

## 21.12-2 Bridge Road Activity Centre

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C291

Bridge Road has seen substantial change and development over the past ten years. It is distinguished by a predominantly fine-grain streetscape and buildings of heritage value, particularly on the southern side of Bridge Road. This lower scale-built form is contrasted by taller midrise development to the north of Bridge Road between Punt Road and Church Street, including Richmond Plaza (currently under construction).

It has an historic fabric of Bridge Road that is highly valued by the broader community.

Bridge Road provides an important health and civic role with the Epworth Hospital, Richmond Town Hall and other important civic and education uses.

Bridge Road enjoys high levels of access to the public transport network with tram routes operating on Bridge Road and Church Street and the railway line at the western peripheries.

The centre varies significantly along its length, with a cohesive and highly intact turn of the century ‘High Street’ with a prominent fine grain subdivision pattern, to a diverse and less historically intact retail and residential area towards the eastern end.

The activity centre features view a number of important Richmond landmarks, including the Richmond Town Hall Clock Tower, the Pelaco Sign and the spire of St Ignatius on the hill.

The preferred future character of each precinct reflects this diversity and supports the activity centre’s role as a location for an extensive mix of retail, civic and commercial uses, and inner city living.

Figure 1 illustrates the boundary of the Bridge Road Major Activity Centre and some of the core precincts, which make up the centre:

- Precinct 1: Bridge Road West
- Precinct 2: Bridge Road South
- Precinct 3: Bridge Road Central
- Precinct 4: Bridge Road East South
- Precinct 5: Bridge Road East North

Noting the precincts do not cover the whole of the activity centre.

### Vision

Bridge Road Activity Centre will continue to evolve as a vibrant and thriving mixed use centre that serves the day to day needs of the local residents and workers. It will feature well designed mid rise commercial and residential development whilst preserving the prominence of its intact heritage streetscape and buildings and maintaining amenity.

### Local area implementation

#### *Preferred Future Character*

- Ensure new development supports and contributes to the future preferred character of each precinct:

**Precinct 1** – Bridge Road West is anchored by Epworth Hospital Health Precinct on Richmond Hill and the Richmond Plaza redevelopment on the corner of Bridge and Church Streets. This is complemented by a diverse mix of fine-grain retail, dining, offices and inner city living. The precinct’s character and sense of place will continue to be defined by intact heritage streetscapes and heritage buildings along Bridge Road. This will be contrasted by taller built form in the Health Precinct and the newly established mid-rise character on the northern side of Bridge Road. The precinct will continue to be a focus for housing and employment growth within the activity centre with mid-rise development on larger infill sites on the north site between Lennox Street and Church Street and within the proximity of the Pelaco building, and lower scale development on narrow infill sites and shop-top redevelopment of heritage buildings.

**Precinct 2** – Bridge Road South is a vibrant destination for dining, retail and services building on its distinctive heritage qualities. The precinct’s character and sense of place is defined by its highly intact heritage streetscape with a consistent heritage street wall of largely two storey Victorian era retail and commercial buildings including distinctive corner buildings addressing Bridge Road and side streets. The precinct’s sunny wide footpaths, fine-grain shopfronts and cafes with outdoor dining will provide activity and visual engagement for people on the street. The precinct will support lower midrise development on narrow infill sites and shoptop redevelopment of heritage buildings.

**Precinct 3** – Bridge Road Central is the civic and community heart of Bridge Road Activity Centre. The precinct is anchored by the Richmond Town Hall and forms a key activity node within Bridge Road adjoining the important open space, Citizens Park as well as recreational facilities, two high schools, childcare and maternal health. The Town Hall forecourt will be enhanced as a key public space providing a setting for the Town Hall and the former police station with Gleadell Street and Griffiths Street enhanced as greener and more pedestrian focussed streets linking Bridge Road to the precinct’s civic and community facilities. The precinct will support new housing and employment within mid-rise development of varying heights, widths and character while retaining the prominence of clusters of heritage buildings. Key views to across the precinct from Citizens Park and the corner of Bridge Road and Church Street to the iconic Richmond landmarks, the Richmond Town Hall and St Ignatius’ spire and belfry will be maintained.

**Precinct 4** – Bridge Road East South will be renewed as an employment focussed mixed-use and housing precinct. The prominence of the Former Flour Mill and Grain Store Complex (534-534A Bridge Road on the south-east corner of Bridge Road and Type Street will be maintained as a local landmark within the precinct. The precinct’s character and sense of place will be transformed with well-designed midrise redevelopment of two large sites on Burnley Street and Stawell Street. This will comprise of multiple buildings which offer views to the sky from the street and establishes a varied skyline when viewed from surrounding areas. The Stawell Street redevelopment will provide a high quality transition to the Racecourse Heritage Precinct through landscaped setbacks.

**Precinct 5** - Bridge Road East North will be transformed into a diverse mixed-use precinct as a preferred location for housing and employment growth within Bridge Road Activity Centre. The prominence of the Royal Oak Hotel on the north-east corner of Bridge Road and Burnley Street will be maintained to mark the centre to the precinct from the south and west. Elsewhere, the precinct’s character and sense of place will be redefined by well-designed midrise development of up to 8 storeys with breaks between upper levels of buildings that provide views to the sky from the street and establishes a varied skyline when viewed from surrounding areas. This renewal will support a greater mix of uses, including residential, retail, offices and services and provide higher levels of street activation and visual engagement with the treelined streets of Bridge Road and Palmer Street and the potential new open space on Whites Place.

#### *Economic Development*

- Support sensitive reuse and adaptation of existing heritage buildings for a range of retail, entertainment and commercial uses.
- Support Precincts 1 and 2 as fine grain retail, dining and commercial precincts.
- Support Precinct 1 as a major health precinct within inner city Melbourne.
- Support Precinct 3 as a strong civic and education precinct.
- Retain a mix of commercial and offices uses on the Commercial 2 zoned land in Precinct 4.
- Facilitate opportunities for office and residential uses throughout the centre, principally above the ground floor.
- Facilitate a range of uses that cater for the everyday needs of residents, visitors and workers.

- Maintain and increase land uses that support street level activation and passive surveillance of the public realm.

*Built Form and Heritage*

- Provide for midrise development on the northern side of Precinct 1 (5 -12 storeys) that respects the heritage fabric and the adjoining low scale residential neighbourhoods.
- Retain the prominence of the intact heritage streetscape in Precinct 2 through well designed and visually recessive upper levels.
- Provide for a new midrise character (4-8 storeys) within Precincts 4 and 5 while ensuring tall buildings are well spaced and sited to avoid visual bulk and provide equitable access to an outlook and good daylight.
- Ensure individually significant and contributory heritage buildings are retained to conserve the intactness of the original heritage streetscape.
- Maintain an intimate pedestrian scale at street level along Bridge Road.
- Ensure development respects the consistency and intactness of the heritage streetscapes and the unique architectural form and qualities of heritage buildings within the activity centre.
- Protect key views lines to the Pelaco Sign, Richmond Clock Tower and St Ignatius Church.

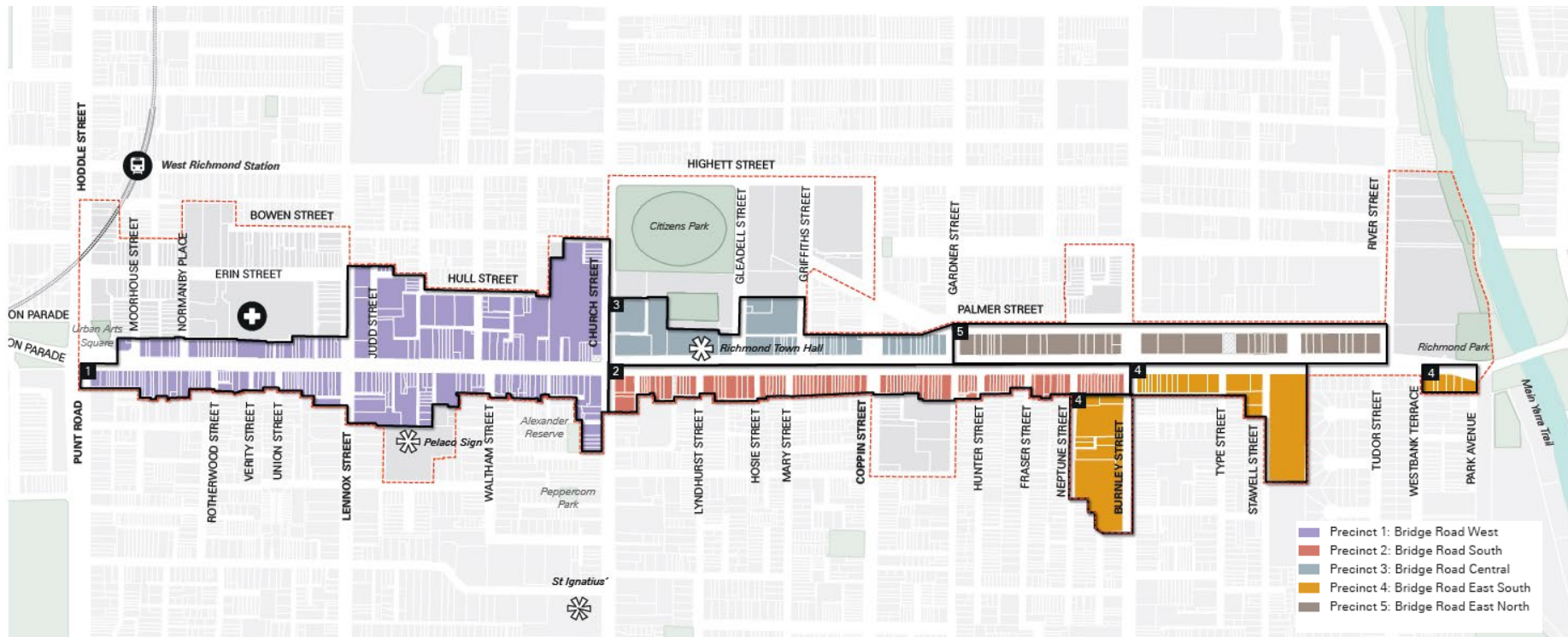
*Access and Movement*

- Facilitate safe vehicular access to and from new development through the provision of laneway widening and passing bays.
- Ensure that pedestrian movement is given priority along Bridge Road.
- Limit direct vehicular access onto Bridge Road, Church Street and Burnley Street.
- Facilitate new footpaths and shared zones to provide safe pedestrian access to buildings.
- Encourage the provision of vehicular access from either the side or rear of buildings.

*Public Realm*

- Maintain daylight and sunlight to the Bridge Road and identified 'Green streets' - key pedestrian/cycle routes and public spaces.
- Encourage enhancement of the amenity and appearance of the public realm.
- Facilitate new and improved pedestrian connections in Precinct 1, north of Bridge Road and on large sites in Precinct 4.
- Ensure that new development provides adequate weather protection for footpaths along Bridge Road, Burnley Street, and Church Street.

Figure 2: Key precincts in the Bridge Road Activity Centre



### 21.12-3 Victoria Street Activity Centre

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C191

Victoria Street is a much loved Major Activity Centre with a character strongly influenced by its Vietnamese heritage and local community.

Arrival at the activity centre from the west is defined clearly by a gateway plaza and the recognisable form of the railway bridge above the street while Victoria Gardens and recent residential developments to the east reflect larger historical industrial uses close the Yarra river interface.

The streetscape is characterised by fine-grain built form interspersed with heritage buildings particularly on corner lots and often connecting to green streets. An intact heritage streetscape to the west of the rail line includes retail hospitality venues often with outdoor dining and shopping with a northern aspect.

The activity centre is flanked by significant residential heritage precincts where transitions in built form ensure a balance between scale and renewal.

The renewal of the North Richmond public housing site will highlight the need to improve pedestrian permeability, facilitated by redevelopment opportunities along Victoria Street.

Current and ongoing industrial uses, such as the Carlton United Breweries site, close to the activity centre compliment the centre's role in providing diverse employment opportunities within the City of Yarra.

The preferred future character of each precinct will support the centre's diverse role as a location for a mix of retail and commercial uses coupled with inner city living.

The Plan in Figure 1 illustrates the boundary of the Victoria Street Major Activity Centre and some of the core precincts, which make up the centre:

- Precinct 1: Victoria Street West
- Precinct 2: Victoria Street Central
- Precinct 3: North Richmond Station
- Precinct 4: Victoria Street East
- Precinct 5: Victoria Street End

Noting the precincts do not cover the whole of the activity centre.

#### Vision

Victoria Street will continue to be a culturally diverse destination within the municipality. It will continue to evolve into a vibrant activity centre that serves the day to day needs of the local community whilst supporting employment, business and creative opportunities. The area will accommodate a diverse and growing population, with well located mid rise commercial and residential development.

#### Local area implementation

##### *Preferred Future Character*

- Ensure new development supports and contributes to the future preferred character of each precinct:

**Precinct 1** – Victoria Street West provides the entry to the activity centre from Victoria Parade. The distinctive sense of arrival is created by the Victoria Street Gateway and the narrowing street profile towards the elevated railway bridge. The precinct's character and sense of place is defined by the intact heritage streetscape on the northern side which is bookended by the prominent former State Savings Bank on the corner, and low-rise heritage dwellings along Regent Street. This will be complemented by mid-rise development on the south-eastern corner of the intersection of Hoddle and Victoria Streets creating a compact precinct of contrasting built form that places an emphasis on the architectural qualities of heritage buildings. The public realm of the precinct will be enhanced with a new high-quality pocket park at the Gateway Triangle.

**Precinct 2** – Victoria Street Central will continue to be a vibrant destination for retail and cafes, restaurants and outdoor dining, enterprise and inner-city living. The precinct’s character and sense of place will continue to be defined by its varied mix of intact heritage buildings and streetscapes, former industrial buildings which will be complemented by well-designed mid-rise development of varying scales. This will be achieved through lower midrise renewal above and behind existing shopfronts that retains the visual prominence of the heritage buildings and responds to lower scale residential areas on Butler Street, and well-designed taller mid-rise development adjacent to North Richmond station. The amenity and safety of the public realm of the precinct will be improved through an upgraded station entry space on Jonas Street and higher levels of street activation and passive surveillance to the station, streets and laneways within the precinct.

**Precinct 3** – North Richmond Station will be dense mixed-use corridor and a focus of housing and employment growth situated on both sides of the railway line. The precinct’s character and sense of place will be refined as former industrial buildings along Regent Street and around the North Richmond Station are developed for mid-rise development and well-designed taller commercial and office developments on Hoddle Street responding to its wider boulevard character. Future development will provide high-quality with higher levels of street activation, passive surveillance and visual engagement with the street to improve the amenity and safety for pedestrians, particularly for those travelling to and from North Richmond Station. This will be supported by upgrades to Little Hoddle Street as high amenity shared zone that strengthens pedestrian connections from Hoddle Street to Regent Street and the station. The scale of buildings will transition down in height towards lower scale residential areas to the south and east.

**Precinct 4** – Victoria Street East will be renewed as a destination for retail, dining, and inner-city living. The precinct’s character and sense of place will be fined by a consistent street wall comprising of a fine-grain pattern of shopfronts along Victoria Street with well-designed mid-rise development continuing this rhythm at the ground plane to provide higher levels of street activation and passive surveillance. Lithgow Street will support low to lower mid-rise development along that retains the fabric of existing heritage buildings and provides a respectful transition to low-rise residential areas. The amenity and walkability of the precinct for pedestrians will be enhanced through new and upgraded pedestrian connections between Victoria Street and Elizabeth Street which will provide green connections to future open spaces and the Elizabeth Street housing precinct.

**Precinct 5** - Victoria Street End will continue to be a diverse mixed-use precinct consisting a range of retail, commercial and residential uses within new midrise developments of varying heights, widths and character. The precinct provides a transition to the taller mid-rise character in the Victoria Gardens Precincts. The character of this precinct will be defined by a diverse mix mid-rise development, including development of Victoria Era terraces, shops, and industrial heritage buildings and contemporary mixed-use buildings that are lower in scale than Victoria Gardens and its surrounding development.

#### *Economic Development*

- Support sensitive reuse and adaptation of existing heritage buildings for a range of retail, entertainment and commercial uses.
- Support Precincts 2 and 4 as Victoria Street’s fine grain retail and dining precinct.
- Facilitate opportunities for office and residential uses throughout the centre, principally above the ground floor.
- Facilitate a range of uses that cater for the everyday needs of residents, visitors and workers.
- Maintain and increase land uses that support street level activation and passive surveillance of the public realm.

#### *Built Form and Heritage*

- Provide for new midrise development (5 -12 storeys) that respects the pockets of heritage fabric and the adjoining low scale residential neighbourhoods in Precincts 3, 4 and 5.
- Provide for lower midrise development (3-6 storeys) in Precincts 1 and 2 that respects the heritage fabric and the adjoining low scale residential neighbourhoods.
- Ensure development contributes to the evolution of Precinct 3, Precinct 4 and Precinct 5 into vibrant mixed-use precincts with built form that enhances the streetscape character.
- Ensure individually significant and contributory heritage buildings are retained to conserve the intactness of the original heritage streetscape.
- Maintain an intimate pedestrian scale at street level along Victoria Street.
- Ensure development respects a consistency and intactness the unique architectural form and qualities of heritage buildings within the activity centre.
- Ensure tall buildings are well spaced and sited to avoid visual bulk and provide equitable access to an outlook and good daylight.

*Access and Movement*

- Facilitate widened laneways and new laneways to provide for safe vehicular access to and from new development.
- Ensure that pedestrian movement is given priority along Victoria Street and the streets around the North Richmond Station.
- Limit direct vehicular access on to Victoria Street and Church Street.
- Facilitate new footpaths and shared zones to provide safe pedestrian access to buildings.
- Encourage the provision of vehicular access from either the side or rear of buildings.

*Public Realm*

- Maintain daylight and sunlight to the southern side of Victoria Street, key pedestrian/cycle routes and public spaces.
- Encourage enhancement of the amenity and appearance of the public realm.
- Facilitate new and improved pedestrian connections within Precinct 3 and within Precinct 4 from the DHHS housing sites.
- Ensure that new development provides adequate weather protection for footpaths along Victoria and Church Streets.

Figure 2: Key precincts in the Victoria Street Activity Centre

