



Victoria Street Revitalisation Project

Community Forum
18 November 2025

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Community Forum
Dated 18 November 2025

Welcome by Mayor Stephen Jolly

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Address by Cr Evangeline Aston

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The Revitalisation Plan scope

In-Scope



Based on independent expert advice and community feedback, the multi-year Plan will seek to incorporate what is in Council's remit, including:

- Public realm & infrastructure improvements
- Economic & business development activities
- Placemaking & cultural celebrations
- Land use & development opportunities
- Governance & maintenance activities
- Advocacy & partnership opportunities

Out of Scope



The Revitalisation Plan will not cover direct responses to:

- Health
- Harm reduction related to alcohol and other drugs
- Homelessness, justice, or law enforcement matters.

These matters are the responsibility of state government led projects and governance structures, as well the responsibly of a range of other key stakeholders including:

- Department of Health
- Department Family Fairness and Housing
- Victoria Police, and
- Various commissioned health and support services.

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Agenda Overview

Welcome: Mayor Stephen Jolly

Address: Cr Evangeline Aston

Table Discussion 1: Your Vision for the Precinct

Colliers Urban Planning Presentation

Table Discussion 2: Response to Presentation

Address: Cr Meca Ho

Table Discussion 3: Priorities

Next Steps and close

Guiding principles for our discussion

Respect each other

Listen to understand

One voice at a time

Talk to issues, not people

Be brief

Everyone has the chance to speak

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How your feedback will be used



The information you share with us today will help inform many elements of the Revitalisation Plan.



Your feedback will be used to inform the context analysis and help understand priorities within the broader community.

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Table discussion:

‘Imagine Victoria Street in 10 years:

How does Victoria Street look, feel and function?’

Presentation:

Jack O'Connor

Associate Director

Economics & Urban Planning

Colliers Urban Planning

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THE SEASONING HOUSE
Simply Delicious
Cafe - Thai Hawker - Kitchen

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Victoria Street Revitalisation

Jack O'Connor

Accelerating success.

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Strategic Policy Context

Plan for Victoria (2025):

- Outlines a housing target for Yarra of +44,000 additional dwellings (net)
- Identifies the whole of Yarra as an activity centre and Richmond as a priority precinct for transformational change.

Yarra Planning Scheme:

- Strategies encourage taller buildings proximate North Richmond Station and the need for redevelopment to respond to heritage and view lines.
- The eastern end of the Study Area is identified for high change in Council's housing strategy and the balance for moderate change.

(intensive apartment development is supported in high change areas.)

Amendment C291 (Yarra):

- Applies to the majority of Study Area and proposes new planning controls regarding land use, built form and character outcomes. *Adopted by Council but has been with the Planning Minister for approval since 2022.*

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Engagement Outcomes

What we've heard from stakeholders to date:

- Strong concern persists around the sense of safety and anti-social behaviour.
- Narrow footpaths, poor public amenities, and lack of greenery impact the appeal.
- Renowned as a Vietnamese food destination, but the offering has not evolved to the changing consumer preferences.
- The Vietnamese cultural identity remains important but is not as prominent as it once was
- Poor tram stops, unsafe crossings, and car dominance limit access and pedestrian appeal.
- Lack of community spaces for families and young people.

Built Form and Urban Design Features

The built form and urban design context in the Study Area is characterised by:

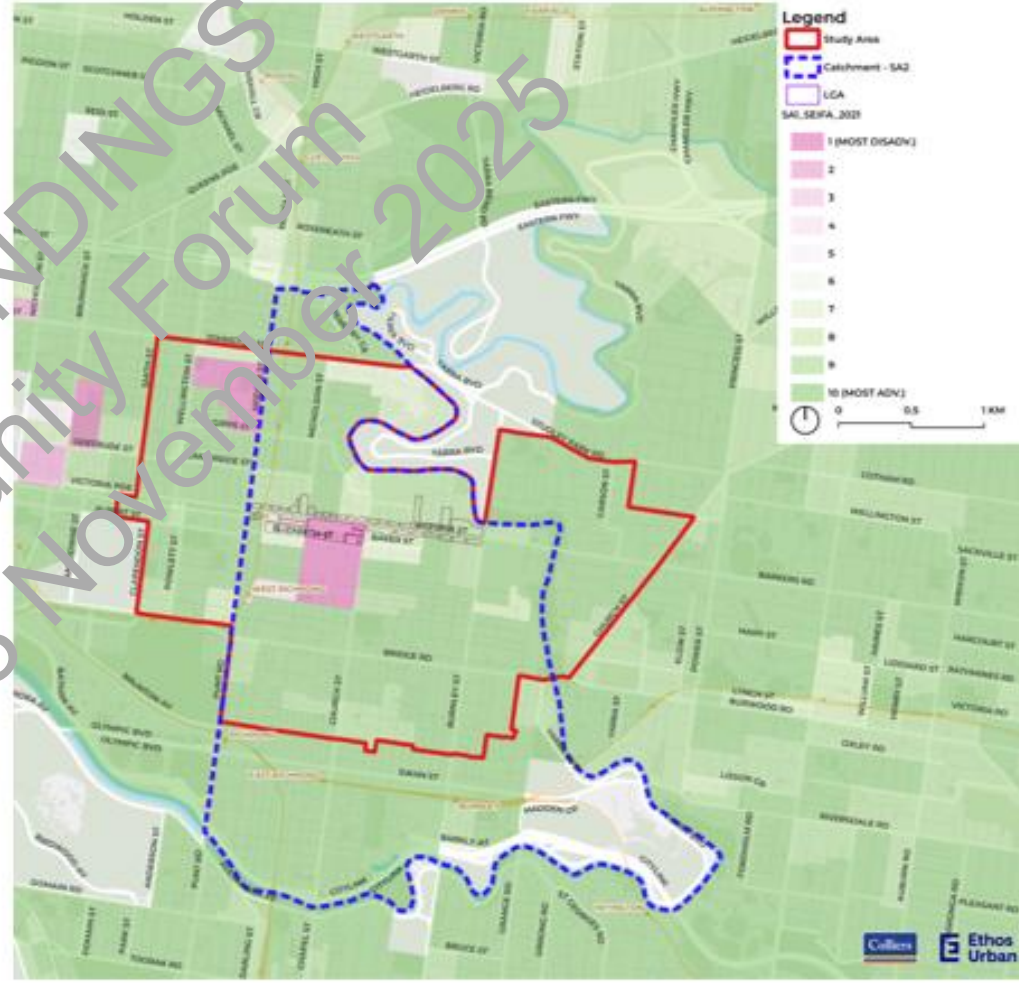
- A **fine grain subdivision pattern**, transitioning to some larger lots on the northern side of Victorian Street, particularly toward Burnley Street.
- **Low-scale streetscape** and some individually significant heritage buildings in the Study Area's western and central areas.
- **Variable built-form quality**, from intact heritage shopfronts to run down facades.
- **Low quality streetscapes** featuring narrow footpaths, visual clutter, limited greenery and some inactive frontages (including roller shutters).
- **Poorly lit and illegible pedestrian linkages** and interfaces with adjacent residential areas.
- **Reduced amenity** from vehicle traffic.

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Community Profile

- **Lower median age** (33.8 vs 37.1 in Greater Melbourne)
- **Lower median household income** compared to Yarra, but higher than Greater Melbourne
- A low and **declining share of family households** and higher share of group and lone households
- **Majority of dwellings** are **rented** and high housing costs
- **Pockets of disadvantage** in an area of relatively high socio-economic advantage
- **More professional workers** than Greater Melbourne but a higher unemployment rate
- **Strong Vietnamese presence**

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Population Growth

Study Area Population

- Anticipated to **grow by +13,180 total residents by 2036**

Equivalent to average growth of +1,100 persons (or +2.0%) per year.

- This translates to **+6,590 dwellings** (or an average of +550 dwellings per year)

Based on an average household size of two persons at the 2021 Census.

Category	2024	2026	2031	2036	Change 2024-2036
Population					
Study Area	49,670	52,900	57,730	62,850	+13,180
Yarra LGA	100,710	106,730	118,930	131,240	+30,530
Greater Melbourne	5,350,710	5,575,160	6,099,310	6,628,570	+1,277,860
Annual Average Growth (no.)					
Study Area		+1,620	+970	+1,020	+1,100
Yarra LGA		+3,010	+2,440	+2,460	+2,540
Greater Melbourne		+112,230	+104,830	+105,850	+106,490
Annual Average Growth (%)					
Study Area		+3.2%	+1.8%	+1.7%	+2.0%
Yarra LGA		+2.9%	+2.2%	+2.0%	+2.2%
Greater Melbourne		+2.1%	+1.8%	+1.7%	+1.8%

Source: ABS ERP; Victoria in Future 2023; Colliers Urban Planning

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Floorspace Breakdown

Total Floorspace:

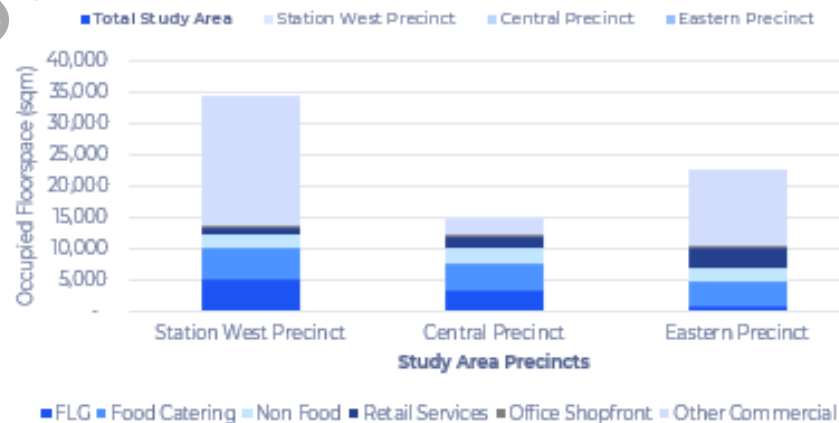
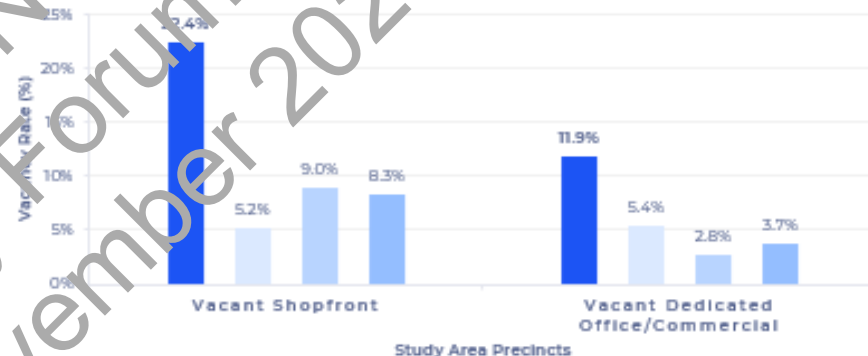
- Shopfronts: 48,940m² (56%)
- Dedicated office/other commercial: 38,460m² (44%)

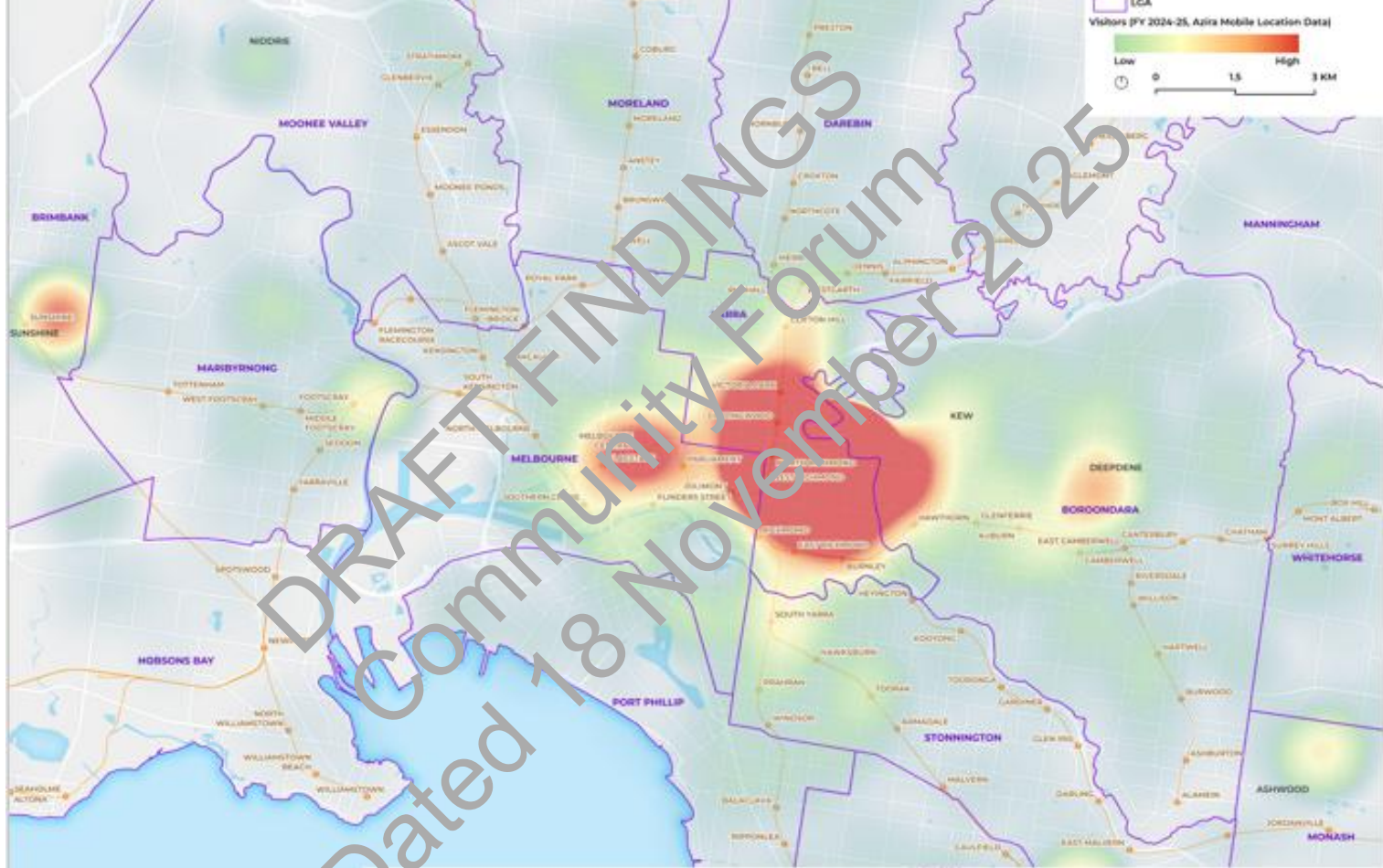
Vacancies:

- 22% shopfront vacancy rate (10,970m²)
- 12% dedicated office/commercial vacancy rate

Mix:

- Food liquor and groceries (FLG) and food catering categories comprises 59% of occupied shopfront floorspace.





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Retail Outlook

Estimated Retail Turnover:

- Local Catchment residents spend an estimated \$20,000 annually across all retail categories (FY2025). This is +22.6% above Greater Melbourne's average of \$16,350.
- Total retail spending is projected to be \$1.4 billion by 2036.

Retail Sales and Market Share Assessment:

- In 2025, Study Area retailers captured approximately \$257 million in sales, assuming a market share of 17% and 30% of sales come from beyond the Local Catchment.

Retail Outlook:

- By 2036, population and spending growth could yield \$340 million in sales for Study Area retailers (assuming constant market shares and a modest increases in average trading levels).
- This scenario would create **demand for an additional 10,900m²** of retail floor space.
- Maintaining market share is crucial in a competitive trading environment.

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Questions

Table discussion:

Thinking about the presentation,
in your opinion:

What are main opportunities and
issues for the Victoria Street
Precinct?

Address by Cr Meca Ho

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Table discussion:

Revitalisation needs several ingredients:

Which actions do you think would have the biggest impact?

Steps to June 2026

Continue to deliver quick wins through the FY

Commence Community Reference Group

Receive draft recommendations

Draft a Revitalisation Plan

Consult community on draft Plan

Incorporate feedback into draft Plan

Council consideration to adopt Plan

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