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UPFIELD CORRIDOR  
VOLUME 2 - PART 2  
LYGON STREET  
VOLUME 2 - PART 3  
NICHOLSON STREET

Adopted by council .... | **BRUNSWICK** STRUCTURE PLAN  
STRATEGIC FRAMEWORK



Moreland City Council

DRAFT

VOLUME 1

**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.**

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Moreland City Council





# MAYOR'S INTRODUCTION



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





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# 1 INTRODUCTION AND CONTEXT

**This Strategic Framework (Volume 1) applies to the whole area of Brunswick Activity Centre, and informs the Structure Plans for the three Local Areas defined within it: Sydney Road/Upfield Corridor, Lygon Street and Nicholson Street. For objectives, strategies and guidelines relevant to a local area or precinct refer to the Local Area Structure Plans (Volume 2).**

The Brunswick Structure Plan will guide development in the Brunswick 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'.<sup>1</sup>

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.

<sup>1</sup> Dunlop

## 1.1 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)

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:

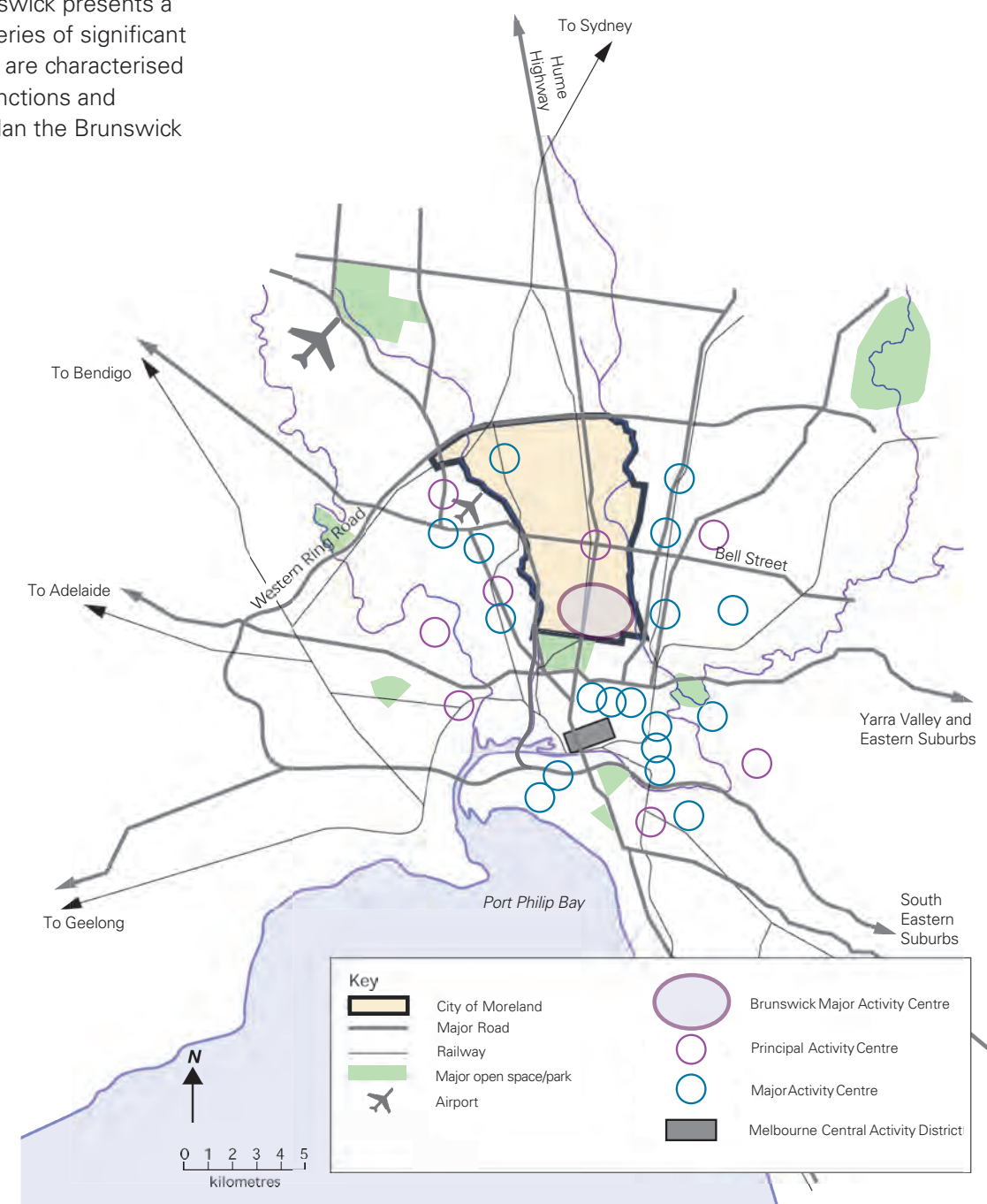
- The Sydney Road, Lygon Street and Nicholson Street transport and Activity Corridors.
- The Upfield Train Line.
- The *Moreland Industrial Land Use Strategy (2004)*.
- The location of a number of Urban Villages as defined in the Municipal Strategic Statement (and Urban Villages Policy Review).
- The 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 : REGIONAL CONTEXT MAP





1.2 HOW THE PLAN IS ORGANISED

The Brunswick Structure Plan comprises four Volumes as follows:

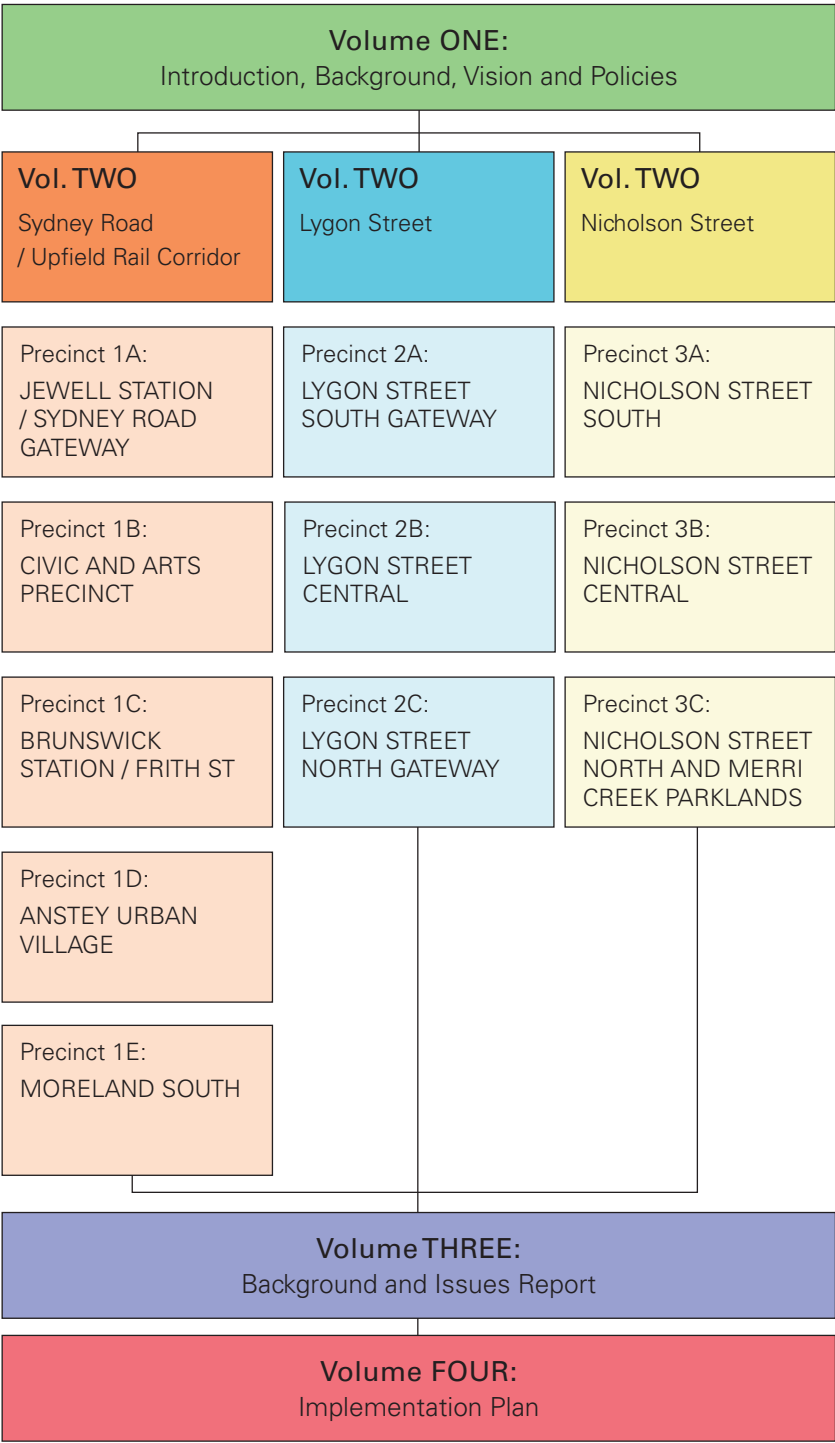
**Volume 1:** *The Strategic Framework* provides the overarching vision and planning framework for the Brunswick Activity Centre. It outlines the issues facing the Activity Centre as a whole, and the general objectives and strategies that will be used for the planning of the Activity Centre. In doing 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':

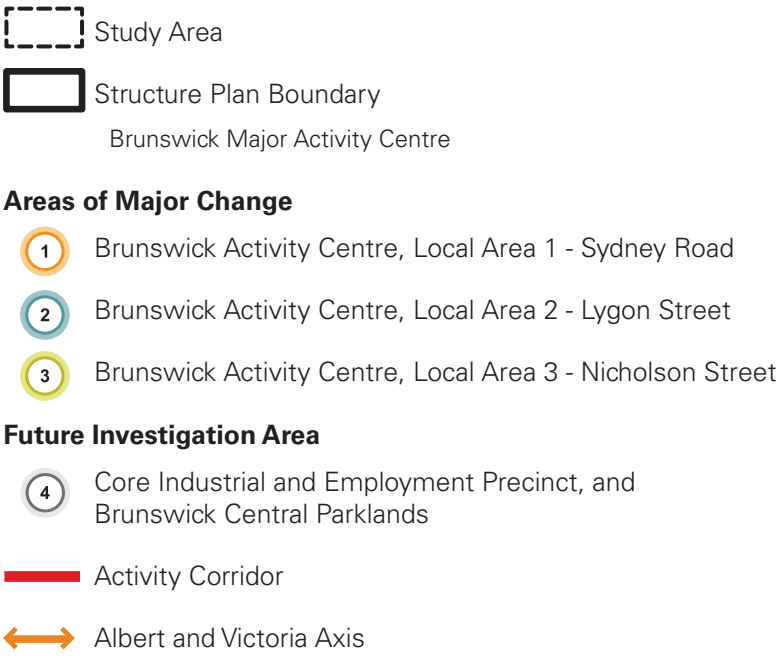
- Local Area 1: Sydney Road / Upfield Corridor
- Local Area 2: Lygon Street
- Local Area 3: Nicholson Street

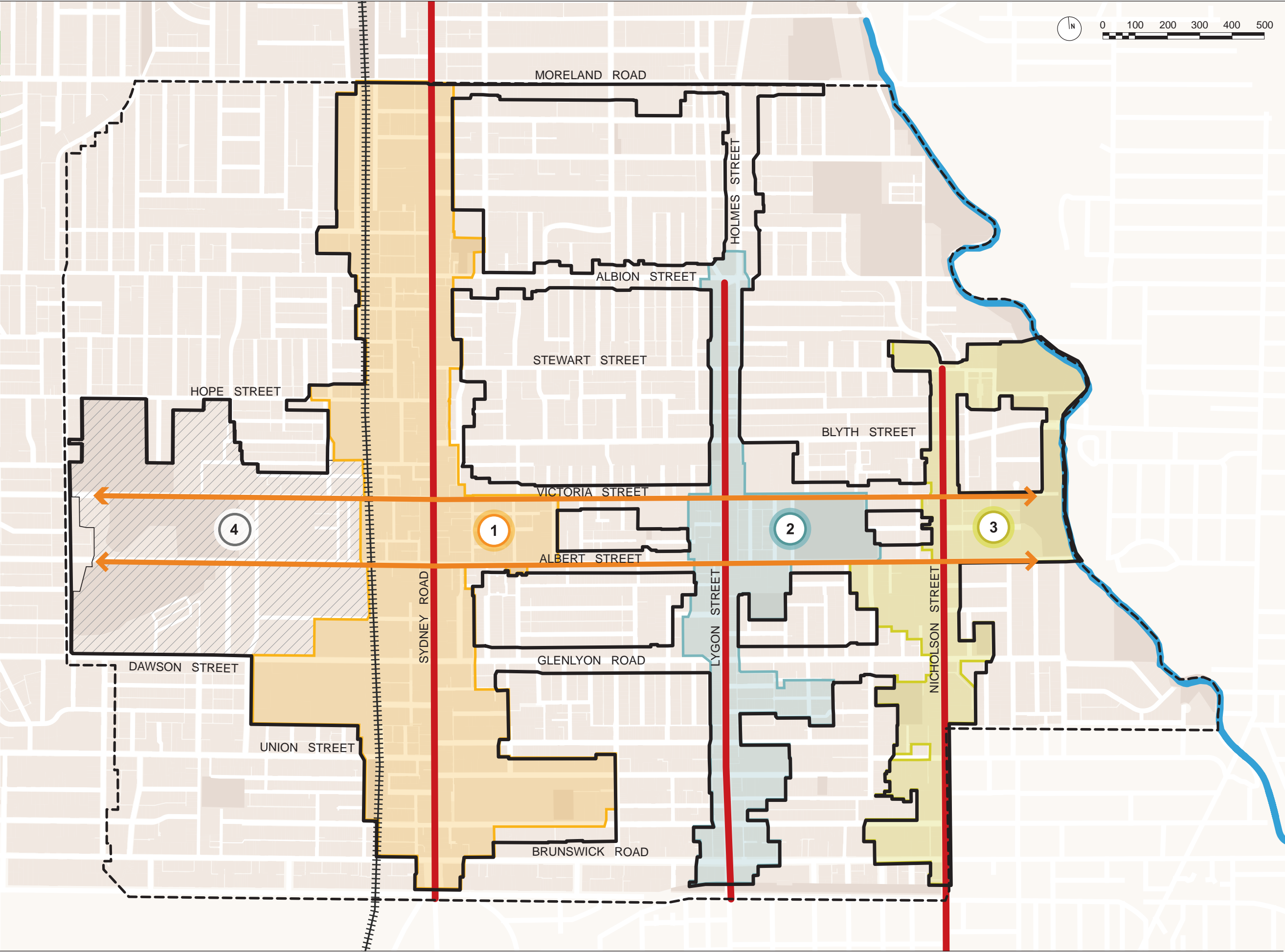
**Volume 3:** *The Background Report* provides a detailed discussion of the issues facing the Activity Centre and contains a summary of the findings of the technical reports that inform the Structure Plan.

**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.



MAP 2 : BRUNSWICK MAJOR ACTIVITY CENTRE





1.3 THE LEGISLATIVE STATUS OF THE PLAN

The Brunswick Structure Plan provides a framework to guide the development and use of land within the Brunswick Activity Centre. The Structure Plan sits within a State and Local Government policy context, which means it builds upon existing government policies but provides variations that are particular to the planning and development needs of the City of Moreland.

The Structure Plan will inform a number of policies to be formally adopted and used to govern broad operations of the Council.

Council will assimilate the key objectives and strategies of the Structure Plan into the Moreland Planning Scheme. This would be done through a series of amendments, to the planning scheme and is likely to be in the form of new local planning policies, zones and overlays. This is a formal process within the statutory framework of the Planning and Environment Act 1987.



1.4 POLICY CONTEXT

A range of State Government and Moreland City Council policies have informed the development of the Brunswick Structure Plan. In turn, the Structure Plan will act as a tool to implement some elements of these policies.

Two key policies are the State Government’s Melbourne 2030: Planning for sustainable growth (Melbourne 2030) and Council’s Municipal Strategic Statement (MSS). Details about these and other State Government and Council policy documents are available in *Volume 3: The Background Report* or by contacting Council or the State Government.



**Melbourne 2030: Planning for Sustainable Growth**

Melbourne 2030 is the State Government’s strategy for the future development of metropolitan Melbourne to the year 2030. The central elements of Melbourne 2030 seek to achieve:

- A more compact city through urban consolidation, intensification and the revitalisation of Activity Centres.
- Better management of metropolitan growth through strategic planning, including an urban growth boundary that sets clear limits to Melbourne’s outward development.
- A more prosperous city through coordinated land provision, buffer zones for certain uses, freight and logistics nodes and infrastructure provision.
- Improved urban design, heritage conservation and protection and enhancement of the natural environment.
- Better social equity through provision of services, housing and infrastructure.
- Improved planning administration and decision-making.

A key focus of the Melbourne 2030 strategy is the development of Activity Centres as focal points for high-quality development, activity and living across Melbourne.

Activity centres are places where people can shop, work, meet, relax and live. Well served by public transport, they provide a focus for services, employment and social interaction. They range in size and intensity of use and include strip shopping centres, major education and employment hubs and centres focused on regional malls.

Brunswick is identified as a ‘major Activity Centre’ in the hierarchy of Melbourne’s Activity Centres. Major Activity Centres are identified as having the potential for significant development and infill building to accommodate a range of housing forms, densities and high-quality urban design.

The Activity Centre and its future role must be considered in the context of other Activity Centres in the region.

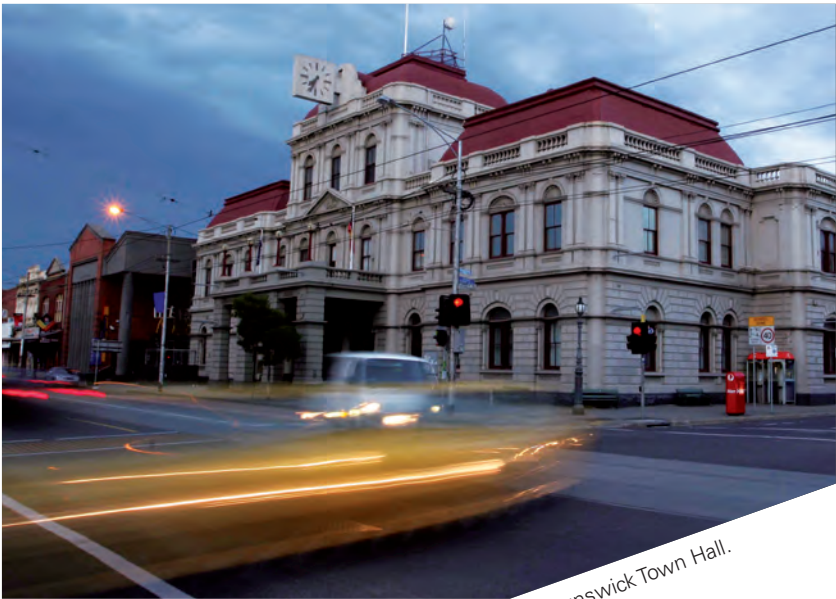
**Municipal Strategic Statement**

The Moreland Municipal Strategic Statement (MSS) forms part of the Moreland Planning Scheme and is a statement of the key strategic planning, land use and development objectives for the municipality.

The MSS outlines the influences and critical issues that are affecting Moreland. These include: changing population profiles and decreasing household sizes that affect the demand for housing and community services; changing employment patterns due to the loss of traditional manufacturing – this affects the availability of local jobs and travel patterns; and the impact of current lifestyles and design standards on greenhouse gas emissions and environmental resources.

The MSS seeks to tackle these challenges and has identified a number of focus areas. The following are relevant to Brunswick in terms of its role as a major Activity Centre:

- Identify urban villages /Activity Centres as one of the primary opportunities to implement Council’s vision to create an environmentally sustainable and liveable city, where people can shop, work and socialise locally.
- Consolidate retailing, commercial and community activities in Moreland’s principal retail centres including Brunswick.
- Carefully manage industrial land supply to ensure continued operation and protection from competing residential activities.
- Move a significant proportion of travel away from cars and trucks to trams, trains, buses, bicycles and footpaths.
- Shift through-traffic to the freeway system with no significant increase in traffic on the arterial roads system.
- Manage waterways in ways that recognise their broader ecological functions.



# 2 BRUNSWICK TODAY

*The following section provides a snapshot of today's Brunswick - the existing conditions and key trends present in the Activity Centre.*

## 2.1 DEMOGRAPHIC PROFILE

According to the Australian Bureau of Statistics, around 41,200 people were living in the Brunswick SLA in 2006, an increase of 4% since the 2001 census. The population grew more than in the previous census period (previously +1%), with growth in Brunswick East particularly strong at 8%. Further increases are expected with the population estimated to grow to 44,800 by 2021<sup>2</sup>. However, the current growth rate is significantly higher than forecast, and this suggests that these estimates may be conservative.

The area has social and demographic characteristics more in common with inner Melbourne suburbs than with Moreland as a whole. The population is characterised by a significantly younger age structure than both Moreland and Melbourne. Notably, the Brunswick SLA has a relatively high ratio of young adults (27.3% of residents aged 25 - 34 years) and comparatively low proportions of children, middle aged and elderly people.

There are however notable differences between the SLA's three suburbs, with Brunswick West and East both experiencing an increase in families with young children, and an increase in birth rates. The proportion of older residents is also increasing in line with ageing population trends, but at a slower rate than for the Moreland and Melbourne areas.

Brunswick has traditionally been a culturally diverse area, with migrants from the UK, Italy and Greece settling in the post-war years. While the proportion of overseas-born residents remains higher than Melbourne's average, it has decreased in recent years (34.7% in 2001 down to 32.2% in 2006). The top five birth countries of overseas-born residents have been relatively stable, with Italy, Greece, UK and China remaining the top four countries, and NZ replacing Lebanon at number five.

<sup>2</sup> Population forecasts prepared by id consulting

Household numbers in Brunswick grew at a faster rate than the population (5.9% compared to a 3.3% population increase). The average household size is decreasing, and at 2.2 people per household, it is significantly smaller than the Melbourne average of 2.6, and the Moreland average of 2.4 people. This is largely due to the high percentage of residents who live alone (30% in 2006), and a decline in family households consisting of couples with children (21% in 2001 down to 19% in 2006).

As noted above, this trend is not consistent across Brunswick, with Brunswick East and West experiencing increased birth rates and family numbers.

The 2006 Census indicated that Brunswick's income distribution was more affluent than metropolitan Melbourne's and even higher relative to Moreland as a whole. Moreland's high-income households (gross weekly income of \$2500+) are concentrated in the Brunswick, but there are wide variations within smaller areas, reflecting pockets of relative disadvantage in the area.

## MAP 3 : EXISTING CONDITIONS

### Existing Land Uses

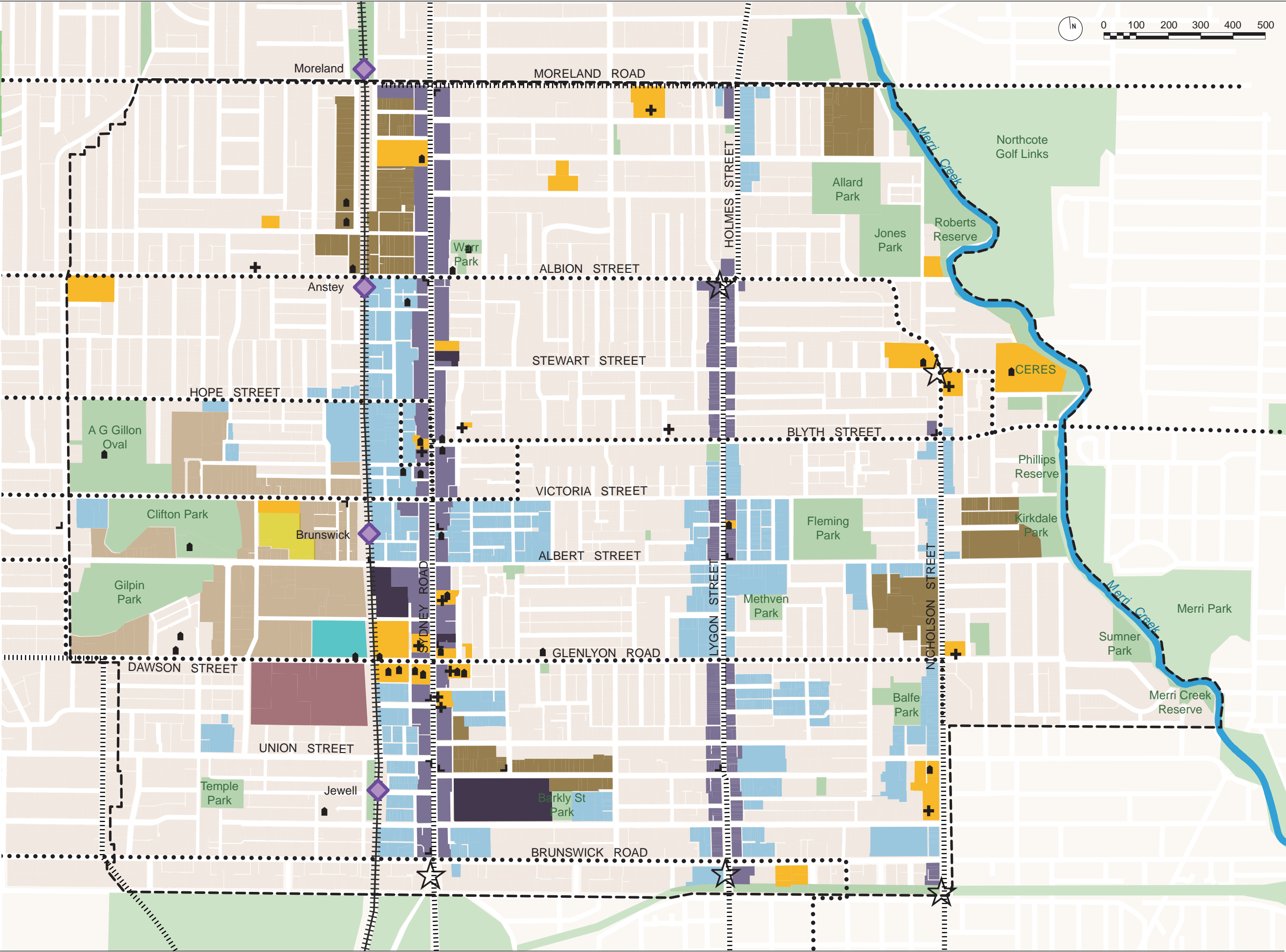
- Health services precinct
- School, church and other public use
- Industry in transition to other use
- Police garage
- Education focus
- Existing retail focus
- Shopping centre / supermarket
- Core industry and employment precinct
- Other industry and employment precinct
- Open space

### Key Built Form Elements

- Gateway
- Church
- Iconic building
- Corner hotel

### Primary Access and Movement Network

- Bus route
- Tram line
- Rail line
- Train station
- Study Area





## 2.2 ECONOMIC PROFILE

Brunswick plays many roles within the metropolitan economy. It hosts shopping services for the northern suburbs and beyond. It is still the location of significant manufacturing and wholesaling activity despite a considerable contraction in key industries. It is a dormitory providing relatively cheap housing for students in the nearby universities, and young workers with jobs in the inner city.

Brunswick's residents are now less likely to work in manufacturing industries. They are increasingly university educated and work in professional occupations, often travelling away from Brunswick to their jobs. Conversely, many of those working in Brunswick's industries are travelling from homes outside the Activity Centre. The area's occupation profile is changing, with increasing numbers of residents employed in professional occupations.

Overall, there is a mismatch between local jobs and the skills of local residents. Brunswick has net exports of workers in all the capital city services – communications, government, finance, property, business services, accommodation, cafés and restaurants – as well as education and health services. However, the area has strong net imports of employees in manufacturing and wholesale trades.

The unemployment rate for Brunswick was 3.8% in December 2007, as compared with the metropolitan Melbourne unemployment rate of 4.5%. The rate of unemployment in this area has declined (10.7% in December 2001) and this decline is reflective of broader trends across the municipality and the North Western Melbourne region.

## 2.3 ISSUES

### 2.3.1 PLANNING AND LAND USE

Brunswick Activity Centre encompasses a broad range of land uses including conventional housing areas, higher densities housing development, strip shopping centres, and a range of commercial and industrial uses. The main shopping strips (Sydney Road and Lygon Street) are of great significance to the area and provide a mix of local convenience shopping and regional functions. The Barkly Square Shopping Centre is a sub-regional centre incorporating a discount department store, two supermarkets and specialty shops. Other freestanding supermarkets also service the area. Nicholson Street and its surrounds host a variety of manufacturing and wholesale activities as well as local business and resident services.

Brunswick has a significant area of industrial land that is experiencing pressure for change. The Structure Plan therefore provides particular guidance for the redevelopment of industrial land, and prefigures a master plan for the Brunswick Central Parklands and the adjacent Core Industry and Employment Precinct. These areas have detailed requirements for revitalisation and redevelopment that build on the conclusions and recommendations of the *Moreland Industrial Land Use Strategy (2004)*.

#### Issues

A summary of the planning and land use issues facing the Activity Centre includes:

- There is a large stock of vacant or under-performing space in the Brunswick Activity Centre.
- Inappropriate building stock and poor transport and access in the area also weigh against further manufacturing investment.

#### Policy

- Much of the land currently zoned for industrial use is not being used as such.
- A number of sites are inappropriately zoned including the Police garage, RMIT Fashion and Textiles campus and the Brunswick Secondary College.

#### *Economic Development*

- There is a mismatch between the skills of Brunswick residents and the jobs available in the local area.
- Storage facilities for wholesaling activities (located mainly in old industrial buildings) will come under pressure for redevelopment into more intensive uses as land prices rise.
- Although it is unlikely that further investment in significant wholesale activities will be made, many shops (particularly fabric and clothing, building supplies, food and office equipment) will likely continue wholesaling activities.
- The Activity Centre must compete with enclosed regional shopping centres that are able to control the retail mix, fit-out and positioning to generate maximum efficiency.
- Despite a significant amount of total retail floorspace, fragmented ownership and poor commercial connections between retail nodes, the Activity Centre does not function as a single retail centre but as a series of separate, sometimes overlapping smaller centres with different functions and specialties.
- Many retail areas suffer from high vacancies, high operator turnover, lack of investment in presentation and building fabric and many retail dead spots.
- Traditional manufacturing activity is declining, and will likely continue to decline through the process of industrialisation.
- Modern industry has different access and storage requirements than are currently provided for in the Activity Centre.
- The fast-growing business services sector has a significant presence, but mainly as retail services to residents and the business community (legal, accounting and computing services).
- The lack of magnet infrastructure and key clients constrains the potential for growth in export-oriented business services.
- To date, professional and advanced business services that could add to overall activity levels and turnover have not been encouraged to set up or relocate in this area.

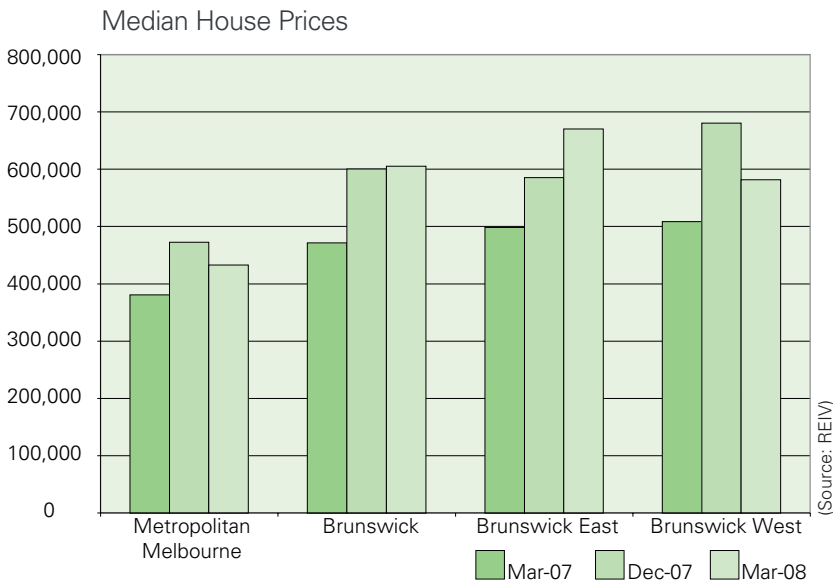
2.3.2 HOUSING

Brunswick has a relatively broad range of house types, including the ornate mansions of successful early entrepreneurs, small workers cottages, dwelling spaces above and behind commercial buildings, and an increasing number of medium density apartments and townhouses.

The most common tenure in Brunswick is rental accommodation, with 42% of households renting compared to 24.5% across metropolitan Melbourne, which is typical of inner city suburbs. Conversely, the proportion of fully owned houses and purchasers is relatively low. Public housing represents about 3% of the existing housing stock, which is comparable to Moreland (2.6%) and metropolitan Melbourne (2.7%).

Property in Brunswick is relatively expensive compared to property prices in Moreland and the metropolitan area, as illustrated in Graph 1. Median property price increases in the three suburbs were higher in percentage terms than the average for metropolitan Melbourne. With the exception of Brunswick West, the percentage change in median house prices between the December 07 and March 08 quarters also exceeded metropolitan Melbourne trends.

GRAPH 1 : Median House Prices



Issues

A summary of the housing issues facing the Activity Centre includes:

- Increasing pressure for Brunswick to accommodate a substantial number of dwellings in response to Metropolitan-wide population growth.
- Higher density residential development often faces opposition by the local community.
- A lack of open space for future residential development in many urban renewal areas within the Brunswick Activity Centre.

Housing Affordability

- Increasingly high land values are contributing to a lack of affordable housing.
- Those people likely to experience 'housing stress' are often tenants who are also susceptible to marginalisation in other aspects of their lives.
- Many households have incomes that are too low to responsibly enter into mortgage agreements.
- First home buyers are increasingly being priced out of the market.
- Existing purchasers are very vulnerable to interest rate increases.
- Many private tenants pay unacceptably high rents, even with Rent Assistance.
- The historical clustering of rooming houses around Park Street and Brunswick Road is slowly changing due to gentrification, higher operational costs and regulatory expectations.
- Young people and students are unable to find accommodation in public or private sectors.

Appropriate and Accessible Housing

- There is an identified lack of 'appropriate' housing for particular socio-economic groups.
- There is a need for housing options for diverse mobility, income and cultural groups.

### 2.3.3 TRANSPORT AND MOVEMENT

Brunswick has good public transport infrastructure, mostly with a linear north–south focus along the tram routes of Sydney Road, Lygon Street and Nicholson Street as well as the Upfield Train Line radiating from the Melbourne CBD. Bus routes generally run east to west.

An inconsistent street pattern exists in Brunswick, with the east-west street pattern being more permeable than north-south. Increasing walking and cycling as modes of transport are important to achieving objectives in terms of reducing car use. To achieve this, improvements are needed to create pedestrian and cycling networks that are safe, attractive and convenient, providing continuous links to key destinations.

The road network in the Study Area is not free-flowing and is unsuitable for large freight vehicles, and access to many of the industrial areas with the Activity Centre is difficult. While Moreland Road and Brunswick Road provide connections to CityLink, access is limited. This restricted access to industrial and retail areas is a potential issue for the future of these areas and their potential for redevelopment.

Car parking in the area is becoming more of an issue, with increasing demand for a limited number of parking spaces. However, this demand needs to be balanced against the need to investigate ways to manage parking to help reduce car use. Greater understanding of the long-term environmental, social and economic costs of parking needs to be gained by all stakeholders.

#### Issues

A summary of the transport and movement issues facing the Activity Centre includes:

- The identity and function of the three north-south transport corridors as the suburb’s principal social and economic spaces are undermined by car traffic.
- Interchanges between different transport modes are poor: there is no coordinated approach for interchange between east-west bus routes and tram and train routes.
- Intersection design and function, signaling times and road congestion, increase travel times for buses and trams.
- Bus frequency is low or non-existent on weekends.
- The Blue Orbital Smart Bus was omitted from the 2008 Victorian Transport Plan while the Moreland Integrated Transport Strategy (MITS) advocates for the reinstatement of the bus route.
- There is potential for the Blue Orbital Smart Bus route along Glenlyon Road /Dawson Street and an interchange to Jewell or Brunswick Train Stations needs more consideration.
- There is relatively poor access for potential workers from the south-east of Melbourne to the city fringe areas of Brunswick, despite its proximity to CityLink.
- The character of some existing streets does not encourage pedestrian walking as preferred mode of transport for shorter trips.
- North-south bicycle routes are generally not well connected.
- The most direct north-south bicycle routes, the Upfield Path and Sydney Road are partly at capacity and are relatively unsafe.





### 2.3.4 PUBLIC REALM

The public realm is the shared meeting and living spaces within the community, and includes road reserves, public places, parks and even semi-public spaces such as public facilities and shopping malls. These spaces serve an important social function and also add to the character and sense of place of the Activity Centre. As Brunswick grows, and accommodates higher density development, the importance of defining high-quality, well located public spaces will grow. The Structure Plan seeks to enhance the quality and provision of public spaces, creating a network of unique and relevant places within the Activity Centre.

Brunswick currently has a healthy variety of open spaces from well-designed small parks to Heritage Parks that meet both passive and active recreation needs. However, not all residents have good access to appropriate open spaces and the Structure Plan seeks to provide quality accessible open space within safe walking distance of all residents. Open space, parks as well as public places and social gathering spaces, will be enhanced to better match the opportunities of a growing and diversifying population.

There are numerous parklands in the Brunswick Activity Centre that provide space for passive and active recreation and add to the amenity of the area, however the provision of open space is mixed and unevenly distributed within the centre. The Merri Creek corridor and surrounds contain a large percentage of Brunswick's open space, and the creek environs provide a rich variety of recreational activities. There is great potential to further improve this area; however, the greatest benefit for the community would be improvement of east-west pedestrian and cycle routes to maximise access to this open space. The two district parks, Brunswick Central Parklands to the west and Kirkdale/Sumner/Merri Parks to the east, are on the periphery of the centre.

East of Lygon Street, there is a good distribution of local parks. Between Sydney Road and Lygon Street the parks are small and far apart. West of Sydney Road and past the Upfield railway line there are not many parks and this area is dominated by industrial land and run down housing stock.

There are only a small number of public places (plazas) within the centre and they are generally situated along Sydney Road.

Given the restrictions of acquiring land for open space and taking into account areas of future urban renewal there is generally the need for:

- Improved access to existing parks in the eastern part of Brunswick, in particular Methven Park and Balfe Park.
- New public places and urban parks on council land and integrated in new development.
- Improved access to District Parks.
- Acquisition of land for smaller urban parks and public places.

#### Issues

A summary of the public realm issues facing the Activity Centre includes:

- In many areas where residential urban renewal is anticipated, there are limited public places to provide for the increasing public space needs.
- A sense of safety is currently lacking around station areas and near rundown industrial sites.
- There is a need for a well-located 'youth space' where young people can hang out safely, preferably close to public transport and activity to support Brunswick as a major youth destination.
- There is a lack of open space in some residential areas.
- The ability to acquire additional open space within high land value areas is limited.
- Numerous small 'pocket parks' in the Study Area need improvements to provide a richer program of passive recreational activities.
- A large percentage of Brunswick's open space is situated towards the fringe of the Brunswick Activity Centre. This includes Brunswick Central Parklands to the west and open space along Merri Creek to the east. Both these areas can be better presented and are relatively underutilised given their potential.
- Interfaces between industrial activities and public parks are particularly poor.

### 2.3.5 BUILT FORM

The Brunswick Activity Centre consists of a rich mix of built form fabric. The prominent Sydney Road streetscape is well defined by predominantly two storey heritage buildings. In contrast Lygon Street has an irregular streetscape with a mix of buildings from one to five storeys. Lygon Street has a larger spread of building styles and building infill has happened over a period of time.

The neighbourhoods of Brunswick are generally characterised by a mix of older industrial buildings, detached housing, town houses and some apartment buildings. The neighbourhoods are changing fast due to urban renewal and the future character will be affected by the conversion of many industrial sites to mixed use development.

#### Issues

A summary of the built form issues facing the Activity Centre includes:

- Comprehensive development is happening at a fast rate in Brunswick and the sense of character can be lost without coordinated guidelines of future character.
- Some new development lack good interfaces to public realm including issues associated with blank walls, inappropriate vehicular access and lack of ground floor activity.
- Recent higher density development often provides low standards of daylight, outlook and natural ventilation to dwellings.
- Many new buildings create negative environmental impacts and make inefficient use of energy water and materials.
- There is a need for buildings to minimise environmental impacts and make more efficient use of energy, water and materials.

2.3.6 LOCAL CHARACTER AND IDENTITY

The diversity and the relatively youthful profile of its residents make Brunswick one of Melbourne’s cultural frontiers, with a thriving arts and music scene. The lively urban culture of Brunswick, and its proximity to Melbourne’s centre, is attracting new residents and increasing the demand for housing. An eclectic mix of new occupants is settling into former industrial buildings, with a growing number of professional and cultural services firms locating among existing small-scale manufacturing and wholesaling.

There are a myriad of creative enterprises located in the localities of Brunswick and East Brunswick. These small businesses support local designers and artisans by providing retail outlets. The growing number of niche outlets adds to the cultural fabric and vibrancy of the area.

Heritage streetscapes and buildings are a major contributor to the character and feel of Brunswick. Brunswick’s heritage assets range from Aboriginal archaeological sites to buildings of State significance, such as Hoffman’s Brickworks and the former Hooper Building at 463–475 Sydney Road, and from substantial Victorian hotels such as the Lomond and the East Brunswick, to humble workers cottages. They also include historic parklands, such as Warr Park and Methven Park.

Brunswick’s nineteenth and early twentieth-century industrial and commercial legacy is today reflected in conversions of buildings that supported earlier industries (brickwork, textiles, clothing, footwear, cordage and rope works, and confectionery), and public places of entertainment such as cinemas.

Issues

A summary of the character and identity issues facing the Activity Centre includes:

- Some places assessed as significant by previous heritage studies and recommended for heritage overlay are not yet protected.
- The heritage value of post-contact Aboriginal places tends to reflect intangible and social values that do not necessarily reside in the physical fabric of a place, but in the memories of and/or ongoing use of a place.
- Rising property prices and residential development threaten to put the arts and entertainment sector under pressure, and undermine the Activity Centre as a metropolitan cultural hub.



### 2.3.7 SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

There are numerous social, cultural and leisure services dispersed across the Brunswick Activity Centre, including iconic and important buildings such as the Brunswick Town Hall and the Brunswick City Baths. Facilities such as the Counihan Gallery, Mechanics Institute Performing Arts Centre, and Brunswick Library add cultural vitality to the area, and the many sports and recreation reserves and facilities such as the Bill and Les Barnes Sports Hall and the Clifton Park stage provide a focus for both sporting events and other community activities.

#### Issues

A summary of the social, cultural and leisure services and facilities facing the Activity Centre includes:

- Social services must respond to population change, community needs and the level of demand.
- Increases in the cost of residential and commercial rental properties are problematic for low-income residents and their service providers.
- A wide range of community organisations and facilities located in and around the Activity Centre are experiencing declines in client numbers or are operating from buildings that are poorly located or are not fit-for-purpose.
- Few funding options are available to maintain, upgrade and redevelop facilities.
- Faith community groups provide many social services and have significant land holdings, but not always enough income to adequately maintain buildings and services.
- There is a lack of services for young people, including health, housing and non-commercial entertainment.
- There is high demand for child care; although the level of unmet demand is difficult to gauge due to current decentralised registration arrangements.
- Trends strongly indicate there will be less demand for traditional senior citizens club social activities and facilities in the future, and more demand for alternatives that appeal to the different age cohorts of older people.
- A number of recreation reserves are under-utilised, hard to access, lonely and desolate.
- There is a high unmet demand for indoor facilities for training and competition and existing turf sports fields suffer from over-use for practice and competition.
- There are limited opportunities for the expansion of further recreation opportunities at existing facilities.
- The standard of sports pavilions (clubrooms, change rooms, function space, kitchens, kiosks, toilets) varies greatly.





# 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**

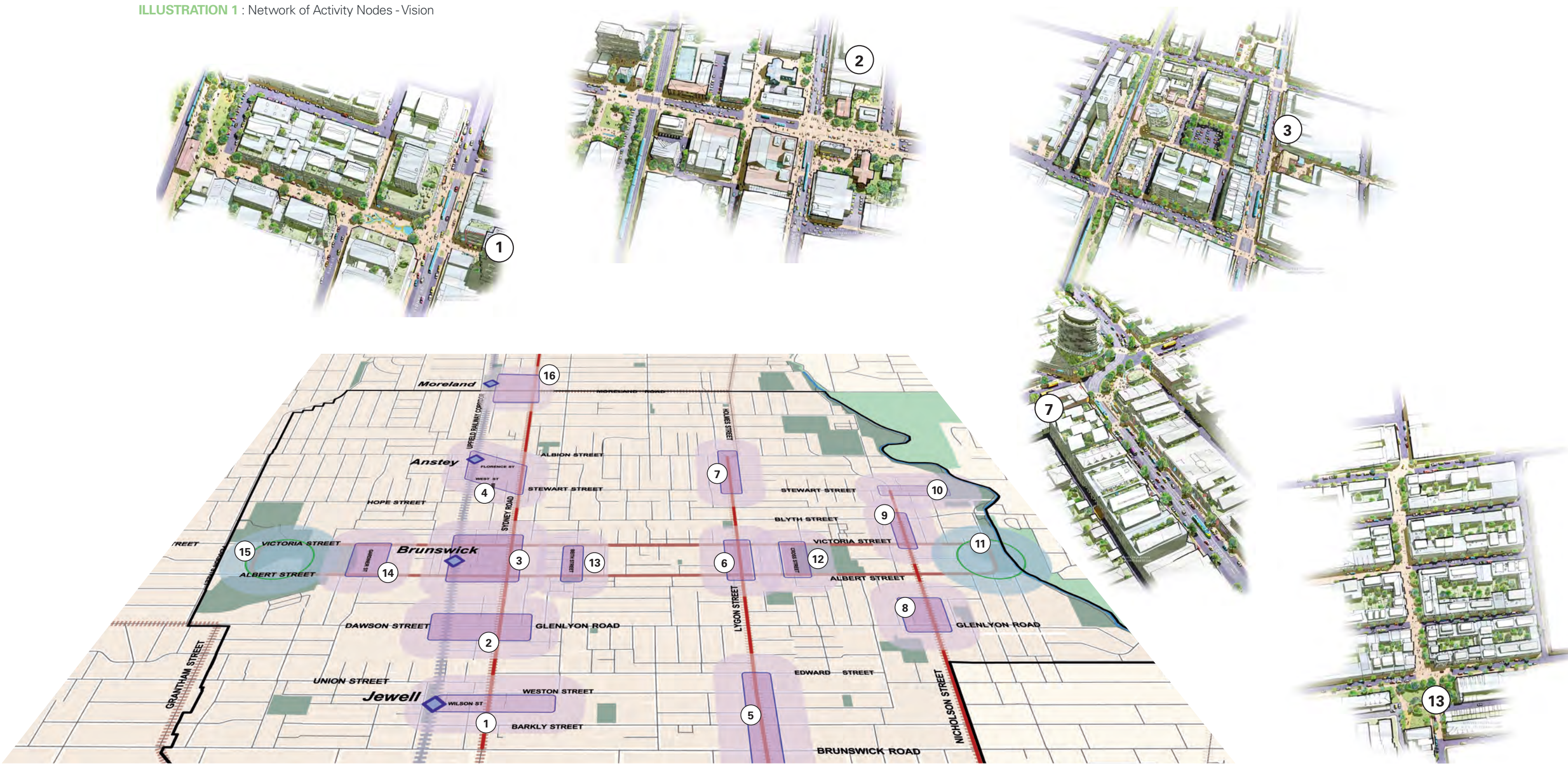
People of all abilities, incomes and cultures will have access to public facilities, services and housing within Brunswick.

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.



ILLUSTRATION 1 : Network of Activity Nodes - Vision



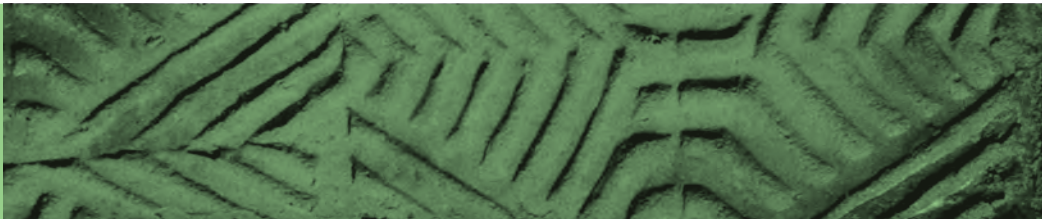




- ① **Wilson Avenue** – Civic space and pedestrian priority street will integrate increased business activity at Jewell Station with activity at Barkly Square shopping centre.
- ② **Dawson Street** – Pedestrian friendly environment including small pockets of civic space will create a prominent setting for existing and new public institutions and facilities.
- ③ **Brunswick Central** – Urban renewal will provide a better physical presentation of Brunswick Station with new station forecourt and will improve pedestrian amenity and safety at this transport interchange.
- ④ **Brunswick Hill** – A new node in the pedestrian network between Sydney Road and Anstey Station will connect new civic space and urban park creating attractive space for informal activity, café seating and fresh produce market.
- ⑤ **Lygon Street Gateway South** – The wide streetscape will provide a sought after setting for restaurants and cafés as footpaths have been extended for outdoor dining and new buildings emphasise this unique outdoor space.
- ⑥ **Maternal & Child Health Centre** – A focal point for urban renewal will be created by providing for a new civic space and a community hub integrated with enhanced tram stop.
- ⑦ **Lygon Street Gateway North** – A new civic space and landmark building will strengthen this gateway to the Activity Corridor and will be integrated with a transport interchange.
- ⑧ **Nicholson Central** – Urban renewal and increased commercial activity on Nicholson street will be focussed around transport interchange at Glenlyon Road.
- ⑨ **East Brunswick Village Centre** – This node at the Nicholson/Blyth Street intersection will be strengthened as a local community hub by improving pedestrian environment around shops.
- ⑩ **CERES Gateway** – Stewart Street, between Nicholson Street and the new CERES visitor centre, will be strengthened as a pedestrian friendly link.
- ⑪ **Kirkdale Park** – The park will be strengthened as a natural junction point in the open space network by improving pedestrian links and visual connectivity and by providing active interface.
- ⑫ **Fleming Park** – A pedestrian priority environment along Cross Street will be the focus for a community hub at Fleming Park and urban renewal addressing the park.
- ⑬ **Beith Street** – This street will become a pedestrian priority street in large urban renewal area linking residents to Randazzo Park.
- ⑭ **Gardiner Street** – The health services precinct will have visual connection to parklands and park interface will be improved.
- ⑮ **Brunswick Central Parklands** – Access to the parklands will be improved and connection between parklands will be strengthened.
- ⑯ **Moreland Interchange** – Urban renewal will enhance the setting around the transport interchange and will improve pedestrian amenity.



# 4 STRATEGIC FRAMEWORK



## 4.1 PLANNING AND LAND USE

*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 vision for Brunswick is one of continued economic and social diversity and improved sustainability; for an area in which globally connected, knowledge-intensive industries exist alongside local and metropolitan services.*

Planning for the growth and development of Brunswick will mainly focus on three Local Areas: the Sydney Road / Upfield Corridor, Lygon Street and Nicholson Street. More detailed Structure Plans for each of the three Local Areas, focused around tram corridors and the Upfield Railway line, have been prepared to provide for a more detailed level of local planning (refer to Volume 2). In general terms, growth will be concentrated at key activity nodes close to public transport services, and along the east-west spines of Albert and Victoria Streets.

The land within the Brunswick Activity Centre between the three Local Areas is expected to remain relatively unchanged. These 'in-between areas' are zoned for residential use and as such, will be protected by the planning scheme provision that relate to residential zoned land including policies relating to neighborhood character, heritage and tall development.

To ensure that Brunswick continues to prosper into the future, a diverse and outward-looking local economy will be the key to future economic sustainability. A range of employment opportunities will attract a wide variety of people able to support a strong local service sector. Local jobs that match local skills will enable more residents to work locally, with improved social, economic and environmental outcomes.

Brunswick already has attributes that are attractive to certain knowledge-intensive industries – particularly cultural and design industries. These include a vibrant street-scene, multi-ethnic population, a complex and interesting urban environment, many cafés and restaurants, music venues and art galleries and potential properties to occupy or redevelop for enterprises and housing. The Brunswick Structure Plan will strengthen and build on these attractions through appropriate zoning, urban design and infrastructure provision to attract knowledge-intensive industries and their workers.

### OBJECTIVE 1

**To develop a more dense Activity Centre that encourages investment, maximises existing infrastructure, improves the built environment and ensures efficient development of land that is well integrated with its context.**

#### STRATEGY 1.1

Promote urban consolidation and intensification in strategic locations, including transport oriented development around train stations, tram stops and identified Activity Nodes.

#### STRATEGY 1.2

Continue developing the unique nature of Activity Corridors through future retail growth opportunities, the future metropolitan traffic role, overall streetscape character and existing building characteristics.

#### STRATEGY 1.3

Develop the Albert and Victoria Axis along Albert and Victoria Streets as a high-profile sustainable inner city urban renewal area.

#### STRATEGY 1.4

Develop precincts aligned with the train stations to achieve:

- High-quality public realm / pedestrian amenity.
- Intensification and greater mix of residential and commercial uses.
- High quality transport interchange.

#### STRATEGY 1.5

Improve the use of public land by developing community hubs including multi-use facilities with complementary services and facilities.

#### STRATEGY 1.6

Improve links across Brunswick, in particular from east to west.

OBJECTIVE 2

To ensure an adequate policy framework that supports local planning and land use objectives.

STRATEGY 2.1

Prepare an amendment or amendments to the Moreland Planning Scheme to implement the Brunswick Structure Plan.

OBJECTIVE 3

To minimise conflicts between competing land uses.

STRATEGY 3.1

Endorse the ‘reverse sensitivity’ principle, which identifies the vulnerability of existing permitted activities (retail, commercial and entertainment) to encroachment from incompatible permitted activities (sensitive uses such as residential).

STRATEGY 3.2

Develop a policy that balances the needs of music venues and new residents in the precinct.

POLICY

OBJECTIVE 4

To outline a planning framework to guide future development and growth and manage the impacts of change.

STRATEGY 4.1

Ensure zoning accurately reflects land use.

STRATEGY 4.2

Develop land use provisions that relate to the intensification of uses and to employment generation.



ECONOMIC DEVELOPMENT

OBJECTIVE 5

To strengthen the economic role of the Activity Centre to ensure a robust, diverse and competitive economy that supports local community needs and is relevant in today's economic climate.

STRATEGY 5.1

Build on the strengths of the Brunswick retail offer and improve the range and variety of retail opportunities within the centre.

STRATEGY 5.2

Promote a diversity of employment opportunities to better match local jobs with the skills of residents.

STRATEGY 5.3

Identify areas for priority of employment uses over residential.

STRATEGY 5.4

Identify appropriate sites for office development.

STRATEGY 5.5

Encourage the development of significant additional office activity.

STRATEGY 5.6

Encourage the provision of employment uses in redevelopment areas, including multi-use buildings and ‘loose-fit’ buildings that can accommodate either housing or employment uses.

STRATEGY 5.7

Reduce commercial vacancies and ensure that commercial properties generate adequate income to fund their maintenance and renewal.

STRATEGY 5.8

Strengthen the individual identity and economic activity of distinct retail precincts on Sydney Road, Lygon Street and Nicholson Street.



STRATEGY 5.9

Maintain and develop niche business opportunities.

STRATEGY 5.10

Develop precincts of showrooms and large format retailing that focus on homewares and renovation supplies in appropriate locations.

STRATEGY 5.11

Build on the attributes of existing 'creative industries' to become part of the international knowledge economy.

STRATEGY 5.12

Develop local partnerships to strengthen Brunswick's social diversity and creative industries.

STRATEGY 5.13

Enhance the presence of higher value activities in the local textile and clothing industry, (e.g. design and marketing) in conjunction with the RMIT Fashion and Textiles campus.

STRATEGY 5.14

Identify potential buildings for interim and permanent use as arts studios.

STRATEGY 5.15

Support the development of an evening economy to stimulate new economic growth in the centre.

STRATEGY 5.16

Generate cross-attraction between retail/ lifestyle outlets and business/ professional premises.

OBJECTIVE 6

To support the transition from traditional manufacturing and industrial uses to new economic activities such as business services sector and export-oriented business services.

STRATEGY 6.1

Develop strategies for replacing declining economic activities with a new wave of business services.

STRATEGY 6.2

Investigate the provision of magnet infrastructure for export-oriented business and cultural services.

STRATEGY 6.3

Support the establishment of a wider range of employment-related uses on former industrial sites close to existing commercial areas.

STRATEGY 6.4









Permit additional convenience retailing to respond to demand for a wider range of retailing options and reduce car use.

STRATEGY 6.5




Attract and retain knowledge-intensive industries and their workers, particularly in the cultural and design industries.

MAP 4 : PLANNING AND LAND USE







Proposed Future Land Uses

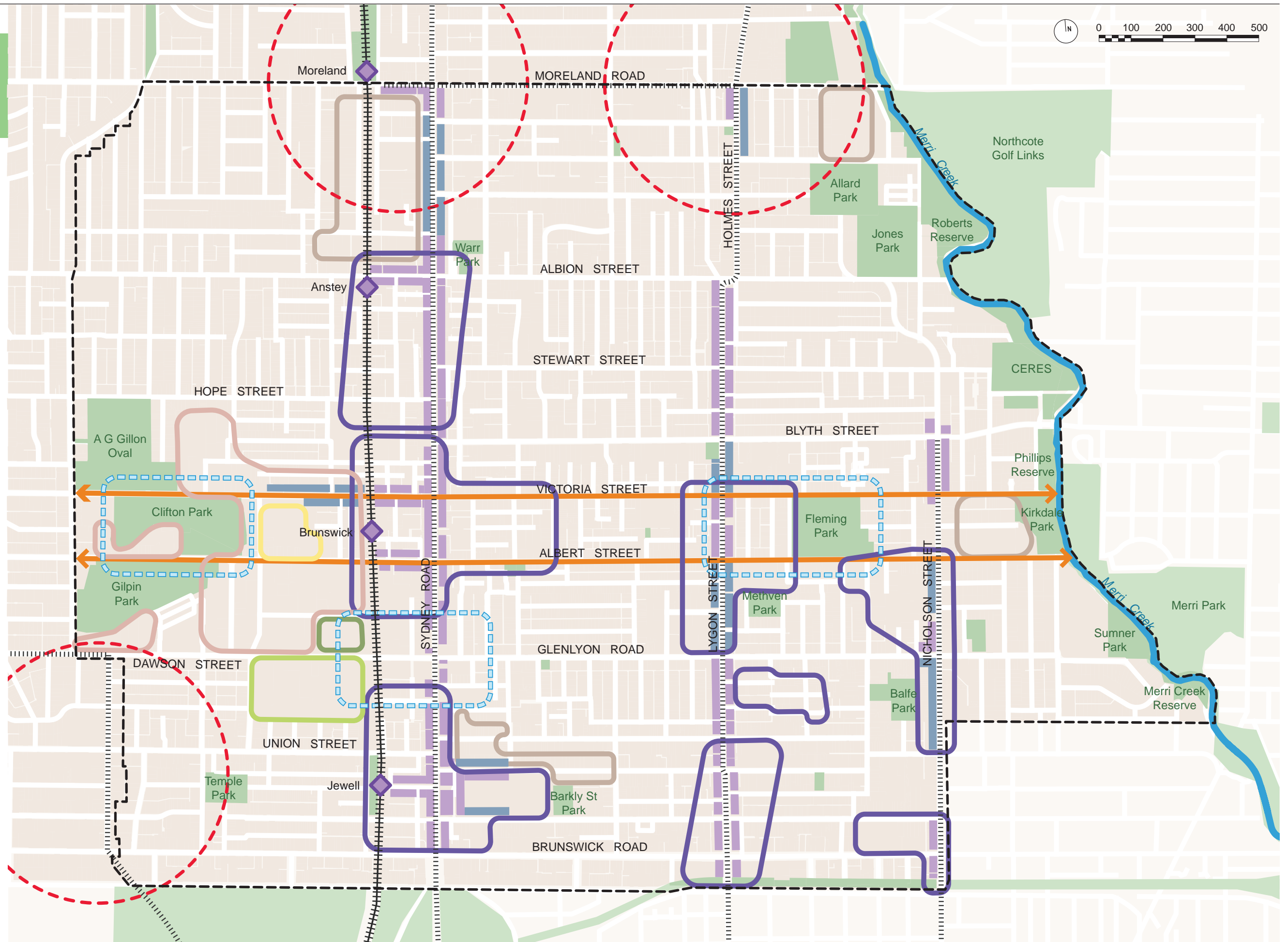
-  Retail focus to be strengthened
-  Large format retail, showroom or office at ground level focus
-  Mixed use development
-  Health services precinct
-  Core industry and employment precinct
-  Other industry and employment precinct
-  Education focus
-  Police garage site redevelopment

Key Planning Elements

-  Albert and Victoria Axis
-  Neighbourhood Activity Centre
-  Proposed community hub

Existing Conditions

-  Tram line
-  Rail line
-  Train Station
-  Study Area
-  Waterways
-  Open space



4.2 HOUSING

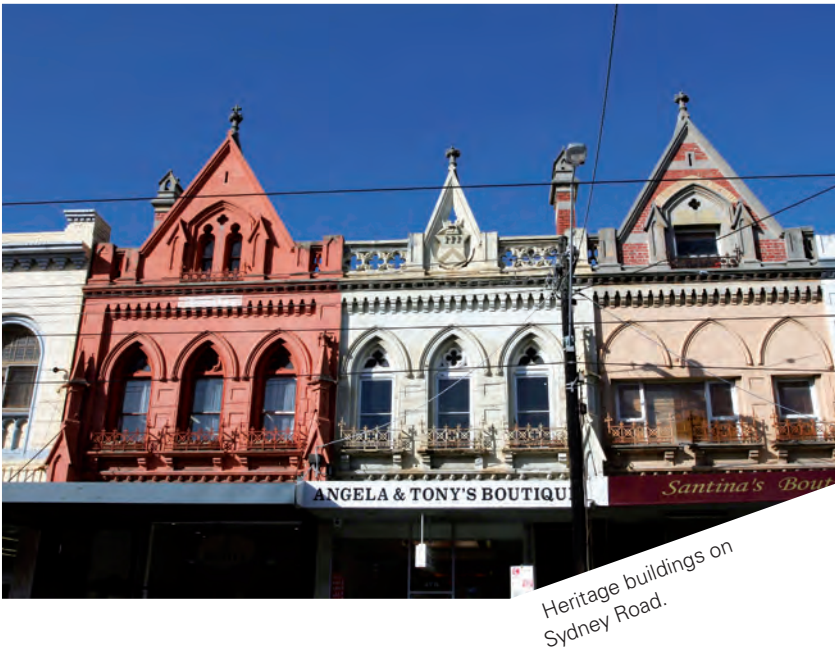
*Melbourne 2030 has identified Activity Centres like Brunswick as key locations for the new housing necessary to meet Melbourne’s projected population growth. Based on current trends and planning applications, much new housing in Brunswick will occur through infill and medium-density redevelopment of strategic sites.*

The provision of strategic locations for new forms of residential development is an important measure to contain urban sprawl. It also provides a degree of certainty for the community, landowners, Council and developers about the location of proposed higher density development.

Encouraging redevelopment to occur on sites that are well serviced by public transport and community infrastructure will also enable Council to surpass the target of 4,500 new households between 2001-2031<sup>3</sup>

Traditionally an ‘affordable’ suburb, Brunswick is now experiencing increasingly high land and property values. This lack of affordability is a major social problem across Brunswick, particularly as those most likely to experience ‘housing stress’ are often tenants who are also susceptible to marginalisation in other aspects of their lives. As a result many households cannot afford to enter into the housing market, and a larger proportion of household income is being consumed by housing costs.

The provision of housing in Brunswick must also respond to people with special needs including (but not limited to): children, older people, Aboriginal and Torres Strait Islanders, culturally and linguistically diverse groups, people on low incomes and those with physical or mental disability. These people often require more accessible housing both in terms of building design, to ensure that particular mobility needs are met, and location, to allow them to be in close proximity to a variety of services and facilities including social and health services and public transport. Achieving this will allow these people to stay in the Brunswick community and maintain the diversity that makes it such a special place.



OBJECTIVE 1

To accommodate a significant number of new dwellings.

STRATEGY 1.1

Achieve significant population increases through the redevelopment of under-utilised industrial land.

STRATEGY 1.2

Explore air rights development over car parking for future residential accommodation.

STRATEGY 1.3

Encourage mixed use and residential development in Neighbourhood Activity Centres on the periphery of Brunswick Activity Centre.

OBJECTIVE 2

To ensure that higher density multi-use and residential development is appropriately located and contributes to environmental sustainability goals.

STRATEGY 2.1

Encourage residential intensification in tramway corridors.

STRATEGY 2.2

Provide good access to district parks to the east and to the west to complement types of open spaces on offer to new residential development.

<sup>3</sup> Housing Potential identified in the Northern Regional Housing Statement 2006



**OBJECTIVE 3**

**To encourage a range of housing types, sizes and tenure within the Activity Centre.**

**STRATEGY 3.1**

Encourage Housing Associations to initiate independent projects in Brunswick – for example, by brokering relationships with developers and identifying potential sites to Housing Associations.

**STRATEGY 3.2**

Encourage ‘trial’ or competition State Government projects similar to K2 Apartments, Raleigh Street, Windsor.

**AFFORDABLE HOUSING**

**OBJECTIVE 4**

**To ensure that housing caters for resident needs at various life stages, and for diverse mobility, income and cultural groups.**

**STRATEGY 4.1**

Increase housing stock for a range of income levels in the Activity Centre.

**STRATEGY 4.2**

Utilise Council-owned land within the Activity Centre, such as the open-lot car parks, for mixed-use development that includes affordable, accessible housing.

**STRATEGY 4.3**

Reduce modification costs over building life and improve amenity for building users through universal design (including visibility and adaptability).

**APPROPRIATE AND ACCESSIBLE HOUSING**

**OBJECTIVE 5**

**To create accessible, adaptable and visitable housing within the Activity Centre.**

**STRATEGY 5.1**

Ensure all dwellings with a ground floor level entrance are ‘visitable’.

**STRATEGY 5.2**

Investigate tools that can be used to increase housing diversity and adaptability.

**OBJECTIVE 6**

**To promote new forms of housing that provide opportunities for socially diverse households**

**STRATEGY 6.1**

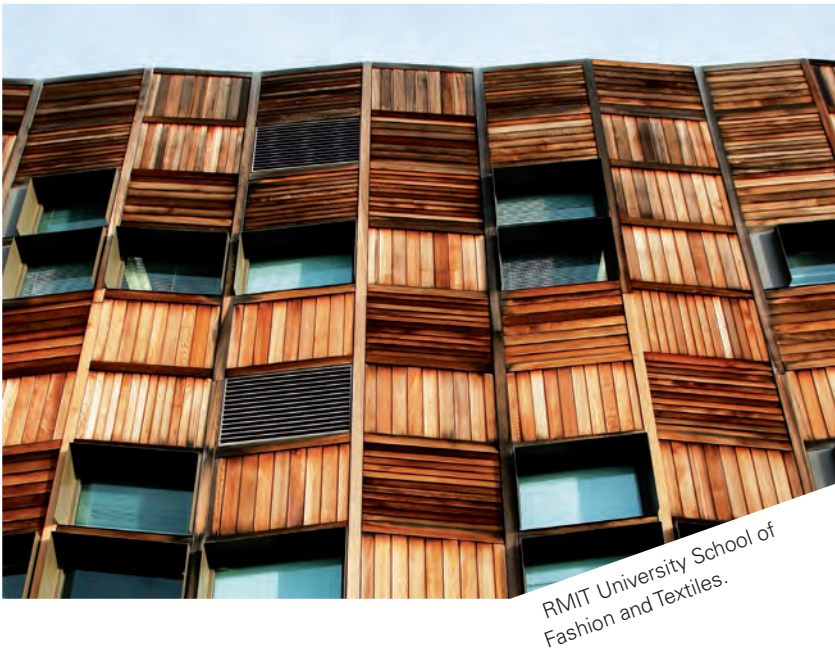
Ensure the development of diverse housing types to enable all community sectors to live in the Activity Centre.

MAP 5 : HOUSING

GUIDELINES : HOUSING DEVELOPMENT

Refer to glossary for definitions of affordable, adaptable accessible housing.

Affordable housing	At least 20% of housing within private development and on Council owned-land should be affordable.
Adaptable housing	<p>100% of high density dwellings should be adaptable based on best practice – high density in this context being developments over 4 storeys or more than 15 dwellings.</p> <p>The ground floor of all dwellings with no lift, within Local Area 1, 2 and 3, should be adaptable based on best practice.</p>
Accessible housing	10% of dwellings in development of six or more dwellings should be accessible.

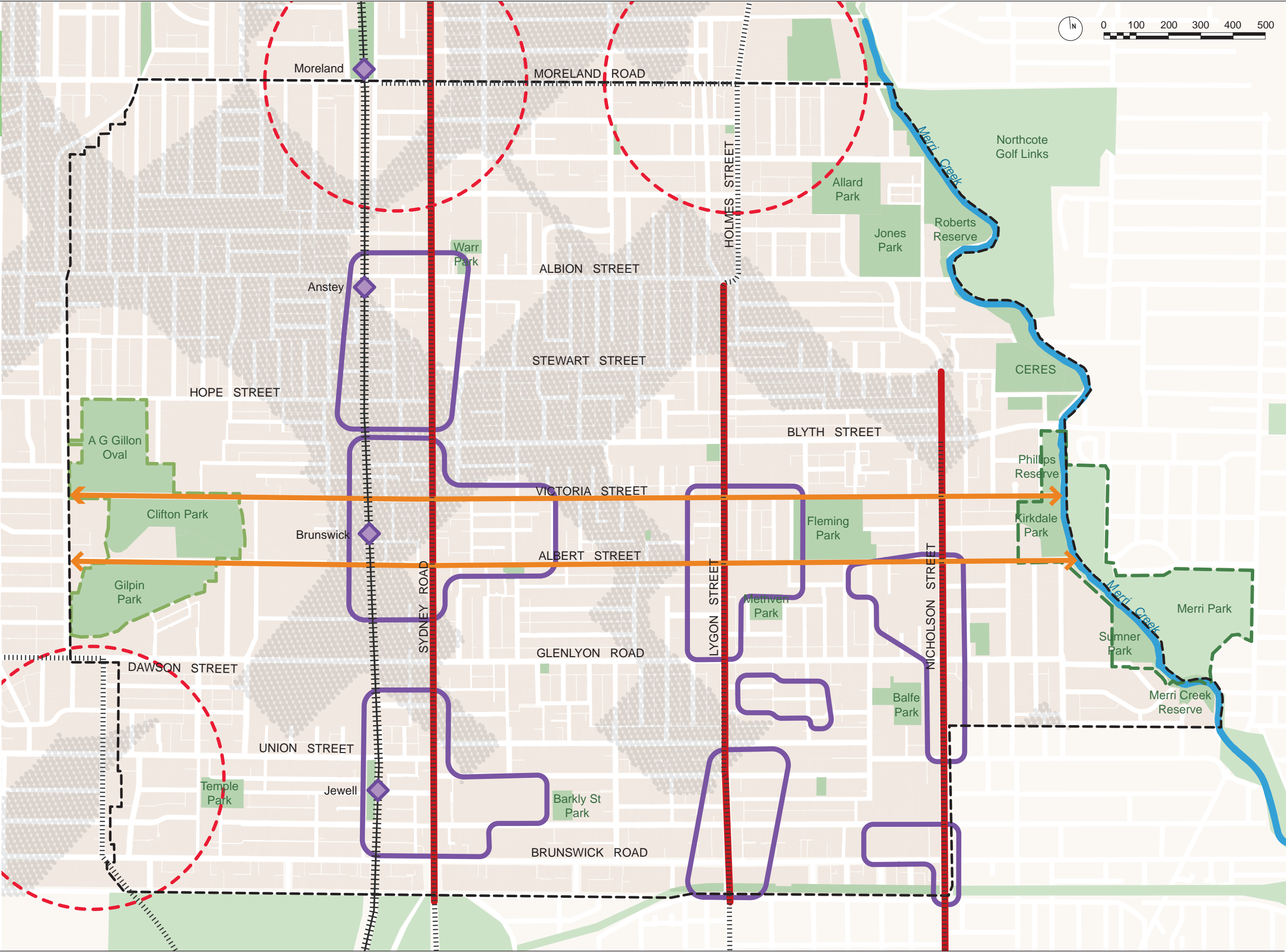


Housing Development and Open Space Access

- Mixed use redevelopment
- Albert & Victoria Axis  
Primary east - west pedestrian link along urban renewal.
- Activity Corridor  
Increase shop-top housing.
- Adjacent Neighbourhood Activity Centres
- District Park - improve access  
Brunswick Central Parklands.
- District Park - improve access  
Kirkdale Park, Sumner Park & Merri Creek Park.
- Residential areas with poor access to public space  
Indicative based on residences more than 300m from local park.

Existing Conditions

- Tram line
- Rail line
- Train station
- Study Area
- Waterways
- Open space





4.3 TRANSPORT & MOVEMENT

*Designing for sustainable modes of transport and management of traffic and parking are critical issues for the Brunswick Activity Centre. Brunswick already has good public transport services with numerous tram and bus routes serving the area, and the Upfield rail corridor providing rail service. The key direction for transport and movement outlined in the Structure Plan is to see the majority of people arrive and move around the Activity Centre on foot, by bike or by using public transport.*

The dominance of traffic within the centre will be reduced, with the objective of increasing the use of sustainable modes of transport. Streets will be enhanced as accessible, high-quality open space. Traffic will be managed to reduce congestion and parking will be located in appropriate places whilst not detracting from the area.

The east-west linkages within the Activity Centre will be strengthened to help balance the north-south nature of transport in the Activity Centre. In particular, improved walking and cycling links will be developed to form a network of interconnected pathways. This will improve transport and movement within the Activity Centre, and allow residents to better meet their transport needs.



**OBJECTIVE 1**

To integrate development with land use and the public realm, ensuring a range of transport alternatives that enable easy access to the Activity Centre by residents, workers and visitors.

**STRATEGY 1.1**

Maintain a mix of land uses so that the Activity Centre serves a range of needs within walking and cycling distance, minimises the need for car trips, and encourages the combining of trips.

**STRATEGY 1.2**

Provide infrastructure and pedestrian priority as larger urban renewal areas are planned and redeveloped.

**OBJECTIVE 2**

To ensure that transport and movement networks in Brunswick are integrated, equitable, efficient and sustainable.

**STRATEGY 2.1**

Establish links and circuits between and through open spaces as a network for walking and cycling, within and beyond the municipality.

**STRATEGY 2.2**

Promote the development of a fine-grained active movement network including well connected Activity Nodes in accordance with Map 7.

**STRATEGY 2.2**

Improve Brunswick’s movement system through new links and better pedestrian amenity.

**OBJECTIVE 3**

To develop good connections to adjoining suburbs for all modes of alternative transport.

**STRATEGY 2.1**

Improve access to, from and within the centre for all active modes of transport, with a focus on alternatives to the car.



**PEDESTRIANS**

**OBJECTIVE 4**

To encourage local trips by foot or bicycle by providing safe and convenient access between Activity Nodes.

**STRATEGY 4.1**

Develop strong pedestrian-oriented neighbourhoods in key urban renewal areas, including identified pedestrian-priority streets in accordance with Map 7.

**STRATEGY 4.2**

Improve the urban environment and street network to ensure safe, comfortable and efficient pedestrian routes.

**STRATEGY 4.3**

Provide high-quality pedestrian footpaths, seating, shade, shelter, water drinking fountains and street lighting on key walking routes, particularly those between public transport and major Activity Nodes.

**STRATEGY 4.4**

Ensure that good connections with multiple walking routes are provided to, from and within the centre and its Activity Nodes in accordance with Map 7.

CYCLING

OBJECTIVE 5

To ensure a safe, accessible and efficient cycling network linking facilities within and outside of the Activity Centre.

STRATEGY 5.1

Ensure important routes are accessible and well marked for people with limited mobility.

STRATEGY 5.2

Ensure cycle paths are well-connected, visible, safe, accessible and well signed.

STRATEGY 5.3

Enhance existing pedestrian and cycling connections and provide new connections to public transport stops.

STRATEGY 5.4

Provide bicycle parking amenities in appropriate locations, including in the Activity Nodes and within new mixed use and office developments.

STRATEGY 5.5

Improve cycle path crossings at major roads to enhance the connections with cycling routes surrounding the Activity Centre.

STRATEGY 5.6

Upgrade the Upfield Path as part of upgrading the transport interchanges.

PUBLIC TRANSPORT

OBJECTIVE 6

To reduce local car trips by providing a reliable public transport system that is well-connected to local neighbourhoods and pedestrian and cycling networks.

STRATEGY 6.1

Develop a fine-grained public transport network focusing on east-west movement including a possible minibus / shuttle bus service between Activity Nodes to discourage short vehicle trips.

STRATEGY 6.2

Develop transport interchanges adjacent to the four railway stations that will integrate trains, trams, buses, taxis, pedestrians and cyclists. Refer to Map 8.

STRATEGY 6.3

Advocate for Blue Orbital Bus route in line with the Moreland Integrated Transport Strategy.

STRATEGY 6.4

Provide and enhance bus and tram stops that are well located, safe and accessible.

STRATEGY 6.5

Ensure priority for tram and pedestrian amenity along the three main Activity Corridors.





ROAD NETWORK AND CARPARKING

OBJECTIVE 7

To ensure the road network meets the needs of current and future populations and is safe, attractive and efficient.

STRATEGY 7.1

Ensure that the design and traffic role of streets is in accordance with Map 6 and the Guidelines for Road Space Priority.

STRATEGY 7.2

Require that vehicle access to properties is provided from rear laneways where they exist.

STRATEGY 7.3

Investigate opportunities to improve laneways and arcades as well as streets.

STRATEGY 7.4

Locate car parks away from important streets, for example beneath and behind developments.

STRATEGY 7.5

Maintain pedestrian and building connections by locating car park entrances/exits to minimise interruptions (crossovers) to footpaths and retail areas.

STRATEGY 7.6

Require that the design of new internal and multi-deck carparks be adaptable for alternative uses.

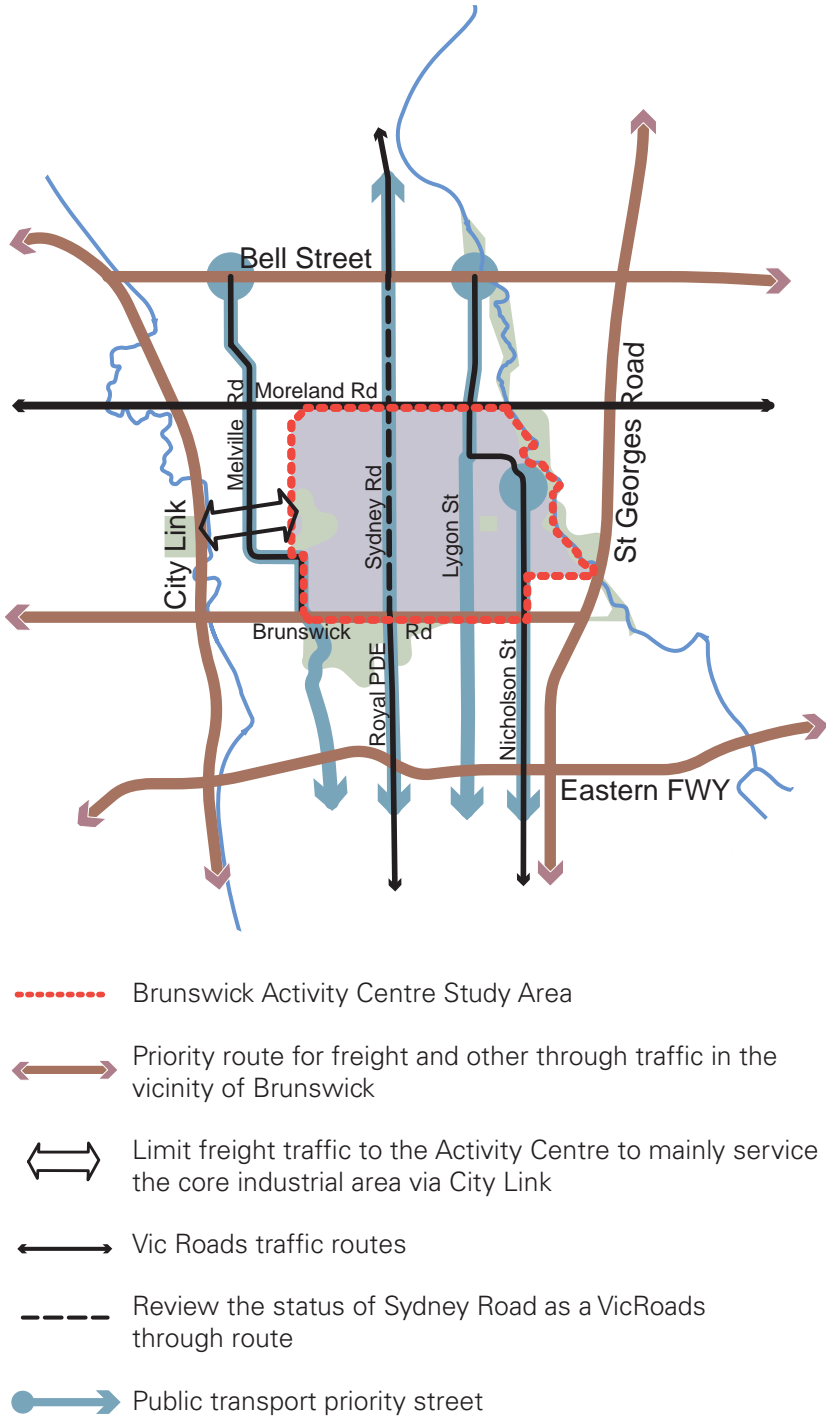
STRATEGY 7.7

Reduce the demand for carparking through improvements to public transport.

STRATEGY 7.8

Expand the existing network of car sharing pods to reduce car dependency and demand for on-street car parking.

MAP 6 : OVERALL ROAD NETWORK



GUIDELINES - ROAD SPACE PRIORITY

<b>Sydney Road Activity Corridor</b>	<p>Develop long term combined transport and streetscape plan.</p> <p>Shift role from VicRoads traffic route to high amenity pedestrian environment including reduction in speed etc.</p>
<b>Lygon Street Activity Corridor</b>	<p>Develop long term combined transport and streetscape plan.</p> <p>Create high amenity pedestrian environment.</p> <p>Aim to provide tree planting, parallel parking, kerb extension and reduce traffic to one lane each way.</p>
<b>Vic Roads traffic routes</b> within and on the periphery of the Activity Centre including:  Nicholson Street, Brunswick Road, Grantham Street, Dawson Street, Melville Road, Moreland Road	<p>Ensure safe pedestrian crossings at VicRoads traffic routes - especially along identified Activity Streets and Active Movement Links (refer to Map 6 and Map 7)</p>
<b>Other Arterial and Collector Roads</b>	<p>Where other Arterial Roads or Collector Roads coincide with identified Activity Streets and Active Movement Links, ensure long term high pedestrian amenity and safety.</p>
<b>Pedestrian Priority Streets</b>	<p>Refer to definition of identified Pedestrian Priority Streets on Map 9 and Guidelines for Public Space Improvements.</p>






GUIDELINES - ACTIVE MOVEMENT NETWORK

Refer to Map 7 - Transport and Movement




<b>Nodes</b> Key future destinations for community, commercial and recreational activity.	
<b>Activity nodes</b>	<p>Activity Nodes will become destinations:</p> <ul style="list-style-type: none"><li>• within the active movement network that integrate public transport interchanges, commercial activity and other pedestrian generating activity</li><li>• for a range of formal and informal gathering places such as plazas forecourts, urban parks and pedestrian priority streets.</li></ul>
<b>Recreation nodes</b>	<p>These nodes will become a focus for open space activity and will cater for multiple uses:</p> <ul style="list-style-type: none"><li>• improve integration of open space in the pedestrian network and the open space network.</li><li>• improve the visual interface between the district park and adjacent properties, and improve sense of safety.</li></ul>

MAP 7 : TRANSPORT AND MOVEMENT : ACTIVE MOVEMENT







Key Links and Nodes

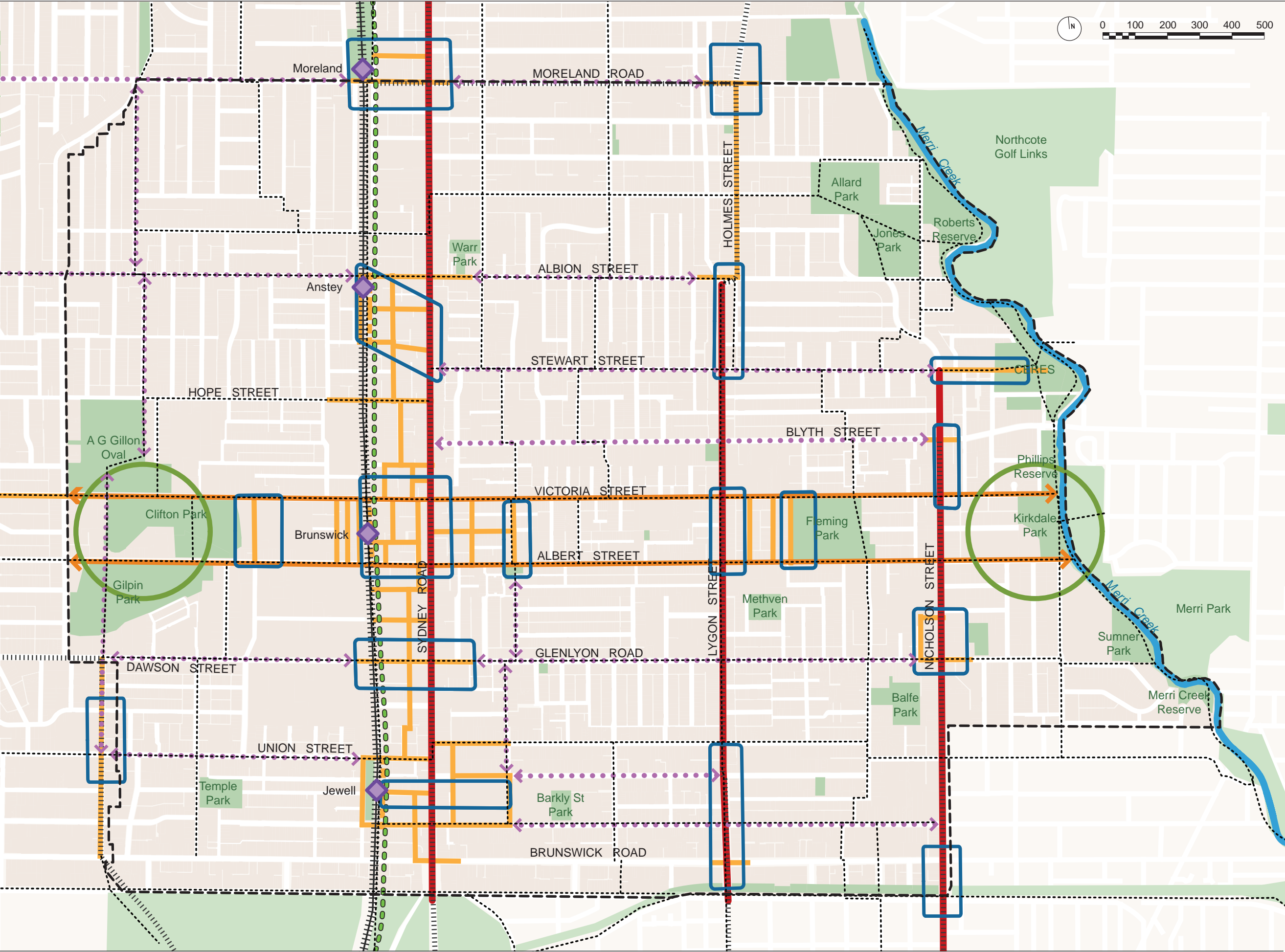
-  Activity Node (indicative outline)  
Enhance active movement network in and around Activity Nodes.
-  Recreation Node (indicative outline)  
Enhance movement network around key junctions in open space network.
-  Active movement link  
Connect Activity Nodes.
-  Upfield shared path  
Improve sense of safety.
-  Expanded cycle network

Activity Streets

-  Activity Corridors  
Strengthen amenity and connectivity along key north - south routes and provide high level active frontage to development.
-  Albert & Victoria Axis  
Develop as primary east - west pedestrian routes and provide active frontage to development.
-  Activity Streets (other)  
Improve pedestrian amenity and provide active frontage to developments.

Existing Conditions

-  Tram line
-  Rail line
-  Train station
-  Study Area
-  Waterways
-  Open space





MAP 8 : TRANSPORT AND MOVEMENT :  
PUBLIC TRANSPORT

Activity Links Key links between Activity Nodes	
Active Movement Links	<div>These links will:</div> <ul style="list-style-type: none"><li>strengthen pedestrian and bike connections between Activity Nodes.</li><li>improve pedestrian amenity.</li><li>provide active frontage to new development.</li></ul>
Upfield Shared Path	<div>This path environment will:</div> <ul style="list-style-type: none"><li>improve safety at road crossings. Increase passive surveillance and the sense of safety.</li><li>resolve the conflict of limited space for pedestrians and cyclists, and consider duplication of, or alternative to, this north-south active movement link.</li><li>provide active frontage to new development.</li></ul>
Activity Streets Streets with high level of amenity and sense of safety day and night.	
Activity Corridors; (Sydney Road, Lygon Street, Nicholson Street)	<div>These corridors will be developed as prime locations for economic and social activity.</div> <div>These street environments will:</div> <ul style="list-style-type: none"><li>improve pedestrian amenity including widening of footpaths.</li><li>enhance tram stops and integrate with pedestrian crossing points.</li><li>provide high-level of active frontages to new development.</li><li>limit crossovers, and provide vehicle access to the rear of properties where feasible.</li></ul>

Albert and Victoria Axis (Albert Street and Victoria Street)

Much of the anticipated urban renewal will occur along the east-west spine at the centre of Brunswick defined by Victoria and Albert Streets

Activity streets – other

Generally these are streets adjacent to potentially higher density and mixed-used development









These street environments will:

- improve streetscape and pedestrian amenity generally.
- provide active frontage to new development and ensure high-level passive surveillance from residential and mixed-use development.
- integrate initiatives for the cross-Brunswick heritage interpretation trail and arts trail.
- limit crossovers to a minimum and provide vehicle access from rear where feasible.







These street environments will:

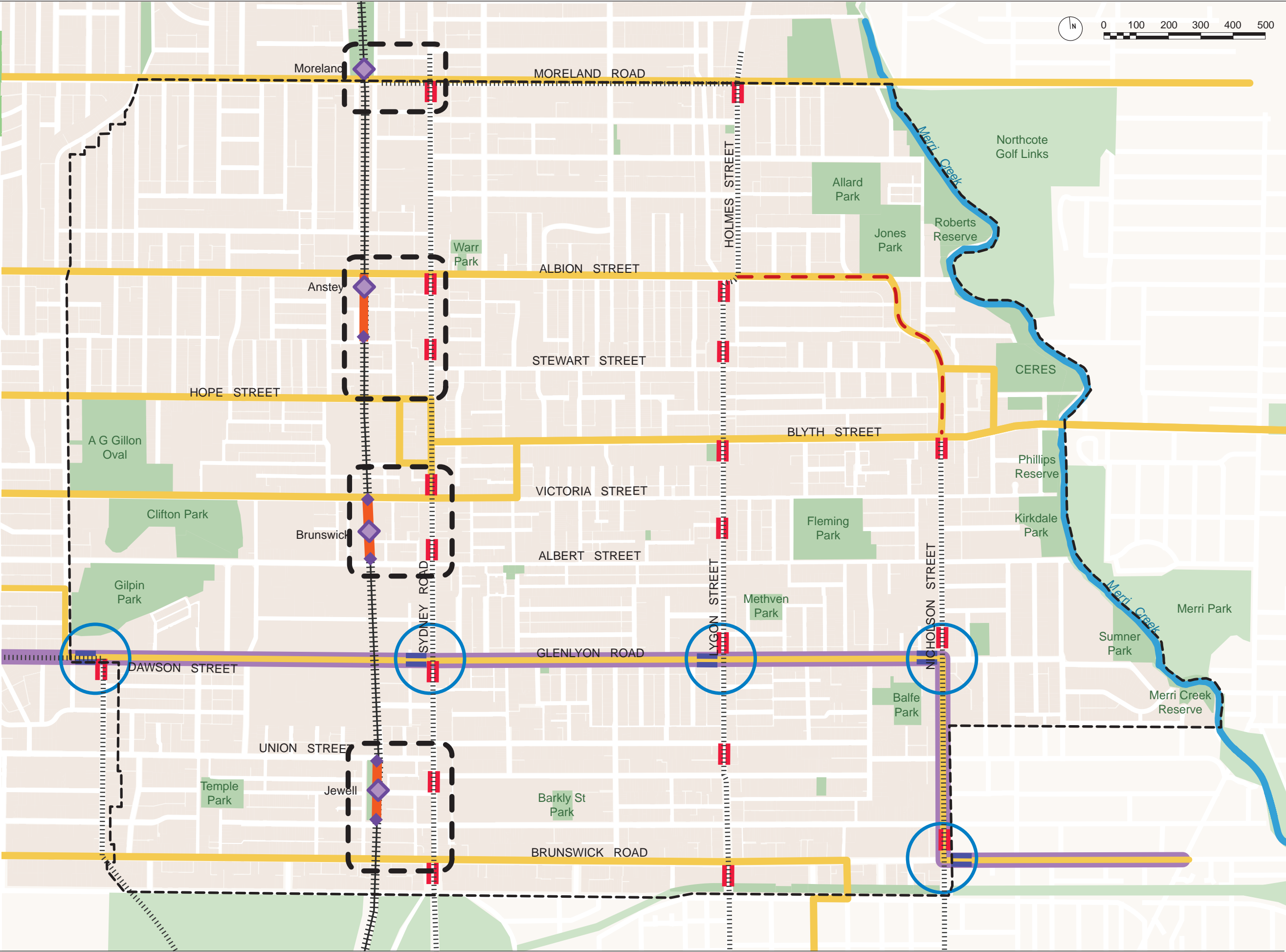
- improve pedestrian amenity generally.
- provide active frontage to new development and ensure high-level passive surveillance from residential and mixed-use development.
- limit crossovers to a minimum and provide vehicle access from the rear where feasible.

Title

-  Key transport interchange  
Enhance permeability, lighting and pedestrian safety between train, tram and bus.
-  Train station  
Improve integration of train platform access into existing pedestrian network.
-  Investigate extension to tram 96 and improve interchanges.
-  Enhanced tram stop  
Provide better integration with pedestrian network.
-  Local bus route
-  Potential Smart Bus - Blue Orbital
-  Smart bus stop
-  Improved interchange between tram routes and east - west bus routes including potential future Blue Orbital bus.

Existing Conditions

-  Tram line
-  Rail line
-  Train Station
-  Study Area
-  Waterways
-  Open space



4.4 PUBLIC REALM

*The public realm is the shared meeting and living spaces within the community, and includes road reserves, public places, parks and even semi-public spaces such as public facilities and shopping malls. These spaces serve an important social function and also add to the character and sense of place of the Activity Centre. As Brunswick grows, and accommodates higher density development, the importance of defining high-quality, well located public spaces will grow. The Structure Plan seeks to enhance the quality and provision of public spaces, creating a network of unique and relevant places within the Activity Centre.*

Brunswick currently has a healthy variety of open spaces from well-designed small parks to Heritage Parks that meet both passive and active recreation needs. However, not all residents have good access to appropriate open spaces and the Structure Plan seeks to provide quality accessible open space within safe walking distance of all residents. Open space will be enhanced to better match the opportunities of a growing and diversifying population.

OBJECTIVE 1

**To ensure a more comprehensive network of linked, well designed public spaces that are comfortable, safe and offer a range of types to meet community needs**

STRATEGY 1.1

Consider the provision of civic urban open space (such as Sparta Place) in lieu of traditional parkland.

STRATEGY 1.2

Develop a range of new or improved public spaces that cater for different users, create choices for everyone, and strengthen informal meeting places in all neighbourhoods.

STRATEGY 1.3

Optimise the use of public space for informal social and leisure interaction.

STRATEGY 1.4

Provide a ‘youth space’ that is well located (preferably close to public transport and other activity) where young people can hang out safely, potentially as part of an integrated space.

STRATEGY 1.5

Ensure all future works in the public realm comply with Map 9 and the Guidelines for Public Space Improvements.

OBJECTIVE 2

**To enhance accessibility to a range of public spaces.**

STRATEGY 2.1

Require the provision of new links through potential development sites in accordance with Map 9, to improve integration and connectivity to parks.

STRATEGY 2.2

Improve links to open space through the creation of new pedestrian and bicycle links, improved visual connectivity and new streetscapes.

STRATEGY 2.3

Develop Albert and Victoria Streets as pedestrian-friendly green links, together with other streetscape improvements such as public artwork and a cross-Brunswick heritage interpretation trail.

OBJECTIVE 3

**To ensure that new public spaces promote ecologically sustainable development.**

STRATEGY 3.1

Integrate water-sensitive urban design with plants and trees along streets where there is poor access to green open space and where there are extra wide road reserves.

STRATEGY 3.2

Investigate opportunities for community gardens and allotments to cater for existing demand and for the future increase in residential density.



OPEN SPACE

OBJECTIVE 4

To ensure public spaces provide pedestrian-friendly environments where car ownership is not necessary to live a convenient and prosperous life in the Activity Centre.

STRATEGY 4.1

Develop and strengthen the five major recreational links in accordance with Map 9 and the Guidelines for Major Recreation Links.

STRATEGY 4.2

Establish links and circuits between and through open spaces as a network for walking, cycling and fauna movement, within and beyond the municipality.

STRATEGY 4.3

Ensure that all dwellings with poor access to open space (no open space within 300 metres), have green streets and new public places allocated within a five-minute walk, where economically and physically feasible.

STRATEGY 4.4

Improve links to surrounding parkland, particularly Merri Creek, Brunswick Central Parklands, Princess Park and Royal Park.

STRATEGY 4.5

Ensure that CERES is acknowledged as a key part of the open space system of the Activity Centre.

OBJECTIVE 5

To ensure that future development contributes to the enhancement, safety and cost of local public spaces.

STRATEGY 5.1

Ensure that rezoning and development of redundant industrial and commercial land contributes to improvements in the public realm and open space network.

STRATEGY 5.2

Ensure that new development including multi-unit housing complements adjoining public open space, avoids overshadowing of parkland and facilitates public access to the open space.

STRATEGY 5.3

Negotiate transfer of VicTrack land to Council for the development of high-quality parkland and pockets of green open space. This in part will support urban renewal areas along the railway where there is a lack of green open space.

STRATEGY 5.4

Ensure that new buildings, other structures and carparks minimise encroachment on and encourage access to public open space, maximise interaction and passive surveillance and are responsive to the existing site context.



Poorly located infrastructure at the corner of Dawson Street and Sydney Road.

MAP 9 : PUBLIC REALM





Public Space Improvements

-  New major public place
-  New or improved smaller public place
-  Pedestrian Priority Street  
Provide high level pedestrian priority through streetscape improvements.
-  New Green Street  
Consider potential kerb extensions and greening of streets, including water sensitive urban design with plants and trees.



Expanded Open Space Network

-  New urban park or greening of reserves  
Create new parks in areas with little access to open space.
-  New park link  
Encourage potential links through development sites to improve the integration of parks and other open space.
-  Open space link  
Create pedestrian-friendly links within the open space network.







Improved Open Space Network

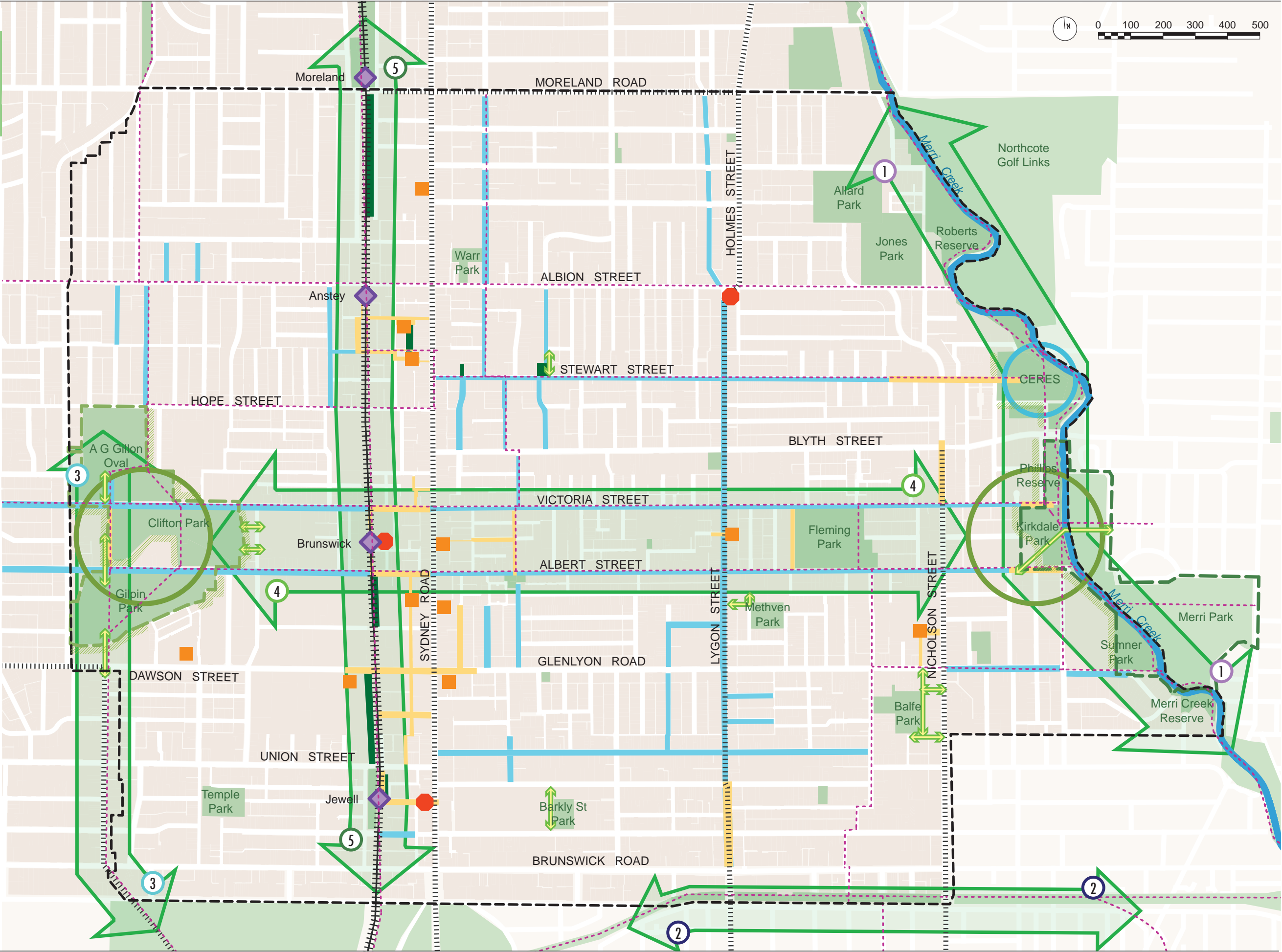
-  District Park - Brunswick Central Parkland  
Develop recreation precinct with a series of well connected spaces and activities, including:
  - Multi-use sports destination including the grandstand and a new sports hub.
  - Open air music and performance scene will be strengthened as a public venue.
  - Native parkland at Gilpin Park will be strengthened as an urban native forest.
-  District park - Kirkdale Park, Sumner Park & Merri Creek Park  
Strengthen this key junction in the open space network to become an attractive destination, with high amenity pedestrian links to Brunswick Major Activity Centre, CERES and the rest of the district park.
-  Major Recreational Link  
Strengthen the five major links to improve connectivity of open space and encourage more active lifestyles:
  - ① Merri Creek Trail
  - ② Royal Park Link
  - ③ Capital City Trail
  - ④ Albert and Victoria Axis
  - ⑤ Upfield Shared Path
-  Park interfaces  
Avoid blank walls and provide higher level of active frontage.

Key Nodes

-  Recreation Node (indicative outline)  
Strengthen existing, and provide new links where feasible to connect nodes with high levels of recreational activity.
-  CERES (indicative outline)  
Improve connections to, and integration of, CERES.

Existing Conditions

-  Tram line
-  Rail line
-  Train station
-  Study Area
-  Waterways
-  Open space





GUIDELINES : PUBLIC SPACE IMPROVEMENTS

Public Places

Three major new public places are proposed. Refer to Map 9 – Public Realm.

Jewell Station	New Plaza and pedestrian priority environment along the length of Wilson Avenue will Integrate Jewell Station with pedestrian environment on Sydney Road.
Brunswick Station	Brunswick Station Plaza will provide a prominent public place in front of the station building. Land can be developed for a plaza and a tall landmark building.
Lygon Street Gateway North	This new public place and landmark building to the north will reinforce the visual gateway to Lygon Street. The public place will be on the south-eastern side of the junction and will replace poor functioning shops. It will be integrated with a pedestrian friendly public transport interchange.

Forecourts and smaller public places

New or improved forecourts and pedestrian circulation spaces will provide better pedestrian amenity and connectivity – refer to Map 9 – Public Realm. These improvements are described below.

Gateway south, Sydney Road	Improve pedestrian amenity and circulation space at the transport interchange and enhance the visual gateway to Sydney Road at Hooper Reserve.
Anglican Church / Brunswick Townhall	Improve Church forecourt on Glenlyon Road and potentially create public space between the church and the town hall.
RMIT campus, Dawson Street	Improve forecourt next to Dawson Street.

Uniting Church	Improve Church forecourt.
Post Office Place, Sydney Road	Upgrade Post Office Place and link to pedestrian priority streets to the east, and to new enhanced tram stop on Sydney Road.
Brunswick Market	Provide new market forecourt next to the new pedestrian priority environment on Florence Street.
Maternal and Child Health Centre, Lygon Street	Integrate a new forecourt and pedestrian circulation space with the super tram stop and new pedestrian priority street at Ann Street.
Former Tontine site, Nicholson Street	Integrate public space at former Tontine site – with Nicholson Street and Glenlyon Road.

Pedestrian priority streets

Certain streets are ready to be reclaimed as pedestrian priority spaces – especially at Activity Nodes and where there are conflicts between car use and pedestrian activity. The identified pedestrian priority streets all require different solutions, and one or more of the following treatments should be considered after further feasibility study. Refer to Pedestrian Priority Streets as outlined on Map 9 – Public Realm.

Traffic calming	Reduce traffic speed to protect and reinforce pedestrian activity.
Pedestrian crossings	Provide at grade pedestrian crossing with a pavement type that signals pedestrian priority.
Shared Space	Provide prominent pavement treatment across the whole road reserve creating a shared space where all modes of traffic will need to look out for each other.
Pedestrian mall	Allow for pedestrian environment where vehicle access is limited to service and loading vehicles.



Sydney Road.

New Green Streets

Certain streets have the opportunity for greening for different reasons. This include wide streets with capacity for extra planting, streets in areas with poor access to green open space and pedestrian routes that connect to larger park lands. Refer to New Green Streets as outlined on Map 9 – Public Realm. One or more of the following treatments should be considered after further feasibility study.

Tree planting	Enhance streetscapes by creating new avenues of trees or grouping of trees.
Water Sensitive Urban Design (WSUD)	Allow for WSUD incorporating treatment of stormwater with plants and trees.
Kerb extension	Combine the above options and improve pedestrian amenity and stationary activity such as seating.

GUIDELINES : MAJOR RECREATIONAL LINKS

Refer to Map 9 - Public Realm.

Five major links:

Improve public realm, improve connectivity to open spaces and provide longer walks to and along larger parklands.

1 Merri Creek Trail

The Merri Creek Trail runs at the eastern boundary of Moreland and connects large areas of linear open space from the Yarra River in the south to areas beyond the Council boundary in the north.

This trail builds upon existing strategies such as continued resourcing of waterways restorations as regional linear open space. It will provide an exceptional experience of varied-use open space linked together as a consistent landscape by plants native to the Merri Creek.

It is important to local visitors that the trail is well integrated within the pedestrian network to the east and west, in particular at CERES and at Kirkdale Park.

2 Royal Park Link

This is a new link that will provide straight-line pedestrian access between Brunswick Central Parklands and Royal Park.

This relatively small intervention will bring Brunswick Central Parklands and Royal Park much closer to many neighbourhoods, and provide attractive longer walks.

The link will start at the Brunswick Oval Grandstand with the creation of a pedestrian-friendly avenue of trees from Victoria Street to the Grand Stand.

3 Capital City Trail

This trail, already established, provides an opportunity for longer walks in a green setting. The trail connects the major recreational junction at Royal Park Station to the west with open space near Rushall Station to the east, and will be extended to Yarra Bend Park past Clifton Hill.

The link will visually connect the Activity Centre at the gateway to the City of Moreland, with the activity node at the southern end of Lygon Street. It will see improvement to spaces and park interfaces will be activated.

Further south along the link, a new gateway to Brunswick Central Parklands will be established at potential new public transport interchange. This interchange will incorporate the Blue Orbital Smart Bus, and an enhanced tram stop at the intersection of Dawson Street and Grantham Street. Along Grantham Street, there will be clear signage directing pedestrians to Royal Park to the south, and to the Brunswick Central Parklands to the north.

4 Albert and Victoria Axis

This link connects district parks to the east and west and runs past Randazzo and Fleming Parks. The walk also passes the Upfield Shared Path and Lygon Street, both of which have potential for additional greening.

By way of example, kerb outstands and water-sensitive urban design with plants and trees will provide an attractive walk to larger open spaces along the route.

To improve the integration of the district parks, these recreational nodes will be strengthened to the east and west by creating an appealing entry when arriving from Albert and Victoria Streets.

5 Upfield Shared Path

This link runs along the eastern side of the Upfield Train Line and links small pockets of green open space.

This green corridor builds on existing Council strategies such as consolidating linear open space corridors, particularly state-owned properties.

Greening of public land along the corridor will increase by creating new parklands and pockets of green open spaces. This corridor will support an increased residential population which is due to considerable development between the railway and Sydney Road.

District Parks

Brunswick Central Parklands

This precinct will become a series of well-connected spaces and activities including:

- open-air music and performance space – this space will be strengthened as a public venue and provide a visual connection to Gardiner Street and beyond.
- native parkland – Gilpin Park will be strengthened as an urban native forest, and convenient entry points will be provided.
- a feasibility study and master plan will determine the best model for the development of a multiple-function community hub that will become the focus of activity and identity in the west of the Activity Centre.

Kirkdale Park, Sumner Park and Merri Creek Park

Kirkdale Park, which is a junction in the open space network, will become an attractive destination. It will have high-amenity pedestrian links to the Brunswick Activity Centre, CERES and the rest of the district park east of Merri Creek. The district park will become a recreational destination that integrates existing heritage features.

## 4.5 BUILT FORM

The desired built form for Brunswick Activity Centre is described below. Refer to Map 10 – Built Form and ‘Precinct Built Form Guidelines’ in Volume 2.

This built form framework will allow development in Brunswick to contribute to Moreland meeting established housing targets.

### Built form - overall height

The distribution of built form is based on the hierarchy of streets. The three activity corridors along north-south tram routes, the Upfield Train Line and adjacent streets will have the highest concentration of development in the activity centre. This includes the area between Sydney Road/Upfield train line and along Lygon Street and Nicholson Street. Sites and activity streets around these activity corridors are in close proximity to public transport and commercial activity and the resulting higher residential density creates a better use of the infrastructure.

In these areas of major change the maximum building height is generally set to five storeys as a guide for two major reasons. Firstly, to ensure that the overall height will be consistent with the desired future character of Brunswick. Key ‘landmark’ elements of Brunswick’s character are the numerous church towers and corner hotels. The corner hotel buildings at two-three storeys set a comfortable scale for future development, and any development above this scale should not dominate characteristics of the Brunswick streetscapes and skyline of church towers. Secondly, to ensure that good daylight access and outlook for habitable rooms can be achieved subject to further careful design of built form envelope. Many development sites are relatively small and off-site impacts become an issue for higher density development.

On some streets with less significant existing character there is scope for higher built form. This applies to streets with little off-site impact on existing residential areas and where the sites are large. Six to seven storeys are recommended on some sites adjacent to the Upfield Train Line.

At the interface to residential zones, the overall height will be maximum four storeys. At the interface to lanes and adjacent properties upper levels will be setback generously from the property boundary. This is to ensure high level amenity for residents, including daylight access to dwellings within the development and adjacent existing and future dwellings.

Only a small number of potential new landmark sites have been identified in the Brunswick Activity Centre, and they will be located at key nodes or key visual gateways improving the sense of place. The church towers and other public buildings are still to be prominent landmarks in Brunswick’s future urban fabric. The character of streetscapes with coherent street walls will be enhanced without a mix of inappropriate landmark buildings or taller buildings.

### Built form - street character

For key streetscapes, the desired podium and recession of upper level(s) above the podium is described in the following.

#### *Sydney Road*

Sydney Road is a well-defined 4km long streetscape between Brunswick Road and Bell Street in Coburg. In response to this unique character, a podium height that relates to the established two storey Victorian/Edwardian façades along Sydney Road, will ensure a future coherent street character.

Additional development will be setback generously from the street edge above this podium to reinforce the scale of existing street walls in line with the Coburg Structure Plan. A further substantial setback of development above this podium is required at the southern end of Sydney Road, from Albion Street to Brunswick Road, where a strong heritage streetscape is established. This will ensure that the bulk of existing heritage fabric will remain intact and that development on upper levels does not alter the Sydney Road streetscape.

#### *Lygon Street*

The street has two defined shopping strips. One between Stewart Street and Albion Street and one from Weston Street to Glenlyon Road. These shopping strips are characterised by buildings of predominantly two storeys. A built form podium that relates to this scale will be established. Additional development above this podium will be setback generously from the street edge to reinforce the scale of existing street walls. Development above the podium will hardly be visible from the street.

At the southern end of Lygon Street, south of Weston Street, the wider and relatively short part of Lygon Street is a well defined space. A built form podium that relates to the scale of two storey heritage buildings will be established. A setback of four metres of upper levels will be partly visible and will contribute as a secondary edge reinforcing the sense of this distinct urban space. The setback will create a generous outdoor space for residents that will add to the activity and character of this streetscape which is characterised by recent increase in outdoor café seating.

In the middle of Lygon Street, between Glenlyon Road and Stewart Street, where the existing built form is quite inconsistent with a mix of industrial character, a podium height of four storeys is desirable. This is to establish a new street character incorporating recent higher density developments and many potential redevelopment sites.

#### *Nicholson Street*

Increased height, up to four storeys, at the three identified activity nodes is desirable to reinforce the sense of these nodes. On the remainder of Nicholson Street the built form will create a transition to the detached housing along the street. The core of the activity nodes are focused along Nicholson Street, between Park Street and Brunswick Road, at the intersection of Glenlyon Road and at the intersection of Blyth Street.



*Streets with generous setback above the podium*

Within the structure plan boundary these streets include Brunswick Road, Barkly Street, Wilson Avenue, Weston Street, Glenlyon Road, Albert Street (east of Sydney Road), Victoria Street (east of Sydney Road) and Albion Street. Refer to podiums as outlined on Map 10.

A set podium height that relates to the existing scale will ensure a defined future street character. A generous setback of development above the podium, hardly visible from the street, will ensure that the streetscape character is not dominated by upper level development.

*Streets with minimal setback above the podium*

Within the structure plan boundary these streets include Moreland Road (between Sydney Road and the Upfield Railway Line), Breese Street, Hope Street, Victoria Street (west of Sydney Road) and Albert Street (west of Sydney Road). Refer to podiums as outlined on Map 10.

These streets will see significant level of urban renewal and the podium will generally be higher than existing street scale. Along these streets upper levels will contribute to the preferred future streetscape character and will be partly visible from the street.

**Ground floor interfaces**

A high standard of active frontage will apply along streets with retail activities. Refer to guidelines for ‘Active Frontage A’. Most other streets within the structure plan boundary will provide a medium level of active frontage. Refer to guidelines for ‘Active Frontage B’. This medium level active frontage should also apply to some laneways that are safe, in particular where laneways are permeable in visual straight lines and short in length.

On Sydney Road, from Brunswick Road to Albion Street, the floor to floor height will relate to the existing fabric on this well defined heritage streetscape. On all other streets with commercial activity, the floor to floor height should be high enough to reinforce the prominence of ground floor commercial activity.

On all streets with commercial activity, canopies should be incorporated to protect against the weather and at a height that relates to existing canopies.

**OBJECTIVE 1**

**To provide guidance on the appropriate built form of development to improve amenity and ensure a level of certainty to all stakeholders including the community.**

**STRATEGY 1.1**

Ensure new development occurs in accordance with Map 10 and the Guidelines for Built Form.

**STRATEGY 1.2**

Ensure active ground-level frontage is provided in new developments in accordance with precinct plans in Volume 2.

**OBJECTIVE 2**

**To sensitively manage interface issues between new and existing development.**

**STRATEGY 2.1**

Ensure that development outside the Local Areas transitions in scale to the low-density residential surrounding area.

**STRATEGY 2.2**

Ensure that new development is of an appropriate scale and density for the site and its context.

**STRATEGY 2.3**

Ensure that the built form of new development is appropriate in terms of bulk and height relative to the scale of the street and surrounding buildings, building alignment, proportions, building type and elements.

**OBJECTIVE 3**

**To ensure a high-quality built environment.**

**STRATEGY 3.1**

Make sure that rooftop plant, infrastructure and potential green roofs are well integrated into new development.

**STRATEGY 3.2**

Ensure that landscape and buildings operate as an integrated and sustainable system.

**STRATEGY 3.3**

Avoid subdivision of lots and encourage amalgamation of lots where there are opportunities for more efficient urban renewal.

**STRATEGY 3.4**

Ensure building layout allows generous light access to apartments and outlook from apartments.

**STRATEGY 3.5**

Ensure that daylight, outlook and natural ventilation to dwellings are provided at a very high standard.

**OBJECTIVE 4**

**To ensure that new development contributes to the safety, visual interest and vitality of public places, streets and pedestrian links.**

**STRATEGY 4.1**

Ensure new development that takes account of its social context in terms of housing access, housing diversity and service.

**STRATEGY 4.2**

Ensure building design enhances the environment in which it is built and optimises safety and security for internal and public spaces.

**OBJECTIVE 5**

**To encourage the development of multi-use buildings that are adaptable over time.**

**STRATEGY 5.1**

Ensure that buildings are designed and constructed to accommodate a range of uses over time.

MAP 10 : BUILT FORM

ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT

OBJECTIVE 6

To achieve development that incorporates environmentally sustainable design features.

STRATEGY 6.1

Encourage widespread use of passive solar design, energy and water efficiency through building design, materials and fittings.

STRATEGY 6.2

Encourage rooftop gardens, generous balconies, innovative water management and re-use, and solar and other innovative energy technologies.

STRATEGY 6.3

Promote energy-efficient design and renewable energy technology use in new developments, and retro-fit existing buildings to improve energy efficiency.

STRATEGY 6.4

Ensure construction and waste management plans are required for all development sites to maximise use of environmentally preferable construction materials and minimise waste to landfill.

STRATEGY 6.5

Ensure landscaping that minimises water use and increases permeability (water sensitive urban design).

STRATEGY 6.6

Ensure development meets or exceeds all targets established in Moreland's Sustainable Tools for Environmental Performance Strategy (STEPS).

STRATEGY 6.7

Require a minimum of 75% on-site best practice stormwater treatment by using Melbourne Water's STORM assessment tool, MUSIC stormwater modelling or equivalent approved methodology.

STRATEGY 6.8

Enhance 'Indoor Environment Quality' (IEQ) in developments.

For more detailed outline of built form guidelines, please refer to precinct maps in Volume 2.

Built Form Guidelines

The maximum heights for future development outlined below are a guide based on long term development opportunities and preferred future character for the whole Activity Centre. New development proposals and new overlays will require site context analysis justifying more detailed built form controls.

- 3 storey maximum
- 4 storey maximum
- 5 storey maximum
- 6 storey maximum
- 7 storey maximum

Height of potential future development subject to context of key public buildings and other sites.

Public space subject to negotiation or public acquisition overlay

- Potential landmark building  
Height subject to context
- Major visual gateway
- Other visual gateway

Note: Existing Development Overlays

The Moreland Planning Scheme contains a number of existing development overlays in the Brunswick Structure Plan boundary. In some instances the Brunswick Structure Plan is inconsistent with existing overlays. In such instances, the existing overlays prevail until new scheme provisions, in accordance with the BSP, supersede and replace existing development overlays, where appropriate.

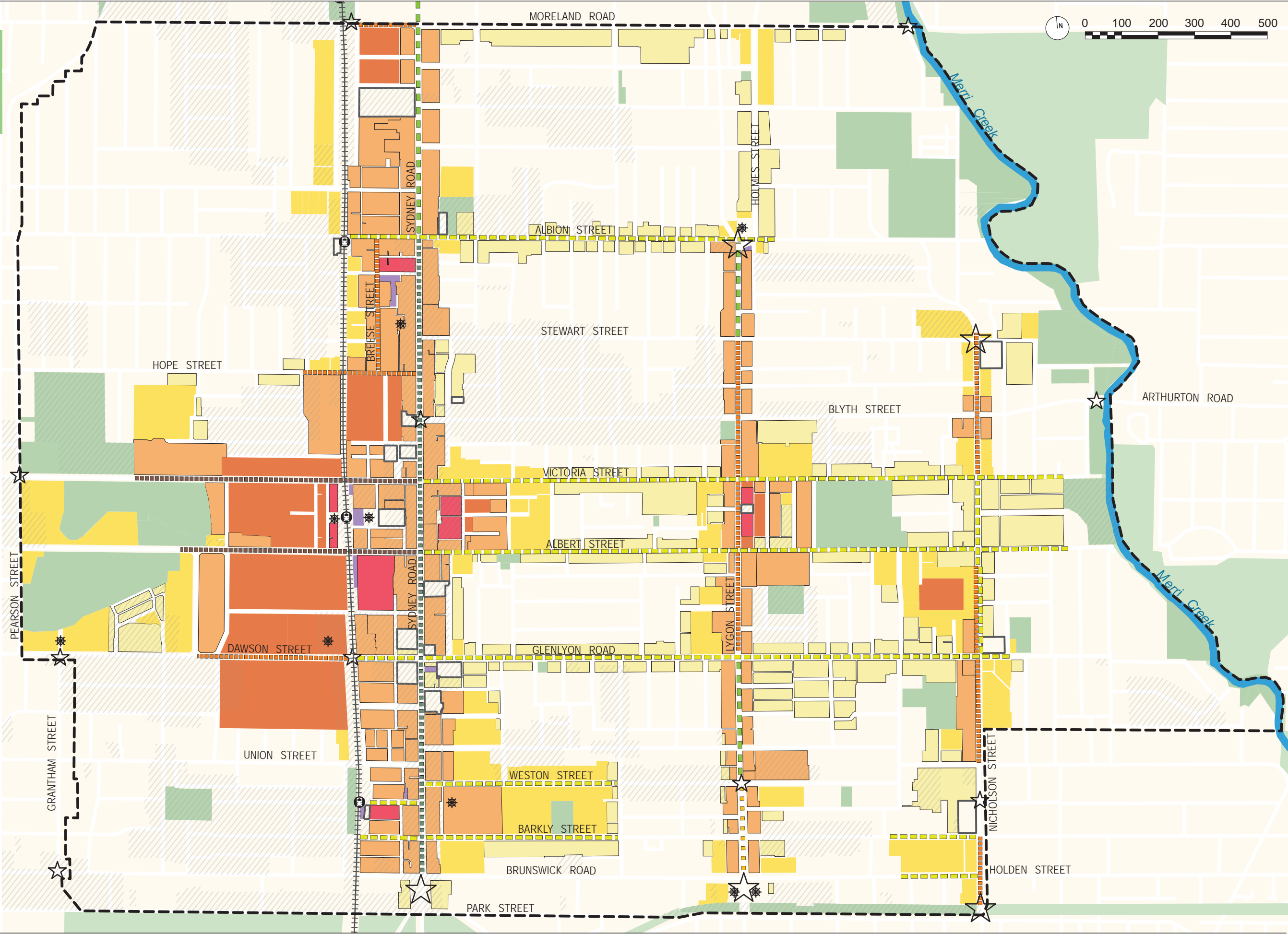
Streetscape Controls

The controls for built form podium heights below must be established for new development to achieve preferred future streetscape character.

- Establish a 2 storey built form podium height. Setback of development above the podium to be minimum 14 metres.
- Establish a 3 storey built form podium height. Setback of development above the podium to be minimum 7 metres.
- Establish a 3 storey built form podium height. Setback of development above the podium to be minimum 5 metres.
- Establish a 3 storey built form podium height. Setback of development above the podium to be minimum 4 metres.
- Establish a 4 storey built form podium height. Setback of development above the podium to be minimum 3 metres.
- Establish a 5 storey built form podium height. Setback of development above the podium to be minimum 2 metres.

Existing Conditions

- Tram line
- Rail line
- Train station
- Study Area
- Waterways
- Open space
- Heritage overlay





GUIDELINES : BUILT FORM	
These guidelines set a framework for the future character of the Brunswick Activity Centre and establish a level of certainty for all stakeholders.	
Built form envelope	Overall height, podium height and setback of development above podium should be consistent with Built Form Map 10 and relevant precinct built form diagram.
Setback from street boundary	All new buildings next to Activity Streets should be built to street edge. On other streets the setback can vary subject to the context.
Rear and side interfaces	Built form at rear and side interfaces should be carefully designed to relate to adjacent scale and to avoid overlooking into adjacent dwellings.
Landmark sites	Specific building heights for the nine identified landmark sites are to be determined following preparation of a rigorous site context analysis and design response. Design excellence is required for any development of these sites.
Pedestrian links through sites	Pedestrian links through development sites should be provided in accordance with precinct plans in Volume 2.
Amenity to dwellings	Design of building layout should allow for good natural ventilation, generous daylight access to habitable rooms and generous outlook from dwellings.
Lot sizes	Subdivision of lots should be avoided where the subdivision mitigate against the objectives of the Structure Plan. Amalgamation of lots is encouraged to create opportunities for more efficient redevelopment (i.e. higher amenity to dwellings and reduced vehicle crossovers).

Façades	Façades must be designed to a scale appropriate to the overall street character, existing pattern (i.e. lot widths and floor to ceiling height) and pedestrians. Multiple entries and smaller shop fronts are encouraged.
Active frontage	Active frontage to new development should be provided in accordance with active frontage guidelines and precinct plans in Volume 2.
Vehicular access	Vehicular crossings should be from rear lanes or alternatively side streets where practically feasible to minimise or avoid use of pedestrian and retail frontages for vehicular access.
Car parking	Car parking at ground level should be avoided to ensure ground floor activity and good active frontage. Underground car parking is encouraged. If underground car parking is not feasible car parking on upper levels should not be visible from the street and there should be a zone of other activity between car park and façade. This other space of activity could be residential, commercial, or office space.
Development of further guidelines for urban renewal areas, large sites and landmark sites	In addition to the Structure Plan guidelines specific guidelines, in the form of development overlays etc., should be prepared for larger urban renewal areas, sites and landmark buildings. The more specific guidelines, covering potential additional pedestrian links and active frontage, should be developed subject to local opportunities and constraints.



Housing at Hoffman's Brickworks redevelopment.

**GUIDELINES : ACTIVE FRONTAGE**

For detailed mapping of active frontage categories refer to Precinct Map of Volume 2.

**Active Frontage A – Retail Core**

This category of active frontage applies primarily to property adjacent to identified ‘Activity Corridors’. Refer to Volume 2 precinct maps.

Buildings with ground level frontages to ‘Active Frontage(s) A’ as identified on the relevant precinct plan in Volume 2 must contribute to the appearance and retail function of the area by providing:

- a display window and/or entrance measuring at least 80% of the width of the street frontage of each individual shop premises and food and drink premises, or at least 60% of the width of the street frontage of each premises used for other commercial uses.
- clear glazing to street frontages. Security grilles must be visually permeable or transparent, and are encouraged to be internally mounted.
- façade design that incorporates lighting to add to a sense of security at night.
- built scale appropriate to the street and proximity to pedestrians.

Vehicle ingress and egress, loading facilities and building services should not be located on frontages to Active Frontage A streets.

**Active Frontage B - Activity Streets and Links**

This category of active frontage applies primarily to property adjacent to other identified ‘Activity Streets’ and identified ‘Active Movement Links’. Refer to Volume 2 precinct maps.

Buildings with ground level frontages to ‘Active Frontage(s) B’ as identified on the relevant precinct plan in Volume 2 must present an attractive pedestrian focused frontage by providing:

- individual entry doors to ground level dwellings to create a residential address to the street.
- shelter and lighting to entries.
- clear glazing to street frontages. Security grilles must be visually permeable or transparent, and are encouraged to be internally mounted.
- no, or low visually permeable front fencing only.
- built scale appropriate to the street and proximity to pedestrians.

Vehicle ingress and egress, loading facilities and building services should not be located on frontages to Active Frontage B streets or laneways, unless there is no alternative.

**Other Frontages**

This category applies to property adjacent to other streets, laneways or other public land not covered by Active Frontage A and B.

All other frontages to street, lane or public land, other than the identified Active Frontage A and B, should contribute to high quality safe and attractive street frontages through the provision of lighting, street furniture, entry doors, habitable rooms with windows, low fences and display windows where possible.

Vehicle ingress and egress, loading facilities and building services should be located on lanes where possible.



4.6 CHARACTER AND IDENTITY

*Brunswick is rich in both indigenous and European cultural history, which is reflected in the many heritage buildings, streetscapes and places that still remain today. Within this setting, today's Brunswick residents have forged a unique, contemporary character and identity renowned for its cultural diversity and the strength of the arts and entertainment sectors. Given Brunswick's level of potential urban renewal, the suburb's unique character could be eroded in the future, and its valued identity lost.*

The Structure Plan seeks to strengthen and build on the character and identity of the area by protecting valued places, and building new ones with as much character as the old ones. Preserving the sense of community identity will encompass strategies revolving around protecting activities such as arts and entertainment that may come under pressure to relocate out of the area into the future.

Public art initiatives will be promoted to enable the various communities of Brunswick to develop and celebrate their diversity. They will provide opportunities to recognise the distinct indigenous and migrant culture and heritage that exists in Brunswick and might represent themes such as indigenous past, industrial heritage, migration, political activism and environmentalism.

OBJECTIVE 1

**To build on Brunswick's unique character as the suburb transforms into a higher density sustainable Activity Centre.**

STRATEGY 1.1

Strengthen the overall character and perception of the Activity Centre by improving streets where most of future development is anticipated, including the three north-south Activity Corridors, the two east-west streets along the Albert and Victoria Axis and the identified catalyst streetscapes.

STRATEGY 1.2

Promote the development of key areas in the Activity Centre in accordance with the Guidelines for Future Character.

STRATEGY 1.3

Continue developing the unique nature of Activity Corridors through future retail growth and streetscape improvements.

STRATEGY 1.4

Strengthen Activity Nodes as convenient informal meeting places that will increase the local sense of identity in each neighbourhood.

STRATEGY 1.5

Ensure that key public places and streetscapes provide a strong sense of identity by enhancing Activity Nodes.

STRATEGY 1.6

Strengthen local policy regarding heritage protection.

STRATEGY 1.7

Design public infrastructure to create opportunities to build community awareness of Brunswick as a place and as a community.

OBJECTIVE 2

**Certain planning policy inadequacies have been identified and there is need for a strategic review in the context of both local and State policy.**

STRATEGY 2.1

Ensure Planning Scheme Amendments that implement this Structure Plan address any anomalies and inadequacies in existing planning controls.

HERITAGE

OBJECTIVE 3

**To conserve and enhance buildings, places, archaeological sites, landscapes and other elements that contribute to Brunswick's rich cultural heritage.**

STRATEGY 3.1

Encourage and support the adaptive re-use of heritage buildings within industrial and commercial areas.

STRATEGY 3.2

Ensure the visibility of heritage and natural developments.

STRATEGY 3.3

Preserve high-profile heritage elements and streetscape character for future interpretation.

STRATEGY 3.4

Increase awareness of heritage values, especially among developers and new businesses.

STRATEGY 3.5

Encourage the integration of heritage buildings into new development.





**OBJECTIVE 4**

To ensure policy adequately protects heritage assets and values.

**STRATEGY 4.1**

Prepare an amendment to the Moreland Planning Scheme to protect places with heritage value, including icons, streetscapes, laneways, historic parks and infrastructure such as heritage railway elements, brickworks structures and bluestone pit features.

**CULTURAL DEVELOPMENT**

**OBJECTIVE 5**

To provide opportunities for the expression and integration of cultural heritage and identity.

**STRATEGY 5.1**

Provide support for the arts and entertainment sector and reinforce its positive influence on the surrounding economy.

**STRATEGY 5.2**

Encourage and support community and business initiatives that increase opportunities for public art including projects such as art displayed in shop windows or performances in shopping areas or on public transport.

**STRATEGY 5.3**

Encourage cultural interpretation in new private and public development, including through the use of urban design frameworks to guide development.

**PUBLIC ART**

**OBJECTIVE 6**

To use public art to enrich public spaces and celebrate the diversity of the Brunswick communities, indigenous culture, and heritage.

**STRATEGY 6.1**

Enrich public spaces through the incorporation of public art within public and private development that are celebrated as landmarks and local icons and contribute to place making.

**STRATEGY 6.2**

Ensure public art installations satisfy the Guidelines for Public Art.

**STRATEGY 6.3**

Focus artwork at Activity Nodes and along key pedestrian links.

**STRATEGY 6.4**

Explore opportunities to create a ‘public art trail’ from Brunswick Central Parklands to Merri Creek along the east-west urban renewal axis, Albert and Victoria Streets, to improve links between these areas.

**STRATEGY 6.5**

Ensure that planning for all major capital works projects includes consideration of public art and includes appropriate processes for community involvement and evaluation.

MAP 11 : CHARACTER AND IDENTITY

Key Character Areas

- Local Area 1 - Sydney Road

The future Sydney Road will continue to be characterised by its many heritage façades. The proximity to the railway line will be emphasised and a network of new and existing public space will strengthen the east-west connection between nodes of activity (such as around train stations) and activity on Sydney Road.
- Local Area 2 - Lygon Street

The future Lygon Street will be characterised as a public space to gather in its entire length from gateway in south to gateway in north. This could include widened footpath with an avenue of trees and opportunities for pleasant café environments and informal seating.
- Local Area 3 - Nicholson Street & links to Merri Creek & Parklands

Activity will be focused around several nodes and pedestrian friendly east-west streets will provide good links to open space along Merri Creek. Safe pedestrian crossings along the street and good links to Merri and CERES will be provided.
- Albert & Victoria Axis

Albert and Victoria streets will be developed as pedestrian friendly links between major parklands to the east and west. This link will incorporate a range of initiatives such as:
  - east-west active movement network
  - new community hubs
  - heritage interpretation and public arts trail
- District Park

Encourage the further development of Kirkdale, Sumner, Merri Parklands and Brunswick Central Parklands as strong and distinct character areas.

Character Elements

- Gateway to Activity Corridor

Strengthen character and local sense of place in key gateway locations.
- Proposed landmark

Encourage major visual landmarks in key locations.
- CERES

Support the continued development of CERES.
- Activity Node

Strengthen character and local sense of place in key Activity Nodes.
- Catalyst Streetscape

Improve selected streetscapes to catalyst urban renewal and make better use of under-utilised community facilities, inclusive of parks and train stations.
- Heritage Cluster

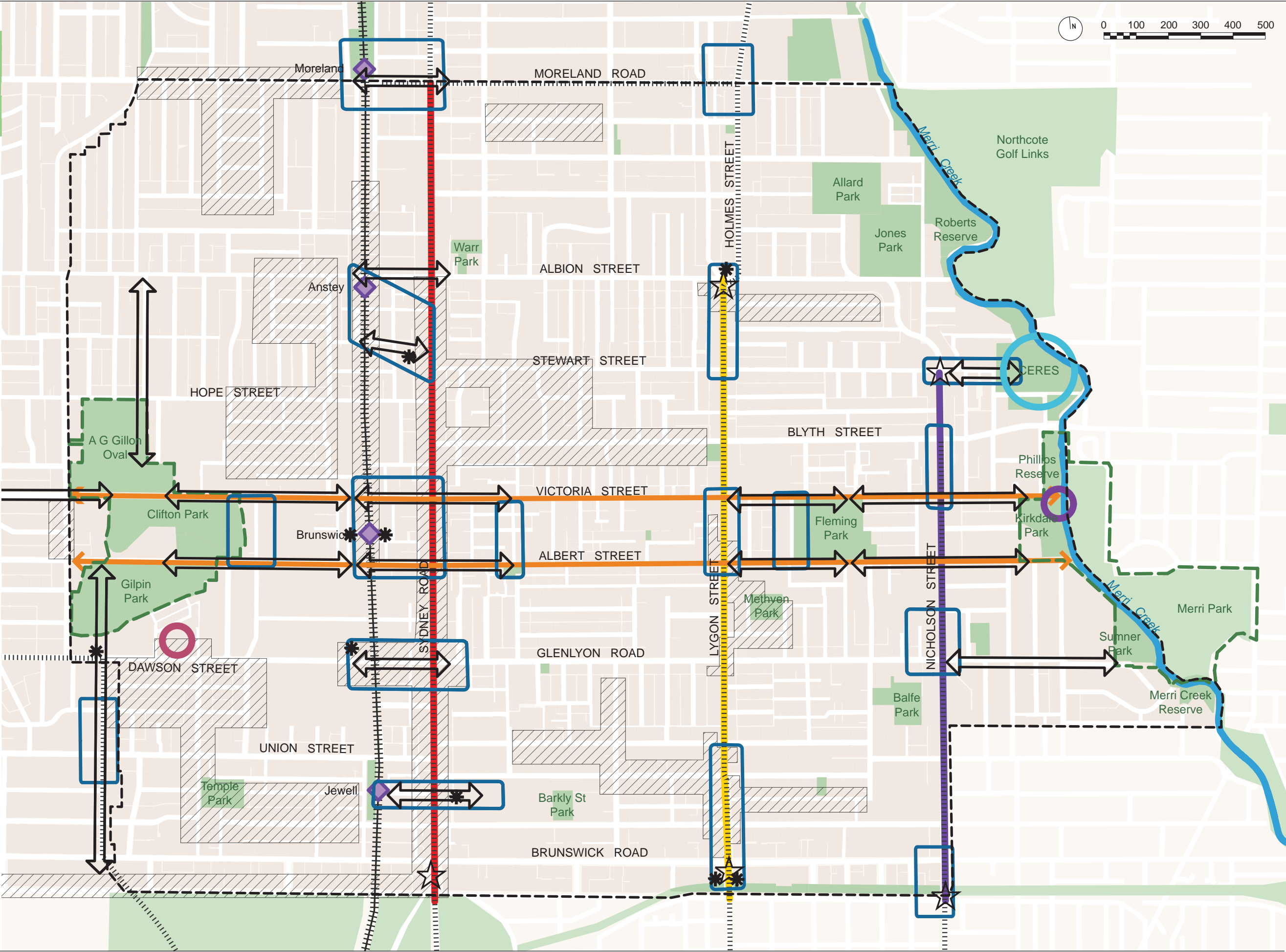
Respect streetscapes or groups of buildings of interest to the legibility of the heritage character.
- Brickworks Heritage

Redevelop heritage buildings at Hoffman's Brickworks in a way that the new use are in keeping with the former use. For example, ceramic studios for artists. Relate new heritage interpretation of the historic site and buildings to the vast former clay pits which is now parklands.
- Bluestone Quarry Heritage

Protect historic features along Merri Creek that relate to former bluestone quarry. Relate interpretation of the former bluestone quarries and heritage structures at Kirkdale Park.

Existing Conditions

- Tram line
- Rail line
- Train station
- Study Area
- Waterways
- Open space





**GUIDELINES : PUBLIC ART**

- Public art should seek to achieve the following:
- Interpret, define and enhance the ‘character’ and cultural identity of a city.
  - Acknowledge cultural heritage and traditions.
  - Provide a sense of public ownership of public art objects and spaces.
  - Encourage positive and practical interaction between people and public spaces.
  - Challenge perceptions and prejudices.
  - Express the principles of sustainability.



**GUIDELINES : FUTURE CHARACTER**

Refer to Map 11 – Character and Identity.

Based on the future changes outlined in Map 13 – Strategic Framework, large-scale urban renewal will occur along certain streets, and opportunities exist for reconfiguring industrial land next to Brunswick Central Parklands. In response to this, the future character guidelines for local areas and the Albert and Victoria Axis are described below. Please also refer to Map 11 – Character and Identity. Three Local Areas discussed, in addition there are two other special areas of interest.

**Local Area One:  
Sydney Road /  
Upfield Corridor**

Development on Sydney Road will build on the strong heritage streetscape and will significantly improve its integration with train stations and new transport-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.

**Local Area Two:  
Lygon Street**

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. Activity will increase along the whole of Lygon Street, and improvements such as footpath widening and potential street trees will be implemented.

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.

**Local Area Three:  
Nicholson Street**

Nicholson Street will develop into three nodes of activity emphasised by higher buildings.

To the south, the precinct will develop as part of Nicholson Village in Fitzroy. In the core of Nicholson Street, new development with new retail destinations will be focused around the tram / smart bus interchange at Glenlyon Road.

To the north, at the East Brunswick Village Centre, the local sense of identity around Lomond Hotel will be strengthened. Streetscape improvements will occur along pedestrian links improving the connections between Nicholson Street and parklands at Merri Creek.

**Brunswick Central  
Parklands**

Brunswick Central Parklands will become a better organised district park with multiple options for passive and active recreational activity. It will also become a focus for a new multiple function community hub.

Pedestrian amenity will improve along key access points and pedestrian links such as a new link to Grantham Street / Royal Park will be catalyst to the integration of Brunswick Central Parklands.

Several industrial-use sites will change land use and improve the appearance at the park interface.

**Albert and Victoria  
Axis**

The east-west axis of Albert and Victoria Streets will be developed as pedestrian-friendly links between district parklands in the east and west. These links will also connect new community hubs, one at Lygon Street / Fleming Park and another at Brunswick Central Parklands.

These pedestrian-friendly community links will also provide a cross-Brunswick heritage interpretation and artworks trail.



Corner Albion Street and Dunstan Avenue.

4.7 SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

*Council and other organisations currently own, manage, maintain and fund a wide range of services and facilities throughout the Brunswick Activity Centre. Examples of these include the Brunswick Library, a Citizens Service Centre, the Counihan Gallery, community halls and clubrooms for bocce, lawn bowls, football and cricket. Many of these are outdated, operating at capacity or are poorly located and will require significant improvements or even relocation. Council is committed to ensuring that future community needs are met through well-located, high quality services and facilities.*

Several of the social services in Brunswick are at capacity and many of the facilities need significant upgrading. While demand for some services, such as early years, is increasing, demand for others such as the traditional model of single-purpose senior citizens centres, is declining. A range of Council’s policies (including the MOSS and the Early Years Facility Strategy) contain objectives to focus on service provision through development of co-located multi-purpose facilities. This situation gives Council the opportunity to work with potential partners to establish a new model of service and facility provision that will provide higher service levels at fewer locations. A number of synergies will be achieved by the collocation of social services within the Activity Centre.

The Structure Plan proposes the development of a network of three key community hubs: one each in Brunswick West, Brunswick and Brunswick East. A community hub serves as a focus for the co-location of services and facilities to achieve an integrated, efficient and flexible approach to deliver social infrastructure. This will help Council to take advantage of synergies to better meet growing and changing community and make better, more efficient use of Council resources.

OBJECTIVE 1

To coordinate a viable mix of public utilities, services and facilities to meet day-to-day needs of residents and enable access to information.

STRATEGY 1.1

Provide community access to space, resources, knowledge and learning / participation opportunities in community hubs to facilitate engaged and strong communities.

STRATEGY 1.2

Develop capacity in the community to assist them to meet many of their own needs (i.e. seeking funding sources, improving facilities, etc.).

OBJECTIVE 2

To facilitate local partnerships and joint planning for sustainable models of service delivery that are effective and responsive in addressing changing needs.

STRATEGY 2.1

Facilitate partnership projects that deliver affordable and accessible accommodation and will catalyse other investment and commitments.





COMMUNITY HUBS

OBJECTIVE 3

To develop a civic presence (including enhanced community facilities) in each of Brunswick’s three main parts – Brunswick West, Brunswick and Brunswick East.

STRATEGY 3.1

Develop a network of neighbourhood community hubs at Brunswick West, Brunswick and Brunswick East.

STRATEGY 3.2

Develop multi-purpose facilities in appropriate locations, clustered with complementary services and facilities.

OBJECTIVE 4

To ensure community services are well located and easily accessible by pedestrians, cyclists and by public transport.

STRATEGY 4.1

Ensure integration of municipal and regional social, cultural leisure services and facilities at community hubs to provide community focal points and reduce the number of trips required.

RECREATION SERVICES AND FACILITIES

OBJECTIVE 5

To promote social diversity and encourage positive inter-generational contact.

STRATEGY 5.1

Develop more indoor sport facilities to support sports such as basketball and netball, and to increase the availability of indoor training space.

STRATEGY 5.2

Develop synthetic, floodlit soccer pitch facilities to support training and match needs.

STRATEGY 5.3

Focus higher level sporting activities at Gillon Park, Clifton Park and Allard Park.

STRATEGY 5.4

Review the provision of Neighbourhood House facilities in Brunswick.

OBJECTIVE 6

To optimise the use of significant civic infrastructure and provide a high quality experience for all users.

STRATEGY 6.1

Explore the development of shared facilities and multi-sport clubs in the area.



Ray's Café, Victoria Street.







MAP 12: SOCIAL, CULTURAL & LEISURE SERVICES & FACILITIES

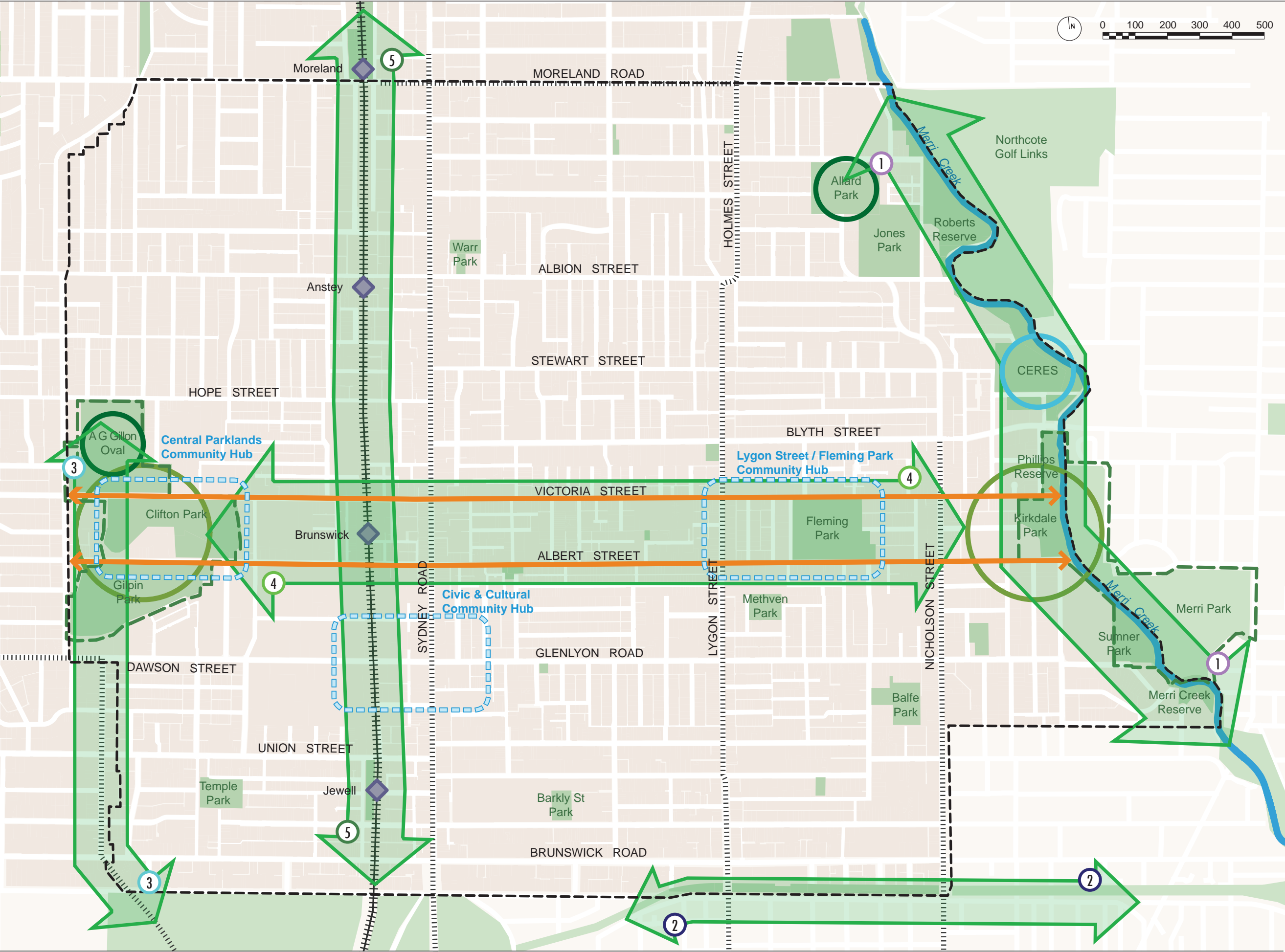


Facilities

-  Proposed community hub  
Location for future major community hub clustering multiple public facilities and meeting places.
-  CERES  
Acknowledge and strengthen the role of CERES as a community hub by strengthening key gateways and visual connections.
-  Recreation Node  
Focus for multi use open space.
-  Sports Hub  
Focus for higher level sporting facilities.
-  Albert & Victoria Axis  
Encourage community uses to develop the key east - west axis.
-  District Park  
Enhance district parks to create new social, cultural and leisure opportunities.
-  Major Recreation Link  
Strengthen recreation links to promote new and enhance existing active and passive recreational opportunities.
  -  1 Merri Creek Trail
  -  2 Royal Park Link
  -  3 Capital City Trail
  -  4 Albert and Victoria Axis
  -  5 Upfield Shared Path

Existing Conditions

-  Tram line
-  Rail line
-  Train station
-  Study Area
-  Waterways
-  Open space





4.8 STRATEGIC FRAMEWORK PLAN

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.

MAP 13 : 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

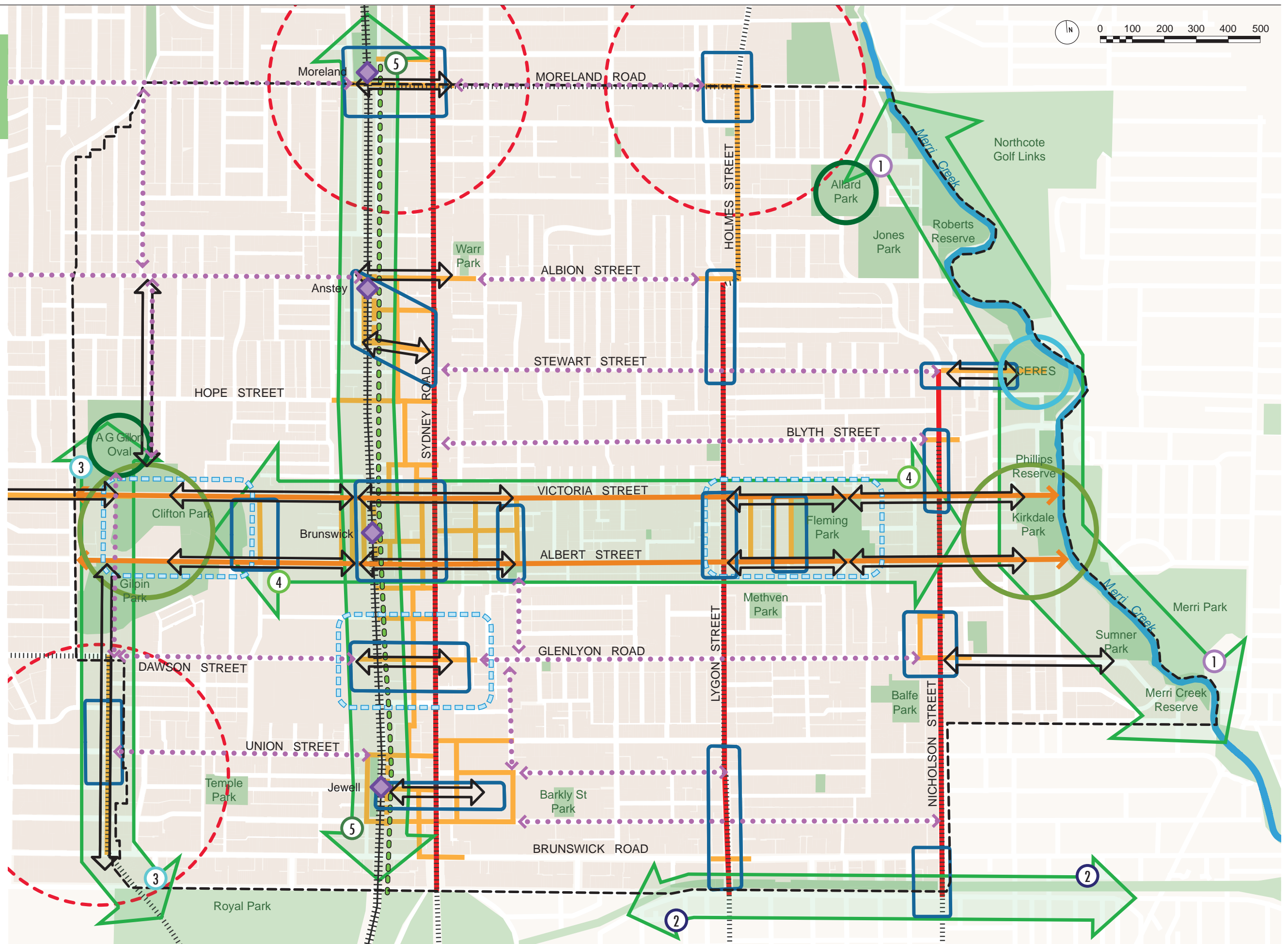
-  Activity Corridor  
Key streets to be developed as prime locations of economic and social activity.
-  Albert & Victoria Axis  
High amenity east-west pedestrian links along Albert and Victoria Streets.
-  Activity Streets (other)  
Street for future improvements to pedestrian amenity and development 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 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 monitoring and review procedures.

## 6 GLOSSARY

**Accessible housing** – housing designed to provide for the needs of all people without requiring adaptation or specialised design.

**Active /inactive frontages** – street frontages where an active visual engagement occurs between people in the street and those on the ground floors of buildings. This quality is assisted where the front façades of buildings, including the main entrance, face and open toward the street.

**Activity centre** – a place where people shop, work, meet, relax and often live. They are typically well served by public transport, and range in size and intensity of use. The Activity Centre concept is a central part of Melbourne 2030, which encourages development to occur in Activity Centres as a way to use existing infrastructure effectively, and to foster lively communities.

**Activity link** – a key pedestrian link between an Activity Node and an open space.

**Active movement network** – the pedestrian and cycling network connecting the key Activity Nodes within the Activity Centre.

**Activity Node** – areas or nodes where public transport and economic and social activities come together. Activity Nodes are key destinations in the active movement network and become focus areas for new transport interchanges and improvements to public space.

**Activity Corridor** – the Brunswick Activity Centre features three main north-south Activity Corridors, Sydney Road, Lygon Street and Nicholson Street. Each corridor has tram services and significant retail and business activity. These corridors will be developed as prime locations of economic and social activity.

**Activity Streets** - streets with a high level of pedestrian amenity. These streets feel safe during the day and night because they are always ‘active’ with people moving about their business. Activity Streets in the Brunswick Activity Centre will include those streets with higher-density mixed-used development such as Sydney Road, Lygon Street, Nicholson Street, Albert Street and Victoria Street.

**Adaptable housing** – housing that is visitable although not initially fully accessible, but can be made fully accessible should the need arise. This relates to structural or design features that would be difficult to change later if not considered at the time of construction.

**Affordable housing** – housing that can be purchased or rented by payment of 30 per cent or less of the average household’s gross income.

**Agent of change** – the agent of change principle determines responsibility for noise management. That is, where changed conditions are introduced into an environment, (for example through a new use, or changed operating conditions), the reasonable expectations of the existing land users should be respected. This applies to both venue operators and residents.

**CAD** – Central Activity District – the centre of metropolitan Melbourne.

**Core Employment Precinct (CEP)** – a strategic concentration of industry /business and associated uses, which provides the opportunity for new and emerging businesses and employment generating uses to operate relatively unconstrained by residential and other sensitive uses.

**Carbon footprint** – a measure of the impact human activities have on the environment in terms of the amount of greenhouse gases produced, measured in units of carbon dioxide. Carbon dioxide enters the earth’s atmosphere (the air that we breathe) during the energy conversion of fossil fuels, such as crude oil and coal, into petrol and electricity. Carbon dioxide emissions, or ‘green house gas emissions’, are deemed responsible for the global warming process (climate change).

**Climate Change** – the long-term significant change in average weather patterns. (Refer also to ‘Greenhouse gas’ and ‘Global warming’). ‘Climate change is arguably the greatest challenge facing humanity. The scientific evidence linking climate change to the increasing carbon concentration in the atmosphere, arising from human activity, is now overwhelming. Absolute proof of the linkage will not emerge for decades. However the evidence is sufficiently clear that urgent precautionary measures should be taken to reduce carbon emissions if dangerous consequences are to be avoided.’ (Source: Dunlop, Ian 2007, Climate Change & Peak Oil – an integrated policy)

**Community hub** – an area or facility in which complementary community services are provided.

**Diverse mobility** – the wide variety (diversity) of human mobility needs and capabilities. This notion reflects a need to ensure our city structure and infrastructure has adaptable interfaces that can accommodate the whole population.

**Environmentally sustainable development (ESD)** – ‘development that improves the total quality of life, both now and in the future, in a way that maintains the ecological processes on which life depends.’ (Source: Australian Government 1992, ‘National Strategy for Ecologically Sustainable Development’, prepared by the Ecologically Sustainable Development Steering Committee, endorsed by the Council of Australian Governments, December, 1992, ISBN 0 644 27253 8.)

**Fine-grained public transport** – a local well-served public transport network that includes a possible minibuss / shuttle bus service operating between nodes of activity, with a focus on east-west connections across tram corridors, linking community hubs, shopping corridors and transport interchanges around train stations.

**Food access** (also known as food security) – the ability of all people to access safe, affordable, healthy and culturally appropriate food at all times, without the use of emergency food relief in the form of food vouchers or parcels. The concept has its origins in the need to consider the sustainability of food supply. Water shortages, climate change and dwindling supplies of oil (see ‘Peak oil’) means food security is becoming a global issue.

**Gateway** – the experience of ‘arriving’ in the Activity Centre. Land at the gateways to the municipality and the Activity Centre are focal points where high quality, architecturally designed signature buildings are encouraged.

**Gentrification** – or urban gentrification – changes in demographics, land uses and building conditions in an area, accompanied by rapid increase in property prices, and influx of investment and physical remodelling and renovation. Gentrification brings new investment, makes improvements to buildings, helps preserve local heritage and increases the Council rate base. However, it can also displace low-income tenant households and commercial leases, and result in social homogenisation (or polarisation and homogeneity at the extremes of the socio-economic scale) and loss of cultural diversity.

**Global warming** – the increased temperature in recent decades, of the earth’s atmosphere and its projected continuation – it implies a human influence.

**Greenhouse gas** – gases present in the atmosphere, which reduce the loss of heat into space and therefore contribute to global temperatures through the greenhouse effect. Greenhouse gases are essential to maintaining the temperature of the Earth; without them, the planet would be so cold as to be uninhabitable. However, an excess of greenhouse gases can raise the temperature of a planet to lethal levels. (Source: United Nations Framework Convention on Climate Change.)

**Heritage place** – a place acknowledged under the Victorian Heritage Register or the Moreland Planning Scheme for its cultural significance. ‘Cultural significance’ means aesthetic, historic, scientific, social or spiritual value for past, present or future generations. ‘Place’ means site, area, land, landscape, building or other work, group of buildings or other works, and may include components, contents, spaces and views.

**Intermodal** – activities between different modes of transport.

**Landmark** – ‘an external reference point, usually a simply defined physical object.’ (Source: Lynch 1993, The image of the city, The MIT Press, Mass.).

**Legibility** – a term used in the context of neighbourhood character. It is the need to ensure that a place appears coherent, as in, visual cues convey a sense of how to move about the centre with ease.

**MILUS** – Moreland Industrial Land Use Strategy, August 2004.

**MITS** – Moreland Integrated Transport Strategy, November 1998.

**MOSS** – Moreland Open Space Strategy, August 2004.

**Planning scheme** – unless otherwise noted, references to the ‘planning scheme’ are the Moreland Planning Scheme.

**Passive surveillance** – natural surveillance, or ‘eyes on the street’ provided by local people as they go about their daily activities – this can deter antisocial behaviour and make places ‘feel’ safer.

**Peak oil** – the point at which further expansion of oil production becomes impossible because new production is fully offset by the decline of existing production, irrespective of the oil price. There is a high probability that the peak of global oil production will be reached within the next 5 years. It may take the form of a sharp peak, from which oil availability declines rapidly, or it may be an undulating plateau spread over a number of years if, for example, oil demand drops as a result of climate change impact. Given the absolute dependency of modern societies on oil and gas, the result will be traumatic. Australia is particularly vulnerable.

(Source: Dunlop, Ian 2007, Climate Change & Peak Oil – an integrated policy).

**Pedestrian** – ‘Any person wishing to travel by foot, wheelchair or authorised electric scooter, throughout the community. The definition of pedestrian thus includes all people with a disability, including people with visual, physical, mental or sensory impairment.’

(Source: Pedestrian Council of Australia).

**Permeability** – ensuring a place is easy to get to and move through. A permeable place gives people maximum journey choice taking into account all forms of movement (foot / cycle / public transport and car), and minimises travel distances and maximises access to facilities and services.

**Plaza/Piazza** – a public square or open space in a city or town.

**Podium** – a low continuous structure serving as a base for a building, often built to the street edge.

**Precinct** – smaller geographic areas within the Activity Centre that have similar built form and /or land use patterns, and where particular characteristics or features are to be encouraged and developed.

**SEIFA** – Socio-Economic Indexes for Areas prepared by the Australian Bureau of Statistics.

**Self containment index** – the ability of residents to perform multiple tasks locally i.e. shops, school, work and home without the use of a private vehicle. The notion is aligned with environmental sustainability. A high rate of self-containment indicates that activities are located in relative proximity to each other, thereby enabling multi tasks to be performed. A low rate indicates wide dispersal of activities, requiring the use of individual cars.

**Sense of address** – an urban design term relating to the how people experience the Activity Centre. A good sense of address requires buildings to have an outward orientation i.e. be visually engaging, and to create opportunities for informal rest /meeting areas at building entrances.

**Statistical Local Area (SLA)** – a small geographic area used by the Australian Bureau of Statistics to collect and disseminate statistics.

**Sustainable development** – development that meets the needs of current generations without compromising the ability of future generations to meet their own needs (also see Environmentally Sustainable Development).

**Sustainable Design Scorecard (SDS)** – Moreland City Council and the City of Port Phillip’s on-line scorecard for evaluating the sustainability of non-residential buildings.

**Sustainable Tools for Environmental Performance Strategy (STEPS)** – Moreland City Council’s on-line sustainable design assessment tool. STEPS measures the impact of residential building design on greenhouse gas emissions, peak cooling demand, water consumption, stormwater run-off and material use.

**Transit-oriented development** – development that is well serviced by public transport or shaped around a transport hub.

**Universal design** – The design of products and environments that are usable by all people, to the greatest extent possible, without the need for adaptation or specialised design.

**Urban renewal** – the rehabilitation of urban areas, by regeneration, replacement, repair, or renovation, in accordance with comprehensive plans (such as a Structure Plan).

**Urban Village** – environmentally sustainable, mixed use, and public transport oriented town or neighbourhood centres. These are mostly located at existing public transport and activity nodes.

**VAMPIRE index** – ‘vulnerability assessment for mortgage, petrol and inflation risks and expenses’ (VAMPIRE) – used to assess how potential adverse impacts from rising fuel costs would likely be distributed across Australian cities based on ABS Census data. It also assesses the capacity of existing urban structures and transport systems to accommodate behavioural responses to rising fuel costs and changing household financial pressures. The VAMPIRE index is a policy tool used to address oil and mortgage vulnerability with an emphasis on equitable spatial provision of public transport services.

**Visitable housing** – housing that can allow all people to enter a home, navigate through the ground or entry level and to a bathroom suitable for universal use. It should include a suitable bedroom on the ground or entry level.

**Walkability** – relates to the notion of a network of connected, direct and easy to follow walking routes that are safe, comfortable, attractive and well-maintained, linking people to their homes, shops, schools, parks, public transport interchanges, green spaces and other important destinations.

(Source: Walk 21 Charter)

**Waste minimisation** – the implementation of integrated facilities to encourage separation of garbage, recyclable and organic waste, bin storage and safe collection points into the design of the development.

**Water sensitive urban design (WSUD)** – the implementation of integrated water management through recycling, water quality, stormwater run-off, drinking water, sewerage treatment into urban design and development.



# 7 ACKNOWLEDGEMENTS

The preparation of the Brunswick Structure Plan was led by Moreland City Council. However, its development was a collaborative effort involving many others. Thank you to those listed below.

In particular, Council would like to thank members of the Steering Committee who provided valuable guidance over a long period.

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**Significant others**

Ian Woodcock and Melbourne University  
students of Architectural Design 4B 2007.



Lygon Street at night.



