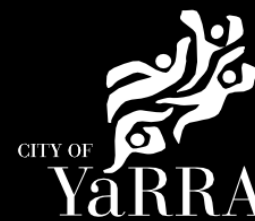


Strategic Planning

Formal Referral Response



Application Information:

Referral Officer: Kyle Everett

Officer: Nish Goonetilleke

Council Reference: PPE23/0571

Address: 300/658 Church St, Cremorne VIC 3121

Proposal: DEECA Referral

Comments Sought: Click here to view referral memo: [D23/485847 - IREF23/02129 - Referral Request](#)

Disclaimer: Council's Strategic Planning Unit provides the following information which is based on the information provided in the Statutory Planning referral request memo referenced above.

The Strategic Planning comments in this assessment focus on how the proposal interacts with:

- the content and recommendations set out in the Cremorne Urban Design Framework
- Draft Amendment C318yara

They do not provide commentary on other sections of the Planning Scheme or fully assess the internal amenity of the application.

Prev. Responses: No previous response.

Development Details:

Relevant policy and/or planning scheme amendment and status: The site is located within the Cremorne Enterprise Precinct. The City of Yarra has recently prepared a draft

Cremorne Urban Design Framework (UDF). The site is located within the identified Birrarung Precinct and Strategic Site for 658 Cremorne Street. The draft Cremorne UDF went out for community consultation in late 2022 and Council has adopted a revised Cremorne UDFT for further public consultation.

As part of the revised Cremorne UDF, it recommended that Council pursue an amendment to the Yarra Planning Scheme (C318yara) to implement some of the recommendations. The amendment includes changes to local planning policy, three new schedules to the design and development overlay (DDO), new schedule 2 to the parking overlay (PO2) and other minor changes. The draft amendment has been referred to the Minister for Planning seeking consent to prepare and exhibit C318yara. The site is impacted by the local planning policy and PO2.

Existing and proposed controls:

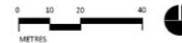
Commercial 2 Zone
Schedule 1-J to the Design and Development Overlay
Schedule 5 to the Design and Development Overlay
Land Subject to Inundation Overlay
Heritage Overlay HO279
Schedule 1 to Significant Landscape Overlay
Schedule 1 to the Development Contributions Overlay

Subject Site Plan:



SITE PLAN
300/658 Church Street, Cremorne

LEGEND
[Red outline] Site boundary



Strategic Planning Comments and Recommendations:

Summary of Strategic Planning comments and recommendations:

The proposed draft amendment C322yara, proposal and planning documents broadly align with the Cremorne UDF. The proposal for a mixed-use innovation centre aligns with the intended vision set out in the Cremorne Urban Design Framework (UDF) and the strategic site for 658 Church Street.

The UDF recommends the progression of a planning scheme amendment to manage growth in Cremorne. Council has requested consent from the Minister for Planning to prepare and exhibit draft amendment C318yara. This includes a new planning policy which would apply to the site and a new schedule 2 to the Parking Overlay (PO2).

There are some recommendations for the proposal to better align with the revised UDF.

It is recommended that the architectural plans and landscape plans be updated to outline how the development will better interact with Oddys Lane. It is outlined below in the discussion the importance and how this site plays a key role.

This referral outlines a broader concern regarding the quality of the architectural and landscape plans. These should be updated as they are heavily referenced in the incorporated document.

The permitted uses outlined in the incorporated document align with the vision for the site and are supported.

A key recommendation would be the inclusion of some provision to support affordable workspaces and if possible define this in the incorporated document.

The referral outlines the proposed PO2 and defines a maximum car parking rate for office and retail, it does not define a rate for a place of assembly. However, the UDF does outline a shift away from car-orientated development to a more pedestrian focus. The proposal implements this shift and is broadly supported.

Strategic Planning full comments:

Revised Cremorne Urban Design Framework

The site is located within the study area of the revised Cremorne UDF (see Image ##). The revised Cremorne UDF identifies a series of precincts within the study area (see Images 1 and 2). The site is located within the Birrarung Precinct and forms part of the Strategic Site for 658 Church Street.



Image 1 Cremorne Study Area [red outline] and subject site [blue outline]

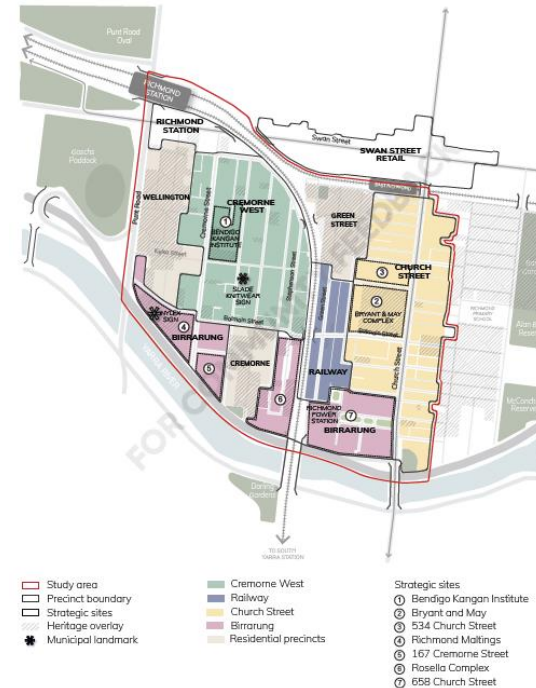


Image 2 Cremorne's Precincts ([Cremorne UDF Page 11](#))

The revised Cremorne UDF includes *Ten Key Moves* that summarise the key directions of the revised Cremorne UDF and outline some of the 'big ideas' for the precinct.

Two relevant *Key Moves* that relate to the site are:

- Key Move #8: A network of open space that links to neighbouring spaces outside of Cremorne
- Key Move #10: Reconnecting Cremorne to the river corridor

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

The reduction in car parking and its conversion to a usable space for the venue is supported.

A key recommendation to achieve this is improvements to South Yarra and the Main Yarra Trail across the railway bridge. It is also identified as a key pedestrian link (see Appendix 1 Image 3 streets network map), and a neighbourhood cycling route (see Appendix 1 Image 5).

The site has an interface with Oddy's Lane. The design of the interface will have a significant impact on how users travel north/south along Green Street and Oddys Lane.

It is unclear how the interface between the site and Oddys Lane will be developed. The architecture and landscape drawings do not outline how this will be designed.

This also applies to other areas within the architectural and landscape drawings, as they are difficult to read. For example:

- The drawings provide limited context of the surrounding area, and the architectural and landscape proposals are not reflected in each other's drawings.
- The landscape drawings do not include a concept, so it is difficult to understand what is proposed and why.
- The landscape drawings do not show all the landscape areas within the site (e.g. the area to the north of the site facing Electric Street shows trees on the architectural plans but nothing is included in the landscape drawings). Furthermore, the public realm is not shown in the landscape drawings.
- A design book has been provided but does not explain the concept for the site in general. Whilst the planning report does note the land uses and programming for various parts of the site, no story explains how this results in the proposed layout for the site.

Regarding the interface to Oddys Lane, there could be greater clarification in design. Currently, a wire fence that restricts movement between the site car park and Oddys Lane. There should be movement between the site car park and Oddys Lane. It is recommended that the architectural plans and landscape plans be updated to outline how the development will better connect to Oddys Lane. Other improvements to the plans should be made before they are incorporated into the Yarra Planning Scheme.



Image 3 Oddys Lane interface with the site - Google images

The proposed design supports the Strategic Site vision set out in the revised Cremorne UDF.

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. Car parking 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**.

The proposal aligns with the following design objectives for the site.

- 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.
- 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.
- 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.
- 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.

- 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.)*
- Conservation works are undertaken as part of any redevelopment of the former Richmond Power Station.
- 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

Amendment C318yara

Clause 11.03-6L Cremorne Precinct

The proposal is largely in accordance with the proposed policy in Clause 11.03-6L.

As the height of the development is that of the existing buildings overshadowing is not a concern.

The proposal will enhance the Yarra River Environs through the redevelopment of the car park. It is understood that there is a considerable car parking deficiency against Clause 52.06. Clause 11.03-6L seeks development on 658 Church Street to consolidate car parking for improving or expanding the public realm/open spaces. This is what this proposal achieves. This is the outcome that this proposed policy seeks to achieve and supports the design approach.

It appears that the proposal does conserve and enhance the heritage elements of the Power Station buildings. This referral does, however, defer to heritage advice to determine whether this is an appropriate outcome.

Schedule 2 to the Parking Overlay

The proposal involves the removal of approximately 150 car spaces and the redevelopment of the car park as a mixed-use open space. For the purpose of the car parking demands, the predominant use is a 'Place of Assembly' however, does include some office space.

The proposal includes 13 car parking spaces in the basement, including one disabled space. It is being replaced to allow the site to host a range of activities and events.

Draft amendment C318yara proposes to introduce schedule 2 to the Parking Overlay (PO2) which applies a parking rate maximum to office and retail uses.

This rate is as follows:

Use	Rate	Measure
Office	1	To each 100 sq m of net floor area
Retail	1	To each 100 sq m of leasable floor area

For all other uses listed in Table 1 of Clause 52.06-5, the Rate in Column B of Table 1 in Clause 52.06-5 applies.

The proposal includes 219 sqm of office space, which would equate to 2 car parking spaces under PO2. It is unclear how many spaces are allocated for the office use.

The proposal includes a “place of assembly” that has a capacity of 2530 patrons, which equates to 759 car spaces.

The objective of applying the PO2 is to assist in creating Cremorne as an urban environment focused on people. By reducing car parking rates within development it will discourage vehicle movements through Cremorne. This will be supported through incremental change to Cremorne’s streets and road network.

If the development were to provide the required spaces as outlined in Clause 52.06 it would create an outcome that is in direct conflict with C318yara and the Cremorne UDF.

While this referral does not comment on the appropriate amount of space required for the place of assembly use it does recommend a dramatic reduction from the standard provision.

Draft amendment C322yara

The draft amendment C322yara allows the development and use of the land for an integrated mixed-use innovation centre. It does this through the application of the Specific Control Overlay (SCO) and an incorporated document.

This referral does not review the incorporated document in detail. This referral considers the incorporated document against the revised Cremorne UDF.

The incorporated document permits a range of uses which allow for:

- the sale of food, drink and retail;
- a type of creating and manufacturing that is compatible with the land’s inner city location;
- service economy style uses and co-working;
- amongst others.

These uses align with the vision set out in the UDF. In particular, co-working spaces are identified to be supported in the UDF (Objective 1.2).

A key part of the UDF is encouraging affordable workspaces to ensure Cremorne remains a vibrant and diverse employment precinct. The UDF acknowledges that the State Government should define what affordable workspaces are and how they may vary in different employment precincts.

The UDF envisions that strategic sites are an opportunity to house affordable workspaces due to their size and economic function.

A key recommendation would be the inclusion of some provision to support affordable workspaces and if possible define this in the incorporated document.

Strategic Planner: Kyle Everett

Date: 22 January 2024

Appendix 1 – Revised Cremorne UDF Page Excerpts

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.

Birrarung Precinct

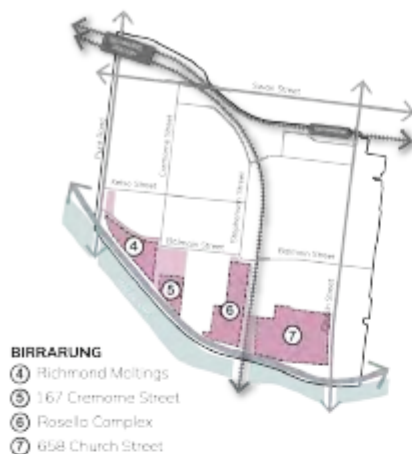


Figure 57 - Birrarung Precinct

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.

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).

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 87 - Electric Street Reserve



Image 89 - Church Street cafe activity



Image 88 - Dale Street - private road

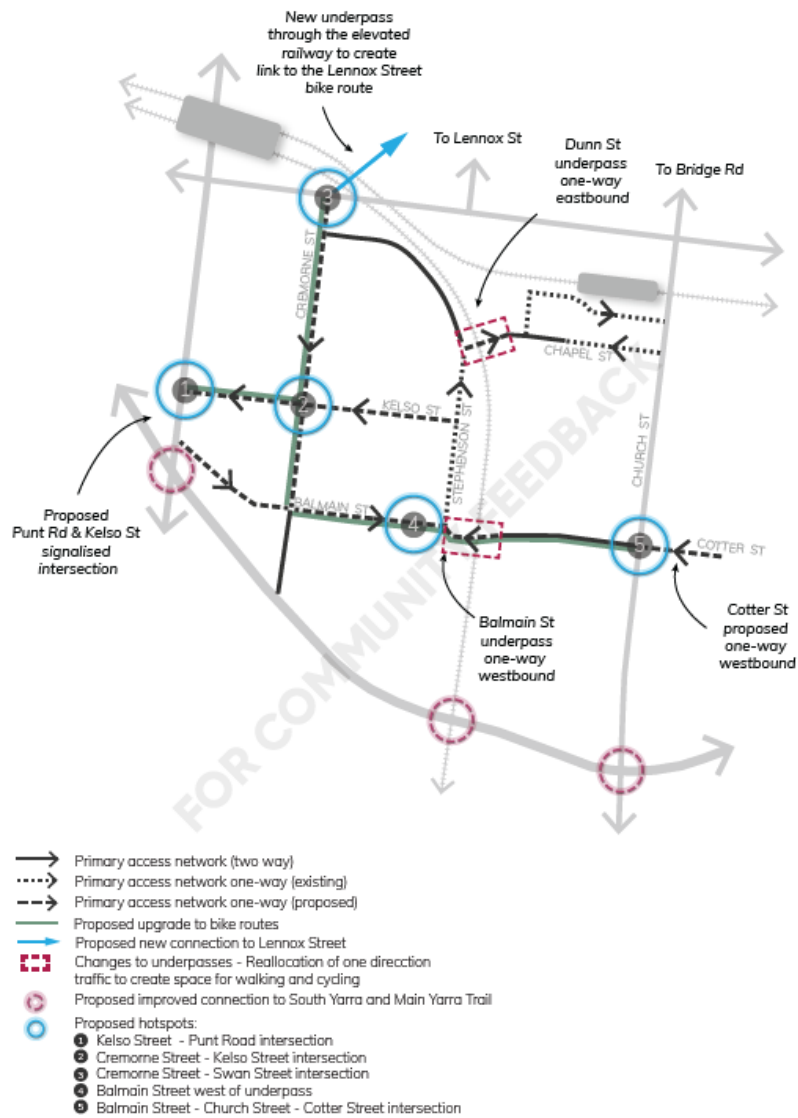


Image 4 Future Movement Network - Page 52 Cremorne UDF

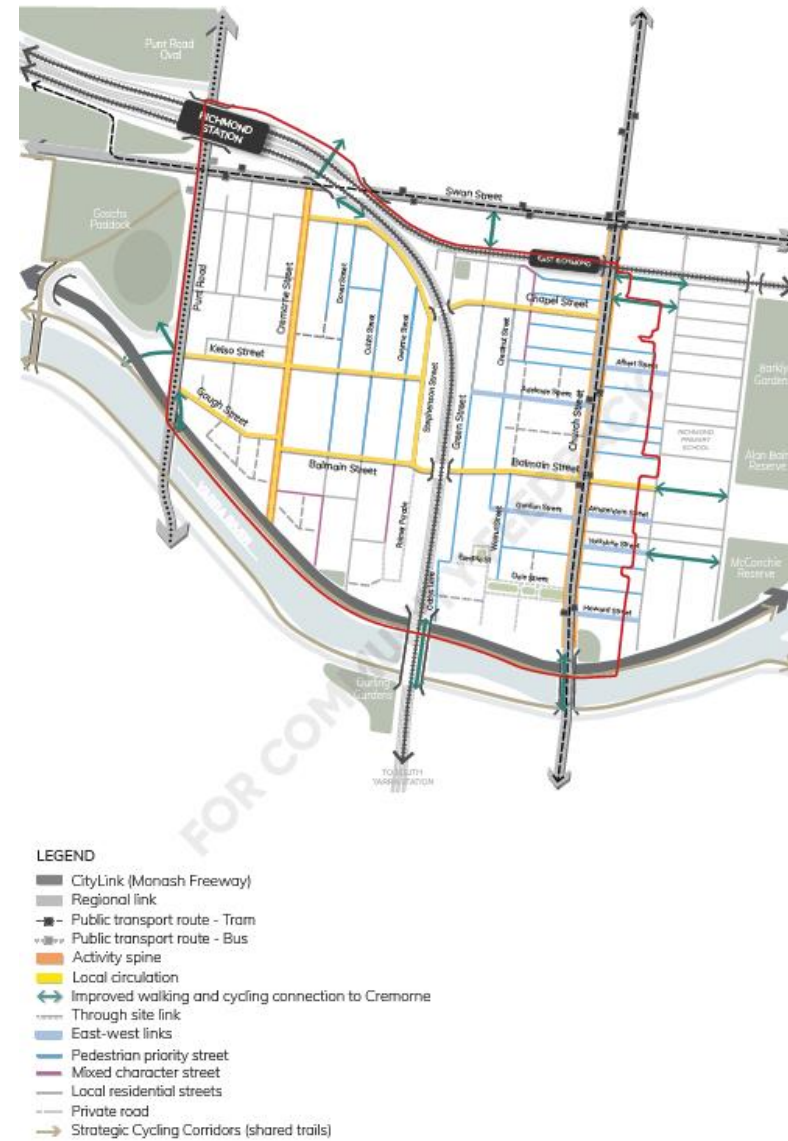
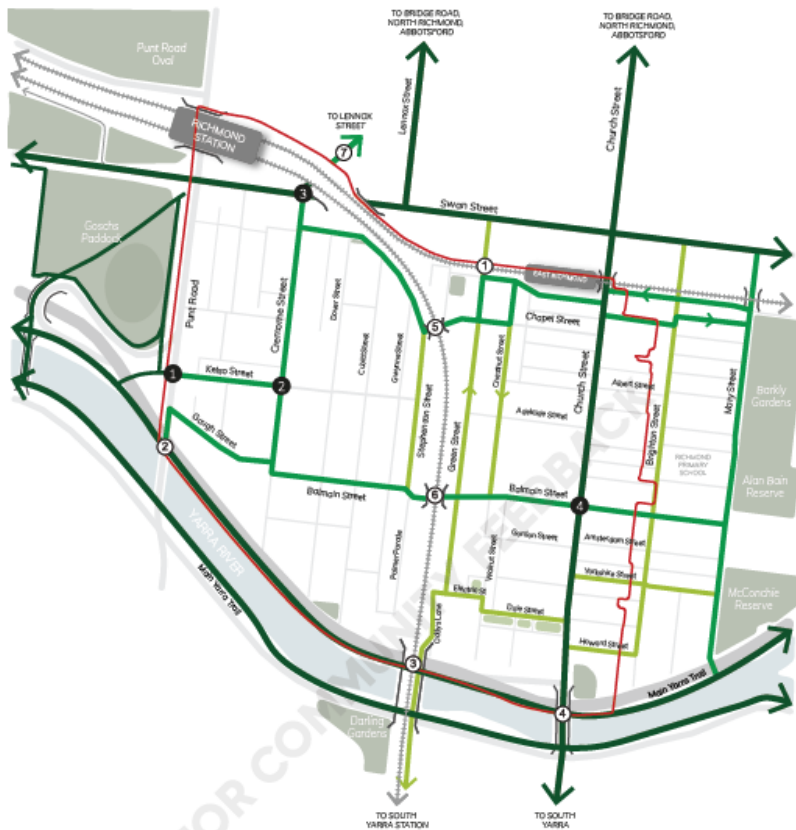
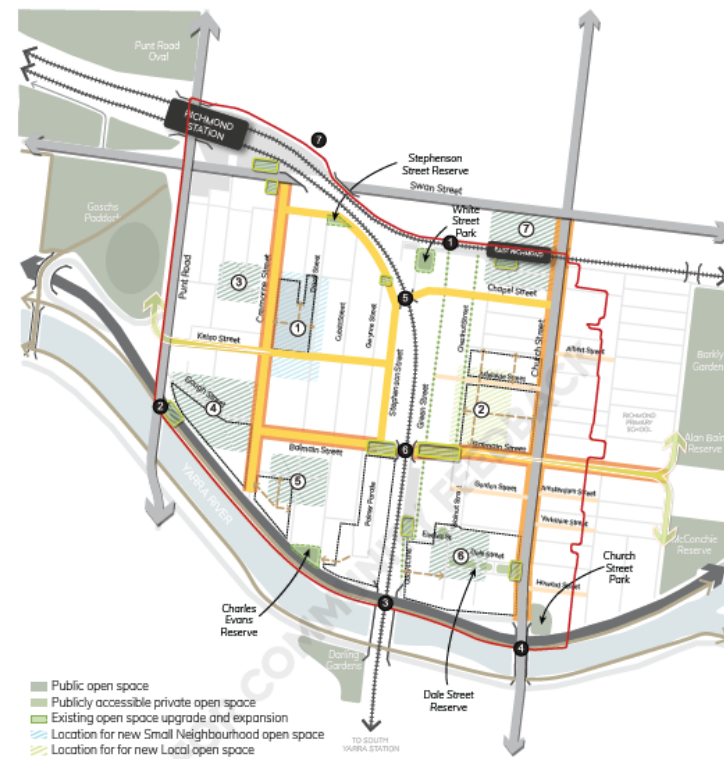


Image 5 Street Network Map - Page 55 Cremorne UDF



- 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

Image 6 Cycling routes map - Page 68 Cremorne UDF



- Public open space
 - Publicly accessible private open space
 - Existing open space upgrade and expansion
 - Location for new Small Neighbourhood open space
 - Location for new Local open space
 - Location 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

Image 7 Open space and public realm framework - Page 83 Cremorne UDF

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.