

Help design the future of Cremorne

Revised Urban Design Framework



We have created a revised Urban Design Framework (UDF) to guide the growth, development, and character of Cremorne.

This will help us ensure the area meets the needs of Cremorne's growing population while remaining an attractive and vibrant area to work and live.

It aims to build on the things that workers, residents and visitors love about the area and strives to make them better.

Project background

Cremorne is experiencing rapid growth and change. Cremorne was recognised by the Victorian Government in 2018 as an "enterprise precinct" for global innovation and economic prosperity.

To support this, the Victorian Government and Yarra City Council created the Cremorne Place Implementation Plan (CPIP) in 2020.

One of the key actions from the CPIP was to develop an Urban Design Framework for Cremorne.

Have your say

Help shape the future of growth and development in Cremorne by providing feedback on the revised UDF.

We have updated the draft UDF based on community feedback and are now moving forward with an amendment to the Yarra Planning Scheme to implement the revised UDF.

We are seeking feedback on both the revised UDF and draft Amendment C318yara.

If you would like to know more about this project visit:
yoursayyarra.com.au/designcremorne



What is the revised Urban Design Framework?

The revised Urban Design Framework (UDF) is a plan to shape Cremorne's future. It builds on the vision established in the Cremorne Place Implementation Plan and is supported by the feedback provided by local businesses, the community and advice from technical experts over the last three years.

The revised UDF includes actions to support Cremorne's important economic role and its residential precincts.

It identifies:

- opportunities for new public spaces
- better connections to the Yarra River
- improvements in public transport and to Cremorne's streets to make walking and cycling easier
- planning controls to guide new development and protect heritage buildings.

Ten key moves

The revised UDF contains ten key moves. These moves summarise the key directions of the UDF and outline some of the 'big ideas' of the plan.

1. Grow Cremorne's commercial core as a global tech and enterprise precinct.
2. Cremorne Street and Church Street as the key spines of the enterprise precinct.

3. Bendigo Kangan Institute campus reimaged as a creative and digital education and community hub.
4. Retain Cremorne's unique residential neighbourhoods in amongst respectful commercial development.
5. Celebrating the unique history of Cremorne's industrial and residential past.
6. Redesigned road network which prioritises active and sustainable transport.
7. Enhanced links to revitalised Richmond and East Richmond Stations.
8. A network of open space that links to neighbouring spaces outside of Cremorne.
9. An exemplary environmentally sustainable Precinct.
10. Reconnecting Cremorne to the river corridor.

Vision for Cremorne

'Cremorne will be a global innovation precinct with a vibrant village feel, new sustainable development, quality public spaces, active transport options, set within narrow streets and historic industrial buildings and workers cottages.'

Cremorne Place Implementation Plan

What have we heard from the community?

The community were invited to provide feedback on the draft Urban Design Framework (UDF) from 7 November to 19 December 2022.

We heard from residents, businesses, developers, landowners, and members of the Cremorne community, receiving almost 200 pieces of feedback from surveys, pop-up information sessions, direct submissions, and one-on-one meetings.

In general, the UDF and its objectives were supported. However, opinions varied on specific actions based on whether feedback came from residents, businesses, or developers.

All Ten Key Moves were supported, particularly retaining residential neighbourhoods and reconnecting Cremorne with the Yarra River and surrounding network of open spaces.

The community supported the objective to make Cremorne an exemplary sustainable precinct. There was also strong support for creating more green space and plantings but also including a range of public spaces.

Most respondents supported pedestrian and cycling friendly transport options and improving existing footpaths to accommodate all users. Improvements and access to public transport were also supported. However, views on the proposed changes to the street network were mixed.

Opinions on building heights were varied, however, the protection of heritage and residential amenity were consistent and strong concerns.

What has changed within the UDF?

In response to the feedback, a revised version of the Cremorne Urban Design Framework was prepared.

Some key changes include:

- A comprehensive review of the street and movement options to create some new alternatives. This includes creating a revised Future Movement Network, changes to street sections and updated designs for the five identified hotspots.
- Additional work on the built form recommendations, including:
 - adding criteria to assess preferred building heights
 - encouraging street setbacks for all sites across Cremorne
 - identifying 44 character buildings to be retained moving forward.

The revised UDF was endorsed for further consultation at the 12 September 2023 Council Meeting along with a comprehensive suite of planning controls to implement the revised UDF - Amendment C318yara.

Sign-off from the Minister for Planning was required before Council could exhibit the UDF and planning scheme amendment. The Minister provided this sign-off in September 2025.

What areas does the revised UDF cover

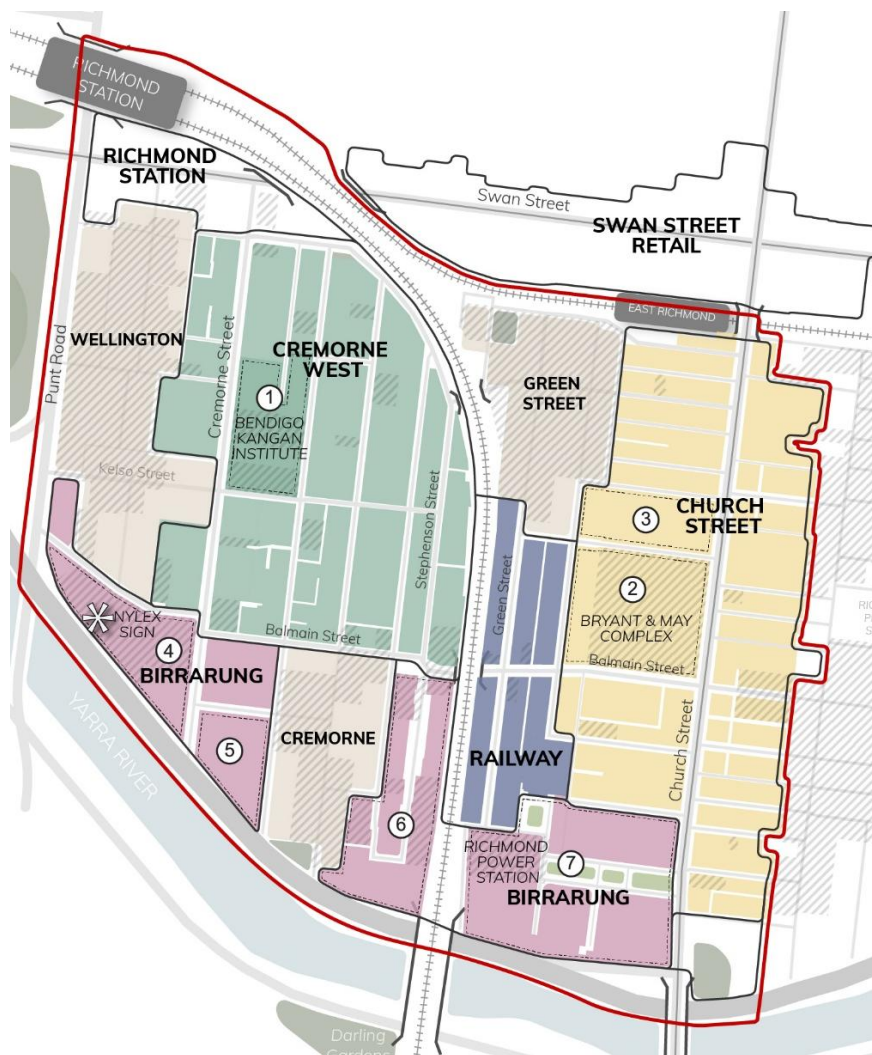
The revised Urban Design Framework (UDF) highlights the distinct commercial and residential precincts within Cremorne, each with its own individual characteristics and opportunities.

It details a vision for Cremorne West, Railway, Church Street and Birrarung and how this will be achieved, along with strategic sites located within a precinct.

-  Study area
-  Precinct boundary
-  Strategic sites
-  Heritage overlay
-  Municipal landmark
-  Cremorne West
-  Railway
-  Church Street
-  Birrarung
-  Residential precincts

Strategic sites

- ① Bendigo Kangan Institute
- ② 167 Cremorne Street
- ③ Rosella Complex
- ④ 534 Church Street
- ⑤ Bryant and May
- ⑥ 658 Church Street
- ⑦ Maltings



Cremorne West

Cremorne West will form the heart of the Cremorne 'Enterprise Precinct' with diverse global and local creative and innovative businesses. It will be a vibrant and busy commercial precinct.

Church Street

The Church Street Precinct will be a thriving mid-rise retail and commercial corridor with a mix of offices, company headquarters, showrooms, retail, and cafes focussed on Church Street.

Railway

Railway Precinct will be a vibrant linear employment precinct, between the railway corridor and Church Street Precinct, anchored by the Cremorne Digital Hub.

Birrarung

Birrarung is located along the Yarra River. It consists of four strategic sites – Richmond Maltings, 167 Cremorne Street, Rosella Complex, and 658 Church Street

Themes of the Urban Design Framework

The revised UDF is structured around five themes. Under each theme, there is a set of objectives and actions which will help deliver the vision for Cremorne.



Theme 1

A place to create, innovate and live



Theme 2

A leading sustainable and climate resilient precinct



Theme 3

Connected and accessible Cremorne



Theme 4

Spaces for people



Theme 5

Quality design which builds on Cremorne's precinct identity

Contact us

To make a submission to the revised UDF and/or Amendment C318yara, scan the QR code and visit **yoursayyarra.com.au/designcremorne**

Provide a submission before Monday 8 December 2025 to have your say.

For more information, contact us on **9205 5555** or email **strategicplanning@yarracity.vic.gov.au**.

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