

21.04 LAND USE

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21.04-1 Accommodation and housing

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Yarra is experiencing consistent residential growth. The Metropolitan Strategy, *Melbourne 2030*, identifies that this trend will continue.

Yarra will continue to accommodate its share of the housing growth of the inner Melbourne Metropolitan region (comprising the Cities of Melbourne, Port Phillip, Stonnington and Yarra). However, in order to protect valued character, and particularly its heritage places, the majority of new development will be accommodated on strategic redevelopment sites. These sites are generally located in, abutting, or close to activity centres, or in locations that offer good access to services and transport as required under *Melbourne 2030*. Other areas such as those in Mixed Use or Business zones will accommodate some population growth, while most established Residential 1 zones are stable and will experience minimal change. See Figure 2.

The diverse population of Yarra is valued by the community. In land use terms this will be managed by encouraging the provision of housing for all household structures, and for people with diverse needs. As the population ages, disabilities are becoming more prevalent and a wider range of housing is required. Provision needs to be made for housing that can be adapted to cater for people with disabilities and older persons.

In accommodating new development, the following are under threat and, where possible, must be retained:

- Housing appropriate for families with children
- A continued supply of good quality affordable housing. This includes both existing housing stock and new development
- Rooming house accommodation
- Private and public housing stock and residential care to cater for an ageing population.

Due to the historic mixed land use pattern of Yarra the interface of residential land use and commercial and industrial activities must be managed to provide reasonable amenity for residents. It is also important that new development provides high levels of amenity for existing and future residents.

Objective 1 To accommodate forecast increases in population.

Strategy 1.1 Ensure that new residential development has proper regard for the strategies applicable to the neighbourhood in question identified in clause 21.08.

Strategy 1.2 Direct higher density residential development to *Strategic Redevelopment Sites* identified at clause 21.08 and other sites identified through any structure plans or urban design frameworks.

Strategy 1.3 Support residual population increases in established neighbourhoods.

Objective 2 To retain a diverse population and household structure.

Strategy 2.1 Support the provision of affordable housing for people of all abilities, particularly in larger residential developments and on Strategic Redevelopment Sites.

Strategy 2.2 Encourage residential development which allows people to age in their existing homes and communities by supporting a range of housing types.

- Strategy 2.3 Support the development of new residential care facilities.
- Strategy 2.4 Encourage the retention of dwellings in established residential areas that are suitable for families with children.

Objective 3 To reduce potential amenity conflicts between residential and other uses.

- Strategy 3.1 Ensure new residential development in the Mixed Use, Business 1, Business 2, and Business 5 Zones and near Industrial and Business Zones is designed to minimise the potential negative amenity impacts of existing non-residential uses in the vicinity.
- Strategy 3.2 Apply the Interface Uses policy at clause 22.05.
- Strategy 3.3 Ensure the location, design and operation of community facilities minimises the potential for negative amenity impacts on the surrounding area.
- Strategy 3.4 Discourage late night and 24 hour trading activities located near residential zones to minimize impacts on residential amenity.
- Strategy 3.5 Apply the Caretakers' Houses policy at clause 22.06.
- Strategy 3.6 Apply the Licensed Premises policy at clause 22.09.
- Strategy 3.7 Apply the Discretionary Uses in the Residential 1 Zone policy at clause 22.01.

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Activity centres

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.

The presence of service, retail and entertainment uses creates active and vibrant activity centres with good access to services and facilities, which is an important attribute of the municipality.

Under *Melbourne 2030* Yarra has five Major Activity Centres with a regional retail and entertainment focus. These are Swan, Victoria, Smith and Brunswick Streets and Bridge Road. Yarra also has a number of neighbourhood activity centres which serve local needs. While the Major Activity Centres will continue to be supported to grow and prosper, the need for the provision of shops and services to provide for local day-to-day needs must be met in all activity centres.

The activity centres are almost all centred around elongated commercial strips stretched out along Yarra's main roads and feeder roads. Abutting uses along the length of the strips are generally residential, creating interface conflicts where some uses are not well managed or inappropriate uses are permitted.

The Business 1 Zone footprint of existing activity centres should remain unchanged as there is scope for further development of the centres to meet projected demand. For example, some centres have discontinuities in their retail or service frontages and there may be existing built stock and land parcels which are underutilised.

In special circumstances, Council may consider rezonings, but only when compliance with the following criteria is clearly demonstrated:

- The proposal includes a significant opportunity for improved public gathering spaces;

- The proposal would facilitate correction of known retail gaps and shortfalls, principally plugging deficiencies in Yarra's network of local food and grocery facilities; and
- Offers the opportunity for advantageous re-use of a heritage building or the creation of a built form which will support a better interface between the existing retail area and surrounding fabric.

Music venues, arts and cultural facilities also contribute to Yarra's character and cultural life, and to its activity centres.

Objective 4 To maintain a balance between local convenience and regional retail roles in Yarra's activity centres.

- Strategy 4.1 Increase the range of retail, personal and business services, community facilities, and recreation activities, within individual centres.
- Strategy 4.2 Support the regional role of the Major Activity Centres as an important component of Yarra's economy and as a metropolitan destination.
- Strategy 4.3 Support the role of all activity centres, including Neighbourhood Activity Centres, in providing local day-to-day needs of residents of all abilities.

Objective 5 To maintain the long term viability of activity centres.

- Strategy 5.1 Limit expansion of the Business 1 Zone and new parcels of Business 1 zoning.
- Strategy 5.2 Support land use change and development that contributes to the adaptation, redevelopment and economic growth of existing activity centres.
- Strategy 5.3 Discourage uses at street level in activity centres which create dead frontages during the day.
- Strategy 5.4 Permit residential development that does not compromise the business function of activity centres.

Objective 6 To require gaming venues to demonstrate no net negative impact from electronic gaming machine gambling.

- Strategy 6.1 Ensure the establishment of new or additional gaming machines does not occur proximate to relatively disadvantaged or vulnerable communities.
- Strategy 6.2 Support the redistribution of gaming machines away from vulnerable communities
- Strategy 6.3 Discourage gaming machines from locating or increasing where there is a likelihood of significant convenience gaming occurring.
- Strategy 6.4 Apply the Gaming policy at clause 22.15.

Objective 7 To encourage the arts and arts venues.

- Strategy 7.1 Support a diversity of arts uses such as live music venues, performance spaces, galleries and artist studios in appropriate and accessible locations.

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Within Yarra the volume of commercial and associated uses is so significant that they form clusters of interrelated activity.

The commercial and industrial sectors underpin a sustainable economy and provide employment. Yarra plans to retain and foster a diverse and viable economic base.

The decline in manufacturing activity has created an opportunity for service businesses which has maintained employment levels within Yarra. There is also a continuing demand for industrial land for those activities that value an inner metropolitan location. For this reason some land, as identified on the neighbourhood plans, can be rezoned to permit a combination of industrial and office use. In these areas rezonings to permit residential uses would not be supported, as residential amenity requirements are a threat to the survival of ongoing industrial activities.

In addition to the above, a number of industrial operations exist throughout Yarra that are located on isolated industrial sites in residential areas, away from other concentrations of business, without access to main roads. If the existing isolated businesses close or relocate, rezoning options that reflect the predominant pattern of the surrounding uses will be considered.

Objective 8 To increase the number and diversity of local employment opportunities.

- Strategy 8.1 Support rezonings, as identified on the relevant Neighbourhood plan, to permit increased commercial and office use in existing industrial areas.
- Strategy 8.2 Support home-based businesses.
- Strategy 8.3 Encourage residential and business land use within the Mixed Use Zone to locate on the same site.
- Strategy 8.4 Discourage Business 2 Zones becoming de facto residential zones whilst at the same time recognising that some residential opportunities can be accommodated in these zones.
- Strategy 8.5 Support opportunities for new uses on isolated industrial sites provided they reflect the predominant surrounding uses.
- Strategy 8.6 Apply the Caretakers' Houses policy at clause 22.06

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Community facilities, hospitals and medical services

Council wishes to retain community services which cater to a range of needs (in particular for disadvantaged groups). Community facilities may be private or not for profit organizations. While large regional facilities such as the Epworth and St Vincent's hospitals are important to the community, their operation and expansion must respond to the local context.

Objective 9 To provide community services that meet the needs of a diverse and changing community.

- Strategy 9.1 Require applicants to prepare a social impact assessment for all large scale residential development where it is considered that there is a significant impact on existing social infrastructure.
- Strategy 9.2 Consider opportunities for the appropriate provision of, or contribution towards, community facilities or services to support new residents, for large scale residential development proposals.

Objective 10 To provide accessible community services.

- Strategy 10.1 Encourage community facilities and services to co-locate and to locate within or adjacent to activity centres and locations that support multi-purpose trips and shared parking arrangements for people of all abilities.

Strategy 10.2 Encourage community facilities to locate where they are easily accessible by public transport.

Objective 11 To limit the impact of regional community facilities.

Strategy 11.1 Require the preparation of master plans for regional community facilities including hospitals and schools.

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Parks, gardens and public open space

The importance of public open space in an inner city environment is heightened by the density of development, and the limited availability of private open space. Much of the recent and future residential development has and will occur in areas deficient in open space. In these neighbourhoods the provision of private open space for new residential development is particularly important.

Given that resources to significantly expand Yarra's open space network are limited, there must be a focus on protecting and enhancing the assets of the existing system. There needs to also be an equitable system of open space contributions. In all neighbourhoods except Clifton Hill, Fairfield and Alphington, this should, where suitable in terms of size and location of development, be the provision of land.

Objective 12 To establish a linked open space network.

Strategy 12.1 Develop shared pathways and linkages between open space areas across the municipality and to open space adjacent to the municipality.

Strategy 12.2 Pursue additional public access along the banks of the Rivers.

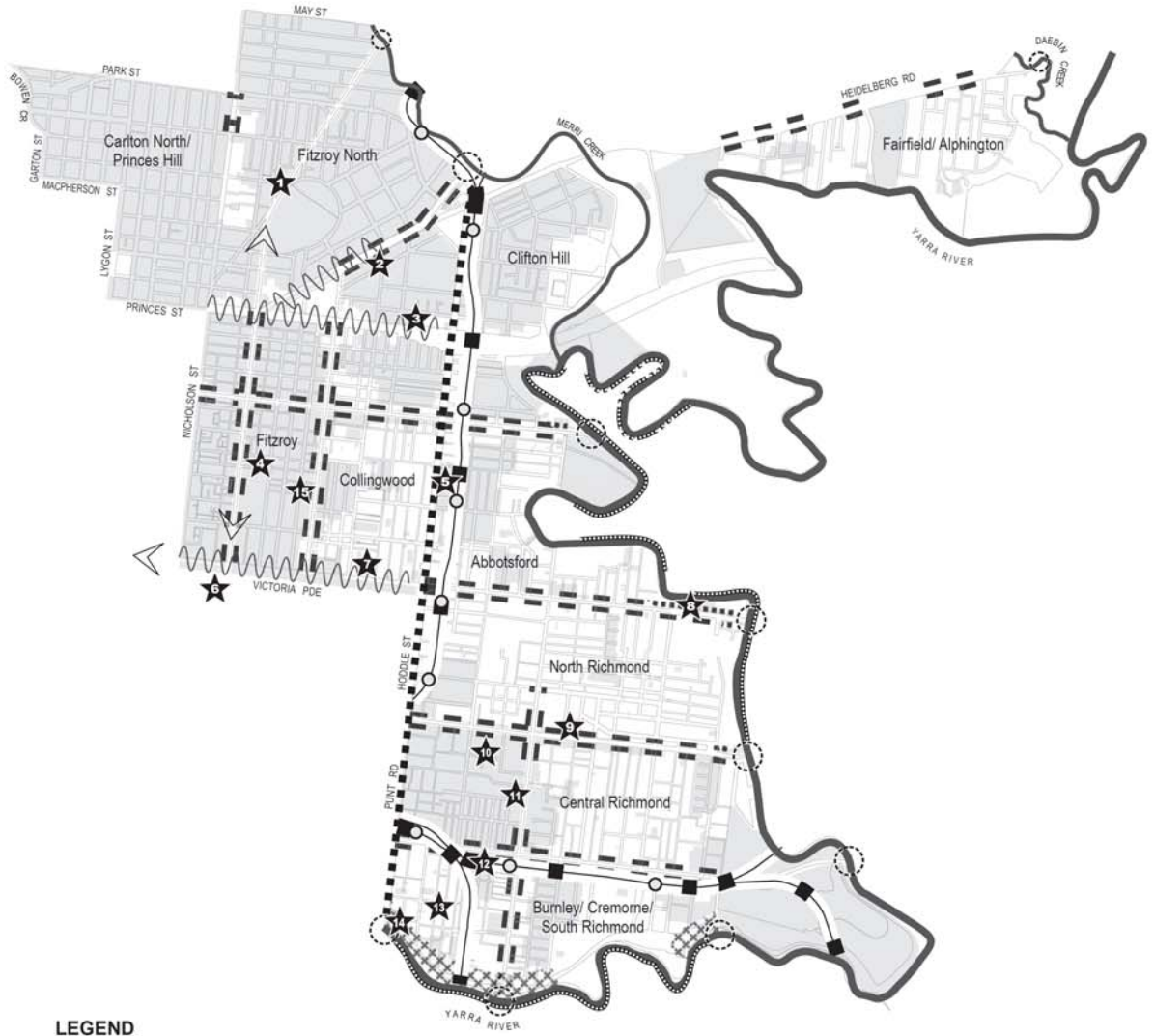
Objective 13 To provide an open space network that meets existing and future community needs.

Strategy 13.1 Apply the Public Open Space Contribution Policy at clause 22.12.

Strategy 13.2 Avoid the loss of open space and new development in open space unless directly used for sport, leisure or passive recreation.

Strategy 13.3 Ensure new development does not have a negative impact on adjoining open space.

FIGURE 3. URBAN FORM FRAMEWORK PLAN



LEGEND

Yarra River Corridor

- Freeway river edge
- Elevated topography
- Key road crossing

Transport Corridors

- Boulevards
- Main road strips
- Rail Corridors
- Hoddle Street / Punt Road

Views and Landmarks

- Landmarks/ Landmark signs/ Hilltop church spines
- 1. Spire of the Hungarian Reformed Church
- 2. St. Johns Church
- 3. Shot Tower

- 4. Fitzroy Town Hall
- 5. Collingwood Town Hall
- 6. St Patricks Cathedral
- 7. Olympic Tyre Sign/ Porsche
- 8. Skipping Girl Sign
- 9. Richmond Town Hall
- 10. Pelaco Sign
- 11. St Ignatius Church
- 12. Dimmeys Ball Tower
- 13. Slade Knitwear Sign
- 14. Nylax Sign
- 15. St Marks Church

View corridors

Heritage Overlay

Note: This map is indicative only.

