



BRUNSWICK STRUCTURE PLAN EXECUTIVE SUMMARY



Moreland City Council

**DRAFT
2010**

Moreland City Council acknowledges the traditional owners of the land, the Kulin Nation, of which the local indigenous people are the Wurrundjeri. Council is committed to building a trusting, collaborative and supportive relationship with indigenous groups, and to respecting identified Aboriginal sacred sites and special places.

Disclaimer

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1 MAYOR'S MESSAGE



Historically, Brunswick was and still is, a diverse suburb shaped by numerous waves of migration. There is a lively entertainment area with quirky cafés and live music venues. Brunswick once supported a curious blend of industries including clay pits, quarrying, brickworks,

footwear, foundries, textiles and creative services. Brunswick also has a strong history of activism supporting and opposing a wide spectrum of opinion and politics. Famous names in Australia's political history grew up on or lived in Brunswick. This small area of Melbourne was home to a Prime Minister, John Curtin; to intellectuals; to good hard working migrants; and Australians and even an occasional villain. Though we desire to preserve everything we love about Brunswick, we must plan for the inevitable changes happening around us.

Our suburb is evolving from its former industrial roots and is now home to a growing professional community. Inner Melbourne is growing and changing so rapidly, that many are confused and disturbed by these significant transitions. It is therefore important not only to our present citizens, but to their children and yet unborn grand-children to protect and conserve Brunswick's diverse heritage. The art studios, the eclectic boutiques mixed together with traditional wedding gown shops and Mediterranean grocery wholesalers, struggle against the imposts of clearways, rising land prices, and rapid change. This Structure Plan is a map for Brunswick's development over the next fifteen years. Even as we go to press, the demands for additional housing, denser living and new developments, force house and land prices to record levels.

Fortunately, Brunswick is well prepared to tackle these many challenges; because we have 'a plan'. The suburb has access to good public transport, bike paths, walking paths, substantial and growing social services, open spaces and even areas available for potential developments.

Good and careful management of Brunswick's potential strengths can generate an increased and controlled housing density, a sustainable population growth of about 10,000–20,000 people, while at the same time reducing the general reliance on cars. The Structure Plan provides the map for renewal and focuses on important amenity issues, such as streetscapes, building heights and heritage. This Structure Plan envisages a compact and diverse Brunswick, a pleasant environment where residents are not car dependent and where local trips are encouraged on foot or bicycle. This document identifies activity hubs meeting local demands, where real job opportunities exist matching the skills of Brunswick's evolving workforce and residents. This plan is visionary. It perceives the challenge; to revitalise Brunswick for tomorrow's demands.

I believe that of all the councils throughout Australia, Moreland's plans for Brunswick are exciting, long sighted and will deliver sound social and economic outcomes for our children and their children's children.

Cr Stella Kariofyllidis
Mayor of Moreland



2 INTRODUCTION & CONTEXT

The Brunswick Major Activity Centre Structure Plan will guide development in the Activity Centre through to 2025, and gives effect to the State Government's policies Melbourne 2030: Planning for Sustainable Growth and Melbourne @ 5 Million. The Structure Plan articulates a vision for the suburb's future, and defines a framework to guide decisions made by council, the community and other stakeholders in relation to activities in the public and private realms.

It will be used to guide decision-making on applications for land use and development, as well as amendments to the Moreland Planning Scheme. It provides guidance for the development of infrastructure, amenities and services. The Structure Plan also establishes the basis for funding applications to external bodies, including the State Government, for projects identified in the plan such as community services and capital works.

The features of Brunswick that make it an interesting place to live and work, derive from its history as an industrial hub located close to the centre of Melbourne, and from the way that successive waves of migration and economic restructuring have shaped the area. It has a history of strong community activism and support for progressive social policies such as multiculturalism, environmental sustainability, social equity and the retention of built heritage.

This Structure Plan articulates the community and council's ambitions regarding the retention, perpetuation and celebration of these features and values, and defines a framework in which to manage issues into the future. The Moreland Council Plan contains a commitment to four 'Strategic Focus areas' that represent Council's core objectives for delivering a sustainable future for the municipality.

The four Strategic Focus areas are:

- A sustainable and just city
- A proud city
- A healthy and educated community
- A responsive organisation

This Structure Plan has been written to support this commitment – all objectives and strategies have been developed following consideration of their social, economic, environmental, and governance consequences.

Scientific evidence linking climate change to the increasing carbon concentration in the atmosphere arising from human activity is now overwhelming, and urgent precautionary measures should be taken to reduce carbon emissions. Forward planning combined with strong leadership and commitment are needed to transition to a low-carbon economy. Declining oil reserves will fundamentally alter the way communities function. This scenario should be viewed 'rather than a problem, [as] a unique opportunity to set humanity on a new course, built on sustainable principles'.

Council is committed to the achievement of environmentally sustainable development (ESD), and will set high development standards so that Brunswick continues to be a good model of a sustainable Melbourne suburb. The Structure Plan strives to:

- Be a catalyst for change by providing for sustainable development in the Brunswick Major Activity Centre (BMAC).
- Provide for innovation, design excellence, vibrancy and healthy living, working and recreational environments.
- Maximise the ongoing environmental, social and economic benefits of all new development.

The Structure Plan will capitalise on opportunities for a larger population to live within a relatively small carbon footprint made possible by Brunswick's abundance of public transport, good walking access and established service and social infrastructure. It will build on existing initiatives such as council's Climate Action Plan 2007-2012 and ZeroCarbonMoreland to address issues of sustainability including the emerging challenges of climate change and peak oil by planning for the provision of equitable and accessible transport networks, enhancing social services, improving passive and active recreation spaces, and creating local jobs that match the skills of local people.

2.1 BRUNSWICK ACTIVITY CENTRE

BRUNSWICK ACTIVITY CENTRE STUDY AREA:

791 HECTARES

(Locality of Brunswick and Brunswick East)

AREAS OF MAJOR CHANGE:

198.3 HECTARES

(Gross area for Local Areas 1, 2 and 3)

5601 ANTICIPATED NEW DWELLINGS

(Local Area 1, 2 and 3)

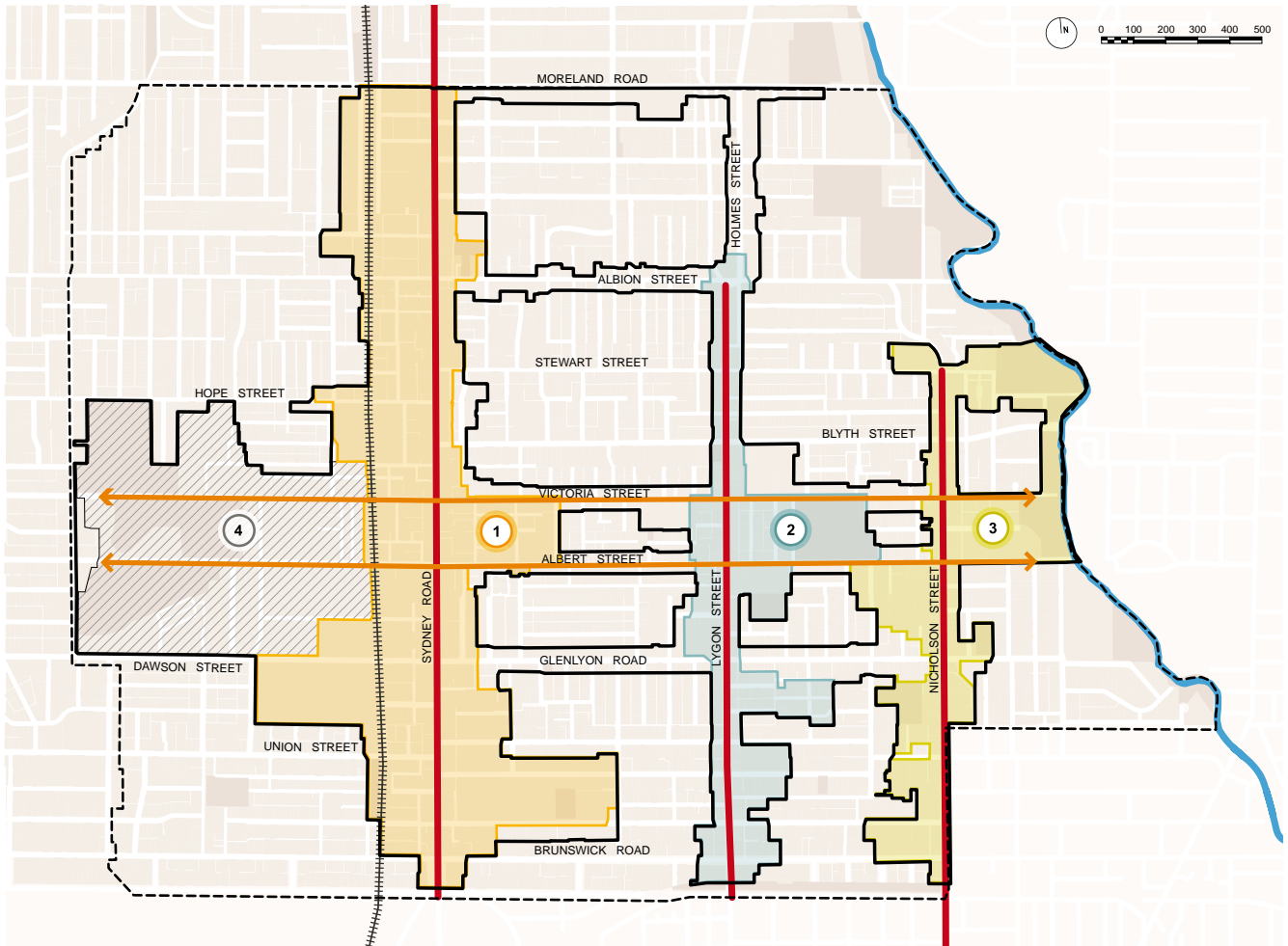
The Study area for the development of this Structure Plan comprises the localities of Brunswick and Brunswick East, and takes account of the following factors:

- The Sydney Road, Lygon Street and Nicholson Street transport and activity corridors.
- The Upfield Train Line.
- The Moreland Industrial Land Use Strategy (2004).
- The location of a number of Urban Villages as defined in the Municipal Strategic Statement (and Urban Villages Policy review).
- The extent of the existing Heritage Overlay in the Moreland Planning Scheme.
- The significant physical features that define the suburb, including the Merri creek, the Brunswick Central Parklands, Moreland Road and Royal and Princes Parks.

The project Study area excludes Brunswick West. This does not suggest that Brunswick West is not an integral part of the area. Rather, it recognises that Brunswick West is comprised of mostly residential development with retail strips on Melville Road and Victoria Street, and is not affected by the significant land use issues and development pressures affecting the remainder of the suburb. In addition, the existing Planning controls (predominantly residential 1 Zone (R1Z) and Business 1 Zone (B1Z), ResCode and the Neighbourhood Character Policy) and any future neighbourhood activity centre policies or Structure Plans are considered appropriate to control development.

The extent of the Study area (see Map 2.) allows for a focus on the areas experiencing change, while also addressing the shortages of local open space affecting some established residential areas. However, it should be noted that the demographic and other analyses that have informed the development of the Structure Plan, have taken into account the needs of the total population of Brunswick.

It is important to note that the 'activity centre' concept works most effectively as a planning tool when applied to a single node or discrete retail strip within the urban fabric. Brunswick presents a more complex problem. The suburb comprises a series of significant transport and activity corridors, which themselves are characterised by a number of nodes with different characters, functions and infrastructure. For the purposes of this Structure Plan the Brunswick Activity Centre is understood as 'multi-nodal'.



MAP 1 : BRUNSWICK MAJOR ACTIVITY CENTRE

Study Area

Structure Plan Boundary
Brunswick Major Activity Centre

Areas of Major Change

1 Brunswick Activity Centre, Local Area 1 - Sydney Road

2 Brunswick Activity Centre, Local Area 2 - Lygon Street

3 Brunswick Activity Centre, Local Area 3 - Nicholson Street

Future Investigation Area

4 Core Industrial and Employment Precinct, and Brunswick Central Parklands

Activity Corridor

Albert and Victoria Axis

2.2 HOW THE PLAN IS ORGANISED

The Brunswick Structure Plan comprises four Volumes as follows:

Volume 1: *The Strategic Framework* provides the overarching vision and planning framework for the Brunswick activity centre. It outlines the issues facing the activity centre as a whole, and the general objectives and strategies that will be used for the planning of the activity centre. In doing this, it defines a strategic framework that provides the basis for the more detailed planning of Volume 2.

Volume 2: *Local Area Structure Plans* is comprised of three parts: a Structure Plan for each of the three 'local areas':

- Local Area 1: Sydney Road / Upfield Corridor
- Local Area 2: Lygon Street
- Local Area 3: Nicholson Street

Volume 3: *The Background Report* provides a detailed discussion of the issues facing the activity centre and contains a summary of the findings of the technical reports that inform the Structure Plan.

Volume 4: *The Implementation Plan* prioritises the actions required to achieve the vision set by the Brunswick Structure Plan over five and ten year timeframes. It indicates who is primarily responsible for each action, and costing and funding regimes. The long term implementation plan will be supplemented by annual reports on what has been achieved in the preceding year, and what work will be undertaken in the forthcoming year.



3 VISION

The following Vision for the future of Brunswick has been developed from the extensive background research, analysis and community and stakeholder consultation that has been undertaken in the early phases of the Structure Plan project:

We value Brunswick for its varied people, places, buildings and streets, for its creeks and open spaces and for the variety of experiences and opportunities that it offers.

Our aim in planning Brunswick's future is to preserve what we love, while providing for growth that respects and enhances these characteristics. This means neighbourhoods that will continue to welcome newcomers; neighbourhoods that will continue to provide a range of opportunities and choices for a diverse and prosperous community; neighbourhoods where a car and a high income are not necessary to enjoy all that Brunswick has to offer.

The following sections provide detail to support key aspects of the Vision

A celebration of our shared heritage

The heritage street network, laneways and buildings will continue to be recognised as major contributors to the character and 'feel' of Brunswick. These elements will provide the foundation for a well-grounded, socially inclusive future Brunswick.

The desired outcomes of the Structure Plan are:

- The preservation, restoration and celebration of the valued elements of Brunswick's physical fabric.
- The adaptation of heritage buildings for new uses.
- The retention and enhancement of the historic street layout – with all its irregularities – to create a convenient and engaging movement network.
- A cross-Brunswick heritage interpretation trail that reflects the rich and layered stories and mixed built form of Brunswick.
- The continuation of community support for cultural activities, such as those based around gardening, craft, cooking, festivals and other events.
- The preservation and enhancement of the heritage streetscape of Sydney Road.
- The retention of the distinctive mixed streetscape of Lygon Street.
- The retention of Brunswick's historically significant urban fabric characterised by the broad cross section of nineteenth and early twentieth-century industrial, commercial and residential buildings.
- That the concept of built 'heritage' is understood in the broad sense, and includes, for example, twentieth-century industrial buildings.
- Acknowledgement and recognition of Aboriginal culture (pre and post European Settlement).

Local action for global issues

Environmental, social and democratic values will continue to be an important focus of everyday life in Brunswick. The desired outcomes of the Structure Plan are:

- That the Brunswick community is well positioned to cope with, and respond to challenges such as climate change and peak oil.
- That healthy living, working and recreational environments are created through innovation and design excellence.
- That initiatives such as the CERES community environment park and the Moreland Energy Foundation continue to provide support and inspiration on environmental and social issues to the Brunswick community and beyond.
- The restoration and revegetation of land containing remnant indigenous vegetation or land with no recreational facilities to create habitat for native flora and fauna conservation.

A community linked by healthy transport options

Brunswick features high-quality, well-integrated transport and movement networks. The desired outcomes of the Structure Plan are:

- Improved street and open space networks that allow the majority of people to arrive and move around Brunswick on foot, by bike or by using public transport.
- That the provision and location of services and facilities allow the majority of people to arrive and move around Brunswick on foot, by bike or by using public transport.
- That improvements to the bicycle network allow every street to be a cycling street
- That continuous pedestrian links to key destinations ensure that a greater proportion of short trips are done on foot.
- The provision of high-quality public transport services, including advocating for the 'Blue Orbital' Smart Bus route along Glenlyon Rd and Dawson St.
- A high level of integration of transport services, facilities and activities.
- The provision of high-quality interchange between transport services.
- High-quality pedestrian and passenger facilities such as 'super' tram stops.
- That pedestrian, cycling and public transport facilities are given priority access around the Brunswick Activity Centre.
- That the provision of signage and information enable easy movement around Brunswick for locals and visitors alike.
- That the reduced use of private vehicles for local trips allows improved access for those who are reliant on cars, and for delivery vehicles.
- Strengthened east-west pedestrian and cycling connections along Albert and Victoria Streets link Brunswick's regional open spaces.
- That people of all ages and abilities can move safely and easily on footpaths in Brunswick.
- Access to Brunswick's network of green spaces is enhanced.

A rich network of streets, places and spaces

- A public realm in Brunswick consisting of a range of high-quality places and spaces that support positive interaction between people will be progressively developed.
- The desired outcomes of the Structure Plan are:
- That the meeting of people, cultures and ideas is facilitated by new and improved public spaces, civic places and streetscapes.
- That streets are recognised and developed as high-quality, accessible public spaces.
- That new development reinforces and enhances the street block pattern to make high-quality, accessible public spaces.
- That public infrastructure contributes to community awareness of Brunswick as a place and as a community (using heritage interpretation themes).
- That the deficiency in open space, identified by the Moreland Open Space Strategy (2004) (MOSS) is resolved. These deficiencies are located in the central north-south spine between Sydney Road and Lygon Street, and west of the Upfield train line clustered around Albion Street.
- That the Brunswick Central Parklands are upgraded to provide an integrated, multi-faceted community hub.
- That the east-west spine of Victoria and Albert Streets has a good interface between public and private spaces and feels safe.
- That the provision of public infrastructure (including seats, toilets, bike racks, shade and drinking water fountains) enhance the environment for all the community.
- The development of an engaging heritage interpretation trail.

Local jobs and services in a robust economy

Businesses will choose to come to Brunswick and remain due to the support and encouragement given to existing business services, and to a new wave of creative service activities.

The desired outcomes of the Structure Plan are:

- That Brunswick's reputation as a regional specialist, particularly in the areas of food and groceries, clothing and soft goods, continues to grow.
- That the business services sector is booming due to Brunswick's proximity to the Melbourne CAD, and has become a major employer of local professionals.
- The provision of magnet infrastructure to attract and enhance economic, social and cultural activities.
- The expansion and enhancement of office activity.
- That niche industries, such as those closely related to the visual arts, textiles and fashion, animation, film-making, architecture and design, will develop and thrive.
- That Brunswick has a reputation in Melbourne as the source of cutting-edge fashion design.

Stimulating arts, cultural and recreational activities

Brunswick will continue to be a creative hub for fashion, arts and music. The range of formal and informal sporting and recreation facilities will be enhanced to cater for all the community.

The desired outcomes of the Structure Plan are:

- Strengthened individual and community identities through arts and cultural expression.
- Opportunities for people with disabilities to participate in leisure activities and access open space.
- The Brunswick City Baths are upgraded.
- An upgrade to Gillon Oval.
- Brunswick is an entertainment destination.
- That services and facilities provide opportunities for all the community, including a better balance for women and children.
- Development of a well-located 'youth space' that allows young people to hang out safely in Brunswick (as identified in the Moreland Open Space Strategy).
- Create a visible Aboriginal presence in Brunswick through artworks, gardens and festivals.
- That Brunswick Town Hall is upgraded to provide facilities and spaces for the whole community.
- The redevelopment of public buildings for the provision of community, arts and cultural activities, including space for working artists.
- That live music venues operate in harmony with adjacent activities.
- That the Sydney Road Arts Precinct Feasibility Study, December 1997, is reviewed and integrated into the Brunswick Structure Plan.

Access, services, facilities and accommodation for all

People of all abilities, incomes and cultures will have access to public facilities, services and housing within Brunswick.

The desired outcomes of the Structure Plan are:

- There is a range of community services and facilities that meet the changing needs of the Brunswick community, including people from non-English speaking backgrounds, older people, families and people with disabilities.
- There is a wider availability of appropriate facilities for children, the aged and people with complex health needs.
- There is affordable housing to rent and purchase, suitable for the needs of people at various life stages.
- That housing is accessible to people with different degrees of mobility.
- The provision of a variety of housing models that provide choices relative to needs and budgets.
- That public toilets are conveniently located and well maintained and accessible to people of all abilities.
- That multi-use open spaces and places provide a choice of appropriate meeting places that reflect the needs and expectations of the community.

4 STRATEGIC FRAMEWORK

This chapter describes a strategic framework which is comprised of the strategies Council will use to achieve the objectives for the centre. These strategies are organised around seven themes, and when combined, form a spatial plan for achieving the vision for the centre.

The seven themes are:

Theme 1: Planning and Land Use

Theme 2: Housing

Theme 3: Transport and Movement

Theme 4: Public Realm

Theme 5: Built Form

Theme 6: Character and Identity

Theme 7: Social, cultural and leisure Services and Facilities

The Strategic Framework Plan shown overleaf draws together the strategies of the seven themes into a coherent, spatial planning framework for the Brunswick Major Activity Centre.

The Framework Plan provides a basis for the three Local Area Structure Plans that comprise the Activity Centre.



Brunswick Structure Plan Volume 1

MAP 2 : STRATEGIC FRAMEWORK PLAN

Key Urban Renewal Areas



Activity Nodes

Areas with high levels of activity to provide strong character and local sense of place.



Recreation Link

Key recreation links to be strengthened to enhance existing and promote new active and passive recreational opportunities.



Recreation Node

Key junction in open space network with high levels of recreational activity to be strengthened.

1

Merri Creek Trail

2

Royal Park Link

3

Capital City Trail

4

Albert and Victoria Axis

5

Upfield Shared Path



Community Hub

Future location for development of multiple public multi purpose facilities and meeting places to be co-located at identified hubs.



CERES

Important community hub facility to be strengthened and better integrated with surrounding areas.



Neighbourhood Activity Centre

Key Streetscape Improvements



Activity Corridor

Key streets to be developed as prime locations of economic and social activity.



Albert & Victoria Axis

High amenity east-west pedestrian links along Albert and Victoria Streets.



Activity Streets (other)

Street for future improvements to pedestrian amenity and development with active frontages.



Catalyst Streetscape

Selected streetscapes to be improved to catalyse urban renewal.

Access and Movement



Active Movement Link

Key pedestrian links to encourage walking and connect key activity nodes.



Upfield Path

Shared pathway to be improved to enhance access and encourage active travel.

Existing Conditions



Tram line



Rail line



Train station



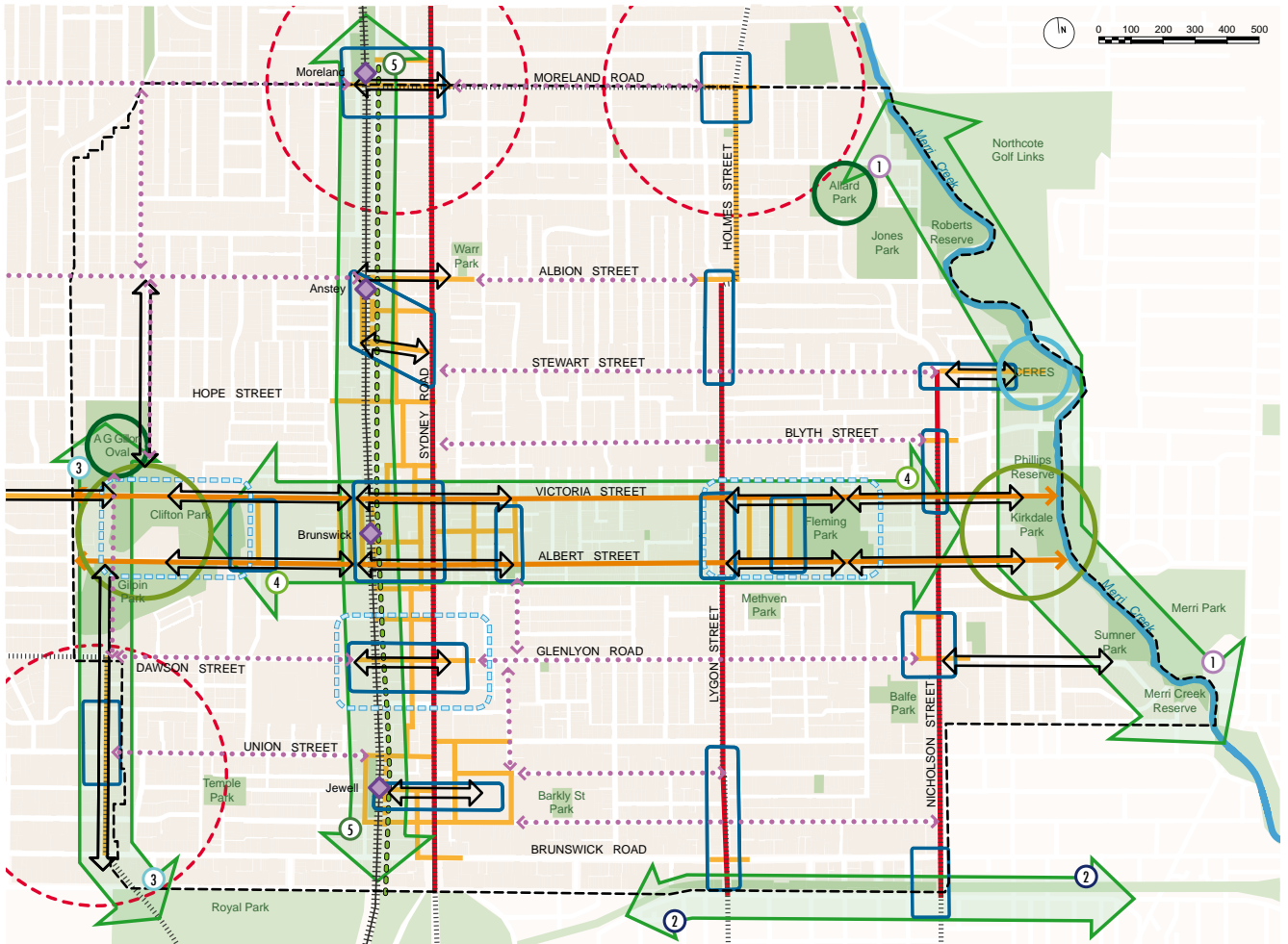
Study Area



Waterways



Open space



5 LOCAL AREA OVERVIEW



There are 3 'Local Areas' that make up the Activity Centre. They are:

- Sydney Road / Upfield Corridor Local Area
- Lygon Street
- Nicholson Street

5.1 SYDNEY ROAD/ UPFIELD CORRIDOR

Local Area Description

TOTAL LAND AREA (GROSS):

111.4 HECTARES

ANTICIPATED NEW DWELLINGS:

2744

The Sydney Road / Upfield Rail Corridor Local Area is defined by the Upfield train line and the number 19 North Coburg tramline. The train and tram connect the north of the Moreland municipality to central Melbourne, and are important elements of the transport and movement network of the Brunswick activity centre.

Similarly, the two-storey Victorian and Edwardian buildings that line both sides of Sydney Road are a major contributor to the character of this local area. In addition to its retail function, Sydney Road features a significant number of hotels, shops, churches, and civic buildings constructed in the second half of the nineteenth-century.

There is a lively café and restaurant sector on Sydney Road that is strongly linked to live music entertainment. A number of the early hotels built in the late 1800s function similarly in the twenty-first century. The shops offer specialties in Mediterranean food, fabric, wedding clothes and discount shopping. The recent redevelopment of the Hooper's Building by Mariana Hardwick demonstrates a growing trend toward high-calibre fashion boutiques.

When the Jewell and Brunswick train stations first opened in the nineteenth-century, they stimulated the residential and industrial development along the Sydney Road / Upfield train line corridor. Remnants of the early industrial function of the rail line in this corridor exist today. The concrete grain silos on Tinning Street and the bluestone grain stores on Colebrook Street beside the train line, are obvious remnants of the rail line's industrial function.

The train line forms an edge and a visual transition between industrial land that is in transition on the east side of the rail line, and precincts of industrial and residential activity on the west side.

The three train stations on the Upfield Train Line are somewhat 'hidden' and disconnected from the activity on Sydney Road. The stations are not aligned with the major east-west roads that connect to Sydney Road, and which carry buses. Their location behind other buildings also adds to the issue.

The Upfield Shared Path that runs along the eastern side of the train line provides a very important direct north-south route for pedestrians and cyclists.

In addition to the substantial civic facilities located around the intersection of Sydney Road and Glenlyon Road / Dawson Street, Council has significant land holdings in the form of open lot car parks on both sides of Sydney Road.

Sydney Road's centrality to the economic and social function of greater Brunswick is reinforced by the presence of the major large-format retail premises comprising two supermarkets and a discount department store at the Barkly Square Shopping Centre, and the Safeway supermarket on Albert Street.

Vision

The Sydney Road Business Plan identifies the following vision:

Sydney Road Brunswick is an eclectic destination that offers a diverse and authentic experience of multicultural Melbourne.

This Structure Plan shares and augments this vision, broadening its scope to include all of Local Area 1.

Sydney Road will continue to function as one of Melbourne's iconic nineteenth-century retail strips, and will experience significant revitalisation through the establishment of a series of distinctive precincts. The renewal process will bring a new residential population that will provide a major boost in new investments that upgrade heritage buildings and precincts, and through urban and cultural initiatives. The presence of more people living and working in local Area 1 will support a healthy 24-hour local economy.



Brunswick Structure Plan Volume 2, Part 1: Sydney Road

Future Character

Development on Sydney Road will build on the existing strong heritage streetscape and will significantly improve its integration with train stations and new transit oriented development. This will increase activity on the east-west streets between Sydney Road and the railway line. Dawson Street, east of the railway will become a prominent pedestrian priority area with good connections to smaller public spaces – reinforcing this area as a community hub.

Significant redevelopment of land between Sydney Road and the Upfield Train Line will occur as land uses change over time. Anstey, Brunswick and Jewell stations are focus points for urban renewal. The stations will become attractive, accessible and safe multiple-mode transport interchanges. These interchanges will be surrounded by a mix of office, residential, retail and civic uses that reflect their connections with the unique, multicultural and eclectic Sydney Road.

Wilson Avenue, and part of Dawson Street and Glenlyon road, will provide shared space for all modes of traffic including pedestrians. Other streets, or parts thereof, will also provide generous pedestrian environments. These streets include Michael Street, Saxon Street, David Street, Albert and Victoria Streets, Lobb Street, Beith Street and West Street. Florence Street will become a mall linked to a redeveloped Brunswick Market and a small urban park.

Key Initiatives

A summary of the major initiatives in local area 1 arising from the preparation of this Structure Plan are as follows:

- Develop the Brunswick Town Hall as an intensively used community centre.
- Reconfigure the public realm around Wilson Avenue and improve connection to Jewell Station and Barkly Square Shopping Centre.
- Establish west-east pedestrian link continuing Wilkinson Street through from Sydney Road to provide permeability and a sense of security to the Brunswick Train Station.
- Develop public space around Florence Street and West Street and improve access to Anstey Train Station.
- Develop the environment between the Upfield Train Line and Sydney Road for a high-quality, high-density mix of commercial and residential uses.
- Work with Brunswick Market owners and operators to develop an urban design framework that integrates the market with the Council car park and with Florence Street.
- Council and State Government cooperation to establish the future vision and public use options for the Police Depot site on Dawson Street.

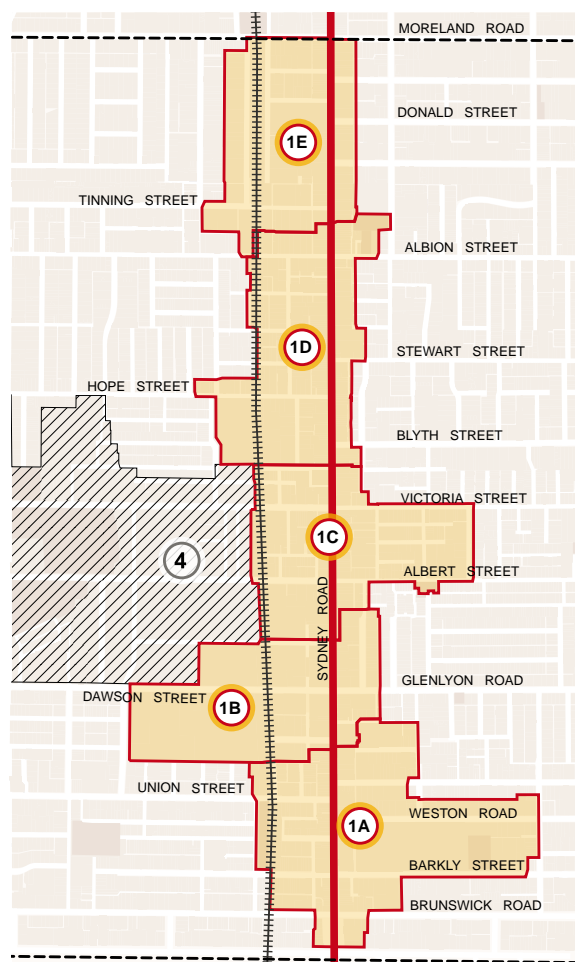
Local Area Precincts

Local area 1 comprises the Sydney Road / Upfield Train Line corridor stretching from the Park Street boundary with Melbourne City Council in the south, to Moreland Road in the north.

Within Local Area 1, five precincts have been identified as distinct from each other. These are closely aligned with 'urban villages' principles. Each performs a slightly different function to the other within the context of the same Local Area.

The five precincts are:

- 1A – Jewell Station/Sydney Road Gateway
- 1B – Civic and cultural precinct
- 1C – Brunswick Station/Frith Street
- 1D – Anstey Urban Village
- 1E – Moreland South



5.2 LYGON STREET

Local Area Description

TOTAL LAND AREA (GROSS):

42.3 HECTARES

ANTICIPATED NEW DWELLINGS:

1508

Lygon Street and surrounds is a rapidly evolving corridor where shops, cafés, clubs, music venues, wholesalers, small-scale manufacturers and apartments jostle for space. Its industrial uses are giving way to housing and a café culture.

The corridor contains several areas of retailing including a restaurant and entertainment strip to the south that serves as a sub-regional market, and a separate strip to the north that serves as a local convenience market. The area between these shopping strips is used mainly for wholesale activities and apartment housing. It is this precinct that accommodates most of the recent residential redevelopment.

In contrast to Sydney Road, Lygon Street developed more gradually in clusters around the three hotels: the Quarry, The East Brunswick, located between Albert and Victoria Streets; and the Lyndhurst, located on the corner of Lygon and Albion Streets. In a development pattern generally repeated along Lygon Street, small shops and residences were constructed around the hotels. Local residents were serviced by greengrocers, dressmakers, bootmakers, pastry cooks, manufacturers and others.

Development of Lygon Street beyond the clusters around the hotels was localised and sporadic. Large tracts of land remained vacant, to be filled during the twentieth century by factories. The 1970s saw an exodus of many of the larger textile manufacturers that had occupied premises on Lygon Street, and some of the buildings have since been used for alternative purposes. The smaller shopping precincts continue to be used by local residents, and numerous cafés and bars have emerged in recent years.

Remnants of the three clusters exist today, their significance being largely as contributory buildings rather than historical buildings of architectural interest.



Brunswick Structure Plan Volume 2, Part 2: Lygon Street

Vision

This area will continue to develop as a lively urban space, sought after by new residents and small businesses, due to its good public transport connections, great local services and its place at the forefront of Melbourne's cultural scene.

Future Character

Lygon Street will be strengthened as a coherent streetscape well defined by visual gateways at the northern and southern ends. These gateways will be further improved by new landmark buildings and public space improvements.

The heritage value of several precincts will be protected by the inclusion of the precincts in the Heritage Overlay.

Activity will increase along the whole of Lygon Street including a significant population increase, and improvements such as wider footpaths and street tree planting will be investigated.

A new community hub will be focused around the Maternal and Child Health Centre and Fleming Park, resulting in Albert and Victoria Streets becoming key pedestrian links.

Key Initiatives

Major initiatives in Local Area 2 that will emerge from this Structure Plan are:

- Develop the East Brunswick Maternal and Child Health Centre as a multi-purpose community centre.
- Create a forecourt/public place in front of the Maternal Child and Health centre.
- Prepare a master plan for Fleming Park to develop the park consistent with the community hub principle.
- Create a pedestrian priority environment at the southern end of Lygon Street.
- Create new public space at northern end of Lygon Street.

Local Area Precincts

Lygon Street as defined by gateways at Park Street and Albion Street. Includes adjacent areas of future change.

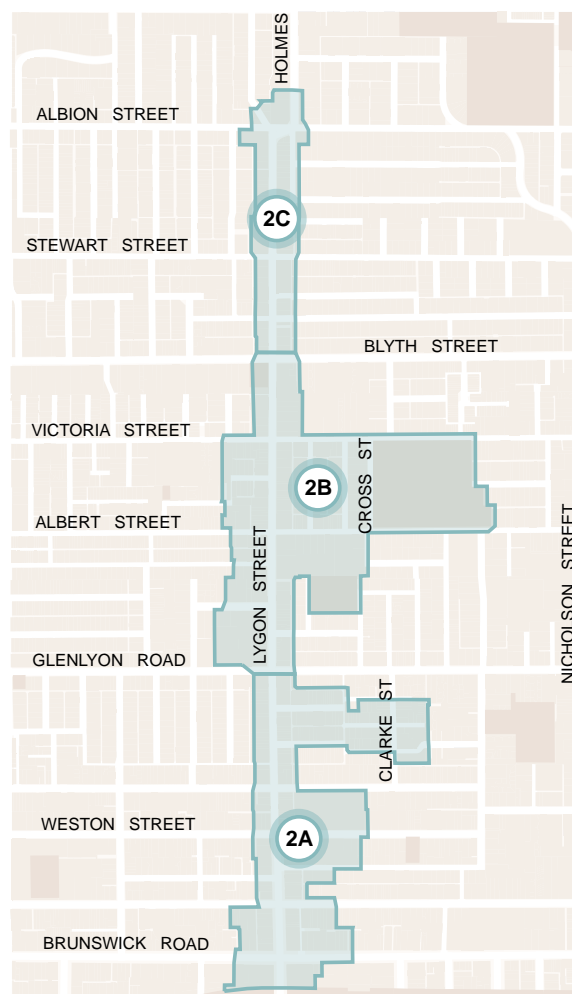
Within Local Area 2, three precincts have been identified as distinct from each other. These are closely aligned with 'urban villages' principles. Each performs a slightly different function to the other within the context of the same Local Area.

The three precincts are:

2A – Lygon Street South Gateway

2B – Lygon Street Central

2C – Lygon Street North Gateway



5.3 NICHOLSON STREET

Local Area Description

TOTAL LAND AREA (GROSS):

44.6 HECTARES

ANTICIPATED NEW DWELLINGS:

1349

Nicholson Street and surrounds is a mixed use area with a substantial residential presence and character. It hosts a variety of manufacturing and wholesale activities as well as local business and resident services. The area also has a number of large vacant or under-utilised properties and as such, there is significant potential for change.

As with the Sydney Road and Lygon Street areas, the economic function of Nicholson Street is defined, in part, by its status as a transport corridor between the inner city and northern suburbs. This means that some of the economic activities in the area, including automotive services, cater to passing trade.

While this area has a number of large vacant industrial properties it also contains numerous thriving industrial businesses (small manufacturing, wholesaling and repair firms) – many of whom are attracted to the proximity of the inner city.

The area contains assets that add to the liveability of Brunswick, including the parks and trails along Merri creek and the Capital City Trail along Park Street.

Recent building investment in the area has concentrated on redevelopment of former industrial properties for medium and high-density housing.



Brunswick Structure Plan Volume 2, Part 3: Nicholson Street

Vision

This area will develop as a city fringe location for businesses serving the inner city. The Nicholson Street boulevard will attract investment in showrooms and offices as well as medium and high-density housing. New and existing residents will benefit from a new neighbourhood shopping and service centre, and improved connections to open space and recreational facilities.

Future Character

Nicholson Street will develop into three precincts emphasised by existing iconic buildings and new built form that is higher than its surrounding context. To the south, precinct 3A will develop as part of an activity node at Nicholson Village in Fitzroy. Development that includes new retail destinations will be focused around an enhanced tram/bus interchange at Glenlyon Road in the heart of Nicholson Street in precinct 3B. To the north, at the East Brunswick Village centre (precinct 3C), the local sense of identity around Lomond Hotel will be strengthened. Streetscape improvements along pedestrian links will enhance the connections between Nicholson Street and parklands at Merri Creek

Key Initiatives

Major initiatives in local area 3 that will emerge from this structure plan are:

- Development of a new neighbourhood shopping centre on the northern side of the intersection of Nicholson Street and Glenlyon Road .
- Streetscape improvements at the gateway to CERES from Stewart Street.
- Develop Kirkdale Park as a recreational hub and improve pedestrian links to the park.

Local Area Precincts

Comprises Nicholson Street from Park Street to Stewart Street. Includes adjacent areas of future change and interface to parks, to Merri Creek and to CERES.

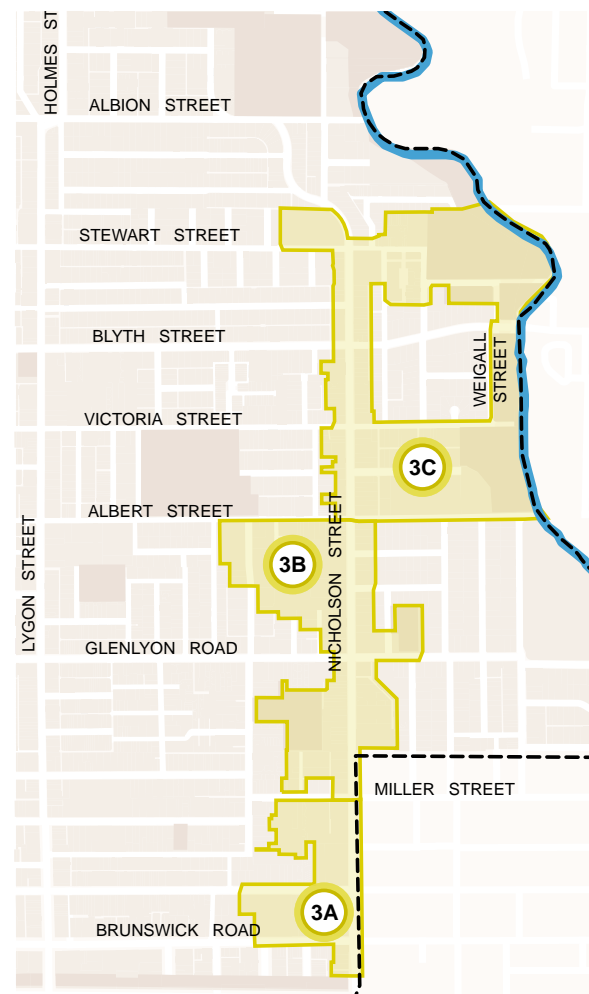
Within Local Area 3, three precincts have been identified as distinct from each other. These are closely aligned with 'urban villages' principles. Each performs a slightly different function to the other within the context of the same Local Area.

The three precincts are:

3A – Nicholson Street South

3B – Nicholson Street Central

3C – Nicholson Street North and Merri Creek Parklands





6 IMPLEMENTATION FRAMEWORK

Implementation of the Brunswick Structure Plan (BSP) is a complex process which will require engagement and collaboration from Council, the community, the private sector and State Government. This process will be ongoing for the next 15 years. In order to motivate and give direction to this process, an implementation program will form volume 4 of the Brunswick Structure Plan. This implementation program will be developed and put to council for adoption.

The implementation program will describe key actions and strategies, and include the following:

Statutory Implementation

Statutory implementation involves translation of key elements of the Brunswick Structure Plan into the Moreland Planning Scheme, this may include the following;

- Integrate overall objectives and vision of the BSP into the Municipal Strategic Statement and local policies of the Scheme, as appropriate.
- Rezoning of Structure Plan precincts, and other areas, into an “activity centre Zone”, with related built form guidelines and controls, promoting and facilitating development and public realm improvements in accordance with the BSP.
- Development of a “Development Contributions Scheme” which provides the framework for developer contributions towards identified key public realm and infrastructure improvements.
- Development of overlays in order to facilitate desired outcomes as identified in the BSP and subject to more detailed site context analysis. These desired outcomes include site assembly, public open space and connections, where appropriate.
- Other planning controls such as Parking Precinct Plans, to modify clause 52.06 in order to vary carparking rates, which will be derived from further strategic work related to implementation of the BSP.

Non-Statutory Implementation

Non-statutory implementation of the Brunswick Structure Plan refers to progressing implementation objectives which are outside the realm of the formal planning and development system. Key objectives of the BSP regarding transportation, public realm improvements, character and identity as well as social, cultural and leisure facilities, fall largely into this category.

Identifying and securing funding sources for these objectives will be a key part of the implementation program. Additionally, it is critical to develop positive strategic partnerships with key State, community and business stakeholders to achieve success in relation to these objectives.

Place Management Approach

Council has endorsed a ‘place management’ approach to implement the BSP, and in this regard has employed a full-time Brunswick Place Manager. The role of the Place Manager is to drive the implementation of the BSP, and to lead, develop and manage key projects and processes related to the BSP. This includes taking a “whole of Council” approach to achieving objectives, developing external relationships, sourcing funding, and actively promoting the BSP.

Implementation Program and monitoring and Review

Development of the implementation program will commence following council endorsement of the BSP. This program will set out actions and describe progress on stated strategies and objectives of the BSP. The implementation program will prioritise projects and link them with the Council Plan, the budget program and availability of external funding sources. To effectively roll out the program, it is important the program is dynamic and flexible and capable of availing of opportunities, or dealing with issues, as they arise. The program will be continually updated and will inform review of the Structure Plan, where appropriate, over its lifetime. An annual report will be presented to Council describing the achievements over the past year and objectives for the coming year, thus including include monitoring and review procedures.

