



# VICTORIA STREET STRUCTURE PLAN

ADOPTED BY COUNCIL

20 APRIL 2010

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## 1. PURPOSE

### 1.1 This Structure Plan serves a number of purposes:

- It will guide planning for change in and around the centre for 10 to 15 years
- It will guide how the Yarra Planning Scheme will be implemented and changed
- It will guide investment in public works

### ACKNOWLEDGEMENTS

The Victoria Street Structure Plan has benefited from many contributions. Particular thanks and acknowledgement should go to:

- The project Stakeholder Group (established June 2009) Sheila Cheary, Graham McColough, David Yew, Simon Kelley, Therese Barwick, Ben Mahon, Shelley Lavender, Rosemary Wearing, Ros Harvey, Peter Croxford, Emperatriz Espinosa, Albert Aranha (Collingwood and Abbotsford Residents Association), Michael Stoneman (Carlton and United Breweries Abbotsford plant), Meca Ho (Richmond Asian Business Association), Danielle Gunner (Centro Properties Group, Victoria Gardens Shopping Centre) and Meredith Kermode (Department of Planning and Community Development)
- People in the local community or with a particular interest, who contributed ideas and comments, attended meetings, gave up their time and helped shape the Plan
- The more than fifty individuals and organisations that registered with Council to be kept informed of progress with the Plan
- The Langridge and Melba Ward Councillors, Cr Amanda Stone (Mayor), Cr Geoff Barbour, Cr Alison Clarke, Cr Josh Funder, Cr Stephen Jolly and Cr Dale Smedley
- Mike Scott from Planisphere (who helped facilitate meetings)
- Council staff who have helped with specialist advice, public consultation and in many other ways
- Geoff Falk – architect (who produced the main streetscape illustrations)

### ILLUSTRATIONS

This Plan includes a number of **artists impressions** showing possible future development. They are intended to show what might happen if the Plan is implemented.

## 2. HOW TO USE THIS PLAN

### 2.1 The Structure Plan vision is at section 4 and the objectives, strategies and actions are at section 5 of the Plan.

### 2.2 The Structure Plan includes four main themes:

- Activities – such as shops, offices, housing and industry
- Buildings – design, appearance and heights
- Transport and access – for pedestrians, cyclists, trams, buses and trains and private road vehicles (cars and trucks)
- Public spaces – footpaths, parks and plazas

### 2.3 For each theme there are relevant sections in the vision and objectives, strategies and actions.

### 3. INTRODUCTION

#### 3.1 Background

This Plan is the result of research and analysis by or for the City of Yarra, wider research across the inner Melbourne region and State policy and strategy, in particular Melbourne 2030 (the metropolitan strategy). It also incorporates input from the local community and a range of stakeholders from retailing, business and industry.

Policies which have influenced the Plan include:

- The City of Yarra Council Plan 2009 to 2013
- The State Planning Policy Framework (as listed in the Yarra Planning Scheme)
- Melbourne 2030
- Inner Melbourne Action Plan
- The Yarra Planning Scheme Municipal Strategic Statement (MSS)
- The Yarra Open Space Strategy 2006

Events leading to this Plan included:

- Investigation for an urban design framework for the 'West Precinct' (Hoddle Street to Church Street) during 2002 to 2004
- Preparation of the Victoria Street East Precinct, Richmond – Urban Design Framework 16 November 2005 which is now referred to in the Yarra Planning Scheme
- Investigation by the Priority Development Panel at the request of the Minister for Planning into future development in the 'East Precinct' during 2006 to 2008
- Planning Scheme amendments and permits which were issued for development in the East Precinct, by the Minister for Planning, as a result of the reports of the Priority Development Panel from 2007 to 2009

- Public consultation about an Issues and Strategic Options Paper May 2008 during July and August 2008
- A Victoria Street Structure Plan Stakeholder Group which was established in June 2009 and includes local residents, retailers, business and industry representatives. Its purpose has been to:
  - Provide local information to help develop the Victoria Street Structure Plan; and
  - Give feedback about proposals at key stages in the structure planning process. (Terms of Reference – April 2009)
- Public consultation about 'Preliminary Ideas for Discussion' July 2009, during July and August 2009
- A draft Structure Plan was released for consultation from 18 November to 18 December 2009.



Workshop discussions August 2009

## 3.2 Area Covered by the Structure Plan

This plan deals with the areas shown on the Victoria Street Structure Plan Boundaries map. The Structure Plan area includes all the land investigated and considered for actions and change in the plan. The Precincts are those parts of the area where investigation suggests change is most likely to occur. The 'activity centre area' is the core area where most retailing and more intense activity will occur. The activity centre area also includes those areas where significant change is anticipated.

## 3.3 Regional Role, Context and Interactions

Victoria Street is one of five strip shopping centres in the City of Yarra designated under Melbourne 2030 as 'Major Activity Centres'. The other centres are:

- Brunswick Street
- Smith Street
- Bridge Road; and
- Swan Street

State policy and Metropolitan strategy as indicated in Melbourne 2030 indicates these centres can play a significant part in meeting objectives for:

- Housing
- Economic activity
- Employment; and
- Community facilities

The Yarra Planning Scheme Municipal Strategic Statement (August 2009) includes key objectives and strategies for activity centres:

- Objective 4** To maintain a balance between local convenience and regional retail roles in Yarra's activity centres.
- Strategy 4.1** Increase the range of retail, personal and business services, community facilities, and recreation activities, within individual centres.
- Strategy 4.2** Support the regional role of the Major Activity Centres as an important component of Yarra's economy and as a metropolitan destination.
- Strategy 4.3** Support the role of all activity centres, including Neighbourhood Activity Centres, in providing local day-to-day needs of residents of all abilities.
- Objective 5** To maintain the long term viability of activity centres.
- Strategy 5.1** Limit expansion of the Business 1 Zone and new parcels of Business 1 zoning.
- Strategy 5.2** Support land use change and development that contributes to the adaptation, redevelopment and economic growth of existing activity centres.

## Victoria Street Structure Plan Boundaries



### PRECINCTS

1. North Richmond Railway Station / Hoddle
2. Victoria Street West
3. Victoria Street Central
4. North Richmond Housing Estate (north of Elizabeth Street)
5. North Richmond Housing Estate
6. Baker Street Mixed Use
7. Church Street Business & Industry
8. CUB
9. Victoria Street North / Yarra River
10. West Burnley Street
11. Victoria Gardens

### LEGEND

- Structure Plan boundary
- ..... Precinct boundary
- Activity Centre area

- Strategy 5.3** Discourage uses at street level in activity centres which create dead frontages during the day.
- Strategy 5.4** Permit incremental residential development in activity centres.
- Strategy 5.5** Ensure residential development does not compromise the business function of activity centres.

The Yarra Planning Scheme Municipal Strategic Statement (August 2009) also assesses the role of different parts of the municipality in meeting objectives for new housing. A key strategy is to 'direct medium and higher density residential development to Strategic Redevelopment Sites' identified in the MSS.

This approach is based on the analysis undertaken some 4 years ago in the Inner Regional Housing Statement (2005) (IRHS). The IRHS found that nearly half of the projected new dwellings in the region could be accommodated in strategic redevelopment sites or precincts (47.5%), the next largest proportion would go to the Central City (38.5%) and a much smaller proportion would be accommodated in established residential areas (6.7%) and retail and commercial strips (7.3%). Some of the strategic redevelopment sites in Yarra adjoin or are part of activity centres.

Structure planning for Victoria Street will interact with nearby centres. Some of the more significant interactions include:

- Future structure planning for Bridge Road
- Transport planning in adjoining areas and the regional transport network

### 3.4 Influences, Issues and Options

During development of the Structure Plan and public comment at various stages, a wide range of matters were canvassed. Key facts and issues are relevant to the objectives, strategies and actions later in this plan.

#### Activity

**Where can housing and shops be added to meet future needs?**

**What land uses or activities are missing?**

##### Key facts

- There is a large potential demand for housing, office and retail space in inner Melbourne.
- The local population is ethnically diverse with 27.8% born overseas and 3.8% from Vietnam (2006).

##### Comments in public input

- Increase the amount of housing in and around the centre
- Consider new types of shops like the proposed Aldi supermarket under construction at the corner of Nicholson Street and Victoria Street
- Rezone some land around the centre to allow more housing

##### Options considered

- Concentrate new housing in key precincts
- Diversify and expand shopping in the western part of Victoria Street

#### Buildings

**What principles should guide the design of new buildings?**

##### Key facts

- Most of the Victoria Street strip centre is single, two and three storey buildings on small sites
- A relatively small proportion of buildings are of heritage significance when compared to other strip centres

##### Public comments

- Increase building heights to encourage redevelopment in some areas
- Limit building heights at the interface with existing residential areas

##### Options considered

- Limit building height to retain sun along the south side of Victoria Street
- Protect the amenity of established residential areas
- Allow redevelopment at a higher scale where impacts will be less

#### Transport and Access

**How can walking, cycling and public transport be improved?**

##### Key facts

- The 109 Tram route is one of the busiest in Melbourne and yet is one of the worst performing with delays from congestion particularly in Victoria Street
- Walking and cycling provide important ways to improve access in a crowded city
- The 2001 to 2006 Census showed cycling grew from 4.5% to 6.4% of Yarra residents cycling to work compared to the Metropolitan average of 0.8% which grew to 1.1% in 2006.

##### Public comments

- Reduce congestion in Victoria Street
- Give priority to trams and install 'super stops'
- Create more car parks for retail areas
- Build one or two underground car parks or alternately decked multi-level car parks for residents and shoppers
- Control the impacts of car parking on residential areas
- Improve conditions for cyclists in Victoria Street

##### Options considered

- Improve conditions for pedestrians in Victoria Street with better footpaths and street crossings
- Giving more priority to cycling on particular routes
- Introducing super stops for trams in Victoria Street to improve passenger safety and tram efficiency

#### Public Spaces

**How can public spaces be improved?**

**How can access to the Yarra be improved?**

##### Key facts

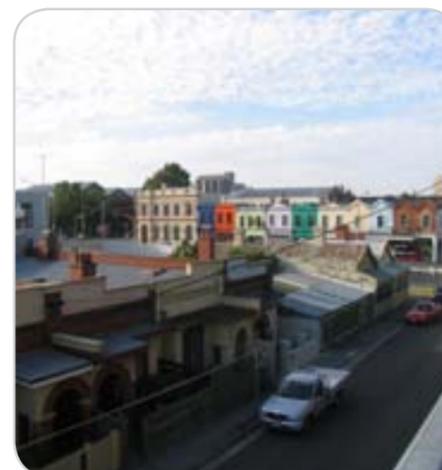
- The footpaths in the section of Victoria Street between Church Street and the railway bridge are crowded and vibrant
- Some areas south of Victoria Street have poor access to nearby local parks
- The Yarra River corridor and parkland is a major natural and recreational asset close at hand

##### Public comments

- Improve connections to parks, community facilities and the River
- A new path connection along the Abbotsford bank of the Yarra River between Church Street and Gipps Street should not be built because one already exists on the Kew side
- Make visual improvements with decorations and lighting in Victoria Street
- Create an archway entry gateway with a Vietnamese/Chinese design theme

##### Options considered

- A program of investments in better footpaths and decorations in Victoria Street
- Designing and implementing new links to and across the Yarra to established parkland
- Potential new parks or plazas in redevelopment of the North Richmond Estate



## 4. VISION

The vision for the Structure Plan is illustrated in the Key Concepts Plan and expressed in the four themes.

### 4.1 Activity

#### Meeting local needs – shopping and services

The activity centre should provide a range of goods and services which meet the weekly needs of the local community, preferably within walking distance. This may mean new convenience shopping outlets (such as supermarkets) in the west and/or central precinct.

#### Developing specialty shopping – a unique range of shops for a wider market

The range of specialty shops, particularly those which support the highly valued and unique mix of Vietnamese and Chinese businesses, should be expanded to strengthen and sustain its economic and cultural function.

#### Focus on the traditional strip centre

Development, building form and activity should focus on Victoria Street for social interaction, movement and public transport.

### 4.2 Buildings

#### Stability and change

Different parts of the centre will see different rates of change. The main strip shopping precinct in the west and centre parts of Victoria Street will see moderate and incremental change. Adjoining residential area will see minimal change. The North Richmond Housing Estate precinct, the area around North Richmond Station and parts of the east precinct are likely to see substantial change.

#### Building scale

Buildings along Victoria Street should be kept low to medium rise (two to three storey facades and up to five or six storeys set back from the frontage) to maintain a pedestrian scale, fine grained smaller shopfront character and protect access to the sun for footpaths on the south side of Victoria Street. Opportunities for medium and high rise development are identified in a number of areas set back from Victoria Street and in key precincts.

### 4.3 Transport

#### Walking and cycling

Increased priority should be given to pedestrians and cyclists.

#### Public transport

Increased priority should also be given to tram and train travel.

#### Cars and trucks

Through traffic should be reduced and traffic along Victoria Street better managed to reduce the impacts on visitor and residential amenity and the attractiveness of the centre.

### 4.4 Public Spaces

#### Footpaths, plazas and open space

Attractive, safe and functional public spaces will be at the core of the centre along Victoria Street and the Yarra River.

#### River focus – a regional asset

Connections to the Yarra River should be improved. Development along the River corridor should help improve the landscape and recreational opportunities for locals and visitors.

### Key Concepts



#### PLAN - LEGEND

- Enhanced public transport role for Victoria Street
- ~~~~~ Enhanced pedestrian role for Victoria Street
- 🌿 Enhancement of the green corridor of the Yarra River with landscape links to Victoria Street and complete linkage of the Capital City Trail
- 1 New development marks the entry to the Activity Centre
- 2 Reinforcement of the shopping and restaurant role as a new infill development
- 3 Mix of business and peripheral shopping and new infill development
- 4 Redevelopment with new housing and other uses and introduction of new pedestrian links to the existing North Richmond Estate to re-integrate the Estate into the surrounding neighbourhoods
- 5 Infilling, redevelopment including development of sporting, community and/or for recreational facilities, and introduction of new pedestrian links to the existing North Richmond Estate to re-integrate the Estate into the surrounding neighbourhoods
- 6 Mixed use with increased intensity of development
- 7 Existing fringe business and industrial - sustained and intensified
- 8 Future development in accordance with Design & Development Principles prepared for any redevelopment to the CUB site prior to CUB relocating
- 9 Mix of office and residential in new development and warehouse conversions
- 10 New residential development fronting Burnley Street
- 11 Victoria Gardens mix of regional shopping centre, larger scale office and residential in completed new development

## 4.5 Areas of Change and Stability

The vision for Victoria Street will be realised with some areas seeing substantial change, other areas gradual change while retaining much of the existing character and other areas seeing minimal change over time. The Areas of Change Plan illustrates this vision.

### Substantial Change

These areas include large formerly industrial sites which are ready or in the process of changes to other more intensive uses. This includes most of the Victoria Street East area. It also includes other medium sized sites. The North Richmond estate is also undergoing a process of renewal and infilling to accommodate other more intensive development and new uses. The highly accessible area around the North Richmond Station and the intersection of Victoria Street and Hoddle Street is also ripe for redevelopment to maximise the amenity and accessibility of the Precinct.



## Areas of Change

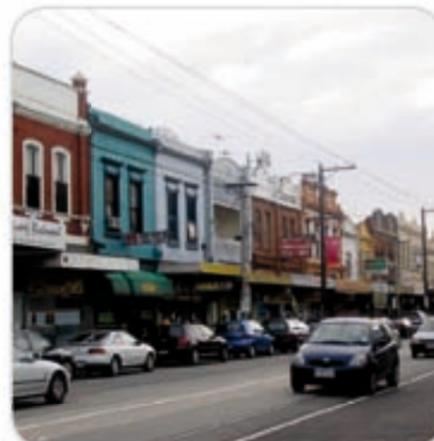


### Incremental Change

The small and medium sized sites of the incremental change areas will see gradual change and intensification by infilling with new development while retaining those areas with heritage valued character areas. The areas of incremental change include much of the existing areas fronting Victoria Street as well as employment areas to the south of the Activity Centre.

### Minimal Change

The predominantly residential areas with small lots and established heritage and valued character will see minimal change. Heritage areas will remain while other areas will see minor change over time through the redevelopment of individual residential sites.



## 5. OBJECTIVES, STRATEGIES & ACTIONS

### 5.1 Activity

#### Shopping

##### Objective – convenience shopping

Expand the range and amount of convenience shopping and other retail services to meet local weekly needs, in locations along or close to existing strip shopping centres.

##### Strategies

- Encourage more intensive retail activity in existing retail clusters if this meets local convenience shopping needs
- Investigate expansion of the west precinct to provide for convenience shopping
- Consider rezoning land in the west and centre precincts to allow convenience shopping

##### Actions

- Negotiate with Office of Housing potential convenience retailing immediately south of Victoria Street through to Elizabeth Street between Lennox Street and Church Street
- Prepare any Planning Scheme amendment to implement desirable retail growth

##### Objective – specialty shopping

Develop the regional retail role through specialty shopping, which builds on and complements the existing unique mix of Chinese and Vietnamese businesses in the west precinct and develops market specializations in the Victoria Gardens precinct.

##### Strategies

- Increase the range and extent of specialty shopping in the west precinct provided it complements and supports the special Vietnamese/Chinese retail offering
- Encourage retailing, in particular peripheral or large floor area retailing, in the centre precinct

##### Actions

- Prepare any Planning Scheme amendment to implement desirable retail growth in the centre precinct
- Monitor demand and supply of retail space in the west precinct

#### Housing

##### Objective – housing stock and diversity

Increase the amount and diversity of housing, throughout the residential and mixed use parts of the structure plan area but with a focus on key precincts where significant change can be managed with lower amenity impacts.

##### Strategies

- Provide for more intensive housing in a range of forms in all the identified precincts except the CUB and Church Street business and industry precincts through a mix of building types and heights (see Buildings)
- Encourage housing diversity throughout the Structure Plan area

##### Actions

- Investigate Planning Scheme amendments to develop local policy and potentially rezone land in the precincts to facilitate more intensive housing development and a range of housing types to implement the Structure Plan

#### Office

##### Objective – office-based business

Provide opportunities for office-based business to expand at a range of locations generally close to the strip centre, public transport and existing employment clusters.

##### Strategies

- Encourage office-based activity and expanded floor-space, in a range of locations including the following precincts:
  - Station / Hoddle
  - West
  - Central
  - East precincts
- Facilitate office space in mixed use development, above or behind retail activity or with housing or as a complement to industry

##### Actions

- Consider rezoning of land currently in a Business 3 Zone between Victoria Street, Elizabeth Street, Lennox Street and the railway line to a zone which will encourage office development and a mix of complementary activities.

##### Objective – employment and industry related services

Retain land for employment and industry in particular around the CUB and Church Street precincts.

##### Strategies

- Retain industrial or business zoned land, which allows industry
- In the locations where industry is to be retained prohibit or strictly limit housing

##### Actions

- Investigate Planning Scheme amendments to clarify policy or rezone land to retain industry in the CUB precinct and the current Business 3 Zone adjoining the west side of Church Street and south of the housing estate)

#### Community Services and Facilities

##### Objective - range and accessibility of services

Locate and cluster community facilities, when the opportunity arises, closer to the strip centre, public transport and activity nodes.

##### Strategies

- Consider opportunities for relocating community facilities to more convenient and accessible locations closer to shops, activity and transport
- Investigate how facilities and services could be clustered together

##### Actions

- If and when community facilities are to be upgraded or relocated consider the objective and strategies above



Artists impression (see Illustrations p.1)  
Street activity Victoria Street west



**PLAN - LEGEND**

- 1** Station / Hoddle Precinct – encourage mixed use and connections to the station.
- 2** West Precinct – potential retail expansion, groceries, restaurants, cafes.
- 3** Central Precinct – encourage active frontages and a mix of business and peripheral shopping.
- 4** North Richmond Estate Precinct (north of Elizabeth Street) – explore redevelopment options including ground floor retail expansion of the West Precinct, community facilities and a mix of housing and office based activities.
- 5** North Richmond Estate Precinct – explore redevelopment options for the housing estate and possible locations for community facilities.
- 6** Baker Street / church Street Precinct - mixed use.
- 7** Church Street Precinct - business and industry.
- 8** CUB Precinct – maintain the industrial / employment focus. If CUB relocate investigate intensive activities which take advantage of riverside location and proximity to Victoria Street, industry, office activities and additional green space along the Yarra River.
- 9** Victoria Street North/Yarra River – warehouse conversions and redevelopment of coarse grain sites to a mix of office and residential.
- 10** Burnley Street West Precinct – potential for higher intensity housing to consolidate the Burnley Street edge of the Residential 1 Zone.
- 11** Victoria Gardens Precinct – mix of large scale retail, office and residential .
- 11a** Doonside Precinct – potential housing mixed with retail and business.

## 5.2 Buildings

### Character and Heritage

#### Objective – character and heritage

Protect valued features which contribute to the identified character and heritage of the area.

#### Strategies

- Enhance the eclectic built form and character of the Structure Plan area through a complex mix of older and contemporary development
- Generate a built form that respects the traditional scale of Victoria Street
- Allow increases in scale above the prevailing parapet of two to three storeys if adequately set back
- Protect the remaining heritage of the area
- Ensure that the form of new development is in keeping with the future character statement, building guidelines and heights for each precinct (see Future Character and Building Guidelines table)
- Explore opportunities for well designed buildings and design elements at key intersections and entry points

#### Actions

- Develop design guidelines or policies in Planning Scheme amendments to encourage responsive design to protect character (see Future Character and Building Guidelines table)
- Review heritage significance throughout the Structure Plan area and consider the need for additional heritage planning provisions

### Comfort and Human Scale

#### Objective – streets and spaces

Streets and spaces which are comfortable and have a human scale, though-out the Structure Plan area.

#### Strategies

- Develop a building form interface with Victoria Street and other street spaces which fits the pedestrian scale of the street environment
- Protect the amenity of Victoria Street and open space areas by ensuring sun access all year and freedom from wind impacts
- Create a visual balance in the streetscape of Victoria Street by achieving an appropriate relationship between the buildings on both sides of the street
- Design good ‘street architecture’ with articulated facades, fenestration, parapet treatments, other detailing and materials that give a sense of human scale and interest to the streetscape

- Create and maintain interesting and active street frontages, particularly in areas of increased activity and/or intensive redevelopment, such as that proposed for parts of the North Richmond Estate.
- Encourage building setbacks to the upper levels of new development or additions to existing development along Victoria Street which retain ample solar access and daylight to the public street spaces

#### Actions

- Develop design guidelines or policies in Planning Scheme amendments to encourage responsive design in street spaces and related building form (see Future Character and Building Guidelines table)

### Context

#### Objective – response to context

New development throughout the Structure Plan area should respond to its context.

#### Strategies

- Ensure that development adjacent to the Yarra River enhances the landscape character of the River corridor
- Ensure that development adjacent to the Yarra does not visually dominate the Yarra corridor
- Recognise the natural topography and fall of the land to the east and north by stepping buildings down to achieve a gradual transition in height towards the river
- Develop former industrial sites and other key development sites in forms which protect the amenity of the surrounding low-rise neighbourhoods
- Integrate the built form of key development sites including the North Richmond Housing Estate, North Richmond Railway Station and Victoria Gardens, with the built form development along Victoria Street
- Protect the amenity of adjacent low rise residential areas including sun access and scale transition
- Encourage medium scale built form around the North Richmond Housing Estate in Elizabeth Street to reduce the impact of the existing high rise and serve as a transition between different development scales in the area
- Require high standards of architectural design for all new development
- Arrange buildings to maximise access to the Victoria Street tram corridor.

#### Actions

- Develop design guidelines or policies in Planning Scheme amendments to encourage responsive design (see Future Character and Building Guidelines table)

### Sustainable Buildings

#### Objective – environmentally responsible development

Environmentally responsible development will be encouraged across the Structure Plan area.

#### Strategies

- Encourage north orientation and built form which ensures sun access to all streets and public spaces and protects access for all buildings to northern sun
- Require all new development to be built, designed and operated to minimize energy consumption and water usage
- Maximise environmental comfort within buildings through design and technology
- Require building materials and detailing which are robust and long lasting with low embodied energy
- Use building floor layouts which can be readily lit by natural light.

#### Actions

- Develop design guidelines or policies in Planning Scheme amendments to encourage responsive design (see Future Character and Building Guidelines table)





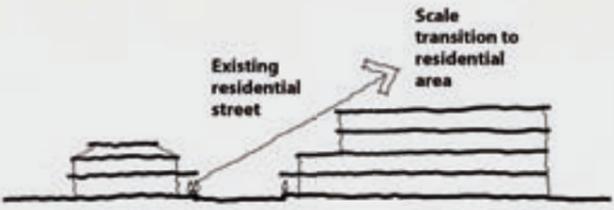
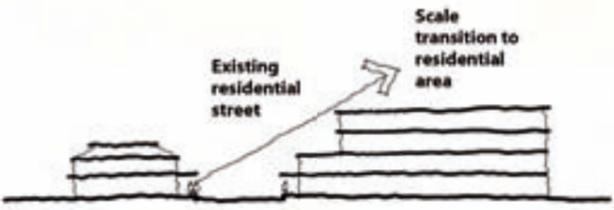
**PLAN - LEGEND**

- Traditional strip 'street wall' façade 2-3 storeys with stepping back to some higher development on larger sites
- Medium height development 3-6 storeys
- Pockets of taller development with generous spacing between elements
- Development stepped down to the River with generous setbacks to the River
- Residential areas interface providing a scale transition between new development and existing low rise residential areas
- Active street frontage with ground level activities and buildings which encourage street life
- Established residential areas where minimal change will occur.
- East precincts - the recent Priority Development Panel process and decisions by the Minister for Planning to change zones and issue permits established the scale of redevelopment in these areas.

**Future Buildings**

## Future Character & Building Guidelines

Precinct	Future Character Statement	Typical Section	Built Form	Building Height
1. North Richmond Railway Station/ Hoddle	Higher well designed development in scale with the Victoria Parade boulevard and Hoddle Street provides a contemporary character focussed around the North Richmond Station.		<ul style="list-style-type: none"> <li>Provide continuous street wall façade.</li> <li>Ensure good design at both street level and to prominent higher building elements.</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity for new development four to six storeys on larger sites.</li> <li>Higher development subject to design quality and off site impacts.</li> </ul>
2. and 3. Victoria Street traditional retail strip Centre	Key aspects of the existing character of this traditional strip are retained and reinforced with a mix of styles and eras. Lower buildings will be rebuilt in scale with the frontage and the adjacent areas of the street. Key corner sites provide opportunities for good design responses particularly at the entries to the activity centre. At ground level, fronting Victoria Street, shop fronts and building entries contribute to a lively street. New buildings bring increased activity.		<ul style="list-style-type: none"> <li>Infill to street wall façade to match predominant street frontage height.</li> <li>Upper levels should be set back and differentiated from and not dominate street wall façade.</li> <li>Build to footpath frontage boundary</li> <li>Ground levels are designed for active uses.</li> <li>Ensure building height transition to adjoining residential areas to provide scale transition and protect amenity.</li> <li>Entries to upper levels should be visible and easy to access from the main street.</li> </ul>	<ul style="list-style-type: none"> <li>Two to three storeys to the street frontage</li> <li>Upper levels should be set back. On larger sites building height up to 5 to 6 storeys provided off site impacts are minimised.</li> </ul>
4. North Richmond Estate north Elizabeth Street	New medium rise development recreates the traditional streets of Richmond and relate the existing high rise towers to the existing urban fabric of Richmond by providing a scale transition.		<ul style="list-style-type: none"> <li>Relate new medium rise development to the existing and recreated streets, walkways and public open space to create a new street wall façade.</li> <li>Ensure new development does not overshadow existing development (retains solar access to public and residential open space areas)</li> <li>Ground levels to Church Street are designed for shops, offices or dwellings with a high level of natural surveillance.</li> <li>Encourage a range of building types and styles to provide variety and interest.</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity for medium rise buildings of six to seven storeys</li> <li>New perimeter development ranges from two to 5 storeys.</li> <li>Two to three storeys to the Church Street frontage with higher development set back from the street frontage.</li> </ul>
5. North Richmond Estate – south Elizabeth Street	New medium rise development recreates the traditional streets of Richmond and relate the existing high rise towers to the existing urban fabric of Richmond by providing a scale transition.		<ul style="list-style-type: none"> <li>Relate new medium rise development to the existing and recreated streets, walkways and public open space to create a new street wall façade.</li> <li>Provide a scale transition in new buildings between the existing high rise towers south of Elizabeth Street and the existing building fabric of the adjacent Richmond neighbourhoods.</li> <li>Ensure new development does not overshadow existing development (retains solar access to public and residential areas)</li> <li>Ground levels to Church Street are designed for shops, offices or dwellings with a high level of natural surveillance.</li> <li>Encourage a range of building types and styles to provide variety and interest.</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity for medium rise buildings of six to seven storeys</li> <li>New perimeter development ranges from two to 5 storeys.</li> <li>Rebuild medium height street wall facades to Church Street.</li> </ul>

Precinct	Future Character Statement	Typical Section	Built Form	Building Height
6. Baker Street mixed use	New medium rise buildings relate to the street with high quality contemporary design		<ul style="list-style-type: none"> <li>Rebuild/reinforce street wall façade</li> <li>Build to footpath frontage boundary</li> <li>Church Street frontages ground level is designed for shops, offices or dwellings with a high level of natural surveillance</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities for new development of four to six storeys on larger sites.</li> <li>Two to three storeys to the Church Street frontage with higher development set back from the street frontage</li> </ul>
7. Church Street Business and Industry	New medium rise buildings relate to the street, in particular increased activity in Church Street and the longer term redevelopment of the North Richmond Housing Estate.		<ul style="list-style-type: none"> <li>Infill development to rebuild the street wall façade</li> <li>New development should be generally recessive</li> <li>Church Street frontage ground levels is designed for shops, offices or dwellings with a high level of natural surveillance</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities for new development of four to six storeys on larger sites.</li> <li>Two to three storeys to the Church Street frontage with higher development set back from the street frontage</li> </ul>
8. CUB	Develop Design & Development Principles for any redevelopment of the CUB site prior to CUB relocating			
9. Victoria Street North/Yarra River	The recent Priority Development Panel process and decisions by the Minister to change zones and issue permits established the scale of redevelopment in these areas.			
10. West Burnley Street	The recent Priority Development Panel process and decisions by the Minister to change zones and issue permits established the scale of redevelopment in these areas			
11. Victoria Gardens	The recent Priority Development Panel process and decisions by the Minister to change zones and issue permits established the scale of redevelopment in these areas			



Artists impression (see Illustrations p.1)  
An impression of infill development along Victoria Street

## 5.3 Transport and Access

### Walking

**Objective – access and comfort for pedestrians**

**Easier, safer and more direct access for pedestrians throughout the Structure Plan area.**

#### Strategies

- Develop better footpaths and crossings particularly in Victoria Street
- Create new or improved connections along streets, lanes and paths, through:
  - New links when redevelopment occurs
  - Changes to the existing street and laneway network

#### Actions

- Develop a street works masterplan for Victoria Street, including footpath upgrades and side street crossings
- Incorporate the objective and strategies in a Planning Scheme amendment to introduce a local policy implementing new or improved links

### Cycling

**Objective – access and safety for cyclists**

**An improved network of cycle routes and facilities throughout the Structure Plan area.**

#### Strategies

- Make improvements and additions to a network of bicycle routes through the area
- Create better on-street bicycle parking
- Create better bicycle parking facilities in existing and new development
- Develop a new shared path link along the south bank of the Yarra
- Develop or improve bridge crossings and links across the Yarra to parkland and other bike routes

#### Actions

- Incorporate the objective and strategies in any Yarra bicycle plans or strategy
- Incorporate those aspects of the strategies above which are specific to the area (for example the shared path link along the south bank of the Yarra) in a Planning Scheme amendment to introduce a local policy implementing the Structure Plan
- Use the Structure Plan proposals to help advocate for better bicycle parking and facilities requirements in new development via amendments to the Yarra Planning Scheme (across the municipality)
- Install (where space allows) additional on-street bicycle parking in the key activity areas within the Structure Plan area

### Public Transport

**Objective – public transport services**

**Improved tram, bus and train services with a focus on key activity nodes.**

#### Strategies

- Give priority to tram services in Victoria Street
- Develop safer, more efficient and independently accessible tram stops
- Develop improved access to and amenity around North Richmond Station
- Lobby for improved services

#### Actions

- Work with state agencies such as VicRoads, Department of Transport, tram and train companies and other Councils to develop a plan for improvements to public transport in the Structure Plan area
- Incorporate related improvements to footpaths and local traffic measures in Council infrastructure plans
- Explore opportunities for a bus service and increased tram services in Burnley Street linking Victoria Street trams and Victoria Gardens to Burnley Station and other tram and train services

### Cars and Trucks

**Objective – local and through traffic**

**Improved access for local traffic, which needs to get into and around the centre and reduced through traffic across the Structure Plan area.**

#### Strategies

- Develop better traffic management at key intersections
- Give priority to local traffic
- Minimise amenity impacts of any through traffic in residential streets through streetscape and traffic management measures
- Provide or manage car-parking which meets essential needs in and around the centre but also encourages use of alternatives to the car

#### Actions

- Work with state agencies such as VicRoads, Department of Transport and other Councils to develop a plan for improvements to the road network in the Structure Plan area
- Incorporate related improvements to local traffic measures in Council infrastructure plans
- Advocate to VicRoads and the relevant State Minister for a 40kph speed limit in Victoria Street (consistent with other strip shopping centres in Yarra)



**Note:** This is **not** a transport plan. An overall transport plan is proposed as one of the actions to implement the objectives of this Structure Plan.

**PLAN - LEGEND**

This plan shows how access and transport priorities should change in and around the centre. It suggests a change in 'focus' for example in Victoria Street to give priority to meeting the needs of pedestrians and public transport. As with most of the street network this does not mean that the other forms of transport will be ignored or forced out. In some cases the 'focus' will be on two or three forms of transport on the same route, depending on the circumstances and capacity of the particular route.



-  **Pedestrian focus**  
Improved accessibility for all pedestrians (including disabled access) along and across roads through better footpaths and crossings and in some cases new through site links
-  **Desirable link**  
Possible new traditional local street with pedestrian emphasis
-  **Bicycle focus**  
Improved conditions for on-road or in some cases new shared path routes through better surfaces, bike lanes and traffic management
-  **Public transport focus**  
Improved conditions for passengers using the system - at tram stops and the railway station, a possible bus service and priority to improved travel times for trams along Victoria Street
-  **Improved management of through traffic**  
Improved traffic management regarding car and truck movement. Enhance residential amenity with traffic calming and street landscaping. Consider new pedestrian crossing points.
-  **Tram stops**
-  **Station**

**Future Transport and Access**

## 5.4 Public Spaces

### Streets and Footpaths

**Objective – role of street space and footpaths**

Improve the quality, vitality, comfort, safety and amount of street and footpath space, with priority to areas with the greatest activity.

#### Strategies

- Develop new and existing streets as attractive and comfortable spaces for both movement and social/cultural features or interaction
- Develop street decorations and entry treatments which enhance the identity and character of key precincts such as the west precinct
- Retain sunlit footpaths and public spaces particularly on the south side of Victoria Street
- Enhance public transport stops, the area around North Richmond Station and key intersections where pedestrian movement and activity is high
- Enhance mature street tree planting in side streets to bring a green fringe to the centre
- Upgrade street furniture including seating
- Develop a landscaped promenade along the east side of Lennox Street from Highett Street to Victoria Street
- Integrate public art to provide visual attractions and celebrate cultural diversity
- Design streets to increase activity, surveillance and a sense of safety
- Develop a staged program of public works to improve street space
- Incorporate Water Sensitive Urban Design (WSUD) into streetscape projects particularly side street upgrades & kerb outstands.

#### Actions

- Develop a streetscape plan for Victoria Street including footpath upgrades, side street crossings, street decorations, entry treatments (such as a gateway entry marker proposed for the railway bridge), street furniture, seating, public art and associated landscaping
- Review local street landscaping and upgrade street plantings to implement the Structure Plan
- Develop 10 year capital works program to implement streetscape works.



### Parkland and Plazas

**Objective – local parks and plazas**

Develop an improved network of parks and other more urban spaces, over the life of the plan, across the Structure Plan area but with priority for areas with an identified lack of open space.

#### Strategies

- In consultation with the State Office of Housing develop plans for open space and recreation including:
  - Ensure new local space is designed, that sufficient public and private space is provided to meet the needs of existing and planned future residents of the North Richmond Estate and the surrounding area, and that this improves integration between the estate and the surrounding areas.
  - Re-create and potentially expand the existing two community gardens in the North Richmond Estate (NRE) area to provide a meeting place and garden plots for existing and future residents when redevelopment occurs
  - In consultation with the State Office of Housing, develop an overall public space and recreation plan for the NRE, including potential indoor recreation facilities
- Develop a new urban plaza with good street surveillance if and when redevelopment happens, north of Elizabeth Street, within the North Richmond Housing Estate
- Investigate the potential for a new local park or green square facing the south side of Elizabeth Street, if and when redevelopment occurs, within the North Richmond Housing Estate
- Improve the attractiveness of Williams Reserve (just west of Burnley Street on the south side of Victoria Street) through measures to reduce traffic noise, minimize overshadowing and any wind effects from new development and add attractions such as play equipment and seating for a range of users
- Develop Walmer Street (north of Victoria Street) into a public plaza
- Develop new shared-path cycle and walking bridge links to parkland along the Yarra River at:
  - Church Street, Abbotsford
  - Between the vicinity of Appleton Street to Mason Street, Hawthorn
- Investigate widening the footbridge at Walmer Street to provide a safer and more effective shared-path connection

#### Actions

- Collaborate with the Office of Housing to investigate and develop plans for a public plaza in the area of the North Richmond Estate proposed to be redeveloped between Victoria Street, Lennox Street, Elizabeth Street and Church Street
- Advocate for a public park facing the south side of Elizabeth Street
- Develop plans for improvements to Williams Reserve

- Work with Parks Victoria to develop plans for the walking and cycling bridge crossings or upgrades described above
- Investigate the possibility of a dog off-lead park area at or near Flockhart Reserve

### Yarra River Corridor

**Objective – connection to the Yarra River landscape corridor**

Improve and add to the connections from the Victoria Street activity centre to the Yarra River corridor.

#### Strategies

- Develop more attractive public links to the River from Victoria Street
- Make the best possible use of the northerly aspect of the River (from Abbotsford) for recreational use
- Develop the 'missing link' of a shared path along the northern edge of the CUB precinct from Walmer Street to Gipps Street, Abbotsford

#### Actions

- Incorporate these proposals in a Planning Scheme amendment to introduce a local policy to implement the Structure Plan
- Develop local infrastructure plans to implement the proposals in street and corridor works

**Objective –Yarra River landscape**

Improve the attractions and landscape character of the Yarra River corridor, in particular if and when the CUB complex becomes redundant and is considered for redevelopment.

#### Strategies

- Minimise the visual impact of new buildings when viewed from the corridor and create a River edge dominated by vegetation
- Improve natural surveillance, safety and attractions along the corridor, particularly for shared path and parkland users
- Seek out opportunities for additional open space along the Yarra River
- Enhance the corridor habitat with an emphasis on informal indigenous landscapes
- Provide new green links to the river corridor

#### Actions

- Incorporate these proposals in a Planning Scheme amendment to introduce a local policy or overlay to implement the Structure Plan
- Monitor opportunities for open space purchase and advocate for acquisitions by state agencies such as Parks Victoria



**LEGEND**

**FOOTPATHS AND URBAN SPACES**

- Footpath and crossing upgrading
- Side street crossing enhancement and kerb outstand enhancement
- Tram stop and station place enhancement
- Rail Bridge enhancement
- Entry enhancement

**GREENING**

- Further greening of side streets and river links
- Main road avenues and promenades
- Investigate opportunities for green links to river with new developments

**PARKS AND SQUARES**

- Urban square
- Possible urban square
- Possible public park
- Existing City of Yarra open space

**THE YARRA RIVER CORRIDOR**

- Additional river crossing (approximate location)
- Upgrade / widen existing river crossing
- Capital City Trail
- New link Capital City Trail
- Investigate opportunities for additional open space

**Future Public Spaces**

## 6. IMPLEMENTATION

The Victoria Street Structure Plan will be implemented by

- Changes to the Yarra Planning introducing new zones, guidelines and overlays
- Physical improvements such as traffic measures, new tram stops, better footpaths and street decorations
- Other initiatives such as advocacy to other agencies on specific issue.

A separate Implementation Plan will be prepared to coordinate implementation, assign priorities, budgets and responsibilities for the various actions and projects in the Structure Plan.

Coordination will be facilitated by consultation with stakeholders such as the Richmond Asian Business Association and other trade representatives or organisations and local communities.

### Planning Scheme Changes

The Yarra Planning Scheme should be amended to introduce the following changes:

#### Activity

- A local policy which summarises the policy of the Structure Plan and refers to the adopted Structure Plan
- The zone changes proposed for investigation or consideration in the Actions in section 5 (these may be done in parts or stages)

#### Buildings

- A Design and Development Overlay (DDO) for those parts of the Structure Plan Area likely to see significant change in buildings which will provide guidelines for building form and design. The DDO will refer to the preferred future character, building heights and setbacks.

### Physical Improvements

#### Transport

- Work with VicRoads, the Department of Transport and tram and train operators to develop a plan for access, service and safety improvements in Victoria Street and any associated parts of the road network controlled by these agencies
- Investigate possible short term actions to improve footpaths and side street crossings in Victoria Street
- Develop an overall plan for the Structure Plan area based on the outcomes of work with other agencies to guide physical improvements to the transport system including local traffic measures

### Public Spaces

- Develop a streetscape plan for Victoria Street to coordinate improvements including:
  - Street decorations
  - Street furniture - seating
  - Public art
  - Improved footpaths
  - Capital works 10 year programme
- Develop a program of street tree planting across the Structure Plan area to implement the strategies and actions
- Develop a plan for improvements to Williams Reserve
- Work with the Office of Housing and the State Government to realise proposals for a public plaza north of Elizabeth Street and a new public park south of Elizabeth Street to meet local open space needs
- Work with Parks Victoria to develop plans for new or improved River crossings for cyclists and pedestrians as shown on the Future Public Spaces plan

### Other Initiatives

#### Activities

In conjunction with local businesses and trader organisations (including the Richmond Asian Business Association and the Victoria Gardens Centre Management) investigate:

- Marketing and promotion for Victoria Street
- Monitoring retail activity
- Meeting gaps in retail offering

Consider opportunities for new or clustered community services in or close to the activity centre:

Master planning should be done for:

- Large sites
- CUB
- North Richmond Estate

These should deal with public space, buildings activity and access.

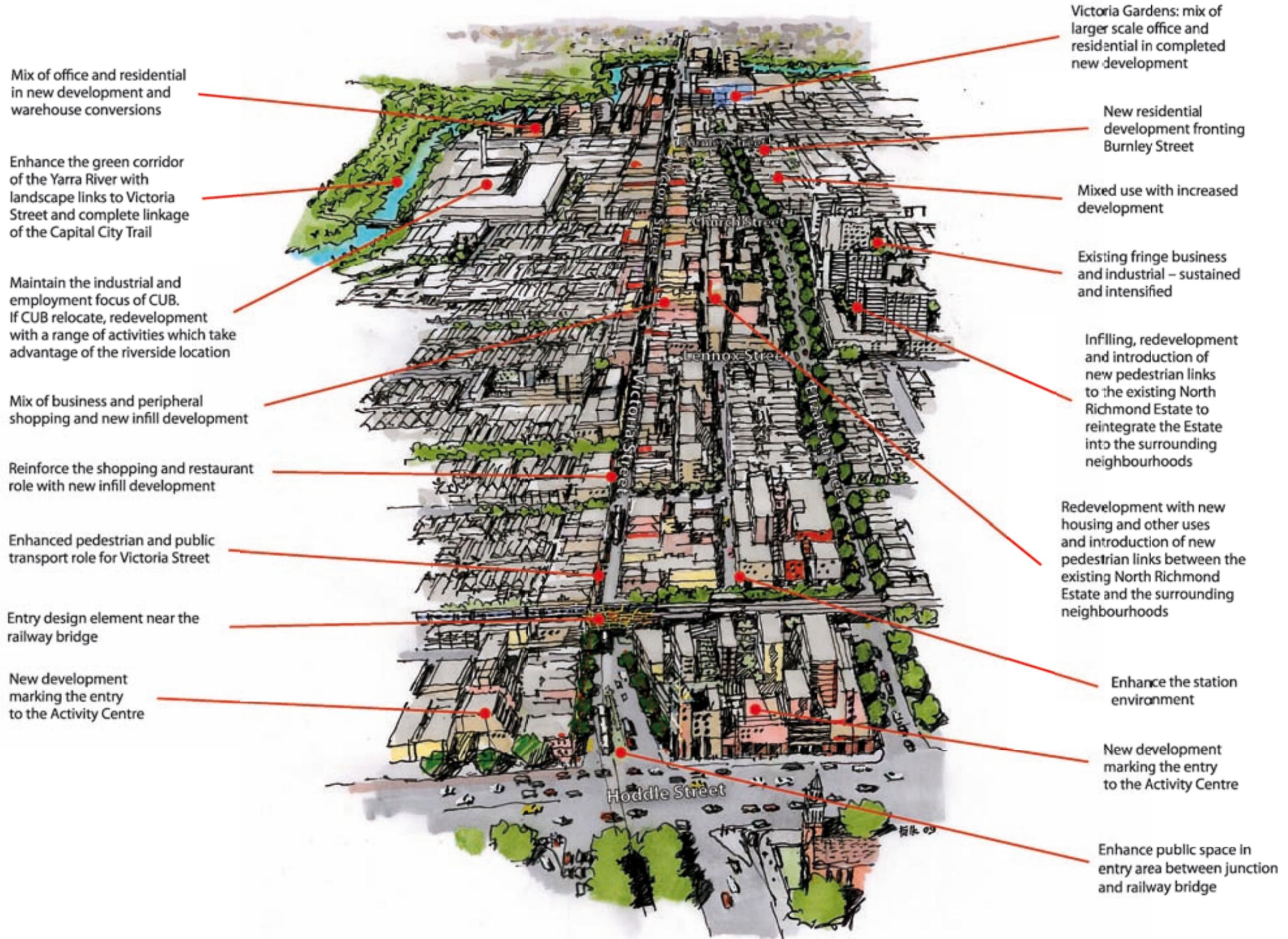
### Transport

Work with VicRoads, the Department of Transport and other agencies to develop an overall transport plan for the Structure Plan area (and potentially beyond) including:

- Mode or function priorities (priority for pedestrians, cyclists, public transport and cars/trucks)
- Road network capacity as it relates to the scale and intensity of existing and future development
- Objectives and strategies to achieve desired transport and access within and across the Structure Plan area
- Physical improvements to achieve objectives
- A slower speed limit in Victoria Street (40kph)



Artists impression (see Illustrations p.1)  
An impression of the Hoddle Street entry area



Mix of office and residential in new development and warehouse conversions

Enhance the green corridor of the Yarra River with landscape links to Victoria Street and complete linkage of the Capital City Trail

Maintain the industrial and employment focus of CUB. If CUB relocate, redevelopment with a range of activities which take advantage of the riverside location

Mix of business and peripheral shopping and new infill development

Reinforce the shopping and restaurant role with new infill development

Enhanced pedestrian and public transport role for Victoria Street

Entry design element near the railway bridge

New development marking the entry to the Activity Centre

Victoria Gardens: mix of larger scale office and residential in completed new development

New residential development fronting Burnley Street

Mixed use with increased development

Existing fringe business and industrial – sustained and intensified

Infilling, redevelopment and introduction of new pedestrian links to the existing North Richmond Estate to reintegrate the Estate into the surrounding neighbourhoods

Redevelopment with new housing and other uses and introduction of new pedestrian links between the existing North Richmond Estate and the surrounding neighbourhoods

Enhance the station environment

New development marking the entry to the Activity Centre

Enhance public space in entry area between junction and railway bridge

Artists impression (see Illustrations p.1)  
A bird's eye view of Victoria Street looking east from Hoddle Street