond to the form of neighbouring buildings.
- To ensure that maximum building heights are responsive to the width and character of the street.
- To minimise visual bulk at street level by providing street walls and building heights that are responsive to the width and character of the street.
- To provide upper-level setbacks above the street wall that allow for a clear delineation between the street wall and the upper levels.
- To protect the amenity of properties in adjoining residential zones in terms of overshadowing of private open space and overlooking.
- To support development that contributes positively to the urban and heritage warehouse character of Cremorne.
- To avoid expansive building forms and excessive visual bulk.

Recommendations

Maximum building heights

General

- Refer to preferred maximum building heights shown in Figure 45: Cremorne West & Railway Precincts and Figure 46: Church Street Precincts.

Precinct specific

- Church Street Precinct - Proposed building heights are between 5 and 10 storeys (20m and 40m) with the highest heights along Church Street and reducing along narrow streets and laneways to the east and west. Heights also reduce close to sensitive low-scale areas to the east and north-west.
- Cremorne West Precinct - Proposed building heights are between 3 and 9 storeys (12m and 36m) the highest heights apply on the northern end of Stephenson Street along the elevated railway line (9 storeys) and also along Cremorne Street (8 storeys). Heights reduce close to sensitive low-scale areas to the south and west.
- Railway Precinct - proposed building heights are between 5 and 7 storeys (20m - 28m) to provide a human-scale along streets and laneways.
- Apply criteria to assess proposals that exceed a preferred maximum building height.
- A proposal will need to demonstrate design excellence through each of the following:
 - Increased separation of buildings at upper levels
 - Providing safe and generous ground level setbacks and publicly accessible spaces to enhance the public realm and accommodate building entrances, spaces for outdoor dining, landscaping or street level bike parking
 - Achieving excellence for environmentally sustainable design (a minimum 70 per cent BESS project score)

- No additional overshadowing of residentially zoned properties as a result of the additional height
- Retaining and incorporating a character building within the design of a future building
- Providing high quality end-of-trip facilities, including secure bicycle parking, locker and shower facilities and change rooms.

Street wall heights

General

- Ensure street walls are designed to reinforce an appropriate scale for pedestrians along streets and laneways and include architectural detailing such as high quality tactile materials and depth and articulation to ensure an engaging pedestrian experience.
- Refer to preferred maximum street wall heights shown in Figure 45: Cremorne West and Railway Precincts and Figure 46: Church Street Precinct.

Precinct specific

- Church Street Precinct – street wall heights of 3-4 storey (12m-16m) are proposed with a taller four storey street wall on Church Street.
- Cremorne West – the street wall height varies from 2-4 storey (8m-16m). A four storey street wall height applies to Cremorne Street.
- Railway Precinct - a 3 storey (12m) street wall height is proposed.

Upper level setbacks

- Provide upper level setbacks above the street wall to reduce the visual impact of buildings experienced from the street.
- Refer to preferred minimum upper level setbacks in Figure 45: Cremorne West and Railway Precincts and Figure 46: Church Street Precincts.

Interface to properties in Neighbourhood Residential Zone (NRZ) or General Residential Zone (GRZ)

- Protect the amenity of existing residential properties in terms of visual bulk, overshadowing of private open space and overlooking.
- Provide a setback of 3m at direct interfaces to create a buffer at these sensitive edges.
- Apply a 2 storey (8m) maximum wall height with an upper level setback of 45 degrees (up to a minimum distance of 12m).
- Provide a maximum of two steps in building form to avoid overly stepped outcomes.
- Refer to preferred heights and setbacks in Table 2.

Interface	Setback	Maximum wall height	Upper level setback
Laneway residential	NA	2 storeys (8m)	45 degrees to a distance of 12m
Direct residential	3m	2 storeys (8m)	45 degrees to a distance of 12m

Table 2 - Residential interfaces



Image 57 - Corner of Church and Balmain Street

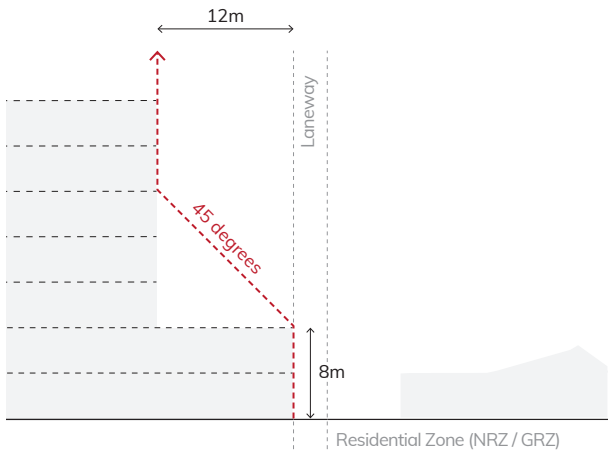


Figure 41 - Laneway residential interface

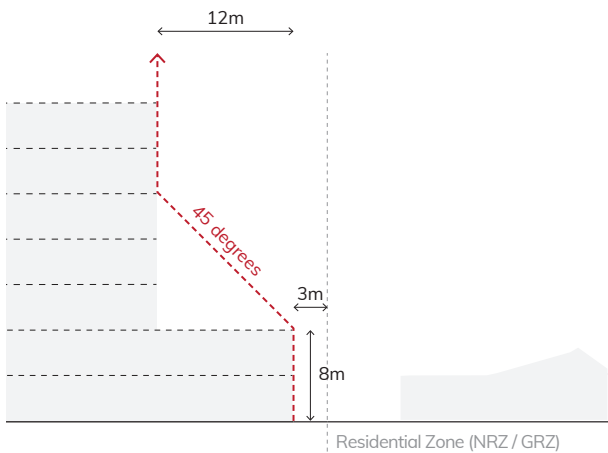


Figure 42 - Direct residential interface

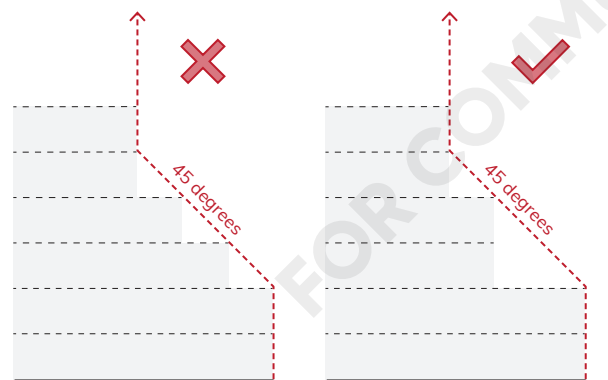


Figure 43 - Upper level setback stepping (unacceptable / preferred)

Character buildings

- Facilitate development that supports the adaptive reuse of character buildings.
- Reinforce the industrial character of Cremorne through designs which use robust materials and references industrial typologies. Refer to character buildings shown in Figure 44

Building design

- Create well-designed building edges and façades on buildings that are visible from the elevated railway line or Yarra River (Birrarung).
- Buildings on larger sites are to be broken up into a series of smaller building forms that contribute positively to their context and their historic urban grain.
- Avoid continuous walls of buildings when viewed from street level by providing visual breaks, articulated massing and/or separation between building forms at street level and upper levels.
- Avoid blank walls visible from the public realm. Where a solid external wall is unavoidable, walls should be detailed and include articulation to provide for visual interest.

Actions

5.3.1 Introduce and implement built form recommendations for the Cremorne West Precinct, Railway Precinct and Church Street Precinct in the proposed planning scheme amendment for Cremorne addressing:

- Overall building heights
- Street wall heights
- Upper-level setbacks
- Interfaces to properties in residential zones (NRZ and GRZ)
- Character buildings
- Building design.



Figure 44 - Location of character buildings

Character buildings

- 13 and 15-17 Adolph Street
- 1 Albert Street
- 17 Balmain Street
- 2 Chapel Street
- 13 and 15 Chapel Street
- 447 Church Street
- 455 Church Street
- 472 Church Street
- 474 Church Street
- 492 Church Street
- 527 Church Street
- 539 Church Street
- 543-545 Church Street
- 1 Cubitt Street
- 11-19 Cubitt Street
- 64 Cubitt Street
- 79-95 Cubitt Street
- 47 Dover Street
- 65 and 67 Dover Street
- 10-12 Gwynne Street
- 54 Gwynne Street
- 64, 66 and 68 Gwynne Street
- 42 Kelso Street
- 48 Kelso Street
- 2-4 Stephenson Street
- 79 Stephenson Street
- 84 Stephenson Street
- 112 Stephenson Street
- 9 William Street
- 13-15 William Street

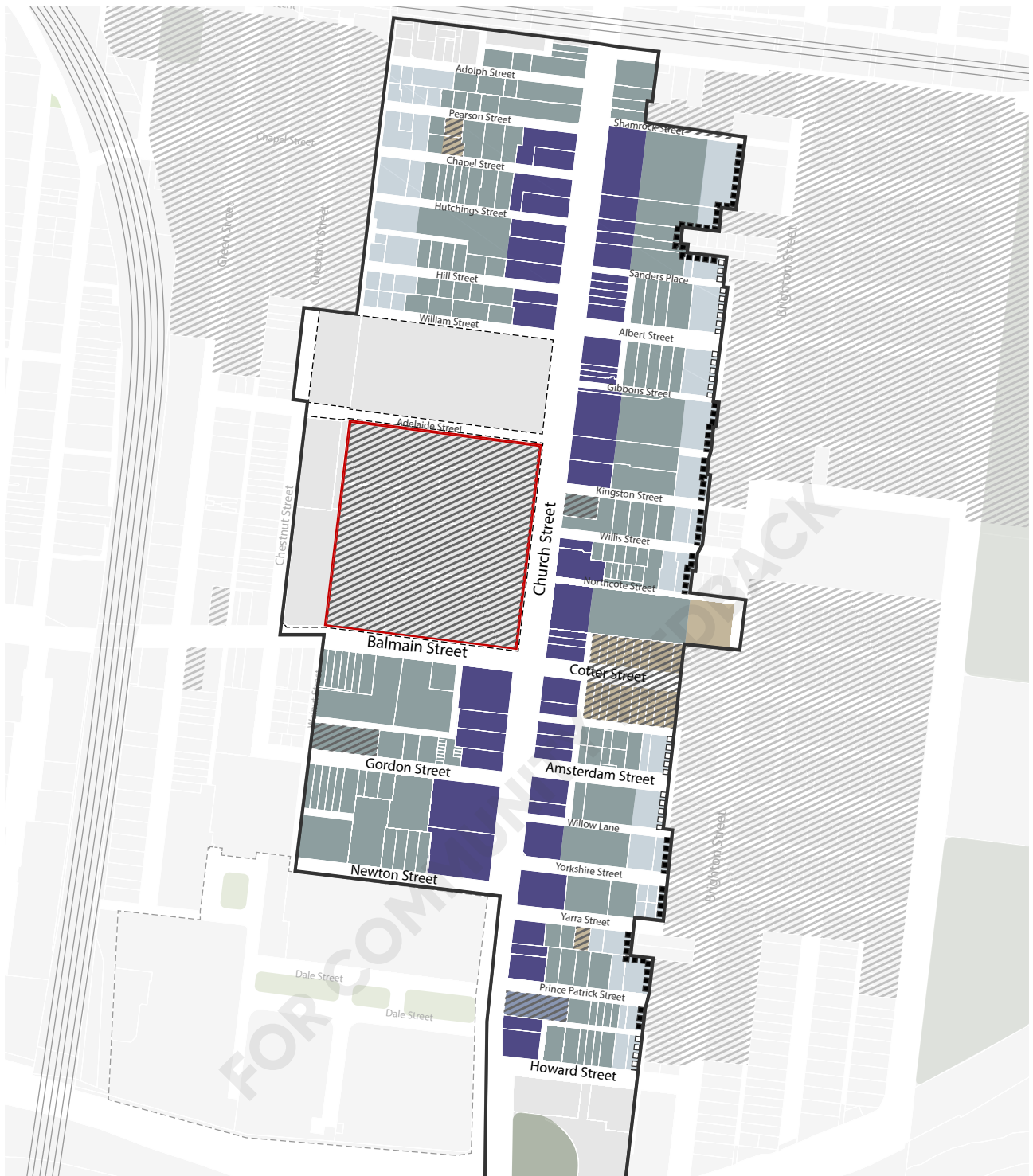


	Maximum building height	Maximum street wall height	Minimum upper level setback
	36m (9 storeys)	16m (4 storeys)	3m
	32m (8 storeys)	16m (4 storeys)	5m (subject to solar)
	28m (7 storeys)	12m (3 storeys)	3m 11m (112 Stephenson St (Cherry Tree Hotel, 105-129 Dover St*) and 49-51 Balmain St**))
	20m (5 storeys)	12m (3 storeys)	3m 5m (Balmain Street / Jessie Street)
	12m (3 storeys)	---	---

For sites within the Heritage Overlay or adjacent to a site in the HO, refer to Objective 5.4.

*to ensure there is no additional overshadowing of the north side of Balmain Plaza
 ** to ensure blue sky behind the Slade Knitwear Sign is retained

Figure 45 - Cremorne West and Railway Precinct - building heights, street wall heights and upper level setbacks



	Maximum building height	Maximum street wall height	Minimum upper level setback
	40m (10 storeys)	16m (4 storeys)	5m (subject to solar)
	32m (8 storeys)	---	---
	28m (7 storeys)	12m (3 storeys)	3m
	20m (5 storeys)	12m (3 storeys)	3m
	12m (3 storeys)	---	---

For sites within the Heritage Overlay or adjacent to a site in the HO, refer to Objective 5.4.

Figure 46 - Church Street Precinct - building heights, street wall heights and upper level setbacks

Objective 5.4 Showcase Cremorne's diverse heritage.

Cremorne's heritage buildings reflect its industrial and residential past. They are comprised of a number of locally significant heritage places (industrial, commercial and residential) and some industrial buildings of state significance that are included on the Victorian Heritage Register (VHR). New development should respect the scale and context of these important buildings.

Retaining the prominence of heritage buildings

Given there are relatively few heritage buildings and places in Cremorne, the proposed built form controls are designed to ensure heritage buildings retain their prominence.

Careful design responses that are tailored to the specific characteristics of the different building typologies are required. For example, residential heritage buildings have ground floor street setbacks with front gardens, whereas industrial heritage buildings are built to the street edge.



Image 58 - Slade Knitwear sign

Specific metrics have been developed to help retain the identified original fabric of the buildings, including the principal façade, primary roof form and chimneys.

Sites adjacent to heritage buildings

The proposed built form controls also apply to sites adjacent to the heritage buildings and places to ensure an appropriate transition to the heritage building and its setting.

Landmarks

The Nylex Sign is of social and heritage significance for its landmark qualities. The sign dominates the view along Punt Road and Hoddle Streets. Because of its location at the entrance to the Monash Freeway (CityLink) the Nylex sign is considered the unofficial gateway into Melbourne from the south.

While locally significant views in Balmain Street are obscured by development, it is still visible at a distance from its significant viewpoints. The primary view for the sign identified for protection in the Yarra Planning Scheme is from the eastern footpath of the Morell Bridge (to the north-west within the City of Melbourne). This view is from outside of Yarra and has been enshrined in the development approval for the Richmond Maltings site. The planning approval for the site includes raising the sign by 15 metres.

The Slade Knitwear Sign is another landmark commercial sign identified in the Yarra Planning Scheme. The sign is clearly legible from the intersection of Kelso and Dover streets. This significant view is proposed to be protected in the proposed built form controls.

Any development on the site and to the south will be required to set back above the street wall to retain the view of the sign with clear blue skies behind it. This setback is proposed to be a mandatory control.

Note: The Slade Knitwear sign has been dismantled due to safety reasons. Council is continuing conversations with the owner of the site to have the sign restored and reinstated.

Historical archaeological sites

Historical archaeological sites reveal information about a place. They can include former institutional, industrial, commercial and residential sites.

The Victorian Heritage Inventory is a list of known historical archaeological sites.

All historical archaeological sites are protected by law. Approval from Heritage Victoria needs to be provided to disturb a site. Aboriginal archaeological sites are protected under the *Aboriginal Heritage Act*.

Two historical archaeological sites have been identified in Cremorne and included in the inventory – the Riverside Inn, corner Harcourt Parade and Punt Road and former dwellings at 66-88 Green Street.

There is the potential that other historical archaeological sites could be found in Cremorne relating to its many phases of activity e.g. Cremorne Pleasure Gardens, the asylum, pubs, industrial complexes and areas of cottages.

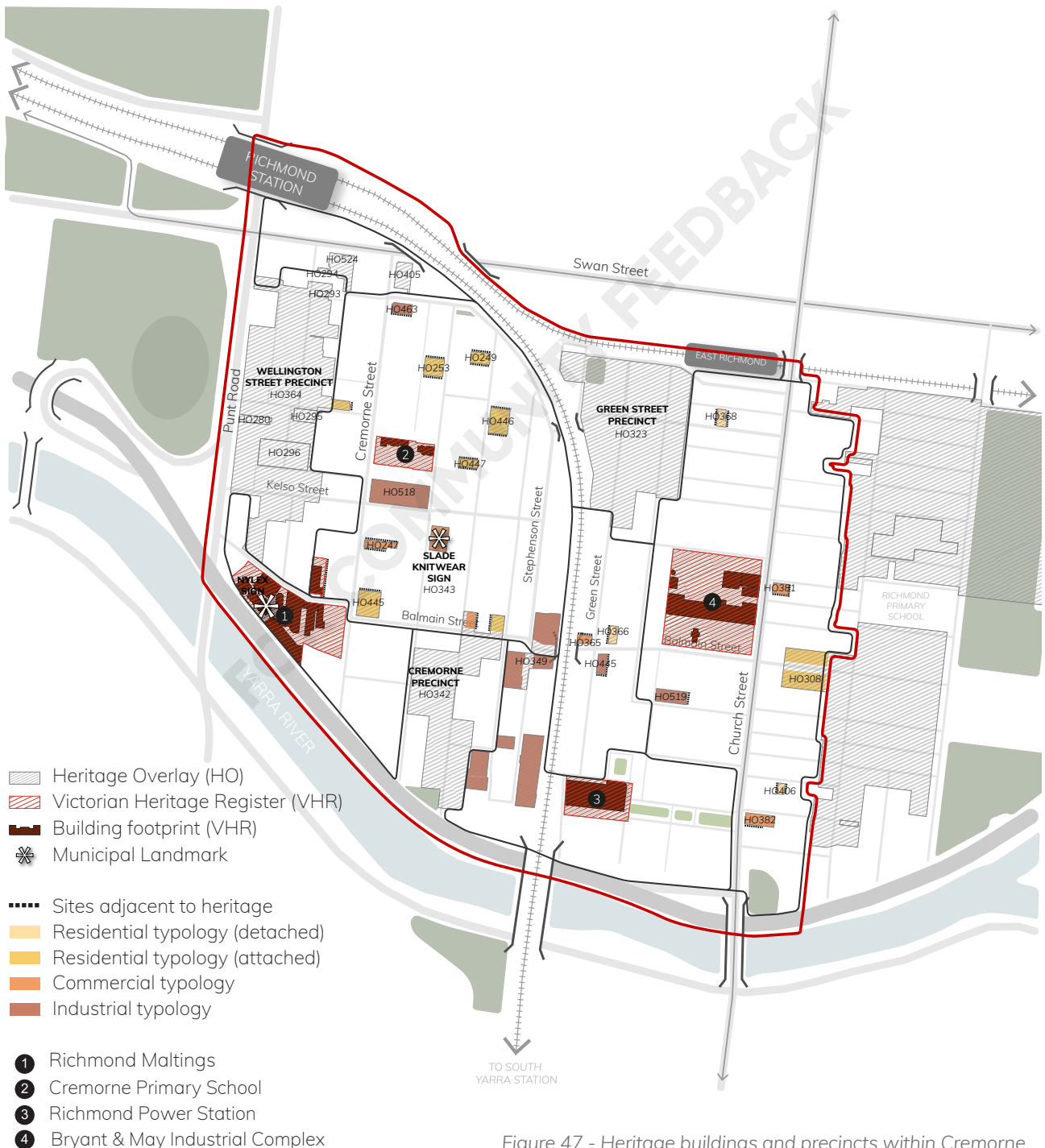


Figure 47 - Heritage buildings and precincts within Cremorne

Cremorne's heritage typologies



Image 59 - 75 Balmain Street

Residential (detached) heritage

There are several detached residential buildings of significance, ranging in scale from one to two storeys.

- 6 Yarra Street - House (HO406)
- 75 Balmain Street - Olinda House (HO366)
- 11 Chapel Street & 10 Pearson Street - House & Stables (HO368)



Image 60 - 137-151 Cremorne Street

Residential (terrace) heritage

Residential terrace buildings included within the Heritage Overlay are setback from the street boundary, varying in depth from shallow verandas to deeper front gardens.

- 137-151 Cremorne Street - Wilford Terrace (HO445)
- 16-18 Cubitt Street - Terraces (HO249)
- 21-33 Cubitt Street - Terraces (HO446)
- 58-60 Cubitt Street - Terraces (HO447)
- 30-38 Dover Street - Hurst Terrace (HO253)



Image 61 - 533 Church Street

Commercial heritage

Commercial typologies that are located within the Heritage Overlay vary from single storey shop fronts to prominent corner hotels.

- 69 Balmain Street - Grocer's Shop & Residence (HO365)
- 119 Cremorne Street - Former Yarra Hotel (HO247)
- 619 Church Street - Prince Alfred Hotel (HO382)
- 533-537 Church Street - Alexander Miller's Shops & Residences (HO381)



Image 62 - Former Cremorne Primary School

Institutional heritage

There is only one institutional heritage building remaining in modern day Cremorne.

- 55-67 Cremorne Street - Former Cremorne Primary School No. 2084 (HO246 and VHR H1634) (part of the BKI Strategic Site)

Cremorne's heritage typologies



Image 63 - 80-82 Balmain Street



Image 65 - Former Richmond Power Station

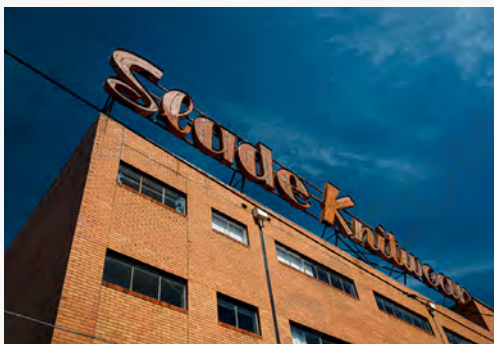


Image 64 - Slade Knitwear sign

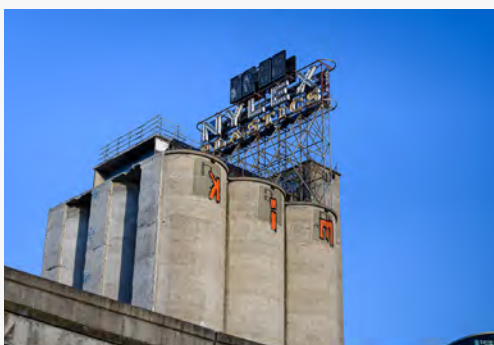


Image 66 - Nylex Sign

Industrial heritage

Former industrial buildings in Cremorne range from large scale complexes such as Bryant and May and Rosella to smaller scale factories buildings such as the former Nuttalex and Kelmbro factories.

- 80-82 Balmain Street - Former Kelmbro Factory (HO367)
- 9-11 Cremorne Street - Former Factory (HO463) (redeveloped)
- 1-9 Gordon Street - Former Factory (HO519) (redeveloped)
- 64 Balmain Street - Rosella Factory Complex (HO349) (part of the Rosella Strategic Site)
- 85-99 Cremorne Street - Former Melbourne Wire Works (HO518) (part of the BKI Strategic Site)
- 560 Church Street – Former Bryant and May complex (HO240 and VHR H626) (part of the Bryant and May Strategic Site)
- 15 Gough Street – Richmond Maltings (HO350 and VHR2050)
- 658 Church Street - Former Richmond Power Station (HO279 and VHR H1065) (part of the 658 Church Street Strategic Site)

Municipal landmarks

There are two municipal landmarks identified in Cremorne.

- 105-115 Dover Street – Slade Knitwear sign (HO343)
- Gough Street – Nylex Sign (HO350 and VHR H2049) (part of the Maltings Strategic Site)

Design objectives

- To ensure the valued built form heritage and character of Cremorne is recognised.
- To enhance the setting of heritage buildings.
- To maintain the prominence of existing heritage buildings within sites.
- To retain the visibility of significant architectural features from the public realm.
- To protect primary views to municipal landmarks within Cremorne.
- To identify potential historical archaeological sites in Cremorne.



Image 67 - Former Yarra Hotel Cremorne Street



Image 68 - Prince Alfred Hotel Church Street



Image 69 - Rosella Complex Palmer Parade

Recommendations

Municipal Landmarks

- Maintain the visual prominence and protect the clear sky views of the:
 - Nylex Sign when viewed from the centre of eastern footpath of the Morell Bridge.
 - Slade Knitwear Sign when viewed from the footpath on the north-west corner of Dover Street and Kelso Street.
- For the Slade Knitwear site at 105-115 Dover Street and sites to the south of the Slade Knitwear sign at 117-129 Dover Street, the upper levels of development must be set back 11m above the street wall.

Heritage buildings

Heritage buildings identified on Figure 47 should meet the following:

General

- Retain existing heritage fabric to retain the three dimensional form as viewed from the public realm and to avoid dominating the heritage place and facadism.
- Ensure facade heights of infill developments within a Heritage Overlay match the parapet height of adjoining heritage buildings to ensure new built form responds to heritage context.
- Ensure building additions are distinguishable from the existing heritage fabric.
- Use high-quality materials that complement the materiality of the existing heritage fabric.

Site specific

- Residential (detached) heritage refer to Table 3
- Residential (terrace) heritage refer to Table 4
- Commercial heritage refer to Table 5
- Industrial heritage refer to Table 6

Sites adjacent to heritage buildings

Buildings within interfaces to heritage buildings identified on Figure 47 should meet the following:

General

- Overall building heights create a transition between new buildings and existing buildings.
 - Apply ground floor street setbacks that align with neighbouring buildings to retain oblique views along the street, where identified.
 - Apply side setbacks that allow heritage buildings with 'side' features to be viewed from the public realm, where identified.
 - Ensure street wall heights match the parapet height of adjacent heritage buildings to create a transition between forms.
 - Apply upper level setbacks that allow significant architectural features to remain visible.
- Design side interfaces to minimise visual bulk to adjacent heritage buildings.
 - Use high-quality materials that are complementary to the materiality of the existing heritage fabric.

Actions

- 5.4.1 Introduce and implement built form recommendations for the Cremorne West Precinct, Railway Precinct and Church Street Precinct in the proposed planning scheme amendment for Cremorne addressing:
- Municipal landmarks
 - Heritage buildings
 - Sites adjacent to heritage buildings

- 5.4.2 Work with Heritage Victoria to undertake a desktop archaeological survey to identify sites of potential historical archaeological significance. This could be in the form of a representative selection and provide a pilot for a broader municipal approach.



Image 70 - Nylex sign viewed from Melrose Street

Heritage buildings

Residential (detached)

Heritage buildings / places	Built form element	Recommendation
6 Yarra Street - House (HO406)	Retention of existing heritage fabric	6 Yarra Street & 75 Balmain Street - retain heritage fabric to a depth of two front rooms
75 Balmain Street - Olinda House (HO366)		11 Chapel Street & 10 Pearson Street – at minimum, retain the eastern and southern façade of rear stables along with the roof form
11 Chapel Street & 10 Pearson Street - House & Stables (HO368)	Street wall height (infill development within the Heritage Overlay)	11 Chapel Street & 10 Pearson Street - match eaves
	Upper level setback (development within the Heritage Overlay)	Set new development back behind the heritage form to retain the full extent of original roof form measured from the front boundary: <ul style="list-style-type: none"> • 6 Yarra Street – 7m • 75 Balmain Street – 10m • 11 Chapel Street – 10m • 10 Pearson Street – 9m
	Maximum overall building height (development within the Heritage Overlay)	12m (3 storeys)

Table 3 - Residential (detached) heritage recommendations

Residential (terrace)

Heritage buildings / places	Built form element	Recommendation
137-151 Cremorne Street - Wilford Terrace (HO445)	Retention of existing heritage fabric	Retain heritage fabric to a depth of two front rooms
16-18 Cubitt Street - Terraces (HO249)		16-18 Cubitt - Retain the full double gable length of the terrace (12m from property boundary)
21-33 Cubitt Street - Terraces (HO446)	Upper level setback (development within the Heritage Overlay)	Set new development back behind the heritage form to retain the full extent of original roof form
58-60 Cubitt Street - Terraces (HO447)		<ul style="list-style-type: none"> • 137-151 Cremorne Street (14m from the property boundary) • 21-33 Cubitt Street (10m from the property boundary) • 58-60 Cubitt Street (14m from the property boundary) • 30-38 Dover Street (16 from the property boundary)
30-38 Dover Street - Hurst Terrace (HO253)		21-33 Cubitt Street - setback so built form rests within a continuing roofline from the terrace below
	Maximum overall building height (development within the Heritage Overlay)	12m (3 storeys)

Table 4 - Residential (terrace) heritage recommendations

Heritage buildings

Commercial

Heritage buildings / places	Built form element	Recommendation
69 Balmain Street - Grocer's Shop & Residence (HO365)	Retention of existing heritage fabric	Retain the full roof form and full volume of principal building form
119 Cremorne Street - Former Yarra Hotel (HO247)		69 Balmain Street – 10m depth
619 Church Street - Prince Alfred Hotel (HO382)		119 Cremorne Street - retain entire heritage building including all chimneys and roof form (no removal of original fabric)
533-537 Church Street - Alexander Miller's Shops & Residences (HO381)		619 Church Street - retain entire heritage building
	Upper level setback (development within the Heritage Overlay)	533-537 Church Street – retain a minimum of 7 metres of original fabric to maintain side parapet stepped form
	Maximum overall building height (development within the Heritage Overlay)	Set new development back behind the heritage form
	Street wall height (infill development within the Heritage Overlay)	119 Cremorne Street - 12m with two upper most storeys set back an additional 3m
	Upper level setback (infill development within the Heritage Overlay)	619 Church Street - set any new addition back minimum 12m from Church Street
		533-537 Church Street – retain approximately 7m minimum of original fabric to maintain side parapet stepped form
		See Figure 45 and Figure 46
		619 Church Street - match the parapet height of heritage building
		533-537 Church Street - 8 metres (two storeys)
		69 Balmain Street - 3 metre minimum to Balmain Street
		619 Church Street - 3 metre minimum to Prince Patrick Street
		533-537 Church Street - 3 metre minimum to Kingston Street

Table 5 - Commercial heritage recommendations

Industrial

Heritage buildings / places	Built form element	Recommendation
80-82 Balmain Street - Former Kelmbro Factory (HO367)	Retention of existing heritage fabric	Retain significant fabric and two structural bays from the primary Balmain Street frontage
	Upper level setback (development within the Heritage Overlay)	Set back by at least two windows section along Green Street (approximately 7 metres) and Balmain Street (approximately 5 metres)
	Maximum overall building height (development within the Heritage Overlay)	See Figure 45 and Figure 46
	Street wall height (infill development within the Heritage Overlay)	Match the parapet height

Table 6 - Industrial heritage recommendations

Sites adjacent to heritage buildings

Residential (detached)

Properties adjacent to heritage buildings / places	Built form element	Recommendation
6 Yarra Street (HO406) 75 Balmain Street (HO366)	Street wall / front setback	Match front setback for a minimum length of 6 metres
	Side setback	6 Yarra Street - set the whole building back 2.5 metres from the side property boundary for 6 metres on the eastern boundary only, to reveal side wall stonework
	Upper level setback	75 Balmain Street – Set upper levels (above the two storey street wall) back 9 metres to match Olinda House

Table 7 - Sites adjacent to residential (detached) heritage recommendations

Residential (terrace)

Properties adjacent to heritage buildings / places	Built form element	Recommendation
16-18 Cubitt Street (HO249) 58-60 Cubitt Street (HO447) 30-38 Dover Street (HO253)	Street wall setback / front setback	16-18 Cubitt Street – match front setback match for minimum length of 6 metres
	Side setback	30-38 Dover Street - set upper levels (above the street wall) back 2.5 metres from the side boundary for the depth of two front rooms to protect views to chimney 16 & 18 Cubitt Street - set the whole building back 2.5 metres from the side property boundary for the length of the two gables to protect views of the side gables 58 & 60 Cubitt Street - set the whole building back 2.5 metres from the side of the heritage building for the length of original roof form

Table 8 - Sites adjacent to residential (terrace) heritage recommendations

Commercial

Properties adjacent to heritage buildings / places	Built form element	Recommendation
69 Balmain Street (HO365) 119 Cremorne Street (HO247) 619 Church Street (HO382) 533-537 Church Street (HO381) 80-82 Balmain Street (HO367)	Street wall height	Match the parapet height of the heritage building for a minimum of 6 metres in length
	Upper level setback	Match the upper level setback of the heritage building for a minimum length of 6 metres

Table 9 - Sites adjacent to commercial heritage recommendations

Industrial

Properties adjacent to heritage buildings / places	Built Form Element	Recommendation
80-82 Balmain Street (HO367)	Street wall height	Match the parapet height of the heritage building for a minimum of 6 metres in length
	Upper level setback	Match the upper level setback of the heritage building for a minimum length of 6 metres

Table 10 - Sites adjacent to industrial heritage recommendations

Objective 5.5 Create blueprints for the redevelopment of strategic sites.

Cremorne includes a number of larger and more complex strategic sites which present development opportunities. However, these sites also present opportunities to realise community benefits including through site links, new walking and cycling connections and opportunities for much needed public open space.

The sites include the Bendigo Kangan Institute (BKI), the Bryant & May Complex, 167 Cremorne Street, Rosella Complex, 658 Church Street, 534 Church Street and the Richmond Maltings site.

Built form controls have not been developed for these sites as part of the UDF. However, the revised UDF includes design objectives for each of site which address important structural elements which would guide the redevelopment of the site. For example, potential locations for open space, through site links and interface issues.

The existing conditions of each was analysed and used to inform an overarching design vision and series of objectives for each site, generally addressing (where relevant):

- massing and height transition
- ground floor setbacks
- views to heritage buildings
- potential through site connections
- open space opportunities
- river corridor overshadowing.



Image 71 - 658 Church Street - Former Power Station



Image 72 - Bryant and May Complex

Further strategic work will be undertaken with landowners and Heritage Victoria, where sites are on the Victorian Heritage Register, to inform more detailed master planning of the sites. This will further explore built form parameters and consider planning scheme mechanisms. Noting that planning controls do not apply to the Department of Education owned BKI site, however a collaborative master planning process would still be undertaken.

One planning mechanism that could be explored is the use of Floor Area Ratios (FARs). A FAR is a type of planning control that sets a specific amount of development that can occur on a site. The floor area ratio is the ratio of a new building's total floor area in relation to the size of the site it is being built on. For larger sites, a floor area ratio combined with other built form controls allows for variation in the height and shape of buildings while also enabling the delivery of new streets and open spaces. FAR may not be appropriate on sites on the VHR as heritage considerations will take precedence.



Image 73 - Former Cremorne Primary School

Victorian Heritage Register

Four of these sites include significant heritage buildings that are on the Victorian Heritage Register (VHR):

- Richmond Maltings (noting the majority of the portion of the site it applies to is already developed)
- Bendigo Kangan Institute – Former Cremorne Primary School (HO246, VHR H1634)
- Former Bryant and May Industrial Complex (HO240, VHR H626)
- 658 Church Street – Former Richmond Power Station (HO279, VHR H1055).

There may be lower development expectations for strategic sites with heritage places on the VHR. However, there is an opportunity to showcase these spectacular heritage buildings in any redevelopment of the site. Given this, it is critical that Council and landowners engage with Heritage Victoria to guide and support the heritage management of these state significant places.

Yarra river corridor protection

Four of the strategic sites are also affected by Schedule 1 to the Design and Development Overlay (DDO1), the Yarra (Birrarrung) River Corridor Protection overlay:

- Richmond Maltings (noting the majority of the portion of the site it applies to is already developed)
- 167 Cremorne Street
- The Rosella Complex (57 Balmain Street)
- 658 Church Street.

This DDO does not specify mandatory or discretionary requirements regarding building heights, however it applies an overshadowing requirement to three of the strategic sites interfacing the river. Buildings must not cast any additional shadow on the Yarra River between 11.00am and 2.00pm on 22 June (winter solstice).

In addition to considering overshadowing of the river, developments will also need to consider this highly visible interface. The Significant Landscape Overlay (SLO1) also applies to some sites adjacent to the river and requires consideration of impacts on the river, removal of vegetation and visual impact (Refer to Theme 2).

Actions

- 5.5.1 Undertake further strategic work for each strategic site in conjunction with landowners and Heritage Victoria (as relevant) to inform detailed master planning.



FOR COMMUNITY FEEDBACK

Part Three: Precincts

This section details the vision for each precinct; Cremorne West, Railway, Church Street and Birrarung and strategic sites.

Part Three: Precincts

There are distinct commercial and residential precincts within Cremorne, each with its own individual characteristics and opportunities. This section details how the vision for the Cremorne West, Railway, Church Street and Birrarung precinct will be achieved through the application of the proposals and actions outlined in Part Two: The Framework. Where a strategic site is located within the precinct, a vision and objectives are described to guide future work.

Cremorne West Precinct

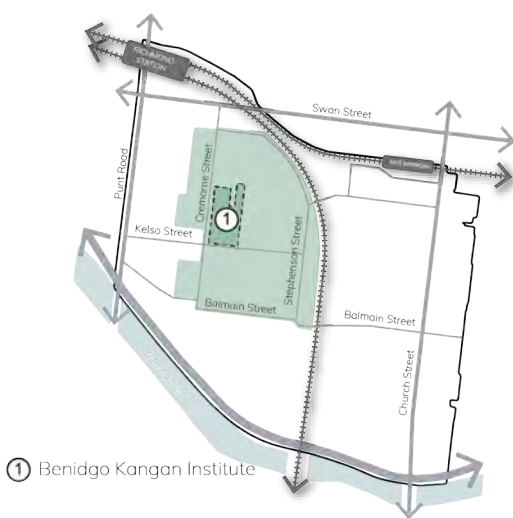


Figure 48 - Cremorne West Precinct

Existing Conditions

South of Richmond Station, bound by Stephenson Street to the north, Jessie Street and residential areas to the west, Balmain Street to the south and the railway corridor to the east. Cremorne Street forms the main north south corridor, with the Bendigo Kangan Institute Campus (BKI) at the centre. This precinct is characterised by a network of narrow one-way north-south streets. Predominantly, low-rise industrial, interspersed with residential terrace typologies with mid-rise contemporary office development. Recent development activity has shifted towards a scale of seven to eight storeys, with some larger sites accommodating up to nine storeys. Key heritage buildings include the Former Cremorne Primary School, Slade Knitwear sign, and clusters of residential terraces.



Image 74 - Stephenson Street low rise industrial



Image 75 - Bendigo Kangan Campus Cremorne Street

The Vision – Cremorne West

Cremorne West will form the **heart of the Cremorne ‘Enterprise Precinct’** with diverse global and local creative and innovative businesses. It will be a vibrant and busy commercial precinct, with activity spilling out onto its streets.

Cremorne Street will be reimagined as a leafy pedestrian and cycle friendly spine linking Richmond Station to the Birrarung Precinct to the south. Buildings will be set back off the street to provide space for widened footpaths, seating, greening and welcoming entrances to buildings.

Access will be improved to the **revitalised Richmond Station with an improved crossing at Swan and Cremorne Streets** and public spaces marking the entrance to Cremorne West from the Richmond Station Precinct.

The BKI Campus, at the heart of the precinct, will become a creative and digital education and community hub for the Enterprise Precinct. The campus will provide education facilities and new public spaces around the historic former Cremorne Primary School buildings which will welcome the wider community into the campus.

The Precinct will be characterised by **its eclectic mix of heritage terraces, industrial buildings and high quality contemporary commercial buildings** which respect the fine grain character and narrow streets. Taller buildings of eight to nine storeys will be focussed on Cremorne Street and Stephenson Street north along the railway line with heights transitioning down to the residential areas in the west and south of the Precinct.

Stephenson and Balmain Streets will also become important green walking and cycling corridors linking east and western Cremorne, punctuated by **small intimate public spaces to meet and rest.**

Activities and Land Use

- Cremorne West will further develop into a vibrant and busy commercial precinct supporting small innovative manufacturers to corporate head offices. It will support a diverse range of global and local creative and innovative businesses.
- Retail space and cafes will support the needs of people working and living in the area.
- Commercial buildings will provide high quality, flexible and adaptable workspaces.
- Developments will enhance and activate streets and laneways.
- The Bendigo Kangan Institute (BKI) Digital and Creative Skills campus lies at the heart of Cremorne Street. It will be enhanced as creative and digital education and community hub (refer to Objective 1.4 and Bendigo Kangan Institute – Strategic Site).

Movement and Access

- Access to the transformed Richmond Station Precinct will be improved. The crossing at Swan Street and Cremorne Street will be improved for pedestrians and bikes. New public spaces will mark the entrance to Cremorne West.
- Cremorne Street will be safer and more pleasant for all users due to reduced vehicle speeds and lower volumes of traffic. The street will be transformed into a pedestrian and cyclist friendly environment, linking Richmond Station to the Birrarung Precinct to the south. It will become part of a one way loop.
- Through vehicular traffic will be discouraged on Cremorne Street, providing mainly for essential service vehicles and destination trips only. Workers and visitors will walk and cycle safely within the precinct, with slow traffic speeds and redesigned streets.

Streets and Spaces for People

- The streets in Cremorne West will be redesigned to form a one-way loop for vehicles, with widened footpaths and separated bike lanes for cyclists.
- Changes will occur to the railway underpasses at Balmain and Dunn Street with one side dedicated to walking and cycling by closing the eastbound direction to through-traffic at Balmain Street and westbound traffic at Dunn Street (as part of the one way loop).
- Stephenson Street will provide an improved pedestrian experience linking Swan Street and Cremorne Street to the Dunn Street underpass. The landscaped street along the rail corridor will be interspersed by places to sit and meet.
- Balmain and Kelso Streets will provide an improved walking and bike links, with a potential new crossing of Punt Road at Kelso Street.
- Buildings will provide generous entrances and integrated seating, with ground floor setbacks and landscaped spaces.
- A new small neighbourhood public open space will be located on the BKI Campus, creating a vibrant campus social and recreation space that draws the wider community into the site.
- Balmain Plaza continue to provide a leafy public space but will become more pedestrian friendly with slower traffic, less road space and more space for people.
- New street trees and landscaping will contribute to the amenity of streets and ensure a climate ready precinct.

Design Quality

- Cremorne West will be recognisable by its eclectic mixed character of heritage terraces, industrial factories and other unique heritage buildings, juxtaposed with contemporary commercial buildings.
- Contemporary commercial buildings of eight to nine storeys along Cremorne Street and Stephenson Street (north) reinforce the industrial character of Cremorne West with their form and the materials used.
- Buildings reduce in height at the street edge to create a human-scale environment and ensure a high level of amenity along the narrow streets.
- Street walls of up to four storeys and upper level setbacks will maintain solar access to Cremorne Street ensuring attractive sunny footpaths.
- Heritage buildings on the BKI campus will be respectfully adapted to house new education and community facilities.
- Heritage and character buildings will be reused or sensitively redeveloped to retain the integrity of the building and celebrate the historic character of this precinct. Rows of Victorian era terraces will be retained and framed by new commercial development.
- Sky views behind the significant Slade Knitwear sign from Dover Street will be maintained through upper-level setbacks of the buildings on the site and to the south.



Image 76 - Former Yarra Hotel Cremorne Street



- ↔ Primary access network & activity spine
- ↔ Primary access network
- ↔ Primary access network one-way
- ↔ Cycling connection
- ↔ Through site links
- Proposed / upgraded signalised intersection
- ▨ Open space opportunity area
- ▨ Public realm upgrade / open space opportunity
- ★ BKI creative & digital education hub

- Priority crossing upgrades
- ① Swan Street and Cremorne Street intersection
 - ② Punt Road and Kelso Street signalisation
 - ③ Punt Road CityLink underpass
 - ④ Dunn Street underpass
 - ⑤ Balmain Street underpass
 - ⑥ New walking and cycling connection north

Figure 49 - Cremorne West framework

Bendigo Kangan Institute (Strategic Site)

The Bendigo Kangan Institute campus plays an important role in the long-term strategic future of the area. The site includes a series of institutional buildings, including state and locally significant heritage buildings, set within a carpark and landscape setting. There are limited links through the site.

Design objectives

1. Buildings range in height with building massing carefully located to ensure that views to the roofline of the former Cremorne Primary School remains prominent within the skyline.
2. A new small neighbourhood open space is located to the south of the former Cremorne Primary School (extending the full width of the building) that enhances and complements the existing building.
3. A new east-west link is provided to the north of the former Cremorne Primary School (minimum 10m wide) to provide space behind the school buildings when viewed from the south and link Cremorne and Dover Streets. A secondary east-west link is provided alongside the future open space. North-south connections to Dove Street are also enhanced.
4. A ground floor setback is provided to Cremorne Street (minimum 6m) that aligns with the building line of the former Cremorne Primary School and allows for the integration of seating and landscape at the street interface and welcomes the community in. Buildings in Dover Street should be set back to retain the prominence of the school building in the streetscape.
5. Public access to the existing open spaces within the site is improved.
6. Heritage buildings (Former Cremorne Primary School buildings and Former Melbourne Wire Works) will be reused or sensitively redeveloped to retain the integrity of the building and a sense of history. *NOTE - Council and landowners will need to engage with Heritage Victoria on buildings/places which are on the Victorian Heritage Register.*
7. Provide a transition in height on the northern portion between the broader Cremorne West Precinct and the former Cremorne Primary School.

Vision

The Bendigo Kangan Institute is a **revitalised and vibrant campus at the heart of Cremorne West**, where students, industry and the community come to **learn and collaborate**. The campus will be connected to the wider community and businesses.

A **series of contemporary buildings** will be designed and located within a landscaped setting that will cement BKIs reputation as a critical educational institution within Cremorne. The new buildings will create a visually interesting skyline and streetscape around the former Cremorne Primary School. **School buildings** are reused or sensitively redeveloped to retain the integrity and a sense of history for the site.

A **new open space is located to the south of the former Cremorne Primary School buildings**. Other new spaces will be created providing different experiences and fulfilling different needs. An **internal laneway network** is well-integrated into the surrounding street network drawing the public through the site.

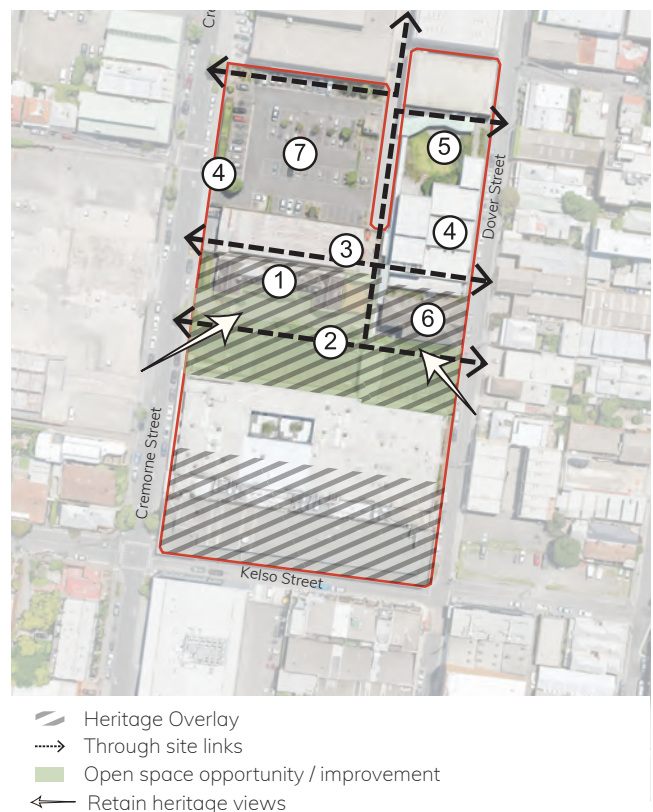


Figure 50 - Bendigo Kangan Institute design objectives

Railway Precinct

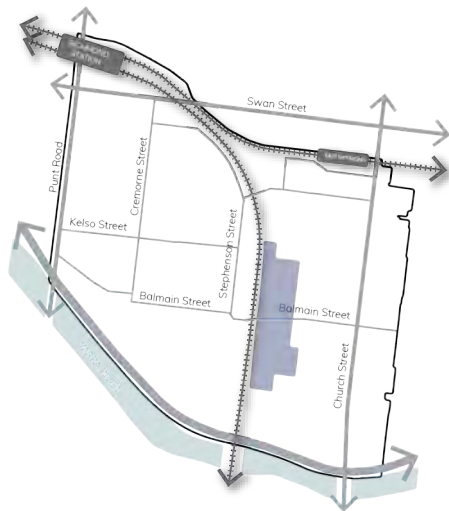


Figure 51 - Railway Precinct

Existing Conditions

Directly east of the railway line, the Railway Precinct centres around the north south streets; Green Street and Chestnut Street. The precinct abuts the low scale leafy Green Street Residential Precinct to the north. Green Street is an important north south walking and cycling connection to Swan Street (via the underpass) and South Yarra and the Main Yarra trail (via Oddys Lane and the railway bridge). Sites are generally fine grain with the exception of large lots along the railway corridor. Buildings range in scale from one to four storeys with contemporary development at the southern end of Green Street. A group of individually significant heritage buildings define the intersection of Green Street and Balmain Street.

The Vision - Railway Precinct

Railway Precinct will be a **vibrant linear employment precinct**, between the railway corridor and Church Street Precinct, anchored by the **Cremorne Digital Hub** on Balmain Street.

Swan Street and the Yarra River corridor and surrounds will be easily accessible via **green north-south streets and upgraded underpass and bridge connections**.

Balmain Street and the underpass will provide safe and accessible connections to Cremorne West and Church Street with reduced vehicle speeds and traffic volumes, expanded footpaths and greening.

A sense of scale will be maintained in the narrow streets with a **street wall height of three storeys and overall heights of seven storeys**. Built form will transition in height to the north, respecting the low scale landscape character of the Green Street Residential Precinct.

The **cluster of heritage sites on Balmain and Green Streets, which includes Cremorne's Digital Hub will be enhanced** with new public spaces and development which is setback from the heritage buildings to enhance their prominence.

New public space along the railway corridor will provide space to meet and relax and provide green relief in a compact, busy precinct and form part of the green link south to Oddys Lane and the enhanced Yarra River crossing to South Yarra.

Activities and Land Use

- Railway Precinct will be a dynamic and vibrant employment area, home to a range of small to medium sized businesses.
- The Cremorne Digital Hub on Balmain Street will provide for education, research and innovation in the digital field and host a range of activities including training, research and business and industry events.

Movement and Access

- The Green Street and Chestnut Street green spines will provide safe north-south walking and cycling connections.
- A revitalised Oddys Lane and new pedestrian and cyclist access across the railway bridge will reconnect Cremorne to the Main Yarra Trail and across to South Yarra and surrounds.
- The precinct will be connected to the Cremorne West and Church Street precincts and wider area via the redesigned Balmain Street. Changes will be made to the railway underpasses at Balmain and Dunn Street with one side dedicated to walking and cycling by closing the eastbound direction to through-traffic at Balmain Street and westbound traffic at Dunn Street.



Image 78 - Proposed Cremorne Digital Hub Balmain St



Image 77 - Balmain Street underpass looking west

Streets and Spaces for People

- New public space on state government (VicTrack) land along the railway corridor (south of Balmain Street) will provide opportunities for passive recreation and provide much needed greening for the precinct.
- New public space will be created around the intersection of Balmain and Kelso Streets at the Digital Hub.
- Streets will be further enhanced with additional tree planting.

Design Quality

- Contemporary commercial development up to seven storeys will reinforce the fine-grain industrial character and human scale of the precinct.
- Built form will transition to the north, respecting the low scale leafy character of Green Street Residential Precinct.
- Buildings along the railway corridor will be well designed and visually engaging to respond to the railway edge when viewed from the railway line.
- The unique mix of heritage buildings clustered around the Balmain Street and Green Street intersection will be retained with new commercial development set back behind the heritage forms.
- Views to the former Richmond Power Station (VHR) south along Green Street will be enhanced.
- Sunlight to the southern footpaths of Balmain Street will be retained to enhance this important east-west pedestrian and cycling link.



Figure 52 - Railway Precinct framework

Church Street Precinct

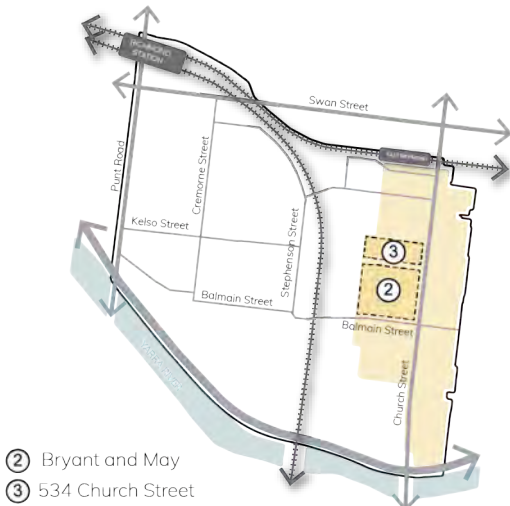


Figure 53 - Church Street Precinct

Existing Conditions

Extending from East Richmond Station, south to Howard Street, the Church Street Precinct is characterised by narrow streets and laneways extending east and west from the central Church Street arterial corridor. The precinct interfaces with low scale residential areas to the west (Green Street residential precinct) and east (surrounding Brighton Street). Church Street is a mixture of traditional shopfronts, corner pubs, landmark heritage buildings, large-format retail stores and contemporary office buildings. The urban character is not cohesive and architectural styles vary.

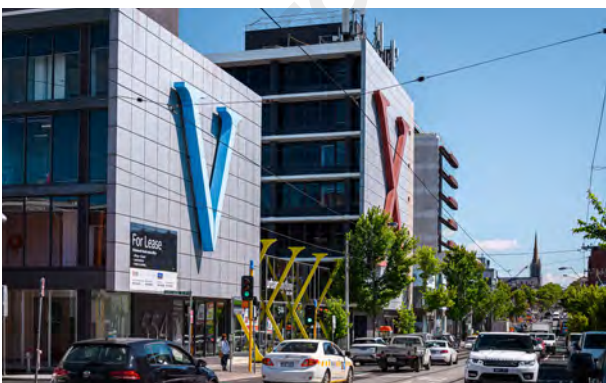


Image 79 - 534 Church Street commercial development

The Vision – Church Street Precinct

The Church Street Precinct will be a **thriving mid-rise retail and commercial corridor** with a mix of offices, company headquarters, showrooms, retail and cafes focussed on Church Street.

Church Street will provide a **treed transport link** between the Swan Street Activity Centre and the Yarra River with safe and attractive walking and cycling and accessible tram stops. Key east-west streets off Church Street will link the precinct to other parts of Cremorne and will be enhanced with kerb outstands, planting and improved footpaths.

East Richmond Station will be revitalised. Its prominence in the streetscape will be enhanced with improved accessibility from Church Street, Swan Street and the residential areas of Cremorne.

The precinct's character will continue to be **defined by modern development interspersed with large scale industrial heritage, corner pubs and other fine grained heritage buildings.** The key heritage buildings including remanent shops and corner pubs and also the landmark Bryant and May buildings will be showcased through sensitive redevelopment.

The Church Street spine will be defined by **taller buildings of up to ten storeys** with lower scale buildings in the side streets transitioning to the residential areas at its edges.

Activities and Land Use

- Church Street Precinct will be a thriving mid-rise area with a mix of commercial and retail uses ranging from headquarters and large office developments, high end retail and showrooms to cafes, restaurants and bars.
- Anchored by the Church Street high street corridor, this precinct will be distinct from the commercial core of Cremorne.
- Easy access is provided to the Swan Street Major Activity Centre with its mix of retail uses.

Movement and Access

- Church Street will provide for safe and efficient walking, cycling and public transport trips with redesigned accessible tram stops, dedicated cycle lanes and widened footpaths.
- A revitalised East Richmond Station to the north will serve the precinct and Swan Street, with enhanced connections from Church Street, Adolph Street and Swan Street from the north, with a new small local open space and station forecourt areas.
- Balmain and Cotter Streets will form safe east-west walking and cycling connections to the off-road paths and significant open spaces such as Barkly Gardens to the east.

Streets and Spaces for People

- New street trees and landscaping will contribute to the amenity of streetscapes and ensure a climate ready precinct.
- Local east-west streets including Albert Street, Adelaide Street, Amsterdam Street, Gordon Street and Yorkshire Streets will be enhanced.

Design Quality

- Church Street will be characterised by a mix of buildings ranging in height up to ten storeys. The scale will reduce to seven storeys along narrow east west streets with five storey development respectfully transitioning to the low scale residential areas to the east and north-west.
- The retention of smaller scale heritage gems along Church Street including the two storey elaborate Baroque revival corner hotel and Edwardian shop fronts, interspersed with modern buildings, will retain the sense of history of the precinct.
- Engaging ground floor design, with generous entrances and integrated landscaping contribute to the 'high street' character and vibrancy of Church Street.
- Street walls of up to four storeys and upper level setbacks will maintain solar access to Church Street ensuring attractive sunny footpaths.
- A pedestrian scale is maintained along narrow east west streets, with lower street walls of three storeys.
- Development on the Bryant and May Street complex will ensure the historic building remain prominent in the street and wider precinct (refer Bryant and May – Strategic site).
- Development of 658 Church Street will ensure the former Richmond Power Station remains prominent (refer 658 Church Street – Strategic site).
- Publicly accessible through site links and new small local open space will integrate the Bryant and May complex into its surrounds and celebrate the industrial significance of the factory to Cremorne and Richmond.



Figure 54 - Church Street Precinct framework

Bryant and May (Strategic Site)

The Bryant and May Former Industrial Complex site is an important part of Cremorne's industrial history as one of the first large-scale manufacturing businesses operating in Cremorne. The complex is also of state heritage significance. The Bryant and May Complex is a group of robust buildings set within grounds with large areas of at grade carparking. Taller elements such as the clock tower and chimney are highly visible from the immediate streets and contribute to the overall image of Cremorne.



Image 80 - Bryant and May Complex



Image 81 - Bryant and May Pavillion

Vision

The Bryant & May Complex will host high quality contemporary buildings sited and designed to **maintain the prominence of the state significant industrial complex** and to create a visually interesting skyline and streetscape surrounding the complex. **Views to the chimney, towers and prominent facades will be enhanced.**

Buildings are set within a **network of publicly accessible links and public spaces** that tie the site into the broader urban fabric of the Church Street Precinct and surrounds. Significant buildings are reused and sensitively redeveloped. The retention of the **tennis courts and pavilion** add to the sense of history of the site.

Adelaide Street is reimagined as a green shared street connecting Church Street to the Railway Precinct to the west. A landscape setback along Balmain Street enhances the landscape setting of the heritage tennis pavilion and provides opportunities for seating along the streetscape.

Design objectives

1. Building massing is carefully located to ensure that heritage features remain prominent within the site including decorative facades, parapets and taller elements including the chimney and clocktower.
2. Through site links create a publicly accessible and legible network that connects to the broader street network and frames the heritage forms.
3. A new small local open space is provided on the western portion of the site to support the retention of key views.
4. A landscaped setback (minimum 6m) is provided at the Balmain Street and Chestnut Street interface which to contribute to an expanded public realm and provide for integrated seating and landscaping.
5. Additional overshadowing of Church Street (eastern footpath), Balmain Street (southern footpath) and open space within the site is avoided.
6. Heritage buildings will be reused or sensitively redeveloped to retain the integrity of the building and a sense of history. (NOTE - Council and landowners will need to engage with Heritage Victoria on buildings/places which are on the Victorian Heritage Register.)
7. Adelaide Street is reimagined as a green shared street that connects Church Street to the site and adjacent Railway Precinct with human scale development, consolidated vehicle entrances and generous building setbacks to enhance the public realm.
8. Reimagine Russell Street as a landscaped pedestrian corridor, with very limited or no vehicle access and a series of public spaces that reinforce the site's role as a former model factory that placed emphasis on worker amenity.
9. Preserve views to ensure the Bryant & May buildings, including clocktower and chimney remain prominent from Chestnut Street, north of Adelaide Street and south of Balmain Street and from Church Street.
10. Design new street walls that align with or are lower than the site's heritage podiums.

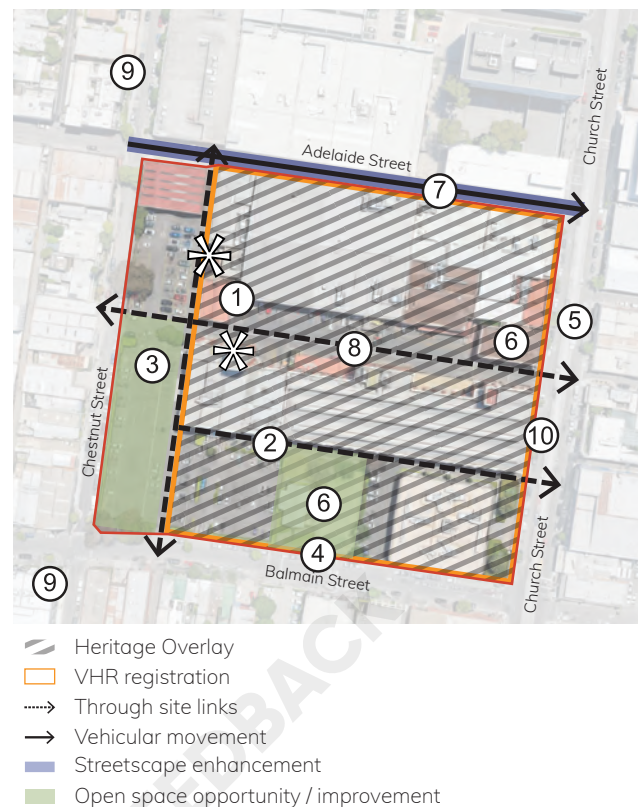


Figure 55 - Bryant and May design objectives

11. Ensure any new built form presents as well-designed companion buildings which respond to the heritage place:
 - On the northern portion of the site – the scale of new built form does not dominate the main factory building
 - At the north-west corner - built form retains permeability through the site
 - On the southern half of the site – new built form is setback from Church Street and development is less extensive, especially west of the pavilion.

534 Church Street (Strategic Site)

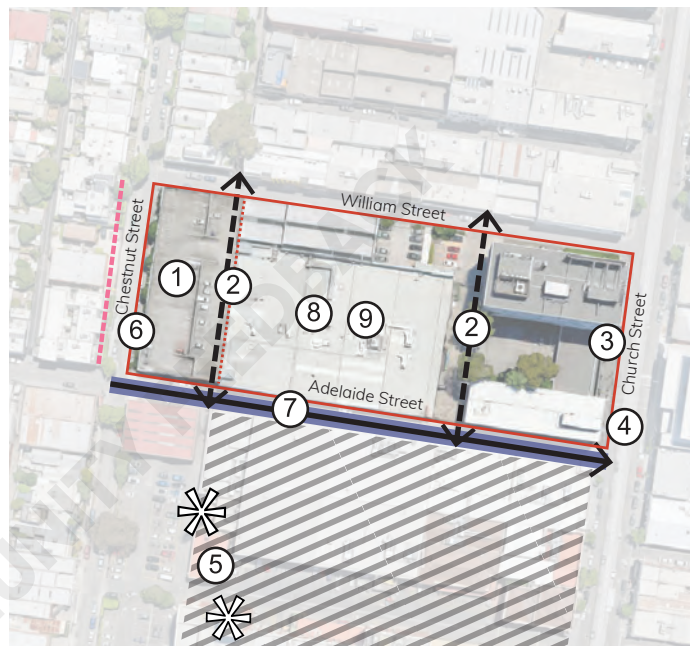
A rectilinear, east-west site fronting four streets – Church, William, Adelaide and Chestnut Street. It is currently occupied by multiple buildings including a 7-storey office complex (fronting Church Street), single storey warehouses and a two-storey car park (fronting Chestnut Street). There is a limited amount of at-grade car parking within the site. The rear portion of the site occupied by the car park is zoned General Residential Zone 2 (GRZ2).

Design objectives

1. Buildings at the Church Street interface transition down to the lower-scale character of the Chestnut Street Heritage Overlay.
2. A through site link aligned with Walnut Street is extended through the site and an additional north-south laneway is provided towards at the eastern end of the site.
3. A well-designed street wall creates a human-scale, active interface to Church Street, Adelaide Street and William Street. The Church Street interface is the primary interface and incorporates awnings, inset building entrances and integrated seating.
4. Overshadowing to Church Street (eastern footpath) is avoided.
5. Building massing will ensure that the Bryant & May site, including the clock tower and chimney remain prominent when viewed from Chestnut Street.
6. A landscape setback is provided to Chestnut Street in response to the character of the streetscape.

Vision

A series of **contemporary buildings** set within a network of publicly accessible connections. Buildings are sited and designed to respond to each of the street interfaces, creating high quality, human scaled streetscapes. Building massing is carefully located to **maintain the prominence of the Bryant and May building** as viewed from Chestnut Street.



- Heritage Overlay
- Through site links
- Vehicular movement
- Streetscape enhancement
- Residential street interface
- Heritage elements

Figure 56 - 534 Church Street design objectives

7. Adelaide Street is reimagined as a green shared street that connects Church Street to the site and the adjacent Railway Precinct with human scale development, consolidated vehicle entrances and generous building setbacks to enhance the public realm.
8. Ensure the scale and sitting of any new built form has regard to the state heritage significance of the Former Bryant & May buildings, ensuring development retains its prominence along Church Street.
9. Develop the site as a campus of buildings rather than one large building.

Birrarung Precinct

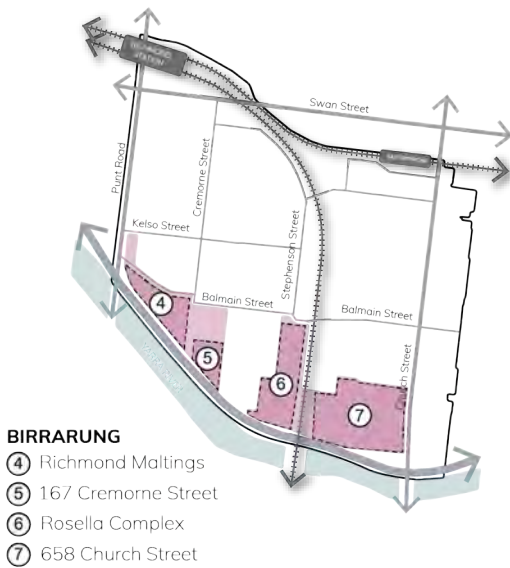


Figure 57 - Birrarung Precinct

Richmond Maltings (Strategic Site)

The Maltings site is bound by Gough Street to the north, Punt Road to the west, Harcourt Parade and CityLink to the south, and Cremorne Street to the east. The large site is made up of several allotments, totalling nearly 10,000sqm. The Richmond Maltings was established in 1852 and has been continuously associated with the brewing and malting industry. The 1880 four-storey pneumatic malthouse and silos remain on the site. Many of these buildings, and the Nylex Sign, are of state heritage significance. The iconic Nylex Sign, a municipal landmark was erected on the silos in 1961. The primary viewing location is from the centre of Morell Bridge (within the City of Melbourne), with other views from CityLink.

The site comprises of buildings ranging from 2-4 storeys, the 9-storey MYOB building and two residential apartment towers, with a mix of shops, a supermarket and offices. The central and north-western part of the site not yet been developed. It has a permit for a hotel and various commercial buildings including office and a mix of retail, function spaces, cafes and restaurants.

The Birrarung Precinct is located along the Yarra River on either side of the railway corridor and the Cremorne Residential Precinct. It consists of four strategic sites:

- Richmond Maltings
- 167 Cremorne Street
- Rosella Complex
- 658 Church Street.

Vision

The Richmond Maltings will be a **hub of activity and employment**. The mix of residential, commercial and retail uses will activate the precinct throughout the day and evening. **Surrounding streets are activated and enhanced** through expanded footpaths, street tree planting, active ground floor uses and generous entry forecourts and spaces.

The site will provide a series of vibrant plazas and laneways that integrate the site into the surrounds and draw people into the precinct. The design of links and spaces will **reference and celebrate the site's rich industrial past**.

Significant heritage buildings and structures will be showcased and enhanced. With new buildings sited and designed to respect existing buildings and retain **the prominence and landmark qualities of the Nylex sign and associated silos**.

Buildings range in height, **responding to the low scale residential precinct to the north and the Yarra River environs to the south**, avoiding additional overshadowing.

Design objectives

1. A diversity of land uses will be provided that activates the site and supports the broader Cremorne Enterprise Precinct and surrounds.
2. The site is integrated with its surrounds, providing a series of links and spaces that improve accessibility and connectivity through the site, and connect to the Main Yarra Trail. Through site links and the enhanced crossing of Harcourt Parade provides access to the Main Yarra Trail and river.
3. Development will respect the amenity of lower scale residential areas to the north.
4. Surrounding streets will be enhanced through footpath widening, street tree planting and design of the ground floor premises which will activate the frontage.
5. Vehicular access and servicing will be consolidated to minimise the impact on the surrounding streetscapes.
6. The visual prominence and views of the landmark Nylex sign and associated silos will be retained through the sensitive siting and design of new buildings.
7. Significant heritage buildings and structures will be reused and sensitively redeveloped to retain the integrity of the building and a sense of history.
8. Development will complement and enhance the Yarra River environs through the design quality and materiality of buildings along the southern interface.

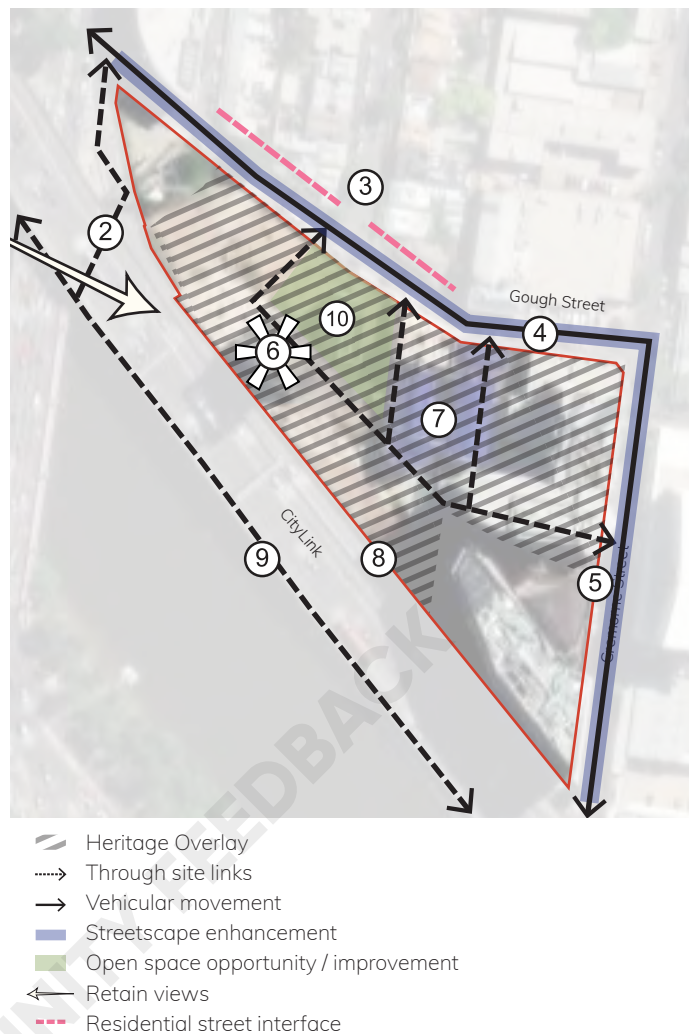


Figure 58 - Richmond Maltings design objectives

9. Development will seek to minimise additional overshadowing on the banks, water of the Yarra River and adjacent public open space, pedestrian and bicycle paths (noting Design and Development Overlay – Schedule 1 Yarra (Birrarrung) River Corridor does not apply).
10. A new small local open space will be integrated into the development.

167 Cremorne Street (Strategic Site)

A large island site with three street interfaces; Dover Street to the east, Bent Street to the north and Cremorne Street to the west. Harcourt Parade and CityLink forms the southern interface of the site. The southern facade of the existing building is highly visible from the Main Yarra Trail on the southern side of the Yarra River. The eastern interface along Dover Street is predominantly fine-grain residential dwellings with landscaped setbacks.



Image 83 - Bent Street existing warehouse



Image 84 - Harcourt Parade (CityLink) interface

Vision

167 Cremorne Street is a **collection of diverse buildings** sited and designed to respond to the varied conditions to the north, east, south and west.

Buildings range in height and **decrease in height to the east** to respond to the low-scale context of Dover Street. The landscape character of Dover Street is enhanced through the provision of a **landscaped ground floor setback**. Buildings on the southern portion of the site are designed to enhance the setting of the river corridor.

New pedestrian links improve connectivity through the site and break up the building mass. **Cremorne Street and Bent Street are activated and enhanced** through expanded footpaths, street tree planting, active ground floor uses and generous entry forecourts and spaces. **A new small local open space** is sited to the north-east, with two street frontages.

Design objectives

1. A diversity of forms, typologies, building and street wall heights, and varied architecture will be developed across the site, responding to each of the unique interfaces. Buildings range in height with the highest scale to the north-west and the lowest scale at Dover Street.
2. A landscape setback, lower-scale, fine-grain edge is provided at the Dover Street interface that responds to the low-scale residential context and the heritage precinct (HO342).
3. A new small local open space is delivered on the north-east corner of the site to serve residents and the broader community. The space is designed to have a public interface and provide passive surveillance of neighbouring streets.
4. New publicly accessible laneways are delivered through the site to improve connectivity to surrounding streets and new open space.
5. Cremorne Street and Bent Street form the primary frontages of the site and are designed with active interfaces at the ground floor and lower levels. Buildings are set back to provide extended footpaths, entrances and pedestrian plazas.
6. Buildings on the southern portion of the site are designed to respond to the freeway environment. The design should enhance the setting of the river corridor and contribute to a positive image of Cremorne.
7. Additional overshadowing of the banks, water of the Yarra River and adjacent public open space, pedestrian and bicycle paths is avoided (in line with Design and Development Overlay – Schedule 1 Yarra (Birrarung) River Corridor).



- Open space opportunity
- > Through site links
- Residential street interface

Figure 59 - 167 Cremorne Street design objectives

Rosella Complex (Strategic Site)

The Rosella complex is a business park-style development directly adjacent to the railway line. The site is made up of a number of lots and is bound by Balmain Street, Gwynne Street and residential properties to the west and CityLink to the south. There are a number of contributory heritage buildings interspersed with non-heritage buildings on the site. The original factory buildings were established on the site on 1905 and were operating until the 1980s. A large allotment to the south directly interfaces the freeway. Palmer Parade, a private road loops around to connect with Gwynne and Munro Streets.



Image 85 - Palmer Parade



Image 86 - Rosella signage - Balmain Street

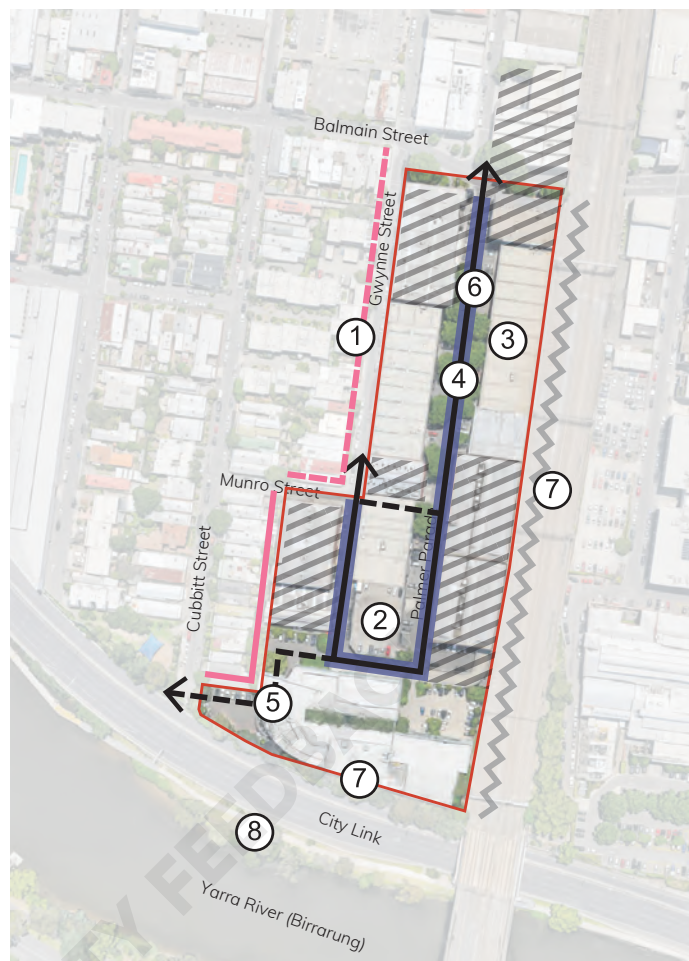
Vision

The Rosella Complex is **an exemplary collection of industrial buildings** in a contemporary commercial setting. The buildings fronting Balmain Street, Palmer Parade and the railway line with their **distinctive Rosella signs are showcased**. Additions to heritage buildings allow key heritage features to be retained and remain prominent.

A legible street network and a new publicly accessible open space welcomes people into the site. **High quality facades to the railway and river corridor** create a positive image of Cremorne. New infill buildings provide visual interest at the ground level and use forms and materials that are complementary to the heritage context.

Design objectives

1. Buildings range in height with the highest scale of buildings to the railway corridor. Buildings will be lower fronting the residential areas west of the site on Gwynne and Munro Streets and to the rear of properties on Cubitt Street.
2. Additional overshadowing of the banks, water of the Yarra River and adjacent public open space, pedestrian and bicycle paths is avoided (in line with Design and Development Overlay – Schedule 1 Yarra (Birrarrung) River Corridor).
3. Contemporary infill buildings compliment and are respectful in scale to contributory heritage buildings. Additions to existing heritage buildings are set back to allow heritage features and Rosella signage to remain prominent.
4. The legibility and quality of the internal street network is improved. Palmer Parade is redesigned to prioritise pedestrians and cyclists.
5. A new through site link connects Palmer Parade to Cubitt Street, providing improved access to Charles Evans Reserve.
6. At grade parking is consolidated and the impact of vehicular access entrances and ramps on the public realm minimised.
7. Buildings that interface the railway and river corridors are designed to respond to these interfaces and contribute to a positive image of Cremorne.
8. New public space is delivered within the complex that provides space to meet and relax. (location to be determined).










-  Heritage Overlay
-  Through site links
-  Vehicular movement
-  Streetscape enhancement
-  Railway interface
-  Residential interface (direct)
-  Residential street interface

Figure 60 - Rosella Complex design objectives

658 Church Street (Strategic Site)

658 Church Street is a business park style office precinct which sits alongside the railway line to the west and the freeway to the south. The site is zoned Commercial 2 and includes fashion, retail, creative and tech businesses and headquarters such as Tesla, Disney, and Hardie Grant.

The site includes the former Richmond power station – a prominent heritage building of State significance. Other buildings within the site are of a mixed scale and character. The buildings within 658 Church Street are located in a landscaped setting with significant tree coverage along most of the internal streets and within the carparks. There is a central linear open space along the primary internal street (Dale Street Reserve).



Image 87 - Electric Street Reserve

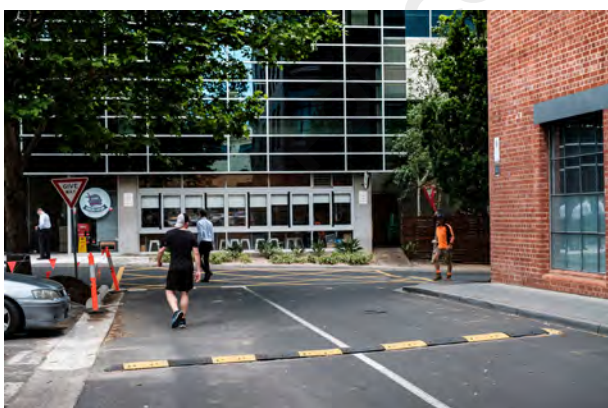


Image 88 - Dale Street - private road

Vision

658 Church Street is a collection of **contemporary office buildings within a landscape setting**. The street network is legible, pedestrian friendly and well-connected to the surrounding streets. Carparking is consolidated to allow the **extensive public space network to be expanded**. Public spaces are sunny and comfortable places for people to meet and relax.

The **former Richmond Power Station is celebrated and streetscape views to prominent façades are enhanced**.



Image 89 - Church Street cafe activity

Design objectives

1. Buildings range in height with the highest scale buildings to the north of the site transitioning down to a lower scale to the south of the site.
2. The legibility of the street network is improved and streets are redesigned to prioritise pedestrians. Car parking is consolidated within the site to reduce negative impacts on the public realm and facilitate opportunities for an expanded public space network.
3. New publicly accessible open spaces are delivered that expand on the existing quality of spaces. Buildings are set within the landscape and mature trees are retained and integrated where possible.
4. The public realm is upgraded to enhance the setting of The Richmond Power Station. Building massing is carefully located to ensure that the building remains prominent when viewed from Green Street, Electric Street, Hargreaves Street, Oddys Lane and Dale Street.
5. A well-designed street wall creates a human-scale and active interface to Church Street. The Church Street interface is the primary interface and incorporates landscape, inset building entrances and integrated seating.
6. Overshadowing to Church Street (eastern footpath), and public space within the site is avoided.
7. Additional overshadowing of the banks, water of the Yarra River and adjacent public open space, pedestrian and bicycle paths is avoided (in line with Design and Development Overlay – Schedule 1 Yarra (Birrarung) River Corridor).
8. Buildings that interface the river corridor are designed to enhance the landscape setting and contribute to a positive image of Cremorne.
9. Heritage buildings will be reused or sensitively redeveloped to retain the integrity of the building and a sense of history. (NOTE - Council and landowners would need to engage with Heritage Victoria on the power station which is on the Victorian Heritage Register.)

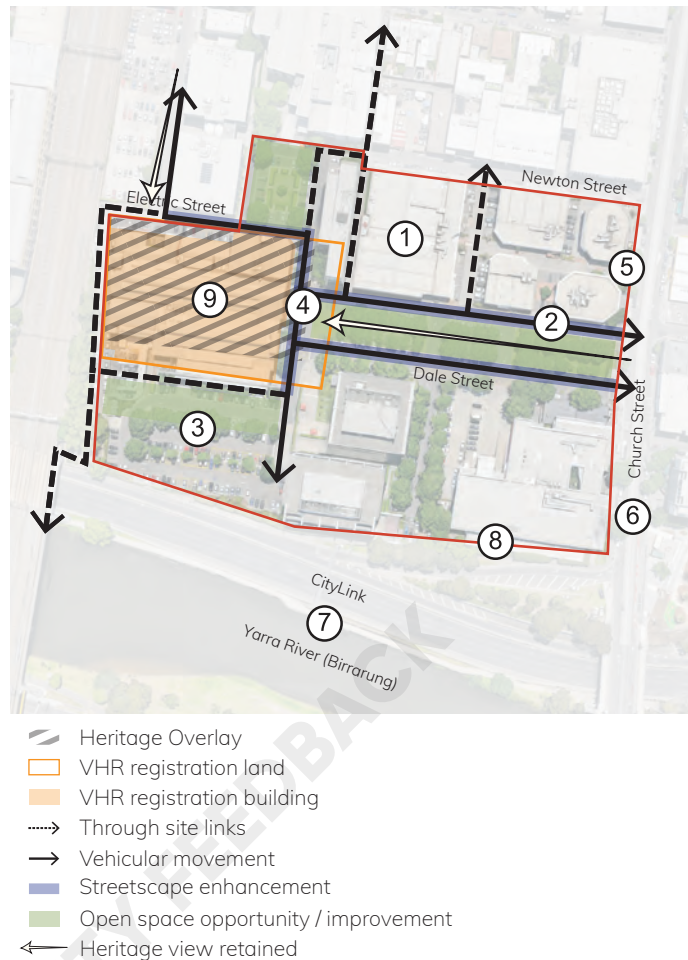


Figure 61 - 658 Church Street design objectives

10. Conservation works are undertaken as part of any redevelopment of the former Richmond Power Station.
11. The prominence of the former Richmond Power Station is retained by:
 - Upgrading the public realm to enhance the setting
 - Retaining views to the former power station from Green Street, Electric Street, Hargreaves Street, Oddys Lane and Dale Street
 - Maintaining visual connections between the west decorative façade of the former Richmond Power Station and the railway line to provide a link between the historic uses.

FOR COMMUNITY FEEDBACK

Part Four: Delivery

This section provides an overview of the next steps required to implement the Framework.

Part Four: Delivering the Framework

The Urban Design Framework sets out a vision and framework to guide Cremorne's growth and to ensure it develops as an accessible, well-connected and high-amenity place. It outlines public open space, public realm and infrastructure improvements required to meet the future needs of the Cremorne community. Council will seek to work in partnership with state government departments and agencies, landowners, businesses and the wider community to implement the UDF.

The following implementation framework provides an outline of how the vision and objectives will be delivered. A detailed implementation plan will be prepared following the finalisation of the UDF identifying responsibilities and approximate timing of actions.

Infrastructure planning

Providing for the timely and coordinated funding and delivery of public open space, streetscape improvements and new walking and cycling linkages to meet the needs of businesses, workers, visitors and residents is crucial to realise the vision for Cremorne. A range of funding and delivery mechanisms are needed to enable the delivery of the infrastructure required to support precinct development. These include:

- Capital works projects delivered by or on behalf of Yarra City Council.
- Works funded by the Victorian State Government
- Open space contributions
- Development contributions
- Developer works: infrastructure and works which have a direct connection to development and are fully funded by the developer as part of the redevelopment of the land.

Open space contributions

Current and future demand for open space is considerable in Cremorne due to the high level of employment growth, density of commercial development and lack of open space.

Yarra currently has a mandatory public open space contribution rate of 4.5 per cent through a schedule to Clause 53.01 of the Yarra Planning Scheme. However, the rate is only applicable to residential subdivisions. Surveys undertaken as part of the development of the Yarra Open Space Strategy found that more than 80 per cent of workers visit public open space during the day.

Yarra is currently undertaking an amendment to the planning scheme to increase the contribution rate and apply it to commercial and industrial land subdivisions. This amendment is needed to fund new and improved open space for both residents and workers in Cremorne.

Development contributions

To support the funding and delivery of key infrastructure items, a Development Contributions Plan Overlay has been introduced to the Yarra Planning Scheme. The development contributions plan will ensure that the cost of providing new infrastructure to meet the demands of the new population, is shared equitably between developers and the wider community.

Yarra City Council requires a contribution towards the provision of infrastructure when a site is developed, as prescribed in the Development Contributions Plan (DCP). The boundary of the DCP charge area 11 aligns with the study area of this UDF, however the current DCP does not include the infrastructure projects listed in this UDF. To help deliver the relevant actions in this UDF (that are not identified in the current DCP), Yarra will need to investigate several options to update and/or modify the current DCP for Charge Area 11.

Capital works program

Yarra City Council's Annual Plan alongside each year's budget, sets out specific projects and activities that will be undertaken over the year that work towards the strategic objectives in the Council Plan. The UDF once finalised would inform Council's Capital Works Program.



Image 90 - Recent capital works upgrades - Gwynne St

Partnerships

Implementation of the UDF will require Council to work in partnership with a wide range of stakeholders including:

- Department of Jobs, Skills, Industry, and Regions (DJSIR), Bendigo Kangan Institute, Cremorne Digital Hub consortium, landowners and businesses on economic development.
- Department of Transport and Planning, VicTrack, Parks Victoria, City of Melbourne, City of Stonnington, and landowners on walking, cycling and public transport and open space provision.



Image 91 - Advocacy for major transport upgrades

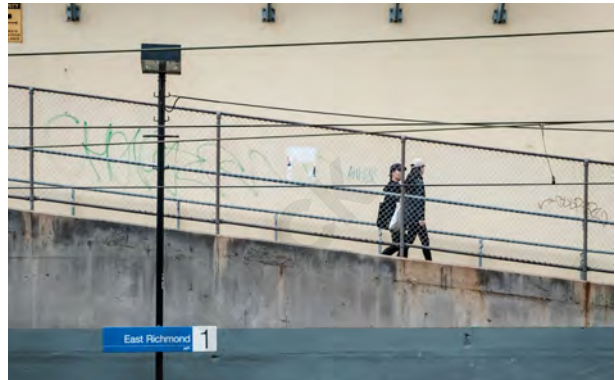


Image 92 - Advocacy for major transport upgrades

Grants and funding bids

Council actively seeks to source external grants and financial contributions from State, Federal and other Government agencies. Council will work with other levels of government for funding support to deliver infrastructure and service outcomes for the community.

Yarra's Advocacy Strategy for Cremorne

Many of the outcomes in the revised UDF will require Council to advocate and work with other levels of government for matters that are outside Council's jurisdiction. For example, the State Government is responsible for the arterial road network and public transport services and infrastructure.

Council is currently revising its Advocacy Strategy.

Key advocacy outcomes identified in the UDF include:

- Signalisation and other improvements to the Kelso Street and Punt Road intersection to provide a new exit for vehicles from Cremorne and improve access across Punt Road for pedestrians and cyclists. The signalisation will support changes to Cremorne Street to prioritise walking and cycling.
- Improvements to the Swan Street and Cremorne Street intersection to upgrade the pedestrian crossing, address accessibility and level changes and create new public spaces on Government owned land.
- Deliver accessible tram stops in Church Street.
- Upgrades to the Church Street and Balmain/Cotter Street intersection to prioritise walking, cycling and greening.
- Improving access to South Yarra from Oddys Lane. This could include a new active transport bridge over the Yarra River adjacent to the rail line or improvements to the existing, including improving access for all.
- Upgrading Richmond and East Richmond Stations.
- Upgrading the rail underpass at Green Street for pedestrians and people using micro mobility devices.
- A new walking and cycling connection under the existing elevated railway line at Richmond Station to connect to the north.
- Pursuing opportunities for open space on VicTrack land at Green Street, VicTrack land near East Richmond Station and around the former Cremorne Primary School at Bendigo Kangan Institute.
- Activate the CityLink freeway underpass near Punt Road by improving links to the river, providing seating and other amenities and investigating active uses.
- Investigating opportunities to improve access to and widen the Main Yarra Trail to provide more separation between walking and cycling and create more places to sit, view and enjoy the river.

- Further planning guidance and support around the delivery of affordable workspaces and creative industries in Cremorne.

Planning scheme implementation

One of the most important elements in implementing the UDF is updating the planning controls for Cremorne. Changes to the planning controls would require a planning scheme amendment. This is a statutory process which would introduce the proposed changes.

Council would request the Minister for Planning to allow Council to prepare and exhibit new planning controls for Cremorne. The planning scheme amendment would then be public exhibited via a statutory process. This will provide an additional opportunity for the community to have its say on the proposed planning provisions.

Further consultation on the revised UDF is planned to occur at the same time as the formal exhibition of changes to the planning scheme to implement the UDF.

Following the conclusion of this process, the planning scheme amendment and UDF would be adopted by Council.

Changes to the Planning Scheme include:

- Updated policy which addresses, recognises and supports Cremorne as an enterprise precinct and includes place specific policy on economic activity, built form and heritage, access and movement and public realm.
- New built form provisions via schedules to the Design and Development Overlay.
- A Parking Overlay reducing parking rates for office developments and retail premises in Cremorne.
- Rezoning of two parcels of land to correct zoning anomalies.

FOR COMMUNITY FEEDBACK

Glossary

Glossary

City of Yarra (CoY)

The role of a Council is to provide good governance in its municipal district for the benefit and wellbeing of the municipal community and is defined by the Local Government Act 2020 section 8(1). Yarra City Council functions and services include: maternal and child health, libraries, childcare, waste collection and recycling; infrastructure provision, streetscape improvements and maintenance; regulation and enforcement (e.g. local laws, permits); advocacy; and community and economic development. It is also the planning authority for the precinct, responsible for facilitating amendments to the Yarra Planning Scheme and for issuing planning permits.

Victorian Planning Authority (VPA)

The Victorian Planning Authority (VPA) is a State Government statutory authority that reports to the Minister for Planning. It prepared the Cremorne Place Implementation Plan in partnership with Council.

Department of Jobs, Skills, Industry, and Regions (DJSIR)

The State Government agency responsible for ensuring Victoria's strong economic performance by growing industries and regions. DJSIR is managing and coordinating the implementation of the Cremorne Place Implementation Plan.

Department of Transport and Planning (DTP)

The State Government department is responsible for:

- managing, regulating, consulting and/or advising in relation to public land, water, energy and environmental resources and planning and local infrastructure;
- building and operating an integrated, sustainable, and safe transport system for Victoria.

VicTrack

The State Government agency that owns, protects and grows Victoria's rail transport land, assets and infrastructure.

Active transport: refers to walking, cycling and scooting, as well as wheeling and other environmentally friendly travel methods of people with a disability.

Affordable workspaces: spaces that are financially accessible to creative and tech enterprises with limited access to initial and ongoing capital and revenue.

Activity Centre: vibrant community hubs where people shop, work, meet, relax and often live. Areas that provide a focus for services, employment, housing, transport and social interaction. They range in size and intensity, and include Yarra's retail streets and commercial areas.

Creative industries: disciplines that use 'creative' processes and/or ideas to create value for customers. Include activities that are both commercially driven and community-based, experimental, and export-intensive.

Design and Development Overlay (DDO): planning tool that is applied to areas that need specific requirements relating to the built form and design of new development. It sets requirements for the height, form, and general design of buildings. Terms frequently used in a DDO include:

Built Form: function, shape and configuration of buildings and their relationship to streets and open spaces.

Setback: distance a building is required to be constructed from a boundary or upper levels.

Street wall: front portion of a building – usually on the street.

Upper level: development above the height of the street wall.

Development contributions: payments or works-in-kind towards the provision of infrastructure made by the proponent of new development.

Enterprise Precincts: are dense, accessible, and amenity rich urban areas that provide fertile ground for business formation and idea development and innovation. These include high business densities with a diverse range of industries. Their size and diversity allow for agglomeration benefits, where knowledge and service sharing occurs. These benefits provide these areas with a competitive advantage where they are able to evolve with a changing economy.

Green Factor Tool: is a new tool used to assess planning permit applications, developed by the City of Melbourne and currently being trialled within the City of Yarra. The tool is designed to assist applicants in developing their green roofs or walls proposals and to assess and facilitate proposals at the planning permit stage. The purpose of the tool is to increase the vegetation cover on private land. The tool has been designed to consider a range of building types. It will integrate with Council's sustainable development tool (BESS) which is used during the permit application process.

Heritage Overlay: planning tool used to protect places of heritage significance to the city. Within the Heritage Overlay there are three gradings:

Significant Places: of state, municipal or local cultural heritage significance. They may be both individually significant and significant in the context of the heritage precinct.

Contributory Places: that contribute to the cultural heritage significance of a precinct and have been given this status in a heritage study. They are not considered to be individually important places, however, when combined with other significant and/or contributory heritage places, they play an integral role in demonstrating the cultural heritage significance of a precinct.

Not-contributory Places: within a heritage precinct that have no identifiable cultural heritage significance. They are included within a Heritage Overlay because any development may impact the cultural heritage significance of the precinct or adjacent heritage places.

Major Employment Precincts: there are two in Yarra - Cremorne and Church Street, Richmond and Gipps Street, Collingwood. They host a diversity of traditional industrial uses, commercial offices and creative industries.

Public open space: includes all publicly owned land that is set aside primarily for outdoor recreation, passive outdoor enjoyment and nature conservation and is open to the sky. It includes public parks, gardens, reserves, waterways and squares. It is generally zoned for public park, recreation or conservation purposes when held in public ownership.

Public open space contributions: contribution collected at the time of a subdivision as a percentage rate on the value of undeveloped land. The contribution can be taken as land area or the equivalent value in cash, at the discretion of the Council.

Public realm: includes streets, squares, parks, green spaces and other outdoor spaces.

Principal Bicycle Network (PBN): network of existing and proposed cycle routes identified to help people ride to major destinations around metropolitan Melbourne.

Scramble crossing: a signalised pedestrian crossing that allows crossing all at once of all legs of an intersection, as well as in a diagonal direction.

Shared zone: a street designated as a 'shared zone' under the Victorian road rules is a street where road vehicles must give way to people walking, wheeling and cycling. Usually installed with low speed limits, most commonly 10km/h.

Strategic Cycling Corridors (SCC): are the main routes of the bicycle network, similar to how arterials are the main routes of the road network. They identify the most important routes for cycling for transport that connect to key destinations of metropolitan and regional significance, including key employment areas, activity centres and railway stations.

Strategic sites: large, often former industrial sites, that have been identified for redevelopment.

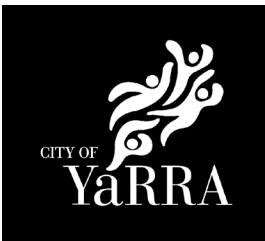
Urban Heat Island Effect (UHI): urban area that is significantly warmer than its surrounding areas. This increased warmth is due to heat being retained by roads, buildings, footpaths made of concrete and asphalt, and waste heat created by cars, industry and people.

Victorian Heritage Register (VHR): lists and provides legal protection for heritage places and objects that are significant to the history and development of Victoria.

Water sensitive urban design (WSUD): design of buildings and streets to minimise the impact of development on the surrounding environment and waterways. WSUD involves treating and reducing stormwater flows, increasing soil moisture, urban greening and providing an alternative water source.

Yarra Planning Scheme: legal document, approved by the Minister for Planning, that contains policies and provisions that control land use and development within the municipality.





Yarra City Council

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Customer service centres

Richmond Town Hall

333 Bridge Road, Richmond

Collingwood Town Hall

140 Hoddle Street, Abbotsford

Connie Benn Centre

160 Brunswick Street, Fitzroy

Bargoonga Nganjin, North Fitzroy Library

182 St Georges Road, Fitzroy North