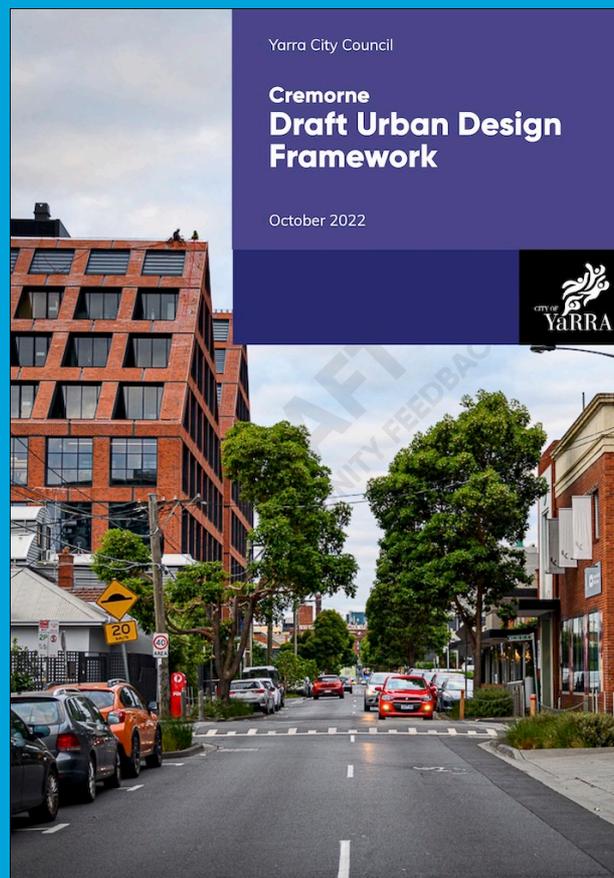


# FEEDBACK ON DRAFT CREMORNE URBAN DESIGN FRAMEWORK



Prepared by: Streets Alive Yarra Inc.  
[streets-alive-yarra.org](https://streets-alive-yarra.org)

## Foreword

Streets Alive Yarra is a non-profit, volunteer, resident and ratepayer action group with a vision for more trees, wider footpaths and vibrant businesses in thriving neighbourhoods. We see our streets being used by people from all ages, irrespective of whether they walk, roll on a wheelchair, cycle, use public transport or drive. Residents and shoppers should be able to move safely, comfortably, and conveniently around Yarra; and park near shops.



*Image credit: OCULUS Landscape Architecture and Urban Design*

Streets Alive Yarra was founded in 2017 and now has over 2,900 followers on Facebook. A network of local champions develops concepts and proposals for how to improve their local street or precinct. Streets Alive Yarra is also a member of the Victoria Walks Walkability Action Group network.

Further information is available at: [streets-alive-yarra.org/about](https://streets-alive-yarra.org/about).

# Summary

We support the vision, objectives and most actions of the draft Cremorne Urban Design Framework. Unfortunately, the content of Theme 3 ‘connected and accessible Cremorne’ doesn’t adequately deliver against the stated objectives. We recommend that council re-draft that section, to deliver outcomes that are better aligned with the Cremorne Place Implementation Plan, Yarra’s Community Vision, Yarra’s Transport Strategy, and the objectives of the Cremorne Urban Design Framework. For example, instead of the ‘Streets Implementation Plan’ or the ‘Alternative Streets Implementation Plan’ we suggest:

- Decreasing traffic congestion by adding modal filters to the two railway underpasses (at Balmain Street and Dunn Street) and the entrance to CityLink (at the southern end of Cremorne Street)
- Creating two new public plazas (or 10 km/h shared zones), one outside the Cherry Tree Hotel, and one between the ERA and Malt District apartments
- Re-building and widening all footpaths (and crossovers) in Cremorne to deliver a minimum 2 metre width, increasing to 3 metres on Cremorne Street and Balmain Street



*Streets Alive Yarra proposal to reduce traffic volumes on many streets, enabling space to be reallocated to public plazas. Blue arrows indicate access by walking or biking, red arrows indicate access by motor vehicle. Not every access point is shown.*

## Support for the draft

Streets Alive Yarra particularly supports the following Objectives and Actions in the draft Cremorne Urban Design Framework:

- Objective 1.1 Grow Cremorne
  - Action 1.1.2 Prepare a planning scheme amendment
- Objective 1.2 Support affordable workspaces
  - Action 1.2.7 Monitor the growth and change
- Objective 1.4 Support a refreshed BKI campus
  - Action 1.4.5 Public open space on the BKI campus
- Objective 2.2 Create an urban forest
  - Action 2.2.1 Increase street tree planting
- Objective 3.1 Movement network that prioritises sustainable and active transport
  - Action 3.1.3 Scramble crossing at Swan Street / Cremorne Street
  - Action 3.1.3 Level access tram stops and protected bike lanes at Church Street / Balmain Street
  - Action 3.1.4 30 km/h speed limit
- Objective 3.2 Improve public transport
  - Action 3.2.1 Redevelop Richmond Station
  - Action 3.2.2 Improved connectivity at East Richmond Station
  - Action 3.2.3 Level access tram stops on Church Street
- Objective 3.3 Safe and attractive pedestrian and cycling networks
  - Action 3.3.1 Level access tram stops and protected bike lanes on Church Street
  - Action 3.3.2 Infrastructure for walking and biking on Cremorne Street, Balmain Street
  - Action 3.3.3 Improved infrastructure for walking and biking at underpasses and bridges
  - Action 3.3.4 Improved connection to South Yarra
  - Action 3.3.6 Development of strategic sites to provide new ground level links
  - Action 3.3.8 Shared zones
  - Action 3.3.9 Pedestrian crossings on Cremorne Street, Balmain Street, and Gough Street
- Objective 3.4 Reduce off-street parking requirements
  - Action 3.4.1 Parking maximums
- Objective 4.1 Create a network of public spaces
  - Action 4.1.2 New public open space
- Objective 4.2 Reconnect Cremorne with the Yarra River
  - Action 4.2.1 Activate Cremorne underpass (under CityLink)
- Objective 4.3 Create a network of spaces
  - Action 4.3.1 Streetscape guidelines
  - Action 4.3.2 Underground power lines
  - Action 4.3.3 New pocket plazas
- Objective 4.4 Enhance Cremorne Street and Church Street
  - Action 4.4.1 Streetscape Master Plan for Church Street with level access tram stops
- Objective 4.5 Reimagine Richmond and East Richmond Stations
  - Action 4.5.1 Redevelop Richmond Station precinct
  - Action 4.5.2 Redevelop East Richmond Station precinct

- Objective 5.1 Create a comfortable public realm
  - Action 5.1.1 Planning scheme amendment with active street frontages
- Objective 5.2 Deliver high quality buildings
  - Action 5.2.1 Planning scheme amendment with built form provisions
- Objective 5.3 Scale of buildings respond to context
  - Action 5.3.1 Planning scheme with defined interfaces between commercial and residential

The following sections of our submission offer suggestions on how to better deliver against the objectives.

## Connected and accessible Cremorne

The content of Theme 3 ‘connected and accessible Cremorne’ doesn’t adequately deliver against the objectives. We recommend that council re-draft that section, to deliver outcomes that are better aligned with the:

- Cremorne Place Implementation Plan,
- Yarra’s Community Vision
- Yarra’s Transport Strategy, and the
- Objectives of the Cremorne Urban Design Framework.

For example, the ‘Streets Implementation Plan’ (Figure 20) fails to deliver:

- A significant reduction in traffic volumes, e.g. people driving can still enter Cremorne from Church Street, drive along Balmain Street, Cremorne Street and Kelso Street, and then proceed north up Punt Road. We expect that in evening peak hour, traffic will be banked up on Kelso Street and Cremorne Street.
- Equity of safe access for people walking or using a wheelchair, e.g. footpaths of adequate width for the expected numbers of people walking in 2030, e.g. 2 metres wide on quieter residential streets, 3 metres wide on Cremorne Street and Balmain Street, and 4 metres wide on Church Street.
- Equity of safe access for people biking, e.g. protected bike lanes along the movement corridors of Cremorne Street, Balmain Street, and Gough Street (connecting to the Yarra River).
- A realistic chance of being supported by the State Government, i.e. proposals that can proceed without adding a new signalised intersection on Punt Road (which would cost at least \$2 million).

Similarly, the ‘Alternative Streets Implementation Plan’ (Figure 21) fails to deliver on equity of safe access for people walking and biking, e.g. people biking are expected to share a lane with high volumes of vehicle traffic on Cremorne Street.

We recommend that council re-examine the options for Cremorne, following a process that focusses on the population and movements expected in 2030, e.g.:

- State the desired outcomes for access and movement, e.g. every property in Cremorne is able to be safely accessed by walking, rolling on a wheelchair, biking, or driving to an off-street car park; without being exposed to hazards that carry the risk of serious injury or death.
- State the desired urban form, e.g. 10 storey commercial developments with appropriate interfaces to residential zones.
- Imagine a *hierarchy of spaces*, e.g. consider where reallocation of street space can contribute to new public open space.
- Estimate the number of people (and quantity of goods) entering and exiting Cremorne each day, e.g. 20,000 workers, 3,000 residents, and 200 m<sup>3</sup> of goods; then extend the estimate to provide numbers for each street.

- Determine the required modal splits so that the estimated number of people (and volume goods) can actually enter and exit Cremorne each day, e.g. 90% for space-efficient modes such as walking and biking and public transport; and 10% for motor vehicles.
- Re-design each street in Cremorne to deliver those modal splits, e.g. widening footpaths where required, adding protected bike lanes where required, and determining how on-street parking should be priced to manage demand.

We suggest that the above process would deliver different solutions, such as:

- *A New Deal for Walking*, i.e. all footpaths re-built to deliver 2 metre width on quieter streets, 3 metre width on Cremorne Street and Balmain Street, and 4 metre width on Church Street; with vehicle entrance ramps limited to a maximum width of 750 mm; and continuous footpaths on Cremorne Street and Balmain Street, i.e. continuing at grade when crossing minor side streets.
- *A New Deal for Cycling*, via one of two options:
  - adding modal filters in targeted locations, e.g. at the two railway underpasses and the entrance to CityLink, so that traffic volumes are reduced enough to enable people biking to share a lane with people driving; or
  - adding protected bike lanes to Cremorne Street, Balmain Street and Gough Street; or protected *bi-directional* bike lanes, as per the ‘Cremorne Loop’ proposal from Ratio Consultants.
- New public open space, e.g. public plazas or 10 km/h shared zones (with vehicles permitted as guests), at multiple locations e.g.
  - outside the Cherry Tree Hotel, by narrowing Balmain Street to one lane
  - the southern end of Cremorne Street (below Balmain Street), by narrowing Cremorne Street to one lane
- Reallocation of five on-street parking bays on each street, to provide a *Mobility and Access Zone* within 200 metres of any property, including:
  - A disabled car parking bay
  - A 15-minute loading bay
  - A car sharing bay
  - A covered hangar for bike parking
  - A corral for shared e-scooters and e-bikes
- All on-street parking changed to permit zone, with access managed via digital permits at different price levels for residents and commuters, with demand responsive pricing that targets 85% occupancy.

The concept of targeted modal filters to reduce traffic volumes (and enable people biking to share a lane with people driving) was proven in the City of Ghent, via their Traffic Circulation Plan.

In Cremorne, one way to achieve this, while retaining motor vehicle access to all properties, is to locate modal filters at the two railway underpasses and the entrance to CityLink via Cremorne Street. This would create two zones, one either side of the railway line. People walking and biking could easily move east-west, but people driving would be required to take the long way around.



*Option for a Ghent-style traffic circulation plan.*

Further information at:

- <https://stad.gent/en/mobility-ghent/circulation-plan>
- <https://streets-alive-yarra.org/modal-filters/>

## Example street designs

Other cities offer examples of streets that are both beautiful and function well in dense urban environments, for example those of the Netherlands, or Toulouse:



Example streets in the Netherlands. Source: [Twitter thread](#).



Example streets in Toulouse. Source: [Twitter thread](#).

## Space hierarchy

Cremorne needs new public open spaces, and reallocation of street space is one of the most realistic methods to create them. Instead of imagining the neighbourhood as a *hierarchy of streets*, we encourage council to consider the neighbourhood as a *hierarchy of spaces*. For example, new 'squares' could be created:

- outside of the Cherry Tree Hotel, and
- at the southern end of Cremorne Street.

### A hierarchy of spaces

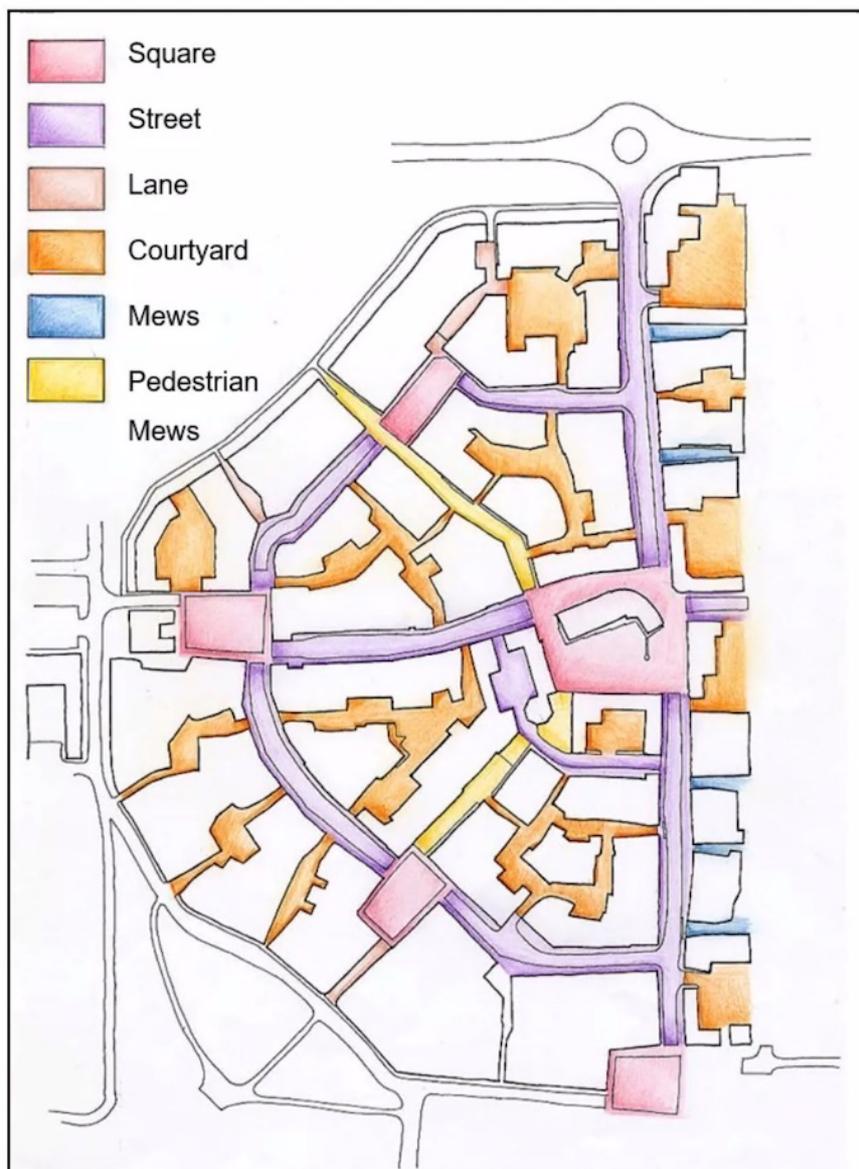


Image credit: [Andrew Cameron](#).

## Detailed suggestions

### Intersection at Swan / Cremorne

We support the proposal in the draft UDF, i.e. wider footpaths and a scramble crossing, and, if the underpasses can't host modal filters (to reduce traffic volumes), then the design should be improved by removing the left-turning vehicle lane on Cremorne Street, and adding protected bike lanes to Cremorne Street.



*Draft UDF proposal. Image credit: draft Cremorne UDF.*



*Streets Alive Yarra proposal with a single northbound vehicle lane and separated bike lanes. Image credit: Streets Alive Yarra, Nearmap.*

## Uber drop off and pick up points

Car-hire (Uber) drop off and pick up points should be located at multiple points on the perimeter of Cremorne, because this would reduce traffic in Cremorne, and improve the reliability of travel time estimations. Possible locations include:

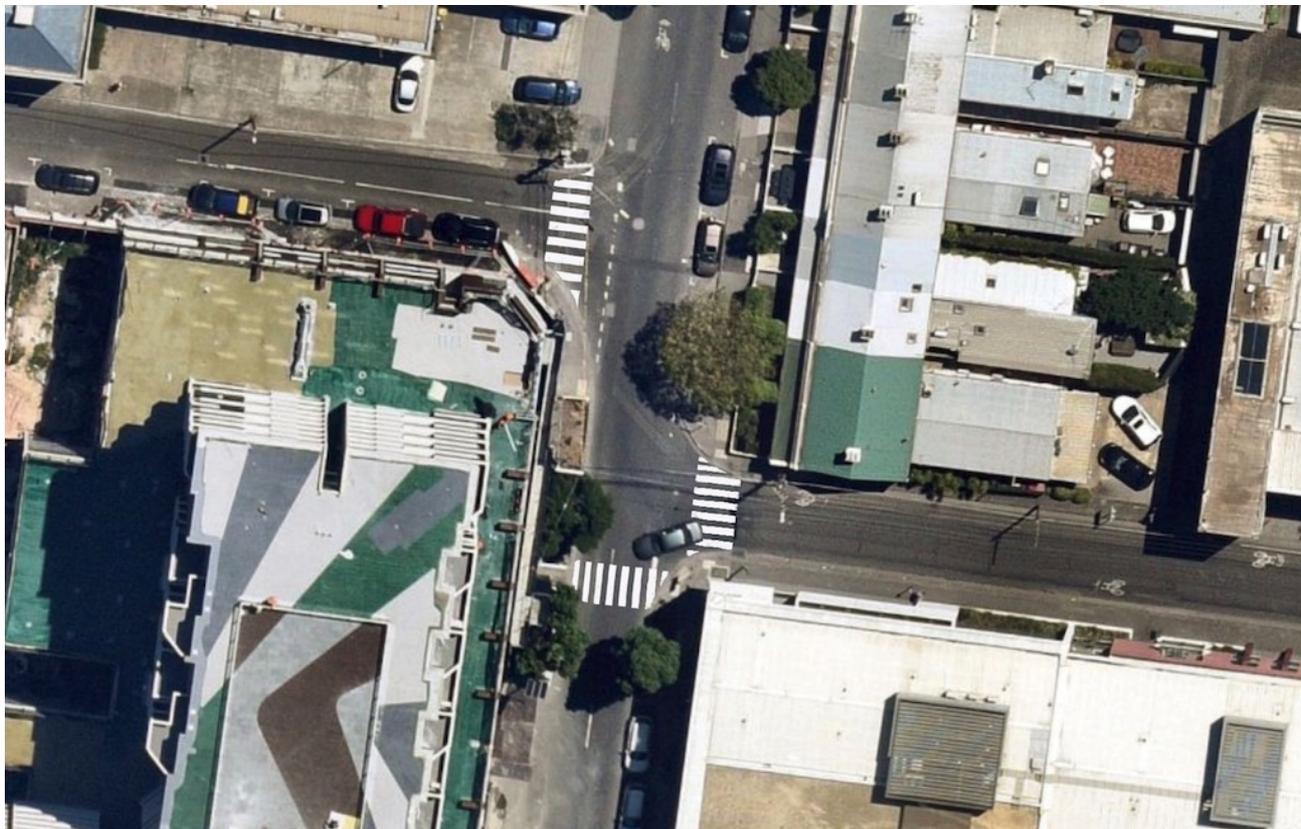
- on state government owned land near the corner of Swan & Cremorne, and
- at Dale Street, just off Church Street.



*Option for an Uber drop off and pick up point on the edge of Cremorne.*

## Intersection at Balmain / Cremorne

We support the proposals in the draft Cremorne UDF to add raised pedestrian crossings (wombat crossings) in multiple locations. These would act to communicate pedestrian priority and encourage drivers to slow down and look for people walking.

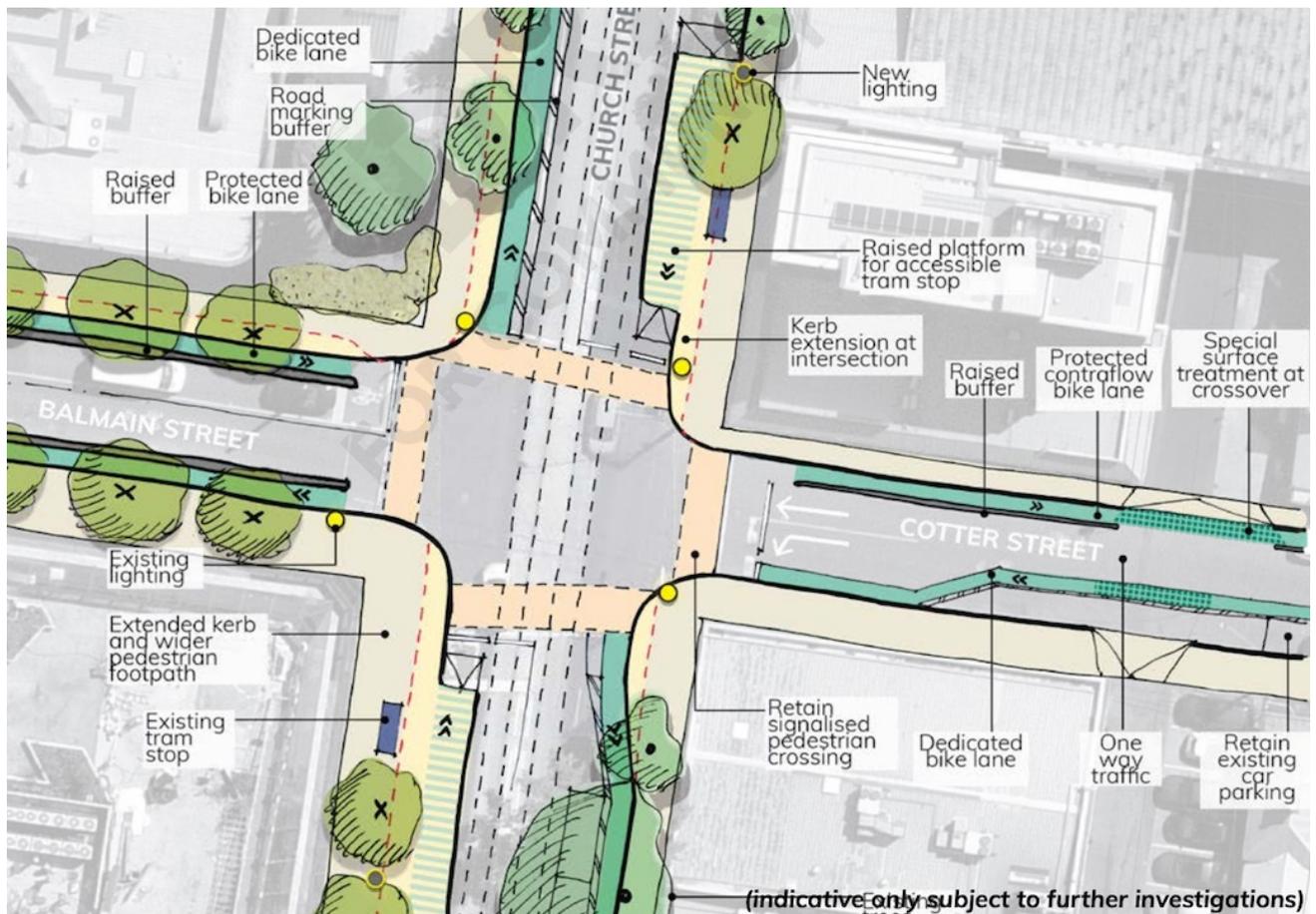


*Streets Alive Yarra proposal for three pedestrian crossings at the intersection of Gough Street, Cremorne Street and Balmain Street. Image credit: Streets Alive Yarra, Nearmap.*

## Intersection at Balmain / Church

We support the proposal in the draft UDF for Church Street, i.e. wider footpaths, level access tram stops, and protected bike lanes. We support a similar treatment for all tram stops on Church Street.

If the underpasses in Cremorne can't host modal filters (to reduce traffic volumes), then the design should be improved by continuing the protected bike lanes along the full length of Balmain Street.



Draft UDF proposal. Image credit: draft Cremorne UDF.

## Intersection at Cremorne / CityLink

If a modal filter is placed at the intersection of Cremorne Street and Harcourt Parade (requiring drivers to access CityLink via Gough Street and Punt Road) this would:

- significantly reduce the volume of motor vehicle traffic in Cremorne Street, and would
- enable a section of Cremorne Street (south of Balmain Street) to support a public plaza, signposted as a 10 km/h shared zone.

The plaza would improve amenity for the large numbers of residents in the Malt District apartments and the ERA apartments. The Cremorne Street carriageway could be narrowed to one lane (e.g. via bollards in the plaza), requiring drivers to pause and give way to each other.



*Proposal for a new public plaza (10 km/h shared zone) on Cremorne Street. All at-grade, i.e. no kerbs. Yellow indicates a wider footpath, maroon indicates a single lane for vehicles. Green circles indicate new trees. Image credit: Streets Alive Yarra, background from Nearmap.*

## Plaza outside Cherry Tree Hotel

If the Balmain Street underpass hosts a modal filter (thus reducing traffic volumes), then one lane of Balmain Street can be used to expand the public plaza.



*Proposal for an expanded public plaza (10 km/h shared zone) outside the Cherry Tree Hotel. All at-grade, i.e. no kerbs. Yellow indicates a wider footpath, maroon indicates a single lane for vehicles (bi-directional vehicle traffic, so they have to slow and give way to each other). Green indicates micro-mobility traffic through the underpass. Green circles indicate new trees. Image credit: Streets Alive Yarra, background from Nearmap.*

## Underpass at Dunn Street

If the Dunn Street underpass can't host a modal filter, then infrastructure for walking and biking should be improved by adding a wombat crossing and raised bike lanes (at the same level as the footpaths).



*Proposal for a wombat crossing at the underpass, so the footpath doesn't just stop at a blind spot. Image credit: Streets Alive Yarra, background from Google Maps.*



*Proposal for raised bike lanes (at footpath height) to improve safety through the underpass. Vehicle lanes are narrowed to 2.8 metres (trucks are 2.5 metres wide). Image credit: Streets Alive Yarra, background from Google Maps.*

## Redevelop Richmond Station

We support the proposal in the draft UDF, i.e. to redevelop Richmond Station. We suggest that a redevelopment should include:

- A 20-storey tower with the upper and lower floors for commerce and other levels for public housing
- Secure under cover parking for bikes



*Train stations in the Netherlands support multi-modal connections. Image credit: Not Just Bikes on YouTube: <https://youtu.be/9HdqTZs3vjU>*

## A New Deal for Walking

Every property in Cremorne should be accessible by a person using a wheelchair. We suggest that all footpaths should be widened to at least 2 metres on each side, in accordance with a *New Deal for Walking* in Yarra's Transport Strategy, at the expense of the width of vehicle lanes. This change will have the added benefit of encouraging drivers to slow down. If required, parking should be removed.



*All footpaths (such as Gwynne Street, pictured) should be re-built as a minimum 2 metres wide.  
Image credit: Google Maps.*



*Footpaths on Cremorne Street and Balmain Street (pictured) carry a lot of foot traffic, and should be widened to 3 metres each side. Image credit: Google Maps.*

Complementary to footpath widening is to remove obstructions. This can also improve visual amenity. For example, signs can be consolidated onto fewer poles, street signs can be mounted on buildings (not on extra poles), or power cables can be moved underground. For inspiration, view the streets in Poundbury, Dorchester (UK) on Google Streetview.



*Example footpaths in Poundbury, UK. Image credit: Google Maps.*

Further information at:

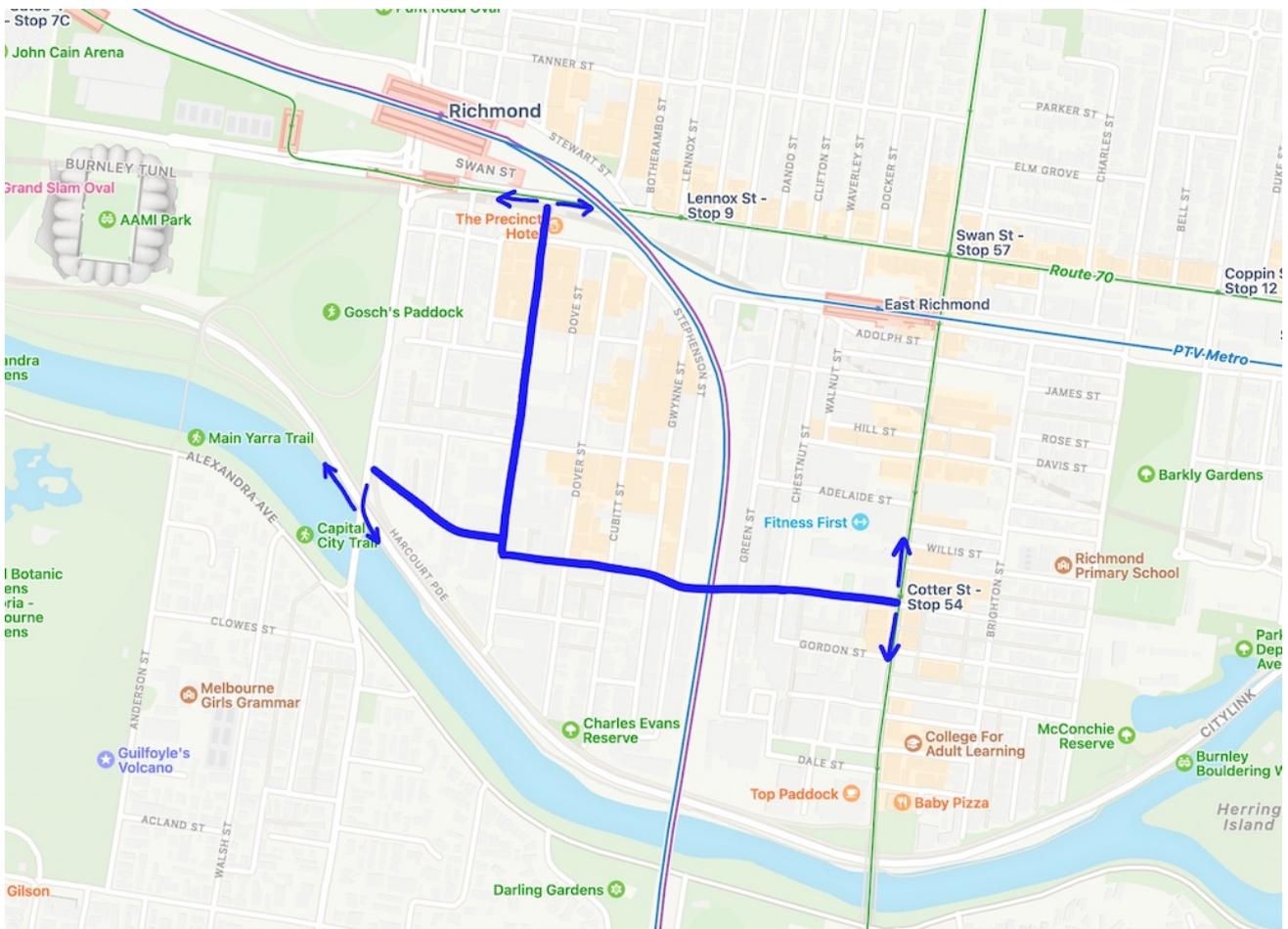
- <https://streets-alive-yarra.org/protected-footpaths/>
- <https://streets-alive-yarra.org/narrow-footpaths/>
- <https://streets-alive-yarra.org/footpath-network/>
- <https://www.livingstreets.org.uk/get-involved/campaign-with-us/cut-the-clutter>
- [https://hdp-au-prod-app-com-participate-files.s3.ap-southeast-2.amazonaws.com/8315/8259/2017/Footpath\\_obstacle\\_survey\\_Part\\_1\\_-\\_PBA.pdf](https://hdp-au-prod-app-com-participate-files.s3.ap-southeast-2.amazonaws.com/8315/8259/2017/Footpath_obstacle_survey_Part_1_-_PBA.pdf)

## A New Deal for Cycling

Cremorne Street, Balmain Street and Gough Street are important routes for people leaving Cremorne by bike in the evening peak hour. If the underpasses can't host modal filters, then traffic volumes will be high and those streets should have protected bike lanes.

In addition, even if the underpasses have modal filters, evening peak hour traffic volumes on Cremorne Street may still be large enough to cause traffic to bank up on Cremorne Street, from Swan Street back to Balmain Street. If this occurs, then a separate northbound bike lane is required on Cremorne Street. If this isn't provided, it won't be physically possible to cycle north on Cremorne Street in the evening peak hour, because stationary vehicles block the entire 'shared lane'.

The same applies to Balmain Street.



*Routes for leaving Cremorne by bike in the evening peak hour.*



Proposal for protected bike lanes on Cremorne Street, with power lanes on the west side and trees on the east side. Image credit: Streets Alive Yarra, Streetmix.



Proposal for protected bike lanes on Balmain Street. Image credit: Streets Alive Yarra, Streetmix.



Protected bike lanes (at the same level as the footpaths) that are 1.6 metres wide can fit in the Balmain Street underpass if the vehicle lanes are narrowed to 2.8 metres (trucks are 2.5 metres). Image credit: Streets Alive Yarra, background from Google Maps.

## Widen underpass on Balmain Street

If Balmain Street is identified as requiring two metre wide footpaths and two metre wide protected bike lanes (i.e. wider than 1.6 metres shown earlier) then the underpass needs be widened (or the the central columns removed and the vehicle lanes narrowed). Road construction agencies in the Netherlands show that such a reconstruction, if properly planned, can be achieved in a shutdown of 48 hours.



*Widen the railway underpass, remove the centre columns, and narrow the vehicle lanes, to deliver 2 metre wide footpaths and 2 metre wide bike lanes. Image credit: Google Maps.*

Further information at:

- <https://youtu.be/ztQ8Oj2fSB0> (video showing reconstruction in one weekend)

## Access to Swan Street

The underpass on Green Street should be dramatically improved to offer modern best-practice access between Swan Street and Cremorne, for people walking, biking or using e-scooters.



*Silicon Cremorne deserves better than this. Image credit: Google Maps.*

## Access to South Yarra Station

Pedestrian access from South Yarra Station, via the pedestrian walkway on the railway bridge, needs to be dramatically improved, e.g. to provide DDA compliant access via a gradual ramp down into Cremorne.



*Silicon Cremorne deserves better than this. Image credit: Streets Alive Yarra.*

## Lower traffic speeds

We support the proposal in the draft UDF for Cremorne to be designated as a 30 km/h zone, noting that this aligns with calls from the UN, and *Policy 10* of Yarra's Transport Strategy.



*Speed limits in Cremorne should be 30 km/h maximum.*



*The UN has called for 30 km/h speed limits.*

Further information at:

- <https://streets-alive-yarra.org/30-km-h-superblocks/>
- [unroadsafetyweek.org](https://unroadsafetyweek.org)

## Parking maximums

We support the proposal in the draft UDF for an amendment in the Yarra Planning Scheme to replace parking minimums with parking maximums. If we do not make this change we risk adding thousands of new underground parking bays (over multiple commercial developments) which will induce thousands of extra vehicle journey's, leading to peak hour gridlock on Cremorne Street and Balmain Street, owing to the fact that the intersections at Swan / Cremorne and Church / Balmain are already at capacity.



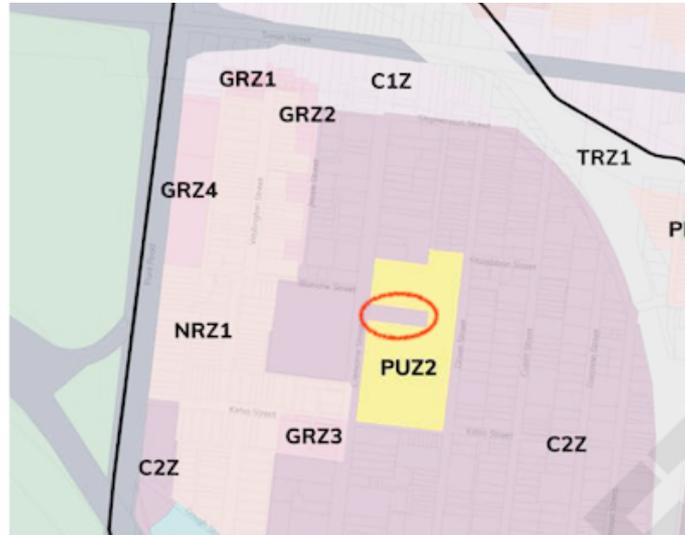
*Parking requirements degrade urban neighbourhoods*

Further information at:

- <https://streets-alive-yarra.org/parking-maximums/>
- <https://parkingreform.org/resources/mandates-map/>

## Land acquisition

If the Bendigo Kangan Institute is to be redeveloped by the state government, it would seem opportune for the state government to acquire the commercial property which cuts into the Public Use Zone (PUZ2). This would allow the heritage buildings (the old school) to be re-framed, with public open space all around them, instead of being hemmed in on the north side by the modern construction.



*Opportunity for land to be acquired by the state government so that more options are available for redevelopment of the Public Use Zone.*



*Opportunity to open up public space around the heritage listed school building. Image credit: Apple Maps.*

## Paying for changes

Many of the suggestions in this document, such as re-building and widening all footpaths, would require significant funding in addition to the existing council-wide budget for capital works, e.g. millions extra per year for several years.

We suggest that the City of Yarra can raise \$50 million per year by charging commuters \$10 per day to park on-street, via 20,000 of council's 47,000 bays. This can be rolled out rapidly and at low cost, using digital permits, pay-by-app, and enforced using number plate recognition. With \$50 million of extra revenue per year, council can:

- Pay off its debt
- Increase its cash reserves
- Invest \$10 million per year to widen footpaths and add protected bike lanes
- And still have money left over to acquire land for new public open space

We suggest that if the underpasses at Balmain Street and Green Street are to be widened, then funds should be sourced from the state government.

Further information at:

- <https://streets-alive-yarra.org/revenue/>
- <https://streets-alive-yarra.org/journal/priority-for-budget-2023-24/>

## Concluding remarks

Streets Alive Yarra would be delighted to provide further detail or explanation of the themes raised in this document.

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