

URBAN DESIGN FRAMEWORK RICHMOND TOWN HALL PRECINCT – JULY 2007



	PAGE NO.
1. Background	01
2. Site Context	02
3. Site Characteristics and Issues	03
- Urban Fabric	
- Land Ownership	
- Existing Uses and Community Facilities	
- Built Form and Image	
- Heritage Assets	
- Movement, Accessibility and Parking	
- Public Domain	
4. The Vision	12
- The Urban Design Qualities of the Precinct	
- Meeting the Challenges	
5. The Urban Design Concept	15
6. Design Strategy	16
- Activities	
- Movement and Accessibility	
- Public Domain	
- Built Form	
7. Design Frameworks	22
- Built Form Envelopes	
Contact Details and Consultation	26

1. Background

Background

Over the past five years, the City of Yarra has undertaken a number of studies to determine opportunities for enhancing the civic and community focus of that part of the municipality in the vicinity of the Richmond Town Hall - Richmond Town Hall (RTH) Precinct.

- In 2003, in response to Melbourne 2030, the Department of Sustainability and Environment provided funding to develop urban design frameworks for key redevelopment sites and precincts within the municipality. These precincts were Cremorne, Victoria Street East, Smith / Wellington Streets and the Richmond Town Hall Precinct.
- Since then, Council has invested significant resources in the development of urban design frameworks and structure plans in response to Melbourne 2030. The structure planning work commenced in 2005 and focuses on the five major activity centres in Yarra, as nominated by Melbourne 2030: Victoria Street, Smith Street, Brunswick Street, Bridge Road and Swan Street.
- Over the last 18 months, Council has been holding discussions with the key landholders in the Richmond Town Hall Precinct, including the State Government, to develop an urban design framework that consolidates the precinct as a community hub and explores the potential for joint venture partnerships.

The RTH Precinct offers a significant opportunity to create a vibrant community focus and a place for people for Richmond and the wider Yarra community.

Policy Context

The proposals contained in this urban design framework for the Richmond Town Hall Precinct are based on State and local level policies.

At the State level, Melbourne 2030 defines the Bridge Road commercial area as a Major Activity Centre. The Richmond Town Hall Precinct's range of uses and activities confirms its role as an integral part of the Bridge Road Major Activity Centre.

The Municipal Strategic Statement (MSS) for the City of Yarra has recently been reviewed. The draft MSS was included in Amendment C84 to the Yarra Planning Scheme which was recently placed on public exhibition after an extensive public consultation program. Key strategies in the MSS which will guide this urban design framework are:

- Increase the range of retail, personal and business services, community facilities, and recreation activities.
- Support use and development in activity centres to meet the convenience shopping needs of local residents.
- Support the regional role of activity centres as an important component of the City's economy and as a metropolitan destination.
- Support land use change and development that contributes to the adaptation, redevelopment and economic growth of existing retail centres.
- Manage the mix of uses to avoid dead frontages during the day.
- Support a diversity of arts uses such as live music venues, performance spaces, galleries and artist studios in appropriate locations.
- Develop shared pathways and linkages between open space areas.

Community Aspirations

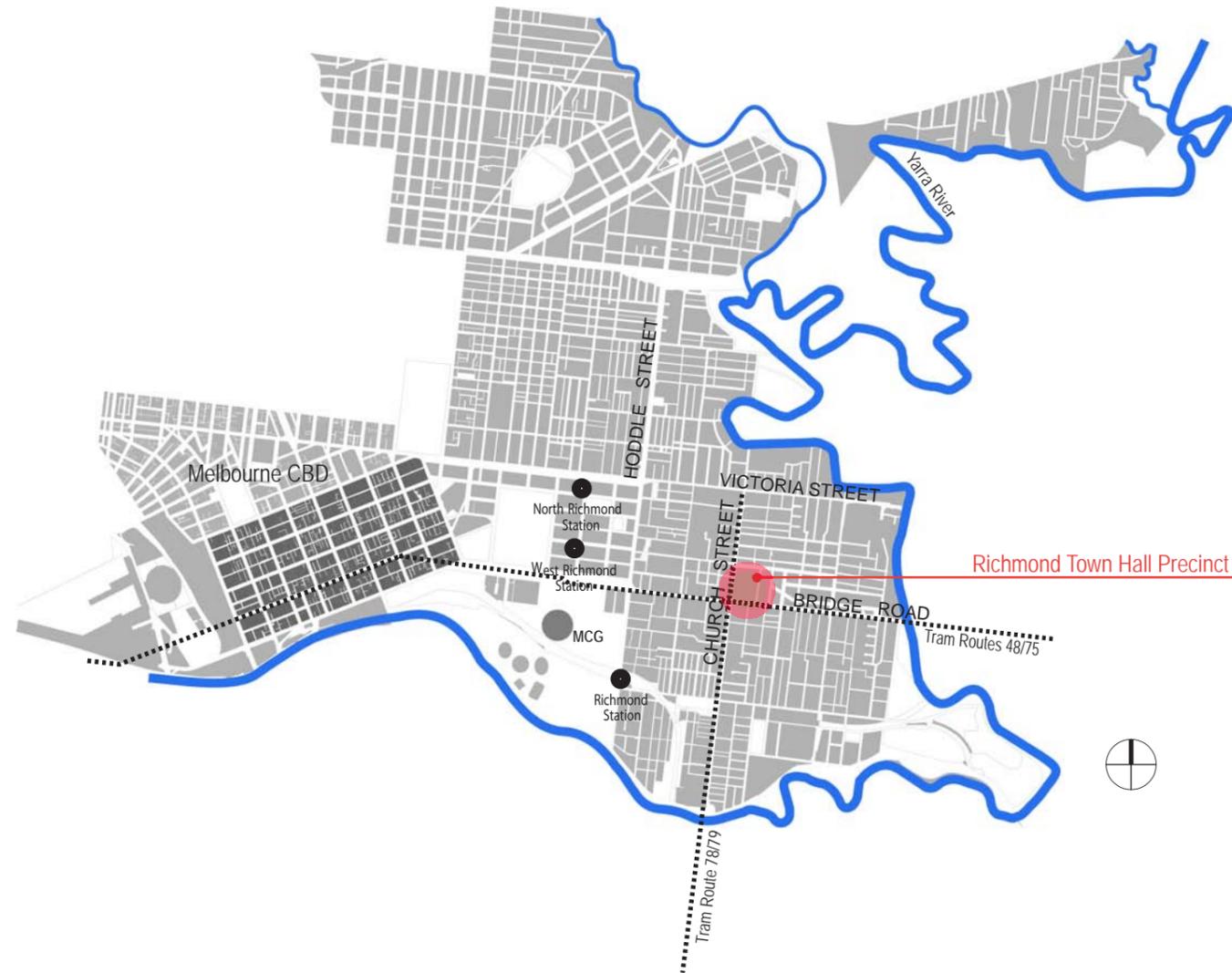
The consultation program for the Municipal Strategic Statement highlighted several community aspirations. Issues raised by the community of relevance to this Precinct included:

- Improved street lighting to discourage illegal activities and encourage pedestrian and cycle use at all times of day.
- Public realm improvements to increase the amenity and accessibility of open spaces through improved landscaping, street trees, walking surfaces, street furniture and cycle rack facilities.
- Increased and enhanced accessibility for Citizens' Park which provides a community focus and creates a positive link to the Richmond Town Hall.
- The positive contribution of the Gleadell Street Saturday Market to the diversity and character of the Bridge Road Major Activity Centre.
- The inclusion of native vegetation in landscape design and parks.
- A mix of passive and non-passive recreational spaces, especially around Citizens' Park.
- The concept of a neighbourhood as a lifestyle not a look.
- Development needs to be sensitive to local character.
- A mix of commercial uses within activity centres is required to lead to a sense of community.



Aerial photograph 2005

2. Site Context



Site Context

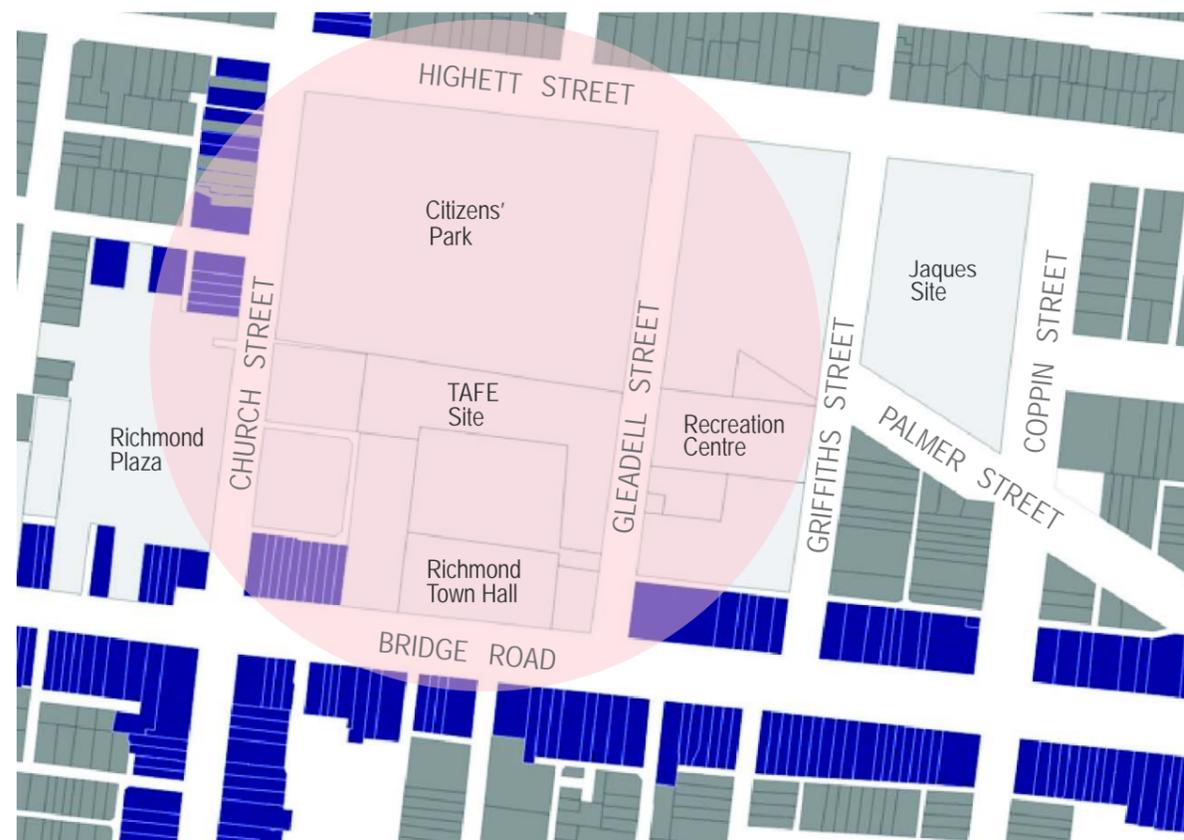
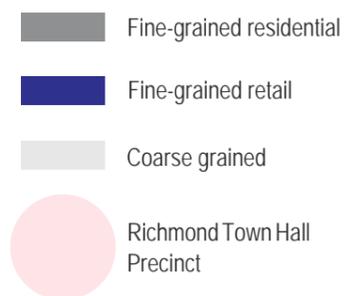
The Richmond Town Hall (RTH) Precinct is located centrally within the Bridge Road Major Activity Centre. Specifically the Precinct :

- Is located in close proximity to Melbourne CBD and major metropolitan cultural and recreational facilities.
- Is accessible by public transport along Bridge Road and Church Street.
- Has significant potential to consolidate its role as a civic, administrative and community hub for Richmond.
- Comprises the Town Hall building and key recreational and community facilities. These facilities are intermixed with large underutilised parcels of State and privately owned land.



3. Site Characteristics and Issues

Urban Fabric



Urban Fabric

Urban fabric is concerned about the underlying pattern of roads and land subdivision. The large size of the lots within the Precinct reflects its civic and industrial past.

Key characteristics:

- The wide spacing of streets with few lanes and access ways.
- The historic subdivision pattern of large parcels of land that contrasts with the fine grain pattern of the surrounding residential areas.
- The particularly wide spacing of roads to create the large central grid block of the Precinct.
- Large vacant sites, either within or close to the Precinct, that have redevelopment potential, such as the former TAFE site (now a car park) and the Jaques site.
- Large developed sites, such as the former Richmond Police Station, the landholdings to the west of the Town Hall, including the McDonalds site and Richmond Plaza Shopping Centre, with potential for new uses or more intensive development.
- The finer grain of the historic fabric of the shops fronting Bridge Road.
- The underground brick drain which crosses the precinct diagonally (Palmer Street follows the alignment of this easement), which contrasts with the orthogonal grid street pattern.
- Citizens' Park with its symmetrical layout and relationship with the Town Hall civic buildings.

Issues and opportunities:

- The large block typology restricting through block access (permeability).
- The interface between large/coarse grained commercial and institutional uses and the fine grained residential areas.
- The development opportunity provided by the large, under utilised public and private sites within and close to the precinct.
- The opportunity to expand civic uses and functions.

3. Site Characteristics and Issues

Land Ownership

-  Public ownership
-  Private ownership



Land Ownership

Key characteristics:

- The core of the precinct is Crown land and includes significant parcels vested in the City of Yarra, reflecting its historic role as a civic precinct.
- The majority of the land was originally used for public purposes, including the Town Hall, the Richmond Baths, schools and the park. The State Government continues to hold the ownership of this land.
- A large site within the precinct presently owned by the Richmond Church Parsonage and Schools Land Trust, to the west of the Town Hall.
- Several large parcels of land in private ownership provide the context for the precinct, including the Jaques site and Richmond Plaza Shopping Centre.

Issues and opportunities:

- Different ownership of parcels and lease arrangements.
- Coordination of the development across the multiple ownership, specifically State Government, Council and private land parcels, to ensure the integration of the precinct.
- Mechanisms to assemble land parcels to achieve redevelopment.
- The opportunity for land swaps to facilitate new development.

3. Site Characteristics and Issues

Community Facilities:

Education & Health

- 1 Lynall Hall Community School
- 2 Richmond Multicultural Children's Centre
- 3 Maternal and Child Health Centre
- 4 Visionary Images Arts Facility

Recreation

- 5 Playground
- 6 Clubhouse / Richmond Union Cricket Club
- 7 Richmond Recreation Centre, swimming pool & Lynall Hall outdoor courts
- 8 Richmond Union Bowling Club
- 9 Boxing Club / Gym

Cultural & Civic

- 10 Church - Assembly of God
- 11 Church - Church of Christ
- 12 Police Station
- 13 Post Office
- 14 Richmond Town Hall
- 15 Former Police Station

- Predominantly Retail Frontage
- Residential Frontage
- - - Ground Level Carpark



Existing Uses and Community Facilities

The Precinct is characterised by an historic clustering of recreational, institutional and community facilities. Housing within the Precinct is restricted to the edges of surrounding neighbourhoods. Convenience or day to day shopping needs are met to some extent by the Richmond Plaza Shopping Centre.

Town Hall

Key characteristics:

- Richmond Town Hall is one of three town halls within Yarra which accommodate Council staff and Council services.
- Accommodation pressures exist for housing the municipal services.

Issues and opportunities:

- The importance of the Town Hall as a valued public asset.
- The building and heritage fabric constraints on expansion or improvement to the existing Town Hall Council offices.
- The need for additional office space for municipal purposes.

Community and Recreation Facilities

Key characteristics:

- Existing community facilities within the Precinct are shown on the plan opposite. Since early settlement of Richmond much of the Crown Land has been reserved for civic, community and recreational activities.

Issues and opportunities:

- The wide variety of current activities with a community focus.
- The large under-utilised public sites make this precinct well suited to become a civic and recreational hub.
- The existing child care facility does not relate well with the adjacent oval.
- The Richmond Bowling Club occupies a central site in the precinct. This restricts access from Bridge Road and the Town Hall through to Citizens' Park. Relocation of the Bowling Club to another site or within the precinct would facilitate this north/south linkage and provide greater flexibility for the redevelopment of the precinct.
- Lack of a major urban public space associated with key community facilities to create a community focal point and hub in Richmond.
- Need for additional outdoor recreation facilities associated with the Richmond Recreation Centre and Lynall Hall Community School.
- Need to consider accommodating existing community facilities such as the boxing gym and Visionary Images within the Precinct.



Richmond Recreation Centre



Lynall Hall tennis courts

3. Site Characteristics and Issues



Richmond Town Hall, Bridge Road



Lynall Hall Community School



Citizens' Park and Bowling Club green



Playground at Citizens' Park



Corner of Bridge Road and Church Street



Shops on Bridge Road

Existing Uses and Community Facilities – continued

Housing

Key characteristics:

- Existing housing within the Precinct is restricted to cottages along Highett Street and single houses and walk up flats to the north of the Richmond Plaza Shopping Centre.

Issues and opportunities:

- Opportunities exist for different sites within the Precinct, particularly at the interface with the existing residential areas, to be developed for medium density housing.
- Opportunities for new residential above commercial and retail developments.
- Need for social and other forms of affordable housing within Yarra.

Retail

Key characteristics:

- Existing retail services are accommodated in the traditional strip development fronting Bridge Road, as well as the Richmond Plaza Shopping Centre, which provides the bulk of the convenience shopping for the local Richmond community. The Plaza includes a medium size supermarket.
- More recently this has been supplemented by the Victoria Gardens development in Victoria Street East.

Issues and opportunities:

- The need has been expressed for an additional supermarket in the area.
- The need for additional retail, especially convenience or day to day shopping and services.
- Large under utilised sites within the Precinct offer the potential for redevelopment for mixed use development, including major retail and commercial tenancies which require large floor areas.

Interaction Between Uses

The life and vitality of the Precinct rely on the interaction between all of the uses within it and the way that they relate to any public spaces.

Key characteristics:

- Poor street level interaction and activity in some areas, creating dull, unfriendly and unsafe public spaces, whether streets or open spaces.

Issues and opportunities:

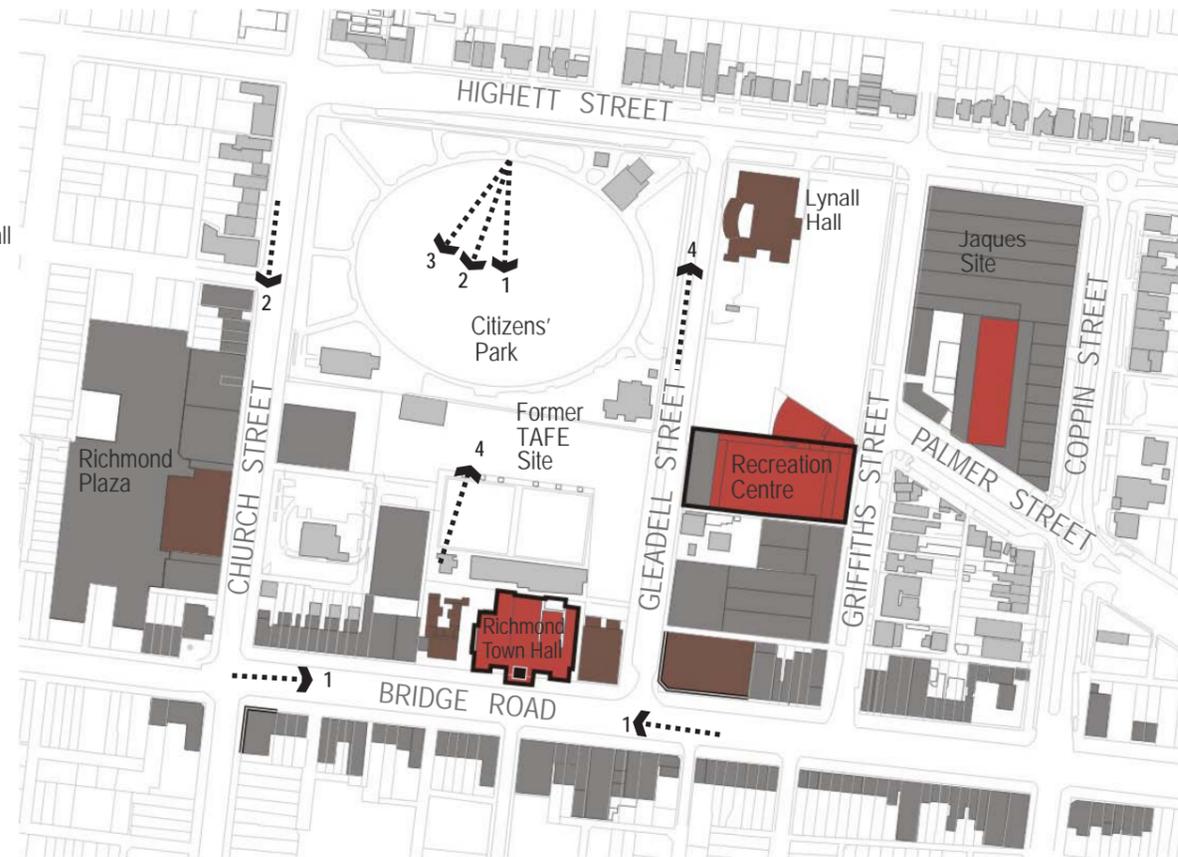
- The variety of activities within the Precinct intermixed with a range of recreational, institutional and community uses, provides the opportunity for exploring synergies between existing and future activities.
- Opportunities to improve street level interactions and activity.

3. Site Characteristics and Issues

Built Form

-  Prominent building or cluster of buildings
-  Prominent corner building
-  Views
- 1. Views to Richmond Town Hall
- 2. Views to St. Ignatius spire
- 3. View to Pelaco sign
- 4. View to smoke stack (Carlton United Beverages)

-  Up to 6 metres height
-  Up to 9 metres height
-  Up to 15 metres height
-  Up to 20 metres height
-  RTH clock tower 25 metres height



Built Form and Image

The Town Hall and the distinctive landmark of the clock tower, along with the adjacent Victorian shopfronts with verandas, ensure that the Precinct is one of the most memorable streetscapes within the City of Yarra and an important part of the rich urban fabric of Inner Melbourne.

Key characteristics:

- The Town Hall is the predominant landmark in the Precinct and is a valued public asset for its heritage and architectural qualities. The Town Hall clock tower and the other skyline landmarks give legibility to the Precinct.
- The varied and rich mix of built form in terms of scale, bulk and heritage significance.
- The friendly human scale of the built form.
- The Victorian two storey shops with their intact verandas fronting Bridge Road, which provide a heritage setting.
- The Richmond Recreation Centre and its roof as a reference point.
- The spire of the St Ignatius Church on Richmond Hill, which is visible along Church Street and from other key vista points such as Citizens' Park.
- The emission stack of Carlton and United Beverages dominating the skyline to the north.
- The interesting and varied roofscapes, particularly when viewed from Citizens' Park, including the rear of shops, industrial buildings and the varied additions to the Town Hall, contrasting with the formal 'front' views along Bridge Road.
- The majority of buildings are one and two storeys in height.
- The many public and private properties which are in poor condition.

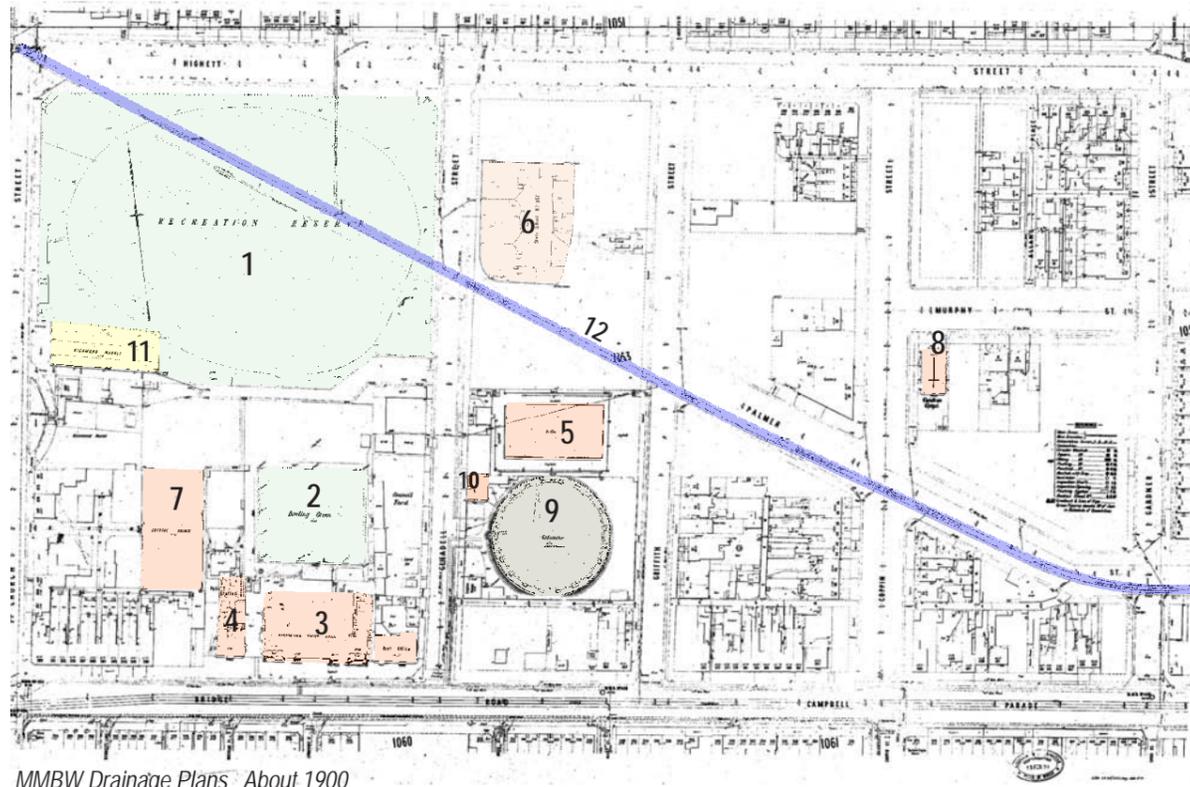
Issues and opportunities:

- The need to protect views to the Town Hall building and particularly the clock tower.
- The need to protect views to other landmarks, including the spire of St Ignatius Church and the distinctive roof of the Recreation Centre.
- The need for infill development to have regard to the historic streetscapes of Bridge Road.
- The importance of a human scale for key public spaces.
- Minimising negative environmental impacts of new buildings on adjacent public domain, including streets and other public spaces.
- The opportunity to provide infill development which completes and reactivates the Precinct.
- Large parcels outside Heritage Overlays which have the potential for redevelopment.

3. Site Characteristics and Issues

Heritage Context

1. Recreation reserve (Citizens' Park)
2. Bowling green (Bowling Club)
3. Richmond Town Hall
4. Police Station
5. Baths (Richmond Recreation Centre)
6. State school
7. Crystal Palace, roller skating rink
8. Christian Chapel
9. Gasometer
10. Gas inspector residence
11. Site of the Richmond market
12. Underground brick drain

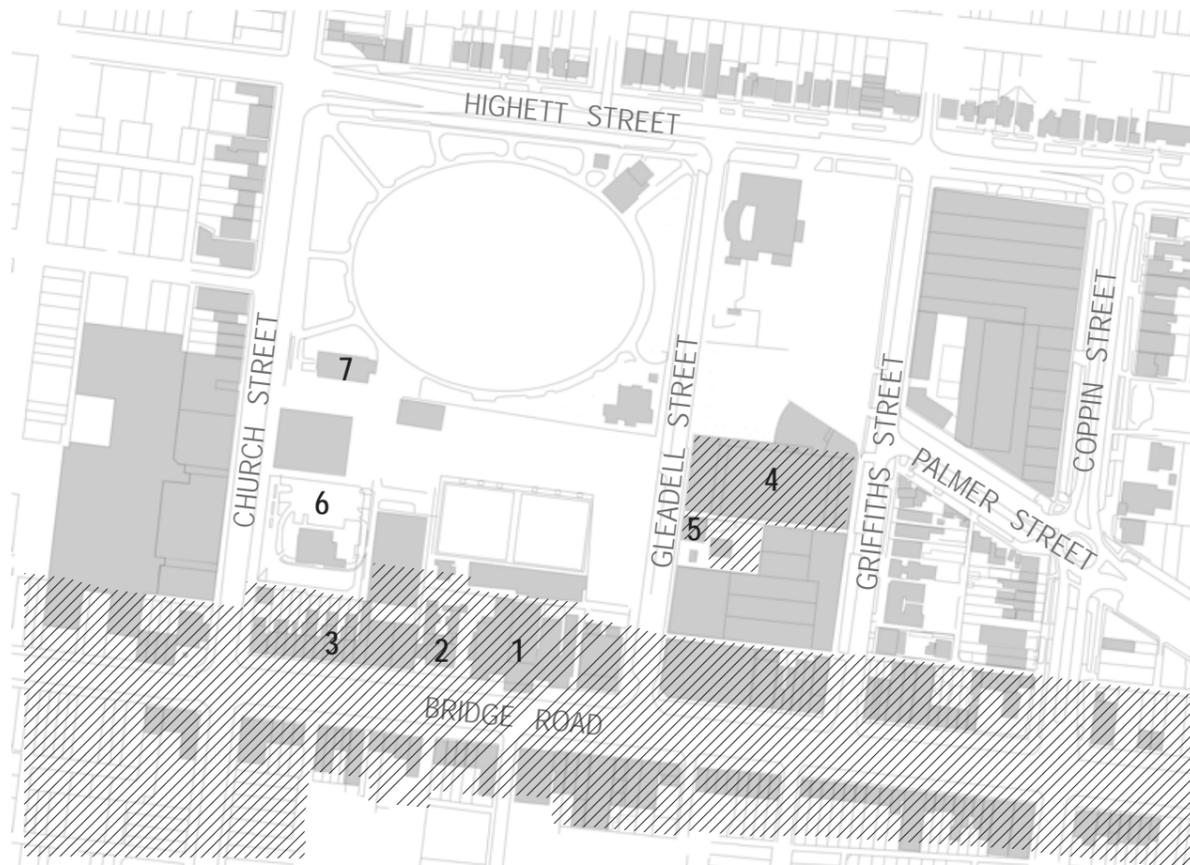


MMBW Drainage Plans About 1900

Heritage Buildings and Buildings of Interest

1. Richmond Town Hall and tower
2. Former Police Station
3. Historic shops
4. Richmond Baths
5. Gas inspector's residence
6. Former theatre / Crystal Palace
7. Infant Welfare building

 Heritage Overlay



Heritage Assets

The whole of the Precinct is of historic significance as the civic heart of Richmond. This is recognised by the Heritage Overlay which covers the buildings with frontage to Bridge Road, including the Town Hall. The overlay is shown on the previous built form plan. Heritage studies are to be undertaken to further assess the significance of the whole precinct.

The former school sites and the recreation reserve now known as Citizens' Park are also of note. Following the opening of Richmond State School in the Town Hall in 1875, Richmond's early public schools variously occupied the site opposite the Park from 1877. Currently Lynall Hall is in the 1950s school building which incorporates a portion of the 1877 and 1934 school buildings. The interwar Richmond Technical School in Church Street, now the site of the Police Station, added to the provision of public schools within the area.

The Richmond Union Bowling Club greens were established on the site in 1864 and are of some cultural heritage significance.

Key heritage elements and buildings:

- The original 19th century grid pattern and fine grained retail and residential areas and their contribution to the character, vitality and vibrancy of Bridge Road and the broader precinct.
- The heritage significance of the Town Hall and its tower and its visibility in many views from different points and directions.
- The former Police Station for which a Heritage Review has been prepared.
- The shops with frontage to Bridge Road.
- The Richmond Baths/Recreation Centre.
- The gas inspector's residence (1883).
- The former theatre/Crystal Palace, which requires further assessment.
- The Infant Welfare building (1929) in Citizens' Park may be of some heritage interest.

Issues and opportunities:

- The heritage significance of those parts of the Precinct not currently covered by an Heritage Overlay.
- The need to protect and enhance heritage places in the Precinct already covered by a Heritage Overlay.
- Heritage buildings are often adaptable for new uses, particularly large industrial structures. In other cases the fabric is less adaptable to new uses. For example the existing Town Hall has been adapted for office uses but the deep spaces are sometimes unsuitable in terms of natural light and outlook.

3. Site Characteristics and Issues



View to RTH from Bridge Road



View to RTH from Citizens' Park



View to St. Ignatius Church from Citizens' Park



Richmond Recreation Centre



View to CUB smoke stack from Bridge Road



View to Pelaco sign from Citizens' Park



Former gas inspector's residence



Citizens' Park oval



Jaques site building



Bridge Road

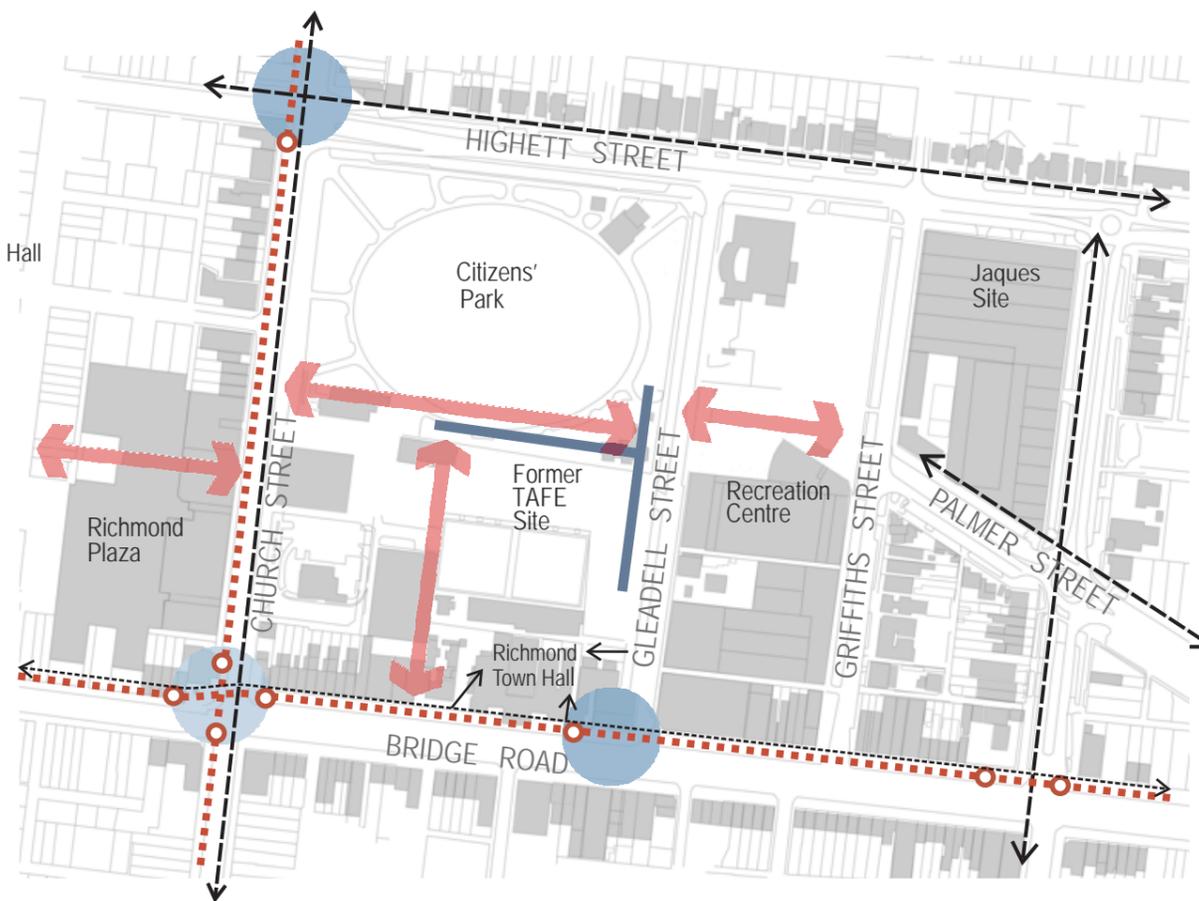


Shops on Bridge Road

3. Site Characteristics and Issues

Access and parking

-  Tram route
-  Tram stop
-  On road bike lane
-  Informal bike route
-  Unstructured access to Town Hall
-  Poor pedestrian linkage
-  Poor pedestrian crossing
-  Pedestrian barrier



Movement, Accessibility and Parking

The Precinct enjoys a high level of public transport and bicycle accessibility, as well as a reasonable level of parking. The existing footpaths are adequate for pedestrians, however there are few through-block links.

Key characteristics:

Pedestrian and Bicycle Access

- Footpath space ranges from generous footpaths adjacent to the Town Hall, to minimal width along Church Street and Bridge Road west of Church Street.
- The wide spacing of streets in the north south direction means that there are few opportunities for east-west pedestrian links.
- Citizens' Park can only be accessed from the Bridge Road Activity Centre along Church Street or Gleadell Street.
- Bicycle routes are provided on road and parking facilities are focussed around the Town Hall.

Public Transport

- The Precinct is served by tram services along Bridge Road and Church Street, with a high level of service along Bridge Road.
- Tram stops indicated on the plan opposite are minimal, with safety zones provided in the wide section of Bridge Road east of Church Street.
- West Richmond Station is 10 minutes walk from the Precinct.

Vehicular Access and Parking

- The Precinct provides a reasonable level of vehicular access, although considerable delays are experienced at the intersection of Highett and Church Streets.
- The existing provision of parking includes the multi storey car parks in Gleadell Street, Richmond Plaza and ground level car parks adjacent to the Bowling Club and Town Hall. The balance is provided in the form of on street parking
- Car parking is provided for a variety of users within the Precinct, including Council staff and those attending functions at the Town Hall, patrons of the Richmond Recreation Centre, the Assembly of God Church and other community facilities, as well as those visiting retail premises within the Precinct.

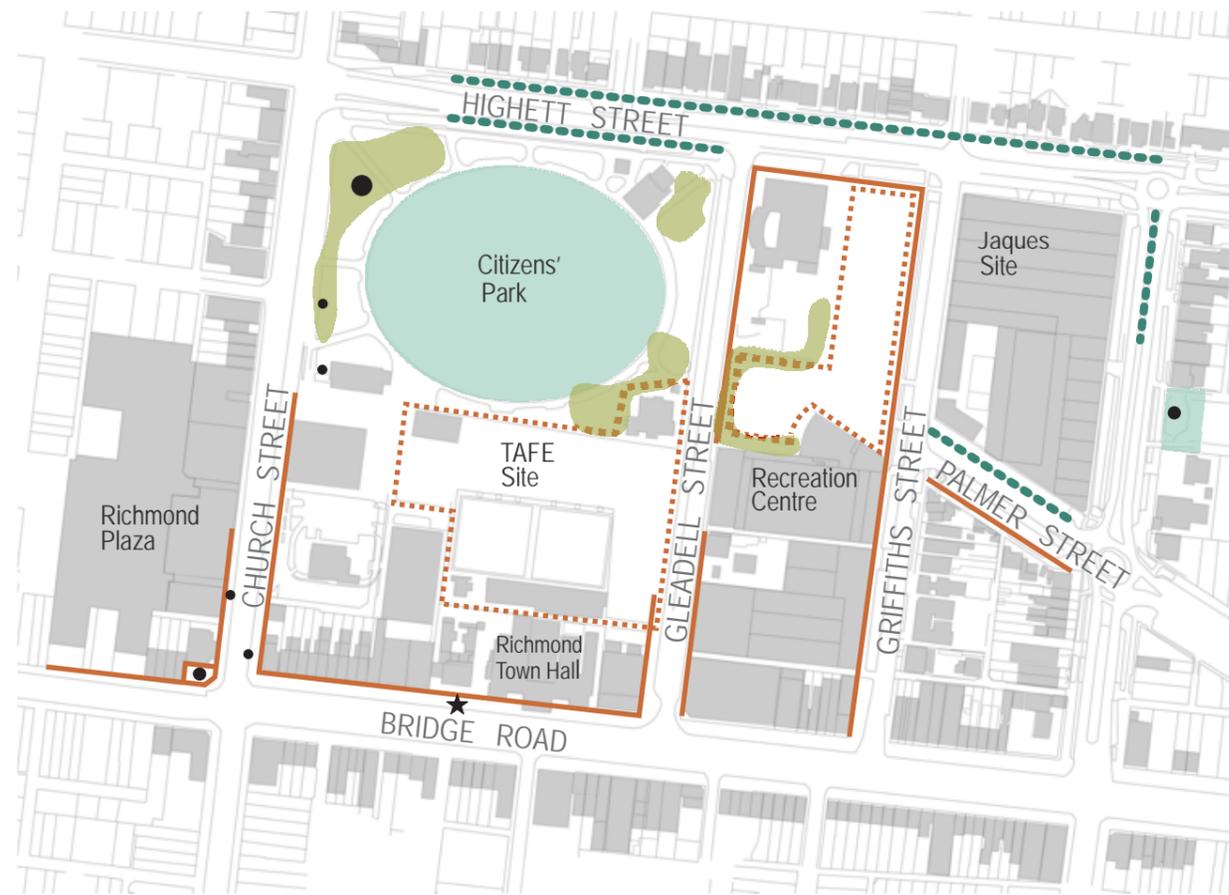
Issues and opportunities:

- The need to increase pedestrian permeability and links through large blocks, particularly in the east-west direction and from Bridge Road to Citizens' Park.
- The need to enhance the pedestrian amenity of footpaths, existing meeting and passive recreation spaces within the Precinct.
- The longer term need to upgrade tram stops in Church Street and Bridge Road to improve passenger comfort and convenience and to meet DDA compliance.
- Competing demands for car parking between community facilities and other activities at the same time, such as the Gleadell Saturday Market, Richmond Recreation Centre, Council Offices and the church.
- Reduced connectivity and permeability through the Precinct for vehicles, due to street closures and associated safety and security issues.
- The demand for car parking and the traffic generated by new and existing retail development within the Bridge Road Major Activity Centre.
- The need to enhance on road bicycle routes and bicycle parking with new developments.

3. Site Characteristics and Issues

Public Domain

-  Tree-lined streets
-  Cluster of tall canopied trees
-  Meeting place - benches
-  Landscaped areas
-  Poor pedestrian amenity
-  Fenced off areas
-  Public art



Public Domain

The character of the public domain is a product of the surrounding built form, the vitality and vibrancy of the shopping, the original 19th century grid pattern, the fine grain of development, the relatively wide footpaths, the proximity to major transport nodes and the green space of Citizens' Park.

Key characteristics:

- The abundant landscaping and greenery of Citizens' Park and some of the street tree plantings in the area which soften the bulk of many large institutional and industrial buildings and provide visual and physical relief from the densely built up area of Richmond.
- Existing meeting and passive recreation spaces within the Precinct are limited to Citizens' Park, the small square on the corner of Church Street and Bridge Road and the Town Hall forecourt.
- The footpath and street spaces are of varying quality.

Issues and opportunities:

- Lack of a major public space associated with key community facilities to reinforce a community focal point and promote a sense of community and belonging.
- Lack of adaptable public open spaces that are directly linked to the Activity Centre and associated with the Town Hall which can accommodate a variety of different activities.
- Citizens' Park is generally utilised for active recreation and opportunities for other purposes, including passive recreation, are limited to the perimeter areas.
- The southern edges of Citizens' Park are generally poorly defined.
- Links are limited from Citizens' Park to the Major Activity Centre, as there is no direct link to Bridge Road through the Town Hall precinct.
- The need for significant streetscape and public domain enhancement to maximise the use of all streets and make them function effectively as public spaces that encourage social interaction.
- Visual clutter and lack of visual consistency and continuity within the streetscapes of many streets in the area.
- The poor design and run down appearance of the small urban square on the corner of Bridge Road and Church Streets.

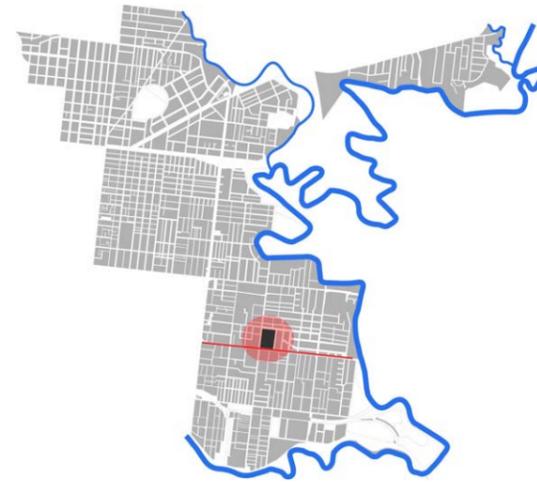
4. The Vision



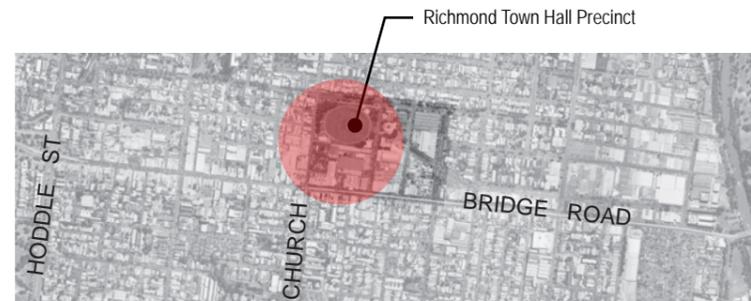
4. The Vision

The Precinct should have the following qualities:

- **A civic heart:**
A civic precinct in the heart of Richmond which offers a range of services in one location, including community, cultural and recreational activities. These services and activities are centred on the Town Hall and integrated with a range of shops, cafes, a mix of housing and substantial local employment serving both the Richmond and wider Yarra community.
- **A precinct integrated into the activity centre:**
A precinct which will integrate seamlessly into the wider Bridge Road Major Activity Centre in the arrangement of uses, activities, local footpaths, streets and the built form. Uses and activities are also complementary to the Centre.
- **A people's place:**
A vibrant community hub focused on a central square that acts as a focal point for the precinct and broader region and as a community meeting place. A distinctive, attractive and safe place that offers a variety of activities and experiences for a range of users at different times of the day and night.
- **Respect existing character and sense of place:**
Development that builds on the valued characteristics and heritage significance of the Richmond Town Hall and that provides a distinct sense of place and contributes to the continuity, cultural identity and memory of the place.



A community hub for Richmond



Building forms, uses and local footpaths and streets which integrate seamlessly into the wider Bridge Road Major Activity Centre



View to new square at the back of the Police Station building

- **A legible and accessible precinct:**
An accessible and legible public environment that provides a choice of routes with easy access to public transport and includes an interconnected network of public spaces and paths within and around the Precinct and the Bridge Road Major Activity Centre.
- **A well designed public domain and buildings:**
Buildings and public spaces which are innovative in design while being respectful of the existing urban character and setting.
- **A sustainable environment:**
Development which demonstrates best practice, environmentally sustainable development, both in the design of buildings and public spaces.
- **A thriving precinct:**
A precinct that attracts private and public investment, provides new opportunities for local employment and is economically viable to develop and operate in the long term.
- **An equitable and participatory environment:**
A precinct that is accessible to and useable by all people and promotes various means for achieving socially responsive development. An environment that is welcoming and offers varying degrees of engagement, including active and passive, and encourages people to participate in community activities and public life.

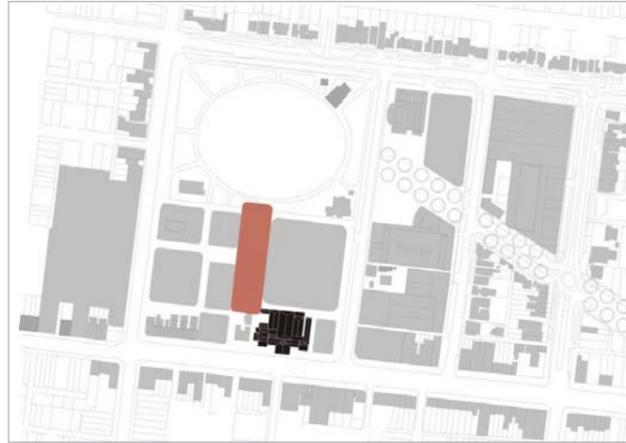


Meeting Challenges

The Precinct should accommodate a balance of the following uses and elements:

- A new civic space or square for people to enjoy.
- Additional community facilities linked to the existing Town Hall.
- Retention/relocation of the Richmond Union Bowling Club.
- The opportunity for additional convenience shopping which might include an additional supermarket which is physically linked to the Bridge Road traditional shopping strip.
- Additional community facilities which relate directly to Citizens' Park.
- Additional leisure/recreational facilities.
- Additional commercial/office development.
- Retention and expansion of the Gleadell Street Market.

5. The Urban Design Concept



1. Focus on a central Town Hall square as the symbolic centre of Richmond



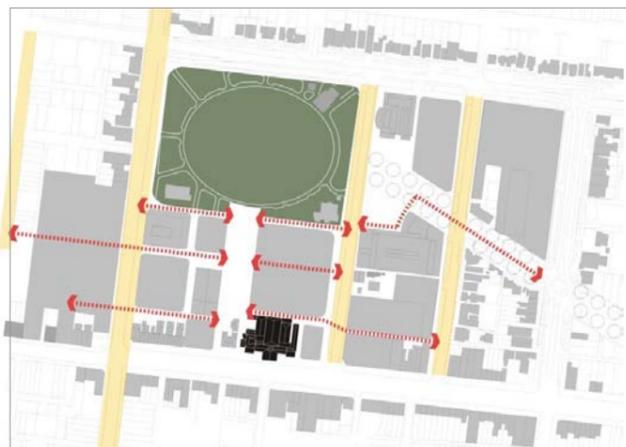
4. Focus on public transport



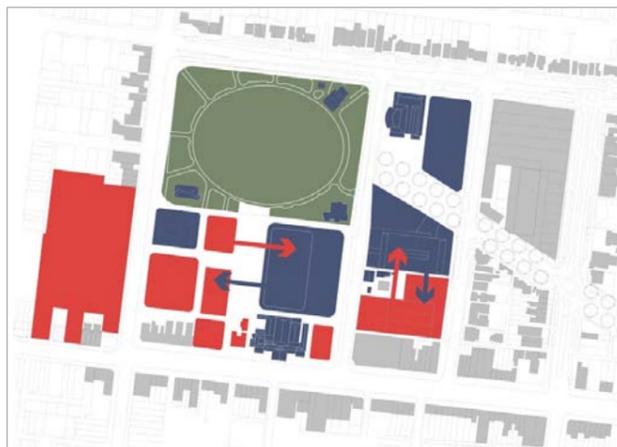
2. Links between Bridge Road and the Activity Centre and Citizens' Park



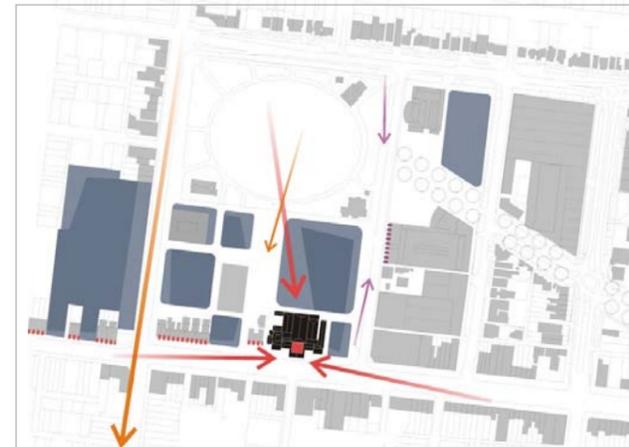
5. Uses and activities which activate the square and surrounding streets



3. New mid block secondary pedestrian links which connect to the Bridge Road Activity Centre and link to new square and Citizens' Park



6. Uses that relate to the municipal office space and community facilities and which have a symbiotic relationship with the commercial role of the Activity Centre



7. Building forms and heights which respect the existing landmark qualities of the Town Hall building and Clock Tower, the heritage streetscapes and the existing street wall facades

The Urban Design Concept

The urban design concept for the Precinct incorporates the qualities described in the vision. The concept is based on eight key design elements for the long term development of the precinct:

- Focus on a central Town Hall square as the symbolic centre of Richmond. A lively, interactive space which also provides new address points for the surrounding buildings and activities.
- Links between Bridge Road and the Activity Centre to Citizens' Park through the new central square.
- New mid block east west pedestrian links which provide additional paths between Church Street, Gleadell Street and Griffiths Street via the new Town Hall Square.
- Focus on public transport, in particular the tram stops in Bridge Road and Church Street.
- New shared car parks with accompanying service vehicle access.
- Uses and activities which activate the Square and surrounding streets.
- Uses that relate to the municipal office space and community facilities and which have a symbiotic relationship with the commercial role of the Activity Centre.
- Building forms and heights which respect the existing landmark qualities of the Town Hall building, clock tower, the heritage streetscapes and the existing street wall facades.

The following four design strategies include objectives and provide more detailed guidelines for land use and activities, movement and accessibility, the public domain and built form.

6. Design Strategy: Activities



Plaza de los Naranjos, Sevilla *Las Ramblas, Barcelona*



Federation Square



Melbourne Botanic Gardens visitor centre

Objectives:

- To consolidate a community facilities' hub as the heart of Richmond.
- To revitalise the Precinct by encouraging a vibrant mix of uses and activities which contribute to a lively centre by day and night.
- To assist Council in the future expansion of its municipal offices and in meeting accommodation requirements.
- To encourage additional convenience retail development within the Precinct which complements the range of shopping facilities within the Activity Centre.
- To carefully manage sensitive interface issues between large scale commercial and institutional development and finer grain residential areas.
- To create new jobs and opportunities for employment within the Precinct.
- To introduce viable uses which increase private investment within the Precinct.
- To explore opportunities for social and affordable housing.
- To encourage mixed land uses which may include some upper level residential development.
- To introduce uses at ground level which activate and enhance the feeling of safety in public spaces.

6. Design Strategy: Activities



Urban Design Guidelines:

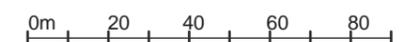
1. Town Hall Square
2. Opportunity to possibly extend municipal offices or provide commercial office space, with community facilities at ground level in a manner which also relates to the Town Hall Square and Citizens' Park.
3. Opportunity to relocate the two existing bowling club greens.
4. Opportunity for retail, cafes at ground level with first floor offices and residential/serviced apartments over.
5. Opportunity for entertainment, convenience shopping which could include a supermarket or other uses with active edges at ground level with mixed use over. Investigate the reuse of heritage Crystal Palace building.
6. Opportunity for Police Station expansion.
7. Retain Post Office land use with opportunity for offices over.
8. Opportunity for redevelopment of Richmond Plaza shopping centre with ground level retail, and office or residential uses over.
9. Opportunity for educational, recreational and associated uses to complement the Richmond Recreation Centre and Lynall Hall Community School.
10. Opportunity to refurbish Richmond Town Hall to accommodate additional community facilities.
11. Opportunity to renovate the old police station building as cafe, hospitality venue, gallery, commercial use or additional Council facilities, as an activity portal to square.
12. Existing facilities to be retained or relocated, where appropriate, within the Precinct such as Boxing Gym, Visionary Images, Maternal and Child Health Centre and Multicultural Children's Centre.
13. Opportunity for underground car parking to reduce/replace on-street parking, possibly shared/linked.
14. Retain the market along Gleadell Street.
15. Opportunity for retail/active frontages at ground level with residential or office uses above with existing Church functions.



Possible redevelopment sites

Heritage buildings or possible retention of existing building fabric.

Provide active use frontages at ground floor level including frequent entry points.



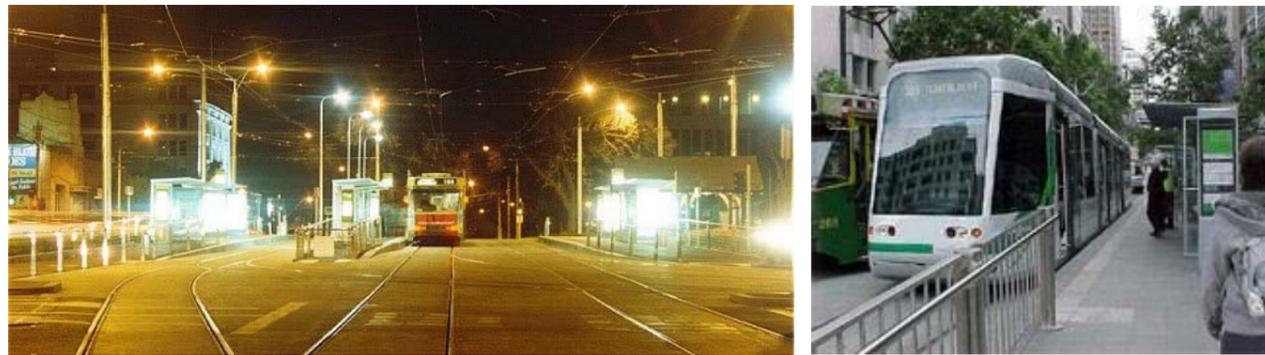
6. Design Strategy: Movement and Accessibility



Bowen Lane, RMIT



Melbourne Gaol



Tram superstops, Melbourne

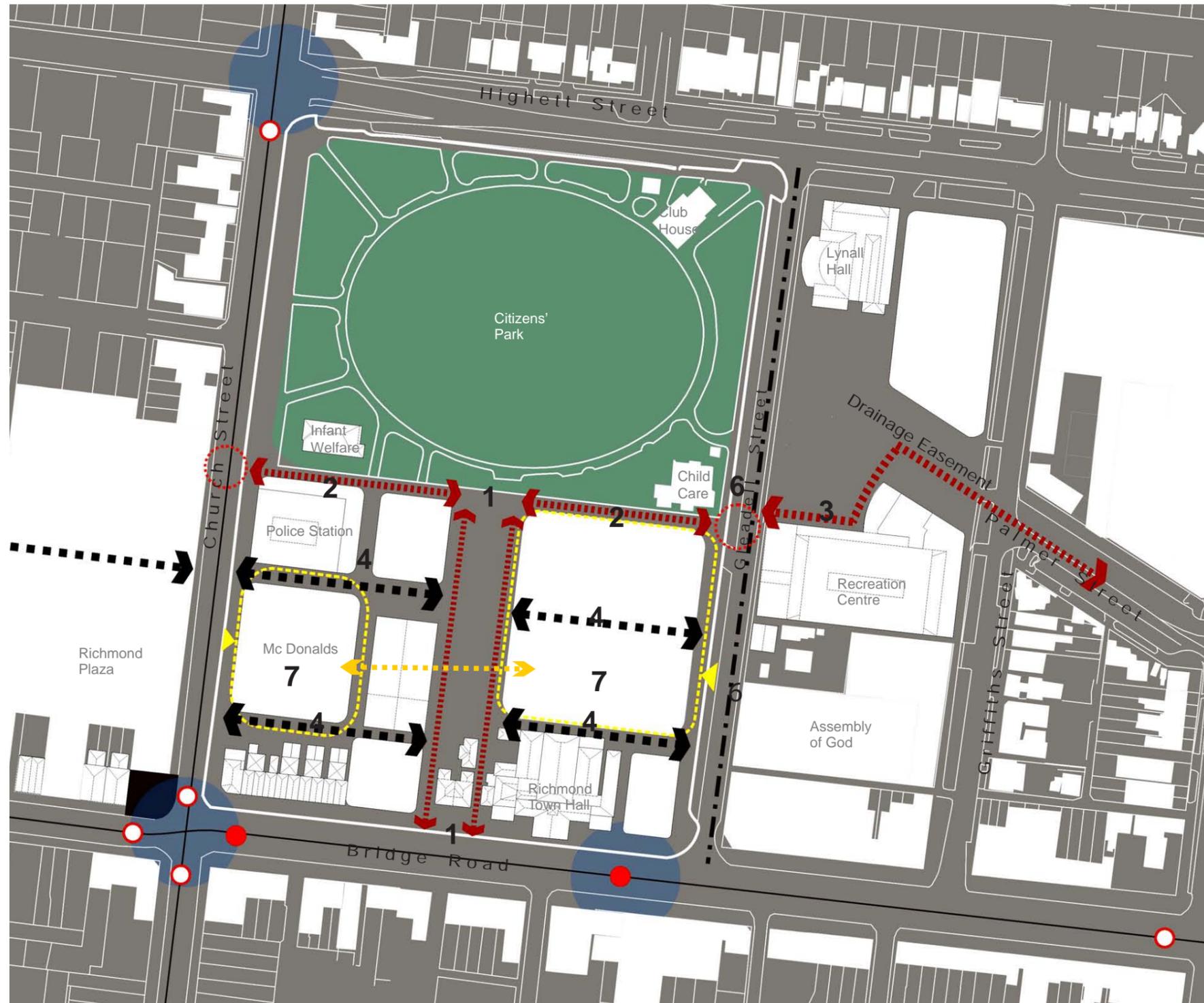


Plaza de Alcasser de la Senyona

Objectives

- To provide a new direct pedestrian link between Citizens' Park and Bridge Road.
- To improve the pedestrian permeability and connectivity throughout the precinct and links to the adjacent neighbourhoods.
- To provide attractive pleasant places for people to walk.
- To ensure that all spaces provide access for all (DDA compliance).
- To improve the amenity and efficiency of bicycle routes to and within the Precinct.
- To provide a high level of bicycle storage and other cyclist facilities in new development within the precinct.
- To enhance the amenity and access to the existing public transport stops in Bridge Road and Church Street.
- To provide accessibility for service and other vehicles without prejudicing the amenity of pedestrians and public transport users.
- To provide a reasonable level of car parking within the context of a green travel plan for workers, visitors and residents in structured car parks and convenient on street spaces.

6. Design Strategy: Movement and Accessibility



Urban Design Guidelines:

These guidelines have been developed to give priority to the enhancement of pedestrian and public transport efficiency and comfort, while providing for a reasonable level of vehicular access to the Precinct.

Movement related guidelines are:

Improve public transportation amenity to the precinct:

-  • Enhance the amenity of tram stops.
-  • Possible provision of a super stop.
-  • Improve pedestrian crossings.
-  • Introduce new pedestrian crossings at key points.

Improve pedestrian permeability and connectivity within the precinct and its surroundings:

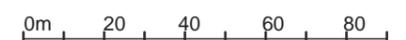
-  Primary pedestrian links:
 1. North-south link connecting Bridge Road to Citizens' Park through the Town Hall Square .
 2. East-west pedestrian colonnaded promenade link between Gleadell and Church Streets along the southern edge of Citizens' Park.
 3. Provide a new link between Palmer Street and Gleadell Street and connect it to the east-west promenade link through Citizens' Park.
-  Secondary Pedestrian links
 4. Provide pedestrian links from Gleadell Street to Church Street through the Town Hall Square. Ensure ground level activity along the link.

Enhance bicycle areas and parking facilities:

-  5. Provide bicycle parking facilities in all key development sites.
-  6. Provide a cycle route along Gleadell Street.

Limit new vehicular access points to the minimum possible and where possible encourage new developments to share car park and access points:

-  7. Possible vehicular entry to public car park.
-  8. Opportunity for shared underground car park, possibly linked.



6. Design Strategy: Public Domain



A respite area for people who work in the area, shoppers and other visitors to the Activity Centre



Public art in the form of temporary or permanent installations

A New Town Hall Square for Richmond:

These images show ideas for the proposed Square. The Square would be a lively space providing a link between the civic and commercial role of the Bridge Road Major Activity Centre. Initial ideas for the Square could include:

- Public art in the form of temporary or permanent installations.
- A square design with surrounding buildings with active uses fronting the Square.
- Civil and ceremonial functions.
- A respite area for people who work in the area, shoppers and other visitors to the Activity Centre.
- A venue for temporary exhibitions and promotions.
- A new front door for Council facilities and offices.
- Incorporating 'state of the art' water sensitive urban design practice.
- An active space which feels safe and utilises safer design guidelines.
- Utilises robust, durable design and finishes.



A venue for cultural events, civic functions and temporary exhibitions and functions



A new front door for the Council facilities and offices

Objectives:

- To develop a focus for civic life in Richmond and for the wider community in the form of a new Town Hall square.
- To enhance the connection between Citizens' Park and the Bridge Road Major Activity Centre.
- To expand and improve the quality of the public spaces based on the civic square, streets, footpaths, other links and small spaces.
- Provide a feeling of safety to public spaces by ensuring the overlooking of all key spaces.



Bridge Road showing restored gaol



Possible Town Hall Square looking south

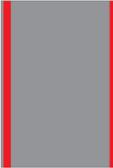
6. Design Strategy: Public Domain



Urban Design Guidelines

Enhancement of the public domain within the Precinct includes such key initiatives as a new Town Hall Square, as well as the incremental upgrading of streets and footpaths and smaller urban spaces, including the public space on the corner of Bridge Road and Church Street:

Specific guidelines are:

- 

1. Design the new civic Town Hall Square to link Citizens' Park to Bridge Road as a focus for the community, new address point for municipal activities and as a vibrant and attractive space with opportunities for public art installations. The Square should have a minimum width of 30 metres and provide a flexible and adaptable space for public functions and events.
- 

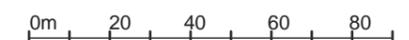
2. Improve the design and pedestrian amenity along Bridge Road, including the forecourt to the Town Hall and former police station, and Post Office corner.
- 

3. Require continuous canopies or verandas along Bridge Road to provide weather protection for pedestrians.
- 

4. Refurbish the existing public space on the Bridge Road and Church Street corner to enhance the amenity and appearance of the space.
5. Encourage the use of footpaths for outdoor eating and seating without inhibiting pedestrian flow.
- 

6. Develop a new tree lined colonnaded promenade to the south of Citizens' Park, linking Gleadell Street to Church Street.
- 

7. Enhance Gleadell Street as a tree lined pedestrian dominated street.
8. Implement a precinct wide signage strategy.



7. Design Strategy: Built Form



Melbourne Gaol



Schouwburgplein, Rotterdam



Turbinenplatz, Switzerland



Jardin de la Calle Chile, Valencia

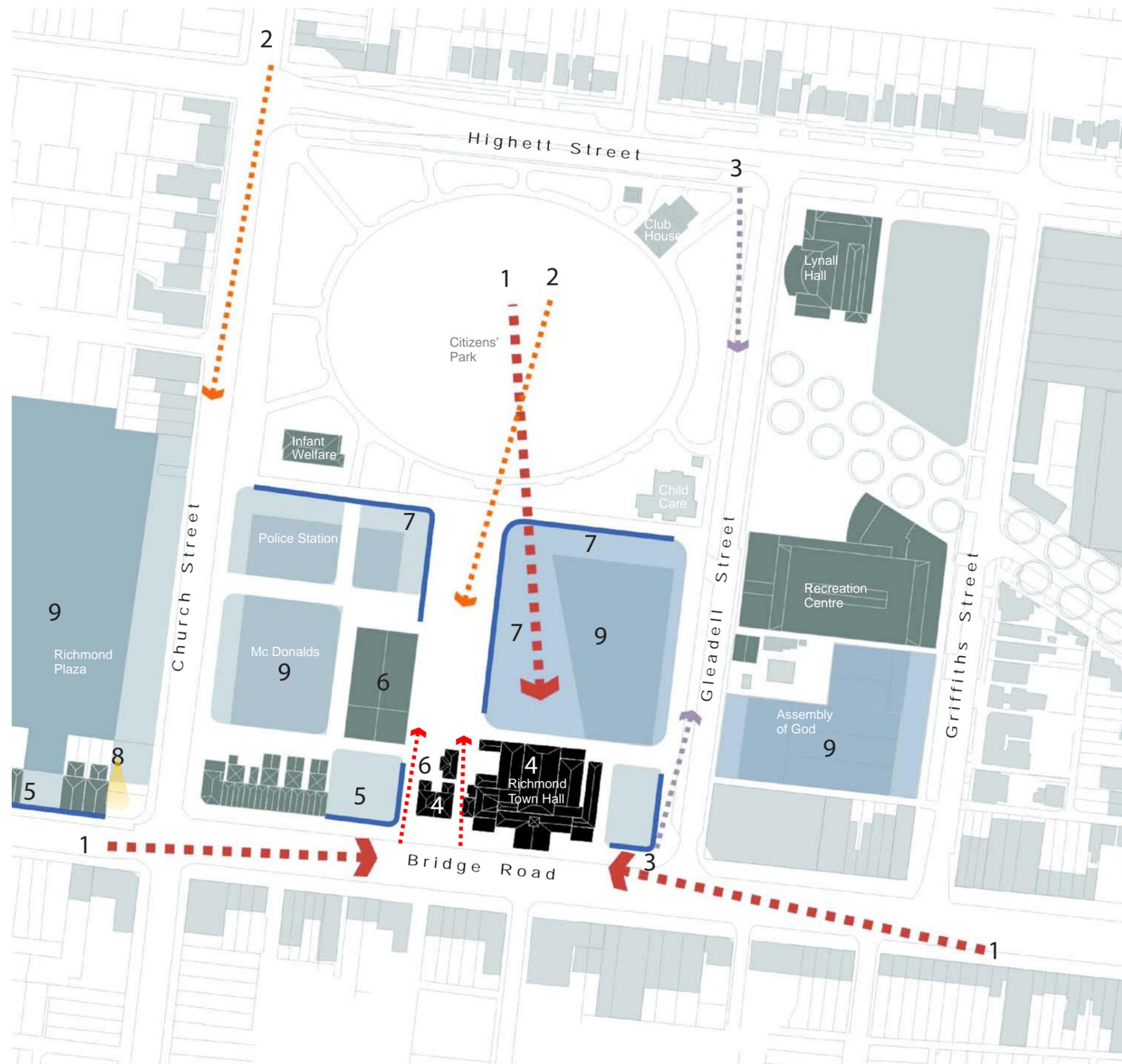


Bowen Lane, RMIT

Objectives

- To retain and protect the significance and importance of the Richmond Town Hall as a valued public asset and architectural monument.
- To preserve and enhance existing views to landmarks, including the Town Hall clock tower and the more distant views to the St Ignatius spire and ensure that their contribution to the skyline of the area is maintained to assist in way finding and visual orientation.
- To ensure new development respects the scale of the existing building forms including the street wall facades and residential area interfaces.
- To respect existing heritage assets by appropriate scale with adjacent new buildings.
- To provide clear views through, with generous setbacks from the old police station to ensure that the proposed town hall square is visible and inviting from Bridge Road.

7. Design Strategy: Built Form

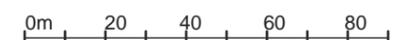


Urban Design Guidelines

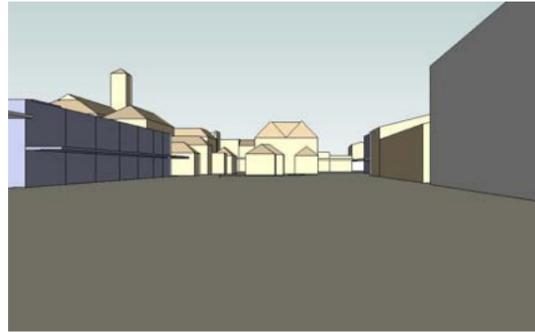
The following guidelines are the performance based requirements for the built form of the Precinct. The built form envelopes resulting from these guideline requirements are illustrated in Design Frameworks following. These guidelines are designed to reinforce the street wall facades, the dominance of the Town Hall and tower, other key views to landmarks and to respect the heritage building assets within the Precinct.

Specific guidelines are:

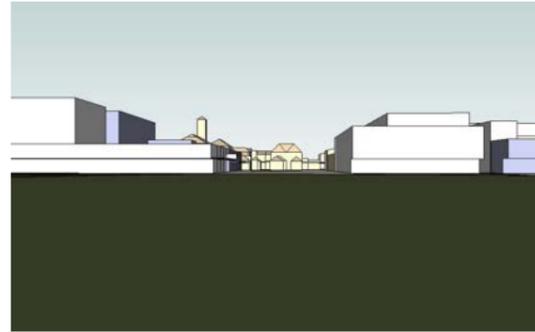
-  1. Maintain the visibility and dominance of the Town Hall tower from Citizens' Park, Bridge Road and the new Town Hall Square.
-  2. Preserve existing view lines to the St Ignatius Church spire along Church Street and from Citizens' Park.
-  3. Retain views to the Recreation Centre's distinctive roof form and facade from Citizens' Park and Gleadell Street.
- 4. Ensure that adequate setbacks and curtilage is provided for significant heritage buildings such as the Town Hall and the former police station, to be appreciated in the round.
- 5. Respect scale of adjoining heritage buildings and facades.
- 6. Restore the former Police Station building and investigate the potential for reuse of Crystal Palace for alternative use based on a conservation management plan.
-  7. Maintain low rise development around major public spaces to retain human scale and retain sun access. Maximise the number of doorway entries around areas to activate all key public spaces.
-  8. Retain the existing building height to the north of the small square of Richmond Plaza to allow sunlight into the square.
- 9. Avoid monolithic building forms above the nominated street wall facades to reduce the visual bulk and encourage view lines and through and glimpses to the Town Hall tower especially from the Citizens' Park and the main square. Building floorplates should provide floor areas which can be readily lit by natural light to meet ecologically sustainable design (ESD) requirements.
-  Heritage buildings or possible retention of existing building fabric.
-  Match the dominant existing street façade height with new infill development
-  Higher elements should be well setback to minimise impact on existing views.
-  Views to proposed square from Bridge Road



7. Design Framework: Built Form Envelopes



View from new square to the back of the police station building



View from Citizens' Park to Town Hall clock tower



Council House 2, Melbourne CBD



Las Ramblas, Barcelona

Built Form Envelopes

Built form envelopes for development are based on the guidelines relating to the Design Strategy Built Form. Built form within the upper envelopes should to avoid a monolithic appearance, provide views to landmarks, glimpses through and to meet ecologically sustainable design (ESD) requirements for the natural day lighting of interiors. The envelopes generally maintain the street wall facades, while allowing opportunities for higher building setback from the main public spaces and streets to retain the scale of the spaces and to allow sun access. Building envelope heights are indicative only and should be based on due site and urban context analysis.

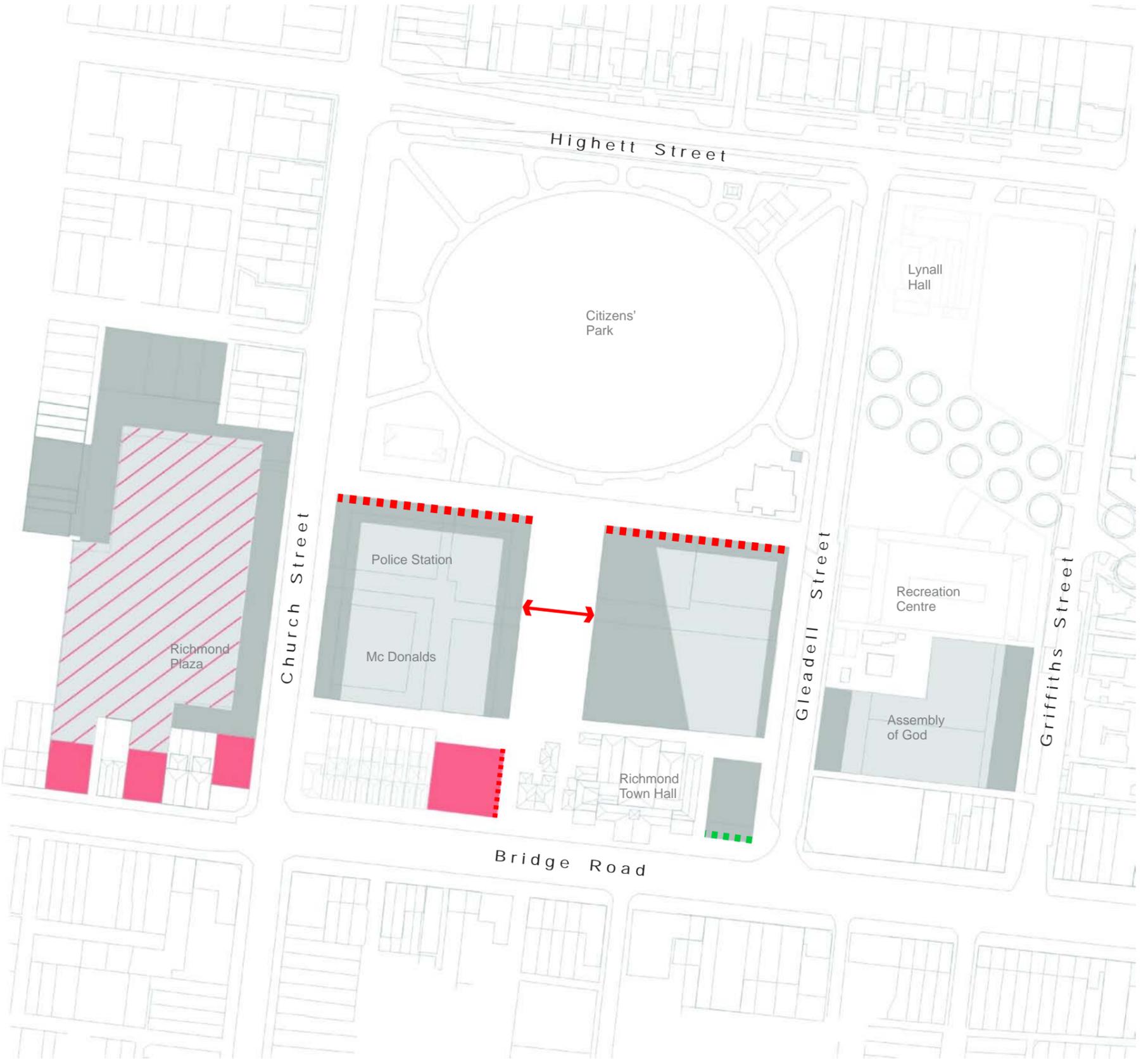
Ecologically Sustainable Development (ESD)

Development should meet the Ecologically Sustainable Development (ESD) vision for the UDF Precinct area in the design of the buildings as well as the public spaces. In the development of the sites consideration should be given to:

- Use of water sensitive urban design principles including reuse of storm water for irrigating Citizens' Park and the use of plant material for cleansing of storm water run off
- Minimising natural resources use through energy efficient design
- Solar responsive design including maximising northern orientation in buildings
- Maximising the use of natural light
- Development of green travel plans for the precinct
- Minimising the environmental impact of construction materials and waste
- Environmentally responsive ongoing management within the development

These principles are described in greater detail in the City Of Yarra *Sustainable Design Guidelines* publications.

7. Design Framework: Built Form Envelopes



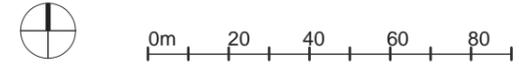
Built Form Envelope Framework

This is indicative built form envelope based upon the built form urban design guidelines. Buildings at upper levels to be spaced to ensure views through and sun access to shared public spaces.

-  Match adjoining heritage facade heights
-  Low scale building transition to public spaces
11m. Height 2-3 storeys
-  Medium scale
to 15m. Height up to 4 storeys
-  Medium scale
15-20m. Height up to 5 storeys

Building heights are indicative only and each development site will be required to base any proposal on a site and context analysis.

-  Ground level setback or collanade
-  Building setback to give prominence to the town hall
-  Minimum dimension 30 metres for square.



Contact Details and Consultation

To obtain a copy of the Urban Design Framework or for further information, please contact City of Yarra on 9205 5555.

At its meeting on 18 July 2006 Council resolved to '*undertake a program of community consultation about the draft Richmond Town Hall Urban Design Framework with stakeholders in the precinct.*

Formal consultation in relation to the draft UDF commenced in November 2006 and included:

- A meeting with owners/occupiers of properties in and immediately adjacent to the precinct on 23 November;
- Public exhibition of the draft UDF from early December 2006 to 2 March 2007;
- Letters to all property owners and occupiers of land within the precinct, adjoining and opposite inviting their comments to the draft UDF and informing them of an Information Day in relation to the project;
- Letter to the Bridge Road Main Street Association to inform them about the project and invite businesses to attend a specific information session;
- Copies of a summary brochure and draft UDF available on Council's website, at libraries and Council's service centres at Richmond and Collingwood;
- Advertorial in the Leader newspaper during December, January and February;
- Article in the Yarra News, February 2007;
- Media releases which were taken up by The Melbourne Times during November and February;
- An information session for Bridge Road businesses on 12 February;
- An Information Day on 22 February, which included a display at the Richmond Town Hall and staff available to answer questions;
- Internal consultation via email and three staff briefings.

Changes have been incorporated following the consultation period.