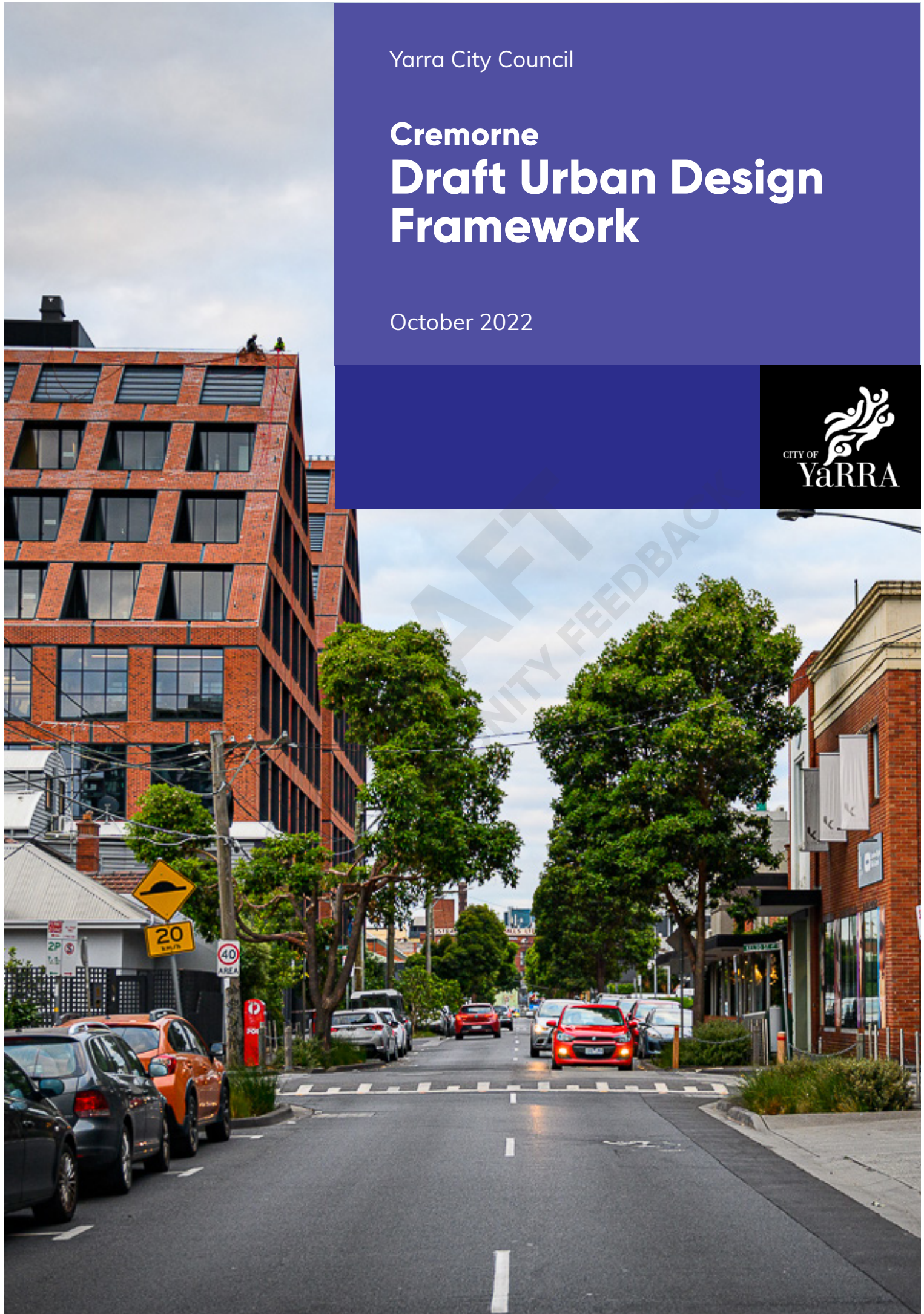Yarra City Council

Cremorne
Draft Urban Design Framework

October 2022

CITY OF YaRRA

Yarra City Council acknowledges the Wurundjeri Woi Wurrung people as the Traditional Owners and true sovereigns of the land now known as Yarra. We also acknowledge the significant contributions made by other Aboriginal and Torres Strait Islander people to life in Yarra. We pay our respects to Elders from all nations and to their Elders past, present and future.

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Contents

Part One: Introduction

This section provides an overview of the context of Cremorne, the vision and the development of the Draft Urban Design Framework.

Part One: Introduction

The Draft Urban Design Framework provides a framework to guide development and investment in Cremorne. In this section you will find an introduction to the study area, the strategic context, and how the framework was developed.

About the Framework

Cremorne Study Area

The study area of the Cremorne Urban Design Framework covers approximately 72 hectares of land and is generally bound by:

- Punt Road to the west
- the railway line between Richmond and East Richmond Station to the north
- the commercial zoned land on the east side of Church Street
- Citylink to the south.

It includes the Cremorne Enterprise Precinct but also includes three pockets of residentially zoned land.

Why do we need an Urban Design Framework for Cremorne?

A diverse range of businesses, from billion-dollar tech giants to small and medium sized enterprises and start-ups are located in Cremorne. Interspersed with the commercial area is a residential community. This mix of business and inner urban living makes Cremorne a unique place to work and live.

In 2018, the Victorian Government released a policy Unlocking Enterprise in a Changing Economy which identified Cremorne as an enterprise precinct suitable for the growing knowledge and services-based economy.

Figure 1 - Study area aerial

Cremorne is undergoing a rapid period of growth and change. In the wake of increased development investment, workers, residents and visitors campaigned for better amenity within the area and coordination of government activity, including improvements to public spaces and accessibility.

Responding to these challenges and opportunities, the Minister for Planning requested the Victorian Planning Authority prepare a Place Implementation Plan for Cremorne.

The Cremorne Place Implementation Plan (CPIP), released in December 2020, was a joint project between the Victorian Planning Authority (VPA) and Yarra City Council, with input from other key State Government agencies.

The CPIP provides a vision for the future of Cremorne. It also includes an action plan. Yarra City Council is partnering with the State Government to deliver the CPIP actions. The Urban Design Framework is a specific action of the CPIP and addresses several of other actions.

What is the purpose of the Cremorne Urban Design Framework?

The draft Cremorne UDF takes the high level vision and actions in the CPIP and builds on them.

It provides detailed directions for the future of Cremorne to meet the changing needs of business and workers, residents and visitors. It details how Cremorne and its precincts might look and feel in the future.

The draft UDF provides a detailed framework to guide the long-term future growth, development and character of Cremorne. It will help to manage change to ensure Cremorne is an attractive and vibrant area to work and live.

The draft UDF establishes the strategic basis for new built form controls in the Yarra Planning Scheme, to guide better development outcomes. It also outlines actions which support the economic role of the precinct, its residential areas and identifies possible improvements to its streets, open spaces and transport connections.

The draft UDF will identify where Council, the State Government and other agencies and the private sector should focus its long-term planning and investment in Cremorne. Importantly the draft UDF also builds on recent consultation undertaken as part of the CPIP and other Council / State Government projects and strategies.

Structure of the Framework

The draft UDF has four parts (Figure 2). It is structured around five themes. Under each theme, there is a set of objectives and actions.

Part One: Introduction	Provides an overview of the context of Cremorne, the vision and the development of the Draft Framework.
Part Two: Framework	Details the objectives and actions across five themes to help deliver the vision for Cremorne.

Theme 1:	A place to create, innovate and live
Theme 2:	A leading sustainable and climate resilient precinct
Theme 3:	Connected and accessible Cremorne
Theme 4:	Spaces for people
Theme 5:	Qaulity design that builds on Cremorne's precinct identity

Part Three: Precinct	Details the vision and design objectives for each precinct and strategic site.

Cremorne West Precinct

Railway Precinct

Church Street Precinct

Birrarung Precinct

Part Four: Delivery	Provides an overview of the next steps required to implement the Framework.

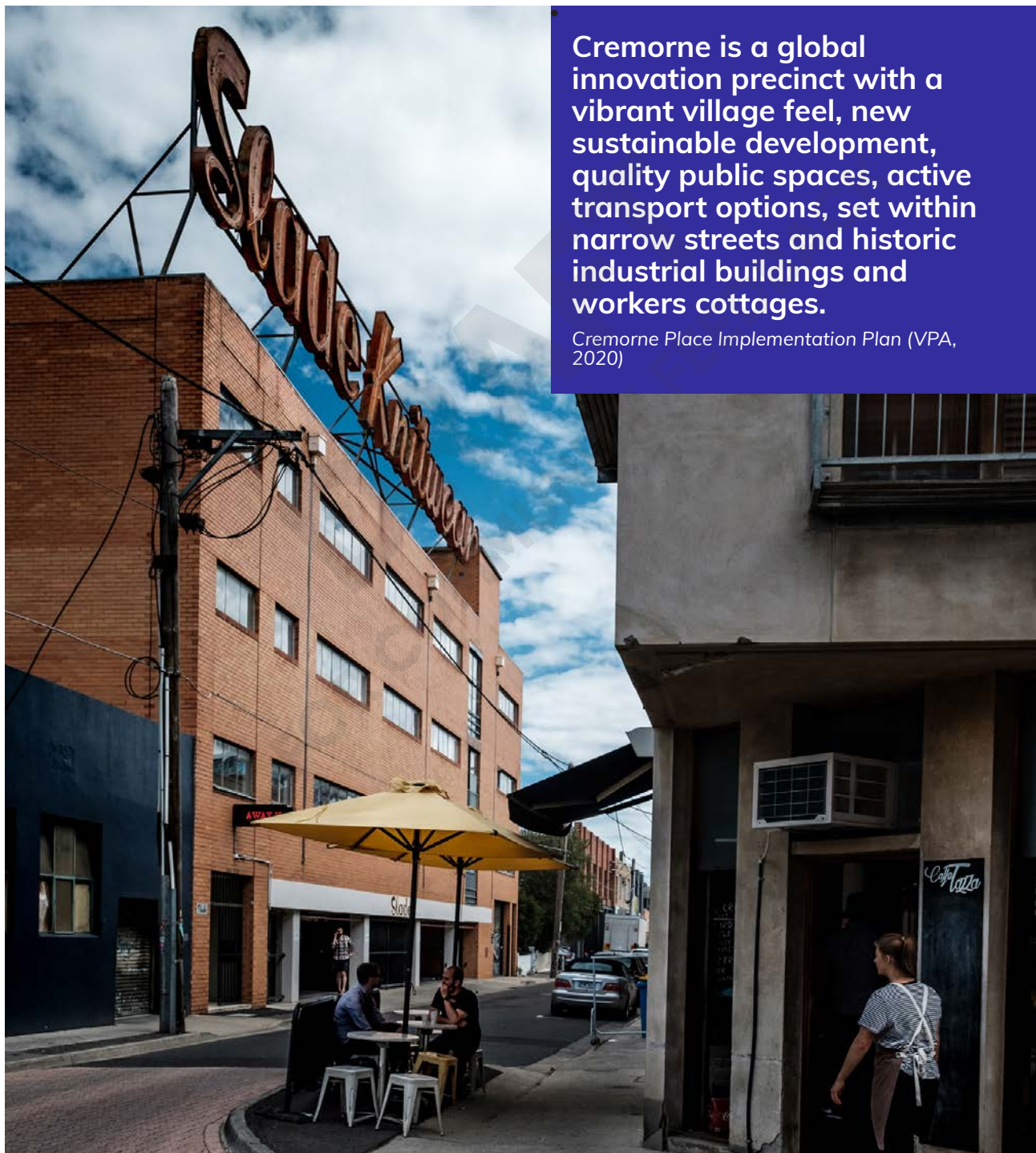*Figure 2 - Urban Design Framework format*

Vision

The vision expresses the overarching aspiration for Cremorne. The vision has been adopted from the Cremorne Place Implementation Plan and was informed by community input into the plan.

The vision will be delivered through a number of objectives and actions that support the economic role of the precinct and its residential areas, environmentally sustainable development, movement and access, streets and spaces and quality buildings (see Part Two: The Framework).

The UDF identifies four commercial and three residential precincts in Cremorne, each with its own character and qualities. The vision for Cremorne is translated into specific visions for the three of the commercial precincts and strategic sites (see Part Three: Precincts).

Cremorne is a global innovation precinct with a vibrant village feel, new sustainable development, quality public spaces, active transport options, set within narrow streets and historic industrial buildings and workers cottages.

*Cremorne Place Implementation Plan (VPA, 2020)*

Ten Key Moves

Ten key moves summarise the key directions of the draft Cremorne UDF and outline some of the 'big ideas' for the precinct.

1. Grow Cremorne's commercial core as a global tech and enterprise precinct
2. Cremorne Street and Church Street as the key spines of the enterprise precinct
3. Bendigo Kangan Institute campus reimagined as a creative & digital education and community hub
4. Retain Cremorne's unique residential neighbourhoods in amongst respectful commercial development
5. Celebrating the unique history of Cremorne's industrial and residential past
6. Redesigned road network which prioritises active and sustainable transport
7. Enhanced links to revitalised Richmond and East Richmond Stations
8. A network of open space that links to neighbouring spaces outside of Cremorne
9. An exemplary environmentally sustainable precinct
10. Reconnecting Cremorne to the river corridor

1	Grow Cremorne's commercial core as a global tech and enterprise precinct
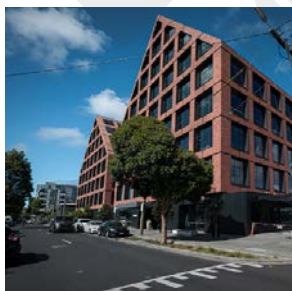
Cremorne will grow as a global centre for innovative thinking and world leading business and commercial ventures and activities. The Cremorne Digital hub in Balmain Street and BKI campus will bring together industry and education. Cremorne's public spaces, streets and buildings will provide a provide a vibrant and thriving setting to support business.

2	Cremorne Street and Church Street as the key spines of the enterprise precinct

Cremorne Street and Church Street will form the two spines of Cremorne, connecting people and places. Cremorne Street provides a focus for street life and activity. It will be fronted by offices, coworking spaces, the lively BKI campus and cafes spilling onto the leafy pedestrian and cycle friendly spine. Church Street, with a mix of offices, company headquarters, showrooms, retail and cafes, will provide a treed transport link between the Swan Street Activity Centre and the Yarra River with safe and attractive walking and cycling and accessible tram stops.

3 Bendigo Kangan Institute campus reimagined as a creative & digital education and community hub

The BKI Campus, at the heart of the precinct, will become a creative and digital education and community hub for the enterprise precinct. New education facilities and new public spaces will wrap around the historic Cremorne Primary School buildings and welcome the wider community into the campus.

4 Retain Cremorne's unique residential neighbourhoods in amongst respectful commercial development

Cremorne's small pockets of low-rise residential neighbourhoods will be retained amongst Cremorne's mid-rise commercial development. Development in the commercial areas will provide a respectful transition to these small residential areas.

5 Celebrating the unique history of Cremorne's industrial and residential past

Cremorne's history is reflected in its unique industrial buildings and iconic signs, remnant pubs and shops and residential heritage cottages and terraces. The retention and adaptation of these heritage places will showcase the precinct's rich heritage and contribute to and enhance the character of the area.

6 Redesigned road network which prioritises active and sustainable transport
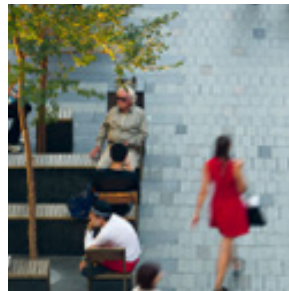
Moving around Cremorne will be easier with a redesigned road network. Walking, cycling and public transport will be the preferred way to get around Cremorne. A walkable street network and cycle lanes will connect Cremorne with surrounding areas and public transport.

7 Enhanced links to revitalised Richmond and East Richmond Stations

Richmond and East Richmond Stations will be revitalised as key community spaces connecting people working, living or visiting Cremorne with the Central City and rest of Melbourne. Their role as transport hubs will be enhanced with easier access by walking and cycling and more integrated and accessible tram stops. New areas for waiting, meeting and relaxing will be provided around the stations.

8 A network of open space that links to neighbouring spaces outside of Cremorne

A network of open space will be created to cater for the needs of the growing worker and resident community. New spaces on large sites and pocket plazas will provide a diverse range of spaces and green relief. Cremorne's streets will also play a part as people places. Improved links to larger surrounding public spaces will expand the network of open space.

9 An exemplary environmentally sustainable precinct

Cremorne will become a climate resilient precinct which supports environmentally sustainable development. Cremorne's new commercial buildings will be world leaders in zero carbon and climate resilience. Buildings, streets and public spaces will help to create a precinct that is cool and green.

10 Reconnecting Cremorne to the river corridor
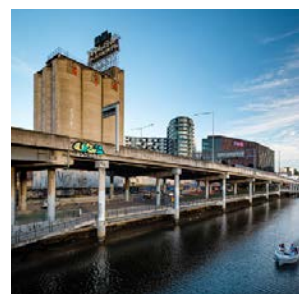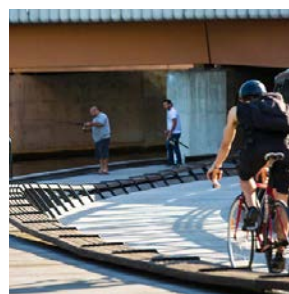
Connections to river will be enhanced with safe and easy access to the river for everyone. The Main Yarra Trail will be widened to provide separated space for pedestrians and cyclists and create new spaces along the river to rest, experience the river and enjoy views of bridges, landmarks signs and the city skyline.

Introducing Cremorne's Precincts

Cremorne includes distinct commercial and residential precincts. The precincts and precinct boundaries were informed by existing building stock, public realm, block structure, zoning and current land uses.

These precincts also include seven strategic sites that have the capacity to accommodate substantial growth and change over time and require further strategic investigation.

Figure 3 - Precincts
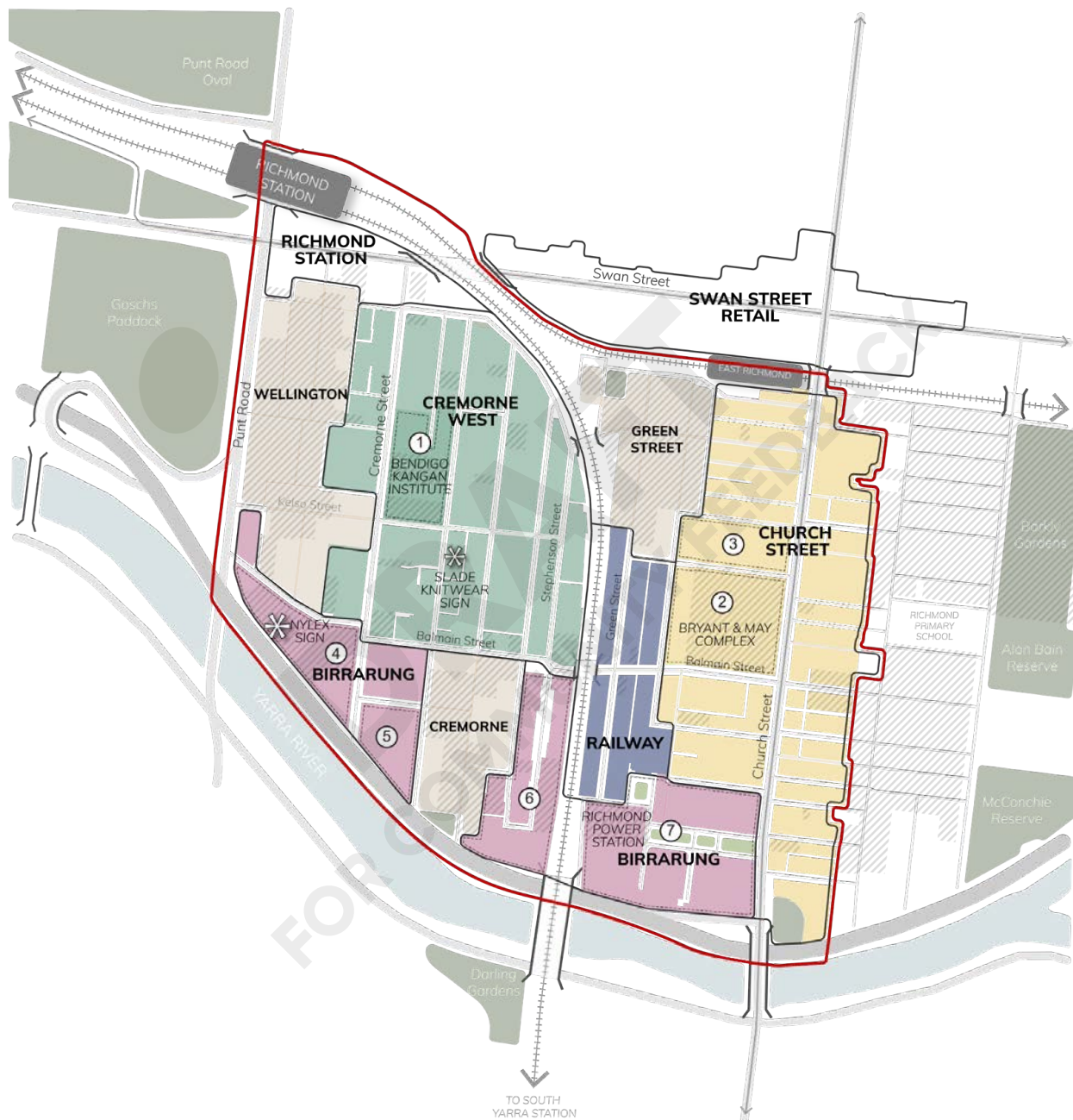
Legend:
- Study area
- Precinct boundary
- Strategic sites
- Heritage overlay
- Municipal landmark

- Cremorne West
- Railway
- Church Street
- Birrarung
- Residential precincts

Strategic sites
1. Bendigo Kangan Institute
2. Bryant and May
3. 534 Church Street
4. Richmond Maltings
5. 167 Cremorne Street
6. Rosella Complex
7. 658 Church Street

Richmond Station Precinct

Forms the western entry to the Swan Street Major Activity Centre and a northern entry to Cremorne. It is anchored by the Richmond Station. Cremorne Street intersection is a key gateway to Cremorne, accommodating the highest pedestrian volumes in Cremorne.

Railway Precinct

Fine-grain, block structure along the elevated railway line. Most sites have two frontages. Low-rise industrial building typologies with some low-rise, contemporary office development. Prominent ground floor car parking.

Birrarung Precinct

Comprises several key strategic sites. Mix of re-purposed heritage buildings, apartments and large floorplate, commercial urban renewal development. Significant heritage sites; Richmond Maltings, Rosella Complex & Richmond Power Station.

Wellington Residential Precinct

The Victorian-era residential area centred on Wellington Street. Detached and attached Victorian and Edwardian houses with some newer development. Some early bluestone kerbs, channels, and laneways

Cremorne West Precinct

Cremorne Street forms the main north south corridor, with Bendigo Kangan Institute at the heart. Network of narrow north-south streets with low-rise industrial and residential buildings with mid-rise contemporary office development.

Church Street Precinct

Traditional linear high street with commercial and retail uses. Mixed built form character. New mid-rise developments are visible from abutting low-scale residential areas to the east.

Cremorne Residential Precinct

Victorian and Edwardian-era houses with some inter-war buildings, which are set close to the street. Some early bluestone kerbs, channels, and laneways. Former corner shops and with a mix of cottages and some newer dwellings.

Green Street Residential Precinct

Victorian and Edwardian-era houses with some inter-war buildings, which are set close to the frontage. Some visible second storey additions and infill development. Some commercial buildings dating from the Victorian era.

About Cremorne

Cremorne is a compact, diverse, and vibrant inner-city suburb that includes a large commercial core interspersed by three small pockets of well established, low scale residential areas. Church Street provides Cremorne's retail centre.

Cremorne is home to more than 2,000 residents, 700 businesses and accommodates more than 10,000 workers each day.

Located less than 2 km from Melbourne's Central City, Cremorne is easily accessible via Richmond and East Richmond Stations and tram services along Swan Street and Church Street. It abuts the Swan Street Major Activity Centre.

The Yarra River (Birrarung) forms the southern border of Cremorne and has shaped the settlement of Cremorne. To the Wurundjeri Woi Wurrung people, the river is known as the Birrarung - 'river of mists and shadows'. Good access to the fresh water meant that Cremorne was seen as an attractive place to establish manufacturing in the mid 19th century. However, the colonists' land clearing, sewage and industry polluted the Yarra's lower reaches. This was in direct contract to the harmonious management of the river by Traditional Owners.
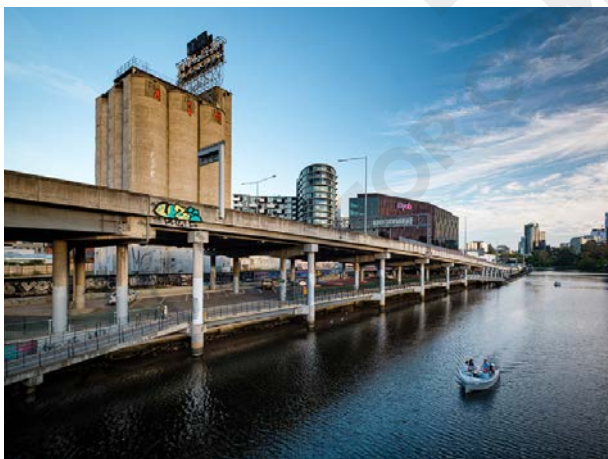
Image 2 - Yarra River corridor

Today, opportunities to enhance Cremorne's interface with the river, include providing places to socialise and exercise. Experiencing nature is limited by the Monash Freeway (now Citylink), which was constructed in 1962.

Cremorne has emerged as Australia's premier destination for local and global technology companies. Annually, it is estimated that Cremorne contributes $4 billion to the Victorian economy and provides over 10,000 jobs.

Cremorne's growth as a key centre for business and innovation has led to a significant increase in office and commercial development, with businesses and workers attracted to Cremorne's central location, amenities, heritage buildings, creative atmosphere and sense of community.

1,180 dwellings

722 businesses

2,018 residents

10,000 workers

+4,000 jobs since 2011

Cremorne contributes 4 billion to the Victorian economy each year
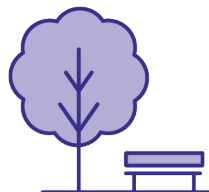
0.5ha of public parks

96% growth rate in jobs from 2011 to 2016 in the professional, scientific, and technical services

Historical Snapshot

Traditional Owners

The Wurundjeri (Woiwurrung) people inhabit the area surrounding the Birrarung (Yarra River) and Port Phillip Bay (that is now Melbourne) and move around the area according to the weather and availability of food.

1840-1850 - First Subdivision

The area (now known as Cremorne) is subdivided into six long narrow allotments between 1846 and 1849. Colonial Architect Henry Ginn purchases two lots (totalling 10.5 ha) in 1846 and designs and constructs a residence, with established gardens and a lake.

1850-1870 - Cremorne Pleasure Gardens and Cremorne's Pubs & Hotels

Cremorne Gardens (from which the suburb derives its name) opens in 1853. Based on European pleasure gardens, the gardens provide summer entertainment, including dancing, a menagerie, river gondolas and fireworks displays.

Image 3 - Cremorne Pleasure Gardens (ST Gill, 1855)

The railway to Brighton bisects Cremorne in 1857 and briefly includes the Cremorne station at Balmain Street to service the Gardens. The train station closes and is demolished in 1863 - as was the Pleasure Gardens. The area was then developed as a private asylum.
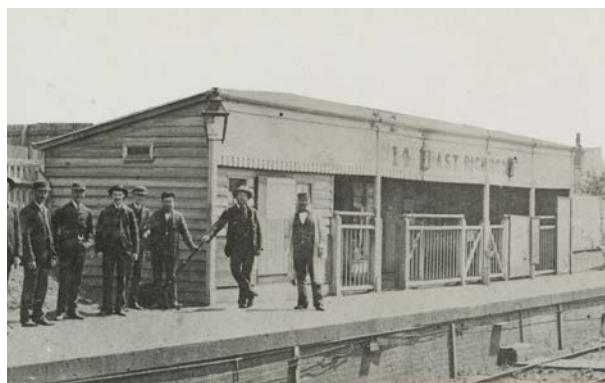
Image 4 - East Richmond Station (c1905)

The East Richmond Railway Station (originally named Church Street) opens in 1860 with the development of the railway to Hawthorn. Punt Road Station (now Richmond station) is relocated to Swan Street in 1859. Swan Street grows as a commercial strip.

Image 5 - Church Street bridge (1914)

A single span iron box-girder bridge at Church Street is constructed in the 1850's. (The current bridge is completed in 1924.) At Punt Road, a punt service operates. (The current Hoddle Street bridge is constructed in 1937-38.)

An influx of population in the 1850s sees a boom of hotels and pubs on street corners. The Yarra Hotel located at 119 Cremorne Street is one of seventeen Richmond pubs operating in 1854. Community services also grow e.g. the Church of England (c1857) – now longer there.

The Barrett Burston Richmond Maltings site is initially developed as a brewing and malting site in 1850. The barley silos are added in the 1950s and 1960s. The Nylex Plastics clock, above one of the silos, is installed in 1961.

Image 6 - Former Yarra Hotel (Cremorne Street)

1870-1900 - Emerging industries and growing community

The banks of the Yarra become home to many noxious industries, such as tanneries and soap makers, as well as the Richmond Power Station, which opens in 1891.

In 1884, the asylum on the site of the former Cremorne Gardens is purchased and subdivided for residential purposes. The houses are largely small cottages to house local workers.

The Cremorne State Primary School on Cremorne Street is built in 1878. By August 1890, the school's enrolment number had reached 662 pupils. (The school's buildings now form part of the BKI Campus.) Other schools and community services open in the area e.g 'Scripture Free School'.

1863, 1888 and 1891 sees major floods in Cremorne with Cubitt, Dover, Cremorne and Wellington Streets reportedly completely inundated in the 1891 'Great Flood'.

Image 7 - Bryant and May Complex (c1930)

1900-1980 - Economy Shifts

A rapid expansion of industry occurs at the beginning of the 1900s. The Rosella Factory Complex is erected on the site of the former Cremorne Gardens on Balmain Street in 1905 and the Bryant and May Industrial Complex is built in 1909. Both factory complexes become prominent employers for the working class in Cremorne and Richmond before they are vacated in the 1980s.

In the mid 20th century, the area becomes a location for light industry with hundreds of small to medium-sizes factories, including clothing manufacturers, mechanics, printers and small engineering businesses.

Families move out of the area and parts of residential areas are thought of as 'slums'. Some of the houses fall into illicit uses.

Image 8 - Bryant and May tennis facilities (c1924)

Cremorne's Role Evolves

In 1999, Cremorne becomes a suburb, rather than a locality in Richmond.

In the 2000s, Cremorne is identified as an area for urban renewal and sees major new residential and commercial development along the freeway edge. Yarra City Council resolves to maintain commercial zoning for Cremorne to continue employment uses rather than housing.

Cremorne becomes highly sought after as a business location. Buildings previously used for manufacturing are re-purposed for office, commercial and co-working spaces. Cremorne is now a mix of period and contemporary housing, offices, spaces for creative industries, bars and a diminishing light industrial sector.

Figure 5 - Inner metro context

Legend

- Cremorne Enterprise Precinct
- Waterway
- Open Space
- Rail network
- Metro tunnel
- Tram network
- Central Business District
- Major Activity Centres
- Major Employment Areas (Yarra)
- Employment Precincts (NEIC)
- ⊞ Health facility
- Ⓔ Education facility

- Key Precincts
  - ❶ Arts Precinct
  - ❷ Sports Precinct
  - ❸ St Kilda Road Precinct

- Prioirty Renewal Precinct
  - ① Fishermens Bend
  - ② Arden Macauley
  - ③ Flinders Richmond Corridor

- Other Renewal Precinct
  - ④ Dynon
  - ⑤ E-Gate
  - ⑥ Docklands
  - ⑦ Northbank
  - ⑧ Southbank

Strategic Context

Enterprise Precincts

The term 'Enterprise Precincts' is used to recognise areas that play an important role in fostering creative industries, start-ups and small batch manufacturing.

> **Enterprise precincts are typically dense, accessible, and amenity rich urban areas that provide fertile ground for business formation and idea development and innovation. They respond to changes in the economy and evolving ways of working more than the more traditional larger floor plate and established businesses.**

Unlocking Enterprise in a Changing Economy, 2018

The State Government policy paper, *Unlocking Enterprise in a Changing Economy* (DEWLP, 2018), provides a framework to identify and support enterprise precincts. It includes a checklist of nine factors to assess the potential of enterprise precincts:

- critical mass
- competitive advantage
- quality of place
- diversity and inclusion
- collaboration
- affordability
- infrastructure
- accessibility
- anchor institutions.

The policy paper makes specific reference to Cremorne as a key enterprise precinct for Victoria, with a successful focus on technology, creative industries and co-working spaces. It identifies Cremorne as a pilot enterprise precinct.

The draft UDF has been prepared in the context of Cremorne as a successful, maturing enterprise precinct – already home to innovative unicorn companies, small and medium enterprises (SMEs), start-ups, scaleups, urban manufacturers, social enterprises and creative industries that make up the emerging economy.

Cremorne Place Implementation Plan 2020 (CPIP)

The CPIP, developed by the State Government and Yarra City Council, presents a vision for Cremorne and strategic directions and targeted actions for delivery by state agencies and council to guide future investment. The CPIP identifies opportunities and possible actions including:

Economy and innovation:

- building partnerships to activate the local economy
- addressing commercial workspace affordability to sustain start-up and scale-up businesses, and small and medium enterprise growth in the precinct
- upgrading infrastructure necessary for a thriving enterprise precinct ie access to the high-capacity digital infrastructure
- exploring mechanisms to support creative industries spaces within Cremorne.

Public and open space:

- unlocking opportunities for additional public open space and public realm enhancements in new developments
- investigating the potential to convert on-street car parking to public open space in support of other initiatives such as priority walking and cycling routes
- improving connections to existing open spaces and the Yarra River.

Buildings:

- updating the existing City of Yarra's Urban Design Framework
- providing certainty and consistency for built form guidance to balance residential amenity with commercial development

- investigating the introduction of interim built form planning controls to address the critical policy gaps whilst preparing long term planning provisions on these matters
- working with owners of strategic sites (private and government) on redevelopment masterplans to maximise public amenity for the community.

Transport and movement

- increasing use of public transport through better access and infrastructure investment
- prioritising key locations for improved pedestrian and cycling connections
- promoting the most efficient management and use of car parking supply, including undertaking a review of car parking provisions in Yarra Planning Scheme
- investigating the opportunity for reduced speed limits and pilot other innovative solutions, safer street layouts and line marking to improve safety for pedestrians and cyclists.

Cremorne Digital Hub

In August 2022, the State Government announced a consortium led by Artesian Venture Partners, the University of Melbourne, RMIT University and La Trobe University has been selected to establish the Cremorne Digital Hub. The site for the hub is 80 Balmain Street.

The Victorian Government will invest $10 million in the hub. It is intended to drive the growth of Victoria's tech sector and develop and position the Cremorne precinct as a top global destination for innovation and technology. The digital hub will deliver a range of activities including community building and knowledge sharing events, digital skills training and custom education, research and innovation, and a range of start-up and commercialisation activities including the establishment of the Cremorne Venture Capital Fund.

Planning Framework

Plan Melbourne 2017-2050

Plan Melbourne provides the planning strategy for metropolitan Melbourne - guided by nine principles and seven outcomes. It's directions are implemented in state and regional planning policy in the planning scheme. Outcomes and directions of relevance to Cremorne, include:

- supporting precincts for business and education that are productive, have capacity to grow and stimulate economic growth
- improving access to jobs across Melbourne and closer to where people live
- developing an integrated transport system that connects people to jobs and services and goods to market
- improving public and active transport connections
- creating a distinctive and liveable city with quality design and amenity
- ensuring quality design and amenity with a focus on more public places
- respecting Melbourne's heritage
- developing Melbourne as a sustainable and resilient city.

Melbourne Industrial and Commercial Land Use Plan 2020

Melbourne Industrial and Commercial Land Use Plan 2020 sets out a planning framework for industrial and commercial land across metropolitan Melbourne. The plan recognises Cremorne as emerging as one of Melbourne's premier destinations for creative design, particularly tech and digital design.

Yarra Planning Scheme

State Planning Policy in the Planning Scheme does not explicitly refer to Cremorne as an enterprise precinct or define what an enterprise precinct is. Clause 17.01-2S supports 'the development of enterprise precincts that build the critical mass of employment in an area, leverage the area's public and private sector economic competitive strengths and assets, and cater to a diversity of employment types and scales'.

Current local planning policies do not identify Cremorne as an enterprise precinct but seek to increase the number and diversity of local employment opportunities (Clause 21.04-3 Industry, office and commercial).

Clause 21.08 – 2 Burnley, Cremorne, South Richmond supports the mixed use nature of development in the Cremorne area. In this Clause, Figure 8 identifies non-residential, residential and main road areas in Cremorne.

New planning policy has been developed and adopted by Council which will replace existing local policy in the scheme. Planning Scheme Amendment C269yara, currently awaiting approval by the Minister for Planning, identifies Cremorne as a major employment precinct along with Gipps Street.

It identifies Cremorne as 'an enterprise precinct, emerging as Melbourne's premier destination for creative design, particularly in the tech and digital space. It is home to global companies which sit side by side with small to medium sized firms, start-ups and co-working spaces' (Clause 02.01-8).

Clause 17.01-1L Employment Strategies seeks to maintain and grow employment in Cremorne. Strategies include:

- maintaining zoning that supports the economic function of the major employment precincts.
- encouraging the intensification of employment land
- supporting development that provides high-quality built form outcomes
- supporting development that improves the public realm of major employment precincts, including the provision of or access to public open space.
- supporting improvements to pedestrian environments
- managing transport within, to and from the major employment precincts, including prioritising walking, cycling and public transport over car-based transport.

Residentially zoned land in Cremorne is identified as minimal and incremental change areas which provide limited housing growth. The Richmond Maltings site is identified as a major regeneration area.

Yarra (River) Strategic Plan (Burndap Birrarung burndap umarkoo)

The Yarra Strategic Plan, released in February 2022, provides a long-term vision for the management of the Yarra River and its lands. It was developed in partnership with the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation.Melbourne Water is the lead agency responsible for implementing the plan. However, Yarra City Council has committed to helping to implement the plan in partnership with the Traditional Owners and will continue to collaborate with Melbourne Water.

Cremorne is within the Inner City Reach – Urban area. The plan identifies the need for improved access to and over the river. It includes directions to set development back from the river's edge and adjoining parklands to maintain views; apply integrated water management principles to improve water quality and enhance flood protection; and provide additional open space and expand pedestrian and cycling trails.

As part of the preparation of the plan, planning controls to protect the river corridor were progressed by the State Government. In April 2021, the permanent controls (Design and Development Overlay Schedule 1 - DDO1) were approved for sites along the Yarra River. They ensure new buildings are appropriately set back from the banks of the Yarra River and adjacent public open space to avoid overshadowing and light spill of the river corridor.

Yarra Strategies and Plans

The draft UDF has been informed by a number of strategies and plans prepared by Yarra City Council. The key strategies and plans are summarised below.

Strategy / Plan	Description
Yarra Spatial Economic and Employment Strategy 2018	The *Yarra Spatial Economic and Employment Strategy (SEES)* sets the strategic directions for the management of Yarra's employment lands over the next 10 to 15 years. It identifies Yarra's economic strengths and key trends and economic drivers into the future. It underpins new policy in the Yarra Planning Scheme. The SEES identifies Cremorne as a Major Mixed Employment Precinct with significant capacity to accommodate commercial growth. It notes Cremorne has transitioned from a former industrial precinct to become a significant commercial node with small innovative manufacturers, with a significant institutional asset in the Bendigo Kangan Institute. The SEES seeks to retain and grow major employment precincts. It recommends housing growth is accommodated elsewhere in the municipality to retain the integrity of the employment precincts. It recommends the retention of the Commercial 2 Zone (C2Z) for Cremorne.
Yarra Economic Development Strategy 2020-2025	The *Economic Development Strategy* provides an action plan for Yarra's continued economic development - supporting its existing business community, protecting and enhancing areas of competitive advantage and improving the liveability characteristics of the municipality. The strategy identifies that the majority of employment within Yarra is situated in Richmond and Cremorne. It identifies Cremorne as a creative industry and technology hub, with a large amount of co-working spaces. It expects Cremorne to continue to see a strong demand for office floor space.
Yarra Housing Strategy 2018	The *Yarra Housing Strategy* guides the location of housing growth in the municipality and underpins new housing policy in the Yarra Planning Scheme. The strategy identifies Cremorne as a key employment area that should be retained for employment and economic uses. It identifies locations for housing growth in areas where land is zoned residential, higher change around the Maltings site and minimal change, elsewhere.
Yarra Climate Emergency Plan 2020-2024	The *Yarra Climate Emergency Plan* provides a direction and actions for Council in response to the climate crisis. It outlines how Council can work with and advocate to other levels of government, business and the community to address the climate crisis. The plan highlights the opportunities to reduce emissions within commercial buildings. It acknowledges Cremorne/Richmond as one of the areas within Yarra with the fastest growth in commercial office space.
Yarra Nature Strategy 2020-2024	The *Nature Strategy* provides direction in decision making on biodiversity and sustainability of flora and fauna habitat across the municipality. It acknowledges the importance of the Yarra River for the municipality's biodiversity and the need to enhance the waterway habitat along the Cremorne boundary.
Yarra Urban Forest Strategy 2017	The *Yarra Urban Forest Strategy* provides a framework to manage Yarra's street and park trees. It seeks to enhance Yarra's urban forest, improve liveability and mitigate the impacts of the urban heat island effect. It sets a tree canopy target to 2040 and identifies areas for priority planting.
Swan Street Streetscape Master Plan 2022	The aim of the *Swan Street Streetscape Master Plan* is to guide the design and delivery of future streetscape and public realm improvements. The Master Plan identifies a number of streetscape improves along the southern side of Swan Street.

Strategy / Plan	Description
Moving Forward: Yarra's Transport Strategy 2022-32	The *Transport Strategy* is a 10-year multi-modal strategy that seeks to deliver an innovative, efficient, sustainable and accessible transport system for Yarra. It outlines Yarra City Council's policies, priority infrastructure outcomes and other supporting activities to meet the aspirations of the community. Relevant strategic directions include: allocating road space to preferred transport modes and other activities; reducing traffic speeds and volumes on Yarra's streets and eliminating and reducing barriers to movement for all members of the community. It identifies improvements to Cremorne's walking and cycling network in the New Deal for Cycling and New Deal for Walking. It also identifies public transport advocacy, including upgrading Richmond Station a primary multi-modal interchange hub, improving the capacity on the Burnley line and upgrading tram stops to be accessible for all.
Yarra Open Space Strategy 2020	The *Yarra Open Space Strategy* provides an overarching vision and direction for the future provision, planning, design and management of open space in Yarra to 2031. The strategy forecasts a substantial increase in the resident and worker population in Cremorne. It highlights a lack of open space west of Church Street. A key recommendation is to provide new small neighbourhood, local and small local open spaces in Cremorne to cater to projected additional workers and residents.
Swan Street Structure Plan 2014	The *Swan Street Structure Plan* provides a vision for the Swan Street Activity Centre. It was used, alongside more detailed strategic work, to inform built form controls for Swan Street which are now in the planning scheme. The plan provides directions on proposed built form controls, public realm and access/movement improvements and preferred land uses. Cremorne was part of the study area. The plan identifies building heights of predominately four storeys in commercial areas in Cremorne West and five to six storeys along Church Street corridor. It recommends the retention of commercial zoned land, with the exception of the River Edge Precinct, where it expects a mix of residential and commercial uses around the Maltings site. It identifies Church, Cremorne, Balmain and Gough Streets as locations for street tree planting and enhancements. A series of proposed pedestrian and cycle links are identified. The strategy recommends the enhancement of existing open spaces and recommends new open space but does not identify locations.
Cremorne and Church Street Precinct - Urban Design Framework 2007	The *Cremorne and Church Street Precinct - Urban Design Framework 2007* was developed in response to the Victorian Government's metropolitan strategy, Melbourne 2030 and development pressure in Cremorne. The 2007 UDF provides a vision and high level objectives for land use, built form, public realm and access and movement. Seven locations are identified where growth is likely to occur - along Punt Road, BKI and its surrounds, surrounding the Richmond and East Richmond Stations, commercial land along the river and immediately on the eastern side of the Railway. It recommends heights ranging from three to five storeys in most areas of Cremorne and less than three storeys in residential areas. Taller heights were encouraged on the Richmond Maltings site. The 2007 UDF proposes a series of pedestrian priority and cycle streets (Cremorne, Kelso, Gough, Balmain and Chapel Streets), along with a series of proposed locations for footpath widening and intersection activation. Green Street is identified as a key cycle / pedestrian route along with the Main Yarra River Trail. A series of potential public open spaces are identified on key strategic sites such as the Bendigo Kangan Institute and VicTrack land on the eastern side of the railway. The 2007 UDF includes high level design objectives for key strategic sites that include through links and public open space locations.

Developing the Framework

The draft UDF has been informed by the community engagement, Cremorne Place Implementation Plan (CPIP) and several background studies.

Engaging with community and stakeholders

Previous community and stakeholder engagement has informed the development of the draft UDF, including the consultation undertaken by the Victorian Planning Authority (VPA) and Yarra City Council during the development of the CPIP.

Further consultation will be undertaken as part of the finalisation of the Draft UDF.

There will also be other opportunities to have a say about the implementation of the draft UDF through the planning scheme amendment process and the design and delivery of projects.

What have we heard so far?

Community engagement was first undertaken in November-December 2019 to inform the preparation of the Cremorne Place Implementation Plan (CPIP). The Cremorne Creating a Future Vision: Issues & Opportunities Paper, November 2019 was prepared by the Victorian Planning Authority (VPA), along with Yarra City Council, to help facilitate discussions with the community.

It identified the key issues and opportunities in Cremorne and sought community input on a new vision for Cremorne and the priority actions to be included in the CPIP.

A summary of the key findings across the overarching themes of the Issues and Opportunities Paper has been provided.
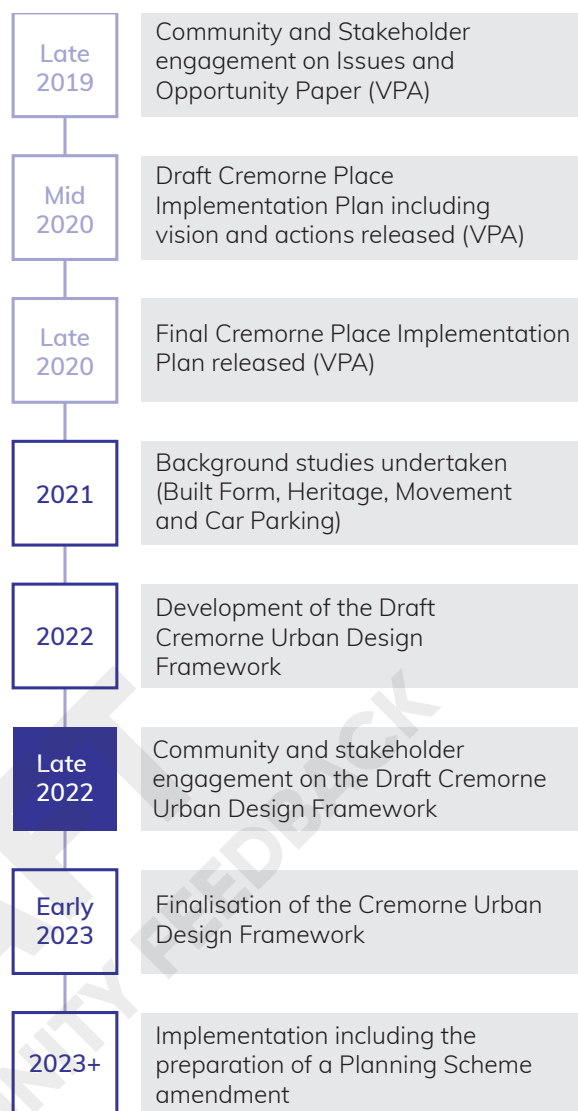
Late 2019	Community and Stakeholder engagement on Issues and Opportunity Paper (VPA)
Mid 2020	Draft Cremorne Place Implementation Plan including vision and actions released (VPA)
Late 2020	Final Cremorne Place Implementation Plan released (VPA)
2021	Background studies undertaken (Built Form, Heritage, Movement and Car Parking)
2022	Development of the Draft Cremorne Urban Design Framework
Late 2022	Community and stakeholder engagement on the Draft Cremorne Urban Design Framework
Early 2023	Finalisation of the Cremorne Urban Design Framework
2023+	Implementation including the preparation of a Planning Scheme amendment

Figure 6 - Timeline of the development of the Cremorne Place Implementation Plan and Urban Design Framework

Impacts of COVID-19

With COVID-19, the policy context of Cremorne has not changed, with all levels of Government committed to maintaining Cremorne's employment focus. The UDF will help Cremorne to embed continued resilience through actively responding to new and ongoing economic, climate and amenity challenges. The pandemic has also provided opportunities to trial changes to the public realm. The projects delivered during the pandemic have provided business and community with an opportunity to see the outcomes that are possible through street environment changes.

Summary of CPIP Issues and Opportunities Paper consultation

Economy and Innovation

- Commercial zoning was recognised as having helped pave the way to Cremorne's success as a business precinct, by providing certainty for business growth and investment.
- The Bendigo Kangan Institute (BKI) Cremorne campus provides opportunities for affordable workspace, public open space, and community facilities, business synergies and education that supports technology industry skills development.
- Further support is required to underpin business affordability.

Public and Open Space

- There are opportunities for underutilised government land to be repurposed, particularly for open space.
- A greener Cremorne could be achieved through a range of options including improved access to existing public space, more public space and public realm improvements, associated with new developments.
- More open space is required to cater for the needs of the growing community but acceptance that space is limited. Maximise opportunities for small and creative improvements to the public realm and open space.
- There are opportunities to create more open space by removing on-street car parking. However, car parking space is a sensitive and complex issue that requires careful consideration by Yarra.

Transport and Movement

- Sustainable travel should be strongly promoted to manage increasing travel demands.
- Big ideas are needed in addressing the access and movement issues to and within Cremorne. Improved access to public transport is needed, including the upgrading of pedestrian links to Richmond and East Richmond stations.
- The quick implementation of improved road safety measure is needed, including traffic calming measures and the trialling of reduced speed limits.
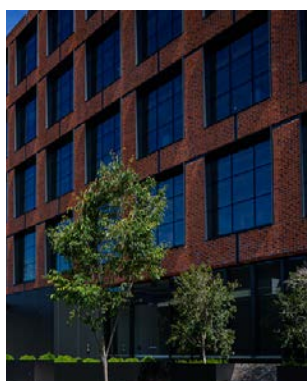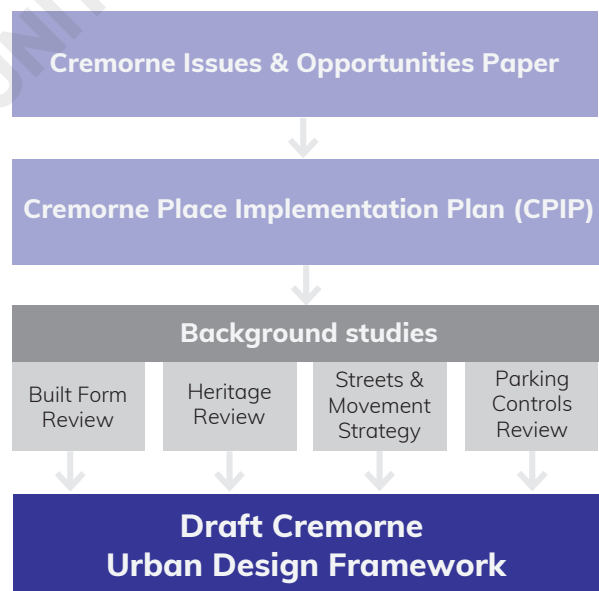
Buildings

- Development should contribute to public amenity and new public spaces.
- There is a need for a long term and strategic approach to development that considers sustainability, scale, design quality, overshadowing, local heritage, and character.
- The vibrancy of having a mix of businesses and services throughout Cremorne is a key characteristic and strength of the area.

Background Studies

Several background studies were undertaken to support and inform the draft UDF. They are:

- Built Form Review and Recommendations (Hodyl & Co, May 2022)
- Heritage Review and Recommendations (Trethowan, October 2021)
- Streets and Movement Strategy (Martyn Group & Hansen Partnerships, June 2020)
- Parking Controls Review (Traffix Group, July 2020).

Cremorne Issues & Opportunities Paper

↓

Cremorne Place Implementation Plan (CPIP)

↓

Background studies

| Built Form Review | Heritage Review | Streets & Movement Strategy | Parking Controls Review |

↓ ↓ ↓ ↓

Draft Cremorne Urban Design Framework

Part Two: Framework

This section details the objectives and actions across the five themes to help deliver the vision for Cremorne.

Theme 1: A place to create, innovate and live

Cremorne will continue to grow as a global innovation precinct supported by places to live, shop and spaces to enjoy. This vibrant mix of uses will support the emerging economy and help to create a diverse and accessible place with great amenity for workers, residents and visitors.

Challenges and opportunities

Over the last decade, Cremorne has evolved into Melbourne's tech and innovation hub. Professional, scientific, and technical services have grown 96% since 2011, with information media and telecommunications services making up the largest tenancy mix (36%). Anchor institutions such as Bendigo Kangan Institute (BKI), Tesla, Carsales.com, MYOB, Red Energy, Seek and REA Group have chosen Cremorne as their base.

Cremorne is also a successful creative neighbourhood, with 106 creative spaces and a density of 0.7 creative spaces per hectare. The creative industries with the highest representation are design, photography, fashion, and publishing. Cremorne's economic success has been driven, in part, by its competitive advantages, including:

- favourable zoning and development opportunities (particularly the availability of land in the Commercial 2 Zone)
- industrial heritage and opportunities for re-use and adaptation of heritage buildings
- strategic location – proximity to the Central City and eastern suburbs
- transport connectivity
- public transport and cycling infrastructure
- strong lifestyle attributes and vibrant precincts
- recognition for creative and tech-based enterprises.

As competition for talented workers increases, particularly in the technology and creative sectors, Cremorne's advantages provide an edge over more traditional and formal working environments across Melbourne. It is expected that strong demand for employment floorspace in Cremorne will continue.

Cremorne Digital Hub

In August 2022, the State Government announced a consortium led by Artesian Venture Partners, the University of Melbourne, RMIT University and La Trobe University has been selected to establish the Cremorne Digital Hub. The site for the hub is 80 Balmain Street within the Railway Precinct.

The Victorian Government will invest $10 million in the hub. It is intended to drive the growth of Victoria's tech sector and develop and position the Cremorne precinct as a top global destination for innovation and technology.The digital hub will deliver a range of activities including knowledge sharing events, digital skills training and custom education, research and innovation, and a range of start-up and commercialisation activities including the establishment of the Cremorne Venture Capital Fund.

Creating and retaining affordable workspaces

Affordability was one of the main attractions in Cremorne's early success and is now an important factor in maintaining the precinct's diversity, vibrancy and creativity, all of which are critical drivers of innovation.

Strong demand, undersupply and low vacancy rates have given rise to strong rental growth in Cremorne. In 2015 the rent for office space in Cremorne was $300-320/sqm, whereas in 2019 (pre COVID19) it was $600-620/sqm (an 88 per cent increase). These rents are now comparable to Central City rates. Start-up enterprises and creative industries are the most vulnerable to being priced out of Cremorne. For new enterprises, the first few years of their existence is when they are most vulnerable, due to constrained access to both capital and revenue. In the case of the creative industries, many workers operate on a lean basis for an often-indefinite period. The continued availability of affordable and flexible workspace is required to support the formation and continued growth of these industries in Cremorne.

Retaining commercial and employment uses in Cremorne

Planning zones in the planning scheme guide land use and development. Most of Cremorne's employment activity is contained within Commercial 2 Zone (C2Z) - the precinct's main land use zone (Figure 8). The C2Z allows for a wide range of business-related activities, however it prohibits other uses, such as residential that could undermine its employment focus.

The availability of flexible and adaptable employment land in Cremorne, over the last decade has allowed for the rapid evolution and adaptation of economic activity towards knowledge-intensive and service-based economic activities. The retention of C2Z land within Cremorne will protect the precinct's potential for future employment growth.

Reimagining the Bendigo Kangan Campus

This important education and training resource and key site is strategically located in the centre of Cremorne. The large site (1.3 ha) includes five buildings situated around two large central at-grade car parks. Bendigo Kangan Institute's Creative and Digital Skills Campus offers courses in

fashion, fashion business (buyer/forecasting), hairdressing, beauty, business, security and cyber security. The site presents an opportunity to connect with Cremorne's growing tech industry and large employees (such as MYOB, Seek, REA). Transitioning to a digital, technology and creative offering will create a place where students, re-skillers, entrepreneurs and industry can learn and collaborate. There is also an opportunity to ensure the campus is more outward looking and connects with the wider community.

Protecting residential uses

Cremorne's residential zones, although not employment generating zones, play an important and complementary role to its enterprise and innovation function by contributing to Cremorne's overall liveability, vibrancy, and land use diversity. The Neighbourhood Residential Zone (NRZ) and General Residential Zone (GRZ), in particular, protect and maintain the character of Cremorne's distinct, sensitive, low-scale residential areas.

How are we addressing these issues?

The objectives and actions under this theme will help deliver the vision for Cremorne by:

- Continuing to grow Cremorne as Melbourne's premier global innovation precinct. (Objective 1.1)
- Supporting affordable workspaces and the diversity of creative and innovative businesses. (Objective 1.2)
- Providing the digital infrastructure to grow Cremorne as a centre for innovation and technology. (Objective 1.3)
- Supporting Bendigo Kangan Institute (BKI) campus as a creative and digital education and community hub in the heart of Cremorne. (Objective 1.4)
- Recognising the commercial, employment, retail and residential roles of different precincts in Cremorne. (Objective 1.5)

Figure 8 - Zoning

Commercial Zones
- Commercial 1 Zone (C1Z)
- Commercial 2 Zone (C2Z)

Residential Zones
- Neighbourhood Residential Zone (NRZ)
- General Residential Zone (GRZ)

Special Purpose Zones
- Comprehensive Development Zone (CDZ)

Public Land Zones
- Public Use Zone Education (PUZ2)
- Public Park and Recreation Zone (PPRZ)
- State Transport Infrastructure (TRZ1)
- Principal Road Network (TRZ2)

Objective 1.1 Continue to grow Cremorne as Melbourne's premier global innovation precinct.

Better recognising 'enterprise precincts' in State / regional planning policy

Proposed new policy in the Yarra Planning Scheme recognises Cremorne is an enterprise precinct, emerging as Melbourne's premier destination for creative design, particularly in the tech and digital space.

State policy at Clause 17.01 Employment (Clause 17.01-2S Innovation and research) includes a strategy to support the development of enterprise precincts to create opportunities for innovation and the knowledge economy. However, State and regional policy does not specifically recognise Cremorne or the concept of enterprise precincts as places of state or metropolitan significance, even though they are the focus of investment and growth in Victoria.

Enterprise precincts play a critical role in Victoria by providing land for business formation and idea development. Their ongoing success requires state and regional planning policy support and strategic direction.

Providing detailed planning policy to guide decision making

There is an opportunity for Yarra to introduce a new integrated, placed-based policy for the Cremorne Enterprise Precinct, based on the CPIP and this draft UDF into the planning scheme. The policy would help implement the strategic vision for Cremorne by providing specific direction on economic activity, built form and heritage, access and movement and the public realm.

Retaining the Commercial 2 Zoning in Cremorne's commercial precincts

Cremorne's Commercial 2 Zone (C2Z) has helped pave the way to Cremorne's success as a business precinct, by providing certainty for business growth and investment. The continued retention of C2Z land within Cremorne will protect the precinct's potential for future employment growth.

Image 9 - Employment activity flows out onto the streets

Future of strategic sites

The draft UDF identifies key strategic sites where further strategic planning investigations are required to determine if alternative land uses, economic activities and built form outcomes are appropriate.

Any future rezoning of employment land would be informed by the Yarra's two key spatial strategies, the Spatial Economic and Employment Strategy and the Yarra Housing Strategy and must be supported by sufficient strategic justification and demonstrate how the proposed rezoning and subsequent development provides benefits to the community (refer to Objective 5.5: Create blueprints for the redevelopment of strategic sites).

Fixing zoning anomalies

There are two identified zoning anomalies in Cremorne, where two zones apply to a single site. The zoning of sites with two zones should be corrected to provide clear direction on future use and development.

Actions

1.1.1 Retain Commercial 2 Zoned land to maintain and grow employment in the Cremorne Enterprise Precinct.

1.1.2 Prepare a planning scheme amendment to introduce new planning policy into the Yarra Planning Scheme that introduces place-based policy that supports Cremorne as a vibrant, diverse, accessible and high amenity enterprise precinct and includes specific policy on economic activity, built form and heritage, access and movement and the public realm.

1.1.3 Advocate the State Government to define and recognise the role and function of enterprise precincts within the Planning Policy Framework.

1.1.4 Correct zoning anomalies:

- 20-26 Brighton Street, Richmond – change rear of the site from C2Z to GRZ2
- 549-555 Church Street, Richmond – change the rear of the site from GRZ2 to C2Z.

NB Other zoning anomalies may also be identified.

Objective 1.2 Support affordable workspaces and the diverse range of creative and innovative businesses in Cremorne.

Retaining and creating affordable spaces

Opportunities exist for state and local government to ensure that Cremorne remains accessible and affordable for start-ups and creative industries. There is an opportunity for Yarra City Council to work with the Victorian Government on programs that address the issue of retaining affordable workspaces. For example, Council's Room to Create supports affordable workspaces for artists and advocates for additional affordable spaces.

Initiatives to retain, create, and support affordable workspaces need to be underpinned by robust State-led planning policies and guidelines. It is the role of State Government to prepare a wider policy framework to support the creation and ongoing management of affordable workspaces.
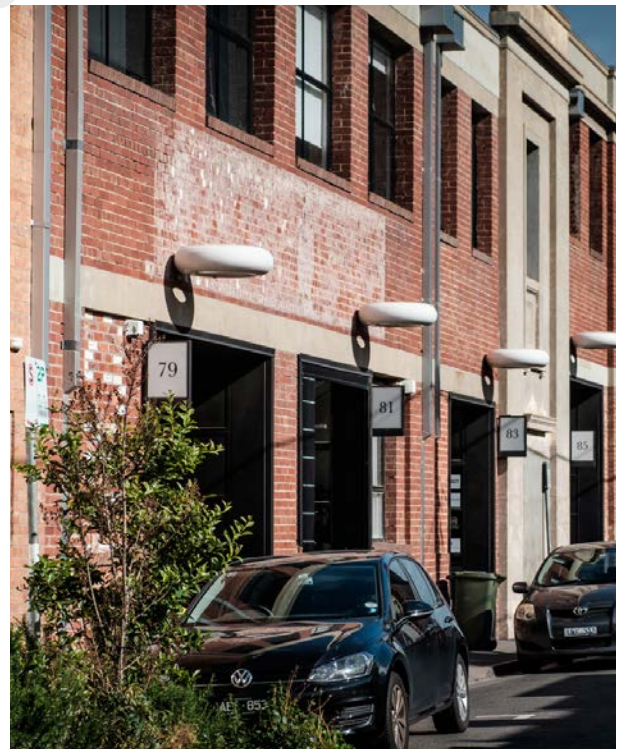

Image 10 - Warehouses converted to commercial tenancies

Supporting co-working spaces

Co-working spaces have emerged in high rent locations such as Cremorne to minimise individual rental costs. Co-working spaces are typically open-plan offices that create a community in which 'non-standard' workers, freelancers and early-stage entrepreneurs come together in the same space to provide support and social interaction.

Supporting Cremorne's Digital Hub

The Cremorne Digital Hub in Cremorne will deliver programs and activities (via a virtual and physical presence in Cremorne) that lift capability, stimulate tech adoption and problem-solving, support business growth, attract investment and create jobs.

The CPIP (at Page 21) identifies the Digital Hub will deliver benefits such as:

- more advanced technology skills available to meet the needs of local businesses
- a home for collaborative advanced technology industry projects
- drive stronger connections across Victoria's technology ecosystem
- attract further technology related investment in the state and stimulate creation of new jobs
- enhance Victoria's reputation as a digital tech centre and create global opportunities
- attract international experts and foreign direct investment.

Image 11 - Future location of the Digital Hub

Actions
1.2.1 Strongly advocate to the State Government to provide further planning guidance and best practice models for the delivery of affordable workspaces for creative and innovation industries necessary for the desired economic activity.
1.2.2 Advocate to the State Government to adopt a state-wide definition of affordable workspace and creative neighbourhoods.
1.2.3 Support the growing role and utilisation of co-working spaces in Cremorne by supporting existing operators.
1.2.4 Support the establishment of the flagship Digital Hub in Balmain Street in Cremorne.
1.2.5 Work with the Department of Jobs, Precincts and Regions (DJPR) to advocate for State Government investment attraction, infrastructure delivery, workforce and destination development.
1.2.6 Establish a Cremorne Industry Network Collective (CINC) to share knowledge, thought leadership and access to digital tools and resources, and explore partnership, innovation and entrepreneurship opportunities.
1.2.7 Monitor the growth and change in the employment precinct by monitoring changes in commercial office floorspace, employment growth, planning permit activity and rents.

Objective 1.3 Provide the digital infrastructure to grow and support Cremorne as a centre for innovation and technology.

Digital infrastructure is one of identified success factors of Enterprise Precincts (Unlocking Enterprise in a Changing Economy, DEWLP 2018). Providing the necessary utilities and infrastructure is central to supporting connectivity, collaboration and innovation. There is an opportunity to integrate digital and smart infrastructure in Cremorne in line with the *Yarra Smart City Vision*.

Access to high-capacity digital infrastructure is needed to support innovation and business productivity in Cremorne. For example, the competitive supply of high-capacity broadband networks (i.e. 5G and future networks).

Smart infrastructure activates technologies at the street level, enabling data collection and the potential for innovation. Technologies include multi-function smart poles that discretely house LED lights, environmental and movement sensors, WIFI and other Smart City services. A network of sensors would enable real-time data to better understand the urban environment, inform planning and investment.

Actions
1.4.1 Investigate 5G opportunities across Cremorne as a way to provide access to the high–capacity digital infrastructure.
1.4.2 Support the provision of 'smart' infrastructure within Cremorne to enable innovation, investment and data activation.

Objective 1.4 Support a refreshed Bendigo Kangan Institute (BKI) campus as a creative and digital education and community hub.

The future renewal of BKI offers an opportunity to transform the campus into a sustainable, vibrant, accessible anchor institution that benefits BKI and the broader community.

The BKI Campus, at the heart of the precinct, would become creative and digital education and community hub for the Enterprise Precinct. New education facilities and new public spaces would wrap around the historic former Cremorne Primary School buildings and welcome the wider community into the campus.

Image 12 - BKI Campus corner Cremorne & Kelso Streets

There is an opportunity for Yarra City Council and BKI to work together to support education, training, economic, social, environmental and transport outcomes within Cremorne.

A partnership between Council and BKI will improve collaboration on a range of areas, including:

- addressing the strategic vision for Cremorne as a digital, technology and employment hub
- connectivity within the precinct and the surrounding neighbourhood
- brokering relationships that can assist in realising the strategic vision of BKI, Cremorne and the wider Yarra community.

Enhancing connections with industry

Large education and research institutes can play a large role in creating physical environments that stimulate enterprise and innovation within our economy. There is an opportunity to build on BKI's reputation as a centre for fashion and grow its capacity in digital skills and tech training and maximise industry and engagement collaboration within the campus. For example, through flexible multi-purpose spaces that could be used by BKI, industry and the community or providing training specific to industry and local needs.

An inviting campus

BKI could become a vibrant campus experience with spaces in which the community can connect with staff, students, industry and each other.

The site's frontages to Cremorne, Dover and Kelso Streets and the centralised location mean the site has the potential to be the heart of Cremorne - a key destination that encourages you to linger and stay, as well as to move through.

Key to this is the development of community spaces and open space. A major opportunity would be to develop the southern carpark (adjoining the former Cremorne Primary School) as an exciting new piece of public open space linking Cremorne and Dover Streets with the heritage building forming its setting.

Image 13 - Potential location for new open space

The wider site however has the potential to provide a range of open space opportunities, each providing different experiences and fulfilling different needs. Publicly accessible rooftop spaces or other linear open spaces could form part of the creative vision for the site.

Actions
1.4.3 Build on the existing partnership between BKI and Yarra City Council to strengthen Cremorne's place as a premier location for innovation and digital technologies, including BKI's role in supporting education and training opportunities aligned to this sector.
1.4.4 Facilitate relationships between BKI students and Yarra businesses to enable students to develop pathways to local employers.
1.4.5 Support BKI's plans to grow and develop new education and training offerings aligned to digital technology and innovation.
1.4.6 Promote local education and training opportunities offered through BKI to the community.
1.4.7 Strongly advocate for the establishment of public open space on the BKI campus. The campus should offer flexible spaces for both BKI staff and students and the wider community.

Legend:
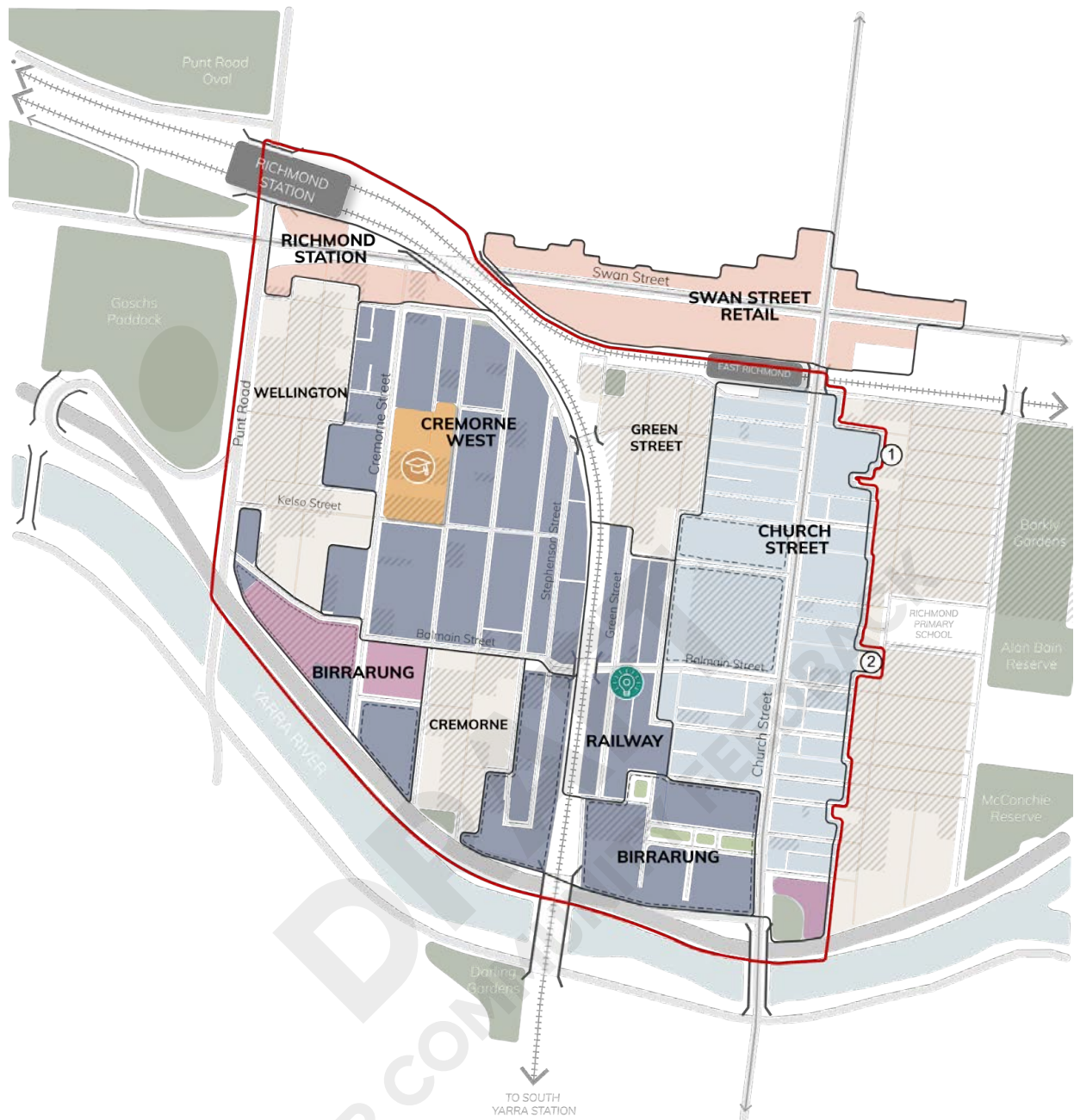
- ▭ Precinct boundary
- ⬚ Strategic development sites
- ▨ Heritage precincts and places
- ▪ Residential neighbourhoods
- ⊙ Education and innovation hub
- ▪ Swan Street Major Activity Centre
- ▪ Mixed-use urban renewal
- ▪ Cremorne commercial core
- ▪ Church Street retail & commercial corridor
- ⊛ Digital Hub

Zoning Anomolies
1. 20-26 Brighton Street
2. 549-555 Church Street

Figure 9 - Land Use Framework

Objective 1.5 Recognise the commercial, employment, retail and residential roles of different precincts in Cremorne.

Cremorne includes a broad mix of land uses across the suburb - this mix of business and inner urban living makes Cremorne a unique place to work and live.

Cremorne's commercials precincts

Cremorne has transitioned from a former industrial precinct to a unique and diverse employment base with a national reputation as a base for tech and creative sector firms.

The Cremorne West Precinct, Railway Precinct and parts of the Birrarung Precinct will support commercial activities ranging from small innovative manufacturers to corporate head offices. The Cremorne West Precinct includes the BKI campus. The Railway Precinct will be the location of the Cremorne Digital Hub. Both precincts include cafés, bars, restaurants and other retail uses that support businesses and social activities in the area.

The Church Street Precinct sits either side of a north-south tram corridor and connects into South Yarra. As well as a location for headquarters and large office developments, the strip has a focus on showrooms. However, unlike other homemaker-oriented shopping centres, it provides a unique offer including high end retail. It is also home to a number of high quality cafes, restaurants and bars. It will continue to function as an important retail and commercial corridor.

Image 15 - Commercial buildings on Cremorne Street

Image 14 - Residential cottages on Cubitt Street

Residential precincts

Cremorne includes three residential pockets (Wellington Precinct, Cremorne Precinct and Green Street Precinct) with low rise houses, which includes heritage cottages and terraces and contemporary townhouse developments. The three residential areas are predominately covered by the a Heritage Overlay.

The residential precincts are zoned, Neighbourhood Residential Zone (NRZ) and General Residential Zone (GRZ). Maximum height limits of 9m (two storeys) apply in the NRZ and heights of 9m-11.5m (up to three storeys) apply in the GRZ depending on the location.

There are existing detailed planning and building requirements which guide development within these areas. The purpose of including these areas in the draft UDF is to protect their established streetscape character.

The draft UDF seeks to ensure that the fine grain character of the residential areas is respected by building scale and design in larger adjoining commercial development.

Mixed use precincts – Richmond Maltings

The Birrarung Precinct, located along the southern edge of Cremorne, includes a number of strategic sites. The Richmond Maltings strategic site wraps around the famous silos at the southern end of Cremorne Street and forms part of the Birrarung Precinct. It is zoned Commercial 2 Zone and Comprehensive Development Zone (a special use zone) which allows for a mix of uses.

Stage 1 of the Richmond Maltings redevelopment has been constructed. Two residential apartment towers, with a mix of shops, a supermarket and offices are located on the eastern part of the site with frontages to Gough Street and Cremorne Street at 154 Cremorne Street. To the south of Stage 1 on land zoned Commercial 2 (168 Cremorne Street), is the nine storey MYOB building.

Stage 2 occupies the central and north-western part of the site and is south of Gough Street, adjacent to City Link, the Yarra River and Punt Road. This site has not yet been developed. It has a permit for a hotel and various commercial buildings, including offices and a mix of retail, function spaces, cafes and restaurants.

Actions

1.5.1 Update planning policy in the Yarra Planning Scheme to support:

- Church Precinct as a retail and commercial corridor
- Cremorne West, Railway and Birrarung Precincts (except land in the CDZ) as commercial core
- A diverse mix of uses in the Malt Precinct, including offices, retail, cafes and residential uses.

1.5.2 Continue to support the established character of Cremorne's residential precincts.

Image 16 - Nylex Sign and Silos at Richmond Maltings

Theme 2: A leading sustainable and climate resilient precinct

Yarra City Council recognises that the climate emergency presents an unprecedented challenge (globally and locally) and is committed to responding to the climate emergency. Cremorne presents an opportunity to be an ambitious, leading climate resilient precinct as it grows and evolves.

Challenges and opportunities

Climate resilience and emission reduction

Attaining 'zero-net emissions' or 'zero carbon' across Yarra is a key driver of Council's *Yarra Climate Emergency Plan*. It requires that the net carbon (or greenhouse gas) emissions from the entire municipality are equal to zero. This is the same shared goal of the *Victorian Climate Change Act 2017* which also seeks to achieve zero carbon emissions.

Commercial buildings are a key part of Yarra's climate change mitigation response as these buildings emit the most emissions, mainly due to:

- electricity used for heating, ventilation and air conditioning
- lighting
- hot water heating
- running office equipment.

It is anticipated that development in Cremorne over the next decade will largely take the form of commercial office buildings with some retail space.

In Cremorne, leaders in the development industry will need to respond to the growing demand from businesses and the community for zero carbon, healthy and climate resilient workplaces.

Managing the urban heat island effect

The urban heat island effect is the increased temperature in urban areas compared to surrounding rural areas caused by urban development such as roads and buildings. As a highly dense suburb, Cremorne like most of Yarra experiences elevated urban heat. As Cremorne further develops, the impacts of the urban heat island effect may be exacerbated. New development and renewal provides opportunities for new buildings to provide a design response to climate change to improve their impacts on the urban heat island effect.
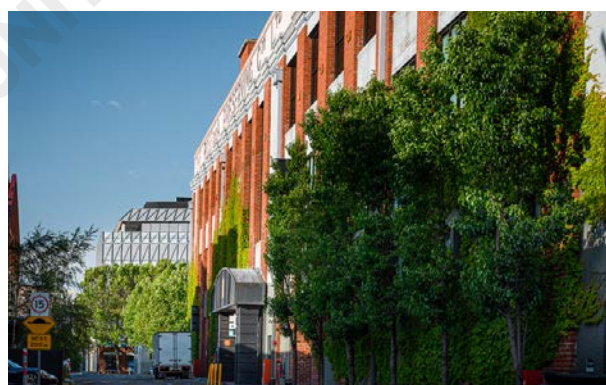

Image 17 - Urban greening - Rosella Precinct

Greening of public spaces and buildings

Cremorne's streetscapes are a source of urban heat. Trees and canopy cover from vegetation is vital in areas where people may be more affected by extreme heat conditions.

Yarra's Urban Forest Strategy 2017 sets a target for total canopy cover in Yarra to increase by 25% (from 2014 levels) by 2040. Streets and open spaces in Cremorne have the potential for increased tree planting.

The southern portion of Cremorne is subject by a Significant Landscape Overlay (SLO1) – a specific overlay in the planning scheme which acknowledges the Yarra River (Birrarung) as an area of significance to Victoria. Development that occurs within the SLO1 will need to consider its impacts on the river, the removal of vegetation especially trees, flood management and visual impact.

Image 18 - Established trees - Balmain Street Plaza

Managing water

The sustainable management of water resources will play an integral role in addressing current and future challenges associated with population growth, providing quality open spaces to alleviate the urban heat island effect and ensuring community and environmental resilience.

Yarra's Integrated Water Management Plan 2020-2030, Yarra City Council's response to this, seeks to:

- protect our waterways and local habitat
- improve storm water quality, by reducing pollutants entering our downstream waterways
- reduce the potential impacts of urban flooding
- reduce potable water use and encourage water reuse and efficiency
- support tree growth and greener neighbourhoods
- minimise the heat island effect.

Areas adjoining the river are subject to a specific planning overlay called the Land Subject to Inundation Overlay (LSIO). The LSIO is used identify flood prone land in a river or coastal area affected by a potential 1 in 100 year flood. All development will need to be designed to consider flooding impacts and all permit applications would be referred to the relevant floodplain management authority.

Buildings should be designed with water efficient fixtures and fittings. Alternative water sources such as rainwater tanks and greywater recycling can be used for green infrastructure irrigation and toilet flushing. This will result in reduced use of potable water. Best-practice stormwater management is particularly important in potentially flood affected areas such as parts of Cremorne.

Reducing waste

As Cremorne develops over time managing waste caused both through the development and ongoing waste generated by new workers and residents will be an issue that will need to be managed. As Cremorne is a location where renewal is expected, there are opportunities to improve waste management, especially through the design of new buildings.

How are we addressing these issues?

The objectives and actions under this theme will help deliver the vision for Cremorne by:

- Facilitating and supporting net-zero carbon development throughout Cremorne. (Objective 2.1).
- Creating an urban forest and greening buildings to mitigate the urban heat island effect. (Objective 2.2)
- Integrating water management into Cremorne to support a resilient and liveable precinct. (Objective 2.3)

Objective 2.1 Facilitate and support net-zero carbon development.

Achieving a zero carbon precinct

Key features of a zero-carbon office development are:

- optimising passive design and working with the local climate to maintain a comfortable temperature inside

- maximising the energy efficiency of appliances, equipment, systems and lighting

- maximising on-site renewable energy generation, including using all suitable roof space for solar photovoltaic with residual electricity demand met from offsite renewable energy sources

- rejecting the use of natural gas, liquefied petroleum gas (LPG) or other fossil fuels onsite

- providing infrastructure that supports zero-carbon transport such as electric vehicles charging stations, bicycle parking and end of trip facilities

- exceeding the National Construction Code minimum requirement for thermal efficiency of the building (the ability of a building to retain warmth in winter or keep cool in summer)

- providing a safe and healthy indoor environment quality that addresses air temperature, natural ventilation, access to daylight, outlook, and minimised air and noise pollution.

The early integration of zero-carbon elements into the design of a building, when the opportunities are greatest, effectively and permanently reduces the emissions of a commercial building. Council is seeking to introduce more sustainable design and zero carbon standards within the planning scheme.
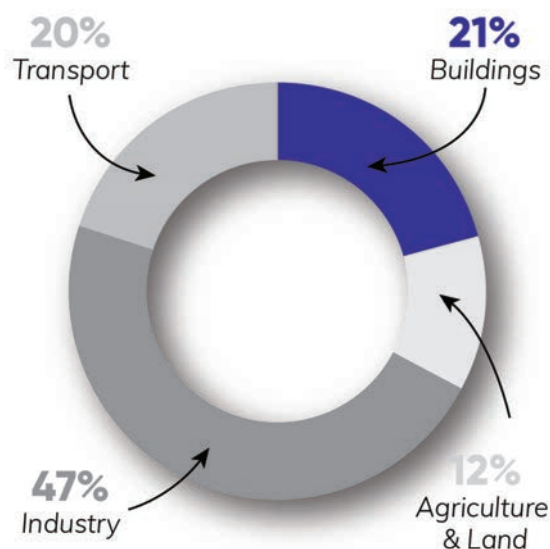

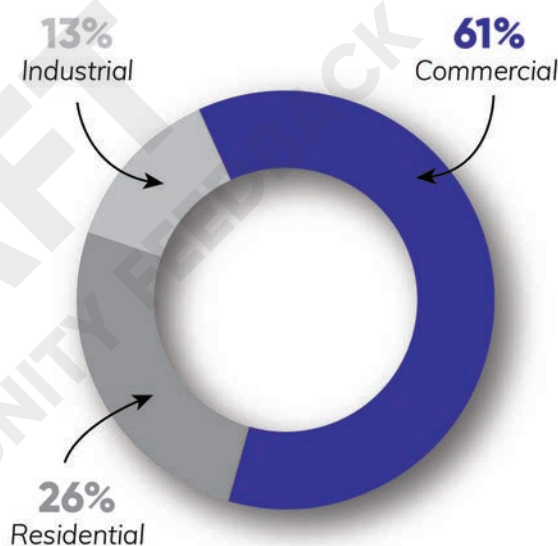Figure 10 - Australia's emissions by sector (2018) (Source: ClimateWorks Australia)

Figure 11 - Stationary Carbon Emissions from Gas and Electricity (2018/19) (Source: CitiPower)

Reducing waste

As Cremorne continues to develop there will be an increase in waste generation. This is likely to occur through a variety of sources such as construction waste, along with an increase in waste from the increasing worker and resident populations. These issues are unlikely to be resolved at a precinct level and will require a municipal or State-wide approach.

In many commercial settings, Yarra City Council provides little or no collection of business and commercial waste. This is due to significant variations in type and quantity of waste generated and the requirement for specialist, flexible and more frequent services best provided by the many private waste collection companies. It provides some garbage bins on request for domestic type waste. The *Waste Minimisation and Resource Recovery Strategy 2018-2022* outlines Council's approach in engaging with the business community to reduce and manage waste. Council will continue to work with the Yarra's business sector to improve resource recovery outcomes.

The city-wide project, Elevating Environmental Standards in the planning scheme will include objectives and standards to manage waste and resource recovery for new developments. Its aim is to reduce the amount of waste during the construction process while setting up new developments with sustainable waste management practices and designs.

Elevating Environmental Standards in the Planning Scheme

Council has an existing policy to encourage environmentally sustainable design at the planning stage. However, greater standards are needed to reflect changes in technology and to address the urgency for mitigating and adapting to climate change.

Yarra City Council has prepared a proposed planning framework with Council Alliance for a Sustainable Built Environment (CASBE) and 24 Victorian Councils to encourage low to zero carbon developments via changes to the planning scheme. Councils are likely to seek feedback from the community in 2023 through a formal planning scheme amendment.

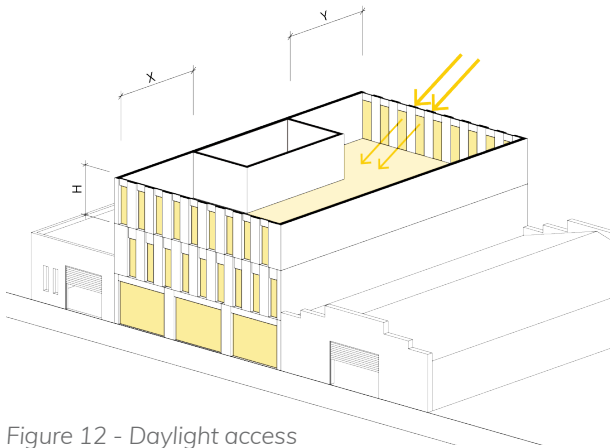| Actions |
| --- |
| 2.1.1 Progress the introduction of zero carbon standards for new commercial and residential developments into the Yarra Planning Scheme. |
| 2.1.2 Encourage developments to put in place best practice infrastructure and systems to maximise resource recovery, including options for food waste and electronic waste. |

Figure 12 - Daylight access

Buildings with good daylight access reduce their reliance on artificial light and therefore reduce their energy demand. Access to daylight contributes to the internal amenity and to the improved health and well-being of employees.
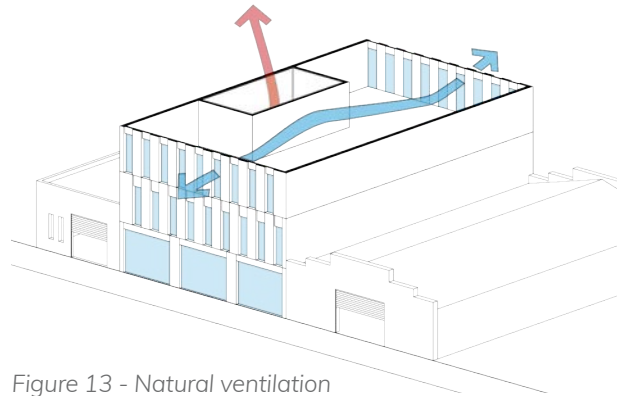

Figure 13 - Natural ventilation

Buildings with good natural ventilation can be cooled down without relying on artificial cooling. Cross-ventilation is the optimal approach to achieving natural ventilation.
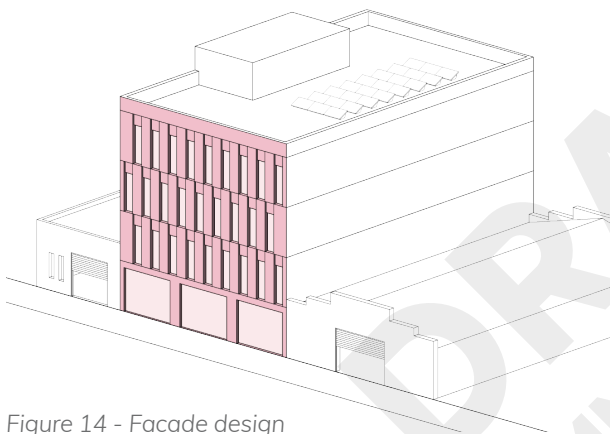

Figure 14 - Facade design

The design of façades can reduce the energy required to make spaces feel comfortable inside (thermal performance). Each facade should be treated according to orientation. The design should consider the size and depth of windows, window glazing treatments and external shading.

Figure 15 - Green infrastructure

Integrated green roofs, walls and facades can reduce the energy required to make spaces feel comfortable inside. Landscaped façades and rooftops can minimise heat gain, reduce storm water runoff, contribute to biodiversity and provide attractive shared spaces.
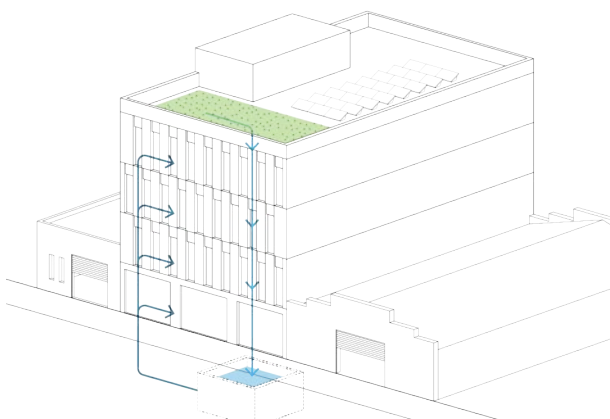

Figure 16 - Water resources

Managing water resources is more sustainable and reduces water costs. This can be achieved by creating on-site water storage, maximising the use of rainwater and water efficient fittings and fixtures.

Objective 2.2 Create an urban forest and green buildings to mitigate the urban heat island effect.

Greening public spaces and streets

Yarra City Council aims to increase tree diversity, climate resilience and tree canopy covering Cremorne by accelerating street tree planting to meet our canopy cover targets. Additional trees in streets and public spaces have multiple benefits, including:

- mitigating the impacts of climate change
- shading and cooling the urban environment improving comfort and amenity
- diversifying the urban forest and improving biodiversity
- increasing surface permeability.

Priority planting program

Council has been undertaking a program of infill street tree planting and renewal in Cremorne. Planting is prioritised in locations of greatest need, considering places of urban heat and areas of low canopy, pedestrian activity zones, tree life expectancy and areas that are significant in terms of biodiversity. Future tree planting locations are subject to detailed site investigations and consultation.

Cremorne's existing street tree species are a mix of exotic and native trees. New street tree planting within Cremorne aims to diversify existing street tree species. The selection of native and exotic tree species responds to the street orientation, built form and available space to accommodate eventual tree canopy height and spread. Drought tolerance and adaptation to future climatic conditions are also major species selection considerations.

Street redesign and upgrades

The redesign and upgrade of key streets presents a significant opportunity for increased street tree planting and urban greening. Key streets identified for upgrades include Cremorne Street, Church Street, Balmain Street and Stephenson Street (refer to Themes 3 and 4). The transformation of these corridors into high quality green streets will contribute to the identity, amenity and sense of place of these streets.

Image 19 - Recent Gwynne Street upgrades

Greening Buildings

New development should incorporate green infrastructure (e.g. green roofs, walls and façades) and maximise green cover through incorporating understorey and canopy planting to maximise cooling.

There is a range of benefits that can potentially be provided by green roofs, walls and façades:

- stormwater management
- reducing the energy required to make spaces feel comfortable inside (thermal performance)
- cooling urban areas and reducing the urban heat island effect
- creating and preserving habitat and ecological biodiversity
- developing visually attractive spaces, increasing open space and the potential for urban food production
- cleaning the air.

It is important to recognise that these benefits are only realised if the roof, wall or facade is planned and constructed well and has the supporting management required to sustain it.

Green Factor tool

Green Factor is a new tool used to assess planning permit applications, developed by the City of Melbourne and currently being trialled within the City of Yarra. It will also form part of the Elevating Environmental Standards in the Planning Scheme project. The tool is designed to assist applicants in developing their green roofs or walls proposals and to assess and facilitate proposals at the planning permit stage. The purpose of the tool is to increase the vegetation cover on private land.

The tool has been designed to consider a range of building types. It will integrate with Council's sustainable development tool (BESS) which is used during the permit application process.

Actions

2.2.1	Increase street tree planting in identified priority locations, to work towards Council's target to increase canopy by 25% above 2014 levels by 2040.
2.2.2	Through the use of the Green Factor Tool, encourage new development to incorporate the use of green infrastructure (e.g. green roofs/walls/facades).
2.2.3	Embed Urban Forest Strategy principles into the greening of key streetscape redesign projects.

Objective 2.3 Integrate water management into Cremorne to support a resilient and liveable precinct.

Streets and spaces in Cremorne will need to play a greater role in stormwater management and flood mitigation. This means embracing water as part of the character of the area through:

- streets and open spaces that use vegetation, soils and natural processes to manage, treat and reuse stormwater
- the use of alternative (non-potable) water sources, including stormwater harvesting and passive irrigation
- reducing the volume of pollution that enters waterways
- upgrades to existing infrastructure such as stormwater drains.

Integrated Water Management (IWM) is a holistic approach to water management that considers the interactions of all elements of the water cycle including potable (drinking) water, rainwater, stormwater, recycled water and groundwater to ensure they are used to support and enhance social, ecological and economic outcomes.

Approximately 60% of Yarra's land area is hard impervious surfaces which cannot absorb water. This increases stormwater run-off carrying pollutants into waterways and the urban heat island effect.

To improve the quality of the stormwater runoff into waterways, there is the opportunity to investigate stricter measures to increase the volume of stormwater captured, treated, and reused by large commercial and multi-unit developments in Cremorne.

Actions

2.3.1	Investigate the use of Integrated Water Management (IWM) throughout Cremorne and where possible, introduce measures to reduce the flooding risk and impact through infrastructure upgrades.

Theme 3: Connected and accessible Cremorne

Cremorne supports convenient, safe and sustainable transport modes – walking, cycling and public transport that allows workers, residents and visitors choice and ease of access.

Challenges and opportunities

Cremorne is a relatively small area built around a dense network of narrow streets (many one-way). There is competition for this limited space between all transport modes, street activities, streetscape features (trees, bicycle parking) and on-street parking.

The road network within Cremorne is constrained by:

- limited connections into and out of the precinct, particularly to the north, west and south
- arterial roads (managed by Department of Transport)
- elevated railway lines which form barriers to movement with only a limited number of crossing points
- CityLink and the Yarra River which limits connections to the south
- limited capacity at the two primary gateways to the precinct, Cremorne and Balmain Streets.
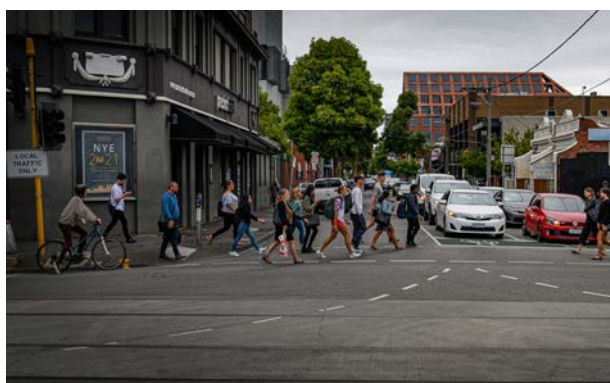

Image 20 - Swan and Cremorne intersection

Streets for people

Streets are important shared public spaces. However, there are many competing needs and wants for Cremorne's limited space. These include space for car parking, vegetation, seating, public art and outdoor trading areas.

While street space is limited and it is not possible to accommodate all needs, Cremorne's streets do provide an opportunity to reallocate some of the large amounts of space given to car movement and storage on Yarra's streets to significantly improve conditions for walking and cycling.

Promoting sustainable transport

Given the forecast growth and the limited capacity to accommodate more car movements, action is necessary to improve and promote sustainable transport modes. Cremorne's location and access to public transport means that Cremorne already has the key attributes required to support sustainable transport choices. However, a significant mode shift for journeys both to and from the Precinct is required. To do this, a number of changes are required in Cremorne to support and encourage sustainable transport choices.

Greater priority must be given to movement by walking, cycling and public transport. However, it is still important to retain essential vehicle access where it is needed by existing residents and businesses operating in the precinct. Preventing through traffic is also an issue in Cremorne, with vehicles 'rat running' through the 'back streets' to bypass intersections and reach CityLink and other arterial roads.

Enhancing public transport

Cremorne is well serviced by public transport with train, tram, and bus connections. Improvements to public transport are the responsibility of the State Government, however, Yarra City Council can advocate for and partner with State Government to deliver service and infrastructure improvements.

The key public transport hub is Richmond Station. This station is one stop out of the City Loop and provides a high level of access to the metropolitan rail network. The station is an approximately 15-minute walk to the southern part of Cremorne.

The southern parts of Cremorne are within a walkable distance of South Yarra Station (less than 15 minutes). South Yarra Station is a short walk from Oddys Lane, via the rail bridge. However, access is not compliant with the Disability Discrimination Act (DDA), is poorly maintained and not easy to find. There is an opportunity to advocate to the State Government to create a better access link to South Yarra Station.

The area is also serviced by East Richmond Station. Access to the station is poor and it is hidden from Swan and Church Streets.

Bus routes run along Punt Road and with tram routes on Swan Street and Church Street. Service reliability of tram and bus routes is poor. Improvements are also needed to public transport stops to ensure they are DDA-compliant and accessible to all.
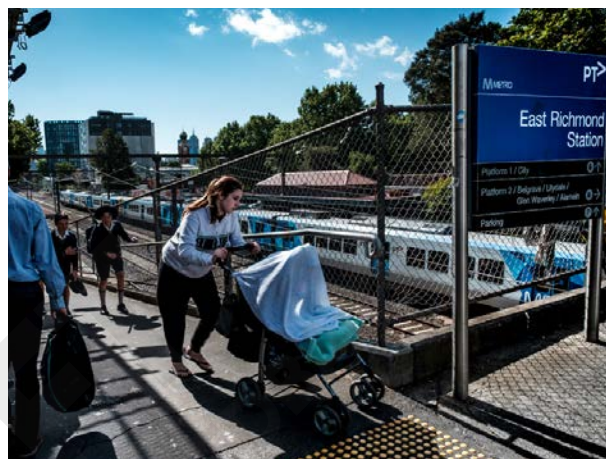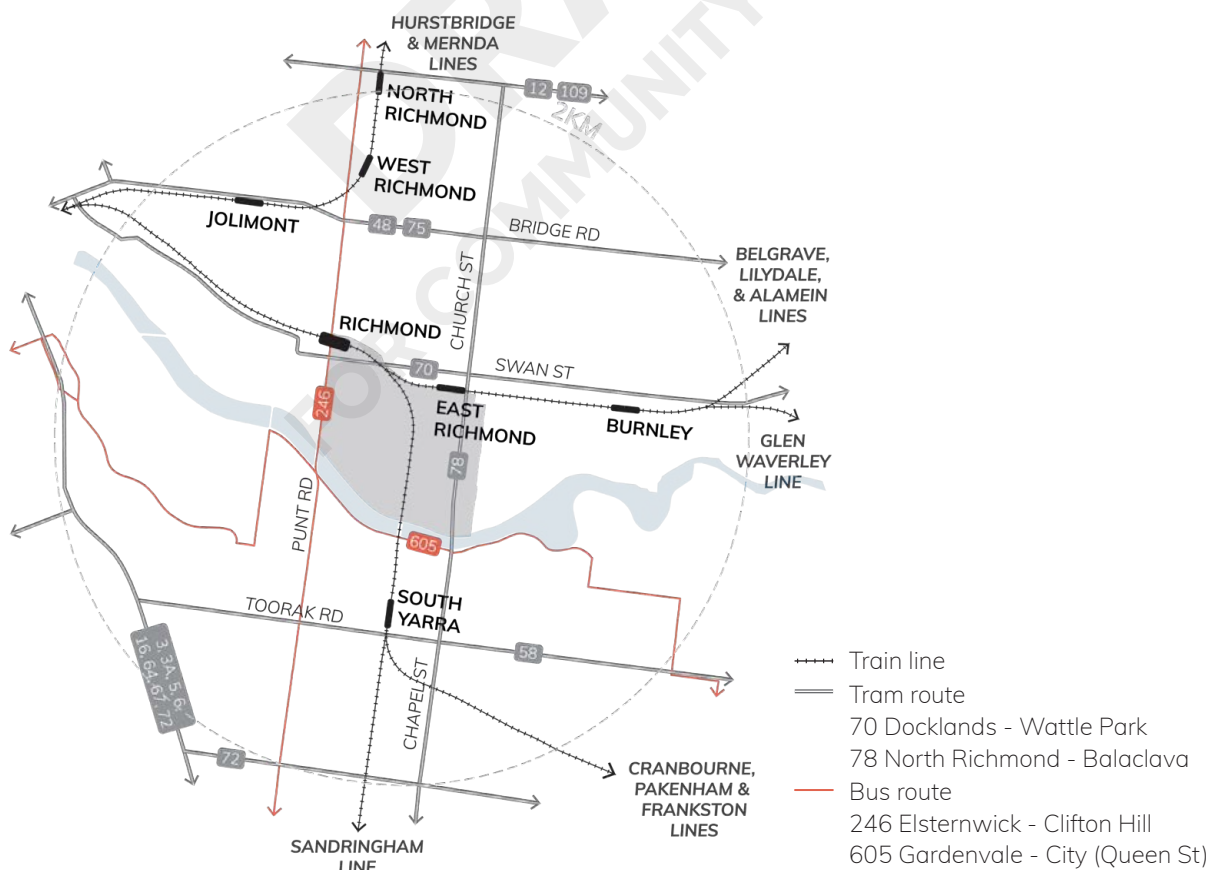

Image 21 - East Richmond Station entrance ramp

Figure 17 - Public transport network

A safe and pleasant place to walk

Walking and cycling access through Cremorne can be difficult and unsafe. Traffic levels are high on its main streets and pedestrian and cyclist priority is low.

Cremorne is within walking distance of shops, community facilities and public transport, however, the pedestrian environment is challenging due to:

- narrow road reserves and footpaths which are not wide enough to allow pedestrians to pass one another
- frequency of vehicular crossovers and footpath clutter (posts, poles and other infrastructure)
- lack of pedestrian amenity in some areas, including poor lighting, sparse landscaping and few bins and seating.

The Yarra Transport Strategy 'A New Deal for Walking' focuses on measures that maximise space to allow more people of all ages and abilities to walk around Yarra. Cremorne is a priority area.

Image 23 - Balmain Street underpass

Making bike riding easy

Cremorne is relatively well serviced by Strategic Cycling Corridors (SCC) and bicycle infrastructure connecting Cremorne to surrounding suburbs. The area is served by a mix of on and off-road paths. On-road bicycle facilities include dedicated bicycle lanes and informal bicycle routes. The Main Yarra Trail, Church Street and Swan Street are designated as Strategic Cycling Corridors (SCC).

Image 22 - Stair access to the Main Yarra Trail

Elsewhere in Cremorne, cyclists generally share the road with other vehicles. There are bike 'sharrows' along Cremorne Street and Balmain Street. However, these existing on-road informal bicycle routes provide little protection for cyclists. This is further compounded by the volume of vehicles (light and heavy) and narrow street widths. The Transport Strategy also includes 'A New Deal for Cycling'. It is a key commitment to providing appropriate bicycle infrastructure on Yarra's street and path network. Cremorne offers the opportunity to provide a world standard bike network.

How are we addressing these issues?

The objectives and actions in this theme will help deliver the vision for Cremorne by:

- Creating a highly accessible and well connected movement network that prioritises sustainable and active transport and discourages through traffic. (Objective 3.1)
- Improving public transport services and access to public transport and to meet the needs of Cremorne's workers, residents and visitors. (Objective 3.2)
- Delivering a safe and attractive local cycling and pedestrian network which connects strategic corridors, major trails and key destinations. (Objective 3.3)
- Reducing off-street car parking requirements to promote more sustainable modes of transport. (Objective 3.4).

Objective 3.1 Create a highly accessible and well-connected movement network that prioritises sustainable and active transport and discourages through traffic.

Cremorne presents an opportunity to transform the street network to:

- make sustainable and efficient travel options convenient, viable and attractive
- create streets which are also places for people
- improve accessibility through reallocating road space to prioritise access and safety for pedestrians, cyclists, and public transport users
- design the street network to discourage through traffic while still providing for site servicing to support the local business and residential community.

Streets and Movement Framework

To achieve this, a Streets and Movement Framework (Figure 18) has been developed to improve the safety and efficiency of the street network for all modes within Cremorne. The Streets and Movement Framework is fundamental to creating a great place which is easy to get around on foot and on bikes.

The Streets and Movement Framework consists of:

Regional links – Regional links are major movement corridors. They include Punt Road, Swan Street and Church Street. They have an important traffic and public transport role and are managed by the Department of Transport. They will continue to play a key traffic role but will feature improved walking and cycling and access to public transport along them to make them a safer and more pleasant experience.

Movement corridors – Movement corridors are the major streets within Cremorne which connect to key destinations such as employment, public transport and major open space.

Their role is to safely and efficiently move people and goods into and out of Cremorne. They provide access for local vehicles eg for deliveries, services but also form key elements of the walking and cycling network.

A high level of change is anticipated in these corridors. The amenity of these corridors will be improved, providing opportunities for people to connect and interact.

Changes could include the removal of on-street car parking but retaining on-street space for essential vehicle access and disabled bays, car share spaces, or short term parking for drop-off and deliveries. In some cases, there may be the creation of one-way vehicle access and limiting of through traffic movement, in particular between regional links via Cremorne and Balmain Streets.

Gateways - Gateways are key intersections or locations such as underpasses. They act as a gateway or entrance to Cremorne and experience high levels of use. Changes in these locations include the redesign of intersections to better accommodate pedestrians, cyclists and public transport.

Walking and cycling connections – Walking and cycling connections provide a network of safe access routes for pedestrians and cyclists to/from and through Cremorne. They work together with the Movement Corridors in providing a comprehensive walking and cycling network. Opportunities for new through site links have also been identified through strategic sites to enhance permeability and connections.

East-west links – East-west links are a series of streets which connect the Regional links into the fabric of Cremorne and surrounds.

Local streets – Local streets provide for local access and have an important place role. They provide access to properties and businesses. A low level of change is anticipated in these streets.
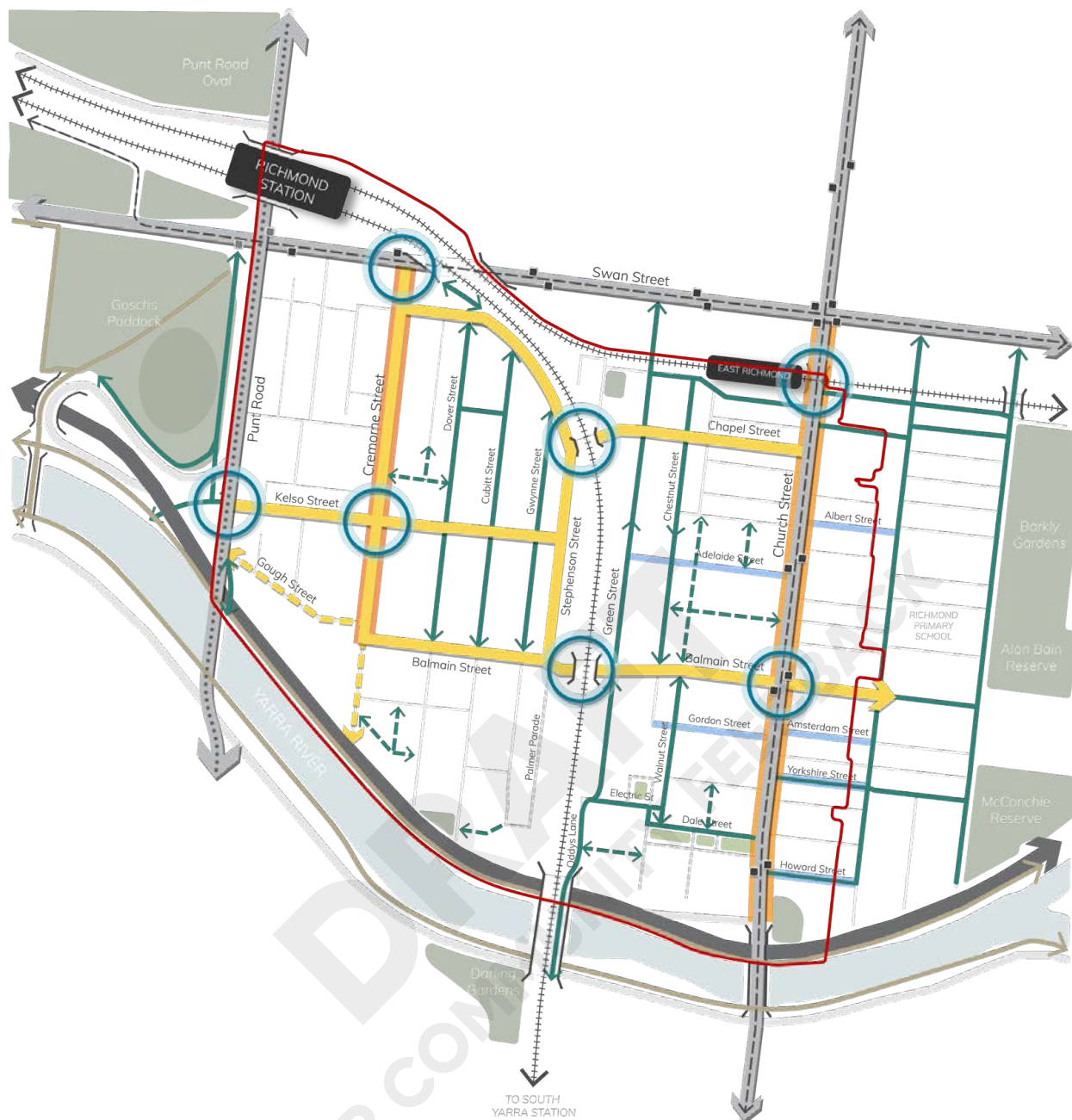
Legend:

- ▬▬ CityLink (Monash Freeway)
- ▬▬ Regional link
- ▬▬ Activity spine
- ▬▬ Movement corridor
- ◀-- Movement corridor - connector to regional links
- ↔ Walking and cycling connection
- ◀--▶ Through site links
- ▬▬ East West links
- ○ Gateways
- → Strategic Cycling Corridors (shared trails)
- ▬ Local streets
- --■-- Tram rotes and stops
- ··■·· Bus routes and stops

Figure 18 - Streets and Movement Framework

Implementing the Streets and Movement Framework

To implement the Streets and Movement Framework, a number of changes are needed to the existing street network. These changes are illustrated in the Proposed Streets Implementation Plan (Figure 19). The Proposed Streets Implementation Plan incorporates the following features:

- 30kph speed limits on all streets to improve safety, particularly in areas where space is shared between road users.
- Increased footpath space and pedestrian safety improvements in areas of high pedestrian use and on routes connecting key destinations such as schools and the train stations.
- Cremorne, Kelso, Balmain, Stephenson and Church Streets developed as enhanced pedestrian routes.
- Establishment of a signalised intersection at Kelso Street and Punt Road to provide a safe crossing point for pedestrians and cyclists across Punt Road and improve precinct access for vehicles.
- Improved pedestrian access to public transport including to the Church Street and Swan Street tram stops, Richmond and East Richmond Rail Stations and the 246-bus route on Punt Road.
- Closure of Cremorne Street to through traffic while retaining property access for servicing.
- Removal of some on-street car parking in strategic locations to give priority to cycle routes or provide local traffic access.

- Improved cycle connections and safety to/from and within precinct through upgraded cycling infrastructure on Cremorne Street, Kelso Street, Balmain Street, Stephenson Street, Church Street and Cotter Street, along with measures to slow traffic and provide more priority for cyclists on other streets.
- Increased movement role for Stephenson Street – recognising this as a key link connecting access points under the elevated rail line – a major barrier to access.

Streets Implementation Plan – Alternative option

The signalisation of the intersection of Punt Road – Kelso Street is a critical part of the Proposed Streets Implementation Plan and is subject to approval from the Department of Transport. Its implementation would provide significant benefits for Cremorne, however if it is delayed or does not go ahead, an alternative approach will be required.

Figure 21 shows an alternative approach. It can be compared to the Proposed Streets Implementation Plan shown in Figure 20.
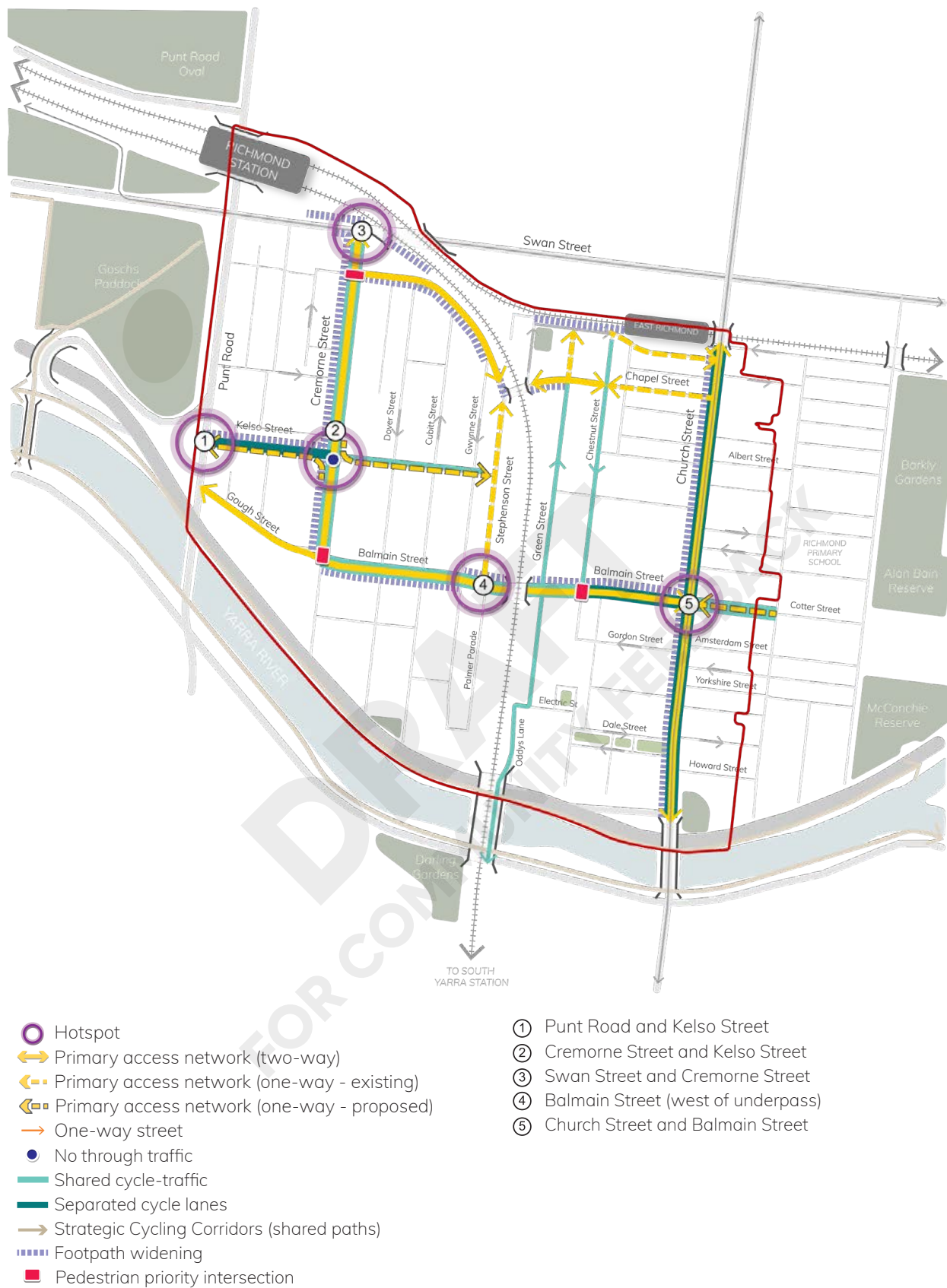
Hotspot
 Hotspot
Primary access network (two-way)
Primary access network (one-way - existing)
Primary access network (one-way - proposed)
One-way street
No through traffic
Shared cycle-traffic
Separated cycle lanes
Strategic Cycling Corridors (shared paths)
Footpath widening
Pedestrian priority intersection

1. Punt Road and Kelso Street
2. Cremorne Street and Kelso Street
3. Swan Street and Cremorne Street
4. Balmain Street (west of underpass)
5. Church Street and Balmain Street

Figure 19 - Streets Implementation Plan

Key features

- Kelso Street and Punt Road intersection fully signalised to provide an alternative exit point for northbound traffic onto Punt Road

- Cremorne Street closed to northbound through traffic at Kelso Street while retaining property access for servicing

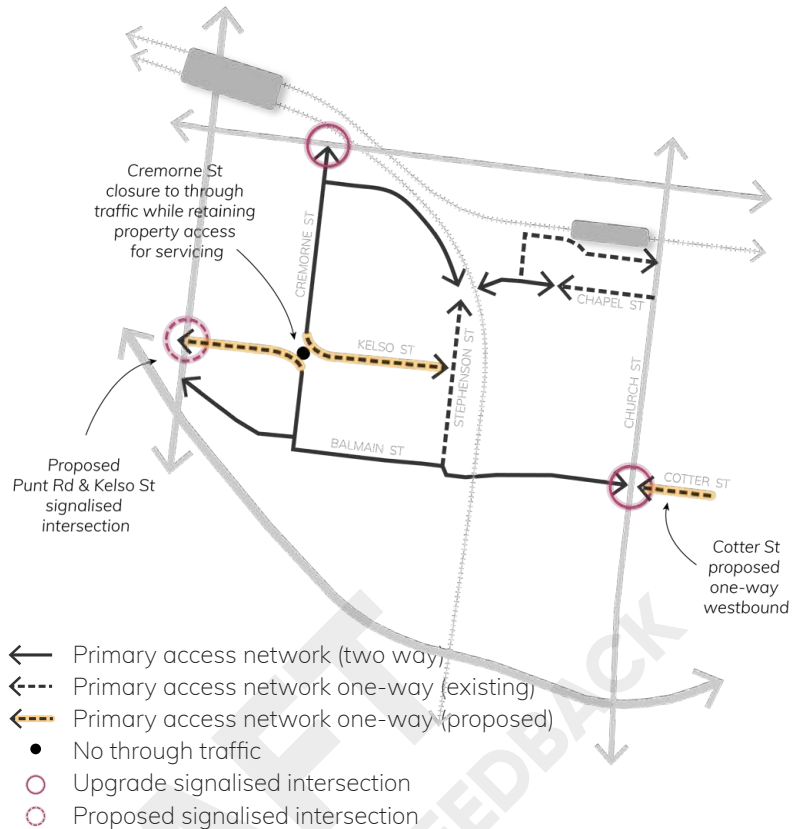- One-way westbound traffic on Kelso Street, east of Cremorne Street.

Cremorne St closure to through traffic while retaining property access for servicing

Proposed Punt Rd & Kelso St signalised intersection

Cotter St proposed one-way westbound

← Primary access network (two way)
←--- Primary access network one-way (existing)
←--- Primary access network one-way (proposed)
● No through traffic
○ Upgrade signalised intersection
○ Proposed signalised intersection

Figure 20 - Streets Implementation Plan

Key features

- Cremorne Street closed to northbound through traffic while retaining property access for servicing

- Kelso Street, west of Cremorne Street retained as existing with two-way traffic movement and left-in/left-out access to/from Punt Road

- One-way only westbound traffic movement on Balmain Street between Gwynne Street and Cremorne Street

- One-way westbound traffic on Kelso Street, east of Cremorne Street.

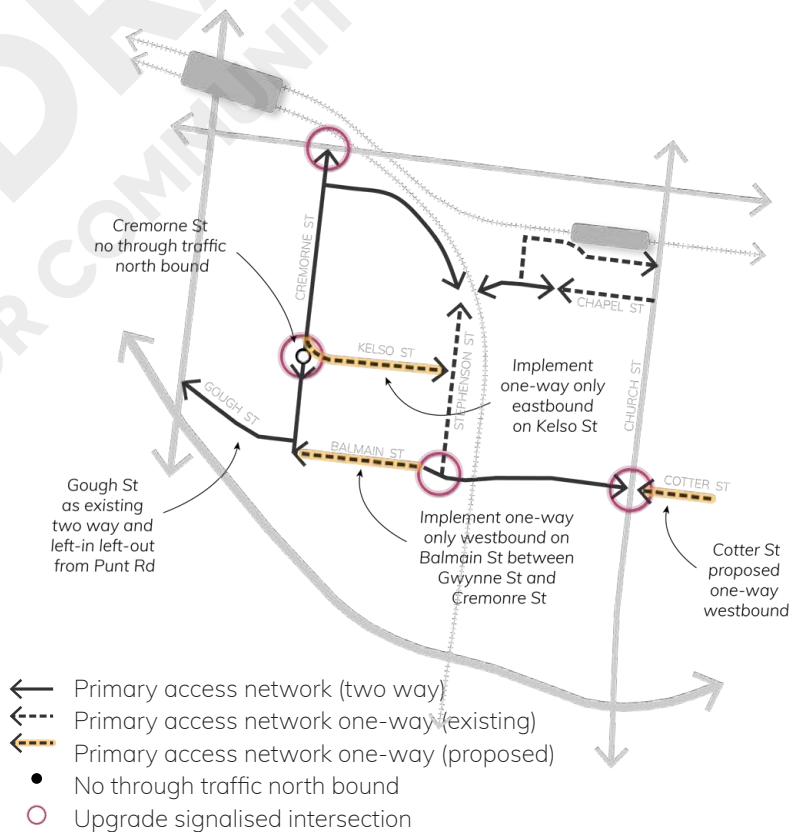- Gough Street retained as link to Punt Road.

Cremorne St no through traffic north bound

Implement one-way only eastbound on Kelso St

Gough St as existing two way and left-in left-out from Punt Rd

Implement one-way only westbound on Balmain St between Gwynne St and Cremonre St

Cotter St proposed one-way westbound

← Primary access network (two way)
←--- Primary access network one-way (existing)
←--- Primary access network one-way (proposed)
● No through traffic north bound
○ Upgrade signalised intersection

Figure 21 - Alternative Streets Implementation Plan

Redesign of five 'Hot spots'

The Proposed Streets Implementation Plan (Figure 19) relies on changes at five 'Hot Spots'. These locations experience the highest intensity of competing demands for on-road space, connect Cremorne to the surrounding road network and provide access to regional public transport. They play an important role in shaping access to and within Cremorne.

Three of the five hotspots are located on arterial roads (ie Swan Street, Church Street and Punt Road). The Kelso Street and Cremorne Street intersection improvements have significant implications on the functioning of these arterial roads.

Indicative concept designs (which subject to further investigation and feasibility) have been developed for each of these locations to show what they might look like in the future:

- Punt Road and Kelso Street intersection (Figure 22)
- Cremorne Street and Kelso Street intersection (Figure 23)
- Cremorne Street and Swan Street intersection (Figure 24)
- Balmain Street west of rail underpass (Figure 25)
- Church Street and Balmain Street Cotter Street intersection (Figure 26)

Actions

3.1.1 Strongly advocate to the Department of Transport to develop a precinct plan for Cremorne that clearly shows short, medium, and long-term strategic priorities for Punt Road, Swan Street and Church Street arterial roads.

3.1.2 Strongly advocate to the Department of Transport to provide an agreed timeline and funding commitment to fully signalise the Kelso Street and Punt Road intersection.

3.1.3 Work with the Department of Transport to progress the concept designs and implementation of the five identified 'hot spots' which form gateways to the precinct:

- Hotspot 1: Kelso Street - Punt Road intersection
- Hotspot 2: Cremorne Street - Kelso Street intersection
- Hotspot 3: Cremorne Street - Swan Street intersection
- Hotspot 4: Balmain Street west of underpass
- Hotspot 5: Balmain Street - Church Street - Cotter Street intersection

NB: Prioritisation of hotspots will be influenced by a number of factors including; project work already underway; the ability to deliver the most significant (and measurable) sustainable transport outcomes, safety and amenity impacts; feasibility of implementation; cost, and the ability to deliver the best possible community benefits within Council's resources. Other changes to the local street network around the hotspots would be planned and designed by Council, in partnership with the local community, but would be implemented as a second stage and rely on the delivery of the hotspot initiatives.

3.1.4 Trial the introduction of a 30km/h speed limit on priority streets.

Hotspot 1 - Punt Road and Kelso Street Intersection Concept Design

Issue

Punt Road is currently a major barrier to pedestrian and cycling access to the west. The closest safe crossing point is at Alexandra Avenue, 280m to the south (via a crossing of the CityLink on-ramp) or Swan Street, 360m to the north.

Objective

- Provide a new, safe crossing of Punt Road for pedestrians and cyclists connecting to public open space and the Central City and creating a western gateway to the precinct.

Design features

A signalised intersection, incorporating:

- a pedestrian crossing
- separate two-way cycle crossing
- no traffic access to Kelso Street - only left-out and right-out traffic movements from Kelso Street
- planting, seating and way-finding signage.
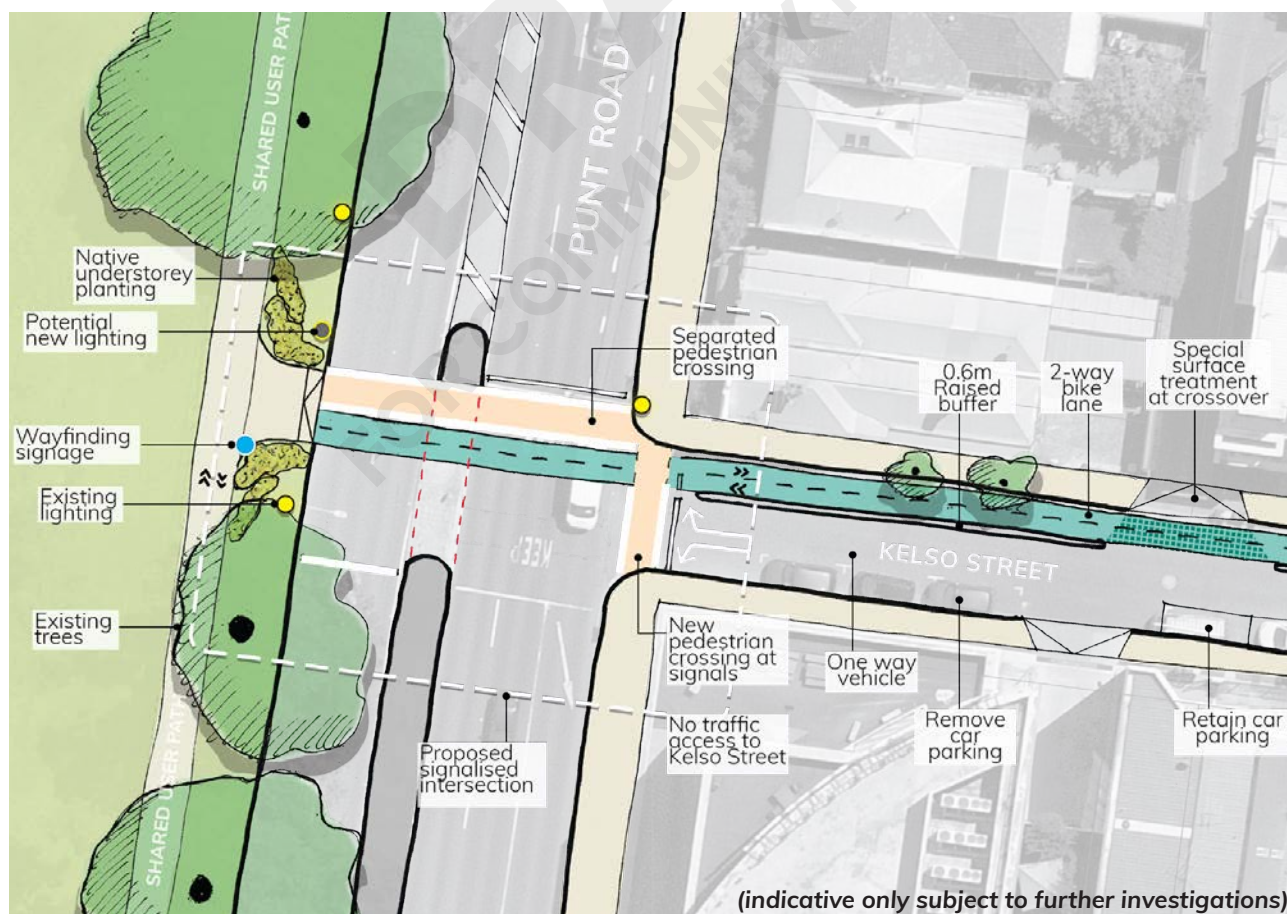
Figure 22 - Punt Road and Kelso Street intersection concept design

Hotspot 2 – Cremorne Street & Kelso Street Intersection Concept Design

Issue

Traffic without an origin or destination within Cremorne uses Cremorne Street as a rat-run. Kelso Street is a key east-west street with limited pedestrian space and opportunities to cross at its intersection with Cremorne Street.

Objective

- Prevent through traffic on Cremorne Street while retaining precinct access.
- Provide a safer environment for cycling and walking at this intersection.

Design features

- Cremorne Street closed to through traffic
- Cremorne Street southbound access onto Kelso Street east is converted to one-way eastbound
- Cremorne Street northbound access onto Kelso Street west is converted to one-way westbound
- all cycle movements are provided for
- pedestrian crossings on all legs of the intersection
- opportunities for planting, seating and pause points on extended footpath space.

Figure 23 - Cremorne Street and Kelso Street intersection concept design

Hotspot 3 – Cremorne Street & Swan Street Intersection Concept Design

Issue

This intersection forms a key gateway and link to public transport with the highest pedestrian volumes in Cremorne. It requires safety improvement for people who are walking and cycling and public transport users.

Objective

- Improved pedestrian access, safety and capacity to address a key movement barrier whilst providing for regional vehicle and tram movements.
- Creation of a northern gateway for Cremorne linking to Richmond Station and Punt Road bus services.

Design features

- Pedestrian crossing points on all legs of the intersection and dedicated pedestrian crossing phase to enable scramble/all directions crossing.
- Kerb outstands and footpath extensions into currently vacant Government-owned sites to increase pedestrian capacity and open space. Government owned sites also provide the opportunity to create public spaces.
- Car parking removal to allow for left and right-out traffic movement and retain one southbound lane into Cremorne Street.
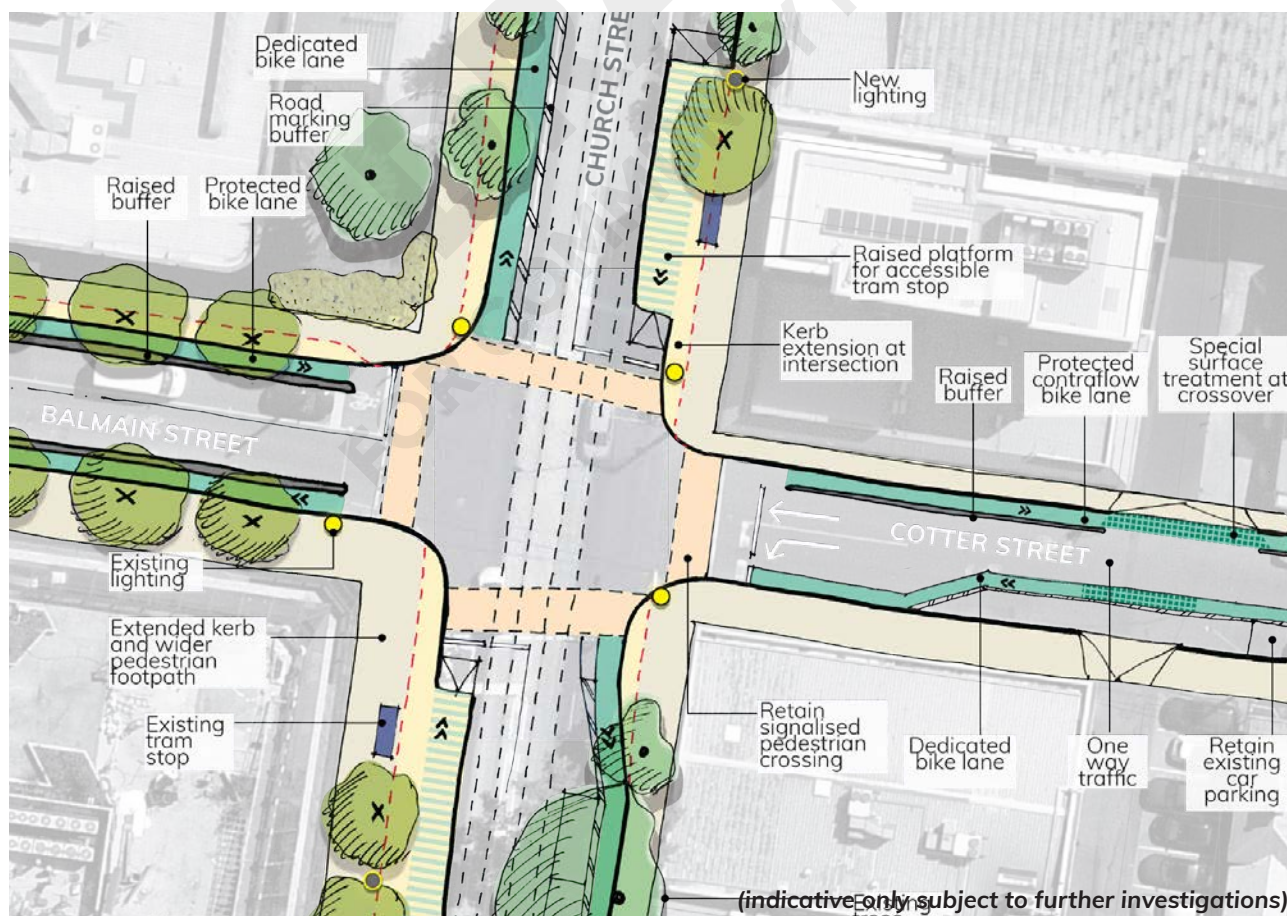
Figure 24 - Cremorne Street and Swan Street intersection concept design

Hotspot 4 - Balmain Street, west of underpass Concept Design

Issue

This area is highly used by pedestrians and is a key hub for activity in the southern part of Cremorne along Balmain Street. It is also a key east-west movement corridor. It is located close the Digital Hub at 80 Balmain Street – east of the underpass. This leafy area has been enhanced in past years with expanded footpaths and paving, seating and planting.

Objective

- Reprioritise the road space to increase its role as a public space and internal gateway by providing increased pedestrian safety and access.

Design features

- widened pedestrian footpaths under rail bridge to link to the eastern side of Cremorne and the Digital Hub
- formalised pedestrian crossings of all roads
- further expansion of the raised road surface and increased planting and seating.

Figure 25 - Balmain Street (west of underpass) concept design

Hotspot 5 - Balmain Street & Church Street Intersection - Concept Design

Issue

This intersection forms an important gateway within and to/from Cremorne to regional public transport, cycling and regional links as well as the Church Street commercial and retail spine.

Balmain Street is an important east-west link in the southern part of Cremorne. Cotter Street is also an important link to regional cycling network (the Main Yarra Trail) and large open space reserves (Barkly Gardens, Alan Bain Reserve and McConchie Reserve) to the east.

Objective

- Create an improved internal and eastern gateway and a safer pedestrian environment.

- Rebalance the space to give walking, cycling and public transport, priority.
- Improve links to regional public transport and cycling connections while retaining important through movement functions.

Design features

- on Balmain Street - separated cycle infrastructure, widened footpaths and removal of one side of on-street parking
- on Church Street - on-street cycle lanes with widened footpaths and removal of one side on-street parking
- on Cotter Street - on-street cycle lanes and one-way traffic westbound allowing out only onto Church Street
- integrated accessible tram stops.
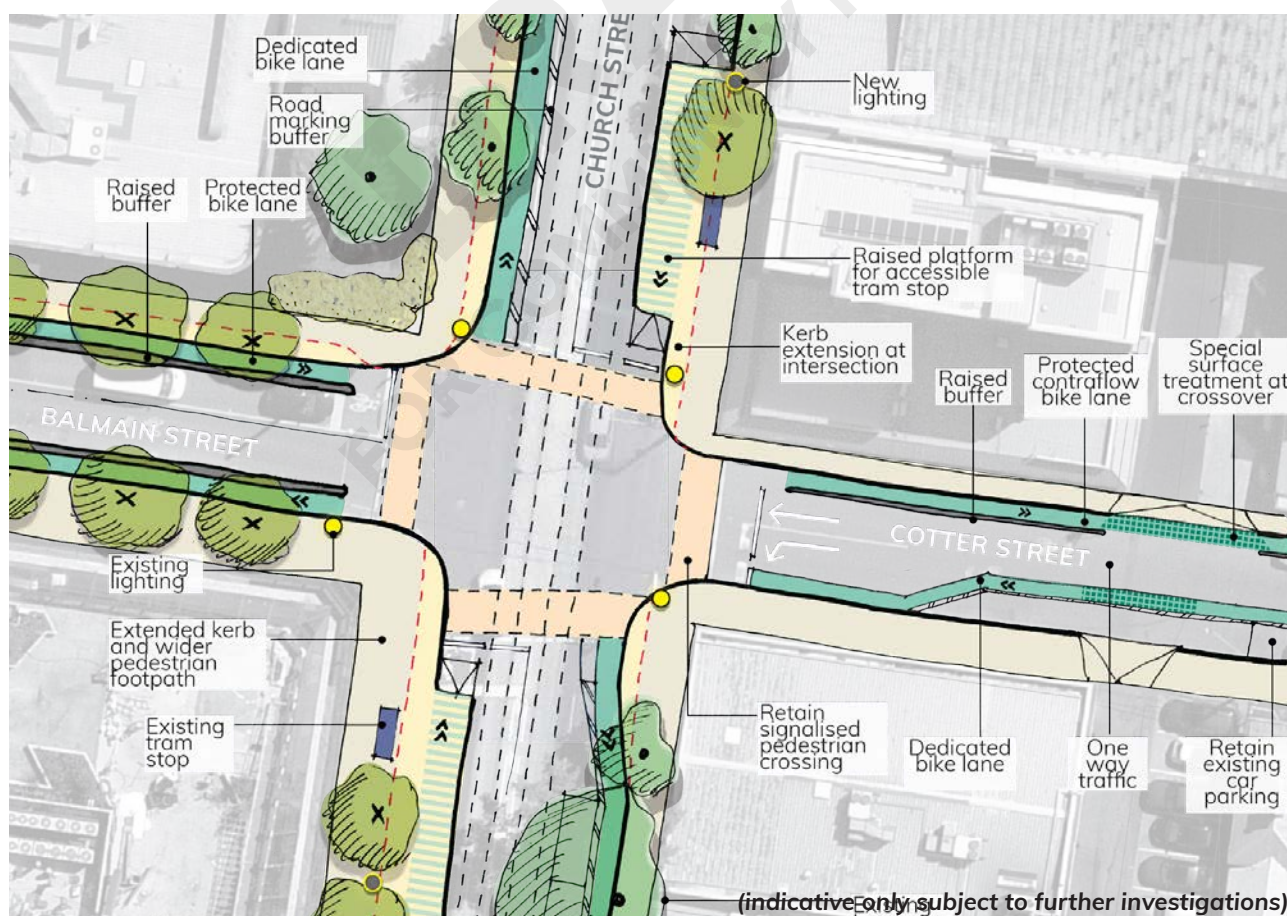
Figure 26 - Balmain Street and Church Street intersection concept design

Indicative street sections
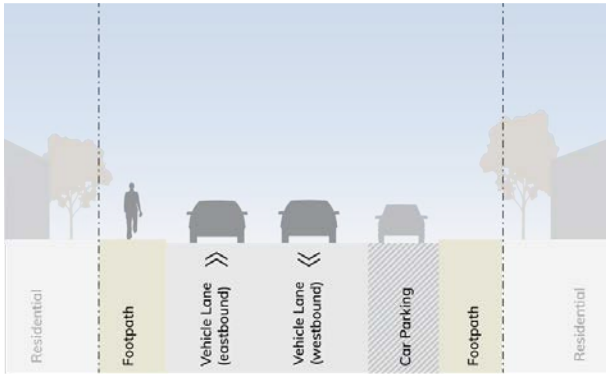
Kelso Street

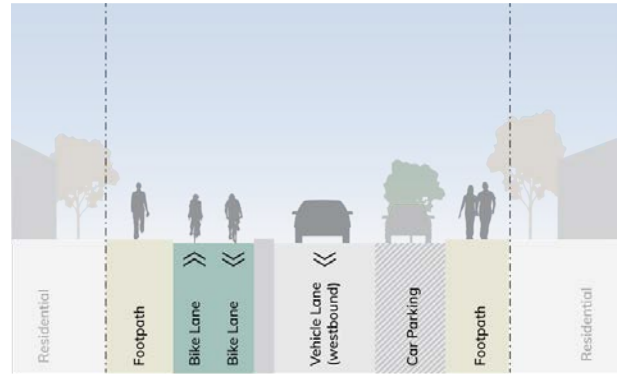*Figure 27 - Kelso Street (west) - existing conditions*
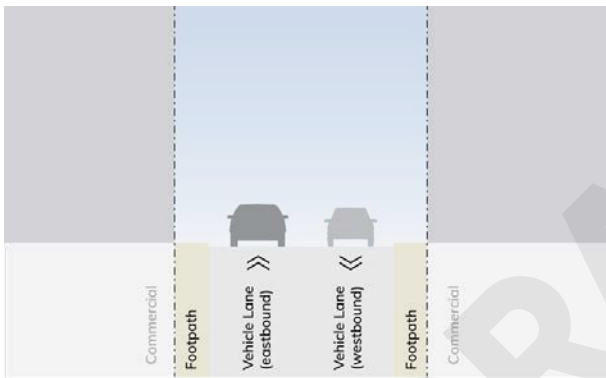

Figure 28 - Kelso Street (west) - proposed (indicative only)

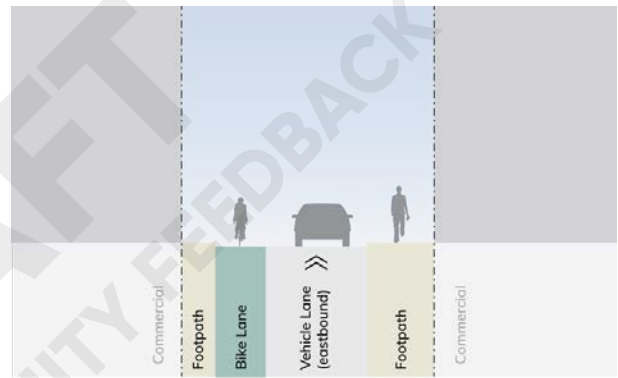*Figure 29 - Kelso Street (east) - existing conditions*

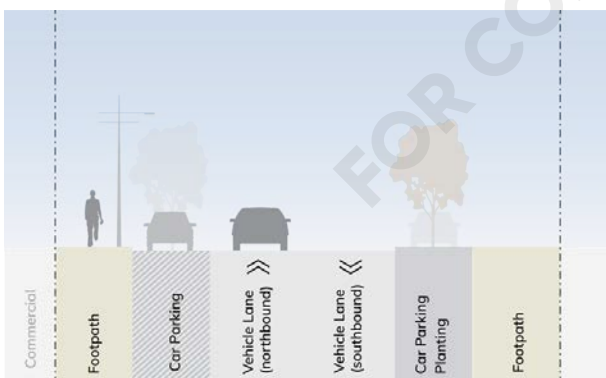*Figure 30 - Kelso Street (east) - proposed (indicative only)*

Cremorne Street
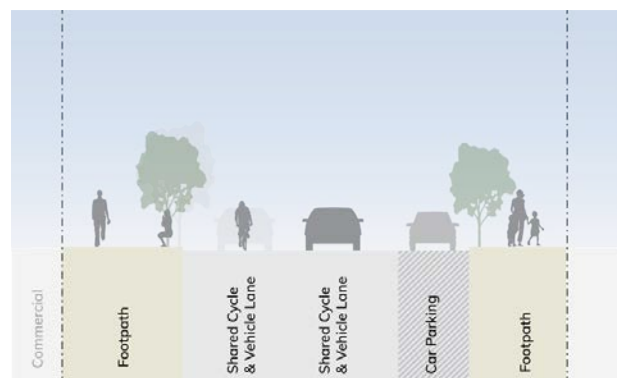

Figure 31 - Cremorne Street - existing conditions

Figure 32 - Cremorne Street - proposed (indicative only)

Street sections are taken mid-block. The street layout closer to the intersection may differ. Conceptual design only and subject to change and refinement through more detailed investigation.

Indicative street sections
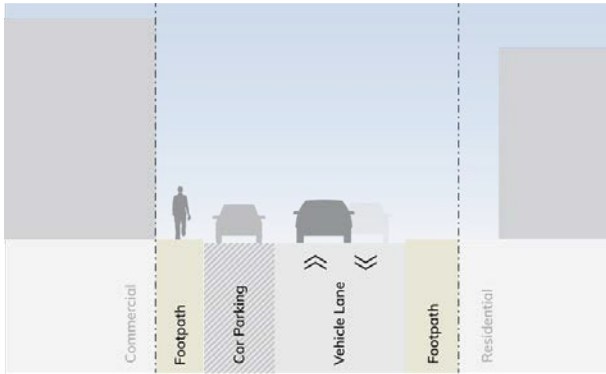
Balmain Street

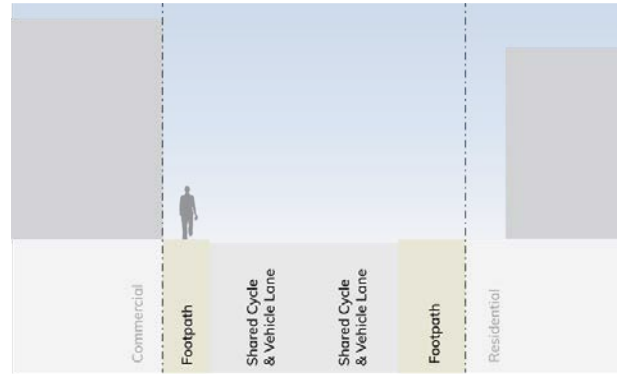*Figure 33 - Balmain Street (west) - existing conditions*

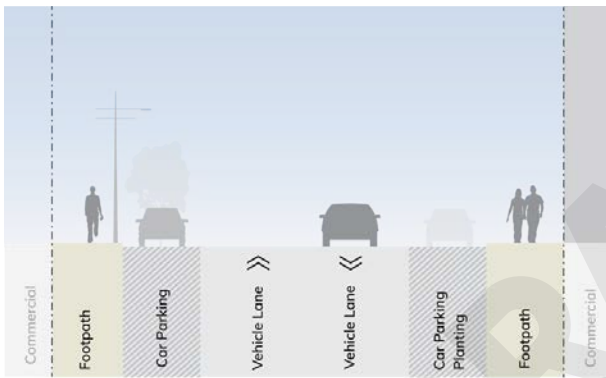

Figure 34 - Balmain Street (west) - proposed (indicative only)

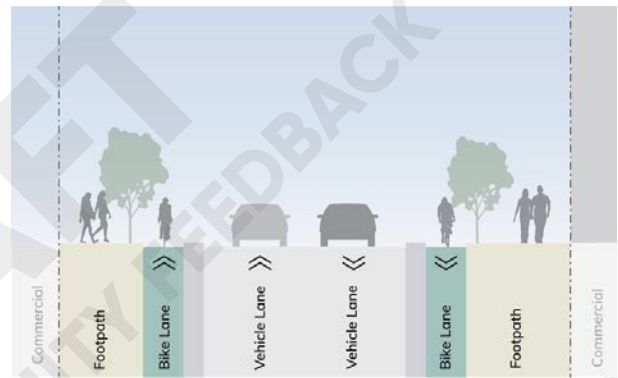*Figure 35 - Balmain Street (east) - existing conditions*

Figure 36 - Balmain Street (east) - proposed (indicative only)
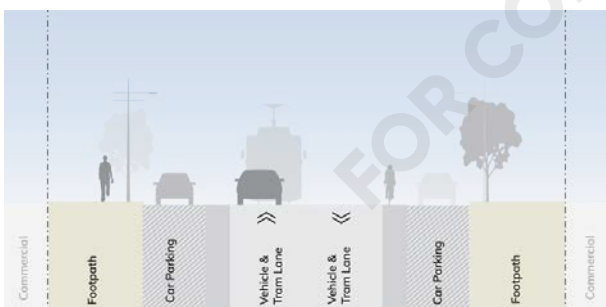
Church Street

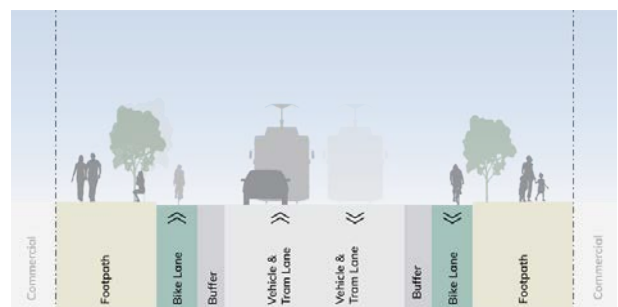*Figure 37 - Church Street (mid block) - existing conditions*

Figure 38 - Church Street (mid block) - proposed (indicative only)

Street sections are taken mid-block. The street layout closer to the intersection may differ. Conceptual design only and subject to change and refinement through more detailed investigation.

Objective 3.2 Improve public transport services and access to meet the needs of Cremorne's workers, residents and visitors.

Cremorne's workers, residents and visitors will easily access Cremorne by public transport. Access to the Richmond and East Richmond Station will be enhanced. The frequency and reliability of services will also be increased. Improved connections will be provided to the South Yarra Station via an improved pedestrian and cycle bridge link. New public spaces will be created around the stations and tram stops. Church Street tram stops will be accessible for all.

Actions

3.2.1 Advocate to the Department of Transport to develop an agreed timeline for the redevelopment of Richmond Station as a key gateway to Cremorne and surrounding precincts. This includes improvements to the amenity around the Station and access to and from the Station.

3.2.2 Advocate to the Department of Transport to:

- improve connectivity and legibility of East Richmond Station
- increase train services at East Richmond Station
- improve the amenity and access to East Richmond Station

3.2.3 Advocate to the Department of Transport for upgrades and implementation of accessible tram stops along Church Street (Route 78) between the Church Street Bridge and Swan Street to improve tram service access to the station and the immediate surrounds, enhancing the accessibility, safety, and amenity of the station precinct.

Objective 3.3 Deliver a safe and attractive local cycling and pedestrian network which connects strategic corridors, major trails and key destinations.

Travel by foot and bicycle will be prioritised in Cremorne. Cremorne's street network will be walkable with cycling facilities that are safe and accessible for everyone, provide high levels of amenity and connect Cremorne with surrounding areas.

Creating a highly walkable environment

A key element of making Cremorne a walkable environment is enhancing the ability to travel by direct and convenient routes to key destinations such as the train stations, Richmond Primary School and open space. Improving the legibility and removing barriers such as narrow footpath widths will also improve the walkability of Cremorne.

All streets within Cremorne will be walkable, however key walking routes include Church Street, Cremorne Street, Stephenson Street, Balmain Street / Cotter Street and Kelso Street.

Image 24 - Opportunities for more pedestrian crossings

Specific attention will be given to key walking routes by providing:

- new and improved pedestrian crossings at mid-block locations and key intersections, including Swan Street and Cremorne Street; Cremorne Street and Kelso Street; Church Street and Balmain / Cotter Streets; and Punt Road and Kelso Street
- widening footpaths, where possible, increased building setbacks
- removal of clutter on footpaths and undergrounding of powerlines
- large canopy trees for shading and cooling
- installation of street furniture
- traffic calming and lowering of speed limits
- enhanced signage and connections.

Connections both inside and outside of the precinct will be made safer and easier through widened footpaths and improved lighting at the precinct's three railway underpasses at Balmain Street, Dunn Street and Green Street. Access to and across the Yarra River will also be easier and safer.

Some streets in Cremorne could be converted to shared zones where pedestrians, bike and vehicles share the road.

Safe convenient bike connections

Riding bikes in Cremorne will be made safer and more attractive by expanding the existing network and providing dedicated bicycle infrastructure such as bike lanes and upgraded intersections. Planning for Cremorne will facilitate the delivery of cycling infrastructure to fill the gaps in the local network to create a safer, more connected and convenient network for all users. New development will include well designed end of trip facilities to encourage workers to ride into Cremorne.

Image 25 - Cyclists currently share the road

Dedicated or separated bicycle facilities will be provided on routes such as Church Street and Kelso Street. They are critically important to not only improve cyclist safety, but they also have a significant impact on rider confidence and have a key role in encouraging more 'casual' riders to take up cycling.

On lower traffic volume and lower-speed roads, bikes will share the road with cars with appropriate supporting infrastructure. Upgraded pedestrian and bike crossings of Punt Road and Church Street and an improved bike and pedestrian crossing of the Yarra River at Oddys Lane provide key linkages to outside of Cremorne. To support the use of bikes, on street bike parking facilities will be provided throughout Cremorne to meet demand.

Strategic Cycling Corridors
Primary route
Neighbourhood route

Principal intersection upgrades
1 Punt Road and Kelso Street
2 Cremorne Street and Kelso Street
3 Swan Street and Cremorne Street
4 Church Street and Balmain Street

Railway and River crossing upgrades
1 Green Street underpass
2 Punt Road CityLink underpass
3 Oddys Lane railway bridge
4 Church Street
5 Dunn Street underpass
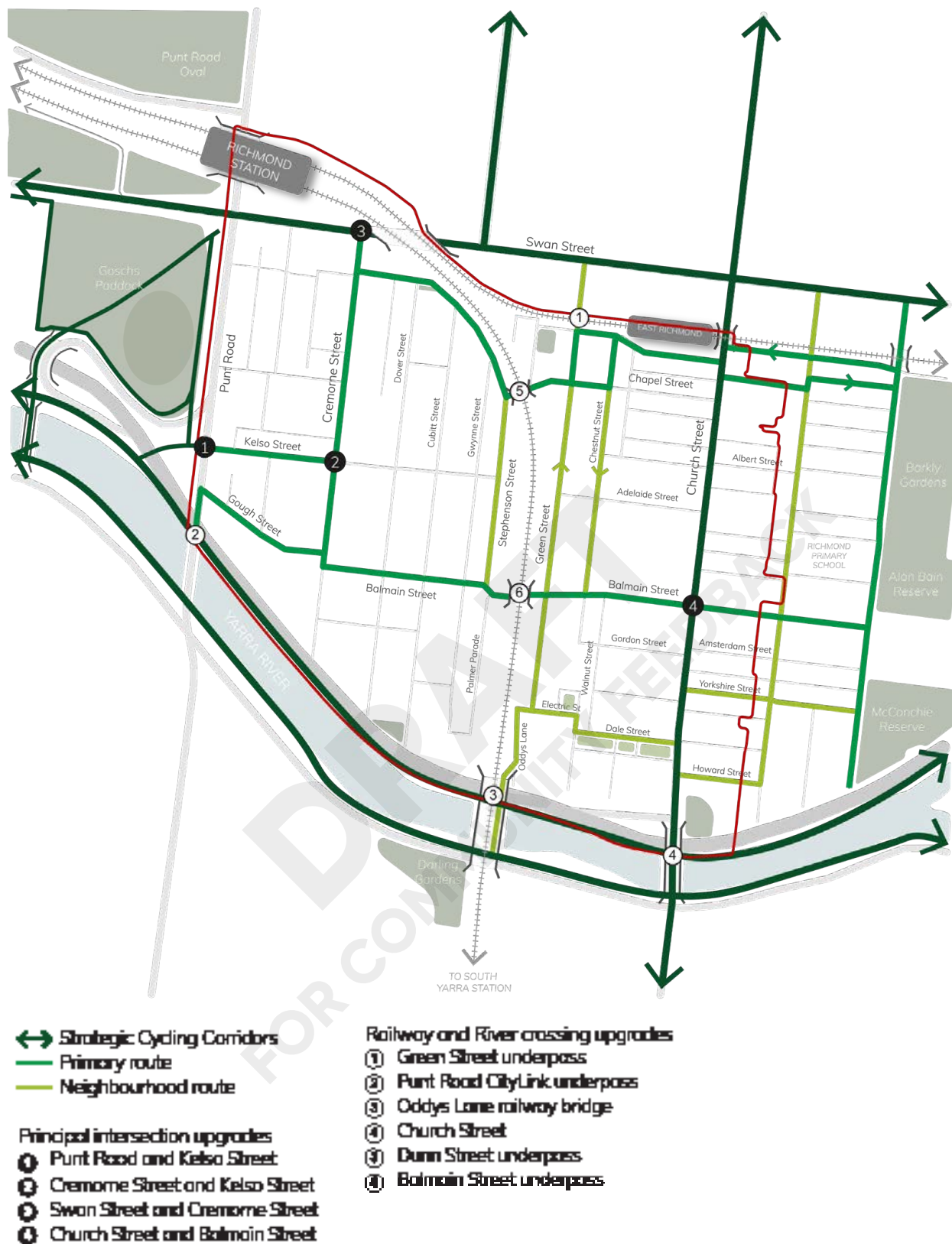6 Balmain Street underpass

Figure 39 - Cycling routes

Actions

3.3.1 Work with Department of Transport and Yarra Trams to upgrade Church Street to improve footpaths, upgrades to tram stops and dedicated bicycle lanes.

3.3.2 Upgrade the following streets to provide for improved pedestrian and cycling routes:
- Cremorne Street (between Swan Street and Balmain Street)
- Balmain Street and Cotter Street
- Kelso Street
- Gough Street
- Stephenson Street

3.3.3 Improve pedestrian and bicycle access via the:
- Green Street underpass (connecting to Swan Street and Lennox Street)
- Dunn Street underpass (a key east-west link in the northern part of Cremorne)
- Balmain Street underpass (a key east-west link across the precinct)
- Oddys Lane Railway Bridge (connecting to the Main Yarra Trail and South Yarra)
- Church Street Bridge (connecting to the Main Yarra Trail and South Yarra)
- Freeway underpass at Harcourt Parade near Punt Road (connecting to the Main Yarra Trail)

3.3.4 Work with Department of Transport to develop high quality and feasible options to connect Cremorne with South Yarra via an improved pedestrian and cycling bridge that is accessible for all.

Actions

3.3.5 Work with City of Melbourne, Department of Transport and Melbourne and Olympic Parks Trust (State Government) to provide walking and bike links to the Main Yarra Trail and north along Punt Road to Olympic Boulevard. This would require a new walking and cycling crossing of the Citylink Punt Road off-ramp where it connects with Punt Road.

3.3.6 Support development that provides new ground level links through the sites (particularly through the strategic sites) and shared road reserves, improving public amenity while still allowing access for servicing.

3.3.7 Install on-street bicycle parking along Church Street, Cremorne Street, Balmain Street, and other suitable locations where footpath widths allow.

3.3.8 Investigate opportunities for shared zones – where cars must give way to pedestrians and cyclists.

3.3.9 Investigate opportunities for additional pedestrian crossings (including mid block crossings) to improve the walkability of Cremorne's streets.

Objective 3.4 Reduce off-street car parking requirements to promote more sustainable modes of transport.

To achieve sustainable transport in Cremorne, private vehicle use will be managed in the precinct. The Streets and Movement Framework sets out a local movement network that limits vehicle circulation and requires low speed limits to reduce conflicts between pedestrians, cyclists, public transport and vehicle movements.

The planning scheme controls the location and amount of parking spaces. Office car parking is a key generator of traffic in Cremorne. Office car parking generates two to three times more traffic movements on a per car space basis during peak hours than a residential car space. This demand occurs when public transport services are at their most frequent. Currently, the Yarra Planning Scheme (same as other Councils) requires a minimum of 3.0 car spaces per 100m^2 of floor area for offices, unless a dispensation is provided.

Without changes to the parking rate, it is anticipated that the number of off-street office car parking spaces in Cremorne will continue to increase, further increasing reliance on vehicle use.

To reduce the provision of off-street car parking to promote more sustainable modes of transport, Council has identified changes to the parking rates in the Yarra Planning Scheme. The proposal is to apply a maximum office and retail car parking rate of 1 space per 100sqm of floor area to commercial land in Cremorne via Schedule 2 to the Parking Overlay (PO2).

This would mean that a permit would not be required for an application to reduce (including reducing to zero) the number of car parking spaces (as required under Clause 52.06-5 of the Yarra Planning Scheme). This change will help to protect Cremorne from an oversupply of parking which would generate more traffic congestion.

Council had proposed to make the change to the parking rates through a separate planning scheme amendment – Amendment C281yara. However, to ensure a more comprehensive approach, the changes to the parking rates would form part a wider planning scheme amendment for Cremorne, incorporating updated planning policy and the proposed changes to the parking rates and new built form provisions.

Actions

3.4.1 As part of a planning scheme amendment for Cremorne, introduce a Parking Overlay (PO2) to commercial land in Cremorne which:

- implements the findings and recommendations of the technical report Parking Controls Review: Cremorne Enterprise Precinct, July 2020, prepared by the Traffix Group
- introduces a maximum car parking rate for office as 1:100sqm of net floor area and for retail premises as 1:100sqm of leasable floor area.