

21.12 LOCAL AREAS

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This Clause focuses on the local area implementation of the objectives and strategies set out in the MSS. Each Section relates to a particular precinct within the municipality and should be read in conjunction with the rest of the Municipal Strategic Statement and not in isolation.

The sections are organised under the Local Area headings.

21.12-1 Johnston Street Activity Centre (east of Smith Street)

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This policy applies to the section of Johnston Street shown on Map 1 to this schedule, extending east from Smith Street through to the Yarra River, which is characterised by a range of commercial activities including a mix of service industries, offices, artist studios, galleries, retail, cafés and bars. Higher density residential uses are starting to emerge within the Commercial 1 Zone and this trend is expected to continue.

Vision

Johnston Street will continue to evolve into a vibrant activity centre that serves the day to day needs of the local community whilst supporting employment, business and creative opportunities. The area will accommodate a diverse and growing population, well connected by sustainable forms of transport, with activity focussed around Victoria Park Station.

High quality corner buildings at the intersection of Johnston and Hoddle Streets will create a point of entry into Precincts 1 and 2, complemented by streetscape improvements.

Table 1 – Precinct Vision Statements

Precinct	Precinct Vision Statement
Precinct 1: Johnston Street Central	<p>The Victorian and Edwardian-era heritage character will remain the prominent feature of the streetscape west of Hoddle Street, with taller built form set back from the street edge to provide separation between the heritage streetscape and newer built form.</p> <p>Precinct 1 will continue to become a vibrant, mixed-use precinct which comprises medium scale (mid-rise) buildings that contribute positively to the active footpaths of Johnston Street. New buildings will respect the heritage qualities of the precinct and reinforce a consistent street edge through generous building setbacks from the street-wall.</p> <p>A mix of uses including cafes, bars, retail shops, offices and gallery/studio spaces will provide activity and visual engagement for people on the street.</p>
Precinct 2: Johnston Street East	<p>The Victorian and Edwardian-era heritage character will remain the prominent feature of the streetscape between Hoddle Street and the railway line, with taller built form set back from the street edge to provide separation between the heritage streetscape and newer built form.</p> <p>East of the railway line bridge at Victoria Park Station, a more prominent, well-designed and contemporary built form character will emerge with well-designed buildings with well-activated ground floor frontages and articulated façades. Taller built form set back from the main façades.</p> <p>The vibrant mixed-use strip will link Hoddle Street to Victoria Park Station and through to the Yarra River and associated activities of the Abbotsford Convent and Collingwood Children's Farm.</p> <p>A vibrant hub of shops, residential, commercial and entertainment activities,</p>

	cafes and bars will contribute to the lively street environment, particularly around the train station entrance.
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Local area implementation

Ensure that any proposed use or development within the Johnston Street Activity Centre is generally consistent with the following policy objectives:

Land Use and Character

Heritage Character

- Protect the Victorian and Edwardian-era heritage streetscape character of Johnston Street as a significant part of its urban fabric, where the Heritage Overlay is present.
- Encourage the sensitive, adaptive re-use and restoration of heritage buildings.

Commercial and Creative Industries

- Promote Johnston Street as an economically viable activity centre.
- Foster new business opportunities and facilitate spaces for creative industries.
- Strengthen the role of Johnston Street in providing employment and business opportunities.
- Foster and support education, arts and community based activities at 35 Johnston Street (Collingwood Arts Precinct).
- Encourage commercial uses at the lower levels of new development, in addition to ground floor commercial uses.

Population and Mix of Uses

- Accommodate a growing population by integrating higher density residential and commercial uses as part of new mixed use developments.
- Provide a range of retail, entertainment and services that cater for local residents.
- Encourage land uses that generate street activity and increase pedestrian engagement.
- Discourage residential activity at the ground floor of new or existing buildings.

Access and Amenity

- Facilitate development close to Victoria Park Station that enhances the role and function of the station.
- Provide active interfaces and passive surveillance of public spaces, as part of new development close to the station.
- Reinforce connections and access to public transport stops and stations through well designed ground floor frontages, accommodating active uses.
- Improve pedestrian amenity along the length of Johnston Street and adjoining side streets through well designed ground floor frontages, accommodating active uses.
- Improve interfaces along the southern side of Sackville Street through improved building design and/or landscape treatments.
- Minimise potential conflicts between residential amenity and commercial uses.
- Limit vehicle access to new development from Johnston Street and discourage car parking in developments that only have access from Johnston Street.
- Encourage sustainable transport measures in new development.

Equitable Development

- Ensure that new development considers the future development opportunities of adjacent properties.
- Encourage consolidation of finer grain sites to achieve more efficient and equitable built form outcomes.
- Ensure that built form is spaced appropriately at the upper levels to maintain views to the sky from adjacent residential areas.

Reference Documents

Johnston Street Local Area Plan – December, 2015

Map 1 – Johnston Street Local Area Plan (Precincts 1 and 2)

