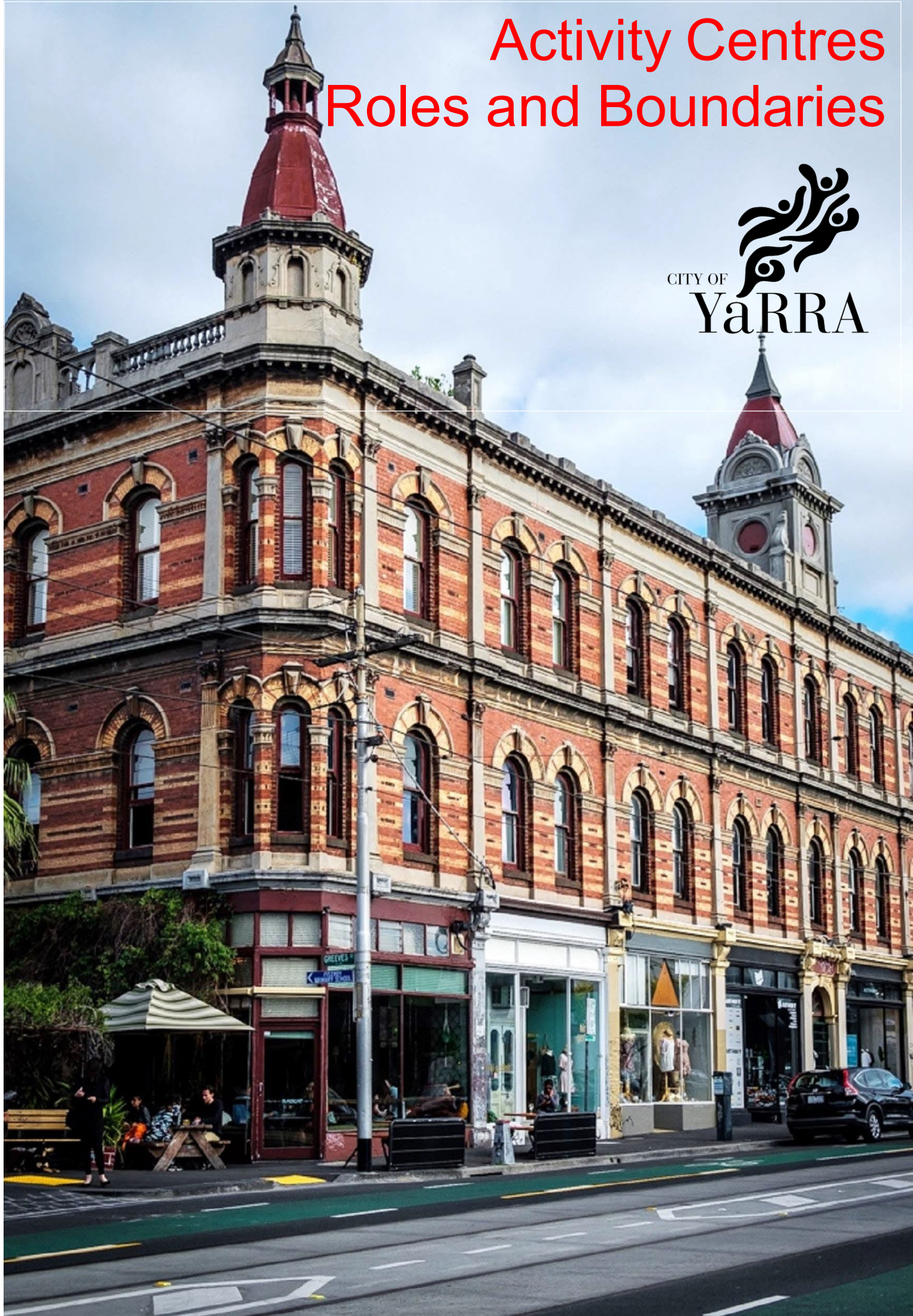
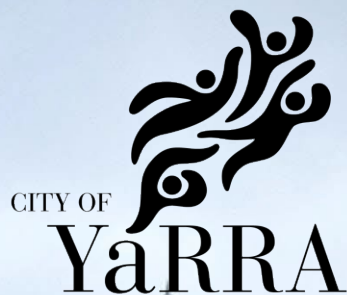


Activity Centres Roles and Boundaries



Abstract

This report assesses the policy context for the system of activity centres in the City of Yarra. It reviews the current planning scheme provisions and analyses the roles, extent and boundaries of all the activity centres. It provides the basis for revisions in the Planning Scheme re-write and adds explicit boundaries to local policy. The report also addresses the level of change and new development anticipated in the Major, Neighborhood and Local activity centres.

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1. Introduction

1.1 Purpose

Yarra has a network of activity centres, each with their own role and function, including:

- Major activity centres (MACs): these centres are identified in Plan Melbourne 2017-2050 and provide access to a wide range of goods and services, some serving larger subregional catchments;
- Neighbourhood activity centres (NACs): these centres are in the existing Yarra Planning Scheme and provide access to local goods, services and employment opportunities and serve the needs of the surrounding community.
- Local centre (LCs): these centres provide a limited range of goods, services and employment to adjoining communities. They are identified in the existing Yarra Planning Scheme (YPS).

Yarra's major and neighbourhood activity centres are predominantly along and around the main retail shopping streets (Yarra's high streets). They feature highly intact heritage streetscapes and heritage places, key landmark signs and buildings, larger commercial sites, and vibrant communities. Activity centres have been the focus of Yarra's growth in recent years, and have seen the addition of mid-rise commercial development and apartments. They will continue to accommodate most of the city's growth because their transport infrastructure, shops and services make them the most suitable locations for development.

Managing growth and change in activity centres aligns with the State Government's vision for a network of major activity centres that are critical to metropolitan economic performance and provide a focal point for services, employment, housing, public transport and social interaction.

The purpose of this report is to define the network of activity centres in the City of Yarra. In particular, it provides a rationale for the boundaries and role for Major and Neighbourhood activity centres and the smaller Local centres. This report also includes clearer mapping of the activity centre boundaries and identifies the categories of precincts in each centre.

This report is structured as follows:

- Section 2 lists Yarra's activity centres
- Section 3 sets out the method and approach used to define the activity centres
- Section 4 sets out the planning policy context
- Section 5 sets out the characteristics of the major activity centres
- Section 6 describes the role and function of the activity centres in delivering housing and employment growth
- Section 7 categorises the land that is included and excluded from the activity centres.

1.2 Yarra's Activity Centres

Yarra's activity centres host a vibrant and constantly evolving range of retail, entertainment, hospitality and commercial services.

Our major activity centres listed in Plan Melbourne are:

- Swan Street – Richmond
- Bridge Road – Richmond
- Victoria Street – Richmond
- Smith Street – Collingwood/Fitzroy
- Brunswick Street – Fitzroy

Our neighbourhood centres that provide access to local goods, services and employment opportunities and serve the needs of the surrounding community, include:

- Johnston Street – Collingwood/Abbotsford
- Queens Parade – Fitzroy North/ Clifton Hill
- Gertrude Street - Fitzroy
- Heidelberg Road – Alphington
- St Georges Road – Fitzroy North
- Nicholson Street – Carlton North and Fitzroy North

Yarra also has smaller, local centres which serve the adjoining local community. They are also appropriate locations for employment growth however the scope and opportunities for growth are more nuanced and constrained in these smaller centres.

Our local centres:

- Berry Street/Ramsden Street – Clifton Hill
- Lygon Street – Carlton North/Princes Hill
- Nicholson Street (south) – Carlton North
- Rathdowne Street – Carlton North
- Spensley Street – Clifton Hill

1.3 Approach and Method

Population and economic growth and housing diversity can be facilitated by establishing a boundary for each centre based on a consistent set of criteria. The capacity to accommodate growth is determined by land area, potential development densities and other factors including the amount of land available for redevelopment in each centre. The approach in establishing boundaries in Yarra is based on the *Activity Centres Boundary Criteria* in Planning Practice Note 58 (PN58). An assessment against each criteria is included for each activity centre in this report.

The method undertaken to define the boundaries is set out below.

1. Background research

- Desktop review of the Yarra Planning Scheme – zones; overlays; amendments
- Desktop review of land ownership; lot size; main road frontage; uses; permits; public transport routes
- Review of planning strategies – Housing Strategy; Spatial Economic and Employment Strategy

- Site visits to understand existing built form, land uses, pedestrian connections and open space.

2. Categories defined

Council defined categories to order land that is to be included in a boundary. It is based on Planning Practice Note 58 *Structure Planning for Activity Centres* (PPN58), which discusses the role and nature of activity centres in the opening paragraphs of the Practice Note:

Activity centres are a focus for housing, commercial, retailing, community, employment, transport, leisure, open space, entertainment and other services and are places where people shop, work, meet, relax and live.

State planning policy directs the further expansion of these services into activity centres, and recognises that activity centres are ideally placed to provide for growth in household numbers. As such, activity centres will be a major focus for change in metropolitan Melbourne.

PPN58 includes a set of criteria / issues to consider *in determining the potential location of an activity centre boundary*:

- *the location of existing commercial areas and land uses*
- *the location of existing government and institutional areas and land uses*
- *the location of existing areas of public open space*
- *commercial and residential needs*
- *environmental and flooding constraints*
- *heritage constraints*
- *availability of strategic redevelopment sites, both existing and potential*
- *the location of residential areas, including whether they provide significant redevelopment opportunities or constraints for the centre*
- *consideration of physical barriers and opportunities for their improvement*
- *proximity to public transport, especially fixed rail (train or tram)*
- *the location of existing and potential transport infrastructure including fixed rail, buses, bicycle paths, car parking areas and modal interchanges*
- *walkability – opportunities to provide for and improve walkability within 400 to 800 metres from the core of the centre (depending on topography and connectivity)*
- *consistency with State policy*
- *consistency with local policy and Municipal Strategic Statement (MSS)*
- *impacts of the boundary on other activity centre boundaries*

3. Analysis

Land along and around activity centres, included in Plan Melbourne 2017-2050 and the current YPS has been analysed to consider whether there is:

- sufficient land to provide for the commercial (retailing, office, fringe retailing and support activities such as entertainment) activities needed over a 15 to 20 year time frame and then into the 30-year horizon
- residential land that is integrated into the activity centre or surrounded by other uses that have a strong functional inter-relationship with the activity centre even where limited development opportunities exist
- key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre even where there are no or limited redevelopment opportunities

- public open space areas that have or are intended to have a strong functional inter-relationship with the activity centre.

Residential land encumbered by significant constraints (such as a Heritage Overlay) was generally excluded from activity centres.

2. Policy Framework

2.1 Plan Melbourne 2017-2050

Plan Melbourne 2017-2050 maps the location of larger activity centres and includes the five major activity centres in the City of Yarra - listed in section 1.1 above. It also includes policy about neighbourhood activity centres as part of a wider network of centres. Planning policy makes these centres the best location for medium and higher density development. Activity centres provide potential to attract investment and will be a major focus for change in metropolitan Melbourne.

- Direction 1.2 *Improve access to jobs across Melbourne and closer to where people live* supports investment and job creation across the city
- Policy 1.2.1 *Support the development of a network of activity centres linked by transport* discusses activity centres which ‘fill diverse roles—including housing, retail, commercial and civic services—and are a focus for services, employment and social interaction. In recent times some activity centres have become a focus for higher-density development’.
- Direction 2.2 *Deliver more housing closer to jobs and public transport* aims to locate medium and higher density development near services, jobs and public transport supports the objectives of consolidation and housing choice.
- Policy 2.2.3 *Supports new housing in activity centres and other places that offer good access to jobs, services and public transport.*

Plan Melbourne 2017-2050 makes reference to specific major activity centres (Direction 2.2 *Deliver more housing closer to jobs and public transport – [list of activity centres](#)*) including five in Yarra and more general references to neighbourhood activity centres as locations for increased jobs and housing.

In Direction 5.1 - Create a city of 20-minute neighbourhoods Plan Melbourne 2017-2050 gives particular emphasis to neighbourhood activity centres.

Neighbourhood activity centres are an integral part of the city’s vibrant community life and critical to the creation of 20-minute neighbourhoods. These high streets and specialised strips of shops, cafes, small supermarkets, service businesses, community services and public spaces serve the needs of the surrounding community and provide a focus not only for local jobs but also for social interaction and community participation.

.....

Policy 5.1.2 *Support a network of vibrant neighbourhood activity centres*

The attributes of and opportunities for neighbourhood activity centres at the local level vary across Melbourne. That is why local communities should lead the planning of their own centres.

Where centres are well established or communities are seeking to protect the unique character of their centres (such as protecting heritage buildings or access to public land or open space to achieve community benefit), they should be assisted in determining the desired built form outcomes.

Local governments will be supported to prepare structure plans for their neighbourhood activity centres to help deliver 20-minute neighbourhoods.

In Yarra the major activity centres will play an important role as locations for additional housing and jobs. The level of change in the activity centres will be determined by the context of each centre. The neighbourhood centres will play a more nuanced role which will vary depending on the nature of each centre and the constraints or opportunities of their context. The local centres will play a limited role in providing for housing and local employment.

2.2 Yarra Planning Scheme

The Yarra Planning Scheme (YPS) sets out a number of activity centres (refer to Table 1 and Figure 1). The centres are along main road or in smaller pockets in North Carlton, Clifton Hill and Alphington. The current YPS does not distinguish between the larger neighbourhood centres which serve significant local catchments and the small local centres discussed in this report.

FIGURE 1. STRATEGIC FRAMEWORK PLAN



Source: Yarra Planning Scheme

Clause 21.04-2 of the YPS states that *Activity centres in Yarra have a retail, hospitality, and service focus. Because of the pattern of development in the municipality, almost all residents are within 400m of an activity centre. The provision of local services is therefore important for maintaining the character of activity centres as local destinations.*

Table 1: Activity Centres in the Yarra Planning Scheme

Major Activity Centre (Neighbourhood Map in YPS)	Neighbourhood Activity Centre (Neighbourhood Map in YPS)
<ul style="list-style-type: none"> • Richmond – Swan Street (Figures 7 and 23: Burnley, Cremorne, South Richmond + Central Richmond) • Richmond – Bridge Road (Figures 21 and 23: North and Central Richmond) • Richmond – Victoria Street (Figure 5: Abbotsford) • Fitzroy – Brunswick Street (Figure 17: Fitzroy) • Fitzroy – Smith Street (Figure 13: Collingwood) 	<ul style="list-style-type: none"> • Alphington – Heidelberg Road b/n Parkview Road and Como Street (Figure 15: Fairfield / Alphington) • Carlton North – Rathdowne Street, at the Richardson Street Junction (Figure 9: Carlton/ Princes Hill) • Carlton North – Lygon St, south of Pigdon Street (Figure 9: Carlton/ Princes Hill) • Carlton North / Fitzroy North – Nicholson St, north of Richardson Street, north of Curtain Street and at the junction of Lee St (Figure 9: Carlton/ Princes Hill) • Collingwood / Abbotsford – Johnston Street (Figures 5: Abbotsford and 13: Collingwood) • Fitzroy North – St Georges Road (Figure 19: North Fitzroy) • Fitzroy North / Clifton Hill – Queens Parade (Figure 11: Clifton Hill) • Fitzroy – Gertrude Street (shown as part of Brunswick MAC in Figure 13, however referred to a neighbourhood centre in policy, clause 21.08-7) • Clifton Hill – Spensely Street at the intersection with Berry Street (Figure 11: Clifton Hill) • Clifton Hill - Berry Street at the junction with Ramsden Street (Figure 11: Clifton Hill)

As part of the process to assess the boundaries and roles of the centres in the current Yarra Planning Scheme a number of the small centres designated as Neighbourhood centres were considered to play a lower order and more local role in the network. These have been recognised as local centres and include:

- Carlton North – Rathdowne Street
- Carlton North – Lygon St, south of Pigdon Street
- Carlton North / Fitzroy North – Nicholson St, , north of Curtain Street and at the junction of Lee St

- Clifton Hill – Spensely Street at the intersection with Berry Street
- Clifton Hill - Berry Street at the junction with Ramsden Street

2.3 Review of Yarra Planning Scheme 2014

A review of the Yarra Planning Scheme in 2014 suggested that the current YPS lacked an overarching, evidence-based narrative for projected housing and employment growth in the municipality. As growth of both housing and employment continues, it is expected that there will be competition for land and other assets in Yarra. The review noted that it is important to carefully manage and protect certain assets and land, and facilitate growth in locations that will provide benefit for current generations but also be sustainable into the future.

The review identified a lack of spatial plans for major activity and neighbourhood centres and further suggested that the roles and strengths of activity centres in particular need to be better defined, and strategies to meet the projected demand for retail and other facilities need to be identified.

Council has been implementing spatial plans (Swan Street Structure Plan, Johnston Street Local Area Plan) through separate amendments that introduce Design and Development Overlays. In addition Council has been implementing built form frameworks for Bridge Road, Queens Parade, Victoria Street, Brunswick Street, Smith and Gertrude Streets Activity Centres to guide decision making on built form outcomes. These have been pursued through separate amendments.

The review also identified the need for clear maps. This report will assist to clearly illustrate draft policy in the Yarra Planning Scheme.

2.4 Current Council Structure Plans and Local Area Plans

Council has previously prepared and adopted a series of structure plans and local areas plans to guide and manage growth within Yarra's key activity centres. These plans were developed to manage the future of the centres and provide direction on preferred land use, built form, movement (vehicle and pedestrian), and identify zones and other planning controls required.

There are currently five structure and local area plans in Yarra with varying status levels:

- The Smith Street Structure Plan was adopted by Council 2008 but the subsequent Design and Development Overlay was abandoned June 2012;
- The Swan Street Structure Plan was adopted by Council in December 2013 and is being implemented through Planning Scheme Amendments C191 and C236;
- The Victoria Street Structure Plan was adopted by Council in 2010; and
- The Johnston Street Local Area Plan was adopted in December 2015 and is being implemented through a Planning Scheme Amendment C220.

2.5 Built form Frameworks

As outline earlier, Plan Melbourne and State policy seek directs the growth of Melbourne in sustainable manner in locations that has strong access to existing public transport and services. This however, needs to be at a scale appropriate to the role and capacity of each centre and support each centre's unique character. To ensure the values of Yarra's retail strips and adjoining mixed use / commercial areas are protected, Council has commenced a programme of preparing built form frameworks. The frameworks guide the future form and

design of development and have (or will) inform planning controls in the Yarra Planning Scheme through the Design and Development Overlay.

Built form Frameworks have been prepared for:

- Smith and Brunswick Streets
- Gertrude St and Johnston St (east)
- Queens Parade
- Heidelberg Road
- Bridge Road
- Victoria Streets

3. . Yarra's Activity Centre Network

3.1 Major Activity centres

The Major Activity Centres have their own distinct character and mix of activity. Future growth of the centres would have regard for these characteristics.

The Major Activity Centres are:

- Bridge Road – Richmond
- Victoria Street – Richmond
- Smith Street – Collingwood/Fitzroy
- Brunswick Street – Fitzroy
- Swan Street – Richmond

Brunswick and Smith Streets

Brunswick and Smith Streets (along with the neighbourhood centres of Gertrude and Johnston Streets) function as a single highly accessible network. This network includes the major north-south retail strip centres connected by the neighbourhood centres of Gertrude Street and Johnston Street which is categorised, east of Smith Street.

Local streets play a significant role as walking and cycle routes or connections in this network. This area has a strong hospitality focus and night-time economy, drawing from a metropolitan catchment. It has historically been a place that attracts artists and alternative lifestyle creative types.

The urban characteristics vary throughout these Activity centres, which includes:

- Retail spines with fine grain shop fronts with distinct heritage character
- More moderate grain shop fronts with a mix of contemporary and heritage character along the northern and southern ends of Smith Street, the northern end of Brunswick Street, Johnston Street between Brunswick and Smith Streets and a portion along Nicholson Street
- Older industrial sites, such as the MacRobertson industrial buildings in Fitzroy and Foy and Gibson in Collingwood, which are defined by the original industrial forms and factories and were the cornerstone for the development of Collingwood and Fitzroy at that time
- Small pockets of traditional residential precincts with heritage terrace housing behind the retail strips.
- Opulent heritage homes

- A variety of industrial and contemporary built form with pockets of traditional residential scattered within mixed use areas behind the retail strips.

These retail strips are associated with substantial areas of Mixed Use Zone land which covers former mixed industrial / residential areas behind the retail strips. They include large former industrial buildings and warehouses and nineteenth century housing.

These centres also include the health and education precincts around St Vincent's Hospital and Australian Catholic University on Victoria Parade. This is likely to see growth as part of a wider inner city trend for growth in health and education services.

These centres also connect to major cultural nodes and open space at the Exhibition Building / Melbourne Museum at the west end of Gertrude Street and Collingwood Arts Precinct on Johnston Street.

Victoria Street

Victoria Street includes contrasting components. The western end between Hoddle Street and Church Street is characterised by Chinese and Vietnamese goods and food with a wide range of cafes and restaurants, specialty shops and a more recent supermarket. This serves a significant local Vietnamese / Chinese community and adjoining public housing. The main shopping strip is predominantly fine grained low rise shops.

The eastern end of Victoria Street is dominated by the Victoria Gardens enclosed shopping centre and recent higher density housing along the northern end of Burnley Street and along Victoria Street east of Grosvenor Street. Victoria Gardens serves a substantial local and regional catchment. This end of Victoria Street also connects to the Yarra River with recent major redevelopment along the south bank of the River. Redevelopment of former industrial land has been on larger scale lots and in the range of four to eight storeys. On some larger sites apartment buildings have approached or exceeded ten storeys.

The central section of Victoria Street includes a mix of retail, service business and industry. It adjoins the Carlton and United Breweries complex and associated industrial area. The scale of development is generally low rise but buildings in the CUB complex are bulkier and taller. Redevelopment of this area constrained by and linked to the future of the CUB complex. If CUB was redeveloped it could become a major node for activity, as has happened with the Alphington paper-mill site.

The Skipping Girl sign at 651 Victoria Street is a valued Yarra landmark.

A large proportion of floor space in Victoria Street is accounted for within the Victoria Gardens and Hive shopping centres, which accommodate 52,000 and 8,000 square metres of floor space respectively. Victoria Gardens is more like a traditional suburban shopping centre with a large car park and minimal activation at ground level to the main road frontages. Conversely, the Hive, which was developed more recently, provides opportunities for centre retailers to engage at the street level, providing a focus for local retail activity on this part of Victoria Street. The remainder of the precinct hosts a mix of retail types with a focus on food and hospitality, and is home to one of Melbourne's most renowned Vietnamese food precincts. There is significant capacity for the precinct to further develop and provide additional employment opportunities.

Bridge Road

Bridge Road is changing from an outlet, fashion oriented retailing strip, particular west of Church St. Recently, the south side of the strip between Church and Burnley Streets, has begun to develop a vibrant hospitality offer.

Epworth Hospital is a regional health facility with an associated precinct of medical specialists and other health services around Erin Street. The hospital and associated health sector businesses is a dominant feature of the Bridge Road employment market. Epworth Hospital is designated as a health precinct in Plan Melbourne 2017-2050. Future expansion of the hospital and related health uses is constrained by a lack of capacity, and it is unclear how expansion of medical activities can be accommodated in the precinct. One option may be to identify opportunities to provide capacity at the western end of Bridge Road as part of broader work to define the health precinct. Expansion of health-related activities on Bridge Road would also generate demand for associated commercial services and support the local retail sector.

Buildings in Bridge Road are predominantly low rise but recent development at Epworth Hospital and apartment buildings on the north side of Bridge Road, between Lennox Street and Church Street, have been in the range of four to six storeys.

The Pelaco sign as 21 Goodwood Street, Richmond is a Yarra landmark visible from Bridge Road.

The eastern end of Bridge Road has developed as a mix of discount furniture, homewares, office supplies, other larger floor-space outlets with café and other food outlets in finer grained shops. The centre adjoins the Yarra River but has very limited orientation to the River corridor and the Main Yarra Trail.

The centre section of Bridge Road has a civic, recreational and educational focus near Gleadell Street with the Richmond Town Hall, a new high school and Citizens Park adjoining Highett Street.

Swan Street

Swan Street's diverse range of entertainment and retail activities, public transport options and close proximity to Melbourne's Central Business District and Sports and Entertainment Precinct have attracted residents, visitors and workers to the Activity Centre for well over a 100 years.

The character of the Swan Street varies significantly along the length of Swan Street, moving from a cohesive and highly intact, turn of the century 'High Street' with a prominent fine grain subdivision pattern, to larger bulky goods retailing (furniture and high end vehicles), to a diverse and less historically intact retail and residential area towards the eastern end. It contains a number of landmark heritage commercial buildings, including the Dimmeys Clock Tower and prominent corner hotels.

The western end of Swan Street is home to a vibrant mix of retail activities including hospitality, entertainment, and a new full line supermarket. Redevelopment of the former Dimmey's site, which includes an expanded Coles supermarket, has helped to revitalise the convenience retail offer. The eastern end of the strip is partly zoned C2Z and supports restricted retail and commercial functions. Based on capacity analysis, Swan Street was identified as having a latent capacity under the current zoning provisions. Amendment C191 implements the directions in the Swan Street Structure Plan to re zone land to allow for residential and commercial development. This allows for intensification of development around Burnley Station, potentially leading to further growth in capacity at the street's eastern end.

3.2 Neighbourhood Centres

The neighbourhood centres vary considerably in the range of shopping and services provided and in the capacity for growth. Johnston Street for example has some characteristics similar to a Major Activity Centre, including major road frontages and capacity for growth and redevelopment. Gertrude Street, unlike Johnston Street however has limited capacity for growth based on the heritage significance of buildings and the streetscape. Johnston Street and Gertrude Street centres are connected to Brunswick Street and Smith Street forming a network of retail precincts.

Most of Yarra's neighbourhood centres are constrained by their context, including: small land parcels close to low scale residential areas; landscape character; zoning restrictions; and intact heritage streetscapes and places covered by the heritage overlay. Rathdowne Street, North Carlton centre is a good example of these limitations with parts of the centre in the Neighbourhood Residential Zone and most of it covered by the heritage overlay. It is surrounded by low scale residential area. The character of this centre is also influenced by the strong landscape character in Rathdowne Street defined by mature deciduous street trees.

Queens Parade includes a retail node east of Wellington Street / Delbridge Street, which is a highly valued high street with heritage significance. There is potential for a new node of activity and redevelopment associated with the former gasworks site and other former industrial and commercial areas along the south side of Queens Parade.

Queens Parade (west of Grant and Smith Streets) is characterised by the double avenue street trees including the heritage listed Dutch Elms, framing views along Queens Parade between Brunswick Street and Smith Street. Key heritage places along Queens Parade includes St John's Church, former ANZ Bank at 370 Queens Parade, and the former United Kingdom Hotel located at the junction of Queens Parade and Dummett Crescent / Heidelberg Road. The full width of Queens Parade (60m) and views to the St John's Church spire can be appreciated west of Grant and Smith Streets.

The redevelopment of the Alphington paper mill will see the existing Heidelberg Road retail centre play a somewhat different role in the future. The paper mill redevelopment will see substantial growth in commercial, retail and community facility floor-space, west of the existing small centre, thereby moving its focal point. There will also be significant higher and medium density housing adjoining this new centre.

4. The Role of the Activity Centre Network

Yarra's activity centres operate as a significant element of the economic and social functioning of the municipality. The activity centre network plays an important role as a focus for retail activity, employment and increasingly for growth in higher density housing. Projected growth in the number of jobs and population means the activity centres must have the capacity to accommodate new commercial and apartment development at a scale which meets projections.

4.1 Employment Land Capacity

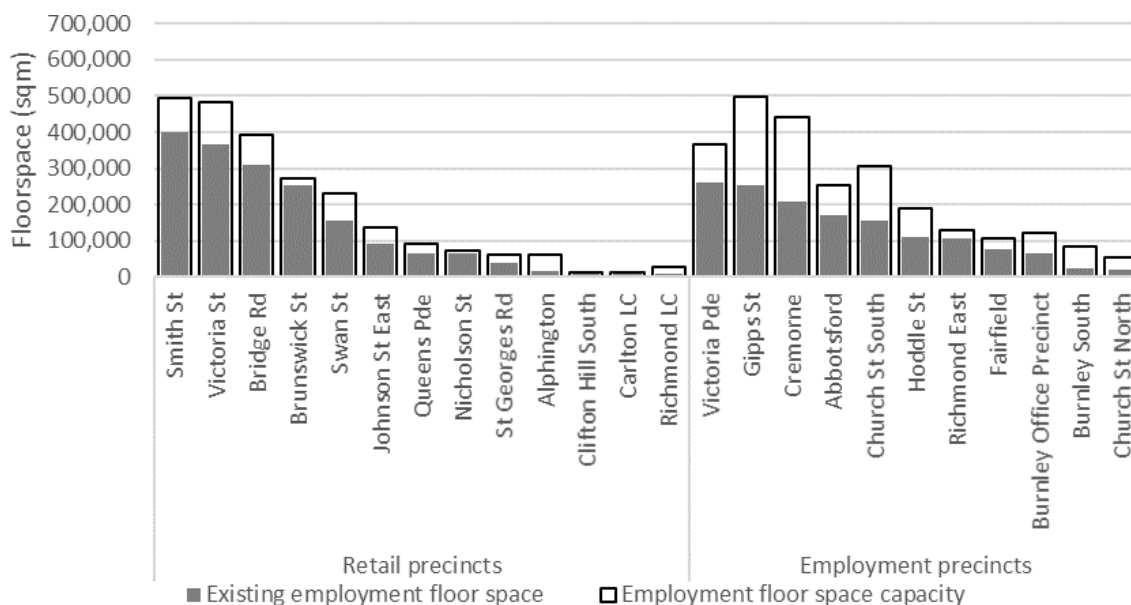
Council's adopted Yarra Spatial Economic and Employment Strategy (SEES), 2018, provides guidance on managing growth and change in employment and economic activity.

In Yarra, economic activity is arranged spatially in different types of employment precincts: activity centres, specialised medical facilities, industrial precincts, mixed employment precincts, educational institutions, and areas where the Comprehensive Development and Priority Development zones have been applied.

Across Yarra's employment precincts, there is sufficient aggregate opportunity to accommodate projected growth to 2031. Employment in Yarra is projected to increase by 50,000 jobs to 2031. Analysis in the SEES indicates that there is around 3.6 million square metres of employment floor space in Yarra. To meet forecasts, Yarra will require an additional 270,000 square metres of employment floor space by 2031. Based on a series of assumptions on development potential under current planning zones there is theoretical capacity for about 4.9 million square metres of employment floor space. This suggests the current commercial / industrial zoned land in Yarra has capacity for additional floor space of around 1.31 million square metres, exceeding the forecast demand for employment floor space.

Figure 2 illustrates employment floor space estimates. It suggests that of the retail precincts, Smith Street, Victoria Street, Bridge Road and Swan Street have the most potential for growth. Brunswick Street appears to have limited capacity, which suggests there might be constraints to realising additional floor space. Alphington on the other hand has significant capacity which will be realised through the redevelopment of the former AMCOR Papermill site.

Figure 2: Employment Floor Space Estimates; Existing vs Capacity



Source: SEES, 2018

4.2 Retail floor-space

Yarra currently supports 910,000sqm of retail floor space. The SEES estimates demand for a further 89,000sqm of additional retail floor space within Yarra to 2031. The majority of retail floor space growth in Yarra can be seen to come from small scale retail developments with 95% of new retail developments between 50sqm and 300sqm.

4.3 Supporting employment growth in activity centres

The SEES includes 6 directions to manage Yarra’s employment land over the next 10-15 years, which includes:

Support employment growth in Yarra’s Activity Centres: Activity Centres are areas that provide a focus for services, employment, housing, transport and social interaction. In Yarra, major activity centres set out in Plan Melbourne include: Bridge Road, Brunswick, Smith, Swan and Victoria Streets. Neighbourhood activity centres include: Johnston Street (east), Queens Parade, Nicholson Street St Georges Road and Alphington. Yarra’s local centres, such as Rathdowne Village and Lygon Street will support modest growth

Yarra’s activity centres are likely to accommodate significant growth in retail, commercial and institutional floor space. It is anticipated that an estimated 134,000 sqm of additional floor space will be added to Yarra’s larger activity centres between 2016 and 2031 for commercial, retail and institutional uses (an increase of around 10%). Based on the capacity assessment set out earlier, the extent of Yarra’s activity centres currently zoned for employment is likely to be sufficient to accommodate this growth. A diverse cross section of employment activities should be supported in centres, including health related businesses in centres that overlap with and adjoin the designated health precincts (Plan Melbourne 2017 – 2050).

Yarra’s smaller neighbourhood and local centres are likely to accommodate modest growth in retail and commercial floor-space largely linked to local population growth. The land

currently zoned for employment within these smaller centres is considered sufficient to accommodate projected growth to 2031.

The SEES also proposes to accommodate projected residential growth in activity centres and mixed use precincts to help relieve pressure for residential redevelopment in employment precincts.

4.4 Housing capacity and population change

Analysis for the Yarra Housing Strategy indicated that in 2016 the resident population of Yarra was approximately 91,300. Yarra has experienced rapid population and housing growth in the past 5 years with an increase of 17,208 people between 2011 and 2016. This represents a 3.7% yearly increase and corresponds with a peak in housing development completions. This is an unprecedented growth rate for Yarra but is forecast to reduce to a yearly growth rate of approximately 2.1%. Over the next 15 years Yarra will need to accommodate a growing and diverse population.

The Victoria in Future 2019 (VIF2019) population and housing projections indicate there will be 32,970 new residents and 16,540 new dwellings required in Yarra, by 2031.

The additional 32,970 new residents will likely form households that are:

- 31% Family households (including single parent families): This proportion translates to 5,093 new households of this type
- 25% Couples households: This proportion translates to 4,177 new households of this type
- 38% Lone person households: This proportion translates to 6,242 new households of this type

Source Victoria in the Future 2019

The Yarra Housing Strategy proposes that residential growth should be directed to the Major activity centres and parts of the Neighbourhood activity centres which can accommodate growth. This approach, directing growth to activity centres; is consistent with state policy, provides housing close to employment, transport and services and is generally consistent with concepts such as the 20 minute city proposed in Plan Melbourne 2017 – 2050. This approach also helps to protect the neighbourhood character of established residential areas in the municipality, in particular those areas with heritage significance.

Recent capacity monitoring for Yarra by SGS Economics as part of expert evidence for Amendment C231 (August 2019) found there is ample dwelling capacity in Yarra's activity centres. Based on planning controls proposed in current amendments there is a total potential capacity of 32,730 dwellings across Yarra's activity centres. This far exceeds the predicted dwelling demand for 16,540 dwellings in all of Yarra to 2031 (VIF2019).

The level of housing growth in these areas will need to vary depending on the individual context and suitability for accommodating housing growth. Directions for guiding future residential growth in these areas will be informed by the current heritage significance, detailed heritage reviews and urban design analysis being undertaken for Yarra's activity centres and will provide guidance on the levels of growth appropriate in each precinct. (Yarra Housing Strategy, 2018).

6.5 Implications of employment and population growth for activity centres

The analysis in the Housing Strategy and the SEES confirms the role of activity centres as a location for commercial and residential development to accommodate jobs and population

growth. The combined analysis as well as capacity monitoring by SGS Economics indicates that the centres have sufficient capacity to accommodate growth within the areas of currently zoned land.

The role played by each centre and by the different types of centres can be summarised as follows:

Employment

- The Major activity centres will play an important role in accommodating employment floor-space growth.
- The retail precincts of, Smith Street, Victoria Street, Bridge Road and Swan Street all have potential for growth in commercial space with the largest employment floor space capacities.
- Brunswick Street appears to have limited capacity and less scope for growth.
- The former Alphington Paper Mill redevelopment will accommodate substantial new commercial and retail floor space.
- The neighbourhood and local centres are likely to accommodate only modest growth in retail and commercial floor-space.
- The activity centres will be part of a mix of locations and precincts which accommodate growth in employment, with other locations including employment precincts at Gipps Street precinct and in Cremorne and other former industrial areas.

Housing

- The majority of housing growth will be accommodated in activity centres or mixed use areas adjoining the activity centres.
- The Major activity centres will see the most significant growth and major change, particularly in those precincts less constrained by heritage or other design constraints.
- Some of the Neighbourhood activity centres have capacity to accommodate growth in identified precincts.
- The activity centre network will play an important role by accommodating housing development relieving pressure for encroachment into other employment areas.

Building form and scale

The location, design and scale of development in each activity centre will be influenced by and in some cases constrained by heritage and local character considerations. This will be addressed by existing structure plans or local area plans and proposed building form analysis and associated Planning Scheme provisions such as the Design and Development Overlay.

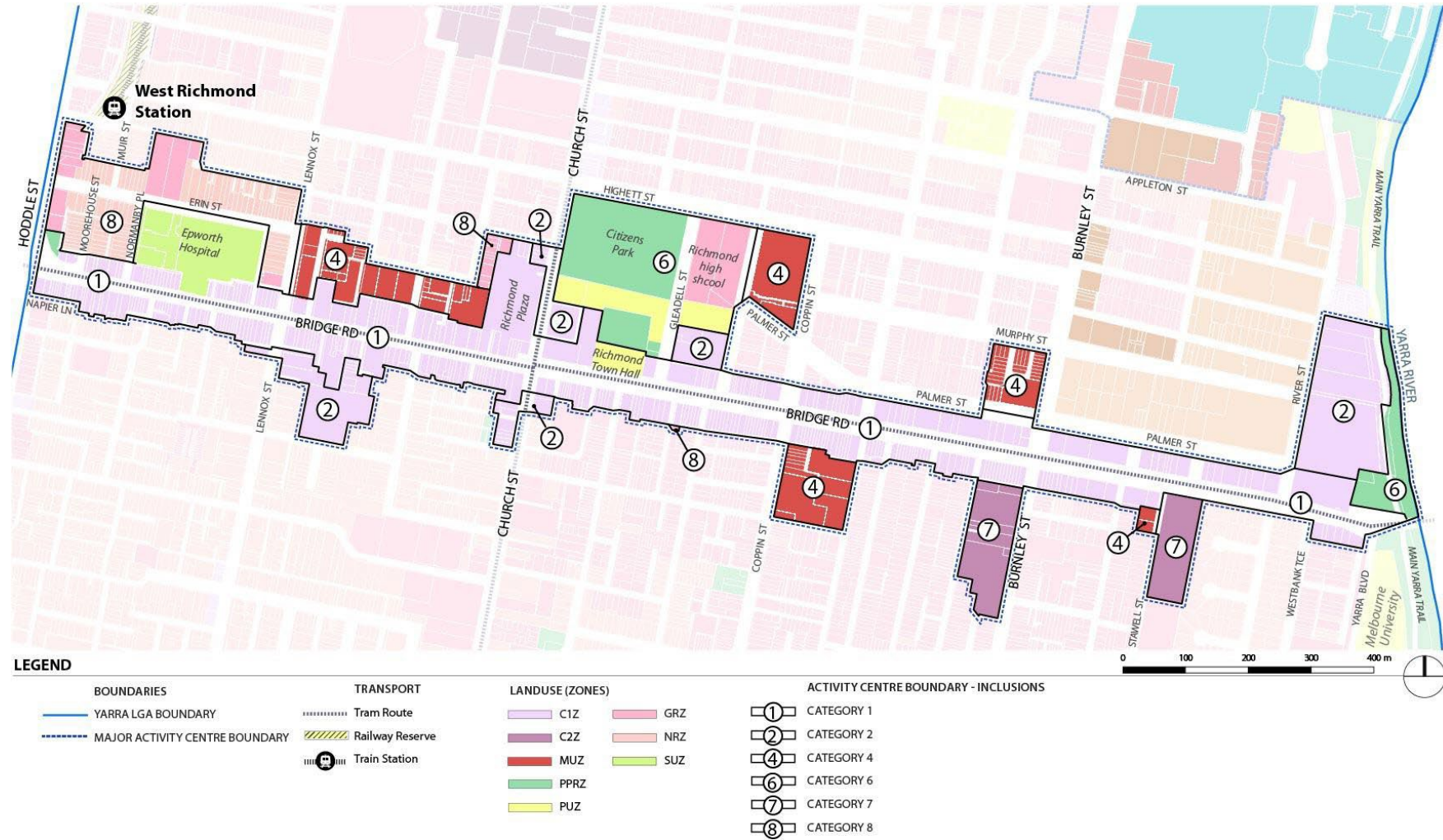
7 Major activity centres –defining boundaries

- Bridge Road – Richmond
- Victoria Street – Richmond
- Smith Street – Collingwood/Fitzroy and Brunswick Street – Fitzroy
- Swan Street – Richmond

The boundary for each centre is mapped and then analysed, based on Planning Practice Note 58 *Structure Planning for Activity Centres*. The tables in this section set out categories defined by Council as a basis on which to assess whether land is included or excluded from the activity centres. The reasons for excluding some land are also discussed.

7.1 Bridge Road

Map 1 Bridge Road



Category	Descriptions	Reasoning
1	<p>Commercial 1, Commercial 2, Mixed Use, Comprehensive Development Zones and civic uses fronting the main street of the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Location of existing government and institutional areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> • <i>Key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • All properties front Bridge Road • Properties close to jobs and the tram line along Bridge Road – <i>walkability; proximity to fixed transport; location of existing commercial areas and land uses</i> • C1 zones allow for higher density than residential zones – contribute to providing for <i>sufficient land use for commercial and residential activities</i> • Epworth Hospital – <i>a key public land use</i>. It is an identified Health Precinct in Plan Melbourne, and forms a sub-precinct to the Activity Centre • Richmond town hall – <i>a key public land use</i> • Open space at the west and eastern ends of Bridge Road – <i>Key public open space</i> • Officeworks – SEES recommends site to remain for commercial use – <i>contribute to commercial activities over a 15-20 year timeframe</i> • No impact on the boundaries of other activity centres.
2	<p>Commercial 1 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> 	<ul style="list-style-type: none"> • Properties close to jobs and the tram line along Bridge Road – <i>walkability; proximity to fixed transport; location of existing commercial areas and land uses</i> • C1 Zone allows for higher density than residential zones - contribute to providing for <i>sufficient land use for commercial and residential activities</i> • Pelaco site; Church St – north and south of Bridge Road, Gleadell St – recognition of <i>location of existing commercial areas and land uses; proximity to fixed transport; walkability</i>

	<ul style="list-style-type: none"> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	<ul style="list-style-type: none"> • C1 - River Street sites have been developed - <i>contribute to providing for commercial activities needed over a 15 – 20 year timeframe + then 30 year horizon.</i> • The NHP Electrical site (River St) includes a large car park - potential for redevelopment – <i>recognise the location of existing commercial areas and land uses; proximity to fixed transport; walkability</i> • No impact on the boundaries of other activity centres • Gleadell St – recognises the non-residential use and zoning in proximity to the civic precinct
3	<p>Commercial 2 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	<ul style="list-style-type: none"> • No land in this category.
4	<p>Mixed Use areas that are contiguous with Category 1 and 2 areas and do or could have a strong physical connection to the retail core</p>	<ul style="list-style-type: none"> • Jacques site; north side Bridge Road; Burnley St – north side of Bridge Road; and Stawell St recognises that the zone allows for higher density than NRZ / GRZ. Recognises the higher density that has been

	<p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	<p><i>developed – contribute to providing for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon</i></p>
5	<p>Health</p> <p><i>Relevant PPN58 criteria: Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> 	<p>Epworth Hospital – see Category 1</p>
6	<p>Public open space, community facilities and schools not fronting the main street of the retail core, with a strong functional inter relationship with the activity centre</p> <p><i>Relevant PPN58 criteria: Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Public open space areas that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • Civic Precinct around the Richmond Town Hall – town hall; bowls club; Citizen Park; future Richmond High School site; Council leisure centre. • Public open space at the eastern end connects Bridge Road to the Yarra River. • Main Yarra Trail – potential to develop a stronger link between the Activity Centre and River corridor.

<p>7</p>	<p>Commercial 1 and Commercial 2 fronting a main road that intersects the main street of the retail core, and contiguous with land in another category.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • Location of existing commercial areas and land uses • Commercial and residential needs • Proximity to fixed transport esp fixed rail (train or tram) • Location of transport infrastructure • Walkability • Impacts of boundary on other activity centres • Strategic Redevelopment Sites <p><i>Include:</i> Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</p>	<ul style="list-style-type: none"> • C2 - Burnley Street (south of Bridge Road) the SEES has indicated that this land be retained as C2 zone. • C1 – Church Street (north and south of Bridge Road). Reflects existing uses
<p>8</p>	<p>Residential areas that due to the surrounding uses, built form and road network are logically included</p> <p><i>Relevant PPN58 criteria: Consider</i></p> <ul style="list-style-type: none"> • Location of existing government and institutional areas and land uses • Location of existing areas of public open space <p><i>Include:</i></p> <ul style="list-style-type: none"> • Residential areas that are integrated into the activity centre or surrounded by other uses that have a strong relationship with the activity centre, even where limited development opportunities exist 	<ul style="list-style-type: none"> • Land around Epworth Hospital which is an identified health precinct in Plan Melbourne • Reflects existing land use pattern along Erin Street, which is predominantly consulting rooms or medical related. • Includes the Elms Rehabilitation Centre • Land fronting Hoddle Street includes a mix of accommodation types. • This land is covered by HO338 however, including this land in the activity centre is based on promoting the health related land uses rather than intensification of development. • Muir Street, Normanby Place and Moorehouse Street provide direct pedestrian access to west Richmond Station and the tram along Bridge Road.

9	<p>Large sites or areas with potential to be part of or contribute to an activity centre, if upgraded or redeveloped</p> <p><i>Relevant PPN58 criteria:</i></p> <p><i>Consider:</i> <i>Strategic Redevelopment Sites</i></p>	<ul style="list-style-type: none"> • N/A
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Excluded land

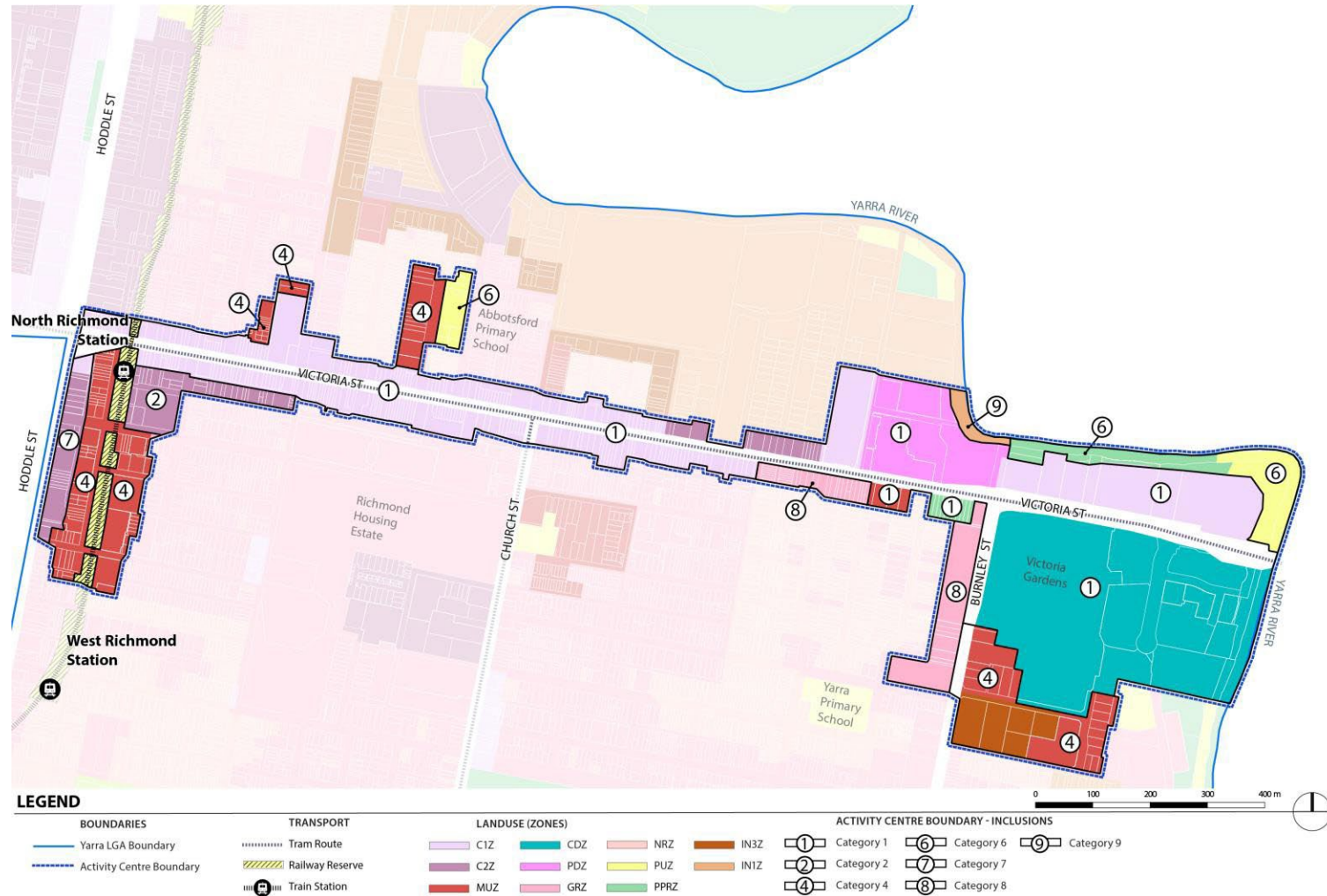
The following table sets out reasons for excluding land that is proximate to the proposed activity centre boundaries. The reasons consider the criteria of PPN58, in particular: environmental and flooding constraints; and residential land encumbered by significant constraints (eg Heritage Overlay_ located at the edge of the activity centre.

Type	Reason
All NRZ and GRZ	This land covers residential areas which are covered by an HO or developed for established lower density housing
Richmond East industrial precinct (adjacent to Burnley / Murphy Streets)	<p>The SEES includes this area of almost 10 hectares generally between Palmer and Appleton Streets and adjacent to land zoned Residential, Mixed Use and Commercial 1. The precinct has access to Bridge Road, Victoria Gardens and the Yarra River. Compared to the Burnley South precinct the existing industrial uses are more local population serving in their orientation, providing an important service role. Lot sizes in this precincts are generally much smaller than those in the Burnley and Abbotsford precincts and would benefit from amalgamation to maximise development potential.</p> <p>The earlier capacity analysis suggests there is no immediate need for industrial zoned land to be converted to accommodate demand for alternative employment uses,</p> <p>The industrial precincts will remain, and not be considered for zone change, until further strategic work is completed.</p>

Land adjacent to West Richmond Station	This land is predominantly low scale residential development and use. It is not related to the health land uses occurring along Erin Street. It is covered by HO 338.
Carpark in Napier Lane (south of Bridge Road)	This land is subject to cluster plan. Redevelopment of the land may be constrained legal agreements about the car park use.
NRZ land between Stawell Street and West Bank Terrace	<p>Buildings are part of the Racecourse, Heritage Overlay Area (HO 331). This Area is significant as:</p> <ul style="list-style-type: none"> • the first public housing estate to be built in Richmond and as an estate developed by Richmond Council. • a symbol of the site of John Wren’s popular trotting track, Richmond Racecourse • Visual homogenous collection of dwellings in a simplified English cottage style • Cul-de-sac planning
Church St (north of Highett Street)	<ul style="list-style-type: none"> • This may form part of a local centre with the Commercial 2 Zone land further north. This area also relates to the Victoria Street activity centre. The Victoria Street Structure Plan 2010 identifies some of this land as employment land.
Melbourne Girls College	<ul style="list-style-type: none"> • The connection between the College and the activity centre is very limited, and its exclusion, does not impact on the potential for the activity centre to accommodate residential or employment capacity.

7.2 Victoria Street

Map 2 Victoria Street



Category	Descriptions	Reasoning
1	<p>Commercial 1, Commercial 2, Mixed Use, Comprehensive Development Zones and civic uses fronting the main street of the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Location of existing government and institutional areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> • <i>Key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • Properties front Victoria Street and include Comprehensive Development Zone and Priority Development Zone which allow for higher density development • Properties close to jobs and the tram line along Victoria Street • C1 zone allows for higher density than residential zones • C2 supports commercial growth / opportunities • Williams Reserve – public parkland with a strong relationship with the activity centre
2	<p>Commercial 1 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria:</i></p>	<ul style="list-style-type: none"> • N/A

	<p><i>consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
3	<p>Commercial 2 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria:</i></p> <p><i>consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p>	<ul style="list-style-type: none"> • C2 – Adjacent to North Richmond Station –proximity to fixed transport; walkability

	<ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
4	<p>Mixed Use areas that are contiguous with Category 1 and 2 areas and do or could have a strong physical connection to the retail core</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	<ul style="list-style-type: none"> • Burnley Street – Appleton / Doonside Streets. Remaining Industrial land (81-95 Burnley Street and 25 Doonside Street) is currently the subject of a rezoning to MUZ. This land is in Precinct 11 of the <i>Victoria Street Structure Plan</i>, adopted 2010, which is identified as a substantial change area and having the potential for mixed use development. • Adjacent to the North Richmond Train station. Reflects opportunities for sustainable land use and development close to public transport – proximity to fixed transport • Properties close to jobs and the tram line along Victoria Street • MUZ – Church Street north of Victoria St; Lithgow Street; Little Charles Street recognises that the zone allows for higher density than NRZ / GRZ
5	<p>Health Precinct</p> <p><i>Relevant PPN58 criteria: Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> 	N/A
6	<p>Public open space, community facilities and schools not fronting the main street of the retail core, with a strong functional inter relationship with the activity centre</p> <p><i>Relevant PPN58 criteria:</i></p>	<ul style="list-style-type: none"> • Abbotsford Primary School Lithgow Street • Open space along the Yarra - forms part of the Main Yarra Trail with the potential for a strong link to activity centre • PUZ land adjoining the Yarra River immediately north of Victoria Street / Barkers Road bridge

	<p><i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Public open space areas that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	
7	<p>Commercial 1 and Commercial 2 fronting a main road that intersects the main street of the retail core, and contiguous with land in another category.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i> Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</p>	<ul style="list-style-type: none"> • Land along Hoddle Street which is contiguous to the mixed use land around the north Richmond Station - <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • Contributing to economic and commercial activities in the centre
8	<p>Residential areas that due to the surrounding uses, built form and road network are logically included</p> <p><i>Relevant PPN58 criteria: Consider</i></p>	<ul style="list-style-type: none"> • GRZ2 land fronting Victoria Street and is not covered by a Heritage Overlay (408 – 496 Victoria St). 408-422 Victoria Street – existing townhouse development. Number of properties occupied by a mix of uses (retail, hairdresser, residential) • Burnley Street – from 522 Victoria Street to 34 Burnley Street to reflect the existing higher density built form (part of Victoria St East Urban Design)

	<ul style="list-style-type: none"> • Location of existing government and institutional areas and land uses • Location of existing areas of public open space <p><i>Include:</i></p> <ul style="list-style-type: none"> • Residential areas that are integrated into the activity centre or surrounded by other uses that have a strong relationship with the activity centre, even where limited development opportunities exist 	Framework which identifies the land as <i>potential for higher intensity housing to consolidate the Burnley Street edge of the Residential 1 Zone</i>)
9	<p>Large sites or areas with potential to be part of or contribute to an activity centre, if upgraded or redeveloped</p> <p><i>Relevant PPN58 criteria:</i></p> <p><i>Consider:</i> <i>Strategic Redevelopment Sites</i></p>	<ul style="list-style-type: none"> • N/A

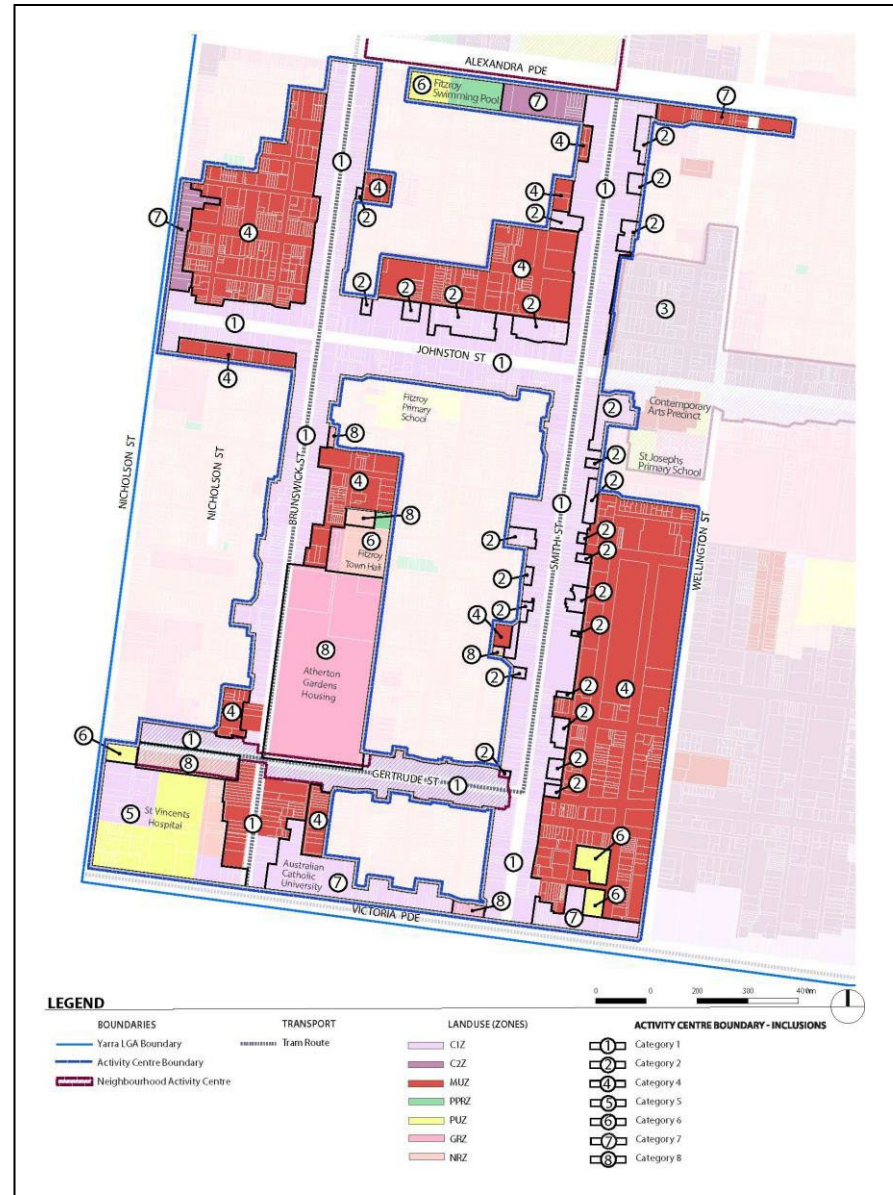
Excluded land

The following table sets out reasons for excluding land that is proximate to the proposed activity centre boundaries. The reasons consider the criteria of PPN58, in particular: environmental and flooding constraints; and residential land encumbered by significant constraints (eg Heritage Overlay_ located at the edge of the activity centre.

Type	Reason
2 – 8 Davison St (corner of Victoria St and Davison)	<ul style="list-style-type: none"> • Land is within HO 363 and zoned NRZ.
CUB and surrounding industrial land	<ul style="list-style-type: none"> • The SEES identified that the future of this precinct is largely dependent on the presence of the CUB which occupies about half the precinct. • If CUB moved it would be subject to a separate strategic planning process to accommodate employment, housing and community uses. Integration with Victoria Street Activity Centre would be a further consideration.
River Street – land south of the CDZ / open space / housing along River Street	<ul style="list-style-type: none"> • Acts as a residential enclave with tree lined streets • Currently only pedestrian access from CDZ to this area

7.3 Smith Street and Brunswick Street

Map 3 Smith Street and Brunswick Street



Category	Descriptions	Reasoning
1	<p>Commercial 1, Commercial 2, Mixed Use, Comprehensive Development Zones and civic uses fronting the main street of the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Location of existing government and institutional areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> • <i>Key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • Properties front Smith Street– All C1Z • MUZ, C1Z fronting Brunswick Street • Reflects existing commercial uses, recognises walkability and proximity to tram
2	<p>Commercial 1 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p>	<ul style="list-style-type: none"> • Warehouses, former industrial and commercial properties along Bedford Street – location of existing commercial use, proximity to transport.

	<ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
3	<p>Commercial 2 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p>	<ul style="list-style-type: none"> • This land is likely to remain C2Z and provide opportunities for redevelopment for office land uses and growth in employment floor-space

	<ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
4	<p>Mixed Use areas that are contiguous with Category 1 and 2 areas and do or could have a strong physical connection to the retail core</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	<ul style="list-style-type: none"> • MUZ – between Smith and Wellington Streets • MUZ between Brunswick and Smith, reflecting mixed built form • MUZ – between Nicholson and Brunswick, • Provides for higher density development than residential areas in the NRZ and GRZ. The heritage overlay does constrain opportunities in parts of this area. • Recognises walkability and proximity to trams
5	<p>Health Precinct not fronting the main street of the retail core, but contiguous with Category 1 or 2</p> <p><i>Relevant PPN58 criteria: Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> 	<ul style="list-style-type: none"> • St Vincent Hospital is identified in Plan Melbourne 2017-2050 as a Health and Education Precinct. It forms a sub precinct within the AC - – <i>recognising location of institutional areas</i>

<p>6</p>	<p>Public open space, community facilities and schools not fronting the main street of the retail core, with a strong functional inter relationship with the activity centre</p> <p><i>Relevant PPN58 criteria:</i> <i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Public open space areas that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • Fitzroy Town Hall – <i>recognising location of institutional areas</i> • Fitzroy Pool and adjoining open space • Local primary school in Cambridge Street • Former Tram engine house Gertrude Street at the corner of Nicholson Street • Public land with a range of institutional, educational and civic land uses
<p>7</p>	<p>Commercial 1 and Commercial 2 fronting a main road that intersects the main street of the retail core, and contiguous with land in another category.</p> <p><i>Relevant PPN58 criteria:</i> <i>consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i> <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i></p>	<ul style="list-style-type: none"> • Land along Alexandra Parade • Victoria Parade between Napier St and Wellington Street • Nicholson St adjoining C1Z and MUZ

8	<p>Residential areas that due to the surrounding uses, built form and road network are logically included</p> <p><i>Relevant PPN58 criteria:</i> <i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Residential areas that are integrated into the activity centre or surrounded by other uses that have a strong relationship with the activity centre, even where limited development opportunities exist</i> 	<ul style="list-style-type: none"> • Atherton Gardens public housing estate to recognise the density and importance of the site if it is re-developed in the future
9	<p>Large sites or areas with potential to be part of or contribute to an activity centre, if upgraded or redeveloped</p> <p><i>Relevant PPN58 criteria:</i> <i>Consider:</i> <i>Strategic Redevelopment Sites</i></p>	<ul style="list-style-type: none"> • N/A

Excluded land

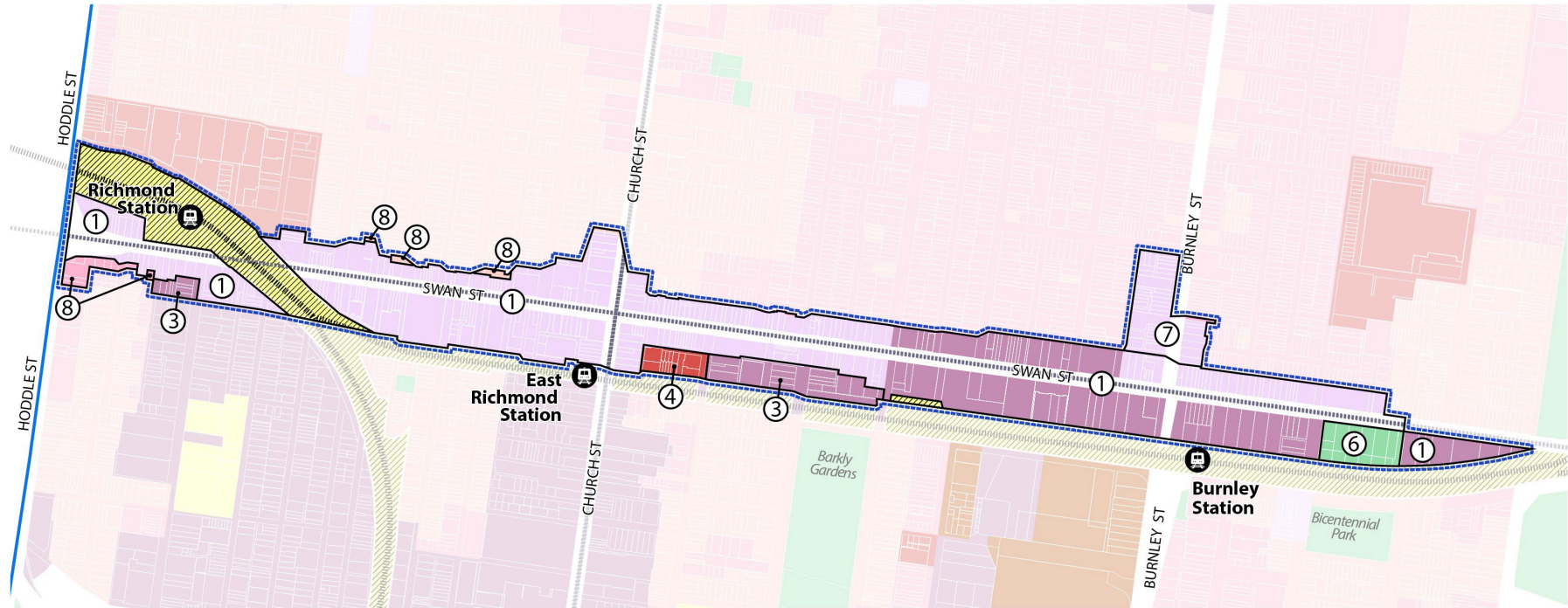
The following table sets out reasons for excluding land that is proximate to the proposed activity centre boundaries. The reasons consider the criteria of PPN58, in particular: environmental and flooding constraints; and residential land encumbered by significant constraints (eg Heritage Overlay_ located at the edge of the activity centre.

Type	Reason
Former industrial sites along Rose St (inc McRobertson)	<ul style="list-style-type: none"> • Zoned NRZ1 • Former industrial sites surrounded by finer grain residential development
Fitzroy Primary School	<ul style="list-style-type: none"> • It is separated by a laneway from the C1Z land

	<ul style="list-style-type: none">• It extends into the NRZ1 land – which is surrounded by lower density dwellings
MUZ land Mater Street	<ul style="list-style-type: none">• Not contiguous with AC• Already developed as 3 storey townhouses

7.4 Swan Street

Map 4 Swan Street



LEGEND

BOUNDARIES	TRANSPORT	LANDUSE (ZONES)	ACTIVITY CENTRE BOUNDARY - INCLUSIONS
Yarra LGA Boundary	Tram Route	C1Z	Category 1
Activity Centre Boundary	Railway Reserve	C2Z	Category 2
	Train Station	MUZ	Category 3
		PPRZ	Category 4
		PUZ	Category 5
		GRZ	Category 6
		NRZ	Category 7
			Category 8



Category	Descriptions	Reasoning
1	<p>Commercial 1, Commercial 2, Mixed Use, Zones and civic uses fronting the main street of the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Location of existing government and institutional areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> • <i>Key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • Properties front Swan St recognising existing commercial areas and land uses, proximity to fixed public transport, walkability and access to services • C1Z zone allows for higher density than MUZ, NRZ and GRZ
2	<p>Commercial 1 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> 	<ul style="list-style-type: none"> • N/A

	<ul style="list-style-type: none"> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
3	<p>Commercial 2 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	<ul style="list-style-type: none"> • Recognising commercial uses between Swan St and railway (east of Church St) near Mary and Coppin Street • Include C2Z adjacent north of Stephenson St / Jesse St as it is logical to include the block north of Jesse St and west of Cremorne Street. • Recognises different land uses, proximity to Richmond Station, walkability • Opportunity for higher development adjacent to a non-sensitive interface – railway line, east of Church St • Provides for a broader range of commercial activity

<p>4</p>	<p>Mixed Use areas that are contiguous with Category 1 and 2 areas and do or could have a strong physical connection to the retail core</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	<ul style="list-style-type: none"> • Recognises proximity to Richmond Station and East Richmond Station • Recognises existing apartment development • Recognises a mix of uses • Opportunity for higher development adjacent to a non-sensitive interface – railway line
<p>5</p>	<p>Health Precinct</p> <p><i>Relevant PPN58 criteria: Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> 	<p>N/A</p>
<p>6</p>	<p>Public open space, community facilities and schools not fronting the main street of the retail core, with a strong functional inter relationship with the activity centre</p> <p><i>Relevant PPN58 criteria: Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> 	<ul style="list-style-type: none"> • Ryans Reserve – public land with a strong relationship with the activity centre

	<ul style="list-style-type: none"> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Public open space areas that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	
7	<p>Commercial 1 and Commercial 2 fronting a main road that intersects the main street of the retail core, and contiguous with land in another category.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i> <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i></p>	<ul style="list-style-type: none"> • CIZ land along Burnley Street north from Swan Street • Relates to the node of retail and other activity around the junction of Burnley and Swan Streets
8	<p>Residential areas that due to the surrounding uses, built form and road network are logically included</p> <p><i>Relevant PPN58 criteria: Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> 	<ul style="list-style-type: none"> • GRZ1 land - Inclusion in the activity centre recognises: <ul style="list-style-type: none"> - the opportunities as a gateway to Swan Street - 6 storey building at 381 Punt Road • Series of smaller zones are anomalies and will be corrected through a rezoning as part of Amendment C191.

	<ul style="list-style-type: none"> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Residential areas that are integrated into the activity centre or surrounded by other uses that have a strong relationship with the activity centre, even where limited development opportunities exist</i> 	
9	<p>Large sites or areas with potential to be part of or contribute to an activity centre, if upgraded or redeveloped</p> <p><i>Relevant PPN58 criteria:</i></p> <p><i>Consider:</i> <i>Strategic Redevelopment Sites</i></p>	<ul style="list-style-type: none"> • N/A

8 Neighbourhood activity centres – boundaries and categories

- Johnston Street – Collingwood/Abbotsford
- Queens Parade – North Fitzroy/ Clifton Hill
- Nicholson Street – North Fitzroy/North Carlton
- Rathdowne Street – North Carlton
- St Georges Road – North Fitzroy
- Heidelberg Road – Alphington
- Gertrude Street - Fitzroy

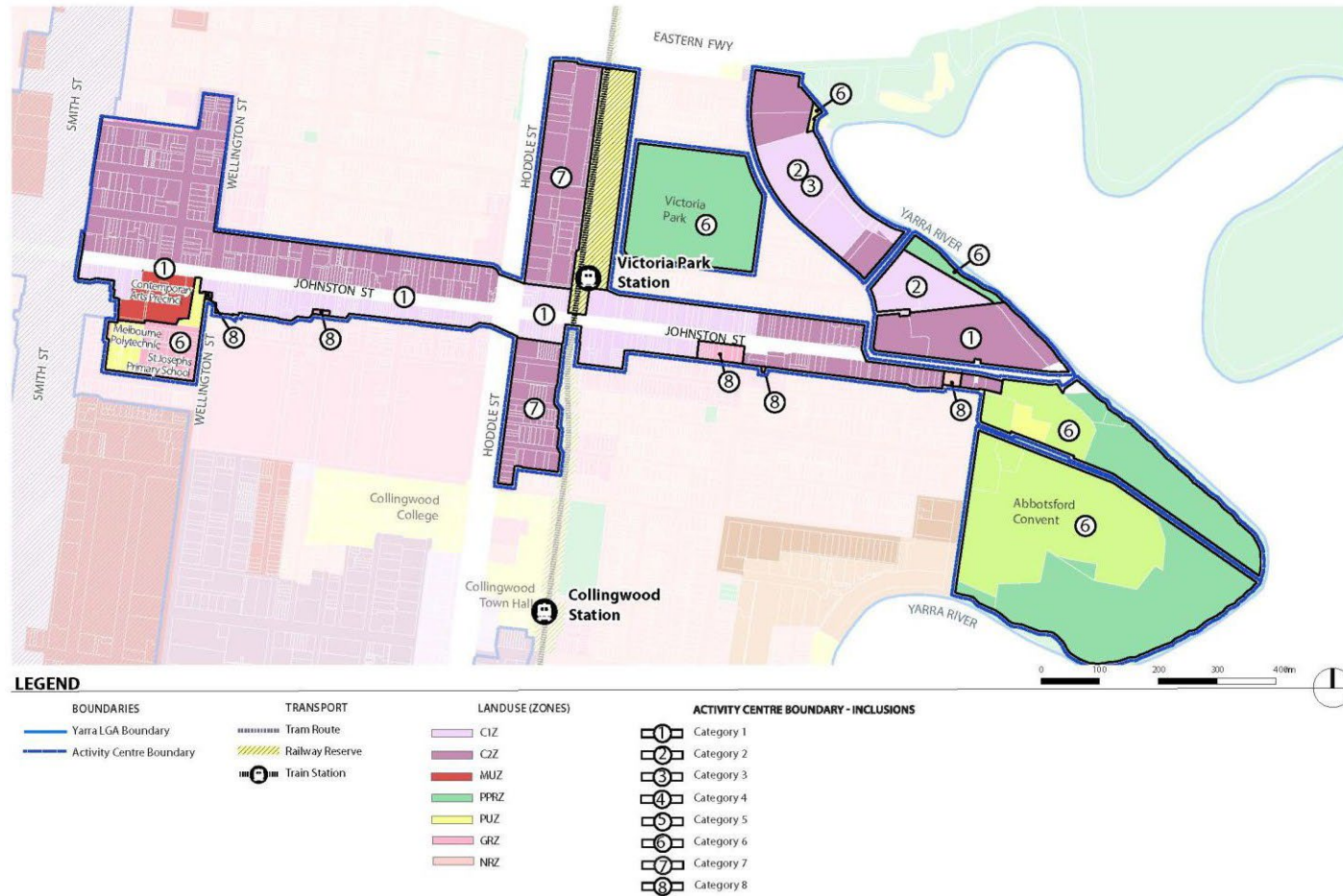
The boundary for each centre is mapped and then analysed, based on the criteria and categories discussed earlier in this report. The reasons for excluding some land are also discussed.



Activity centres – roles and boundaries – April 2022

8.1 Johnston Street – Collingwood/Abbotsford

Map 5 Johnston Street



Category	Descriptions	Reasoning
1	<p>Commercial 1, Commercial 2, Mixed Use, Comprehensive Development Zones and civic uses fronting the main street of the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Location of existing government and institutional areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> • <i>Key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • The land identified as the main strip shopping centre precincts in the recent Johnston Street Local Area Plan <ul style="list-style-type: none"> ○ Properties fronting Johnston Street– a mix of C1Z and C2Z from the Yarra River in the east to Smith Street ○ Properties on the south side of Sackville Street between Hoddle Street and Wellington Street • This includes a mix of industrial, office and retail activity • Provides for future growth in retail, residential and office space along or adjoining the main street • Includes C2Z land around Easey Street to provide opportunities for redevelopment for office land uses and growth in employment floor-space
2	<p>Commercial 1 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria:</i></p>	<ul style="list-style-type: none"> • Land between Trenerry Crescent and the Yarra River has been mostly converted from former industrial uses to a mix of office and higher density residential use. It has and will in the future provide for growth in these sectors. This area also provides a connection to and potentially stronger orientation to the River corridor and landscape. • This includes the sites subject to rezoning (either MUZ or C1) • This area has been included in the JSLAP

	<p><i>consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
3	<p>Commercial 2 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria:</i></p> <p><i>consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p>	<ul style="list-style-type: none"> • Includes land along Sackville Street in Category 1 • Trennery Crescent included in the JSLAP

	<ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
4	<p>Mixed Use areas that are contiguous with Category 1 and 2 areas and do or could have a strong physical connection to the retail core</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	<ul style="list-style-type: none"> • N/A
5	<p>Health Precinct not fronting the main street of the retail core, but contiguous with Category 1 or 2</p> <p><i>Relevant PPN58 criteria: Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> 	<ul style="list-style-type: none"> • N/A

<p>6</p>	<p>Public open space, community facilities and schools not fronting the main street of the retail core, with a strong functional inter relationship with the activity centre</p> <p><i>Relevant PPN58 criteria:</i> <i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Public open space areas that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • Victoria Park football ground provides an important open space with a cultural and community focus. It is located between Victoria Park Station, Trenerry Crescent and Turner Street. • Melbourne Polytechnic (Collingwood Campus), Otter St Collingwood • St Joseph’s Primary School, Otter St Collingwood • The Collingwood Arts Precinct between Perry Street, Otter Street, Wellington Street and Smith Street is identified in the JSLAP. It includes Collingwood TAFE and Circus Oz. It will provide a focus for arts, community and cultural activities. • Abbotsford Convent and Collingwood Children’s Farm are east of Clarke Street and have a long frontage to the Yarra River. They provide a local and regional attraction for cultural and recreational activity
<p>7</p>	<p>Commercial 1 and Commercial 2 fronting a main road that intersects the main street of the retail core, and contiguous with land in another category.</p> <p><i>Relevant PPN58 criteria:</i> <i>consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i> <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i></p>	<ul style="list-style-type: none"> • 2 precincts in the JSLAP are along the east side of Hoddle Street in the C2Z these areas provide opportunity for uses that complement the commercial activity along Johnston St: <ul style="list-style-type: none"> - Land north of Johnston Street to the Eastern Freeway and including land on both the west and east side of the railway corridor through to Lulie Street - Land south of Johnston Street between Hoddle Street and the railway to Vere Street

<p>8</p>	<p>Residential areas that due to the surrounding uses, built form and road network are logically included</p> <p><i>Relevant PPN58 criteria:</i></p> <p><i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Residential areas that are integrated into the activity centre or surrounded by other uses that have a strong relationship with the activity centre, even where limited development opportunities exist</i> 	<ul style="list-style-type: none"> • Two parcels fronting the south side of Johnston Street immediately east of Paterson Street in the NRZ • An area west of Nicholson Street fronting the south side of Johnston Street on the GRZ • A number of minor boundary anomalies where land in the GRZ or NRZ is within the AC boundary
<p>9</p>	<p>Large sites or areas with potential to be part of or contribute to an activity centre, if upgraded or redeveloped</p> <p><i>Relevant PPN58 criteria:</i></p> <p><i>Consider:</i></p> <p><i>Strategic Redevelopment Sites</i></p>	<ul style="list-style-type: none"> • No areas in this category

Activity centres – roles and boundaries – April 2022

8.2 Queens Parade – North Fitzroy/ Clifton Hill

Map 6 Queens Parade - St Georges Road (Local Activity Centres: Spensley Street – Berry Street – Ramsden Street)



Category	Descriptions	Reasoning
1	<p>Commercial 1, Commercial 2, Mixed Use, Comprehensive Development Zones and civic uses fronting the main street of the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Location of existing government and institutional areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> • <i>Key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • The main retail centre is located in C1Z land on both the north and south sides of Queens Parade between Wellington Street / Delbridge Street and the junction of Queens Parade and Heidelberg Road. • Convenience retail and food offerings are stronger on the north side. • Significant residential redevelopment either exists or is proposed for areas of MUZ between Jamieson Street and Brunswick Street on the north side of Queens Parade • These areas are remote from the retail centre but close to the redevelopment opportunities of the former gasworks land on the opposite (south) side of Queens Parade. This area is likely to see educational, commercial and civic activities. • Land between Queens Parade, Heidelberg Road and Hoddle Street in the MUZ will be redeveloped for a mix of activities including higher density housing
2	<p>Commercial 1 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p>	<ul style="list-style-type: none"> • No areas in this category

	<ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
3	<p>Commercial 2 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p>	<ul style="list-style-type: none"> • Land fronting Alexandra Parade – opportunities associate with land to the north and to amalgamate with other land in the block of C2Z land

	<ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
4	<p>Mixed Use areas that are contiguous with Category 1 and 2 areas and do or could have a strong physical connection to the retail core</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	<ul style="list-style-type: none"> • No areas in this category
5	<p>Health Precinct not fronting the main street of the retail core, but contiguous with Category 1 or 2</p> <p><i>Relevant PPN58 criteria: Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> 	<ul style="list-style-type: none"> • No areas in this category

<p>6</p>	<p>Public open space, community facilities and schools not fronting the main street of the retail core, with a strong functional inter relationship with the activity centre</p> <p><i>Relevant PPN58 criteria:</i> <i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Public open space areas that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • Land between Turnbull Street, Heidelberg Road and Hoddle Street is public open space with tennis courts and the Collingwood Leisure Centre. It provides a significant focus for recreational activities. • A small pocket of open space at the west end of the Queens Parade has a direct link with the Activity Centre.
<p>7</p>	<p>Commercial 1 and Commercial 2 fronting a main road that intersects the main street of the retail core, and contiguous with land in another category.</p> <p><i>Relevant PPN58 criteria:</i> <i>consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i> <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i></p>	<ul style="list-style-type: none"> • No areas in this category

<p>8</p>	<p>Residential areas that due to the surrounding uses, built form and road network are logically included</p> <p><i>Relevant PPN58 criteria:</i> <i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Residential areas that are integrated into the activity centre or surrounded by other uses that have a strong relationship with the activity centre, even where limited development opportunities exist</i> 	<ul style="list-style-type: none"> • A small area in the NRZ on the south side of Queens Parade between Wellington Street and Smith Street provides a link between the retail centre east of Wellington Street and the future commercial and educational redevelopment around the former gasworks land. • Includes land occupied by the Church and school • 497 Napier Street - a site inspection shows that this site has been developed as part of land at 58 Queens Parade. The AC boundary makes a logical line along the northern boundary of this property with fine grained housing to the north.
<p>9</p>	<p>Large sites or areas with potential to be part of or contribute to an activity centre, if upgraded or redeveloped</p> <p><i>Relevant PPN58 criteria:</i></p> <p><i>Consider:</i> <i>Strategic Redevelopment Sites</i></p>	<ul style="list-style-type: none"> • The former gasworks (PUZ1 and PUZ6) land between Smith Street and George Street with frontages to both Queens Parade and Alexandra Parade is likely to provide opportunities for educational, cultural and leisure activities. Subject to a Government Standing Land Advisory Committee (GSLAC) process.

8.3 Nicholson Street – North Fitzroy/North Carlton

Map 7 Nicholson Street - Rathdowne Street and Lygon Street



Category	Descriptions	Reasoning
1	<p>Commercial 1, Commercial 2, Mixed Use, Comprehensive Development Zones and civic uses fronting the main street of the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Location of existing government and institutional areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> • <i>Key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • Properties fronting Nicholson Street– all C1Z and MUZ • Primary retail core at and north of Pigdon Street on the west side of Nicholson Street • C1Z south of Pigdon Street includes a mix of retail, office and residential use • MUZ on the east side of Nicholson Street, immediately north of Park Street and Inner Circle parklands. This area includes a designated Strategic Development site in the MSS.
2	<p>Commercial 1 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p>	<ul style="list-style-type: none"> • No areas in this category

	<ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
3	<p>Commercial 2 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p>	<ul style="list-style-type: none"> • No areas in this category

	<ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
4	<p>Mixed Use areas that are contiguous with Category 1 and 2 areas and do or could have a strong physical connection to the retail core</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	<ul style="list-style-type: none"> • MUZ – east Nicholson Street, north and south of Reid Street and extending to Rae Street, with a mix of parcel sizes and building forms. Provides some scope for more intensive mixed use development but is constrained by proximity to GRZ and NRZ land and interface considerations.
5	<p>Health Precinct not fronting the main street of the retail core, but contiguous with Category 1 or 2</p> <p><i>Relevant PPN58 criteria: Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> 	<ul style="list-style-type: none"> • No areas in this category

<p>6</p>	<p>Public open space, community facilities and schools not fronting the main street of the retail core, with a strong functional inter relationship with the activity centre</p> <p><i>Relevant PPN58 criteria:</i> <i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Public open space areas that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • Public open space adjoining mixed use and commercial zones. This includes land adjoining the north side of Park Street which is part of the Inner Circle railway parklands. • This land has a strong inter-relationship with the centre and includes a café and cycle shop adjoining the parkland immediately west of Nicholson Street. The linear parkland serves a range of recreational purposes and links to other local and neighbourhood centres.
<p>7</p>	<p>Commercial 1 and Commercial 2 fronting a main road that intersects the main street of the retail core, and contiguous with land in another category.</p> <p><i>Relevant PPN58 criteria:</i> <i>consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i> <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i></p>	<ul style="list-style-type: none"> • No areas in this category

<p>8</p>	<p>Residential areas that due to the surrounding uses, built form and road network are logically included</p> <p><i>Relevant PPN58 criteria:</i></p> <p><i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Residential areas that are integrated into the activity centre or surrounded by other uses that have a strong relationship with the activity centre, even where limited development opportunities exist</i> 	<ul style="list-style-type: none"> • GRZ2 area on the east side of Nicholson Street – just south of Scotchmer Street, adjoins and is opposite Category 1 and retail core. This land has been developed for medium density housing and is unlikely to be redeveloped in the foreseeable future. • NRZ1 land on the south side of Park Street, between Nicholson Street and Station Street. This land is occupied by small shops which face the parkland, a café and playground on the north side of Park Street. The shops complement the activities along the street and parkland. • GRZ3 area on the east side of Nicholson Street and immediately north of Scotchmer Street. This area is a designated Strategic Development site in the MSS. This land faces the retail core and could be redeveloped to strengthen the retail function and character of the centre. It is occupied by a bus depot.
<p>9</p>	<p>Large sites or areas with potential to be part of or contribute to an activity centre, if upgraded or redeveloped</p> <p><i>Relevant PPN58 criteria:</i></p> <p><i>Consider:</i></p> <p><i>Strategic Redevelopment Sites</i></p>	<ul style="list-style-type: none"> • No areas in this category

8.4 Rathdowne Street – North Carlton

See Map 7

Category	Descriptions	Reasoning
1	<p>Commercial 1, Commercial 2, Mixed Use, Comprehensive Development Zones and civic uses fronting the main street of the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Location of existing government and institutional areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> • <i>Key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • Properties front Rathdowne Street– all C1Z • Primary retail core areas are in two small blocks <ul style="list-style-type: none"> ○ East side of Rathdowne between Fenwick Street and Curtain Street ○ West side of Rathdowne between Newry Street and Lee Street
2	<p>Commercial 1 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong</p>	<ul style="list-style-type: none"> • No areas in this category

	<p>physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
3	<p>Commercial 2 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> 	<ul style="list-style-type: none"> • No areas in this category

	<ul style="list-style-type: none"> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
4	<p>Mixed Use areas that are contiguous with Category 1 and 2 areas and do or could have a strong physical connection to the retail core</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	<ul style="list-style-type: none"> • No areas in this category
5	<p>Health Precinct not fronting the main street of the retail core, but contiguous with Category 1 or 2</p> <p><i>Relevant PPN58 criteria: Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> 	<ul style="list-style-type: none"> • No areas in this category

6	<p>Public open space, community facilities and schools not fronting the main street of the retail core, with a strong functional inter relationship with the activity centre</p> <p><i>Relevant PPN58 criteria:</i> <i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Public open space areas that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • Curtain Square is parkland which adjoins the retail core of this centre and adds to the attractiveness, function and character of the centre
7	<p>Commercial 1 and Commercial 2 fronting a main road that intersects the main street of the retail core, and contiguous with land in another category.</p> <p><i>Relevant PPN58 criteria:</i> <i>consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p>	<ul style="list-style-type: none"> • No areas in this category

	<p><i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i></p>	
8	<p>Residential areas that due to the surrounding uses, built form and road network are logically included</p> <p><i>Relevant PPN58 criteria:</i> <i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Residential areas that are integrated into the activity centre or surrounded by other uses that have a strong relationship with the activity centre, even where limited development opportunities exist</i> 	<ul style="list-style-type: none"> • Two areas in the NRZ1 adjoin or are opposite the retail areas in Category 1. <ul style="list-style-type: none"> ○ Land on the west side of Rathdowne Street between Fenwick Street and Newry Street includes a mix of cafes, shops, dwellings and the North Carlton Library. The café and shop activities complement the more intense retail and Curtain Square on the opposite frontage ○ Land on the east side of Rathdowne Street between Newry Street and Princes Street includes a mix of cafes, shops and dwellings. The café and shop activities complement the more intense retail and Curtain Square on the opposite frontage, north of Lee Street • One small section of NRZ1 is located immediately west of the C1Z just north of Lee Street. This land is part of two lots which extend across the zone boundary and front Rathdowne Street in the C1Z.
9	<p>Large sites or areas with potential to be part of or contribute to an activity centre, if upgraded or redeveloped</p> <p><i>Relevant PPN58 criteria:</i></p> <p><i>Consider:</i> <i>Strategic Redevelopment Sites</i></p>	<ul style="list-style-type: none"> • N/A

8.5 St Georges Road – North Fitzroy

See Map 6

Category	Descriptions	Reasoning
1	<p>Commercial 1, Commercial 2, Mixed Use, Comprehensive Development Zones and civic uses fronting the main street of the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Location of existing government and institutional areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> • <i>Key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • There are two main retail nodes <ul style="list-style-type: none"> ○ The southern area extends from Reid Street to Fergie Street along St Georges Road and extends east and west along Scotchmer Street. Most of this land is in the C1Z but a small section north of Scotchmer Street is C2Z. The focus of activity is near the junction of Scotchmer Street with St Georges Road and the Piedimontes supermarket ○ The northern area extends from the Inner Circle parkland north to Clausen Street. This area is separated from the other area around Scotchmer Street by about 600m
2	<p>Commercial 1 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong</p>	<ul style="list-style-type: none"> • No areas in this category

	<p>physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
3	<p>Commercial 2 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> 	<ul style="list-style-type: none"> • No areas in this category

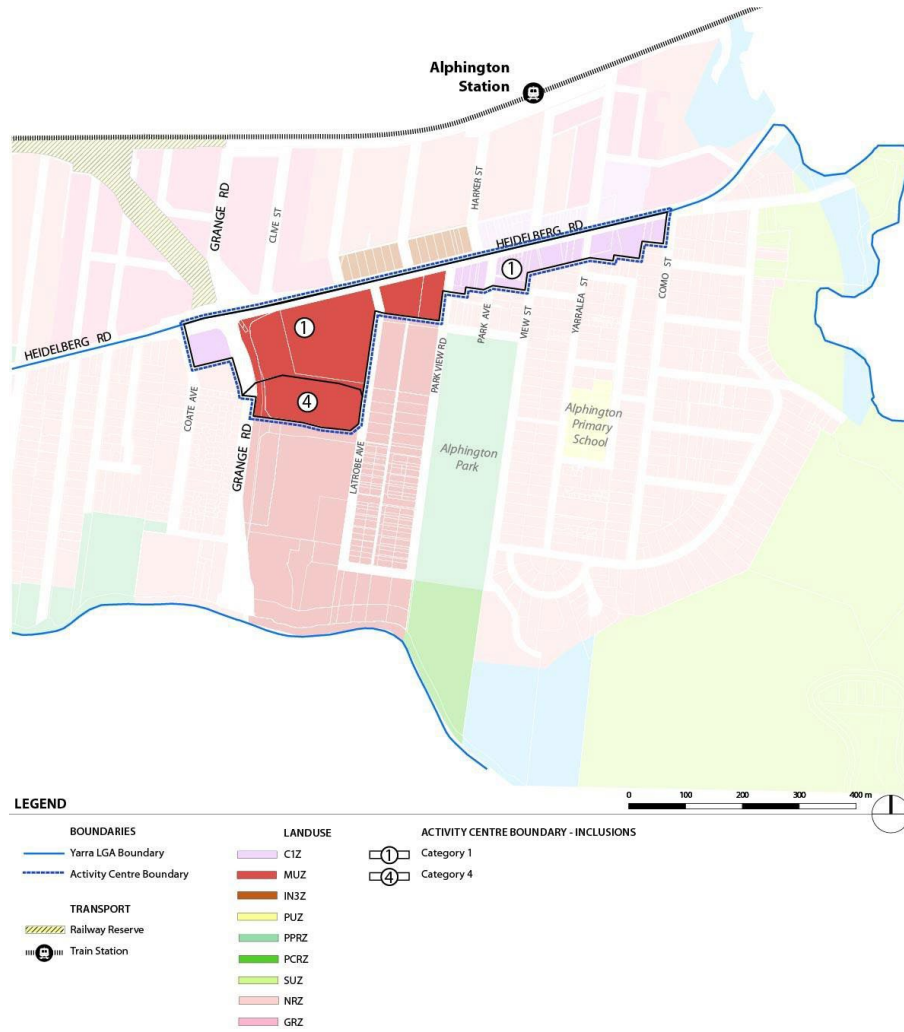
	<ul style="list-style-type: none"> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
4	<p>Mixed Use areas that are contiguous with Category 1 and 2 areas and do or could have a strong physical connection to the retail core</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	<ul style="list-style-type: none"> • No areas in this category
5	<p>Health Precinct not fronting the main street of the retail core, but contiguous with Category 1 or 2</p> <p><i>Relevant PPN58 criteria: Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> 	<ul style="list-style-type: none"> • No areas in this category

6	<p>Public open space, community facilities and schools not fronting the main street of the retail core, with a strong functional inter relationship with the activity centre</p> <p><i>Relevant PPN58 criteria:</i> <i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Public open space areas that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • The Government Fitzroy North primary school is located on land bounded by Fergie Street, Alfred Crescent and Best Street. This school adjoins the new community centre and library at the junction of St Georges Road and Best Street and Edinburgh Gardens to the south. • The site of the new Bargoonga Nganjin, North Fitzroy Library, at the corner of Best Street and St Georges Road is in the NRZ1. It is an important addition to the community facilities in the centre.
7	<p>Commercial 1 and Commercial 2 fronting a main road that intersects the main street of the retail core, and contiguous with land in another category.</p> <p><i>Relevant PPN58 criteria:</i> <i>consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p>	<ul style="list-style-type: none"> • No areas in this category

	<p><i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i></p>	
8	<p>Residential areas that due to the surrounding uses, built form and road network are logically included</p> <p><i>Relevant PPN58 criteria:</i></p> <p><i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Residential areas that are integrated into the activity centre or surrounded by other uses that have a strong relationship with the activity centre, even where limited development opportunities exist</i> 	<ul style="list-style-type: none"> • One small area in the NRZ1 on the south side of Scotchmer Street between St Georges Road and Fergie Street is a mix of shops and dwellings. This land faces commercial and retail activity in the C2Z. It complements the adjoining retail activity and is close to the retail core. • NRZ in Bent St is between the school, library and commercial land and is occupied by converted warehouses.
9	<p>Large sites or areas with potential to be part of or contribute to an activity centre, if upgraded or redeveloped</p> <p><i>Relevant PPN58 criteria:</i></p> <p><i>Consider:</i></p> <p><i>Strategic Redevelopment Sites</i></p>	<ul style="list-style-type: none"> • N/A

8.6 Heidelberg Road – Alphington

Map 8 Heidelberg Road



Category	Descriptions	Reasoning
1	<p>Commercial 1, Commercial 2, Mixed Use, Comprehensive Development Zones and civic uses fronting the main street of the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Location of existing government and institutional areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> • <i>Key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • This centre is very small with few retail businesses and very little weekly shopping. The existing C1Z land is in two parts: <ul style="list-style-type: none"> ○ Land on the south side of Heidelberg Road between Parkview Road and Como Street ○ Land on the north side of Heidelberg Road between Harker Street and Yarralea Street. This is in the City of Darebin and outside the scope of the YPS re-write. • Future development in this centre is likely to be strongly influenced by the Alphington Paper Mill redevelopment (former AMCOR site) • A parcel of land between Coate Avenue and Grange Road on the south side of Heidelberg Road is zoned C1Z and will become part of the larger centre as Alphington Paper Mill develops.
2	<p>Commercial 1 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p>	<ul style="list-style-type: none"> • No areas in this category

	<ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
3	<p>Commercial 2 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p>	<ul style="list-style-type: none"> • No areas in this category

	<ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
4	<p>Mixed Use areas that are contiguous with Category 1 and 2 areas and do or could have a strong physical connection to the retail core</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	<ul style="list-style-type: none"> • Parts of the Alphington Paper Mill redevelopment will in the future become a new activity centre or extension of the current small centre. The Alphington Paper Mill redevelopment will be staged over 7-12 years with the retail and commercial components potentially built from around 2024 to 2030. This will see a new neighbourhood centre established with non-residential activities including office, community and retail which will total 24,050m² – 33,450m² with retail as a sub-set of about 13 – 15,000m². • The extent of the land in this new centre is defined in the approved Development Plan and is generally bounded by Parkview Road, La Trobe Avenue and future internal roads within the redevelopment.
5	<p>Health Precinct not fronting the main street of the retail core, but contiguous with Category 1 or 2</p> <p><i>Relevant PPN58 criteria: Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> 	<ul style="list-style-type: none"> • No areas in this category

<p>6</p>	<p>Public open space, community facilities and schools not fronting the main street of the retail core, with a strong functional inter relationship with the activity centre</p> <p><i>Relevant PPN58 criteria:</i> <i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Public open space areas that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • No areas in this category
<p>7</p>	<p>Commercial 1 and Commercial 2 fronting a main road that intersects the main street of the retail core, and contiguous with land in another category.</p> <p><i>Relevant PPN58 criteria:</i> <i>consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i> <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i></p>	<ul style="list-style-type: none"> • No areas in this category

<p>8</p>	<p>Residential areas that due to the surrounding uses, built form and road network are logically included</p> <p><i>Relevant PPN58 criteria:</i> <i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Residential areas that are integrated into the activity centre or surrounded by other uses that have a strong relationship with the activity centre, even where limited development opportunities exist</i> 	<ul style="list-style-type: none"> • No areas in this category
<p>9</p>	<p>Large sites or areas with potential to be part of or contribute to an activity centre, if upgraded or redeveloped</p> <p><i>Relevant PPN58 criteria:</i></p> <p><i>Consider:</i> <i>Strategic Redevelopment Sites</i></p>	<ul style="list-style-type: none"> • N/A

8.7 Gertrude Street – Fitzroy

See Map 3

Category	Descriptions	Reasoning
1	<p>Commercial 1, Commercial 2, Mixed Use, Comprehensive Development Zones and civic uses fronting the main street of the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Location of existing government and institutional areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> • <i>Key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • C1Z land fronting Gertrude Street between Smith Street and Nicholson Street
2	<p>Commercial 1 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p>	<ul style="list-style-type: none"> • No areas in this category

	<p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
3	<p>Commercial 2 areas not fronting the retail street, but contiguous (generally behind) with Category 1 that do or could have a strong physical or land use connection to the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> 	<ul style="list-style-type: none"> • No land in this category

	<p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	
4	<p>Mixed Use areas that are contiguous with Category 1 and 2 areas and do or could have a strong physical connection to the retail core</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> 	<ul style="list-style-type: none"> • No land in this category
5	<p>Health, civic and cultural precincts not fronting the main street of the retail core, but contiguous with Category 1 or 2</p> <p><i>Relevant PPN58 criteria: Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> 	<ul style="list-style-type: none"> • No land in this category

<p>6</p>	<p>Public open space, community facilities and schools not fronting the main street of the retail core, with a strong functional inter relationship with the activity centre</p> <p><i>Relevant PPN58 criteria:</i> <i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Public open space areas that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • No land in this category
<p>7</p>	<p>Commercial 1 and Commercial 2 fronting a main road that intersects the main street of the retail core, and contiguous with land in another category.</p> <p><i>Relevant PPN58 criteria:</i> <i>consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i> <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i></p>	<ul style="list-style-type: none"> • No areas in this category

<p>8</p>	<p>Residential areas that due to the surrounding uses, built form and road network are logically included</p> <p><i>Relevant PPN58 criteria:</i> <i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Residential areas that are integrated into the activity centre or surrounded by other uses that have a strong relationship with the activity centre, even where limited development opportunities exist</i> 	<ul style="list-style-type: none"> • NRZ1 land on the south side of Gertrude Street between Nicholson and Brunswick Streets
<p>9</p>	<p>Large sites or areas with potential to be part of or contribute to an activity centre, if upgraded or redeveloped</p> <p><i>Relevant PPN58 criteria:</i> <i>Consider:</i> <i>Strategic Redevelopment Sites</i></p>	<ul style="list-style-type: none"> • N/A

9 Local centres – boundaries and categories

These small local centres offer a limited range of local services such as cafes, restaurants, milk bar or newsagent. In many cases the amount of local weekly shopping has declined in these centres as this type of shopping has shifted to supermarkets in larger centres.

- Lygon Street – North Carlton / Princes Hill
- Rathdowne Street – North Carlton
- Nicholson Street – North Carlton
- Spensely Street - Clifton Hill
- Berry Street - Clifton Hill

Analysis and categories in tables

The Local Centres include a much more limited mix of the categories set out in earlier parts of this report. The tables below apply only category 1 and 8.



9.1 Lygon Street – North Carlton / Princes Hill

See Map 7

This centre is located at and south of the junction of Pigdon Street and Lygon Street. It includes two groups of properties in the C1Z and land north of Pigdon Street in the MUZ. The extent is shown on the map below.

Category	Descriptions	Reasoning
1	<p>Commercial 1, Commercial 2, Mixed Use, Comprehensive Development Zones and civic uses fronting the main street of the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Location of existing government and institutional areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> • <i>Key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • C1Z land fronting Lygon Street at the junction with Pigdon Street and extending south to Paterson Street, Princes Hill • A parcel of MUZ land immediately north of Pigdon Street

9.2 Rathdowne Street – North Carlton

See Map 7

This 'centre' is in three parts, located between Pigdon Street and Richardson Street. It includes two groups of shops or former shops and a hotel north of Pigdon Street. All these properties are in the NRZ1. The areas between the groups of shops or former shops are consistently residential. The extent of these areas is shown on the map below.

Category	Descriptions	Reasoning
8	<p>Residential areas that due to the surrounding uses, built form and road network are logically included</p> <p><i>Relevant PPN58 criteria:</i></p> <p><i>Consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing government and institutional areas and land uses</i> • <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Residential areas that are integrated into the activity centre or surrounded by other uses that have a strong relationship with the activity centre, even where limited development opportunities exist</i> 	<ul style="list-style-type: none"> • NRZ1 land on both the east and west side of Rathdowne Street between Pigdon and Richardson Streets. The properties include the Great Northern Hotel at the NE corner of Pigdon Street and clusters of shops and former shops. The activities include cafes and other food outlets and small businesses providing a range of services. • There are few if any shops providing for local weekly shopping. • The clusters of shops are separated by consistent housing development.

9.3 Nicholson Street (south) – North Carlton

See Map 7

Category	Descriptions	Reasoning
1	<p>Commercial 1, Commercial 2, Mixed Use, Comprehensive Development Zones and civic uses fronting the main street of the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Location of existing government and institutional areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> • <i>Key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • C1Z land fronting Nicholson Street in two areas: <ul style="list-style-type: none"> ○ North and south of Fenwick Street ○ North of Lee Street • The land north of Lee Street is occupied by the San Remo Ballroom and associated activities including a music store. • The land north and south of Fenwick Street is occupied by a mix of activities including restaurants, laundromat and service businesses. • There are no local weekly shopping retail businesses (apart from the 24hr convenience shop to the south in the NRZ1 NW cnr Curtain Street)
8	<p>Residential areas that due to the surrounding uses, built form and road network are logically included</p> <p><i>Relevant PPN58 criteria: Consider</i></p>	<ul style="list-style-type: none"> • NRZ1 land extends south of the C1Z land at Fenwick Street to Curtain Street and includes a 24hr convenience shop at the NW corner of Curtain Street and a few shops or former shops mixed in with dwellings • The 24hr convenience shop at the NW corner of Curtain Street is the only significant weekly convenience shopping in the centre and serves the high volume traffic in Nicholson Street. It provides off street parking.

	<ul style="list-style-type: none">• <i>Location of existing government and institutional areas and land uses</i>• <i>Location of existing areas of public open space</i> <p><i>Include:</i></p> <ul style="list-style-type: none">• <i>Residential areas that are integrated into the activity centre or surrounded by other uses that have a strong relationship with the activity centre, even where limited development opportunities exist</i>	
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9.4 Spensley Street – Clifton Hill

See Map 6

Category	Descriptions	Reasoning
1	<p>Commercial 1, Commercial 2, Mixed Use, Comprehensive Development Zones and civic uses fronting the main street of the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Location of existing government and institutional areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> • <i>Key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • C1Z land fronting Spensley Street and Berry Street around the junction generally coincides with the extent of this local centre • The C1Z includes the large three storey Royal Hotel at the SW corner. • The activities include the hotel, cafes, fish and chip shop and a medical centre. • Local weekly convenience shopping is minimal.

9.5 Berry Street / Ramsden Street – Clifton Hill

See Map 6

This centre is located at the junction of Berry Street and Ramsden Street. It includes shops, apartments and commercial properties in the C1Z around this junction.

Category	Descriptions	Reasoning
1	<p>Commercial 1, Commercial 2, Mixed Use, Comprehensive Development Zones and civic uses fronting the main street of the retail core.</p> <p><i>Relevant PPN58 criteria: consider</i></p> <ul style="list-style-type: none"> • <i>Location of existing commercial areas and land uses</i> • <i>Location of existing government and institutional areas and land uses</i> • <i>Commercial and residential needs</i> • <i>Proximity to fixed transport esp fixed rail (train or tram)</i> • <i>Location of transport infrastructure</i> • <i>Walkability</i> • <i>Impacts of boundary on other activity centres</i> • <i>Strategic Redevelopment Sites</i> <p><i>Include:</i></p> <ul style="list-style-type: none"> • <i>Sufficient land to provide for commercial activities needed over a 15 – 20 years timeframe + then 30 year horizon.</i> • <i>Key public land uses that have or are intended to have a strong functional inter-relationship with the activity centre</i> 	<ul style="list-style-type: none"> • C1Z land fronting the south side of Ramsden Street at the intersection with Berry Street generally coincides with the extent of this local centre • The C1Z includes five or six shops on the south side of Ramsden Street. • The activities include a cafe and service businesses. • There is no local weekly convenience shopping. • One site at the east end of the centre has been redeveloped for two level apartments and some of the shops may be used as dwellings.