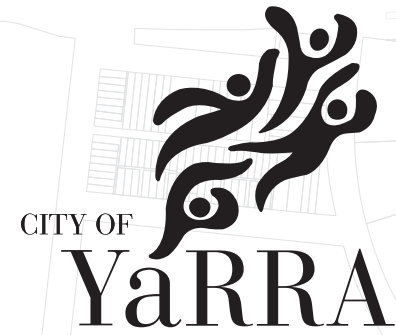
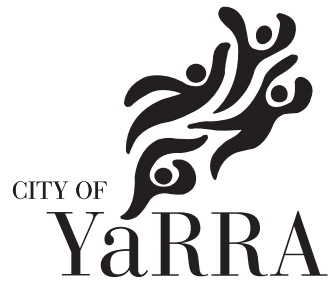


Johnston Street

Local Area Plan



ADOPTED BY COUNCIL: DECEMBER 2015



Johnston Street

Local Area Plan

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1.0 Introduction & Background



1.1 Introduction

The Johnston Street Local Area Plan has been prepared by Yarra City Council for the Johnston Street Activity Centre. The plan is a high-level strategy document and has been arranged around the following four themes:

1. Land Use
2. Public Spaces
3. Access and Movement
4. Built Form

Over the past five to ten years, Johnston Street has experienced signs of revitalisation with changes in land use activity, increased development pressure and a number of planning permits issued as well as the construction of new buildings within the study area.

The Johnston Street Activity Centre has the potential to accommodate a greater mix of activities including residential, retail, offices and other commercial uses that enhance the character and amenity of the street and local area, as well as the existing mix of activity. Johnston Street has the potential to play a more significant commercial role whilst accommodating a growing population and business community that has good access to areas of open space and public transport.

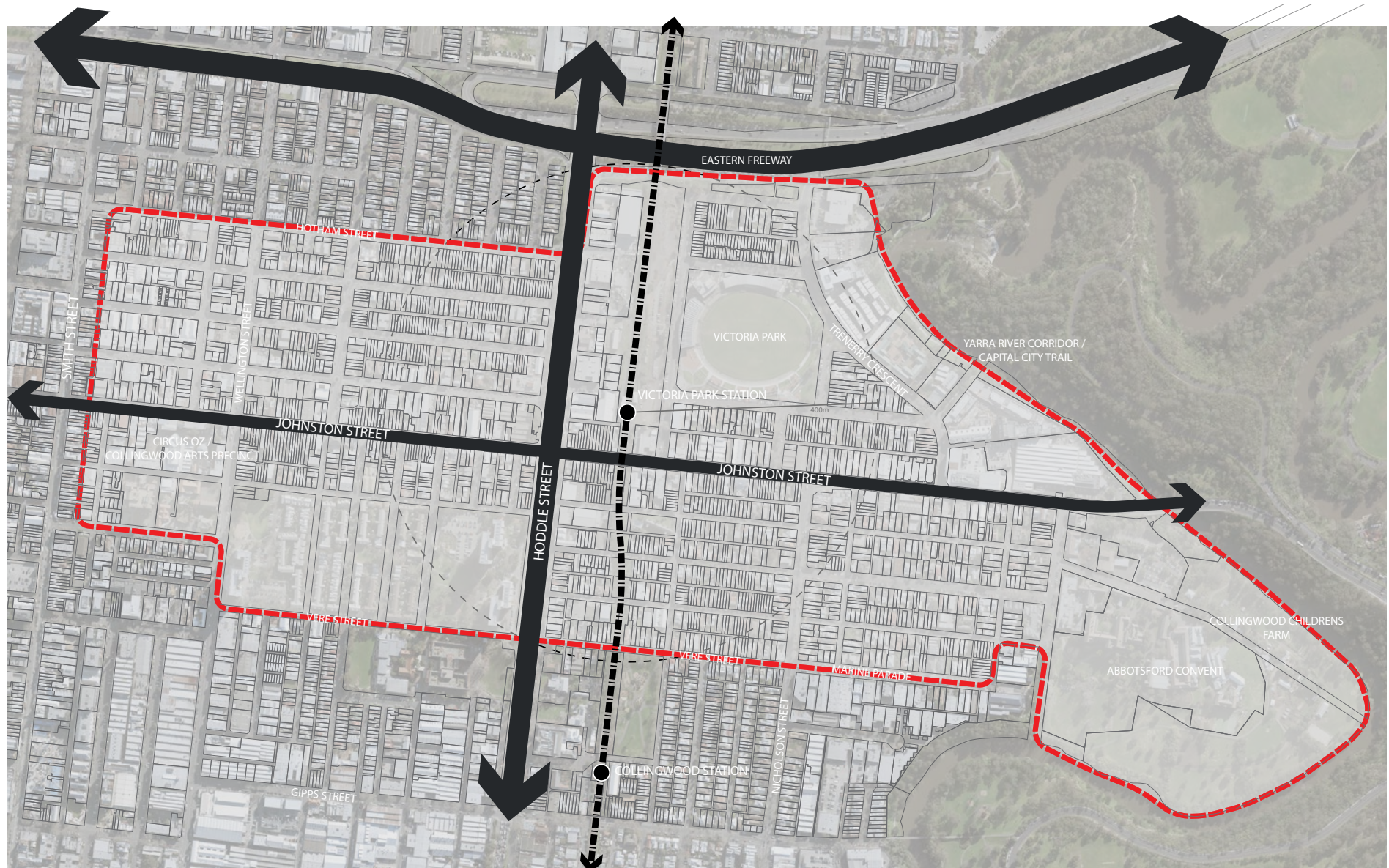
The Abbotsford Convent towards the eastern end of Johnston Street and the emergence of both Circus Oz and the Collingwood Arts Precinct at 35 Johnston Street (former TAFE site) provide opportunities to anchor creative activities such as artist studios and galleries.

There is the opportunity to provide a stronger retail and commercial environment along the street, supported by a growing population. There are already a numbers of bars, cafes and restaurants that have created a sense of vibrancy at some locations along Johnston Street, as the street starts to create an identity as a vibrant, eclectic activity centre.

1.2 Study Area

The study area covers approximately 112 hectares and is situated across the suburbs of Abbotsford and Collingwood, generally bound by the Eastern Freeway, Smith Street, Vere Street and the Yarra River (Figure 1). This Plan focusses on the section of Johnston Street that extends east from Smith Street to the Yarra River, which is 1.8km in length.





LEGEND

- - - Study Area Boundary
- - - Train Line (Hurstbridge / South Morang)
- 400m Station Catchment

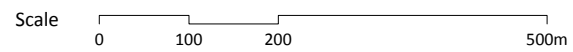


FIGURE 1: STUDY AREA

1.3 Purpose of the Local Area Plan

The purpose of this Local Area Plan is to provide a framework and future vision for the Johnston Street Activity Centre and wider study area. The plan focusses on the key issues and opportunities affecting the study area which have been identified through analysis, research and consultation with the community and key stakeholders.

The Plan will assist Council, the community, government agencies and private investors in understanding the requirements for achieving the shared vision for the area. It will be used to:

- Provide a guide for private sector investment;
- Manage growth and change within the study area by providing guidance in regards to making better decisions for new development;
- Support changes to the Yarra Planning Scheme to implement some of the objectives and strategies;
- Advocate for, and coordinate action by, government agencies and bodies;
- Plan physical changes to streets and public spaces;
- Inform Council's understanding of the need for better community services;
- Plan traffic and transport improvement measures; and
- Inform Council investment in future capital works projects.

1.4 Developing the Plan

This Plan has been informed by the Yarra Planning Scheme and relevant local and state government policy frameworks, including *Plan Melbourne*. It has also been informed by the City of Yarra Council Plan (2013-17). There has been extensive background research and analysis, on the ground experience and observations within the study area, discussions and feedback from the community and key stakeholders. The process of creating the plan has involved:

- Research and review of existing policies and strategies;
- Analysis of existing conditions within the study area;
- Preparation of an Issues and Opportunities Paper that identified the key issues and opportunities for change within the study area;
- Public consultation on the Issues and Opportunities Paper (August 2011), which included a community workshop held in October 2011;
- A further community workshop in February 2012 aimed at informing the preparation of the draft Local Area Plan;
- Preparation of a draft Local Area Plan for community feedback and comments; and
- A final period of period of community consultation on a revised plan was undertaken in mid-2015.

The following Council strategies were referenced (which are summarised in Appendix A - Policy Background):

- Yarra Open Space Strategy (2006)
- Yarra Business and Industrial Land Strategy (2012)
- Yarra Housing Strategy (2010)
- Yarra Bicycle Strategy (2008)
- Yarra Urban Design Strategy (2011)
- Yarra Economic Development Strategy (2015-20)
- Yarra Tourism Strategy (2011-16)
- Strategic Transport Statement (2012-16)
- Yarra Environment Strategy (2013-17)
- Yarra Night Time Economy Strategy (2014-18)
- Draft Yarra River Corridor Strategy (2015)

In addition to these, the Johnston Street Local Area Plan Built Form Analysis and Recommendations (Appendix B) provides a detailed analysis of the built form context of the study area and recommendations for future built form outcomes.



1.5 Planning Policy Context - *Plan Melbourne*

Plan Melbourne is the Victorian Government's metropolitan planning strategy which was introduced on 19 May 2014. The current state government is undertaking a rewrite of *Plan Melbourne* ("Plan Melbourne Refresh") which is expected to be completed in 2016.

Plan Melbourne highlights a shift in focus towards an economic, population and transport focussed urban structure for metropolitan Melbourne with five subregions comprising the metropolitan area. The City of Yarra is located within the Central Subregion. Some elements of the plan that have particular relevance to the study area include the following:

1. The Melbourne Metro Rail project is being developed by the Melbourne Metro Rail Authority. This major initiative will begin to create further capacity in the overall metropolitan rail network. This will then enable improvements to the overall network.
2. A potential rail link to Doncaster which is to be planned in the medium term and delivered in the longer term;
3. Urban Renewal Corridors on land around train stations and situated along rail corridors are identified across Melbourne with one located within the study area, between North Richmond Station and Victoria Park Station to the east of Hoddle Street;

Population & Employment Growth in Melbourne

The Victoria in Future (VIF) population projections that underpin *Plan Melbourne*, highlight that there will be strong population growth throughout the state of Victoria and particularly in metropolitan Melbourne. The overall population of Melbourne is projected to grow to approximately 7.7 million people by 2051.

The plan identifies that the inner region of Melbourne (Central Subregion) has the potential to grow to accommodate an additional 260,000-320,000 jobs and between 230,000-280,000 new residents by the year 2031. In order to accommodate this growth, urban consolidation in identified areas, involving a more efficient and compact land use mix, will be needed to accommodate both business and population growth.

The 20 Minute Neighbourhood

A key objective of *Plan Melbourne* is the creation of "20 Minute Neighbourhoods" whereby local areas are developed so that they are highly accessible to shops, services, facilities and public transport. Johnston Street is accessible by several public transport modes and is also accessible by walking and cycling connections.

Walkability can be further enhanced with an improved public realm and active streetscapes which in turn improves accessibility to public transport. In the future, Victoria Park Station has the potential to become a focal point for the activity centre with improved access, and more activity around the station.

The Johnston Street Activity Centre

Johnston Street performs a role as a commercial corridor and also as an Activity Centre under *Plan Melbourne* and current state planning policy (Clause 11), as well as the Yarra Planning Scheme (Clause 21). It forms part of a network of activity centres within the City Of Yarra that will continue to host a range of activities including shops, services and housing to accommodate future population growth.

This growth will also be accompanied by local economic and employment growth that will require a range of commercial spaces to accommodate future business opportunities. New businesses and a growing population will create a more sustainable and vibrant mixed use character for the activity centre which has excellent access to public transport, local shops and services, and open space.

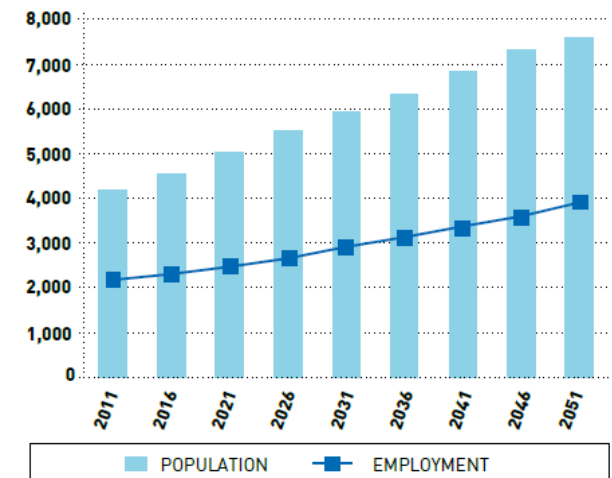


FIGURE 2: Projected Population and Employment Growth for Melbourne (Plan Melbourne)

Urban Renewal Corridor - *Plan Melbourne* (North Richmond - Victoria Park Station)

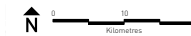
Plan Melbourne identifies urban renewal areas within the City of Yarra which include Collingwood (the Gipps Precinct), Cremorne (& East Richmond Station) Precinct, Alexandra Parade and the rail corridor along the eastern side of Hoddle Street, between North Richmond Station and Victoria Park Station.

The Urban Renewal Corridor that extends through the study area highlights areas of underutilised land that will potentially accommodate future business opportunities and population growth in mixed use precincts, close to public transport. The land around Victoria Park Station provides opportunities for urban renewal to achieve the objectives outlined in *Plan Melbourne*. Furthermore, *Plan Melbourne* notes that this corridor is a short term priority investigation area.



MAP 11 – POTENTIAL URBAN-RENEWAL PRECINCTS AND SITES CLOSE TO RAIL

SOURCE: DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE, 2014



- | | | |
|--|--|--|
| <ul style="list-style-type: none"> Metropolitan region Metropolitan urban boundary Urban area Road network Rail network Waterway | <ul style="list-style-type: none"> Potential urban renewal opportunities/ investigation areas 1 – Farnest Hill precinct, South Yarra 2 – Footscray precinct 3 – Flemington-Newmarket precinct 4 – Keon Park station 5 – Fishermans Bend Urban Renewal Area 6 – Caulfield station precinct 7 – City North precinct 8 – Sunshine corridor 9 – North Richmond to Victoria Park station corridor * – North Richmond to Victoria Park station corridor 10 – Highett precinct 11 – Brunswick to Batman station corridor 12 – Oakleigh to Dandenong station corridor 13 – Deer Park station 14 – Nunawading station 15 – Frankston station 16 – Tottenham corridor 17 – East Richmond station-Cremorne precinct 18 – Lyfdale Quarry (Cave Hill) (not shown on map) 19 – Hughesdale station 20 – Watsonia station | <ul style="list-style-type: none"> Urban renewal opportunities that include significant parcels of government held land 1 – Ringwood station 2 – Dynon corridor 3 – Glen Waverley station 4 – Jewell station 5 – Essendon station 6 – E-Gate precinct 7 – Arden-Macaulay precinct 8 – East Werribee employment precinct 9 – Flinders Street to Richmond corridor <p>Note: not in order of priority and boundaries are indicative only</p> |
|--|--|--|

Plan Melbourne - Key Directions & Initiatives

Plan Melbourne sets out a number of key directions and initiatives that are relevant to the Johnston Street activity centre. The following key directions emphasise the importance of planning for urban growth in relation to public transport and identifying opportunities for urban renewal in areas close to public transport infrastructure. *Plan Melbourne* emphasises the benefits of locating new population and job growth in strategic locations that are well served by existing public transport. Both Johnston Street and Hoddle Street are very well served by public transport options.

Direction 1.4

Plan for the Expanded Central City to Become Australia's Largest Commercial And Residential Centre By 2040

Initiative 1.4.2

Prepare a Plan for The Central Subregion To Accommodate At Least 1 Million Jobs And 1 Million People

Direction 1.6

Enable an Investment Pipeline of Transit-Oriented Development and Urban-Renewal

Initiative 1.6.1

Identify New Urban-Renewal Precincts and Sites Around The Existing Rail Network, Based On Transit-Oriented Development Principles

Direction 2.2

Reduce the Cost Of Living By Increasing Housing Supply Near Services And Public Transport

Initiative 2.2.2

Unlock The Capacity of Urban renewal Precincts For Higher density, Mixed-Use Development

Initiative 2.2.3

Deliver Housing Close To Jobs and Transport

Direction 3.1

Transform the Transport System to Support A More Productive Central City

Initiative 3.1.2

Move Towards A Metro-Style Rail System, Starting With The Melbourne Rail Link

Initiative 3.1.5

Support Walking and Cycling In Central Melbourne

Direction 4.5

Make Our City Greener

Initiative 4.5.2

Provide New Neighbourhood Parks and Open Space

Direction 4.6

Create More Great Public Places throughout Melbourne

Initiative 4.6.2

Develop Melbourne's Network of Boulevards

Initiative 4.6.3

Fund Subregional Cultural and Sporting Facilities

Initiative 4.6.4

Support Cultural Events, Precincts and Programs

Direction 4.7

Respect Our Heritage As We Build For the Future

Initiative 4.7.1

Value Heritage When Managing Growth and Change

1.6 State Planning Policy Framework (SPPF)

The State Planning Policy Framework (SPPF) provides the overall direction for planning in Victoria. Within the Yarra Planning Scheme, state planning policies are further reinforced through the Municipal Strategic Statement (MSS) and Local Planning Policy Framework (LPPF). The following Clauses from the SPPF are relevant to the future direction of the study area:

Clause 11 - Settlement

Clause 13 - Environmental Risks

Clause 15 - Built Environment and Heritage

Clause 16 - Housing

Clause 17 - Economic Development

Clause 18 - Transport

Clause 11 - Settlement

Under Clause 11 of the State Planning Policy Framework (Settlement) are the following clauses relating to Activity Centres that outline the role that Johnston Street will continue to undertake as an activity centre:

11.01-1 Activity centre network

Objective

To build up activity centres as a focus for high-quality development, activity and living for the whole community by developing a network of activity centres.

Clause 11.01-2 Activity Centre Planning

Objective

To encourage the concentration of major retail, residential, commercial, administrative, entertainment and cultural developments into activity centres which provide a variety of land uses and are highly accessible to the community.

Clause 11.04 - Metropolitan Melbourne

The key directions of Plan Melbourne are reflected in the State Planning Policy Framework at Clause 11. The following four clauses relate strongly to the Johnston Street activity centre:

11.04-1 Delivering jobs and investment

Objective

To create a city structure that drives productivity, supports investment through certainty and creates more jobs.

11.04-2 Housing choice and affordability

Objective

To provide a diversity of housing in defined locations that cater for different households and are close to jobs and services.

11.04-3 A more connected Melbourne

Objective

To provide an integrated transport system connecting people to jobs and services, and goods to market.

11.04-4 Liveable communities and neighbourhoods

Objective

To create healthy and active neighbourhoods and maintain Melbourne's identity as one of the world's most liveable cities.

11.04-5 Environment and water

Objective

To protect natural assets and better plan our water, energy and waste management systems to create a sustainable city.

11.04-8 Open space network in Metropolitan Melbourne

Objective

To create a network of metropolitan open space by creating new parks.

11.04-9 River corridors

Objective

To protect and enhance the significant river corridors of Metropolitan Melbourne.

Clause 13 - Environmental Risks

Clause 13 - Environmental Risks, relates to how *Potentially Contaminated Land* will be addressed through the planning system. The study area has a number of areas and sites that have had an industrial or commercial past that may need to address soil contamination issues prior to new development occurring.

13.03 Soil Degradation**13.03-1 Use of contaminated and potentially contaminated land****Objective**

To ensure that potentially contaminated land is suitable for its intended future use and development, and that contaminated land is used safely.

Clause 15 – Built Environment and Heritage

Clause 15.01 includes provisions applicable to inner city urban environments such as the Johnston Street Activity Centre. Of most relevance are the following objectives and strategies:

Clause 15.01-1 Urban Design

To create urban environments that are safe, functional and provide good quality environments with a sense of place and cultural identity.

Clause 15.03-1 Heritage Conservation**Objective**

To ensure the conservation of places of heritage significance.

Clause 16 – Housing**Clause 16.01-1 Integrated Housing**

To promote a housing market that meets community needs.

Increase the supply of housing in existing urban areas by facilitating increased housing yield in appropriate locations, including under-utilised urban land.

16.01-2 Location of residential development

To locate new housing in or close to activity centres and employment corridors and at other strategic redevelopment sites that offer good access to services and transport.

Encourage higher density housing development on sites that are well located in relation to activity centres, employment corridors and public transport.

Clause 17 – Economic Development**Clause 17.01-1 Business**

To encourage development which meet the communities' needs for retail, entertainment, office and other commercial services and provides net community benefit in relation to accessibility, efficient infrastructure use and the aggregation and sustainability of commercial facilities.

Clause 18 – Transport**Clause 18.01-1 Land Use and Transport Planning**

To create a safe and sustainable transport system by integrating land-use and transport.



Johnston Street Central (looking east)



Johnston Street East (opposite Victoria Park Station)

1.7 Yarra Planning Scheme - Local Planning Policies (Clauses 21 and 22)

The Yarra Planning Scheme provides the policies and planning provisions regarding the nature of development and land use change within the City of Yarra. The Municipal Strategic Statement (MSS) sets out the vision for the municipality and outlines the role that the City of Yarra will have in terms of accommodating future population through an increase in dwellings in specific locations and areas. The municipality will also support opportunities to strengthen employment and business opportunities in existing commercial areas. Overall, activity centres and strategic redevelopment sites are the preferred locations to accommodate higher density housing and future population growth in Yarra.

The following clauses from the MSS are relevant in terms of the future planning being undertaken for the Johnston Street activity centre:

Clause 21 - Municipal Strategic Statement (MSS)

Clause 21.04 Land Use

Objective 1 To accommodate forecast increases in population.

Strategy 1.1

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

Strategy 1.2

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

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

Strategy 4.1 Increase the range of retail, personal and business services, community facilities, and recreation activities, within individual centres.

Strategy 4.3 Support the role of all activity centres, including Neighbourhood Activity Centres, in providing local day-to-day needs of residents of all abilities.

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

Strategy 5.1 Limit expansion of the Business 1 Zone and new parcels of Business 1 zoning (Now Commercial 1 Zone).

Strategy 5.2 Support land use change and development that contributes to the adaptation, redevelopment and economic growth of existing activity centres.

Strategy 5.3 Discourage uses at street level in activity centres which create dead frontages during the day.

Strategy 5.4 Permit residential development that does not compromise the business function of activity centres.

Clause 21.05 – Built Form

Clause 21.05-1 Heritage

Objective 14 To protect and enhance Yarra's heritage places.

Strategy 14.1 Conserve, protect and enhance identified sites and areas of heritage significance including pre-settlement ecological heritage.

Strategy 14.2 Support the restoration of heritage places.

Clause 21.05-2 Urban design

Objective 17 To retain Yarra's identity as a low-rise urban form with pockets of higher development.

Strategy 17.1 Ensure that development outside activity centres and not on Strategic Redevelopment Sites reflects the prevailing low-rise urban form.

Strategy 17.2 Development on strategic redevelopment sites or within activity centres should generally be no more than 5-6 storeys unless it can be demonstrated that the proposal can achieve specific benefits such as:

- *Significant upper level setbacks*
- *Architectural design excellence*
- *Best practice environmental sustainability objectives in design and construction*
- *High quality restoration and adaptive re-use of heritage buildings*
- *Positive contribution to the enhancement of the public domain*
- *Provision of affordable housing.*

Clause 21.06 – Transport

21.06-1 Walking and cycling

Objective 30 To provide safe and convenient pedestrian and bicycle environments

21.06-2 Public Transport

Objective 31 To facilitate public transport usage

21.06-3 The road system and parking

Objective 32 To reduce the reliance on the private motor car

Objective 33 To reduce the impact of traffic

Clause 21.07 – Environmental Sustainability**21.07-1 Ecologically sustainable development**

Objective 34 To promote ecologically sustainable development.

Strategy 34.1 Encourage new development to incorporate environmentally sustainable design measures in the areas of energy and water efficiency, greenhouse gas emissions, passive solar design, natural ventilation, stormwater reduction and management, solar access, orientation and layout of development, building materials and waste minimisation.

Clause 22 - Local Planning Policy Framework

The local policy section at Clause 22 provides locally specific provisions that apply across the City of Yarra. The following local policies are relevant to the study area and provide guidance for decision makers regarding the nature of development and land use that can occur:

Clause 22.02 – Development Guidelines / Heritage Overlay**Clause 22.05 – Interface Uses Policy****Clause 22.07 – Development Abutting Laneways****Clause 22.10 – Built Form and Design Policy****Clause 22.12 - Open Space Contributions****Clause 22.02 - Development Guidelines for Sites Subject to the Heritage Overlay**

To conserve Yarra’s natural and cultural heritage.

To conserve the historic fabric and maintain the integrity of places of cultural heritage significance.

To retain significant view lines to, and vistas of, heritage places.

To preserve the scale and pattern of streetscapes in heritage places.

To encourage the preservation, maintenance, restoration and where appropriate, reconstruction of heritage places.

To ensure the adaptation of heritage places is consistent with the principles of good conservation practice.

To ensure that additions and new works to a heritage place respect the significance of the place.

To encourage the retention of ‘individually significant’ and ‘contributory’ heritage places.

To protect archaeological sites of cultural heritage significance.

Clause 22.05 - Interface Uses Policy

To enable the development of new residential uses within and close to activity centres, near industrial areas and in mixed use areas while not impeding the growth and operation of these areas as service, economic and employment nodes.

To ensure that residential uses located within or near commercial centres or near industrial uses enjoy a reasonable level of amenity.

Clause 22.07 - Development Abutting Laneways

To provide an environment which has a feeling of safety for users of the laneway.

To ensure that development along a laneway acknowledges the unique character of the laneway.

To ensure that where development is accessed off a laneway, all services can be provided to the development.

To ensure that development along a laneway is provided with safe pedestrian and vehicular access.

Clause 22.10 - Built Form and Design Policy

Ensure that new development positively responds to the context of the development and respects the scale and form of the surrounding development where this is a valued feature of the neighbourhood character.

Ensure that new development makes a positive contribution to the streetscape through high standards in architecture and urban design.

Limit the impact of new development on the amenity of surrounding land, particularly residential land.

Design buildings to increase the safety, convenience, attractiveness, inclusiveness, accessibility and ‘walkability’ of the City’s streets and public spaces.

Create a positive interface between the private domain and public spaces.

Encourage environmentally sustainable development (ESD)

Clause 22.12 Open Space Contributions

To implement the Yarra Open Space Strategy.

To identify when and where land contributions for public open space are preferred over cash contributions.

To ensure that where appropriate, land suitable for public open space is set aside as part of the design of a development so that it can be transferred to or vested in Council, in satisfaction of the public open space contribution requirement.

1.8 Zoning

A range of zones apply across the study area. Johnston Street is predominantly within the Commercial 1 and Commercial 2 Zones, with the Neighbourhood and General Residential Zones applying to areas north and south of the activity centre.

Commercial 1 Zone

The Commercial 1 Zone encourages retail uses (shops), as well as residential uses above shops and other ground floor uses such as offices.

Commercial 2 Zone

The Commercial 2 Zone encourages a range of commercial based activity such as offices, manufacturing, retail, warehouses, and light industry, and prohibits residential uses.

Neighbourhood Residential Zone

The Neighbourhood Residential Zone applies to the existing low scale residential areas generally within the Heritage Overlay.

General Residential Zone

The General Residential Zone caters for existing residential areas allowing for incremental levels of new development.

Mixed Use Zone

The Mixed Use Zone caters for a mix of activity including higher density residential uses and currently affects 35 Johnston Street, Collingwood - the former Collingwood TAFE site.

Special Use Zone

The Special Use Zone applies to the land on which the Abbotsford Convent is located and any development must comply with the Abbotsford Convent Masterplan and the provisions of Schedule 4 to the Special Use Zone.



FIGURE 3: ZONE MAP

Public Use Zone

The Public Use Zone applies to railway land managed by VicTrack, as well as public utilities and institutions such as Collingwood College and the Collingwood Town Hall.

Public Park and Recreation Zone

The PPRZ applies to areas of public open space.

1.9 Heritage Overlays

There are a number of heritage overlays within the study area covering precincts and individual buildings. This includes residential, commercial and industrial buildings. Figures 4 & 5 illustrate the Heritage Overlay precincts within the study area and the gradings of properties (respectively). There is an extensive spread of Heritage Overlays both within and beyond the study area and Council has been undertaking further work to identify areas and buildings that have heritage significance and require heritage protection.

The central section of Johnston Street, west of Hoddle Street is covered by Heritage Overlay (HO324) reflecting the historical role of the street as a (former) retail and commercial strip. Johnston Street previously had a tram running down the centre of the street and development followed the tram route, typical of most activity centres (shopping strips) in inner Melbourne.

HO324 - Johnston Street Precinct (Statement of Significance)

The Johnston Street Heritage Overlay Area is significant as a good demonstration of mainly Victorian and Edwardian-era commercial and retail development in Collingwood, including hotels, a former theatre, former shops with residences over, small industrial buildings and some residential development, that represents the second and major generation of settlement that occurred in the area in the late nineteenth century, promoted by the establishment of a cable tram service there in 1887.

Johnston Street was well established as a major east-west thoroughfare through Collingwood by the 1880s, when the Melbourne Tramway and Omnibus Cos. (known as the (Melbourne Tramway Cos. from 1900) began a cable tram service along Johnston Street. The service operated from 1887 until 1939, when the service was replaced by buses. This transport service would have promoted and supported the continuing prosperity of many commercial ventures along the strip, including those as diverse as John Wren's legendary tote at 148 Johnston St (since replaced in part by an Edwardian-era shop).

Source: Victoria Heritage Database (VHD website)

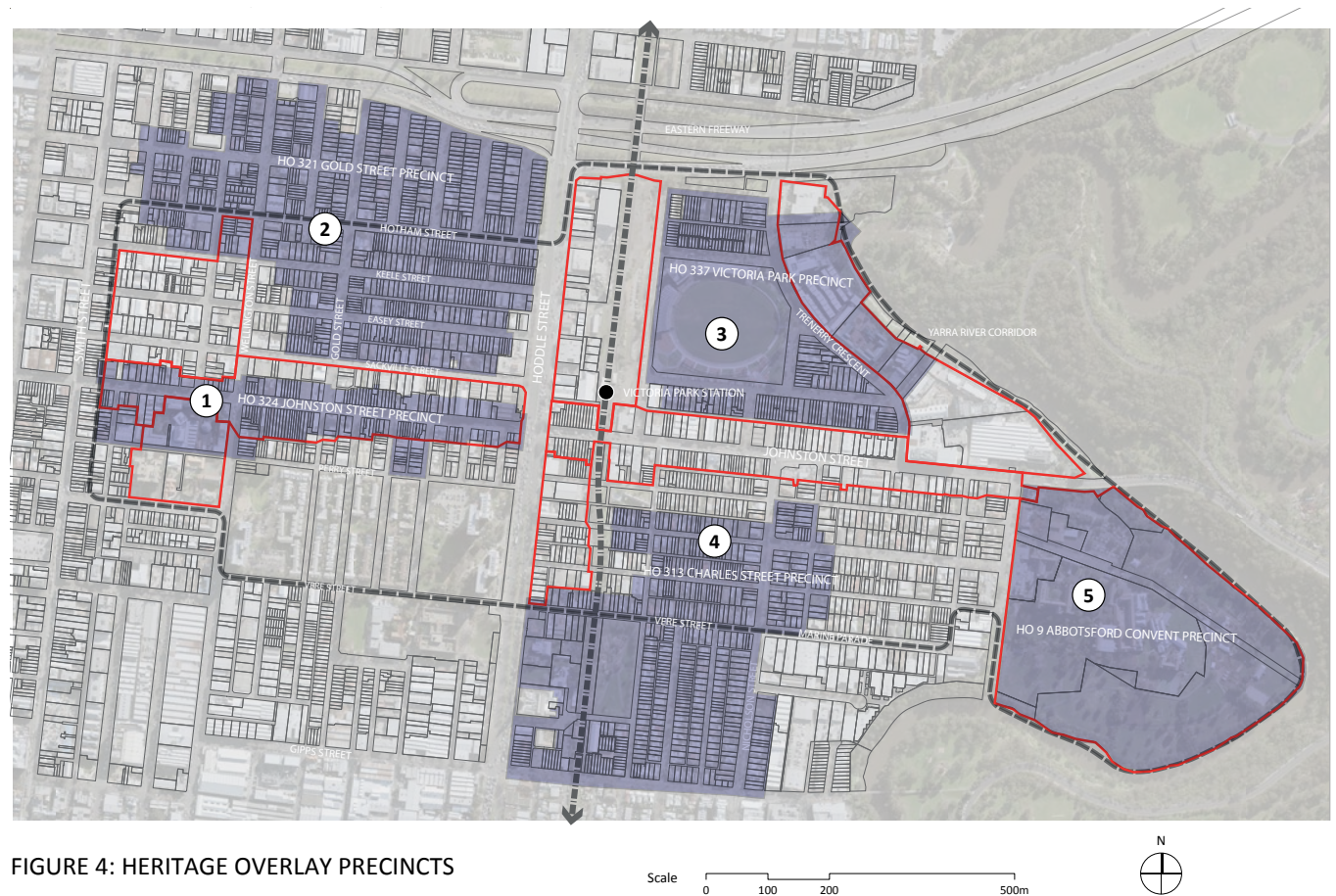
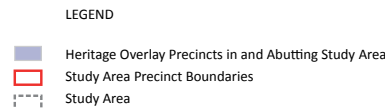


FIGURE 4: HERITAGE OVERLAY PRECINCTS



1.10 Heritage Grading

Figure 5 (opposite) illustrates the grading of heritage buildings within the study area. Buildings within heritage overlays are classified into either individually significant, contributory or not contributory. Most of the heritage buildings along Johnston Street are concentrated to the west of Hoddle Street with only a small number of sites east of Hoddle Street. Many of the fine grained residential areas have significant concentrations of heritage buildings. Well known heritage buildings in the study area include the former Collingwood TAFE site, the Abbotsford Convent and Victoria Park. Buildings on the Victorian Heritage Register include Victoria Park and the Abbotsford Convent. Heritage buildings on the Victorian Heritage Register include Victoria Park and the Abbotsford Convent.

Amendment C157

A recently approved amendment to the Yarra Planning Scheme (Amendment C157) introduced additional buildings to the Heritage Overlay. Within the study area, a number of properties were added to the Heritage Overlay east of Hoddle Street.

Council is also undertaking further work to identify buildings and places of heritage significance within the study area and this will lead to a proposed amendment (C198) being placed on public exhibition in the near future. These properties are not in any of the defined precincts within the Local Area Plan, and sit within the established low-rise residential area south of Johnston Street.

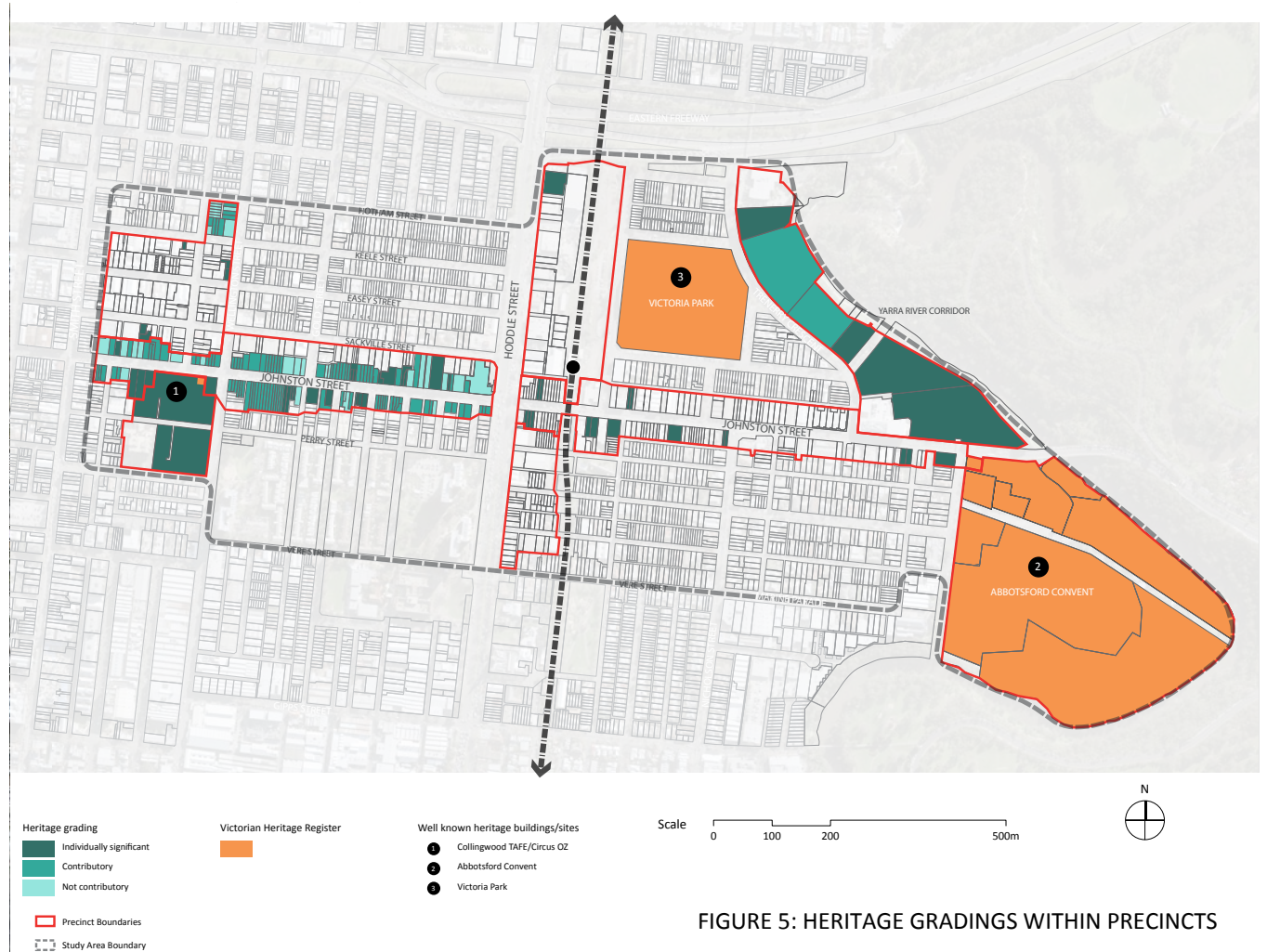


FIGURE 5: HERITAGE GRADINGS WITHIN PRECINCTS

1.11 Yarra Business and Industrial Land Strategy

The Yarra Business and Industrial Land Strategy (BILS) was adopted by Council in 2012. Since the BILS was adopted, Plan Melbourne was also introduced and the former Business Zones were consolidated into two Commercial Zones. The provisions of the Commercial Zones were also amended.

The study area has a number of commercial areas (precincts) that are analysed in the BILS, which makes recommendations for some of the precincts in the study area (listed below and shown in Figure 6):

- BS 3 - Hoddle Street Cluster
- BS 5 - Johnston Street Central
- BS 6 - Johnston Street East
- CIB 2 - Easey Street Node
- CIB 3 - Trenerry Crescent Node

These precincts have a combined total floorspace of approximately 275,000m², which are predominantly within the Commercial 2 Zone (formerly Business 3 Zone) apart from Trenerry Crescent which has a mix of Commercial 1 and Commercial 2 Zone.

The Commercial 1 Zone extends along other parts of Johnston Street and provides additional commercial (including retail) floorspace that is not included in the BILS analysis (shown in Figure 6 - Zones Map).

BS 3 – Hoddle Street Cluster

The Hoddle Street Cluster consists of predominantly main road frontages on the eastern side of Hoddle Street, and activity west of the railway line, where there are a range of business types including showrooms, offices, storage facilities and at least one industrial activity. The areas of land to the north of Johnston Street (west of the railway line) are comprised of larger properties that are underutilised and lacking in an overall character.

In contrast, the precinct south of Johnston Street has a different character made up of finer grain properties with a mix of business activity occurring along the narrow east-west oriented streets. The BILS recommends retaining all of the land in this precinct as Commercial 2 Zone, however the proximity of the sites north of Johnston Street to the train station and the redevelopment opportunities that they present suggests that the precinct may be suitable for a more diverse and concentrated range of land uses, including higher density residential, offices/commercial and large format retail uses.

BS 5 – Johnston Street Central (northern side)

The Johnston Street Central Precinct includes land along the northern side of Johnston Street between Hoddle and Smith Streets. This precinct also fronts onto Sackville Street and has a commercial interface on the southern side of that street. Properties along Johnston Street accommodate various business types with some vacant properties and inactive street frontages. Deeper blocks including some that extend through to Sackville Street present opportunities for future re-development that can accommodate a range of land uses.

The BILS recommends that this precinct retains the Commercial 2 Zoning. However, the redevelopment of some sites has the potential to increase commercial floor space whilst potentially accommodating a residential population at upper levels.

BS 6 – Johnston Street East

The eastern end of Johnston Street shares similarities with the Central section but is less constrained by heritage and has better access to Victoria Park Station. There are opportunities to encourage a stronger mixed use character incorporating upper levels of residential with retail/convenience and commercial uses that activate the street.

The BILS recommends retaining the current zoning pending a master-planning exercise (in this case, a Local Area Plan) to consider the interface with the Yarra River Corridor. Properties that front onto Johnston Street do not have an interface with the Yarra River corridor, and opportunities exist to encourage the redevelopment of sites with a mix of ground floor retail, offices and upper levels of apartments. Commercial uses should be retained at the far eastern end (on the north side) of Johnston Street

Many sites along Johnston Street are under-utilised with dated building stock that was built for a particular purpose, such as manufacturing or warehousing. The redevelopment of some sites could potentially provide new opportunities to increase commercial floor space whilst accommodating population growth (at upper levels) within the area. The sites that are located east of Trenerry Crescent on the northern side of Johnston Street are well utilised in terms of commercial uses and should remain as Commercial 2 Zone to maintain their commercial and employment focus. Sites on the southern side of Johnston Street should be considered for rezoning to allow a mix of residential and commercial uses.

Appendix D - Johnston Street Economic Advice (SGS)

Further work by SGS Economics and Planning for Precincts 1 and 2, suggests that commercial activity will remain relatively stagnant within the Commercial 2 Zone with no real incentive for reinvestment in commercial sites. Rezoning to the Commercial 1 Zone will provide an incentive to stimulate reinvestment in underutilised sites that will have a more positive economic outcome for Johnston Street as an activity centre.

The Commercial 1 Zone permits shops, offices, and most other commercial uses that currently occur along Johnston Street and that contribute to the vibrancy of the street environment. As with the former Business 3 Zone, shops are only permitted under limited circumstances (if associated with a supermarket) under the Section 1 uses in the Planning Scheme.

SGS highlights that with the current and emerging creative, artistic and educational uses occurring at both the Abbotsford Convent and former Collingwood TAFE site at 35 Johnston Street, reinvestment is desirable along sections of Johnston Street to allow shops, offices, galleries and a range of other uses in addition to allowing residential uses above and behind the commercial activity. Many of the existing heritage buildings along the northern side of Johnston Street (within the Commercial 2 Zone) were built to allow shops with dwellings above. This is not permissible under the current zoning.

CIB 2 – Easey Street Precinct

The Easey Street Precinct is a vibrant commercial area with many established and emerging business types. The precinct has a relationship with both Johnston Street and Smith Street. The BILS recognises the important future role this precinct will have in accommodating professional and creative work spaces, as well as its continuing role in accommodating small scale manufacturing and some warehousing. The BILS recommends retaining this precinct and the Local Area Plan encourages the intensification of this area for commercial activity under the current Commercial 2 Zone.

CIB 3 – Trenerry Crescent Node

Trenerry Crescent has only three sites that remain within the Commercial 2 Zone as most sites have been redeveloped for residential and mixed use activities (apartments). The remaining three sites present opportunities for mixed use developments with a mix of office/commercial and residential uses. New development will need to consider the sensitive interface of the Yarra River corridor and respond accordingly.

The BILS recommends rezoning to allow a mix of office and residential land uses. The three sites that remain in the Commercial 2 Zone should be rezoned to the Mixed Use Zone to facilitate mixed-use development that is consistent with the trends that have occurred along Trenerry Crescent in recent years.

Undertaking Further Strategic Work

The BILS document takes a broad (precinct) approach in assessing the industrial and commercial precincts that exist in the City of Yarra. The strategy recommends undertaking master-plans and local area plans to address land use and urban design considerations in areas that are likely to change over time. As one of its strategies (page 22) the BILS states:

Undertake masterplanning or local area plans for those precincts where major change is likely, where amenity and sense of place considerations are significant and where urban design and access issues are also significant.

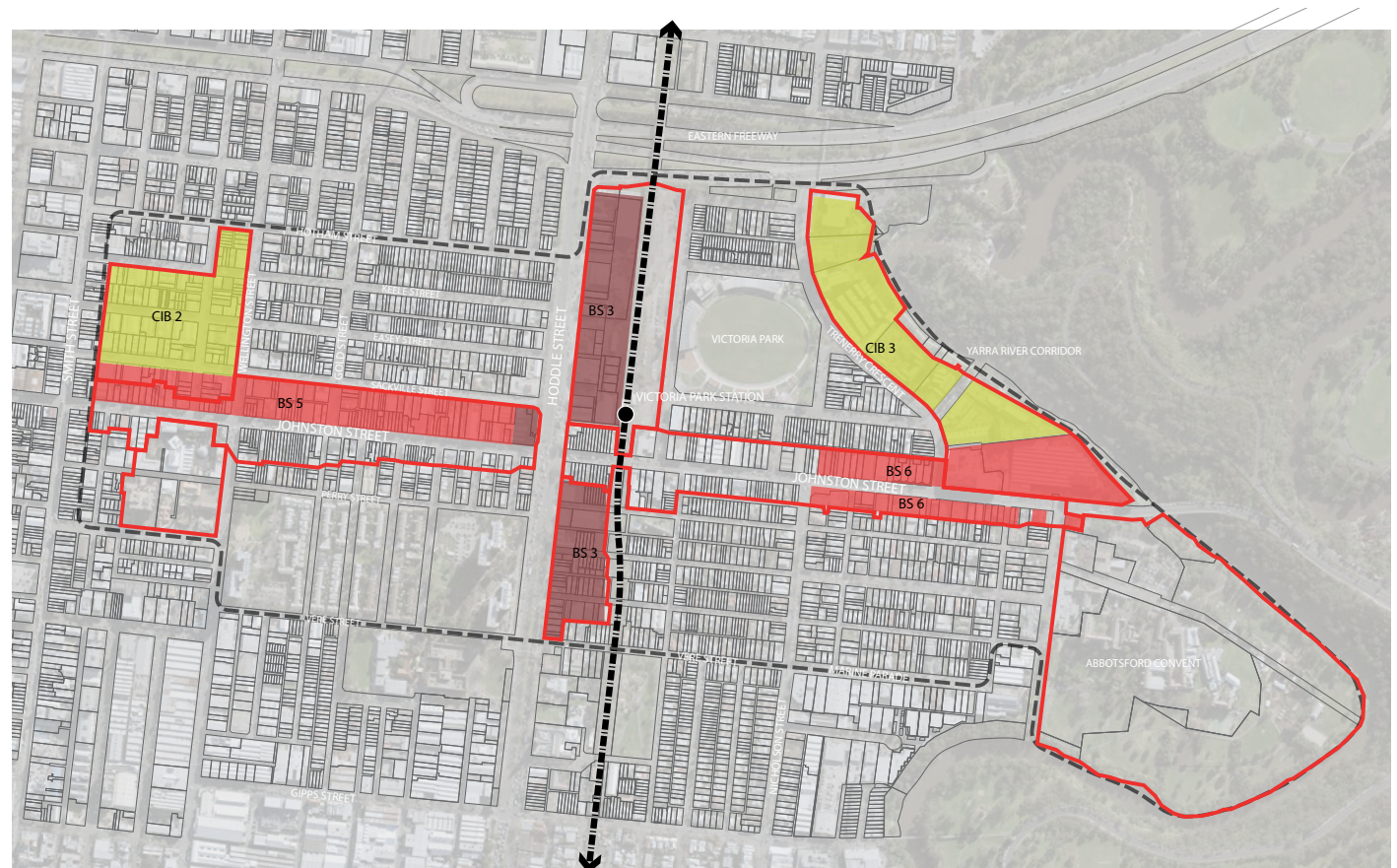


FIGURE 6: BILS PRECINCTS WITHIN STUDY AREA

Scale 0 100 200 500m



2.0 The Place

2.1 Regional Role and Context

The study area is approximately 2km north-east of the Melbourne CBD, covering an area of 112 hectares. The area is bounded by the Yarra River corridor and large areas of open space immediately to the east, the Eastern Freeway to the north and Smith Street at the western edge. Trains and buses link the study area to the wider region and Melbourne CBD.

Identified as a Neighbourhood Activity Centre in the Yarra Planning Scheme, Johnston Street is one of several east-west arterial roads that feed into inner Melbourne and the CBD, and is managed by VicRoads. Johnston Street intersects two Major Activity Centres at Smith Street and Brunswick Street and performs a commercial role with a range of business types including restaurants and cafes, retail and commercial uses. This is in addition to the non-residential business and employment areas such as the Easey Street Precinct and Gipps Precinct (south of the study area) that provide the potential for further concentration of employment opportunities in the future.

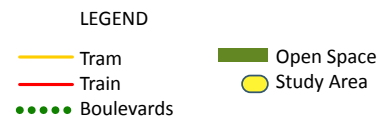
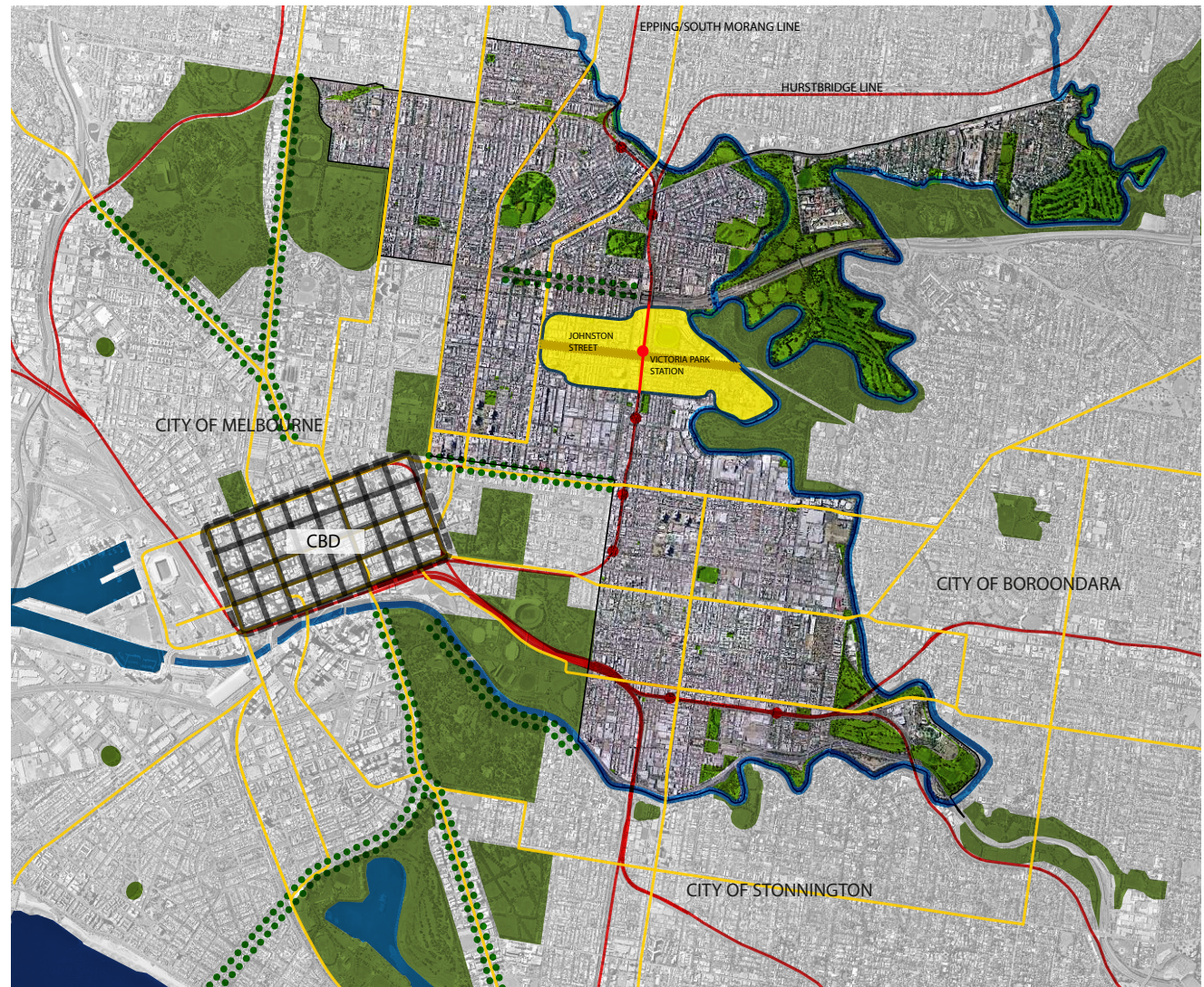


FIGURE 7: REGIONAL CONTEXT

2.2 Johnston Street as Activity Centre/ Commercial Corridor

Johnston Street currently operates as a commercial corridor that has a relationship with other streets and precincts, such as Trenerry Crescent, the Easey Street Precinct as well as the Smith Street and Brunswick Street activity centres. The built form and land use pattern of Johnston Street is a product of its history as a shopping and commercial strip that once had trams running down its centre, similar to other activity centre strips within Yarra. Activity was more street oriented but has declined in part due to the street's interface with a more car dominated environment.

As Johnston Street continues west of Smith Street (outside of the study area) most of the properties are zoned as Commercial 1 Zone allowing an extension of retail and other activity (including residential). Much of the activity west of Smith Street is comprised of offices and large format retail, and a more entertainment focussed precinct west of Brunswick Street.

To the south of Johnston Street is the Gipps Commercial Precinct which is a large area of Commercial 2 Zoned land. The Gipps Precinct will continue to consolidate its role as a major commercial precinct within the City of Yarra, providing current and future business and employment opportunities to support economic growth in the area.

Another smaller, but important commercial area is the Easey Street Precinct. Preserving existing employment and business generating areas and precincts is an important consideration in the future planning of the area. A number of emerging professional, creative and knowledge based sectors will seek commercial spaces in these areas in future.



FIGURE 8: ACTIVITY CENTRES IN YARRA

2.3 Key Attributes

The study area is defined by the main roads, train line, commercial and residential areas, as well as areas of open space. The eastern end of the study area includes local and regional assets such as the Abbotsford Convent, Collingwood Children's Farm, the Yarra River Corridor, Capital City Trail and Victoria Park, all of which provide a community focus and local identity. Towards Smith Street, at the western end of the study area, Circus Oz have created new activity on the former Collingwood TAFE site, which is emerging as a vibrant Arts Precinct.

In summary, the following key attributes influence the study area:

- Regional open space and the Yarra River corridor at the eastern edge;
- Victoria Park is a cultural icon and the largest area of recreational open space within the study area;
- The Abbotsford Convent is located on the "peninsula" connecting with the Yarra River and Capital City Trail;
- The train line, embankment and train station east of Hoddle Street creates a physical barrier within the area;
- Vacant railway land (identified as a Strategic Redevelopment Site in the Yarra Planning Scheme) owned and managed by VicTrack, east of the station;
- The east-west arterial road function of Johnston Street;
- Hoddle Street is a major north-south arterial road that connects to the Eastern Freeway, north of the study area;
- The Collingwood Housing Estate occupies a large area of land within the study area;
- Collingwood College which is south of the housing estate and just outside of the study area;
- The former Collingwood TAFE site at 35 Johnston Street, Collingwood, is now the home of Circus Oz and is emerging as an arts and cultural precinct;
- The Smith Street Major Activity Centre at the eastern edge of the study area, which is growing as a significant regional attractor/visitor destination, with many new businesses establishing there.



Former Tafe Site, 35 Johnston Street



Spiegel Tent (Circus Oz)



Victoria Park



Keith Haring Mural



Yarra River Corridor



Mural / Public Art

2.4 Community Facilities and Uses

There are a number of community based activities and facilities in the study area. Located at the far western end of Johnston Street is a cluster of community based land uses which includes the Circus Oz site and the emerging Collingwood Arts Precinct on the former Collingwood TAFE site, as well as the Neighbourhood Justice Centre and educational institutions. Towards the eastern edge of the study area is the Abbotsford Convent and the Collingwood Childrens Farm which are significant tourist attractions within the area, attracting hundreds of thousands of visitors each year, and these can be accessed via the Capital City Trail. The Abbotsford Convent is host to a range of community based activities and cultural events.

1. Neighbourhood Justice Centre
2. Circus Oz Site
3. NMIT
4. St Joseph's Primary School
5. Collingwood Arts Precinct
6. Abbotsford Convent
7. Collingwood Children's Farm
8. University of Melbourne Early Learning Centre
9. Collingwood College
10. Men's Shed
11. Collingwood Neighbourhood House –
253 Hoddle Street
12. North Yarra Community Health Centre
13. Innerspace – Drug Safety Services
14. Victoria Park Club Rooms
15. Collingwood Town Hall
16. Collingwood Library



FIGURE 9: COMMUNITY FACILITIES & USES IN STUDY AREA

Scale 0 100 200 500m



2.5 Community Profile - The People

Key Facts for the Study Area:

The Johnston Street study area spans across parts of Abbotsford and Collingwood and a profile of the study area provides the following information:

- Population: 5,273 (2011 Census data)
- Population Density: 46.98 people/Ha
- Land Area: 112Ha

Age Structure within the study area:

- The dominant age group living in the area are those between 24 and 35 years old.
- There is a higher proportion of pre-schoolers and a higher proportion of people at post retirement age than the overall average for the City of Yarra.
- Out of the 5,273 people, there are 97 people over the age of 85.

Population, households and dwellings

- The census population of the study area in 2011 was 5,273, living in 2,675 dwellings with an average household size of 2.13 persons per household.
- 13% of households are made up of couples with children compared with 16% in the City of Yarra.
- 87% of the dwellings within the study area are medium or high density, compared to 78% in the City of Yarra.
- The dominant household type was lone person households, which accounted for approximately 30% of all households.

Education, Employment and Income

- 2,273 people are employed, of which 67% are working full time and 32% part time.
- 1,814 people have a tertiary qualification.
- 4.0% of the population were attending primary school, 3.3% of the population were attending secondary institutions, and 10.8% were learning at a tertiary level.

Population Projections for Abbotsford and Collingwood

Population forecasts and demographic information is provided to the City of Yarra by Id Consulting.

The population of Abbotsford and Collingwood in 2015 is approximately 14,487 people and is projected to grow to 23,371 people by the year 2036, which is an increase of 8,885 people (or 61.345% growth).

Future Trends and Implications

The study area has significant capacity to accommodate population growth in areas where there are opportunities to accommodate new development without impacting on existing low-rise residential areas. This will most likely be in the form of higher density housing (apartments). Creating a compact urban environment in accordance with the "20 Minute Neighbourhood" principle outlined in *Plan Melbourne*, has a number of benefits which include:

- Proximity and access to existing public transport options, reducing reliance on motor vehicles;
- A stronger local economy and more vibrant activity centre;
- Convenient access to shops and local jobs within the area;
- Convenient access to open space within the study area.

Housing and Dwelling Growth

Dwelling growth will be accommodated primarily within new mixed-use and multi-unit developments across the two suburbs, a proportion of which will occur within the study area, along Johnston Street and Hoddle Street.

New housing will likely be in the form of predominantly one and two bedroom apartments, mainly catering for students, young professionals, couples without children and lone person households, which are the emerging dominant household types within Yarra.

In summary, the study area is likely to experience the following changes, based on the demographic projections for the two suburbs (which also applies to the study area):

- A steady increase in dwelling construction (typically apartments) as sites are redeveloped;
- A steady increase in population as new, higher density dwellings are constructed and occupied; and
- Smaller household sizes (1-2 people) on average over time as the composition of households changes.

2.6 Land Use

The study area has a range of land use activity that is the result of historical land use patterns and current zoning within the area.

Commercial areas generally have main road frontages that suit various types of retail, office and other commercial activity. The commercial areas extend beyond the main roads in some areas, such as the Easey Street Precinct (north of Johnston Street towards Smith Street) which has traditionally had a strong manufacturing and warehouse focus, as well as automotive based businesses. This has more recently shifted towards office based activity including professional services, architects, design offices and other specialised industries.

Residential Areas

Established residential areas that adjoin the key commercial streets, particularly Johnston and Hoddle Streets, are defined by smaller lot sizes and the presence of heritage areas, generally north and south of the Johnston Street Activity Centre. These are finer grain areas with a mix of single and double storey buildings, as well as some older apartment buildings up to four storeys. In recent years higher density residential apartment buildings have been developed in locations such as Trenerry Crescent and there are a number of current planning applications along Johnston Street for mixed use developments. The Collingwood Housing Estate (Office of Housing) accommodates social housing with a mix of high-rise and low-rise buildings south of Johnston Street (west of Hoddle Street).

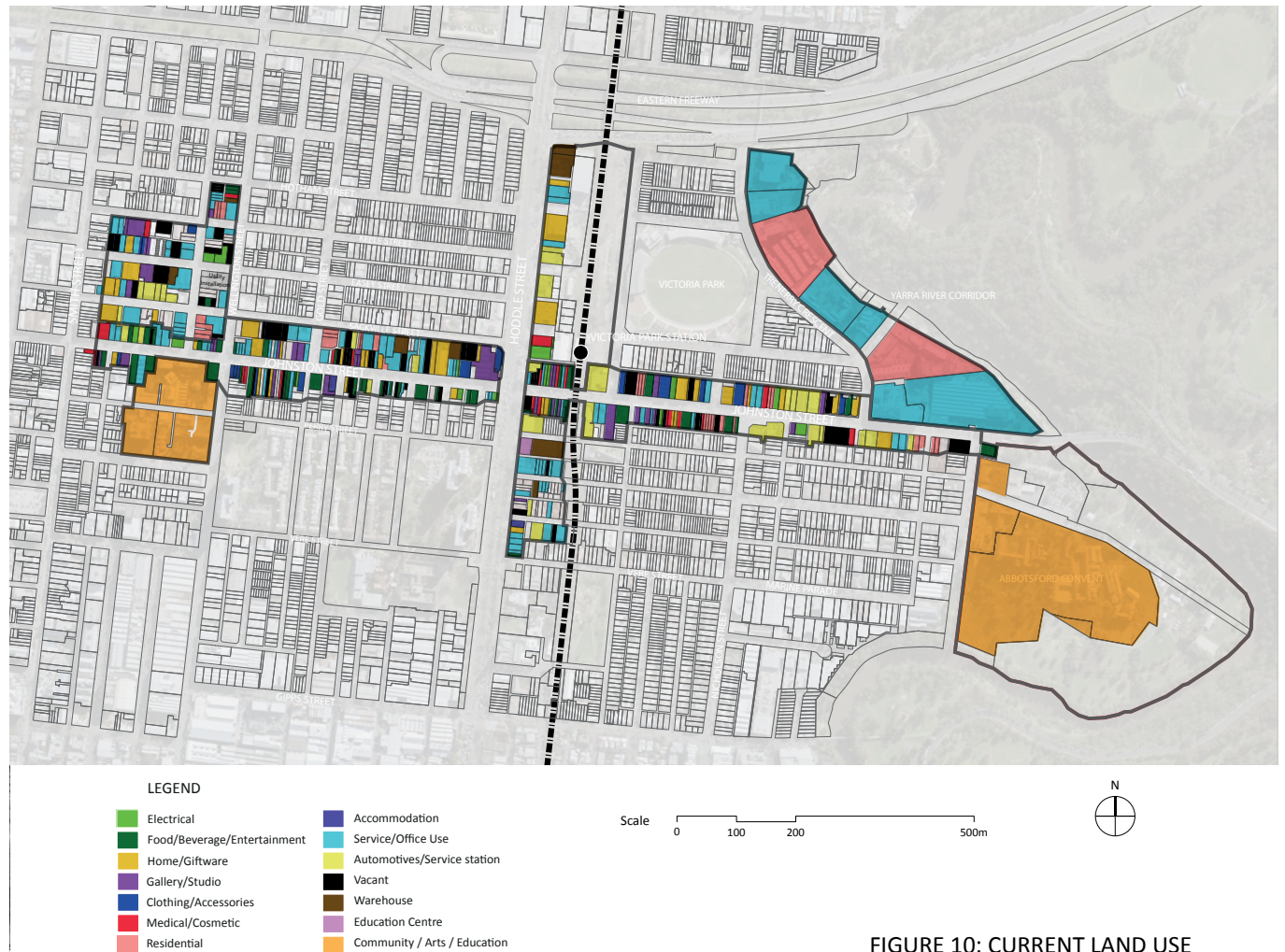


FIGURE 10: CURRENT LAND USE

Johnston Street

Johnston Street, as illustrated in Figure 10, supports a range of business activity including shops, offices, galleries and cafes, but has less prominent retail activity than Smith Street, Brunswick Street, or Victoria Street (the three closest Major Activity Centres). The current zoning along Johnston Street consists of sections of Commercial 1 and Commercial 2 Zoned land, with the Commercial 2 Zone featuring on the northern side of Johnston Street between Hoddle Street and Smith Street.

The Commercial 1 Zone

In areas that are zoned Commercial 1 Zone there is some retail activity occurring but overall this is not a strong feature of Johnston Street, east of Smith Street. There are some bulky goods retail stores at the eastern end of Johnston Street.

Commercial 2 Zone

The Commercial 2 Zone supports and encourages office and other commercial activity including car repair workshops which occur at the eastern and western ends of Johnston Street. Grocery and convenience stores, cafes and restaurants occur at various locations along Johnston Street. There are also some small art galleries, art supply shops and artists' studios located along this section of Johnston Street.

Hoddle Street

The eastern side of Hoddle Street presents a high profile main road frontage. Current land uses include offices, showrooms and some industrial activity north of Johnston Street. Business activity extends south of Johnston Street with showrooms, offices and peripheral retail activity. A concrete batching plant is located in Hoddle Street, north of Victoria Park Station which influences the types of activities that can occur in this location, whilst it is located there. It is the only industrial use of its kind within the study area and has been buffered by its surrounding context which includes the railway line and Hoddle Street. This land use may remain for some time because of the locational advantage that producing concrete in an inner city location has for close-by deliveries.

Easey Street Precinct

The Easey Street Precinct is located between Smith Street and Hoddle Street and functions as a commercial precinct with offices, manufacturing, warehousing and light industrial uses. This area has an interface with some of the surrounding residential streets and the Commercial 2 Zoned land extends along Sackville Street through to Hoddle Street.

Trenerry Crescent

Trenerry Crescent is located along the Yarra River Corridor and has historically been an area used for manufacturing (textiles) and commercial/industrial purposes. It has seen a shift in recent years towards a mix of offices and residential uses and development. There is now a mix of commercial and residential uses in this area with a number of apartment developments having been constructed. New office development has also occurred at the corner of Trenerry Crescent and Johnston Street.

The South Morang / Hurstbridge Rail Corridor

There is considerable vacant and under-utilised land along the railway line, some of which is owned/managed by VicTrack. The most significant piece of VicTrack owned land is next to Victoria Park Station, and is identified as a Strategic Redevelopment Site in the Yarra Planning Scheme. Its future use is dependent upon what land is needed for future rail projects, including the Doncaster Rail proposal, which is still being investigated, and the potential for a modal interchange at Victoria Park Station.

These are identified as long term projects for further investigation under *Plan Melbourne*. Alternatively, if the land is not needed for transport purposes, it could be redeveloped as a strategic redevelopment site, accommodating new housing that has excellent access to Victoria Park Station and the Johnston Street activity centre.



Offices on Hoddle Street



Trenerry Crescent

2.7 Public Spaces

Johnston Street

The public realm along Johnston Street is characterised by the busy traffic environment and relatively bare, narrow footpaths with few trees or landscape elements. The physical nature of Johnston Street sees much of the street space devoted to the road and very little for footpaths and public spaces.

The street environment along Johnston Street can seem unwelcoming for pedestrians, with a number of inactive frontages creating a blank wall for pedestrians, which often results in graffiti and vandalism. The public realm in some parts of the study area lacks adequate surveillance and street lighting, and connections throughout the area could be improved.

Victoria Park Station

The train station as well as the areas of land surrounding the station, north of Johnston Street, can be perceived by pedestrians as unsafe due to the lack of quality pedestrian connections and adequate street lighting.

The vacant VicTrack land north of Victoria Park Station is a physical barrier to east-west pedestrian movement but presents an opportunity to integrate the station with the surrounding area and create a stronger connection to Victoria Park. This area provides an important pedestrian/cycle link mid-way between Johnston Street and the Eastern Freeway.

On Johnston Street, the pedestrian environment around the station and underneath the bridge could be improved, particularly in terms of lighting, perceived safety and overall amenity.

Recreational Open Space

The study area has some significant open space assets such as Victoria Park and the Yarra River Corridor, which provides connections to the regional open space network via the Capital City Trail.

Recently, Victoria Park has been reopened and rejuvenated through landscaping and public art around the former Collingwood Football Club home ground, celebrating the history of the area and acknowledging the cultural custodians of the land, the Wurundjeri people.

The *Yarra Open Space Strategy* (2006) identifies opportunities for new and improved public spaces and connections between public spaces, that form part of an overall network. Open Space is relatively scarce in the western part of the study area, with concentrations being in the eastern part of the area, and immediately to the north and east at Clifton Hill and Yarra Bend Park.

The Yarra River Corridor

The Yarra River is the most significant environmental asset for the area and is accessible from the eastern end of Johnston Street, Trennery Crescent and the Capital City Trail. There is also open space surrounding the Abbotsford Convent which is enjoyed by visitors to the Abbotsford Convent, Collingwood Children's Farm and users of the Capital City Trail.



Kerb Outstand - Johnston Street



Active shop front - Johnston Street

2.8 Access & Connectivity

Johnston Street has a range of options for connecting to public transport via different modes of active transport, such as walking and cycling. Enhancing connectivity within the study area is a key objective in ensuring that sustainable modes of transport take priority over car based transport given the high levels of access to the public transport network.

Public Transport (Buses and Trains)

The study area is well served by public transport having excellent access to the Principal Public Transport Network (PPTN) through the bus and train network, as well as trams on the edge of the study area (Smith Street). Victoria Park Station is a key strategic element in the future planning for Johnston Street, providing future residents with access to the train system.

Johnston Street also plays a role as a transport corridor for buses feeding into the Melbourne CBD, connecting to the train network via Victoria Park Station. There are multiple bus routes that run along Johnston Street, Hoddle Street and the Eastern Freeway that connect the eastern suburbs (including Doncaster Area Rapid Transit bus services) to the CBD via Nicholson Street, Lygon Street and Victoria Parade. Most public transport stops and stations are within walking distance (400m catchment).

Walking and Cycling Networks

The street network provides a reasonable level of walkability within the study area and the Capital City Trail provides access for walking and cycling along the Yarra River Corridor, connecting to open space throughout the area. The study area has established bicycle routes that predominantly run in a north-south direction along Wellington Street and Trenerry Crescent through to Nicholson Street in Abbotsford.

The Yarra Bicycle Strategy identifies current and future bicycle routes that are to be maintained and improved over time through a capital works program, including strengthening the cycling network within the study area. Pedestrians are catered for by the provision of footpaths on roads within the study area and off-road paths near the Yarra River in the vicinity of the Abbotsford Convent and Collingwood Childrens' Farm.

Local Road Network

The local road network consists of at least two significant arterial roads in Johnston Street and Hoddle Street. Further north is the Eastern Freeway which feeds significant traffic volumes into Alexandra Parade, as well as Hoddle Street, which serves as an access point to the inner city from the eastern suburbs. Johnston Street is managed by VicRoads and future improvements to the street are the responsibility of that agency. Bus routes running along Johnston Street (as well as Hoddle Street) are an influence on the street (traffic) environment.

2.9 State Government Projects

Rail Link to Doncaster

Currently identified in *Plan Melbourne*, the Doncaster Rail project is a concept that proposes to extend a rail line via the Eastern Freeway alignment. *Plan Melbourne* notes that in the medium term the Department of Transport will complete planning for a rail link to Doncaster which is to be delivered in the long term.

Bus Services - Hoddle Street

There are currently plans to further prioritise bus services to Doncaster as part of the DART (Doncaster Area Rapid Transit) project. This has commenced with a new bus lane along Victoria Parade. This is proposed by the Department of Transport to be extended along the west side of Hoddle Street similar to the east side to facilitate bus movements during peak times.



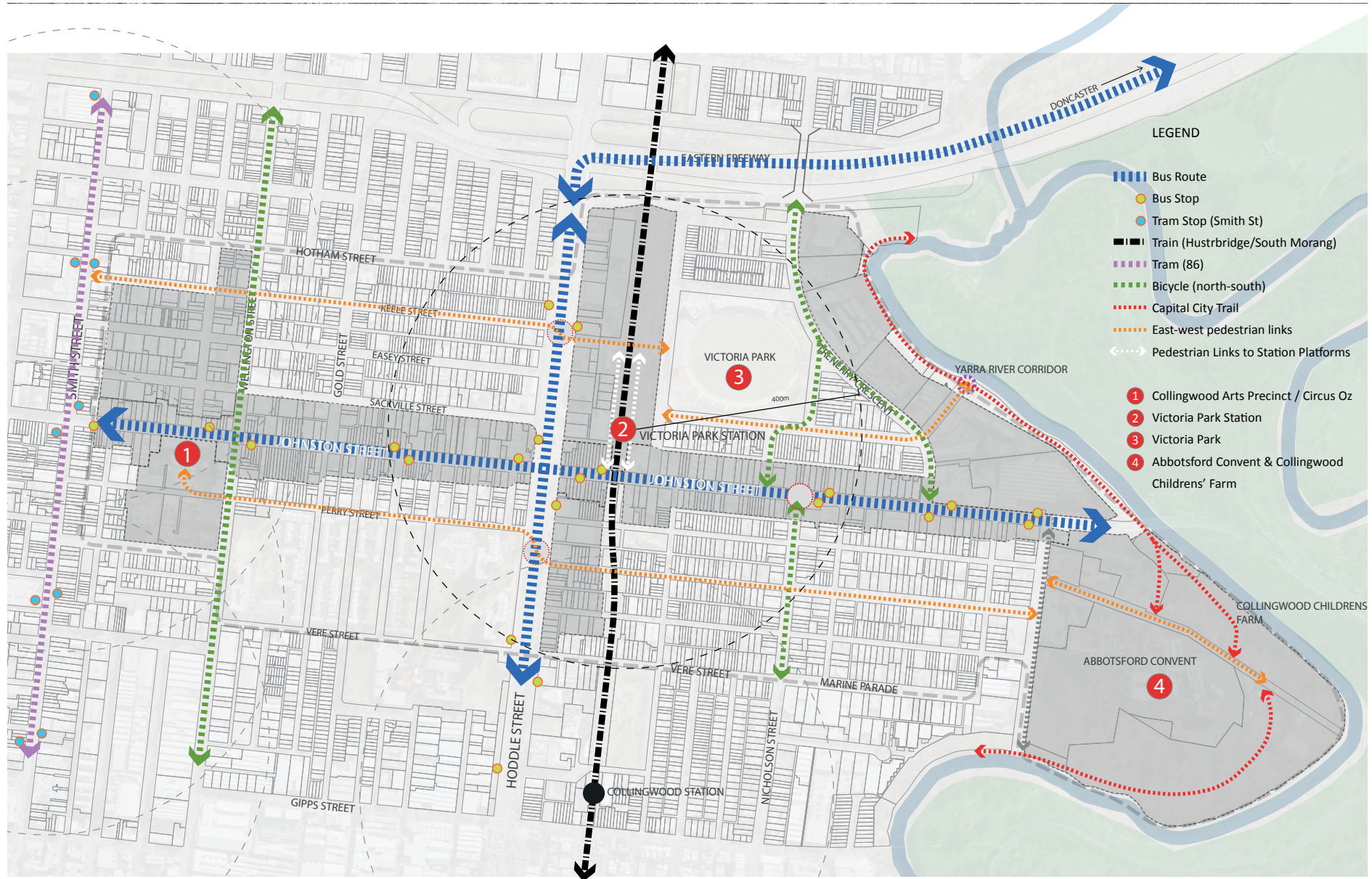


FIGURE 11: ACCESS & CONNECTIVITY

Scale 0 100 200 500m



2.10 Built Form Character Precincts

The precincts within the study area have been identified based on their distinctive built form and land use characteristics. Figure 12 (opposite) shows each of the precincts within the study area.

Precinct 1 - Johnston Street Central Precinct

A consistent pattern of Victorian and Edwardian single and double storey shopfronts define the precinct. Many of these are heritage buildings. More recent 20th century warehouse and showroom buildings are evident in the streetscape. Some of the more recent infill developments have frontages setback for parking or access which interrupts the consistency of the built form. The former TAFE site (Precinct 6) is a memorable building element within this streetscape. The northern boundary of the precinct is Sackville Street, which establishes an interface to the residential areas. South of Johnston Street is a mix of finer grain and larger lots with the Collingwood Housing Estate south of the precinct boundary.

Precinct 2 - Johnston Street East Precinct

The precinct changes from single and double storey Victorian shopfronts at the Hoddle Street end to 20th century buildings in the east with wider frontages and some setbacks. Some frontages have active uses while other warehouses or workshop buildings do not interact with the street frontage. The rear interface of properties fronting Johnston Street ranges from one and two storey buildings to underutilised back yards. The northern boundary of the precinct is Little Turner Street which provides some separation between the rear back yards of properties that have a frontage to Turner Street. There are a small number of properties that have a frontage to Little Turner Street.

Properties located on the south side of Johnston Street have either a laneway or back fence at their rear interface. Both precinct boundaries typically interface with residential areas.

Precinct 3 - Hoddle Street / Victoria Park Station

Low scale warehouse, offices and showroom buildings front onto Hoddle Street. The low scale and variable setbacks are out of scale with the wide Hoddle Street reserve, which is approximately 50 metres wide. Building styles mostly date from the mid to late 20th century. Much of the precinct, east of the railway line, is vacant including the VicTrack land fronting Lulie Street.

Victoria Park Station has minimal presence to Johnston and Hoddle Streets and access is poor from some directions, particularly at the northern end of the station platform. There is an industrial character present in the area immediately surrounding the concrete batching plant.

Precinct 4 - Hoddle Street South

The consistent zero setback edge and the narrow streets with some taller warehouses creates a harder edge to the urban character in some streets. The heights vary with some larger sites containing warehouses to the equivalent of 5 storeys and other fine grain sites with only single storey buildings. The railway embankment reduces the apparent scale of these buildings to the residential areas further east. To the south of the precinct is a limited residential interface with back fences or a laneway defining the edge.

Precinct 5 - Easey Street Precinct

A precinct of traditional industrial buildings, located between a heritage residential area to the east and north and the strip centres of Johnston and Smith Street. The majority of buildings are two level warehouses (three to four storey equivalent) of masonry construction with saw tooth rooflines. The area has a commercial character with many buildings extending to the front boundary while other buildings have setbacks for car access or parking.

Precinct 6 - Community Hub / Arts Precinct

The former industrial and educational buildings range in style through Victorian, Edwardian industrial and warehouse forms to art deco and modernist educational buildings. The consistent hard edge to the surrounding streets and use of brick, particularly red, give this heritage precinct a strong sense of place in the streetscape.

Precinct 7 - Trenergy Crescent

A mix of former industrial and newer contemporary buildings sit prominently along the edge of the River corridor. Grassed banks are set below a steep and often tall escarpment that leads up to the building edge. The skyline includes saw tooth and gable roof forms and some prominent new taller buildings punctuate the skyline. The urban edge to the curving alignment of Trenergy Crescent offers little evidence of the nearby River corridor. Breaks in the street wall façade offer a glimpse of tree canopies that are a reference to the river corridor below. The red brick and concrete buildings range in height from 3-7 storeys.

Precinct 8 - Abbotsford Convent Precinct

The Abbotsford Convent Precinct comprises ecclesiastical early 20th century grand buildings and rustic farm buildings are set in a garden and parkland setting which integrates with the Yarra River Corridor. The Abbotsford Convent is also listed on the Victorian Heritage Register (HO951). Within the other parts of the precinct are some more contemporary buildings which are used predominantly for community based uses.

Established Residential Areas

Beyond the main areas of activity are the low-scale residential areas, with a mix of heritage and non-heritage buildings and precincts. These areas are not envisaged to change substantially and will retain their fine grain character.

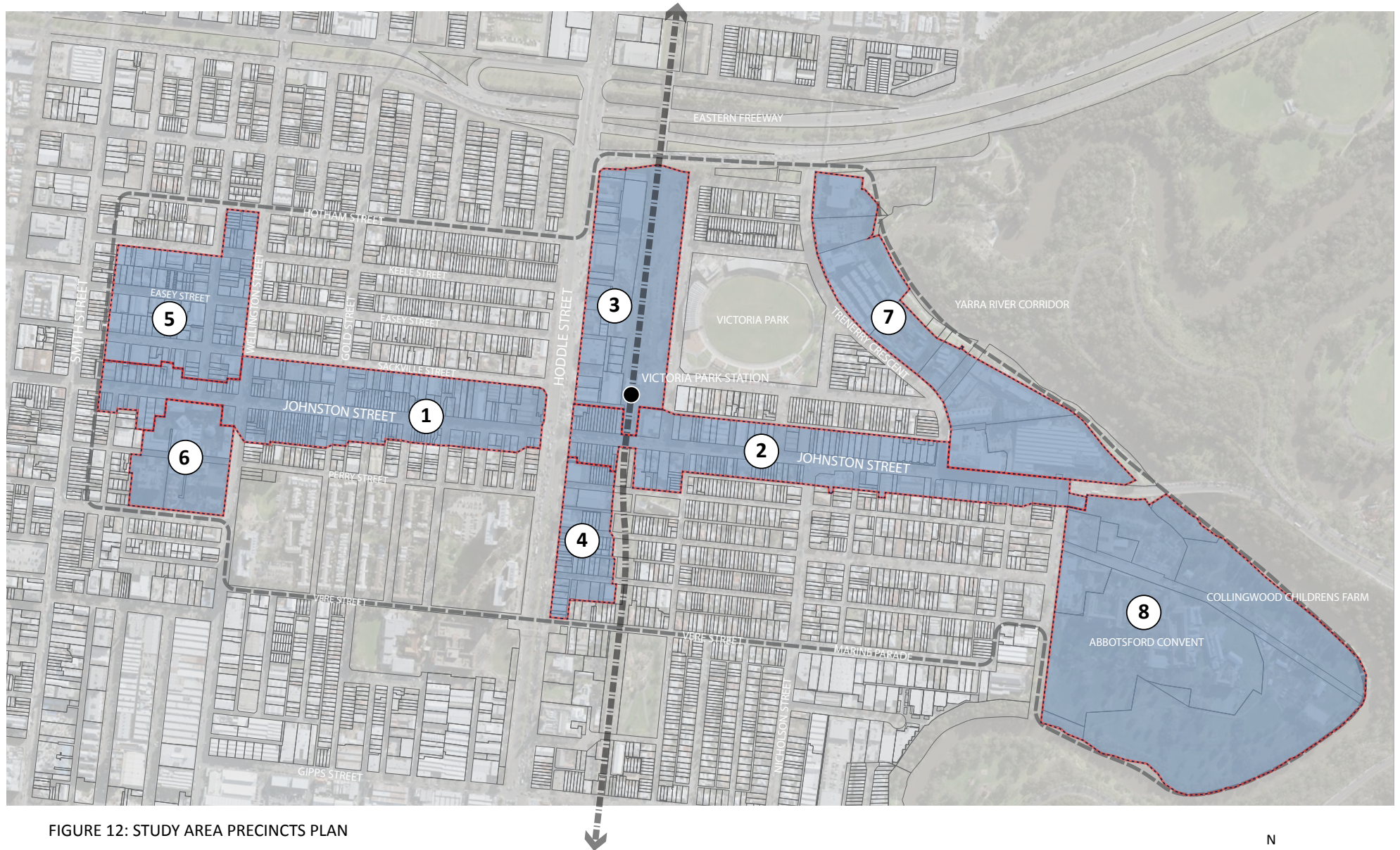


FIGURE 12: STUDY AREA PRECINCTS PLAN

- | | |
|--|--|
| 1. Johnston Street Central | 5. Easey Street Commercial Precinct |
| 2. Johnston Street East | 6. Community Hub / Collingwood Arts Precinct |
| 3. Hoddle Street / Victoria Park Station | 7. Trenerry Cescent |
| 4. Hoddle Street South | 8. Abbotsford Convent Precinct |

Scale 0 100 200 500m



3.0 Key Issues & Opportunities

3.1 Land Use

Development and Planning Permit Activity

There is a degree of development pressure occurring along Johnston Street, as well as Trenerry Crescent, with a number of recent planning permits issued and some buildings having been recently constructed or that are currently under construction.

Planning applications for new development are generally occurring within areas zoned as Commercial 1 Zone, which allows for residential and mixed-use developments. Planning permit applications (and approvals) along the northern side of Johnston Street, within the Commercial 1 Zone, are generally of a higher scale than the existing streetscape with the lower levels of buildings being used for commercial activities and upper levels developed for residential apartments.

Recent VCAT decisions support applications for higher density (mixed-use) development along Johnston Street because of the high levels of public transport access, the street's role as a Neighbourhood Activity Centre and its close proximity to the Melbourne CBD. Managing the mix of land use activity between commercial and residential uses is an aspect that requires careful attention.

The Opportunity

Encouraging a diverse mix of land uses along Johnston Street will contribute to rejuvenation of the street environment through increased levels of commercial and residential activity. There are a number of sites within the existing Commercial 2 Zone that can accommodate new business opportunities if redeveloped in accordance with a zone that also allows residential uses. Redevelopment of some sites, that are not constrained by heritage controls, presents an opportunity to improve the character and identity of the street environment through new buildings that address the public realm and provide street activation along Hoddle Street and the eastern section of Johnston Street.

Housing and Population Growth

The population of the study area is growing as is the demand for new dwellings. There is a need to accommodate future population growth within the study area, which is forecast to grow from 12,104 people in 2011, to 23,371 people within the suburbs of Abbotsford and Collingwood by the year 2036. *Plan Melbourne* also outlines the need for a significant increase in the supply of dwellings across the Central Subregion of Melbourne.

The composition and size of households is changing with more single person households and couples without children. Future population and dwelling growth along Johnston Street will occur in accordance with current trends. Parts of the study area currently zoned for commercial land uses, can accommodate higher density residential development without impacting on existing fine-grain residential and heritage areas.

The Opportunity

Future housing growth will predominantly occur in underutilised commercial areas along Johnston Street and Hoddle Street where there are opportunities to accommodate a broader mix of land uses including higher density residential apartments that integrate commercial uses at the lower levels of new buildings.

There are many sites within existing commercial areas, currently zoned only for commercial uses, that have the capacity to accommodate a mix of compact, higher density land uses that take advantage of the close proximity to the existing public transport network, as well as shops, restaurants, cafes and other services within the activity centre.

Future Business Activity

The study area has a number of existing commercial areas that host a range of business types, such as the Easey Street Precinct, and there has been an emergence of new businesses, particularly along Johnston Street.

Research by SGS Consultants indicates that there will be a continuing decline in demand for land used for either industrial or manufacturing purposes within Yarra. Land values and development pressure have had an influence on business activity within the study area. Projections for commercial activity indicate that there will continue to be demand for office spaces that accommodate knowledge and creative based industries within the area.

The Opportunity

The Yarra Economic Development Strategy suggests that there will be growth in employment in the creative and knowledge sectors and there will potentially be increased demand for commercial floorspace to accommodate this growth. The Johnston Street activity centre along with the other precincts within the study area, has the capacity to accommodate a greater mix of activity and to integrate commercial and residential uses. Shifting patterns in the way that people work means that being able to live and work in the same location is an advantage to people in some professions, such as artists and designers.

Underutilised sites are those that can be redeveloped or consolidated to accommodate a more intense and compact land use mix. There are opportunities for such sites to take full advantage of the area's location in terms of sustainable transport links and opportunities to strengthen the commercial role of the activity centre. The clustering of activities in the existing commercial areas can create a vibrant economic base for the area, particularly the commercial area north of Johnston Street on Hoddle Street, which is relatively unconstrained. Future investment is likely to be encouraged through a mix of commercial and residential activity.

Retail

Johnston Street has limited retail options in terms of fresh food and groceries and the role of grocery stores and other retail options could be strengthened. As the population of the study area grows there will be increased demand for convenient retail options, particularly in the eastern part of Johnston Street, close to Victoria Park Station.

The Opportunity

Encouraging a cluster of retail and convenience options close to Victoria Park Station will help to generate pedestrian activity and create a safer and more vibrant street environment that is currently lacking around the station.

Main road locations, such as Hoddle Street, provide opportunities to strengthen the role of large format retail and showrooms, with a mix of offices and residential uses at upper levels.

Street Edge Activation

The street environment along Johnston Street is affected by the quality of the public realm and high number of inactive frontages. Existing land uses within the area have an influence on the level of street activity and engagement experienced by pedestrians.

The Opportunity

Encouraging a greater mix of uses at street level that generates activity and interest for pedestrians is important for the future function and amenity of Johnston Street. Addressing the high number of inactive frontages along Johnston Street presents a key opportunity to strengthen the role of retail, convenience and other business activity that activates the street environment and promotes walkability within the area.

Key Opportunities

Accommodating higher densities of both business and residential activity through the creation of a more intense, but compact activity centre is a key strategic opportunity for the study area, particularly along Johnston Street and Hoddle Street. The eastern end of Johnston Street has good access to public transport given its close proximity to Victoria Park Station and bus routes along Johnston Street and Hoddle Street. Surrounding Victoria Park Station, there are a number of larger sites (including the land owned by VicTrack) that can accommodate more intensive development in the form of higher density housing, offices and other commercial uses. Redevelopment within this area should incorporate public realm improvements that improve access and safety around Victoria Park Station and opportunities exist to provide new public spaces around the station.

In summary, future land use opportunities include:

- Facilitating new residential development to accommodate a growing population adding vibrancy to the activity centre;
- Forming a stronger activity node around Victoria Park Station by clustering an intense mix of activities including commercial, residential and retail uses;
- Encouraging a greater mix of activities along Johnston Street resulting in activated street edges;
- Considering the future use of under-utilised land and strategic redevelopment sites in order to accommodate the most efficient land use opportunities;
- Encouraging higher density and compact forms of residential and commercial development close to public transport;
- Intensifying land uses along Hoddle Street and improving the public realm and pedestrian links around Victoria Park Station as part of new development;
- Meeting the convenience retail needs of a growing community and forming a cluster of activities close to Victoria Park Station;
- Encouraging a stronger mix of business activity, including office and retail along Johnston Street;
- Locating higher densities of residential uses close to public transport supports the current and future role of Johnston Street as a bus (transit) corridor with stronger priority given to bus lanes.



3.2 Public Spaces

Access and Links to Victoria Park Station

The public realm surrounding Victoria Park Station provides low levels of amenity and in turn influences perceptions of safety around the station, particularly from the northern access points, both on the east and west sides of the station. The vacant (VicTrack) land to the east of the railway line is a derelict site that lacks surveillance and activity but remains accessible to the public as a throughfare from Hoddle Street to the station and Lulie Street via an underpass. The train line and embankment presents a physical barrier to pedestrian movement.

The Opportunity

Access and pedestrian links around Victoria Park Station could be improved through upgrades to walkways, landscape improvements and improved lighting. The public realm underneath the train bridge on Johnston Street could also be improved through urban design improvements, higher levels of street activation (land uses around the station), landscaping and street lighting to improve public safety.

Opportunities also exist to integrate the station with the surrounding streets via pedestrian links and the creation of new public spaces that provide a stronger sense of connection with the station, either on Johnston Street or Lulie Street. Ultimately, an upgraded (improved) train station would greatly benefit the activity centre and future businesses and residents.

The Street Environment and Perceptions of Safety

The quality of the public realm and street environment influences perceptions of safety. The physical nature of Johnston Street sees much of the street space devoted to the road and very little for footpaths, landscaping or public spaces. There are also a number of inactive frontages that create blank interfaces that stifle opportunities for pedestrian engagement.

The presence of vandalism and graffiti along Johnston and Hoddle Streets, as well as around Victoria Park Station, detracts from the character of the local streets as well as influencing people's perceptions of safety in the area. Graffiti often occurs on vacant or inactive shop fronts, as well as blank walls.

The Opportunity

There are opportunities to improve pedestrian connections and the public realm in order to promote activity, movement and a feeling of comfort and safety throughout the area. More active street edges and improved street lighting are measures that can be incorporated into the design of the public realm.

Street art and public murals add colour and vibrancy in the side-streets and laneways off Johnston Street. It also forms part of the character and identity of this area, extending west into Fitzroy. Opportunities for public art that enhances the street environment should be fostered wherever possible and strategies for reducing vandalism should be undertaken. Green walls can provide attractive landscape treatments whilst deterring graffiti.

Urban Spaces

In some parts of the study area, there are a lack of quality urban spaces, and this is evident along Johnston Street. Urban spaces, such as kerb outstands, footpaths and shared zones, provide opportunities for relief from the often hard-edge environment found along Johnston Street and Hoddle Street.

The Opportunity

Opportunities exist at various locations for innovative urban design and streetscape treatments including street trees and landscaping, street furniture, green walls and water sensitive urban design (WSUD) treatments that capture storm water run-off. These can be explored further through a streetscape master-plan.

Parks and Open Space

There are some areas of quality open space, particularly in the eastern parts of the study. However, the western part of the study area, between Smith Street and Hoddle Street, is limited in open space apart from green spaces that surround the Collingwood Housing Estate and Collingwood College.

The Opportunity

Victoria Park provides a new area of focus and activity within the study area but could be further integrated with the surrounding street network and more strongly linked to the train station. Improving links to Victoria Park Station will assist in promoting this cultural asset. The adjacent railway land (owned by VicTrack) also presents opportunities for improved pedestrian links, including the underpass that links with Truro Street and Hoddle Street, and there are opportunities for green spaces around the station.

The Yarra Open Space Strategy identifies opportunities for improving green links and strengthening existing pedestrian and cycle links, west of Hoddle Street. Opportunities for new areas of public open space are continually being explored in this area.



Victoria Park

Key Opportunities

Yarra River Corridor / Capital City Trail

The Capital City Trail is an important component of the open space network providing access to the Yarra River corridor for pedestrians and cyclists. The Yarra River corridor provides connections to the regional open space network and connects with areas of open space to the north of the study area where there are abundant areas of open space in Clifton Hill. The Abbotsford Convent and Collingwood Children's Farm contribute valuable 'green space' to the area and are a valuable community asset.

The Opportunity

The Yarra Open Space Strategy identifies connections with the Yarra River corridor that can be reinforced over time. In future, consideration should be given as to how the open space network is connected and the role of the street environment in connecting green spaces within the study area. Improving walkability and access through an improved pedestrian network will enhance the overall experience of the area and its open space and natural assets. Way-finding signage is another way to improve connectivity and legibility of the wider area so that people know where they are in relation to Johnston Street and public transport options within the study area.

Opportunities exist along Trenerry Crescent to preserve existing views to the river corridor and reinforce existing pedestrian and cyclist connections to the Capital City Trail. The eastern end of Turner Street provides a valuable connection to the Capital City Trail that could be enhanced to further facilitate pedestrian and cyclist movements.

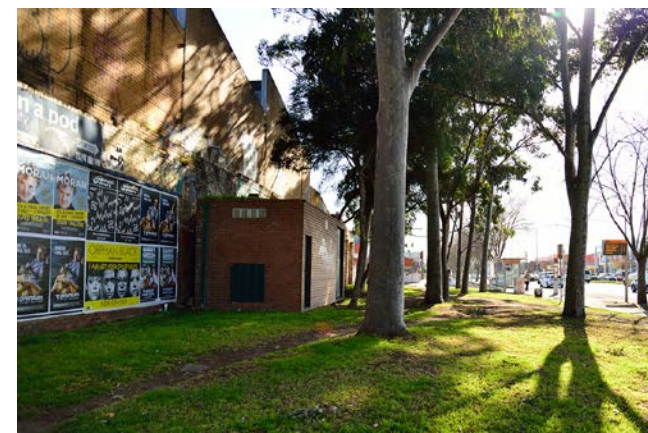
The public realm and open spaces within the study area present a significant opportunity to improve the amenity, appearance and identity of the activity centre, that will in turn encourage pedestrian activity along the street. The public realm around Victoria Park Station is of particular importance in promoting the use of the station through improvements to pedestrian links, access and safety.

In summary, future public space opportunities include:

- Providing new urban spaces, kerb outstands, and improving the streetscape, particularly footpaths and street trees, along Johnston Street;
- Improving the appearance of public spaces through public art and other creative means;
- Identifying opportunities for new areas of public open space, particularly in the western part of the study area;
- Improving pedestrian connections and signage between the train station and bus stops on Hoddle and Johnston Streets;
- Promoting Victoria Park as a significant regional open space asset and improving the network of streets that link with other areas of open space;
- Promoting the open space network through better links and way-finding signage;
- Improving connections within the open space network and promote regional assets such the Yarra River Corridor, Capital City Trail and Victoria Park;
- Reinforcing pedestrian and cyclist links that connect with the Capital City Trail.



Capital City Trail - Yarra River Corridor



Public Space - Cnr Hoddle and Johnston Street

3.3 Access & Movement

Access and movement is influenced by a number of elements such as the public transport network (buses, trams and trains), car based transport, walking and cycling networks and the links between these elements. Both Johnston Street and Hoddle Street carry significant volumes of traffic each day, including cars, buses and commercial vehicles. Traffic conditions along Johnston Street significantly affect the amenity of the street for pedestrians, cyclists and local businesses.

Public Transport, Access & Facilities

There are various modes of transport with buses and trains being the dominant modes of public transport available. Providing good access and connections between these modes will further encourage public transport use and reduce reliance on motor vehicles. Bus lanes provide priority for buses at peak times and connect Johnston Street with the eastern suburbs and the CBD. Furthermore the state government is proposing to install improved bus lanes on the east side of Hoddle Street to improve public transport connections between the CBD and Eastern Freeway.

The Opportunity

Victoria Park Station provides a significant opportunity to create a more vibrant and accessible activity centre through enhancements to the public realm and connections to the station. Improving access and connections between modes of public transport would encourage public transport use within the study area. Improving bus stops that connect with Victoria Park Station on Hoddle Street and Johnston Street would contribute to a more user friendly public transport network and improved connectivity. Victoria Park Station provides excellent train access to the CBD and suburbs north and north-east of the study area via the South Morang and Hurstbridge rail lines.

Improvements to the public transport network should be focussed on improving access to the station and giving priority to existing public transport options (this is the responsibility of Public Transport Victoria). Council will continue to advocate for public transport improvements through discussions with the relevant state government agencies.

Walkability & Pedestrian Networks

Walkability is generally good within the study area but there are some barriers to pedestrian movement, both physical and perceived. The pedestrian amenity of both Johnston and Hoddle Streets is relatively poor for pedestrians, partially because of high traffic volumes and the physical characteristics of the street environment. The footpaths are bare with minimal landscaping or street furniture, and there is a lack of protection for pedestrians from the often traffic dominated street environment. There are several physical barriers to pedestrian movement throughout the study area which include:

- *The traffic environment along Johnston and Hoddle Streets;*
- *The train line and embankment;*
- *Land to the east of Victoria Park Station; and*
- *Poor quality through links.*

There are pedestrian crossings at some points along Johnston and Hoddle Streets, but crossing the road can be difficult at other locations and there are long waits for pedestrian signals at some crossings.

The Opportunity

Permeability and legibility of the area could be improved through improvements to the public realm, way-finding signage and improving links and access around Victoria Park Station. The quality of footpaths and the public realm (public spaces) has an influence on walkability and perceptions of safety within the study area. Improving the public realm will change people's perceptions of the area and increase the desire to walk as well as to use public transport.

Cycling

The cycling network throughout the study area is relatively well established, particularly for north-south movements (as identified in the Yarra Bicycle Strategy). There are no cycle lanes provided on Johnston Street at peak times due to the priority given to bus lanes. East-west cyclist movement can be accommodated via the less established east-west route north of Johnston Street, along Keele and Easey Streets. These streets connect to more established routes via a pedestrian crossing on Hoddle Street and the underpass found on Truro Street, leading across the vacant railway land.

North-south cycle routes throughout the study area include Nicholson Street, Abbotsford through to Clifton Hill via Trennery Crescent and Rich Street. There are also walking and cycling trails along the Yarra River on the Capital City Trail. Wellington Street in Collingwood also provides a well utilised north-south cycle route, with the recent installation of "Copenhagen" bike lanes between Johnston Street and Victoria Parade.

The Opportunity

There is the opportunity to strengthen east-west cycle routes through improved cycle lanes and priority given at pedestrian crossings for both pedestrians and cyclists.

Traffic Management

Both Johnston Street and Hoddle Street are significant arterial roads, whose role and function is managed by VicRoads. High volumes of cars and commercial vehicles have a negative impact on the amenity and comfort of pedestrians and cyclists on Johnston and Hoddle Streets. Traffic volumes are likely to continue to increase as Melbourne's population also increases, unless sustainable modes of transport are more effectively promoted and utilised. Clearways along Johnston Street also impact the ability of vehicles to park on Johnston Street as a result of the parking lane being used as a bus lane.

Abbotsford Convent Precinct

The Abbotsford Convent Precinct is located at the far eastern edge of the study area and is bounded by Johnston Street, the Yarra River and Clarke Street. The constrained nature of the precinct makes vehicle access a key issue as the convent continues to gain popularity as a visitor and tourist destination. The convent has a car park which is accessible via St. Hellier's Street. Ideally, an improved car park with access directly from Johnston Street would alleviate some of the issues being experienced in the local street network in the immediate area. In addition to car accessibility, sustainable modes such as walking, cycling and public transport all provide travel options to the convent.

The Opportunity

Promoting sustainable forms of transport is a significant opportunity for managing congestion within the study area. The role of bus lanes along Johnston Street could be strengthened to ensure that priority is given to buses through enforcement of Clearways and priority given to buses at signalised intersections. The role of Victoria Park Station can also be strengthened by improving connectivity between transport modes via public realm improvements to the station and surrounding area.

Current State Government Projects

A number of other public transport related initiatives have been occurring and continue to be investigated by the current government. These include:

- A potential rail link to Doncaster that could have implications for Victoria Park Station and the future use of the (VicTrack owned) railway land to the east of the station; and
- The Victoria Parade and Hoddle Street Bus Project which involves introducing improved bus lanes on the east side of Hoddle Street to improve DART (Doncaster Areas Rapid Transit) bus travel times and reliability between the Eastern Freeway and the CBD.
- The Streamlining Hoddle Street Study is a current initiative aimed at exploring a range of innovative ideas to increase the movement of people who journey along and/or across Hoddle Street.

Urban Renewal and Transit Oriented Development

Victoria Park Station provides one of the major access points to the activity centre and the land owned by VicTrack to the east of the station provides a significant strategic opportunity to establish higher density housing on the site that is accompanied by open space and public realm improvements (including a station forecourt) and redeveloping the station itself.

Key Opportunities

Key opportunities to improve access and movement within the study area include:

- Enhancing pedestrian links, access and safety throughout the study area through enhancements to footpaths and pedestrian links, and ensuring DDA compliance;
- Improving connections and access to Victoria Park Station and promoting use of the station and train services through signage, lighting and an improved public realm and station environment;
- Improving pedestrian links between the train station and bus stops to increase connectivity for public transport users;
- Creating a more active street environment, particularly around public transport stops and stations;
- Strengthening the bicycle network within the area to facilitate and encourage cycling;
- Advocating for improvements to public transport services, stops and stations, particularly Victoria Park Station;
- Providing way-finding signage to assist pedestrian movement through increased legibility of the study area;
- Creating stronger pedestrian and cycle links between Victoria Park Station and the Abbotsford Convent Precinct;
- Investigating options to improve access to the Convent car park from Johnston Street and the creation of a shared zone along St. Hellier's Street through an overall master-plan for the car park and St. Hellier's Street;
- Exploring options (through discussions with VicRoads and the Department of Transport, Planning and Local Infrastructure) to improve the physical street environment along Johnston Street to make the street more pedestrian and cyclist friendly, whilst prioritising bus movements.



Trains at Victoria Park Station



Cyclists along Johnston Street

3.4 Built Form

Heritage Buildings & Urban Character

There will continue to be development pressure in the form of planning applications for new commercial, mixed-use and residential buildings within the study area, particularly along Johnston Street, and many applications will be within the Heritage Overlay. Heritage buildings and precincts, such as the Johnston Street Precinct (HO324), create a strong sense of character within the study area. The heritage fabric of some sections of the street poses a constraint on development opportunities that will be a consideration in future built form outcomes.

The Opportunity

Within both heritage and non-heritage areas are sites that can accommodate varying levels of change along sections of Johnston Street, as well as Hoddle Street. There are opportunities to respond to the high number of inactive street frontages and the need to create a more attractive public realm along Johnston Street.

New development needs to respond to the presence of heritage buildings through their design and materials. However, some larger sites offer opportunities for future development behind the existing heritage fabric, as well as the adaptive re-use of heritage buildings. Creating a consistent street edge (street wall facade) along main streets is an important design element to be considered in future built form to create a consistent character.

Sensitive Residential Interfaces

New development will change the character of some parts of the study area and potentially create a more contemporary character along the eastern section of Johnston Street and parts of Hoddle Street. Residential interfaces north and south of Johnston Street will need to be respected by future development.

The Opportunity

Development along Johnston Street will need to address the presence of sensitive residential interfaces through the design, scale and transition of built form at these interfaces which mainly affect the rear of properties that front onto Johnston Street.

Building Design and Scale

The scale of proposed buildings will continue to be an issue that needs to be managed within the study area. This will be influenced by the demand for retail and office floor space as well as the demand for new apartments, which is driven by market forces. The State Planning Policy Framework advocates for dwelling growth in activity centres to accommodate future population and Johnston Street has the capacity to accommodate some of that growth (see Section 2.3).

The Opportunity

The redevelopment of under-utilised sites can promote better design of buildings incorporating ESD principles, passive surveillance, and activated street frontages through the design and articulation of building elements. The scale of new buildings needs to be influenced by the context of individual sites and the level of change they can accommodate, which includes the following considerations:

- The context, size and orientation of the site;
- Street width, footpaths and the enhancement of the public realm;
- The presence of heritage fabric and the design response;
- The impact of built form on existing fine-grain residential areas to the north and south of Johnston Street and the need to provide a transition to sensitive interfaces;

- The desire for more activity in the street and general area;
- The need to accommodate higher densities of residential, retail and office uses to accommodate future population and business activity;
- Providing built form that efficiently accommodates new land uses in close proximity to public transport infrastructure – Victoria Park Station and the Principal Public Transport Network (PPTN).

Yarra River Corridor (Trenerry Crescent)

Trenerry Crescent provides an interface with the natural environment of the Yarra River corridor and has experienced development pressure in recent years. Some sites contain robust ex-industrial buildings that have a strong heritage character which are protected by the Heritage Overlay. Most sites have been built out with either higher density apartments or offices, some of which are currently under construction, leaving few remaining development opportunities. Some sites are yet to be redeveloped and the impact of new buildings on the river corridor needs to be considered through an appropriate and sensitive design response.

The Opportunity

Of the sites left to develop, there are opportunities to reinforce the street wall facade along Trenerry Crescent. Development should be respectful of the interface with the Yarra River corridor through adequate setbacks from the river bank (crest-line) in response to the relevant Design Development Overlay (DDO) for the Yarra River corridor.

Key Opportunities

Managing Future Development

Opportunities for built form change within the study area are found in the existing commercial areas. These areas are located along Johnston and Hoddle Streets, and some sites on Trenerry Crescent. These areas are characterised by low to medium scale commercial properties that have re-development potential allowing for taller built form which can accommodate a greater mix and density of land uses (both residential and commercial).

Managing built form and urban design outcomes is an important element in terms of how the study area will evolve over time. How the design of new buildings responds to the existing heritage character is both an issue and an opportunity for the study area, particularly in the central section of Johnston Street, between Hoddle and Smith Streets, where larger sites on the northern side of Johnston Street offer opportunities for taller built form that responds to, and respects, the existing heritage character.

The eastern section of Johnston Street and Hoddle Street (including the VicTrack land) present a number of strategic opportunities for urban renewal through the redevelopment of underutilised sites that have fewer constraints to consider. The most significant opportunities are found on larger sites in close proximity to Victoria Park Station, particularly to the north of Johnston Street (east and west of the railway line).

Creating a new contemporary urban character in the eastern section of Johnston Street, as well as Hoddle Street, presents an opportunity to strengthen the character and identity of the activity centre with well designed contemporary buildings that display a prominent street wall façade and activated street edge with upper levels set back to reduce their visual impact. This will be achieved through a number of urban design (built form) measures:

- Responding to the existing heritage fabric (predominantly west of Hoddle Street);
- Locating taller built form in appropriate locations, such as along Hoddle Street to enhance the boulevard character of the street, and also close to Victoria Park Station;
- Providing higher density residential development opportunities in appropriate locations, such as in close proximity to Victoria Park Station, and improving the public realm and pedestrian links as new development is established within the area;
- Incorporating active frontages in the design of new buildings;
- Maintaining or creating a consistent, human scale street street wall façade whilst setting back upper levels.



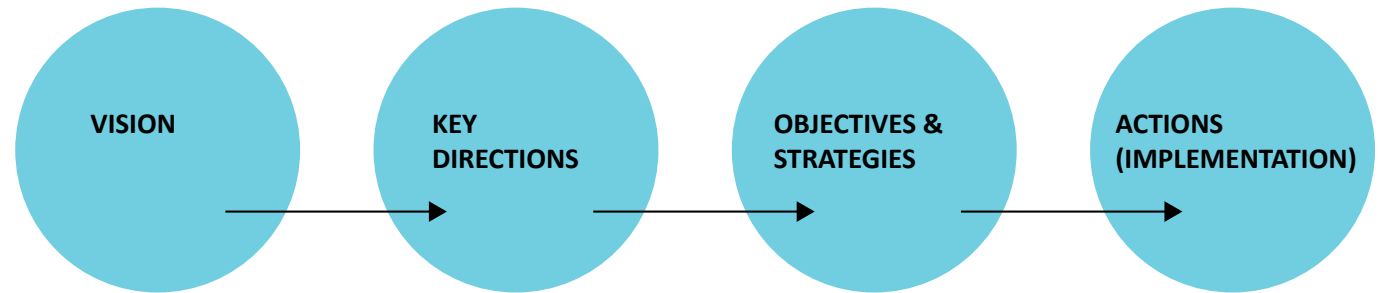
Apartments abutting Victoria Park



Johnston Street Heritage Interface

4.0 The Plan

This section sets out the Vision and outlines the Key Directions for the study area that stem from the issues and opportunities identified in Section 3. The Key Directions then feed into the Objectives and Strategies which are designed to inform future changes in the form of Actions that will form an Implementation Plan.



4.1 The Vision

“Johnston Street will evolve into a vibrant and active neighbourhood centre that serves the day to day needs of the local community whilst maintaining a regional role in supporting employment and business opportunities.

The area will accommodate a growing population and be well connected by sustainable forms of transport, with activity focussed around Victoria Park Station.”



The Central section of Johnston Street, looking east

4.2 Strategic Framework

The following Strategic Framework Plan illustrates areas for change and opportunities for new land use and development.

Key directions for change:

1. *A vibrant activity centre that serves the day to day needs of the local community by providing convenience and retail options*
2. *A growing population within mixed-use precincts that are well connected by sustainable forms of transport*
3. *Increased activity around Victoria Park Station, with an improved public realm and links to the station*
4. *An activated street edge and high quality public realm that promotes walking and cycling*
5. *A strong commercial focus that supports employment and business opportunities in key commercial and mixed use precincts*
6. *Stronger transport connectivity between sustainable transport modes, particularly between Victoria Park Station, Johnston Street and Hoddle Street*



Johnston Street East



Hoddle Street looking North

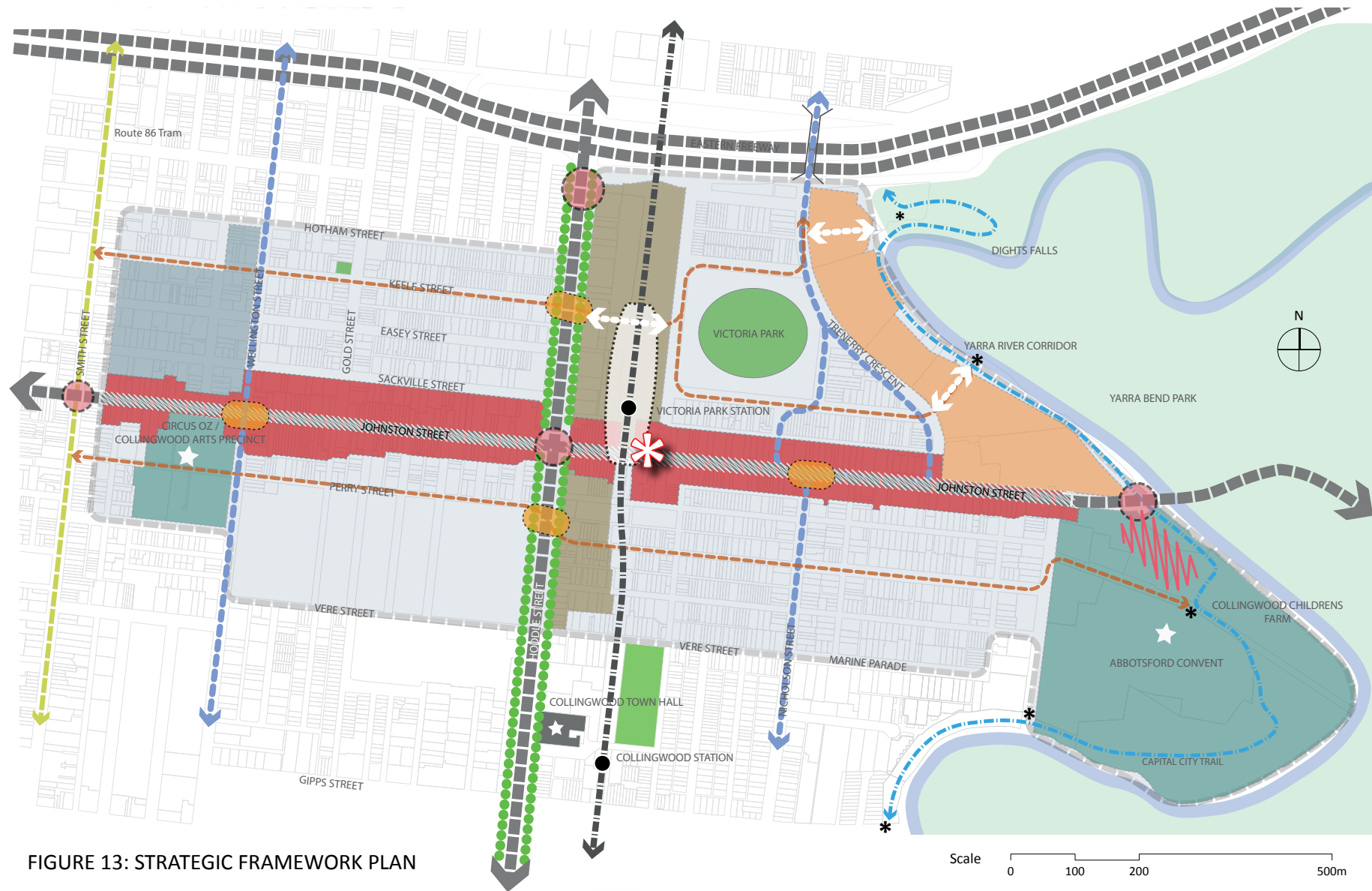


FIGURE 13: STRATEGIC FRAMEWORK PLAN

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> Mixed-use Neighbourhood Centre (active street edge) Mixed-use / sensitive river corridor interface Arts, education & cultural activities Urban renewal / intensive residential & commercial activity Commercial precinct (professional / creative / knowledge based activity) Residential areas | <ul style="list-style-type: none"> Improved pedestrian amenity and street activation Key entry / gateway locations Way-finding opportunity Improved car park access (Abbotsford Convent) Improved public realm (access and amenity) around station Activity node (street activation near station entrance) | <ul style="list-style-type: none"> Major transport route (bus route) Reinforced north-south cycling route Reinforced east-west pedestrian/cycling route Enhanced boulevard character Key crossings at signalised intersections Train Line |
|--|---|---|

4.3 Areas for Change

Figure 14 illustrates a hierarchy of change areas where land use and built form change will occur over time. Precincts 1 to 4 focus activity along Johnston Street and Hoddle Street, and will accommodate a greater mix and intensity of activity in the future.

Precincts 3 and 4 are located within the **urban renewal corridor** (Plan Melbourne) which implies that the area has been identified for significant change. Precinct 3 has potential for change through redevelopment of large sites in close proximity to Victoria Park Station, including land along Hoddle Street and VicTrack land, east of the railway line. The VicTrack land will remain unused, pending the outcomes of investigations into future public transport infrastructure options, including the Doncaster Rail proposal/investigation. Further discussions will be undertaken between Council, VicTrack and the MPA regarding the future of the urban renewal corridor, the VicTrack land and Victoria Park Station.

Strategic Opportunities

The redevelopment potential of the VicTrack land, as well as land to the west of the railway line is substantial, and provides a significant opportunity to improve the public realm and pedestrian links around the station, as well as either improving or redeveloping the station itself as a comprehensive urban renewal project that would be initiated by VicTrack.

Other precincts that are addressed within this plan will experience lower levels of change and there will be minimal change in the existing low rise residential areas.

The central section of Johnston Street (Precinct 1) is subject to a Heritage Overlay that predominantly covers the properties that front onto Johnston Street. This precinct has opportunities for new development that needs to be respectful of the existing heritage fabric that contributes to the character of this section of Johnston Street.

Overall, encouraging change in particular areas presents opportunities to improve the character, vitality and identity of the street environment through well designed buildings that provide active edges, which in turn promotes walkability, increased pedestrian activity and public transport use.

Urban renewal and intensification of land use activities is already starting to occur on sites in close proximity to Victoria Park Station, particularly east of the station, providing opportunities for higher density housing that locates new population in close proximity to the station, which will increase pedestrian activity and surveillance of the public domain around the station.

Precinct 3, which is centred around Victoria Park Station, contains a large area of land which is owned by VicTrack and is currently zoned as Public Use Zone (Schedule 4) which applies generally to railway land currently required for public transport infrastructure purposes, until considered surplus to the requirements of the state government. The recommendations made within this plan, in relation to these areas, will need to be discussed in more detail with the MPA and VicTrack.

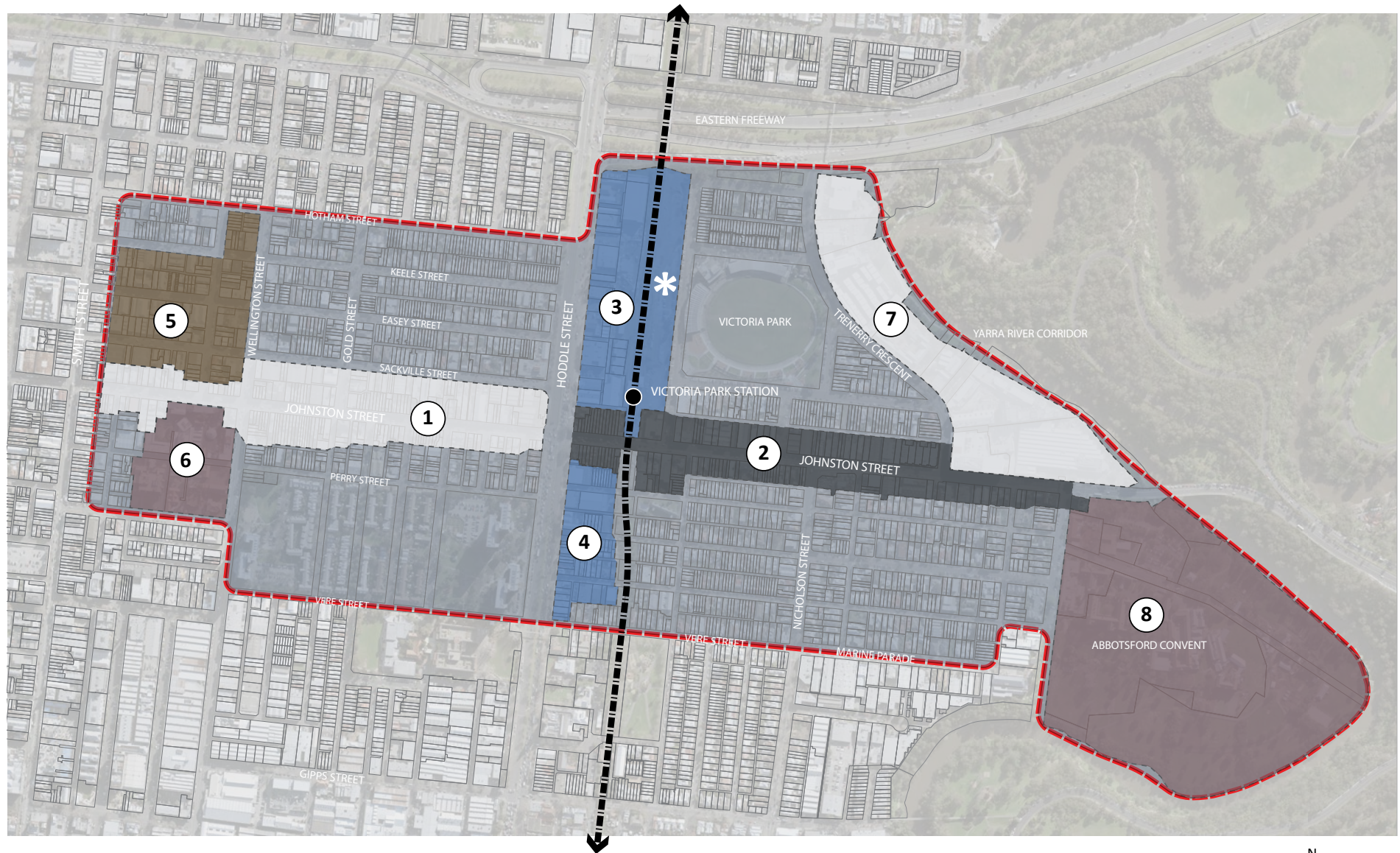


FIGURE 14: AREAS FOR CHANGE

- MINIMAL CHANGE (RESIDENTIAL AREAS)
- 1+7 MODERATE CHANGE (RESPECT HERITAGE FABRIC)
- 2 MODERATE CHANGE (CONTEMPORARY CHARACTER)
- 3+4 SUBSTANTIAL CHANGE (URBAN RENEWAL AREA)
- 5 INCREASED COMMERCIAL ACTIVITY
- 6+8 CONTINUED COMMUNITY BASED (ARTISTIC AND EDUCATIONAL) USES

Scale 0 100 200 500m



* Strategic Redevelopment Site (VicTrack Land)

4.4 Land Use

Objective 1: To create a vibrant, liveable and economically viable activity centre

Strategies:

Residential Activity

- 1.1 Accommodate a growing population in identified change areas by integrating higher density residential and commercial uses as part of new mixed use developments (refer to Land Use Framework Plan - Figure 15)
- 1.2 Facilitate new residential uses above and behind commercial activity that occurs along Johnston Street
- 1.3 Promote the efficient use and redevelopment of underutilised sites for both higher density residential and commercial uses, close to Victoria Park Station and along the eastern side of Hoddle Street

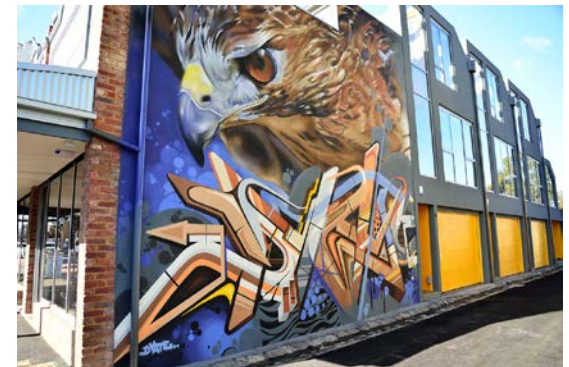
Commercial Activity

- 1.4 Strengthen the role of business activity along Johnston Street to include offices and ground floor retail activity (shops), encouraging land uses that generate street activity and pedestrian engagement
- 1.5 Encourage a concentration of office uses along Hoddle Street with ground floor showrooms and large format retail to create an active street edge

- 1.6 Retain employment generating land uses activities along Trennery Crescent, whilst permitting residential uses and encouraging mixed use activities that respect the Yarra River corridor
- 1.7 Strengthen the commercial role of the Easey Street Precinct (Precinct 5) and encourage further concentration of office and commercial uses within the precinct that foster the knowledge and creative sectors, including creative spaces and artist studios

Community, Arts and Institutional Uses

- 1.8 Strengthen the role of community facilities, as well as arts and cultural activities, within the study area
- 1.9 Foster and support education, arts and community based activities at key locations within the study area (such as the Abbotsford Convent Precinct & the emerging Collingwood Arts Precinct)
- 1.10 Encourage galleries and artists' studios to establish along Johnston Street as a way of activating the street edge and creating a stronger cultural identity for Johnston Street
- 1.11 Support existing live music, arts and entertainment venues along Johnston Street, whilst managing the interface with sensitive uses within the area



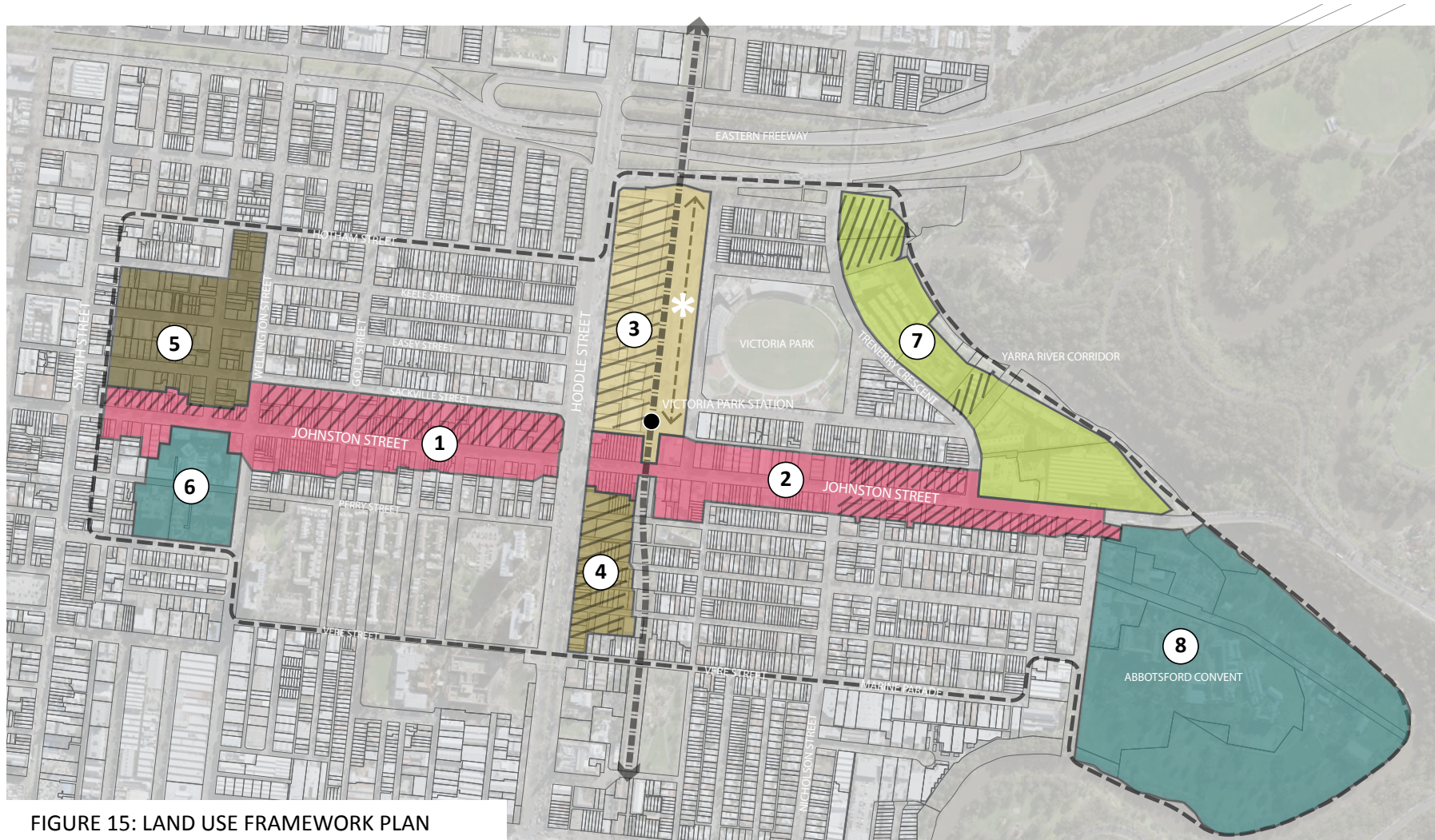


FIGURE 15: LAND USE FRAMEWORK PLAN

- General (The Study Area)**
- Land use change in identified underutilised commercial areas
 - Ground floor uses that activate the street edge along main roads
 - Protect the existing low-scale residential areas
- 1. Johnston Street Central (Mixed Use/Creative)**
- Increase street activation along Johnston Street
 - Offices, shops and commercial activity with ground floor activating uses
 - Residential uses above offices, shops and compatible commercial uses
- 2. Johnston Street East (Mixed Use and Local Convenience)**
- Active ground floor uses around the station and generally along Johnston Street
 - Concentrated activity around the station that includes offices, retail, cafes, galleries, with upper levels of residential uses
 - Retail and local convenience opportunities close to the station (preferred location for supermarket)
 - Residential uses above offices, shops and compatible commercial uses
 - Showrooms, offices, retail and residential uses towards eastern end
- 3. Hoddle Street North / Victoria Park Station**
- Showrooms, large format retail and intensified office use
 - Opportunities to integrate higher density residential uses close to station with improved access and public realm around the station
 - Monitor Status of VicTrack Land - Opportunity for future urban renewal with improved public realm, pedestrian links and station access
 - Potential for new residential development with improved interfaces and access to the station on VicTrack land east of railway line (pending the future use of the land for public transport purposes)
- 4. Hoddle Street South**
- Showrooms and large format retail along Hoddle Street
 - Finer grain offices with upper levels of residential uses
- 5. Easey Street Precinct**
- Small scale manufacturing, warehousing and office uses
 - Encourage creative spaces, professional services and spaces for employment in the creative and knowledge sectors
 - Manage the interface between commercial and residential uses
- 6. Community Hub / Arts Precinct**
- Community based activities and emerging arts/education precinct
 - Maintain educational / institutional activities in this precinct
- 7. Trenerry Crescent**
- Mix of offices and residential uses, sensitive to the river corridor
- 8. Abbotsford Convent/Collingwood Children's Farm**
- Continue to support arts, cultural and educational uses as a community focal point

4.5 Public Spaces Objective:

To develop a strong sense of character and identity through the creation of accessible, safe and engaging public spaces

Strategies:

Johnston Street

- 2.1 Improve the public realm along Johnston Street by providing improved footpaths, landscaping and street furniture as outlined through a streetscape masterplan
- 2.2 Improve the public realm at key intersections, particularly at the Hoddle Street intersection
- 2.3 Identify opportunities to enhance the public realm with public art and urban design projects that will create interest and engagement, and improve the amenity of the street environment
- 2.4 Provide way finding signage to promote key local attractions, such as Victoria Park, the Capital City Trail, Abbotsford Convent and Collingwood Children's Farm to improve legibility of the area

Victoria Park Station & Surrounds

- 2.5 Improve the public realm around public transport stops and stations in consultation with state government transport agencies such as Public Transport Victoria, Metro Trains and VicTrack
- 2.6 Improve accessibility and pedestrian safety through the creation of well-designed pedestrian links and public spaces, particularly around Victoria Park Station
- 2.7 Improve accessibility between Hoddle Street and Lulie Street by improving the public realm that connects the two streets

Parks & Public Spaces

- 2.8 Strengthen the network of green spaces, including local streets and parks, through general improvements to the public realm and streetscapes that connect these spaces
- 2.9 Identify opportunities to create a new local park in the area west of Hoddle Street, north of Johnston Street (in accordance with the objectives of the Yarra Open Space Strategy)
- 2.10 Investigate opportunities to establish urban agriculture in suitable locations, including the currently disused VicTrack Land

Yarra River Corridor / Capital City Trail

- 2.11 Identify opportunities to enhance connections to the Yarra River corridor through improvements to the public realm and open space network
- 2.12 Investigate opportunities to create a through link that connects Trenerry Crescent to the Capital City Trail as part of an open space contribution (when development occurs)
- 2.13 Enhance connectivity and way-finding through signage at appropriate locations



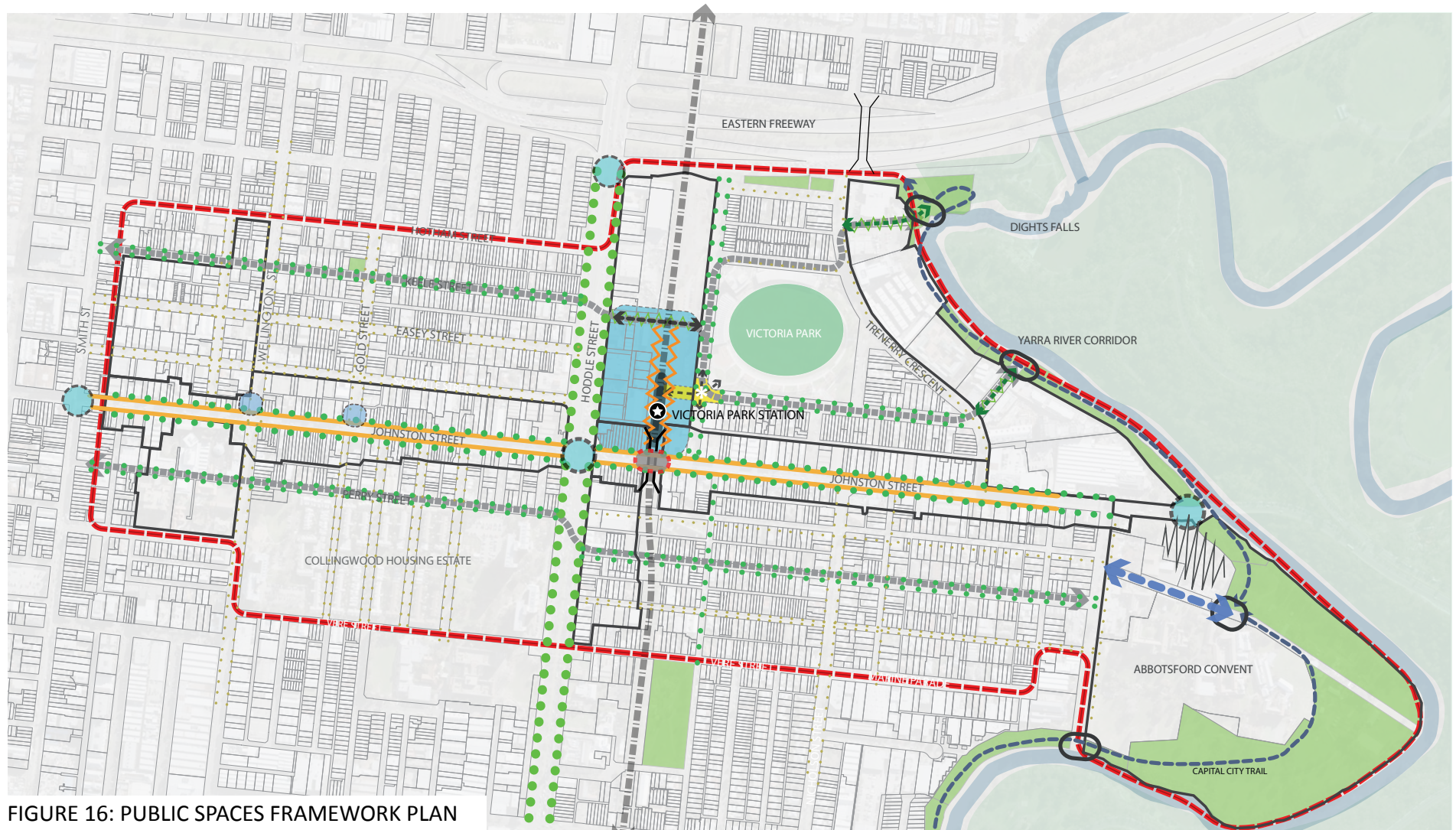


FIGURE 16: PUBLIC SPACES FRAMEWORK PLAN

- | | | | |
|---|---|---|---|
| <p>Parks and Open Space</p> <ul style="list-style-type: none"> Enhance and promote existing parks Improve/promote pedestrian and cycle links to the regional open space network Promote local destinations through way-finding signage Identify opportunities for new parks and public spaces west of Hoddle Street | <p>Key Entries & Intersections</p> <ul style="list-style-type: none"> Create entry treatments that define an identity for the street Ensure that new buildings (Hoddle Street) are designed to accentuate prominent corner locations through high quality architectural design Provide way-finding signage | <p>Footpaths</p> <ul style="list-style-type: none"> Improve the quality of footpaths throughout the study area, particularly along main roads Ensure pedestrian priority and improve pedestrian crossings Enforce clear and accessible walkways on footpaths Improve lighting and furniture provision in streets Provide public art | <p>Capital City Trail</p> <ul style="list-style-type: none"> Enhance links to the Capital City Trail and investigate potential for way-finding signage Strengthen Key Pedestrian link through public realm improvements |
| <p>Johnston Street</p> <ul style="list-style-type: none"> Consistent footpath paving (DDA compliant) New street tree planting and landscaping Where appropriate, incorporate Water Sensitive Urban Design (WSUD) into the streetscape Possible new kerb outstands with tree planting at some intersections Investigate suitable locations to install public toilets (potentially around Victoria Park Station) Enhance public domain under railway bridge and station access | <p>Station Precinct</p> <ul style="list-style-type: none"> Enhance station and bus access/connectivity through improvements to the public realm Enhance access between Victoria Park and the Station Investigate opportunity for new public spaces that enhance station access Improve the public realm and interfaces east and west of the station (in collaboration with VicTrack and PTV) Improve pedestrian links from Hoddle Street to Lulie Street and connections with Victoria Park station | <p>Street Trees</p> <ul style="list-style-type: none"> Reinforce and enhance key walking / cycling routes Investigate opportunities for additional street trees in side streets Enhance Boulevard Character of Hoddle Street | <p>Abbotsford Convent & Car Park</p> <ul style="list-style-type: none"> Investigate Options to improve access from Johnston Street and parking arrangements Enhance access & safety for pedestrians, cyclists and vehicles |
| <p>Other</p> <ul style="list-style-type: none"> Work with Melbourne Water to identify where drainage needs upgrading Integrate sustainable, environmentally sensitive design into the streetscape | | | |

4.6 Access and Movement

Objective 3:

To create a highly accessible and well-connected movement network that enhances connectivity between sustainable and active modes of transport

Strategies:

Public Transport Access

- 3.1 Improve access and connections to public transport and encourage public transport use through improvements to the public realm and the creation of an active street environment
- 3.2 Manage local traffic and parking to enhance priority for sustainable modes of transport

Walking and Cycling Networks

- 3.3 Enhance walking and cycling amenity by improving the pedestrian and cyclist network along identified routes within the study area
- 3.4 Improve accessibility and pedestrian safety through the creation of well-designed pedestrian links and public spaces, particularly around Victoria Park Station

Yarra River Corridor / Capital City Trail

- 3.5 Reinforce pedestrian and cyclist links to the Capital Trail via Turner Street and identify opportunities to enhance connectivity towards the northern end of Trenerry Crescent

Local Road Network and Traffic Management

- 3.6 Investigate options for reducing through traffic along Johnston Street to improve local accessibility, enhance public transport access as well as pedestrian and cyclist amenity through discussions with VicRoads)
- 3.7 Investigate options to improve access for vehicles to the Abbotsford Convent car park
- 3.8 Investigate options to further enhance access for pedestrians and cyclists to the Abbotsford Convent via St. Helliers Street



Cyclist on Johnston Street



Multiple Bus Routes on Johnston Street

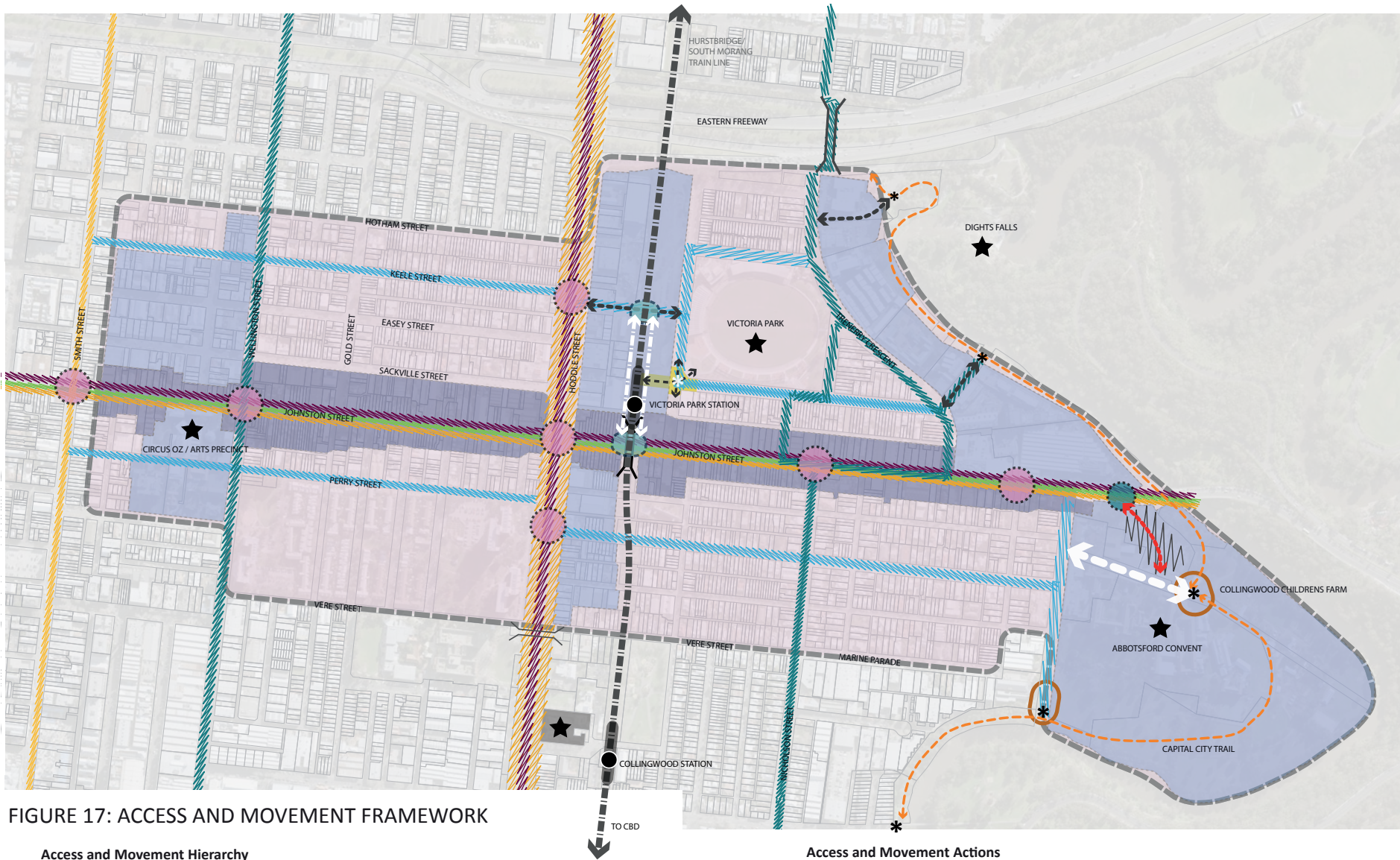



















FIGURE 17: ACCESS AND MOVEMENT FRAMEWORK

Access and Movement Hierarchy

-  **Pedestrian Focus**
Emphasis on maximising accessibility for all pedestrians (along and across roads), including disabled access (DDA compliance)
-  **Bicycle Focus**
Increased priority to facilitate movement for cyclists along the selected routes, and to reinforce/improve some links for cyclists
-  **Public Transport Focus**
Emphasis on improving access to, and conditions for, public transport. Promote connections to the station and improve bus stops within the area
-  **Cars**
Improved management of through traffic. Ensure pedestrian amenity enhanced
-  Train Line (Hurstbridge / South Morang)

Access and Movement Actions

-  Improve the public realm, pedestrian links and access to the station and reinforce transport connections within the area
-  Promote key destinations/attractions through way-finding signage
-  Reinforce connections to the Yarra River Corridor and Capital City Trail (provide way-finding signage)
-  Strengthen the bicycle network and give priority to pedestrians and cyclists at intersections
-  Explore options for a signalised intersection for access into an upgraded car park for the Abbotsford Convent
-  Investigate options to strengthen pedestrian/cycling links
-  Improve public realm and strengthen pedestrian/cycle links
-  Improve access to the Convent Car Park
-  Enhance access & safety for pedestrians, cyclists and vehicles through public realm improvements to St. Helliers Street
-  Investigate opportunities to create a shared space to enhance station access and pedestrian/cyclist connectivity
-  Investigate options to improve pedestrian, car and cyclist access to and from the Abbotsford Convent
-  Enhance pedestrian connections and station access

4.7 Built Form

The built form objectives and strategies have been informed by an analysis of urban context and existing built form, which is included as Appendix B - Johnston Street Local Area Plan: Built Form Analysis and Recommendations.

More detailed built form guidelines for each precinct are found at Section 4.9: Built Form Guidelines and Principles.



Objective 4:

To promote sustainable built form outcomes that contribute to and enhance the human scale and amenity of the public domain

Strategies:

- 4.1 Ensure that new buildings provide a consistent street wall facade height and active street edge.
- 4.2 Ensure that new developments provide upper level setbacks beyond the height of the street wall facade to reduce the visual impact of buildings when experienced from the street.
- 4.3 Ensure a high quality design response for all new development with appropriate articulation of built form and facade elements to minimise visual bulk in taller buildings.
- 4.4 Ensure that new development incorporates best practice ESD principles in accordance with Council policy and the Yarra Planning Scheme.
- 4.5 Encourage development that contributes to the experience of the public realm, particularly at street level through high quality architectural design.
- 4.6 Improve the amenity of the street environment by providing activated, visually engaging ground floor frontages in new developments along Johnston Street and Hoddle Street.
- 4.7 Protect and enhance the amenity of the public domain and ensure that new development respects sensitive interfaces and the surrounding context.

Objective 5:

To strengthen through good design the built form character and identity of the activity centre, while respecting the existing heritage fabric and sensitive interfaces

Strategies:

- 5.1 Retain and protect the low rise character of fine grain residential areas north and south of Johnston Street.
- 5.2 Retain and protect the valued heritage character of the Johnston Street streetscape, west of Hoddle Street.
- 5.3 Ensure that new development responds to the preferred built form character of the surrounding area.
- 5.4 Encourage new contemporary built form character in areas which currently lacks a strong sense of place.
- 5.5 Reinforce a consistent street edge (street wall) along Johnston and Hoddle Streets with taller building elements set back from the street edge.
- 5.6 Ensure that taller built form is appropriately located in areas that can accommodate change with minimal off-site impacts particularly on sites close to Victoria Park Station
- 5.7 Encourage high quality corner buildings particularly at the intersection of Hoddle Street and Johnston Street, and at the entry to the study area on the eastern side of Hoddle Street, south of the Eastern Freeway.
- 5.8 Ensure that development respects the natural, vegetation dominated characteristics of the Yarra River corridor through recessive, high quality architectural design that displays well-articulated built form.

4.8 Built Form Precincts & Preferred Future Character

This section describes the preferred future character of the precincts based on the existing and emerging activities in Johnston Street as well as the evolving urban character of the precincts. The precincts have been identified based on their distinctive roles which are based on current and potential future zoning of the precincts. The low-scale residential areas (outside of the precincts) will see the least amount of change.

1. Johnston Street Central Mixed Use Precinct

The Central part of Johnston Street, west of Hoddle Street, will become a vibrant, mixed use precinct which comprises medium scale buildings that relate to the busy footpaths of Johnston Street. New buildings respect the heritage qualities of the precinct and reinforce a consistent street edge.

Cafes and retail shops provide activity on the street with offices and apartments above. Residential buildings behind and above the existing shopfronts add vibrancy to the area.

Higher density housing establishes on larger sites, above and behind commercial activity.

2. Johnston Street East Retail & Convenience Precinct

A new contemporary urban character will emerge in the eastern part of Johnston Street. The vibrant strip will link Hoddle Street to Victoria Park Station and through to the Yarra River and associated activities of the Abbotsford Convent and Collingwood Childrens Farm. Shops, building entries and cafes contribute to the lively street environment, particularly around the train station entrance. A hub of activity around the Victoria Park Station entrance on Johnston Street provides a focus along the street.

New well designed buildings with medium height facades line the street and reinforce the street character with taller buildings set back from the main facades. High quality corner buildings at the intersection of Johnston and Hoddle Streets, announce a point of entry into the precinct complemented by streetscape improvements.

3. Hoddle Street/Victoria Park Station Precinct

New office and higher density residential development are focussed around Victoria Park Station. A taller scale of development along Hoddle Street contributes to the wide boulevard character of the street.

A highly improved public realm with new pedestrian footpaths and a central square link the Victoria Park Station to Johnston Street, Hoddle Street and the revitalised Victoria Park. New active uses revitalise Hoddle Street and improved links encourage pedestrian and cyclist movement from Hoddle Street to Victoria Park, as well as the station.

4. Hoddle Street South Precinct

Incremental residential and office development and refurbishment has revitalised this fine grained commercial precinct and enlivened the narrow streets. Taller development along Hoddle Street complements the boulevard character of the wide street reservation.

5. Easey Street Business Precinct

The busy commercial precinct continues to expand with new activity providing opportunities for commercial and office buildings. Pedestrian friendly streets have a more consistent streetscape and taller buildings are set back from the street façade. The industrial/warehouse character has been retained with new development responding to this context.

6. Community Hub & Arts Precinct

The community precinct supports arts, cultural and entertainment uses which bring further activity to Johnston Street. The hub has become a meeting place and venue for cultural activities adding life to the retained heritage buildings and outdoor spaces. The new medium rise buildings provide a scale transition to the NMIT building.

7. Trenerry Crescent

The eclectic mix of existing heritage buildings and well-designed newer buildings respond to the unique environment of this riverside location providing an attractive place to live or work. Walkways provide visual and pedestrian links from Trenerry Crescent to the River. The mix of offices and residential apartments brings life to the street.

8. Abbotsford Convent Precinct

The Abbotsford Convent remains a busy precinct for a range of cultural, arts, educational and recreational activities, fulfilling its role as a key facility on the Yarra River, with good access to the Capital City Trail. This minimal change area offers limited opportunities for sensitively located new buildings which are subservient to the existing built form and relate to the wider landscape setting. Improved place-making opportunities are created through urban design enhancements.

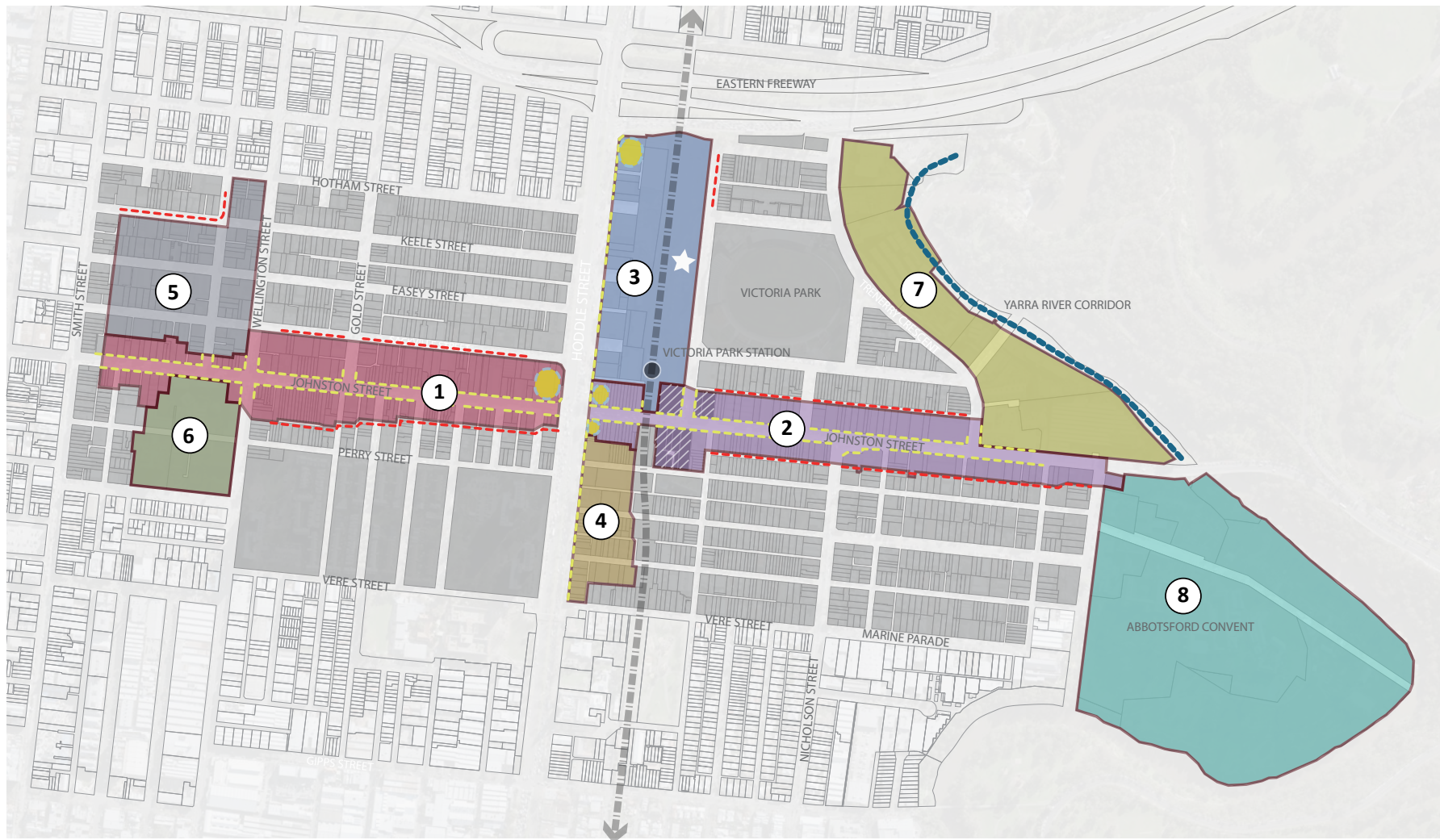


FIGURE 18: BUILT FORM FRAMEWORK PLAN

Existing Residential Areas
 - Existing low rise scale retained (not including Collingwood Housing Estate)

Street Wall Facade
 - Consistent street wall facade (height)
 - Active ground level frontages

Residential Interface
 - Scale transition to adjoining low rise residential areas

River Corridor Interface
 - Buildings respect the Yarra River corridor
 - Maintain and Protect Natural Vegetation

Corner Opportunity - High Quality Entry Buildings
 - Well designed corner/entry buildings

Victoria Park Station Activity Node
 - Taller development (8-10 storeys) close to the station with public realm improvements
 - Active ground floor frontages

Strategic Redevelopment Site (VicTrack Land) suitable for higher density residential uses incorporating pedestrian links and improved connections to the station (6-8 storeys)

1. Johnston Street Central
 - Maximum Height: 6-7 storeys
 - Street Facade Height: 2-3 storeys (consistent with existing heritage facades)

2. Johnston Street East
 - Maximum Height: 6-7 storeys
 - Street Facade Height: 4-5 storeys

3. Huddle Street North / Victoria Park Station
 - Maximum Height: 10-12 storeys
 - Huddle Street Facade Height: 6 storeys
 - East of railway line: 6-8 storeys

4. Huddle Street South
 - Maximum Height: 6-7 storeys
 - Huddle Street Facade Height: 6 storeys

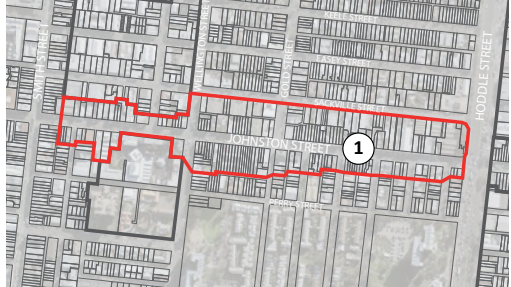
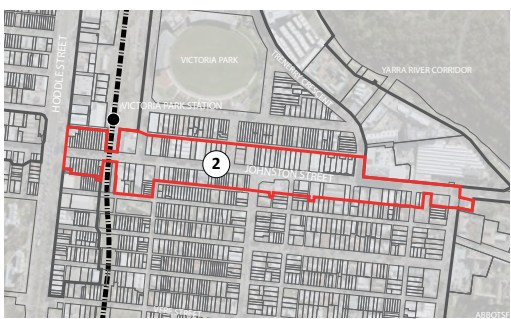
5. Easey Street Precinct
 - Maximum Height: 5-6 storeys

6. Community Hub Precinct
 - Maximum Height: 6 storeys with respect to heritage
 - See DDO12 for design and built form guidance at 35 Johnston Street (former Collingwood TAFE site)

7. Trenerry Crescent
 - Maximum Height: 6-8 storeys
 - Street Facade Height: 3-4 storeys
 - DDO1 applies to river frontage (Council is currently preparing an Amendment in collaboration with DTPLI to replace the existing DDO1 schedule)

8. Abbotsford Convent
 - Subject to the Special Use Zone (SUZ 2 & 4)

4.9 Built Form Guidelines and Principles

| Precinct 1 - Johnston Street Central | Future Character | Built Form Guidelines | Maximum heights and set-backs |
|--|---|---|--|
|  | <p>The Central part of Johnston Street will become a vibrant, mixed use precinct which comprises medium scale buildings that relate to the busy footpaths. New buildings respect the heritage qualities of the precinct and reinforce a consistent street edge. Active street frontages are incorporated where the heritage fabric is not a constraint to new development. New buildings respect the heritage qualities of the precinct and reinforce a consistent street edge.</p> <p>Cafes and retail shops provide activity on the street with offices and apartments above. Residential buildings behind and above the existing shopfronts add vibrancy to the area.</p> <p>Higher density housing establishes on larger sites, above and behind commercial activity.</p> | <ul style="list-style-type: none"> Strengthen the appearance of the street wall façade with good, visually interesting design. Avoid overshadowing the southern footpath between 10am and 2pm at the equinox. Ensure the ground level of buildings are designed for active uses. Design ground floor entries to upper levels to be visible and easy to access from the street level Complement the predominant street wall façade height with infill development. The street wall façade of larger developments should be designed to reflect the facade pattern, particularly the vertical rhythm of existing buildings. Build to the street frontage boundary of the site. Complement the street wall of heritage building when building on adjacent sites. Employ a high standard of architectural design to the intersection of Hoddle and Johnston Streets and other key corner sites. Upper levels should be setback appropriately and be visually recessive in the streetscape. Taller building should minimise off site impacts and be recessive in design in respect to the street wall façade. Design of new higher development should be recessive and compliment the heritage fabric. Heritage facades should dominate streetscape views. Provide a scale transition where new development is adjacent to fine grained residential areas. | <ul style="list-style-type: none"> 2-3 storey (11m) street wall facade with respect to existing heritage 6-7 storeys (23m) on sites able to accommodate upper level setbacks 2-3 storeys (11m) at the interface with fine grained residential properties Set back upper levels between 3-6 metres from both street facade and rear interfaces (depending on site context and the presence of heritage fabric) Behind heritage buildings a setback of 6 metres will generally be required and the heritage building should remain dominant in the streetscape. |
|  | <p>A new contemporary urban character will emerge in the eastern part of Johnston Street. The vibrant strip will link Hoddle Street to Victoria Park Station and through to the Yarra River and associated activities of the Abbotsford Convent and Collingwood Childrens Farm. Shops, building entries and cafes contribute to the lively street environment, particularly around the train station entrance. A hub of activity around the Victoria Park Station entrance on Johnston Street provides a focus along the street.</p> <p>New well designed buildings with medium height facades line the street and reinforce the street character with taller buildings set back from the main facades. High quality corner buildings at the intersection of Johnston and Hoddle Streets, announce a point of entry into the precinct complemented by streetscape improvements.</p> | <ul style="list-style-type: none"> Strengthen the appearance of the street wall façade with good, visually interesting design. Avoid additional overshadowing of the southern footpath between 10am and 2pm at the equinox. Ensure the ground level of buildings are designed for active uses. Design ground floor entries to upper levels to be visible and easy to access from the street level. Complement the predominant street wall façade height with infill development. Design the street wall façade of larger developments to reflect the finer grain pattern particularly the vertical rhythm of existing built form along Johnston Street. Build to the street frontage boundary of the site. Employ a high standard of architectural design to the intersection of Hoddle and Johnston Streets and other key corner sites. Upper levels should be setback appropriately and be visually recessive in the streetscape. Minimise off site impacts and be recessive in design in respect to the street wall façade. Provide a scale transition where new development is adjacent to fine grained residential areas. | <ul style="list-style-type: none"> 4-5 storey (17m) street wall facade 6-7 storeys (23m) on sites able to accommodate upper level setbacks (a minimum 3m setback from the street façade) 8-10 (32m) storeys on larger sites (identified in Figure 18), that form a cluster close to the station 2-3 storeys at the interface with fine grained residential properties Set back upper levels between 3-6 metres from both street facade and rear interfaces (depending on site context and the presence of heritage fabric) Behind heritage buildings a setback of 6 metres will generally be required and the heritage building should remain dominant in the streetscape. |

Built Form Guidelines and Principles

Precinct 3 - Hoddle Street / Victoria Park Station



Future Character

New office and higher density residential development are focussed around Victoria Park Station. A taller scale of development along Hoddle Street contributes to the wide boulevard character of the street.

A highly improved public realm with new pedestrian footpaths and a central square link the station to Johnston Street, Hoddle Street and the revitalised Victoria Park. New active uses revitalise the Hoddle Street frontage and improved links encourage pedestrian and cyclist movement from Hoddle Street to Victoria Park, as well as the station.

Built Form Guidelines

- Strengthen the appearance of the street wall façade which is in scale with the wide Hoddle Street reserve to reinforce a boulevard character.
- Ensure the ground level of buildings fronting Hoddle Street are designed for active uses.
- Design ground floor entries to upper levels to be visible and easy to access from the street level.
- Design the street wall façade of larger developments to be in scale with the wide Hoddle Street road reserve.
- Build to the street frontage boundary of the site.
- Setback upper levels.
- Space taller buildings to maintain light access and views out.
- Minimise off site impacts.
- Employ a high level architectural design to a signature building at the intersection of the Eastern Freeway and Hoddle Street.
- Provide a scale transition where new development is adjacent to fine grained residential areas.

Maximum heights & set-backs

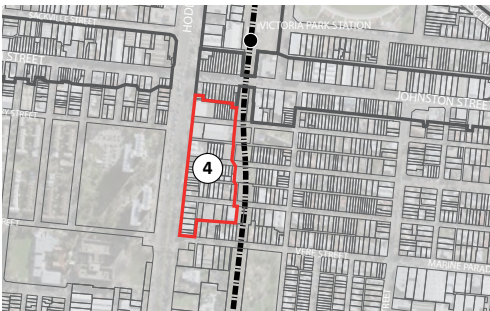
Hoddle Street (west of railway line)

- 6 storey (24m) street wall façade on Hoddle Street
- 10-12 storeys(42m) (west of the railway line), set back from the street façade on larger sites

VicTrack Land (east of railway line)

- 6-8 storeys (25m) across the site (transition lower built form at interface with Lulie Street)

Precinct 4 - Hoddle Street South



Future Character

A finer grained, mixed use precinct. Incremental residential and office development and refurbishment has revitalised this fine grained commercial precinct and enlivened the narrow streets. Taller development along Hoddle Street complements the boulevard character of the wide street reservation.

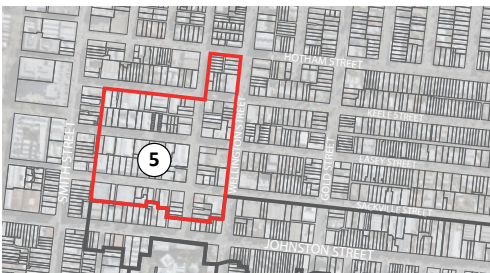
Built Form Guidelines

- Strengthen the appearance of the street wall façade which is in scale with the wide Hoddle Street reserve to reinforce a boulevard character.
- Ensure the ground level of buildings fronting Hoddle Street are designed for active uses.
- Design ground floor entries to upper levels to be visible and easy to access from the street level.
- Design the street wall façade of larger developments to be in scale with the wide Hoddle Street road reserve.
- Setback upper levels.
- Provide a scale transition where new development is adjacent to fine grained residential areas.

Maximum heights & set-backs

- 6 storey (24m) street wall façade on Hoddle Street
- 3-4 storey (16m) street wall façade (along narrower side streets)
- 6-7 (28m) storeys on sites able to accommodate upper level setbacks (a minimum 3m setback from the street façade)

Precinct 5 - Easey Street Precinct



Future Character

The busy commercial precinct continues to expand with new office activity, providing opportunities for new commercial and office buildings. Pedestrian friendly streets have a more consistent streetscape and taller buildings are set back from the street façade. The industrial/warehouse character has been retained with new development responding to its context.

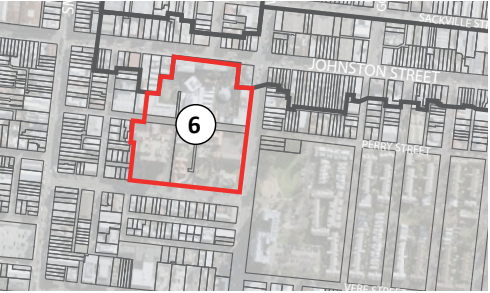
Built Form Guidelines


- Strengthen the appearance of the street wall façade which is in scale with the precinct streets.
- Design the street wall façade to be in scale with the precinct streets
- Build to the street frontage boundary of the site.
- Setback upper levels.
- Minimise off site impacts and be recessive in design to respect the street wall façade.
- Provide a scale transition where new development is adjacent to fine grained residential areas.

Maximum heights & set-backs

- 5-6 storeys (24m)
- Taller built form (above 6 storeys) may be acceptable on larger sites provided they are of sufficient size to accommodate buildings with upper level setbacks to meet view line and amenity setback criteria.

Built Form Guidelines and Principles

| Precinct 6 - Community Hub/ Collingwood Arts Precinct | Future Character | Built Form Guidelines | Maximum heights and set-backs |
|--|---|--|--|
|  | <p>The Community Hub / Arts Precinct supports artistic, cultural, educational and entertainment uses and adds life and interest to Johnston Street. The precinct has become a meeting place and venue for cultural activities adding life to the retained heritage buildings and outdoor spaces. The new medium rise buildings provide a scale transition to the NMIT building.</p> | <ul style="list-style-type: none"> • Respect the significance of the existing heritage buildings within the precinct. • Strengthen the appearance of the street wall façade which is in scale with the precinct streets. • Complement the street wall of heritage buildings when building on adjacent sites along . • Upper levels should be setback and recessive in the streetscape. | <ul style="list-style-type: none"> • 6 storeys (20m) subject to heritage policies and guidelines. • New buildings on the former Collingwood TAFE site should be no higher than the heights of existing heritage buildings. |

| Precinct 7 - Trenerry Crescent | Future Character | Built Form Guidelines | Maximum heights and set-backs |
|---|---|---|--|
|  | <p>The eclectic mix of existing heritage buildings and newer buildings respond to the unique environment of this riverside location providing an attractive place to live or work. Green walkways provide visual and pedestrian links from Trenerry Crescent to the River. The mix of offices and residential apartments brings life to the street at most time of the day.</p> | <p><i>Trenerry Crescent Interface</i></p> <ul style="list-style-type: none"> • Buildings should generally be built to the property frontage along Trenerry Crescent. • Strengthen the appearance of the street wall façade which is in scale with other built form along Trenerry Crescent. • Maintain or provide gaps (spacing between buildings) for views through to the river corridor where appropriate and explore opportunities to create a pedestrian link at the northern end of Trenerry Crescent. • The street wall façade of new development should be generally consistent with neighbouring properties up to four storeys (15 metres). • Taller buildings ranging from six to eight (6-8) storeys are acceptable (depending on site context) with upper level setbacks to minimise visual dominance of Trenerry Crescent. <p><i>River Interface</i></p> <ul style="list-style-type: none"> • On the river corridor frontage, buildings should be setback substantially from the rear property boundary fronting the river corridor. • New buildings should provide substantial setbacks from the property boundary that fronts the river corridor (in accordance with DDO1) and provide a transition in built form that steps away from the interface with the Yarra River corridor. • Locate taller built form towards Trenerry Crescent interface | <p><i>Trenerry Crescent Interface</i></p> <ul style="list-style-type: none"> • Street wall/façade height: 4 storeys (15m) • Maximum Height: 6-8 Storeys (25m) • Upper levels should be set-back to reduce visual impact and overshadowing of public and private spaces <p><i>River Interface (See DDO1 for river frontage requirements)</i></p> <p>Work has been undertaken on a Draft Yarra Corridor Strategy that will provide guidance and built form recommendations for the entire river corridor (City of Yarra), including Trenerry Crescent.</p> <p>The current DDO1 will continue to operate until either, interim controls for a replacement DDO are implemented, or a Planning Scheme Amendment process has been undertaken and a new proposed DDO comes into effect (replacing DDO1).</p> |

5.0 Implementation

Following the finalisation of the Local Area Plan, a detailed implementation plan will be prepared that outlines a set of actions required to realise the Plan's Vision. Included here are some of the primary implementation actions to stem from the Objectives and Strategies outlined in the Plan.

5.1 Proposed changes to the Yarra Planning Scheme:

- Rezone sections of Johnston Street (in Precincts 1 & 2) currently zoned Commercial 2 Zone to an appropriate zone that facilitates upper level residential uses and encourages retail opportunities that activate the street
- Introduce a Design and Development Overlay over Precincts 1 & 2 (both sections of Johnston Street within the study area) to implement the built form recommendations outlined in this plan
- Consider requests to apply appropriate planning controls to sites along Trenerry Crescent that facilitate mixed use development outcomes that respect the heritage qualities of the streetscape as well as the natural characteristics of the Yarra River corridor
- Consider options for rezoning Precincts 3 & 4 in Hoddle Street to facilitate an appropriate mix of residential and commercial uses in discussion with the MPA (Metropolitan Planning Authority) and VicTrack

5.2 Streetscape and Public Realm Improvements

Prepare a Streetscape Masterplan for Johnston Street that addresses the following identified opportunities:

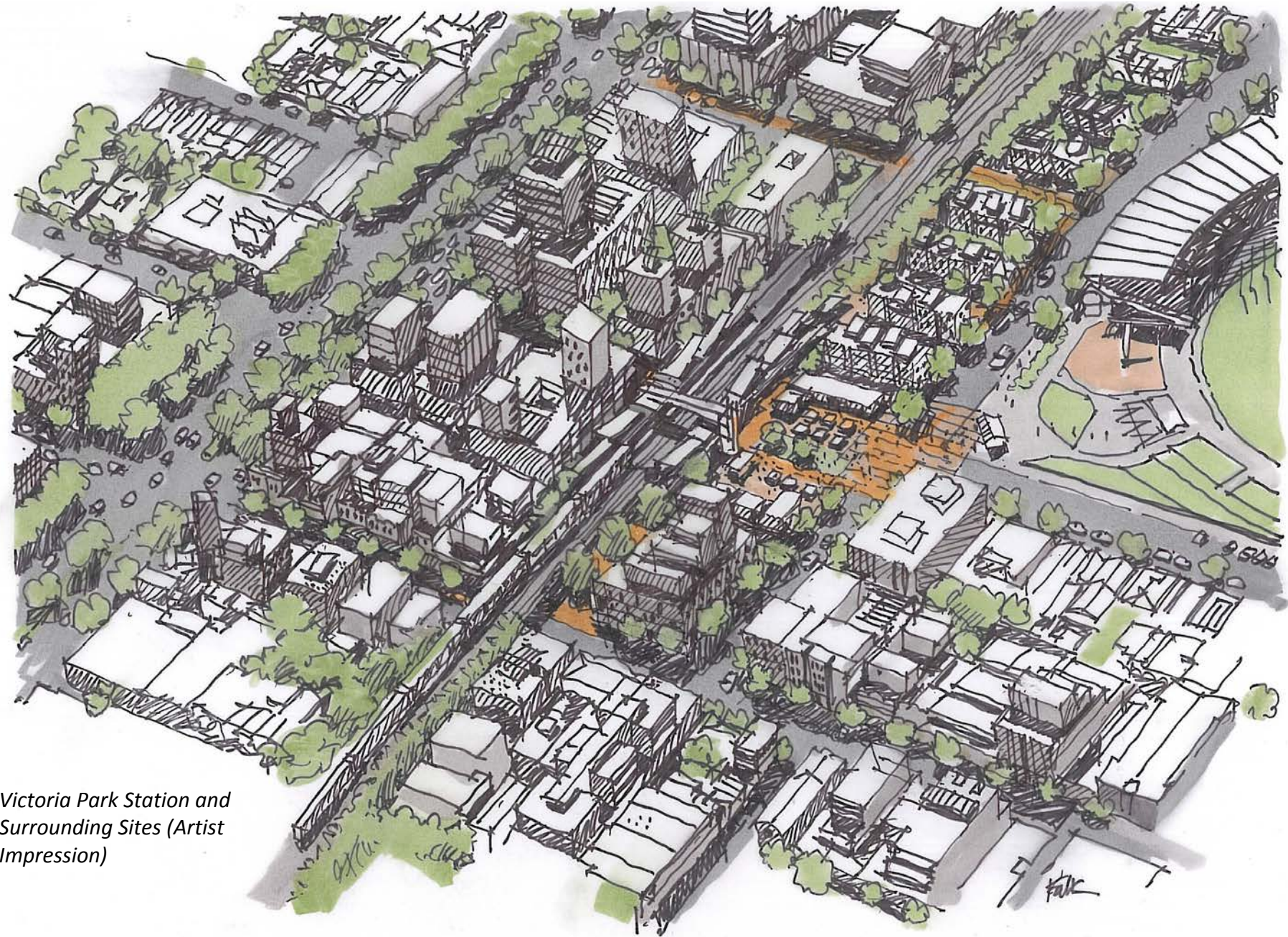
- Improvements to footpaths (including DDA compliance)
- Street trees and landscaping
- Water sensitive urban design (WSUD) treatments
- Public spaces and street furniture
- Improve and potentially activate the public realm around and underneath the train bridge at Victoria Park Station
- Provide way finding signage at key locations
- Improvements to pedestrian links around the station
- Improved safety and access through improved street lighting
- An improved through link from Hoddle Street to Lulie Street via the underpass and through the vacant VicTrack land (discuss options with VicTrack)
- Public realm improvements that facilitate pedestrian activity, safety and access to Victoria Park Station

5.3 Yarra River Corridor

- Investigate the built form controls along the Yarra River Corridor within and outside of the study area as part of a broader project within the City of Yarra (and through discussions with the Department of Environment, Land, Water and Planning - DELWP)
- Investigate zoning and public access along the Yarra River Corridor (Capital City Trail) to ensure future use as public open space, or consider options for acquisition or access agreements, and prepare a planning scheme amendment in discussion with DELWP and Parks Victoria
- Identify opportunities to improve the open space network through new and improved connections to the Capital City Trail, particularly along Trenerry Crescent

5.4 Public Transport and Advocacy

- Identify opportunities to promote and facilitate sustainable modes of transport to reduce reliance on motor vehicles and the impacts of congestion
- Work with the DELWP and the Metropolitan Planning Authority (MPA) to plan for areas identified in Plan Melbourne as Urban Renewal Areas or Corridors
- Advocate for improvements to Victoria Park Station, including access to the station and improved public realm through discussions with the MPA, PTV, VicTrack and DELWP



*Victoria Park Station and
Surrounding Sites (Artist
Impression)*