

**11.03**

31/07/2018  
VC148

**PLANNING FOR PLACES**

**11.03-1S**03/02/2022  
VC199**Activity centres****Objective**

To encourage the concentration of major retail, residential, commercial, administrative, entertainment and cultural developments into activity centres that are highly accessible to the community.

**Strategies**

Build up activity centres as a focus for high-quality development, activity and living by developing a network of activity centres that:

- Comprises a range of centres that differ in size and function.
- Is a focus for business, shopping, working, leisure and community facilities.
- Provides different types of housing, including forms of higher density housing.
- Is connected by transport.
- Maximises choices in services, employment and social interaction.

Support the role and function of each centre in the context of its classification, the policies for housing intensification, and development of the public transport network.

Undertake strategic planning for the use and development of land in and around activity centres.

Give clear direction on preferred locations for investment.

Encourage a diversity of housing types at higher densities in and around activity centres.

Reduce the number of private motorised trips by concentrating activities that generate high numbers of (non-freight) trips in highly accessible activity centres.

Improve access by walking, cycling and public transport to services and facilities.

Support the continued growth and diversification of activity centres to give communities access to a wide range of goods and services, provide local employment and support local economies.

Encourage economic activity and business synergies.

Improve the social, economic and environmental performance and amenity of activity centres.

**Policy documents**

Consider as relevant:

- *Urban Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2017)
- *Apartment Design Guidelines for Victoria* (Department of Environment, Land, Water and Planning, 2021)
- *Precinct Structure Planning Guidelines* (Victorian Planning Authority, 2021)

**11.03-1R**

31/07/2018  
VC148

**Activity centres - Metropolitan Melbourne**

**Strategies**

Support the development and growth of Metropolitan Activity Centres by ensuring they:

- Are able to accommodate significant growth for a broad range of land uses.
- Are supported with appropriate infrastructure.
- Are hubs for public transport services.
- Offer good connectivity for a regional catchment.
- Provide high levels of amenity.

Locate significant new education, justice, community, administrative and health facilities that attract users from large geographic areas in or on the edge of Metropolitan Activity Centres or Major Activity Centres with good public transport.

Locate new small scale education, health and community facilities that meet local needs in or around Neighbourhood Activity Centres.

Ensure Neighbourhood Activity Centres are located within convenient walking distance in the design of new subdivisions.

**11.03-1L****Activity Centres**

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Proposed C273yara

**Objective**

To manage a sustainable network of activity centres that facilitate appropriate economic and housing growth and provide attractive places for social and community interaction.

**Strategies**

Encourage uses and development in activity centres that support the employment areas, health and education precincts shown in clause 02.04 (Strategic Framework Plan).

Support development within activity centres that is consistent with the capacity for each centre as identified in clause 16.01-1L (Strategic Housing Framework Plan).

Support high quality mid-rise buildings in major and neighbourhood activity centres.

Support development that improves the built form character of activity centres, while conserving heritage places, streetscapes and views to identified landmarks.

Support use and development which contribute to the night-time economies of activity centres, while limiting adverse amenity impacts within the centres and surrounding residential neighbourhoods.

Support development that sensitively transitions to interfaces with low-rise residential neighbourhoods.

Promote use and development that support street level activation and passive surveillance of the public realm.

Support development that improves the public realm and positively contributes to the streetscape environment within activity centres.

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

**MAJOR ACTIVITY CENTRES*****Brunswick Street, Fitzroy***

Manage licensed premises and support the precinct's prominent night-time economy including the core entertainment precinct of bars and night-clubs between Alexandra Parade and Gertrude Street.

Support development that responds to the character distinctions between the commercial land with frontage to Brunswick Street and the adjoining Mixed Use Zone.

Retain the visual prominence of the consistent Victorian and Edwardian heritage streetscape, including municipal and local landmarks and street corner sites, with the exception of the Atherton Garden's precinct.

Promote development that retains the consistent low-rise built form and fine grain pattern of the highly intact heritage streetscape and heritage buildings in the precinct between Johnston Street and Leicester Street.

Promote development that supports a low to mid rise character south of Johnston Street to Gertrude Street.

Promote development that supports a mid-rise character above a consistent street wall north of Leicester Street.

Ensure development retains the dominance and integrity of the 'grand' residential buildings south of Gertrude Street.

Protect primary views to St Patrick's Cathedral and St Luke's Church.

***Smith Street, Collingwood / Fitzroy***

Encourage development that responds to different built form conditions in the Collingwood South precinct, with taller built form towards Wellington Street and south of Peel Street.

## **YARRA PLANNING SCHEME**

Encourage the retention of the visual dominance and integrity of existing industrial warehouse buildings.

Encourage taller built form at the northern end (generally north of Hotham and Kerr Streets) and the southern end (generally south of Mason Street) of Smith Street.

Encourage low to mid rise development in the traditional retail core that responds to existing heritage conditions and reinforces the visual prominence of the heritage streetscape, generally between Hotham and Kerr Streets in the north and Mason Street in the south.

Retain the visual prominence of the Victorian and Edwardian heritage streetscape, including local landmarks, street corner sites and former department stores, particularly in the traditional retail core.

Encourage employment through mixed use and commercial development, including in the Mixed Use Zone land adjoining Smith Street.

Manage licensed premises and support the precinct's prominent night-time economy including the core entertainment precinct of bars and night-clubs between Alexandra Parade and Gertrude Street.

## Major and Neighbourhood Activity Centres in Fitzroy / Collingwood Plan



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

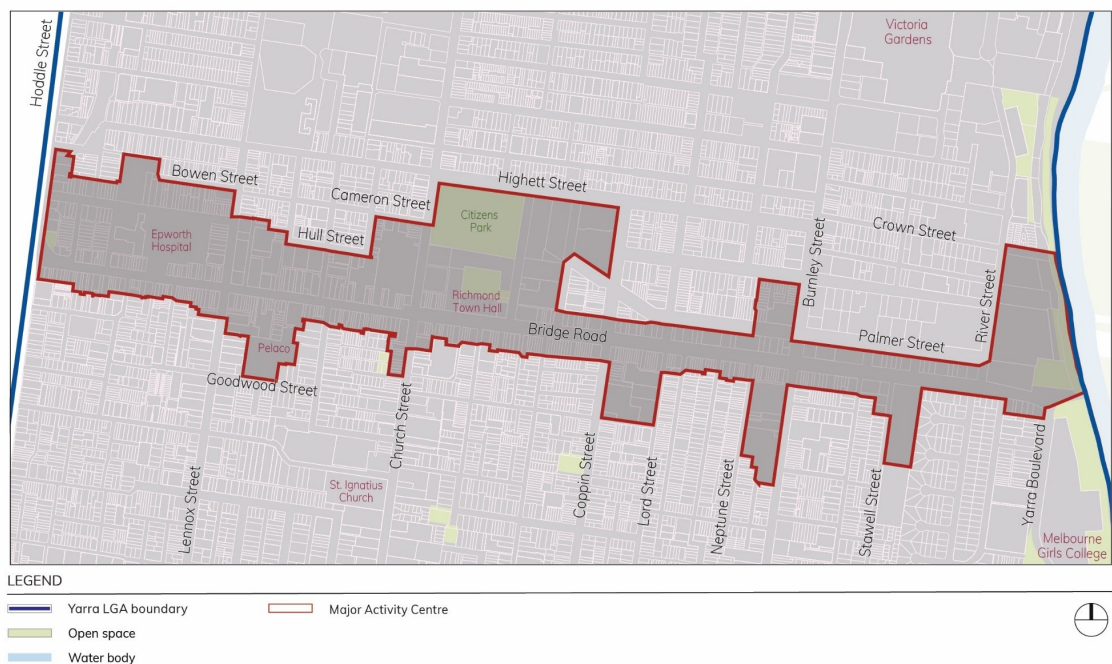
Promote high quality public realm around Richmond Town Hall, to support its civic function.

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

Protect primary views to the spire of St Ignatius Cathedral, clock tower of Richmond Town Hall, and the Pelaco sign as defined in clause 15.01-2L-01 (Landmarks).

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

## **Bridge Road Major Activity Centre Plan**



## ***Swan Street, Richmond***

Promote the distinct character and varying development opportunities defined by the four precincts along Swan Street (Richmond Station, Swan Street Retail Centre, Swan Street East and Burnley Station) as shown in the Swan Street Activity Centre Plan in this clause.

Support the uses along Swan Street, west of Church Street, as a core entertainment precinct which include a range of licensed premises that make a significant contribution to the night-time economy.

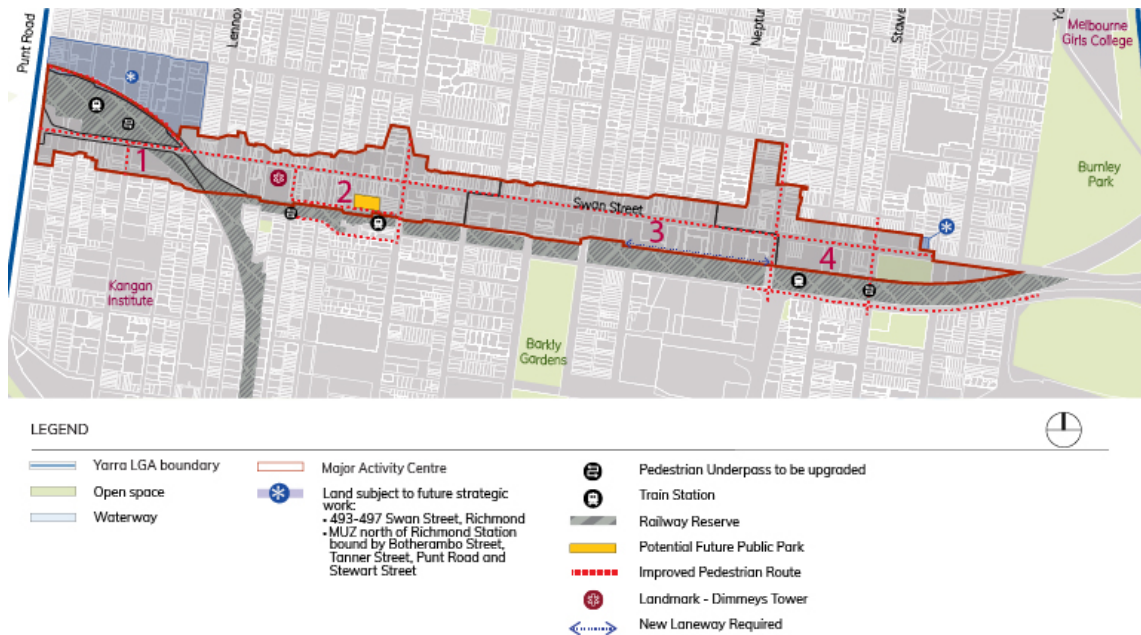
Support development that responds to and respects the architectural form and qualities of heritage buildings and the significant heritage streetscape.

Ensure development enhances pedestrian links to the Richmond Railway Station in precinct 1 and to Burnley Station in precinct 4 as shown in the Swan Street Activity Centre Plan in this clause.

Reinforce precinct 3 as mixed-use comprising retail, commercial and residential uses as shown in the Swan Street Activity Centre Plan in this clause.

Support high quality development that fosters the transformation of precinct 4 into a vibrant mixed-use precinct anchored by Burnley Station as shown in the Swan Street Activity Centre Plan in this clause.

## Swan Street Activity Centre Plan



### *Victoria Street, Abbotsford / Richmond*

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.

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

Retain the visual prominence of the heritage buildings, on the north side of the street west of the railway line.

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

Support taller built form adjacent to the North Richmond Station to promote accessibility to public transport.

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.

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

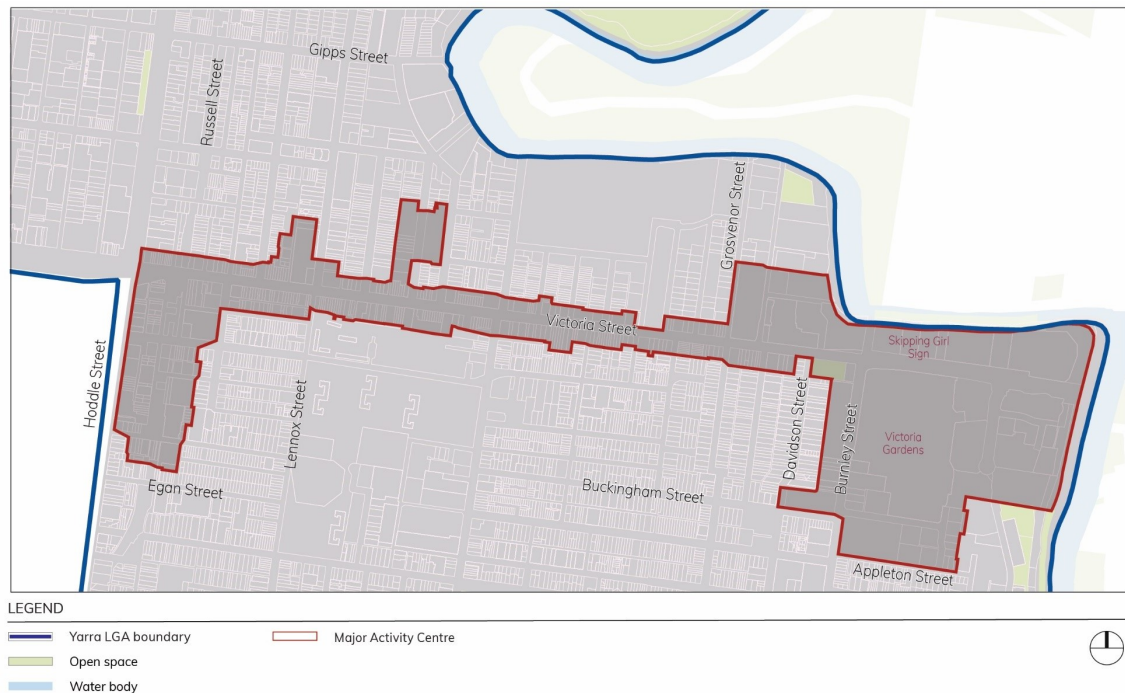
Allow for mid-rise development elsewhere in the activity centre that responds to the mix of heritage forms.

Protect primary views to the Skipping Girl sign as defined in clause 15.01-2L-01 (Landmarks).

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.



## Victoria Street Activity Centre Plan



### NEIGHBOURHOOD ACTIVITY CENTRES

Reinforce the role of the neighbourhood activity centres as the local community's destination for services, facilities and social interaction.

#### ***Gertrude Street, Fitzroy***

Promote the retail role of the activity centre as shown in the Major and Neighbourhood Activity Centres in Fitzroy/Collingwood Plan to this clause.

Manage licensed premises and interface and amenity impacts with adjacent residential areas.

Retain the low-rise form and the fine grain pattern of the highly intact heritage streetscape and heritage buildings.

Retain the visual prominence of the existing Victorian and Edwardian heritage streetscape, including local landmarks, and corner sites.

#### ***Johnston Street (west of Smith Street)***

Promote the retail and service role of the activity centre as shown in the Major and Neighbourhood Activity Centres in Fitzroy/Collingwood Plan in this clause.

Manage licensed premises and support the precinct's night-time economy including bars, cafes and restaurants.

Retain the visual prominence of the Victorian and Edwardian heritage streetscape and street corner sites west of Brunswick Street, through appropriate upper level setbacks and mid-rise scale.

Support mid-rise development on the north side of Johnston Street between Smith and Brunswick Streets, where there are less heritage constraints.

Encourage lower mid-rise development on the south side of Johnston Street between Smith and Brunswick Streets, which respond to the heritage character and residential interface.

#### ***Heidelberg Road, Alphington***

Support the expansion of the activity centre by directing taller development to its western end and 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 the Chandler Highway.

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



### ***Johnston Street, Abbotsford / Collingwood (East of Smith Street)***

In Precincts 1 and 2, encourage mid-rise residential and commercial development as shown in the Johnston Street Activity Centre Plan to this clause.

In Precinct 3, as shown in the Johnston St Activity Centre Plan to this clause, encourage development:

- To contribute to a fine grain, mixed use precinct with mid-rise development.
- To have an active frontage to Hoddle Street.
- To include a setback of the upper levels.
- To enhance the prominent corner at the intersection of Eastern Freeway and Hoddle Street.

In Precinct 4, as shown in the Johnston Street Activity Centre Plan to this clause, encourage development to:

- Contribute to a fine grain, mixed use precinct with mid-rise development.
- Have an active frontage to Hoddle Street.
- Include a setback of the upper levels.
- Provide a transition in scale from Hoddle Street to the adjacent low rise residential area.

In Precinct 5, as shown in the Johnston Street Activity Centre Plan to this clause, encourage development to:

- Include a setback of the upper levels.

- Provide for a consistent streetscape, through building setbacks and street wall height.
- Provide a transition in scale to adjacent low rise residential area.
- Maintain the warehouse character of this precinct.

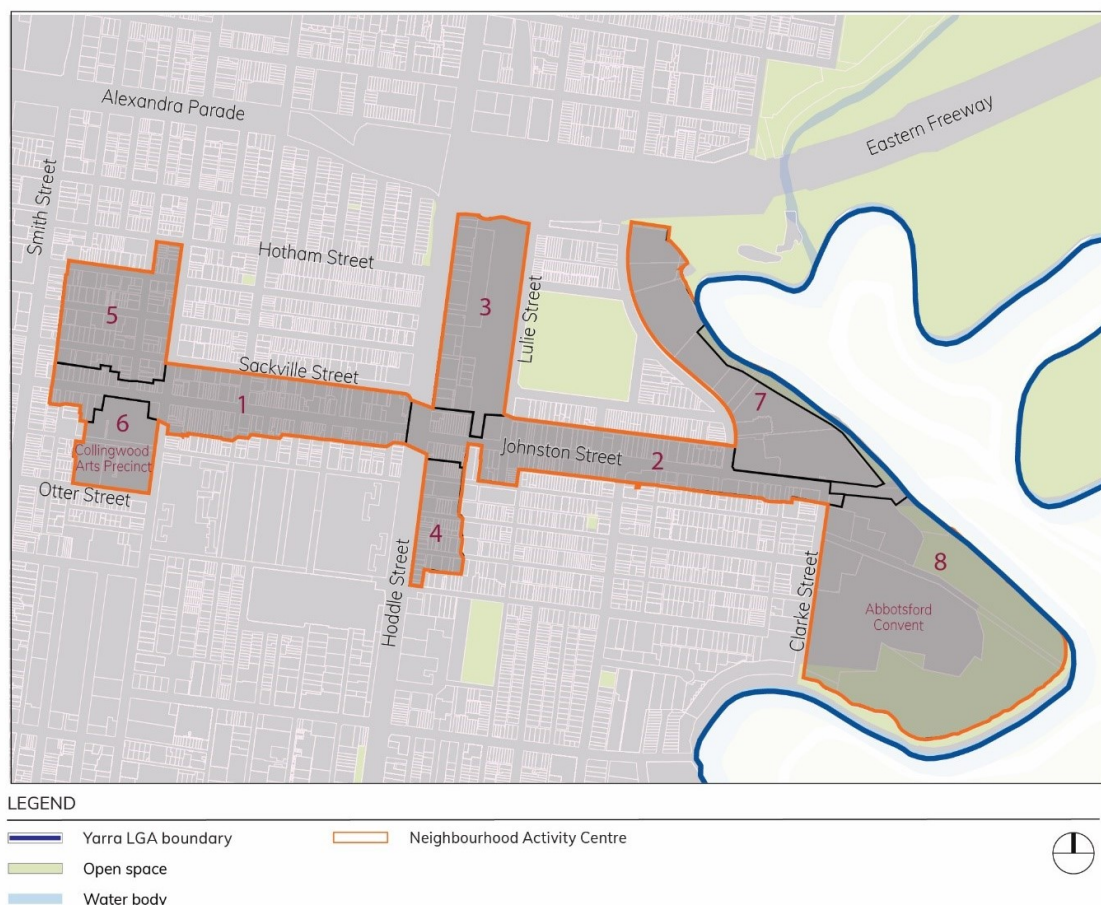
In Precinct 5, encourage office, residential and commercial uses that foster the knowledge and creative sectors, including creative spaces and artist studios as shown in the Johnston Street Activity Centre Plan to this clause.

In Precinct 6, support education, arts and community based activities to foster a community hub and arts precinct as shown in the Johnston Street Activity Centre Plan to this clause.

In Precinct 7, encourage spacing between buildings to allow for views from Trenerry Crescent to the Yarra River as shown in the Johnston Street Activity Centre Plan to this clause.

In Precinct 8, encourage new development to be sensitively located and respectful of the existing built form as shown in the Johnston Street Activity Centre Plan to this clause.

## Johnston Street Activity Centre Plan



### ***Nicholson Street, Fitzroy North***

Support a mix of uses along Nicholson Street, in particular uses which provide the day to day needs of the local community.

Encourage the redevelopment of land at 9-49 Scotchmer Street in a manner that contributes to an attractive public realm and responds to surrounding heritage area.

### ***Rathdowne Street, Carlton North***

Support a mix of uses along Rathdowne Street, in particular uses which provide the day to day needs of the local community.

Support low-rise development where it respects the heritage character of the activity centre.

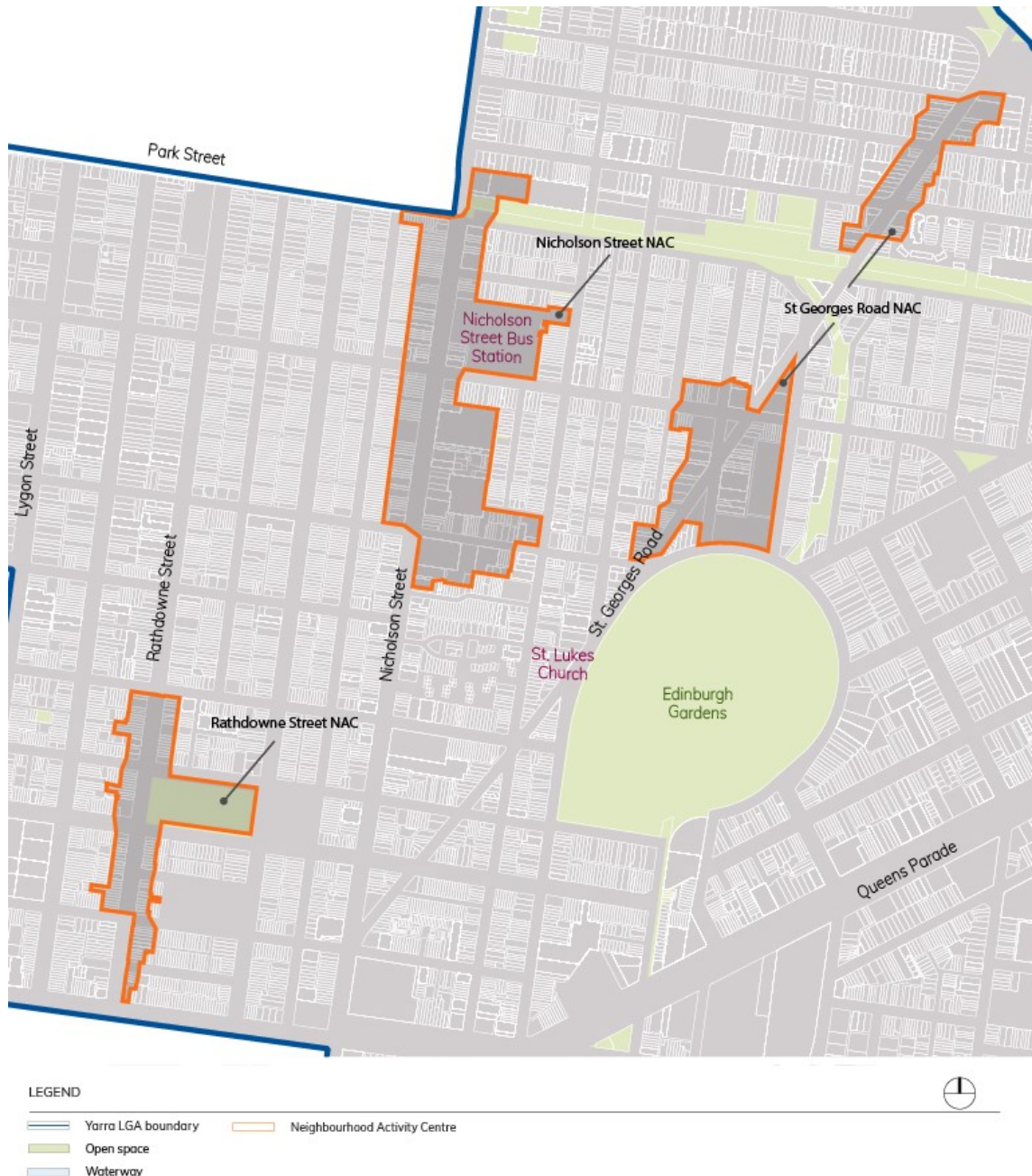


***St Georges Road, Fitzroy North***

Support a mix of uses along St Georges Road, in particular uses which provide the day to day needs of the local community.

Support development that contributes to attractive pedestrian links to community facilities and Edinburgh Gardens.

**Nicholson Street, Rathdowne Street and St Georges Road Neighbourhood Activity Centre Plans**



***Queens Parade, Clifton Hill and Fitzroy North***

Support development that recognises the importance of Queens Parade as a focus for the local community, offering a diverse mix of shopping, business and community services, leisure and residential opportunities.

Support development that recognises Queens Parade as a wide, tree-lined and heritage significant boulevard with five distinct precincts as shown in the relevant Design and Development Overlay.

## Queens Parade Activity Centre Plan



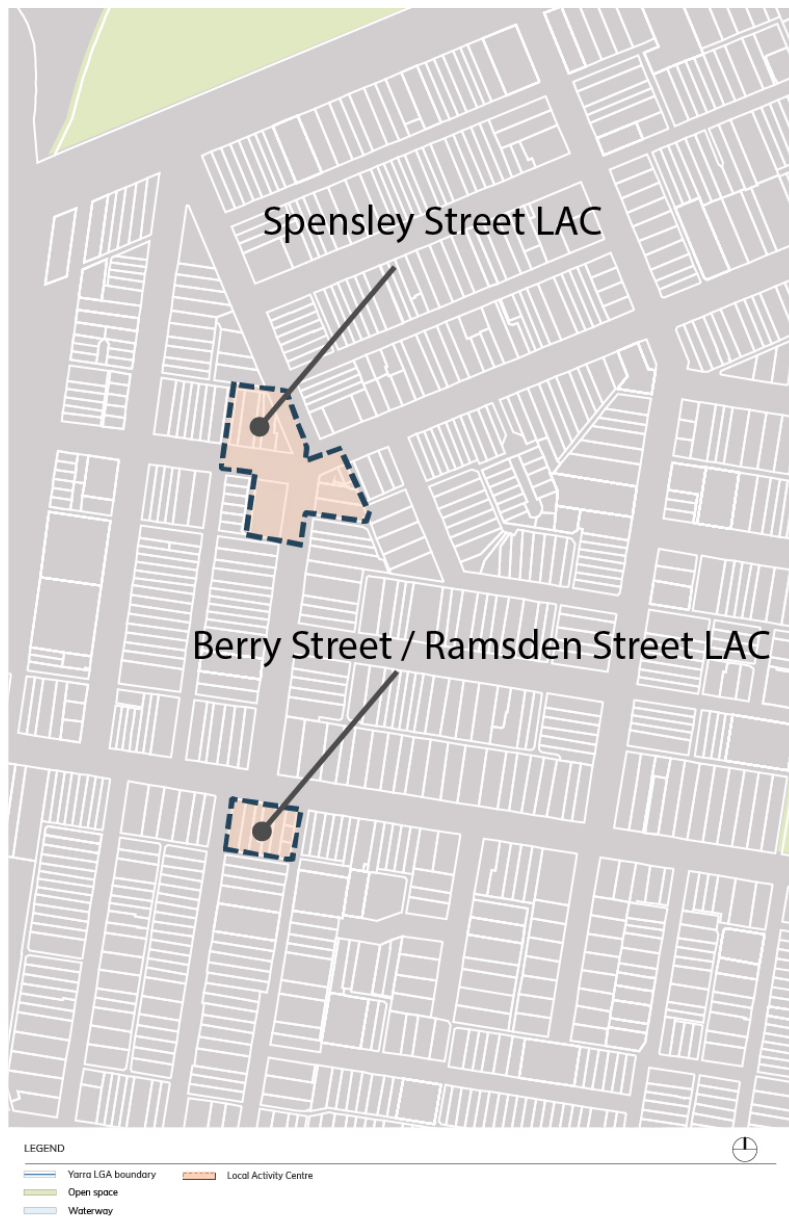
## LOCAL ACTIVITY CENTRES

Maintain the local convenience retail role of the municipality's local activity centres as shown on the Local Activity Centre Plans in this clause:

- Berry Street/Ramsden Street, Clifton Hill.
- Lygon Street, Carlton North / Princes Hill.
- Nicholson Street (south), Carlton North.
- Rathdowne Street (north), Carlton North (near Richardson St).
- Spensely Street, Clifton Hill.

Ensure development respects the character and heritage significance of the centre.

Berry Street/Ramsden Street and Spensley Street Activity Centre Plans





## Lygon Street, Nicholson Street and Rathdowne Street north Activity Centre Plans



### 11.03-2S

04/05/2022  
VC210

## Growth areas

### Objective

To locate urban growth close to transport corridors and services and provide efficient and effective infrastructure to create sustainability benefits while protecting primary production, major sources of raw materials and valued environmental areas.

### Strategies

Concentrate urban expansion into growth areas that are served by high-capacity public transport.

Implement the strategic directions in the Growth Area Framework Plans.

Encourage average overall residential densities in the growth areas of a minimum of 15 dwellings per net developable hectare, and over time, seek an overall increase in residential densities to more than 20 dwellings per net developable hectare.



Deliver timely and adequate provision of public transport and local and regional infrastructure and services, in line with a preferred sequence of land release.

Provide for significant amounts of local employment opportunities and in some areas, provide large scale industrial or other more regional employment generators.

Create a network of mixed-use activity centres that are high quality, well designed and create a sense of place.

Provide a diversity of housing type and distribution.

Retain unique characteristics of established areas impacted by growth.

Protect and manage natural resources and areas of heritage, cultural and environmental significance.

Create well planned, easy to maintain and safe streets and neighbourhoods that reduce opportunities for crime, improve perceptions of safety and increase levels of community participation.

Develop Growth Area Framework Plans that will:

- Include objectives for each growth area.
- Identify the long term pattern of urban growth.
- Identify the location of broad urban development types, for example activity centre, residential, employment, freight centres and mixed use employment.
- Identify the boundaries of individual communities, landscape values and, as appropriate, the need for discrete urban breaks and how land uses in these breaks will be managed.
- Identify transport networks and options for investigation, such as future railway lines and stations, freight activity centres, freeways and arterial roads.
- Identify the location of open space to be retained for recreation, and/or biodiversity protection and/or flood risk reduction purposes guided and directed by regional biodiversity conservation strategies.
- Show significant waterways as opportunities for creating linear trails, along with areas required to be retained for biodiversity protection and/or flood risk reduction purposes.
- Identify appropriate uses for constrained areas, including quarry buffers.

Develop precinct structure plans consistent with the *Precinct Structure Planning Guidelines* (Victorian Planning Authority, 2021) approved by the Minister for Planning to:

- Establish a sense of place and community.
- Create greater housing choice, diversity and affordable places to live.
- Create highly accessible and vibrant activity centres.
- Provide for local employment and business activity.
- Provide better transport choices.
- Respond to climate change and increase environmental sustainability.
- Deliver accessible, integrated and adaptable community infrastructure.

### Policy documents

Consider as relevant:

- Any applicable Growth Area Framework Plans (Department of Sustainability and Environment, 2006)
- *Precinct Structure Planning Guidelines* (Victorian Planning Authority, 2021)
- *Ministerial Direction No. 12 – Urban Growth Areas*

**11.03-3S**31/07/2018  
VC148**Peri-urban areas****Objective**

To manage growth in peri-urban areas to protect and enhance their identified valued attributes.

**Strategies**

Identify and protect areas that are strategically important for the environment, biodiversity, landscape, open space, water, agriculture, energy, recreation, tourism, environment, cultural heritage, infrastructure, extractive and other natural resources.

Provide for development in established settlements that have capacity for growth having regard to complex ecosystems, landscapes, agricultural and recreational activities including in Warragul-Drouin, Bacchus Marsh, Torquay-Jan Juc, Gisborne, Kyneton, Wonthaggi, Kilmore, Broadford, Seymour and Ballan and other towns identified by Regional Growth Plans as having potential for growth.

Establish growth boundaries for peri-urban towns to avoid urban sprawl and protect agricultural land and environmental assets.

Enhance the character, identity, attractiveness and amenity of peri-urban towns.

Prevent dispersed settlement and provide for non-urban breaks between urban areas.

Ensure development is linked to the timely and viable provision of physical and social infrastructure.

Improve connections to regional and metropolitan transport services.

**11.03-4S**20/03/2023  
VC229**Coastal settlement****Objective**

To plan for sustainable coastal development.

**Strategies**

Plan and manage coastal population growth and increased visitation so that impacts do not cause unsustainable use of coastal resources.

Support a network of diverse coastal settlements that provide for a broad range of housing types, economic opportunities and services.

Identify a clear settlement boundary around coastal settlements to ensure that growth in coastal areas is planned and coastal values are protected. Where no settlement boundary is identified, the extent of a settlement is defined by the extent of existing urban zoned land and any land identified on a plan in the planning scheme for future urban settlement.

Minimise linear urban sprawl along the coastal edge and ribbon development in rural landscapes.

Protect areas between settlements for non-urban use.

Limit development in identified coastal hazard areas, on ridgelines, primary coastal dune systems, shorelines of estuaries, wetlands and low-lying coastal areas, or where coastal processes may be detrimentally impacted.

Encourage the restructure of old and inappropriate subdivisions to reduce development impacts on the environment.

Ensure a sustainable water supply, stormwater management and sewerage treatment for all development.

Minimise the quantity and enhance the quality of stormwater discharge from new development into the ocean, bays and estuaries.

Prevent the development of new residential canal estates.

**Policy documents**

Consider as relevant:

- *G21 Regional Growth Plan* (Geelong Region Alliance, 2013)
- *Gippsland Regional Growth Plan* (Victorian Government, 2014)
- *Great South Coast Regional Growth Plan* (Victorian Government, 2014)
- *Marine and Coastal Policy* (Department of Environment, Land, Water and Planning, 2020)
- *Marine and Coastal Strategy* (Department of Environment, Land, Water and Planning, 2022)
- *Siting and Design Guidelines for Structures on the Victorian Coast* (Department of Environment, Land, Water and Planning, 2020)

**11.03-5S**30/04/2021  
VC185**Distinctive areas and landscapes****Objective**

To recognise the importance of distinctive areas and landscapes to the people of Victoria and protect and enhance the valued attributes of identified or declared distinctive areas and landscapes.

**Strategies**

Recognise the unique features and special characteristics of these areas and landscapes.

Implement the strategic directions of approved Localised Planning Statements and Statements of Planning Policy.

Integrate policy development, implementation and decision-making for declared areas under Statements of Planning policy.

Recognise the important role these areas play in the state as tourist destinations.

Protect the identified key values and activities of these areas.

Enhance conservation of the environment, including the unique habitats, ecosystems and biodiversity of these areas.

Support use and development where it enhances the valued characteristics of these areas.

Avoid use and development that could undermine the long-term natural or non-urban use of land in these areas.

Protect areas that are important for food production.

**Policy documents**

Consider as relevant:

- *Bellarine Peninsula Localised Planning Statement* (Victorian Government, 2015)
- *Macedon Ranges Statement of Planning Policy* (Victorian Government, 2019)
- *Mornington Peninsula Localised Planning Statement* (Victorian Government, 2014)
- *Yarra Ranges Localised Planning Statement* (Victorian Government, 2017)

**11.03-6S**

31/07/2018  
VC148

**Regional and local places**

**Objective**

To facilitate integrated place-based planning.

**Strategies**

Integrate relevant planning considerations to provide specific direction for the planning of sites, places, neighbourhoods and towns.

Consider the distinctive characteristics and needs of regional and local places in planning for future land use and development.

**11.03-6L**23/05/2024  
C327yara**Victoria Street East Precinct****Policy application**

This policy applies to land in the Victoria Street East Precinct as shown on the Victoria Street East Precinct Framework Plan in this clause.

**Yarra River and open spaces****Objectives**

To capitalise on the northerly aspect of the Yarra River environs, while protecting and maintaining the environmental qualities and recreational use of the river corridor.

**Strategies**

Design development to integrate with the Yarra River environs natural vegetation character by:

- Planting with predominantly indigenous species.
- Screening views of buildings from the Yarra River Main Trail and areas of public open space.
- Providing fencing, retaining walls and terracing that complement the natural landscape setting through design, materials and colours.

Orientate habitable rooms to take advantage of the northerly aspect provided in this area of the river corridor.

Improve natural surveillance, general safety and public accessibility of public spaces within the Yarra River environs.

**Policy guidelines**

Consider as relevant:

- Use of permeable fences and screen plantings.
- Use of muted tones and natural colours and materials such as timber, bluestone or other basaltic rocks and discourage reflective materials.
- Installation of external lighting in new development:
  - To illuminate pedestrian activity areas only and avoid light spill to tree canopies and other vegetated areas.
  - To be white lighting.
  - Discourage yellow lighting and the illumination of building facades oriented towards the Yarra River.
- Apply building bases with graffiti proof paint.
- Locate boat landings parallel to the water's edge, constructed of durable heavy timber or concrete in natural colours and materials.

**Vehicular access and car parking****Objectives**

To provide for adequate access to, from and within redevelopment sites that contributes to an integrated pedestrian and cycling network within the precinct.

To ensure priority is given to tram services in Victoria Street.

**Strategies**

Improve Doonside Street as a major vehicular entry to Victoria Gardens and the area to the south.

Provide a vehicular link between Southhampton and Flockhart Streets to improve local access as an alternative to Victoria Street.

Use existing signalised intersections where possible for vehicle access to new development, with priority given to minimising impacts on the Route 109 tram.

Provide principal vehicular access to the Yarra Gardens precinct and Walmer Street sites via the Walmer Street intersection and Flockhart Street to minimise impacts on Victoria Street.

Use existing rear lanes, where they exist, to provide service and vehicular access to sites.

Visually conceal garage access to underground car parks from the river frontage and the Main Yarra Trail.

Discourage driveway crossovers and service entries along Victoria Street if access can be provided through other properties. Where crossovers cannot be avoided, reduce their width.

Discourage open air ground level car parks or car parking in structures exposed to street frontages, by incorporating car parking within development, preferably basement.

Minimise run-off from car parking areas to protect water quality in the Yarra River.

### **Land use, activity and development opportunities**

#### **Objectives**

To facilitate the development of the Victoria Street East Precinct with a high density mix of land uses.

To maximise opportunities for new development on former industrial sites and other disused sites, while protecting the amenity of the surrounding area and enhancing the landscape character of the Yarra River corridor.

To create new local employment opportunities and protect existing ones, especially in the nearby CUB precinct.

#### **Strategies**

Maximise opportunities for new development on former industrial sites and other unused sites.

Protect the amenity of the surrounding residential area.

Protect existing industrial activities in the Industrial 1 Zone adjacent to the precinct, while supporting opportunities to shift from the industrial zone to commercial and residential zones within the precinct.

Encourage a mix of land uses in accordance with the Victoria Street East Precinct Framework Plan, having regard to site constraints.

Discourage uses west of Walmer Street that prejudice the operation of nearby industry and the CUB complex.

Encourage acoustic treatments in new residential development that would suitably protect it from existing uses.

Encourage uses that activate the Victoria Street, Burnley Street and River Corridor frontages at ground level.

### **Urban design and built form**

#### **Objectives**

To encourage high quality urban design and architecture throughout the precinct that contributes to the public realm, including the Yarra River environs and streetscapes.

### Strategies

Ensure the siting, scale, bulk and massing of development responds to the distinctive landscape and ex-industrial character of the precinct.

Support development that protects the character and amenity of neighbouring residential areas.

Maintain access to sunlight and amenity in public spaces and sensitive community facilities and ensure they are protected from overshadowing and other detrimental impacts.

Design buildings on the Victoria Street frontage to:

- Respect the prevailing building height of the streetscape.
- Include articulation to present as several separate buildings.
- Avoid a continuous podium or building mass.
- Provide separation between buildings to allow views of the Yarra River and landscaping, inclusive of canopy trees.

Design buildings with active frontages, articulated building facades, upper level building setbacks and windows to allow for passive surveillance of public realm.

Design development on Burnley Street to provide a transition in scale and massing, including upper level setbacks to minimise impacts on the amenity of adjacent lower-rise housing areas.

Protect the amenity of Williams Reserve, Annettes Place and the Yarraberg Child Care and Community Centre in the design of adjacent development.

Maintain the built form pattern in commercial and industrial interface areas including zero front or side setbacks, except for interfaces with adjoining public spaces or the Yarra River corridor.

### Pedestrian and cycle routes

#### Objective

To facilitate an integrated network of pedestrian and cycling access within the precinct.

#### Strategies

Support the widening of the northern Victoria Street footpath, west of Walmer Street, by setting any new building back from the existing property boundary to a new (recessed) property frontage, creating a colonnade within the existing building envelope or by other design features.

Provide mid-block links through major redevelopment sites, including through the Yarra Gardens precinct to connect the riverside paths west to Flockhart and Grosvenor Streets and south to Davison Street.



## Victoria Street East Precinct Framework Plan

