



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

**DRAFT  
2010**

Adopted by council .... | **BRUNSWICK** STRUCTURE PLAN  
LOCAL AREA TWO - LYGON STREET



Moreland City Council

**VOLUME 2 PART 2**



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# CONTENTS



|          |   |           |          |  |           |
|----------|---|-----------|----------|--|-----------|
| <b>1</b> | <b>INTRODUCTION</b>                                 | <b>2</b>  | <b>4</b> | <b>LOCAL AREA STRATEGIC FRAMEWORK</b>            | <b>13</b> |
| 1.1      | How the Plan is Organised                           | 2         | 4.1      | Local Area Strategic Framework                   | 13        |
| 1.2      | Activity Centre Strategic Framework Plan            | 6         | 4.2      | Planning and Land Use                            | 14        |
| <b>2</b> | <b>LOCAL AREA OVERVIEW</b>                          | <b>8</b>  | 4.3      | Housing  | 16        |
| 2.1      | Local Area Description                              | 8         | 4.4      | Transport and Movement                           | 18        |
| 2.2      | Local Area Precincts                                | 9         | 4.5      | Public Realm                                     | 20        |
| 2.3      | Local Area Issues                                   | 10        | 4.6      | Built Form                                       | 24        |
| 2.2.1    | Planning and Land Use                               | 10        | 4.7      | Character and Identity                           | 28        |
| 2.2.2    | Housing   | 10        | 4.8      | Social, Cultural & Leisure Services & Facilities | 30        |
| 2.2.3    | Transport and Movement                              | 11        | <b>5</b> | <b>LOCAL AREA PRECINCTS</b>                      | <b>32</b> |
| 2.2.4    | Public Realm  | 11        | 5.1      | Precinct 2A:<br>Lygon Street South Gateway       | 32        |
| 2.2.5    | Built Form  | 11        | 5.2      | Precinct 2B:<br>Lygon Street Central             | 38        |
| 2.2.6    | Character and Identity                              | 11        | 5.3      | Precinct 2C:<br>Lygon Street Central             | 44        |
| 2.2.7    | Social, Cultural & Leisure<br>Services & Facilities | 11        | <b>6</b> | <b>GLOSSARY</b>                                  | <b>49</b> |
| <b>3</b> | <b>LOCAL AREA VISION</b>                            | <b>12</b> |          |  |           |
| 3.1      | Vision  | 12        |          |  |           |
| 3.2      | Future Character                                    | 12        |          |  |           |
| 3.3      | Key Initiatives                                     | 12        |          |  |           |



# 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 Lygon Street Local Area and 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

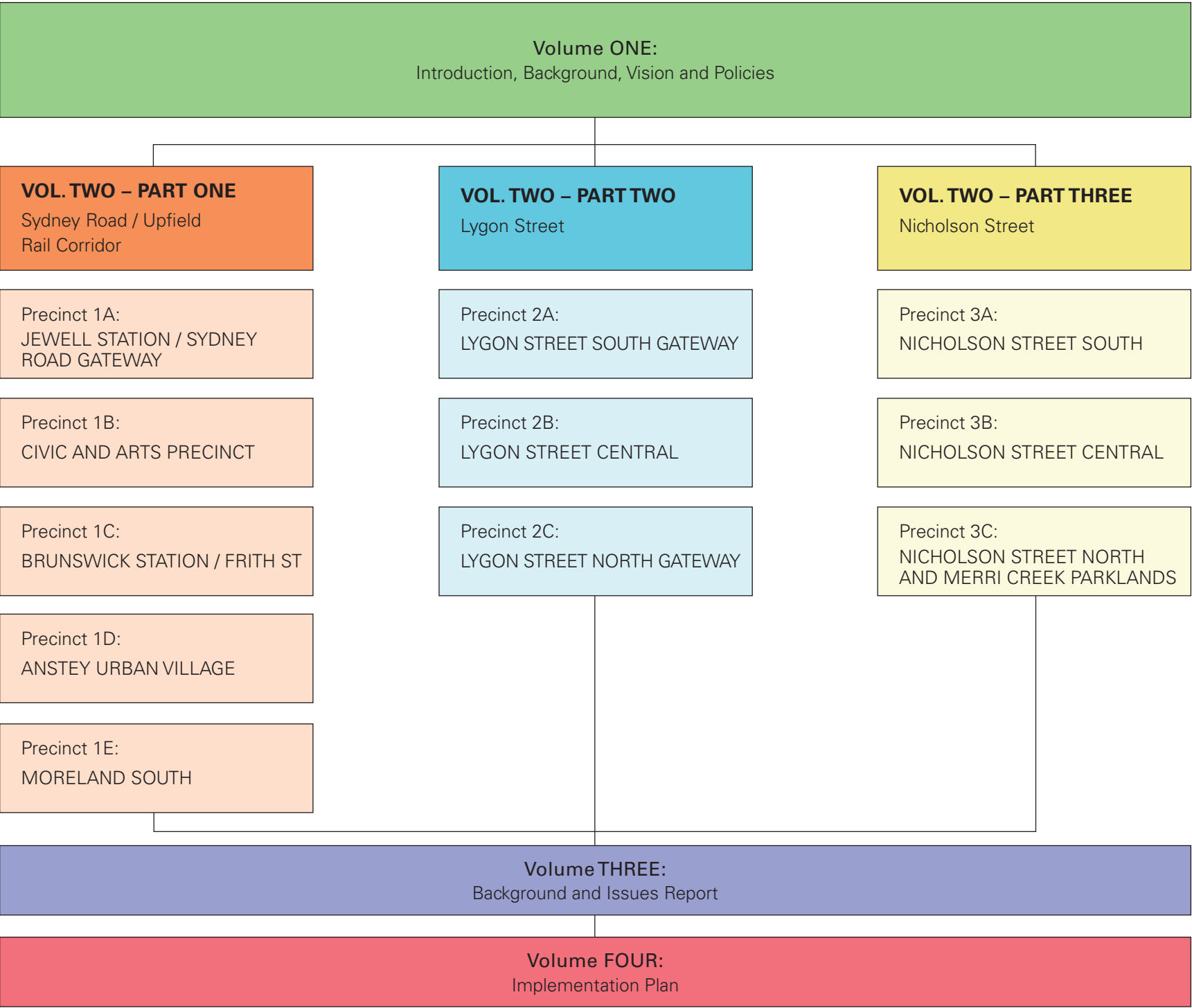
**Volume 3:** *The Background Report* provides a detailed discussion of the issues facing the Activity Centre and contains a summary of the findings of the technical reports that inform the Structure Plan.

**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.
  -  Merri Creek Trail
  -  Royal Park Link
  -  Capital City Trail
  -  Albert and Victoria Axis
  -  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.

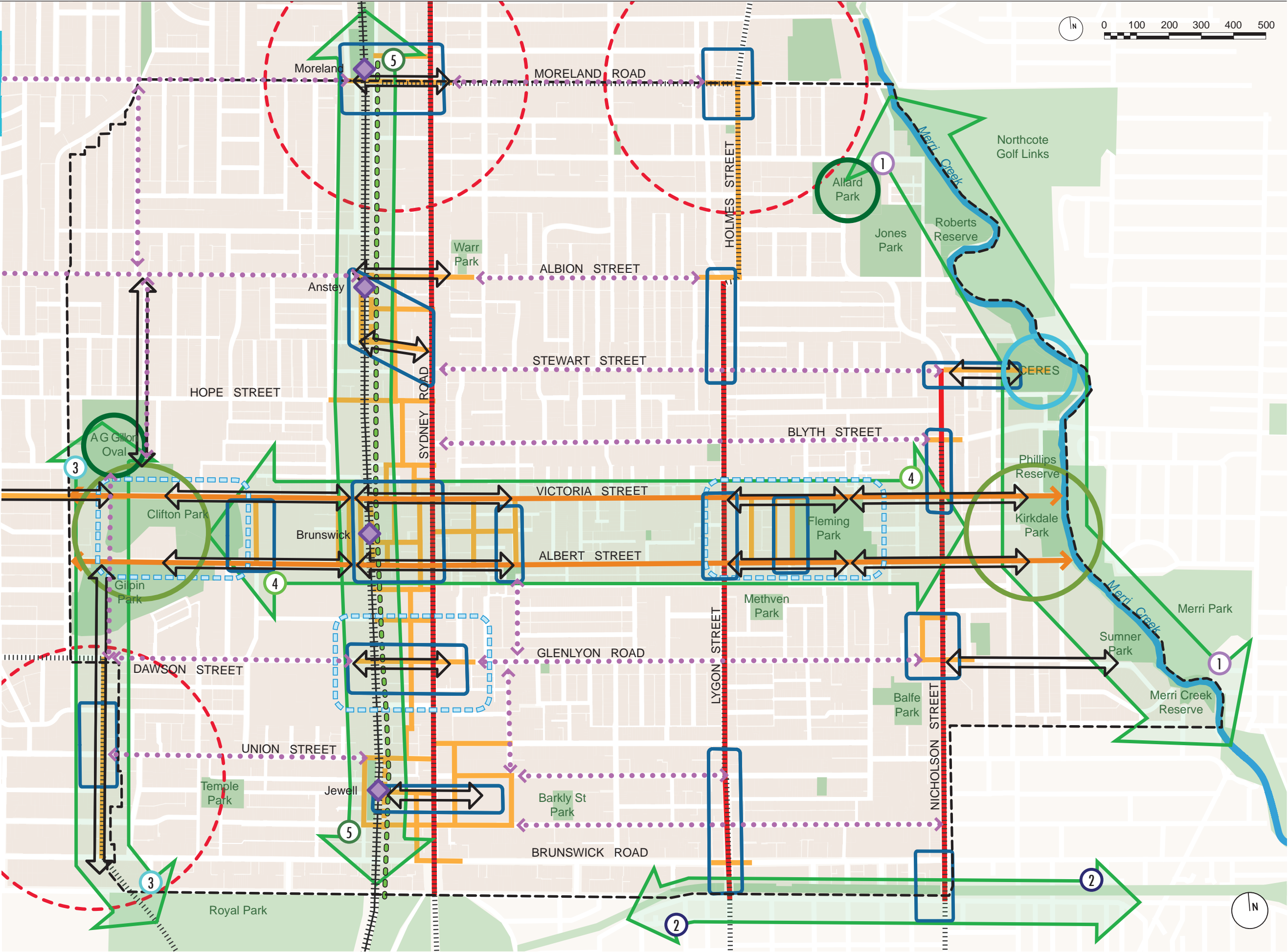
Access and Movement

-  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): 42.3 HECTARES**  
**ANTICIPATED NEW DWELLINGS: 1508**

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

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

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

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

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





2.2 LOCAL AREA PRECINCTS

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

The three precincts are:

- Precinct 2A : Lygon Street South Gateway
- Precinct 2B : Lygon Street Central
- Precinct 2C : Lygon Street North Gateway

Study Area

Structure Plan Boundary

Brunswick Major Activity Centre

Areas of Major Change

1

Brunswick Activity Centre, Local Area 1 - Sydney Road

2

Brunswick Activity Centre, Local Area 2 - Lygon Street

3

Brunswick Activity Centre, Local Area 3 - Nicholson Street

Future Investigation Area

4

Core Industrial and Employment Precinct, and Brunswick Central Parklands

Precincts

Precinct boundary

2A

Lygon Street South Gateway

2B

Lygon Street Central

2C

Lygon Street North Gateway

Activity Corridor

Albert and Victoria Axis

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

MAP 2 : LOCAL AREA & PRECINCTS

VOLUME 2 PART 2 LYGON STREET : DRAFT — 9



## 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

- A lack of policy support has caused some VCAT decisions to be contrary to the expressed intentions and aspirations of Council and the local community about the desire future built form and function of Lygon Street.
- The potential development of a neighbourhood shopping centre in Nicholson Street would impact significantly on the viability of local convenience retailers in Lygon Street.
- Operators of the remaining industrial businesses (particularly behind the Lygon Street frontage) are feeling pressured to quit the area as parking and truck access become more difficult, and as new residents complain about noise and hours of operation.
- There is a high proportion of vacant space and sites in the area, particularly in small showrooms and former industrial buildings that provide opportunities for major redevelopment and reinvigoration of the area.
- In former industrial area, the standard of recent housing development has not been high, and while this may have contributed to the affordable housing stock, poor design will lock in disadvantage for new generations.
- In the last five years Lygon Street has experienced considerable pressure from developers, with most of the recent residential redevelopment concentrated in the area between Blyth Street and Glenlyon Road (Precinct 2B).
- Present market conditions favour housing over employment uses and while increasing population density is a desirable outcome, development of workplaces is also necessary for long-term sustainability.
- The employment profile of local residents points to the need for more office-based employment to satisfy local demand.
- Arts and entertainment uses that contribute to the special character and retail offering of Lygon Street are under increasing pressure from rising property prices and residential development.

#### Precinct 2A

- The rezoning and redevelopment of the former Spicer Sportswear site will have significant implications for activity and amenity of this area.
- The fragmented ownership of Precinct 2A along Lygon Street shopping strip puts this precinct at a disadvantage compared with single-owner shopping centres that can control the retail mix and marketing.
- The convenience retail function of Precinct 2A would be adversely affected by the development of a neighbourhood shopping centre in Nicholson Street.

#### Precinct 2B

- A policy requiring high level active frontages with shop fronts could undermine retail concentration in the precincts adjoining Precinct 2B to the north and south, and could result in long-term vacancies.
- The retail offering in this precinct has emerged between other uses and does not form a coherent shopping centre.
- The loss of employment in the precinct may affect the demand for lunchtime retail services (cafés etc.), although the demand for convenience goods is likely to rise with the population growth and this may result in a change in the area's retail mix.
- Employment uses in the precinct are gradually being replaced by housing which has impacted the ratio of local jobs to residents.

#### Precinct 2C

- The depth of the existing commercial zone in Precinct 2C precludes the development of a larger supermarket and associated car-parking that could create a significant neighbourhood shopping area.
- The retail function of Precinct 2C is generally restricted to a local walk-in catchment because it is reliant on a small area of on-street parking (and this is sometimes fully used by club patrons).
- Large format shops and showrooms in Precinct 2C have performed poorly and cannot compete with large peripheral sales outlets elsewhere, mainly because there is little parking.

### 2.3.2 HOUSING

- The new apartment buildings provide housing that is of generic quality and appearance and there is a need to broaden types of new housing stock to avoid creating a mono-cultural community.
- There is potential to accommodate new residential population through infill development of former industrial land located behind the B1Z on Lygon Street.
- Declining affordability for rental and owner 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 2 has much 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 a under utilised capacity for shop-top housing.



### 2.3.3 TRANSPORT & MOVEMENT

- Car traffic undermines the identity and function of the Lygon Street Activity Corridor as a social and economic space.
- The few north-south bicycle routes are not safe and Lygon Street, with no bike lanes, does not provide a safe alternative.

#### Precinct 2A

- An enhanced transport interchange at the corner of Brunswick Road and Lygon Street is needed but will be a major project involving coordination between utilities stakeholders and their various infrastructure.
- The future success of Lygon Street in Precinct 2A as a dining precinct may be affected by the availability of parking.
- The redevelopment of the Tip Top site is likely to add to the parking pressure in the precinct.
- The southern gateway to Lygon Street is dominated by traffic making it unpleasant and dangerous for pedestrians and cyclists.
- Traffic moves through this intersection in a somewhat uncoordinated manner, the clearway further adding to the unpleasantness and danger of the area.

### 2.3.4 PUBLIC REALM

- There are no public places in the area to serve existing and new residents.
- There will be an increased demand for public and open spaces as anticipated urban renewal in central and southern parts of Lygon Street occurs.
- Landscaping along Lygon Street, especially the southern part, is inconsistent and there is a need for a long-term tree-planting program integrated with streetscape improvements that respond to the street's future traffic role.
- Poor building interfaces and occasional pedestrian-friendly pockets along parts of Lygon Street make the pedestrian experience inconsistent.

#### Precinct 2B

- Council's existing nursery in Fleming Park will come under increasing pressure as the surrounding areas absorb significant population increases, and the resident population relying on the park for passive and active recreation will increase.

### 2.3.5 BUILT FORM

- *The Lygon Street East Brunswick Concept Plan, 1994* which provides guidance on built form on Lygon Street is out of date.
- The built form around the gateways, to the north and south, do not provide a sense of 'arrival' or convey a sense of the area's function.
- The visual gateways to Lygon Street at Brunswick Road and Albion Street lack a coherent built form that could be further blurred by new development in the area without appropriate built form controls.
- There is a need to better align built form guidelines with heritage controls to ensure urban renewal is better integrated with heritage areas.
- The requirement for active frontages in new developments may not always be appropriate in the area, as some shop units in new developments have remained vacant for long periods.

#### Precinct 2A

- *The Lygon Street East Brunswick Concept Plan, 1994* which provides guidance on built form on Lygon Street is out of date.

### 2.3.6 CHARACTER AND IDENTITY

- Apart from a bank and a post office constructed in the early 1900s, there are no grand civic buildings or churches on Lygon Street.
- A number of inter-war to mid twentieth-century industrial buildings in Lygon Street are not included in the Heritage Overlay.
- The Heritage Overlay formally protects only a few buildings on Lygon Street, Brunswick.
- Lygon Street has recently undergone some redevelopment, but it retains much of its eclectic character.
- The existence of local creative businesses is not reflected in the streetscape through street art or in arty shopfronts.

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

- Early Years Facilities (Maternal & Child Health, Child Care and Kindergarten) are under pressure due to increasing demand.

#### Precinct 3B

- Council owns and maintains a number of social facilities such as the Maternal and Child Health Centre and the Clarrie Wohlers Senior Citizens Centre in the area which require significant investment to bring them to a standard where they are fit for purpose.



# 3 LOCAL AREA VISION

## 3.1 VISION

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

## 3.2 FUTURE CHARACTER

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

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

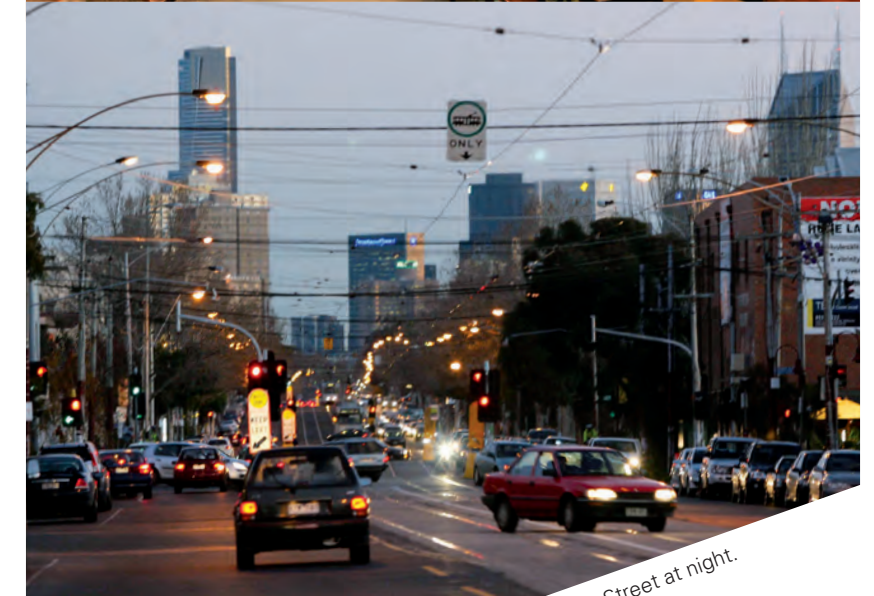
Activity will increase along the whole of Lygon Street including a significant population increase, and improvements such as wider footpaths and street tree planting will be investigated.

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

## 3.3 KEY INITIATIVES

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

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



Lygon Street at night.



# 4 LOCAL AREA STRATEGIC FRAMEWORK





## 4.1 LOCAL AREA STRATEGIC FRAMEWORK

The seven theme maps shown overleaf represent the themes of the Brunswick 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.

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

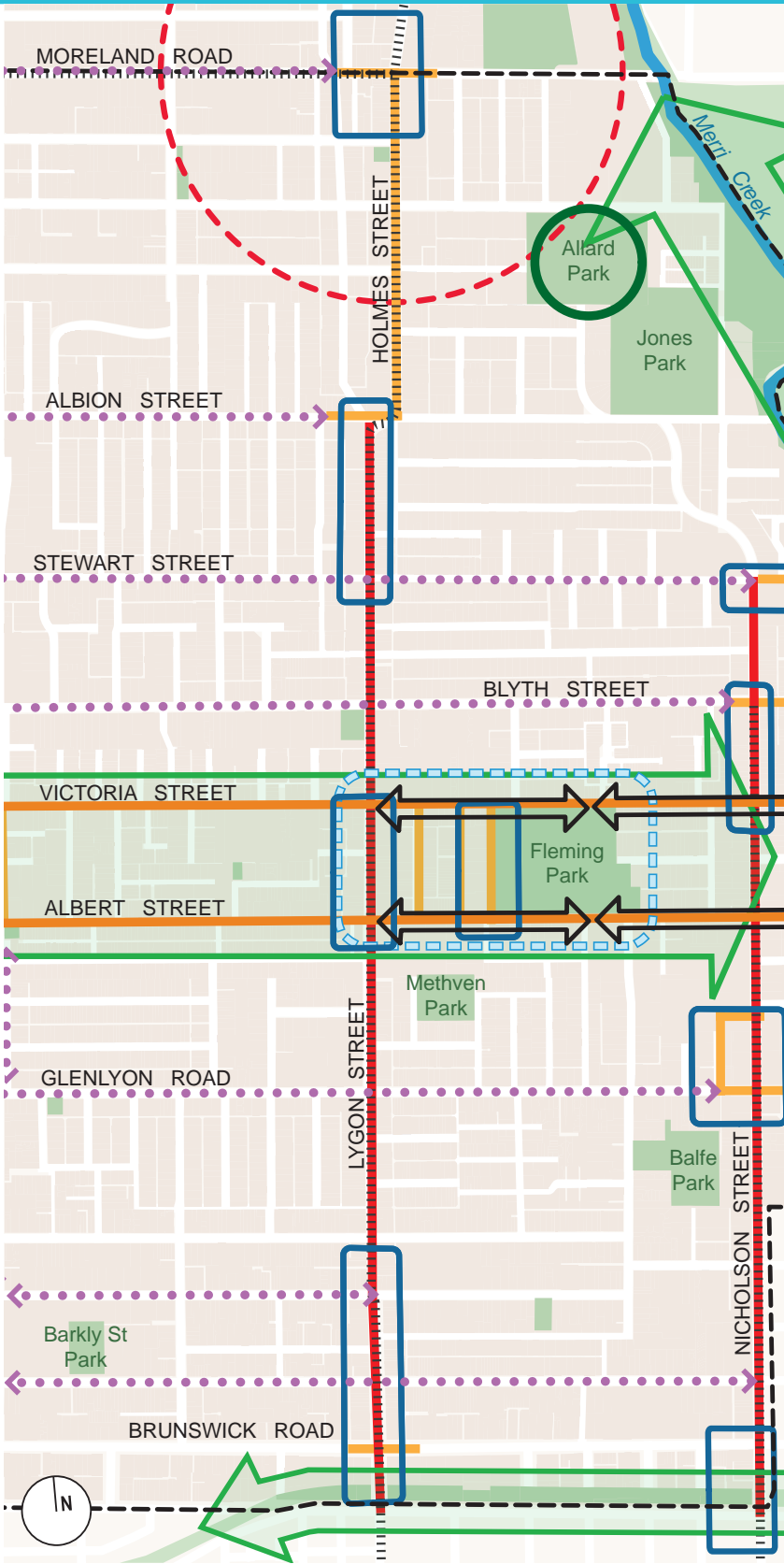
-  Active Movement Link  
Key pedestrian links to encourage walking and connect key Activity Nodes.

### Existing Conditions

-  Tram line
-  Study Area
-  Waterways
-  Open space

### 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.
-  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





4.2 PLANNING AND LAND USE

OBJECTIVE 1

To ensure the Brunswick Structure Plan is used to inform and assess all land use and development in the area.

STRATEGY 1.1

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

OBJECTIVE 2

To ensure the Lygon Street shopping strip focuses its retail around identified Activity Nodes and support opportunities for other commercial activity where feasible.

STRATEGY 2.1

Consider concentrating shop development in Precinct 2A and 2C, and encourage development of Precinct 2B as a mixed use area to create more defined and viable shopping nodes.

STRATEGY 2.2

Maintain the existing application of the B1Z on Lygon Street and continue to encourage primary retail activity to concentrate along Lygon Street.

STRATEGY 2.3

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

OBJECTIVE 3

To support existing industrial businesses whilst they choose to remain in the area, and ensure future change of use considers off site impacts on existing businesses.

STRATEGY 3.1

Protect the use-rights of existing activities by ensuring that the onus of meeting amenity conditions falls on the proponents of new development.

OBJECTIVE 4

To reinvigorate the area through the redevelopment of redundant and vacant industrial and commercial sites.

STRATEGY 4.1

Support the rezoning and redevelopment of sites identified in the *Moreland Industrial Land Use Strategy 2004*.

OBJECTIVE 5

To effectively manage the ongoing pressure for redevelopment of former industrial sites, particularly in Precinct 2B between Blyth Street and Glenlyon Road, in a way that achieves good quality design and land use.

STRATEGY 5.1

Support the redevelopment of sites in accordance with the *Moreland Industrial Land Use Strategy 2004*.

OBJECTIVE 6

To ensure the development of new housing is balanced with the need to meet current and future demand for employment space.

STRATEGY 6.1

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

STRATEGY 6.2

Ensure land rezonings and redevelopment consider the current and future employment needs of the area.

OBJECTIVE 7

To support arts and entertainment uses that contribute to the special character and retail offering of Lygon Street.

STRATEGY 7.1

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

STRATEGY 7.2

Identify new employment roles for the large-format shops on the west side of Lygon Street, possibly including a cultural and creative industries cluster that builds on existing artists’ studios in the area.



MAP 4 : PLANNING AND LAND USE

Proposed Future Land Uses

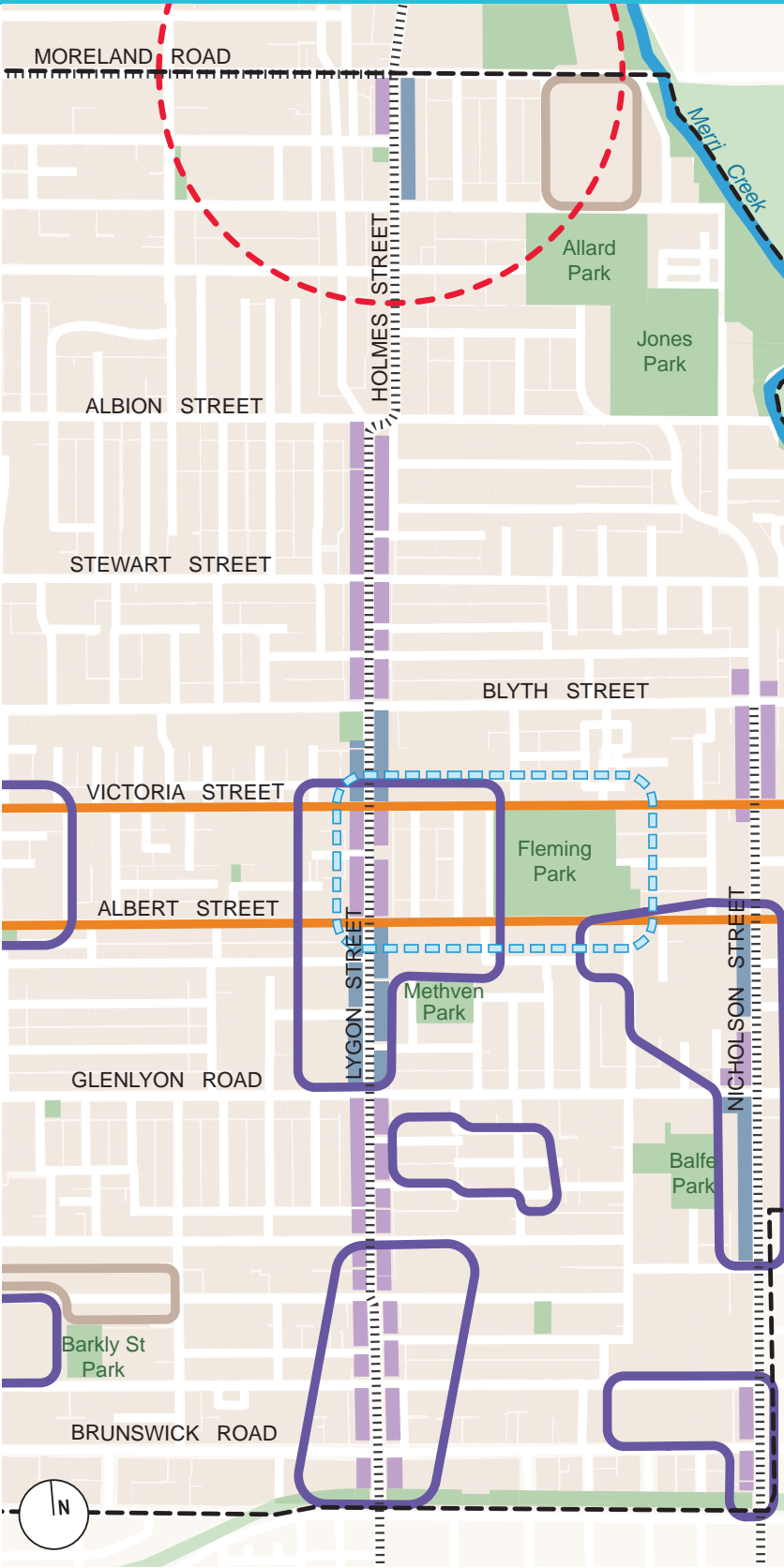
- Retail focus to be strengthened
- Large format retail, showroom or office at ground level focus
- Mixed use development
- Other industry and employment precinct

Key Planning Elements

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

Existing Conditions

- Tram line
- Study Area
- Waterways
- Open space





4.3 HOUSING

OBJECTIVE 1

To provide a broad range of housing types of high quality to reflect the needs of a diverse cultural community.

STRATEGY 1.1

Promote new forms of housing which provide features to support the social diversity of Moreland households.

STRATEGY 1.2

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

OBJECTIVE 2

To accommodate future residential populations through the redevelopment of former industrial sites located behind the Lygon Street B1Z.

STRATEGY 2.1

Encourage higher density development on under-utilised industrial land, along transit corridors.

OBJECTIVE 3

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

STRATEGY 3.1

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

STRATEGY 3.2

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

STRATEGY 3.3

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

OBJECTIVE 4

To encourage appropriate and accessible housing.

STRATEGY 4.1

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

STRATEGY 4.2

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 5

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

STRATEGY 5.1

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

OBJECTIVE 6

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

STRATEGY 6.1

Provide better pedestrian access to district parks and open space.

STRATEGY 6.2

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

STRATEGY 6.3

Upgrade and green pedestrian streets adjacent to anticipated residential development areas, especially Albert and Victoria Streets, which provide pedestrian access to district parks, as well as Lygon Street, which lacks public places.

OBJECTIVE 7

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

STRATEGY 7.1

Encourage intensive shop-top housing and multi-use development with housing at upper levels.



GUIDELINES : HOUSING DEVELOPMENT

|                    |  |
|--------------------|--|
| 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% of dwellings in development of six or more dwellings should be accessible.   |

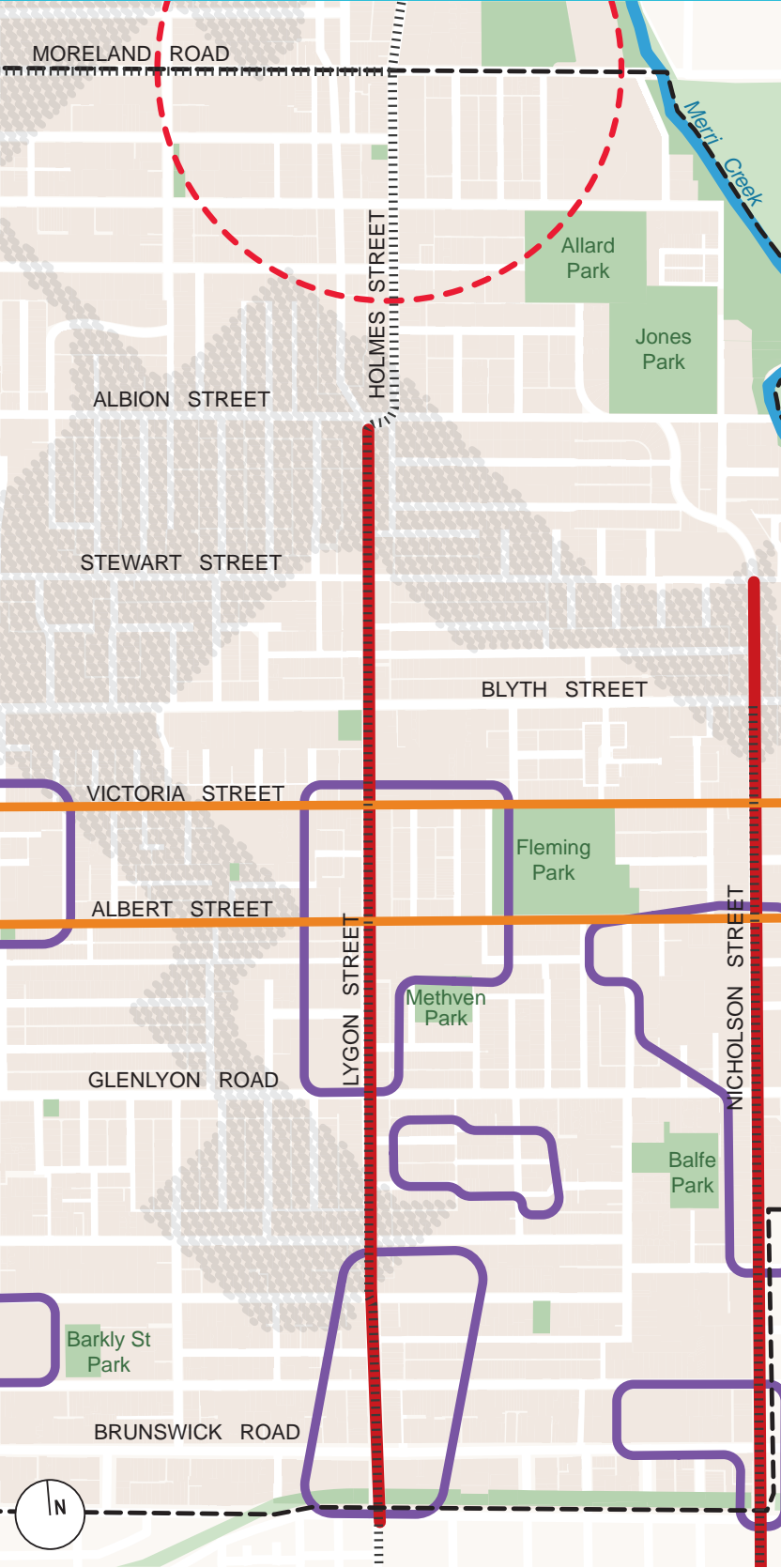
MAP 5 : HOUSING

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
- Residential areas with poor access to public space  
Indicative based on residences more than 300m from local park.

Existing Conditions

- Tram line
- Study Area
- Waterways
- Open space





4.4 TRANSPORT AND MOVEMENT

OBJECTIVE 1

To ensure vehicle traffic does not undermine the amenity of the retail and commercial activities and to provide a safe and attractive pedestrian environment with improved access along major transport routes.

STRATEGY 1.1

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

STRATEGY 1.2

Make tram and pedestrian amenity the first priority along the Lygon Street Activity Corridor, for example by reducing traffic speed and removing clearways.

STRATEGY 1.3

Develop pedestrian priority areas as per Map 6.

STRATEGY 1.4

Integrate enhanced tram stops with pedestrian movement network.

STRATEGY 1.5

Provide active frontages to development along Lygon Street to improve the sense of safety and add interest for pedestrians.

OBJECTIVE 2

To improve the function, connection and safety of the north-south bicycle routes, including Lygon Street.

STRATEGY 2.1

Develop and implement a bicycle transport plan to address cycling needs in the area.

GUIDELINES : ROAD SPACE PRIORITY

|   |  |
|---|--|
| <b>Lygon Street Activity Corridor</b>   | Develop long term combined transport and streetscape plan.<br><br>Aim to provide tree planting, parallel parking, kerb extension and reduce traffic to one lane each way.                |
| <b>Vic Roads traffic routes</b><br><small>within and on the periphery of the Activity Centre including Brunswick Road</small> | Ensure safe pedestrian crossings at VicRoads traffic routes - especially along identified Activity Streets and Active Movement Links (refer to Map 6).                                   |
| <b>Other Arterial and Collector Roads</b>   | 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. |
| <b>Pedestrian Priority Streets</b>  | Refer to definition of identified Pedestrian Priority Streets on Map 7 and Guidelines for Public Space Improvements.   |

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:
- 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:
- strengthen pedestrian and bike connections between Activity Nodes.
  - improve pedestrian amenity.
  - provide active frontage to new development.

Activity Streets

Streets with high level of amenity and sense of safety day and night.

Lygon Street Activity Corridor

This corridor will be developed as prime location for economic and social activity.

- These street environments will:
- 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)**

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

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





**Activity streets – other**

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




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

MAP 6 : TRANSPORT & MOVEMENT





**Key Links and Nodes**

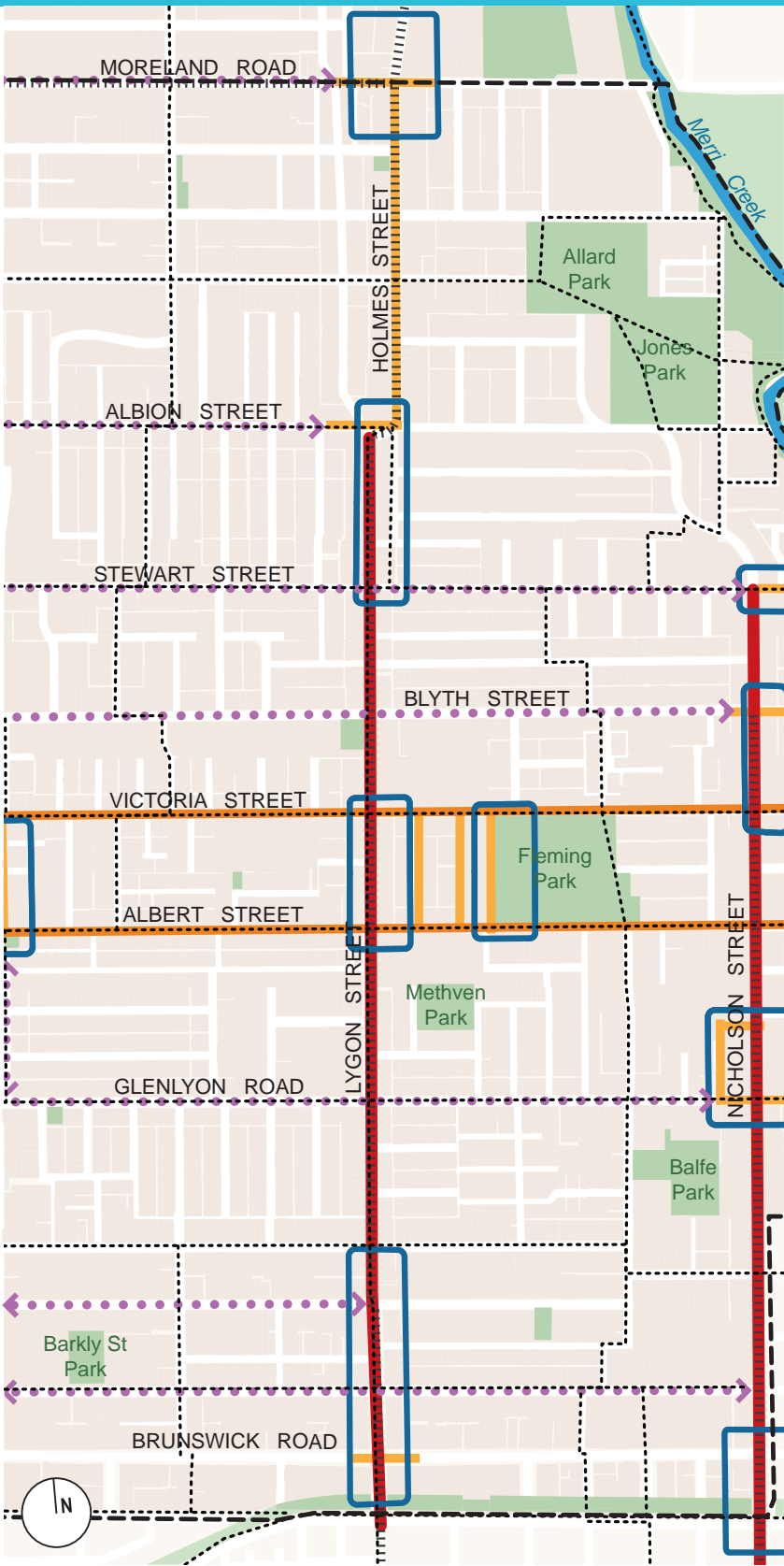
-  Activity Node (indicative outline)  
Enhance active movement network in and around Activity Nodes.
-  Recreation Node (indicative outline)  
Enhance movement network around key junctions in open space network.
-  Active movement link  
Connect Activity Nodes.
-  Expanded cycle network

**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
-  Study Area
-  Waterways
-  Open space





4.5 PUBLIC REALM

OBJECTIVE 1

To provide adequate public places for new and existing residents and users.

STRATEGY 1.1

Enhance the provision of public spaces and pedestrian-friendly environments as per Map 7.

OBJECTIVE 2

To meet the increased demand for public and open spaces resulting from urban renewal, particularly in central and southern Lygon Street

STRATEGY 2.1

Support the creation of new and upgrade of existing open space as per the *Moreland Open Space Strategy 2008*.

STRATEGY 2.2

Require a public open space component as part of new residential developments, particularly around central and southern Lygon Street.

OBJECTIVE 3

To improve streetscaping along Lygon Street, especially in the south, including landscaping, tree-planting and streetscape improvements.

STRATEGY 3.1

Develop a streetscaping plan that manages the tree planting, landscaping, public art, footpath and streetscape needs of the area in an holistic and long-term manner.

OBJECTIVE 4

To improve the pedestrian experience along Lygon Street (in terms of function, safety, amenity and access).

STRATEGY 4.1

Implement active frontages to development to improve building interfaces in accordance with Precinct Map 6 and relevant guidelines.

STRATEGY 4.2

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





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

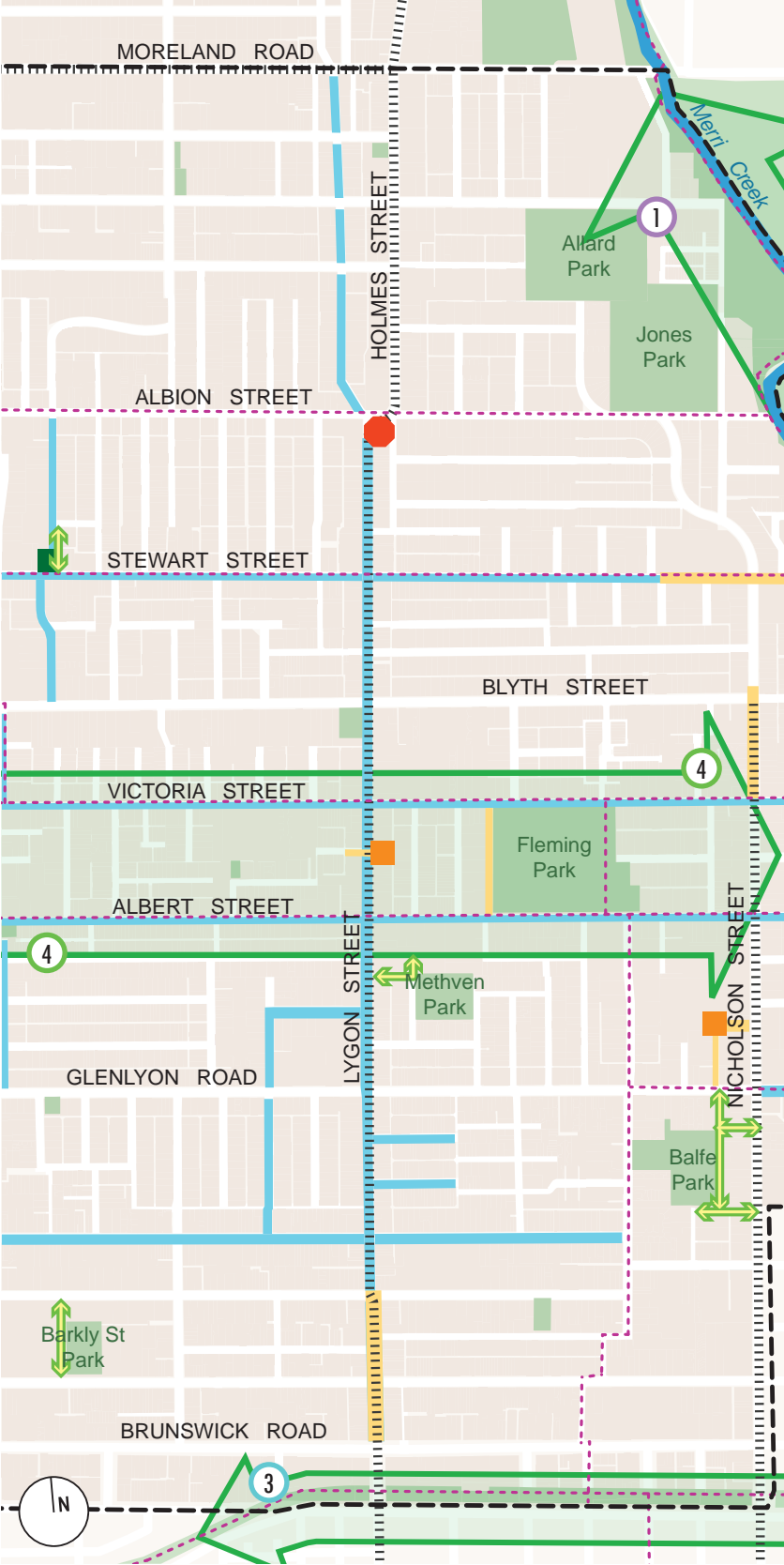
-  New urban park or greening of reserves  
Create new parks in areas with little access to open space.
-  New park link  
Encourage potential links through development sites to improve the integration of parks and other open space.
-  Open space link  
Create pedestrian-friendly links within the open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

Improved Open Space Network

-  Major Recreational Link  
Strengthen the five major links to improve connectivity of open space and encourage more active lifestyles:
  -  Merri Creek Trail
  -  Capital City Trail
  -  Albert and Victoria Axis

Existing Conditions

-  Tram line
-  Study Area
-  Waterways
-  Open space





GUIDELINES : PUBLIC SPACE IMPROVEMENTS

Major new public place. Refer to Map 7 – Public Realm.

|                                   |  |
|-----------------------------------|--|
| <b>Lygon Street Gateway North</b> | This new public place and landmark building to the north will reinforce the visual gateway to Lygon Street. The public place will be on the south-eastern side of the junction and will replace poor functioning shops. It will be integrated with a pedestrian friendly public transport interchange. |
|-----------------------------------|--|

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

|   |  |
|---|--|
| <b>Maternal and Child Health Centre, Lygon Street</b> | A new forecourt and pedestrian circulation space will be integrated with the super tram stop and new pedestrian priority street at Ann 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.

|                             |   |
|-----------------------------|---|
| <b>Traffic calming</b>      | Reduce traffic speed to protect and reinforce pedestrian activity.  |
| <b>Pedestrian crossings</b> | Provide at grade pedestrian crossing with a pavement type that signals pedestrian priority.   |
| <b>Shared Space</b>         | 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. |
| <b>Pedestrian mall</b>      | 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.

|  |   |
|--|---|
| <b>Tree planting</b>                       | Enhance streetscapes by creating new avenues of trees or grouping of trees.                       |
| <b>Water Sensitive Urban Design (WSUD)</b> | Allow for WSUD incorporating treatment of stormwater with plants and trees.                       |
| <b>Kerb extension</b>                      | 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 space and provide longer walks to and along larger parklands.

**Capital City Trail**

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

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

**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.





4.6 BUILT FORM

OBJECTIVE 1

To provide guidance on built form on Lygon Street to ensure the Activity Corridor and Axes are developed in a coherent manner.

STRATEGY 1.1

Ensure new development conforms to built form guidelines below and on Map 8. Prepare and implement into the Moreland Planning Scheme built form controls for Lygon Street, Brunswick Road, Glenlyon Road, Albert Street, Victoria Street and Albion Street in accordance with Map 8.

OBJECTIVE 2

To create a sense of arrival and identity when entering the gateways to Lygon Street at Brunswick Road and Albion Street.

STRATEGY 2.1

Prepare gateway plans for the intersections on Lygon Street at Brunswick Road and Albion Street, considering issues such as traffic/pedestrian/cycling management, built form and streetscaping.

STRATEGY 2.2

Ensure development on and adjoining gateway sites contributes to a visual landmark and sense of arrival.

OBJECTIVE 3

To ensure that urban renewal is sympathetic to the heritage values of places.

STRATEGY 3.1

Develop built form guidelines for Lygon Street taking into account heritage precincts identified in the *Lygon Street Heritage Assessment 2008*.

OBJECTIVE 4

To ensure retail and commercial components of new developments meet the needs of emerging business.

STRATEGY 4.1

Require new development with a commercial/retail component to consider the needs of emerging businesses in terms of floorplan, streetscape appeal, services, loading facilities, parking needs, etc.





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

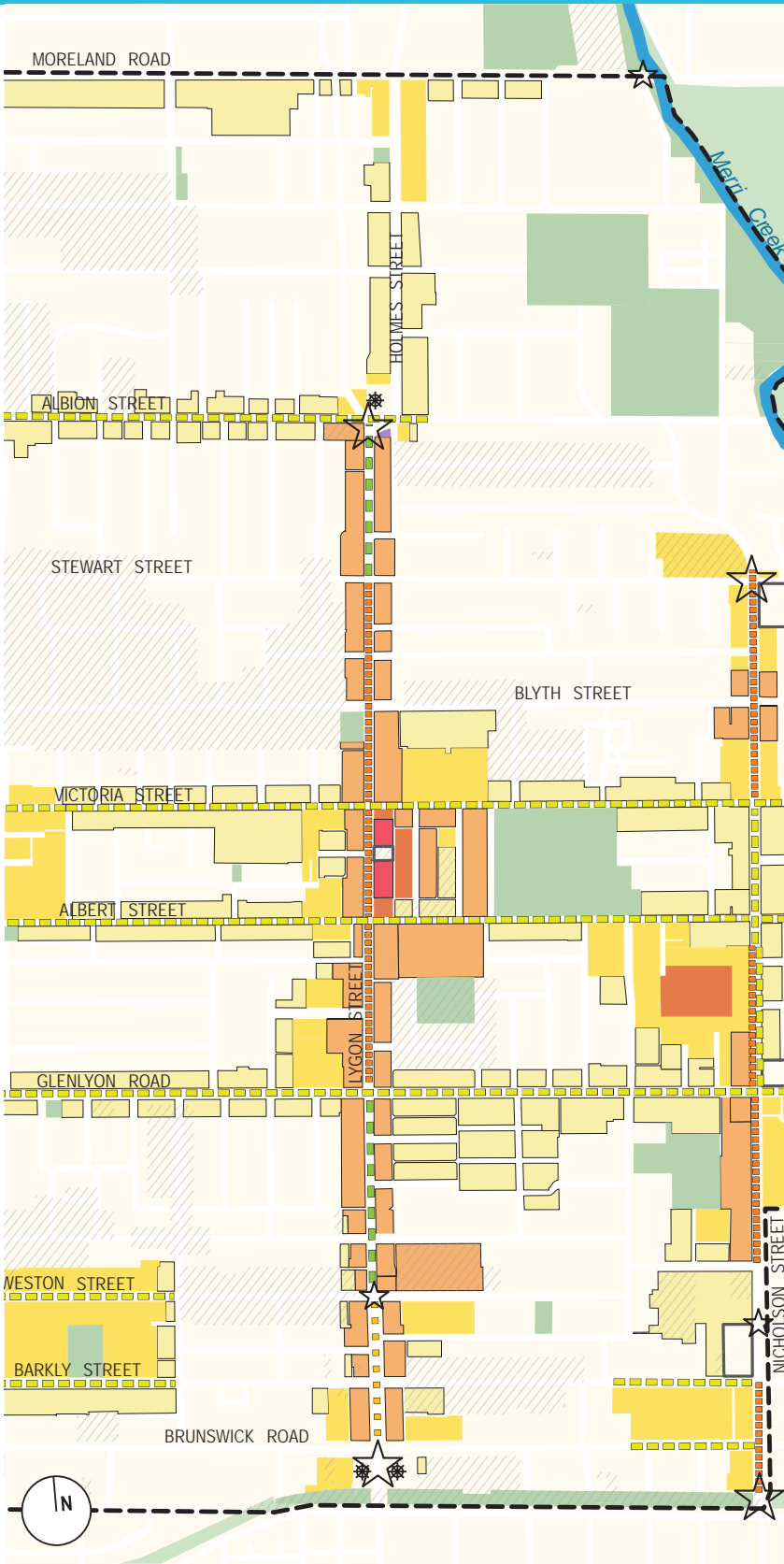
Streetscape Controls

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

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

Existing Conditions

- Tram line
- Study Area
- Waterways
- Open space
- Heritage overlay





| GUIDELINES : BUILT FORM   |  |
|---|--|
| These guidelines set a framework for the future character of the Brunswick Activity Centre and establish a level of certainty for all stakeholders. |  |
| Built form envelope   | Overall height, podium height and setback of development above podium should be consistent with Map 8 and relevant built form diagrams.  |
| 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 map 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.

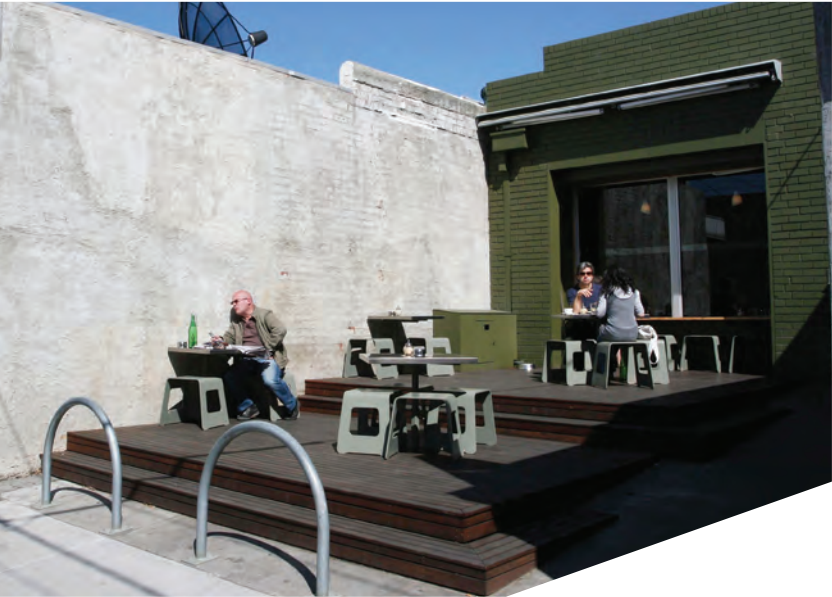
Vehicle ingress and egress, loading facilities and building services should not be located on frontages to Active Frontage B streets or laneways, unless there is no alternative.

**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 create a sense of visual identity along Lygon Street through the celebration of existing landmark buildings, and ensuring that new development contributes sympathetic architecture and urban design.

STRATEGY 1.1

Encourage the development of appropriate architecture and urban design when redeveloping key sites.

STRATEGY 1.2

Ensure new development does not adversely impact the visual identity and character of existing landmark and civic buildings.

STRATEGY 1.3

Promote existing grand and civic buildings as identified on Map 9.

OBJECTIVE 2

To protect places with heritage value along Lygon Street, including inter-war and mid twentieth-century industrial buildings

STRATEGY 2.1

Include seven new precincts on Lygon Street as identified in the *Lygon Street Heritage Review 2008* within the Moreland Planning Scheme Heritage Overlay.

STRATEGY 2.2

Celebrate buildings and groups of buildings with identified heritage value, particularly the East Brunswick Maternal and Child Health Centre.

OBJECTIVE 3

To retain and enhance the eclectic character of Lygon Street.

STRATEGY 3.1

Develop heritage guidelines for conservation and change within the defined precincts, and for significant and contributory buildings.

STRATEGY 3.2

Encourage high quality architecture and urban design in all new development.

OBJECTIVE 4

To promote local creative businesses through the streetscape / urban realm.

STRATEGY 4.1

Develop a streetscaping plan that manages the tree planting, landscaping, art and streetscape needs of the area in an holistic and long-term manner

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

Lygon Street

Lygon Street will be strengthened as a coherent streetscape well defined by visual gateways at the northern and southern ends. These gateways will be further improved by new landmark buildings and public space improvements. Activity will increase along the whole of Lygon Street, and improvements such as footpath widening and potential street trees will be implemented.

Albert and Victoria Axis

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.

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 2 - Lygon Street

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

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

Albert and Victoria streets will be developed as pedestrian friendly links between major parklands to the east and west. This link will incorporate a range of initiatives such as:

  - east-west active movement network
  - new community hubs
  - heritage interpretation and public arts trail

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

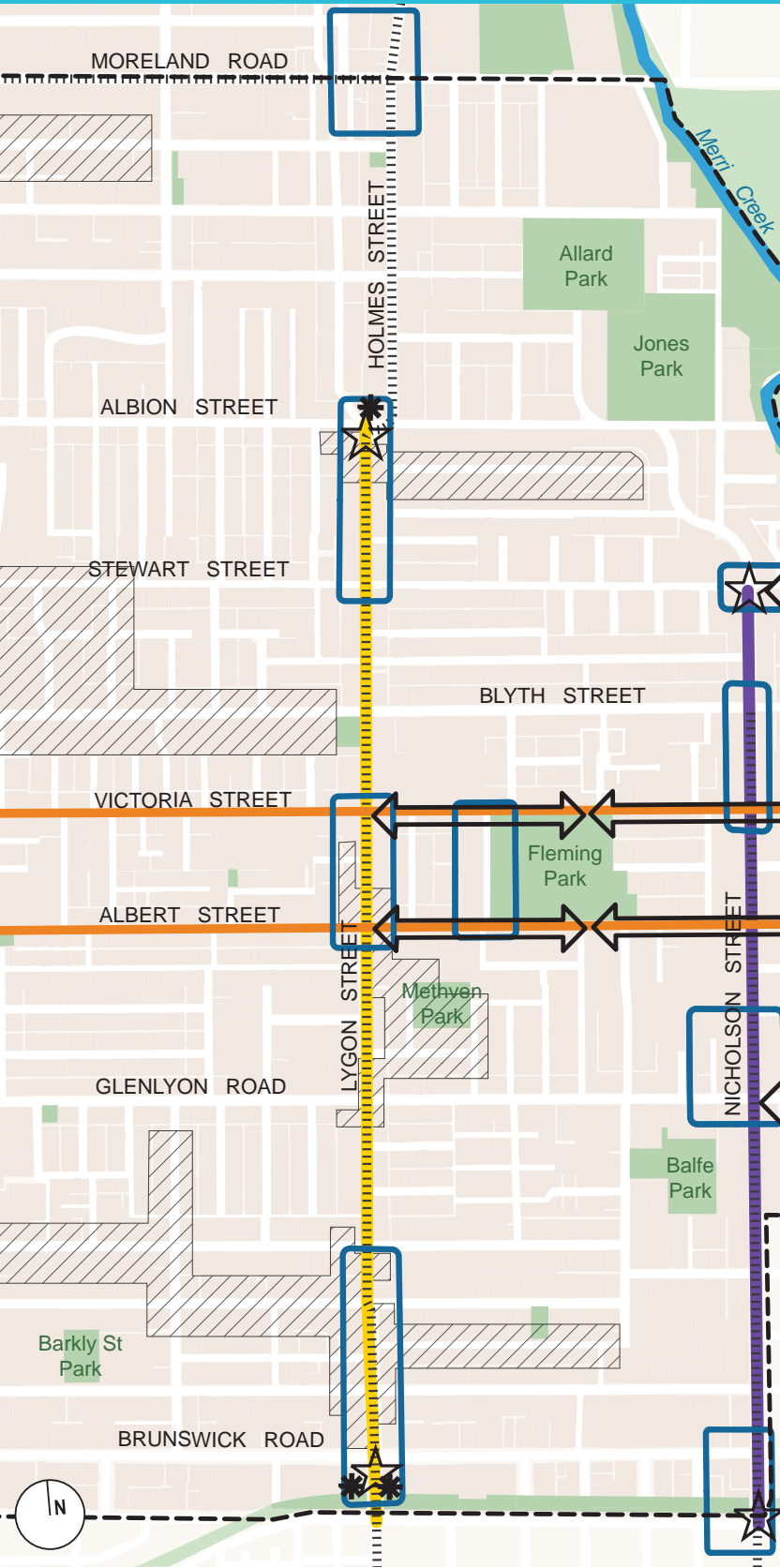
Strengthen character and local sense of place in key Activity Nodes.
- Catalyst Streetscape

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.

Existing Conditions

- Tram line
- Study Area
- Waterways
- Open space





4.8 SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

OBJECTIVE 1

To meet the current and future demand for Early Years Facilities (maternal & child health, child care and kindergarten).

STRATEGY 1.1








Identify opportunities for future early years facilities, including the potential for expanding existing facilities and co-location of services.









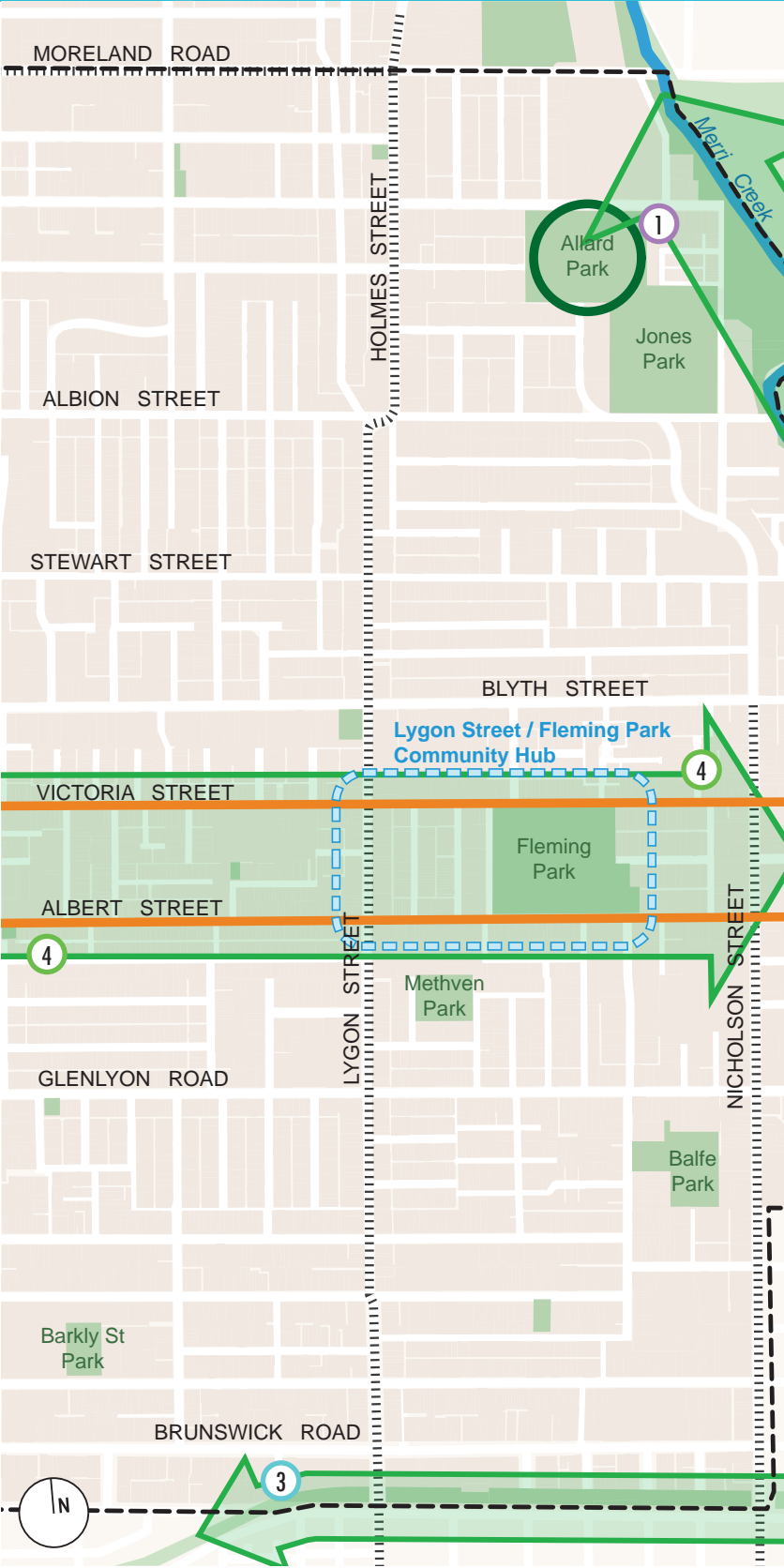
MAP 10 : SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

Facilities

-  Proposed community hub  
Location for future major community hub clustering multiple public facilities and meeting places.
-  Sports Hub  
Focus for higher level sporting facilities.
-  Albert & Victoria Axis  
Encourage community uses to develop the key east - west axis.
-  Major Recreation Link  
Strengthen recreation links to promote new and enhance existing active and passive recreational opportunities.
-  1 Merri Creek Trail
-  3 Capital City Trail
-  4 Albert and Victoria Axis

Existing Conditions

-  Tram line
-  Study Area
-  Waterways
-  Open space





# 5 LOCAL AREA PRECINCTS

## 5.1 PRECINCT 2A : LYGON STREET SOUTH GATEWAY

**TOTAL LAND AREA (GROSS):** 15.4 HECTARES  
**ANTICIPATED NEW DWELLINGS:** 634

The Lygon Street South precinct is a retail and wholesale strip, with some industrial activity in the side streets. Retailing in the precinct is dominated by cafés and restaurants, and as such the strip caters to a sub-regional market. The wholesale activity includes building supply outlets that also have a retail function, and wholesalers providing for the inner city catering and office equipment markets.

The former Tip Top bread factory site to the east of Lygon Street is a notable vacant site that has yet to be developed. The former Spicers clothing factory on the corner of Brunswick Road and Lygon Street is another major development site at the gateway to the precinct.

This precinct can improve its position as a dining and entertainment precinct, adding to the liveability of the whole of Brunswick. It can also provide an attractive gateway to the Activity Centre, encouraging further visitation and investment by residents and businesses.

### 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

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

##### STRATEGY 1.1

Rezone and redevelop former industrial sites in accordance with the *Moreland Industrial Land Use Strategy 2004*.

##### OBJECTIVE 2

**To ensure a coordinated approach to the retail functioning, administration and marketing of the precinct.**

##### STRATEGY 2.1

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

##### STRATEGY 2.2

Support the function and marketing of Precinct 2A as a unique destination, with a focus on restaurants, bars and entertainment venues.

##### OBJECTIVE 3

**To ensure Precinct 2A retains its local convenience function in spite of competition from new developments outside of the precinct.**

##### STRATEGY 3.1

Support the convenience retail functions of the precinct through business support, marketing and advocacy.

#### TRANSPORT AND MOVEMENT

##### OBJECTIVE 1

**To improve the transport interchange at the corner of Brunswick Road and Lygon Street.**

##### STRATEGY 1.1

Improve pedestrian access to trams and buses by designing an enhanced interchange at the intersection of Brunswick Road and Lygon Street.

##### OBJECTIVE 2

**To address the parking needs of the precinct for various activities, particularly the night time dining and entertainment activities.**

##### STRATEGY 2.1

Prepare a parking management plan to identify current and future parking needs and recommend solutions.

##### OBJECTIVE 3

**To ensure that existing parking pressures are not exacerbated by new developments, such as the redevelopment of the former Tip Top site on Edward Street, Brunswick East.**

##### STRATEGY 3.1

Require new developments, in particular the former Tip Top site, to provide on-site solutions to their carparking needs.

##### STRATEGY 3.2

Require Green Travel Plans for all new development to reduce car dependence and use, and car parking demand.



**OBJECTIVE 4**

**To improve the pedestrian and cycling amenity and safety at the southern gateway to Lygon Street.**

**STRATEGY 4.1**

Develop a traffic management plan for Local Area 2 that addresses pedestrian and cycling issues, particularly at the Brunswick Road and Lygon Street intersection.

**OBJECTIVE 5**

**To improve traffic management, including flow, amenity and safety, at the Brunswick Road and Lygon Street intersection.**

**STRATEGY 5.1**

Develop a traffic management plan for Local Area 2 that includes the Brunswick Road and Lygon Street intersection.

**BUILT FORM**

**OBJECTIVE 1**

**To provide guidance on built form on Lygon Street to ensure the Activity Corridor and key streets are developed in a coherent manner.**

**STRATEGY 1.1**

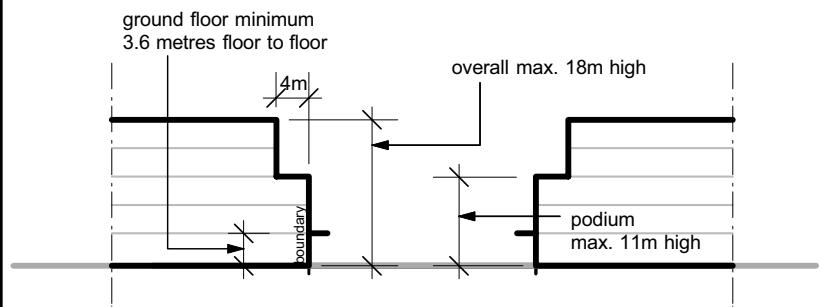
Ensure new development conforms to built form guidelines below and Map 11.

**STRATEGY 1.2**

Prepare and implement into the Moreland Planning Scheme built form controls for Lygon Street, Brunswick Road and Glenlyon Road in accordance with Map 11.

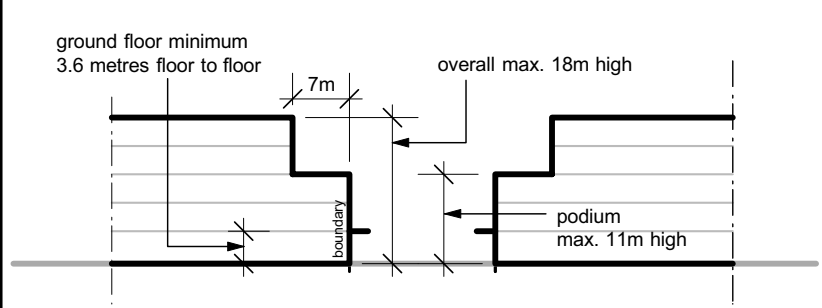
**Section 2A.1**

Lygon Street (Brunswick Road to Weston Street)



**Section 2A.2**

Lygon Street (Weston Street to Glenlyon Road)



**FIGURE 2** : Precinct Built Form Guidelines





MAP 11 : PRECINCT 2A  
BUILT FORM

Built Form Guidelines

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

- Landmark  
Integrate new landmark building to improve legibility of urban context
- Heritage Cluster  
Consider heritage overlay - streetscape or groups of buildings of interest to the legibility of the street heritage character

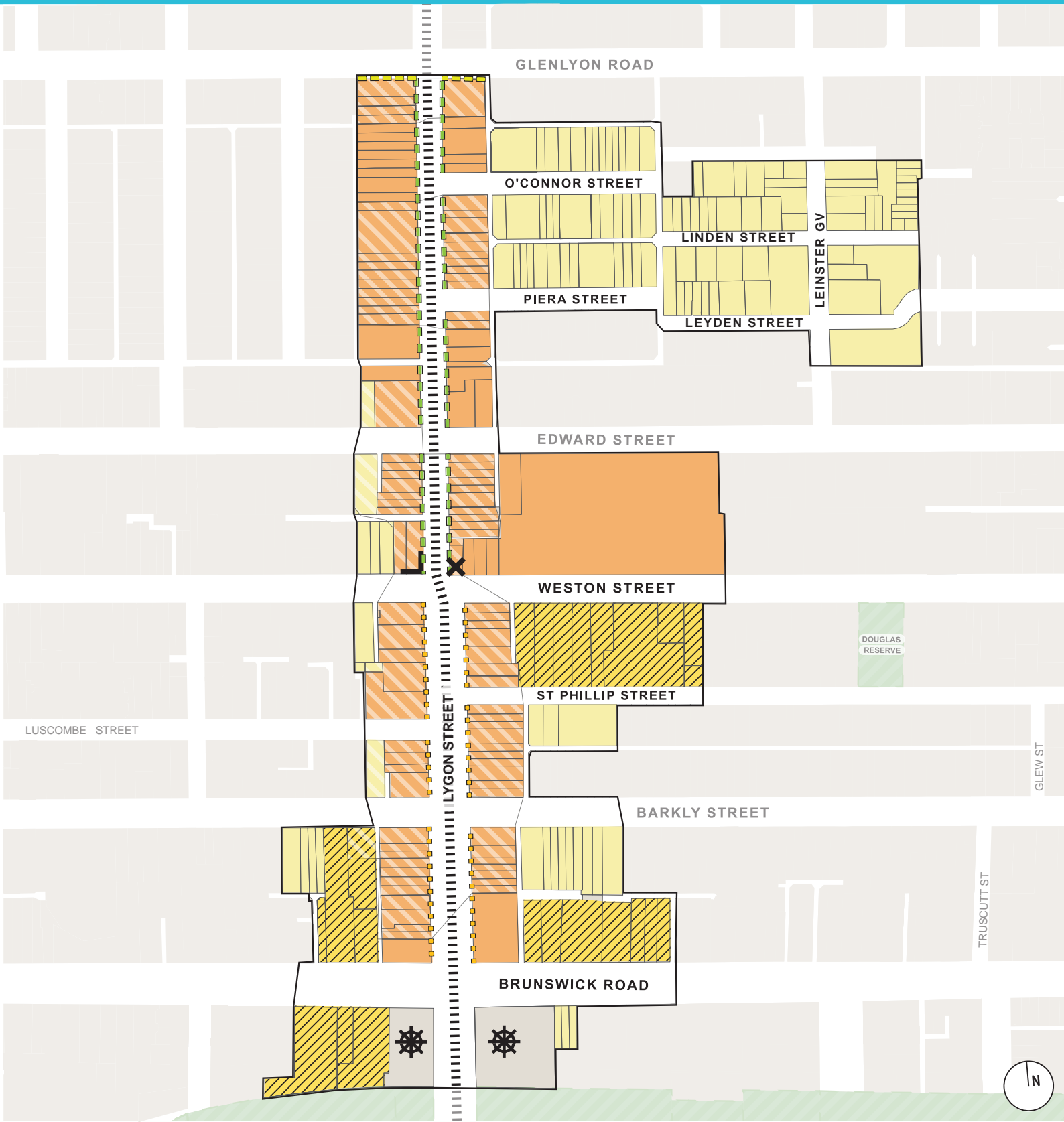
Streetscape Guidelines

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

Existing Conditions

- Tram line
- Existing open space
- Precinct boundary
- Iconic corner hotel
- Iconic building





MAP 12 : PRECINCT 2A  
PUBLIC REALM AND ACTIVE FRONTAGE

Activity Streets

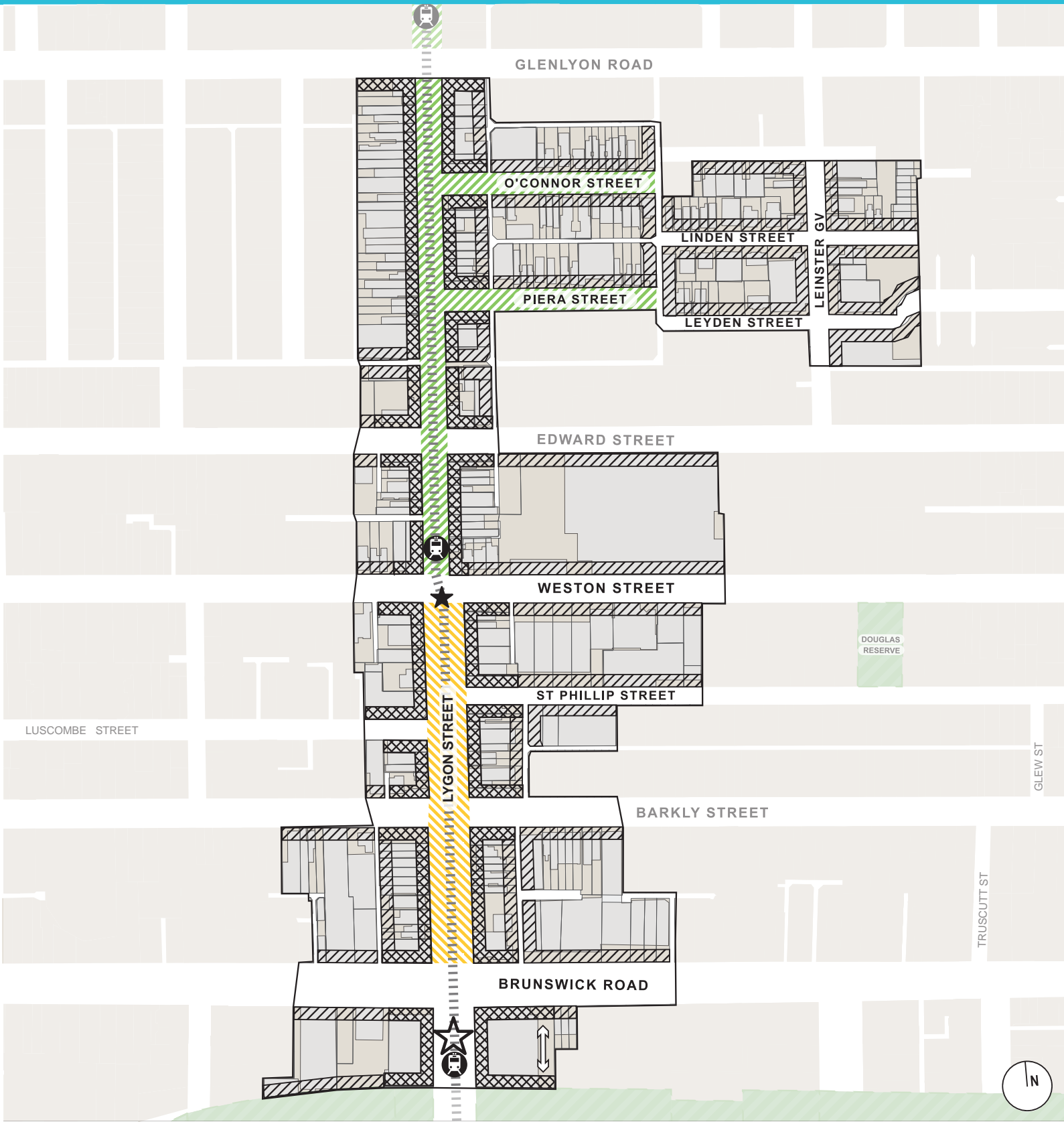
- Active Frontage (type A) - Refer to section 4.6 - Guidelines
- Active Frontage (type B) - Refer to section 4.6 - Guidelines

Public Realm Improvements

- 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.
- 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

- Tram line
- Existing open space
- Existing buildings
- Precinct boundary
- Major visual gateway
- Other visual gateway





**FIGURE 3 :**  
Artist's impression -  
Activity Node at Lygon Street Gateway South

- (A)** new development will be carefully integrated with the established built form podium at the street edge
- (B)** improved streetscape from Brunswick Road to Weston Street – new street trees and wide footpath provides a prominent setting for café and restaurants along this wide section of Lygon Street
- (C)** new landmark buildings at the gateway to Lygon Street – the buildings will demonstrate best practice environmentally sustainable design
- (D)** Inner Circle Railway Linear Park Reserve – maintain the feel of a coherent linear park with generous crossings at Lygon Street
- (E)** enhanced tram stop at the gateway to Lygon Street
- (F)** blank walls have been replaced by active frontages adding interest and improving the sense of safety
- (G)** one of many roof top gardens contributes to increased environmentally sustainable development in Brunswick









5.2 PRECINCT 2B :  
LYGON STREET CENTRAL

TOTAL LAND AREA (GROSS): 21.3 HECTARES  
ANTICIPATED NEW DWELLINGS: 731

This precinct contains a mix of retail, wholesale, manufacturing and housing activity. It is defined mainly by large industrial buildings, although many of the industrial sites on the Lygon Street frontage have been redeveloped for housing. The remaining industrial activities include wholesale food, clothing and related enterprises, and automotive repair firms.

The decline of the local industrial sector has provided sites for new apartment buildings and this is the most rapidly changing part of Lygon Street. This precinct has the capacity to accommodate a significant population growth through redevelopment. High quality urban design will be important to improve the liveability and diversity of the area.

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

To promote the location of local creative businesses along street frontages in Precinct 2B.

STRATEGY 1.1

Support the creative business function of the precinct through business support, marketing and advocacy.

STRATEGY 1.2

Work with local traders to develop a Creative Business Strategy including identity, role, marketing and ongoing management.

OBJECTIVE 2

To ensure the changing profile of employment uses supports a viable daytime retail economy.

STRATEGY 2.1

Ensure that office activities are part of the range of options available to property developers in Precinct 2B, including through the encouragement of multi-use buildings and “loose-fit” buildings that can accommodate either housing or employment uses.

OBJECTIVE 3

To ensure that the increasing resident population and the changing profile of employment uses supports a balanced economy.

STRATEGY 3.1

Ensure that new development provides a balanced mix of uses.



East Brunswick Maternal and Child Health Centre.



## PUBLIC REALM

### OBJECTIVE 1

To ensure Precinct 2B has its own retail and commercial identity that is compatible with, and does not compete with, adjoining precincts.

#### STRATEGY 1.1

Encourage creative businesses in ground floor frontages in Precinct 2B.

## BUILT FORM

### OBJECTIVE 1

To provide guidance on built form on Lygon Street to ensure the Activity Corridor and Axes are developed in a coherent manner.

#### STRATEGY 1.1

Ensure new development conforms to built form guidelines below and Map 13. Prepare and implement into the Moreland Planning Scheme built form controls for Lygon Street, Brunswick Road, Glenlyon Road, Albert Street, Victoria Street and Albion Street in accordance with Map 13.

## SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

### OBJECTIVE 1

To develop Fleming Park as a key community hub.

#### STRATEGY 1.1

Prepare and implement a Fleming Park masterplan addressing issues such as range of uses and community facilities, standard of service and relationship to adjoining uses.

#### STRATEGY 1.2

Improve the public realm along Victoria and Albert Streets, from Lygon Street to Fleming Park to catalyse urban renewal and support the creation of the identified community hub.

### OBJECTIVE 2

To maximise the use of existing Council buildings and facilities and ensure they meet the needs of the community, support economic growth and can be maintained in a sustainable manner within Council's financial resources.

#### STRATEGY 2.1

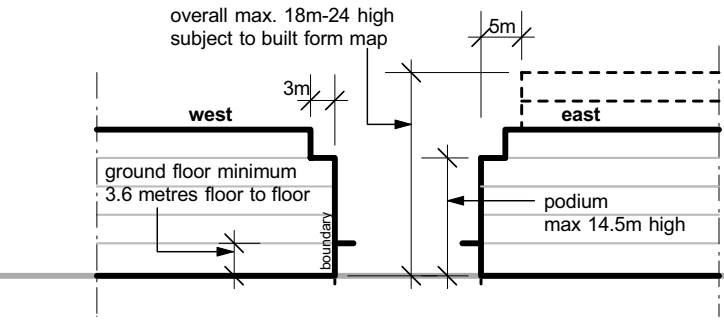
Explore the development of shared facilities and multi-sport clubs in the area.

#### STRATEGY 2.2

Prepare and implement an asset management plan for council buildings and facilities in Precinct 2B, including the Maternal and Child Health Centre and Clarrie Wohlers Senior Citizens Centre.

### Section 2B.1

Lygon Street (Glenlyon Road to Blyth Street)



### Section 2B.2

Albert and Victoria Streets

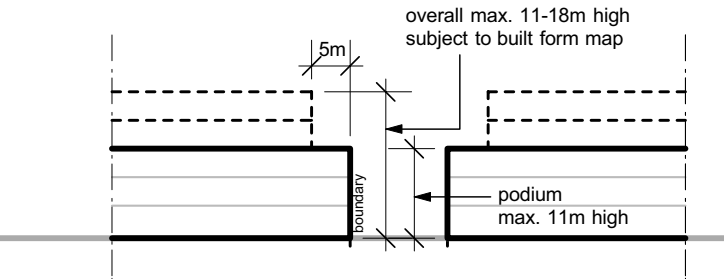


FIGURE 4 : Precinct Built Form Guidelines



MAP 13 : PRECINCT 2B  
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)

- Height of potential future development subject to context of key public buildings and other sites.
- Heritage Cluster  
Consider heritage overlay - streetscape or groups of buildings of interest to the legibility of the street heritage character

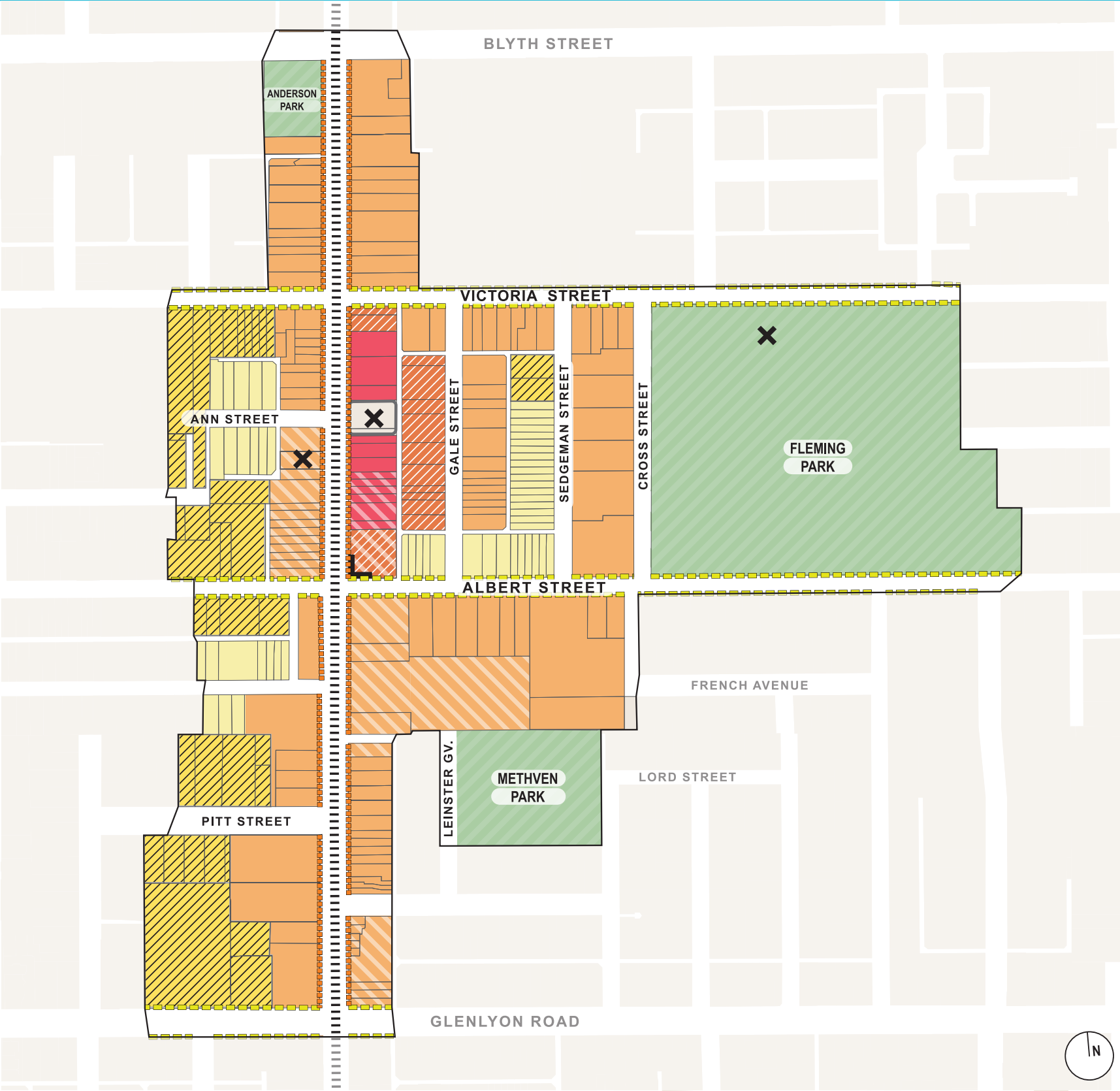
Streetscape Guidelines

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

Existing Conditions

- Tram line
- Existing open space
- Precinct boundary
- Iconic corner hotel
- Iconic building





MAP 14 : PRECINCT 2B  
PUBLIC REALM AND ACTIVE FRONTAGE

Activity Streets

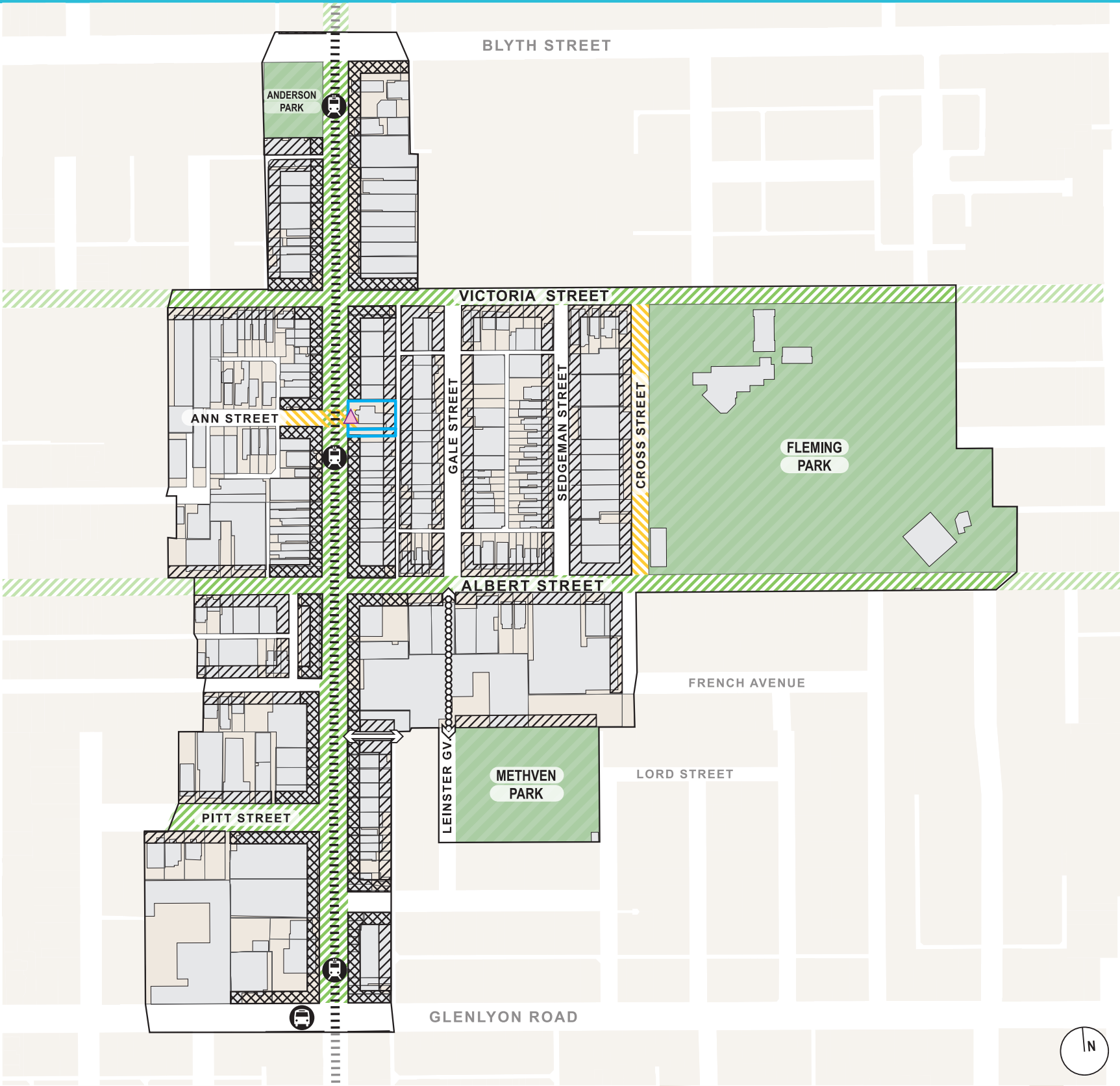
- Active Frontage (type A) - Refer to section 4.6 - Guidelines
- Active Frontage (type B) - Refer to section 4.6 - Guidelines

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.
- 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
- Potential blue orbital bus stop

Existing Conditions

- Tram line
- Existing open space
- Existing buildings
- Precinct boundary
- Council owned land





**FIGURE 5 :**  
Artist's impression -  
Activity Node at Maternal and Child Health Centre

- (A)** new pedestrian priority environment including forecourt to the Maternal and Child Health centre will provide space for outdoor activity and cafes
- (B)** The Maternal & Child Health Centre will remain an iconic building in new pedestrian friendly setting
- (C)** enhanced tram stop will be integrated with Activity Node with pedestrian priority environment that provides safe crossing of Lygon Street
- (D)** new street trees will be integrated in new layout of road reserve
- (E)** groups of existing buildings will be preserved to reflect the mixed heritage streetscape character of Lygon Street
- (F)** corner buildings setback at Lygon Street boundary to create a pedestrian friendly environment at this new Activity Node









5.3 PRECINCT 2C :  
LYGON STREET NORTH GATEWAY

TOTAL LAND AREA (GROSS): 5.6 HECTARES  
ANTICIPATED NEW DWELLINGS: 143

This precinct provides small convenience shopping services to its local neighbourhood and hosts a number of larger format shops and showrooms that serve a wider market for fabrics and household goods. In addition, the precinct accommodates several large clubs and hotels.

Like Precinct 2B, Lygon Street North is changing, with recent major residential development and a fluid mix of retail tenancy. The large format shops on the west side of the strip appear to be performing poorly and may become targets for redevelopment.

This precinct can continue to provide convenience shopping for its neighbourhood and can host a range of small street-front enterprises.

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

To ensure land use zonings support a range of retail uses from local convenience to larger scale supermarkets.

STRATEGY 1.1

Support the rezoning of land in accordance with the *Moreland Industrial Land Use Strategy 2004*.

STRATEGY 1.2

Support consolidation of sites to create opportunities for larger format retail activity.

OBJECTIVE 2

To ensure retail centres are supported by sufficient carparking, pedestrian and cycling facilities.

STRATEGY 2.1

Prepare and implement a carparking strategy to address the needs of retail and commercial areas.

STRATEGY 2.2

Implement improvements to pedestrian and cycling facilities in retail centres, such as bicycle lock up facilities and pedestrian amenity.

OBJECTIVE 3

To support viable existing commercial and industrial uses and ensure a smooth transition for those sites changing to other uses.

STRATEGY 3.1

Support the retention and/or redevelopment of commercial and industrial sites in accordance with the *Moreland Industrial Land Use Strategy 2004*.





**BUILT FORM****OBJECTIVE 1**

To provide guidance on built form on Lygon Street and ensure the Activity Corridor and Axes are developed in a coherent manner.

**STRATEGY 1.1**

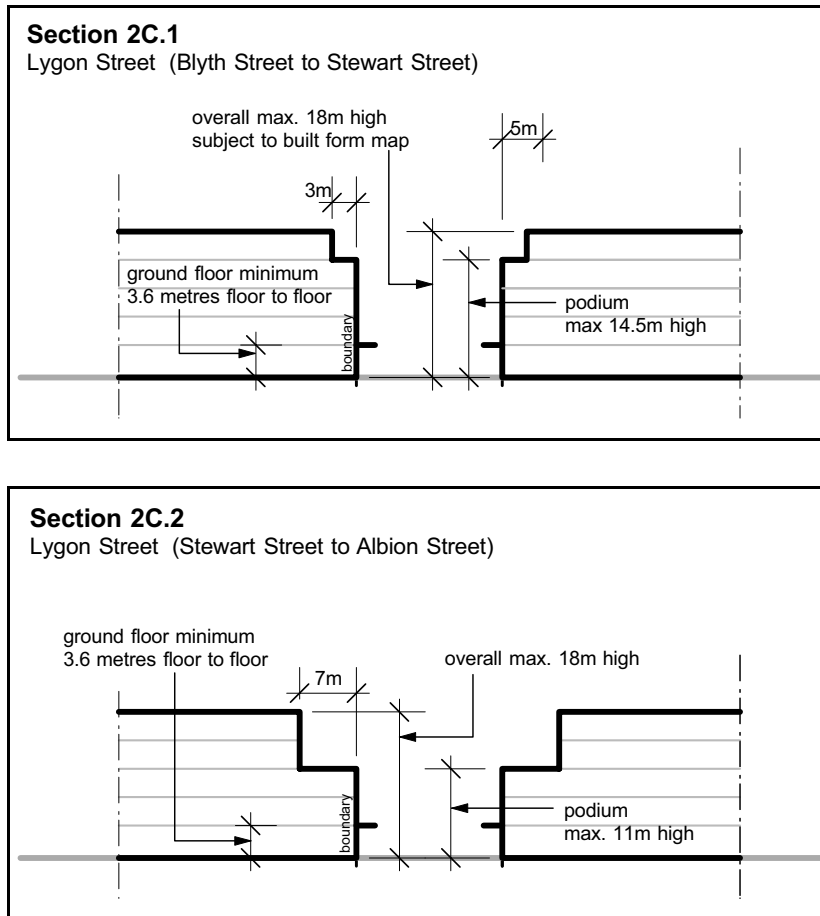
Ensure new development conforms to built form guidelines in Map 15.

**STRATEGY 1.2**

Prepare and implement into the Moreland Planning Scheme built form controls for Lygon Street, Brunswick Road, Glenlyon Road, Albert Street, Victoria Street and Albion Street in accordance with Map 15.

**STRATEGY 1.3**

Prepare built form guidelines to enhance the 'gateway' function of Precinct 2C.









**FIGURE 6** : Precinct Built Form Guidelines






MAP 15 : PRECINCT 2C  
BUILT FORM

Built Form Guidelines





-  4 storey maximum (14.5 metres)
-  5 storey maximum (18 metres)
-  Height of potential future development subject to context of key public buildings and other sites.
-  Public space open to negotiation or public acquisition overlay.
-  Landmark  
Integrate new landmark building to improve legibility of urban context
-  Heritage Cluster  
Consider heritage overlay - streetscape or groups of buildings of interest to the legibility of the street heritage character

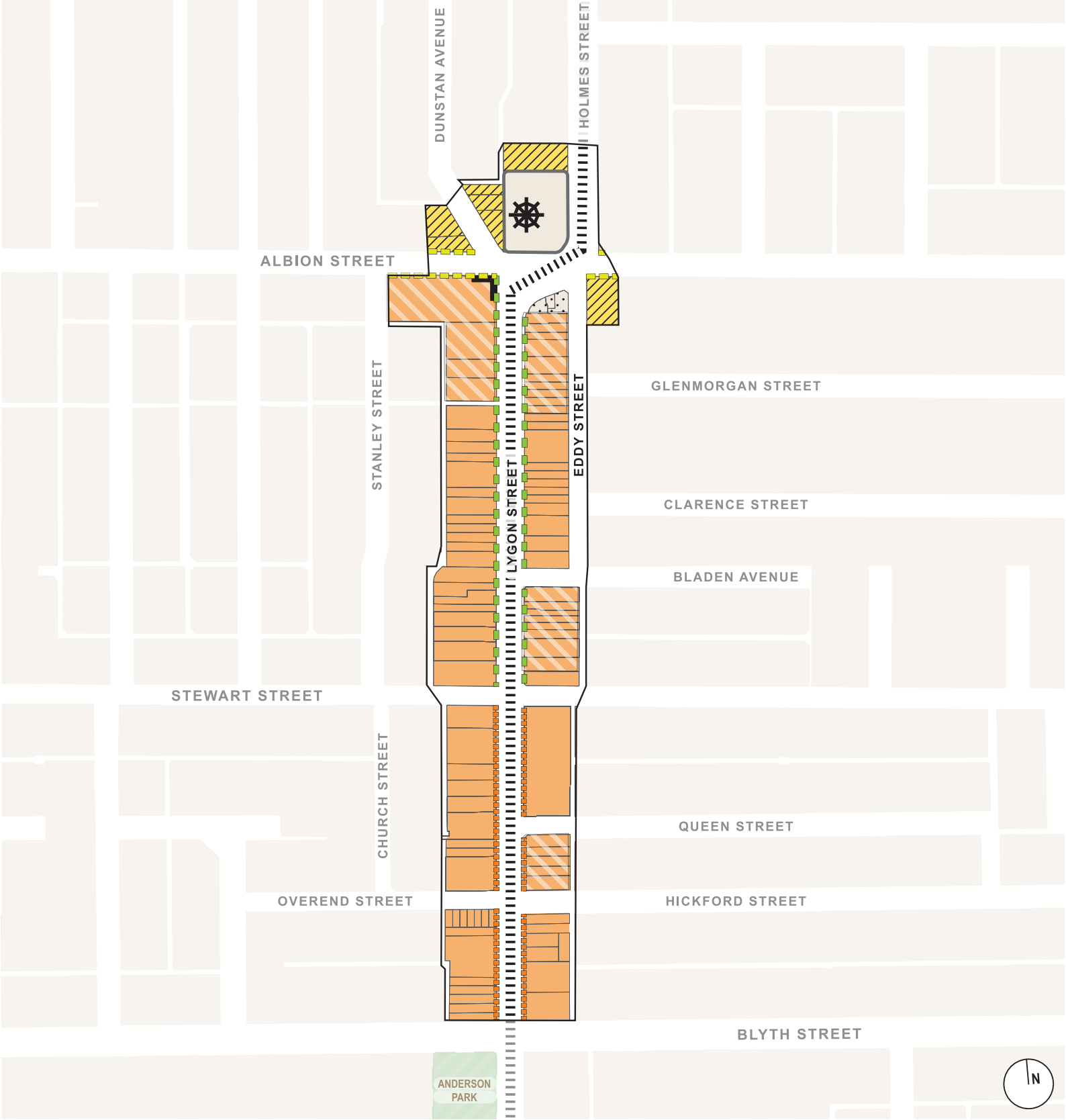
Streetscape Guidelines

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 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

-  Tram line
-  Existing open space
-  Precinct boundary
-  Iconic corner hotel





MAP 16 : PRECINCT 2C  
PUBLIC REALM AND ACTIVE FRONTAGE

Activity Streets

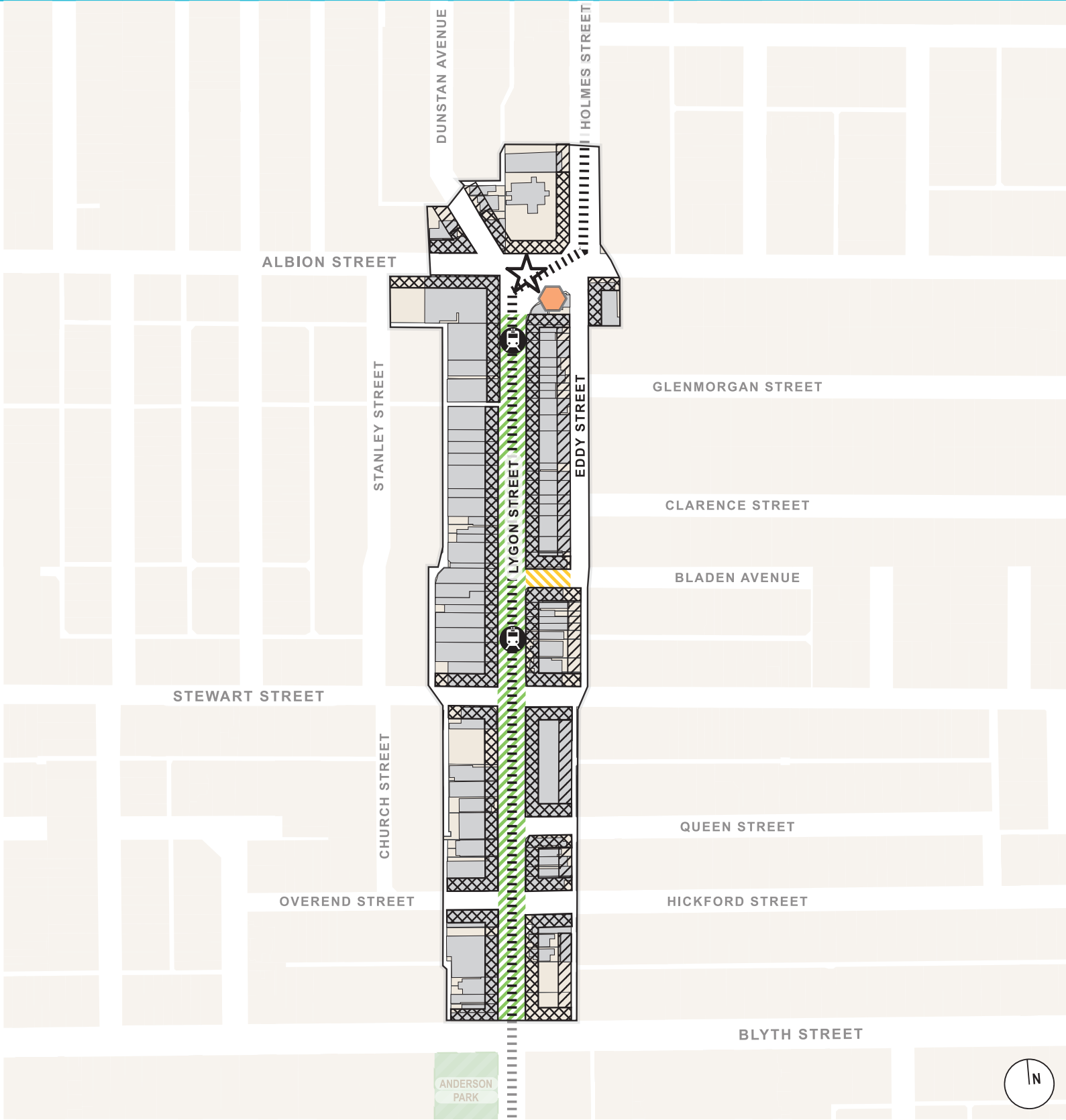
- Active Frontage (type A) - Refer to section 4.6 - Guidelines
- Active Frontage (type B) - Refer to section 4.6 - Guidelines

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.
- Enhanced tram stop

Existing Conditions

- Tram line
- Existing open space
- Existing buildings
- Precinct boundary
- Major visual gateway







**FIGURE 7 :**  
Artist's impression -  
Activity Node at Lygon Street Gateway North

- (A)** new landmark building at northern gateway to Lygon Street demonstrating best practice environmental design
- (B)** new plaza with high level of pedestrian amenity and café pavilion
- (C)** the streetscape on Lygon Street will be upgraded by extending the kerbs and new street trees
- (D)** upgraded bus stop and enhanced tram stop interchange at Albion Street/Lygon Street – improved pedestrian crossings



## 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-serviced public transport network that includes a possible minibus / 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.







