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PLUS YOUR LOCAL AREA
VOLUME 2 - PART 1
SYDNEY ROAD /
UPFIELD CORRIDOR
VOLUME 2 - PART 2
LYGON STREET
VOLUME 2 - PART 3
LYGON STREET

**DRAFT
2010**

Adopted by council | **BRUNSWICK** STRUCTURE PLAN
LOCAL AREA ONE - SYDNEY ROAD



Moreland City Council

VOLUME 2 PART 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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1 INTRODUCTION

This Local Area Structure Plan is informed by the Brunswick Structure Plan Volume 1 – Strategic Framework. The document provides objectives, strategies and guidelines relevant to the Sydney Road/Upfield Corridor Local Area and its precincts.

For overall objectives and strategies relating to the Brunswick Activity Centre as a whole refer to Brunswick Structure Plan Volume 1 – Strategic Framework.

1.1 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':

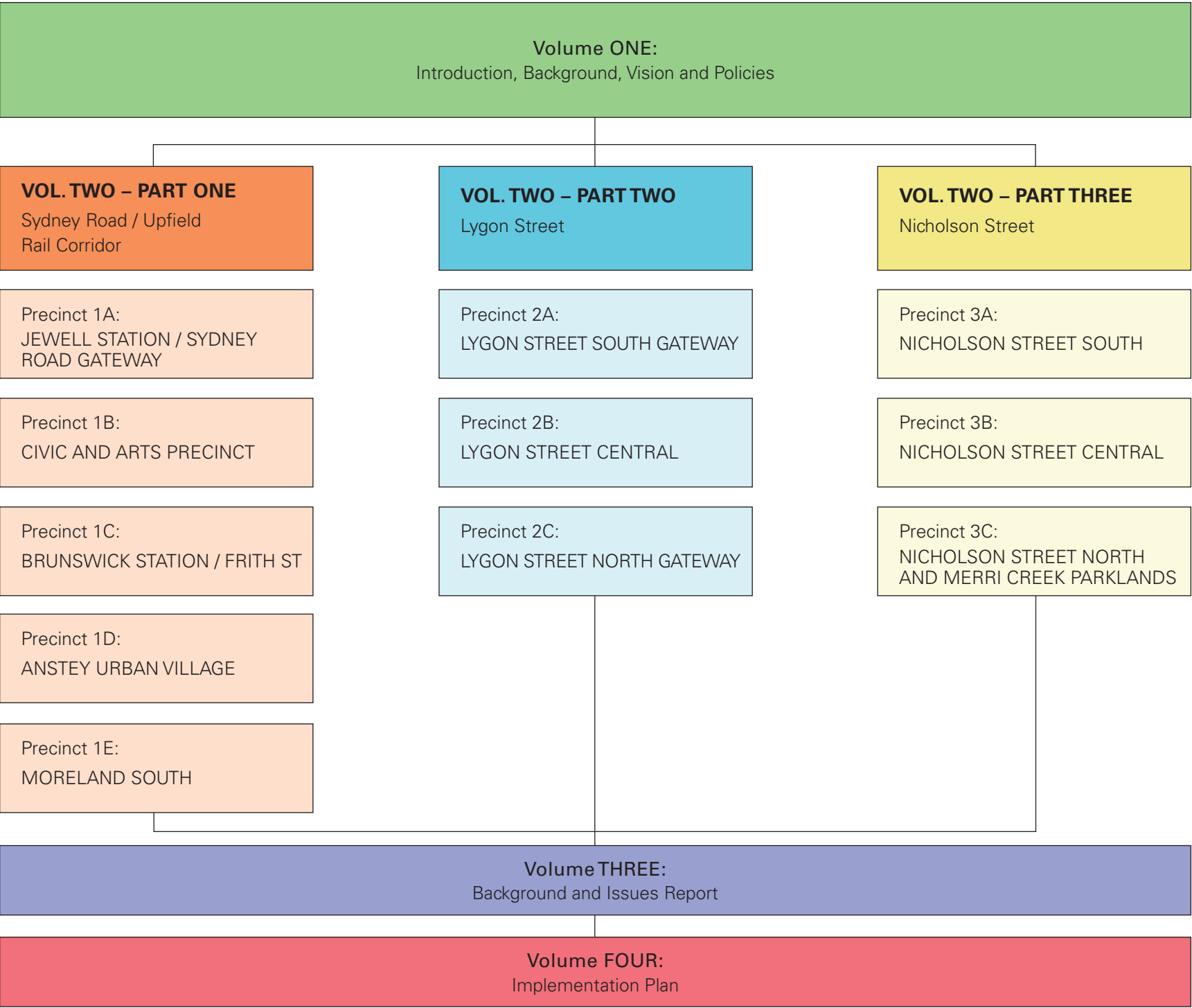
- Local Area 1: Sydney Road / Upfield Corridor
- Local Area 2: Lygon Street
- Local Area 3: Nicholson Street

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.



FIGURE 1 : Document Structure



1.2 ACTIVITY CENTRE STRATEGIC FRAMEWORK PLAN

The Strategic Framework Plan shown overleaf draws together the strategies for the seven themes identified in Volume 1 Strategic Framework into a coherent, spatial planning framework for the Brunswick Activity Centre.

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

MAP 1 : ACTIVITY CENTRE 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

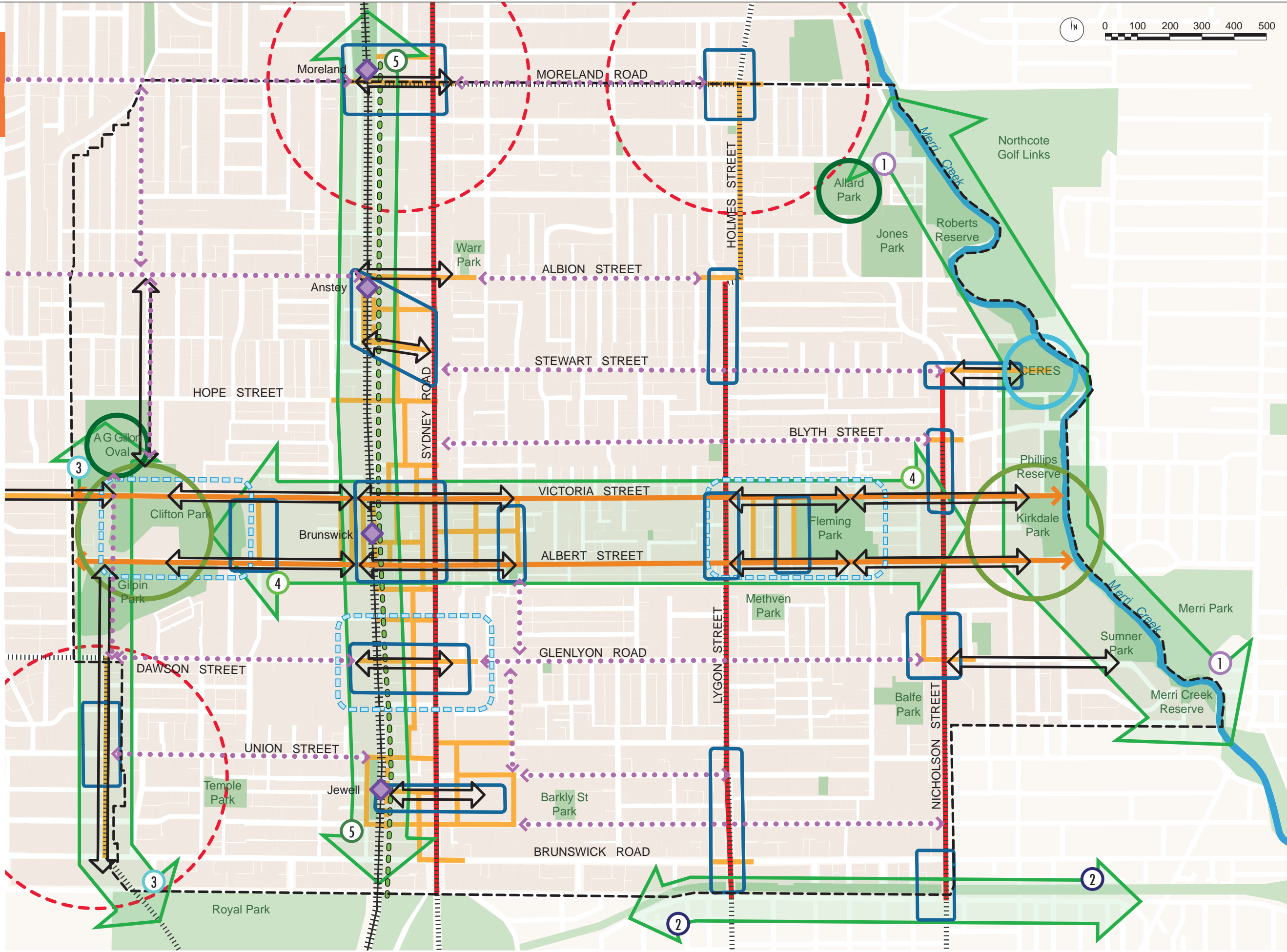
-  Activity Corridor
Key streets to be developed as prime locations of economic and social activity.
-  Albert & Victoria Axis
High amenity east-west pedestrian links along Albert and Victoria Streets.
-  Activity Streets (other)
Street for future improvements to pedestrian amenity and development with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



2 LOCAL AREA OVERVIEW

2.1 LOCAL AREA DESCRIPTION

TOTAL LAND AREA (GROSS):
111.4 HECTARES

ANTICIPATED NEW DWELLINGS:
(2359 + NEW PRECINCT 1E)

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

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

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

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

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

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

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

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

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



2.2 LOCAL AREA PRECINCTS

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

The five precincts are:

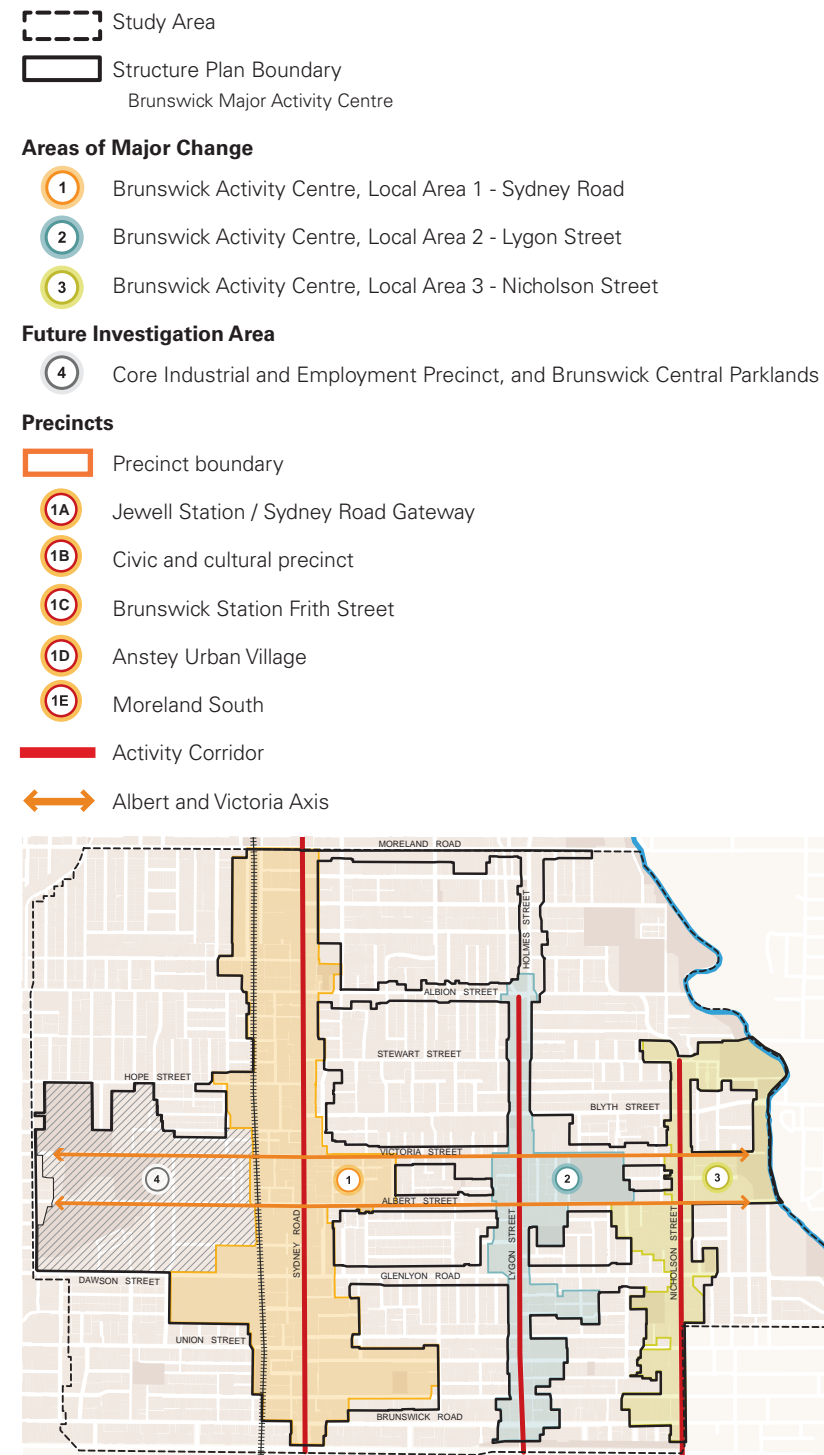
Precinct 1A : Jewell Station / Sydney Road Gateway

Precinct 1B : Civic and cultural precinct

Precinct 1C : Brunswick Station Frith Street

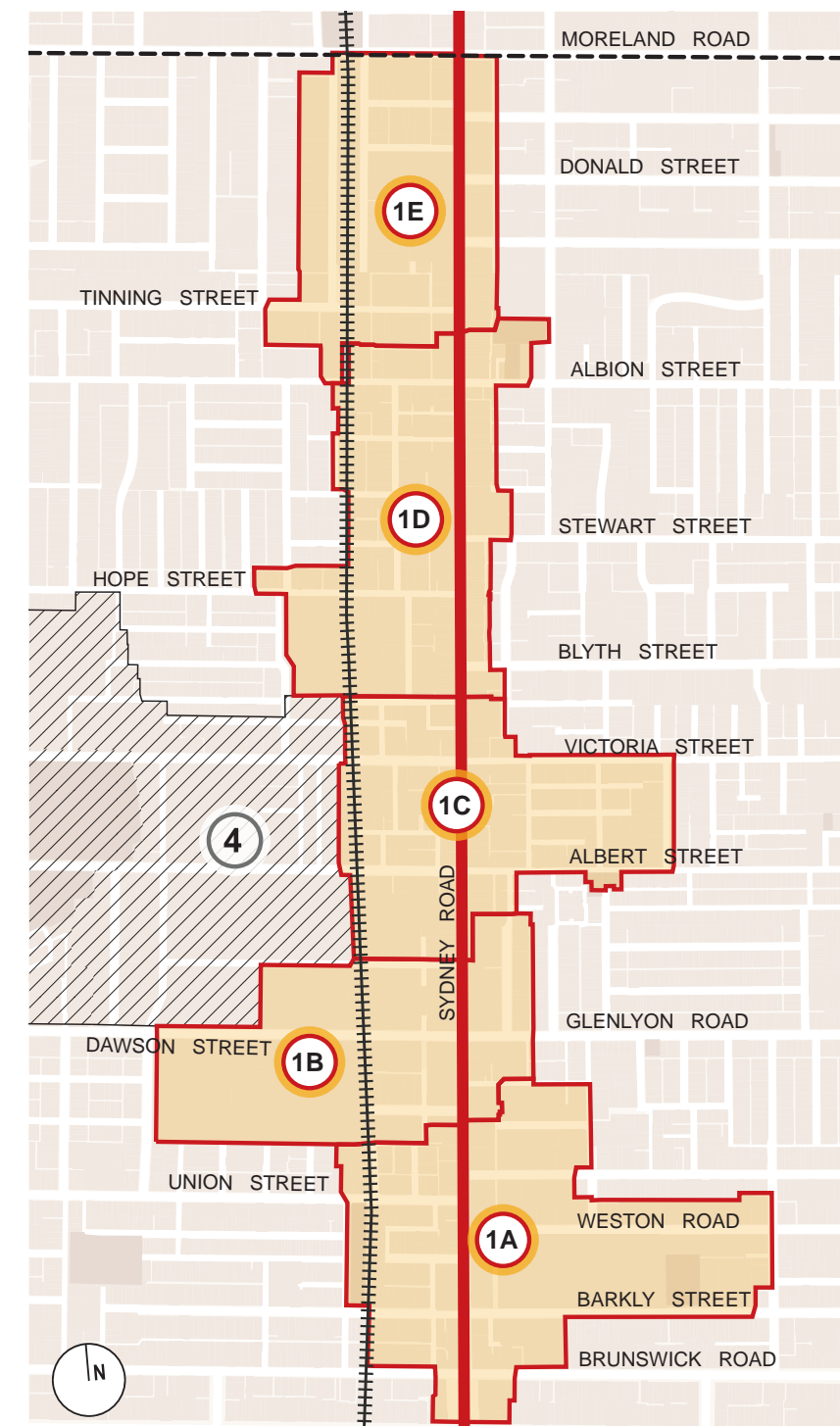
Precinct 1D : Anstey Urban Village

Precinct 1E : Moreland South



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

MAP 2 : LOCAL AREA & PRECINCTS



2.3 LOCAL AREA ISSUES

The issues below have been identified through lengthy community consultation and analysis of the Local Area.

2.3.1 PLANNING AND LAND USE

- The application of the Business 1 Zone (B1Z) which applies to the entirety of Sydney Road increases the likelihood of conflict between residents and the numerous live music and entertainment venues already established on the street.
- Land between the Upfield Train Line and Sydney Road used for manufacturing and industry-related activities is underutilised and under pressure to relocate, and requires new zoning controls to make best use of the land.
- Despite local planning policy support to retain a significant precinct of industrial land use between Albion Street and Moreland Road, a recent decision to allow residential development in a heritage listed building in the area could potentially cause land use conflict.
- There are a number of vacant or under-utilised industrial buildings to the west of Sydney Road that are ripe for redevelopment but in the current market may be transformed into housing rather than city-fringe offices that would provide strong employment outcomes.
- The provision of Mediterranean groceries, wedding clothes and fabric, and a wide variety of discount stores may come under pressure from outside competition and rising property prices.
- Sydney Road does not function as a single retail centre but as a series of separate, sometimes overlapping smaller centres with different functions and specialties.
- Arts and entertainment uses that contribute to the special character and retail offering of Sydney Road are under increasing pressure from rising property prices and residential development.
- Although increasing real estate prices are good for office and high-density residential development, they will likely pressure many of the artists currently in the area to relocate.

Precinct 1A

- Barkly Square Shopping Centre has poor street interfaces on Weston, Barkly and McDougall Streets, poor pedestrian amenity, and poor connectivity with its surrounding areas particularly Sydney Road, Wilson Avenue / Jewell Station and the Development Plan Overlay (DPO1) applied to site does not contain urban design requirements.
- Barkly Square Shopping Centre generates little flow-through of trade to Sydney Road.
- The precinct contains a number of pubs, clubs and other drinking venues but lacks a broad range of entertainment uses that appeal to a wider audience, including cinemas and browsing stores such as bookshops.

Precinct 1B

- The Victoria Police are using the former Lattner Hat Factory (20 Dawson Street, Brunswick) as a garage. Should they relocate, the site will require future use and built form policy.
- The RMIT Fashion and Textile Campus and Brunswick Secondary College are located in the Industrial 3 Zone despite not having an industrial function.
- The RMIT Fashion and Textile Campus and Brunswick Secondary College are severed from Sydney Road and the civic and cultural precinct by the Upfield rail line, resulting in a poor fit with the surrounding area.
- The Council owned car park adjoining the Upfield Path and opposite Brunswick Baths represents an under-utilisation of land.
- The warehouse and distribution function of Michael Street, Brunswick is considered an under-utilisation of land.
- Michael Street has poor pedestrian amenity due to numerous vehicle crossovers and industrial/ commercial activities.
- The poor industrial setting of the Brunswick Secondary College does little to attract families who may start local business in the area, despite the significant provision of open space.

- Continuing residential development in the precinct may threaten the viability of music venues and discourage cultural production and performance in the area as new residents object to noise and late-night opening hours.

Precinct 1C

- The current use of VicTrack land as a car park on the west side of Brunswick Station is an under-utilisation of land and creates a poor interface with surrounding areas.
- The Albert Street supermarket has poor street interfaces on Albert, Phoenix and Saxon Streets, poor pedestrian amenity due to the centre's structure and the dominance of cars, and poor connectivity with its surrounding areas particularly Sydney Road, Albert Street and the Upfield Path even though it is subject to a Development Plan Overlay (DPO2).

Precinct 1D

- The precinct contains multiple car parks that represent an under-utilisation of land.
- The precinct contains a number of retail dead spots and areas where building maintenance has been neglected due to a lack of retail anchors or major stores to attract shoppers from outside the area.
- Development in the precinct has been dominated by housing over employment uses which may create an imbalance in the provision of employment opportunities in this area.



Precinct 1E

- Despite local planning policy support to retain a significant precinct of industrial land use within this precinct, a decision to allow residential development in a heritage listed industrial building in Colebrook Street has created the potential for land use conflict.
- The showroom and bulky goods functions in this part of Sydney Road are becoming less tenable given the increasing competition from locations with better access and parking arrangements. The significant number of vacant shops, derelict buildings and vacant sites give the precinct a run-down feel that suggests land-holders are awaiting a trigger that will encourage large-scale redevelopment for other uses (likely to include housing). Large scale redevelopment provides an opportunity to effect major change in this area.
- The neighbourhood centre node around the intersection of Moreland Road fails to provide a convenient cluster of stores appropriate to its potential role - food and groceries, newsagent, pharmacist and so on. (These stores are present in this general area of Sydney Road but do not form a discrete and convenient cluster).
- Major uses such as the Brunswick Tram Depot and Don Bosco's provide much needed services for local residents. However, their ability to function effectively may be hindered by major changes in land-uses in the area.

2.3.2 HOUSING

- Declining affordability for rental and owner occupied housing is potentially affecting a range of people already experiencing 'housing stress'.
- There is a lack of appropriate and accessible housing across existing dwelling stock.
- Local Area 1 has significant capacity to provide new housing, particularly through the redevelopment of major industrial sites and through development above existing commercial buildings.
- There is poor access to open space in areas suitable for higher density residential development.
- There is under utilised capacity for shop-top housing.

Precinct 1A

- There is a need to increase housing availability, affordability and accessibility.
- Council's off-street car parks present significant opportunities for better use of the land, particularly housing, similar to Port Phillip's Woodstock Housing development.

Precinct 1B

- There is significant demand for housing for students in Brunswick generally, and housing in this precinct would be particularly beneficial for to service RMIT and other tertiary campuses to the south.

Precinct 1C

- There is a need to increase housing availability, affordability and accessibility.
- Council's off-street car parks present significant opportunities for better use of the land, particularly housing, similar to Port Phillip's Woodstock Housing development.

Precinct 1E

- Housing opportunities within this precinct occur primarily along Sydney and Moreland Roads.

2.3.3 TRANSPORT AND MOVEMENT

- Conflict occurs between all modes of transport at the cross roads of the Upfield Train Line and the line also forms significant barriers to east-west movement.
- The Upfield Shared Path is at capacity during commuter peak.
- The Upfield Shared Path narrows at many places including the train stations
- Rationalisation of the Upfield Shared Path is required to overcome issues including the potential future installation of additional train track(s).
- The State Government introduced extended clearway times and enforcement through tow-away zones in 2008, which undermines Council's long-standing objectives for the improvement of Sydney Road's amenity and economic function.
- The mixture of development and subdivision makes for a pedestrian experience which can be frustrating yet rich with discovery and visual stimulation.
- There are limited road and pedestrian crossings over the train line, and a number of the major east-west roads terminate at Sydney Road (e.g. Hope, Blyth, Union and Stewart Streets).
- Many Sydney Road side streets are poor pedestrian environments.
- There is a strongly held community view that the level of service, particularly on the train, is inadequate.
- There is poor coordination between public transport modes (bus, tram and train).
- Traffic congestion slows trams, and contributes to an unpleasant pedestrian environment.
- Visibility of the key public transport modes is poor.

Precinct 1A

- Hooper Reserve is currently a road island in the middle of a busy intersection. It has particularly poor pedestrian amenity and its function as a public space has been eroded by traffic engineering solutions.

Precinct 1B

- The mooted Blue Orbital bus service along Dawson Street and Glenlyon Road would make a significant contribution to access to services and facilities, and interchange between the train and tram services, however the State Government has deleted the proposal from the Victorian Transport Plan.

Precinct 1C

- The pedestrian link to Sydney Road located underneath the apartment building at 335 Sydney Road, is badly designed and offers a low-quality pedestrian environment.
- East west pedestrian movement through the blocks of shops is largely restricted to Albert and Victoria Streets.
- Access to and amenity of the Brunswick Train Station is poor because of the presence of large-grain, quasi-industrial buildings that sever the visual connection and physical access to the train station.

Precinct 1D

- Connections between Anstey Station and Sydney Road are unclear and unattractive, with little signage and no visual links to the station.

Precinct 1E

- The amenity for passengers between Moreland Train Station and other modes of transport is poor.

2.3.4 PUBLIC REALM

- Sydney Road is the main Activity Corridor in Brunswick and the conflict between pedestrian activity and traffic has long been an issue as its function as a VicRoads through-route puts pressure on pedestrian amenity.
- The current management of Sydney Road results in the undermining of its economic and social function, including the presence of clearways which make it unsafe for shoppers and other pedestrians to cross the street, and discourage local shopping for those dependent on the car.
- The existing industrial landscape off Sydney Road provides a poor outlook and the design of many new buildings is not of the highest standard, perpetuating a poor environment for residents, workers and customers of the area.
- There are a considerable number of services along Sydney Road including overhead consumer power and tram power cables, as well as underground drainage, water supply and telecommunications that contribute to visual clutter, present barriers to movement, restrict street planting and cause frequent breaking and remaking of ground surfaces.
- The outcomes of a project to relocated overhead power cables in Sydney Road between Blyth and Hope Streets have not been reviewed.
- Quality of access to all train stations and integration of the Upfield Shared Path are poor.
- There is a lack of good quality public space along Sydney Road and in surrounding streets.

Precinct 1A

- There is a lack of good quality public space in this precinct.
- Wilson Avenue provides a very unattractive pedestrian connection between Jewell Station, Sydney Road and Barkly Square Shopping Centre, and consequently does not support the use of public transport.
- Barkly Square currently presents a blank wall to Weston Street, which is an important pedestrian cross street.
- Weston Street has a quasi-industrial character, with a number of incompatible functions such as loading of goods, high volumes of pedestrians and frequent through-traffic movements.
- McDougall Street has a quasi-pedestrian function due to blockages at Barkly Square, but potential exists for its pedestrian and public space function to be enhanced.

Precinct 1B

- There is a lack of good quality public space in this precinct.
- While the precinct has a strong cultural focus, this is not necessarily reflected in the streetscape, which has little public art and no artistic shop façades.
- It is difficult to find a ‘resting place’ in the precinct away from the intensity of traffic and people movement.
- The rear of Sydney road businesses face onto David Street creating a poor interface and an unpleasant residential environment.

Precinct 1C

- There is a lack of good quality public space in this precinct.
- The current streetscapes, connections and the presentation of Brunswick Station are poor and do not take into account the opportunity for large scale urban renewal in the block defined by Albert Street, Sydney Road, Victoria Street and the Upfield Path.
- The Albert Street supermarket has poor street interfaces on Albert, Phoenix and Saxon Streets, poor pedestrian amenity due to the centre’s structure and the dominance of cars, and poor connectivity with its surrounding areas particularly Sydney Road, Albert Street and the Upfield Path even though it is subject to a Development Plan Overlay (DPO2).

Precinct 1D

- There is a lack of good quality public space in this precinct.
- Shoppers at Brunswick Market have access to private and council car parking, but these spaces are unattractive, little known and rarely fully occupied.
- Pedestrian amenity around Brunswick Market and its car parks is poor.
- The Brunswick Market is 'down at heel' experiencing problems with interfaces, vehicle access and presentation/ maintenance.
- The general amenity and presentation of Anstey Station are poor.
- The overall quality of the streetscapes is poor.

Precinct 1E

- The environment around the active movement link along the Upfield Shared Path is poor.

2.3.5 BUILT FORM

- There are potential redevelopment sites on Sydney Road but these require clear setback of the development behind the street's established podium height to preserve the strong image of the street.
- Sydney Road has a predominant streetscape character established by one and two storey Victorian and Edwardian buildings.

Precinct 1A

- There is no control or guidance on built form on Sydney Road other than that provided in the Heritage Overlay.

Precinct 1B

- Despite a number of 'grand' civic buildings in the precinct, their use is generally uncoordinated. This has the effect of severely diluting any civic 'presence' in the area.

Precinct 1C

- The interface at the urban renewal area east of Sydney Road, between Albert and Victoria Streets, requires management.

2.3.6 CHARACTER AND IDENTITY

- A number of prominent individual buildings and groups of buildings have lost their coherence and original detail due to alteration or deterioration.
- The chaos of overhead cables has compromised the visibility and charm of heritage buildings in the streetscape.
- The previous Council-funded shopfront restoration scheme to encourage landowners and shopkeepers to preserve or reinstate original features has been abandoned due to lack of interest on the part of owners and / or shopkeepers.
- There are significant heritage values in the area, including a number of individual buildings listed on the Victoria Heritage Register.

Precinct 1B

- The surviving nineteenth-century cottages in David Street are recognised as particularly vulnerable and require careful change management to preserve the street's history and heritage values.
- The heritage values of some significant buildings on Michael Street are not formally recognised in the Moreland Planning Scheme.
- The Aldi supermarket design and operation undermine the heritage and civic character of the precinct.

2.3.7 SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

- Council's facilities are ageing.
- Early Years Facilities (maternal & child health, child care and kindergarten) under pressure due to increasing demand.
- The Neighbourhood House, currently on two sites, requires re-location to a more appropriate location.

Precinct 1B

- Council's facilities are ageing and the Brunswick Town Hall is under-utilised and presents an opportunity for Council to improve community access.
- Affordable space is in demand for performances, rehearsals, exhibitions, studios, classes and storage despite the availability of Council facilities, Counihan Gallery in Brunswick and Mechanic Institute, in the Local Area.
- Other Council facilities are ageing and demand is increasing for Early Years Facilities and use of the Brunswick Neighbourhood House.
- The redevelopment of Brunswick Baths is needed to adequately meet resident needs, but the site is physically constrained, including bicycle parking which is at capacity.

3 LOCAL AREA VISION

3.1 VISION

The Sydney Road Business Plan identifies the following vision:

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

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

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

3.2 FUTURE CHARACTER

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

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

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

3.3 KEY INITIATIVES

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

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



Sydney Road entrance to Barkly Square Shopping Centre.






4 LOCAL AREA STRATEGIC FRAMEWORK

4.1 LOCAL AREA STRATEGIC FRAMEWORK

The seven theme maps shown overleaf represent the themes of the Brunswick Activity Centre Strategic Framework, as identified in Volume 1 of the Brunswick Structure Plan. Together, the theme maps comprise the spatial planning framework for the Lygon Street Local Area and inform the Local Area objectives, strategies and guidelines that will influence change within the Local Area.





The following objectives and strategies apply to the whole Local Area. Please also refer to section 5 - Local Area Precincts.

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

MAP 3 : LOCAL AREA STRATEGIC FRAMEWORK PLAN






Key Streetscape Improvements

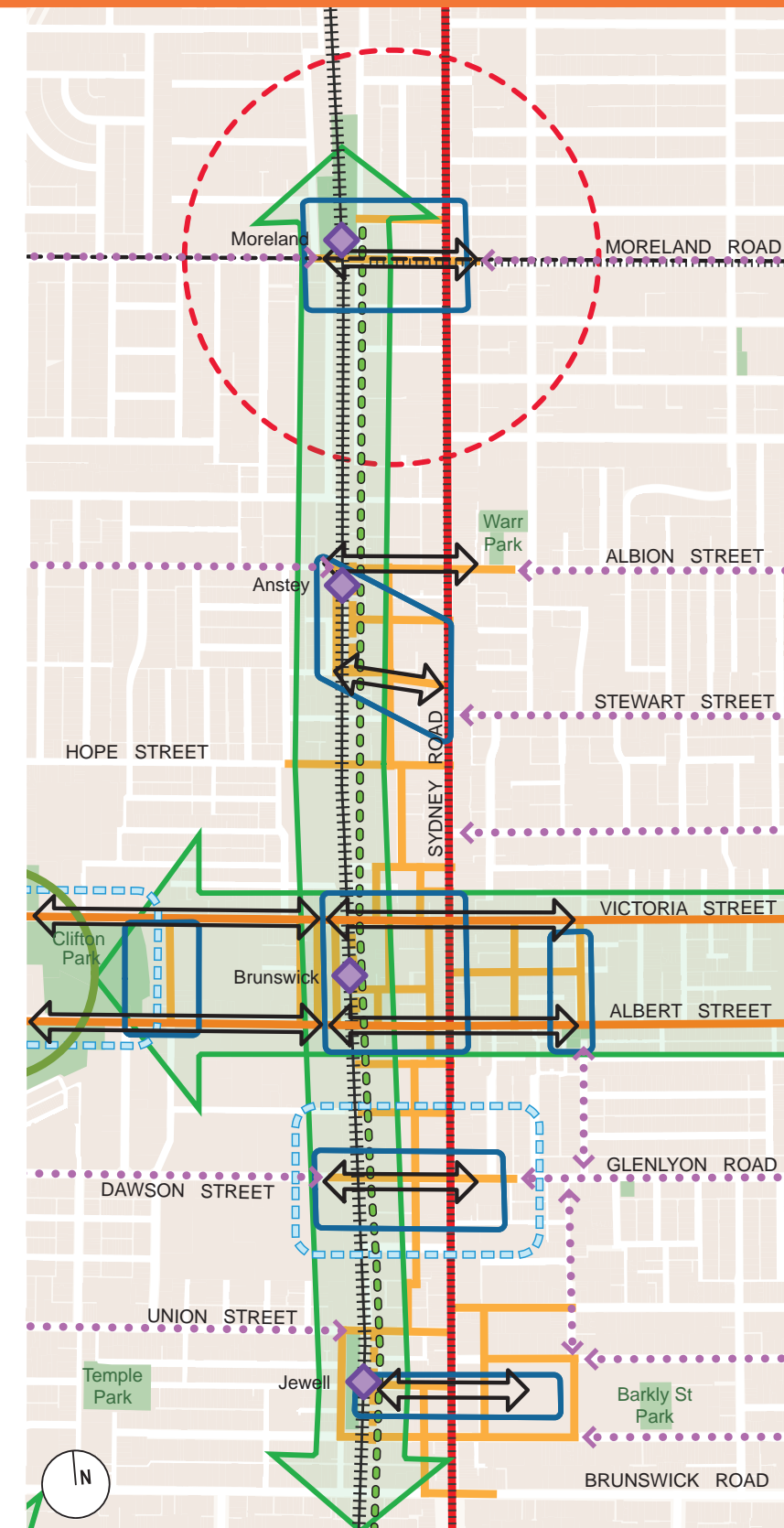
-  Activity Corridor
Key streets to be developed as prime locations of economic and social activity.
-  Albert & Victoria Axis
High amenity east-west pedestrian links along Albert and Victoria Streets.
-  Activity Streets (other)
Street for future improvements to pedestrian amenity and development with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



4.2 PLANNING AND LAND USE

OBJECTIVE 1

To ensure the viability of the local live music scene and support Brunswick’s status as a prominent live music hub.

STRATEGY 1.1

Affirm the existing rights of residents and venue operators by placing the onus for noise attenuation on the agent of change.

STRATEGY 1.2

Follow the progress of the Live Music Accord 2010 between the State Government of Victoria and representatives of the live music industry.

STRATEGY 1.3

Ensure the redevelopment and rezoning of land for sensitive uses such as residential consider impacts on existing live music and entertainment venues.

STRATEGY 1.4

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

OBJECTIVE 2

To reinvigorate redundant and vacant industrial and commercial sites between the Upfield Train Line and Sydney Road

STRATEGY 2.1

Support the rezoning and redevelopment of sites in accordance with the *Moreland Industrial Land Use Strategy 2004*, in particular sites in Industrial and Employment Framework Categories B, C and D.

OBJECTIVE 3

To support viable industrial and commercial precincts by protecting them from incompatible uses.

STRATEGY 3.1

Prohibit the intrusion of non-industrial uses such as residential or other sensitive uses into the industrial precinct between Albion Street and Moreland Road.

OBJECTIVE 4

To ensure the redevelopment of redundant industrial sites, particularly west of Sydney Road, balances the current and future demand for housing and employment space.

STRATEGY 4.1

Support the land use mix and redevelopment requirements of the *Moreland Industrial Land Use Strategy 2004* and the *MILUS Case Study 2010*.

OBJECTIVE 5

To support Sydney Road to continue to develop as a series of separate retail pockets with established niche markets including Mediterranean and Middle Eastern foods, wedding services and discount stores.

STRATEGY 5.1

Maintain the existing application of the B1Z on Sydney Road and continue to encourage primary retail activity to concentrate along Sydney Road within defined retail sub-precincts.

STRATEGY 5.2

Reinforce separate retail precincts on Sydney Road by emphasising east-west road links and encouraging sideways development (e.g. piazzas with open-air dining, quirky laneways etc.).

STRATEGY 5.3

Upgrade the quality of the whole Sydney Road experience while cultivating its unique diversity and eccentricity as per the *Sydney Road Business / Marketing Plan (2004)*.

STRATEGY 5.4

Ensure greater activity on the east-west streets between Sydney Road and the Upfield Train Line in particular identified Catalyst Streetscapes.

STRATEGY 5.5

Support the land use mix and redevelopment requirements of the *Moreland Industrial Land Use Strategy 2004* and the *MILUS Case Study 2010*.

OBJECTIVE 6

To support the established arts and cultural scene by supporting uses that contribute to the special character and retail offering of Sydney Road.

STRATEGY 6.1

Identify potential buildings in which arts studios may be interim uses.

STRATEGY 6.2

Recognise that live music venues on Sydney Road play an important part in defining the character of certain sub precincts.

STRATEGY 6.3

Investigate the provision of low-cost workspaces for artists including temporary uses in otherwise vacant buildings.

STRATEGY 6.4

Support emerging creative services uses, particularly in the core and secondary industrial and employment precincts.

MAP 4 : PLANNING AND LAND USE

Proposed Future Land Uses

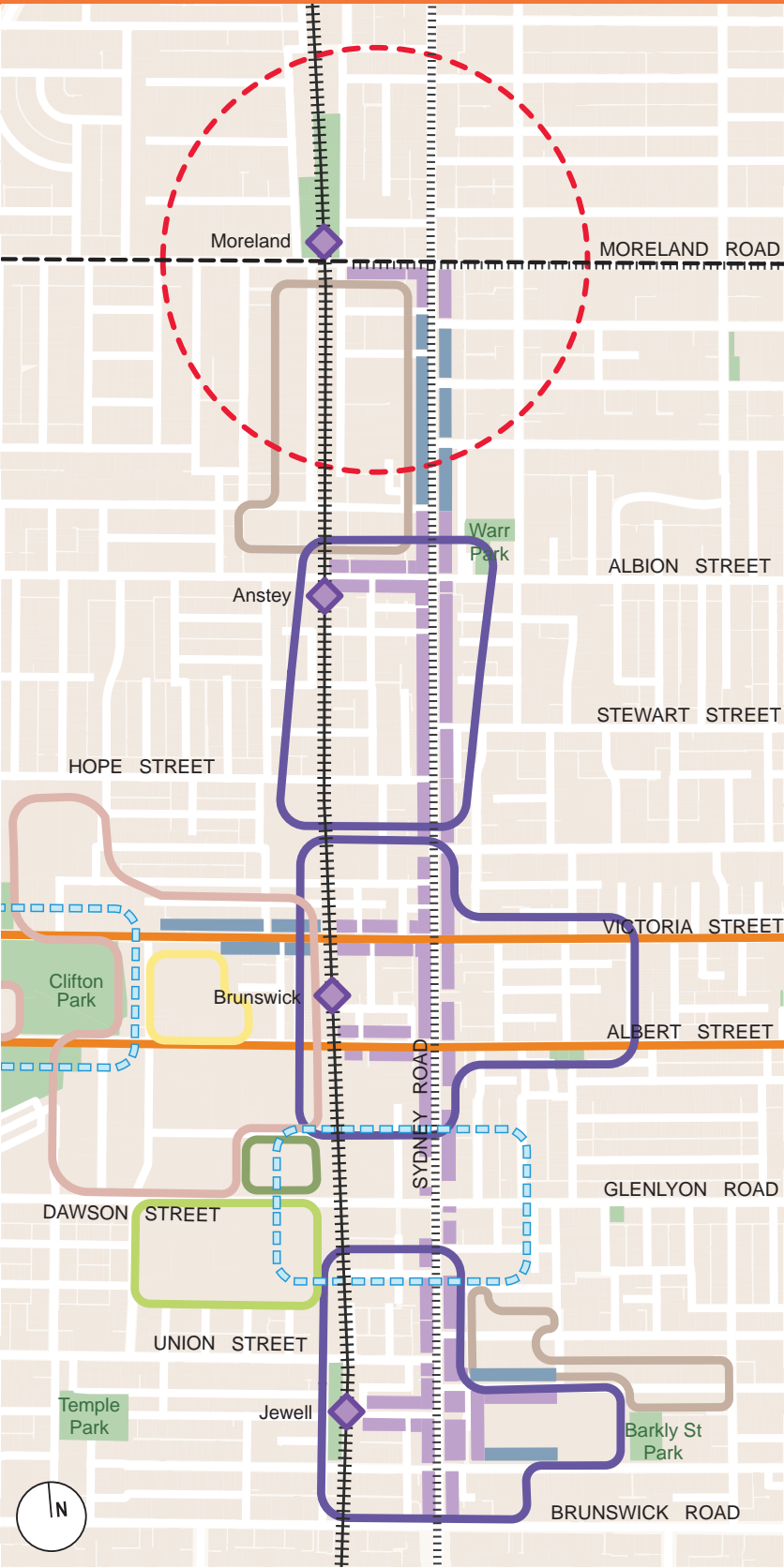
- Retail focus to be strengthened
- Large format retail, showroom or office at ground level focus
- Mixed use development
- Health services precinct
- Core industry and employment precinct
- Other industry and employment precinct
- Education focus
- Police garage site redevelopment

Key Planning Elements

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

Existing Conditions

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



4.3 HOUSING

OBJECTIVE 1

To ensure new development provides a range of housing types to promote affordable housing.

STRATEGY 1.1

Encourage Housing Associations and other not-for-profit organisations to initiate projects in the Activity Centre.

STRATEGY 1.2

Broker partnerships and demonstration projects of affordable housing, including competition projects similar to K2 Apartments in Raleigh St, Windsor.

STRATEGY 1.3

Support the presence and development of the arts through provision of low cost studio/living spaces.

OBJECTIVE 2

To encourage appropriate and accessible housing.

STRATEGY 2.1

Identify opportunities where partnership projects between Housing Associations and the private sector can take place.

STRATEGY 2.2

Promote incorporation of adaptable and visitable design features such as those listed in the SILVER category of State Government’s Build for Life material.

OBJECTIVE 3

To accommodate a new residential population through the redevelopment of former industrial sites and above existing commercial buildings.

STRATEGY 3.1

Identify opportunities where Council can provide for residential development as part of community facility renewal (based on Port Phillip models).

STRATEGY 3.2

Identify a range of dwelling types and infill development as best practice examples for use in community engagement (including shop-top conversions).

STRATEGY 3.3

Encourage higher density development on under-utilised industrial land, along transit corridors and as ‘buffer’ developments along railway lines (including stations).

STRATEGY 3.4

Ensure new development along the Upfield Railway Line is consistent with best practice development and guidelines, particularly in relation to interfaces.

OBJECTIVE 4

To improve access to open space in areas experiencing new residential development, particularly higher density residential development.

STRATEGY 4.1

Provide better pedestrian access to district parks and open space.

STRATEGY 4.2

Provide new open space in the form of small urban parks, roof gardens and new public places.

STRATEGY 4.3

Upgrade and green pedestrian streets adjacent to anticipated residential development areas, especially Albert and Victoria Streets, which provide pedestrian access to district parklands for much of the new residential development areas.

OBJECTIVE 5

To support shop-top housing as a viable housing option.

STRATEGY 5.1

Encourage intensive shop-top housing and multi-use development with housing at upper levels throughout the area, particularly within new transit oriented development.









MAP 5 : HOUSING

GUIDELINES : HOUSING DEVELOPMENT






Refer to glossary for definitions of affordable, adoptable and accessible housing.

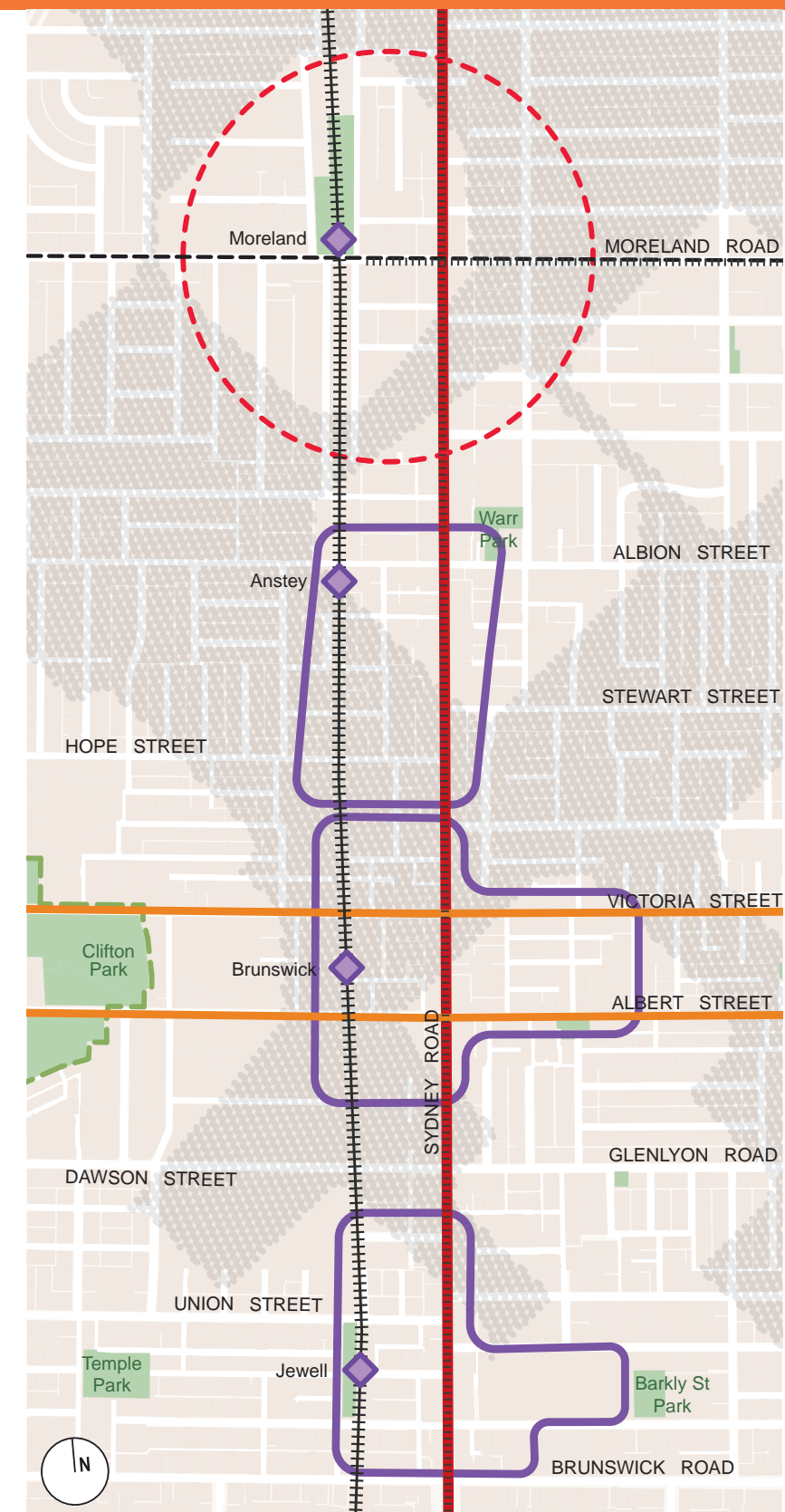
Affordable housing	At least 20% of housing within private development and on Council owned-land should be affordable.
Adaptable housing	100% of high density dwellings should be adaptable based on best practice – high density in this context being developments over four storeys or more than 15 dwellings.
	The ground floor of all dwellings with no lift should be adaptable based on best practice.
Accessible housing	10 per cent 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.
-  Neighbourhood Activity Centres
-  District Park - improve access
 - Brunswick Central Parklands.
-  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
 Open space



4.4 TRANSPORT AND MOVEMENT

OBJECTIVE 1

To improve vehicle, pedestrian, and cycling intersections with the Upfield Train Line.

STRATEGY 1.1

Develop high quality interchange between different transport modes, and particularly between the north-south tram and train routes and east-west bus services.

OBJECTIVE 2

To ensure the Upfield Shared Path meets increasing user demand.

STRATEGY 2.1

Develop key on-road bicycle routes on Sydney Road and elsewhere to duplicate (and act as contingency for any future loss of) the Upfield Path.

STRATEGY 2.2

Continue to maintain and upgrade the Upfield Shared Path as part of Council’s and VicTrack’s asset management planning.

OBJECTIVE 3

To ensure Sydney Road is managed to balance its social, economic and transport functions.

STRATEGY 3.1

Continue to advocate for the management of Sydney Road to balance its social, economic and transport functions.

OBJECTIVE 4

To encourage pedestrian activity by improving pedestrian permeability and celebrating the rich diversity of experiences that it offers.

STRATEGY 4.1

Pursue new pedestrian linkages in accordance with Map 6.

OBJECTIVE 5

To improve the pedestrian experience of train users including access to train stations and crossings at train lines.

STRATEGY 5.1

Undertake urban design projects to create a safer and more attractive pedestrian environment on Sydney Road and beyond Sydney Road, via links to railway stations, local residential, retail and commercial areas and off-street car parks.

STRATEGY 5.2

Facilitate pedestrian access between Sydney Road and the three train stations.

OBJECTIVE 6

To ensure a high quality public transport system that responds to the needs of a growing population.

STRATEGY 6.1

Work with the State Government to prioritise public transport movement, including tram only lanes, priority signalling and better connections between transport modes.






OBJECTIVE 7

To provide wayfinding that ensures easy navigation and strong connections between transport networks.




STRATEGY 7.1

Seek funding for wayfinding initiatives from State Government sources such as the Inner North Sub Region Project.






MAP 6 : TRANSPORT AND MOVEMENT**Key Links and Nodes**

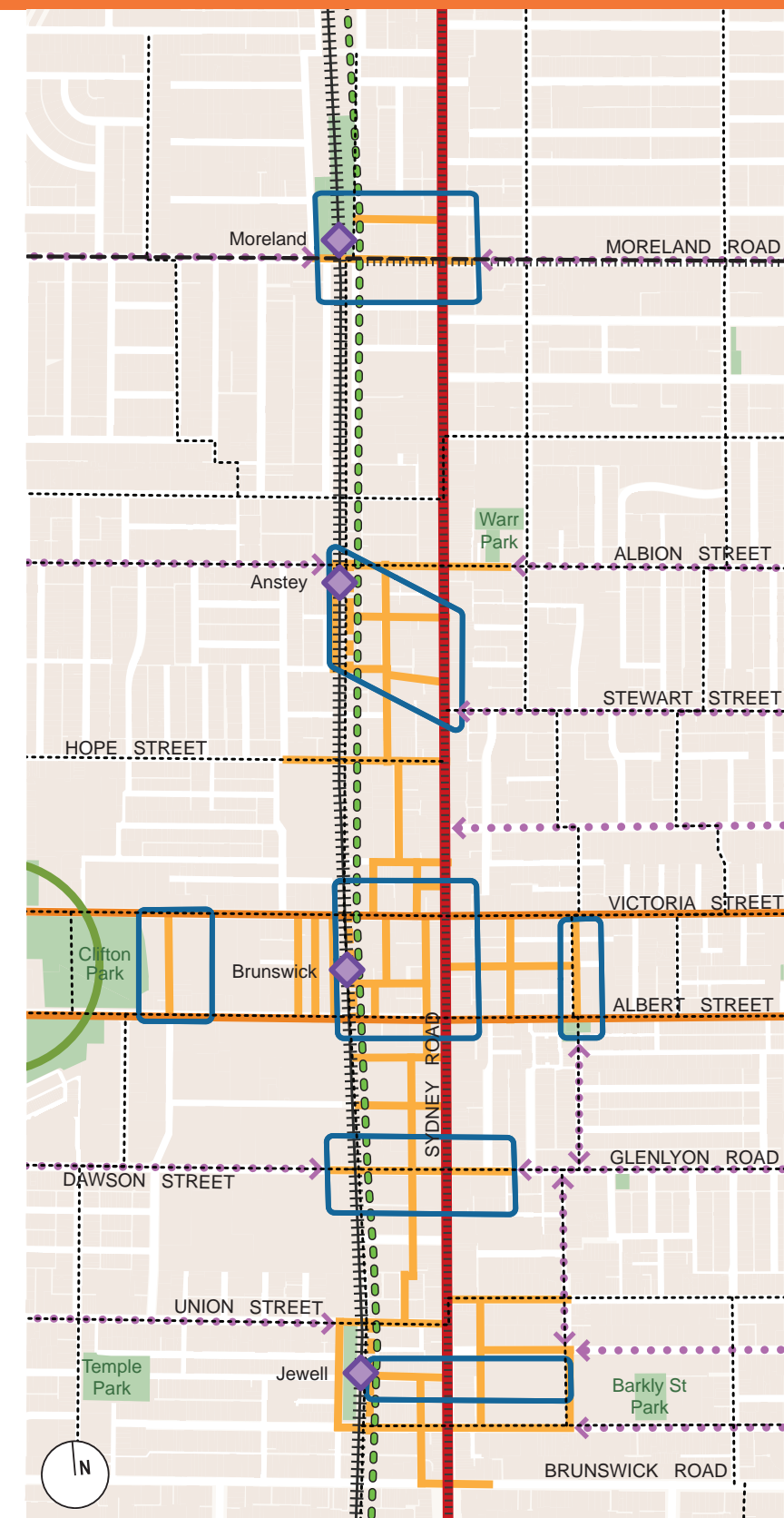
-  Activity Node (indicative outline)
Enhance active movement network in and around Activity Nodes.
-  Recreation Node (indicative outline)
Enhance movement network around key junctions in open space network.
-  Active movement link
Connect Activity Nodes.
-  Upfield shared path
Improve sense of safety.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



GUIDELINES : ROAD SPACE PRIORITY

Sydney Road Activity Corridor	<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>
Vic Roads traffic routes within and on the periphery of the Activity Centre including Brunswick Road and Moreland Road	<p>Ensure safe pedestrian crossings at VicRoads traffic routes especially along identified Activity Streets and Active Movement Links (refer to Map 6).</p>
Other Arterial and Collector Roads	<p>Where other Arterial Roads or Collector Roads coincide with identified Activity Streets and Active Movement Links (refer to Map 6), ensure long term high pedestrian amenity and safety.</p>
Pedestrian Priority Streets	<p>Refer to definition of identified Pedestrian Priority Streets on Map 7 and Guidelines for Public Space Improvements.</p>



Upfield train line and path.

GUIDELINES : ACTIVE MOVEMENT NETWORK	
Refer to Map 6 - Transport and Movement.	
Nodes	
Key future destinations for community, commercial and recreational activity.	
Activity Nodes	Activity Nodes will become destinations: <ul style="list-style-type: none">• within the active movement network that integrate public transport interchanges, commercial activity and other pedestrian generating activity.• for a range of formal and informal gathering places such as plazas forecourts, urban parks and pedestrian priority streets.

Activity Links	
Key links between Activity Nodes	
Active Movement Links	These links will: <ul style="list-style-type: none">• strengthen pedestrian and bike connections between Activity Nodes.• improve pedestrian amenity.• provide active frontage to new development.
Upfield Shared Path	This path environment will: <ul style="list-style-type: none">• improve safety at road crossings. Increase passive surveillance and the sense of safety.• resolve the conflict of limited space for pedestrians and cyclists, and consider duplication of, or alternative to, this north-south Active Movement Link.• provide active frontage to new development.

Activity Streets	
Streets with high level of amenity and sense of safety day and night.	
Sydney Road Activity Corridor	<p>This corridor will be developed as prime location for economic and social activity.</p> <p>These street environments will:</p> <ul style="list-style-type: none">• improve pedestrian amenity including widening of footpaths.• enhance tram stops and integrate with pedestrian crossing points.• provide high-level of active frontages to new development.• limit crossovers, and provide vehicle access to the rear of properties where feasible.
Albert and Victoria Axis (Albert Street and Victoria Street)	<p>Much of the anticipated urban renewal will occur along the east-west spine at the centre of Brunswick defined by Victoria and Albert Streets.</p> <p>These street environments will:</p> <ul style="list-style-type: none">• 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.
Activity streets – other	<p>Generally these are streets adjacent to potentially higher density and mixed-used development.</p> <p>These street environments will:</p> <ul style="list-style-type: none">• 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 rear where feasible.

4.5 PUBLIC REALM

OBJECTIVE 1

To provide a safe and attractive pedestrian environment along the high traffic route of Sydney Road.

STRATEGY 1.1

Integrate access points to tram stops and train platforms with pedestrian network and movement.

STRATEGY 1.2

Develop pedestrian priority areas in accordance with Map 7.

OBJECTIVE 2

To ensure Sydney Road remains accessible to all users, with priority given to pedestrians and public transport and adequate provision of car parking for economic performance.

STRATEGY 2.1

Undertake major streetscape improvements in accordance with Public Realm guidelines and with Map 7.

STRATEGY 2.2

Prepare an urban design strategy for each precinct that reinforces the unity of the shopping centre and encourages high-quality redevelopment of existing streetscapes.

STRATEGY 2.3

Implement active frontages in accordance with Maps 7 and the relevant Guidelines.

OBJECTIVE 3

To ensure the redevelopment of major sites makes a positive contribution to the Local Area, including amenity, parking, built form and land uses.

STRATEGY 3.1

Redevelop industrial sites in accordance with the *Moreland Industrial Land Use Strategy 2004*.

OBJECTIVE 4

To reduce the visual clutter of services on Sydney Road, including overhead tram and power cables, drainage, telecommunications.

STRATEGY 4.1

Require new development to underground / co-locate / combine services.

STRATEGY 4.2

Undertake a follow up review of the *Sydney Road Cable Relocation Pilot Project 2004*, between Blyth and Hope Streets, to understand the feasibility of overhead cable relocation in improving the streetscape.

STRATEGY 4.3

To implement Council’s Relocation of Overhead Cables Policy (currently under review).

OBJECTIVE 5

To provide high amenity and safe access to train stations that is well integrated with the Upfield Shared Path.

STRATEGY 5.1

Redesign and redevelop all station environs including the Upfield Shared Path.

STRATEGY 5.2

Investigate the use of planning provisions such as the Public Acquisition Overlay and Development Plan Overlay to achieve public realm and Upfield Shared Path improvement objectives.

OBJECTIVE 6

Ensure that there is a generous network of new and enhanced public spaces.

STRATEGY 6.1

Develop a series of smaller public places including a forecourt to Brunswick Town Hall and church, a new forecourt to RMIT, an upgrading of Post Office Place, a forecourt to the Uniting Church and a public place near Anstey Station as indicated on Map 7.

MAP 7 : 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.

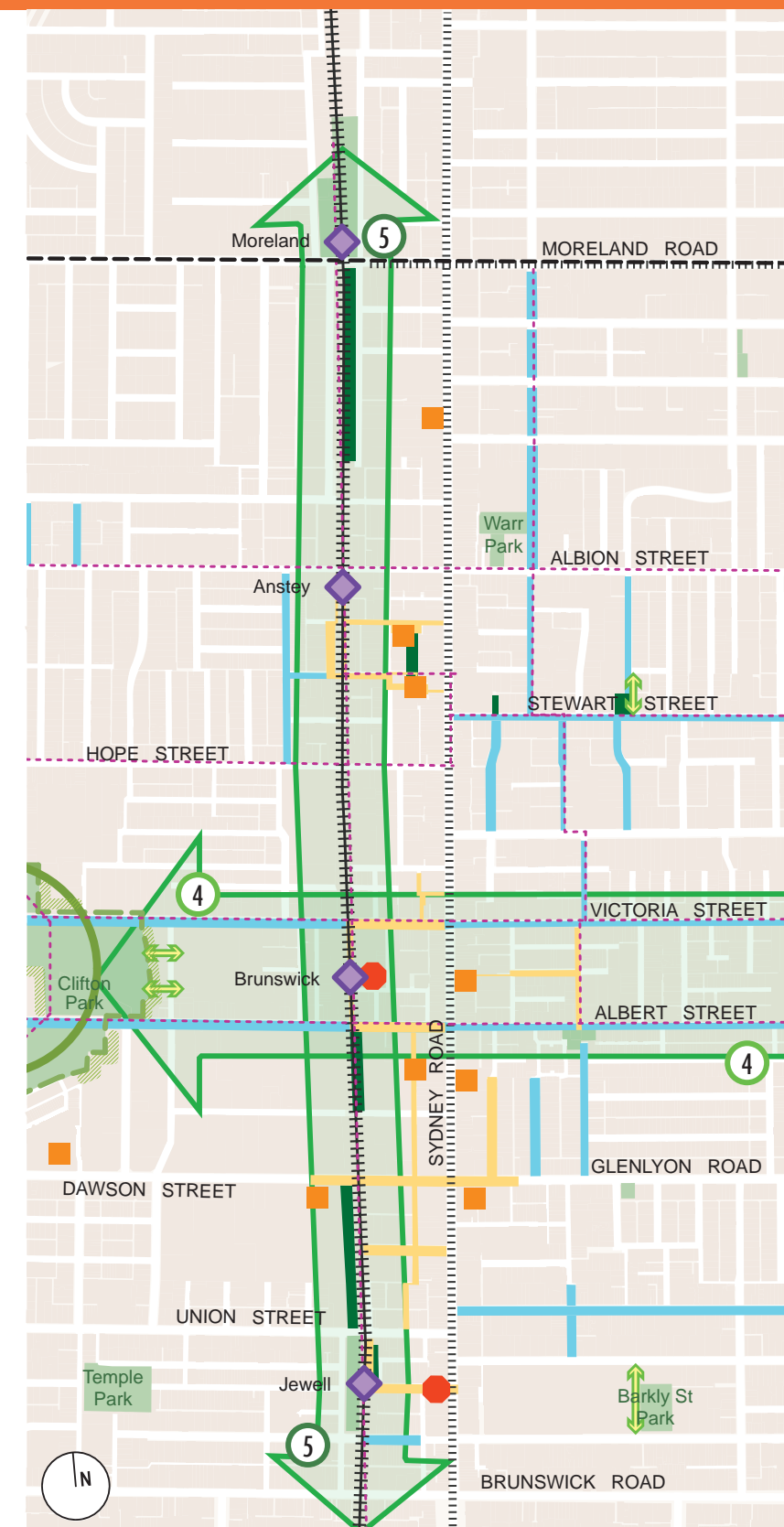
- ↔ Major Recreational Link
Strengthen the five major links to improve connectivity of open space and encourage more active lifestyles:
- ④ Albert and Victoria Axis
- ⑤ Upfield Shared Path
- ▨ Park interfaces
Avoid blank walls and provide higher level of active frontage.

Key Nodes

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

Existing Conditions

- ⋯ Tram line
- ⋯⋯⋯ Rail line
- ◆ Train station
- [] Study Area
- Open space



GUIDELINES : PUBLIC SPACE IMPROVEMENTS

Major new public places. Refer to Map 7 – 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.
-------------------	---

Forecourts and smaller public places
New forecourt will provide better pedestrian amenity and connectivity – refer to Map 7 – Public Realm.

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.
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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.
------------------	--

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 7 – 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.
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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.
-----------------	---

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 7 – 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 7 - Public Realm.

Major links

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

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.

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.



4.6 BUILT FORM

OBJECTIVE 1

To ensure new development on Sydney Road enhances, and does not dominate, the established streetscape character.

STRATEGY 1.1

Ensure active frontage to buildings in accordance with Map 8 and Map 7 - Active Movement Network.

STRATEGY 1.2

Protect the coherent streetscape of Sydney Road from Park Street to Moreland Road consistent with Sydney Road in Coburg (up to Bell Street) through built form controls.



MAP 8 : BUILT FORM

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

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

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 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

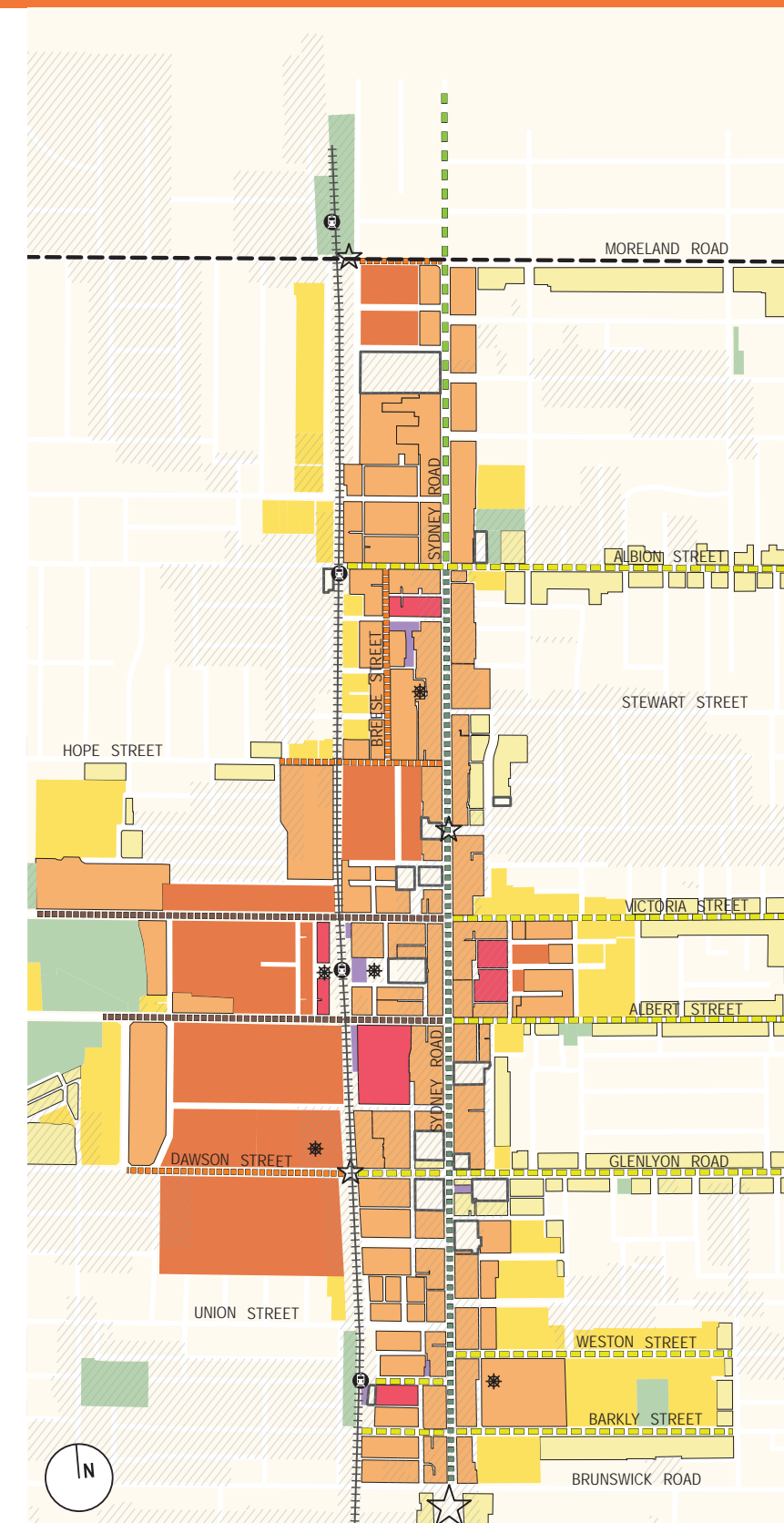
Rail line

Train station

Study Area

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 8 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 identified landmark sites are to be determined following rigorous site context analysis and design response. Outstanding design excellence are required for any development.
Pedestrian links through sites	Pedestrian links through development sites should be provided in accordance with precinct plans.
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.
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.



GUIDELINES : ACTIVE FRONTAGE

For detailed mapping of active frontage categories refer to relevant precinct map.

**Active Frontage A
– Retail Core**

This category of active frontage applies primarily to property adjacent to identified 'Activity Corridors'. Refer to precinct maps.

Buildings with ground level frontages to 'Active Frontage(s) A' as identified on the precinct plan maps 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 precinct maps.

Buildings with ground level frontages to 'Active Frontage(s) B' as identified on the relevant precinct plan maps 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 but within the Local Area boundary.

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.



4.7 CHARACTER AND IDENTITY

OBJECTIVE 1

To protect and enhance buildings and groups of buildings that contribute to the traditional shopping strip character.

STRATEGY 1.1

Ensure that buildings with significant heritage values are included in the Heritage Overlay of the Moreland Planning Scheme.

STRATEGY 1.2

Introduce built form guidelines for larger renewal areas and key streets to manage the change in character.

OBJECTIVE 2

To ensure services and cables do not compromise the visual charm of heritage buildings and streetscapes.

STRATEGY 2.1

Require the undergrounding of services associated with new development and electrical and communications infrastructure.

STRATEGY 2.2

Remove overhead cables where feasible.

OBJECTIVE 3

To reinstate the character of 19th century shopping strip through the restoration of traditional shopfronts.

STRATEGY 3.1

Consider reinstating the shopfront restoration scheme as part of a broader ‘place management’ strategy.

OBJECTIVE 4

To promote the area’s rich built heritage.

STRATEGY 4.1

Ensure new development is sympathetic to buildings with cultural heritage values as identified in the Moreland Planning Scheme.

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 9 – Character and Identity

Sydney Road and adjacent streets

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.

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.

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.

MAP 9 : 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.

Albert & Victoria Axis






Albert and Victoria streets will be developed as pedestrian friendly links between major parklands in 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 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.
-  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.

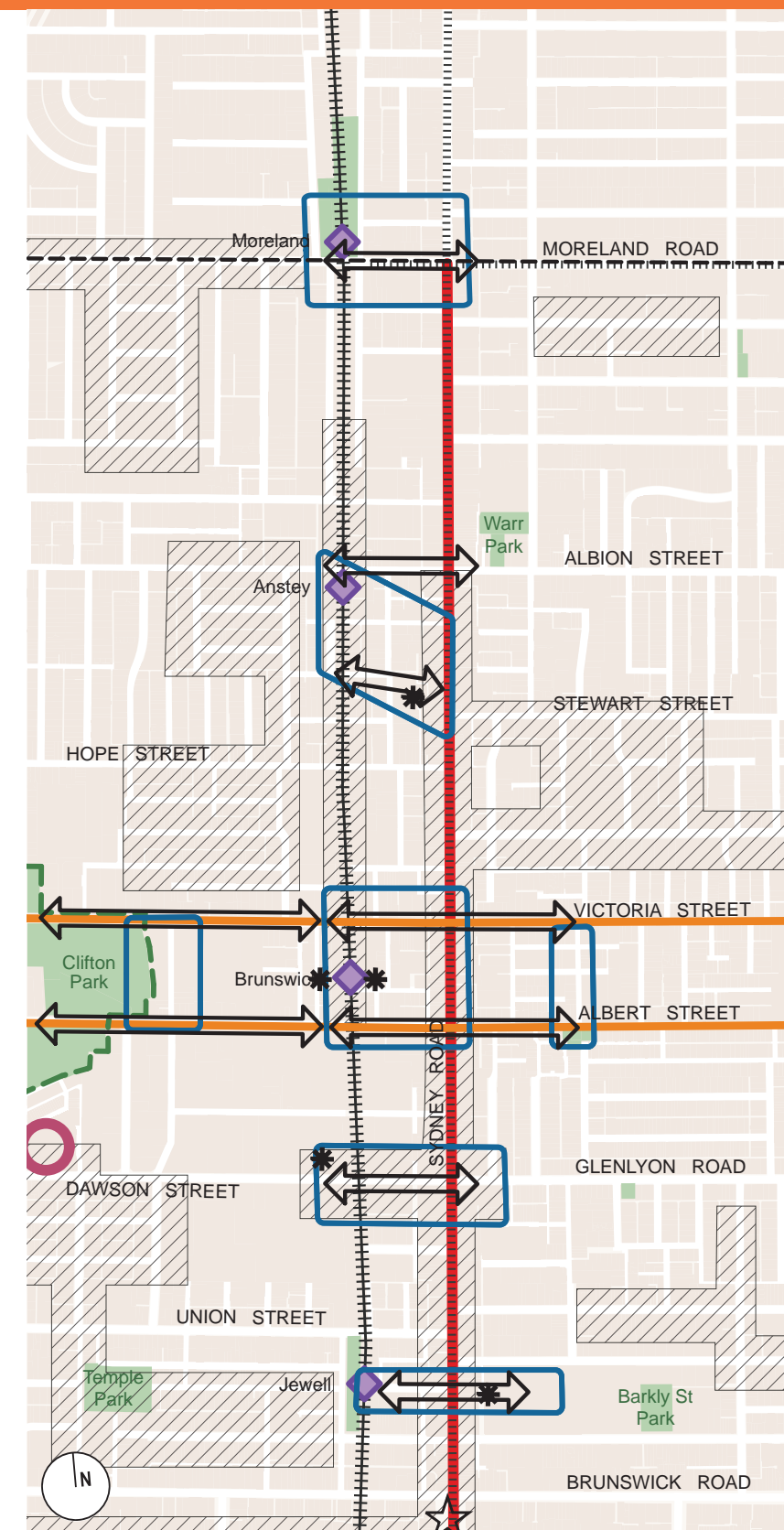


Brickworks Heritage

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.

Existing Conditions

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



4.8 SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES



THEME 7. SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

OBJECTIVE 1

To ensure the ongoing maintenance and viability of Council’s social, cultural and leisure services facilities.

STRATEGY 1.1

Prepare and implement asset management plans for Council facilities.

OBJECTIVE 2

To ensure early years facilities meet the needs of existing and future users.

STRATEGY 2.1

Support the actions in the Moreland Early Years Strategy related to early years facilities in Brunswick, in particular:

- ensure that new development is consistent with the current version of the Moreland Early Years Facilities Strategic Plan.
- encourage co-location of early years services where possible to support greater service integration and effectiveness.

STRATEGY 2.2

Require new developments with a retail or commercial component to consider providing early years facilities.

OBJECTIVE 3








To create a viable Neighbourhood House that meets the needs of existing and future users.

STRATEGY 3.1

Relocate the two existing Neighbourhood Houses to a single, more appropriate site.

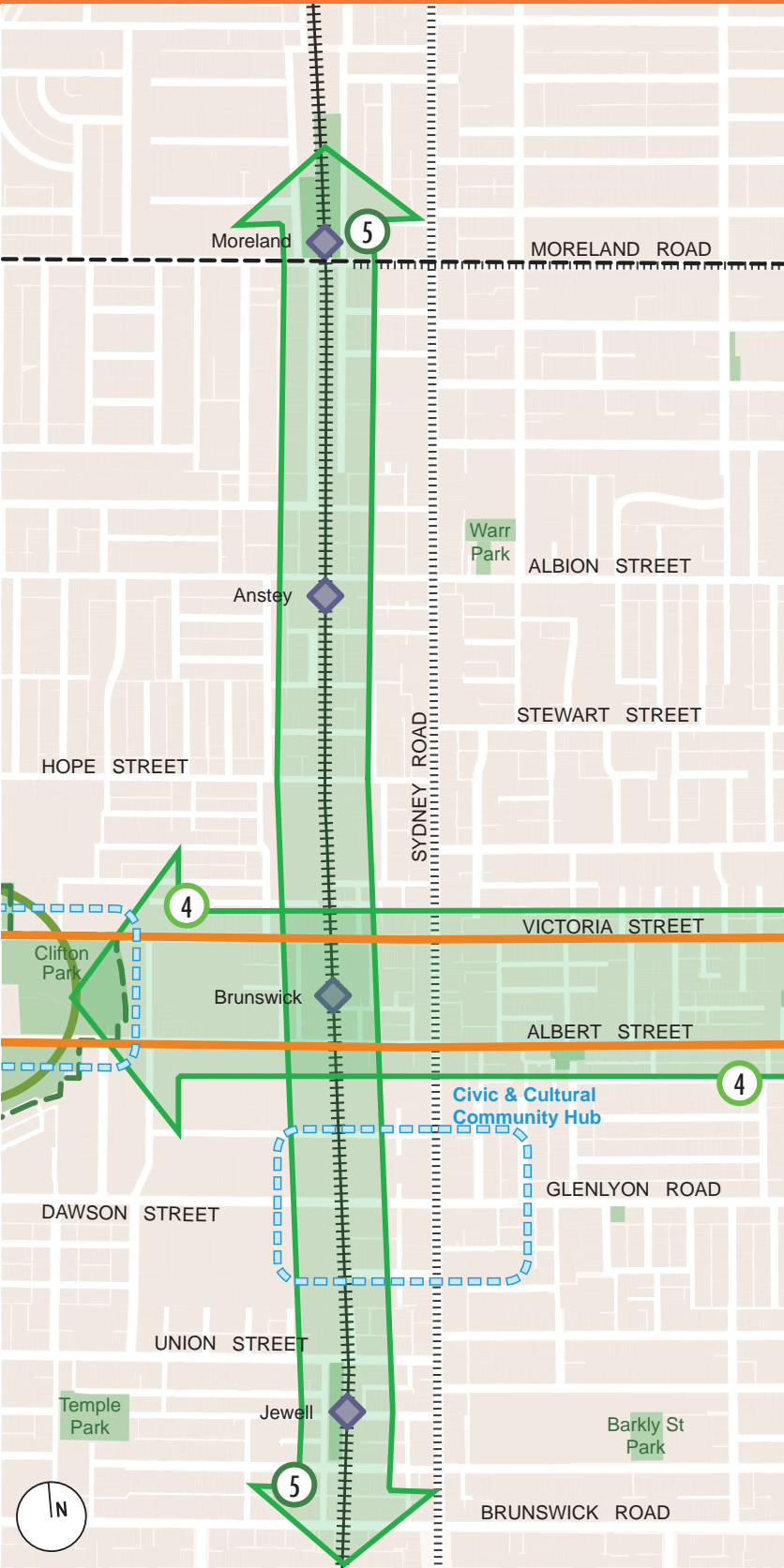
MAP 10 : SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

Facilities

-  Proposed community hub
Location for future major community hub clustering multiple public facilities and meeting places.
-  Recreation Node
Focus for multi use open space.
-  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.
-  4 Albert and Victoria Axis
-  5 Upfield Shared Path

Existing Conditions

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



5 LOCAL AREA PRECINCTS

5.1 PRECINCT 1A : JEWELL STATION / SYDNEY ROAD GATEWAY

TOTAL LAND AREA (GROSS): 28.4 HECTARES
ANTICIPATED NEW DWELLINGS: 566

The Sydney Road Gateway precinct is principally a shopping centre but with continuing industrial activities in the streets and lanes behind the Sydney Road frontage. Key activities include:

- Barkly Square Shopping Centre, which provides shopping for a sub-regional market via its discount department store and two supermarkets and specialty stores.
- A number of hotels, some providing city-fringe accommodation and others providing entertainment.
- Specialty shopping on Sydney Road, with an established concentration of mobile phone stores and an emerging concentration of clothes boutiques.
- Wholesaling, showrooms and factory outlets on Weston Street and in the lanes on the west side of Sydney Road.
- The potential to provide a much stronger sub-regional shopping and entertainment offering, as well as accommodating city-fringe offices that can generate significant numbers of new jobs.

5.1.1 OBJECTIVES & STRATEGIES

The following objectives and strategies apply to this precinct only. Please also refer to Section 4 - Local Area Strategic Framework.

PLANNING AND LAND USE

OBJECTIVE 1

Improve the visual and physical relationship of Barkly Square to its surroundings and encourage flow-through trade to Sydney Road.

STRATEGY 1.1

Review Development Plan Overlay 1 (Barkly Square Shopping Centre) to address issues such as urban design, access, amenity, car parking, and connectivity to McDougall Street, Weston Street, Barkly Street, Sydney Road, Wilson Avenue and Jewell Station.

STRATEGY 1.2

Support the establishment of a mixed use anchor on Wilson Avenue, west of Sydney Road, to act as a counter balance to Barkly Square.

OBJECTIVE 2

To ensure that land use and development supports a diverse retail and commercial mix.

STRATEGY 2.1

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

STRATEGY 2.2

When considering land use and development applications, consider the importance of providing a range of entertainment and retail experiences including “gaps” such as cinemas.

HOUSING

OBJECTIVE 1

To optimise the use of Council land along Sydney Road to achieve a broader range of objectives and activities including affordable and accessible housing.

STRATEGY 1.1

Develop the Council carpark in Edward Street, Brunswick for a mixture of uses including affordable, accessible housing in partnership with a Housing Association.

TRANSPORT AND MOVEMENT

OBJECTIVE 1

To ensure Hooper Reserve functions effectively as a public transport interchange and gateway to the municipality

STRATEGY 1.1

Comprehensively redesign Hooper Reserve focusing on pedestrian amenity and access, tram and bus interchange linkages and relationship to Sydney Road traffic and retail.

PUBLIC REALM

OBJECTIVE 2

To improve the quantity and quality of public spaces in Precinct 1A.

STRATEGY 2.1

Deliver significant streetscape improvements to Wilson Avenue, Hooper Reserve and McDougall Street in accordance with Section 1A.4 Wilson Avenue and Map 12 Precinct 1A.

OBJECTIVE 3

To encourage pedestrian, cycling and public transport access to Barkly Square by providing an attractive, safe and accessible pedestrian connection along Wilson Avenue.

STRATEGY 3.1

Develop a new public plaza on Wilson Avenue with a terminal view to Jewell Station and linking to a new commercial anchor on Wilson Avenue, a new enhanced tram stop on Sydney Road and a new access point to Barkly Square Shopping Centre.

STRATEGY 3.2

Implement built form guidelines in particular around Wilson Avenue and Barkly Square to guide building height and its impact on streetscape character.

OBJECTIVE 4

To ensure Weston Street develops as an important pedestrian, retail and commercial street with positive interfaces with Barkly Square and the surrounding residential area.

STRATEGY 4.1

Undertake a planning scheme amendment for Weston Street to rezone the IN3Z land and prepare built form guidelines to encourage activities such as ground floor retailing with upper level offices that will laterally expand the Barkly Square shopping centre and improve pedestrian amenity.

OBJECTIVE 5

To develop McDougall Street as a vibrant and safe pedestrian thoroughfare and public space.

STRATEGY 5.1

Prepare a streetscape plan for McDougall Street in conjunction with a broader review of the Barkly Square Shopping Centre.

BUILT FORM**OBJECTIVE 1**

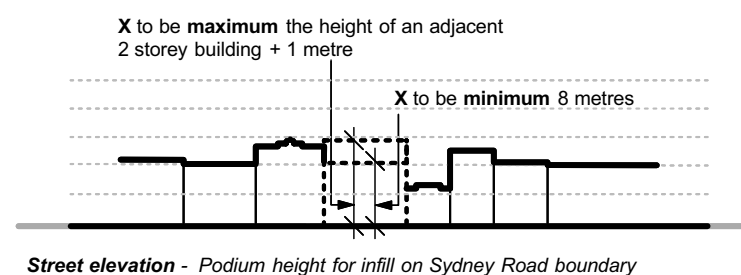
To provide guidance on built form along Sydney Road.

STRATEGY 1.1

New development must be consistent with the Built Form Guidelines in this Structure Plan.

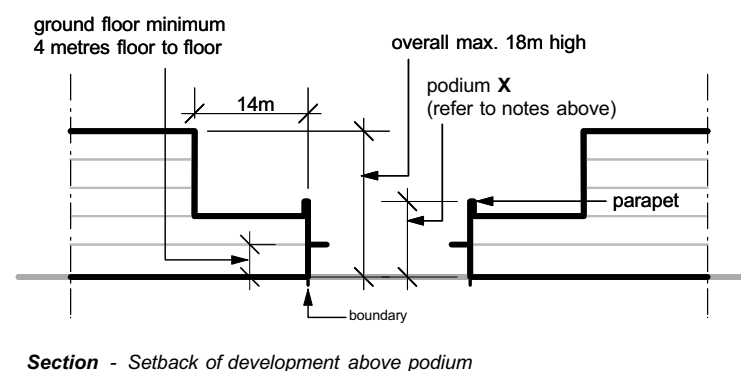
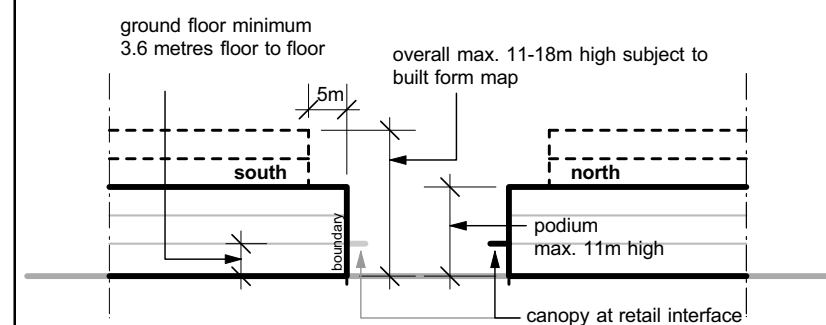
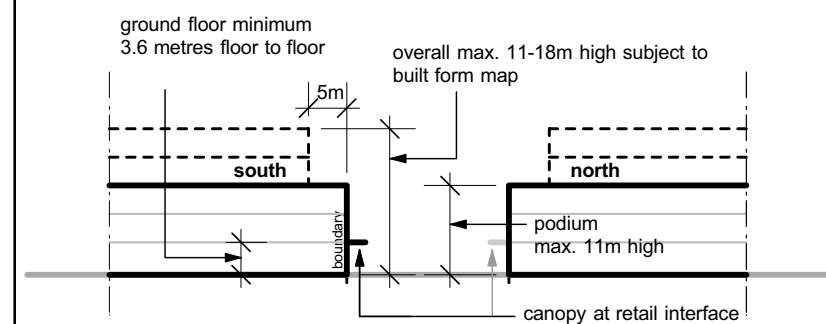
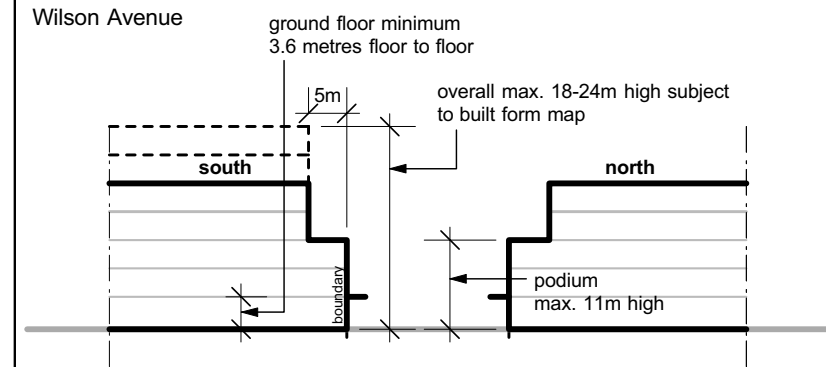
STRATEGY 1.2

Implement the Built Form guidelines in the Moreland Planning Scheme.

Section and Elevation 1A.1
Sydney Road**Note:**

The podium must be of 2 storeys to relate to existing predominant facades within the streetscape.

Height of **X** is measured from top of 2 storey podium inclusive main part of parapet (refer to minimum and maximum heights above).

**Section 1A.2**
Barkly Street**Section 1A.3**
Weston Street**Section 1A.4**
Wilson Avenue**FIGURE 2** : Precinct Built Form Guidelines

MAP 11 : PRECINCT 1A
BUILT FORM

Built Form Guidelines

- 3 storey maximum (11 metres)
- 4 storey maximum (14.5 metres)
- 5 storey maximum (18 metres)
- 7 storey maximum (24 metres)

- Landmark
Integrate new landmark building to improve legibility of urban context.
- Height of potential future development subject to context of key public buildings and other sites.
- Public space subject to negotiation or public acquisition overlay.

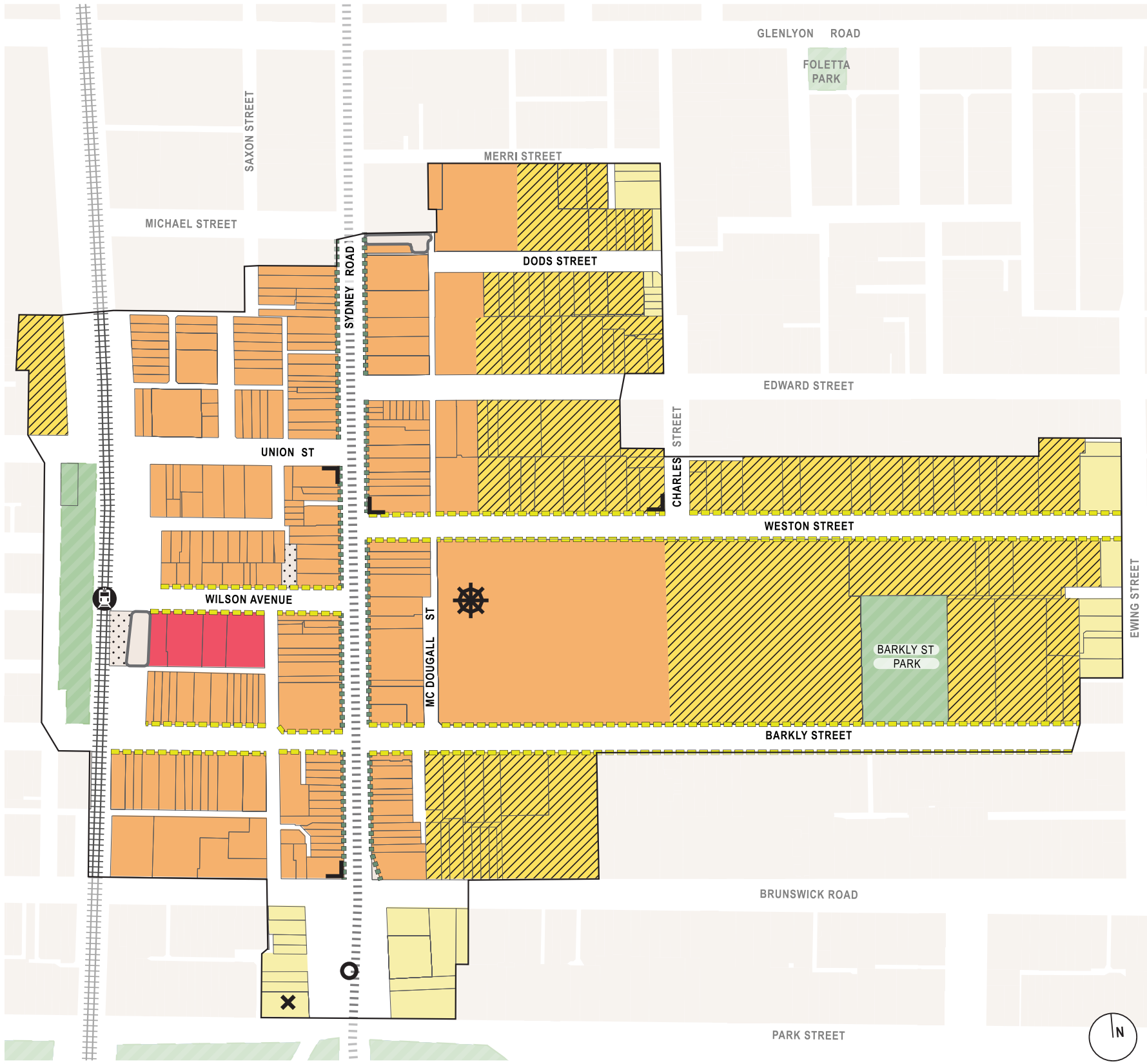
Streetscape Guidelines

The guidelines for built form podium heights below should 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 5 metres.



Existing Conditions

- Rail line/train station
- Tram line
- Existing open space
- Precinct boundary
- Iconic corner hotel
- Iconic building
- Feature element










MAP 12 : PRECINCT 1A PUBLIC REALM AND ACTIVE FRONTAGE

Activity Streets

-  Active Frontage (type A) - Refer to section 4.6 - Guidelines
-  Active Frontage (type B) - Refer to section 4.6 - Guidelines

Public Realm Improvements

-  New major public place - Refer to section 4.5 - Guidelines
-  Pedestrian priority street - Refer to section 4.5 - Guidelines
Provide high level pedestrian priority through streetscape improvements.
-  New green street - Refer to section 4.5 - Guidelines
Consider potential kerb extensions and greening of streets, including water sensitive urban design with plants and trees.
-  New open space
-  Pedestrian links
New or improved pedestrian link through property or public land with high level active frontage to development and high level pedestrian amenity.
-  Enhanced tram stop
-  Enhanced platform access
Train platform access connected to crossing streets.

Existing Conditions

-  Rail line/train station
-  Tram line
-  Existing open space
-  Existing buildings
-  Precinct boundary
-  Council owned land
-  VicTrack owned land
-  Major visual gateway

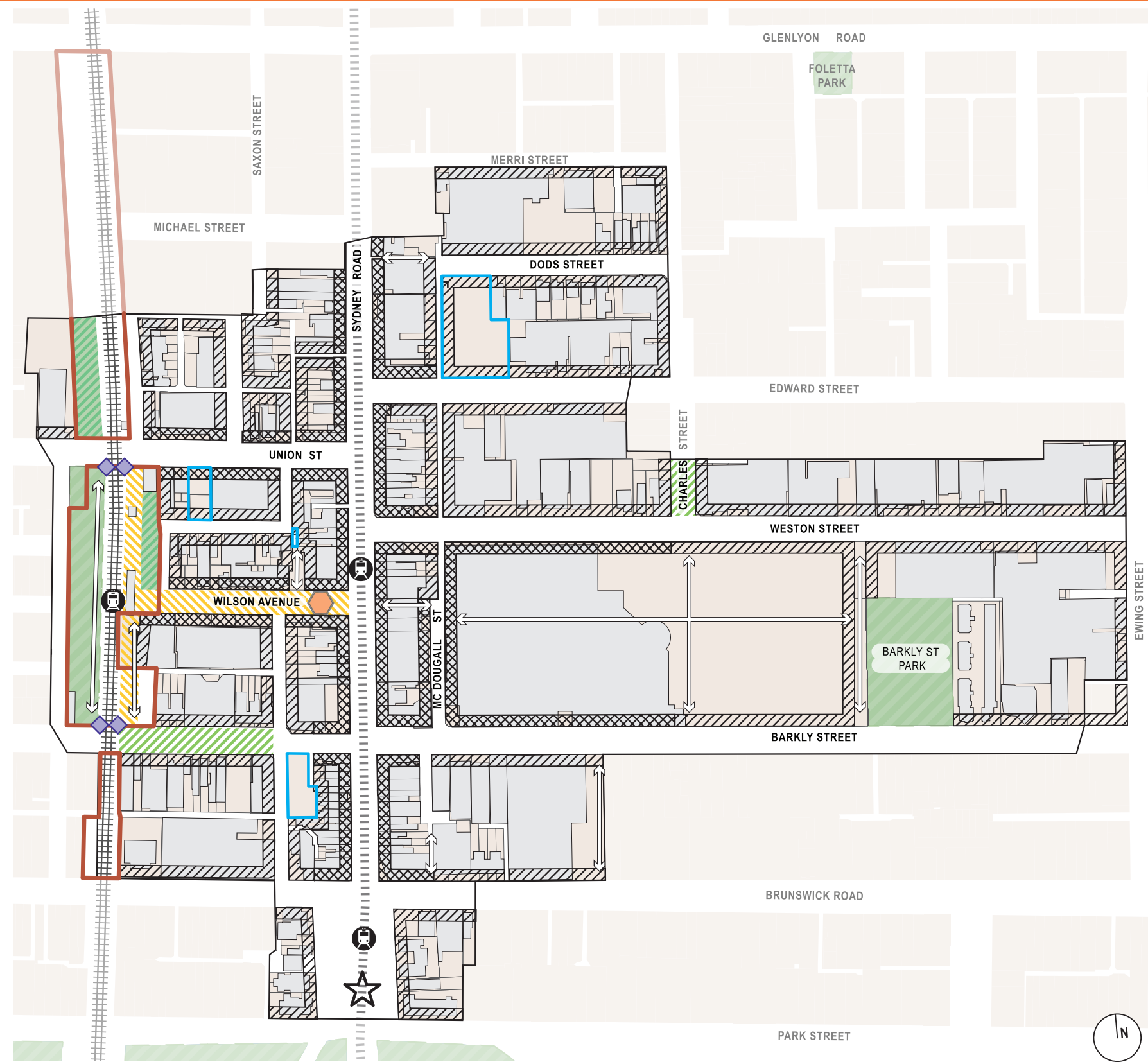


FIGURE 3 :
Artist's impression -
Activity Node at Wilson Avenue

- (A) Improved shared path
- (B) New feature park
- (C) New pedestrian link
- (D) New enhanced tram stop with improved pedestrian access
- (E) Potential new entry to Barkly Square Shopping Centre
- (F) Improve connectivity between Barkly square and jewel Station by providing an attractive link
- (G) New public space
- (H) Pedestrian priority street with feature pavement across road reserve
- (I) New commercial complex with potential cinema
- (J) New avenue of trees emphasising the view of Jewell station
- (K) New prominent sense of address to Jewell station





5.2 PRECINCT 1B : CIVIC AND ARTS PRECINCT

TOTAL LAND AREA (GROSS): 20.5 HECTARES
ANTICIPATED NEW DWELLINGS: 258

This precinct accommodates most of Brunswick’s major public buildings including the imposing Brunswick Town Hall and library, the Counihan Gallery, the Mechanics Institute, the public baths, the RMIT Fashion and Textiles campus, Brunswick Secondary College and several churches. This precinct also contains many of the music venues that form a large part of the Brunswick music scene. The core of this area hosts the Brunswick Music Festival each year.

The ‘heart of Brunswick’ retail strip on Sydney Road starts in this precinct at the intersection of Dawson Street, and continues north to Albion Street and beyond.

This precinct can continue to provide a strong educational and cultural focus for the municipality

5.2.1 OBJECTIVES & STRATEGIES

The following objectives and strategies apply to this precinct only. Please also refer to Section 4 - Local Area Strategic Framework.

PLANNING AND LAND USE

OBJECTIVE 1
To ensure the appropriate use and development of the iconic, heritage listed former Lattner Hat Factory at 20 Dawson Street, Brunswick (currently used as the Police Depot).

STRATEGY 1.1
Liaise with Victoria Police, the current owners of 20 Dawson Street, Brunswick, regarding future changes of use or ownership.

STRATEGY 1.2
Prepare a land use and development assessment of 20 Dawson Street, Brunswick to identify future use options, including expansion of RMIT Brunswick Campus.

OBJECTIVE 2
To support RMIT Fashion and Textile Campus and the Brunswick Secondary College despite inappropriate land use zoning (IN3Z).

STRATEGY 2.1
Increase the presence of higher value activities in the local industry (design, marketing etc.) in conjunction with the RMIT Fashion and Textiles campus.

STRATEGY 2.2
Work with RMIT and the Brunswick Secondary College to consider future expansion opportunities.

STRATEGY 2.3
Ensure applications for nearby use and development do not undermine RMIT and the Brunswick Secondary College.

STRATEGY 2.4
Develop a pedestrian strategy for the area that improves the physical and visual connection between Sydney Road and both RMIT and Brunswick Secondary College.

OBJECTIVE 3
To increase the intensity of development in key locations including Michael Street, Brunswick and the Council owned car park adjoining the Upfield Path/Brunswick Baths.

STRATEGY 3.1
Strengthen the link between Michael Street, the Upfield Path and the broader pedestrian network.

STRATEGY 3.2
Prepare built form guidelines and land use assessments to direct redevelopment on these key sites.

STRATEGY 3.3
Work with landowners and developers to encourage a coordinated approach to redevelopment.

OBJECTIVE 4
To ensure the ongoing viability of the Brunswick Secondary School.

STRATEGY 4.1
Encourage redevelopment on the north side of Dawson Street (west of the railway line) to generate a higher quality environment that will improve the amenity of the adjacent educational uses.

OBJECTIVE 5
To ensure that land use and development supports a diversity of arts and cultural activities.

STRATEGY 5.2
Continue to support the presence and development of arts and entertainment activities, particularly at the Counihan Gallery in Brunswick and the Brunswick Mechanics Institute.

HOUSING

OBJECTIVE 1

To provide student housing in support of the RMIT Brunswick Campus.

STRATEGY 1.1

Work with RMIT to investigate opportunities for student housing with a Housing Association.

TRANSPORT AND MOVEMENT

OBJECTIVE 1

Ensure that the standard of public transport is consistent with the social and cultural importance of the services and facilities in the precinct.

STRATEGY 1.1

Advocate for the implementation of the Blue Orbital bus route.

PUBLIC REALM

OBJECTIVE 1

To ensure the strong local arts and cultural scene is reflected in the streetscape.

STRATEGY 1.1

Work with Council’s Cultural Development Branch to develop an Art in Public Places Strategy, with the establishment of a Developer Contribution Scheme for public art.

STRATEGY 1.2

When preparing streetscaping and built form strategies for the precinct, include art in public places.

STRATEGY 1.3

Work with local artists to contribute to art in public places.

OBJECTIVE 2

To develop a public space that can be used as a resting place away from the activity of traffic and pedestrians.

STRATEGY 2.1

Investigate options for a new public place along Sydney Road or side streets.

OBJECTIVE 3

To improve the interface between the residential David Street, Brunswick and the adjacent retail properties at the rear of Sydney Road.

STRATEGY 3.1

Develop a vision and urban design and streetscape strategy for David Street in consultation with residents, businesses and landowners.

BUILT FORM

OBJECTIVE 1

To create a civic presence through the coordinated promotion and use of the precinct's numerous civic buildings.

STRATEGY 1.1

Introduce and implement detailed built form guidelines to improve the context and presence of the civic buildings, including the churches, town hall, mechanics institute and other civic buildings.

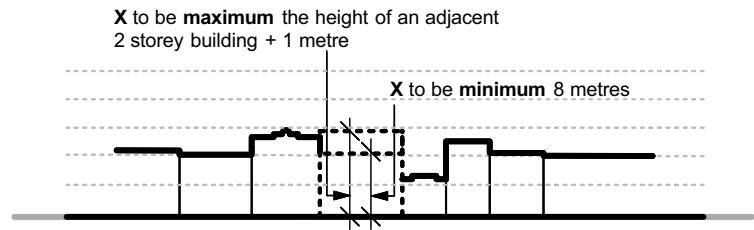
STRATEGY 1.2

Prepare built form guidelines for Dawson Street to identify key future development sites.

STRATEGY 1.3

Support the development of a landmark building on the north west corner of Dawson Street and the Upfield Train Line (currently occupied by the Police depot).

Section and Elevation 1B.1 Sydney Road

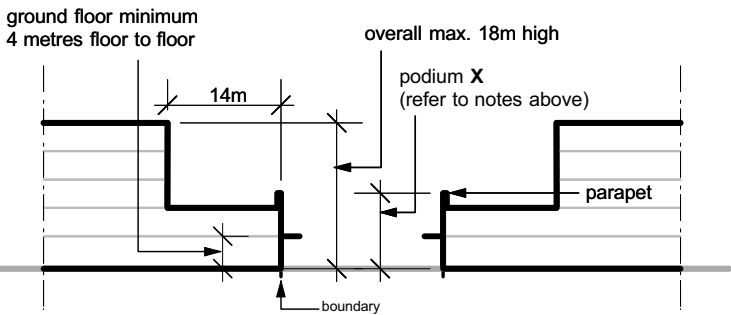


Street elevation - Podium height for infill on Sydney Road boundary

Note:

The podium must be of 2 storeys to relate to existing predominant facades within the streetscape.

Height of X is measured from top of 2 storey podium inclusive main part of parapet (refer to minimum and maximum heights above).



Section - Setback of development above podium

CHARACTER AND IDENTITY

OBJECTIVE 1

To protect the heritage values of the early workers cottages in David Street, Brunswick.

STRATEGY 1.1

Prepare and implement the recommendations of a heritage assessment for David Street, Brunswick, building on the preliminary work in the *Moreland Local Heritage Places Review 2004*.

OBJECTIVE 2

To protect the heritage values of buildings in Michael Street, Brunswick.

STRATEGY 2.1

Prepare an amendment to the Moreland Planning Scheme to add to the Heritage Overlay any significant places in Michael Street, Brunswick, in accordance with the *Moreland Local Heritage Places Review 2004*.

OBJECTIVE 3

To improve the impact of Aldi supermarket on the heritage and civic character of the precinct.

STRATEGY 3.1

Work with Aldi supermarket to ensure that any development of their site improves the buildings presentation to Sydney Road and David Street above ground floor.

STRATEGY 3.2

Consider reinstating the shopfront restoration scheme as part of a broader 'place management' strategy.

FIGURE 4 : Precinct Built Form Guidelines

SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

OBJECTIVE 1

To maximise the use of Council buildings and facilities, in particular by local arts and cultural uses which are in demand.

STRATEGY 1.1

Work with Council’s Cultural Development Branch to support the local arts and cultural scene to use Council buildings.

STRATEGY 1.2

Make the civic precinct a functional space that is recognised by the broader community and visitors alike as an important piece of public infrastructure.

STRATEGY 1.3

Redevelop the Brunswick Town Hall to become an intensively used community facility and civic hub including the possibility to strengthen the role of Brunswick Library.

STRATEGY 1.4

Redevelop the Council owned car park in Precinct 1B to achieve the community hub objectives described in Volume 1 Strategic Framework.

OBJECTIVE 2

Ensure that Council’s facilities in this precinct are developed to respond to changing demand, and optimise their benefit to the community.

STRATEGY 2.1

Identify opportunities for future early years facilities, including the potential for expanding existing facilities and co-location of maternal & child health service.

STRATEGY 2.2

Explore potential external funding options to enable earlier re-location of Brunswick Neighbourhood House.

OBJECTIVE 3

To ensure the redevelopment of the Brunswick Baths meets the needs of a growing population.

STRATEGY 3.1

Support the comprehensive redevelopment of the Brunswick Baths.



MAP 13 : PRECINCT 1B
BUILT FORM

Built Form Guidelines

- 3 storey maximum (11 metres)
- 4 storey maximum (14.5 metres)
- 5 storey maximum (18 metres)
- 6 storey maximum (21 metres)

- Landmark
Integrate new landmark building to improve legibility of urban context.
- Height of potential future development subject to context of key public buildings and other sites.
- Public space subject to negotiation or public acquisition overlay.

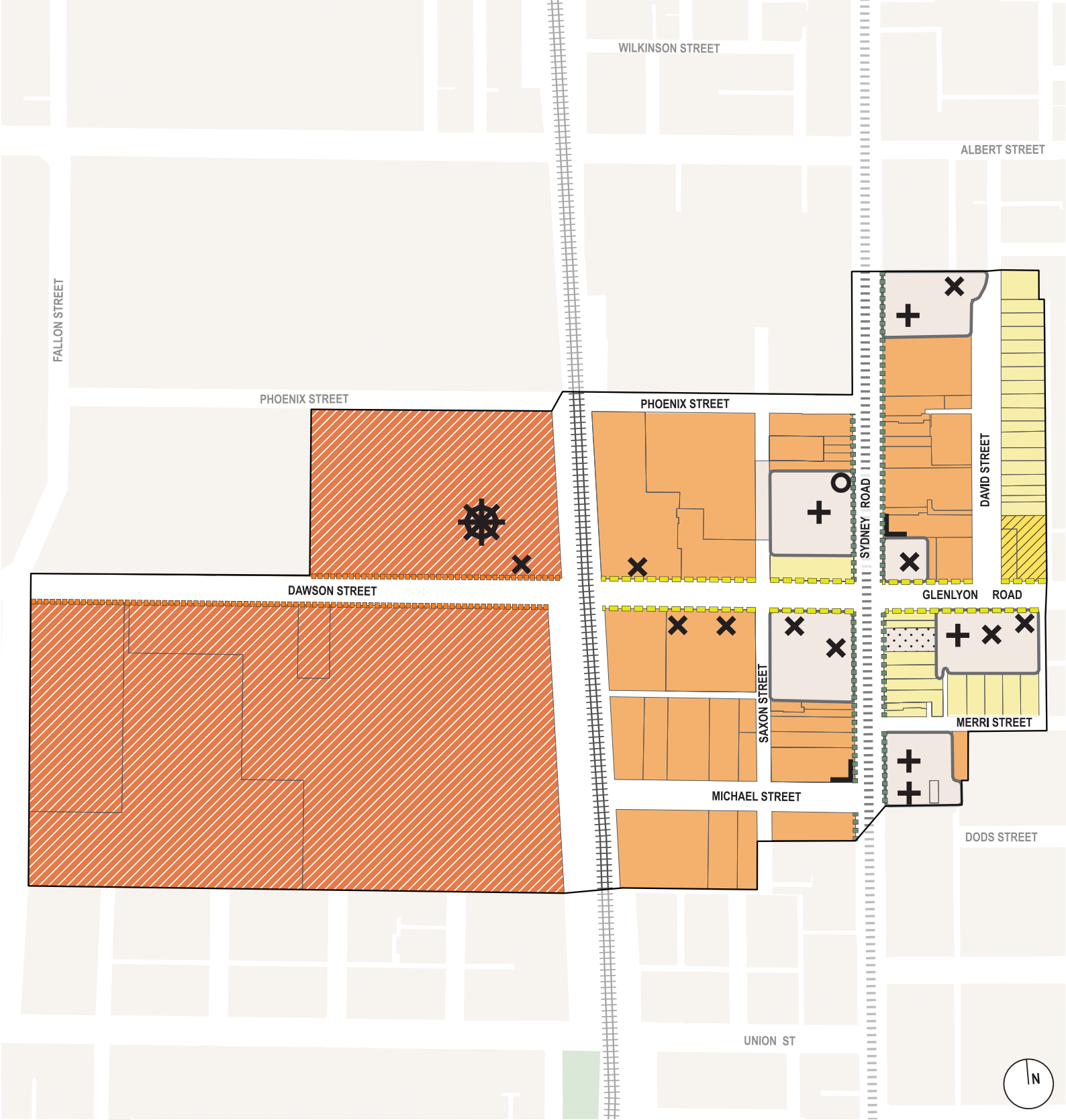
Streetscape Guidelines

The guidelines for built form podium heights below should 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 5 metres.
- Establish a 4 storey built form podium height. Setback of development above the podium to be minimum 3 metres.



Existing Conditions

- Rail line
- Tram line
- Existing open space
- Precinct boundary
- Church
- Iconic corner hotel
- Iconic building
- Feature element









MAP 14 : PRECINCT 1B PUBLIC REALM AND ACTIVE FRONTAGE

Activity Streets

-  Active Frontage (type A) - Refer to section 4.6 - Guidelines
-  Active Frontage (type B) - Refer to section 4.6 - Guidelines

Public Realm Improvements

-  New or improved smaller public place - Refer to section 4.5 - Guidelines
-  Pedestrian priority street - Refer to section 4.5 - Guidelines
Provide high level pedestrian priority through streetscape improvements.
-  New open space
-  Pedestrian links
New or improved pedestrian link through property or public land with high level active frontage to development and high level pedestrian amenity
-  Enhanced tram stop
-  Potential blue orbital bus stop

Existing Conditions

-  Rail line
-  Tram line
-  Existing open space
-  Existing buildings
-  Precinct boundary
-  Council owned land
-  VicTrack owned land
-  Other visual gateway

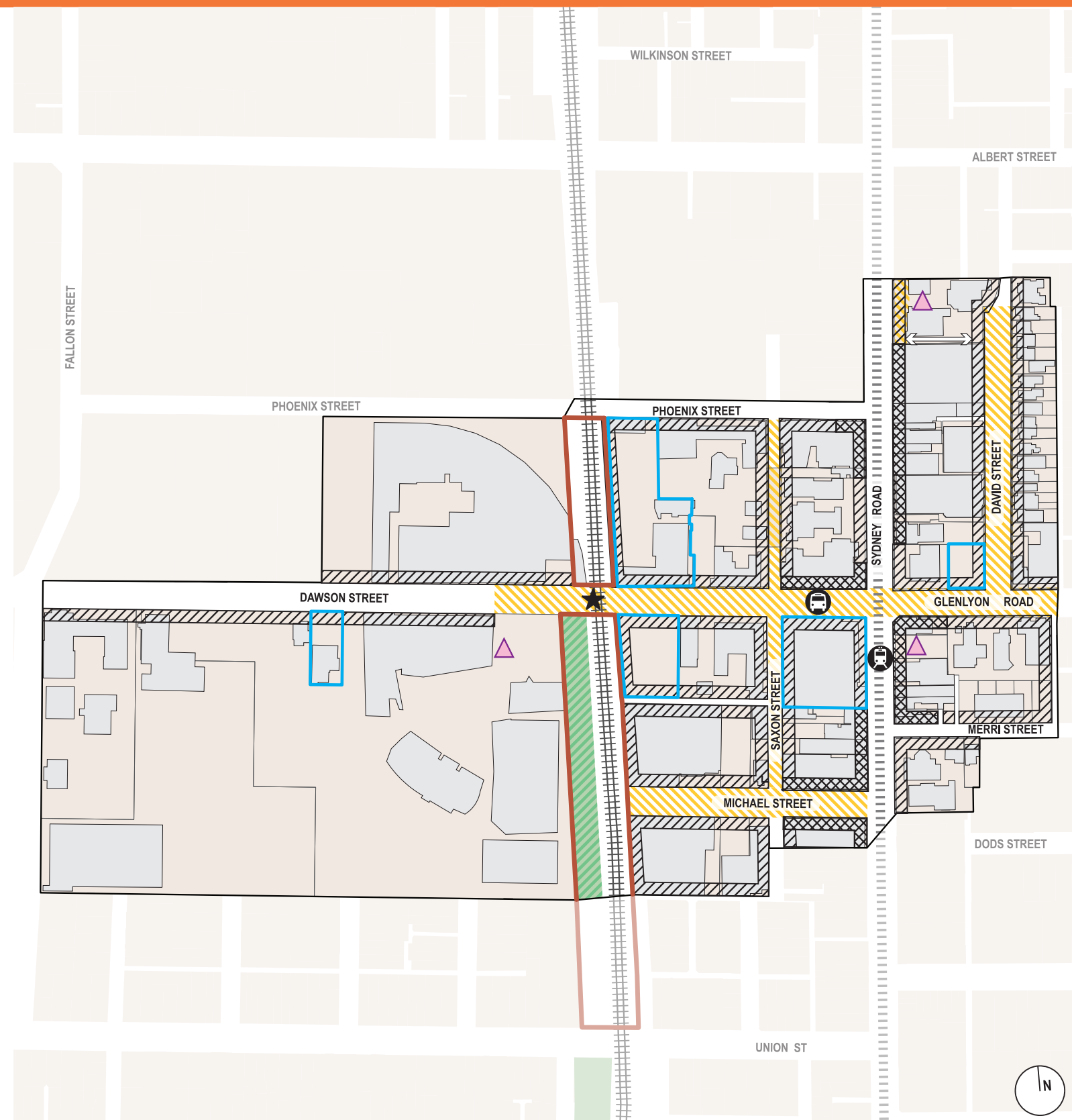


FIGURE 5 :
Artist's impression -
Activity Node at Dawson Street

- (A)** Potential new public institution on landmark site
- (B)** Preserve and celebrate icon heritage building in new setting
- (C)** Improved pedestrian amenity along Dawson Street including widened footpath
- (D)** Potential site for new community facility
- (E)** Feature pavement across the road reserve emphasising pedestrian priority environment
- (F)** Potential forecourt to town hall and church
- (G)** New interchange between enhanced tram stop and Blue Orbital SmartBus
- (H)** Improved green open space on Saxon Street provides a quieter recreational space
- (I)** Potential new community facilities or public institutions
- (J)** Greening along Upfield train line or potential new park setting





5.3 PRECINCT 1C :
BRUNSWICK STATION / FRITH ST

TOTAL LAND AREA (GROSS): 20.8 HECTARES
ANTICIPATED NEW DWELLINGS: 859

This precinct is the principal strip shopping experience for regular users of Sydney Road. It contains major retail landmarks such as Savers, Spotlight, Franco Cozzo, Mediterranean Wholesalers and Mariana Hardwick on Sydney Road, as well as the large Safeway supermarket on Albert Street. In addition, this precinct contains many of the fabric shops for which Sydney Road is famous and a wide range of cafés and restaurants.

Some retail development has extended along the major cross streets of Albert Street and Victoria Street. These streets carry considerable light industrial traffic accessing the industrial precincts to the west.

A remnant industrial area east of Sydney Road includes a number of large vacant buildings along with smaller operating industrial businesses, and newly developed housing.

Strip retailing can be strengthened in this area by controlling the retail mix and by building a strong coalition of user groups. This should include local workers and residents, due to continued redevelopment of lanes and side streets for retail, office and residential uses.

5.3.1 OBJECTIVES & STRATEGIES

The following objectives and strategies apply to this precinct only. Please also refer to Section 4 - Local Area Strategic Framework.

PLANNING AND LAND USE

OBJECTIVE 1

To ensure the best use and development of VicTrack land along the Upfield Train Line, in particular the existing carpark.

STRATEGY 1.1

Work with VicTrack to ensure that their land is integrated into future development of the station precinct and public realm improvements.

OBJECTIVE 2

To improve the Albert Street Safeway site and its role in the creation of a vibrant mixed use hub on the land bound by Albert Street, Sydney Road, Victoria Street and the Upfield Path, Brunswick.

STRATEGY 2.1

Review Development Plan Overlay 2 Albert Street Supermarket to address interfaces, pedestrian and vehicle access, amenity, built form, relationship to surrounding areas including Sydney Road and Upfield Path.

HOUSING

OBJECTIVE 1

To optimise the use of Council land along Sydney Road to achieve a broader range of objectives and activities including affordable and accessible housing.

STRATEGY 1.1

Consider the feasibility of developing the Council carparks in Frith and Wilkinson Streets for a mixture of uses including affordable, accessible housing in partnership with a Housing Association.

TRANSPORT AND MOVEMENT

OBJECTIVE 1

Improve pedestrian connections throughout the precinct in particular between Brunswick Station and Sydney Road.

STRATEGY 1.1

Work with Sydney Road traders to improve pedestrian access at the rear of shops.

STRATEGY 1.2

Create pedestrian priority streets in accordance with Map 16 Precinct 1C.

STRATEGY 1.3

Improve existing and create new links from Sydney Road to Brunswick Station in accordance with Map 16 Precinct 1C.

STRATEGY 1.4

Ensure the redevelopment of redundant industrial land provides visual and physical connections to Brunswick Station.

PUBLIC REALM

OBJECTIVE 1

To develop a public space that can be used as a resting place away from the activity of traffic and pedestrians.

STRATEGY 1.1

Redevelop the forecourt of the old Post Office at 420-428 Sydney Road to create a 'resting place'.

OBJECTIVE 2

To create a vibrant mixed use hub on the land bound by Albert Street, Sydney Road, Victoria Street and the Upfield Path, Brunswick.

STRATEGY 2.1

Develop a master plan for large scale urban renewal in the street block defined by Albert Street, Sydney Road, Victoria Street and the Upfield Path.

STRATEGY 2.2

Redevelop the setting of Brunswick Station, including turning the Council car park and VicTrack land into a forecourt / public space.

STRATEGY 2.3

Develop a new public plaza at Brunswick Station to create a place where residents, shoppers and travellers can enjoy the old station building and heritage-listed chimney.

STRATEGY 2.4

Ensure redevelopment of the block is undertaken in a coordinated manner with all landowners.

BUILT FORM**OBJECTIVE 1**

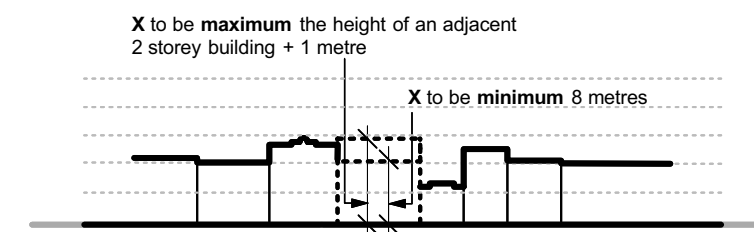
To ensure new development creates a positive, attractive and active interface with adjacent areas.

STRATEGY 1.1

Implement built form guidelines in particular around Brunswick Station between the railway and Sydney Road to facilitate transport-oriented development and ensure the careful integration of iconic heritage buildings.

Section and Elevation 1C.1

Sydney Road

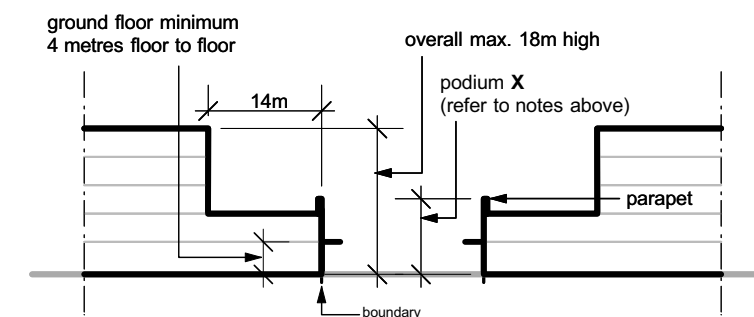


Street elevation - Podium height for infill on Sydney Road boundary

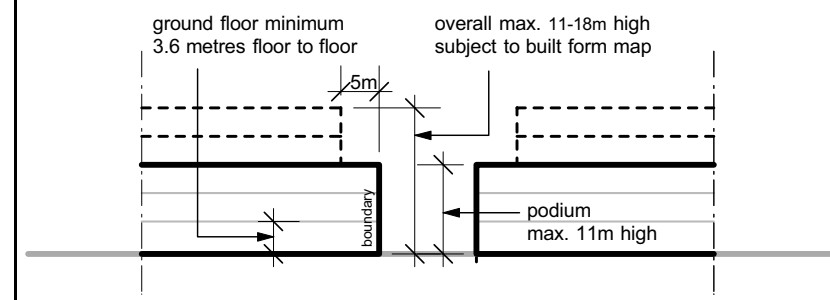
Note:

The podium must be of 2 storeys to relate to existing predominant facades within the streetscape.

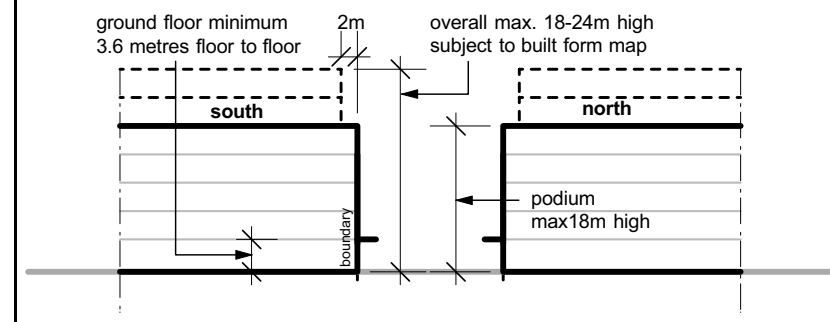
Height of X is measured from top of 2 storey podium inclusive main part of parapet (refer to minimum and maximum heights above).

**Section 1C.2**

Albert and Victoria Streets (east of Sydney Rd)

**Section 1C.3**

Albert St and Victoria Streets (west of Sydney Road)



Section - Setback of development above podium

FIGURE 6 : Precinct Built Form Guidelines

MAP 15 : PRECINCT 1C
BUILT FORM

Built Form Guidelines

- 4 storey maximum (14.5 metres)
- 5 storey maximum (18 metres)
- 6 storey maximum (21 metres)
- 7 storey maximum (24 metres)

- Landmark
Integrate new landmark building to improve legibility of urban context
- Height of potential future development subject to context of key public buildings and other sites.
- Public space subject to negotiation or public acquisition overlay.

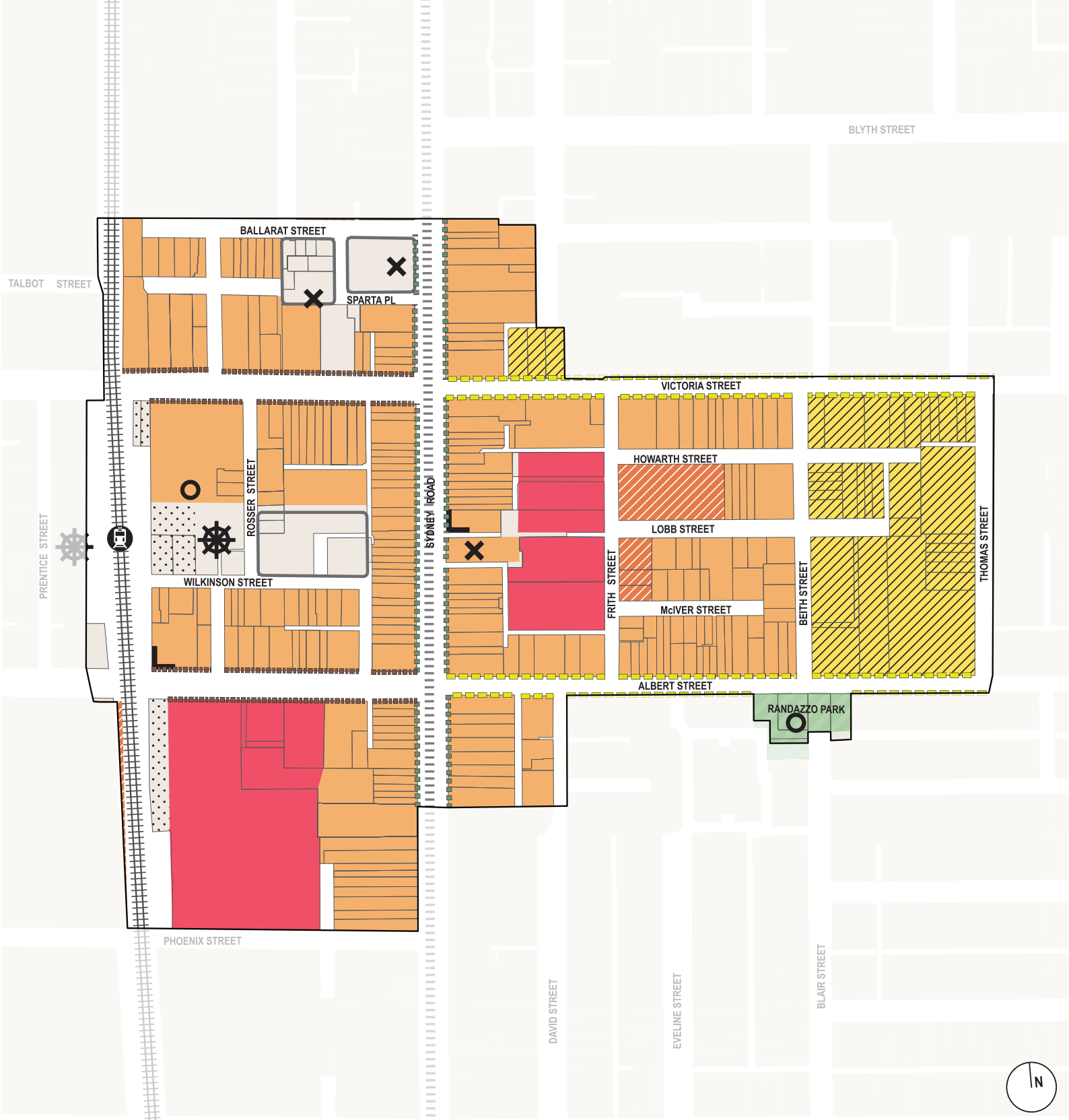
Streetscape Guidelines

The guidelines for built form podium heights below should 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 5 metres.
- Establish a 5 storey built form podium height. Setback of development above the podium to be minimum 2 metres.

Existing Conditions



- Rail line/train station
- Tram line
- Existing open space
- Precinct boundary
- Iconic corner hotel
- Iconic building
- Feature element












MAP 16 : PRECINCT 1C

PUBLIC REALM AND ACTIVE FRONTAGE








Activity Streets

-  Active Frontage (type A) - Refer to section 4.6 - Guidelines
-  Active Frontage (type B) - Refer to section 4.6 - Guidelines

Public Realm Improvements

-  New major public place - Refer to section 4.5 - Guidelines
-  New or improved smaller public place - Refer to section 4.5 - Guidelines
-  Pedestrian priority street - Refer to section 4.5 - Guidelines
Provide high level pedestrian priority through streetscape improvements.
-  New green street - Refer to section 4.5 - Guidelines
Consider potential kerb extensions and greening of streets, including water sensitive urban design with plants and trees.
-  New open space
-  Potential new street
-  Pedestrian links
New or improved pedestrian link through property or public land with high level active frontage to development and high level pedestrian amenity
-  Enhanced tram stop
-  Enhanced platform access
Train platform access connected to crossing streets

Existing Conditions

-  Rail line/train station
-  Tram line
-  Existing open space
-  Existing buildings
-  Precinct boundary
-  Council owned land
-  VicTrack owned land

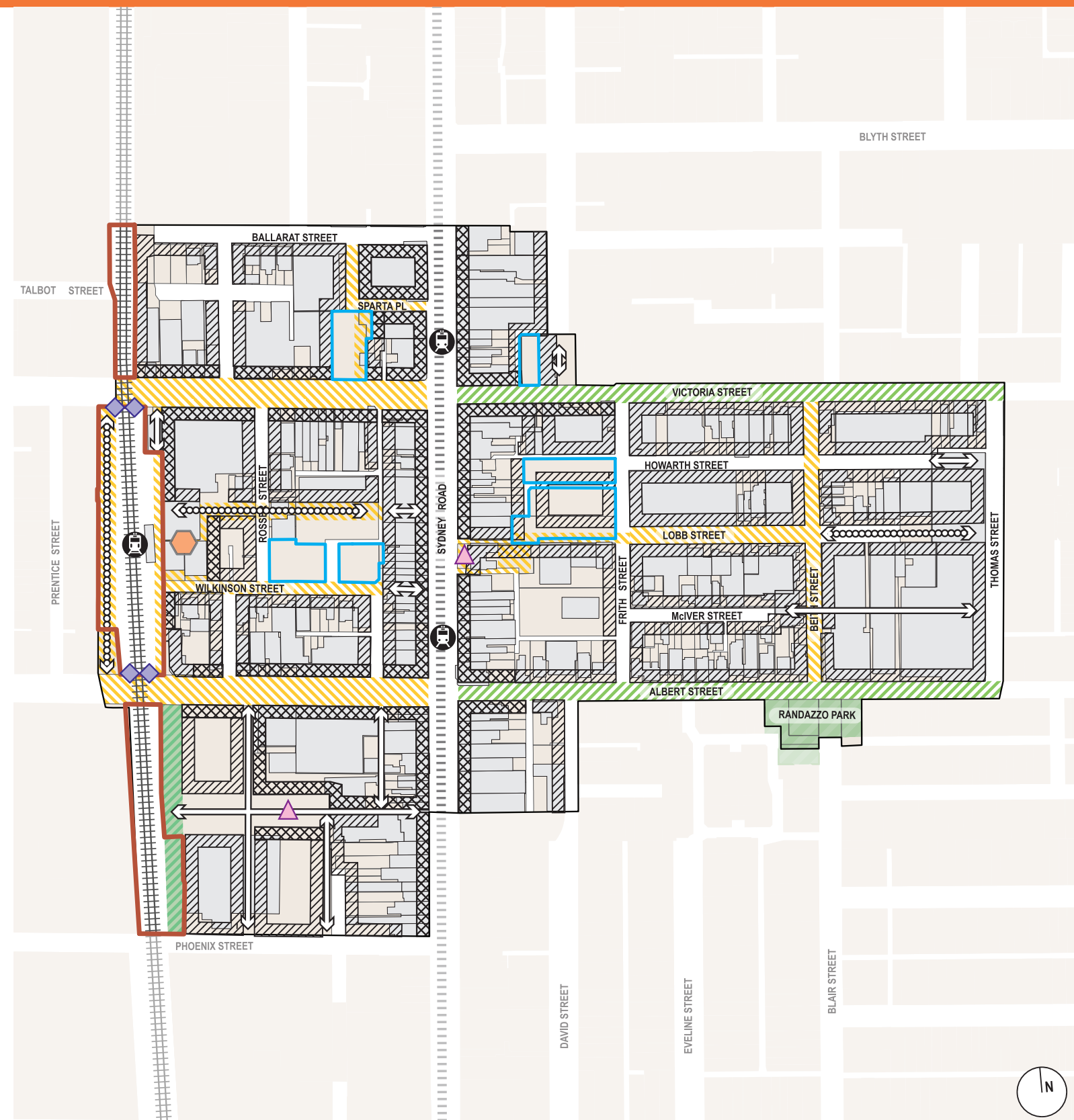


FIGURE 7:
Artist's impression -
Activity Node at Brunswick Central

- (A)** New land mark buildings emphasise public space around Brunswick Station
- (B)** New public place at the Brunswick Station is created by setback of new development
- (C)** New pedestrian priority streets linking Sydney Road Activity Corridor and Brunswick Train Station
- (D)** Sparta Place
- (E)** New super tram stop between Victoria Street and Sparta Place
- (F)** Upgrading of Post Office Place to be a high quality public place with pedestrian link to Lobb Street
- (G)** Enhanced tram stop between Albert Street and Post Office Place
- (H)** Pedestrian amenity along Albert and Victoria Streets improved by footpath widening and street trees
- (I)** New linear park along Upfield Train Line
- (J)** Improved access to platforms from Albert and Victoria Streets
- (K)** New public link along train line
- (L)** Higher density mixed use development near train station

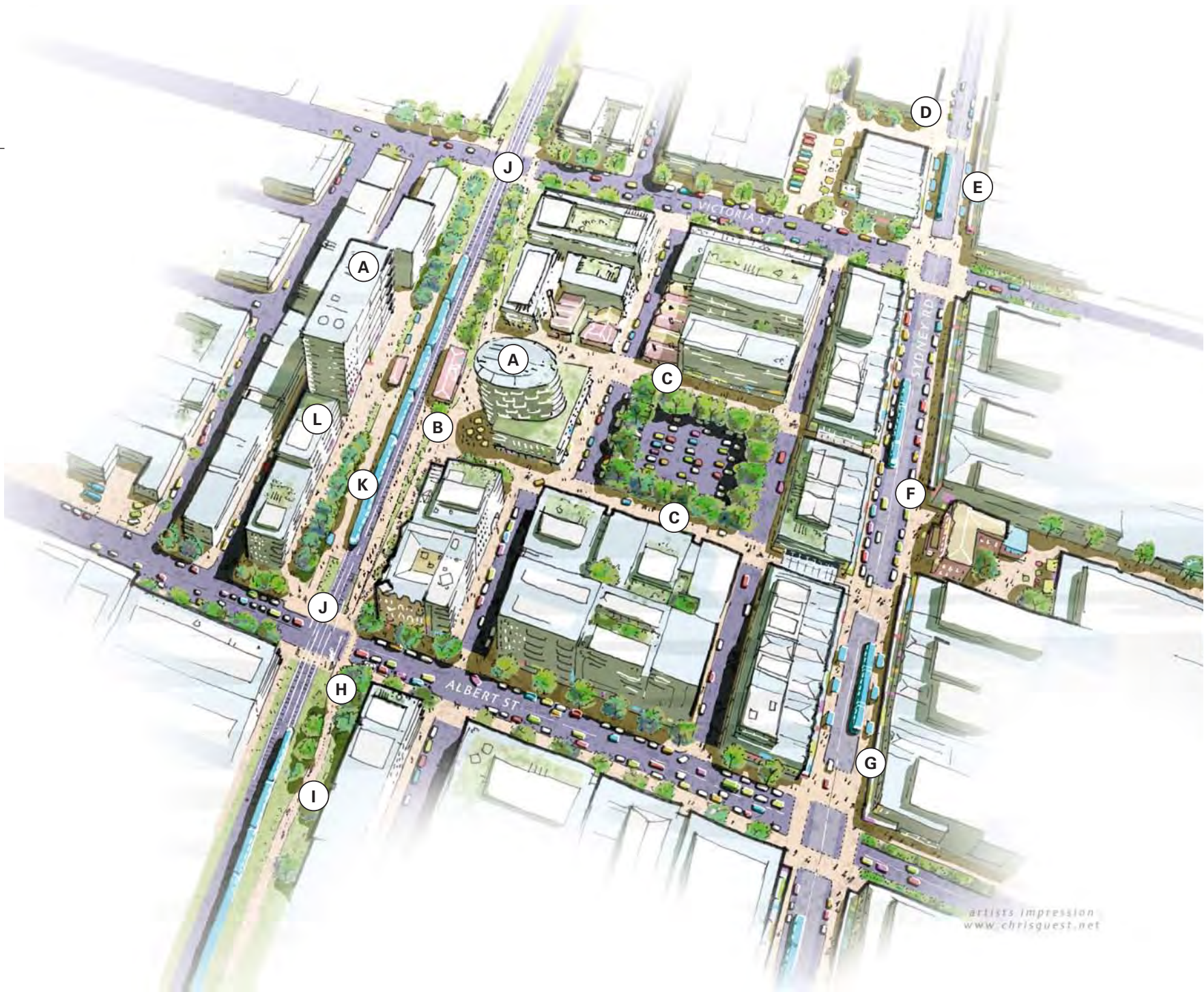


FIGURE 8:
Artist's impression -
Activity Node at Beith Street

- (A)** Pedestrian priority street – road reserve shared to higher degree by all users
- (B)** Set back development to provide for greening of Beith Street
- (C)** Integration of water sensitive urban design
- (D)** New mixed-use development
- (E)** Create a safe and generous bike link from Blair Street through Beith Street and strengthen this link as a key north-south bike link
- (F)** Improved pedestrian amenity and greening of street
- (G)** Generous footpath through Lobb Street to Post Office Place and Sydney Road
- (H)** Improve pedestrian amenity and greening of street



5.4 PRECINCT 1D :
ANSTEY URBAN VILLAGE

TOTAL LAND AREA (GROSS): 22.2 HECTARES
ANTICIPATED NEW DWELLINGS: 676

This precinct includes a continuation of the Sydney Road retail strip, although without the large-format shops that are present in Precinct 1C. Notable uses include the Brunswick Police Station, a continuation of the cluster of bridal dress shops around Brunswick Hill, and several large fruit and vegetable outlets including the Brunswick Market.

Behind the Sydney Road frontage to the west is an area of wholesaling and light manufacturing industrial properties, as well as a string of major development sites. Several of these are being redeveloped with high-density housing. This precinct also contains the Chef development, a significant recent office building that accommodates a range of small professional services businesses.

The shopping and dining function of this precinct will be strengthened as a result of the significant residential development occurring in the area. Non-retail employment uses can be developed in the side-streets and laneways to provide local employment opportunities.

5.4.1 OBJECTIVES & STRATEGIES

The following objectives and strategies apply to this precinct only. Please also refer to Section 4 - Local Area Strategic Framework.

PLANNING AND LAND USE

OBJECTIVE 1

To ensure the best use and development of Council owned car parks.

STRATEGY 1.1

Prepare feasibility studies for Council owned car parks to understand future use and development options.

OBJECTIVE 2

To attract a strong shopper base to the area.

STRATEGY 2.1

Attract retail anchors to the precinct.

STRATEGY 2.2

Coordinate and invest in urban design and shop front improvements in conjunction with traders’ organisations.

STRATEGY 2.3

Work with local traders to develop a retail plan and marketing strategy for the precinct.

OBJECTIVE 3

To maximise local job opportunities through the provision of employment generating uses.

STRATEGY 3.1

Ensure that applications for mixed use developments prioritise viable commercial/ retail space consistent with the objectives of the land use zone.

STRATEGY 3.2

Support the rezoning of land in the Multi-Use Employment and Multi-Use Residential areas consistent with the *Moreland Industrial Land Use Strategy 2004*.

TRANSPORT AND MOVEMENT

OBJECTIVE 1

To improve visual and physical connections between Anstey Station and Sydney Road.

STRATEGY 1.1

Create a new link extending West Street from the southern end of Anstey Station platform to Sydney Road.

PUBLIC REALM

OBJECTIVE 1

To create a vibrant residential and commercial hub in the block defined by Hope Street, Sydney Road, Albion Street and the Upfield Path.

STRATEGY 1.1

Develop a coherent master plan for large scale urban renewal in the street block defined by Hope Street, Sydney Road, Albion Street and the Upfield Path and integrate new public space.

STRATEGY 1.2

Undertake background work to support a planning scheme amendment to rezone the block of land identified as Multi-Use – Residential in the *Moreland Industrial Land Use Strategy 2004*.

STRATEGY 1.3

Create new public spaces in accordance with Map 18 Precinct 1D.

OBJECTIVE 2

To redevelop the Brunswick Market into a thriving attractor for the area with excellent car parking and pedestrian access.

STRATEGY 2.3

Upgrade the Council car park at 36 Breese Street to improve signage and amenity.

STRATEGY 2.4

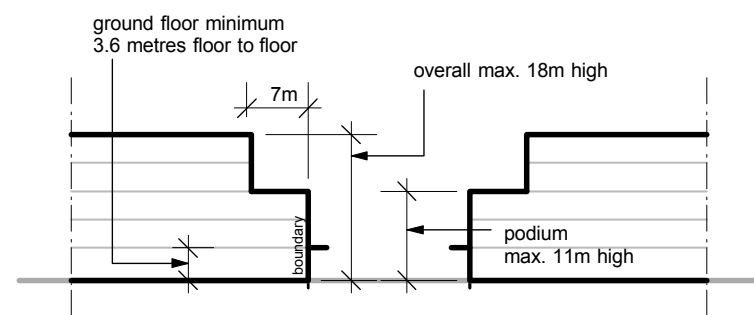
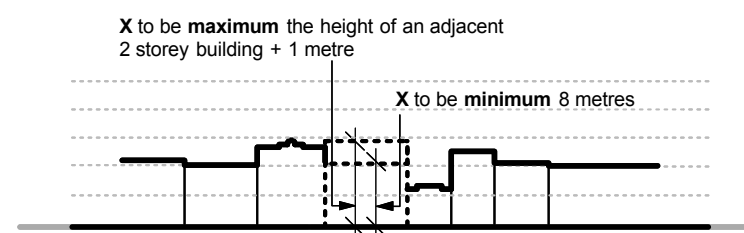
Work with the Brunswick Market to develop a masterplan for the site, including pedestrian and vehicular access, car parking, signage, marketing and urban realm improvements.

OBJECTIVE 3

To improve the amenity and presentation of Anstey Station.

STRATEGY 3.1

Implement built form guidelines in particular around Anstey Station between the railway and Sydney Road to facilitate transport-oriented development and manage the preferred future streetscape character on key streets.

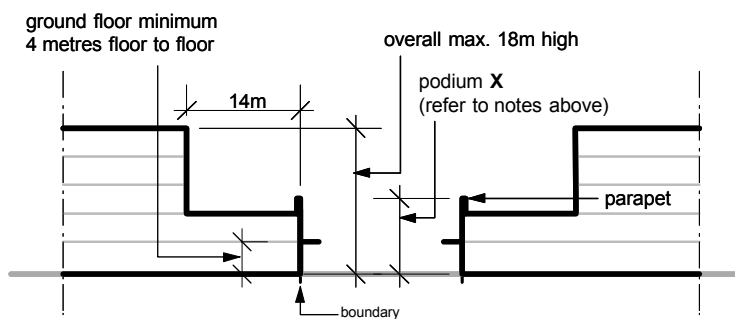
Section 1D.1
 Sydney Road (north of Albion Street)

Section and Elevation 1D.2
 Sydney Road (South of Albion Street)


Street elevation - Podium height for infill on Sydney Road boundary

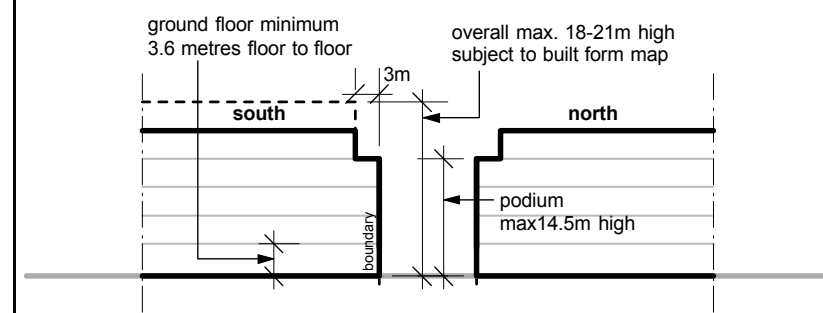
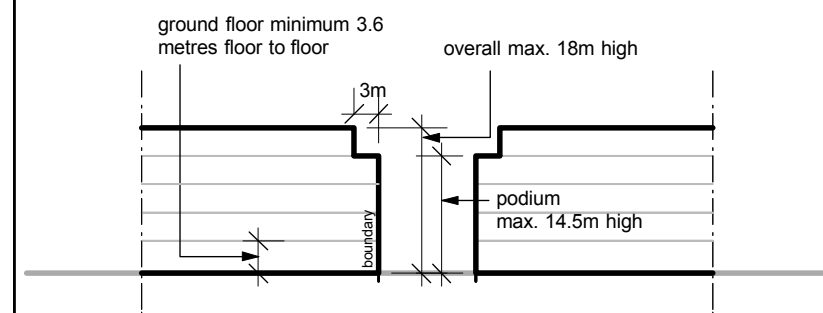
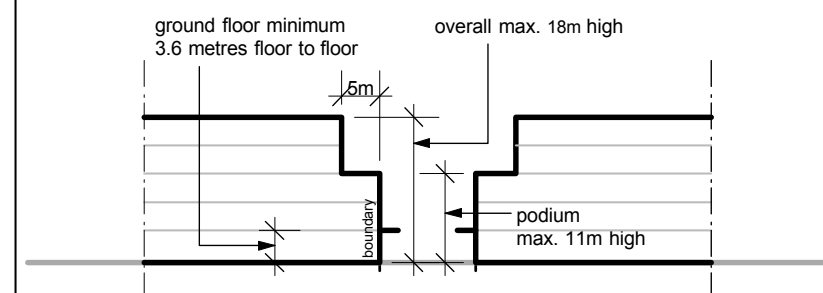
Note:

The podium must be of 2 storeys to relate to existing predominant facades within the streetscape.

Height of **X** is measured from top of 2 storey podium inclusive main part of parapet (refer to minimum and maximum heights above).



Section - Setback of development above podium

Section 1D.3
 Hope Street

Section 1D.4
 Breese Street

Section 1D.5
 Albion St (west of Sydney Rd)


MAP 17 : PRECINCT 1D
BUILT FORM

Built Form Guidelines

- 3 storey maximum (11 metres)
- 4 storey maximum (14.5 metres)
- 5 storey maximum (18 metres)
- 6 storey maximum (21 metres)
- 7 storey maximum (24 metres)

- Landmark
Integrate new landmark building to improve legibility of urban context.
- Height of potential future development subject to context of key public buildings and other sites.
- Public space subject to negotiation or public acquisition overlay.

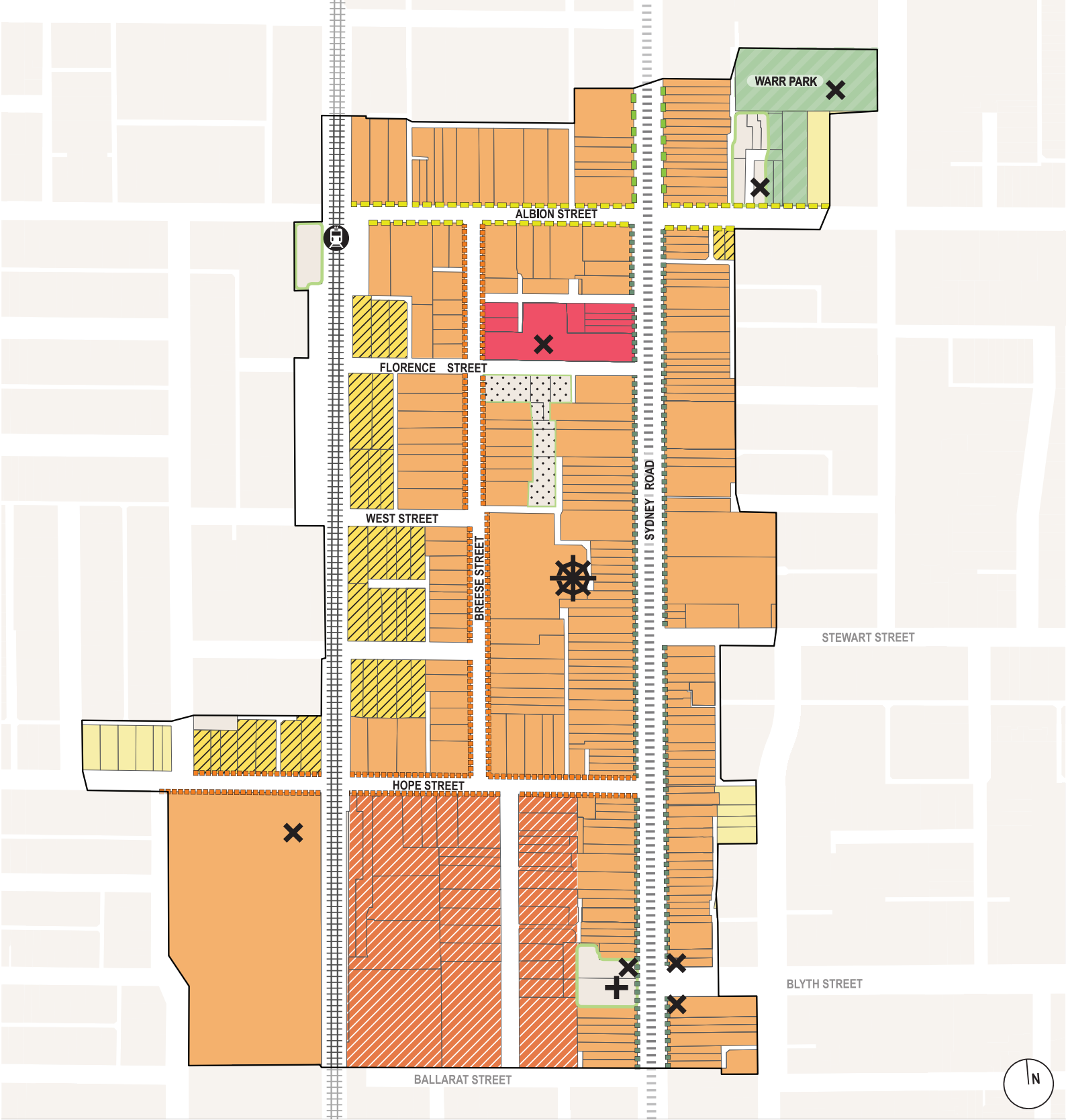
Streetscape Guidelines

The guidelines for built form podium heights below should 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 4 storey built form podium height. Setback of development above the podium to be minimum 3 metres.



Existing Conditions

- Rail line/train station
- Tram line
- Existing open space
- Precinct boundary
- Church
- Iconic building










MAP 18 : PRECINCT 1D PUBLIC REALM AND ACTIVE FRONTAGE

Activity Streets

-  Active Frontage (type A) - Refer to section 4.6 - Guidelines
-  Active Frontage (type B) - Refer to section 4.6 - Guidelines

Public Realm Improvements

-  New or improved smaller public place - Refer to section 4.5 - Guidelines
-  Pedestrian priority street - Refer to section 4.5 - Guidelines
Provide high level pedestrian priority through streetscape improvements.
-  New green street - Refer to section 4.5 - Guidelines
Consider potential kerb extensions and greening of streets, including water sensitive urban design with plants and trees.
-  New open space
-  Pedestrian links
New or improved pedestrian link through property or public land with high level active frontage to development and high level pedestrian amenity.
-  Enhanced tram stop
-  Enhanced platform access
Train platform access connected to crossing streets.

Existing Conditions

-  Rail line/train station
-  Tram line
-  Existing open space
-  Existing buildings
-  Precinct boundary
-  Council owned land
-  VicTrack owned land
-  Other visual gateway

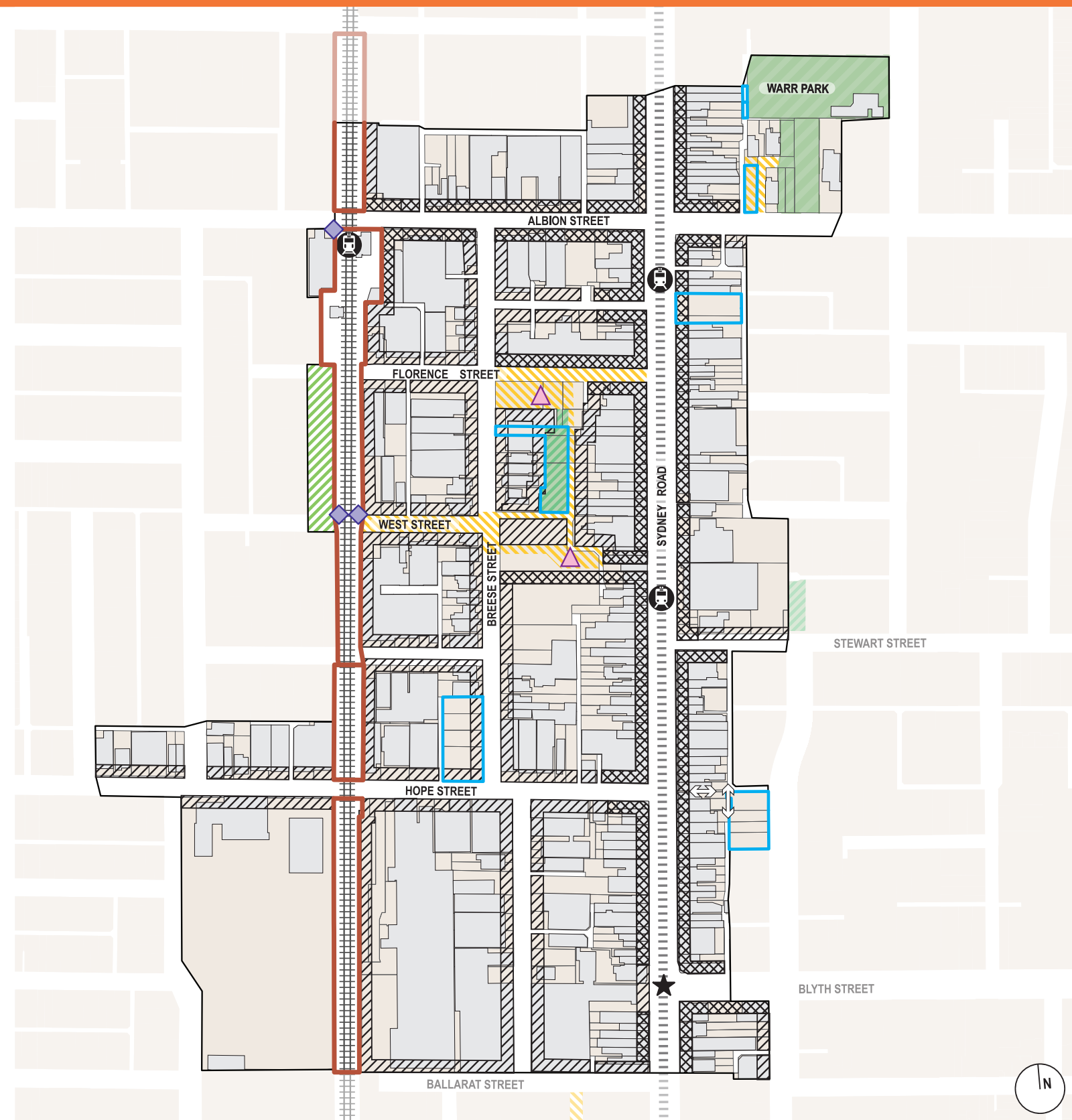


FIGURE 9:
Artist's impression -
Activity Node at Brunswick Hill

- (A) Pedestrian priority streets
- (B) Potential site for open air market
- (C) New prominent gateway to redeveloped Brunswick Market
- (D) Mall with new café settings
- (E) New urban park
- (F) New super tram stop between Stewart Street and east-west leading to Anstey Station via West Street
- (G) New landmark building on top of Brunswick Hill
- (H) New public place with café seating on key link to Anstey station
- (I) Improved access to platforms from Albion Street and West Street
- (J) Generous shared path between the northern and southern access points to the station





5.5 PRECINCT 1E :
MORELAND SOUTH

TOTAL LAND AREA: 19.5 HECTARES
ANTICIPATED NEW DWELLINGS:
(NEW PRECINCT - NUMBER TO BE UPDATED)

This precinct includes a transition from the larger format retail along Sydney Road in the Anstey Urban Village, to the finer grained convenience retail at the intersection of Sydney Road and Moreland Road, and the nearby Moreland Station. Notable uses include the Brunswick Tram Depot and The Don Bosco Youth Centre & Hostel fronting Sydney Road, a Centrelink office on Moreland Road, and a significant Secondary Industrial Precinct on either side of the train line. The industrial area to the west of the train line features some substantial bluestone warehouse buildings.

5.5.1 OBJECTIVES & STRATEGIES

The following objectives and strategies apply to this precinct only. Please also refer to Section 4 - Local Area Strategic Framework

PLANNING AND LAND USE

OBJECTIVE 1

To support viable industrial and commercial activities by protecting them from encroachment of incompatible uses.

STRATEGY 1.1

Prohibit the intrusion of non-industrial uses such as residential or other sensitive uses into the industrial precincts.

OBJECTIVE 2

Work with traders and land-holders to develop a more vibrant and effective neighbourhood Activity Node around the intersection of Moreland Road.

STRATEGY 2.1

Prepare an urban design strategy that will allow new development to make a strong and high quality contribution to the liveability of the area.

OBJECTIVE 3

Protect the function of Brunswick Tram Depot and Don Bosco’s if there are large-scale changes in the rest of the area.

OBJECTIVE 4

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.

HOUSING

OBJECTIVE 1

Ensure that new residential development does not undermine the viability of the established industrial and commercial uses.

STRATEGY 1.1

Support the development of housing only in ‘shop-top’ form along Sydney Road, and on larger sites within the Business 1 Zone.

TRANSPORT AND MOVEMENT

OBJECTIVE 1

Ensure improved integration of Moreland Train Station and tram stops.

STRATEGY 1.1

Develop integrated transport interchange improving pedestrian amenity between Moreland Train Station, tram stops and other modes of transport.

PUBLIC REALM**OBJECTIVE 1**

Ensure the environment along the Upfield Shared Path provide and attractive setting for the many users of this active movement link.

STRATEGY 1.1

Create attractive linear green setting along the Upfield Shared Path between Albion Street and Moreland Road where the Vic Track reserve is wide.

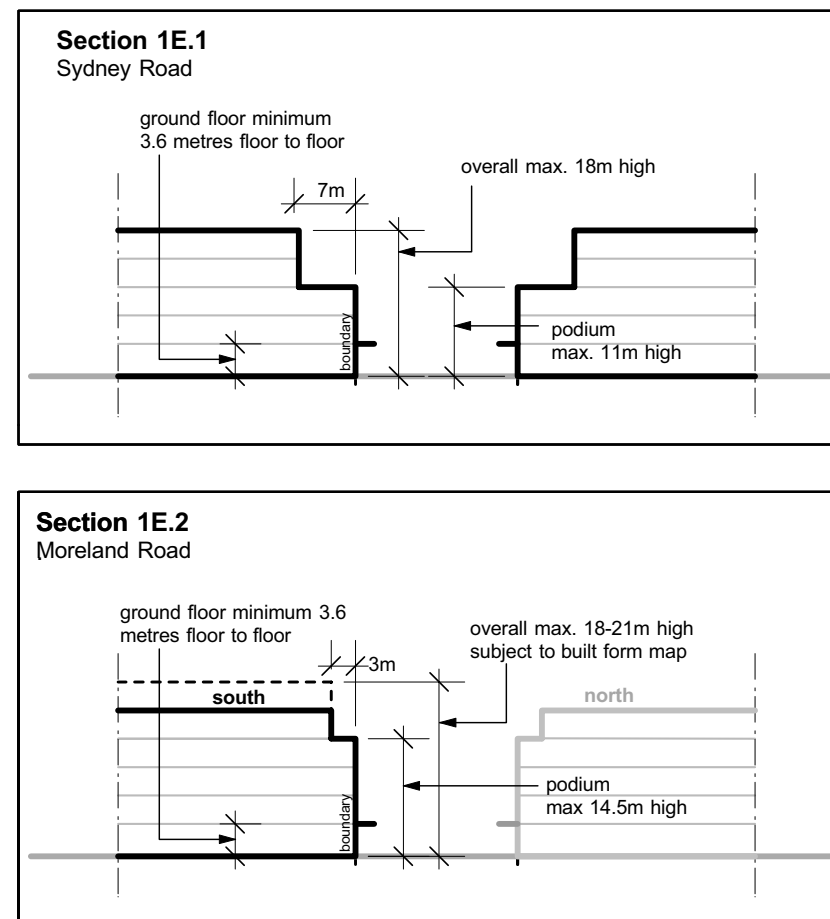


FIGURE 10 : Precinct Built Form Guidelines



MAP 19 : PRECINCT 1E
BUILT FORM

Built Form Guidelines

- 4 storey maximum (14.5 metres)
- 5 storey maximum (18 metres)
- 7 storey maximum (24 metres)

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

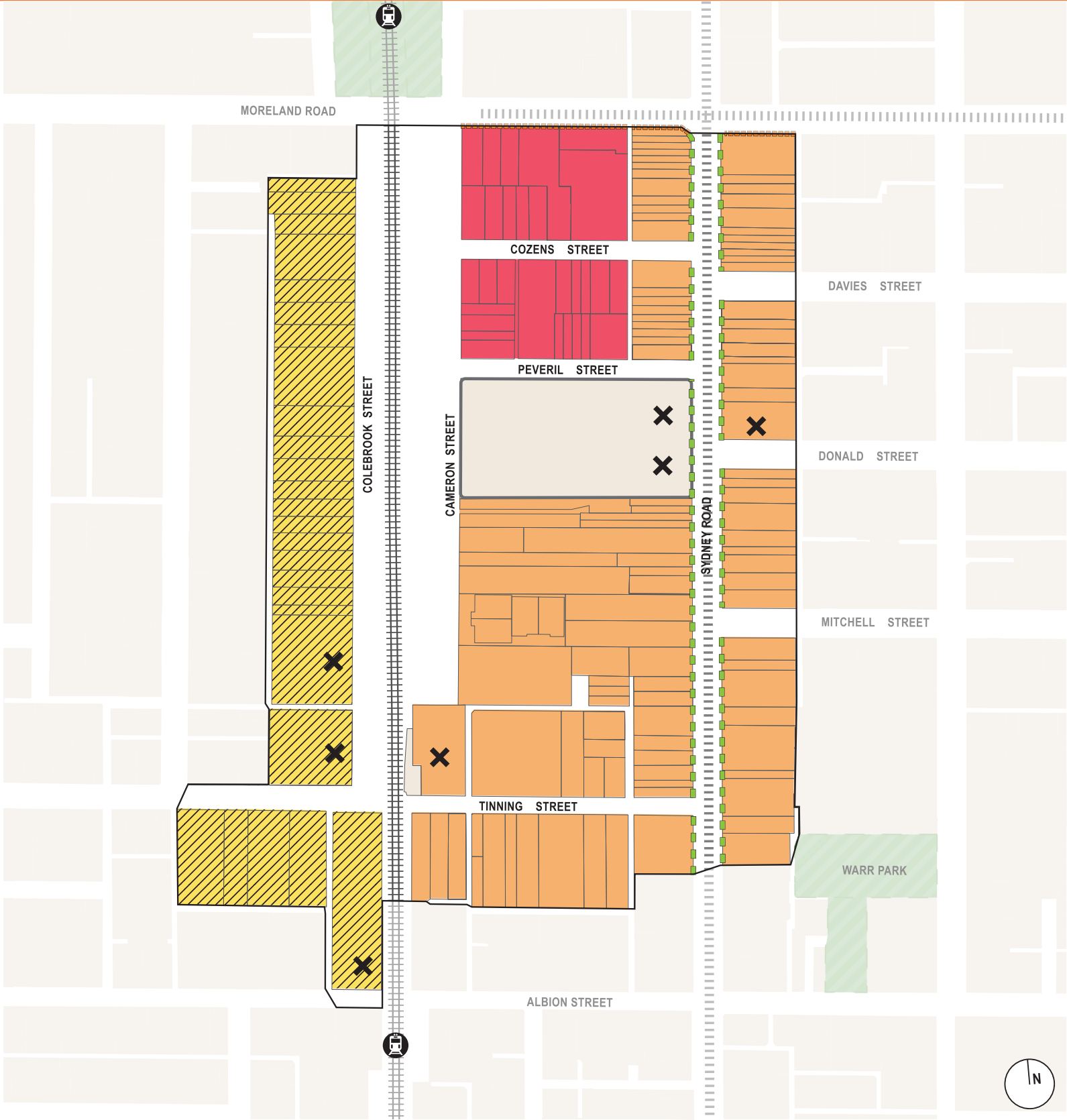
Streetscape Guidelines

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

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

Existing Conditions

- Rail line/train station
- Tram line
- Existing open space
- Precinct boundary
- Iconic building



MAP 20 : PRECINCT 1E
PUBLIC REALM AND ACTIVE FRONTAGE

Activity Streets

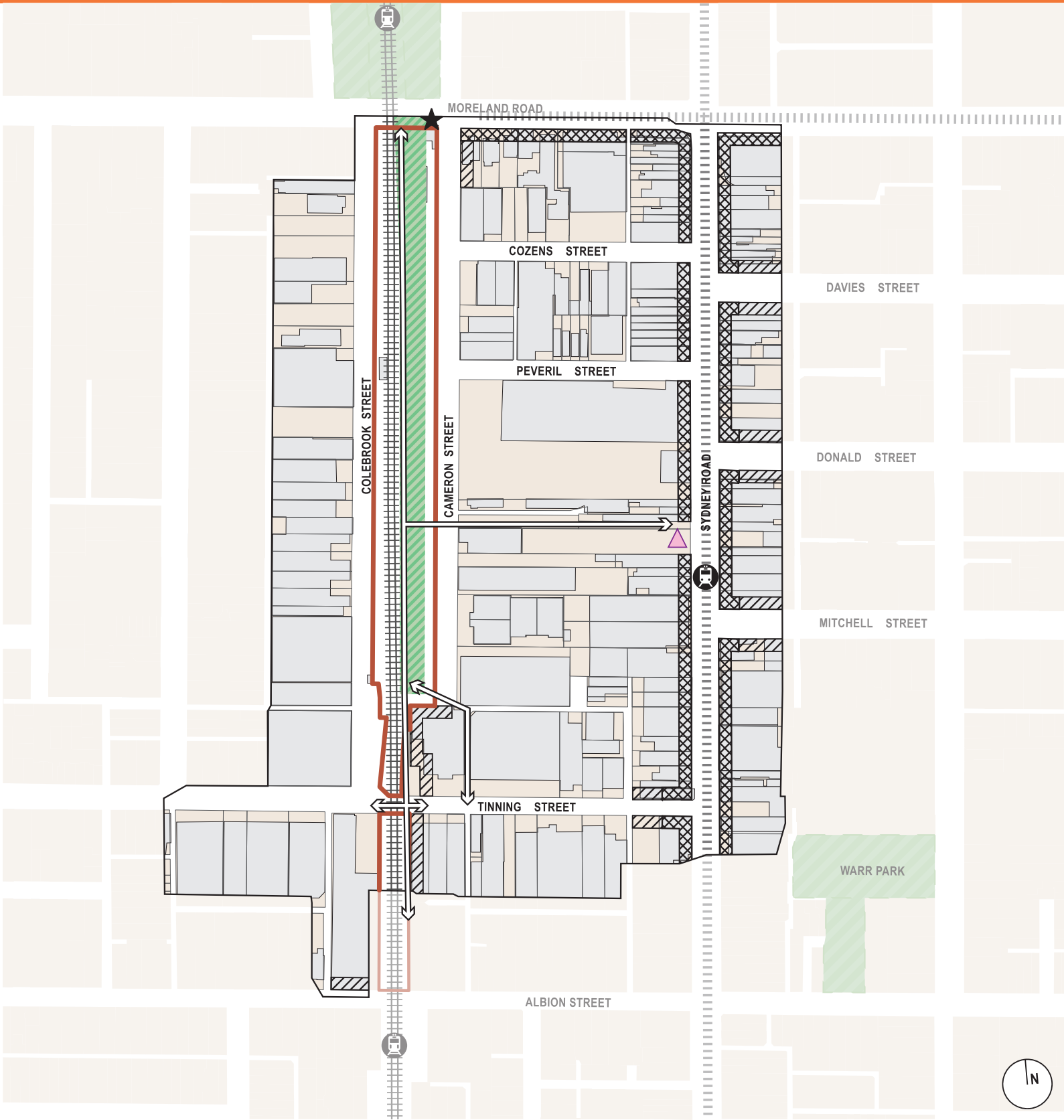
- Active Frontage (type A) - Refer to section 4.6 - Guidelines
- Active Frontage (type B) - Refer to section 4.6 - Guidelines

Public Realm Improvements

- New or improved smaller public place - Refer to section 4.5 - Guidelines
- New open space
- Pedestrian links
New or improved pedestrian link through property or public land with high level active frontage to development and high level pedestrian amenity
- Enhanced tram stop

Existing Conditions

- Rail line/train station
- Tram line
- Existing open space
- Existing buildings
- Precinct boundary
- VicTrack owned land



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.



