

11.03-6L-01 Cremorne Precinct

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Proposed C318yara

Land use and activity**Objectives**

To facilitate economic growth in Cremorne as Melbourne's premier global innovation precinct.

To support innovative and diverse employment opportunities across Cremorne's employment precincts.

To recognise the commercial, employment, retail, and residential roles of different precincts in Cremorne.

Strategies

Support a diverse range of creative and innovative businesses in Cremorne including large anchor tenants, institutions, and small businesses.

Support affordable workspaces in Cremorne.

Protect the low-scale residential character of the Cremorne, Green Street and Wellington Street Precincts.

Support a diversity of day and night time activities, including food and drink premises, retail premises and associated uses to promote a high amenity, creative and vibrant environment.

In the Cremorne West Precinct, encourage:

- A diverse range of global and local creative and innovative businesses.
- Complementary uses including restaurants, bars, offices, and retail.
- Cremorne Street to develop as the key activity spine of the precinct with active frontages.
- Bendigo Kangan Institute (BKI) campus as a creative and digital education and community heart of the precinct offering education facilities and new public spaces.

In the Railway Precinct, encourage:

- A diverse range of global and local creative and innovative businesses between the railway corridor and Church Street Precinct.
- Cremorne Digital Hub on Balmain Street as flagship location for events, training, education, research, and innovation.

In the Church Street Precinct, encourage:

- Church Street to develop as an activity spine with offices, company headquarters, showrooms, retail and cafes.
- A diverse range of global and local creative and innovative businesses in side streets.

Support a diverse mix of uses in the Richmond Maltings, including offices, retail, cafes, and residential uses.

Movement and access**Objectives**

To create a highly accessible and well connected movement network which prioritises sustainable and active transport and discourages through traffic.

To provide a safe and attractive cycling and pedestrian network which connects strategic corridors, major trails, and key destinations, including public transport.

Strategies

Promote Cremorne as a walkable precinct with reduced traffic speeds and traffic volumes, new footpaths and greening to provide safe pedestrian access to buildings and new pedestrian connections.

Enhance pedestrian and cyclist connections:

- To Richmond Station with a new and upgraded pedestrian crossing, public spaces and bicycle facilities at Swan Street and Cremorne Street to promote accessibility to public transport and a new connection to Lennox Street and the northern suburbs.
- Along Cremorne Street linking Richmond Station to the Birrarung Precinct.
- On Kelso, Stephenson, Balmain and Cotter Streets to provide green connections to eastern and western Cremorne and open space.
- Along Green Street, Oddys Lane and Chestnut Street to connect to the Yarra River (Birrarung) and South Yarra.
- Along Church Street connecting East Richmond Station, Swan Street and South Yarra.
- Along Adolph, Chapel, Adelaide, Gordon, Albert, Amsterdam, Yorkshire and Howard Streets off Church Street to provide green connections to other parts of Cremorne.
- To East Richmond Station including new public spaces and pedestrian priority zones and improvements to the underpass.

Enhance access to the Main Yarra Trail and Yarra River (Birrarung) corridor at Oddys Lane, Church Street and Harcourt Parade.

Support development which provides new ground level links through the sites and shared road reserves while allowing access for servicing.

Discourage new vehicle access points on pedestrian, public transport, and bicycle priority routes.

Streets and spaces for people

Objectives

To create a network of high quality public spaces and design streets as places for people in Cremorne.

To improve connections between Cremorne and the Yarra River (Birrarung).

Strategies

Encourage development to provide spaces, including open spaces, for people to meet, gather, socialise, exercise, and relax.

Support new open spaces, including those identified in the *Yarra Open Space Strategy* (2020) to meet the needs of a growing community:

- Small Neighbourhood Open Space in the vicinity of the Bendigo Kangan Institute site between Cremorne Street and Dover Street.
- Local Open Space between the railway and Church Street, north of Balmain Street.
- Small Local Open Space between Punt Road and Cremorne Street and north of Kelso Street.
- Small Local Open Space in the vicinity of Gough Street.
- Small Local Open Space south of Balmain Street between Cremorne Street and Cubitt Street.
- Small Local Open Space south of Balmain Street, between the railway and Church Street.
- Small Local Open Space in the vicinity of Swan Street and East Richmond Station.

Support new small spaces and pocket plazas throughout Cremorne, including:

- Enhancements to Balmain Street Plaza (west of the underpass).
- New public space on Balmain Street (east of the underpass adjoining the Cremorne Digital Hub).
- New public space on southwest corner of Swan Street and Cremorne Street.
- VicTrack land on Green Street.

Develop green links along:

- Kelso Street to connect to an improved crossing at Punt Road and Gosch's Paddock.
- Balmain and Cotter Streets to the Barkly Gardens, Alan Bain Reserve and McConchie Reserve.
- Green Street and Oddys Lane to enhance the physical connection to the Yarra River (Birrarung).

Interpret and celebrate heritage and culture, including Aboriginal cultural heritage in public open space design.

Support public art in open space, public realm and infrastructure projects to celebrate and enhance Cremorne's history and identity.

Consider opportunities to work with service providers and landowners, to underground powerlines on sites with large frontages to improve footpath access.

Design quality

Objective

To facilitate Cremorne as a place of design excellence, with a distinct identity and character.

Strategies

Ensure development is sensitively designed to protect the prominence of heritage and character buildings including remnant shops and corner pubs.

Encourage varied built form typologies.

Ensure buildings contribute to a high quality public realm and fine grain, pedestrian scale environment.

Strategic sites

Objectives

To ensure development on strategic sites is woven into the fabric of Cremorne which is responsive to important structural elements, heritage buildings, sensitive interfaces to residential areas and the Yarra River (Birrarung).

To ensure development contributes to a high quality public realm through links through the site, provision of permeability, accessibility and public spaces.

Strategies

Ensure development complements and enhances the Yarra River environs through the design quality and materiality of buildings.

Ensure the design of buildings that interface with the railway contribute to a positive image of Cremorne.

Avoid additional overshadowing on 22 September of key pedestrian routes – Cremorne Street (eastern and western footpaths), Church Street (eastern and western footpaths), Balmain Street (southern footpath), and existing and proposed open space.

Ensure heritage buildings are integrated and featured as part of any redevelopment of a strategic site.

Bendigo Kangan Institute strategic site

Provide a range of building heights and ensure the prominence of the former Cremorne Primary School including views to the roofline, within the site and from the streetscape, are protected.

Provide a transition in building height on the northern part of the site between the broader Cremorne West Precinct and the former Cremorne Primary School.

Support a small neighbourhood open space, south of the former Cremorne Primary School (extending the full width of the building) to enhance and complement the existing building.

Encourage the provision of new links through the site:

- An east-west link to the north of the former Cremorne Primary School between Cremorne and Dover Streets to provide space behind the school buildings when viewed from the south.
- A secondary east-west link alongside the future open space to the south of the former Cremorne Primary School.
- North-south connections to Dove Street.

Provide a setback to:

- Cremorne Street which aligns with the building line of the former Cremorne Primary School for seating and landscaping.
- Dover Street to ensure the prominence of the school building is visible in the streetscape.
- Improve access to the existing open spaces within the site.

Bryant and May strategic site

Ensure building massing is appropriately scaled and located to protect the visual prominence of heritage buildings and features within the site including decorative facades, signage, parapets and taller elements including the chimney and clocktower.

Support building design which complements heritage elements through appropriate materials and finishes including:

- On the northern portion of the site – the built form scale does not dominate the main factory building.
- At the north-west corner – built form retains permeability through the site.
- On the southern half of the site – built form is setback from Church Street and less intrusive, especially west of the pavilion.

Design new street walls which align with or lower than the heritage podiums of buildings on the site.

Protect views to ensure the Bryant and May buildings, including clocktower and chimney, are prominent from Chestnut Street, north of Adelaide Street and south of Balmain Street and from Church Street.

Support the design of Russell Street as a landscaped pedestrian corridor, with limited or no vehicle access and a series of public spaces to reinforce the site's role as a former model factory.

Support new through links to create a publicly accessible and legible network that connects to the broader street network and creates a setting for the site's heritage buildings.

Provide a new small local open space on the western portion of the site to support the retention of key views from Chestnut Street to the main factory building, clock tower, chimney stack and historic signage.

Support a landscaped setback along Balmain and Chestnut Streets to contribute to an expanded public realm and provide for integrated seating and landscaping.

Enhance Adelaide Street as a green shared street which connects Church Street to the adjacent Railway Precinct with human scale development, consolidated vehicle entrances and large building setbacks to enhance the public realm.

534 Church Street strategic site

Transition built form down in height from taller built form at the Church Street interface to the lower-scale character of the Chestnut Street residential precinct.

Support development of the site as a campus of buildings rather than a single large building.

Encourage the provision of new links through the site:

- Extend a through site link aligned with Walnut Street through the site.
- An additional north-south laneway is provided towards at the eastern end of the site.

Ensure the scale and siting of any new built form has regard to the state heritage significance of the former Bryant and May buildings.

Retain the prominence of the Bryant and May site, including clocktower and chimney when viewed from Chestnut Street and views to the building along Church Street.

Create a human-scale street wall and active interface to Church Street, Adelaide Street and William Street.

Reinforce the Church Street frontage as the primary interface with awnings, inset building entrances and integrated seating.

Support the provision of a landscape setback to Chestnut Street in response to the character of the streetscape.

Enhance Adelaide Street as a green shared street which connects Church Street to the adjacent Railway Precinct with human scale development, consolidated vehicle entrances and large building setbacks to improve the public realm.

Richmond Maltings strategic site

Support links and spaces through the site to improve accessibility and connectivity including to the Main Yarra Trail.

Respect the amenity of lower scale residential areas to the north.

Support footpath widening, street tree planting and design of the ground floor premises to activate the frontages.

Consolidate vehicular access and servicing to minimise impact on the surrounding streetscapes.

Protect the visual prominence of and views to the Nylex sign and associated silos through sensitive and appropriate siting and design of development.

Support a new small local open space within the development.

Create street activation, active edges and visual engagement in laneways and plazas and on the surrounding streets of the Richmond Maltings.

167 Cremorne Street strategic site

Support a range of forms, typologies, building and street wall heights, and well-designed architecture across the site which is responsive to each of the different interfaces.

Encourage a range of building heights with the tallest scale to the north-west and the lowest scale at Dover Street.

Support a landscape setback and lower-scale, fine-grain edge at the Dover Street interface to enhance the landscape character of Dover Street and respond to the low-scale residential context and the Cremorne Heritage Precinct (HO342).

Support the provision of a new small local open space on the north-east corner of the site.

Support publicly accessible laneways through the site to improve connectivity to surrounding streets and open space and break up building mass.

Design primary frontages at Cremorne Street and Bent Street with active interfaces at the ground floor and lower levels.

Setback buildings to provide extended footpaths, entrances and pedestrian plazas.

Rosella Complex strategic site

Ensure development:

- Provides visual interest at the ground level through appropriate forms and materials which complement the heritage context.
- Displays the Rosella signs on buildings fronting Balmain Street, Palmer Parade and the railway line.
- Provides a range of building heights with the tallest scale of buildings closest to the railway corridor and lowest scale buildings fronting the residential areas west of the site on Gwynne and Munro Streets and to the rear of properties on Cubitt Street.

Support the provision of new public space within the complex.

Improve the internal street network by improving the amenity of Palmer Parade as a shared zone to prioritise pedestrians and cyclists.

Support a new through site link that connects Palmer Parade to Cubitt Street to provide improved access to Charles Evans Reserve.

Support consolidation of at grade parking and minimise the impact of vehicular access entrances and ramps on the public realm.

658 Church Street strategic site

Locate the tallest scale buildings to the north of the site transitioning down to a lower scale to the south of the site.

Design streets to improve the legibility of the street network to prioritise pedestrians.

Consolidate car parking within the site to reduce negative impacts on the public realm and facilitate opportunities for an expanded public space network.

Deliver new publicly accessible open spaces that expand on the existing high quality spaces.

Enhance the distinct character of the site, where buildings are set within the landscape setting with green spaces and mature trees.

Undertake conservation works as part of any redevelopment of the former Richmond Power Station.

Protect the visual prominence of the former Richmond Power Station by:

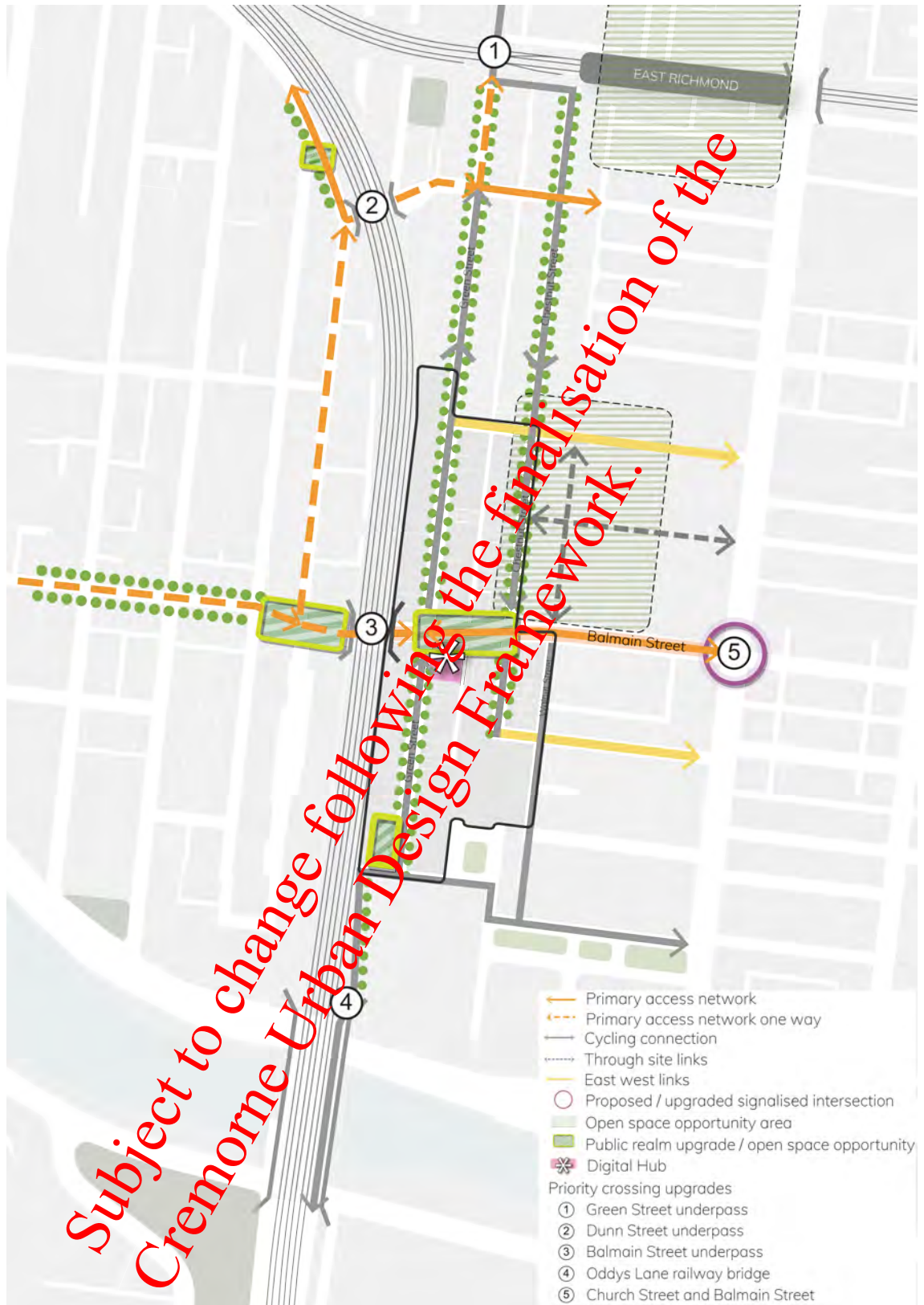
- Supporting upgrades to the public realm to enhance the setting.
- Maintaining views to the former Richmond Power Station from Green Street, Electric Street, Hargreaves Street, Oddys Lane and Dale Street.
- Ensuring the former Richmond Power Station is visually unobstructed as the tallest building on the west side of the site and appears as a free standing landmark building.
- Maintaining visual connections between the west decorative façade of the former Richmond Power Station and the railway line to provide a visual link between the historic uses.

Create a well-designed, human-scale street wall and active interface to Church Street primary interface which incorporates landscape, inset building entrances and integrated seating.

Map 1 - Cremorne West Precinct



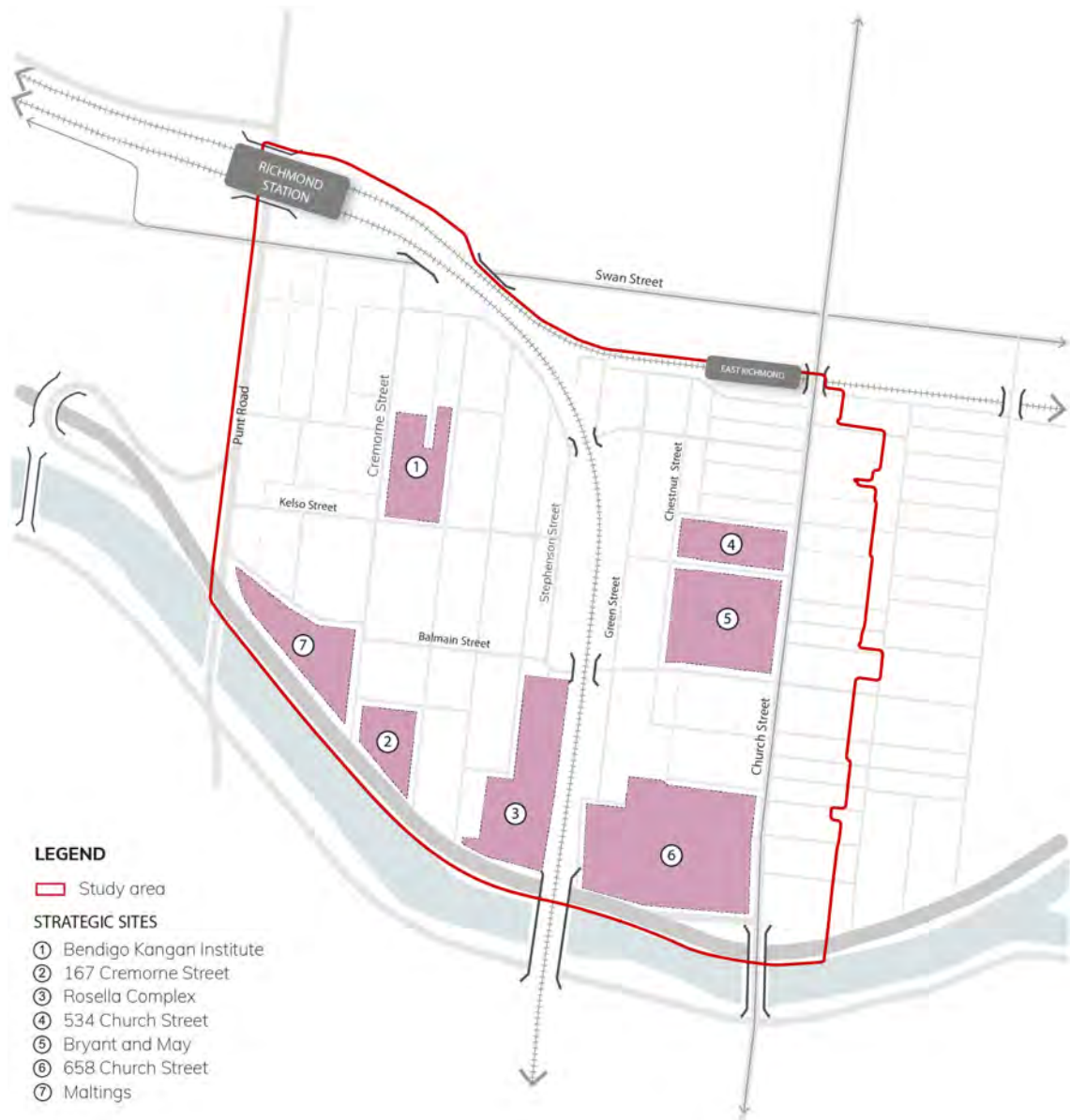
Map 2 - Railway Precinct



Map 3 - Church Street Precinct



Map 4 - Strategic sites



11.03-6L

23/05/2024
C327yara

Victoria Street East Precinct

Policy application

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

Yarra River and open spaces

Objectives

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

Strategies

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

- Planting with predominantly indigenous species.