



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 THREE - NICHOLSON STREET



VOLUME 2 PART 3

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

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1 INTRODUCTION

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

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

1.1 HOW THE PLAN IS ORGANISED

The Brunswick Structure Plan comprises four Volumes as follows:

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

Volume 2: *Local Area Structure Plans* is comprised of three parts: a structure plan for each of the three 'Local Areas':

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

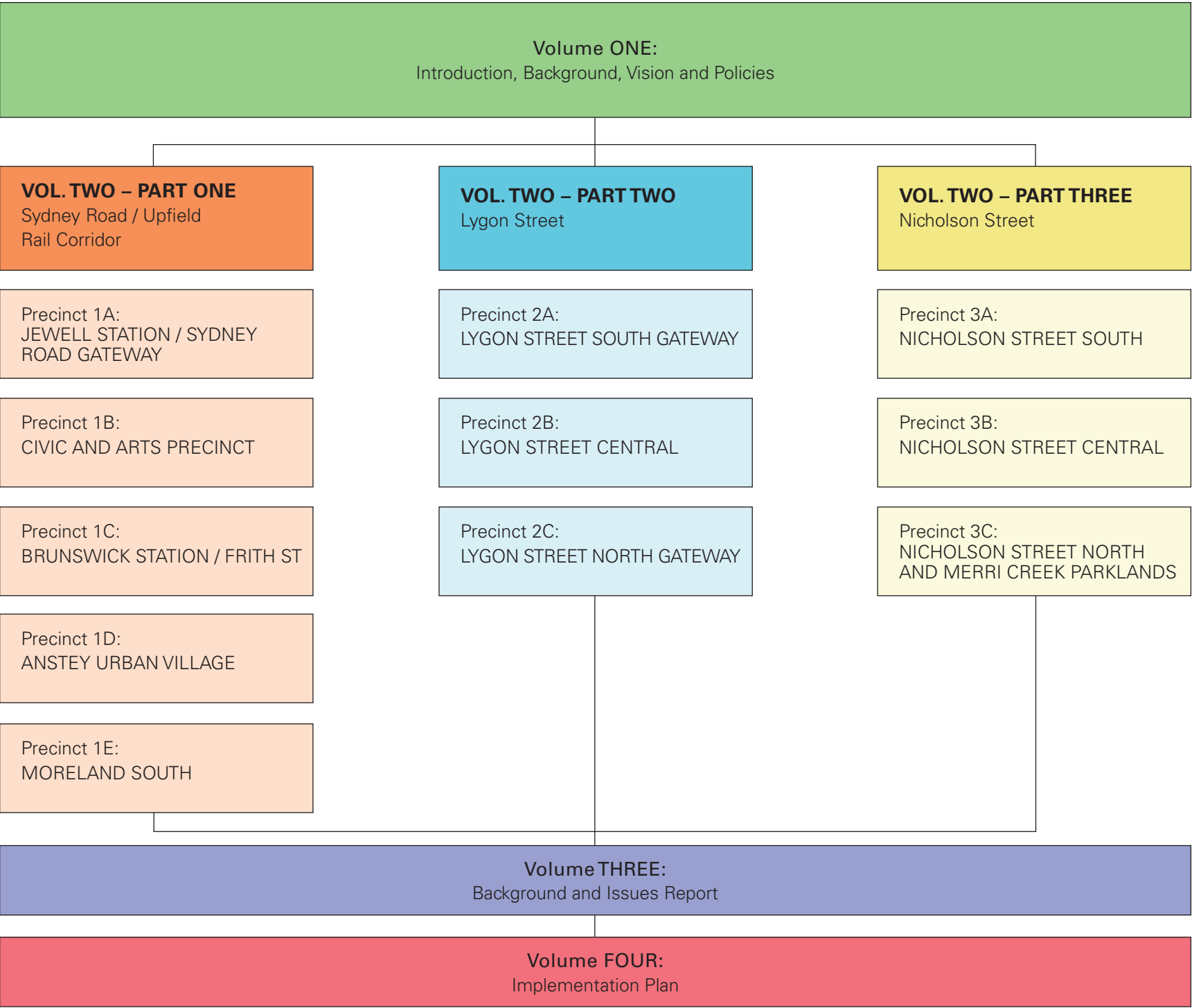
Volume 3: *The Background Report* provides a detailed discussion of the issues facing the activity centre and contains a summary of the findings of the technical reports that inform the Structure Plan.

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



Community gardens at CERES.

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 into a coherent, spatial planning framework for the Brunswick Activity Centre.





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

MAP 1 : ACTIVITY CENTRE STRATEGIC FRAMEWORK PLAN



Key Urban Renewal Areas

-  Activity Nodes
Areas with high levels of activity to provide strong character and local sense of place.
-  Recreation Link
Key recreation links to be strengthened to enhance existing and promote new active and passive recreational opportunities.
-  Recreation Node
Key junction in open space network with high levels of recreational activity to be strengthened.
 -  1 Merri Creek Trail
 -  2 Royal Park Link
 -  3 Capital City Trail
 -  4 Albert and Victoria Axis
 -  5 Upfield Shared Path
-  Community Hub
Future location for development of multiple public multi purpose facilities and meeting places to be co-located at identified hubs.
-  CERES
Important community hub facility to be strengthened and better integrated with surrounding areas.
-  Neighbourhood Activity Centre







Key Streetscape Improvements

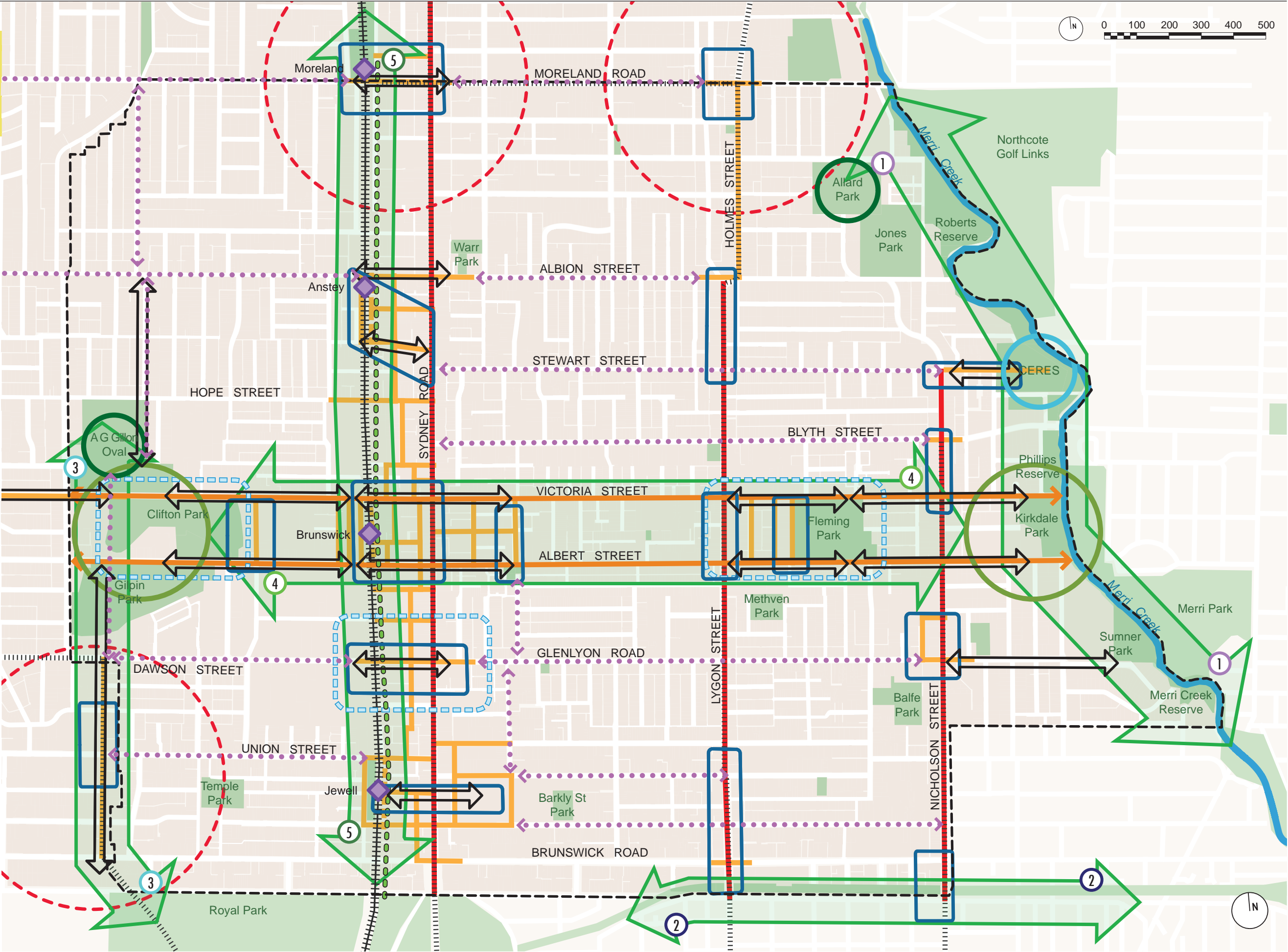
-  Activity Corridor
Key streets to be developed as prime locations of economic and social activity.
-  Albert & Victoria Axis
High amenity east-west pedestrian links along Albert and Victoria Streets.
-  Activity Streets (other)
Street for future improvements to pedestrian amenity and development with active frontages.
-  Catalyst Streetscape
Selected streetscapes to be improved to catalyse urban renewal.

Access and Movement

-  Active Movement Link
Key pedestrian links to encourage walking and connect key Activity Nodes.
-  Upfield Path
Shared pathway to be improved to enhance access and encourage active travel.

Existing Conditions

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



2 LOCAL AREA OVERVIEW

2.1 LOCAL AREA DESCRIPTION

TOTAL LAND AREA (GROSS): 44.6 HECTARES
ANTICIPATED NEW DWELLINGS: 1349

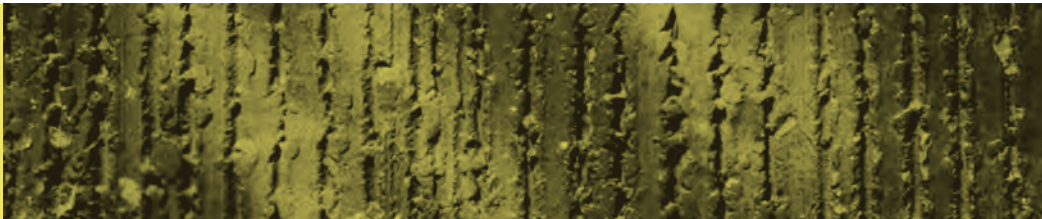
Nicholson Street and surrounds is a mixed use area with a substantial residential presence and character. It hosts a variety of manufacturing and wholesale activities as well as local business and resident services. The area also has a number of large vacant or under-utilised properties and as such,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

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

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

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

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



The Lomond Hotel, RRR radio station and tram terminus at Blyth Street.

2.2 LOCAL AREA PRECINCTS

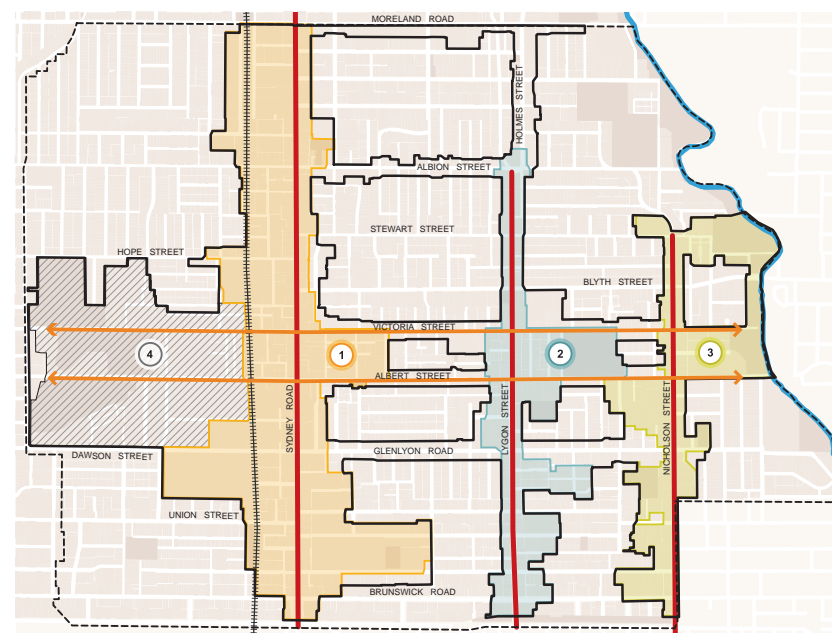
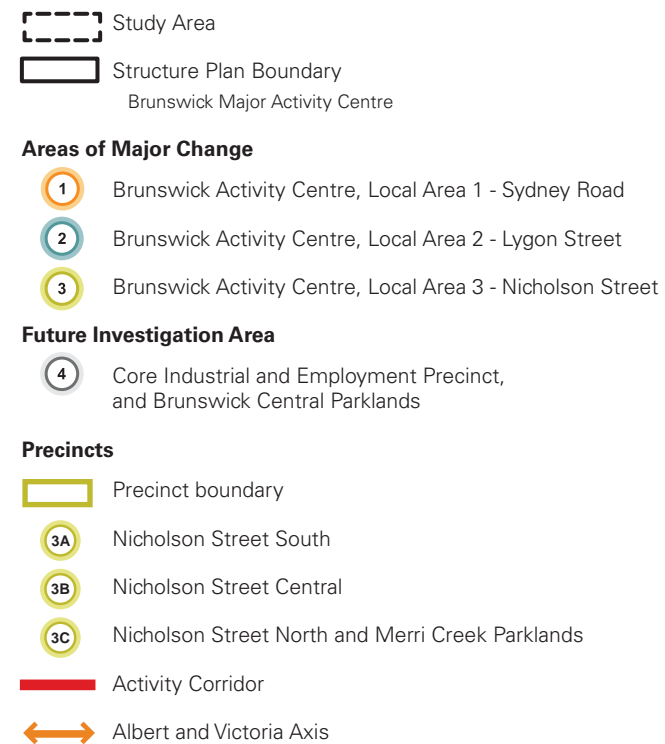
Within Local Area 3, three precincts have been identified as distinct from each other. These are closely aligned with 'urban villages' principles. Each performs a slightly different function to the other within the context of the same Local Area.

The three precincts are:

Precinct 3A : Nicholson Street South

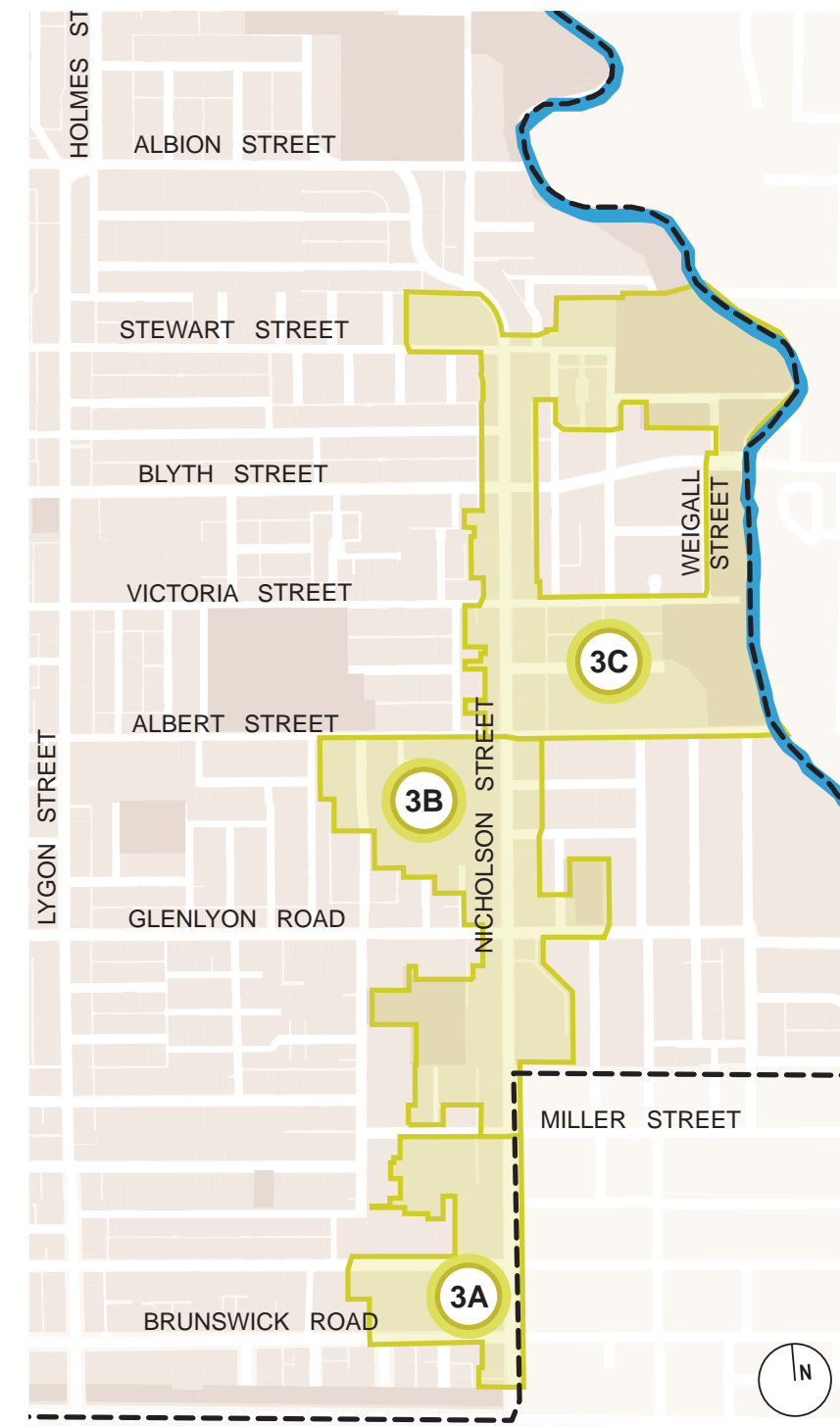
Precinct 3B : Nicholson Street Central

Precinct 3C : Nicholson Street North and Merri Creek Parklands



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

MAP 2 : LOCAL AREA & PRECINCTS



2.3. LOCAL AREA ISSUES

The issues below have been identified through lengthy community consultation and analysis of the local area.

2.3.1 PLANNING AND LAND USE

- The MUZ which provides for a range of residential, commercial, industrial and other uses is commonly being used as a ‘de facto’ residential zone and may have deterred new commercial investment in the area.
- The development of housing uses in the MUZ has discouraged manufacturing and wholesaling investment, likely due to conflict between daily commercial and industrial operations and more sensitive uses.
- Distinct land use precincts that function adequately within the provisions of the current land use zones such as Kirkdale Street industrial area, commercial activities clustered around the intersection of Blyth and Nicholson Streets (includes the Lomond Hotel and RRR radio), the East Brunswick Primary School and CERES Environment Park should continue to do so indefinitely.
- There are large vacant and under-utilised properties along Nicholson Street which provide flexible opportunities for intensification.
- Given its proximity to the inner city, a wide street providing good access, and large street-front properties, Nicholson Street may be a good alternative location for some activities that are being forced out of inner Melbourne such as showrooms and business services.
- The retail and local service sector is small and relatively insignificant in the area which is a disincentive for professional services and office development, since these activities prefer high amenity / high service precincts.

Precinct 3A

- The area around the intersection of Park and Nicholson Streets is poorly developed, and the Nicholson Street shops between Park Street and Brunswick Road are secondary stock at best.

Precinct 3B

- The former Tontine factory has the potential to be redeveloped into a substantial neighbourhood shopping centre, the impact of which will depend to some extent on the design of any new centre.
- Several large industrial properties in Precinct 3B are owned by the same organisation and will soon become vacant when its operations are reorganised and could provide for high profile employment opportunities.
- Pioneer investors are needed to initiate desirable showroom development in Precinct 3B, which may also generate large areas of car parking.
- The presence of the tram line and the intersecting bus routes at Glenlyon Road, provides an opportunity for more intensive commercial and residential transit oriented development.

Precinct 3C

- The redevelopment of areas surrounding CERES environment park for housing has limited the potential for spin-off businesses to co-locate with CERES (apart from in one building on Stewart Street).
- Distinct land use precincts that function adequately within the provisions of the current land use zones such as Kirkdale Street industrial area, commercial activities clustered around the intersection of Blyth and Nicholson Streets (includes the Lomond Hotel and RRR radio), the East Brunswick Primary School and CERES Environment Park should continue to do so indefinitely.

2.3.2 HOUSING

- Declining affordability for rental and owner occupied housing is potentially affecting a range of people already experiencing ‘housing stress’.
- There is a lack of appropriate and accessible housing across existing dwelling stock.
- Local Area 3 has significant capacity to provide new housing, particularly through the redevelopment of major industrial sites.
- There is poor access to open space in areas suitable for higher density residential development.
- There is under utilised capacity for shop-top housing.

2.3.3 TRANSPORT AND MOVEMENT

- There are few north-south bicycle routes and Nicholson Street, with no bike lanes, does not provide a safe alternative.
- Car traffic undermines the identity and function of the Nicholson Street Activity Corridor as a social and economic space.
- Despite Nicholson Street being a major north-south thoroughfare, access to the north and east is made difficult by the poor alignment of connections to St Georges Road and Holmes Street, and congestion on those connections also adds to the issue.
- Car parking on the Nicholson Street frontage would detract from the amenity and walkability of the area, and may deter some types of desirable investment, including housing.

Precinct 3C

- The transport function of the Blyth Street intersection (includes tram terminus, bus interchange and traffic thoroughfare) is uncoordinated, making it an unpleasant and dangerous pedestrian environment.

2.3.4 PUBLIC REALM

- The width of the Nicholson Street lends itself to a boulevard treatment that could encourage more intensive investment.

Precinct 3B

- Merri Creek parklands can be better integrated within the precinct.

Precinct 3C

- Kirkdale Park is under-utilised and it presents poorly at several entry points.
- Connections between the larger district parks including Kirkdale Park, Sumner Park and Merri Park (on the eastern side of Merri Creek) are poor.
- CERES is not well integrated with its surrounding area resulting in a poor experience for pedestrians accessing the area.
- Pedestrian amenity and sense of safety can be improved.

2.3.5 BUILT FORM

- The incoherent built form of Nicholson Street streetscape is uninspiring despite the presence of iconic buildings such as the Lomond Hotel and several churches which provide reference points for commuters and pedestrians.

2.3.6 CHARACTER AND IDENTITY

- Currently there are no built form controls for Nicholson Street to ensure future coherent built form character and reinforcing a local sense of identity.
- The pattern of land use on Nicholson Street creates an incoherent streetscape that generally suffers from lack of consistency and character.
- The mosaic of land use zones including Residential, Industrial 1 and 3, Mixed Use, Business 2, Public Use and Public Park and Recreation Zones has allowed a streetscape to develop that suffers from lack of consistency and character.

2.3.7 SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

- There is lack of an accessible, multi-purpose community facility.
- Early Years Facilities (maternal & child health, child care and kindergarten) are under pressure due to increasing demand.

Precinct 3C

- The streetscapes and access points to CERES are generally of poor quality and do not reflect the prominence of this large scale community facility.
- Kirkdale Park appears under utilised.

3 LOCAL AREA VISION

3.1 VISION

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

3.2 FUTURE CHARACTER

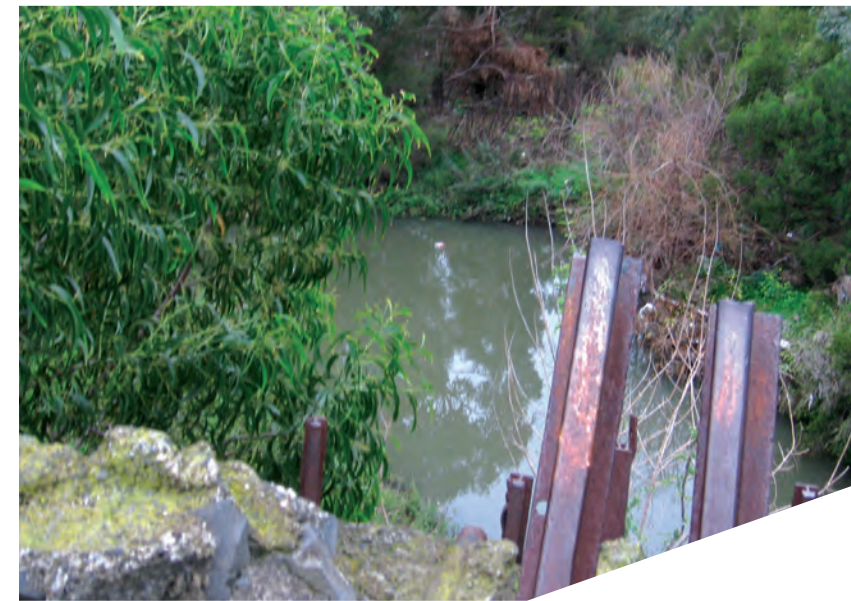
Nicholson Street will develop into three precincts emphasised by existing iconic buildings and new built form that is higher than its surrounding context.

To the south, precinct 3A will develop as part of an Activity Node at Nicholson Village in Fitzroy. Development that includes new retail destinations will be focused around an enhanced tram/bus interchange at Glenlyon Road in the heart of Nicholson Street in precinct 3B. To the north, at the East Brunswick Village Centre (precinct 3C), the local sense of identity around Lomond Hotel will be strengthened.

Streetscape improvements along pedestrian links will enhance the connections between Nicholson Street and parklands at Merri Creek.

3.3 KEY INITIATIVES

- Major initiatives in Local Area 3 that will emerge from this Structure Plan are:
- Development of a new neighbourhood shopping centre on the northern side of the intersection of Nicholson Street and Glenlyon Road.
 - Streetscape improvements at the gateway to CERES from Stewart Street.
 - Develop Kirkdale Park as a recreational hub and improve pedestrian links to the park.









4 LOCAL AREA STRATEGIC FRAMEWORK

4.1 LOCAL AREA STRATEGIC FRAMEWORK

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





The following objectives and strategies apply to the whole Local Area. Please also refer to section 4.3 - Local Area Precincts.

Key Urban Renewal Areas


-  **Activity Nodes**
Areas with high levels of activity to provide strong character and local sense of place.
-  **Recreation Link**
Key recreation links to be strengthened to enhance existing and promote new active and passive recreational opportunities.
-  **Recreation Node**
Key junction in open space network with high levels of recreational activity to be strengthened.
-  **Community Hub**
Future location for development of multiple public multi purpose facilities and meeting places to be co-located at identified hubs.
-  **CERES**
Important community hub facility to be strengthened and better integrated with surrounding areas.
-  **Neighbourhood Activity Centre**

MAP 3 : LOCAL AREA STRATEGIC FRAMEWORK PLAN





Key Streetscape Improvements

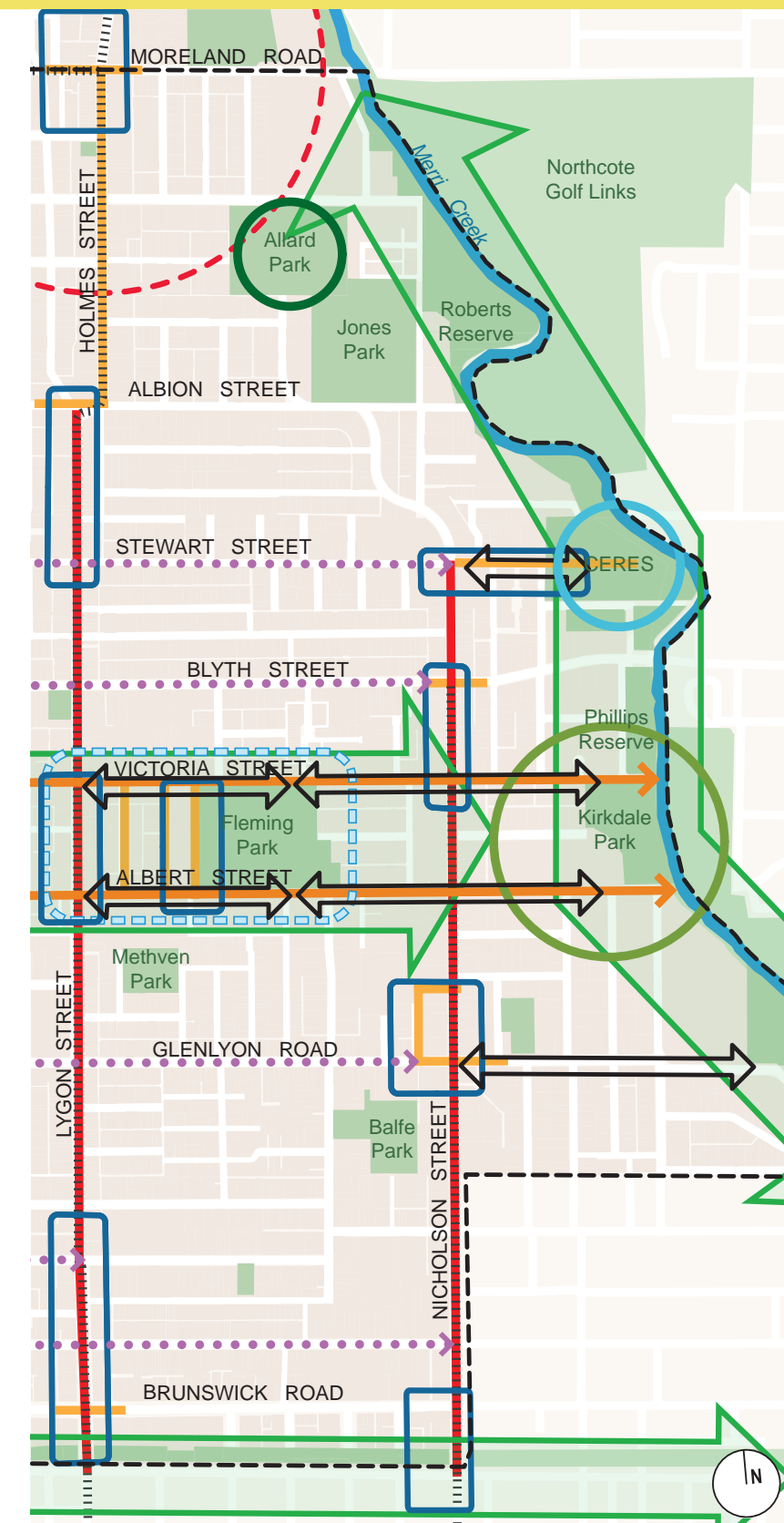
-  **Activity Corridor**
Key streets to be developed as prime locations of economic and social activity.
-  **Albert & Victoria Axis**
High amenity east-west pedestrian links along Albert and Victoria Streets.
-  **Activity Streets (other)**
Street for future improvements to pedestrian amenity and development with active frontages.
-  **Catalyst Streetscape**
Selected streetscapes to be improved to catalyse urban renewal.

Access and Movement

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

Existing Conditions

-  **Tram line**
-  **Study Area**
-  **Waterways**
-  **Open space**



4.2 PLANNING AND LAND USE

OBJECTIVE 1

To create a vibrant mixed use area with a balance of employment generating uses and residential development.

STRATEGY 1.1

Encourage office development on Brunswick Road frontages.

STRATEGY 1.2

Identify sites that are attractive and appropriate for office development.

OBJECTIVE 2

To ensure the ongoing viability of key land uses such as Kirkdale Street industrial area, the Lomond Hotel, RRR radio station, East Brunswick Primary School and CERES Environment Park.

STRATEGY 2.1

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

STRATEGY 2.2

Support the recommendations of the *Moreland Industrial Land Use Strategy 2004* in relation to the retention of land for industrial and commercial uses.

OBJECTIVE 3

To maximise the potential of vacant and under-utilised sites on Nicholson Street for mixed-use including offices, showrooms, business services, and residential.

STRATEGY 3.1

Encourage the consolidation of commercial activities in Precincts 3A and 3C.

STRATEGY 3.2

Encourage the development of showrooms and large format retailing that focus on homewares and renovation supplies in appropriate locations, particularly Nicholson Street between Brunswick Road and Glenlyon Road.

STRATEGY 3.3

Encourage redevelopment of properties on Nicholson Street and Little Miller Street that improve the amenity of the area for residents and workers and open up Balfe Park to pedestrians on Nicholson Street.

OBJECTIVE 4

To encourage local retail services that service the surrounding residential and employment community.

STRATEGY 4.1

Facilitate a modest level of convenience retailing at appropriate locations along the Nicholson Street corridor, particularly around the intersection with Blyth Street intersection and the intersection with Glenlyon Street.



MAP 4 : PLANNING AND LAND USE

Proposed Future Land Uses

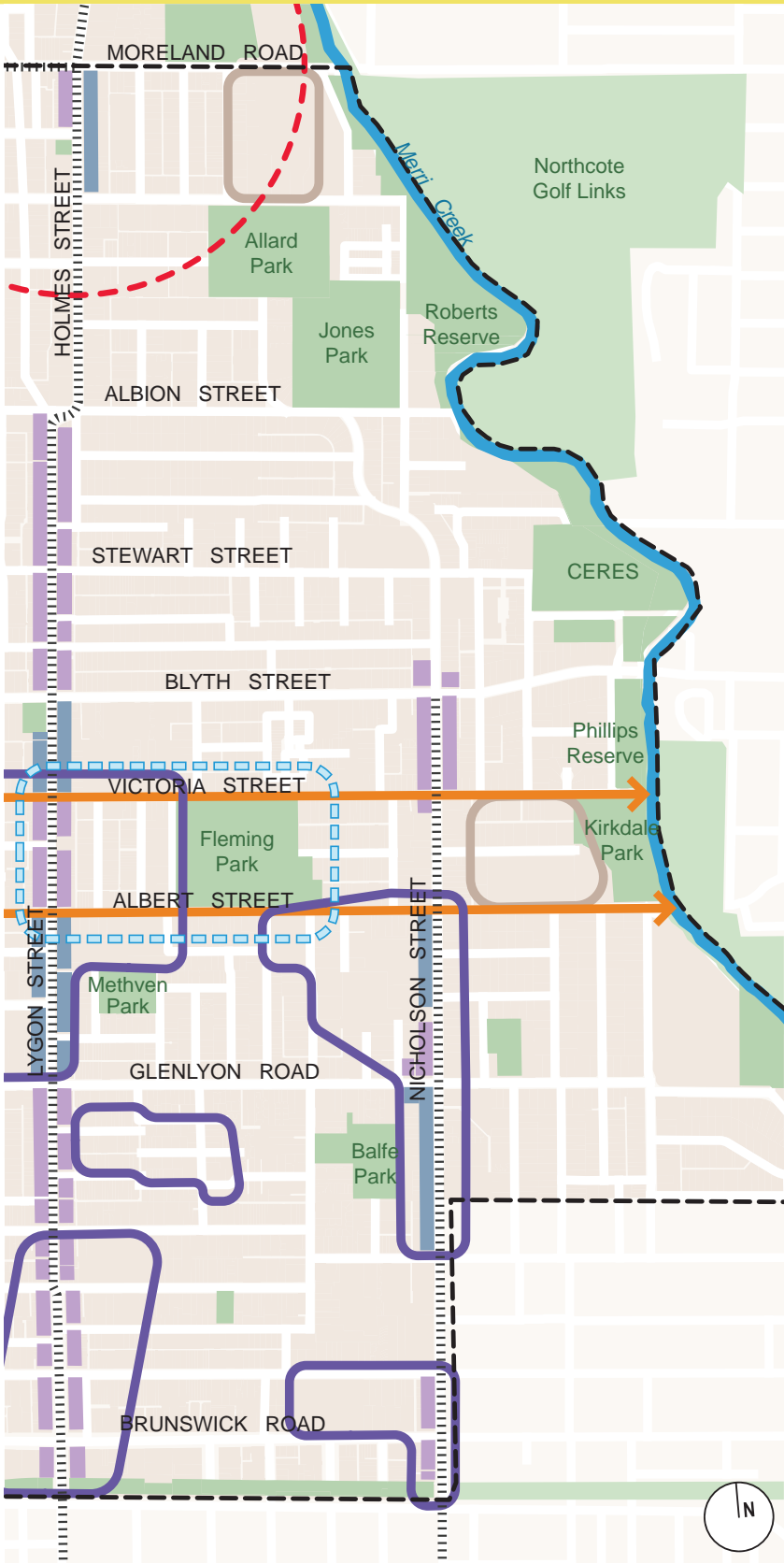
- Retail focus to be strengthened
- Large format retail, showroom or office at ground level focus
- Mixed use development
- Other industry and employment precinct

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

STRATEGY 1.1

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

STRATEGY 1.2

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

STRATEGY 1.3

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

OBJECTIVE 2

To encourage appropriate and accessible housing.

STRATEGY 2.1

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

STRATEGY 2.2

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

STRATEGY 2.3

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

OBJECTIVE 3

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

STRATEGY 3.1

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

STRATEGY 3.2

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

STRATEGY 3.3

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

OBJECTIVE 4

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

STRATEGY 4.1

Provide better pedestrian access to district parks and open space.

STRATEGY 4.2

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

STRATEGY 4.3

Upgrade and green pedestrian streets adjacent to anticipated residential development areas, especially Albert and Victoria Streets, which provide pedestrian access to district parks.

OBJECTIVE 5

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

STRATEGY 5.1

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

GUIDELINES : HOUSING DEVELOPMENT

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

Affordable housing	At least 20% of housing within private development and on Council owned-land should be affordable.
Adaptable housing	100% of high density dwellings should be adaptable based on best practice – high density in this context being developments over four storeys or more than 15 dwellings.
	The ground floor of all dwellings with no lift should be adaptable based on best practice.
Accessible housing	Ten per cent of dwellings in development of six or more dwellings should be accessible.

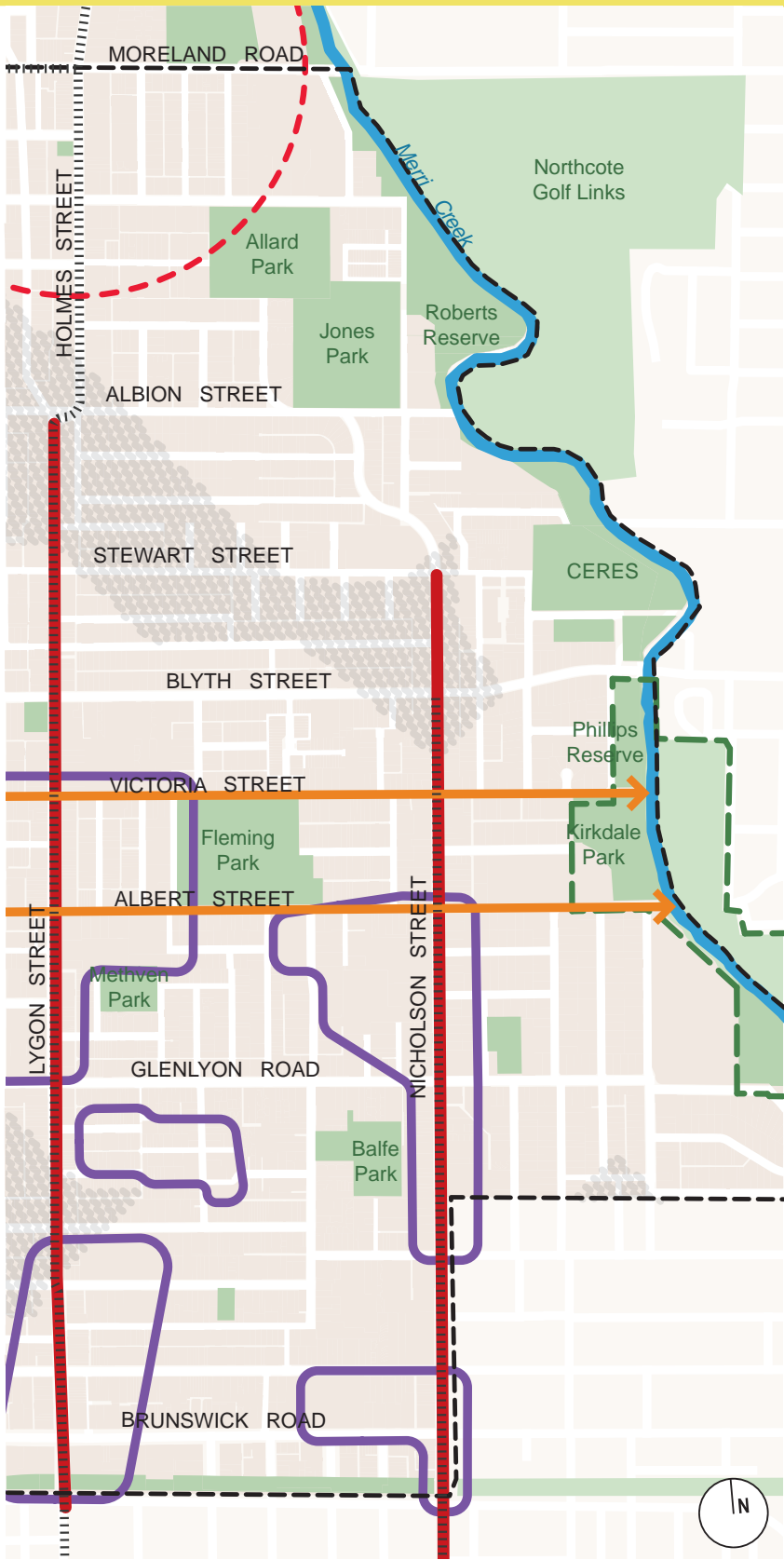
MAP 5 : HOUSING

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
- District Park - improve access
Kirkdale Park, Sumner Park & Merri Creek Park.
- Residential areas with poor access to public space
Indicative based on residences more than 300m from local park.

Existing Conditions

- Tram line
- Study Area
- Waterways
- Open space



4.4 TRANSPORT AND MOVEMENT

OBJECTIVE 1

To provide a safe, accessible and efficient bicycle and pedestrian path along Nicholson Street.

STRATEGY 1.1

Design and integrate new enhanced tram stops linked to the pedestrian network in each precinct as per relevant Public Realm & Active Frontage map.

STRATEGY 1.2

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

OBJECTIVE 2

To ensure the development of Nicholson Street for various retail, commercial and residential functions is not adversely affected by vehicle traffic.

STRATEGY 2.1

Ensure new development includes a traffic management plan to mitigate the impacts of cars on amenity and safety.

STRATEGY 2.2

Prioritise tram and pedestrian amenity along the Nicholson Street Activity Corridor.

OBJECTIVE 3

To ensure car parking does not adversely impact amenity and streetscape character.

STRATEGY 3.1

Ensure that car parking for new developments is adequate and does not adversely affect residential amenity.

STRATEGY 3.2

Investigate the provision of multi-deck car parking in conjunction with major developments.

GUIDELINES : ROAD SPACE PRIORITY

Vic Roads traffic routes within and on the periphery of the Activity Centre including Nicholson Street and Brunswick Road	Ensure safe pedestrian crossings at VicRoads traffic routes - especially along identified Activity Streets and Active Movement Links (refer to Map 6).
Other Arterial and Collector Roads	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.
Pedestrian Priority Streets	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: <ul style="list-style-type: none">• within the active movement network that integrate public transport interchanges, commercial activity and other pedestrian generating activity.• for a range of formal and informal gathering places such as plazas forecourts, urban parks and pedestrian priority streets.
Recreation Nodes	These nodes will become a focus for open space activity and will cater for multiple uses: <ul style="list-style-type: none">• Improve integration of open space in the pedestrian network and the open space network.• Improve the visual interface between the district park and adjacent properties, and improve sense of safety.
Activity Links Key links between Activity Nodes.	
Active Movement Links	These links will: <ul style="list-style-type: none">• strengthen pedestrian and bike connections between Activity Nodes.• improve pedestrian amenity.• provide active frontage to new development.




Activity Streets Streets with high level of amenity and sense of safety day and night.	
Nicholson Street Activity Corridor. This corridor will be developed as prime location for economic and social activity.	These street environments will: <ul style="list-style-type: none">• improve pedestrian amenity including widening of footpaths.• enhance tram stops and integrate with pedestrian crossing points.• provide high-level of active frontages to new development.• limit crossovers, and provide vehicle access to the rear of properties where feasible.
Albert and Victoria Axis (Albert Street and Victoria Street) 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: <ul style="list-style-type: none">• improve streetscape and pedestrian amenity generally.• provide active frontage to new development and ensure high-level passive surveillance from residential and mixed-use development.• integrate initiatives for the cross-Brunswick heritage interpretation trail and arts trail.• limit crossovers to a minimum and provide vehicle access from rear where feasible.
Activity streets – other Generally these are streets adjacent to potentially higher density and mixed-used development	These street environments will: <ul style="list-style-type: none">• improve pedestrian amenity generally.• provide active frontage to new development and ensure high-level passive surveillance from residential and mixed-use development.• limit crossovers to a minimum and provide vehicle access from rear where feasible.

MAP 6 : TRANSPORT AND MOVEMENT





Key Links and Nodes

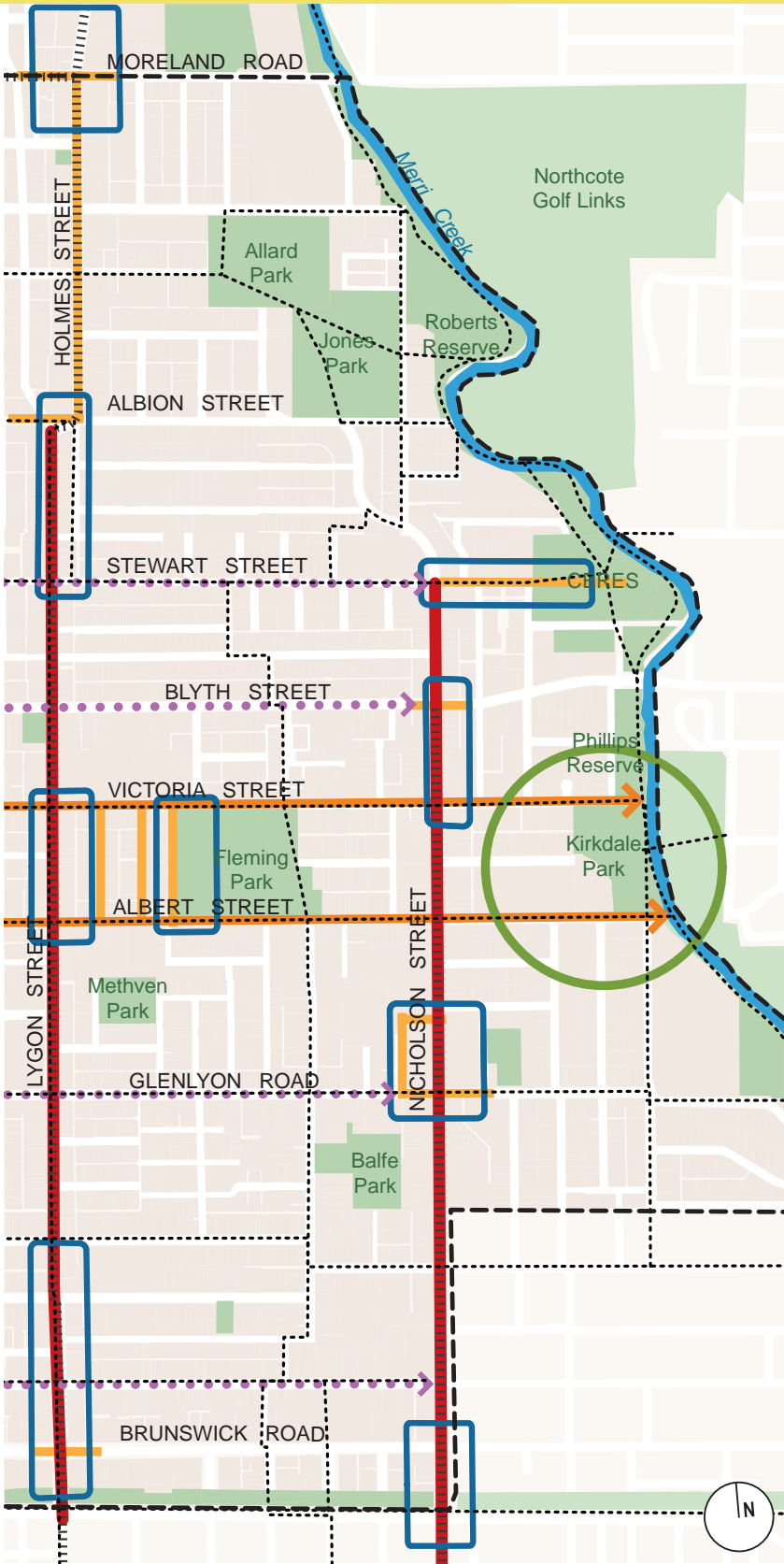
-  Activity Node (indicative outline)
Enhance active movement network in and around Activity Nodes.
-  Recreation Node (indicative outline)
Enhance movement network around key junctions in open space network.
-  Active movement link
Connect Activity Nodes.
-  Upfield shared path
Improve sense of safety.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

Activity Streets

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

Existing Conditions

-  Tram line
-  Study Area
-  Waterways
-  Open space



4.5 PUBLIC REALM

OBJECTIVE 1

To encourage more intensive investment in the Local Area through streetscape and improvements to pedestrian amenity and networks.

STRATEGY 1.1

Investigate the creation of a boulevard treatment for Nicholson Street.

STRATEGY 1.2

Improve connections between Nicholson Street and major open spaces including Balfe Park.

STRATEGY 1.3

Develop pedestrian priority streetscapes around the three Activity Nodes identified along Nicholson Street Activity Corridor and consider footpath extension, a prominent avenue of trees, seating and water-sensitive urban design.

STRATEGY 1.4

Improve pedestrian amenity and streetscape appearance along Albert and Victoria Streets between Fleming Park and Kirkdale Park to better link the area with open spaces and support the creation of a community hub for East Brunswick around Fleming Park.

STRATEGY 1.5

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 park link
Encourage potential links through development sites to improve the integration of parks and other open space.
- Open space link
Create pedestrian-friendly links within the open space network.

Improved Open Space Network

- [- -] District park - Kirkdale Park, Sumner Park & Merri Creek Park
Strengthen this key junction in the open space network to become an attractive destination, with high amenity pedestrian links to Brunswick Major Activity Centre, CERES and the rest of the district park.

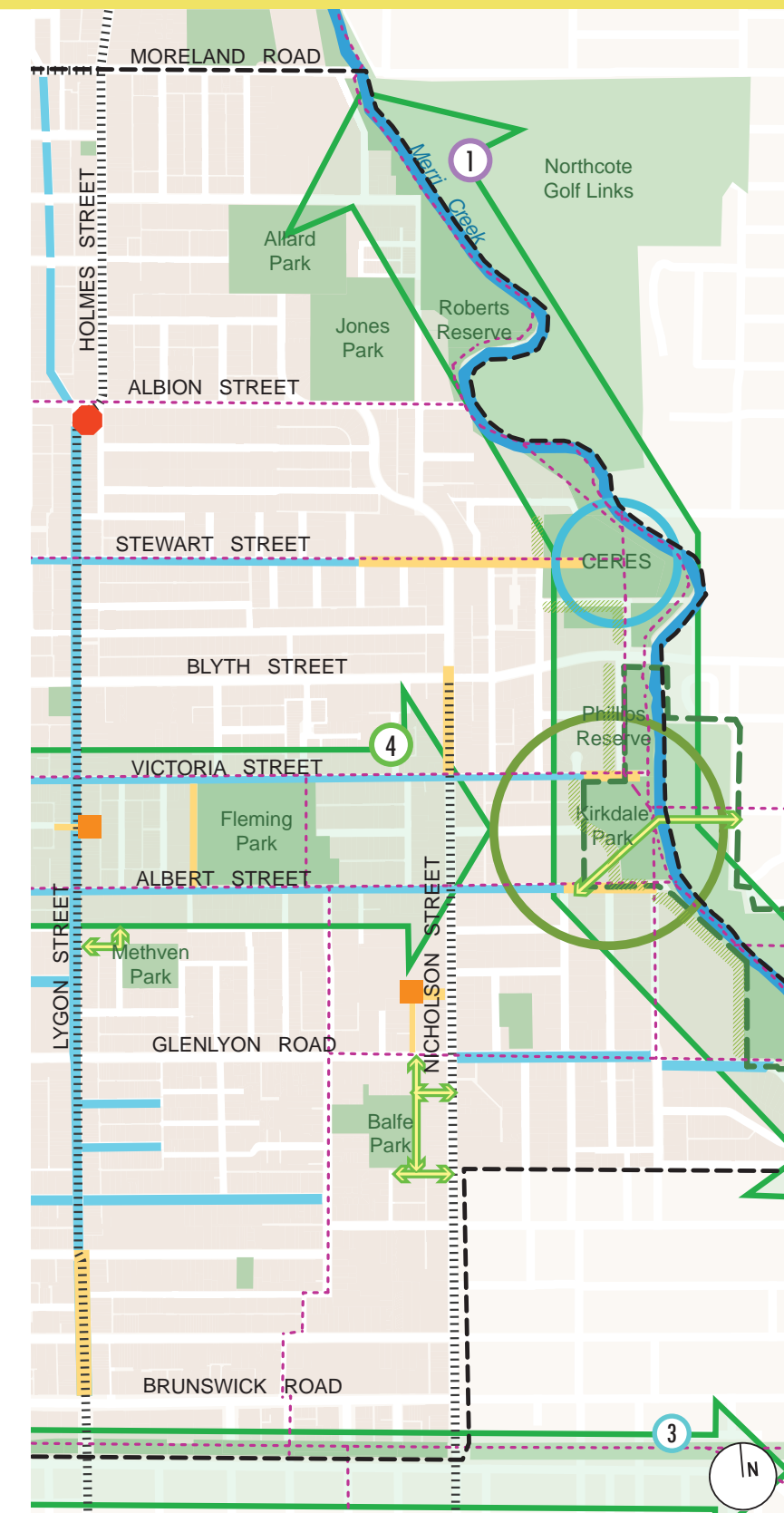
- ↔ Major Recreational Link
Strengthen the five major links to improve connectivity of open space and encourage more active lifestyles:
 - ① Merri Creek Trail
 - ③ Capital City Trail
 - ④ Albert and Victoria Axis
- /// Park Interfaces
Avoid blank walls and provide higher level of active frontage.

Key Nodes

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

Existing Conditions

- Tram line
- [- -] Study Area
- Waterways
- Open space



GUIDELINES : PUBLIC SPACE IMPROVEMENTS

Forecourts and smaller public places
Refer to Map 7 – Public Realm .

Former Tontine site, Nicholson Street	Integrate public space at former Tontine site – with Nicholson Street and Glenlyon Road.
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Pedestrian priority streets
Certain streets are ready to be reclaimed as pedestrian priority spaces – especially at Activity Nodes and where there are conflicts between car use and pedestrian activity. The identified pedestrian priority streets all require different solutions, and one or more of the following treatments should be considered after further feasibility study. Refer to pedestrian priority streets as outlined on Map 7 – Public Realm.

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

New Green Streets

Certain streets have the opportunity for greening for different reasons. This include: wide streets with capacity for extra planting, streets in areas with poor access to green open space and pedestrian routes that connect to larger park lands. Refer to New Green Streets as outlined on Map 7 – Public Realm. One or more of the following treatments should be considered after further feasibility study.

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

GUIDELINES - MAJOR RECREATIONAL LINKS

Refer to Map 7 - Public Realm.

Major links:

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

Merri Creek Trail

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

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

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

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.

District Park

Kirkdale Park, Sumner Park and Merri Creek Park

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



4.6 BUILT FORM

OBJECTIVE 1

To ensure new development contributes to a high quality streetscape that celebrates iconic buildings such as the Lomond Hotel and churches.

STRATEGY 1.1

Provide high level active frontage to development along Nicholson Street to improve the sense of safety and add interest for pedestrians, in accordance with relevant precinct maps and Guidelines for Active Frontages.



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

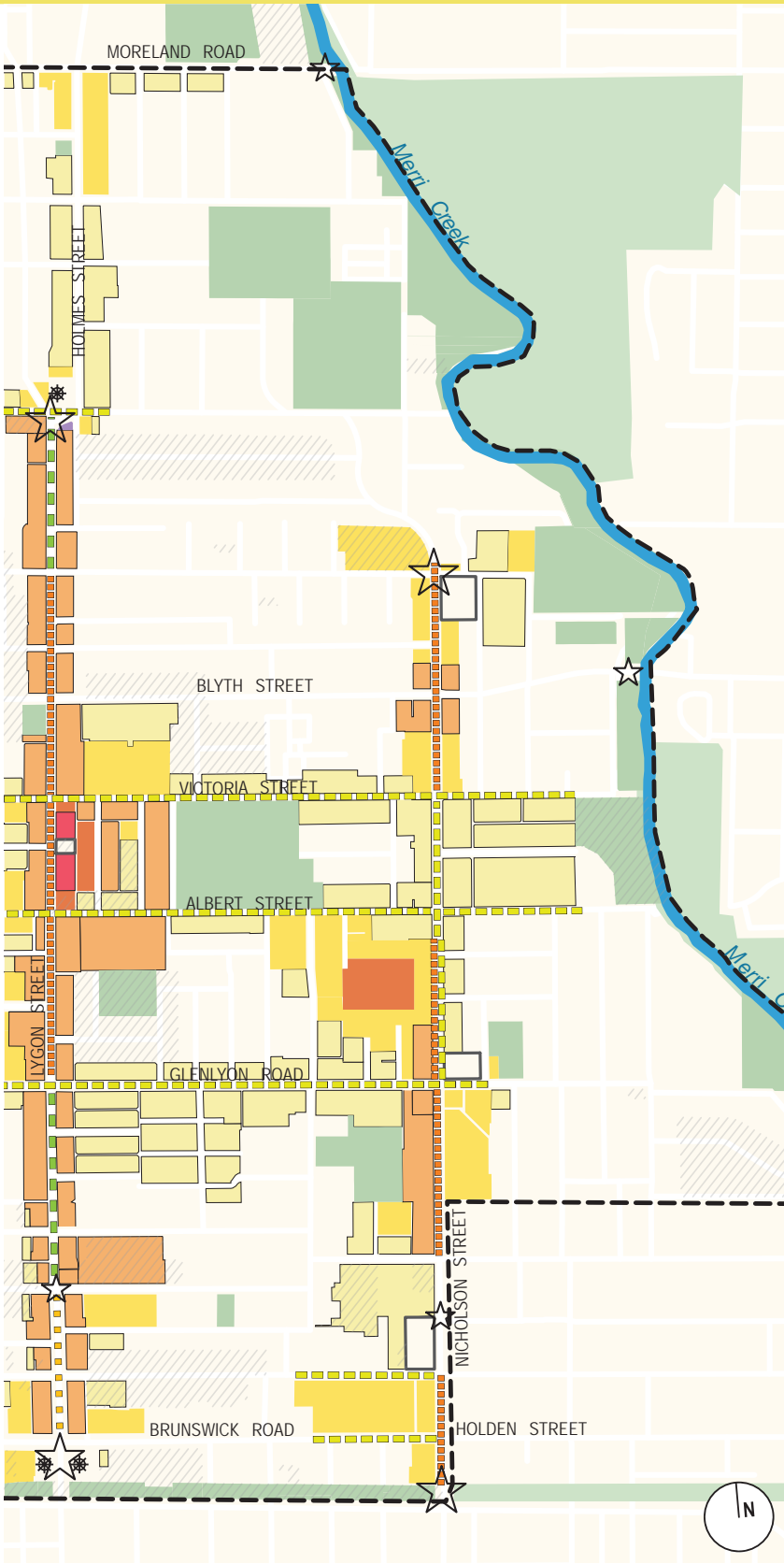
Streetscape Controls

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 built form Map 8 and relevant built form diagram.
Setback from street boundary	All new buildings next to activity streets should be built to street edge. On other streets the setback can vary subject to the context.
Rear and side interfaces	Built form at rear and side interfaces should be carefully designed to relate to adjacent scale and to avoid overlooking into adjacent dwellings.
Landmark sites	Specific building heights for the identified landmark sites are to be determined following rigorous site context analysis and design response. Outstanding design excellence, are required for any development.
Pedestrian links through sites	Pedestrian links through development sites should be provided in accordance with precinct plans.
Amenity to dwellings	Design of building layout should allow for good natural ventilation, generous daylight access to habitable rooms and generous outlook from dwellings.

Lot sizes	Subdivision of lots should be avoided where the subdivision mitigate against the objectives of the structure plan. Amalgamation of lots is encouraged to create opportunities for more efficient redevelopment (i.e. higher amenity to dwellings and reduced vehicle crossovers).
Façades	Façades must be designed to a scale appropriate to the overall street character, existing pattern (i.e. lot widths and floor to ceiling height) and pedestrians. Multiple entries and smaller shop fronts are encouraged.
Active frontage	Active frontage to new development should be provided in accordance with active frontage guidelines and precinct plans.
Vehicular access	Vehicular crossings should be from rear lanes or alternatively side streets where practically feasible to minimise or avoid use of pedestrian and retail frontages for vehicular access.
Car parking	Car parking at ground level should be avoided to ensure ground floor activity and good active frontage. Underground car parking is encouraged. If underground car parking is not feasible car parking on upper levels should not be visible from the street and there should be a zone of other activity between car park and façade. This other space of activity could be residential, commercial, or office space.

Development of further guidelines for urban renewal areas, large sites and landmark sites	In addition to the structure plan guidelines specific guidelines, in the form of development overlays etc., should be prepared for larger urban renewal areas, sites and landmark buildings. The more specific guidelines, covering potential additional pedestrian links and active frontage, should be developed subject to local opportunities and constraints.
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GUIDELINES - ACTIVE FRONTAGE

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

Major links:

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

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 precinct plan maps must present an attractive pedestrian focused frontage by providing:

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

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

Other Frontages

This category applies to property adjacent to other streets, laneways or other public land not covered by Active Frontage A and B but within the local area boundary.

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

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



4.7 CHARACTER AND IDENTITY

OBJECTIVE 1

To create a coherent streetscape that brings together the variety of land use zones and building types.

STRATEGY 1.1

Support large scale land use rezonings to implement the *Moreland Industrial Land Use Strategy 2004*.

STRATEGY 1.2

Prepare and implement built form controls for Nicholson Street, Brunswick Road, Barkly Street, Glenlyon Road, Albert Street, Victoria Street and Stewart Street.

STRATEGY 1.3

Develop a coherent ‘corridor’ character for Nicholson Street by developing sites in accordance with built form controls in Map 8.

GUIDELINES: FUTURE CHARACTER

Refer to Map 9 – Future Character.

Nicholson Street

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

To the south, the precinct will develop as part of Nicholson Village in Fitzroy.

In the core of Nicholson Street, new development with new retail destinations will be focused around the tram / smart bus interchange at Glenlyon Road.

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

Albert and Victoria Axis

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

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

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.

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
- District Park

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

Character Elements

- Gateway to Activity Corridor

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

Encourage major visual landmarks in key locations.
- CERES

Support the continued development of CERES.
- Activity Node

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

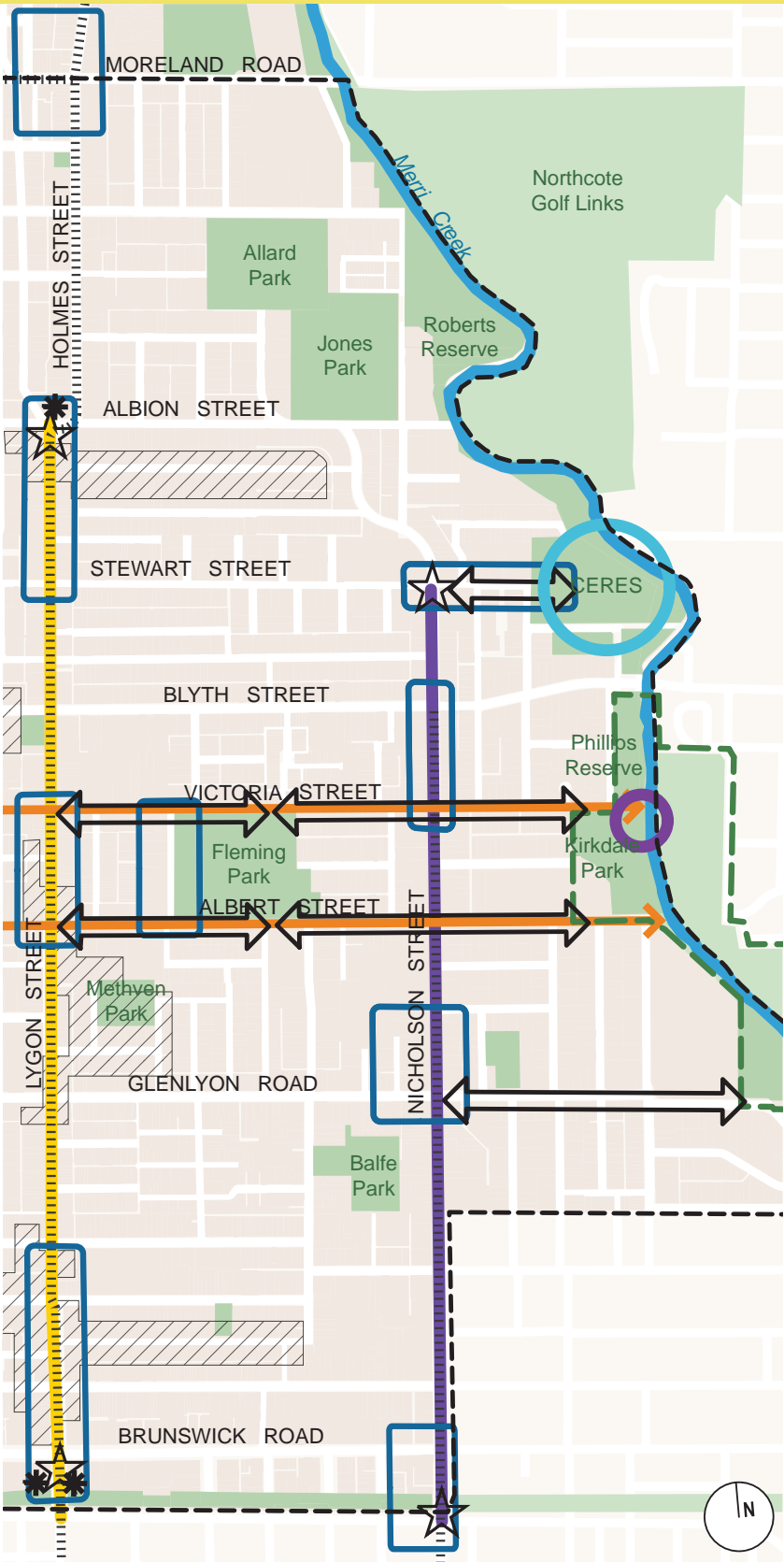
Improve selected streetscapes to catalyst urban renewal and make better use of under-utilised community facilities, inclusive of parks and train stations.
- Heritage Cluster

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

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

Existing Conditions

- Tram line
- Study Area
- Waterways
- Open space



4.8 SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

OBJECTIVE 1

To create a new multi-purpose community facility in Brunswick East.

STRATEGY 1.1

Undertake a feasibility study to identify options for a community facility in Brunswick East and to examine the roles of CERES and Fleming Park.

OBJECTIVE 2

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











STRATEGY 2.1

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







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.
-  CERES
Acknowledge and strengthen the role of CERES as a community hub by strengthening key gateways and visual connections.
-  Recreation Node
Focus for multi use open space.
-  Sports Hub
Focus for higher level sporting facilities.
-  Albert & Victoria Axis
Encourage community uses to develop the key east - west axis.
-  District Park
Enhance district parks to create new social, cultural and leisure opportunities.
-  Major Recreation Link
Strengthen recreation links to promote new and enhance existing active and passive recreational opportunities.
-  1 Merri Creek Trail
-  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 3A : NICHOLSON STREET SOUTH

TOTAL LAND AREA (GROSS): 6.8 HECTARES
ANTICIPATED NEW DWELLINGS: 228

The southern end of this precinct, between Brunswick Road and Park Street forms part of the Nicholson Village Shopping Centre in North Carlton (in the City of Yarra). North of Brunswick Road on the west side of Nicholson Street is an area of largely under-utilised industrial properties and a Catholic church and primary school precinct.

This precinct can become better connected to the Nicholson Village Shopping Centre, providing shop-front services and office accommodation as well as an intensification of residential development.

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 create a high amenity mixed use centre at the intersection of Nicholson Street and Brunswick Road / Park Street that supports existing key uses such as the school whilst encouraging new development.

STRATEGY 1.1

Facilitate the development of offices and associated commercial uses, and an intensification of residential development in Precinct 3A.

STRATEGY 1.2

Support the preparation of a master plan for Our Lady Help of Christians Church and School.

STRATEGY 1.3

Ensure preference is given to employment uses on the main street-frontages if this area is rezoned.

STRATEGY 1.4

Prepare a small area urban design strategy to encourage investment in cafés and other shop-front activity around the intersection of Park and Nicholson Streets.

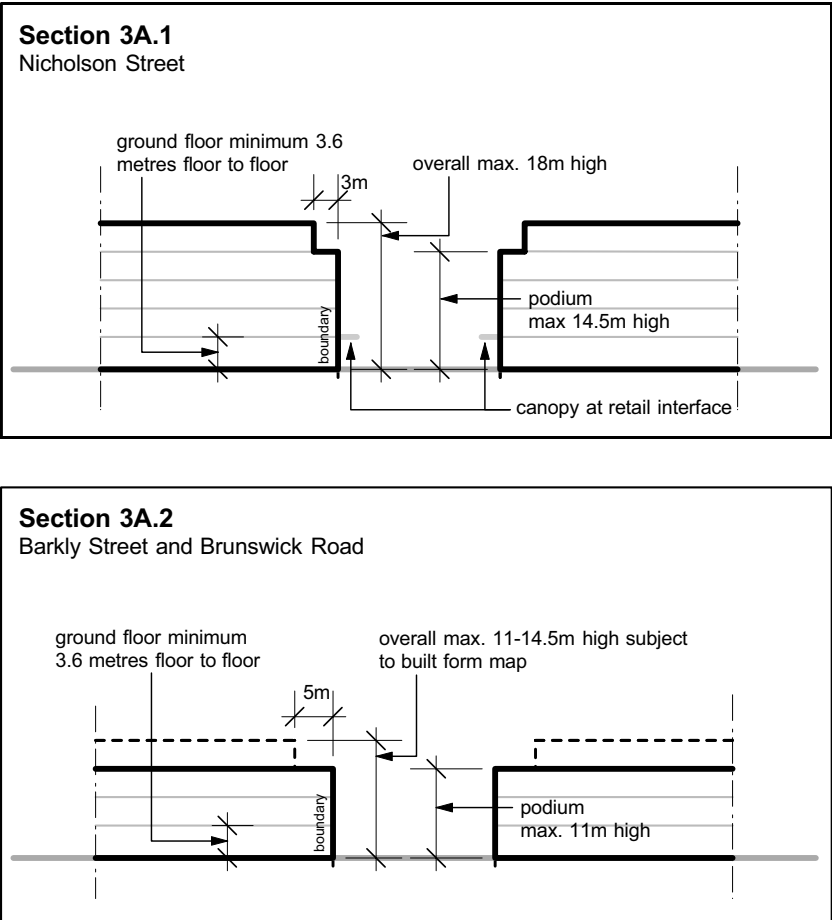


FIGURE 2 : Precinct Built Form Guidelines



MAP 11 : PRECINCT 3A
BUILT FORM

Built Form Guidelines

3 storey maximum (11 metres)

4 storey maximum (14.5 metres)

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

Streetscape Guidelines

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

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

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

Existing Conditions

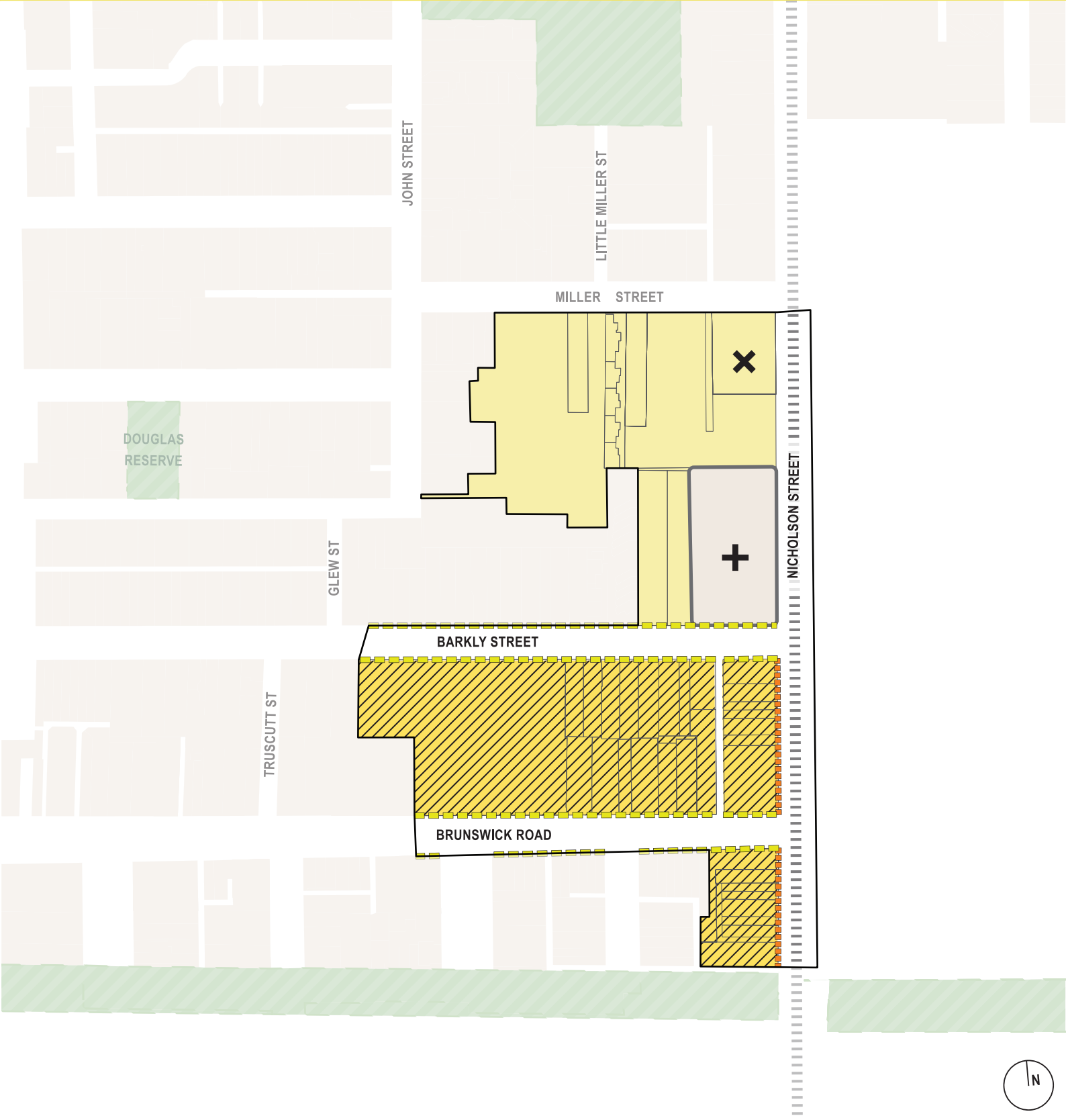
Tram line

Existing open space

Precinct boundary

Church

Iconic building



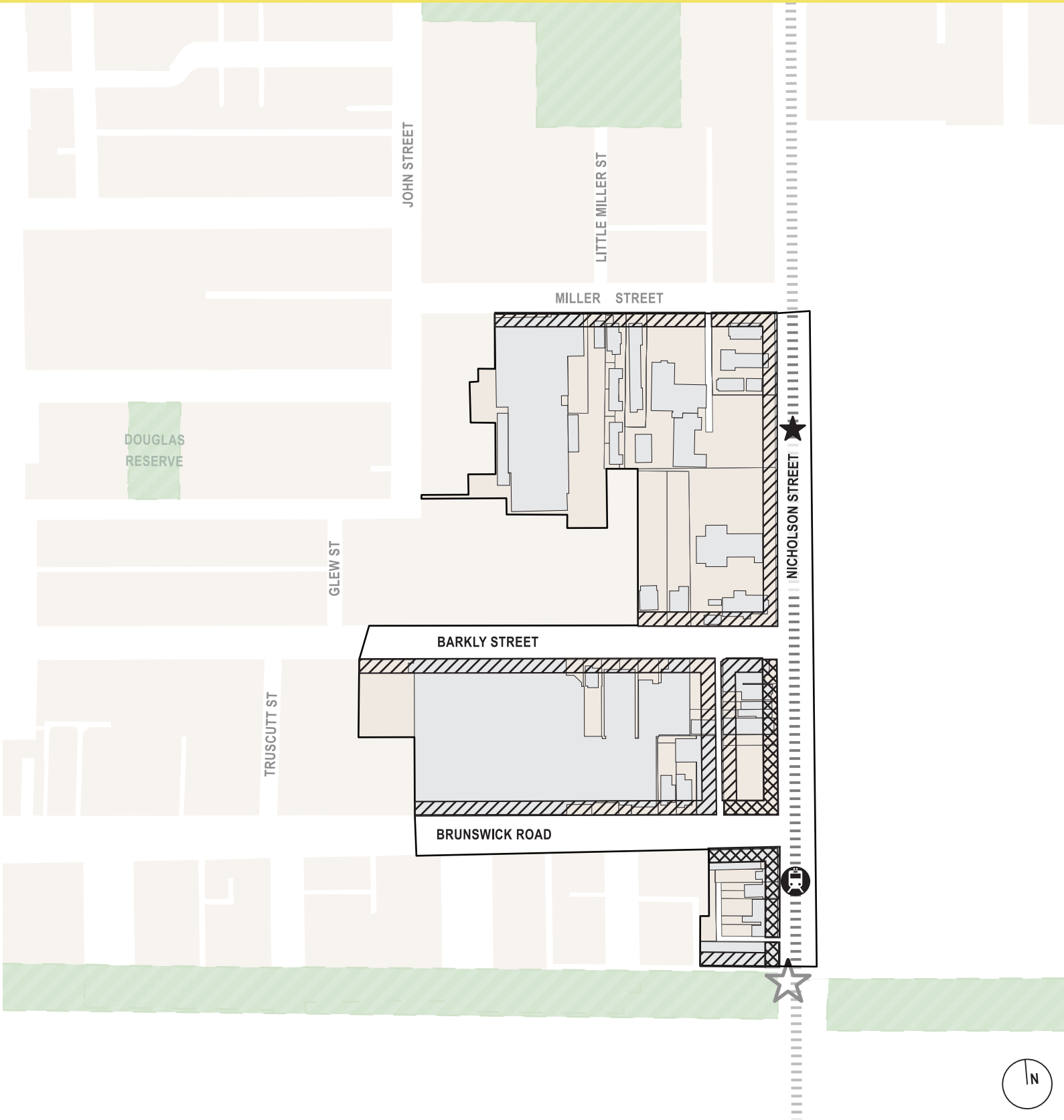
MAP 12 : PRECINCT 3A
PUBLIC REALM AND ACTIVE FRONTAGE

Activity Streets

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

Existing Conditions

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



5.2 PRECINCT 3B :
NICHOLSON STREET CENTRAL

TOTAL LAND AREA (GROSS): 14.4 HECTARES
ANTICIPATED NEW DWELLINGS: 918

This area contains many of the largest industrial properties in the Nicholson Street area, a number of which are vacant or soon to be vacant. Many of the remaining industrial businesses do not expect to continue in the precinct long-term. Some smaller businesses including a range of automotive services, trade on their position on a main road. The commercial uses are concentrated on the west of Nicholson Street, with housing on the east side. This precinct contains the former Tontine site on which the development of a neighbourhood shopping centre has been proposed.

The existing and former industrial properties in this precinct provide significant opportunities for change. The development of this precinct will define the future role of Nicholson Street. A new neighbourhood shopping function, for example, would encourage investment in other employment activities such as showrooms and offices. The precinct can also accommodate a significant number of new residents.

5.2.1 OBJECTIVES & STRATEGIES

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

PLANNING AND LAND USE

OBJECTIVE 1

To ensure redevelopment of large format industrial sites, including the former Tontine site, meets community needs and minimises off-site impacts in residential areas.

STRATEGY 1.1

Require high quality urban design for all new developments.

STRATEGY 1.2

If industrial uses stop, consider rezoning former industrial land in accordance with the *Moreland Industrial Land Use Strategy 2004*.

STRATEGY 1.3

Develop a new neighbourhood shopping centre focused at the intersection of Nicholson Street and Glenlyon Road.

STRATEGY 1.4

Ensure that the amenity of existing occupants in Precinct 3B is protected when new developments are approved.

STRATEGY 1.5

Work with the stakeholders of the proposed new shopping centre on Nicholson Street, to ensure that design maximises the economic development potential of the surrounding area.

OBJECTIVE 2

To create a showroom function in Precinct 3B.

STRATEGY 2.1

Encourage pioneer investors to locate in this precinct.

OBJECTIVE 3

To encourage transit oriented development at the intersections of Nicholson Street with Glenlyon Road.

STRATEGY 3.1

Encourage ‘multi-use’ development, including residential use, in Precinct 3B.

TRANSPORT AND MOVEMENT

OBJECTIVE 1

To improve pedestrian access to trams and buses.

STRATEGY 1.1

Design a public transport interchange at the intersection of Nicholson and Glenlyon Streets and Nicholson and Blyth Streets.

OBJECTIVE 2

To improve access from Nicholson Street to Balfe Park.

STRATEGY 2.1

Develop urban design guidelines for the Precinct 3B that ensure improved access to Balfe Park.

PUBLIC REALM**OBJECTIVE 1**

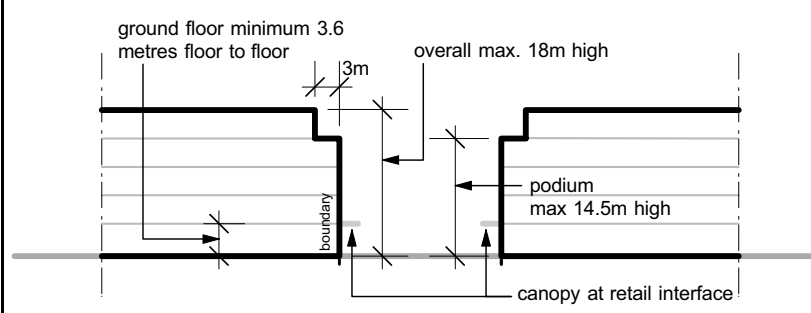
To improve connection between urban renewal areas and parklands along Merri Creek.

STRATEGY 1.1

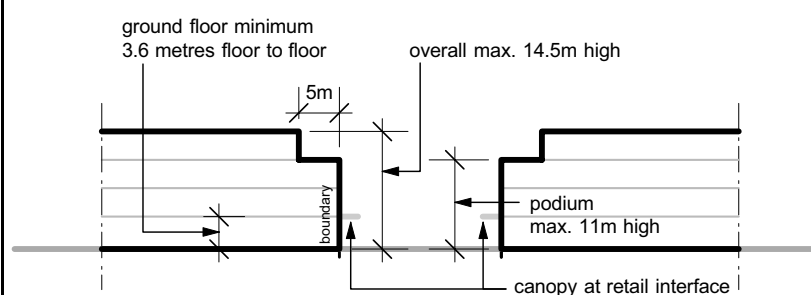
Develop a prominent green link along Glenlyon Road from Nicholson Street to Sumner Park at Merri Creek, by way of an avenue of trees, water-sensitive plantings and a pedestrian-friendly streetscape.

Section 3B.1

Nicholson Street - area where 4 storey podium applies
(refer to built form map)

**Section 3B.2**

Nicholson Street - area where 3 storey podium applies
(refer to built form map)

**Section 3B.3**

Albert Street

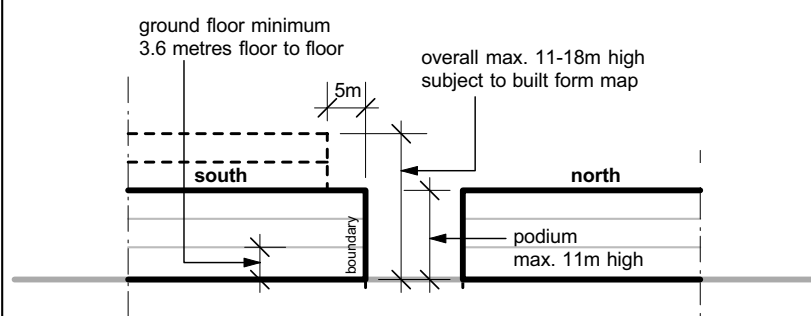


FIGURE 3 : Precinct Built Form Guidelines

MAP 13 : PRECINCT 3B
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)

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

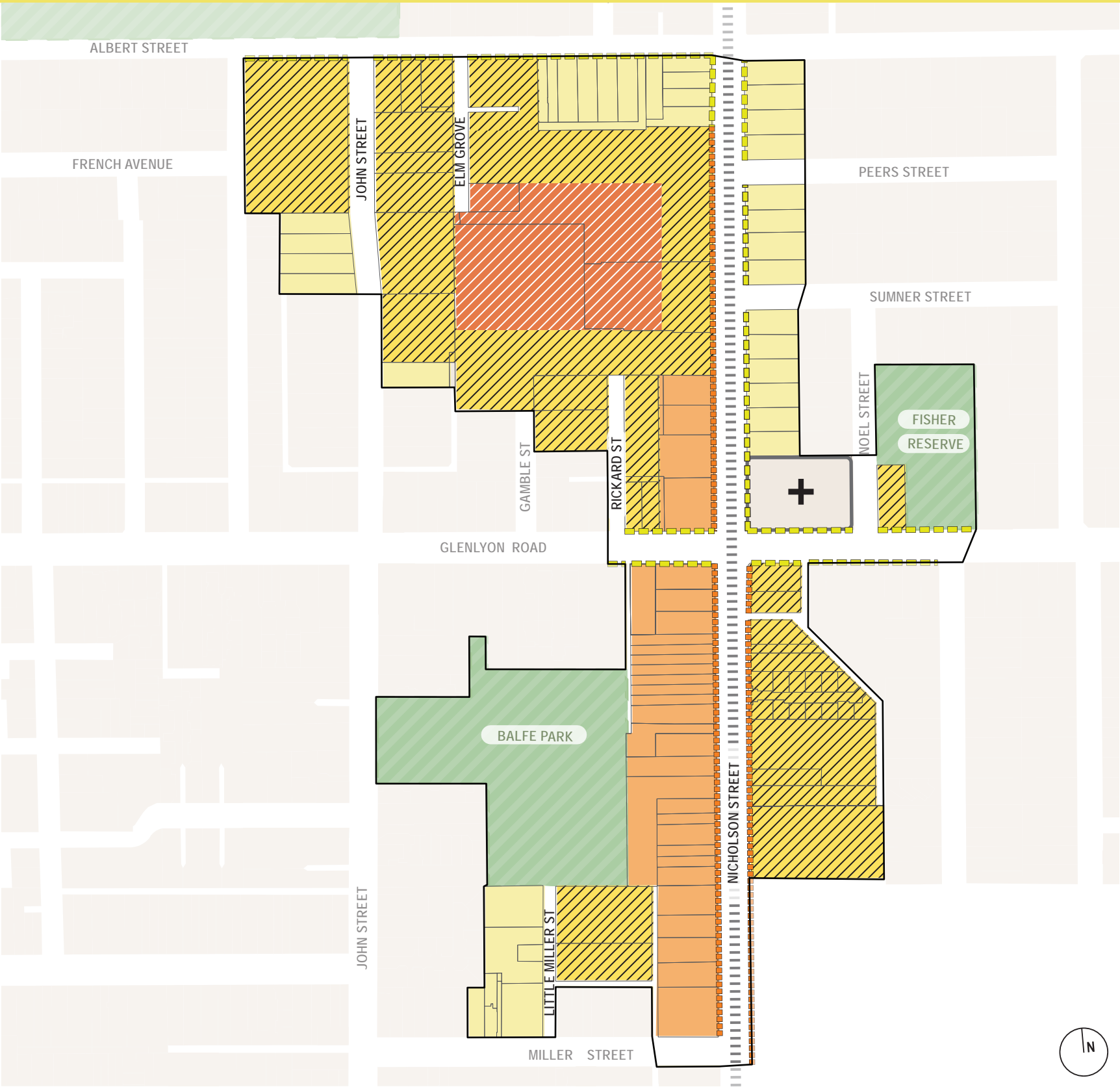
Streetscape Guidelines

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

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



MAP 14 : PRECINCT 3B
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

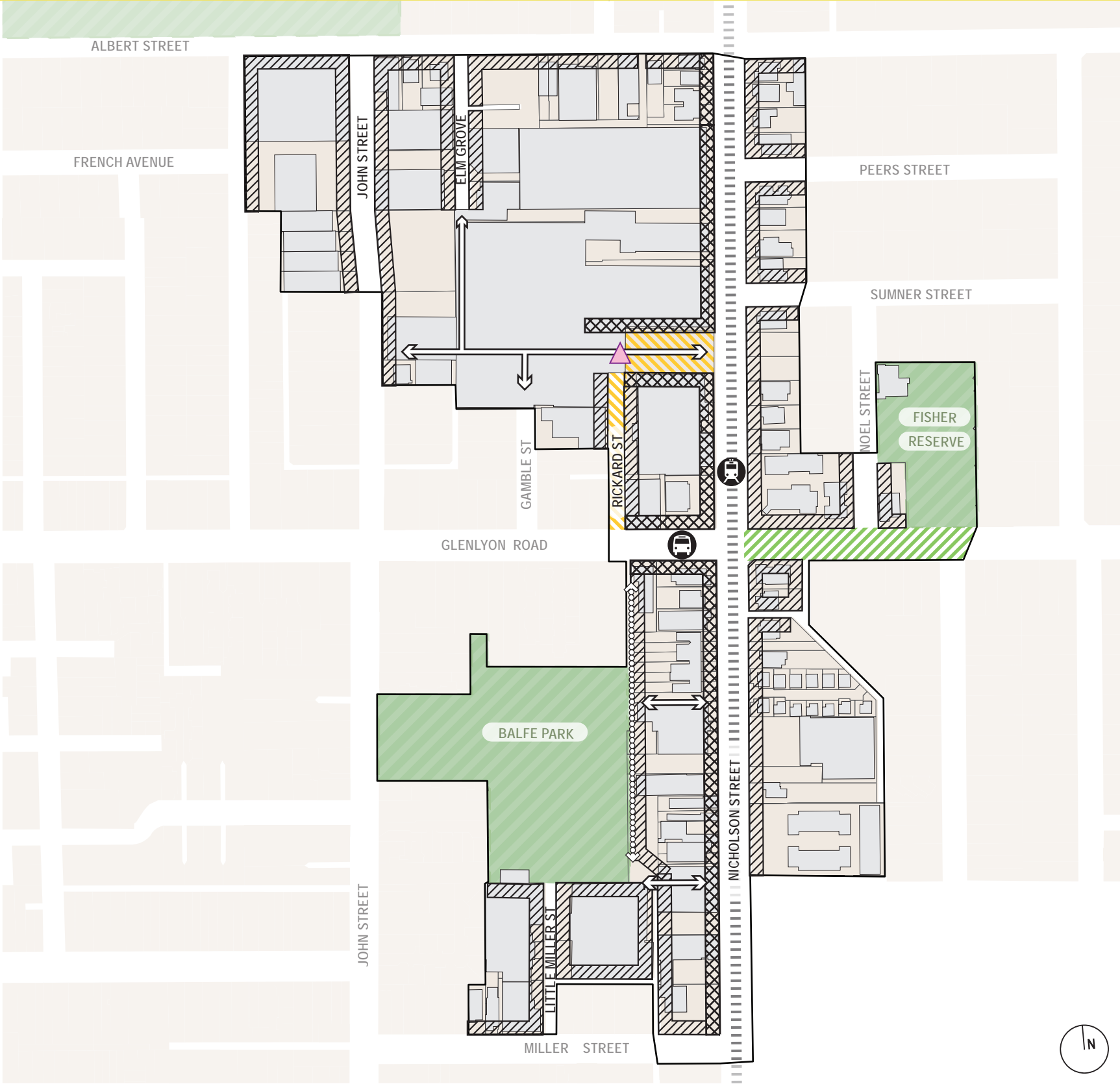


FIGURE 4 :
Artist's impression -
Activity Node at Nicholson Street Central

- (A)** new transport interchange including enhanced tram stop and Blue Orbital Smartbus stop
- (B)** Glenlyon Road will provide pedestrian friendly environment with prominent avenue of trees and will link Activity Node at Nicholson Street with Merri Creek Parklands
- (C)** higher density built form will be focused around new Activity Node at the Nicholson Street and Glenlyon Road intersection
- (D)** the interface to Balfe Park will be improved – this includes new pedestrian links to Nicholson Street and active frontage along an upgraded lane that provides entries to mixed-use development
- (E)** potential large mixed-use development with pedestrian friendly environment will be well connected to new transport interchange





5.3 PRECINCT 3C :
NICHOLSON STREET NORTH
AND MERRI CREEK PARKLANDS

TOTAL LAND AREA (GROSS): 23.4 HECTARES
ANTICIPATED NEW DWELLINGS: 203

This area contains many of the largest industrial properties in the Nicholson Street area, a number of which are vacant or soon to be vacant. Many of the remaining industrial businesses do not expect to continue in the precinct long-term. Some smaller businesses including a range of automotive services, trade on their position on a main road. The commercial uses are concentrated on the west of Nicholson Street, with housing on the east side. This precinct contains the former Tontine site on which the development of a neighbourhood shopping centre has been proposed.

The existing and former industrial properties in this precinct provide significant opportunities for change. The development of this precinct will define the future role of Nicholson Street. A new neighbourhood shopping function, for example, would encourage investment in other employment activities such as showrooms and offices. The precinct can also accommodate a significant number of new residents.

5.3.1 OBJECTIVES & STRATEGIES

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

PLANNING AND LAND USE

OBJECTIVE 1

To encourage the establishment of commercial and retail opportunities that support CERES.

STRATEGY 1.1

Investigate opportunities to locate spin-off businesses from CERES in the industrial area on the east side of the Merri Creek (in the City of Darebin) or to locate in small shop-fronts at the intersection of Blythe and Nicholson Streets.

OBJECTIVE 2

To protect the Kirkdale Street industrial area from residential encroachment so that it can continue to service local residents and businesses.

STRATEGY 2.1

Retain the industrial zoning in the Kirkdale Street industrial area and ensure new development is consistent with the *Moreland Industrial Land Use Strategy 2004*.

TRANSPORT AND MOVEMENT

OBJECTIVE 1

To improve the pedestrian and transport interchange function at the intersection of Nicholson Street and Blyth Street.

STRATEGY 1.1

Work with VicRoads and Yarra Trams to improve tram safety and amenity including signage, pedestrian access to the tram terminus and signalling.

STRATEGY 1.2

Create safe crossing points along Nicholson Street especially at key links to Merri Creek parklands and to CERES.

PUBLIC REALM

OBJECTIVE 1

To improve pedestrian and bicycle access to and amenity of key community parks.

STRATEGY 1.1

Integrate CERES with the Local Area including improving pedestrian access points.

STRATEGY 1.2

Improve signage, landscaping, path maintenance and visual links between Kirkdale Park, Sumner Park and Merri Park (in Darebin).

STRATEGY 1.3

Prepare a landscape management plan for Kirkdale Park, including upgrading the pedestrian access on Kirkdale Street.

OBJECTIVE 2

To improve sense of safety for pedestrians and to add interest to the street.

STRATEGY 2.1

Implement active frontage to development as per relevant precinct maps and guidelines.

SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

OBJECTIVE 1

To improve access to CERES for pedestrians, cyclists and car users.

STRATEGY 1.1

Integrate streetscapes and access points to CERES with the masterplan for this community facility.

OBJECTIVE 2

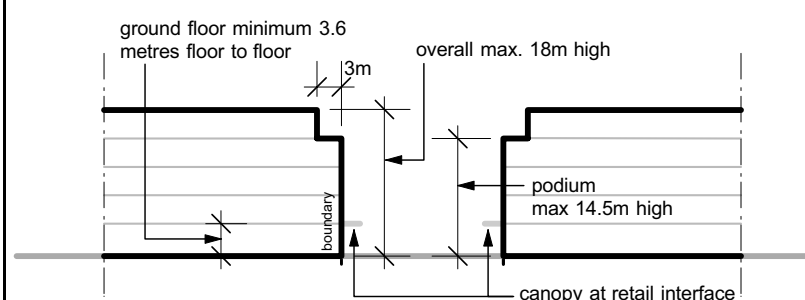
To maximise the use of Kirkdale Park.

STRATEGY 2.1

Develop Kirkdale Park as a multi use open space.

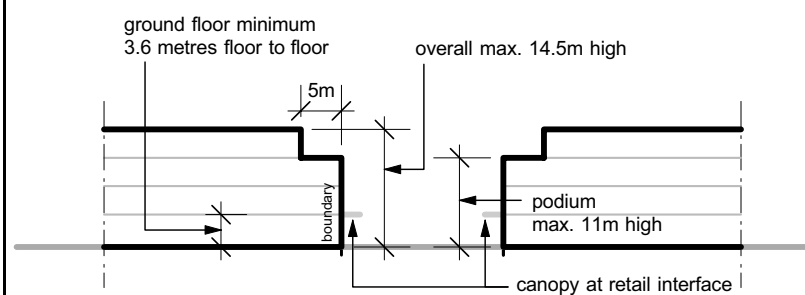
Section 3C.1

Nicholson Street - north of Victoria Street



Section 3C.2

Nicholson Street - south of Victoria Street



Section 3C.3

Albert and Victoria Streets

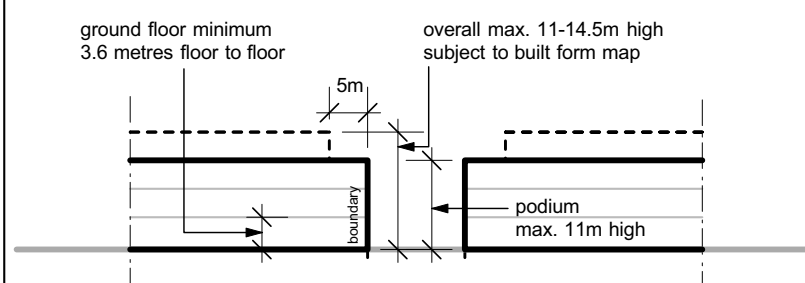


FIGURE 5 : Precinct Built Form Guidelines

MAP 13 : PRECINCT 3C
BUILT FORM

Built Form Guidelines

- 3 storey maximum (11 metres)
- 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.

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
- Church
- Iconic corner hotel
- Iconic building
- Feature element



MAP 14 : PRECINCT 3C
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.
- 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

Existing Conditions

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

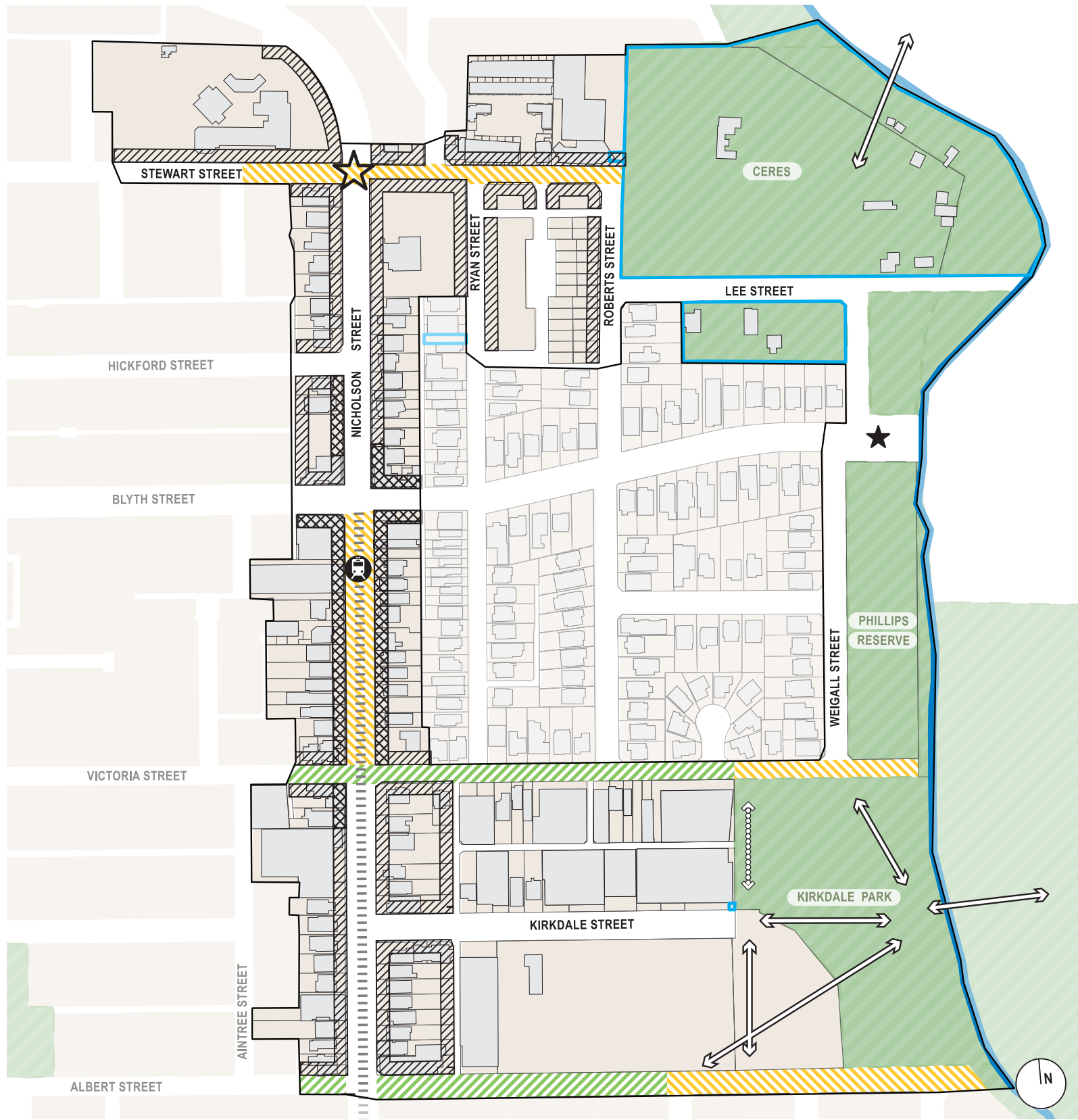


FIGURE 6 :
Artist's impression -
East Brunswick Village Centre,
CERES Gateway and Kirkdale Park

- A** CERES will be better integrated with pedestrian network and entry points will be more attractive
- B** develop active interface between Kirkdale Park and adjacent activities
- C** Kirkdale Park will be strengthened as a natural junction point in the open space network by improving pedestrian links and visual connectivity
- D** Albert and Victoria Streets will become prime east-west pedestrian links between Merri Creek parklands and central part of Brunswick Activity Centre – streetscape upgrade will include water sensitive urban design with plants and trees
- E** pedestrian priority streetscape will be the focus for an enhanced village centre
- F** new environmental business cluster will be focused in the vicinity of CERES
- G** pedestrian priority streetscape on Stewart Street will create a prominent sense of address to CERES



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.

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