

**11.03-1L Activity Centres**  
C291yara

**MAJOR ACTIVITY CENTRES**

***Bridge Road, Richmond***

Promote the metropolitan and local retail and commercial roles of the activity centre, including larger format retail at its eastern end.

Support the night-time economy, including the core entertainment precinct west of Burnley Street, while managing the amenity impacts associated with licensed premises.

Facilitate opportunities for office and residential uses throughout the centre, principally above the ground floor, particularly on Bridge Road and Church Street.

Maintain an intimate pedestrian scale at street level along Bridge Road.

Retain the visual prominence of the heritage streetscape west of Church Street and the south side of Bridge Road east of Church Street.

Ensure development respects the consistency and intactness of the heritage streetscapes and the unique architectural form and qualities of heritage buildings that help define the Bridge Road Activity Centre.

Limit direct vehicular access onto Bridge Road, Church Street and Burnley Street as specified in a DDO.

Promote Bridge Road activity centre as a walkable centre with new footpaths and shared zones to provide safe pedestrian access to buildings and new pedestrian connections.

Ensure that pedestrian movement is given priority along Bridge Road.

Consider further opportunities for quality shared zones, enhancements to the laneway network and vehicle access outcomes that will provide safe pedestrian and cycle friendly linkages.

Protect primary views defined in the clause 15.01-2L to the spire of St Ignatius Cathedral, clocktower of Richmond Town Hall, and the Pelaco sign.

Maintain daylight and sunlight to the southern footpath of Bridge Road and identified 'Green streets' - key pedestrian/cycle routes (shown on Figure 1) and public spaces – Alexander Reserve.

Ensure that new development provides adequate weather protection for footpaths along Bridge Road, Burnley Street, and Church Street.

Facilitate safe and accessible cycle routes within / through the centre ensuring they are integrated into the design of the public realm and any development.

***Precinct 1 – Bridge Road West***

Support Precinct 1 - Bridge Road West as a location for housing and employment growth within the activity centre.

Promote a diverse mix of fine-grain retail, dining, offices and inner city living.

Support Epworth Hospital by supporting associated health and allied services to locate near the hospital.

Retain the intact heritage streetscapes and heritage buildings in Bridge Road West.

Support taller built form in the Health Precinct and on the northern side of Bridge Road.

Support mid-rise development on larger infill sites on the north site between Lennox Street and Church Street and within the proximity of the Pelaco building with lower scale development on narrow infill sites and shop-top redevelopment of heritage buildings.

Ensure mid rise development on the northern side of Precinct 1 respects the heritage fabric and the adjoining low-rise residential neighbourhoods.

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### *Precinct 2 – Bridge Road South*

Support Bridge Road South as a vibrant destination for dining, retail and services building on its distinctive heritage qualities.

Retain the highly intact heritage streetscape with a consistent heritage street wall of largely two storey Victorian era retail and commercial buildings, including distinctive corner buildings addressing Bridge Road and side streets.

Protect the Precinct's wide footpaths from overshadowing.

Retain fine-grain shopfronts and cafes with outdoor dining to provide activity and visual engagement for people on the street.

Support lower midrise development on narrow infill sites and shoptop redevelopment of heritage buildings.

Retain the prominence of the intact heritage streetscape in Bridge Road South through well designed and visually recessive upper levels.

### *Precinct 3 - Bridge Road Central*

Reinforce Bridge Road Central as the civic and community heart of Bridge Road Activity Centre.

Support Precinct 3 as a strong civic and education precinct and key activity node, anchored by the Richmond Town Hall adjoining the important open space, Citizens Park, recreation and community facilities.

Promote high quality public realm around Richmond Town Hall, to support its civic function.

Enhance the Richmond Town Hall forecourt as a key public space providing a setting for the Town Hall and the former police station.

Enhance Gleadell Street and Griffiths Street as greener and more pedestrian focussed streets linking Bridge Road to the precinct's civic and community facilities.

Support new housing and employment within mid-rise development of varying heights, widths and character while retaining the prominence of clusters of heritage buildings.

### *Precinct 4 – Bridge Road East South*

Promote employment focussed mixed-use and housing development.

Maintain the prominence of the Former Flour Mill and Grain Store Complex (534-534A Bridge Road) on the south-east corner of Bridge Road and Type Street as a local landmark.

Promote well-designed midrise redevelopment on two large sites on Burnley Street and Stawell Street comprising of multiple buildings which offer views to the sky from the street and establishes a varied skyline when viewed from surrounding areas.

Ensure development on Stawell Street provides a high quality transition to the Racecourse Heritage Precinct through landscaped setbacks.

Retain a mix of commercial and offices uses on the Commercial 2 zoned land.

Provide for a new midrise character (5-6 storeys) within Bridge Road East South while ensuring tall buildings are well spaced and sited to avoid visual bulk and provide equitable access to an outlook and good daylight.

### *Precinct 5 - Bridge Road East North*

Transform Bridge Road East North into a diverse mixed-use precinct as a preferred location for housing and employment growth within the Bridge Road Activity Centre.

Retain the prominence of the Royal Oak Hotel on the north-east corner of Bridge Road and Burnley Street maintained to mark the centre to the precinct from the south and west.

Create a new built character defined by well-designed midrise development of 5 to 8 storeys with breaks between upper levels of buildings that provide views to the sky from the street and establishes a varied skyline when viewed from surrounding areas.

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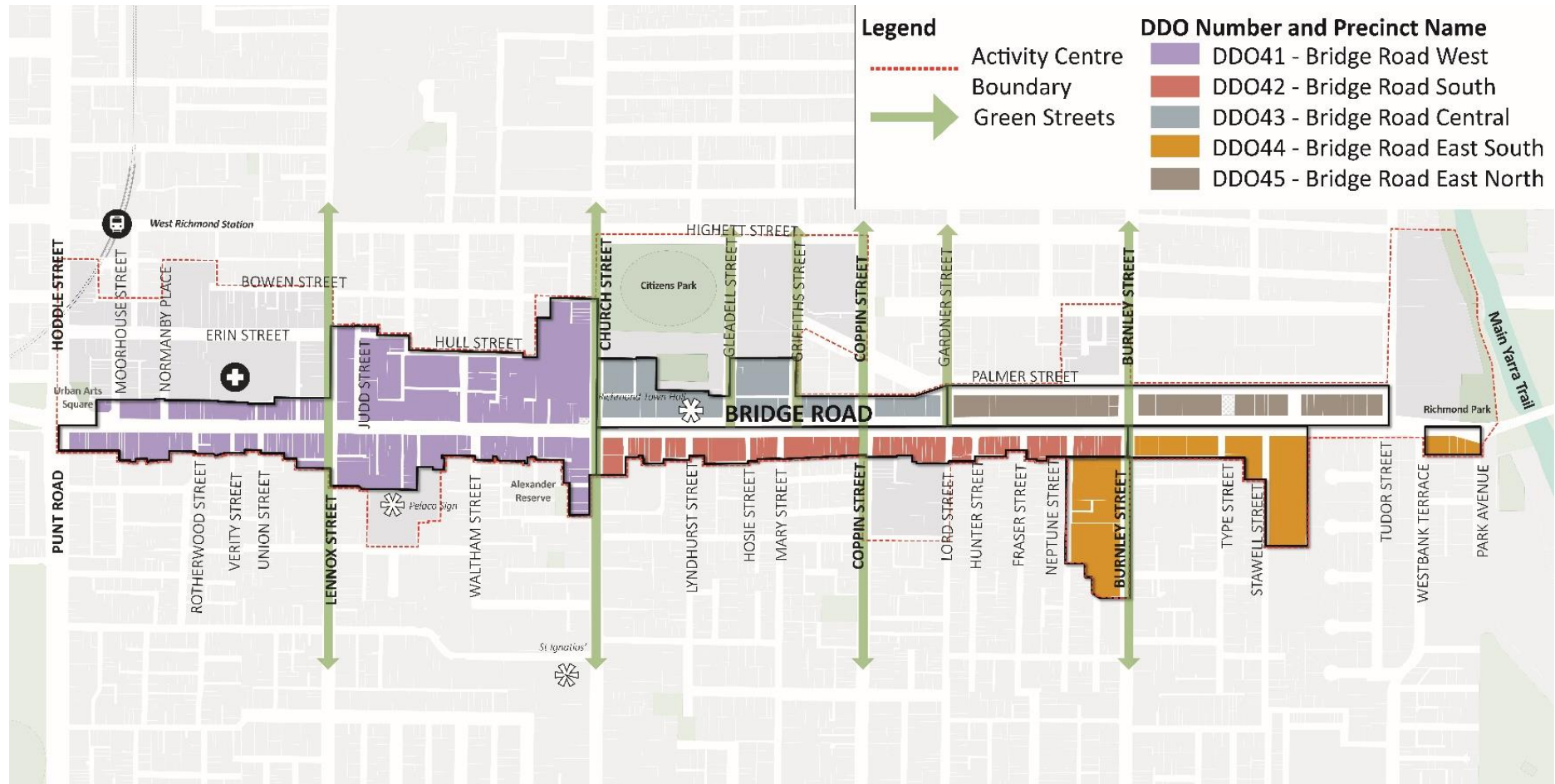
Promote a greater mix of uses, including residential, retail, offices and services.

Promote high levels of street activation and visual engagement with the treelined streets of Bridge Road and Palmer Street and the potential new open space on Whites Place.

Ensure tall buildings are well spaced and sited to avoid visual bulk and provide equitable access to an outlook and good daylight.

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Figure 1 - Bridge Road Major Activity Centre Plan



***Victoria Street, Abbotsford / Richmond***

Promote the metropolitan and local retail and commercial roles of the activity centre.

Manage licensed premises and the precinct's prominent night-time economy including the core entertainment precinct west of Burnley Street.

Reinforce the concentration of height, density and mixed uses east of Burnley Street, to provide a visual mark to the east end of Victoria Street.

Facilitate opportunities for office and residential uses throughout the centre, principally above the ground floor on Victoria Street.

Encourage development west of Church Street to have low rise street walls.

Ensure pockets of heritage buildings and individual heritage buildings are retained.

Maintain an intimate pedestrian scale at street level along Victoria Street.

Limit direct vehicular access onto Victoria Street and Church Street as specified in a DDO.

Consider further opportunities for quality shared zones, enhancements to the laneway network and vehicle access outcomes that will provide safe pedestrian and cycle friendly linkages.

Ensure that pedestrian movement is given priority along Victoria Street and the streets around the North Richmond Station.

Facilitate new and improved pedestrian connections to the North Richmond Housing Estate.

Capitalise on future opportunities such as provision of open space and links to the Yarra River, provided by commercial and industrial areas in Abbotsford, including the Carlton and United Brewery site.

Maintain daylight and sunlight to the southern side of Victoria Street, Green Streets - key pedestrian/cycle routes (as shown on Figure 2) and public spaces, Butler Street Reserve and the Gateway Triangle.

Ensure that new development provides adequate weather protection for footpaths along Victoria and Church Streets.

Limit the installation of security shutters or other measures that reduce views into businesses on main retail strips to ensure that they are visually transparent.

Facilitate safe and accessible cycle routes within / through the centre ensuring they are integrated into the design of the public realm and any development.

***Precinct 1 – Victoria Street West***

Retain the visual prominence of the Victoria Street Gateway at the intersection with Hoddle Street.

Retain the visual prominence of the heritage buildings, on the north side of the street west of the railway line and low-rise heritage dwellings along Regent Street.

Support mid-rise development on the south-eastern corner of the intersection of Hoddle and Victoria Streets creating a compact precinct of contrasting built form that places an emphasis on the architectural qualities of heritage buildings.

Provide for lower midrise development for the remainder of the precinct that respects the heritage fabric and the adjoining low-rise residential neighbourhoods.

Enhance the public realm of Victoria Street West with a new high-quality pocket park at the Gateway Triangle.

***Precinct 2 – Victoria Street Central***

Provide for lower midrise development (3-6 storeys) in Precinct 2 that respects the heritage fabric and the adjoining low-rise residential neighbourhoods.

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Support Victoria Street Central as a vibrant destination for retail and cafes, restaurants and outdoor dining, enterprise and inner-city living.

Support mid-rise development of varying scales which compliments the varied mix of intact heritage buildings and streetscapes and former industrial buildings.

Support lower midrise renewal above and behind existing shopfronts that retains the visual prominence of the heritage buildings and responds to lower scale residential areas on Butler Street, and well-designed taller mid-rise development adjacent to North Richmond station.

Facilitate an upgraded station entry space on Jonas Street to improve the amenity and safety of the public realm.

Promote high levels of street activation and passive surveillance to the station, streets and laneways within the precinct.

Support Victoria Street Central as the centre's fine grain retail and dining precinct.

Provide for lower midrise development (3-6 storeys) in Precinct 2 that respects the heritage fabric and the adjoining low-rise residential neighbourhoods.

### *Precinct 3 – North Richmond Station*

Support Precinct 3- North Richmond Station as a dense mixed-use corridor and a focus of housing and employment growth situated on both sides of the railway line.

Support the redevelopment of former industrial buildings along Regent Street and around the North Richmond Station as mid-rise development to promote accessibility to public transport.

Ensure well-designed taller commercial and office developments on Hoddle Street respond to its wide boulevard character.

Ensure development includes high levels of street activation, passive surveillance and visual engagement with the street to improve the amenity and safety for pedestrians, particularly for those travelling to and from North Richmond Station.

Support upgrades to Little Hoddle Street as high amenity shared zone that strengthens pedestrian connections from Hoddle Street to Regent Street and the station.

Transition the scale of buildings down in height towards lower scale residential areas to the south and east.

Ensure new midrise development (5 -10 storeys) respects the pockets of heritage fabric and the adjoining low-rise residential neighbourhoods.

### *Precinct 4 – Victoria Street East*

Support Victoria Street East as a destination for retail, dining, and inner-city living.

The precinct's character and sense of place will be fined by a consistent street wall comprising of a fine-grain pattern of shopfronts along Victoria Street with well-designed mid-rise development continuing this rhythm at the ground plane to provide higher levels of street activation and passive surveillance.

Support low to lower mid-rise development in Lithgow Street that retains the fabric of existing heritage buildings and provides a respectful transition to low-rise residential areas.

Enhance the amenity and walkability of the precinct for pedestrians through new and upgraded pedestrian connections between Victoria Street and Elizabeth Street which provide green connections to future open spaces and the Elizabeth Street housing precinct.

Ensure new midrise development (5-7 storeys) respects the pockets of heritage fabric and the adjoining low-rise residential neighbourhoods.

Facilitate new and improved pedestrian connections to Precinct 4 from the North Richmond Housing Estates.

### *Precinct 5 – Victoria Street East End*

Provide for new midrise development (4-7 storeys) that respects the pockets of heritage fabric and the adjoining low-rise residential neighbourhoods in Precincts 5.

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

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Support Victoria Street End as a diverse mixed-use precinct consisting of a range of retail, commercial and residential uses within new midrise developments of varying heights, widths and character.

Ensure development provides a transition to the taller mid-rise character in the Victoria Gardens Precincts.

Support a diversity of mid-rise development, including development of Victoria Era terraces, shops, and industrial heritage buildings and contemporary mixed-use buildings that are lower in scale than Victoria Gardens and its surrounding development.

Protect primary views, defined in the clause 15.01-2L, to the Skipping Girl sign.

Figure 2 - Victoria Street Activity Centre Plan

