

21.08

NEIGHBOURHOODS

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Proposed C273yara

This section sets out the locally specific implementation of the objectives and strategies of clauses 21.04 to 21.07 for Yarra's neighbourhoods of:

- Abbotsford
- Burnley - Cremorne– South Richmond
- North Carlton - Princes Hill
- Clifton Hill
- Collingwood
- Fairfield – Alphington
- Fitzroy
- North Fitzroy
- North Richmond (north of Bridge Road)
- Central Richmond (between Swan Street and Bridge Road)

YARRA PLANNING SCHEME

FIGURE 4. YARRA NEIGHBOURHOODS



21.08-1

Abbotsford

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Proposed C273yara

Abbotsford is a highly varied neighbourhood with a substantial number of industrial and commercial buildings of various types and eras. The residential precincts are surrounded by industrial development located in the vicinity of Hoddle Street and the Yarra River.

There is a large industrial precinct centred around Carlton United Beverages. Due to requirements under SEPP N-1 the viability of this industrial precinct has the potential of being undermined by new residential development located too close. The introduction of offices does not present a similar threat and would aid the development of underutilised land to the west of Victoria Crescent south of Gipps Street.

Similarly, east of Grosvenor Street there is an opportunity to develop underutilised sites along the Yarra River for commercial as well as residential development. So that residential development in this location does not bring CUB into non-compliance with SEPP N-1, any rezoning must be accompanied by a DDO which addresses noise.

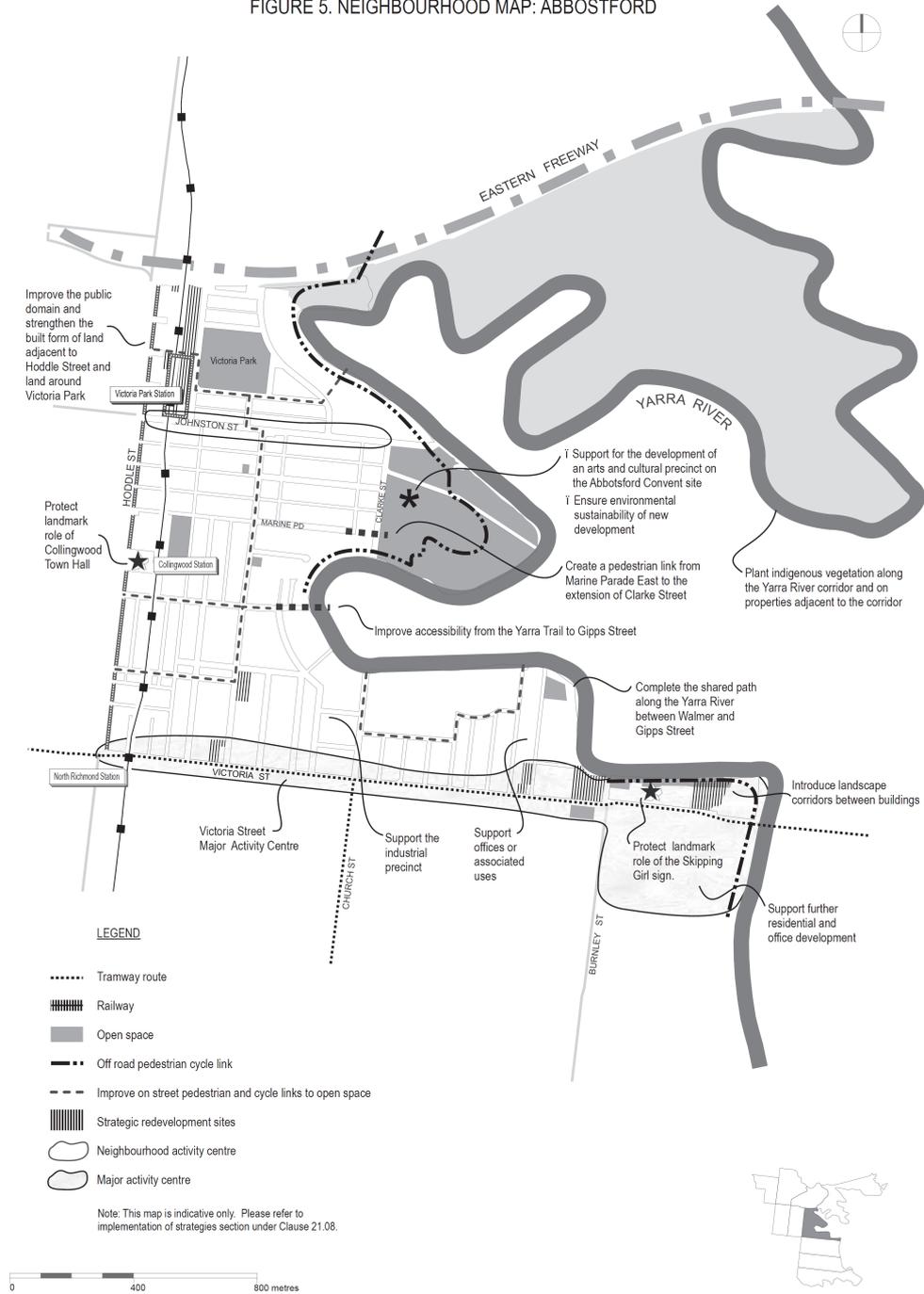
Victoria Park is a major cultural and recreational asset of Yarra. Surrounding Victoria Park is a residential area which is Victorian in origin. To the south of Johnston Street residential areas consist of Victorian and Edwardian streetscapes with a substantial amount of weatherboard housing. These residential neighbourhoods have a consistent character which must be protected.

The Collingwood Children's Farm and the Abbotsford Convent site comprise a regional arts and cultural destination. Care must be taken that future development of these facilities do not compromise the amenity of nearby residential areas.

Total population:	4,331 (2006 Census)
Total area:	179Ha
Total dwellings:	2,120 (2006 Census)

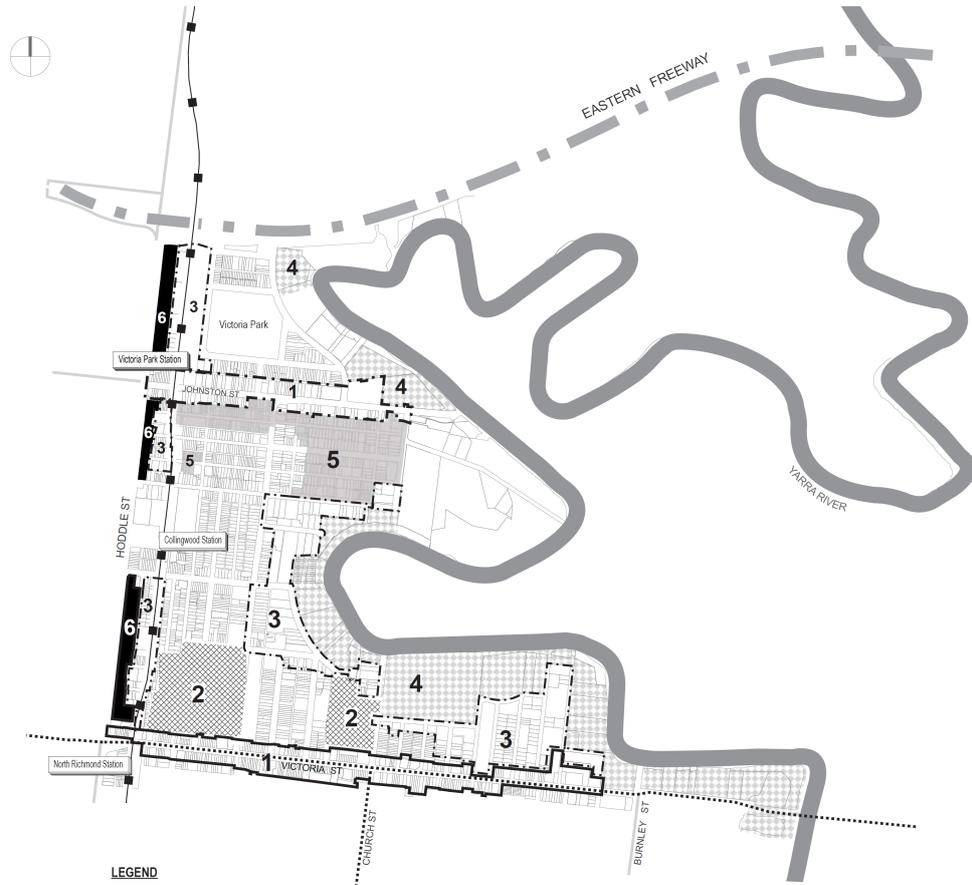
YARRA PLANNING SCHEME

FIGURE 5. NEIGHBOURHOOD MAP: ABBOTSFORD



YARRA PLANNING SCHEME

FIGURE 6. BUILT FORM CHARACTER MAP: ABBOTSFORD



LEGEND

- Tramway route
- ||||| Railway

1 Main Roads

- ▮ Maintain the hard urban edge of development along main roads.
- ▮ Reflect the fine grain of the subdivision pattern in building design where this exists along main roads.

2 Inner Suburban - Urban Residential Mix

- ▮ Maintain the existing pattern of front setbacks.
- ▮ Limit variations in height to a maximum of one storey compared to the adjacent properties, on single house sites/ small development sites in areas with generally consistent building heights.

3 Non Residential areas

- ▮ Improve the quality of the environment and the interface of development with the street.

4 Current and Ex-Industrial River Edge

- ▮ Allow vegetation to dominate views from and across the river.

5 Inner Suburban Residential

- ▮ Maintain the existing pattern of front setbacks.
- ▮ Limit variations in height to a maximum of one storey compared to the adjacent properties, on single house sites/ small development sites in areas with generally consistent building heights.

6 Hoddle Street -Punt Road

- ▮ Maintain the hard edge on the eastern side of Hoddle Street-Punt Road and improve the consistency of built form.

Heritage Overlay

- ▮ Ensure that development does not adversely affect the significance of the heritage place.



Implementation of strategies

The implementation of **land use strategies** in clause 21.04 includes:

- Supporting the development of the Abbotsford Convent site as an arts and community precinct.
- Supporting the existing industrial precinct in the vicinity of Carlton and United Beverages.
- Supporting offices and associated uses in the area between Grosvenor Street and the Yarra River to the extent that would not adversely impact the regulatory compliance of existing industrial operations.
- Supporting rezonings of Industrial 1 and 3 land to permit a mix of offices and industry west of Victoria Crescent south of Gipps Street.
- Supporting a land contribution to open space in preference to a monetary contribution when residential subdivision occurs.

The implementation of **built form strategies** in clause 21.05 includes:

- Supporting development that maintains and strengthens the preferred character of the relevant Built Form Character type.
- Encouraging the redevelopment of the following strategic re-development sites in a way that contributes positively to the urban fabric and public domain of Yarra, and where covered by a Heritage Overlay, protects the heritage of the site and of the area, and where relevant, maintains and reinforces the identified built form character of the area:
 - Site 1 - 48 – 60 Nicholson Street (Former Denton Hat Mill).
 - Site 2 - 313 – 321 Victoria Street.
 - Site 3 - Railway Land adjacent to Victoria Park Station.
 - Site 4 - 627 Victoria Street (MFB site).
 - Site 5 - 601 Victoria Street.
 - Site 6 - 675 – 677 Victoria Street.
- Strengthening the consistency and character of the built form of:
 - land adjacent to Alexandra Parade
 - land adjacent to Hoddle Street
 - land around Victoria Park Station
- Softening the appearance of development on the north side of Victoria Street to the east of Walmer Street by including well-landscaped “corridors” between buildings.
- Maintaining the visual prominence of the Clock Tower of Collingwood Town Hall and the Skipping Girl Sign.

The implementation of **transport strategies** in clause 21.06 includes:

- Creating a pedestrian link between Marine Parade east and the extension of Clarke Street
- Completing the shared path link along the southern bank of the Yarra between Walmer Street and Gipps Street

Planning Scheme Response

- Apply the Victoria Street East Precinct policy at clause 22.11.

21.08-2

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Proposed C273yara

Burnley, Cremorne, South Richmond

The neighbourhood provides a range of residential opportunities:

YARRA PLANNING SCHEME

- the Cremorne area has a truly mixed use character with Victorian cottages, apartments and warehouse conversions intermingled with commercial and industrial uses. This mix of uses is valued by the local community and must be fostered
- the established residential area surrounding Barkly Gardens provides a range of housing opportunities in small cottages and larger period dwellings
- the area east of Burnley Street includes the Golden Square residential area which comprises predominantly cottages of heritage significance.

This area includes the visually and historically significant silos which host the also significant Nylex Plastics clock and temperature indicator. Views of and to these Melbourne landmarks need to be protected.

This neighbourhood is largely an eclectic mix of commercial, industrial and residential land use. With two railway lines and both north south, and east west tram routes, the neighbourhood has excellent access to public transport. The Cremorne commercial area functions as an important metropolitan business cluster which must be fostered.

The Barkly industrial precinct, south of Swan Street and west of Burnley Street, has the opportunity to establish itself as a new business employment node. This should include a mix of industrial and related activities as well as service business and offices.

On the east side of the neighbourhood is an important open space and recreation area along the Yarra River, also the University of Melbourne Horticultural College and Botanica office park.

Along Church Street is an activity centre based on furniture and homewares, professional and business services and hospitality. There is an opportunity to enhance this activity centre with consistent active frontages.

The Swan Street major activity centre lies along the northern boundary of this neighbourhood.

Total population:	3,600 (2006 Census)
Total area:	233Ha
Total dwellings:	1,863 (2006 Census)

Implementation of strategies

The implementation of **land use strategies** in clause 21.04 includes:

- Supporting the mixed use nature of development in the Cremorne area.
- Supporting offices and showrooms fronting Church Street south of Swan Street
- Supporting the Barkly Industrial Precinct as an area for industry, offices and service businesses.
- Supporting a monetary contribution in preference to land contribution in Cremorne, and a land contribution in preference to a monetary contribution in the remaining areas of this neighbourhood, for open space when residential subdivision occurs.

The implementation of **built form strategies** in clause 21.05 includes:

- Supporting development that maintains and strengthens the preferred character of the relevant Built Form Character type.
- Encouraging the redevelopment of the following strategic re-development sites in a way that contributes positively to the urban fabric and public domain of Yarra, and where subject to a Heritage Overlay, protects the heritage of the site and the area:
 - Site 1 - 33 – 45 Gibdon Street, Burnley.
 - Site 2 - 2 Gough Street, Cremorne (Burston Maltings site).
- Creating a more active street frontage along Church Street.
- Strengthening and improving the built form of land adjacent to Punt Road
- Ensuring that development of land adjacent to the Yarra River downstream of Church Street does not dominate the River.
- Maintain the visual prominence of the Ball Tower of Dimmeys, the Nylex Sign, and Slade Knitwear Sign.

The implementation of **transport strategies** in clause 21.06 includes:

- Ensuring that the development of land around the railway stations enhances access to the East Richmond and Burnley stations and the amenity of the area.
- Creating a through block link to support a pedestrian and cycle link across Harcourt Parade to the Yarra River.

21.08-3

Proposed C273yara

North Carlton - Princes Hill

This residential neighbourhood is noted for the consistency of its spacious brick or render late Victorian and Edwardian streetscapes and for its consistent residential character. Linear Park is a significant park in this neighbourhood. The area has excellent accessibility to tertiary institutions in central Melbourne. Little change is expected for this neighbourhood.

The Rathdowne Village neighbourhood activity centre is a mixed use centre with a convenience retailing and hospitality function with a local and regional focus. The centre has a strong complement of heritage buildings and attractive streetscaping and landscaping.

The Nicholson Village neighbourhood activity centre includes business and community facilities with convenience retailing, restaurants and cafes.

The strength of both centres lies in the character of the built form.

Total population:	8,200 (2006 Census)
Total area:	140Ha
Total dwellings:	4,068 (2006 Census)

Implementation of strategies

The implementation of **land use strategies** in clause 21.04 includes:

YARRA PLANNING SCHEME

- Supporting a mix of uses in existing commercial buildings along Rathdowne Street and Nicholson Street and in particular uses which provide the day to day needs of the local community.
- Not support use or development which prejudices the present function of the neighbourhood activity centres.
- Supporting a monetary contribution to open space in preference to land contribution when residential subdivision occurs.

The implementation of **built form strategies** in clause 21.05 includes:

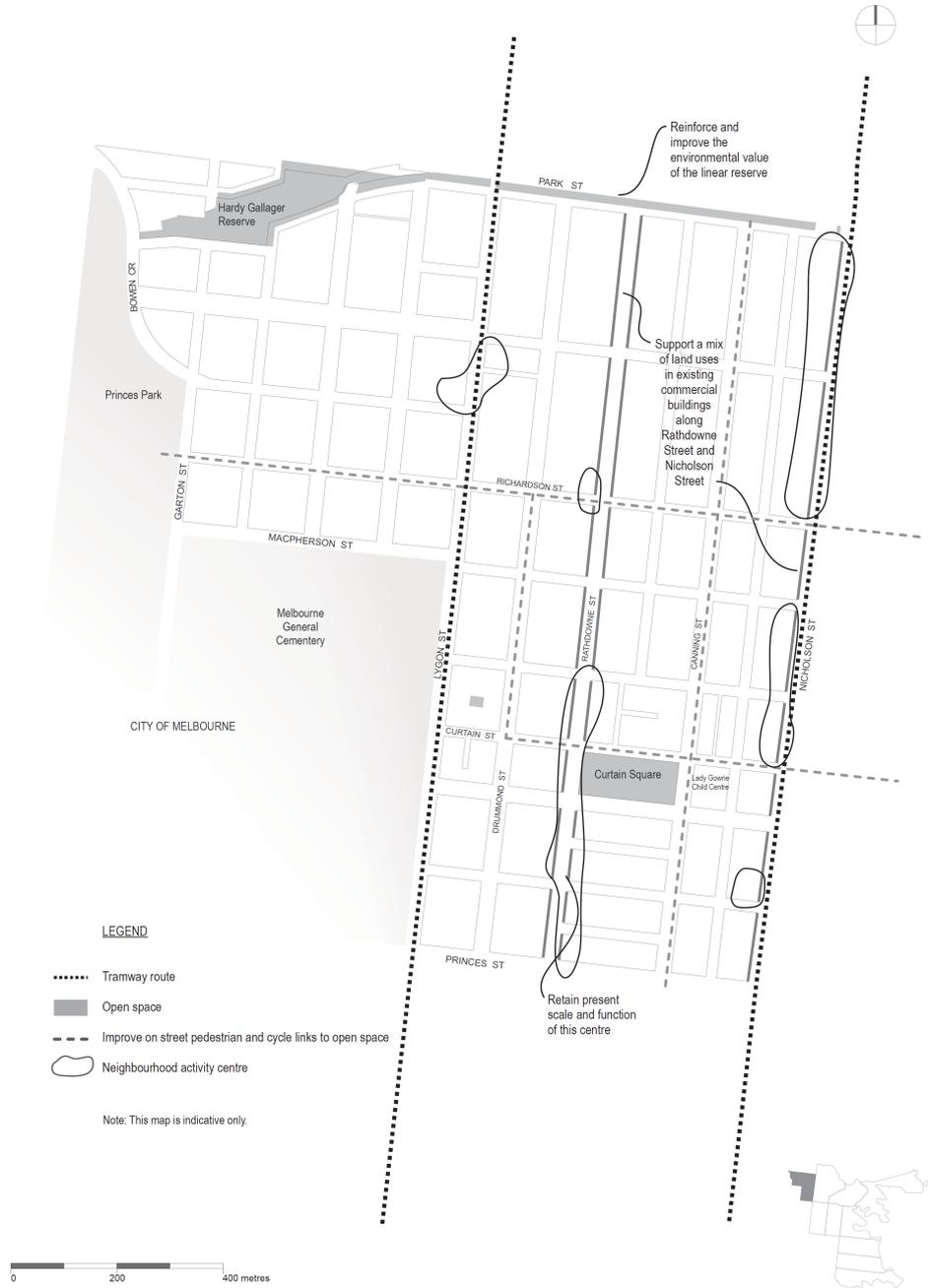
- Supporting development that maintains the present scale of the neighbourhood activity centres.

The implementation of **environmental sustainability strategies** in clause 21.07 includes:

- Reinforcing and improving the environmental value of the Linear Park.

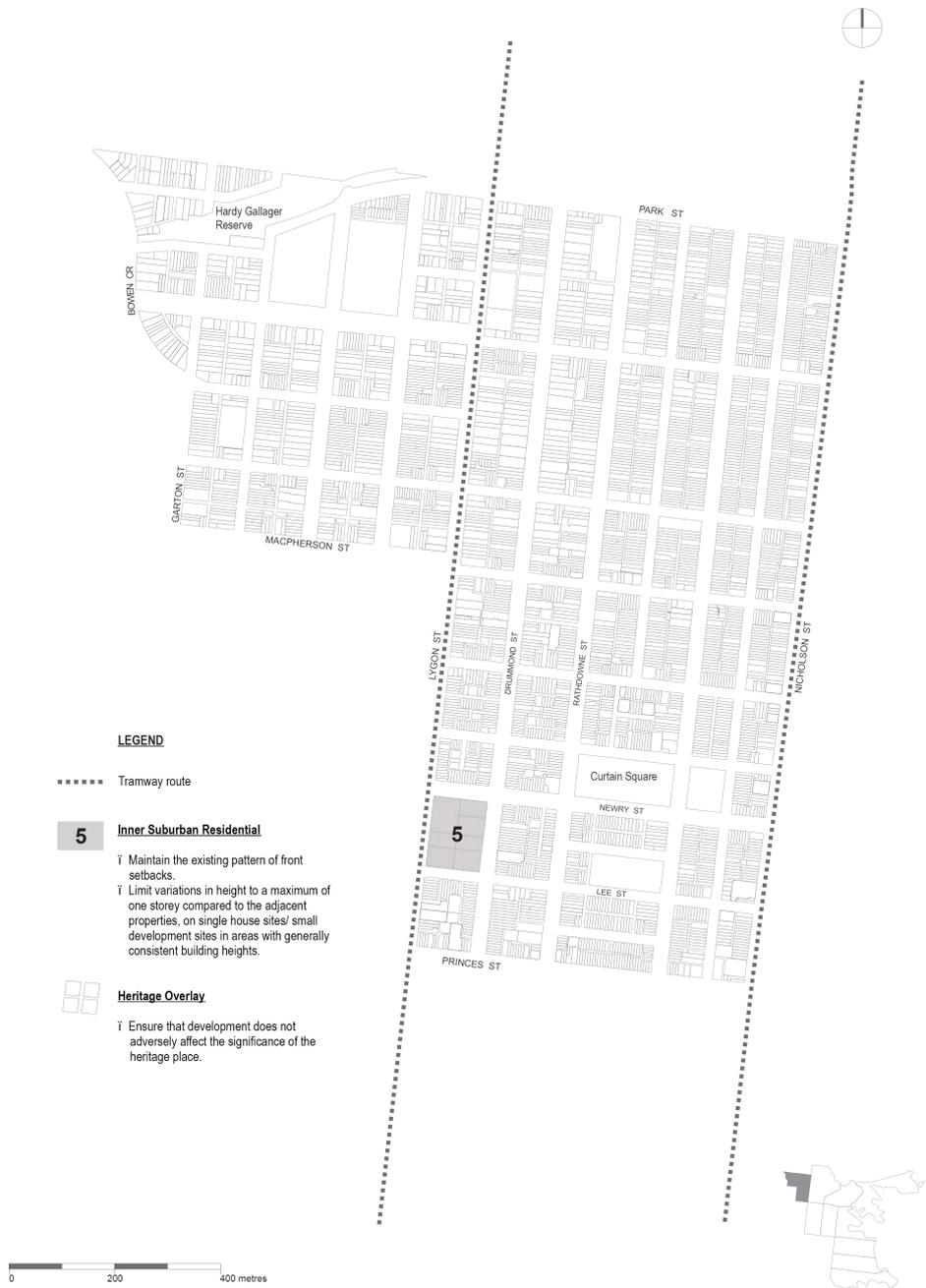
YARRA PLANNING SCHEME

FIGURE 9. NEIGHBOURHOOD MAP: NORTH CARLTON / PRINCES HILL



YARRA PLANNING SCHEME

FIGURE 10. BUILT FORM CHARACTER MAP: CARLTON NORTH/ PRINCES HILL



21.08-4

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Proposed C273yara

Clifton Hill

This largely residential neighbourhood has good public open space including the parklands associated with the Yarra River and Merri Creek to its east and Darling Gardens and Mayors Park located within the neighbourhood.

Clifton Hill has two neighbourhood activity centres.

The Spensely Street centre is a small convenience centre based around the intersection of Spensely and Berry streets. The centre has a village atmosphere and an attractive streetscape and landscaping. There is limited scope for more intense development of this centre.

The Queens Parade centre is a mixed use centre with strong convenience retailing. There is an opportunity to create stronger linkages between the community facilities to the east and the centre.

A small industrial/ business precinct exists on the north side of Alexandra Parade between Smith Street and Wellington Street. The business focus of this precinct should remain, however flexibility should exist for residential development on the upper levels of buildings and on underutilised sites abutting residential properties.

Total population:	5,385 (2006 Census)
Total area:	169 Ha
Total dwellings:	2,524 (2006 Census)

Implementation of strategies

The implementation of **land use strategies** in clause 21.04 includes:

- Supporting rezoning of the precinct on the north side of Alexandra Parade between Smith Street and Wellington Street to Business 2 with a local policy to ensure the precinct retains a business focus.
- Supporting a monetary contribution to open space in preference to land contribution when residential subdivision occurs.

The implementation of **built form strategies** in clause 21.05 includes:

- Supporting development that maintains and strengthens the preferred character of the relevant Built Form Character type.
- Encouraging the redevelopment of the following sites in a way that contributes positively to the urban fabric and public domain of Yarra, and where subject to a Heritage Overlay, protects the heritage of the site and of the area:
 - Site 1 94 Alexandra Parade, Clifton Hill (shot tower site)
 - Site 2 135 – 169 Noone Street (Australian Dyeing Company Precinct).
 - Site 3 Dummet Crescent.
- Strengthening the built form of land adjacent to Alexandra Parade
- Maintaining the visual prominence of the Spire of St Johns and the Shot Tower.

The implementation of **transport strategies** in clause 21.06 includes:

- Supporting Clifton Hill Station as a public transport node.

YARRA PLANNING SCHEME

FIGURE 12. BUILT FORM CHARACTER MAP: CLIFTON HILL



21.08-5

Collingwood

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Proposed C273yara

Much of Collingwood is industrial in character with the residential precincts surrounded by or interspersed with industrial buildings.

North of Johnston Street, the residential area is late Victorian and Edwardian retaining some of its original weatherboard cottage character. South of Johnston Street is a large area of public housing generally comprising large blocks of apartments set in grounds.

To the south of Johnston Street development is Victorian overlaid with subsequent periods of development. This part of Collingwood is varied in built form and character, ranging from large Victorian factory buildings to small pockets of low rise residential development. The most outstanding feature of the precinct is the Foy and Gibson complex of retail and warehouse of buildings which belong to the suburb's commercial past. The buildings have large dominating built forms with rhythmic facade design. They are imposing and visually cohesive.

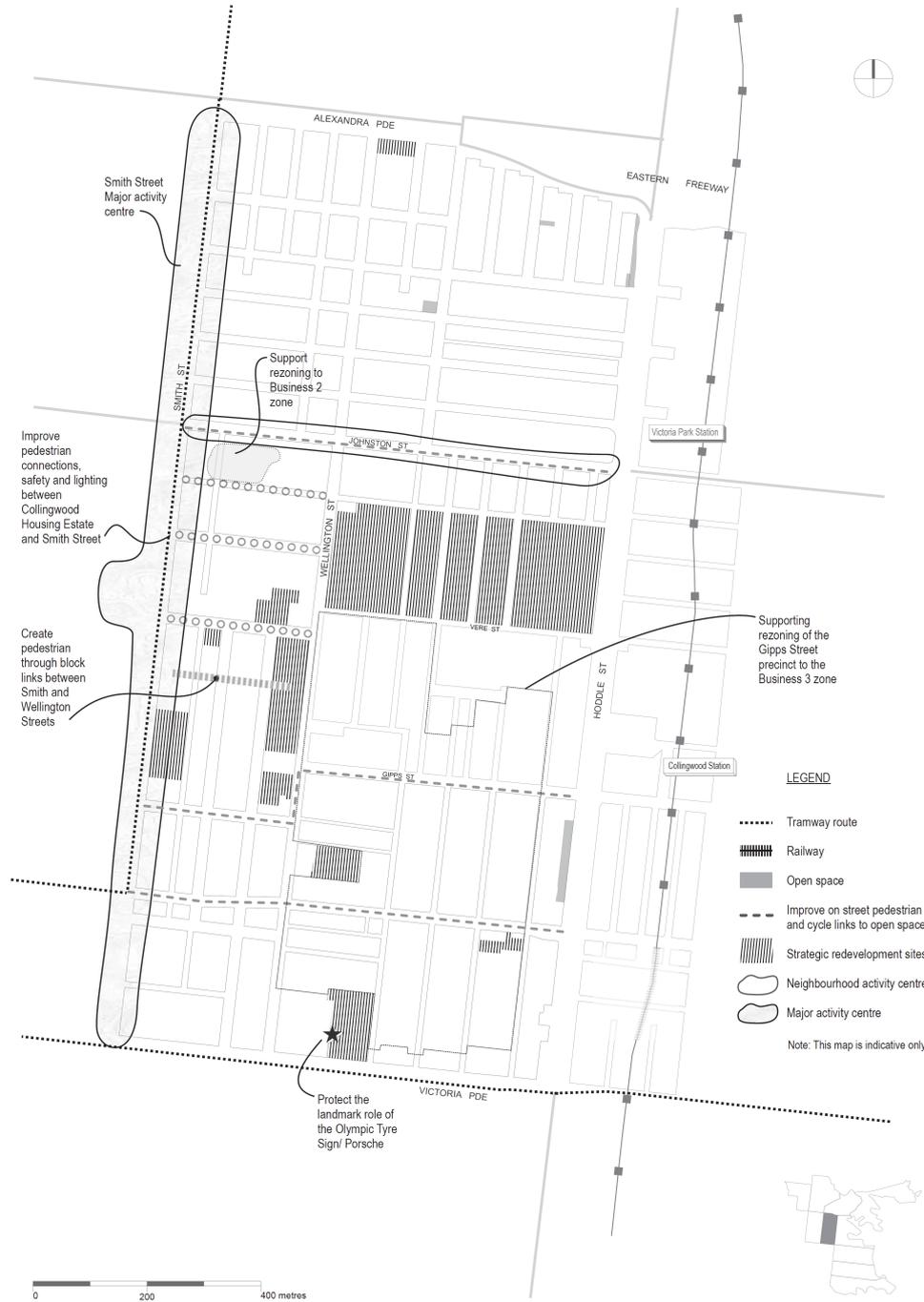
The Smith Street major activity centre serves multiple roles for local residents whilst attracting visitors from a larger catchment. It is a classic main road strip generally consisting of buildings of two to four storeys interspersed with the occasional building of up to 6 storeys. The subdivision pattern is consistent, and the pattern of the streetscape is generally fine grain. Unlike many other Victorian shopping strips the street is also characterised by the variance in profile and design of buildings. It has a high proportion of individually significant heritage buildings, supported by contributory buildings from the Victorian-era and Edwardian-eras.

The Activity centre has developed a strong factory outlet focus including a sports retail focus, at the north of the centre between Johnston Street and Alexandra Parade. Between Johnston Street and Gertrude Street the centre provides much of the convenience retailing for the surrounding neighbourhoods. The area also hosts a variety of restaurants and cafes. The southern precinct, south of Gertrude Street is home to an array of galleries and clothing stores.

The Gipps Street industrial precinct is characterized by traditional manufacturing, service activities and a considerable portion of activity related to the textile, clothing and footwear sector. The precinct provides the opportunity for a wide range of small to medium businesses to operate in a location that is relatively unconstrained by sensitive uses. To allow flexibility for large sites which may have difficulty in finding new industrial tenants, rezoning to Business 3 will be supported. This will enable the area to retain an industrial character but evolve to provide a wider range of employment opportunities including service business and offices uses. Any change of use should consider opportunities for improvement to the public domain.

Total population:	5,500 (2006 Census)
Total area:	129Ha
Total dwellings:	3,036 (2006 Census)

FIGURE 13. NEIGHBOURHOOD MAP: COLLINGWOOD



YARRA PLANNING SCHEME

FIGURE 14. BUILT FORM CHARACTER MAP: COLLINGWOOD



Implementation of strategies

The implementation of **land use strategies** in clause 21.04 includes:

- Supporting the rezoning of the Gipps Street industrial precinct to the Business 3 Zone.
- Supporting the rezoning of the Bedford Street pocket to Business 2.
- Supporting opportunities for convenience and fresh food shopping.
- Supporting a land contribution to open space in preference to monetary contribution when residential subdivision occurs.

The implementation of **built form strategies** in clause 21.05 includes:

- Supporting development that maintains and strengthens the preferred character of the relevant Built Form Character type.
- Encouraging the redevelopment of the following sites in a way that contributes positively to the urban fabric and public domain of Yarra. Redevelopment should also protect the heritage of the site and of the area where subject to the Heritage Overlay and where relevant, maintain and reinforce the built form character of the area.
 - Site 1 - 132 – 170 Smith Street & 63-71 Little Oxford Street.
 - Site 2 - 106 Cambridge Street.
 - Site 3 - 113 Wellington Street (Police Workshop).
 - Site 4 - 1 - 21 Robert Street.
 - Site 5 - 59 Alexandra Parade.
 - Site 6 - Collingwood Housing Estate, block bounded by Hoddle, Vere, Wellington and Perry Streets.
 - Site 7 - 37 - 67 Islington Street
 - Site 8 - 105 – 133 Victoria Street (Porsche site)
 - Site 9 - 34 - 44 Stanley Street.
- Strengthening the built form of:
 - land adjacent to Alexandra Parade
 - land adjacent to Hoddle Street
 - Collingwood Housing Estate
- Maintain the visual prominence of the Olympic Tyre Sign/ Porsche on Victoria Parade.
- In the precinct bounded by Johnston Street, Wellington Street, Victoria Parade and Smith Street (including both sides of Smith Street depicted as the 'Smith Street Major Activity Centre' in the Built Form Character Map).
 - Maintaining the varied profile of the skyline and the built form character of Smith Street.
 - Ensuring that no new development presents as a dominating built form along Smith Street.
 - Retaining the prominence of the key 'icon' (landmark) buildings in the Smith Street streetscape such as Pattersons, Safeway, Post Office.
 - Maintaining the Foy and Gibson complex of buildings as a large dominating visually cohesive group of buildings.
 - Retaining the uniformity of the streetscapes associated with the Foy and Gibson buildings.

- Ensuring new development respects the scale of adjoining existing clusters of low rise residential development.

The implementation of **transport strategies** in clause 21.06 includes:

- Improving pedestrian permeability and creating pedestrian through block links between Wellington Street and Smith Street.

21.08-6

Proposed C273yara

Fairfield-Alphington

To the east of Yarra Bend Park is a green, leafy, residential area, comprising late Victorian, Edwardian and interwar dwellings. Dwellings have generous front and side setbacks and allotments are double fronted and deep allowing for large spacious gardens and substantial backyards. The neighbourhood also has a significant amount of open space. The Northern Metropolitan Institute of TAFE and the Victorian Institute of Forensic Mental Health lie within the parkland.

The Heidelberg Road neighbourhood activity centre is on the boundary between the Cities of Yarra and Darebin. It is a small convenience centre, with limited furniture and home wares outlets and a small amount of office space.

Total population:	2,275 (2006 Census)
Total area:	346Ha
Total dwellings:	942 (2006 Census)

Implementation of strategies

The implementation of **land use strategies** in clause 21.04 includes:

- Supporting opportunities for convenience shopping.
- Supporting a monetary contribution to open space in preference to land contribution when residential subdivision occurs.

The implementation of **built form strategies** in clause 21.05 includes:

- Supporting development that maintains and strengthens the preferred character of the relevant Built Form Character type.
- Encouraging the redevelopment of the following strategic re-development sites in a way that contributes positively to the urban fabric and public domain of Yarra, and where subject to the Heritage Overlay, protects the heritage of the site and of the area:
 - Site 1 - 626 Heidelberg Road (AMCOR).
 - Site 2 - 224 – 252 Heidelberg Road.
- Supporting the creation of a shared path along the Darebin Creek.

YARRA PLANNING SCHEME

FIGURE 15. NEIGHBOURHOOD MAP: FAIRFIELD/ALPHINGTON

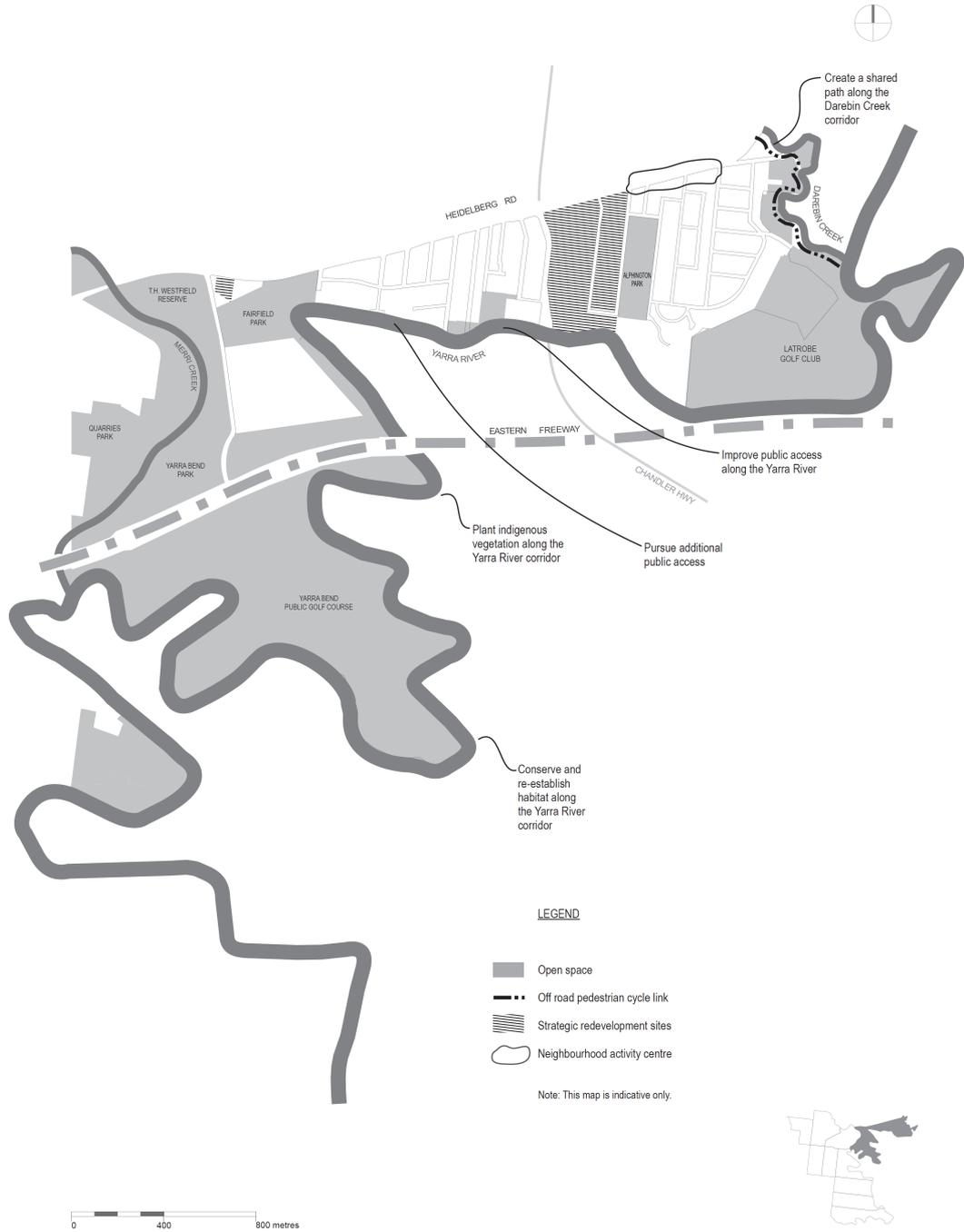
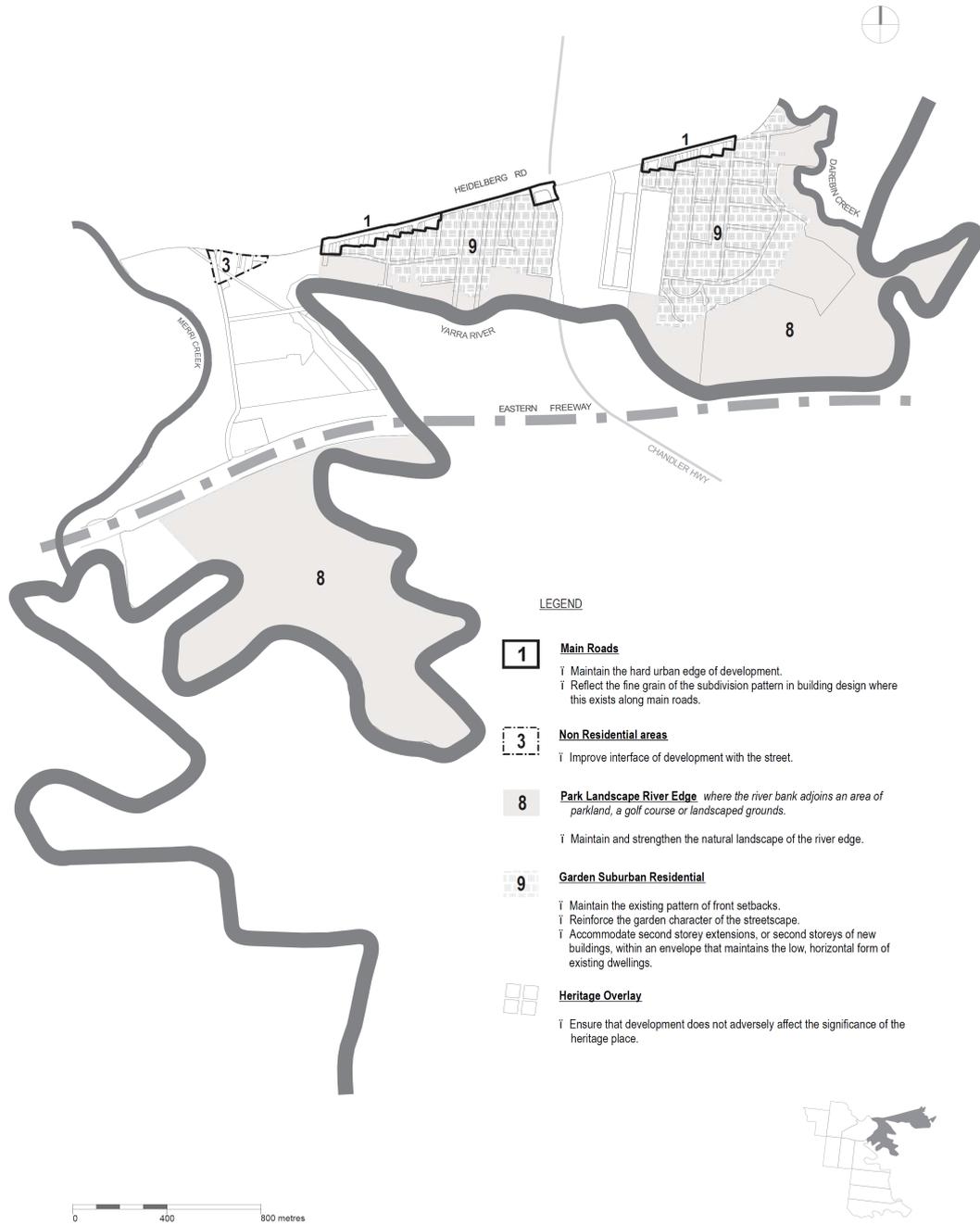


FIGURE 16. BUILT FORM CHARACTER MAP: FAIRFIELD/ALPHINGTON



Heidelberg Road, Alphington

Support the expansion of the activity centre by directing taller development to its western end within the Alphington Paper Mill major regeneration area (Yarra Bend Developments).

Support moderate built form on land outside of the Alphington Paper Mill major regeneration area.

Enhance the quality of the public realm and pedestrian experience along Heidelberg Road, side streets and Chandler Highway.

YARRA PLANNING SCHEME

Support the increase of sustainable modes of transport.

Minimise direct vehicle access onto Heidelberg Road.

Create a greater mix of uses within Precinct 3A of DDO18 (582 Heidelberg Road), including residential and offices to complement the existing shopping strip in the neighbourhood activity centre.

Support Precinct 3B as a diverse precinct consisting of restaurants, cafes, shops and residential uses which complements the facilities in the former Alphington Paper Mill site (Yarra Bend Development).

Yarra Bend Development (Alphington Paper Mill regeneration area – between Chandler Highway and Parkview Road)

Create a mixed-use precinct located towards Heidelberg Road that complements the existing shopping strip in the neighbourhood activity centre.

Support convenience retailing services and community facilities within walking distance of residential uses, with commercial employment opportunities along main road frontages.

Encourage walking and cycling to/from and around the site in all directions that provides an easy and pleasant experience and facilitate links with public transport.

Allow for a prominent development at the intersection of Chandler Highway and Heidelberg Road as a sole marker to the area, stepping down in height towards residential interface to the east and towards the Yarra River Corridor to maintain the prominence of the landscape setting to the south and low-rise residential setting to the east.

Retain links to the site's industrial past and encourage the adaptive reuse of existing significant heritage buildings for shared community and/or cultural uses.

Heidelberg Road Neighbourhood Activity Centre Plan



LEGEND

-  Yarra LGA boundary
-  Neighbourhood Activity Centre
-  Open space
-  Waterway



21.08-7

Fitzroy

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Proposed C273yara

Fitzroy is a mixed commercial and residential neighbourhood notable for the consistency of its Victorian streetscapes. It comprises a dense combination of residential areas, shopping precincts and commercial/ industrial activities.

Victoria Parade, an important boulevard with substantial office development and the St Vincent's Hospital precinct, is on the south side of this neighbourhood. The Brunswick Street and Smith Street major activity centres run north south through the middle, while the Johnston and Gertrude Streets neighbourhood activity centres run east west through the neighbourhood. The Smith Street centre borders on Collingwood and is discussed in clause 21.08-5.

The role of the Brunswick Street centre can be characterised as hospitality, entertainment, clothing and footwear, art galleries and studios, and non-government community services, all with a metropolitan focus.

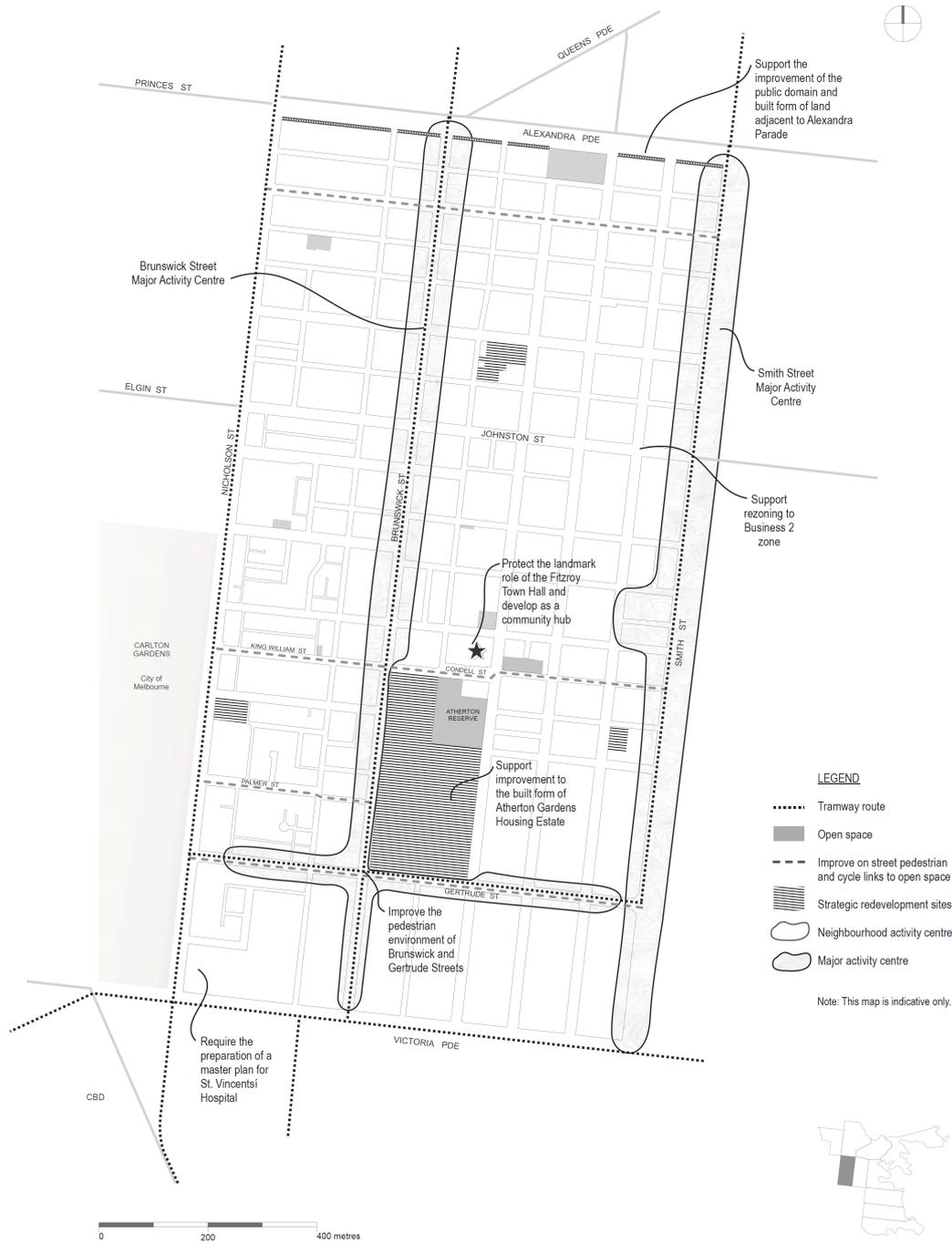
The Gertrude Street centre has a number of eclectic and innovative retailers as well as heritage buildings which help to give the centre an individual and unique sense of place. Gertrude Street also has an arts focus which should be retained and fostered.

The part of Johnston Street between Brunswick Street and Smith Street is undergoing revitalisation as a focal point for furniture manufacture and showrooms. The Business 2 Zone is considered appropriate for this area as it will provide the opportunity to encourage restricted retail uses at ground level with residential or offices uses above.

Total population:	8,800 (2006 Census)
Total area:	140Ha
Total dwellings:	4,274 (2006 Census)

YARRA PLANNING SCHEME

FIGURE 17. NEIGHBOURHOOD MAP: FITZROY



YARRA PLANNING SCHEME

FIGURE 18. BUILT FORM CHARACTER MAP: FITZROY



Implementation of strategies

The implementation of **land use strategies** in clause 21.04 includes:

- Encouraging restricted retail uses at ground level with offices and residential use above, along Johnston Street between Brunswick and Smith Streets.
- Requiring the preparation of a master plan for St Vincent's Hospital.
- Supporting a land contribution to open space in preference to monetary contribution where residential subdivision occurs.

The implementation of **built form strategies** in clause 21.05 includes:

- Supporting development that maintains and strengthens the preferred character of the relevant Built Form Character type.
- Encouraging the redevelopment of the following strategic re-development sites in a way that contributes positively to the urban fabric and public domain of Yarra, and, where subject to the Heritage Overlay protects the heritage of the site and of the area:
 - Site 1 - 98 Nicholson Street.
 - Site 2 - 166 – 182 Gore Street.
 - Site 3 - Atherton Gardens Housing Estate, bounded by Brunswick, Gertrude, Condell and Napier Streets.
 - Site 4 - 300 Young Street Site bounded by Napier, Kerr, Young & Argyle Streets.
- Supporting the improvement to the built form of:
 - land adjacent to Alexandra Parade
 - Atherton Gardens Housing Estate
- Maintaining the visual prominence of the Fitzroy Town Hall and Spire of St Marks.
- Supporting the existing scale and character of the Brunswick Street and Gertrude Street activity centres.

The implementation of **transport strategies** in clause 21.06 includes:

- Improving pedestrian links through the Atherton Gardens Estate.

21.08-8

Proposed C273yara

North Fitzroy

North Fitzroy is known for the beautiful Edinburgh Gardens which combine open space, sportsgrounds, barbecue area, gardens with long-established European elm trees, skate bowl, tennis and basketball courts, bandstand, bowling greens and bocce links, remnants of the old Melbourne rail loop, and a heritage listed grandstand.

The neighbourhood is largely residential. The northern part of North Fitzroy has a low density residential character consisting of late Victorian and early Edwardian double fronted dwellings. Further south dwellings are more likely to be single fronted and one or two storeys.

Linear Park which is a significant park in this neighbourhood, would benefit from casual surveillance from new development.

The North Fitzroy Village neighbourhood activity centre is a mixed use centre with strong convenience retailing located on St Georges Road. Further north along St Georges Road is the North Fitzroy neighbourhood activity centre. This centre provides a number of specialist business services. Linkages between the two parts of the centre should be improved.

Total population:	10,200 (2006 Census)
Total area:	231Ha
Total dwellings:	5,030 (2006 Census)

Implementation of strategies

The implementation of **land use strategies** in Clause 21.04 includes:

- Supporting a land contribution to open space in preference to monetary contribution when residential subdivision occurs.

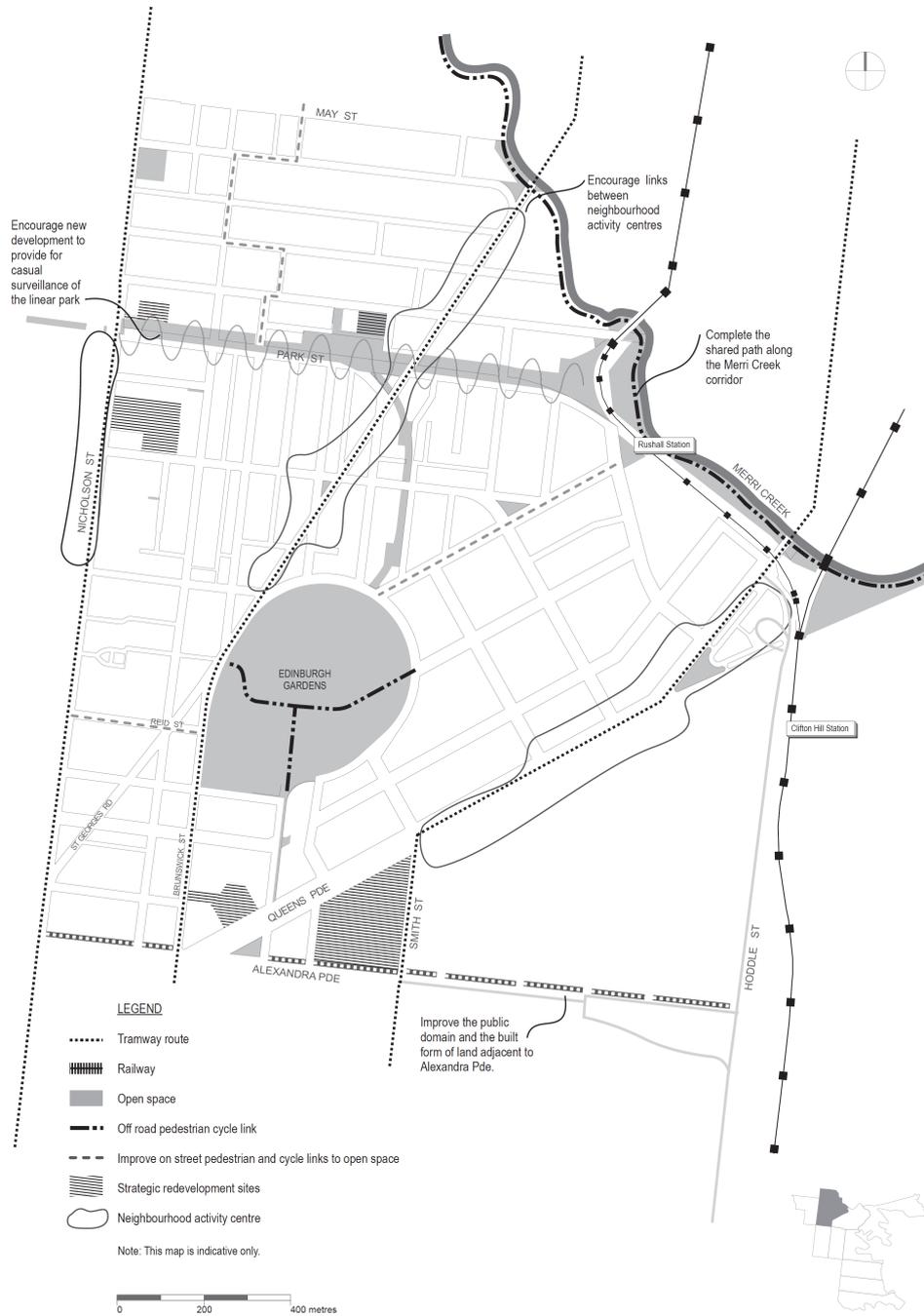
The implementation of **built form strategies** in Clause 21.05 includes:

- Supporting development that maintains and strengthens the preferred character of the relevant Built Form Character type.
- Encouraging the redevelopment of the following sites in a way that contributes positively to the urban fabric and public domain of Yarra, and where subject to the Heritage Overlay, protects the heritage of the site and of the area:
 - Site 1 - 818 Nicholson Street.
 - Site 2 - Lot 8 Railway Street (Railway Street Aged Care).
 - Site 3 - Former Gas & Fuel site and Yarra Council Depot site, bounded by Alexandra and Queens Parade and Smith & George Streets.
 - Site 4 - 26 – 56 Queens Parade.
 - Site 5 - 500 Brunswick Street.
 - Site 6 - 9 - 49 Scotchmer Street (Ventura National Bus Company site).
- Encouraging improved public domain and built form of land adjacent to Alexandra Parade.
- Encouraging new development to provide casual surveillance of the old railway line linear park

The implementation of **transport strategies** in clause 21.06 includes:

- Completing the shared path link along the Merri Creek.
- Improving linkages between the two sections of the North Fitzroy neighbourhood activity centre.

FIGURE 19. NEIGHBOURHOOD MAP: NORTH FITZROY



21.08-9

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Proposed C273yara

North Richmond (area north of Bridge Road)

This part of Richmond is largely residential and Victorian and Edwardian in its origins. The consistent character of the residential areas must be protected.

The Victoria Street Major Activity centre runs along the northern boundary of this neighbourhood. This activity centre spans approximately 2 kilometres and incorporates a variety of land uses along its length – some vibrant and others more dormant in terms of activity and street frontage. Within the centre are three precincts:

Victoria Street West

This precinct extends from Hoddle Street to Church Street. Asian cuisine, footpath trading and remnant industrial /warehouse areas dominate this vibrant area. The heart of the precinct is between Shelley and Church Streets and is characterised by a wide array of restaurants, bakeries, grocers, fishmongers, butchers, cafes, electrical and bric-a-brac shops.

Victoria Street link

This precinct spans the area between Church Street and Grosvenor Street. This linking area includes residential and commercial development and a wide range of land uses. New development in this part of the precinct must include active frontages.

Victoria Street East

This precinct incorporates the area between Grosvenor Street in the west and the Yarra River to the east. It includes a combination of retail, bulky goods, entertainment, residential and office land uses. The centre has a key interface with the Yarra River, which defines its northern and eastern boundaries. Significant parts of this precinct have recently undergone extensive redevelopment. With a number of key sites in the area still up for redevelopment, it will continue to evolve. New development must enhance the landscape qualities of the Yarra River and include active frontages on Victoria Street and the River. The Victoria Gardens development has the capacity to incorporate further residential development.

To the east of Burnley Street is an area of mixed industrial character with a pocket of low rise residential development. Given the proximity of this area to Victoria Gardens and the limited demand envisaged for the reuse of large industrial sites, there is potential for a wider range of employment uses including offices to locate in this precinct. It is important to:

- Protect the pocket of Residential 1 zoned land.
- Provide land use close to the Victoria Gardens Activity Centre that supports the role of the centre i.e. residential plus mixed uses.
- Continue to retain industry but allow office development further south and east of the Residential 1 and Mixed Use areas.

Total population:	10,240 (2006 Census)
Total area:	192 Ha
Total dwellings:	5,026 (2006 Census)

FIGURE 21. NEIGHBOURHOOD MAP: NORTH RICHMOND

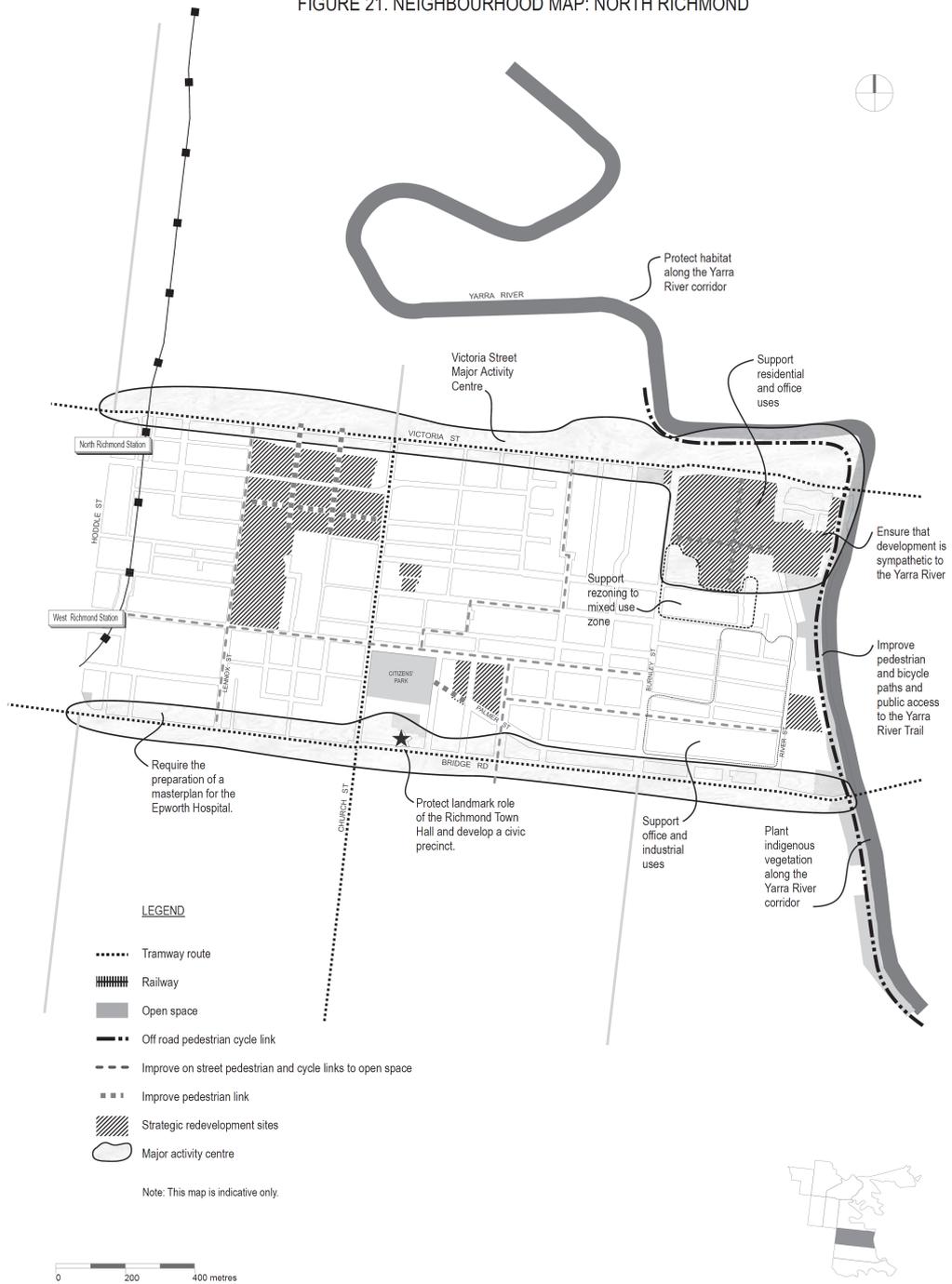
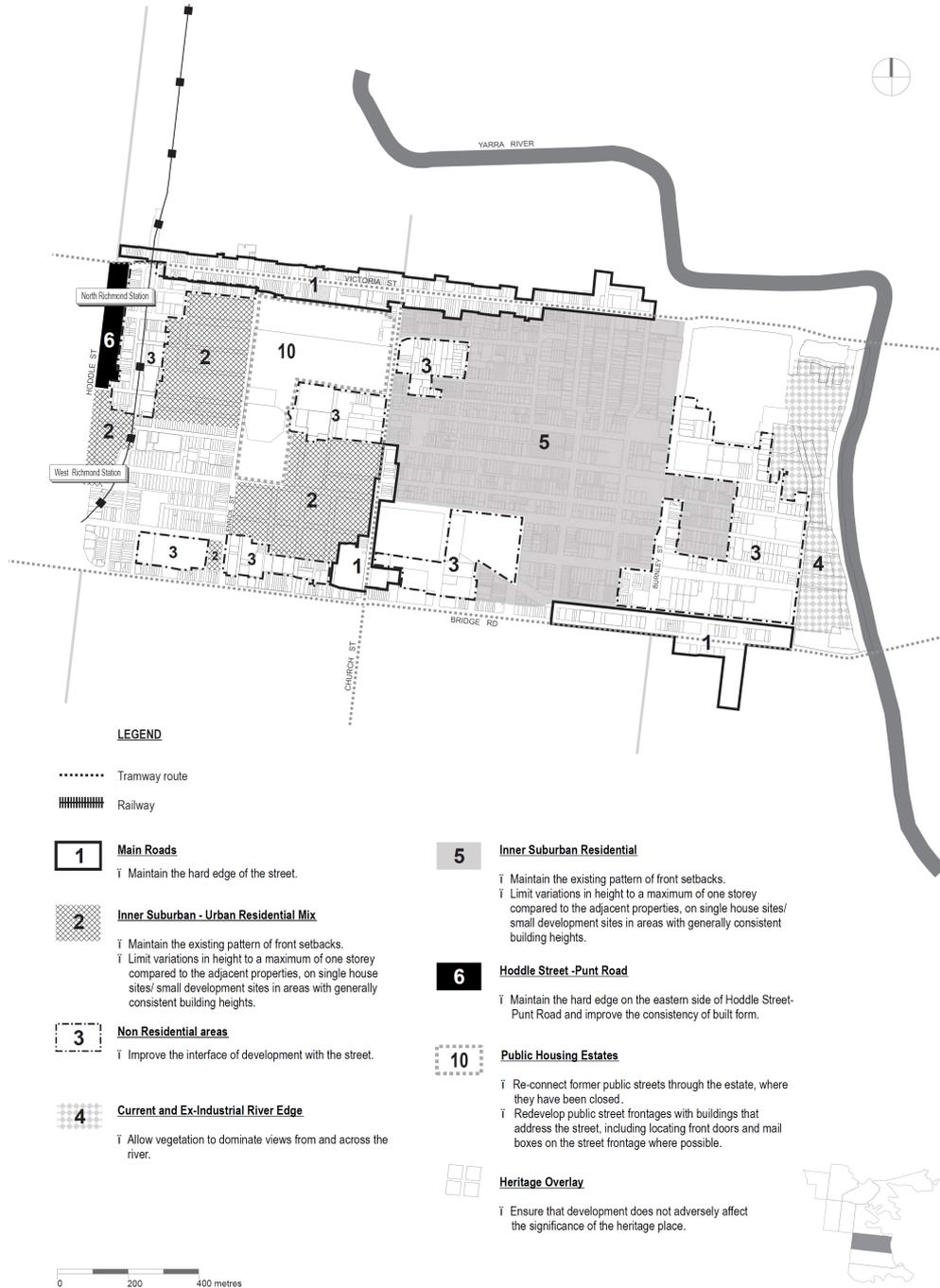


FIGURE 22. BUILT FORM CHARACTER MAP: NORTH RICHMOND



Implementation of strategies

The implementation of **land use strategies** in clause 21.04 includes:

- Supporting a change of use to residential plus mixed uses in the industrial area abutting the southern boundary of Victoria Gardens.
- Supporting industry and new office development in the industrial area, generally south of Appleton Street.
- Protecting the neighbourhood character and residential amenity of the existing Residential 1 areas to the south and west of Victoria Gardens.
- Supporting residential and office growth on the Victoria Street Gardens site.
- Encouraging a mix of commercial uses at ground level along Victoria Street (east of Grosvenor Street).
- Supporting the creation of a civic and cultural node around the Richmond Town Hall.
- Supporting a land contribution to open space in preference to monetary contribution when residential subdivision occurs.

The implementation of **built form strategies** in clause 21.05 includes:

- Supporting development that maintains and strengthens the preferred character of the relevant Built Form Character type.
- Encouraging the redevelopment of the following strategic re-development sites in a way that contributes positively to the urban fabric and public domain of Yarra, and where within an identified built form character precinct, it respects the built form character of the area:
 - Site 1 - 1 Palmer Street (Jaques).
 - Site 2 - 4 Griffiths Street (Former State School site).
 - Site 3 - Richmond Housing Estate, block bounded by Highett, Elizabeth, Lennox and Church Streets.
 - Site 4 - 43 – 67 River Street.
- Supporting and enhancing the traditional scale of Victoria Street.
- Ensuring the improved built form of:
 - land adjacent to Hoddle Street
 - land adjacent to Church Street
- Maintaining the landmark role of Richmond Town Hall.
- Requiring the preparation of a masterplan for the Epworth Hospital.

The implementation of **transport strategies** in clause 21.06 includes:

- Linking the eastern part of the Victoria Street Major Activity Centre with the open space along the Yarra River.
- Creating a fine-grained network of pedestrian-friendly streets east of Burnley Street and north of Doonside Street.
- Creating or upgrading pedestrian links:
 - from Victoria Street to the Richmond Housing Estate
 - through the Richmond Housing Estate
 - from Palmer Street to Citizens Park
 - from Victoria Street to Citizens Park

Planning Scheme Response

- Apply the Victoria Street East Precinct policy at clause 22.11

21.08-10

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Proposed C273yara

Central Richmond (area between Bridge Road and Swan Street)

The land use character of this neighbourhood is predominantly residential, with the area closest to Punt Road comprising early to mid-Victorian cottages and terraces, and an increasing amount of Edwardian dwellings towards the east of the neighbourhood.

The Bridge Road major activity centre is an important regional centre. It can be split into three distinct precincts:

- Bridge Road West, from Punt Road to Church Street, encompasses a variety of retail outlets, with an emphasis on fashion, clothing and footwear. The precinct includes the Epworth Hospital and associated health services.
- Church Street to Coppin Street is diverse in its array of land uses with cafes, bars and restaurants dominating the south side and the Town Hall dominating the north side. This part of the centre does not have a consistent built form.
- Bridge Road East has a strong home wares focus particularly on the north side. This part of the centre also does not have a consistent built form.

Total population:	10,760 (2006 Census)
Total area:	196Ha
Total dwellings:	5,773 (2006 Census)

Implementation of strategies

The implementation of **land use strategies** in clause 21.04 includes:

- Supporting a land contribution to open space in preference to monetary contribution when residential subdivision occurs.

The implementation of **built form strategies** in clause 21.05 includes:

- Supporting development that maintains and strengthens the preferred character of the relevant Built Form Character type.
- Encouraging the redevelopment of the following strategic re-development sites in a way that contributes positively to the urban fabric and public domain of Yarra and supports the built form character of the area:
 - Site 1 - 2 – 6 Lord Street
 - Site 2 - 203 – 205 Burnley Street
 - Site 3 - 59 Stawell Street (Former Cussons site)
 - Site 4 - 12 Glasshouse Street (Kennards site)
 - Site 5 - 47 - 65 Coppin Street, 63 - 67 Abinger Street and 81 Lord Street
 - Site 6 - 26 – 52 Bendigo Street and 171 Stawell Street (Former Channel Nine Site)
- Ensuring new residential development includes the provision of ample private open space.
- Improve the built form of:
 - land adjacent to Punt Road
 - land around Richmond Station
- Reinforcing the continuity of built form along Bridge Road, east of Church Street
- Maintaining the visual prominence of the Pelaco sign and the Spire of St Ignatius Cathedral

FIGURE 23. NEIGHBOURHOOD MAP: CENTRAL RICHMOND

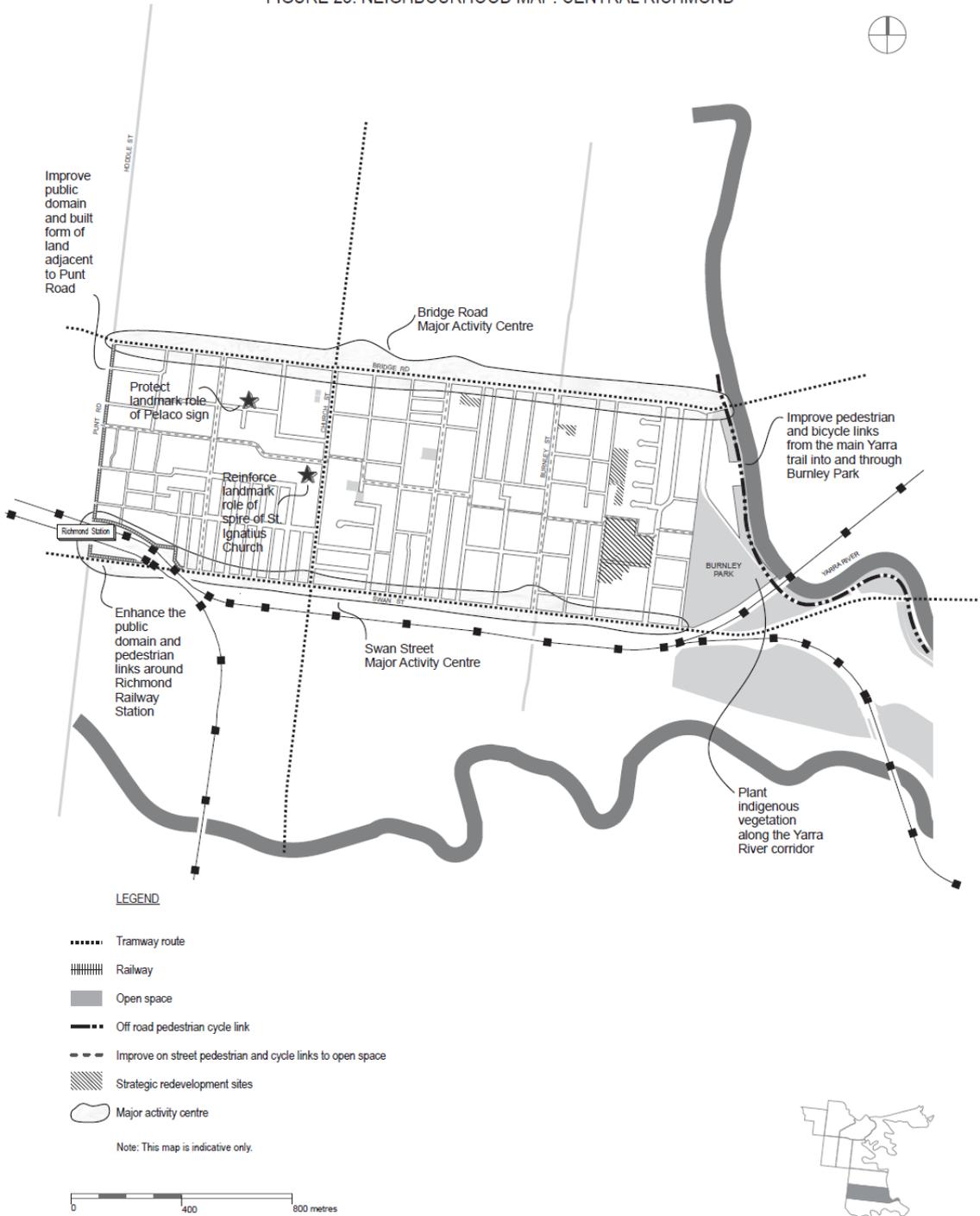


FIGURE 24. BUILT FORM CHARACTER MAP: CENTRAL RICHMOND



LEGEND

..... Tramway route

||||||| Railway

1 **Main Roads**
 i Maintain the hard edge of the strip.

5 **Inner Suburban Residential**
 i Maintain the existing pattern of front setbacks.
 i Limit variations in height to a maximum of one storey compared to the adjacent properties, on single house sites/ small development sites in areas with generally consistent building heights.

8 **Park Landscape River Edge**
 i Maintain and strengthen the natural landscape of the river edge.

 **Heritage Overlay**
 i Ensure that development does not adversely affect the significance of the heritage place.

