

22.1119/10/2006
C75**VICTORIA STREET EAST PRECINCT POLICY**

This policy applies to all land in the Victoria Street East Precinct as shown on Map 1 forming part of this policy.

22.11-119/10/2006
C75**Policy Basis**

The City of Yarra's Municipal Strategic Statement recognises the impacts of structural economic change on Yarra's traditional manufacturing base and that Council must promote new opportunities for surplus industrial land, in order to provide sustainable local employment and economic growth while maximising residential development opportunities.

The Victoria Street East Precinct is undergoing extensive private-sector redevelopment. The Victoria Gardens Shopping Centre and associated apartments are the first stages in the transformation of industrial sites in the area.

A number of large property holdings exist in the area north of Victoria Street and west of Burnley Street, which are identified as strategic redevelopment sites including:

- 613-627 Victoria Street, Abbotsford (former Metropolitan Fire Brigade site).
- 520 Victoria Street, 2 – 52 Burnley Street and 171 Buckingham Street, Richmond (Burnley Street west-side)
- 647-649 Victoria Street, Abbotsford (Walmer street site)
- 679 Victoria Street, Abbotsford (Honeywell site)
- 601 Victoria Street, Abbotsford (Going-Going-Gone site)

Redevelopment is also likely on many smaller properties particularly in the south of the Precinct.

Key features of the precinct include:

- Proximity to the Yarra River and opportunities to link the activity centre and the Yarra River corridor, and improve the accessibility and amenity of riverside open spaces while protecting the River's natural assets
- The proximity to Abbotsford's industrial area, especially the Carlton United Brewery and the need to carefully manage potential conflicts between uses in existing and new development.
- Established residential neighbourhoods to the south and west of the Precinct and the need for major redevelopment sites to provide an appropriate built form and land use transition and interface with these areas.
- Burnley Street and Victoria Street which are major arterial roads with high traffic levels, providing key connections to the CBD, freeway systems, and public transport access provided by Route 109 tram.
- The role of the precinct as part of the Victoria Street Major Activity Centre and the need for appropriate provision for the development and expansion of amenities and infrastructure of all kinds.

The City of Yarra developed the Victoria Street East Precinct, Richmond Urban Design Framework 16 November 2005 (UDF) to guide change in the area, to support Council and State policies including Melbourne 2030 and to enable development to fit comfortably with established areas within the Precinct. The principles of the UDF provide a guide for future development within the Precinct, particularly in relation to the treatment of the interface

between new development and the Yarra River and its environs, the Abbotsford industrial area and established residential neighbourhoods.

22.11-219/10/2006
C75**Objectives*****Yarra River and open spaces***

- To create strong public links to the Yarra River and improve the accessibility and amenity of the River corridor as a significant public open space
- To capitalise on the northerly aspect and proximity to public transport, while protecting and maintaining the recreational use of the river corridor.
- To enhance the landscape character of the river corridor and to ensure that the natural vegetation character is integrated into new development.
- To minimise the impact of building massing and siting when viewed from within the river corridor and ensure a vegetation dominated setting along the River edge,
- To improve natural surveillance, general safety and public accessibility of public space within the River corridor while maintaining the environmental qualities of the corridor.

Traffic and Access

- To improve the pedestrian environment along main roads, within the Precinct and along the River corridor, particularly at the intersection of Victoria Street with Burnley and Walmer Streets.
- To encourage the use of public transport, cycling and walking for access within the Victoria Street Precinct and between it and other parts of Melbourne.
- To provide for adequate access to, from and within redevelopment sites that contributes to the development of an integrated pedestrian and cycling network within the Precinct.
- To reduce vehicular traffic conflicts with tram services in Victoria Street without the requirement of future road widening.

Provision of infrastructure

- To develop and improve existing infrastructure in and around the Precinct, including parklands on both sides of the River and community infrastructure.
- To ensure new development contributes to the provision of appropriate physical and social infrastructure to support the change of uses in the Precinct.

Land use, activity and development opportunities

- To facilitate a mix of land uses appropriate for land forming part of the Victoria Street Major Activity Centre.
- To maximise opportunities for new development on former industrial sites and other disused sites while protecting the amenity of the surrounding area and enhancing the landscape character of the River corridor.
- To provide for higher intensity residential development within the Major Activity Centre where this will not be discordant with the built form and amenity of residential areas to the west and south of the Precinct.
- To protect existing industrial activities in the Industrial 1 Zone adjacent to the Precinct, while supporting opportunities for a shift from industrial activity to business activity within the Precinct.
- To create new local employment opportunities and protect existing ones, especially in the nearby CUB precinct
- To encourage the relocation of dangerous industry from the area south of Victoria Gardens and encourage more appropriate redevelopment as a transition between Victoria Gardens and residential areas.

Urban Design and Built Form

- To relate the siting scale bulk and massing of new development to the distinctive landscape and ex-industrial character of this section of the Yarra River Corridor
- To encourage high quality urban design and architecture throughout the precinct which contributes to the public realm, including the Yarra River corridor and street scapes.
- To ensure that the development or redevelopment of this precinct protects the character and amenity of neighbouring residential areas.
- To ensure access to sunlight and amenity is maintained in public spaces and that sensitive community facilities are protected from overshadowing and other detrimental impacts -
- To protect views to important landmarks, such as the ‘Skipping Girl’ sign.

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Policy

It is policy that:

Yarra River and Open Spaces

- New development is encouraged to be set well back from the River with the area provided by setbacks and additional open space integrated with the River corridor to provide universal public access.
- Development is designed to provide an appropriate interface with open space areas and the Yarra River corridor and incorporates design features to protect such areas and take advantage of the northerly aspect provided in this area of the river corridor.
- A continuous public open space and access link is provided along the River corridor including a dual pathway system with a lower path provided in a ‘natural’ setting along the River banks and a higher level path designed in a more ‘urban’ setting, to correlate with the topography of the setting.
- Setbacks or open spaces are appropriately landscaped and designed to integrate with the River corridor landscape, including the predominant planting of indigenous species and to screen views of buildings from the Yarra River Main Trail and areas of public open space.
- The design, materials and colours of fencing, retaining walls and terracing complements the natural landscape setting of the river corridor. The use of visually permeable fences, screen plantings, weathered timber, bluestone or other basaltic rocks and muted tones and natural colours is encouraged. Reflective, off-form white concrete is discouraged.
- External lighting associated with new development is encouraged to be:
 - designed to illuminate pedestrian activity areas only and to avoid light spill into tree canopies and other vegetated areas
 - of white based light sources, with yellow lighting and the illumination of building facades oriented towards the river discouraged
- Boat landings are located parallel to the water’s edge and constructed of durable heavy timber of concrete in natural weathered colours.
- Muted natural colours for fittings and bases, finished with graffiti proof paint, is encouraged.

Traffic, access and car parking

- Doonside Street should be improved as a major vehicular entry to Victoria Gardens and the area to the south.

- A vehicular link should be provided between Southhampton and Flockhart Streets to improve local access as an alternative to Victoria Street.
- Existing signalised intersections should be used where possible for vehicle access to new development, with priority given to minimising impacts on the Route 109 tram.
- Principal vehicular access to the Yarra Gardens precinct and Walmer Street sites should be provided via the Walmer Street intersection and Flockhart Street to minimise impacts on Victoria Street .
- Car parking areas should be incorporated within developments, preferably underground. Garage access to underground car parks should be visually concealed from the river frontage and the Main Yarra Trail.
- All development should use existing rear lanes where they exist, to provide service and vehicular access to the site and avoid open air ground level car parks or parking in structures exposed to street frontages.
- Development should be designed so that rear service areas and entries do not generate unreasonable noise or other detrimental impacts on the use of nearby properties.
- Where open air car parking areas are unavoidable and they are not incorporated into new development, the surface of the parking areas must be a dark bitumen all weather asphalt with dark coloured matching bluestone curb with a colour matching concrete channel.
- All car parking areas must incorporate a water detention system to limit run-off and litter entrapment system to protect water quality in the Yarra River, to the satisfaction of Council.
- Driveway crossovers and service entries along Victoria Street should be avoided if access to properties can be made through other properties. Where crossovers cannot be avoided, their width should be minimised and clear priority given to pedestrians on footpaths.

Land Use

- A mix of land uses, in accordance with the Framework Plan forming part of this policy is encouraged in the redevelopment of all sites within the Precinct, having regard to site constraints.
- Hospitality, entertainment and recreational uses, combined with office use, are encouraged east of Walmer Street
- Residential development above commercial uses at street and River levels north of Victoria Street is encouraged.
- Land use west of Walmer Street should not prejudice the operation of nearby industry and the CUB complex and that any new residential development west of Walmer Street should be required to incorporate appropriate acoustic measures.
- Land between Grosvenor and Walmer Streets should be re-developed for mixed use, with opportunity for residential uses and office uses at upper levels.
- The Burnley Street edge of the residential precinct should be consolidated by the provision of medium density housing.
- The residential edge of the river corridor should be consolidated south of Victoria Street Bridge.
- Uses which activate the Victoria Street, Burnley Street and River Corridor frontages at ground level are encouraged.

Pedestrian and Cycle Routes

- An integrated and improved network of pedestrian access routes should be provided within the Precinct with linkages both within and between sites.
- The northern Victoria Street footpath west of Walmer Street should be widened by setting any new building back from the existing property boundary to a new (recessed) property frontage, creating a colonnade within the existing building envelope or by other design features.
- The pedestrian amenity of Walmer Street and safe access to the existing footbridge should be improved by creating a pedestrian plaza with access for bicycles.
- Mid-block links should be provided through major redevelopment sites in the precinct, including through the Yarra Gardens precinct to connect the riverside paths west to Flockhart and Grosvenor Streets and south to Davison Street.
- A link is provided between Grosvenor and Flockhart Streets through the site at 601 Victoria Street.
- River Street should be extended to form a pedestrian connection linking Victoria Gardens with the area to the south.
- A link from Appleton Street to the River corridor should be provided and a new footbridge should be provided to Mason Street, Hawthorn.

Urban Design and Built Form

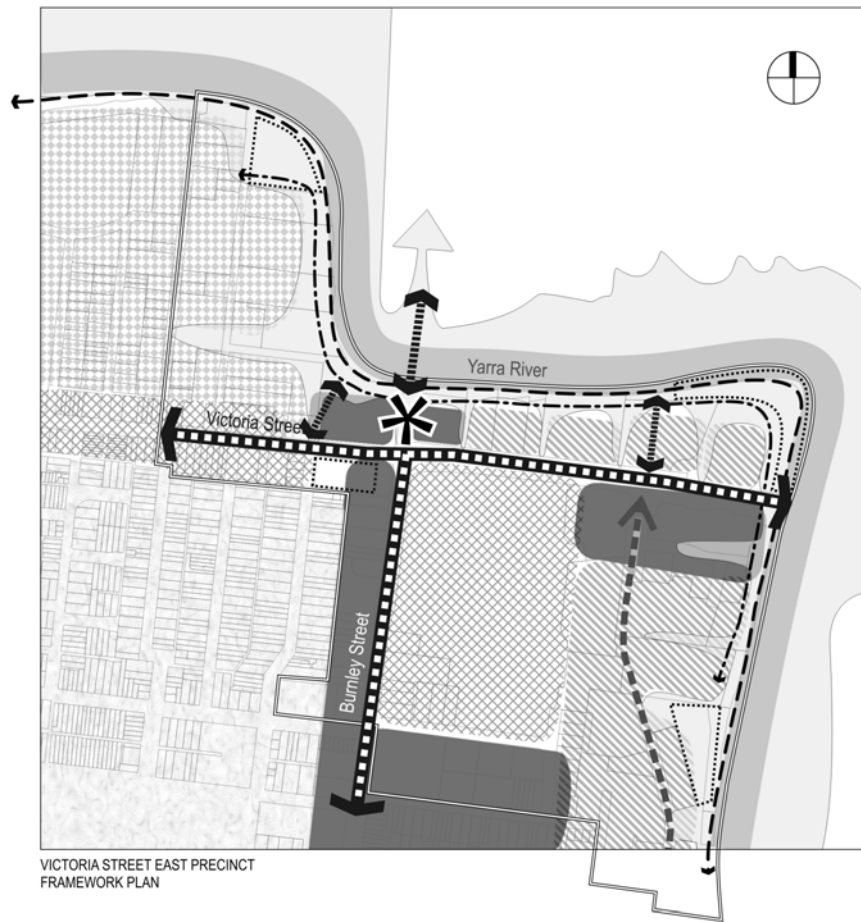
- Built form does not unreasonably impact on the landscape within viewed from the River corridor and public access routes along the River corridor
- The height of buildings on the Victoria Street frontage should respect the prevailing building height of the streetscape. The Victoria Street frontage is to be articulated as a number of separate buildings to avoid a continuous podium or building mass along the full frontage. The overall massing of buildings should provided separation to allow views of the River and landscaping amongst the buildings, inclusive of canopy trees.
- All buildings contribute to the public realm through the provision of active frontages, where appropriate, and high quality urban design and architecture with articulated building facades and upper level building setbacks. Windows should be incorporated at upper levels to encourage public surveillance.
- Buildings should be set back to maintain views to important landmarks such as views from Victoria Street footpath to the Skipping Girl sign and to preserve or create view lines to the River corridor
- New development on Burnley should be designed so as to provide an appropriate transition in scale and massing, with upper level setbacks provided to minimise impacts on the amenity of adjacent lower-rise housing areas
- Higher built form along Burnley Street that responds to the provisions of the Comprehensive Development Zone applying along the east side of Burnley Street may be supported and that the Burnley Street frontage should provide appropriate building articulation, addressing fenestration treatment, materials and colours.
- Emphasis should be given to protecting the operation and amenity of Williams Reserve, Annettes Place and the Yarraberg Child Care and Community Centre in the design and management of adjoining and nearby development.
- Taller building elements may be constructed, provided that an appropriate height transition is provided within the site to minimise impacts on the amenity of the surrounding area including through the overshadowing of public spaces.
- Built form in Commercial and Industrial interface areas responds to the strong urban and ex-industrial character of the area by maintaining the built form pattern of the locality which predominantly comprises zero front or side setbacks, except for interfaces with adjoining public spaces or the River corridor.

22.11-4 Reference Document


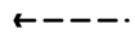





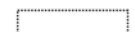






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- Victoria Street East Precinct, Richmond Urban Design Framework, 16 November 2005

MAP 1 VICTORIA STREET EAST PRECINCT FRAMEWORK PLAN



LEGEND

-  Improved pedestrian amenity and access along main roads
-  Pathway in 'natural' setting.
-  Pathway in 'urban' setting.
-  Links to river corridor
-  Pedestrian connection to River Street
-  Precinct Boundary
-  Native Landscape
-  Existing Parklands/ Reserves
-  Walmer Street Gateway
Pedestrian priority and improved
Access to river
-  Mixed Use
-  Retail Focus
-  Employment Focus
-  Residential Focus
-  Established Housing