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PARKLANDS

JULY 2008 | Draft for community consultation | **BRUNSWICK** STRUCTURE PLAN



Moreland City Council

VOLUME 1 OF 2

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.

#### **CONSULTATION ON THE DRAFT BRUNSWICK STRUCTURE PLAN**

This draft Structure Plan communicates Council's future directions for the Brunswick Activity Centre to the community and stakeholders. It is important that Council and the project team receive feedback to ensure that key issues have been addressed, and that the community has ownership of the final Structure Plan.

All members of the Moreland community and those interested in the future of Brunswick are strongly encouraged to take part in the consultation process.

Copies of the draft Structure Plan are available from:

- Moreland Civic Centre, 90 Bell Street, Coburg
- Brunswick Town Hall, 233 Sydney Road, Brunswick
- Council libraries: Brunswick, Campbell Turnbull, Coburg
- Council's website at [www.moreland.vic.gov.au](http://www.moreland.vic.gov.au)
- By phoning the Activity Centres Team on 9240 1111

Council welcomes your comments on the draft Structure Plan via email, written feedback form, letter or the website feedback form. Your comments will be considered in the finalisation of the plan.

Please send written comments by 22 August 2008 to:

- Activity Centres Team  
Moreland City Council  
Locked Bag 10  
Moreland 3058
- email: [brunswick@moreland.vic.gov.au](mailto:brunswick@moreland.vic.gov.au)
- Council via the online feedback form on Council's website.

If you have any queries, please contact Council's Activity Centres Team on 9240 1111.





# MAYOR'S INTRODUCTION



There are good reasons why many people love Brunswick. It is an immensely diverse area with a mix of cultures shaped by waves of migration. It has lively entertainment areas with quirky cafes and live music venues. Its curious blend of industries has included clay pits, quarrying, brickworks, textiles and creative services. And the Brunswick community has a proud history of activism and support for broad-minded social policies. A number of famous names in Australia's political history were Brunswick identities.

We must preserve the things we love about Brunswick as we must plan for inevitable change.

The suburb is evolving from its industrial roots and becoming home to a growing professional community. This trend has been occurring for a while now, and it is important that our planning processes allow for growth, but also protect Brunswick's diverse heritage. The art studios, the eclectic boutiques mixed together with traditional wedding gown shops and Mediterranean grocery wholesalers, are under pressure from rising land prices, and traditional industries are finding survival more and more difficult.

This Structure Plan, when finalised, will guide Brunswick's development for the next twenty years, and we are preparing it at a significant moment in time. Strong housing demand is driving values up, fuel prices are at record levels and action on climate change is increasingly urgent.

Fortunately, Brunswick is well situated to tackle these challenges. The suburb has an abundance of public transport, good walking access, established social services and pockets of under-utilised land. Well planned management of these features will allow an increase in housing density, a population growth of about 5,000-10,000 residents and a reduction in car use. The Structure Plan provides guidance on these and a range of other issues such as streetscapes, building heights and heritage.

I invite you to comment on the proposals in this draft Structure Plan that focus on building a future for Brunswick where there is little need for residents to travel elsewhere. A future with efficient public transport, less reliance on the car and where local trips are made by foot or bicycle. The document identifies activity hubs that will be developed to meet local needs, and it plans to grow job opportunities that match the skills of Brunswick's current and future residents.

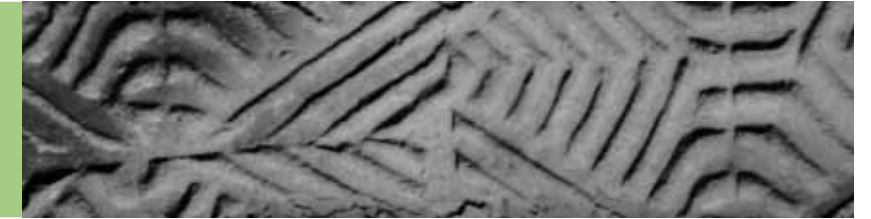
I encourage you to have your say on Brunswick's future, to help develop a plan for growth while protecting the Brunswick we love.

My thanks to those who share the vision of a revitalised Brunswick and have already contributed to the development of this draft plan. I hope that our forebears and former residents of this city, who are now long gone, would be proud of this vision and plan for Brunswick.



**Cr Joe Caputo JP**  
Mayor of Moreland

# BRUNSWICK REFLECTION



Text to be confirmed.





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# 1 EXECUTIVE SUMMARY

This Structure Plan will guide development in the Brunswick Activity Centre through to 2025. It articulates a vision for the suburb’s future, and defines a framework to guide decisions made by Council, the community and other stakeholders in relation to activities in the public and private realms. The Structure Plan gives effect to the State Government’s policy Melbourne 2030: Planning for Sustainable Growth.

The Structure Plan provides a framework for change management, predominantly in the suburbs of Brunswick and Brunswick East. These are the areas of greater Brunswick that feature key north-south transport and retail corridors, and significant precincts of industrial land that are in transition to alternative uses. However, in relation to social and community services, the Structure Plan provides for the future of the suburb as a whole (comprising Brunswick West, Brunswick and Brunswick East).

## 1.1 VISION

The following Vision sets the scene for the objectives, strategies and initiatives detailed in the Structure Plan, and encapsulates the approach taken in drafting the plan:

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

*Brunswick’s mosaic of housing, industry, commerce and leisure, represents a good model of a sustainable Melbourne suburb. A fabric of varied neighbourhoods, higher housing densities, local employment and services, and a comprehensive transport network enable a rewarding and active life.*

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

## 1.2 BRUNSWICK ACTIVITY CENTRE

Brunswick (comprising the suburbs of Brunswick West, Brunswick and Brunswick East) is an area of approximately 10 square kilometres located on the northern fringe of central Melbourne, (five kilometres from the Melbourne GPO to the Brunswick Town Hall).

Following colonisation, the suburb became a district of farms and orchards with a busy town centre in Sydney Road. Later, from the 1880s boom years, with improvements in transport and growth of local industries, Brunswick became a prosperous industrial suburb linked to Melbourne’s city centre. Based first around extensive clay pits, quarries and brickworks, the industrial base of the suburb later shifted to the textile, clothing and footwear industries. In the years following World War II, a significant influx of European migrants arrived in Brunswick, and their cultural practices became an integral part of the character and identity of the suburb. Over the past twenty years, a further shift in the character of the suburb has been driven by de-industrialisation and, increasingly, gentrification.

Defining features of Brunswick include three important north-south transport and commercial corridors (Sydney Road, Lygon Street and Nicholson Street), and the Upfield Train Line. Brunswick is also defined by significant areas of industrial land, by late nineteenth and early twentieth-century housing, and noteworthy landscape features including the Merri Creek, the Brunswick Central Parklands and Royal and Princes Parks.

The centre of Brunswick is the precinct of civic buildings comprising the Brunswick Town Hall, the Brunswick Library, the Brunswick City Baths and the Brunswick Mechanics Institute located around the intersection of Sydney Road, Glenlyon Road and Dawson Street.

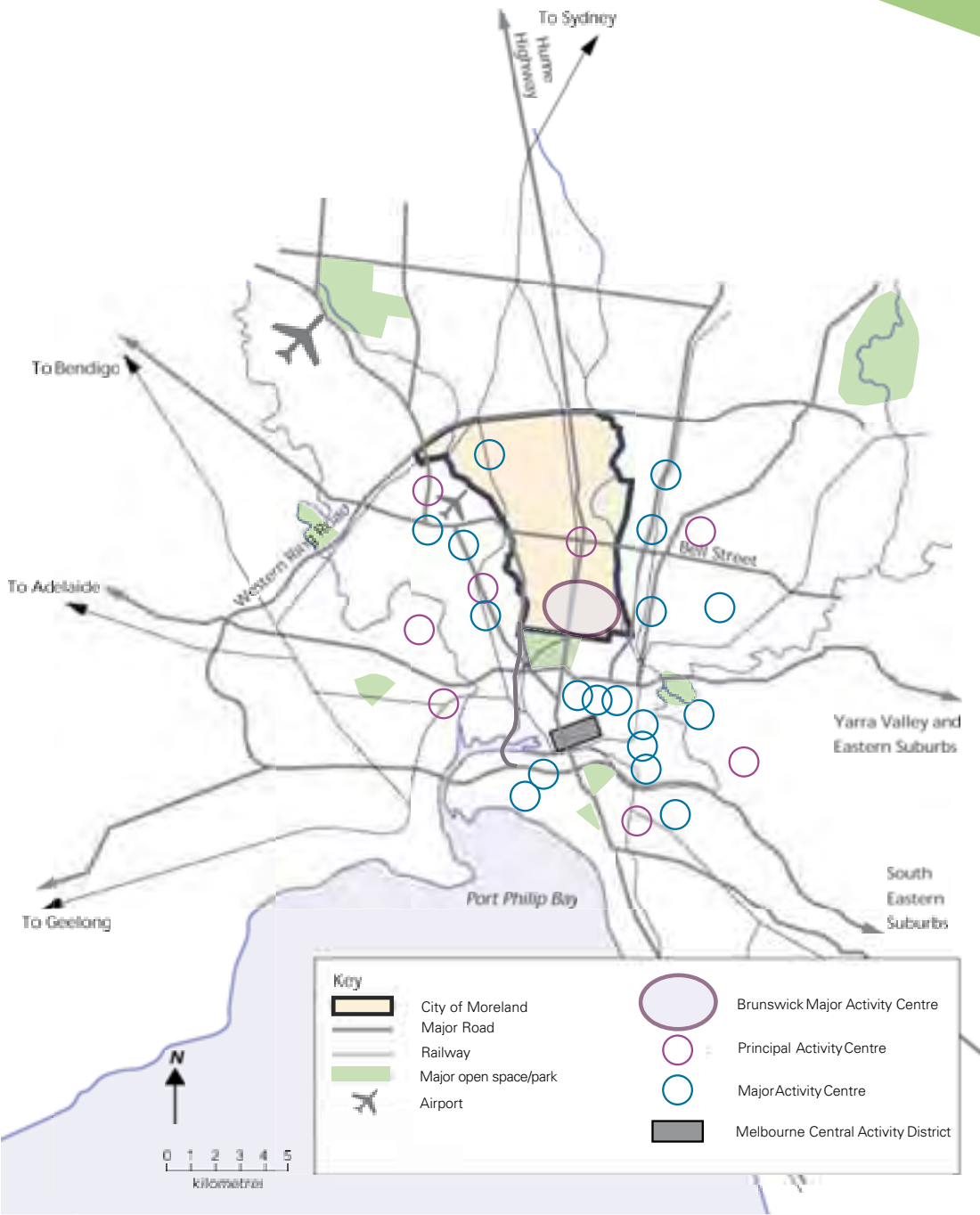
Based on the 2006 Australian Census<sup>1</sup>, the population of the suburbs of greater Brunswick are as follows:

Brunswick West	12,529
Brunswick	21,386
Brunswick East	8,513
Total	42,428

Brunswick features many aspects of sustainable urban form:

- Residential densities that are relatively high by Australian standards.
- A good range of services and amenities.
- Very good access to public transport.
- A relatively low level of car ownership.

<sup>1</sup> Australian Bureau of Statistics, Census of Population and Housing, 2006



MAP 1 : Regional Context

### 1.3 ISSUES

This section provides an overview of the future development issues addressed by the Structure Plan – as identified through research, analysis and consultation.

The quality of Brunswick most highly valued by the community is ‘diversity’. This is consistent with Moreland City Council’s motto ‘One Community, Proudly Diverse’. The term ‘diversity’ refers to social, cultural, ethnic and economic diversity, and also to the varying character of the streetscapes, buildings and activities in the suburb.

In part, this diversity is a function of the transitional state of the suburb impacted by: the loss of industrial employment; the decline and emerging revitalisation of retail and commercial activities in Sydney Road and Lygon Street; the life stage of the post-war migrant families; and the redevelopment of established housing stock. And yet these things, the quirky boutiques, start-up businesses, visual arts and community activities, are likely to be displaced as the suburb gentrifies and land values increase.

This appreciation of the suburb’s diversity presents a challenge for Council. Research and demographic trends indicate that the things people currently value about Brunswick, which they wish to retain and build on, are to a strong degree functions of the suburb’s stage in the economic development cycle. The transition from an industrial /working-class suburb to a more gentrified, service business focus is gathering pace, as evidenced by the northward-moving revitalisations of Sydney Road and Lygon Street, and the iconic economic activities – Mediterranean Wholesalers, the arts economy and the bridal cluster.

The Structure Plan addresses the following key areas:

- Economic restructuring and the transition of some land from industrial to mixed use, with a strong focus on enabling a significant population increase.
- Broadening of employment opportunities to replace declining industries, and to better match the skills of Brunswick residents with locally available jobs.
- Nurturing existing and new niche industries/businesses.
- Improved distribution of local convenience shopping – the dominance of retailing by three large supermarkets located in large car parks causes high numbers of short vehicle trips.
- Identification of preferred locations for medium-high density residences where the resulting impacts on existing residents, and on other existing uses such as industry, live music and entertainment venues, can be managed.

- Housing diversity and affordability.
- The future built form of Sydney Road, Lygon Street, and the corridor of land between Sydney Road and the Upfield Train Line.
- Definition of the future function, character and built form of Nicholson Street.
- Significant gaps in the provision of open space (as identified in the Moreland Open Space Strategy) – particularly the accessibility of local open space.
- Better integration of the public realm with transport and land use.
- Improving the integration of major green open spaces at the eastern and western fringes of the activity centre with surrounding areas.
- Development of sustainable transport including improved interchange between public transport modes.
- Development of cycling infrastructure in response to increased demand – monitoring indicates that the Upfield Path has reached capacity during the commuter peak periods.
- The future role of Brunswick Town Hall and civic facilities in the Arts Precinct.
- Development of facilities for community activities, including passive and active recreation.
- Management of built form and guidance on preferred character to ensure certainty for future investors, and to reduce conflict between developers and the community.
- Extension of the recognition of Brunswick’s heritage values to include industrial and twentieth-century buildings.
- Resolution of problems with the Brunswick Central Parklands, particularly in relation to adjacent industrial land interfaces, and the arrangement of community and sporting facilities in the parks.

### 1.4 KEY ELEMENTS OF THE STRUCTURE PLAN

In summary, the key elements of the Structure Plan are:

- Integration of transport, land use and the public realm.
- Strengthening of activity nodes.
- Matching land use zones with objectives for future activity.
- Development of approximately 5,000-10,000 additional dwellings.
- Encourage the development of accessible and adaptable housing.
- Defining the desired future character of the three key transport and activity corridors.
- Resolution of poor interfaces between the Brunswick Central Parklands and the Brunswick Core Employment Precinct.
- Development of three key community hubs /precincts.
- Development of Council’s Edward Street car park for a mixture



of uses including affordable, accessible housing in partnership with a housing association.

- Better distribution of convenience retailing.
- Matching jobs to the skills of the local workforce.
- Reducing car dependence (and its implications).

### 1.5 STRATEGIES AND INITIATIVES

The following is a summary of the key strategies and initiatives that Council, the State Government and other stakeholders should pursue to achieve the vision and objectives of this Structure Plan.

There is a high degree of interrelation between the items listed in the separate categories, and hence some duplication.

#### 1.5.1 ECONOMIC ACTIVITY

Increased economic activity will be encouraged by working with businesses and interest groups to retain and grow existing industries, while attracting new areas of commerce such as creative services and environmental businesses.

- Attract and retain knowledge-intensive industries and their workers, particularly in the cultural and design industries.
- Reinforce distinct retail precincts on Sydney Road by emphasising east-west road links and encouraging sideways development (e.g. piazzas with open-air dining, quirky laneways etc).



- Identify areas in which employment use rather than residential use will have development priority.
- Coordinate and invest in urban design and shop-front improvements in conjunction with traders' organisations.
- Develop a new Neighbourhood Activity Centre focused at the intersection of Nicholson Street and Glenlyon Road.
- Assist stakeholders in Lygon Street with the preparation of a business plan that encompasses retail mix and marketing strategies. This will have a particular focus on meeting potential challenges from a new Neighbourhood Activity Centre in Nicholson Street.
- Undertake a parking needs analysis in Lygon Street and if necessary identify solutions for any parking shortfall. This may include agreements with developers, land purchase for car parking and/or improving management strategies.
- Investigate the provision of magnet infrastructure for export-oriented business and cultural services.
- Develop a policy that protects the needs of music venues and new residents in the precinct.
- Identify potential buildings for interim use as art studios at low cost.
- Work with other stakeholders to develop a marketing strategy that encourages the property development sector to generate higher order employment uses.
- Work with traders' organisations and landlords to improve Sydney Road services – encourage the provision of cinemas, major bookshops and fine dining.
- Work with the owners and operators of the Barkly Square Shopping Centre to improve pedestrian connections to Sydney Road and surrounding streets.
- In conjunction with the RMIT Fashion and Textiles campus, improve the presence of higher value activities in the local textile and clothing industry (e.g. design and marketing).
- Work with the owners and operators of the Brunswick Market and adjacent businesses to enhance the area as a retail destination for fresh and imported foods.
- Identify appropriate sites for office development.
- Encourage investment in higher order commercial activities to take over former industrial spaces on Nicholson Street.
- Work with CERES and other operators to understand the potential for an environmental business cluster in Precinct 3B, and to "identify how the location requirements for these businesses" might be met locally.



- Work with the major industries in the Core Employment Precinct to develop the area in a way that will encourage businesses to continue in the area.
- Investigate potential transport link improvements, particularly access between the Core Employment Precinct and CityLink.
- Undertake a feasibility study into the development of a full diamond interchange on CityLink at Brunswick Road to provide better access to Brunswick from the south.

### 1.5.2 PLANNING AND LAND USE

A number of land use items have already been covered in the Economic Activity section above, and this section provides additional strategies.

- Provide clear direction on the redevelopment of redundant industrial land (building on the recommendations of the Moreland Industrial Land Use Strategy (2004)).
- Clarify the extent and function of the Brunswick Core Employment Precinct.
- Focus higher density, multi-use development in the three key transport and activity corridors.
- New development in existing residential areas continues to be controlled by the provisions of the Moreland Planning Scheme, including Neighbourhood Character Guidelines and Design Guidelines for Buildings Over Four Storeys.

### 1.5.3 HERITAGE

The Structure Plan recognises the importance of protecting Brunswick's heritage and proposes to extend the scope of protected areas, while also allowing for growth.

- Raise a proposal for seven new precincts on Lygon Street to be added to the Heritage Overlay in the Moreland Planning Scheme.
- Develop clear built form guidelines for Sydney Road and Lygon Street that ensure the streets' heritage values are protected and enhanced.
- Develop a Heritage Interpretation Strategy and Action Plan.
- Recognise twentieth-century and industrial heritage and recommend inclusion of a number of significant twentieth-century industrial buildings to the Heritage Overlay.

### 1.5.4 OPEN SPACE

Gaps in open spaces and issues with utilisation of existing green spaces have been identified. Proposed initiatives are summarised as follows:

- Establish new parks to fill gaps in the open space network
- Develop new and upgraded public plazas
- Improve the integration of parks and plazas with their surrounding areas
- Clarify the function of the major parks. Determine whether their development focus will be for local passive recreation activity, for organised sporting activities, or both
- Add under-utilised industrial land to the Brunswick Central Parklands
- Improve linkages between significant open spaces
- Improve streetscapes

### 1.5.5 TRANSPORT AND MOVEMENT

The Structure Plan aims to reduce car dependence and enable high-quality integrated transport and movement networks by undertaking the following initiatives:

- Improve interchange between different modes of public transport.
- Integrate the proposed Blue Orbital bus route with the local transport network.
- Investigate the potential to improve transport links to the Core Employment Precinct, focusing on improving access to and from CityLink.
- Improve the active movement network for pedestrians and cyclists.
- Implement the recommendations of the Department of Transport Bus Service Review

### 1.5.6 PUBLIC REALM

The public realm can be conceptualised as the community's shared 'living space'. It is where people interact and meet with each other. Key elements of the public realm include the movement of traffic, pedestrians and cyclists. The Structure Plan aims to improve the public realm in the following ways:

- Better integration of public use areas with transport and land use.
- Identification of new public places and pedestrian priority environments, especially in areas around the three train stations that will undergo significant urban renewal.
- Focus on improving pedestrian amenity.

### 1.5.7 BUILT FORM AND FUTURE CHARACTER

Land use and the layout of buildings affect character i.e how streetscapes look and feel. The Structure Plan guides how the overall built form should take shape to achieve a future preferred character. This includes:

- Develop key activity nodes based around the following areas of transport and civic infrastructure:
  - o Wilson Avenue
  - o Civic, Cultural and Arts Precinct
  - o Brunswick Station
  - o Brunswick Market /Anstey Urban Village
  - o Lygon Street South Gateway
  - o East Brunswick Maternal and Child Health Centre hub
  - o Lygon Street north gateway
  - o New neighbourhood activity centre on Nicholson Street / Glenlyon Road.
- Develop clear built form guidelines for Sydney Road, Lygon Street and Nicholson Street.

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

The Structure Plan aims to guide the development of social and cultural service planning for Brunswick in the following ways:

- Designate the following three key community hubs for the development of Council services, facilities and compatible adjunct uses:
  - o West – Community hub and recreation – this will be a leisure and sports hub within the Brunswick Central Parklands, incorporating the Gillon Oval grandstand and potentially, significant new sports facilities

- o Central – Civic, arts and cultural precinct centred around the Brunswick Town Hall, Library, Baths and Mechanics Institute
- o East – Community and leisure hub incorporating the East Brunswick Maternal and Child Health Centre as a community hub, and Fleming Park as a focus for passive recreation.
- Redevelop the Brunswick Town Hall as an intensively used community facility.
- Carry out a major redevelopment of the Brunswick City Baths.
- Identify potential buildings for interim use as arts studios.

### 1.5.9 RECREATION ACTIVITIES AND FACILITIES – ORGANISED PARTICIPATION

The Structure Plan aims to assist the coordination of recreation service planning for Brunswick in the following ways:

- Clarify the primary function of the main parks and reserves (Brunswick Central Parklands, Fleming Park, Roberts Reserve, Dunstan Reserve and Allard Park).
- Develop a regional sports facility as part of the community precinct development in the augmented Brunswick Central Parklands.
- Develop indoor sport facilities to support sports such as basketball and netball, and to increase the availability of indoor training space.
- Upgrade and replace ageing pavilion and changing room stock in line with community needs.
- Focus on the development of shared facilities and multi-sport clubs.
- Develop floodlit, synthetic pitch facilities to support training and match soccer needs.

### 1.5.10 HOUSING

The Structure Plan identifies strategic locations for new forms of residential development, guided by the following objectives:

- Target the addition of approximately 5,000 - 10,000 dwellings.
- Encourage the development of multi-use and 'loose-fit' buildings that can accommodate either housing or employment uses.
- Encourage a range of housing types and work with developers and the State Government to secure a proportion of affordable housing in new developments.
- Encourage the development of accessible and adaptable housing.

### 1.5.11 MUNICIPAL AND SERVICE INFRASTRUCTURE

The orderly design, construction and maintenance of infrastructure are critical to the creation and maintenance of a high-quality, high-amenity urban environment. The Structure Plan aims to:

- Develop a coordinated infrastructure plan in collaboration with the State Government and all service providers and managers.
- Further develop Council's Public Toilet Strategy to determine the locations for new facilities in Brunswick.

### 1.5.12 SUSTAINABILITY

Significant new mixed-use development in Brunswick will deliver the following sustainability benefits:

- A more compact city through urban consolidation and the revitalisation of the activity centres.
- Provision of a range of housing options close to existing services and infrastructure.
- Fostering a sense of community.
- Relief of development pressure on outer green-wedge areas.
- Stimulation of economic activity in the centre.
- Increased local employment opportunities.
- The opportunity to improve the environmental performance of new commercial development that traditionally was high-energy-use development.
- The potential to work with established local business groups to implement environmental programs.

### 1.5.13 ACCESSIBILITY

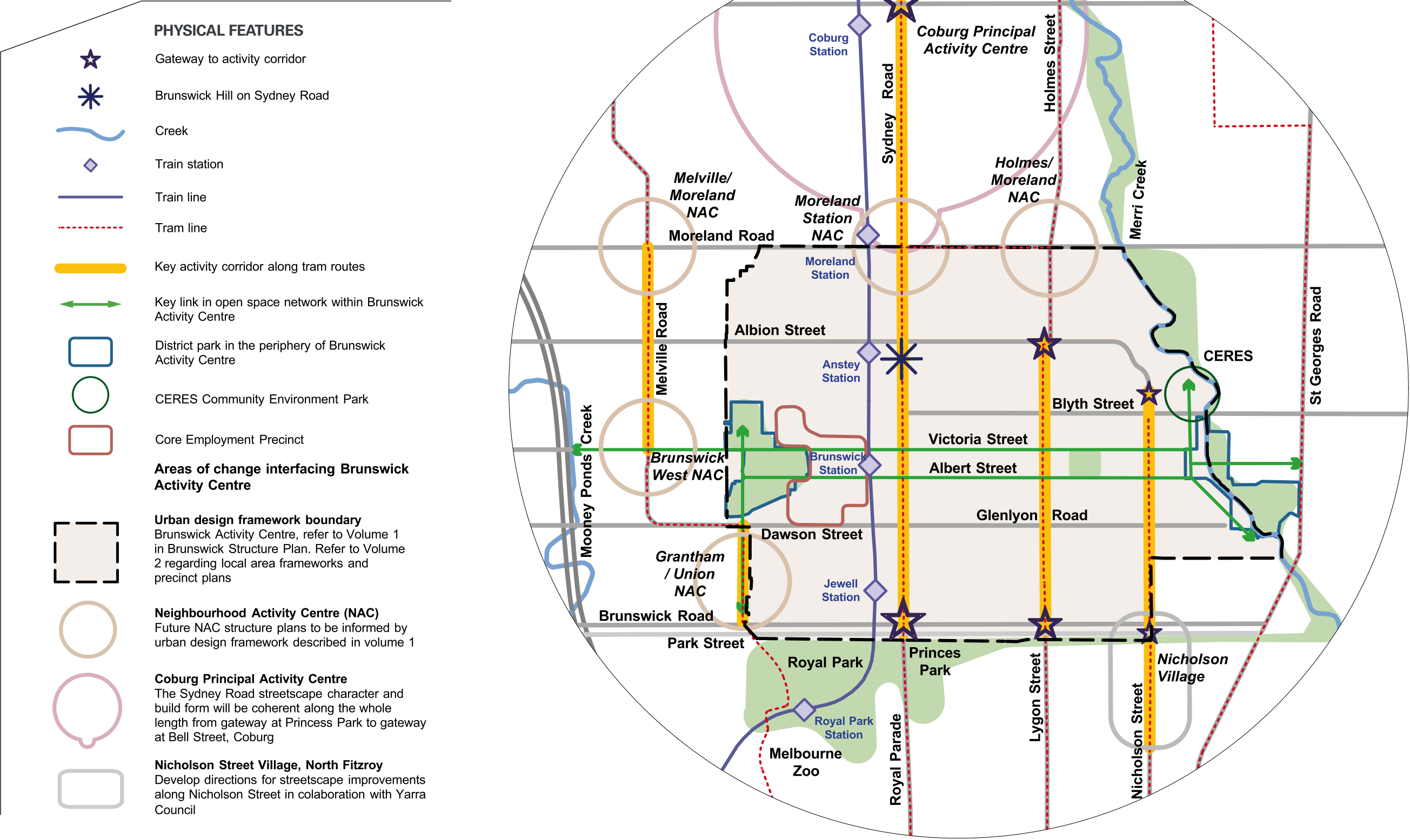
The ability for all people to be able to equally access places, buildings and services in the activity centre need to be considered. The structure plan identifies a series of objectives and strategies to do this, which include:

- New residential development in the activity centre will be accessible, adaptable and visitable
- New commercial developments in the activity centre will be accessible and visitable
- Improve quality of streetscapes to enhance the 'pedestrian' experience for all mobility levels.



# 2 INTRODUCTION AND BACKGROUND

**BRUNSWICK ACTIVITY CENTRE**  
MAP 2 : Local Context



2.1 INTRODUCTION

The Brunswick Structure Plan will guide development in the Brunswick Activity Centre through to 2025, and gives effect to the State Government’s policy Melbourne 2030: Planning for Sustainable Growth.

The Structure Plan articulates a vision for the suburb’s future, and defines a framework to guide decisions made by Council, the community and other stakeholders in relation to activities in the public and private realms.

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

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

This Structure Plan articulates the community and Council’s ambitions regarding the retention, perpetuation and celebration of these features and values, and defines a framework in which to manage issues into the future.

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

The Moreland Council Plan contains a commitment to ‘four pillars’ which represent Council’s core objectives for delivering a sustainable future for the municipality. Council’s four pillars are:

- Improving social conditions.
- Creating a sustainable employment base.
- Improving the built and natural environment.
- Open, responsive and consultative governance.

This Structure Plan has been written to support this commitment – all objectives and strategies have been developed following

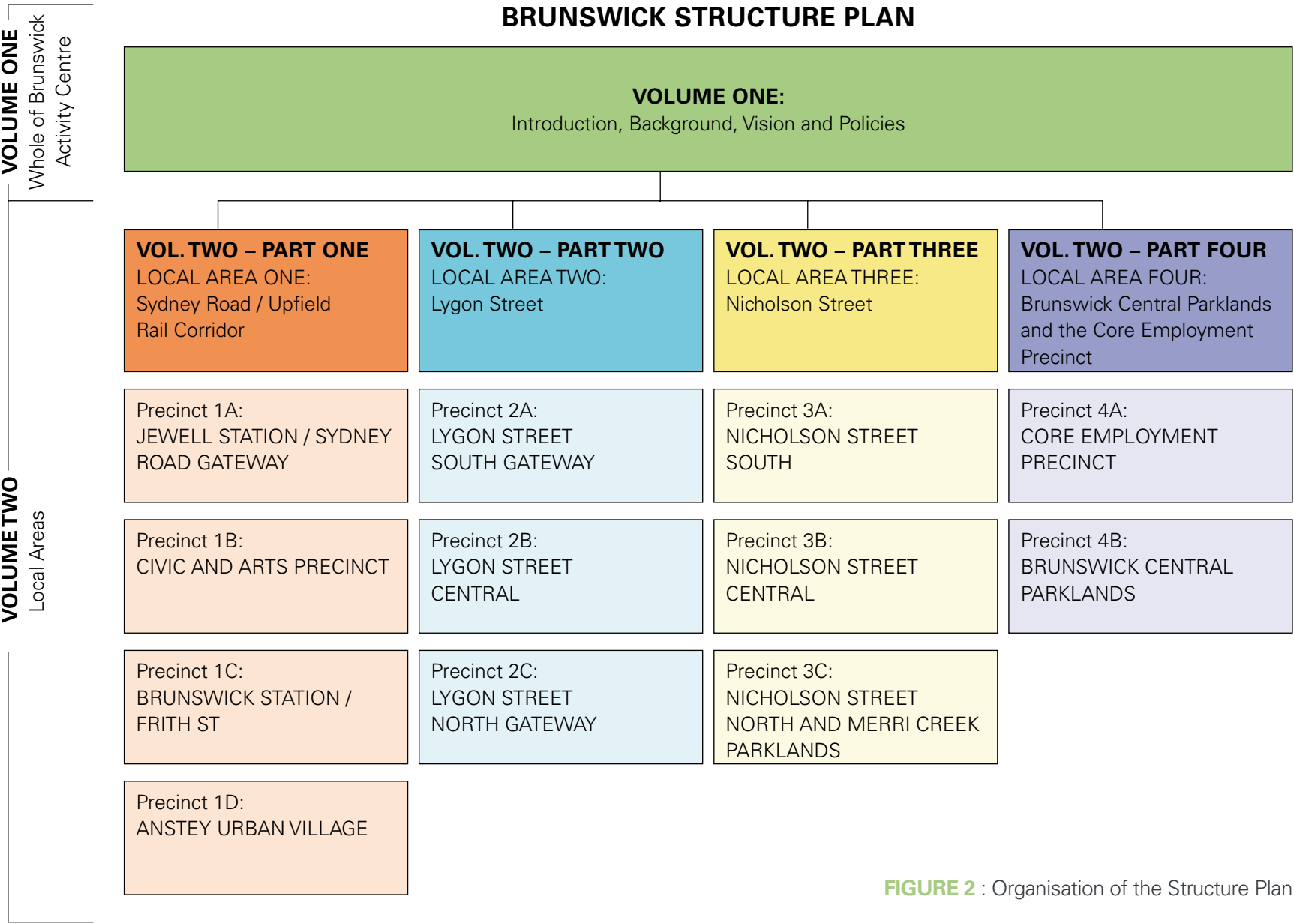


FIGURE 2 : Organisation of the Structure Plan

consideration of their social, economic, environmental, and governance consequences.

2.2 HOW IS THIS PLAN ORGANISED?

Volume One provides an overview of the purpose of the Structure Plan and a summary of the issues that have influenced its development. It sets a vision for the future of Brunswick that was developed based on consultations with the community,

and establishes objectives, strategies and initiatives to achieve the vision.

Volume Two presents the framework that defines the Brunswick Activity Centre and its components. The activity centre is defined as four ‘local areas’, which are further divided into 12 precincts. Each local area and precinct is described, and a vision for development is provided, followed by objectives and policies for change management. In addition, a number of key projects identified while developing the plan are outlined under the heading Urban Initiatives.



Brunswick Town Hall.

## 2.3 WHAT IS THE LEGISLATIVE STATUS OF THIS PLAN?

The Brunswick Activity Centre is identified in the Municipal Strategic Statement (MSS) as a Focus Area for Change (Clause 21.04-2). The Brunswick Structure Plan provides a framework to guide the development and use of land within the Brunswick Activity Centre. The Structure Plan sits within a State and Local Government policy context, which means it builds upon existing government policies but provides variations that are particular to the planning and development needs of the City of Moreland.

It is anticipated that Council will adopt the Structure Plan, having regard to submissions received following a public consultation process and, any changes made in response to issues identified during that process. Once adopted, the structure plan will inform a number of policies to be formally adopted and used to govern broad operations of the Council.

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

As part of this process, it is usual practice for the Minister for

Planning to appoint an independent panel to scrutinise any amendment to the planning scheme that originates from a key strategic document like the Structure Plan. The forum of the Panel provides an opportunity for the community to make further submissions (following submissions made during a formal notification process) in respect of a range of matters including the final form of the Structure Plan.

Following a Panel hearing, the Structure Plan as adopted by the Council is said to be a "seriously entertained" document, which is a legal concept arising from planning case law. The Structure Plan will retain this status until the time when the Minister for Planning makes his decision, a notice of which will appear in the Victorian Government Gazette.

The date that notice of the amendment to the Moreland Planning Scheme is printed in the Government Gazette, is the date that any new local planning policies, zones and overlays developed to give effect to the Structure Plan become part of the Planning Scheme and therefore 'law'.

## 2.4 BRUNSWICK ACTIVITY CENTRE

A Study Area (Figure 2A) was defined on commencement of this Structure Plan project. The Study Area is bounded by a notional radius of 1.5 kilometres centred on Victoria Street between Sydney Road and Lygon Street, and encompasses those parts of Brunswick that need a clear change management framework. It takes account of the following factors:

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

The project Study Area excludes Brunswick West. This does not suggest that Brunswick West is not an integral part of the area. Rather, it recognises that Brunswick West is comprised of mostly residential development with retail strips on Melville Road and Victoria Street, and is not affected by the significant land use issues and development

pressures affecting the remainder of the suburb. In addition, the existing Planning Controls (predominantly Residential 1 Zone (R1Z) and Business 1 Zone (B1Z), ResCode and the Neighbourhood Character policy) and any future Neighbourhood Activity Centre policies or structure plans are considered appropriate to control development.

Based on the defined Study Area, the Brunswick Activity Centre has been defined as comprising the suburbs Brunswick and Brunswick East. This allows for a focus on the areas experiencing change, while also addressing the shortages of local open space affecting some established residential areas. However, it should be noted that the demographic and other analyses that have informed the development of the Structure Plan, have taken into account the needs of the total population of Brunswick.

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



FIGURE 2A : Study Area



2.5 SUSTAINABLE URBAN FORM

Brunswick currently features many aspects of sustainable urban form:

- Residential densities that are high by Australian standards.
- About 4,000 residents per square kilometre in Brunswick / Brunswick East.
- A good range of services and amenities.
- Reasonable access to the metropolitan road network.
- Very good access to public transport.
- A relatively low level of car ownership.
- A relatively good Self-Containment index.
- A location very close to central Melbourne, Royal and Princes Parks and the Melbourne Zoo.

2.6 POLICY CONTEXT

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

Two key policies are the State Government’s Melbourne 2030: Planning for sustainable growth (Melbourne 2030) and Council’s Municipal Strategic Statement (MSS). Details about these and other State Government and Council policy documents are available in the background and issues papers on Council’s website ([www.moreland.vic.gov.au/services/building-fr.htm](http://www.moreland.vic.gov.au/services/building-fr.htm)) or by contacting the Activity Centres Team.

2.6.1 MELBOURNE 2030: PLANNING FOR SUSTAINABLE GROWTH

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

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

MAP 3 : Local Area and Precinct Framework

URBAN RENEWAL FOCUS



**Local Area One**  
The area include Sydney Road and Upfield Train Line. Defined by gateway at Park Street to the south and Brunswick Hill near Albion Street to the north. Includes adjacent areas of future change.



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



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



**Local Area Four**  
Core Employment Precinct and Brunswick Central Parklands west of Upfield Train Line.



**Activity Corridor**  
Street to be developed as prime location of economic and social activity



**Albert and Victoria Axis**  
East-west urban renewal axis along Albert and victoria Streets



**Urban design framework boundary**  
Volume 1 contents



**Precinct boundary**  
Refer to Volume 2, parts 1-4 individual urban design frameworks for the 12 precincts and related sub-precincts.



**Neighbourhood Activity Centre (NAC)**  
NAC on the periphery of Brunswick Major Activity Centre. Future structure plan for NAC to be informed by the overall urban design framework - Volume 1.

THE PRECINCTS



Jewell Station/Sydney Road Gateway



Civic and Cultural Precinct



Brunswick Station/Frith Street



Anstey Urban Village



Lygon Street South Gateway



Lygon Street Central



Lygon Street North Gateway



Nicholson Street South



Nicholson Street Central



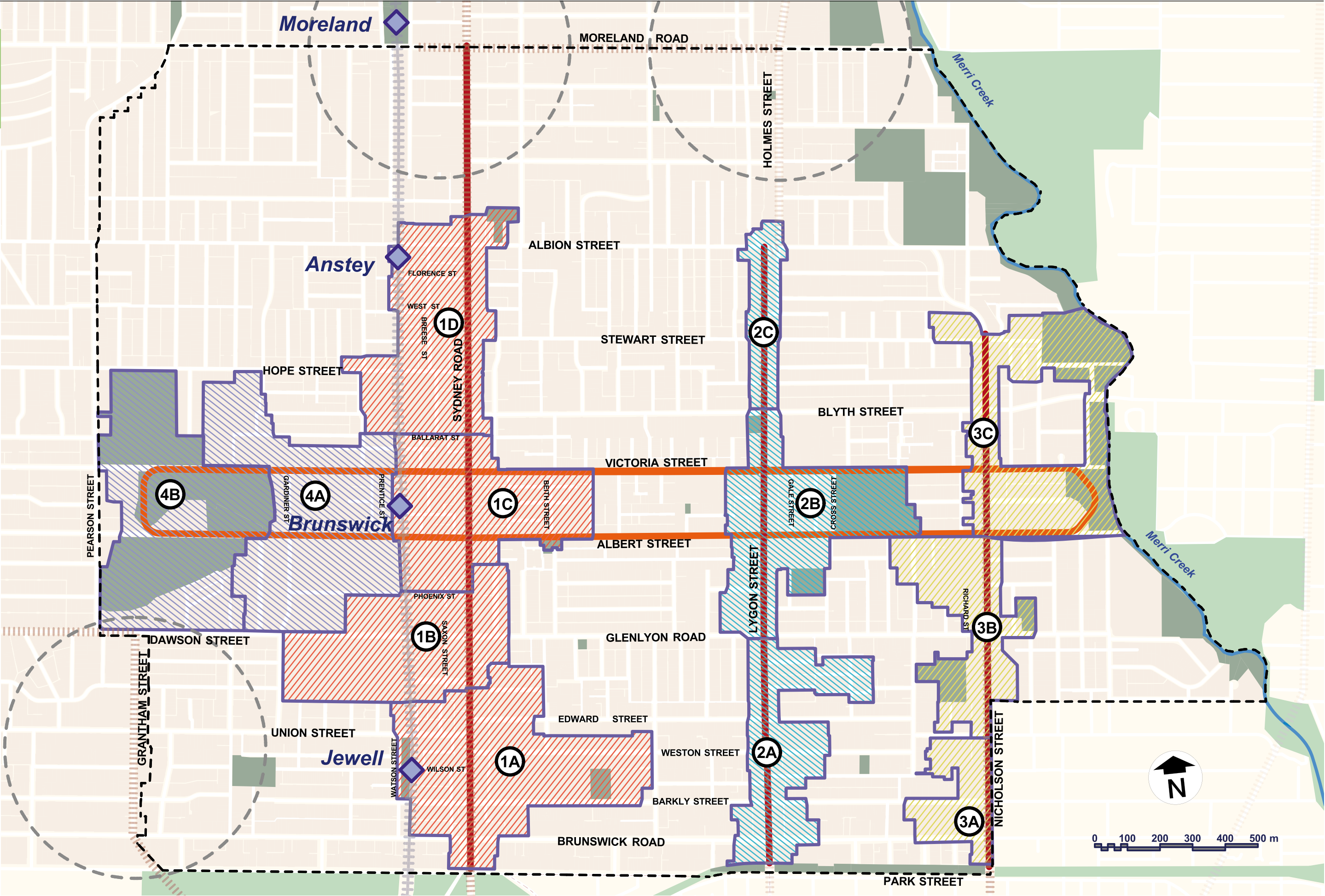
Nicholson Street North and Merri Creek Parklands



Core Employment Precinct



Brunswick Central Parklands





- Better social equity through provision of services, housing and infrastructure.
- Improved planning administration and decision-making.

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

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

Brunswick is identified as a 'major activity centre' in the hierarchy of Melbourne's activity centres. Major activity centres are identified as having the potential for significant development and infill building to accommodate a range of housing forms, densities and high-quality urban design.

The activity centre and its future role must be considered in the context of other activity centres in the region.

## 2.6.2 MUNICIPAL STRATEGIC STATEMENT

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

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

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

- Identify urban villages /activity centres as one of the primary opportunities to implement Council's vision to create an environmentally sustainable and liveable city, where people can shop, work and socialise locally.
- Consolidate retailing, commercial and community activities in Moreland's principal retail centres including Brunswick.
- Carefully manage industrial land supply to ensure continued operation and protection from competing residential activities.



- Move a significant proportion of travel away from cars and trucks to trams, trains, buses, bicycles and footpaths.
- Shift through-traffic to the freeway system with no significant increase in traffic on the arterial roads system.
- View and manage waterways in ways that recognise their broader ecological functions.

## 2.7 BRUNSWICK TODAY: DEMOGRAPHIC, HOUSING AND ECONOMIC PROFILE

### 2.7.1 DEMOGRAPHIC PROFILE

The following statistical data covers the Moreland–Brunswick Statistical Local Area (SLA) which comprises the three suburbs of Brunswick West, Brunswick and Brunswick East (SLAs are used by the Australian Bureau of Statistics for census purposes).

Around 41,200 people were living in the Brunswick SLA in 2006, an increase of 4% since the 2001 census. The population grew more than in the previous census period (previously +1%), with growth in Brunswick East particularly strong at 8%. Further increases are expected. Estimates prepared by id. consulting, suggest that the population will increase to 44,800 by 2021. However, the current growth rate is significantly higher than forecast, and this suggests that these estimates may be conservative.

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

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

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

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

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

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

The area's occupation profile is changing, with increasing numbers of residents employed in professional occupations. The level of qualifications also increased significantly; the ratio of residents over 15 years with bachelor or higher degree qualifications grew from



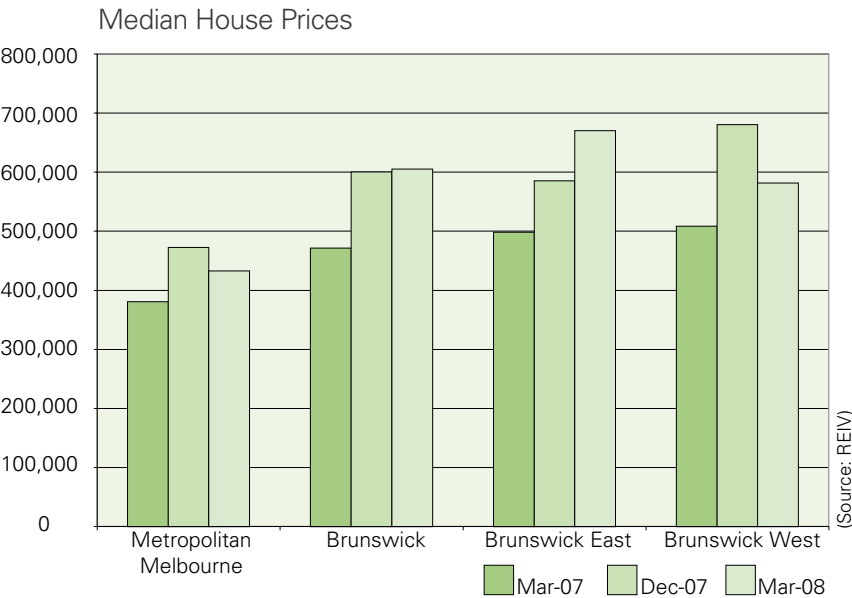
26% in 2001 to 35% in 2006. This rate is considerably higher than both metropolitan Melbourne and Moreland, and indicates a growing gentrification trend. This trend is also reflected in household incomes, with the displacement of low-income households and the addition of high-income households between 2001 and 2006.

2.7.2 HOUSING TRENDS

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

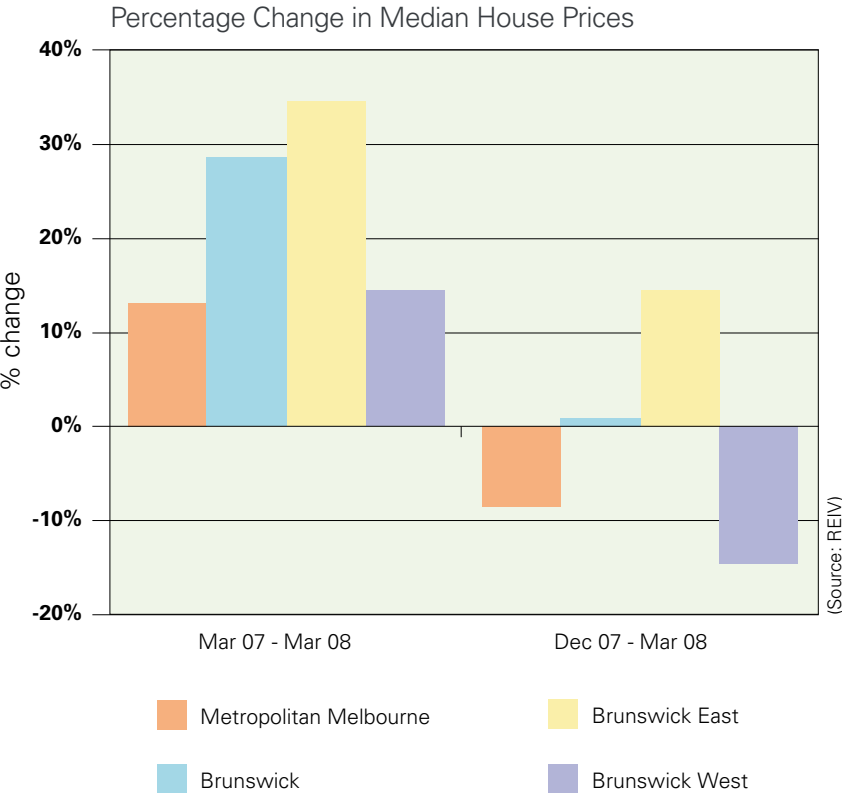
The most common tenure is rented accommodation, with 42% of households renting compared to 24.5% across metropolitan Melbourne. This is typical of inner city suburbs. Conversely, the proportion of fully owned houses and purchasers is low. Public housing represents about 3 % of the existing housing stock,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

Property in the Brunswick SLA is relatively expensive compared to property prices in Moreland and the metropolitan area, as illustrated by the graph below.



Median price increases in the three suburbs were higher in percentage terms than the average for metropolitan Melbourne.

With the exception of Brunswick West, the percentage change in median house prices between the December 07 and March 08 quarters also exceeded metropolitan Melbourne trends as shown in the next graph.



2.7.3 ECONOMIC PROFILE

Brunswick plays many roles within the metropolitan and Moreland economies, and hosts a diverse range of economic activities that are largely focused on the transport corridors of Sydney Road, the Upfield Train Line, Lygon Street and Nicholson Street.

Industrial uses (including manufacturing, storage and industrial services) have traditionally been a key part of Brunswick's economy. One of Moreland's three 'core industrial areas' is located in Brunswick and has been a major focus for the textile, clothing and footwear industries. These traditional industries are contracting and as a result, pockets of vacant or under-utilised space and sites are coming under pressure for residential redevelopment.

The main shopping strips (Sydney Road and Lygon Street) provide a mix of local convenience shopping and regional functions. The

Barkly Square centre is a sub-regional centre incorporating a discount department store, two supermarkets and speciality shops. Other freestanding supermarkets also service the area. Nicholson Street and surrounds host a variety of manufacturing and wholesale activities as well as local business and resident services.

Sydney Road is one of Melbourne's iconic shopping and entertainment strips, long synonymous with Melbourne's multicultural population and discount shopping. Sydney Road does not function as a single retail centre but as a series of separate sometimes overlapping smaller centres with different specialties. It has regional and even statewide leadership in the provision of Mediterranean groceries, wedding clothes and fabric.

Brunswick is also a metropolitan destination for arts and entertainment. Lygon Street is a rapidly evolving corridor where shops, café clubs, music venues, wholesalers, small manufacturers and apartments jostle for space.

An eclectic mix of new occupants is settling into former industrial buildings, with a growing number of professional and cultural services firms locating among existing small-scale manufacturing and wholesaling.

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

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

## 3 VISION



Ray, Victoria Street.

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

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

*Brunswick's mosaic of housing, industry, commerce, and recreation, represents a good model of a sustainable Melbourne suburb. A fabric of varied neighbourhoods, higher housing densities, local employment and services, and a comprehensive transport network enable a rewarding and active life.*

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

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

### 3.1 A CELEBRATION OF OUR SHARED HERITAGE

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

The desired outcomes of the Structure Plan are:

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

### 3.2 LOCAL ACTION FOR GLOBAL ISSUES

VISION: Environmental, social and democratic values continue to be an important focus of everyday life in Brunswick.

The desired outcomes of the Structure Plan are:

- The adaptation, design and construction of buildings to accommodate a range of uses over time.
- That the Brunswick community is well positioned to cope with, and respond to challenges such as climate change and peak oil.
- That healthy living, working and recreational environments are created through innovation and design excellence.
- That initiatives such as the CERES community environment park

and the Moreland Energy Foundation continue to provide support and inspiration on environmental and social issues to the Brunswick community and beyond.

- The restoration and revegetation of land containing remnant indigenous vegetation or land with no recreational facilities to create habitat for native flora and fauna conservation.

### 3.3 A COMMUNITY LINKED BY HEALTHY TRANSPORT OPTIONS

VISION: Brunswick features high-quality, well-integrated transport and movement networks.

The desired outcomes of the Structure Plan are:

- Improved street and open space networks that allow the majority of people to arrive and move around Brunswick on foot, by bike or by using public transport.
- That the provision and location of services and facilities allow the majority of people to arrive and move around Brunswick on foot, by bike or by using public transport.
- That improvements to the bicycle network allow every street to be a cycling street (Moreland Bicycle Plan 2000).
- That continuous pedestrian links to key destinations ensure that a greater proportion of short trips are done on foot.
- The provision of high-quality public transport services, including the proposed 'Blue Orbital' Smart Bus.
- A high level of integration of transport services, facilities and activities.
- The provision of high-quality interchange between transport services.
- High-quality pedestrian and passenger facilities such as 'super' tram stops.
- That pedestrian, cycling and public transport facilities are given priority access around the Brunswick Activity Centre.
- That the provision of signage and information enable easy movement around Brunswick for locals and visitors alike.
- That the reduced use of private vehicles for local trips allows improved access for those who are reliant on cars, and for delivery vehicles.
- Strengthened east-west pedestrian and cycling connections along Albert and Victoria Streets link Brunswick's regional open spaces.
- That people of all ages and abilities can move safely and easily on footpaths in Brunswick.
- Access to Brunswick's network of green spaces is enhanced.

### 3.4 A RICH NETWORK OF STREETS, PLACES AND SPACES

VISION: A public realm in Brunswick consisting of a range of high-quality places and spaces that support positive interaction between people.

The desired outcomes of the Structure Plan are:

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

### 3.5 LOCAL JOBS AND SERVICES IN A ROBUST ECONOMY

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

The desired outcomes of the Structure Plan are:

- That Brunswick's reputation as a regional specialist, particularly in the areas of food and groceries, clothing and soft goods, continues to grow.
- That the business services sector is booming due to Brunswick's proximity to the Melbourne CAD, and has become a major employer of local professionals.



Christ Church, Brunswick.

- The provision of magnet infrastructure to attract and enhance economic, social and cultural activities.
- The expansion and enhancement of office activity.
- That niche industries, such as those closely related to the visual arts, textiles and fashion, animation, film-making, architecture and design, will develop and thrive.
- That Brunswick has a reputation in Melbourne as the source of cutting-edge fashion design.

### 3.6 STIMULATING ARTS, CULTURAL AND RECREATIONAL ACTIVITIES

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

The desired outcomes of the Structure Plan are:

- Strengthened individual and community identities through arts and cultural expression.
- Opportunities for people with disabilities to participate in leisure activities and access open space.
- The Brunswick City Baths are upgraded.
- An upgrade to Gillon Oval.
- Brunswick is an entertainment destination.

- That services and facilities provide opportunities for all the community, including a better balance for women and children.
- Development of a well-located 'youth space' that allows young people to hang out safely in Brunswick (as identified in the MOSS).
- Create a visible Aboriginal presence in Brunswick through artworks, gardens and festivals.
- That Brunswick Town Hall is upgraded to provide facilities and spaces for the whole community.
- The redevelopment of public buildings for the provision of community, arts and cultural activities, including space for working artists.
- That live music venues operate in harmony with adjacent activities.
- That the Sydney Road Arts Precinct Feasibility Study, December 1997, has been reviewed and integrated into the Brunswick Structure Plan.

### 3.7 ACCESS, SERVICES, FACILITIES AND ACCOMMODATION FOR ALL

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

The desired outcomes of the Structure Plan are:

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



## 4 STRATEGIC FRAMEWORK

This section of the Structure Plan outlines the strategic framework that has been developed to manage change in the activity centre. It brings together the issues of land use, urban design, open space and access and movement.

### 4.1 PLANNING AND LAND USE

The four local areas described in section 2 (Introduction and Background) of this Structure Plan reflect the three key north-south transport and retail corridors, and significant precincts of industrial land that are transitioning to a mixture of alternative uses. The fourth local area, comprising the Brunswick Central Parklands and Core Employment Precinct, while not a corridor or change focus area, is included due to its concentration of recreation open space, and major concentration of unconstrained industrial land.

Local Areas One, Two and Three of this Structure Plan should be read as an indication of the redevelopment focus areas. Local Area Four should be read as an area that requires investment and planning to resolve interface issues and create an accessible, attractive and well-used community asset. The zones and hence the controls that regulate land use and development in the four local areas, relate mainly to business and industrial use, with exceptions being some mixed-use zones and the public-use zone that applies to the Brunswick Central Parklands.

The Business 1 Zone (B1Z) and Business 2 Zone (B2Z) that dominate Local Areas One, Two and Three, are considered the 'best fit' zones for these parts of the activity centre. They are appropriate because they allow business to function 'as usual', and to evolve into a greater variety of forms that serve the local community and enhance the public realm. However, a more detailed approach is required for the current use and future redevelopment of land within each of the four local areas that is zoned for industrial use (Industrial 1 Zone, IN1Z and Industrial 3 Zone, IN3Z).

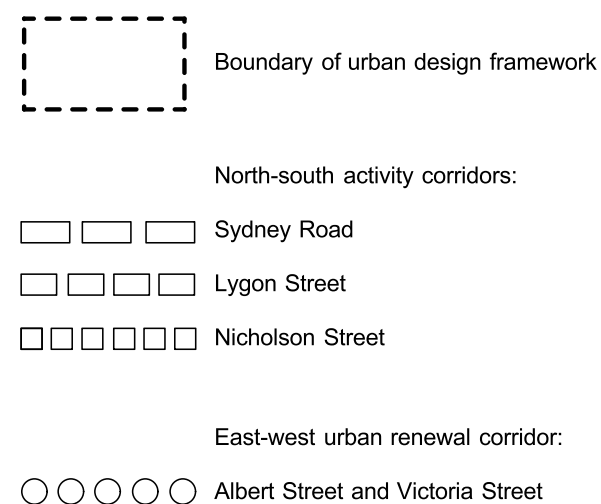
As part of developing a finer grained picture of future industrial use zones in the activity centre, this draft Structure Plan builds on the Moreland Industrial Land Use Strategy (2004) (MILUS).

#### 4.1.1 THE MORELAND INDUSTRIAL LAND USE STRATEGY, 2004 (MILUS)

The MILUS established a new approach to industrial land use in Moreland by providing a framework to guide the long-term planning and zoning of Moreland's industrial land for the next 15 to 20 years. Its underpinning objectives include the retention and protection

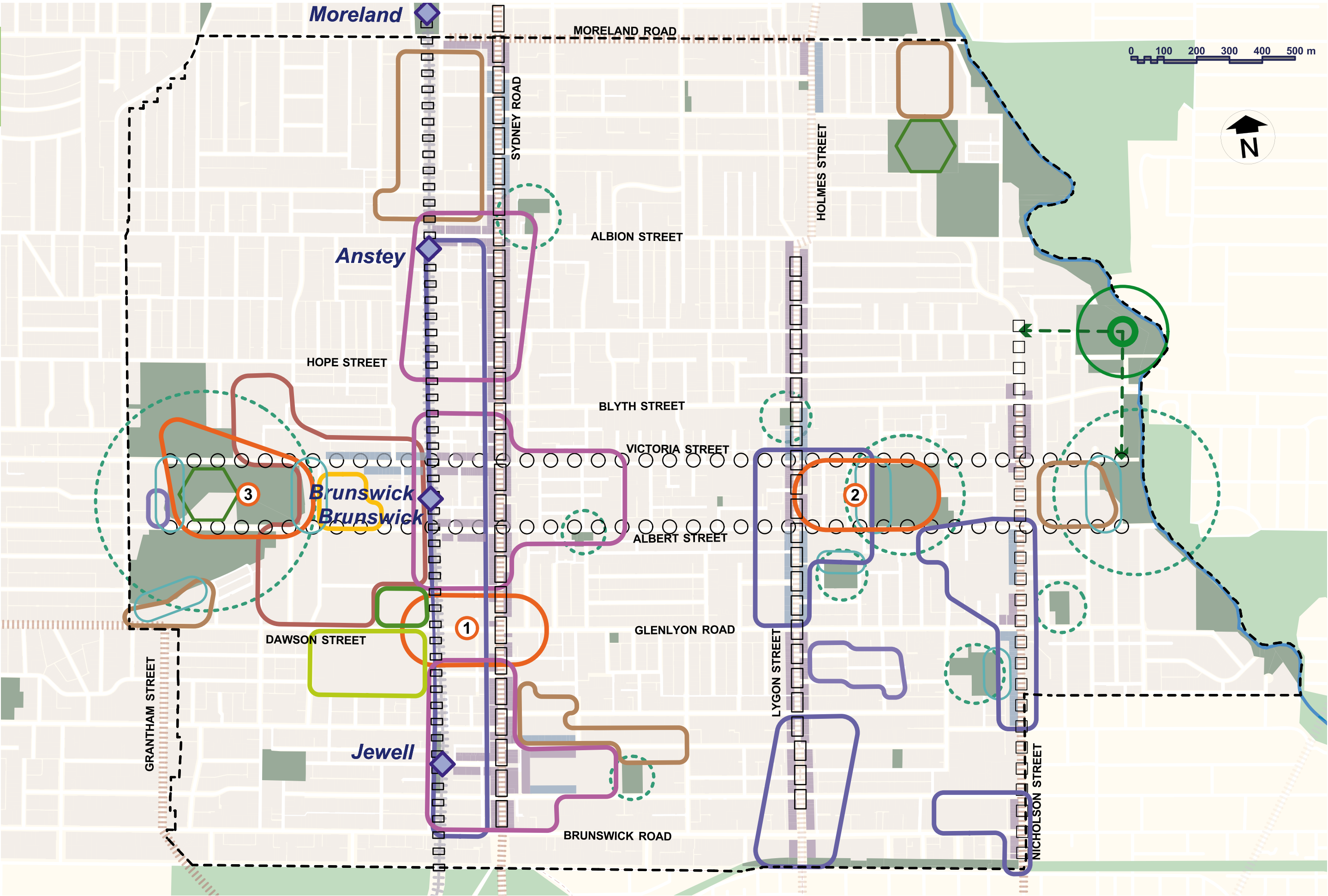


MAP 4 : Strategic Framework



### KEY URBAN RENEWAL AREAS





of viable businesses and the provision of opportunities for a wider range of employment uses. It also seeks to ensure local employment opportunities for Moreland residents.

The MILUS reviewed all industrial land in Moreland and identified areas to remain in industrial zones, and areas with rezoning and redevelopment potential. The MILUS provided an important understanding of the pressures affecting industrial-zoned land in the Moreland municipality. It also provided insight into the outlook for existing industries and possible new employment uses. A forecast by Access Economics predicted continued decline in most areas of manufacturing employment.

The MILUS established an Industry and Employment Framework consisting of five strategic categories. These were applied to industrial land based on specific land characteristics, and suitability for industry and /or other employment uses. The MILUS aimed to protect concentrations of industry with relatively little constraint on operations, but at the same time provide more flexibility for redevelopment of marginally viable industrial land. This set an example for urban renewal within Metropolitan Melbourne that was at the leading edge of quadruple bottom line (social, environmental, economic and governance) best practice.

The following section provides the purpose of Categories A and B as documented in the MILUS.

CATEGORIES A AND B: INDUSTRY & EMPLOYMENT  
(CORE & SECONDARY)

PURPOSE: To protect strategic concentrations of industry /business and associated uses that are relatively unconstrained by residential or other sensitive uses, and provide the opportunity for new and emerging business and employment generating uses that are appropriate to locate in zones that facilitate industry. The intrusion into these areas of uses incompatible with industrial activities is not supported – in particular, residential and other uses that are more appropriately located in activity centres are not supported.

There are two distinct categories of industrially zoned land as shown in the Industry and Employment Framework Plan:

- Core Industry and Employment areas that are major concentrations of industrial-zoned land relatively unconstrained by residential or other sensitive uses.
- Secondary Industry and Employment areas that are smaller concentrations of industrial-zoned land, designated as strategically important to Moreland for providing local jobs and opportunities for smaller industries and associated activities.

4.1.2 REDESIGNATING THE BRUNSWICK CORE INDUSTRY AND EMPLOYMENT PRECINCT

The major change to the MILUS proposed by this draft Structure Plan is the redesignation of the Brunswick Core Industry and Employment Precinct (CIEP). The Structure Plan redefines this category as a Core Employment Precinct, and in doing so, recognises the need to provide a better match of local jobs with local skills.

The population profile of Brunswick has changed. Brunswick’s residents are now less likely to work in manufacturing industries. They are increasingly university educated and work in professional occupations, often travelling away from Brunswick to their jobs. Conversely, those working in Brunswick’s industries are travelling from homes outside the activity centre.

A rigorous process of community consultation and detailed scrutiny by a panel of independent experts was applied to the policy position of the MILUS. It has been further tested through this structure planning process, which confirmed it to be an innovative and comprehensive strategic document. However, given the context of the Brunswick Activity Centre, and the need to achieve multiple objectives, a reassessment of some of its directions is warranted.

This Structure Plan has taken the fundamental objective of the MILUS – integrating transport, land use and the public realm – refined where necessary, and balanced it with the provision of good transport networks, concern for the environment, social welfare and the suburb’s economic prosperity.

The areas where this Structure Plan departs from the policy position established by the MILUS are minor, but important. The deviations are based on a thorough analysis of Brunswick’s context and issues. This analysis has incorporated multiple strategic objectives into Councils’ policy position on future land use, and development of industrial land.

The MILUS Industry and Employment Framework identified some areas as appropriate for transition over time, to a mixture of uses including in some cases, residential use. These areas were established as Categories C, D and E.

This Structure Plan supports the transition of land uses in these categories because it is consistent with other objectives such as the Melbourne 2030 mandate to grow the residential population – this best utilises existing public transport infrastructure and community services.

4.1.3 REDRAWING THE BOUNDARIES OF THE BRUNSWICK CORE INDUSTRIAL AND EMPLOYMENT PRECINCT

While reappraising the Core Industrial and Employment Precinct (CIEP) in Brunswick as a Core Employment Precinct (CEP), this Structure Plan has also redefined the boundaries of the precinct.

The MILUS defined the CIEP as almost all the industrial-zoned land between Dawson, Pearson, Hope and Prentice Streets, but the Structure Plan defines the CEP as only including the industrial-zoned land between Dawson, Fallon /Gardiner, Talbot and Prentice Streets. In redefining the boundary, the Structure Plan proposes removing all land that is not being used for industry or employment, is inappropriately zoned, or is under-utilised and could be better utilised for alternative purposes. This includes:

SITE	EXISTING ZONE	EXISTING USE	COMMENT
Hoffman's Brickworks	Mixed Use	Predominantly residential	
Brunswick Central Parklands	Public Park and Recreation	Public Park	
Victoria Police garage 20 Dawson Street	Industrial 1	Industrial	Police have indicated that they will vacate site in medium term. Site is of strategic significance.
RMIT Fashion and Textile campus	Industrial 1	Education	This type of institution would typically warrant a Public Use Zone.
Brunswick Secondary College	Industrial 1	Education	This type of institution would typically warrant a Public Use Zone.
454 Victoria Street	Mixed Use	Vacant	Development Plan approved for predominantly residential use.
Gardiner and Albert Streets	Public Use Zone	Health Services	Development Plan Overlay 9 applies.
395 – 427 Albert Street	Industrial	Industrial and residential	High vacancy rate. Poor interface to Clifton Park. Land could be better used and interfaces could be improved.



This is a rational and balanced approach based on the intrinsic suitability of land for different uses. In this case, shifting the boundary of the CEP recognises that economic and industrial objectives must be balanced with social and open space objectives. Acknowledging the suitability of land for different purposes is critical to:

- Achieving planning policies that are defensible in the long term.
- The efficient and economic use of land.
- Avoiding planning blight (the under-utilisation of land due to its zoning being inappropriate to the context and prevailing economic circumstances).

#### 4.1.4 MILUS CATEGORY B: SECONDARY INDUSTRY AND EMPLOYMENT

The industrial land on Dawson Street to the west of Hoffman's Brickworks' redevelopment is recognised as an important employer and business. It should be re-categorised as MILUS Category B: Secondary Industry and Employment, thereby identifying it is a smaller concentration of industrial-zoned land that has strategic importance as a local employer, and continued opportunities for smaller industries and associated businesses.

#### 4.1.5 BRUNSWICK CENTRAL PARKLANDS

Addressing the poor interface between Clifton Park and the industrial land on Albert Street is critical to improving the amenity and attractiveness of the Brunswick Central Parklands.

Consolidating the precinct's dispersed and disparate recreation facilities would allow Council to adequately address community recreation needs, potentially including child care facilities and provide a much needed civic presence in Brunswick West. A strong argument exists for this land to be absorbed into the Central Parklands under the strict proviso that redevelopment will demonstrably benefit the community. Residential use is not supported on this site in any form.

#### 4.1.6 LAND ZONED TO ALLOW RESIDENTIAL USES

The land within the Brunswick Activity Centre between the four local areas is expected to remain relatively unchanged.

These 'in-between areas' are zoned for residential use and as such, will continue to be governed by the planning scheme provisions that relate to residential zoned land. This includes adherence to policies such as Neighbourhood Character, Guidelines for Developments of Four or More Storeys, as well as any planning scheme overlays that relate to residential land. The Heritage Overlay protects much of the residential land in Brunswick.

#### 4.1.7 ISSUES

- The MILUS Category applied to the Brunswick Core Industrial and Employment Precinct requires refinement.
- Much of the land currently zoned for industrial use is not being used as such.
- A number of sites (e.g. RMIT campus on Dawson Street) are inappropriately zoned.
- Deindustrialisation – traditional manufacturing activity is declining.
- Economic viability of manufacturing in Brunswick.
- Access and storage requirements of modern industry.
- Interface issues, particularly poor interfaces between industrial activity and public parks.
- Employment opportunities appropriate to local skills.
- Local community concern regarding higher density development.
- Under-utilisation and poor integration of the Brunswick Central Parklands. Other parklands issues include:
  - o ageing pavilions, toilets and change rooms that require upgrading and /or replacing
  - o few funding options available to maintain upgrade and redevelop facilities.

#### 4.1.8 OBJECTIVES

- To apply zoning that accurately reflects land use.
- To provide and coordinate public utilities and other facilities that benefit the community.
- To establish hubs of associated social services and infrastructure.
- To refine the direction provided by the MILUS to better integrate land use, transport and the public realm.
- To achieve greater levels of participation in active recreation.
- To provide a higher quality experience for all users of Council facilities.
- To optimise the use of significant civic infrastructure.

#### 4.1.9 STRATEGIES

- Redesignate the Core Industry and Employment Precinct to a Core Employment Precinct to better reflect the shift in employment demographics.
- Amend the planning scheme to rezone the Police garage, RMIT Fashion and Textiles campus and the Brunswick Secondary College to more accurately reflect their affiliation with the Arts and Culture Precinct, and their use as public institutions.
- Develop a master plan for the Brunswick Central Parklands to develop the area as a community hub.

## 4.2 URBAN DESIGN FRAMEWORK

The strategic framework detailed in map 4, highlights key areas of change and urban renewal, and the urban design framework in this section builds upon that strategic framework.

The urban design framework establishes a vision for urban renewal areas to be developed in ways that improve their integration into the existing context. This includes better use of parks, streets and public transport infrastructure to create an integrated activity centre where access to shops, facilities and services by foot is a convenient and satisfying experience. The urban design framework also bridges gaps in open space provision by suggesting new public places, new parks and greening of the public realm.

The Brunswick Activity Centre is not a typical activity centre focused around one node or main street, but rather is multi-centred. The urban fabric of Brunswick is characterised by mixed activities focused around several activity corridors, which in turn feature multiple activity nodes along their length. As urban renewal transforms Brunswick over time, some new activity nodes are anticipated. New and existing activity nodes will be built upon to strengthen the local sense of community. Illustration 1 – Network of Activity Nodes gives an indication of potential urban renewal at the identified activity nodes.

#### 4.2.1 STRUCTURE OF THE URBAN DESIGN FRAMEWORK

The urban design framework comprises a hierarchy of components as described below. Please also refer to map 5 – Urban Design Framework Components.

##### OVERALL URBAN DESIGN FRAMEWORK

The overall urban design framework covers Brunswick and Brunswick East. The framework sets out objectives, strategies and suggests opportunities /key initiatives at the larger scale. Refer to maps 5 – 14. Within this overall framework, there are four local areas, and these are further broken into 12 precincts.

##### LOCAL AREA FRAMEWORK

A detailed framework for each of the four local areas is provided separately in Volume 2 Parts 1 to 4. These frameworks describe the role and future character of each of the local areas.

##### PRECINCTS

Within the framework for each local area, a number of precincts are defined. A description, vision, objectives and key initiatives for each precinct are provided. While the precinct plans reflect the overall urban

design framework, the description of sub-precincts highlights more specific directions and opportunities.

#### 4.2.2 ELEMENTS IN THE URBAN DESIGN FRAMEWORK

##### ACTIVITY CORRIDORS

The Brunswick Activity Centre is largely defined by three main north-south activity corridors, Sydney Road, Lygon Street and Nicholson Street, which feature tram services and significant retail and business activity. These corridors will be developed as prime locations of economic and social activity.

##### ACTIVITY NODES

The three local areas feature a number of nodes where public transport and economic and social activities come together. New activity nodes are also anticipated due to urban renewal. These activity nodes are key destinations in the active movement network and will become the focus for transport interchange and public space improvements. The identified activity nodes (refer to map 6 – Active Movement Network) are catalysts for integration of infrastructure with land uses and a high-quality public realm.

##### ALBERT AND VICTORIA AXIS

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 streets provide important links between activities in the centre of Brunswick, under-utilised and poorly connected district parks at the east and west borders of the activity centre, and the newly identified community hubs at the Brunswick Central Parklands and at Fleming Par /East Brunswick Maternal and Child Health Centre.

#### 4.2.3 TRANSPORT AND MOVEMENT

Brunswick is well supplied with public transport infrastructure. Although there is room for improvement in service frequency and duration, the tram, train and bus facilities are key elements in the suburb's relative sustainability.

By contrast, the existing road network offers limited opportunities for efficient through-traffic for cars and trucks. Brunswick's streets reflect the original subdivision pattern of limited direct north-south routes, strong east-west routes and limited connections over Moonee Ponds Creek and Merri Creek to neighbouring municipalities.

Brunswick Road at the southern end and Moreland Road at the northern border with Coburg, are the best east-west routes through

Brunswick when travelling beyond Moreland. Brunswick Road's capacity is limited, and it provides only northbound access to CityLink, and southbound exit from CityLink. The key north-south roads allow good local access, but are unattractive to through-traffic due to their relatively limited capacity, and the slowing effect of the trams.

Increases in the centre's population and activity levels will require integrated and effective transport to protect and enhance the suburb's amenity, and to reduce car use in favour of sustainable transport modes.

Brunswick's key transport and movement issue is balancing community access needs with the amenity and quality of public spaces. Hence, the transport and movement objectives of the Structure Plan will focus on:

- The enhancement of public transport services.
- The integration of transport systems and infrastructure with land uses, while ensuring a high-quality public realm.
- The improvement of amenity, and provision of efficient street routes and other links for use by pedestrians and cyclists.

##### ISSUES

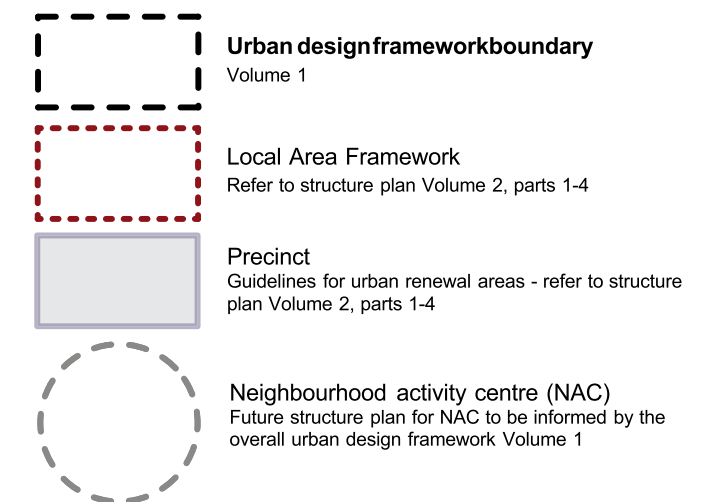
- Interchanges between different transport modes are poor except at Anstey Station. The proposed Blue Orbital Smart Bus route along Glenlyon Road /Dawson Street does not pass close to either Jewell or Brunswick Train Stations.
- Bus frequency is low or non-existent on weekends.
- Intersection design and function, signalling times and road congestion, increase travel times for buses and trams.
- The identity and function of the three north-south routes as the suburb's principal social and economic spaces are undermined by car traffic.
- Access for commercial vehicles to the Core Employment Precinct is poor.

##### OBJECTIVES

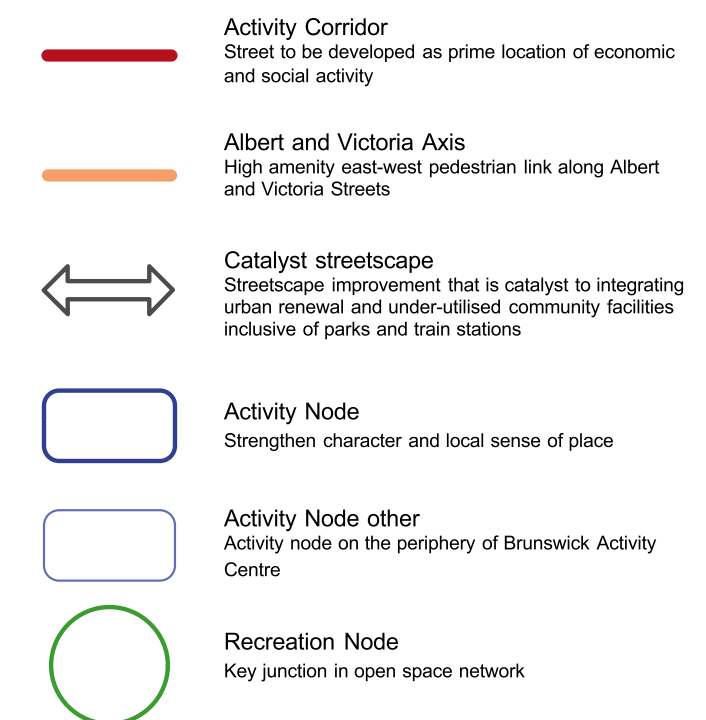
- To ensure that transport and movement networks in Brunswick are integrated, equitable, efficient and sustainable.
- To ensure an available range of transport alternatives that enables residents, workers and visitors to easily access the centre for a variety of activities.
- To reduce local car trips by providing a reliable public transport system and well-connected and accessible pedestrian and cycling networks.
- To improve integration of development with land use, and the public realm.

MAP 5 : Urban design framework

#### BRUNSWICK ACTIVITY CENTRE – STRUCTURE



#### KEY URBAN DESIGN ELEMENTS



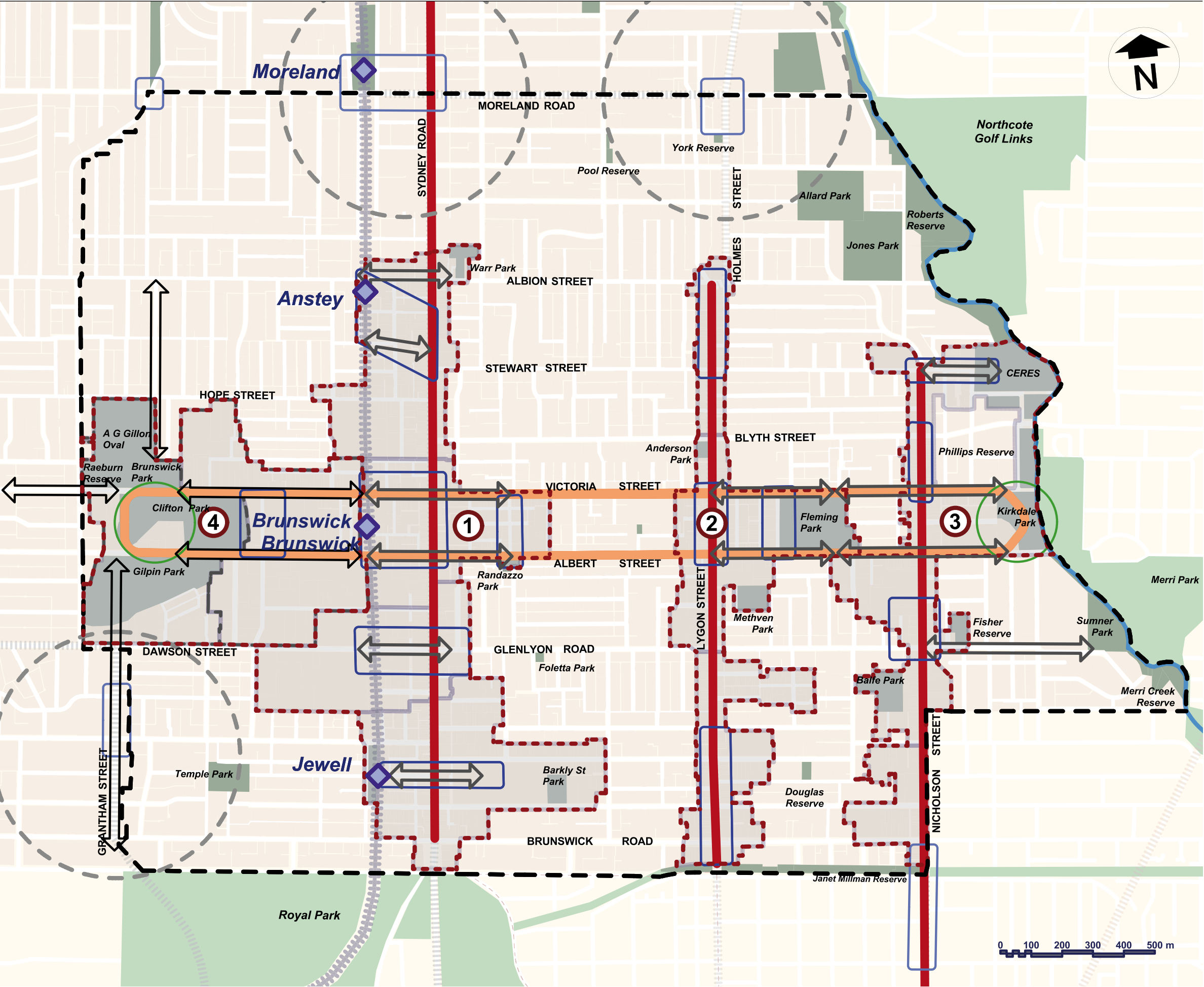
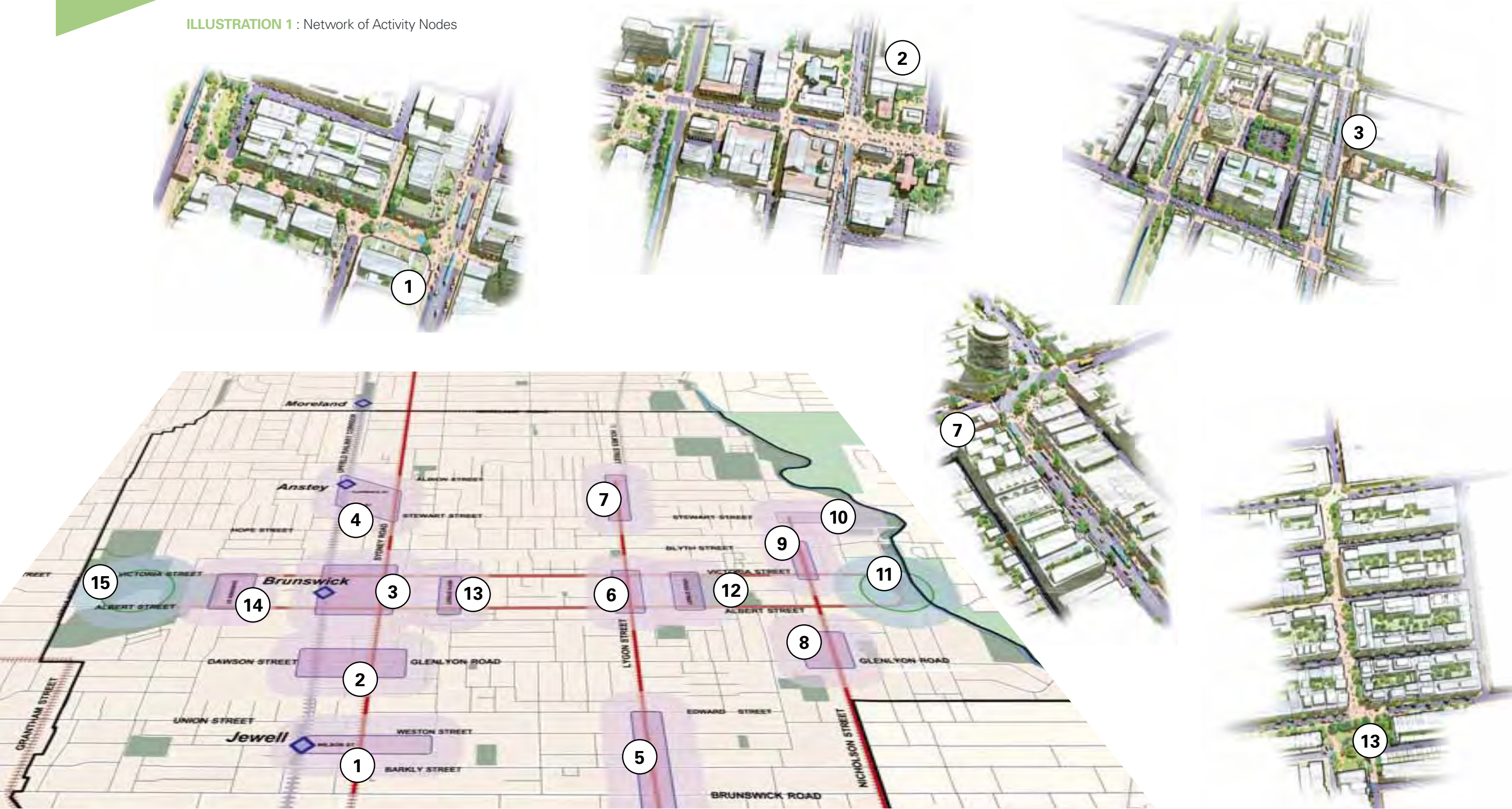




ILLUSTRATION 1 : Network of Activity Nodes







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

- To develop good connections to adjoining suburbs for all modes of alternative transport.
- To encourage local trips by foot or bicycle by providing safe and convenient access between activity nodes.

#### 4.2.3 (I) ALTERNATIVE TRANSPORT OPTIONS

The use of non-car transport options will be essential to the success and viability of the Brunswick Activity Centre as a sustainable and pedestrian-friendly neighbourhood.

##### STRATEGIES

- Improve access to, from and within the centre for all active modes of transport, with a focus on alternatives to the car.
- Investigate the viability of a local continuous loop mini-bus or shuttle bus service for residents, workers and visitors to discourage short vehicle trips.
- Develop strong pedestrian-oriented neighbourhoods in the key urban renewal areas.
- Ensure that development improves the integration of transport with land use, and the public realm.
- Maintain a mix of land uses so that the centre serves a range of needs within walking and cycling distance, and minimises the need for car trips. This also encourages use of the centre for more than one purpose per visit.

##### KEY INITIATIVES

Integrated Activity Corridors: A combined transport and urban design framework for the three north-south transport corridors will be developed. Future configuration of roads and public spaces should take account of the public transport role, as well as the public life and business roles of these streets.

#### 4.2.3 (II) PEDESTRIAN NETWORK

A well-integrated pedestrian network is important for a successful Brunswick Activity Centre. The starting point for an integrated activity centre is the active movement network, which includes cycling and walking. Specific issues in relation to cycling are discussed in the next section.

The active movement network for the Brunswick Activity Centre allows for its multi-centred structure. Activity nodes have been identified based on existing and anticipated pedestrian activity. Refer to map 4 – Strategic Framework for anticipated urban renewal areas.

These activity nodes are key destinations in the active movement network and are the focus for business activity and informal gathering places such as plazas, forecourts, urban parks and pedestrian priority streets. Please also refer to illustration 1 – Network of Activity Nodes for an indication of potential urban renewal at the identified activity nodes.

The guidelines for the active movement network set directions for key streets and other public spaces. The level of pedestrian amenity is identified in three groups:

1. Activity nodes – key destinations in the active movement network that are the focus for business activity and informal meeting places.
2. Links between activity nodes – these streets are important to residents who shop and conduct other daily errands on foot.
3. Safe and high-amenity streets – these are streets with good amenity and a sense of safety day and night. These are higher density mixed-use and transit streets near train stations.

Please refer to map 6 – Active Movement Network, and the Active Movement Guidelines below.

##### STRATEGIES

- Improve the urban environment and street network to ensure safe, comfortable and efficient pedestrian routes.
- Provide high-quality pedestrian footpaths, seating, shade, shelter and street lighting on key walking routes, particularly those between public transport and major activity nodes.
- Ensure that good connections with multiple walking routes are provided to, from and within the centre – look at opportunities to improve laneways and arcades as well as streets.
- Ensure important routes are accessible and well marked for people with limited mobility.
- Improve Brunswick’s movement system through new links and better pedestrian amenity.

Refer also to Public Realm for further pedestrian-related activities.

##### KEY INITIATIVES

- Develop a primary activity movement network. Refer to map 6 – Active Movement, Network and the Guidelines for Active Movement Network.
- Develop identified pedestrian-priority streets. Refer to map 12 – Public Realm Improvements.

MAP 6 : Active Movement Network

##### Activity Streets



##### Activity Corridors

Streets which function as key public spaces with a strong economic function



##### Albert & Victoria Axis

Develop as primary east west pedestrian routes



##### Activity streets, other

Improve pedestrian amenity and provide active frontage to developments

##### Activity Links



##### Local links

Connect activity nodes - improve pedestrian amenity generally



##### Network of green - key links

Improve amenity and access to larger green open space



##### Upfield Train Line - shared path

Improve crossings, passive surveillance and provide habitats and greening of pockets of open space. Pedestrian amenity and active frontage to developments are in particular encouraged next to transport interchanges and activity nodes.

##### Activity Nodes



##### Activity Node

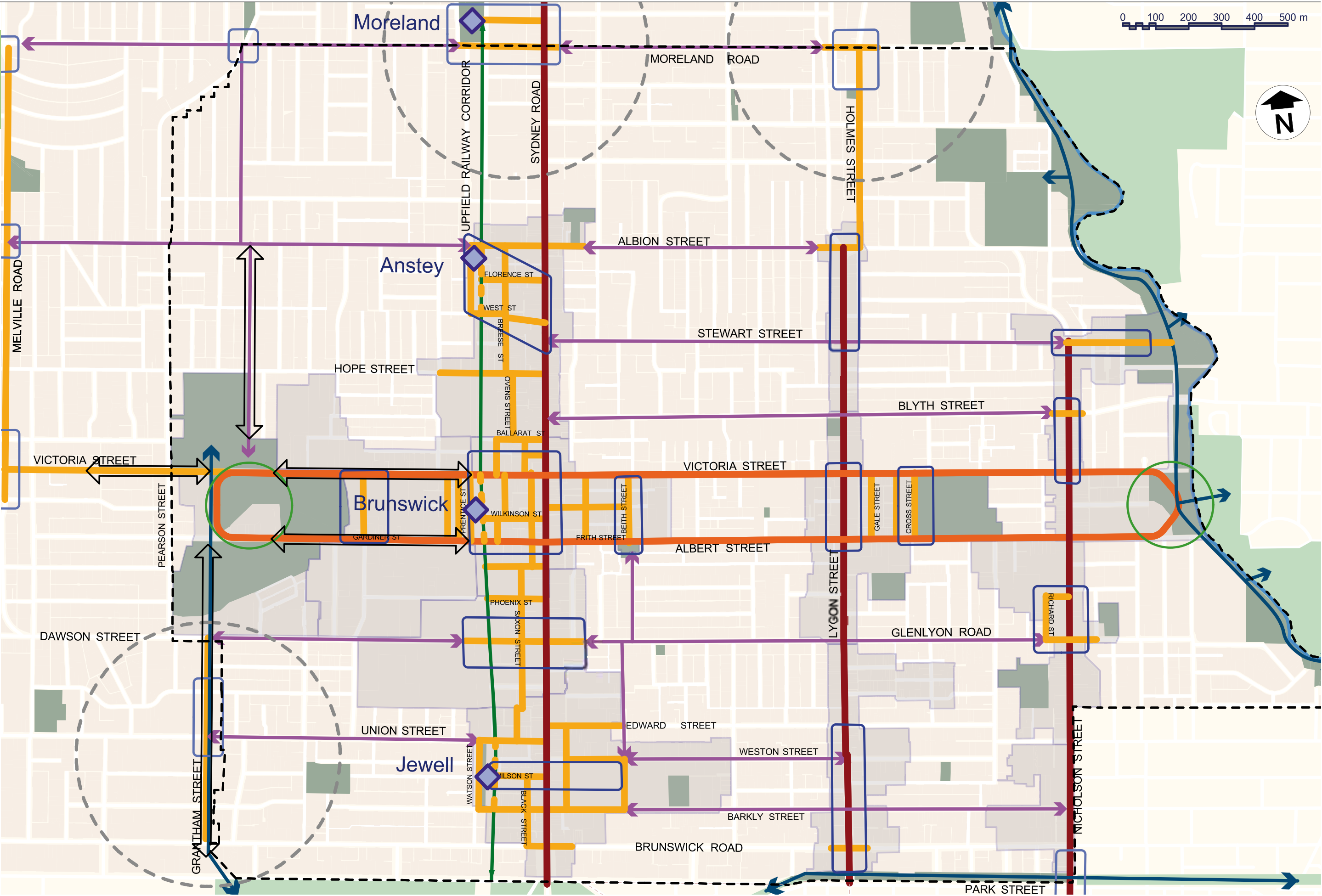
Strengthen character and local sense of place



##### Recreational Node

Key junction in open space network





GUIDELINES – ACTIVE MOVEMENT NETWORK	
Please read together with map 6 – Active Movement Network	
Activity Focus : Key destinations in the active movement network	
Activity nodes	Activity nodes will become destinations: <ul style="list-style-type: none"><li>• within the active movement network that integrate public transport interchanges, commercial activity and other pedestrian generating activity</li><li>• for a range of formal and informal gathering places such as plazas forecourts, urban parks and pedestrian priority streets.</li></ul>
Recreational node	<ul style="list-style-type: none"><li>• This node will become a focus for open space activity and will cater for multiple uses:</li><li>• Improve integration of open space in the pedestrian network and the open space network.</li><li>• Improve the visual interface between the district park and adjacent properties, and improve sense of safety.</li></ul>
Activity Links : Key links between activity nodes	
Local links	<ul style="list-style-type: none"><li>• Strengthen pedestrian and bike connections between activity nodes.</li><li>• Improve pedestrian amenity.</li></ul>
Open Space Network – key links	<ul style="list-style-type: none"><li>• Improve access to larger green open spaces.</li><li>• Improve pedestrian amenity.</li></ul>
Upfield Path	<ul style="list-style-type: none"><li>• Improve safety at road crossings. Increase passive surveillance and the sense of safety.</li><li>• Resolve the conflict of limited space for pedestrians and cyclists, and consider duplication of, or alternative to, this north-south active movement link.</li></ul>
Activity Streets : Streets with high level of amenity and sense of safety day and night	
Activity corridors <i>Sydney Road</i> <i>Lygon Street</i> <i>Nicholson Street</i>	<ul style="list-style-type: none"><li>• Improve pedestrian amenity including widening of footpaths.</li><li>• Enhance tram stops and integrate with pedestrian crossing points.</li><li>• Provide high-level of active frontages to new development.</li><li>• Limit crossovers, and provide vehicle access to the rear of properties where feasible.</li></ul>

GUIDELINES – ACTIVE MOVEMENT NETWORK	
Please read together with map 6 – Active Movement Network	
Activity Streets : Streets with high level of amenity and sense of safety day and night	
Albert and Victoria Axis <i>Albert Street</i> <i>Victoria Street</i>	<ul style="list-style-type: none"><li>• Improve interface to urban renewal areas as well as to major open space to the east and west.</li><li>• Provide active frontage to new development and ensure high-level passive surveillance from residential and mixed-use development.</li><li>• Integrate initiatives for the cross-Brunswick heritage interpretation trail and arts trail.</li></ul>
Activity streets – other <i>Theses streets are generally higher density mixed-used development</i>	<ul style="list-style-type: none"><li>• Improve pedestrian amenity generally.</li><li>• Provide active frontage to new development and ensure high-level passive surveillance from residential and mixed-use development.</li><li>• Limit crossovers to a minimum and provide vehicle access from rear where feasible.</li></ul>

4.2.3 (III) BICYCLE NETWORK

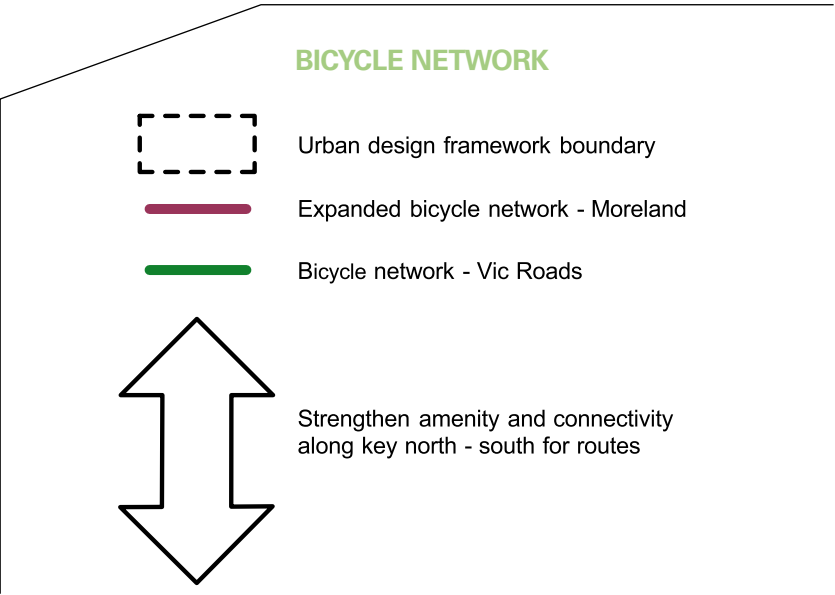
The development of cycling infrastructure and amenity is critical to the success of the Structure Plan. The potential for additional north-south bike routes is however limited by the existing development pattern. Consequently, it is necessary to enhance cycling amenity on Sydney Road, Lygon Street and Nicholson Street by formalising lanes, and reducing and slowing vehicle traffic.

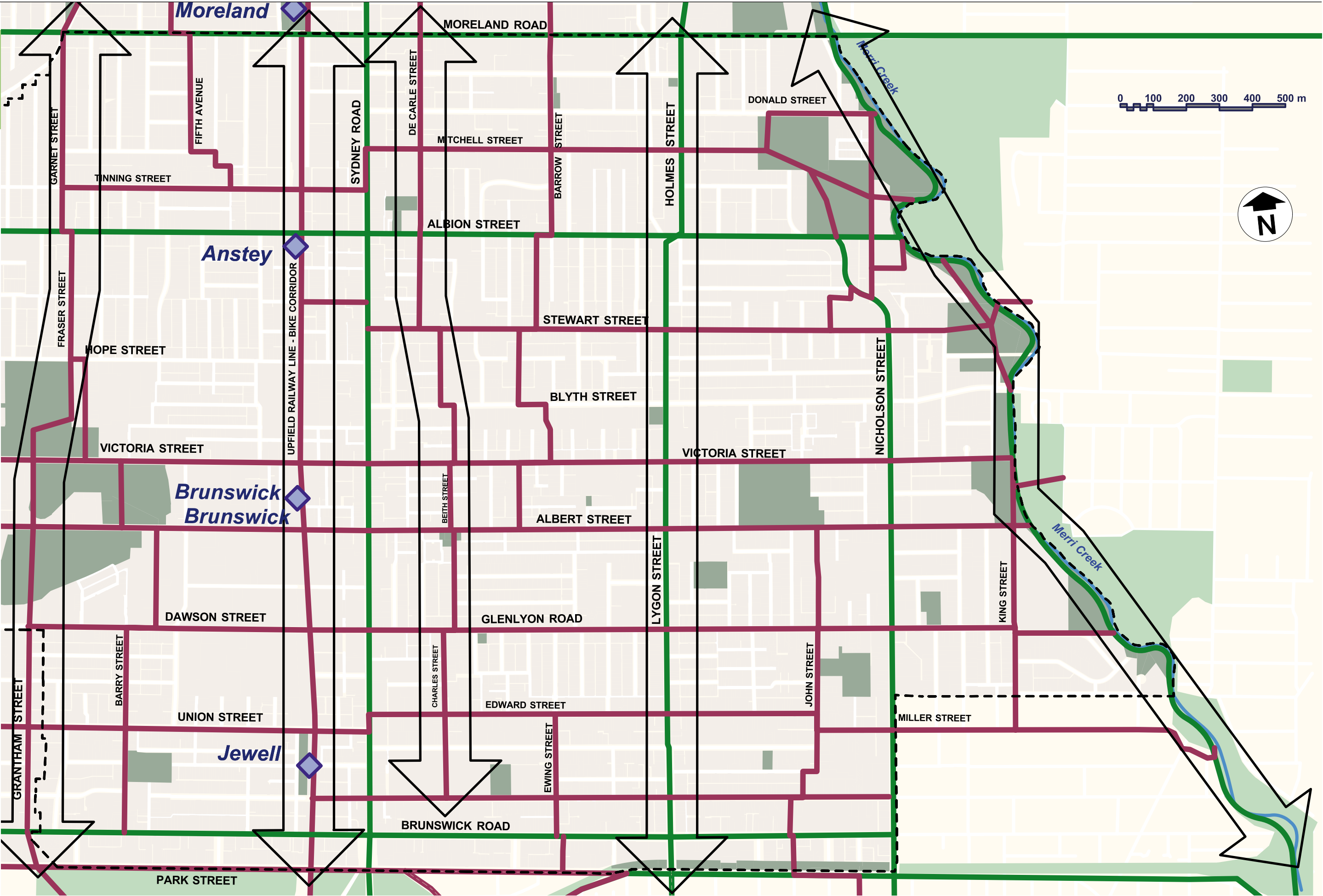
STRATEGIES

- Improve the urban environment and street network to ensure safe, comfortable, shaded, well-connected and efficient bicycle routes.
- Ensure cycle paths are visible, safe, accessible and well signed.
- Integrate the existing cycle paths with the centre.
- Upgrade the Upfield Path as part of upgrading the transport interchanges.
- Provide a long-term solution for north-south cycling through the activity centre.
- Provide bicycle-parking amenities in appropriate locations, including in the activity nodes and within new mixed use and office developments.
- Improve the connection between the north-south bike routes in Brunswick and the routes outside the suburb to the north and south. This includes provision of improved bike route crossings over the following major roads:



MAP 7 : Bicycle Network







- o Barrow Street at Moreland Road
- o Ewing Street at Brunswick Road
- o Truscott and Amess Streets at Brunswick Road.

KEY INITIATIVE

- Improved bicycle network links.
- Further investigate new or improved north-south links in the bicycle network to provide for integrated long-term solutions.
- Widening of Merri Creek paths in narrow sections.

4.2.3 (IV) PUBLIC TRANSPORT

The potentially large number of urban renewal areas requires a coordinated approach to achieve a fine-grained public transport system.

STRATEGIES

The use of public transport will be encouraged through the following strategies.

- Develop public transport interchanges in partnership with the State Government. The three interchanges around the stations will be developed to enhance safety and convenience. Refer to map 8 – Public Transport. Urban renewal guidelines will ensure the development of active areas at these interchanges.
- Work with service providers to ensure the public transport network provides optimum connections and services. This includes: an increase in train services on the Upfield Train Line and bus services on weekends, continued support of the ‘Think Tram’ and ‘Smart Bus’ programs, and coordinated train, bus and tram timetables.
- Develop a fine-grained public transport network including a possible minibus / shuttle bus service between nodes of activity. The focus will be east-west connections across tram corridors, linking community hubs, shopping corridors and transport interchanges around train stations.
- Provide infrastructure and certainty as larger urban renewal areas are planned and redeveloped.
- Enhance existing pedestrian and cycling connections, or provide new connections to public transport stops – this will include bicycle-storage facilities.
- Provide or enhance bus stops, ensuring they are well located and compliant with the Disability Discrimination Act. A coordinated approach is particularly important for the proposed Blue Orbital Smart Bus and the interchange to other bus routes and tram routes.
- Provide or enhance tram stops, ensuring they are well located.

Work with Yarra Trams and the State Government to integrate super tram stops into existing public spaces. Undertake feasibility studies to ensure the stops are well integrated with the pedestrian network, and they are conveniently located for bus interchange. This long-term investment in fixed rail should ensure the stops are prioritised around nodes of activity, especially around areas of anticipated high-density growth.

- Continue working with State Government to ensure ongoing improvement of tram services, and prioritisation of trams over cars.
- Create safe and inviting tram stops that are accessible to all.
- Work with State Government to find creative ways of encouraging public transport use. Possible solutions include: reconfiguring traffic signals to prioritise on-road services such as bus jump lanes, extended green phases to improve bus and tram progression, dedicated bus lanes, high-occupancy vehicle lanes, removal of clearways and commuter car parks promoting park-and-ride.

KEY INITIATIVES

Public transport stops and modal interchanges.

- Develop transport interchanges adjacent to the three railway stations that will integrate trains, trams, buses, taxis, pedestrians and cyclists. The development of nearby areas should incorporate key principles for transit-oriented development.
- Develop new super-tram stops and new Blue Orbital bus stops that are well integrated with the pedestrian network.

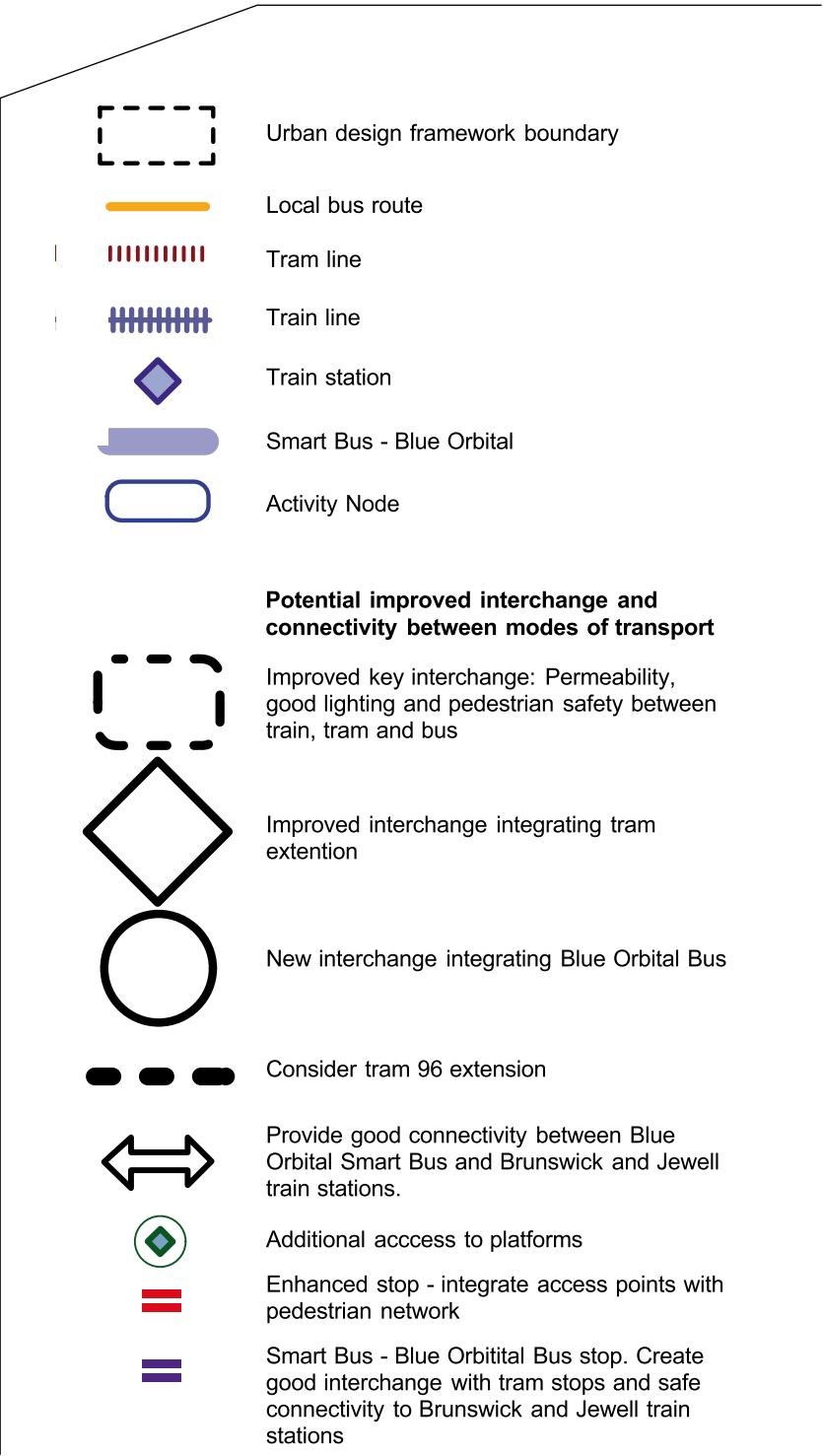
4.2.3 (V) ROAD NETWORK AND PEDESTRIAN AMENITY

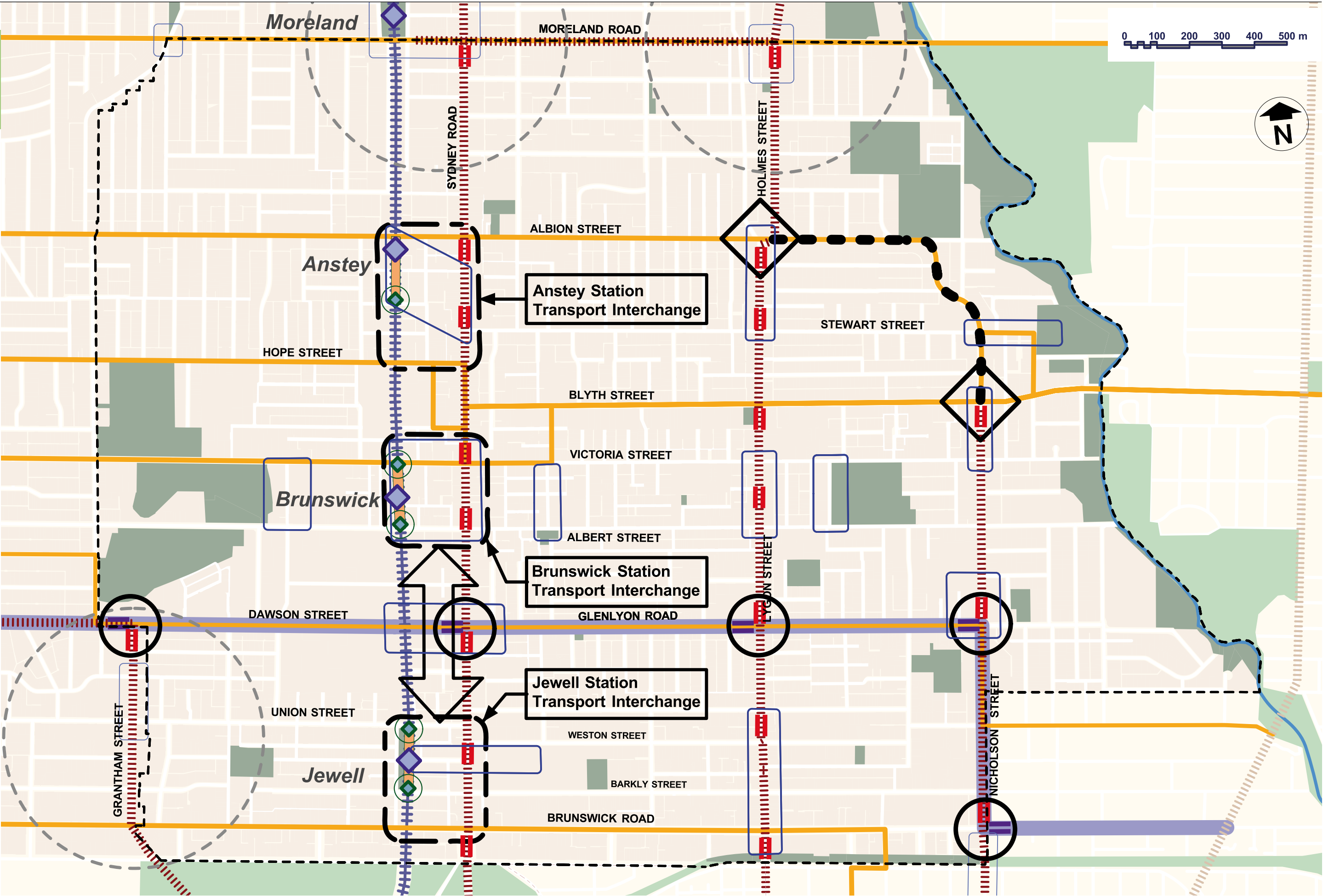
The management of main roads determines what kind of pedestrian environment the local community experiences. Generally the major roads (Primary and Secondary Arterial Roads as defined by VicRoads) within Brunswick, skirt the activity centre and this forms a good starting point for a pedestrian-friendly environment. However, opportunities should be explored to relieve conflicts between active movement, and vehicles on Sydney Road, Lygon Street and Nicholson Street.

STRATEGIES

- In consultation with Vic Roads, investigate a reduction in speed limits along the three key activity corridors and seek removal of clearways.
- Create safe crossing points along Nicholson Street especially at key links to Merri Creek parklands and to CERES.
- Develop a long-term transport strategy for access to the core industrial area, that balances freight needs with pedestrian and residential amenity.

MAP 8 : Public Transport





- Limit through-traffic, including freight, to cater mainly for access between the core employment precinct and the Tullamarine Freeway.
- Make tram and pedestrian amenity the first priority along the three main activity corridors by, for example, reducing traffic speeds in the shopping strips.

#### KEY INITIATIVE

Council will work in partnership with the State Government and other stakeholders to undertake a feasibility study and cost /benefit analysis, for improved access for commercial vehicles from CityLink to the Core Employment Precinct.

#### 4.2.3 (VI) CAR PARKING

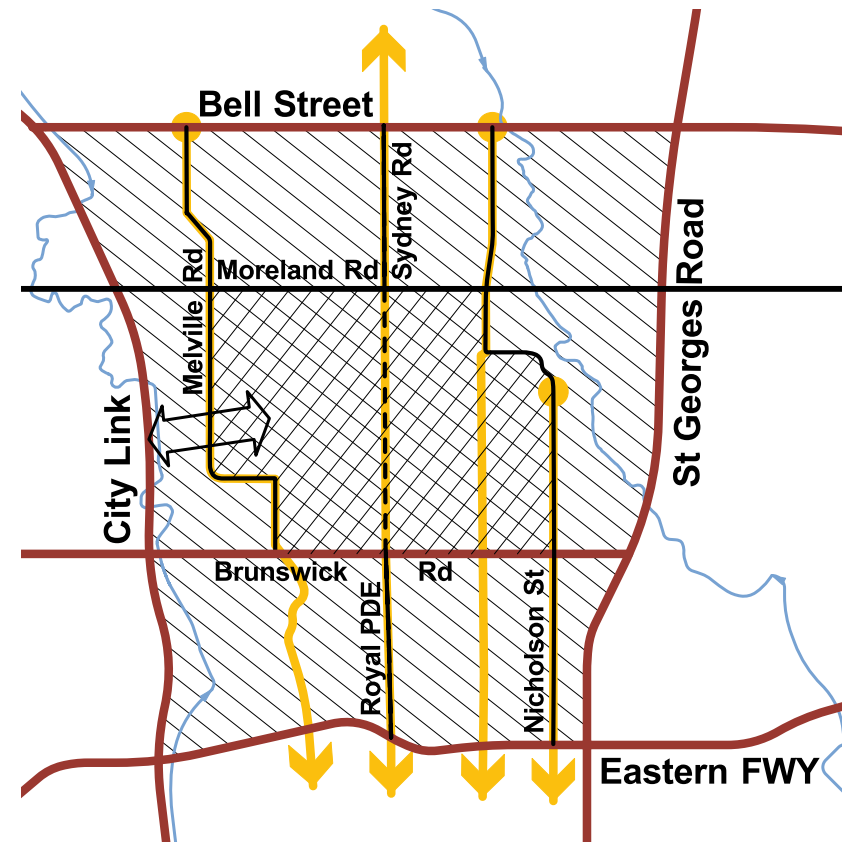
The management of car parking within Brunswick requires a balance between the access needs of the community and economic activities, and the need to reduce car dependence, minimise the corrosive effects of excessive vehicle use on the public realm, and reduce the high economic and land costs of providing parking.

The current level of car parking in Brunswick varies significantly. For example, Sydney Road is well provided with public car parking located behind the retail strip. By contrast, the only off-street car park on Lygon Street is attached to the Abbruzzo Club on the corner of Blyth Street.

Car ownership rates in Brunswick are low compared to other parts of Moreland and Melbourne, and the development of the activity centre in a way that improves access and ease of movement, is a critical objective of the Structure Plan. It is anticipated that in the short term, the current levels of car parking will be required, and in the case of Lygon Street additional off-street parking will be required. In the longer term it is desirable that car use is reduced, and hence the number of required car parking spaces will diminish over time.

#### STRATEGIES

- Locate car park entrances and exits to minimise interruptions (crossovers) to footpaths and retail areas – this will maintain pedestrian and building connections.
- Locate car parks away from important streets, beneath and behind developments.
- Reduce car park requirements through good access to public transport.
- Design new internal and multi-deck car parks to be adaptable for alternative uses.



MAP 9 : Overall Road Networks

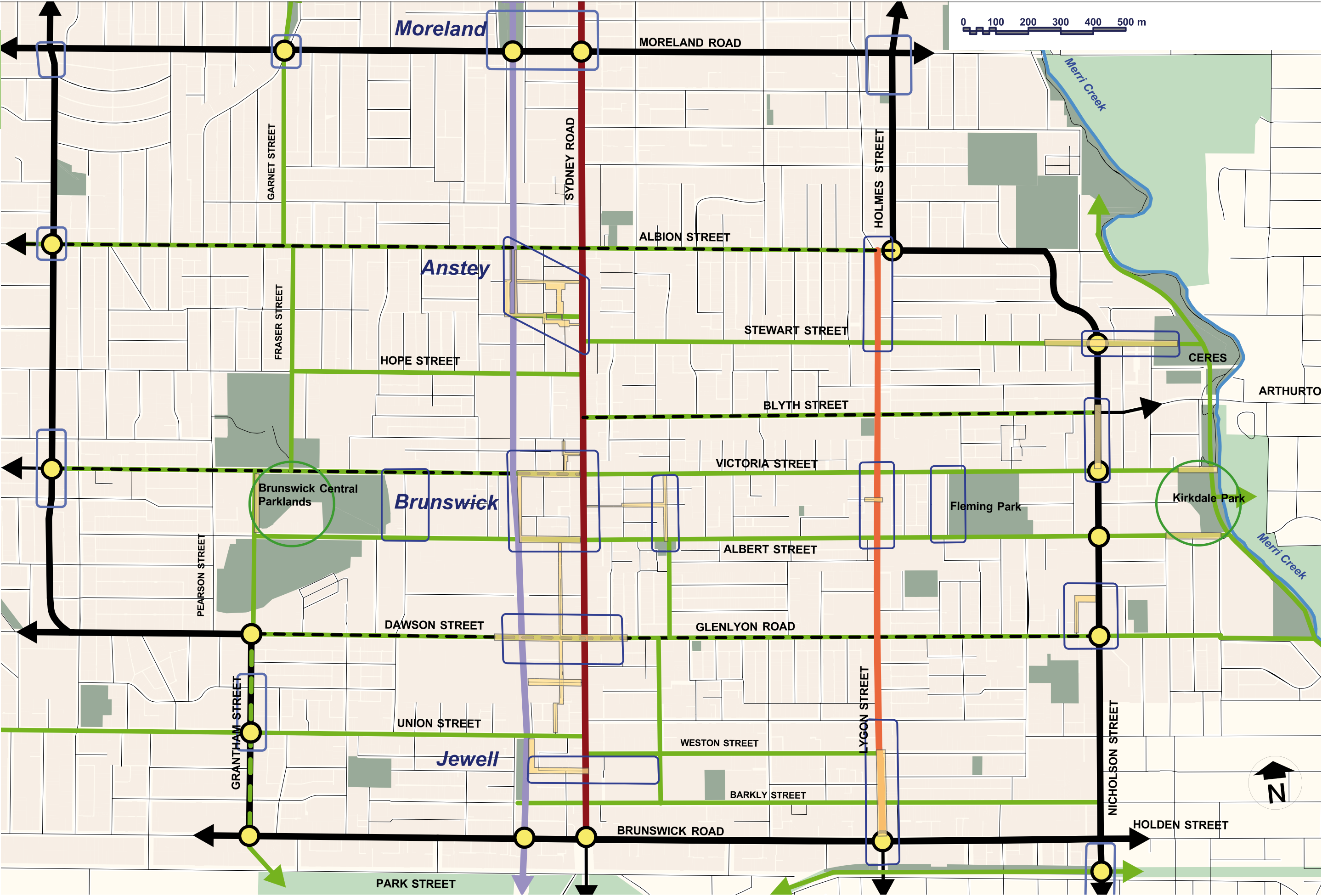
#### MAJOR VEHICULAR TRANSPORT NETWORKS

- Priority route for freight and other through traffic in the vicinity of Brunswick.
- ▨ Zone covering most of Brunswick with minimal freight and other long distance traffic.
- ↔ Public transport priority street.
- ↔ Limit freight traffic to the activity centre to mainly service the core industrial area via City Link
- Vic Roads traffic routes that define pedestrian priority environment.
- - - Review the status of Sydney Road as a VicRoads through route.
- ▤ Pedestrian priority environment bounded by VicRoads traffic routes. Refer to separate plan.

MAP 10 : Pedestrian Priority Environment

- VicRoads traffic routes that define pedestrian priority environment
  - - - Secondary arterial roads within pedestrian priority area
  - Sydney Road Activity Corridor - secondary arterial. Shift role from Vic Roads traffic route to high amenity pedestrian environment. Reduction in speed etc.
  - Lygon Street Activity Corridor - secondary arterial. Provide tree planting / parallel parking / kerb extension and reduce traffic to one lane each way.
  - Other high amenity links in the pedestrian network
  - Key pedestrian priority street
  - Upfield Railway Corridor shared path - improve safety at crossings
  - Key pedestrian crossing point on VicRoads traffic routes - improve the pedestrian network.
- Focus areas for active movement**
- Activity node within Brunswick Major Activity Centre
  - Recreational node within Brunswick Major Activity Centre







#### 4.2.3 (VII) LANEWAYS

Brunswick is one of the many inner Melbourne suburbs that feature laneways behind properties fronting the street network. The traditional function of these laneways was to provide access for night carts to the rear of properties, and when sewers were introduced, they were located in the lanes. Laneways are often also the location of overhead power cables.

Many of Brunswick's laneways were constructed of bluestone pitchers, and in many instances these materials remain an important feature of the area's heritage character. They provide the additional benefit of forming a more porous ground surface than contemporary materials such as concrete and asphalt, thus reducing rainwater runoff and increasing rainwater infiltration into the soil.

The laneways now provide a very important opportunity to ensure that the pedestrian amenity and character of the streetscapes are maintained.

#### STRATEGIES

- Ensure that all vehicle access to properties is provided from rear laneways where they exist.
- Maintain bluestone paving in all laneways where it currently exists.

#### 4.2.4 OPEN SPACE NETWORK

##### INTRODUCTION

Brunswick features a variety of open spaces, including well-designed small parks, a number of heritage parks and the conservation parklands of the Merri Creek Corridor.

Considerable resources have been invested in planning, design and development of parks over the past 20 years and these open spaces offer the community a range of recreational activities and experiences. Opportunities exist to provide greater pedestrian connectivity to parks, and to create smaller local open spaces through road closures and other traffic management solutions.

Potential improvements to the quality of open space within Brunswick Activity Centre have been identified, and urban renewal projects will provide the opportunity to improve access to open space, and improve the presentation of open space.

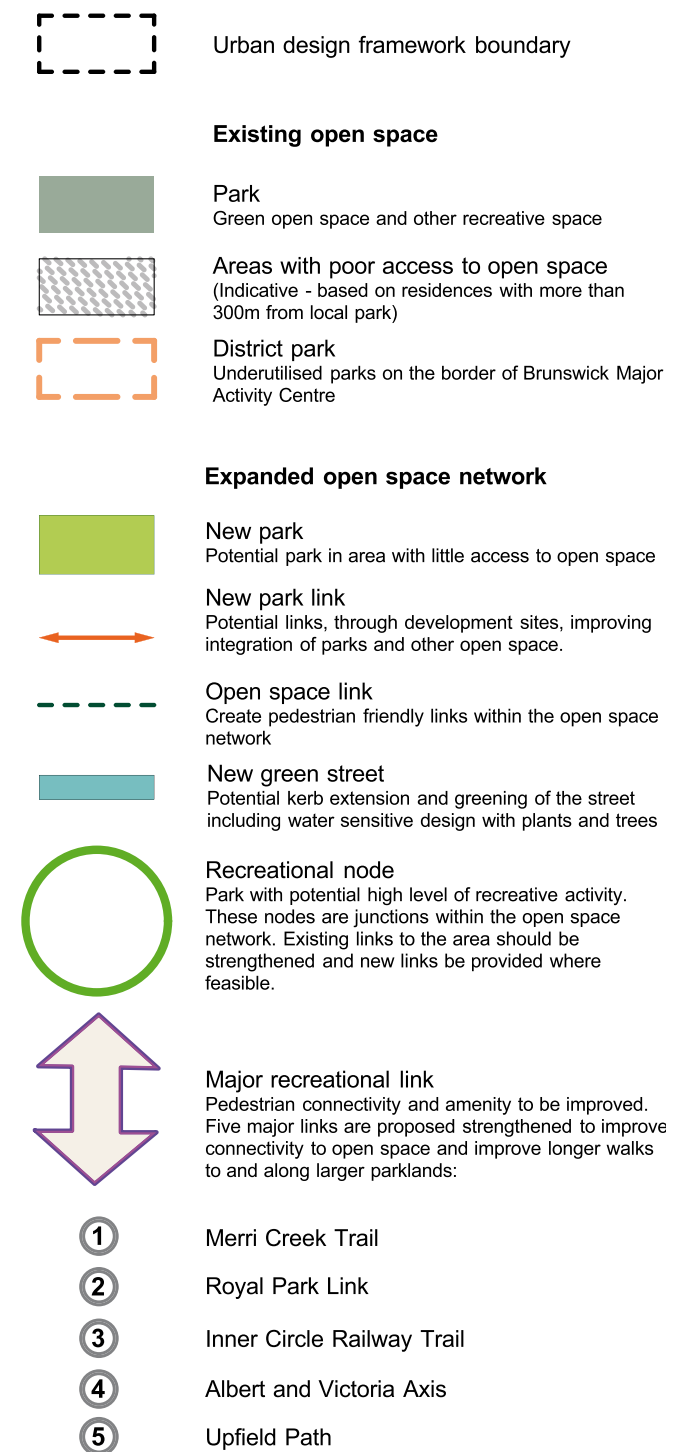
The integration of existing assets, such as larger open spaces on the borders of the activity centre, is also of importance, and such integration will see a better use of existing facilities. There are limited options for creating new open spaces within the built areas.

With the expected population increase in the centre, there is a need to ensure that the public realm of the Brunswick Activity Centre is adapted to meet a wider range and number of users. Map 11 outlines the potential for improved connections to existing green space and potential new open spaces. For general public realm improvements, please refer to map 12 – Public Realm Improvements.

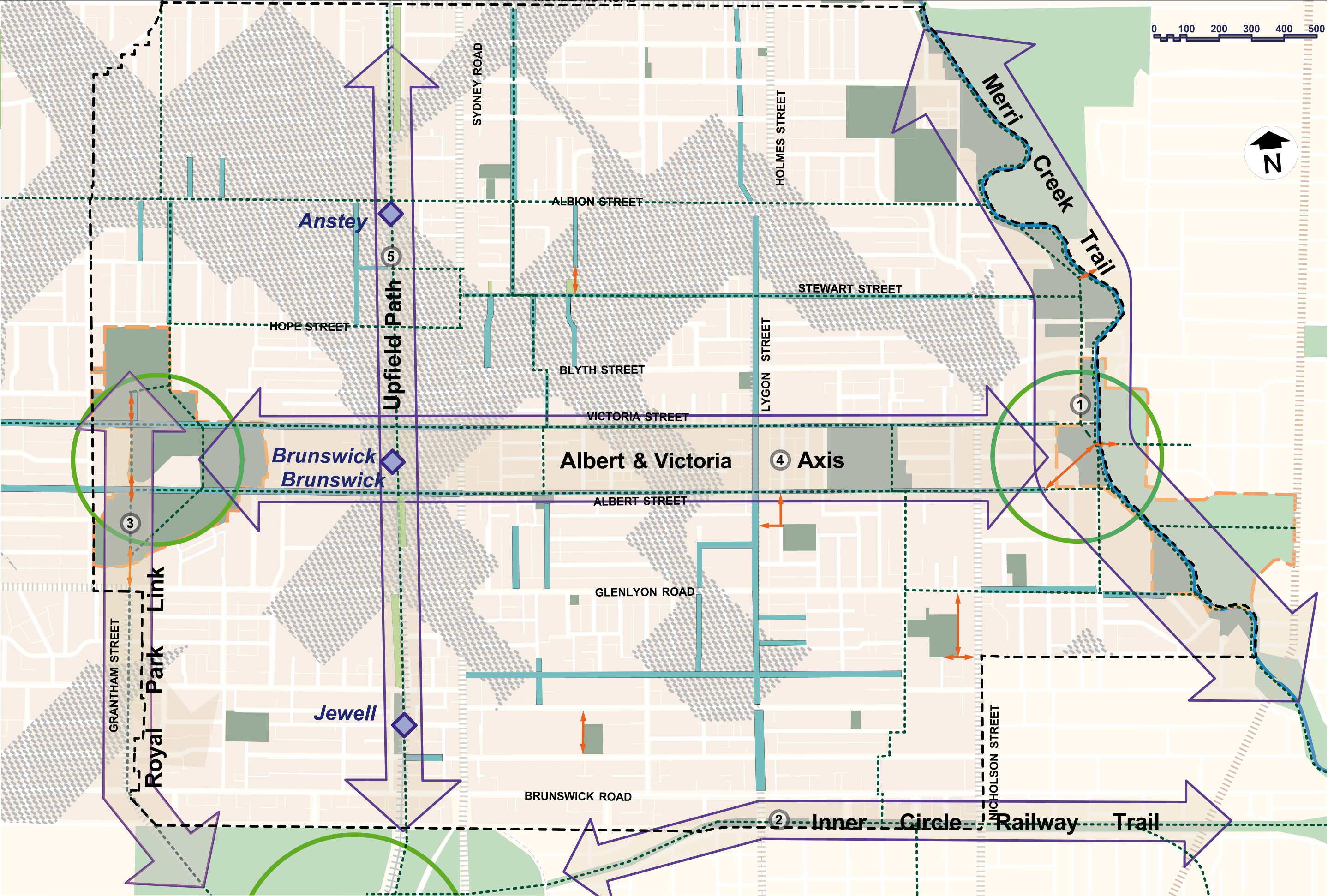
##### ISSUES

- The ability to acquire additional open space within high land value areas is limited.
- Existing open space within the activity centre should be redesigned and redeveloped to meet changing community needs – activating open space through improved design, access, safety and amenity is a realistic way to meet future demands.
- Numerous small 'pocket parks' in the study area can be improved to provide a richer program of passive recreational activities.
- The Merri Creek corridor and surrounds contain a large percentage of Brunswick's open space, and the creek environs provide a rich variety of recreational activities. There is great potential to further improve this area; however, the greatest benefit for the community would be improvement of east-west pedestrian and cycle routes to maximise access to this open space.

MAP 11 : Open Space Network











- Open space in a built-up inner urban environment is not restricted to ‘green’ space; however, open space for recreation is often thought of as ‘green’ only.
- Brunswick is a major youth destination. There is a need for a well-located ‘youth space’ where young people can hang out safely, preferably close to public transport and activity.
- The Brunswick Central Parklands (Gilpin, Clifton and Gillon Parks) needs to be better utilised, and a future master plan should focus on both active organised recreation and passive local recreational use.

OBJECTIVES

- To provide a range of high-quality open spaces within the activity centre.
- To increase the diversity of open space types within the activity centre.
- To plan for public places where provision of sufficient open space is not feasible, particularly in residential areas of higher density.
- To improve links to open space through the creation of new pedestrian and bicycle links, improved visual connectivity and new streetscapes.
- To improve links to the surrounding parkland, particularly Merri Creek, Brunswick Central Parklands, Princess Park and Royal Park.
- To acknowledge the multiple purposes that the Centre for Education and Research in Environmental Strategies (CERES) serves, and

ensure it is considered a key part of the open space system of the activity centre.

- To integrate water-sensitive urban design with plants and trees along streets where there is poor access to green open space and where there are extra wide road reserves.
- To ensure that all dwellings with poor access to open space (no open space within 300 metres), have new green streets and new public places allocated within a five-minute walk. Where economically and physically feasible, provide new park within a five-minute walk.

STRATEGIES

- Encourage the use of open space by creating an open space network. Develop and strengthen the five major recreational links as highlighted on map 11 – Open Space Network. Refer to guidelines below.
- Develop Brunswick Central Parklands as a recreational node creating an integrated sports and recreation precinct. Integrate formal and informal activities in a safe and attractive environment. Consider a major sports facility in Clifton Park (such as an indoor sports hall or a soccer and multi-purpose stadium).
- Develop Kirkdale Park as a recreational node by strengthening its position as a key link between the Merri Creek and district parks, and the core of the Brunswick Activity Centre. This includes reinforcing its connectivity within the green network and creating an additional link across the creek to integrate the whole district park, of which Kirkdale Park is part. Highlight the unusual views to the creek and the interpretation of past bluestone quarries. Create active interfaces to the west.
- Ensure that rezoning and development of existing industrial and commercial land contributes to improvements in the public realm and open space network.
- Integrate new development at CERES and create a more appealing entry at the gateways to CERES. Improve pedestrian and bike access to the site, and create a new link across the creek.
- Develop Albert and Victoria Streets as pedestrian-friendly green links, together with other streetscape improvements such as public artwork and a cross-Brunswick heritage interpretation trail.
- Provide new links through potential development sites, as indicated on map 11 – Open Space Network, to improve integration and connectivity to parks.
- Transfer to Council, potential ‘open space’ on Vic Track land to enable the development of high-quality parkland and pockets of

GUIDELINES – MAJOR RECREATIONAL LINKS	
Please read together with map 11 – Open Space Network	
Five major links will improve connectivity to open spaces and provide longer walks to and along larger parklands.	
Merri Creek Trail	<ul style="list-style-type: none"><li>• 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.</li><li>• 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.</li><li>• It is important to neighbourhood visitors that the trail is well integrated within the pedestrian network to the east and west, in particular at CERES and at Kirkdale Park.</li></ul>
Inner Circle Railway Trail	<ul style="list-style-type: none"><li>• 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.</li><li>• The link will visually connect the activity centre at the gateway to City of Moreland, with the activity node at the southern end of Lygon Street. It will see improvement to spaces – to the east in particular.</li></ul>
Royal Park Link	<ul style="list-style-type: none"><li>• This new link will provide straight-line pedestrian access between Brunswick Central Parklands and Royal Park.</li><li>• This relatively small intervention will bring Brunswick Central Parklands and Royal Park much closer to many neighbourhoods, and provide attractive longer walks.</li><li>• The link will start at the Brunswick Oval Grandstand with the creation of a pedestrian-friendly avenue of trees from Victoria Street to the Grand Stand.</li><li>• Further south along the link, a new gateway to Brunswick Central Parklands will be established at a new public transport interchange. This interchange will incorporate the Blue Orbital Smart Bus, and an enhanced tram stop at the intersection of Dawson Street and Grantham Street. Along Grantham Street, there will be clear signage directing pedestrians to Royal Park to the south, and to the Brunswick Central Parklands to the north.</li></ul>



GUIDELINES – MAJOR RECREATIONAL LINKS	
Please read together with map 11 – Open Space Network	
Five major links (continued)	
Albert and Victoria Axis	<ul style="list-style-type: none"><li>• This walk runs along the key east-west urban renewal axis on Albert and Victoria Streets. Much residential and mixed-use development will occur here over the coming years. Existing access to open space in the central part of Brunswick (between Sydney Road and Lygon Street) is generally poor. This green link will partially compensate for the lack of open space by providing high-amenity pedestrian links along Albert and Victoria Streets.</li><li>• By way of example – establishing kerb outstands and water-sensitive urban design with plants and trees will provide an attractive walk to larger open spaces.</li><li>• This link connects district parks to the east and west and runs past Randazzo and Fleming Parks. The walk also passes the Upfield Path and Lygon Street, both of which have potential for additional greening. The district parks connected by this link are Brunswick Central Parklands to the west, comprised of Gilpin Park, Clifton Park, Brunswick Park and Raeburn Reserve, and district park near Merri Creek to the east, comprised of Sumner Park, Kirkdale Park and Merri Park (City of Darebin).</li><li>• 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.</li></ul>
The Upfield Path	<ul style="list-style-type: none"><li>• This link runs along the eastern side of the Upfield Train Line and links small pockets of green spaces.</li><li>• This green corridor builds on existing Council strategies such as consolidating linear open space corridors, particularly state-owned properties.</li><li>• Greening of public land along the corridor will increase by creating new parklands and pockets of green open spaces. This corridor will support an increased residential population due to considerable development between the railway and Sydney Road.</li></ul>

GUIDELINES – MAJOR RECREATIONAL LINKS	
Please read together with map 11 – Open Space Network	
Guidelines : District Parks	
Brunswick Central Parklands	<p>Integration of Brunswick Central Parklands.</p> <p>This precinct will become a series of well-connected spaces and activities including:</p> <ul style="list-style-type: none"><li>• A high-grade multi-use sports destination – a network of attractive outdoor spaces will connect new and future sports activities, including the grandstand and a new sport hub.</li><li>• A new facility incorporating a range of community facilities and user groups – this new community hub will be integrated with the sports hub described above.</li><li>• Open-air music and performance scene – this space will be strengthened as a public venue and provide a visual connection to Gardiner Street and beyond.</li><li>• Native parkland – Gilpin Park will be strengthened as an urban native forest, and convenient entry points will be provided.</li></ul>
District park at Kirkdale Park	<p>Integration of district park at Kirkdale Park.</p> <ul style="list-style-type: none"><li>• 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.</li></ul>

green open space. This in part will support urban renewal areas along the railway where there is a lack of green open space.

Refer to key initiatives below.

- Implement water-sensitive urban design with plants and trees – focus on wider streets with low volumes of traffic. Refer to key initiatives below.
- Establish appropriate sites for community gardens and allotments to cater for existing demand and for the future increase in residential density.
- Consider future community gardens – including a feasibility study of ‘land banks’ for urban farms and food security.
- Ensure all future works in the public realm comply with map 11 – Open Space Network and map 12 – Public Realm Improvements.
- Ensure provision of civic urban open space, such as Sparta Place, in lieu of traditional parkland be considered.
- Ensure a ‘youth space’ where young people can hang out safely is well located, preferably close to public transport and other activity. This could potentially be part of an integrated space incorporating venues / meeting spaces.

KEY INITIATIVES

Action plan for additional open space provision.

- This program should focus on providing additional open space in neighbourhoods with poor access to open space, refer to map 5.
- Opportunities and resources to purchase land for open space are limited, and it is important this program ensures that open space provisions are built into future development plans, and into agreements with VicTrack.

Action plan for additional greening of streets.

- This program should focus on providing water-sensitive urban design with plants and trees, especially in areas with little access to green open space. Streets where wide-road reserves are available as highlighted on map 5, should be prioritised.

Master Plans for the two district parks.

- The master plans for Brunswick Central Parklands and Kirkdale Park should be informed by the strategies and guidelines outlined above.

4.2.5 PUBLIC REALM

As population in the activity centre increases and a shift from car use to public transport occurs, there will be more focus on pedestrian priority environments. This requires a better balance between pedestrian activity and vehicle traffic.

ISSUES

- Brunswick’s early development pattern resulted from subdivisions created by land speculators. This set the framework for today’s street network. Generally, the east-west connections are good while the north-south thoroughfares are limited. While some new streets or pedestrian links are desirable, the main potential for encouraging people to walk, is to redesign streetscapes to improve amenity and pride of place.
- There is a lack of open space in some residential areas – between Sydney Road and Lygon Street for example. In many areas where residential urban renewal is anticipated, there are limited public places to provide for the increasing public space needs. More community living space is needed, whether in public space or semi-public / private space.
- Improving pedestrian amenity and the quality of public space will also help compensate for the lack of public and open spaces in areas where new residential mixed-use development is anticipated.

OBJECTIVES

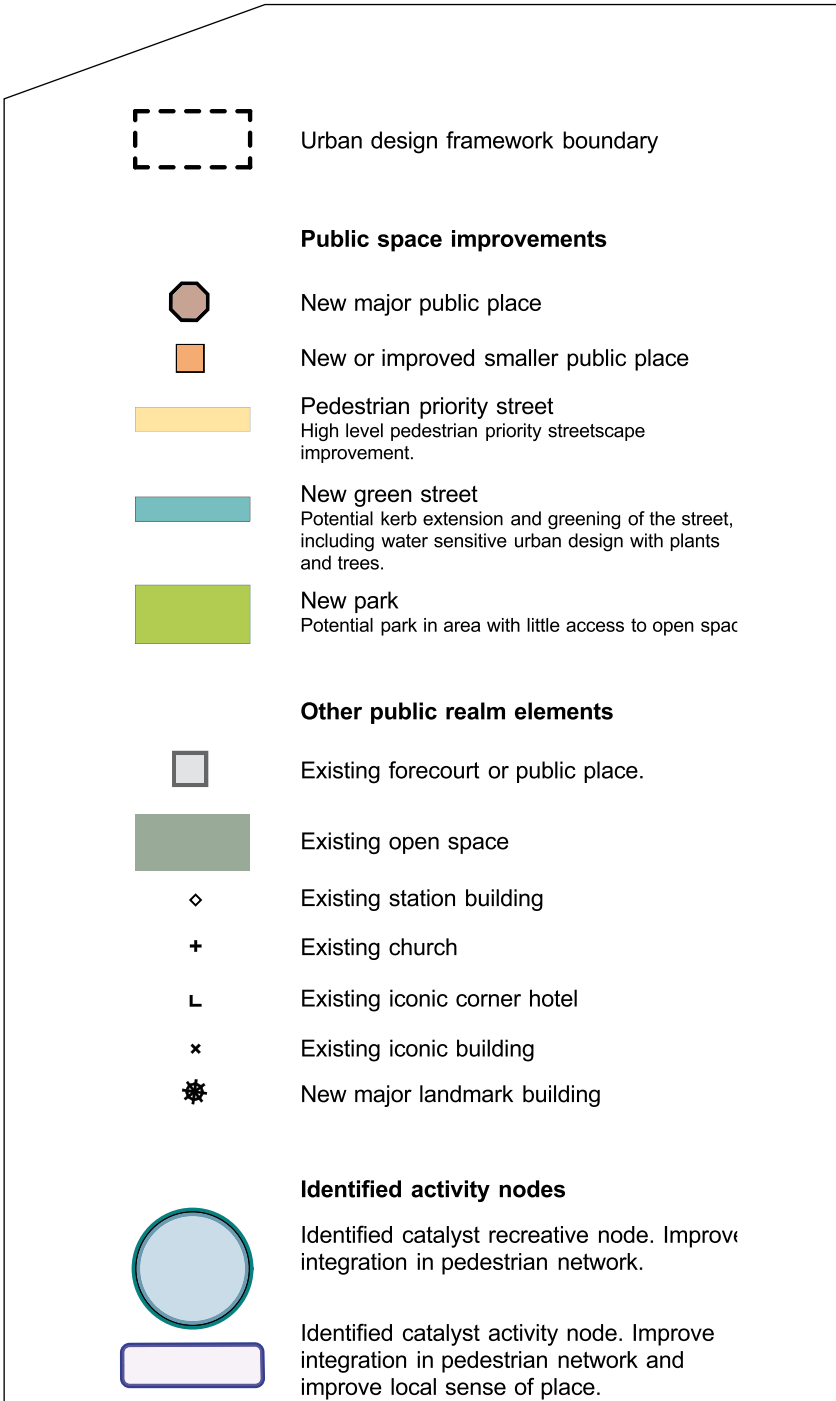
- To ensure a pedestrian-friendly environment that means car ownership is not necessary to live a convenient and prosperous life in the activity centre.
- To create public spaces that are accessible and well linked, comfortable and well designed.
- To develop a range of public spaces throughout the area that support public life and informal meeting places within neighbourhoods.
- To ensure that key public places and streetscapes provide a strong sense of identity by enhancing activity nodes.
- To create a series of public places, forecourts and other public spaces that reinforces activity nodes and a sense of local identity.
- To ensure that new development contributes to the safety, visual interest and vitality of public places, streets and pedestrian links.
- To ensure all future works in the public realm comply with map 11 – Open Space Network and map 12 – Public Realm Improvements.

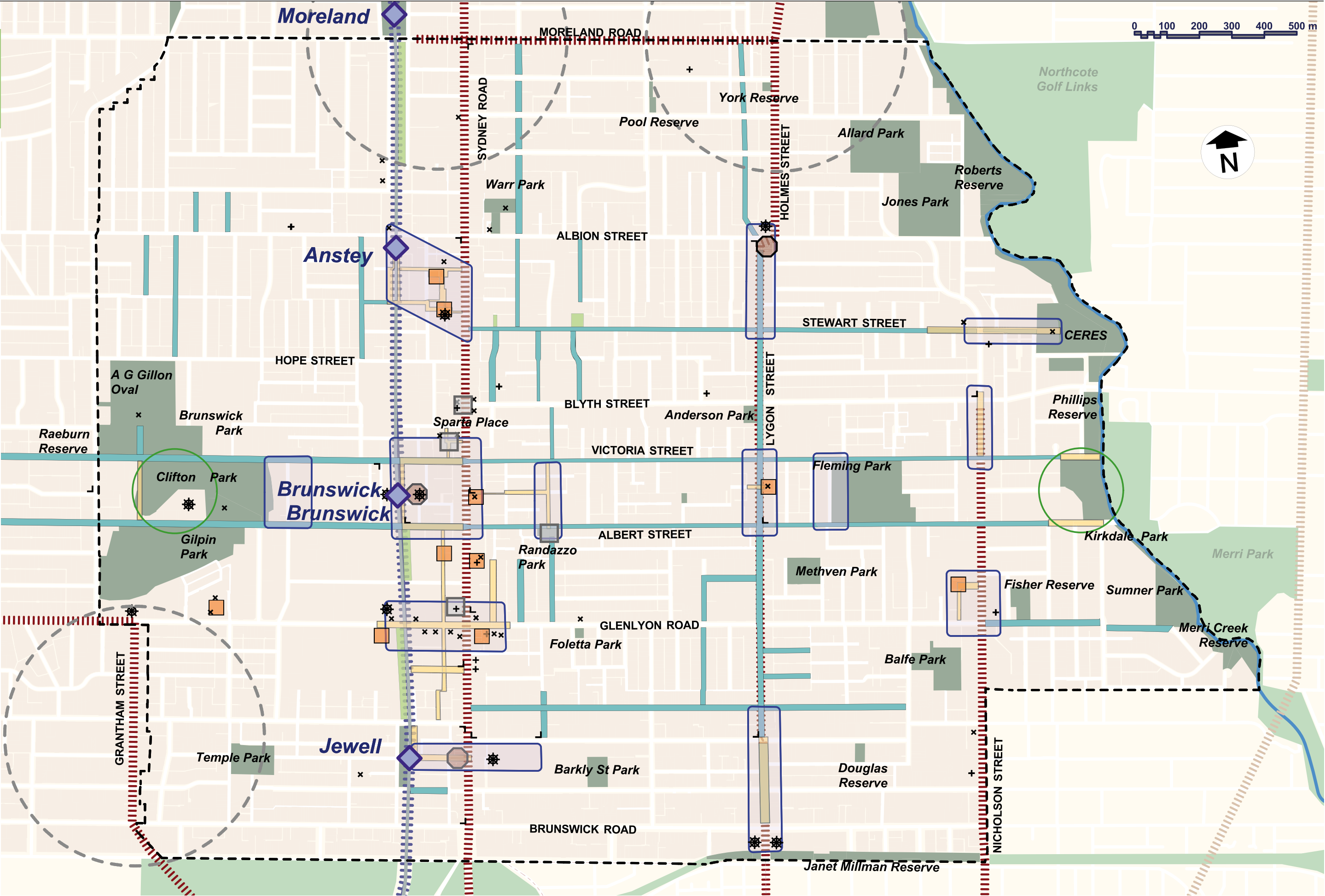
STRATEGIES

- Develop a range of new or improved public spaces that cater for different users, create choices for everyone, and strengthen informal meeting places in all neighbourhoods.
- Develop pedestrian priority streets – especially around activity nodes where there is a lot of pedestrian activity. Refer to map 12 – Public Realm Improvements.
- Incorporate active frontage in new developments in accordance with the active frontage requirements per map 6 – Active Movement Network.
- Implement new planning scheme controls to ensure optimal active frontage for existing and new pedestrian links.
- Develop partnerships with State Government, developers and infrastructure providers to coordinate regeneration of urban renewal along the Albert and Victoria Axis.
- Develop public realm guidelines for each urban renewal area when planning scheme controls are prepared. These guidelines should be informed by map 11 – Open Space Network, map 6 – Active Movement Network, map 12 – Public Realm Improvements and the precinct plans in Volume 2.

GUIDELINES – PUBLIC SPACE IMPROVEMENTS	
These guidelines describe potential new public places, forecourts/pedestrian circulation spaces and pedestrian-priority streets.	
<b>Public Places</b> : Three major new public places are proposed. Refer to map 12 – Public Realm Improvements.	
Jewell Station	Integration of Jewell Plaza at Wilson Avenue with a new pedestrian priority environment along the length of Wilson Avenue.
Brunswick Station	Brunswick Station Plaza will provide a prominent public place in front of the station building. Land can be developed for a plaza and a tall landmark building.
Lygon Street Gateway North	This new public place and landmark building to the north will reinforce the visual gateway to Lygon Street. The public place will be on the south-eastern side of the junction and will replace poor functioning shops. It will be integrated with a pedestrian friendly public transport interchange.

MAP 12 : Public Realm Improvements







GUIDELINES – PUBLIC SPACE IMPROVEMENTS	
These guidelines describe potential new public places, forecourts / pedestrian circulation spaces and pedestrian-priority streets.	
<b>Forecourts and pedestrian circulation spaces</b> : New or improved forecourts and pedestrian circulation spaces will provide better pedestrian amenity and connectivity – refer to map 12 – Public Realm Improvements. These improvements are described below.	
Gateway south, Sydney Road	Improve pedestrian amenity and circulation space at the transport interchange and enhance the visual gateway to Sydney Road.
Anglican Church / Brunswick Townhall	Improve Church forecourt on Glenlyon Road.
RMIT campus, Dawson Street	Improved forecourt next to Dawson Street which is a pedestrian priority street.
Uniting Church	Improve Church forecourt.
Post Office Place, Sydney Road	Post Office Place upgraded and linked to pedestrian priority streets to the east, and to the new enhanced tram stop on Sydney Road.
Brunswick Market	New market forecourt next to the new pedestrian priority environment on Florence Street.
Maternal and Child Health Centre, Lygon Street	Integrate a new forecourt and pedestrian circulation space with the super tram stop and the pedestrian priority street.
Former Tontine site, Nicholson Street	Former Tontine site public space – integrate with new public transport interchange via pedestrian priority street.
Pedestrian priority streets	
Certain streets are ready to be reclaimed as safe shared spaces – especially at activity nodes and where there are conflicts between car use and pedestrian activity. The potential pedestrian priority streets all require different solutions, and one or more of the following treatments should be considered after further feasibility studies.  Refer to pedestrian priority streetscapes /environments as outlined on map 12 – Public Realm Improvements.	
Traffic calming	Reduced traffic speeds to protect and reinforce pedestrian activity.
Pedestrian crossings	Pedestrian crossings with no surface level change from footpath to footpath, and with a pavement type that signals pedestrian priority.
Naked streets	Prominent pavement treatment across the whole road creating a shared space where all modes of traffic will need to look out for each other.
Pedestrian mall	Vehicle access limited to service and loading vehicles.

4.2.6 CHARACTER AND BUILT FORM

Given Brunswick’s level of potential urban renewal, the suburb’s unique character should be strengthened and further developed.

The built form is important to shaping the long-term streetscape character. Pedestrian links are key to connecting and exposing areas such as larger parklands, transport interchanges at train stations and other elements that are under-utilised or hidden away. A more prominent pedestrian environment along Albert and Victoria Streets will link these elements, and has the potential to become a cross-Brunswick connection that also links new community hubs.

*ISSUES*

Pressure for new development could blur the image of the suburb’s character. Brunswick has unique streetscapes such as Sydney Road, that have retained a remarkably consistent character in terms of built form. There is potential for higher density development in Brunswick without undermining the established character, but it requires developed built form controls. There is a need for built form guidelines that give certainty to all stakeholders.

A good public / private interface is central to creating a lively, attractive and safe environment that encourages further activity in the public areas. A sense of safety is currently lacking around station areas and near rundown industrial sites.

- OBJECTIVES*
- To build on Brunswick’s unique character as the suburb transforms into a higher density sustainable activity centre.
  - To continue developing the unique nature of activity corridors through future retail growth opportunities, the future metropolitan traffic role, overall streetscape character and existing building characteristics.
  - To strengthen activity nodes as convenient informal meeting places that will increase the local sense of identity in each neighbourhood.
  - To enrich public spaces by placing art in public and private developments.
  - To use public art in developing and celebrating the diversity of Brunswick’s communities, indigenous culture and heritage.
  - To strengthen local identity by making historical as well as natural developments visible.
  - To preserve the high-profile heritage elements and streetscape character for future interpretation.
  - To protect heritage icons, streetscapes, laneways, historic parks and infrastructure such as heritage railway elements.



- To develop the Albert and Victoria Axis along Albert and Victoria Streets as a high-profile sustainable inner city urban renewal area.
- To provide a level of certainty about future built form opportunities to all stakeholders including the community.
- To protect and reinforce the character of Sydney Road.
- To build on and strengthen the character of Lygon and Nicholson Streets.
- To sensitively manage interface issues between new and existing development.
- To ensure a high-quality built environment and flexible use of space during a building’s lifetime.
- To achieve environmentally sustainable built form.

- STRATEGIES*
- Strengthen the area’s unique positive character by integrating existing buildings when sites are redeveloped. This will also reduce the energy required for construction, compared to development requiring intensive demolition.
  - Integrate artworks to improve the public realm and the local sense of identity and pride.
  - Strengthen the overall character and perception of the activity centre by improving key streets, including the three north-south activity corridors and the two east-west streets along the urban renewal axis.

- Implement a cross-Brunswick heritage interpretation strategy. Refer to key initiatives below.
- Develop streetscape guidelines for the three activity corridors to accommodate the future transport role. Refer to map 10 – Pedestrian Priority Environment.
- Develop built form guidelines for development sites within the Brunswick Activity Centre. These guidelines should be informed by the urban design framework described in this Structure Plan, and the future function and development potential described for each precinct within this Structure Plan.
- Encourage and support community and business initiatives that increase opportunities for public art.
- Develop artworks that are celebrated as local icons and which contribute to local character. Focus artwork at activity nodes and key pedestrian links.
- Work with developers of sites that have cultural or heritage significance, to include public art that celebrates the site’s significance.
- Explore opportunities to create a ‘public art trail’ from Brunswick Central Parklands to Merri Creek along the east-west urban renewal axis, to improve links between these areas.
- Develop built form guidelines for the three activity corridors, Sydney Road, Lygon Street and Nicholson Street.
- Develop built form guidelines for each urban renewal area when development overlays are prepared. The guidelines should be informed by map 13 – Built Form Framework.
- Ensure that development outside the core of the activity centre transitions in scale to the low-density residential surrounding area.
- Ensure that development is designed to maximise winter solar access where feasible.
- Make sure that rooftop plant, infrastructure and potential green roofs are well integrated into new development.
- Encourage rooftop gardens, generous balconies, innovative water management and re-use, and solar and other innovative energy technologies.
- Ensure active ground-level frontage is provided in new developments.
- Ensure that new development in Brunswick will have a significant influence on the quality and character of the urban environment it creates. Buildings will be expected to:
  - o enhance the environment in which they are built
  - o be of an appropriate scale, in terms of bulk and height relative to the scale of the street and surrounding buildings
  - o achieve an appropriate built form, in terms of building alignment, proportions, building type and elements

- o have a density appropriate for a site and its context
- o recognise that landscape and buildings operate as an integrated and sustainable system
- o optimise safety and security for internal and public spaces
- o take account of their social context in terms of housing access, housing diversity and service
- o make efficient use of natural resources, energy and water throughout their full life cycles.

GUIDELINES – BUILT FORM GUIDELINES AND CONTROLS	
These guidelines set a framework for the future character of the Brunswick Activity Centre and establish a level of certainty for all stakeholders.	
The following guidelines and controls should be read in conjunction with map 13 – Built Form Framework and the precinct plans and strategies in Volume 2 Parts 1 to 4. New development must also comply with the Design Guidelines for Development of Four or More Storeys. Map 13 sets out the overall built form framework. The guidelines and controls outlined on this plan include overall maximum height, podium heights on key streets and identified sites for landmark buildings.	
Setback from street boundary	Generally, all new buildings next to activity streets should be built to street edge, while setback of new buildings next to activity links must relate to the existing building setbacks in the street. Refer to map 6 – Active Movement Network, for definition and identification of activity streets and activity links. Specific issues are discussed in Volume 2 of the Structure Plan. The precinct plans outline sites where setback from street boundary or railway reserve is required.
Active frontage	New development must provide active frontage in accordance with map 6 – Active Movement Network.
Maximum height	The maximum height is generally set to five storeys in the areas of major change, especially along the three north-south activity corridors. Increased density will support well-connected public transport and mixed-use activity. Six to seven storeys are allowed on several sites east and west of the Upfield Train Line, line, and on other medium to large development sites. At the boundary of existing low-rise residential areas, the maximum height allowed is three to four storeys. A range of east-west streets allows for three-storey development to encourage walk-up townhouses with setbacks and front gardens that relate to the existing street character. Refer to map 13 – Built Form Framework.

GUIDELINES – BUILT FORM GUIDELINES AND CONTROLS	
These guidelines set a framework for the future character of the Brunswick Activity Centre and establish a level of certainty for all stakeholders.	
Landmark sites	Only a limited number of landmark sites are identified for the Brunswick Activity Centre. These key sites can be higher than surrounding buildings to emphasise the character of activity nodes, or to emphasise major visual gateways. Refer to the eight landmark sites identified on map 13 and on the precinct plans in Volume 2 Parts 1 to 4.
Streetscape character and podium	Map 13 sets out controls for establishing coherent streetscape character. Podium heights and setback above podium must comply with this map. Built form controls have been prepared for Sydney Road and Lygon Street – refer to drawings in Volume 2 – local areas 1 and 2.
Pedestrian links through development sites	Specific issues regarding improved active movement network are discussed in Volume 2 of this Structure Plan. The precinct plans outline sites with potential new pedestrian links through some urban renewal sites. These links should be incorporated into new developments, by agreement between the landowner and Council.
Development of further guidelines	Specific guidelines, in the form of development overlays etc., must be prepared for larger urban renewal areas. In terms of maximum height, such guidelines should be informed by map 13 – Built Form Framework.  The number and position of future landmark buildings identified in the Structure Plan cannot be altered and the above streetscape controls guiding podium heights and setback must be adhered to.  Setbacks shown on the precinct plans cannot be altered and new links through property as shown on precinct plans, should be provided where feasible.
Guidelines – Future Character	
Based on the future changes outlined in map 4 – Strategic Framework, large-scale urban renewal will occur along certain streets, and opportunities exist for reconfiguring industrial land next to Brunswick Central Parklands.  In response to this, the future character guidelines for local areas and the Albert and Victoria Axis are described below. Please also refer to map 14 – Future Character – Key Opportunities.	
Local Area One	Development on Sydney Road will build on the strong heritage streetscape and will significantly improve its integration with train stations and new transport-oriented development. This will increase activity on the east-west streets between Sydney Road and the railway line. Dawson Street, east of the railway, will become a prominent pedestrian priority area with good connections to smaller public spaces – reinforcing this area as a community hub.

GUIDELINES – BUILT FORM GUIDELINES AND CONTROLS	
These guidelines set a framework for the future character of the Brunswick Activity Centre and establish a level of certainty for all stakeholders.	
Guidelines – Future Character (continued)	
Local Area Two	<p>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.</p> <p>A new community hub will be focused around the Maternal and Child Health Centre and Fleming Park, resulting in Albert and Victoria Streets becoming pedestrian links.</p>
Local Area Three	<p>Nicholson Street will develop into three nodes of activity emphasised by higher buildings.</p> <p>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.</p> <p>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.</p>
Local Area Four	<p>Brunswick Central Parklands will become a better organised district park with multiple options for passive and active recreational activity. It will also become a focus for a new multiple function community hub.</p> <p>Pedestrian amenity will improve along key access points and pedestrian links such as a new link to Grantham Street / Royal Park will be catalyst to the integration of Brunswick Central Parklands.</p> <p>Several industrial-use sites will change land use and improve the appearance at the park interface.</p>
Albert and Victoria Axis	<p>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.</p> <p>These pedestrian-friendly community links will also provide a cross-Brunswick heritage interpretation and artworks trail.</p>



East Brunswick Maternal and Child Health Centre.

MAP 13 : Built Form Framework

Built form guideline

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
- Potential landmark building

Streetscape controls

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

- Coherent historic streetscape - maintain relationship to parapet heights of 2 storey Edwardian and Victorian style.
- Establish a 3 storey built form podium height - setback of development above the podium to be minimum 5 metres.
- Establish a 4 storey built form podium height - setback of development above the podium to be minimum 3 metres.
- Establish a 5 storey built form podium height - setback of development above the podium to be minimum 2 metres.

Specific built form controls

Certain streets are unique in their existing character. To built upon and enhance the character specific controls has been established.

- 1

Refer to specific controls for Sydney Road - map 1.3
- 2

Refer to specific controls for Lygon Street - map 2.3

Existing conditions

- Urban design framework boundary
- Green open space
- Heritage overlay as per Moreland planning scheme 2008
- Gateway to activity corridor
- Other visual gateway
- Existing station building
- Existing church
- Existing iconic corner hotel
- Existing icon building



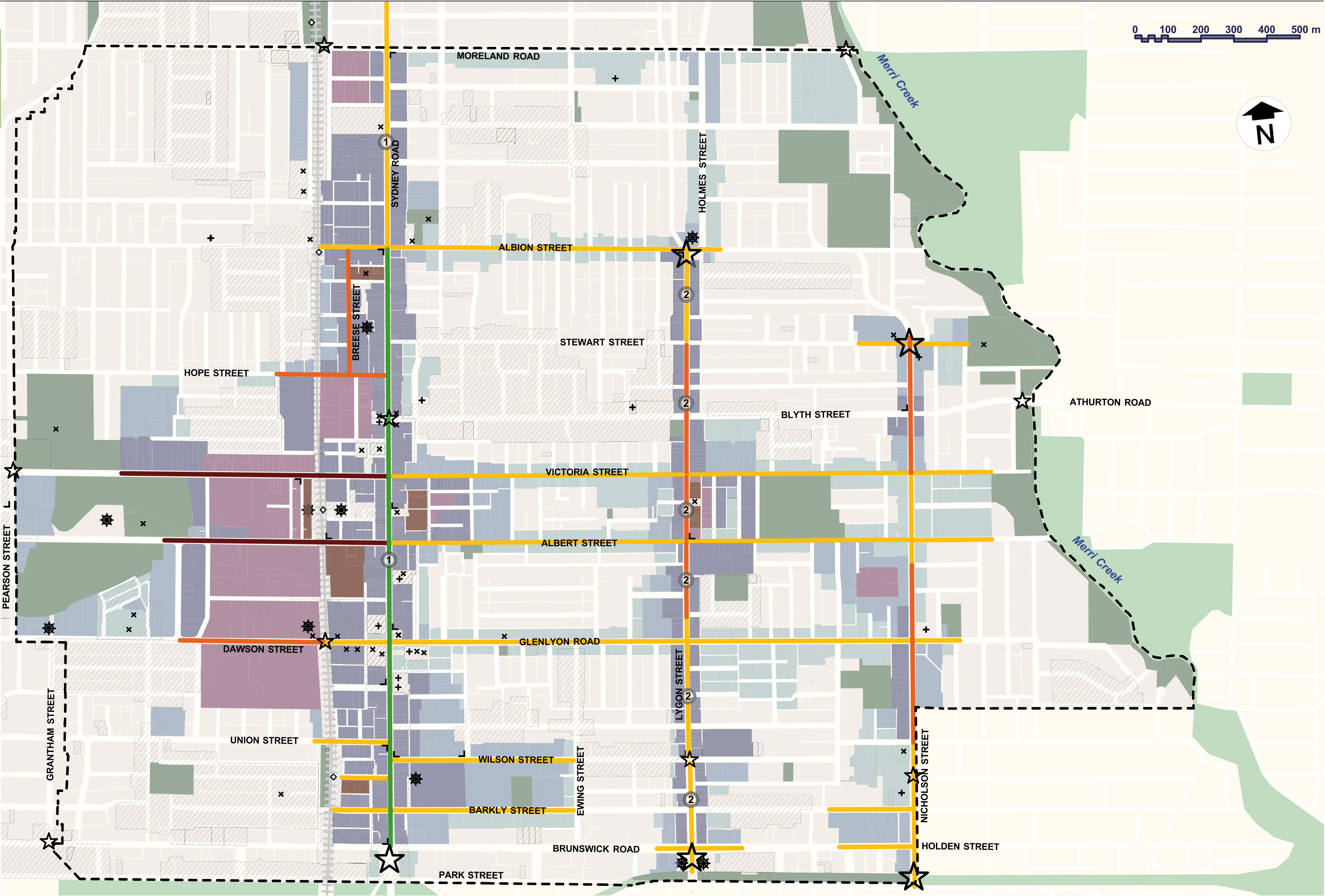
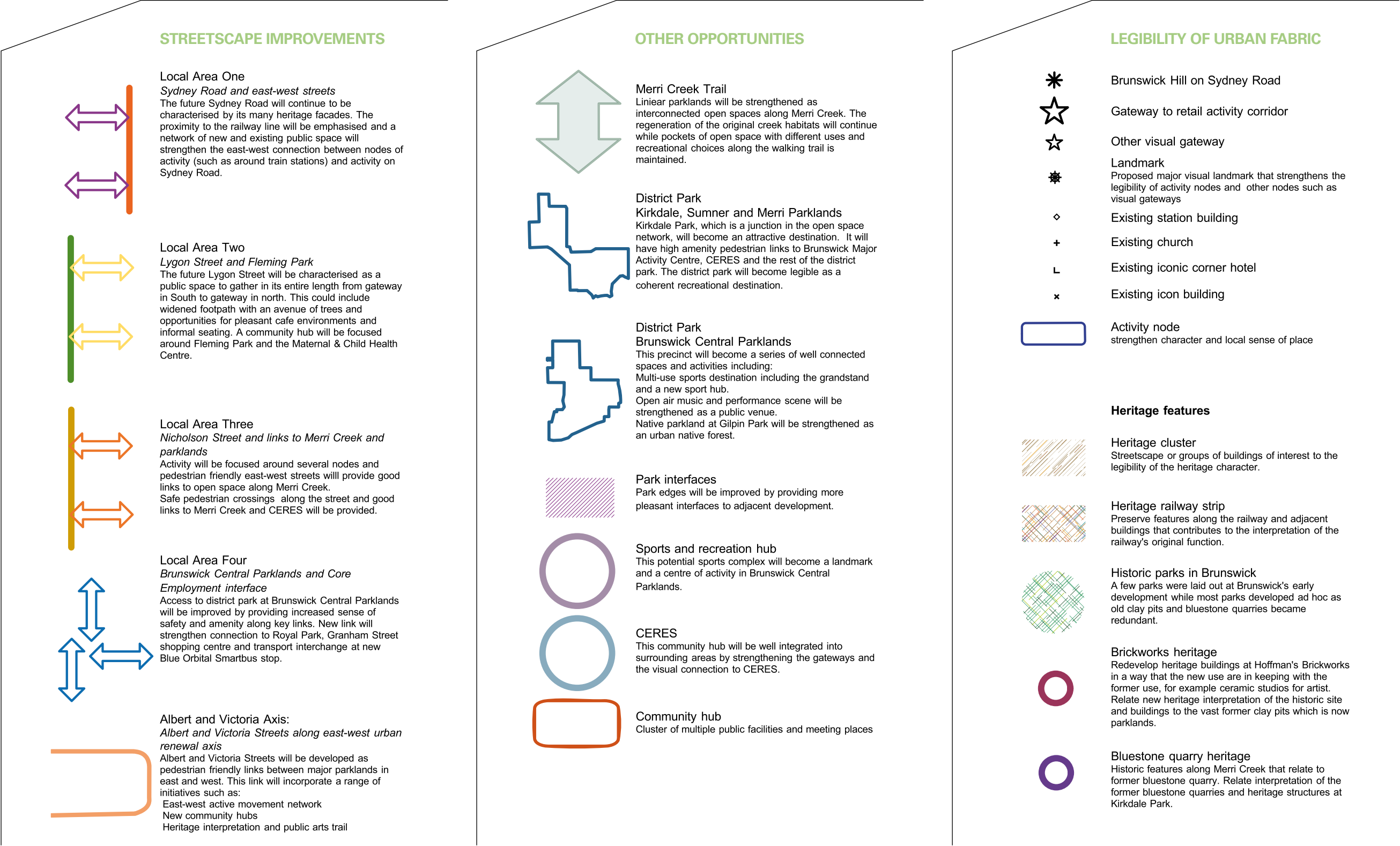
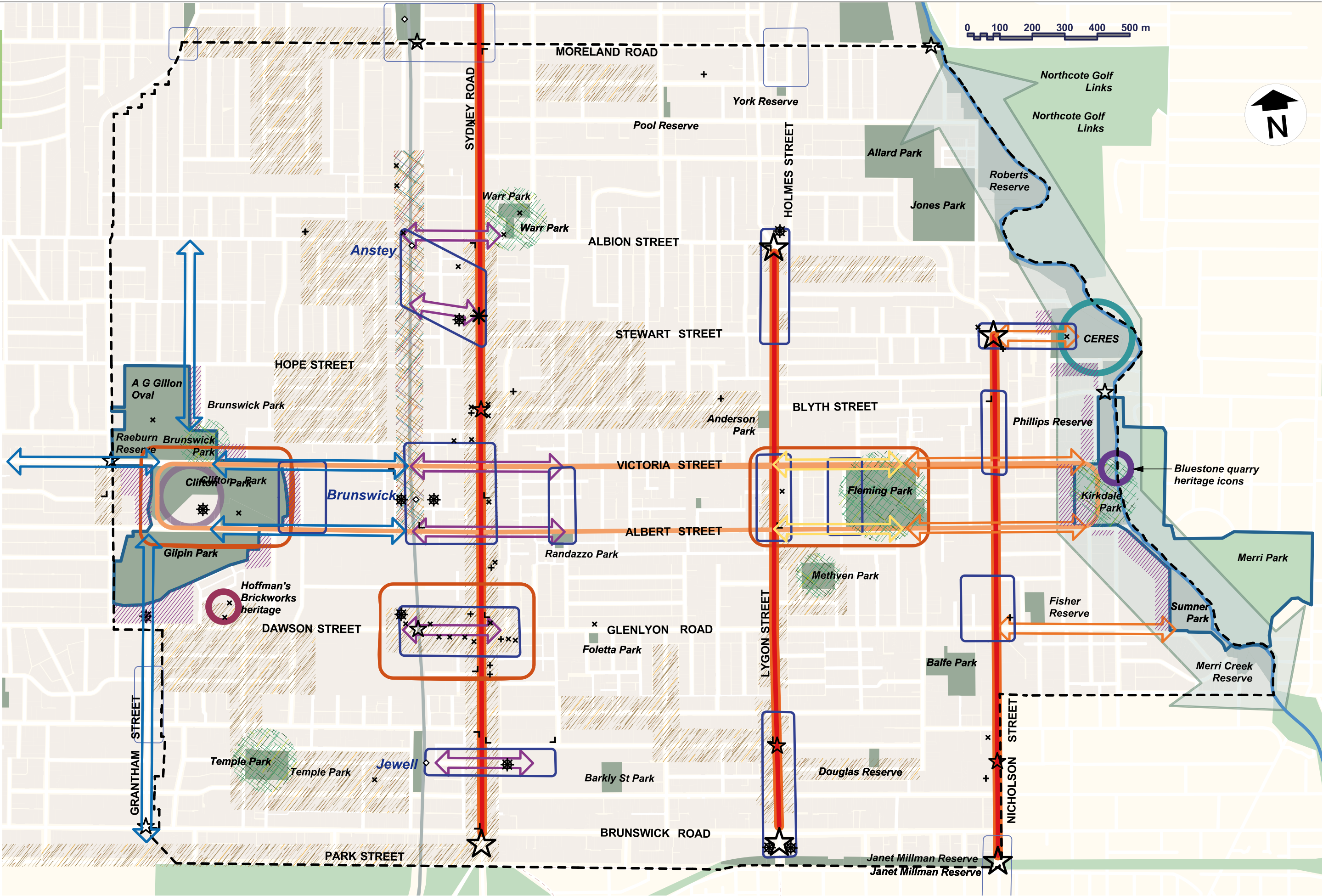


FIGURE 14 : Future Character – Key Opportunities









*KEY INITIATIVES***Property interface guidelines**

Active frontages along the public / private interface will be introduced to ensure that ground-floor facades appeal to pedestrians and contribute good lighting levels for interest, activity and safety.

Guidelines with greater detail should be produced for new development overlays covering urban renewal. These guidelines should be based on the key activity streets and activity links marked on map 6 – Active Movement Network, and on the active movement guidelines above.

**Cross-Brunswick Heritage Interpretation Trail**

This project should improve public spaces and at the same time interpret Brunswick's heritage and history for future generations. Albert and Victoria Streets will become strong pedestrian-friendly community streets with mixed activities. They are natural east-west links for a heritage trail that links to the north-south activity corridors and the whole of Brunswick.

The project could cover the following natural and historical developments.

*Natural*

- First subdivision – native flora of grasslands and trees, and later the market gardens – consider use of native plants in streetscape improvements.
- The geology – the heritage trail could span large clay pits to the west at Brunswick Central Parklands (Hoffman's Brickworks) and the large bluestone quarry in Kirkdale Park.
- The creek – integrating water-sensitive urban design on east-west streets providing clean storm water returning to creek.

*Historical*

- Artwork, paving materials and street furniture that relate to local history such as brick, pottery, bluestone, textile and rope production etc.
- Feature icons at the bluestone quarry at Kirkdale Park, and former clay pits and structures near Hoffman's Brickworks at Brunswick Central Parklands.
- Transport corridors crossing the east-west trail could include:
  - o The history and function of the railway
  - o The tramlines, their role with changes to public transport technology
  - o Buildings and heritage streets features.

**4.2.7 PUBLIC ART**

Public art will play an important role in the development of Brunswick. Public art has a significant place in the urban environment in terms of its contribution to the cultural vitality of the city through ideas, interpretation and creative activity. Public art promotes collaboration and a shared creative vision of accessible and innovative artwork. Successful examples of public art should:

- 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
- Promote a sense of wellbeing by enhancing enjoyment of public spaces.

Public art initiatives in Brunswick will enable the various communities of Brunswick to develop and celebrate their diversity. It will provide an opportunity to recognise the distinct indigenous and migrant culture and heritage that exists in Brunswick. Themes to be explored in public art installations could include Moreland's indigenous past, industrial heritage, migration, political activism and environmentalism.

The incorporation of public art into public and private development projects provides opportunities to enrich public spaces with innovative site-specific art and design features, enhancing these spaces for the enjoyment of public art or public performance. Well-designed artworks have the opportunity to be celebrated as landmarks and local icons.

Council will explore options to ensure public art is a key component and requirement of all development in the Brunswick Activity Centre. There are a number of options that can be examined, including options available under a developer contribution scheme. Council will prepare guidelines that assist developers in exploring a range of art opportunities including those that incorporate cultural development principles and that involve a broad definition of art in public places.

*OBJECTIVES*

- To enrich public spaces through the incorporation of public art within public and private development.
- To use public art to develop and celebrate the diversity of the Brunswick communities, indigenous culture, and heritage.

*STRATEGIES*

- Initiate public artworks of a very high standard in contemporary arts practice, that greatly enhance or improve public spaces.
- Develop artworks that are celebrated as landmarks and local icons and contribute to place making.
- Ensure that planning for all major capital works projects includes consideration of public art components and opportunities, and includes appropriate processes for community involvement and evaluation.
- Work with developers of sites with cultural or heritage significance to explore potential for inclusion of public art to celebrate the site's significance.
- Encourage and support community and business initiatives that increase opportunities for art in public places. These initiatives may include such projects as art displayed in shop windows or performances in shopping areas or on public transport.
- Explore options, including through a developer contribution scheme, to contribute towards the creation and maintenance of public art on or around a development site.
- Explore opportunities to create a 'public art trail' along Albert and Victoria Streets from the Brunswick Central Parklands through to the Merri Creek, to assist in improving links between these areas.

## 5 ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT

### 5.1 INTRODUCTION

Environmental, economic and social sustainability are integral components of the Structure Plan. The Melbourne 2030 requirement to prepare structure plans for existing activity centres, is based on sustainable development principals. Planning the provision of equitable and accessible transport movement networks, social services, passive and active recreation spaces, and local jobs that match the skills of local people, incorporates many aspects of sustainability into a local context. The Vision for Brunswick affirms the interrelation of varied people, places, buildings and streets, creeks and open spaces as a reflection of ‘...a good model of a sustainable Melbourne suburb’.

Structure planning for Brunswick presents a significant opportunity to encourage environmental best practice, and look at practical strategies that are socially and economically sustainable. Opportunities for innovation in energy, security and food access are emerging. Distributed energy generation and community gardens are two recent schemes that broach these issues. While one scheme provides energy security with a positive environmental solution, the other provides the benefits of reduced food transport (or ‘food miles’) and health benefits through fresh, local, organic produce and local economic development.

### 5.2 ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT

Council is committed to the achievement of environmentally sustainable development (ESD), and will set high development standards so that Brunswick continues to be a good model of a sustainable Melbourne suburb. Design excellence and achievement of best practice in ESD will be key drivers. This will ensure that new development:

- Improves the amenity of the activity centre.
- Provides good pedestrian options that support healthy, efficient and sustainable communities where people choose to walk.
- Contributes to future proofing to withstand extreme weather events (hail, storm, floods, heat) and achieve maximum solar use.
- Reduces environmental impacts by minimising effects on energy, water, waste and air.

This Structure Plan capitalises on opportunities for a larger population to live within a relatively small ecological footprint. This is made possible by Brunswick’s abundance of public transport, good walking access and established service and social infrastructure.

In April 2007, Council adopted a Climate Action Plan 2007–2012 that

sets a challenging goal of zero net greenhouse gas emissions by 2020 for all Council operations. It also supports community achievement of zero net emissions by 2030. The Climate Action Plan targets apply to the whole municipality and Brunswick has a responsibility to reach these ambitious and necessary goals. Climate change is the most serious social, financial and environmental crisis of our times.

Moreland’s ‘ZeroCarbonMoreland’ campaign, launched in July 2008, will help the community take the first steps towards this goal. The campaign, conceived by the Moreland Energy Foundation, based in the Brunswick Town Hall, provides practical advice on how to calculate a carbon footprint and develop an action plan for households, businesses and community organisations.

### 5.3 CLIMATE CHANGE AND PEAK OIL

In his submission to the Prime Ministerial Task Group on Emissions Trading, titled Climate Change & Peak Oil – an integrated policy April 2007, Ian Dunlop, a former senior international oil, gas and coal industry executive, highlighted the twin challenges of Peak Oil and Climate Change. He stated:

‘Climate Change and Peak Oil are the most serious issues to confront humanity in centuries. They are of an entirely different dimension to the issues which typically take up the political and corporate agenda. As such, they must be addressed with honesty and urgency, not with the denial and misrepresentation that has epitomised the debate thus far.’

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

The consequences of climate change and dwindling oil supplies are already impacting globally, in both developed and developing countries. Many countries, including Australia, are becoming increasingly aware that food security (access to affordable, healthy and culturally appropriate food) is becoming an issue. There is a trend towards growing food locally to reduce the financial and environmental costs of accessing healthy food.



Sydney Road.

### 5.4 ISSUES

- Car domination creates an unsafe, unpleasant activity centre.
- Heavy traffic congestion reduces air quality.
- Increasing food and energy costs lead to vulnerability, particularly for older people on low incomes.
- Rising fuel costs create potentially adverse impacts.
- Construction of new dwellings can be resource intensive.
- More frequent flood events put pressure on existing stormwater infrastructure.
- Reduced quality and availability of natural spaces i.e. Merri Creek.

### 5.5 OBJECTIVES

This Structure Plan sets the following ESD objectives:

#### GREENHOUSE EMISSIONS ABATEMENT

- To achieve the long-term goal of zero net greenhouse emissions by 2020 for Council and 2030 for the community.
- To develop a more compact activity centre through urban consolidation and intensification.

#### HEALTHY WATERWAYS AND EFFICIENT WATER USE

- To ensure all road redevelopment integrates water-sensitive urban design.

- To maximise onsite stormwater collection, treatment and re-use for all new development.
- To maximise the use of alternate water supplies for non-potable uses (e.g. open space irrigation).
- To ensure landscaping that minimises water use and increases permeability (water-sensitive urban design).

#### ENERGY EFFICIENCY

- To ensure efficient energy use.
- To ensure adequate solar access for new and existing developments.
- To maximise energy-efficient design and renewable energy technology use in new developments.
- To retro-fit renewable energy technology and energy efficiency improvements within existing businesses and residences.
- To adapt, design and construct buildings that accommodate a range of uses over time.
- To increase distributed generation.

#### CLEAN AIR

- To promote and enhance sustainable transport to relieve vehicle congestion and air pollution.
- To increase streetscape planting where appropriate.
- To foster co-location/mixed-use development to encourage fewer trips.
- To enhance Indoor Environment Quality in developments.

#### GREENING BRUNSWICK

- To improve provision of open space (public and private).
- To plan drought-tolerant street trees.
- To ensure appropriate landscaping for all new developments.
- To maximise weed management and habitat vegetation.
- To encourage urban food agriculture.

#### HEALTHY SOIL

- To undertake site remediation where required.

#### EFFICIENT MATERIALS USE AND WASTE MINIMISATION

- To ensure construction and waste management plans are required for all development sites.
- To maximise use of environmentally preferable construction materials.
- To minimise waste to land fill.

#### SOCIAL SUSTAINABILITY

- To ensure access to safe, affordable, healthy and culturally appropriate food at all times.
- To position the Brunswick community to cope with and respond to challenges such as climate change and peak oil.
- To provide a network of neighbourhood precincts as a local focus for community, leisure and economic activities.
- To ensure well-located 'hubs' provide coordinated services and facilities for all residents.
- To provide a network of connected, direct and easy-to-follow walking routes that are safe, comfortable, attractive and well maintained.
- To strengthen Brunswick's social diversity and creative industries through local partnerships.

#### ECONOMIC SUSTAINABILITY

- To ensure that Brunswick has local jobs that fit the skills of residents.
- To build on the attributes of existing 'creative industries' and become part of the international knowledge economy.
- To ensure that Brunswick generates wealth and is not simply a consumption zone.
- To develop an evening economy that stimulates new economic growth for the centre.

### 5.6 STRATEGIES

- Integrate the transport network by installing transport interchanges at strategic locations.
- Provide more opportunities for cycling in and around the activity centre.
- Improve the condition and surrounding environment of train stations to encourage increased usage.
- Build and maintain high-quality networks of connected, functional and safe walking routes between homes and local destinations that meet community needs.
- Design public transport stops and interchanges with easy, safe and convenient pedestrian access and supportive information.
- Empower the community to begin growing their own food by supporting initiatives such as the 'Grow and Share Project' CERES community environment park and community gardens.
- Encourage widespread use of passive design, energy and water efficiency through building design, materials and fittings.

- Require a minimum of 75% on-site best practice stormwater treatment by using Melbourne Water's STORM assessment tool, MUSIC stormwater modelling or equivalent approved methodology.
- Encourage water-sensitive design in all new developments.
- Support the Moreland Energy Foundation to continue its community work on projects such as the 'ZeroCarbonMoreland' campaign.
- Continue to implement the Moreland Open Space Strategy (2004) objectives for management of conservation parkland.
- Employ service delivery models such as the 'Ross House' or 'Front Yard' for coordination of social services.
- Consider the installation of Moreland City Council's first co-generation unit of the Brunswick Baths redevelopment – this would increase energy efficiency at the site.

### 5.7 CLIMATE ACTION

The Climate Action Plan 2007 reveals that climate change issues are of a scale well beyond the scope of Council to resolve. Council's role is both dependent on, and complementary to State and Commonwealth Governments.

The planning powers and influence that might be applied in the private market have been consistently rejected by the State Government (over whom the Council appears to have very little influence). This applies also to public transport infrastructure issues. Importantly however, within earmarked resources Council can facilitate partnership ventures that deliver projects such as energy-saving training, and these may catalyse other investments and commitments.

### 5.8 RESIDENTIAL DEVELOPMENT

Increased density of residential development within Brunswick will deliver the following sustainability benefits:

- Provide a range of housing options.
- Provide housing options close to services.
- Foster a sense of community.
- Relieve development pressure on outer green-wedge areas and consolidate growth.
- Stimulate economic growth and after-hours activity in the centre.

All residential development in Brunswick must meet, and preferably exceed, all targets established in Moreland's Sustainable Tools for Environmental Performance Strategy (STEPS) environmental assessment tool, or equivalent. These are listed in the table opposite.



ITEM	TARGET
Greenhouse gas reduction	A minimum 5-star HERS rating, using the FirstRate assessment program or equivalent Integration of energy-efficient HVAC and hot water system types
Reduced peak demand	Energy peak-demand reduction
Efficient water use	A 25 per cent reduction of potable water demand through the use of water-efficient fixtures and fittings and potable water substitution initiatives
Energy efficiency	Good orientation of dwellings to achieve passive solar design Windows glazed with high-performance or double glazing, and/or provided with effective shading
Stormwater management	A minimum 75 per cent onsite best practice stormwater treatment, through the use of the Melbourne Water STORM assessment tool, MUSIC stormwater modelling or equivalent approved methodology
Efficient materials use	Sustainable building material selection for the base building components, including flooring, wall framing, wall cladding, windows, roof framing and roof cladding
Waste management	Waste management plans required for all new developments Ensure adequate and accessible storage space is provided to enable effective separation of waste streams and to maximise recycling and safe collection
Sustainable transport	Provide at least one bicycle-parking facility per bedroom
Additionally, residential built form should seek to achieve the following objectives:	
Indoor environment quality	Achieve healthy internal building environments, with effective ventilation and use of low-toxicity fit-out and finishing materials
Private open space	Incorporate functional private open space that contributes to the amenity and environmental initiative of the built form
Construction and demolition	Minimise environmental impacts associated with site construction practices



5.9 NON-RESIDENTIAL DEVELOPMENT

Sustainability benefits associated with non-residential development encouraged in Brunswick include:

- Increased local employment opportunities.
- Provision of goods and services to a local increasing population.
- The opportunity to improve the environmental performance of new commercial development that is traditionally a high-energy use.
- The potential to work with established local business groups to implement environmental programs.

Non-residential development must exceed all targets as set in the Sustainable Design Scorecard non-residential environmental assessment tool, or equivalent rating system. This will achieve the activity centre’s environmental sustainability objectives shown in the following table.

ITEM	TARGET
Energy efficiency	Windows glazed with high-performance or double glazing, and /or provided with effective shading
Good orientation of buildings to achieve passive solar design	Integration of energy efficient fixtures, fittings and appliances, including HVAC, hot water systems and lighting
Transport	Ensure bicycle parking facilities are provided at a level that recognises the importance of bicycle use in Brunswick Ensure ‘after-trip’ facilities are adequate to encourage the uptake of bicycles as a viable form of transport
Water	A minimum 75 per cent onsite best practice stormwater treatment, through the use of the Melbourne Water STORM assessment tool, MUSIC stormwater modelling or equivalent approved methodology Achieve a minimum 20 per cent reduction in drinking water demand
Waste management	Waste management plans required for all new developments Design for effective waste/recycling streaming from the building during operation Commitment to develop a waste minimisation plan for the construction process Ensure adaptable design for future reuse, renovation or disassembly and recycling
Efficient materials use	Ensure the selection and use of sustainable construction materials Ensure healthy indoor environment quality, through integration of effective ventilation and use of low-toxicity fit-out materials
Innovation	Council encourages development applicants to go beyond compliance

## 6 OTHER STRATEGIC ISSUES

### 6.1 ECONOMIC DEVELOPMENT

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

This diversity and the relatively youthful profile of its residents, make the area one of Melbourne's cultural frontiers, with a thriving arts and music scene. The lively urban culture of Brunswick and its proximity to Melbourne's centre, is attracting new residents and increasing the demand for housing. Buildings left empty by the departure of textile and clothing firms are being recycled and redeveloped for housing and service industries.

As it transitions from the old manufacturing base, the key economic issue for Brunswick is whether it will become a wealth-generating area or simply a zone of consumption; whether it will become part of the international knowledge economy or be just a suburban shopping centre surrounded by apartments. The outcome of this transition will determine the type of jobs and incomes available in the area, the number and type of residents attracted, and the breadth of local services that can be supported.

The vision for Brunswick is one of continued economic and social diversity and improved sustainability; for an area in which globally connected, knowledge-intensive industries exist alongside local and metropolitan services. A diverse and outward-looking local economy will be the key to future economic sustainability. A range of employment opportunities will attract a wide variety of people able to support a strong local service sector. Local jobs that match local skills will enable more residents to work locally, with improved social, economic and environmental outcomes.

Strategies for achieving this vision will revolve around attracting knowledge-intensive industries and their workers. Brunswick already has attributes that are attractive to certain knowledge-intensive industries – particularly cultural and design industries. These include a vibrant street-scene, multi-ethnic population, a complex and interesting urban environment, many cafés and restaurants, music venues and art galleries and potential properties to occupy or redevelop for enterprises and housing. Brunswick can strengthen these attractions through appropriate zoning, urban design and infrastructure provision. The success of such strategies will depend on a thorough understanding of the local environment.

#### 6.1.1 CORE EMPLOYMENT PRECINCT (CEP)

The Brunswick Core Employment Precinct is an area of approximately 54 hectares located between the Upfield Train Line and the Brunswick Central Parklands. The area was assessed, and objectives for its future set in the Moreland Industrial Land Use Strategy, (2004) (MILUS).

In summary, the MILUS states:

*Core Industry and Employment areas are the preferred locations for major manufacturing and associated industries, and industries that generate higher rates of commercial vehicle traffic and activity.*

*Council should strongly oppose the intrusion of uses that are incompatible with industrial activities into Core Industry and Employment areas and the establishment of uses that may prejudice the ongoing operation of industrial and associated uses.*

*No rezoning of land included in Core Industry and Employment areas should be allowed by Council. The boundaries of these areas have been reviewed as part of this strategy. It is not appropriate to alter the boundaries of the core areas, except as part of a further strategic review of industrial land in the municipality.*

The CEP presents three key challenges:

- The future viability of the precinct is dependent on the resolution of access constraints for commercial vehicles.
- The interfaces between the precinct and the Brunswick Central Parklands contribute to the sense of isolation, disconnectedness, neglect and danger that afflicts the Parklands.
- Emerging uses that are permitted in strictly industrially zoned areas may not be the best use of land that is freed up from traditional manufacturing and industrial activity. This applies both in terms of employment generating activity and value adding. In particular, low employment generating uses such as warehousing may have some merit in supporting the CAD and adjacent medical/academic precinct but add relatively little to the economy of Brunswick.

This Structure Plan provides more detailed direction on development issues for the CEP than provided in the MILUS. In particular, the Structure Plan seeks to resolve the poor interfaces between industrial activities and the Brunswick Central Parklands, and to improve the accessibility and image of the Parklands.



Mediterranean Wholesalers,  
Sydney Road.

The need for upgraded vehicle access to ensure the ongoing viability of the Brunswick CEP, and additional new magnet infrastructure in the west of the activity centre, remain major issues. The resolution of these issues will require high-level input from the State Government and a range of other stakeholders including CityLink and Moonee Valley City Council.

For a more detailed discussion on Council's objectives for the Brunswick Core Employment Precinct, refer to Section 4.1 Planning and land use, and to the MILUS.

#### 6.1.2 ISSUES

- There is a mismatch between the skills of Brunswick residents and the jobs available in the local area. Local jobs are in manufacturing, retailing and wholesaling, whereas a high proportion of residents are professionals working in business services in the CAD and inner city. Residents are clearly part of a regional labour market of national importance, but more opportunities for local employment would improve economic, social and environmental sustainability. This mismatch is also reflected in local retail offerings. Data indicates that a high proportion of existing jobs in Brunswick are held by persons who reside outside the City of Moreland. This pattern is unlikely to change unless there is change in the kinds of jobs on offer and the kinds of businesses that operate in Brunswick.
- There is a large stock of vacant or under-performing space in the



Brunswick Activity Centre. Around 15 per cent of building stock is vacant; there are several large vacant sites and many industrial enterprises occupy space that is too large for their present needs. Given its proximity to the CAD, the area is ripe for redevelopment. However, present market conditions favour housing over employment uses.

- Manufacturing is still a significant activity in Brunswick, although it has been declining for a number of years. The expertise generated by the long-standing manufacturing activities in the area – clothing, textiles and food production – cannot be readily translated to more technically advanced, export-oriented production that might have a strong future.

Inappropriate building stock and poor transport and access in the area also weigh against further manufacturing investment. The outlook for local manufacturing is one of further decline in employment, particularly as property prices rise and residential infill further restricts the operation of manufacturing businesses.

At best, Brunswick will retain some short-order production (mainly associated with wholesale clothing businesses), craft-based production (designer clothes, furniture, jewellery, specialty foods etc.) and activities with close connections to central Melbourne (shop-fitting, printing etc.).

- Wholesaling is spread throughout the activity centre, particularly in the clothing sector. It incorporates sophisticated design, logistics planning and customer relations activities, but also has large storage requirements. The storage facilities, located mainly in old industrial buildings, will come under pressure for redevelopment into more intensive uses as land prices rise.

It is unlikely that further investment in significant wholesale activities will occur given land prices and access difficulties for large trucks in Brunswick. However, many shops in the activity centre also undertake significant wholesale trade, particularly fabric and clothing, and also building supplies, food and office equipment. This type of activity is likely to continue.

- The activity centre, with around 105,000 square metres, has as much retail floor space as a large regional shopping centre. However, the floor space is located on two long retail strips in the enclosed sub-regional shopping centre of Barkly Square and at a stand-alone supermarket on Albert Street. The activity centre does not function as a single retail centre but as a series of separate, sometimes overlapping smaller centres with different functions and specialties.

Fragmented ownership and poor commercial connection



between some of the retail nodes, puts the area at a disadvantage compared with the enclosed regional centres that are able to control the retail mix, the fit-out and positioning to generate maximum efficiency. The strip centres provide space for an eclectic mix of operators, experimental offerings and creativity that is missing in the corporate centres. However, this comes at the price of high vacancies, high operator turnover, lack of investment in presentation and building fabric, and many retail dead spots.

- The Barkly Square Shopping Centre appears to perform relatively poorly due to its internal layout and mix of operators. This results in little trade flow-through to Sydney Road, and ultimately causes higher than necessary loss of shopping spend from Brunswick to surrounding areas.
- The activity centre, Sydney Road in particular, has regional and even statewide leadership in the provision of Mediterranean groceries, wedding clothes and fabric. A wide variety of discount stores also provides a strong discount ethos. However, discount shopping may be under pressure from outside competition and rising property prices.
- The fast-growing business services sector has a significant presence, but mainly as retail services to residents and the business community (legal, accounting and computing services). The lack of magnet infrastructure and key clients constrains the potential for growth in export-oriented business services.

- To date, professional and advanced business services that could add to overall activity levels and turnover have not been encouraged to set up or relocate in this area. This oversight should be addressed. It is unlikely that Sydney Road (and to some extent Lygon Street) will be able to increase turnover (or indeed retain their current level of custom) unless there is a change to the logic of how they operate. Generating cross-attraction between retail/lifestyle outlets and business/professional premises is an important strategy to grow the level of turnover and economic activity.
- The activity centre is one of Melbourne's cultural frontiers, a metropolitan hub for arts and entertainment that provides character to the retail offering and potential support for the development of creative services. However, rising property prices and residential development will put the sector under pressure. More support for the sector and its positive influence on the surrounding economy is required.
- There is relatively poor access for potential workers from the south-east of Melbourne to the city fringe areas of Brunswick, despite its proximity to CityLink.

### 6.1.3 OBJECTIVES

- To improve Brunswick's economic performance, particularly in response to the area's changing demographic profile, and to global and local economic restructuring.
- To ensure a smooth transition from declining manufacturing industries to alternative forms of employment and economic activity.
- To reduce commercial vacancies and ensure that commercial properties generate adequate income to fund their maintenance and renewal.
- To reduce the loss of retail turnover caused by Brunswick residents travelling to other centres to shop.
- To build on the strengths of the Brunswick retail offer and improve the range and variety of retail opportunities within the centre.
- To capitalise on Brunswick's history and character by, for example, matching new uses to existing industrial buildings.
- Respond to demand for wider range of retailing options and reduce car use by permitting some additional convenience retailing.
- To improve the presence of higher value activities in the local textile and clothing industry, (e.g. design and marketing) in conjunction with the RMIT Fashion and Textiles campus.
- To encourage the development of significant additional office activity.



- To encourage investment in higher order commercial activities to take over former industrial spaces on Nicholson Street.
- To investigate potential transport link improvements, particularly access between the Core Employment Precinct and CityLink.
- To strengthen the individual identity and economic activity of distinct retail precincts on Sydney Road, Lygon Street and Nicholson Street.

#### 6.1.4 STRATEGIES

- Maintain and develop niche business opportunities.
- Develop a new Neighbourhood Activity Centre focused at the intersection of Nicholson Street and Glenlyon Road.
- Facilitate development of 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.
- Assist stakeholders in Lygon Street with the preparation of a business plan that encompasses retail mix and marketing strategies. This will have a particular focus on meeting challenges from a new Neighbourhood Activity Centre in Nicholson Street.
- Work with the owners and operators of the Brunswick Market and adjacent businesses to enhance the area as a retail destination for fresh and imported foods.
- Work with owners and operators of the Barkly Square Shopping Centre to improve pedestrian connections to Sydney Road and surrounding streets.
- Develop precincts of showrooms and large format retailing that focus on homewares and renovation supplies. Precinct areas would be Nicholson Street between Brunswick Road and Glenlyon Road, and on Victoria Street to the west of the train line.
- Work with traders' organisations and landlords to improve Sydney Road services – encourage the provision of cinemas, major bookshops, and fine dining.
- Attract and retain knowledge-intensive industries and their workers, particularly in the cultural and design industries.
- Reinforce distinct retail precincts on Sydney Road by emphasising east-west road links and encouraging sideways development (e.g piazzas with open-air dining, quirky laneways etc.).
- Identify areas in which employment use rather than residences will have development priority.
- Coordinate and invest in urban design and shop-front improvements in conjunction with traders' organisations.



- Undertake a parking needs analysis in Lygon Street and if necessary, identify solutions for any parking shortfall. This may include agreements with developers, land purchase for car parking and / or improving management strategies.
- Investigate the provision of magnet infrastructure for export-oriented business and cultural services.
- Develop a policy that protects the needs of music venues and new residents in the precinct.
- Identify potential buildings for interim use as arts studios.
- Investigate potential transport link improvements, particularly access between the Core Employment Precinct and CityLink.
- Work with other stakeholders to develop a marketing strategy that encourages the property development sector to generate higher order employment uses.
- Identify appropriate sites for office development.
- Work with CERES and other operators to understand the potential for an environmental business cluster in this precinct, and to identify how the location requirements of these businesses might be met locally.
- Work with the major industries in the Core Employment Precinct to develop the area in a way that will encourage businesses to continue in the area.

#### 6.1.5 KEY INITIATIVES

##### CORE EMPLOYMENT PRECINCT (CEP)

Undertake a feasibility study and cost / benefit analysis addressing the following issues:

- Improved access for commercial vehicles.
- Urban design framework /master plan.
- The development of a Brunswick West community hub / precinct.

This project will require high-level input from the State Government and a range of other stakeholders, including CityLink and Moonee Valley City Council.

##### INVESTMENT ATTRACTION STRATEGY

Prepare an investment attraction strategy that addresses the following issues:

- Further identify the types of service businesses that would find Brunswick an appropriate location.
- Identify the magnet infrastructure and other factors that would encourage investment by these enterprises.

### 6.2 HERITAGE

#### 6.2.1 INTRODUCTION

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

Brunswick lies within the traditional country of the Wurundjeri-willam clan of the Woi wurrung people. Permanent European settlement of the area commenced in the mid 1830s. When land was first sold by the colonial NSW Government in 1839, settlers purchased blocks of many acres. Over the years, these blocks were subdivided into increasingly smaller lots, the smallest becoming modest workers terraces. Sydney Road, once a cart track leading away from the outer edges of Melbourne, became the main track to the gold fields with an eclectic mix of shops, hotels, markets, churches and public buildings that served travellers and local workers.

Brunswick's nineteenth and early twentieth-century industrial and

commercial legacy is today reflected in conversions of buildings that supported earlier industries (brickwork, textiles, clothing, footwear, cordage and rope works, and confectionery), and public places of entertainment such as cinemas.

The process of developing this Structure Plan and the research of historically significant places and buildings in the present-day areas of Brunswick have provided an understanding of the themes and activities that have been important in shaping the former City of Brunswick. This research has also established a context for the identification of heritage issues as well as new heritage places.

A Heritage Overlay affects a significant area of Brunswick, particularly Sydney Road and the residential areas between Sydney Road, Lygon Street and Nicholson Street. The purpose of the Planning Scheme's Heritage Overlay is to conserve and enhance heritage places of natural and cultural significance, and those elements that contribute to their significance.

### 6.2.2 ISSUES

Implementation of the Heritage Overlay raises issues relating to non-protection of significant sites, inadequate planning policies and the nature of historic values.

- Some places assessed as significant by previous heritage studies and recommended for heritage overlay are not yet protected. In particular, this includes a number of inter-war to mid twentieth-century industrial buildings in Lygon Street and the Upfield railway corridor.
- A number of sites within the activity centre have been subject to reviews by the Victorian Civil and Administrative Tribunal. One notable case, involving a 10-storey building next to a heritage-listed maternal and child health centre, highlighted certain local planning policy inadequacies and the need for a strategic review, in the context of both local and State policy, of heritage and built form issues in Lygon Street.
- The heritage value of post-contact Aboriginal places tends to reflect intangible and social values that do not necessarily reside in the physical fabric of a place, but in the memories of and/or ongoing use of a place.
- Indigenous places reflect twentieth-century and contemporary indigenous associations. Their historic value resides in use, memory and association rather than physical fabric.

### 6.2.3 OBJECTIVES

The objectives of the Heritage Overlay are:

- To encourage and support the adaptive re-use of heritage buildings within industrial and commercial areas.
- To conserve and enhance buildings, places, archaeological sites, landscapes and other elements that contribute to Brunswick's rich cultural heritage.

### 6.2.4 STRATEGIES

The development of a Structure Plan for the activity centre offers opportunities to integrate heritage interpretation into forward planning. These opportunities include:

- Make links across Brunswick, in particular from east to west.
- Create precincts as a focus for renewal; increase awareness of heritage values, especially among developers and new businesses.
- Use urban design frameworks to guide development that reflects interpretation themes.
- Encourage interpretation in new private and public development.
- Design public infrastructure to create opportunities to build community awareness of Brunswick as a place and as a community.
- Follow the recommendations of the 2006 Goulding study – information on indigenous heritage should be added to places already listed on the Heritage Overlay for non-indigenous heritage values.
- Develop an Interpretation Strategy, building on the framework provided by the Brunswick MAC Heritage Analysis & Review – Stage 1 report by Context Pty Ltd.
- Continue work, as part of a planning scheme amendment for the activity centre that will assess potentially significant areas. Focus on a number of inter-war to mid twentieth-century industrial buildings (overlooked by previous heritage studies) as well as heritage precincts identified in the Lygon Street Heritage Assessment May 2008 by Context Pty Ltd.
- Review the Local Planning Policy Framework (LPPF) based on the 1992 study of Lygon Street, to reflect the findings of the Lygon Street Heritage Assessment May 2008.

### 6.2.5 KEY INITIATIVES

The key initiatives of the Structure Plan are:

- Develop a cross-Brunswick interpretation trail, incorporating the heritage of the area as one of its key components
- Create seven new precincts on Lygon Street within the Moreland Planning Scheme Heritage Overlay.



Gillon Oval.

## 6.3 SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

### 6.3.1 INTRODUCTION

This section of the Structure Plan addresses the community's future needs for social, cultural and leisure services and facilities.

Council and other organisations currently provide a broad range of services and a large number of facilities in Brunswick. For example, the services Council provides at the Brunswick Town Hall include the staffing of a Citizens Service Centre, the operation of the Counihan Gallery, the offices of the Youth Services Unit, the provision of community spaces and meeting rooms including the Town Hall and Atrium, and accommodation for the Moreland Community Enterprise Centre. An example of the facilities available is the range of sporting and other clubs based at Fleming Park. These incorporate clubrooms for bocce, lawn bowls, football, cricket, a senior citizens centre and a community hall.

Council's role in these services and facilities varies from ownership of land and facilities, management and maintenance of buildings, to provision of funding. In the case of community services, other government and non-government providers play a significant role.

Organisations that provide social services in Brunswick include a range of faith groups such as the Salvation Army in Albert Street, the Don Bosco Youth Centre and Hostel in Sydney Road and the BaptCare



Sanctuary in Blyth Street. The extent of services provided by these and other groups in Brunswick has been a response to the high level of demand in the area, including demand associated with the publicly provided housing.

It is beyond the scope of this project to provide definitive direction on the future of these activities. Rather, the following discussion identifies issues pertaining to social, cultural and leisure services and facilities in Brunswick, and establishes objectives for their management into the future. This document also outlines the work required by Council to address community needs in the Council's areas of responsibility, and to resolve a range of issues relating to Council services and facilities.

Given the range of activities encompassed by the terms 'social', 'cultural' and 'leisure', and the variety of provider organisations, for simplicity this Structure Plan groups the activities and services under the following broad categories:

- Social, cultural and leisure services and facilities.
- Organised recreation services and facilities.

It should be noted that while these broad categories have been used to address issues and define strategies, there are some services and facilities that fall into both categories. For example, the Brunswick City Baths provides organised fitness programs as well as casual activities such as swimming, spa, a café and social area and a limited creche.

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

### 6.3.2 COMMUNITY HUBS

The concept of 'community hubs' has been adopted in recognition of the potential for an integrated, efficient and flexible approach to the delivery of social infrastructure in Brunswick. This concept moves away from the provision of single-purpose stand-alone services and facilities, towards an integrated approach that acknowledges



the implications of a growing residential population. Three key 'hub' opportunities have been defined. The name 'hub' affirms a connection and synergy between the facilities, services and activities rather than necessarily requiring them to be collocated.

The proposed hubs are based around locations and/or facilities that are already recognised by the community as public places. The identification of these places as hubs, and the coordination of existing infrastructure represent an efficient use of Council resources, thereby minimising the resources that would be required to establish entirely new places.

For each hub, partners committed to the hub concept will be identified to assist in resourcing the implementation process. The resourcing of future initiatives will require Council to advocate for State Government, not-for-profit and private sector support.

This includes the integration of social infrastructure requirements into a formal Development Contribution Plan for the Brunswick Activity Centre, and the allocation of land to enable planning of social infrastructure requirements.

The strategic framework outlined in Section 4 identifies potential hub locations based on background research and urban design framework. In some instances, new facilities are required, while in others, upgrades or expansions will vastly improve synergies between existing but dispersed services.

Further development of community hubs will be informed by the

ongoing service planning undertaken by Council and others for a range of services, including early years services, youth services, aged services including social support, culturally and linguistically diverse services and sporting clubs.

### 6.3.3 OBJECTIVES

The following objectives are based on a robust set of principles that promote the Brunswick Activity Centre's role as a focus for civic, community and economic activity. The principles also include strengthening of the area's social diversity and creative industries through local partnerships.

- To establish a network of neighbourhood community hubs within Brunswick that enables access to information, services and facilities to meet day-to-day needs.
- To integrate municipal and regional community services that will support the community hubs.
- To ensure the community hubs are well located and easily accessed by pedestrians, cyclists and by public transport.
- To promote the value of social diversity through a mix of services and facilities in the community hubs that encourage positive inter-generational contact
- To develop the role of community hubs in building engaged and strong communities, by enabling community access to space, resources, knowledge and learning / participation opportunities.
- To facilitate local partnerships and joint planning for sustainable models of service delivery that are effective and responsive in addressing changing needs.
- To optimise the use of public space for informal social and leisure interaction.
- To provide opportunities for the expression and integration of cultural heritage and identity.
- To recognise and strengthen the important contribution of the local fashion, arts and music industries to the area's creative image, employment generation and community building.
- To develop multi-purpose facilities in appropriate locations, clustered with complementary services and facilities.
- To recognise the special role of Brunswick Town Hall and other Council buildings close to it, for the provision of community, cultural and leisure activities, and to examine opportunities to raise the profile of this civic precinct.
- To develop a civic presence in each of Brunswick's three main parts – Brunswick West, Brunswick and Brunswick East.





Mechanics Institute Performing Arts Centre.

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

Social, cultural and leisure services and facilities in Brunswick are dispersed throughout the suburb, with some facilities grouped at key activity nodes, and other stand-alone facilities located in parks and residential streets. The range of facilities in Brunswick includes:

- Brunswick Town Hall.
- Counihan Gallery.
- Mechanics Institute Performing Arts Centre.
- Brunswick Library.
- Brunswick City Baths.
- State Government Health Services precinct (Milparinga, The Bouverie Centre, Foundation House).
- Three maternal and child health centres.
- A range of child care centres.
- Clarrie Wohler's Senior Citizens' Centre.
- Brunswick Neighbourhood House (Garden Street and Warr Park).
- Brunswick Business Incubator.
- Bill and Les Barnes Sports Hall.
- Many sports and recreation reserves and facilities.

The Sydney Road arts precinct incorporates the Council's key Brunswick facilities, and forms the main focus of civic identity. The Brunswick Town Hall is the only Council Citizens Service Centre in the activity centre

where the community can seek information, services and assistance during the business week. The Counihan Gallery is the strongest representation of Council's commitment to supporting the long-established Brunswick arts and cultural community.

#### ISSUES

- A wide range of community organisations and facilities are located in and around the Brunswick Activity Centre. Many of these are experiencing declines in client numbers or are working from buildings that are poorly located or are not fit-for-purpose.
- Council owns and maintains a number of social facilities – many of which are not fit for purpose.
- Social services must respond to population change, community needs and the level of demand.
- There is a lack of services for young people.
- Few funding options are available to maintain, upgrade and redevelop facilities.
- There is high demand for child care; however, the level of unmet demand is difficult to gauge due to current decentralised registration arrangements.
- Trends strongly indicate there will be less demand for traditional senior citizens club social activities and facilities in the future, and more demand for alternatives that appeal to the different age cohorts of older people.

#### STRATEGIES

- Locate and develop community services and facilities in Brunswick to assist with achieving a community focus for the suburb and supporting other initiatives such as reducing car trips.
- Develop social, cultural and leisure services and facilities in Brunswick based on the three community hubs model.
- Undertake feasibility studies for each of the three community hubs to identify potential service partners and funding sources, and to determine the best configuration of services and facilities for each hub.
- Work with other service providers and the State Government to develop partnerships for the community hubs.
- Redevelop the Brunswick Town Hall complex as an intensively used community facility and focus area for civic and community identity, arts and cultural activities.
- Work with child care operators to ensure an appropriate supply of services within Brunswick that supports the needs of the resident and worker population.
- Continue to work closely with the community and relevant State

and Commonwealth Governments to identify and fund strategic solutions to Early Years priorities in Brunswick.

- To work with communities to develop capacity to meet many of their own needs, for example, seeking funding; improving facilities etc.

### 6.3.5 ORGANISED RECREATION SERVICES AND FACILITIES

Facilities for organised recreation in Brunswick are generally located in the west and east of the area. In the west of Brunswick the key Council infrastructure is the Brunswick Central Parklands, featuring Gillon Oval with its grandstand (the traditional 'City Oval'), and Clifton Park with its festival site. The key sites in the east are Fleming Park and Allard Park / Jones Park.

#### ISSUES

- The Bill and Les Barnes Sports Hall is the only indoor sports facility in Brunswick. Its attractiveness for organised sports is limited due to its lack of court run-off and lack of spectator accommodation.
- There is a high unmet demand for indoor facilities for training and competition. The Bill and Les Barnes Sports Hall, despite its limitations, is booked to capacity – this is indicative of the high level of demand.
- The existing turf sports fields suffer from over-use for practice and competition.
- The standard of sports pavilions (clubrooms, change rooms, function space, kitchens, kiosks, toilets) varies greatly, and many are not fit for purpose.
- Of all the numerous sporting reserves in Brunswick, only Gillon Oval (and to a lesser degree Clifton Park) are suitable for expansion of further recreation opportunities.
- A number of recreation reserves are under-utilised, hard to access, lonely and desolate.
- The Brunswick Outdoor Cycle Track in Roberts Reserve is in poor condition, and the site is not appropriate for increased recreation activity.
- The areas surrounding Fleming Park will change over time. The industrial / commercial areas to the west between Cross and Lygon Streets, and to the south-east between Albert, Hutchinson, John and Nicholson Streets will change to a mixture of uses, and will include significant new residential populations. Consequently, Council's existing nursery in Fleming Park will come under increasing pressure, and the resident population relying on the park for passive and active recreation will increase.

### STRATEGIES

- Develop more indoor sport facilities to support sports such as basketball and netball, and to increase the availability of indoor training space.
- Develop synthetic, floodlit soccer pitch facilities to support training and match needs.
- Focus higher level sporting activities at Gillon, Clifton and Allard Parks.
- Formulate a sport / recreation facility and playing surfaces strategy in partnership with local clubs, schools and organisations to guide the development of sport in the area for the next 15–20 years.
- Establish an accreditation system whereby clubs that benefit the community receive priority use.
- Update and replace ageing pavilion and changing room stock in line with club and community needs.
- Re-align the playing surface at Fleming Park to accommodate the needs of junior soccer in the area.
- Explore the development of shared facilities and multi-sport clubs in the area.
- Upgrade Brunswick Baths and maximise space utilisation to ensure greater participation and quality of visitor experience for the future.
- In partnership with the State Education Department, deliver sport and games halls for school and community use.
- Develop a comprehensive master plan for the development of the Brunswick Central Parklands as a community hub.

### KEY INITIATIVES

#### Central Brunswick Hub

The range of Council and other facilities in the civic and arts precinct already form a highly visible civic presence in the centre of Brunswick. Central to the development of a Central Brunswick Hub will be the redevelopments of the Brunswick Town Hall as an intensively used community facility, and the Brunswick City Baths to meet contemporary expectations. A business plan and master plan will be developed to set out a clear vision for the revitalisation of the area, including Council's car park opposite the Baths. The services and facilities developed will include (but will not be limited to):

- Formal and informal meeting spaces.
- Citizens' services.
- Performance space.
- Child care.
- Library – upgrade as an information and learning centre.
- Facilities for community groups.

- Historical collection/museum – permanent and temporary display and storage.
- Counihan Gallery – enhanced gallery space for permanent and temporary exhibitions and management of Council's art collection.
- Youth space.
- Aged-friendly facilities for use by older person's organisations and activities.
- Maternal and child health centre.
- Neighbourhood House.

#### East Brunswick Hub

The Brunswick East Hub comprises a precinct centred on the historically, socially and architecturally significant Maternal and Child Health Centre on Lygon Street, and Fleming Park, between the important east-west axis of Albert and Victoria Streets. The Maternal and Child Health Centre will be developed to service a broader range of community needs, and the centre's grounds will be developed as a public plaza. The range of community facilities in Fleming Park will be rationalised to provide a higher standard of service to the community, and to improve relationships and frontages to the bordering streets and activities. A master plan to pursue these objectives is currently under preparation. The services and facilities will include (but not be limited to):

- Passive recreation space.
- Local meeting space.
- Playground.
- Senior citizens' centre.
- Bowls club.
- Bocce club.
- Maternal and child health service.
- Facilities for community groups.
- Aged-friendly facilities for use by older person's organisations and activities.
- Youth facilities (e.g. skate park, half-court basketball).

#### West Brunswick Hub

The Brunswick Central Parklands form a prominent open space and recreation centre in the west of the activity centre. The designation of the reserves as a community hub will bring a new focus on upgrading services and facilities, and to improving connections, structures and the identity and visibility of the recreation activities. There are opportunities for synergistic businesses, such as sports medicine and a gymnasium, to enhance this hub.



Brunswick City Baths at night.

A critical element in achieving these objectives for the west of Brunswick will be the addition of under-utilised industrial land to the parks, and the removal of poor frontages between the parks and adjacent land. The services and facilities developed may include (but not necessarily be limited to):

- Higher level sports facilities – clubrooms, practice and playing surfaces.
- Multi-function hall.
- Allied sports services (e.g. sports medicine, gymnasium).
- Youth facilities (e.g. skate park, half-court basketball).
- Child care.
- Maternal and child health service.
- Playground.
- Aged-friendly facilities for use by older person's organisations and activities
- Facilities for community groups.

#### Brunswick Baths

Council is well advanced in preparing a master plan for the redevelopment of this extremely important community facility. Pending additional funding, Council will upgrade the plant, equipment and facilities as soon as possible.



## 6.4 HOUSING

### 6.4.1 INTRODUCTION

The broad range of house types within greater Brunswick reflects layers of settlement built on the predominantly nineteenth – century street pattern. The mix includes ornate mansions of successful early entrepreneurs (especially on ridgelines) that are close to small workers cottages and dwelling spaces above and behind commercial buildings. The area also includes medium density apartments, many signs of property refurbishment and ‘do it yourself’ activity.

Melbourne 2030 has identified activity centres such as Brunswick, as key locations for the new housing necessary to meet Melbourne’s projected population growth. Based on current trends and planning applications, a good deal of new housing in Brunswick will be through infill and medium-density redevelopment of strategic sites.

Locations appropriate to accommodate the residential population increase will include the significant precincts of industrial land between the Upfield Train Line and Sydney Road behind Lygon Street, and potential development sites on Nicholson Street.

By encouraging redevelopment to occur on sites like these that are well serviced by public transport and community infrastructure, Council will be able to meet Moreland’s housing potential identified in the Northern Regional Housing Statement 2006, of 4,500 new households between 2001–2031.

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

#### TENURE PROFILE

When compared to the rest of Moreland and the Melbourne metropolitan area, Brunswick has a high proportion of private tenants and group households, and a low proportion of houses being purchased or fully owned. This suggests the area is particularly attractive to young adults and tertiary students. Pressure for residential expansion, notably from existing residents and people seeking to move from the cities of Melbourne and Yarra, has resulted in considerable property value increases. In a trend that is likely to continue, people are moving to the north of the Moreland municipality and beyond, in the search of cheaper accommodation.

Demographic trends indicate that household numbers are increasing faster than dwelling provision. Household sizes are

decreasing, with singles being the fastest growing group. Couples are delaying starting their families and are having fewer children.

The 2006 Census indicated that 39 per cent of people living in Brunswick and 16 per cent of Brunswick East residents are aged over 50 years. A forecast produced by .id consultants predicts that this pattern is likely to continue to 2021, with 29 per cent of residents in Brunswick and 27 per cent in Brunswick East aged over 50 years.

A steadily ageing population has many implications for the Structure Plan. For housing, an important consideration is the need for opportunities that will enable older residents to downsize to smaller dwellings, while remaining close to family and support networks.

### 6.4.2 ISSUES

Key issues identified in the Structure Plan include:

- Lack of affordable homes – this is a major social problem (detailed below under ‘Affordable Housing’).
- A lack of ‘appropriate’ housing.
- The need for housing options for diverse cultural groups.

### 6.4.3 OBJECTIVES

In keeping with the strategic objectives of Melbourne 2030, this Structure Plan responds to the community’s changing housing needs through the following objectives.

- To encourage a range of housing types, sizes and tenure within the activity centre.
- To promote new forms of housing that provide opportunities for socially diverse households.
- To ensure that higher density multi-use and residential development is appropriately located and contributes to environmental sustainability goals.
- To make sure that new development provides high quality amenity and positively contributes to the public realm in the activity centre.
- To ensure that housing caters for resident needs at various life stages, and for diverse mobility, income and cultural groups.

### 6.4.4 STRATEGIES

The strategies developed to achieve the Structure Plan’s key objectives include:

- Review the appropriateness of current Moreland Planning Scheme land use policies for achieving supply, demand and special housing needs.
- Review the likely impact of the Melbourne 2030 land use policy



in light of the Melbourne 2030 Audit , and the impact of Council’s structure planning processes on meeting supply, demand and special housing needs.

- Reduce operational costs for building users through ‘life cycle assessment’ in design approach and ESD.
- Reduce modification costs over building life and improve amenity for building users through universal design (including visibility and adaptability).
- Utilising Council-owned land within the activity centre, such as the open-lot car parks, for mixed-use development that includes affordable, accessible housing.

### 6.4.5 AFFORDABLE HOUSING

Traditionally an ‘affordable’ suburb, Brunswick is now experiencing increasingly high land values. This lack of affordability is a major social problem across Brunswick, particularly as those most likely to experience ‘housing stress’ are often tenants who are also susceptible to marginalisation in other aspects of their lives. These people include:

- Arts workers who are trying to rent combined living / studio space.
- Independent youth up to 25 years, including local and international students.
- People on statutory incomes, especially older pensioners who are private tenants.
- Lower paid households – ‘the working poor’.



Housing at Hoffman's Brickworks redevelopment.

- Larger families.
- Newly arrived migrants and those with temporary visas.
- People eligible for Rent Assistance and/or on public housing waiting lists.
- People with disabilities.
- Indigenous Australians.

Government and housing researchers define households that spend more than 30 per cent of their income on housing costs (rent or mortgage), as living in housing stress. This measure has been particularly applied to lower income households, those on the lowest 40 per cent income quintile, who have little discretionary income.

Brunswick ranks as the third highest SLA of households in housing stress in Victoria, following Melbourne and Port Phillip (which have large stocks of public housing). The lack of affordable public and community housing inevitably throws more pressure on the private market to supply accommodation.

The Moreland Affordable Housing Strategy (2006) reveals that the lack of affordability is of a scale well beyond the capacity of Council to resolve. Council's role in housing is complementary to the roles of State and Commonwealth Governments. It has some planning powers and influence that might be applied in the private market, and it has the capacity to continue to influence the State Government. Importantly, within earmarked resources, Council

can facilitate partnership projects that deliver affordable and accessible housing, and can assist with catalysing other investment and commitment.

#### ISSUES FOR HOMEOWNERS AND POTENTIAL HOMEOWNERS

- Many households have incomes that are too low to responsibly enter into mortgage agreements.
- First home buyers are increasingly being priced out of the market.
- Existing purchasers are very vulnerable to interest rate increases.

#### ISSUES FOR TENANTS

- Many private tenants pay unacceptably high rents, even with Rent Assistance.
- Rental and housing prices have escalated since 2000.
- The historical clustering of rooming houses around Park Street and Brunswick Road is slowly changing due to gentrification, higher operational costs and regulatory expectations.
- Residents must travel to Carlton, Glenroy or Broadmeadows for advice as there is no Office of Housing representation in Brunswick.
- Youth are unable to find accommodation in public or private sectors.

#### OBJECTIVES

- Increase housing stock in the activity centre.
- Ensure the development of diverse housing types to enable all community sectors to live in the activity centre.
- Encourage development to incorporate at least 20 per cent affordable housing.
- Ensure that 20 per cent of dwellings in redevelopments on Council-owned land are affordable.
- Achieve significant population increases through the redevelopment of under-utilised industrial land.

#### STRATEGIES

- Work with private developers and the 2008 Federal Government rental affordability initiative, National Rental Affordability Scheme, to achieve 20 per cent affordable housing in new and refurbished larger redevelopments. Refer to [www.fahcsia.gov.au](http://www.fahcsia.gov.au) for more information.
- Encourage Housing Associations to initiate independent projects in Brunswick – for example, by brokering relationships with developers and identifying potential sites to Housing Associations.
- Work with churches that have indicated an interest in affordable housing investment, drawing on their land-holding assets in

partnership with Housing Associations or private investors.

- Encourage 'trial' or competition State Government projects similar to K2 Apartments, Raleigh Street, Windsor.
- Investigate tools that can be used to increase housing diversity and adaptability.

#### 6.4.6 ACCESS FOR ALL

##### ISSUES

The Structure Plan addresses the needs of population groups whose sense of physical and psychological inclusion is commonly less than that of the population generally. Such groups would include, but should not be limited to, children, older people, Aboriginal and Torres Strait Islanders, culturally and linguistically diverse groups, people on low incomes and those with physical or mental disability.

The following housing guidelines set out the requirements for people with a disability to ensure access for all to housing within the activity centre.

*'Accessible housing' – housing designed to meet the needs of all without requiring adaptation or specialised design.*

*'Adaptable housing' – visitable although not initially fully accessible but can be made fully accessible should the need arise. This relates to structural or design features that are difficult to change later.*

*'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 floor to allow for an overnight stay.*

Developments in the activity centre will need to incorporate each of these types of housing.

An accessible home located close to services and facilities is a key issue for people with physical or sensory disabilities. Options for 'time out' accommodation are also important. The location of accessible housing within Brunswick will provide increased options for people living with a disability and enable them to remain in the Brunswick community. Higher density housing with lift access makes development of accessible housing more affordable. Visitable housing provides good amenity for everyone and reduces social isolation, exclusion and discrimination. Adaptable housing reduces inability to afford cost-prohibitive alterations that result in poor amenity or the need to move elsewhere.



**OBJECTIVES**

- To ensure decisions affecting Brunswick (including service provision, design of public and private space etc.) are cognisant of the needs of population groups not commonly included, and to provide equal opportunity for everyone.
- To ensure that public and private space is designed to meet the needs of people with psychological or physical disability.
- To create accessible, adaptable and visitable housing within the activity centre.

**STRATEGIES**

- Ensure 10 per cent of dwellings in developments of six or more dwellings are accessible.
- Ensure all dwellings with a ground floor level entrance are visitable.
- Ensure all dwellings with lift access meet Australian Standard 1428 Part 2 (enhanced accessibility standard, accommodating 90% of people using mobility aids).
- Ensure retail and commercial development meet Australian Standards 1428 Part 2 (enhanced accessibility standard, accommodating 90% of people using mobility aids) for accessibility and have lift access to all levels.
- Ensure the public environment is designed to meet the requirements of the Disability Discrimination Act 1992 (Cth) and Equal Opportunity Act 1995 (Vic) by providing equal access for everyone.
- Ensure there is a clear pedestrian zone on footpaths in accord with the Human Rights and Equal Opportunity (HREOC) advisories.
- Plan for family-friendly, youth-friendly and disability-friendly spaces.

**6.4.7 KEY INITIATIVES**

Council owns significant areas of land within the activity centre, much of which is currently used as open lot car parking. The Council car park in Edward Street is one of the largest of these, and experiences a low occupancy rate. This site presents itself as an ideal opportunity for Council to work in partnership with a Housing Association to undertake a mixed-use development including a substantial number of affordable, accessible dwellings. A feasibility study into such a project will be an important early project in the implementation of the Structure Plan.

**6.5 MUNICIPAL AND SERVICE INFRASTRUCTURE****6.5.1 INTRODUCTION**

The orderly design, construction and maintenance of infrastructure are critical to the creation and maintenance of a high-quality, high-amenity urban environment. Poorly coordinated infrastructure can result in visual clutter, disruption to the coherence of building and landscape design, and at worst, impediments to movement, amenity and economic activity.

Responsibility for managing infrastructure, such as power supply and telecommunications, is shared by a range of authorities and providers – often in a market context.

As the vision for Brunswick is realised, the population increase and physical changes to the activity centre will place increased demand on existing infrastructure. It will also put greater onus on those responsible for the infrastructure to plan for and manage it in a coordinated, integrated and environmentally responsible way. Infrastructure location must be designed to reduce its visibility, minimise pedestrian impediments, and ensure coordination with the design of the landscape and streetscapes.

**POWER INFRASTRUCTURE**

Electricity is generally reticulated to Brunswick via overhead powerlines. These lines are most visually intrusive in Sydney Road

where overhead tram and powerlines create a visual jumble that seriously compromises the character of the streetscape. Along the Merri Creek, the natural character of the corridor is similarly compromised by the presence of pylons and cables. In addition, the potential for development of high-quality streetscapes on the more important pedestrian routes is compromised by the need to select, locate and prune trees to avoid conflict with overhead cables.

A large number of Brunswick's minor electricity substations and transformers are located on private and public land and mounted on electricity poles, including in some instances on Council land and in Council buildings. The trend is to locate substations in the basement or ground floor of new development, or as freestanding 'kiosks'.

**DRAINAGE INFRASTRUCTURE**

The management of stormwater drainage in Brunswick represents the conversion of a former creek network into a series of concrete culverts. Opportunities exist to redesign the drainage system to achieve the following:

- Collect water for use in watering.
- Intercept rubbish and pollutants.
- Retrieve the lost landscape and habitat qualities of the local creek network.

**TRANSPORT INFRASTRUCTURE**

In the urban environment, infrastructure provided for transport management includes traffic signal control boxes, traffic lights, bus shelters and signage. An example of very poorly located infrastructure is the VicRoads signal control at the corner of Sydney Road and Dawson Street.

**TELECOMMUNICATIONS INFRASTRUCTURE**

Sydney Road serves as a corridor for major telecommunications infrastructure, including the main Sydney-Melbourne underground fibre-optic cables. The location of this infrastructure has significant implications for streetscape management, particularly in relation to tree location and the selection of paving materials.

Overhead fibre-optic cables for the two main cable television operators are suspended under power cables in many residential streetscapes. Like overhead electrical cables, this feature of the streetscape compromises the potential for development of high-quality streetscapes on important pedestrian routes.

**MUNICIPAL INFRASTRUCTURE**

Infrastructure that is managed by Council includes public toilets, roads, footpaths, kerbs, channels and local stormwater drainage. The coordination of these features with the design and development of streets and other public places is vital to the success of the activity centre.

Unfortunately there are instances where Council's ability to achieve this is severely constrained. For example, the presence of the main Sydney-Melbourne fibre-optic cable in Sydney Road affects councils ability to provide Disability Discrimination Act (DDA) compliant pedestrian crossing points / pram crossings.

Council has prepared a Public Toilet Strategy that establishes a framework for management of the facilities, including criteria for their provision and location. Further work is needed to determine locations within Brunswick that will support the urban design and open space objectives of this Structure Plan.

**6.5.2 OBJECTIVES**

- To ensure timely and orderly provision of infrastructure to service the centre's needs.
- To work with service providers on infrastructure renewal that reduces its negative effects on urban amenity, and uses environmental best practices.
- To ensure new development contributes to improved municipal infrastructure.

**6.5.3 STRATEGIES**

- Develop and implement a strategy for underground placement of existing overhead power and telecommunications cables.
- Ensure all new and upgraded power and telecommunications cables are placed underground.
- Work with service infrastructure authorities and providers to ensure all infrastructure is planned, designed, constructed and maintained (and where appropriate, decommissioned) in a way that minimises impacts on public health and the environment, and which supports a safe and attractive activity centre.
- Ensure cooperative government – that is, well integrated and coordinated strategic planning by the State Government and the service infrastructure authorities and providers.
- Ensure the upgrade of existing infrastructure reduces its negative effects on the appearance and amenity of Brunswick.



Upfield Path at Albert Street.

- Ensure infrastructure is designed and constructed to enable easy access for maintenance, without disruption to the streetscape or activities within it.
- Ensure planning and development by State Government on Crown land within Brunswick accommodates good infrastructure management.
- Utilise a Development Contributions Plan to fund improvements to infrastructure provision and management.

**6.5.4 KEY INITIATIVES**

- Develop a coordinated infrastructure plan in collaboration with the State Government and all service providers and managers.
- Undertake a Drainage Capacity Analysis to inform future development of the stormwater system as discussed above.
- Further develop Council's Public Toilet Strategy to determine the locations for new facilities in Brunswick.





# 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 facades 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, cycling and public transport 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. The activity nodes in the Brunswick Activity Centre identify the locations for integration of infrastructure with land uses, and the locations for public realm improvements. (Refer to *map 6 – Active Movement Network*).

**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 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.

**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. The CEP is located in Local Area Four (see Vol. 1 Part 4 and Vol. 2, Part 4).

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

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

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

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

**Environmentally sustainable development (ESD)** – ‘development that improves the total quality of life, both now and in the future, in a way that maintains the ecological processes on which life depends.’

(Source: Australian Government 1992, ‘National Strategy for Ecologically Sustainable Development’, prepared by the Ecologically Sustainable Development Steering Committee, endorsed by the Council of Australian Governments, December, 1992, ISBN 0 644 27253 8.)

**Fine-grained public transport** – a local well-served public transport network that includes a possible 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).

**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.

# ACKNOWLEDGEMENTS

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

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

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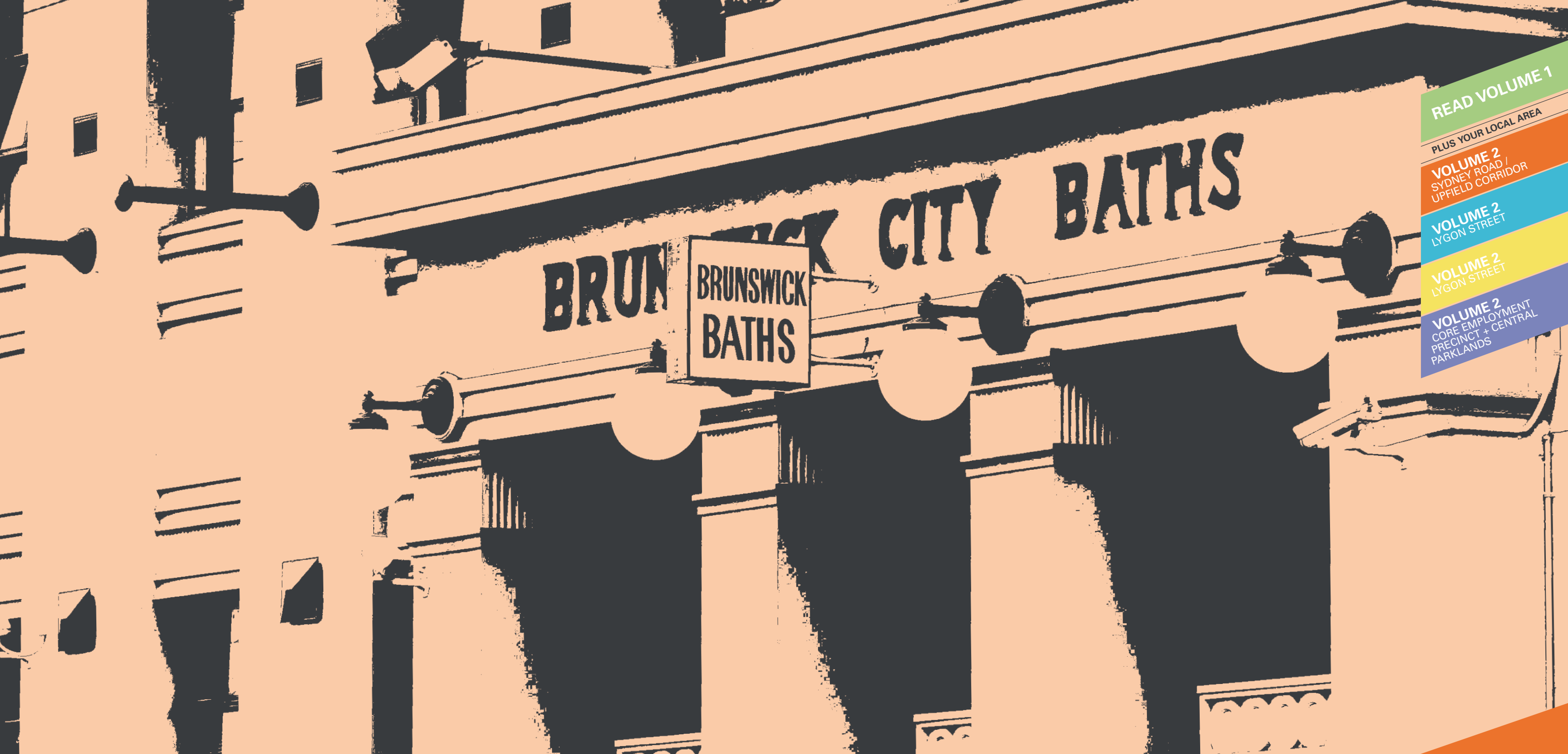
- Ian Woodcock and Melbourne University  
students of Architectural Design 4B 2007.











- READ VOLUME 1  
PLUS YOUR LOCAL AREA
- VOLUME 2  
SYDNEY ROAD /  
UPFIELD CORRIDOR
- VOLUME 2  
LYGON STREET
- VOLUME 2  
LYGON STREET
- VOLUME 2  
CORE EMPLOYMENT  
PRECINCT + CENTRAL  
PARKLANDS

JULY 2008  
Draft for community consultation

# BRUNSWICK STRUCTURE PLAN SYDNEY ROAD / UPFIELD CORRIDOR



Moreland City Council

VOLUME 2 PART 1



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

#### **CONSULTATION ON THE DRAFT BRUNSWICK STRUCTURE PLAN**

This draft Structure Plan communicates Council's future directions for the Brunswick Activity Centre to the community and stakeholders. It is important that Council and the project team receive feedback to ensure that key issues have been addressed, and that the community has ownership of the final Structure Plan.

All members of the Moreland community and those interested in the future of Brunswick are strongly encouraged to take part in the consultation process.

Copies of the draft Structure Plan are available from:

- Moreland Civic Centre, 90 Bell Street, Coburg
- Brunswick Town Hall, 233 Sydney Road, Brunswick
- Council libraries: Brunswick, Campbell Turnbull, Coburg
- Council's website at [www.moreland.vic.gov.au](http://www.moreland.vic.gov.au)
- By phoning the Activity Centres Team on 9240 1111

Council welcomes your comments on the draft Structure Plan via email, written feedback form, letter or the website feedback form. Your comments will be considered in the finalisation of the plan.

Please send written comments by 22 August 2008 to:

- Activity Centres Team  
Moreland City Council  
Locked Bag 10  
Moreland 3058
- email: [brunswick@moreland.vic.gov.au](mailto:brunswick@moreland.vic.gov.au)
- Council via the online feedback form on Council's website.

If you have any queries, please contact Council's Activity Centres Team on 9240 1111.



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# 1.1 INTRODUCTION

TOTAL LAND AREA : 92 HECTARES

This section of the Brunswick Structure Plan provides a detailed description of the issues, vision, objectives, strategies and for the first of the four local areas that form the core of the Brunswick Activity Centre.

This section of the Structure Plan must not be read in isolation from Volume 1 of the plan, which details the vision and objectives for the development of the activity centre as a whole. An appreciation of the contents of Volume 1 is critical to understanding the intent and contents of Volume 2.

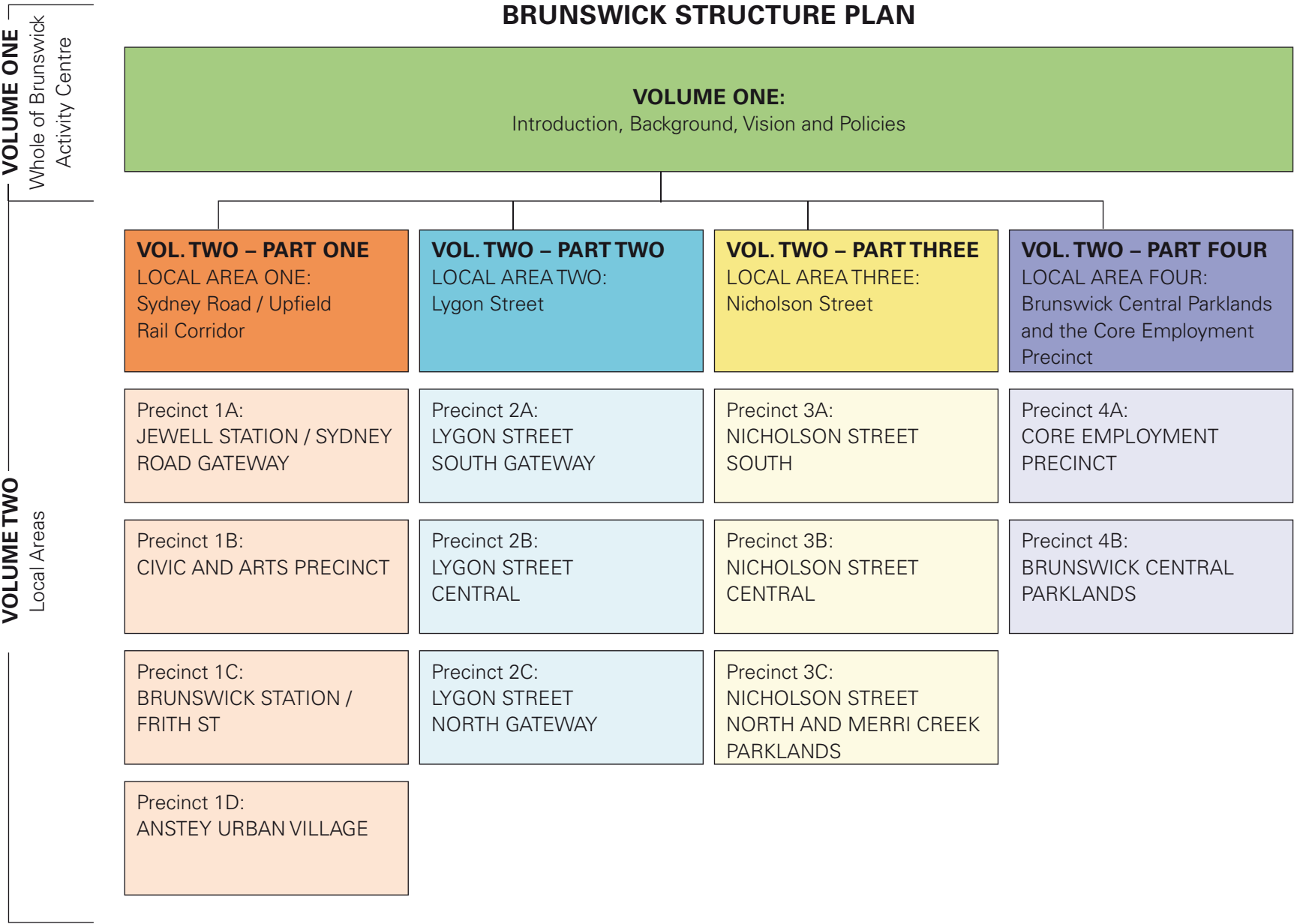


Figure 1 : Organisation of the Structure Plan





# 1.2 SYDNEY ROAD / UPFIELD RAIL CORRIDOR

Local Area One comprises the Sydney Road /Upfield Train Line corridor stretching from the Park Street boundary with Melbourne City Council in the south, to Moreland Road in the north. This local area is divided into four precincts as follows:

- Precinct 1A** : Jewell Station / Sydney Road Gateway
- Precinct 1B** : Civic and Arts Precinct
- Precinct 1C** : Brunswick Station / Frith Street
- Precinct 1D** : Anstey Urban Village

## 1.2.1 DESCRIPTION

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

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

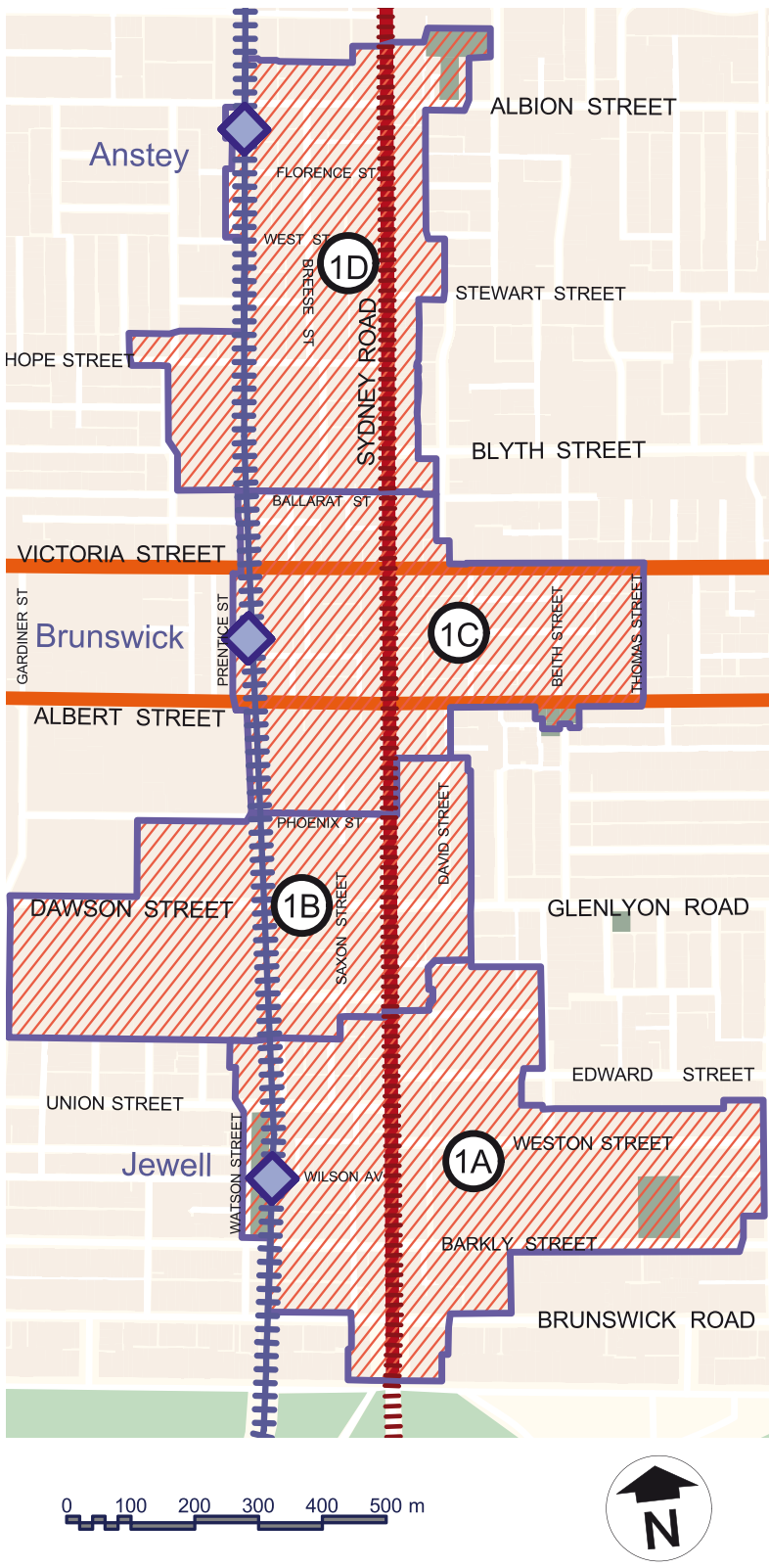
There is a lively café and restaurant sector on Sydney Road that is strongly linked to live music entertainment. A number of the early hotels built in the late 1800s function similarly in the twenty-first century. The shops offer specialties in Mediterranean food, fabric, wedding clothes and discount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

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

A subtler remnant is the curved wall of the police garage in Dawson Street, where a spur of the Upfield Train Line once split to the west to service Hoffman’s Brickworks and pottery. The corridor land is changing from mainly industrial use to more varied uses. One example of this emerging revitalisation is the Council-approved redevelopment of the Whelan the Wrecker site, located between Sydney Road and Anstey Station, for a mix of retail, office and apartments.

## LOCAL AREA 1

MAP 1.1 : Areas of change



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

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

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

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

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

## 1.2.2 VISION

The Sydney Road Business Plan identifies the following vision:

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

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

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

Significant redevelopment of land between Sydney Road and the Upfield Train Line will occur as land uses change overtime. Anstey, Brunswick and Jewell stations are focus points for urban renewal. Enhanced through urban design and upgrade works, the stations

will become attractive, accessible and safe multiple-mode transport interchanges. These interchanges will be surrounded by a mix of office, residential, retail and civic uses that reflect their connections with the unique, multicultural and eclectic Sydney Road.

## 1.2.3 FUTURE CHARACTER

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

## 1.2.4 ISSUES AND STRATEGIES

This section details the key issues that affect Local Area One, and which must be addressed to fulfil the vision developed for the area.

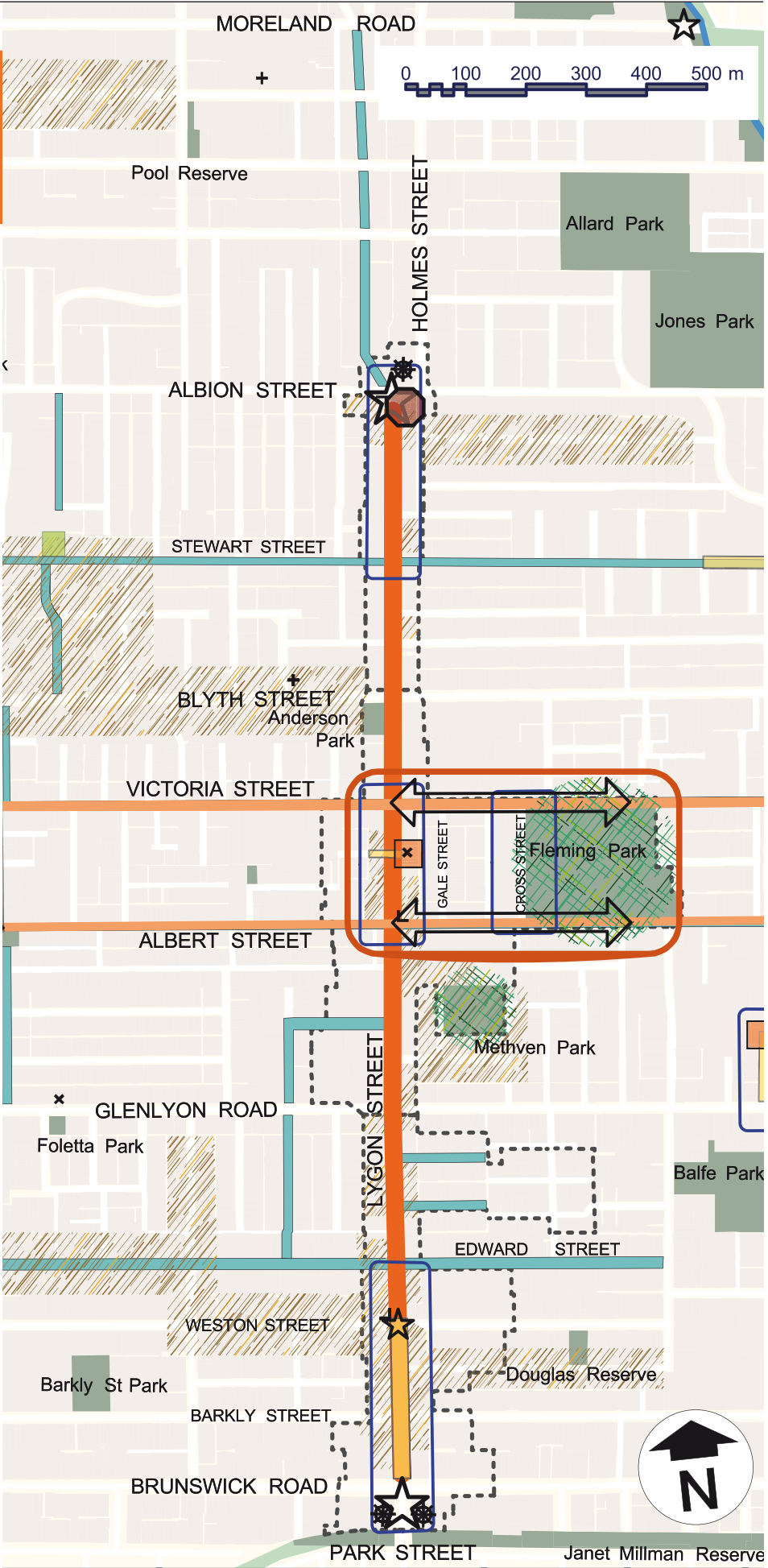
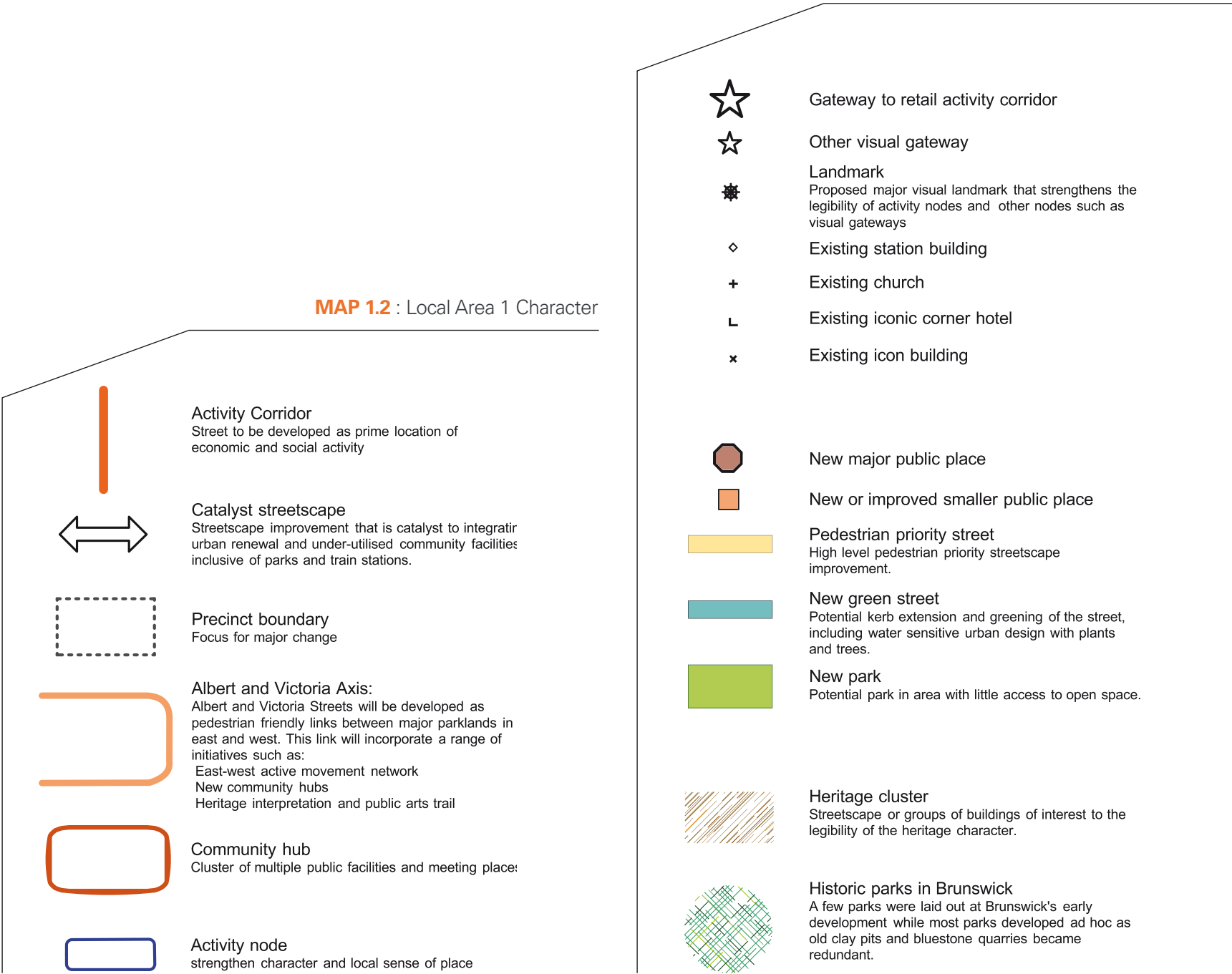
### 1.2.4.1 ECONOMIC ISSUES

- There is a mismatch between local jobs and the skills of local residents. Local jobs are in manufacturing, retailing and wholesaling, whereas a high proportion of residents are professionals working in business services in the Central Activities District (CAD) and inner city. Residents are clearly part of a regional labour market of national importance, but more opportunities for local employment would improve economic, social and environmental sustainability.
- There is a large stock of vacant or underperforming space in the area as well as several large vacant sites and vacant buildings. Given its proximity to the Melbourne CAD, the area is ripe for redevelopment. However, present market conditions favour housing over employment uses.
- Sydney Road does not function as a single retail centre but as a series of separate, sometimes overlapping smaller centres with different functions and specialties. Fragmented ownership and poor commercial connection between some of the retail nodes, puts the area at a disadvantage compared with the enclosed regional centres that are able to control the retail mix, the fit-out and positioning to generate maximum efficiency. The strip centres provide space for an eclectic mix of operators, experimental offerings and creativity that is missing in the larger enclosed





MAP 1.2 : Local Area 1 Character





centres. However, this comes at the price of high vacancies, high operator turnover, lack of investment in presentation and building fabric and many retail dead spots.

- Sydney Road has regional and even statewide leadership in the provision of Mediterranean groceries, wedding clothes and fabric. A wide variety of discount stores also provide a strong discount ethos. Discount shopping may be under some pressure from outside competition and rising property prices.
- The fast-growing business services sector has a significant presence, but mainly as 'retail' services to residents and business community (legal, accounting and computing services). The lack of magnet infrastructure and key clients constrains the potential for growth in export-oriented business.
- The Sydney Road area is a metropolitan destination for arts and entertainment. This provides special character to the retail offering and potential support for the development of creative services. However, rising property prices and residential development will put the sector under pressure. More support for the sector and its positive influence on the surrounding economy is required.
- There is relatively poor access for potential workers from the south-east of Melbourne, to the city fringe areas of Brunswick despite its proximity to CityLink. A full diamond interchange at Brunswick Road would allow better access and provide a boost to the development of employment activities in the activity centre.

#### 1.2.4.2 ECONOMIC STRATEGIES

- Work with Barkly Square owners and operators to improve the design and layout of the shopping centre so it better integrates with the surrounding area.
- Support the establishment of a mixed use anchor on Wilson Avenue to act as a counter balance to Barkly Square.
- Develop land use provisions that relate to the intensification of uses and to employment generation.
- Upgrade the quality of the whole Sydney Road experience while cultivating its unique diversity and eccentricity. This strategy is included in the Sydney Road Business / Marketing Plan (2004).
- Continue to support the presence and development of arts and entertainment activities through:
  - o Counihan Gallery
  - o Mechanics Institute
- Work with traders' organisations and property owners to improve the service offering in Sydney Road – encourage the provision of cinemas, major bookshops, fine-dining.



- Work with other stakeholders to develop a marketing strategy that encourages the property development sector to generate higher order employment uses.
- Support the establishment of a wider range of employment-related uses on former industrial sites located close to existing commercial areas (as per Moreland Planning Scheme, Clause 22.03 Industry and Employment).
- Support emerging creative services uses, particularly in the core and secondary industrial and employment precincts.
- Develop strategies for replacing declining economic activities with a new wave of business services.
- Develop sub-precincts aligned with the train stations to achieve:
  - o High-quality public realm / pedestrian amenity
  - o Intensification and greater mix of residential and commercial uses
  - o Transport interchange.
- Reinforce separate retail precincts on Sydney Road by emphasising east-west road links and encouraging sideways development (e.g. piazzas with open-air dining, quirky laneways etc.).
- Identify areas for priority of employment uses over residential.
- Coordinate and invest in urban design and shopfront improvements in conjunction with traders' organisations.
- Investigate the provision of magnet infrastructure for export-oriented business and cultural services.

- Develop a policy that protects the needs of music venues and new residents in the precinct.
- Identify buildings in which arts studios may have interim use.

#### 1.2.4.3 PLANNING AND LAND USE ISSUES

The Business 1 Zone (B1Z), which applies to the entirety of Sydney Road, provides for the ongoing development of retail and other complementary commercial, entertainment and community uses.

The B1Z also allows land use as dwellings, which increases the likelihood of conflict between residents and the numerous live music and entertainment venues already established on the street.

Barkly Square is subject to a Development Plan Overlay (DPO1) that includes a limit on total leasable shop floor area and minimum car parking requirements. Unfortunately, DPO1 does not include urban design requirements, and perhaps as a consequence, the centre has poor street interfaces on Weston, Barkly and McDougall Streets. Loading docks are located on each of these street frontages; there is poor pedestrian amenity due to the centre's structure and the dominance of cars, and poor connectivity with its surrounding areas particularly Sydney Road, Wilson Avenue / Jewell Station.

The Albert Street supermarket is also subject to a Development Plan Overlay (DPO2), which differs from DPO1 in that it requires development on the site to provide for access and traffic management, urban design, streetscape improvements, pedestrian connections and traffic landscape works. Unfortunately, the finished product is a box-like supermarket surrounded by car park. The supermarket has poor street interfaces on Albert, Phoenix and Saxon Streets, poor pedestrian amenity due to the centre's structure and the dominance of cars, and poor connectivity with its surrounding areas particularly Sydney Road, Albert Street and the Upfield Path.

The zones that apply to the land between the Upfield Train Line and Sydney Road are appropriate for manufacturing and industry-related activities; however, such activities are increasingly under pressure to relocate. As a result, land in this area is being under-utilised or experiencing ad hoc redevelopment because the current zones do not facilitate development that will increase density and support high levels of urban amenity.

Changes in land use are necessary to improve the economic performance and overall function of the area. However, the current suite of zones that applies to the land is inconsistent with the land use requirements of a modern workforce.

The retention of a significant precinct of industrial land use

(including tram and bus depots) between Albion Street and Moreland Road is supported by local planning policy – Clause 22.03 Industry and Employment - which implements the Moreland Industrial Land Use Strategy (2004). However, a residential development has been approved for one of the Victorian Heritage Register listed bluestone grain stores. The decision balanced the ongoing industrial uses on Colebrook Street against the heritage benefits of converting the use.

#### 1.2.4.4 PLANNING AND LAND USE STRATEGIES

- Maintain the existing application of the B1Z on Sydney Road and continue to encourage primary retail activity to concentrate along Sydney Road within defined retail sub-precincts.
- Recognise that live music venues on Sydney Road play an important part in defining the character of certain sub precincts.
- Develop an evening (24-hour) economy by supporting the ongoing functions of live music and entertainment venues on Sydney Road.
- Endorse the 'reverse sensitivity' principle, which identifies the vulnerability of existing permitted activities (retail, commercial and entertainment) to attack from incompatible permitted activities (sensitive uses such as residential).
- Work with Barkly Square owners and operators to improve the design and layout of the shopping centre so it is better integrated within its context. Rewrite the schedule to Development Plan Overlay (DPO1) to ensure that these issues are addressed.
- Work with Albert Street Supermarket owners and operators to improve the design and layout of the entire site so it is better integrated within its context. Rewrite the schedule to Development Plan Overlay (DPO2) to ensure that these issues are addressed.
- Facilitate pedestrian access between Sydney Road and the three train stations.
- Endorse land use provisions that relate to land use intensification and public realm improvements, thereby improving the economic performance and overall function of the local area.
- Prohibit the intrusion of non-industrial uses, such as residential or other sensitive uses, into the industrial precinct between Albion Street and Moreland Road (as per Moreland Planning Scheme, Clause 22.03 Industry and Employment – this applies the objectives and strategies of the Moreland Industrial Land Use Strategy (2004).
- Retain the policy position established by the local planning policies (Clause 22.03 Industry and Employment, and Clause 22.05 Developments) within the Upfield Corridor.

#### 1.2.4.5 HERITAGE ISSUES

The continuous application of the Heritage Overlay to the buildings lining Sydney Road, to elements on the Upfield Train Line, and a number of significant individual buildings and groups of buildings, is a formal indication of the heritage values of Local Area One. Additionally, a number of individual buildings are listed on the Victorian Heritage Register including the former Hooper Building at 463-475 Sydney Road, the former Brunswick Market, the Australian Licorice Company chimney adjacent to Brunswick Station and the Brunswick Fire Station in Blyth Street.

The area around the intersection of Sydney Road and Glenlyon Road /Dawson Street, features a significant collection of grand civic and ecclesiastical buildings, including Council's Brunswick Town Hall, Brunswick Baths and Mechanics Institute.

The condition and presentation of the mostly Victorian and Edwardian architectural heritage along Sydney Road varies significantly. Most of the buildings have been altered below canopy level, and many of the original verandas and canopies have been lost or altered, largely due to road management strategies in the 1950s and 1960s. A number of prominent individual buildings and groups of buildings have lost their coherence and original detail due to alteration or deterioration. In addition, the visibility and charm of the buildings in the streetscape are compromised by the chaos of overhead cables.

In the past, Council funded a shopfront restoration scheme to encourage landowners and shopkeepers to preserve or reinstate the original features of their shopfronts. This scheme has been abandoned due to lack of interest on the part of owners and / or shopkeepers.

Behind Sydney Road, within view of the Brunswick Town Hall, David Street contains a number of 1880s workers cottages. Many of these have long periods of association with their original owners, several of whom owned more than one property on the street. The surviving nineteenth-century cottages in David Street are recognised as particularly vulnerable, and careful change management will be needed if any of the street's history and heritage values are to survive.

#### 1.2.4.6 HERITAGE STRATEGIES

The following recommendations are included in the Brunswick Structure Plan Heritage Analysis and Review, Context January 2007:

- Prepare Conservation Management Plans for heritage places and precincts.
- Prepare Conservation Management guidelines (including built form guidelines) for Sydney Road.
- Prepare Conservation Management Plan including interpretation strategy for the Upfield Train Line.



In addition, the following initiatives are recommended:

- Consider reinstating the shopfront restoration scheme as part of a broader 'place management' strategy.
- Consider formal recognition of the remnant heritage significance of David Street's early workers cottages, and work with the residents and owners on a strategy to interpret and celebrate their significance.

#### 1.2.4.7 TRANSPORT AND MOVEMENT ISSUES

##### TRAIN AND TRAM

The transport routes in the Sydney Road /Upfield Train Line corridor give the area its strong north-south linear character. The Upfield Train Line and the number 19 tram provide excellent access to central Melbourne, and present good alternatives to passengers. The train is faster, less frequent and stops at only three locations, while the tram is slower, more regular and convenient for local and opportunistic trips. Despite the good provision of routes in Brunswick, there is a strongly held community view that the level of service, particularly on the train, is inadequate.

Conflict occurs between all modes of transport at the cross roads of the Upfield Train Line and the line also forms significant barriers to east-west movement. There are limited road and pedestrian crossings over the train line, and a number of the major east-west roads terminate at Sydney Road (e.g. Hope, Blyth, Union and Stewart Streets).





Moving People and Freight: Melbourne City Council Transport Strategy 2006-2020, proposes redirecting the Upfield Train Line to run under the Melbourne CAD from Jewell Station.

While lowering the Upfield Train Line to reduce conflict is a long-term objective, it is not expected to occur within the life span of this Structure Plan. The Upfield Train Line will therefore continue to function as a critical north-south route for residents, and will continue to provide the crucial function of the Upfield shared path.

#### SYDNEY ROAD

The Moreland Integrated Transport Strategy 1998 provides the following synopsis of issues affecting Sydney Road:

*Sydney Road is a major shopping street with a series of individual precincts along its length between Brunswick Road and Bell Street. At present, these precincts are not apparent to the casual passing viewer who experiences a one-dimensional urban canyon and an unsettling cacophony of design styles and traffic noise. From a transport perspective, the urban design must create a safer and more attractive environment for pedestrians both on Sydney Road and beyond the main street via links to railways stations, local residential, retail and commercial areas, and off-street car parks. The primary conflict in Sydney Road is between its use as an arterial road for traffic, particularly during the peaks when clearways are in operation, and its commercial and social role as a shopping street.<sup>1</sup>*

In May 2008, the State Government announced a plan to address traffic congestion, under which clearway times will be extended and more strictly enforced through tow-away zones on busy roads including Sydney Road. This initiative is directly contrary to Council's long-standing objectives for the improvement of Sydney Road's amenity and economic function.

#### PEDESTRIANS

The pedestrian environment of this area varies from narrow footpaths and uneven car parks to generous, well-paved pedestrian malls such as Sparta Place. The mixture of development and subdivision makes for a pedestrian experience, which can be frustrating yet rich with discovery and visual stimulation.

#### CYCLING

Sydney Road and the Upfield Path provide the key direct routes through central Brunswick for cyclists, and the Upfield Path also functions as an important route for pedestrians. Monitoring of cyclist usage of the path suggests it has reached capacity during the morning and afternoon commuter peaks. In addition, there are inherent conflicts between the casual use of the path by pedestrians and the speed of commuter cyclists.

#### CAR PARKING

Due to a strategy of land acquisition and consolidation by Brunswick City Council in the 1980s, there is substantial off-street car parking behind Sydney Road. The retention of this level of car parking is likely to be necessary in the short to medium term; however, the car parks present significant opportunities for mixed use development, and the achievement of a range of other Structure Plan objectives such as affordable housing and open space.

#### 1.2.4.8 TRANSPORT AND MOVEMENT STRATEGIES

- Continue to advocate for the management of Sydney Road to balance its social, economic and transport functions.
- Develop key on-road bicycle routes on Sydney Road and elsewhere to duplicate (and act as contingency for the loss of) the Upfield Path.
- Continue to advocate for improved train and tram service levels.
- Undertake urban design projects to create a safer and more attractive pedestrian environment on Sydney Road and beyond Sydney Road, via links to railway stations, local residential, retail and commercial areas and off-street car parks.

#### 1.2.4.9 SOCIAL AND CULTURAL ISSUES

- Faith community groups provide many social services and have significant land holdings, but not always enough income to adequately maintain buildings and services.
- Increases in the cost of residential and commercial rental properties across all Brunswick local areas are problematic for low-income residents and their service providers.
- Affordable space is in demand for performances, rehearsals, exhibitions, studios, classes and storage despite the availability of Council facilities, Counihan Gallery and Mechanic Institute, in Local Area One.
- The Brunswick Town Hall is under-utilised and presents an opportunity for Council to improve community access.

<sup>1</sup> Moreland Integrated Transport Strategy 1998, p 47.



- Some of the area’s public spaces are perceived as unsafe, particularly around stations due to lack of activity and passive surveillance. The station and public transport interchange areas present a particular issue given that the community is encouraged to use this public infrastructure and depend on good access and safety.
- There is a shortage, across all local areas, of childcare places for children below school age.

#### 1.2.4.10 SOCIAL AND CULTURAL STRATEGIES

- Facilitate partnership projects that deliver affordable and accessible accommodation, and which will catalyse other investment and commitments. Faith community groups have indicated possible interest in affordable housing investment, drawing on their land holding assets in partnership with housing associations or private capital.
- Make the civic precinct a functional space that is recognised by the broader community and visitors alike as an important piece of public infrastructure.
- Develop the Brunswick Town Hall as an intensively used community centre.
- The Brunswick Baths have been nominated for comprehensive redevelopment.
- Intensify land use around existing train stations to encourage the creation of a more socially sustainable urban form between the Upfield Train Line and Sydney Road. In particular, there is potential for land on the west side of Brunswick Station to be developed for use that is compatible with improved public realm.
- Encourage Council to work with a range of potential partners to meet community requirements for social services, including long-day childcare.

#### 1.2.4.11 HOUSING ISSUES

Housing within Local Area One comprises a range of dwellings from individual small-scale dwellings and shop-top residences, to more recent medium-density development, and dwellings mixed with industrial and commercial activities (often non-conforming uses).

Local Area One has significant capacity to provide new housing, particularly through the redevelopment of major industrial sites and through development above existing commercial buildings.

#### 1.2.4.12 HOUSING STRATEGIES

- Encourage intensive multi-use development with housing at upper levels throughout Local Area One, particularly adjacent to train stations.



- Undertake feasibility studies into the potential for development of housing on Council’s land holdings, including car parks.

#### 1.2.4.13 MUNICIPAL AND SERVICE INFRASTRUCTURE ISSUES

One of the significant issues affecting Local Area One is the considerable number of services located in Sydney Road. These include overhead consumer power and tram power cables, as well as underground drainage, water supply and telecommunications. The implications of the location of these services include:

- Visual clutter of the streetscape.
- Barriers to movement.
- Restriction of street plantings.
- Frequent breaking and remaking of ground surfaces.
- Difficulties in maintaining existing underground services, and installing new underground services

Council undertook a pilot project involving the relocation of overhead power cables in Sydney Road, between Blyth and Hope Streets, in 2002-04. Some cables were relocated underground and others repositioned in less obtrusive bundles on building facades, depending on other infrastructure in the location. To date no review of the outcomes of this project has been undertaken.

#### 1.2.4.14 MUNICIPAL AND SERVICE INFRASTRUCTURE STRATEGIES

- Undertake a review of the Sydney Road Cable Relocation Pilot Project.
- Ensure that new infrastructure is well coordinated.

#### 1.2.4.15 BUILT FORM OVERVIEW

Local Area One is characterised by the prominent Sydney Road spine. Guidelines are required to ensure new development sustains the strong image of this street. There are potential redevelopment sites on Sydney Road but these require clear setback of the development behind the street’s established podium height.

However, larger urban renewal areas including land between the Upfield Train Line and Sydney Road represent the main potential redevelopment areas. Here many land use changes will create a better mix of activity. A high level of passive surveillance and active frontage at ground level must be provided.

In Precinct 1A, (refer to Map 1.3) urban renewal will be focused around Wilson Avenue and Barkly Square. The key issue here is to guide heights impacting on streetscape character.

In Precinct 1B, (Refer Map 1.4) urban renewal will be focused around Dawson Street with public land development potential, especially on the Police Depot site. New development must be carefully managed to protect the prominent setting of icon buildings such as churches, public and semi-public buildings. However, considerable redevelopment opportunity exists on Dawson Street west of the railway, including the potential for a landmark building.

In Precinct 1C, (Refer Map 1.5) transport-oriented development will be focused around Brunswick Station between the railway and Sydney Road. There is scope for large urban renewal including the careful integration of landmark buildings and heritage buildings. The interface at the urban renewal area east of Sydney Road, between Albert and Victoria Streets, requires management. At the rear of Sydney Road, heights of up to seven storeys are feasible, while heights at the interface to existing residential zoned areas should be lower.

In Precinct 1D, transport-oriented development will be focused around Anstey Station between the railway and Sydney Road. There is minimal impact on existing residential areas and the key element to manage will be the preferred future streetscape character on key streets.



Brunswick Town Hall.

#### 1.2.4.16 PUBLIC REALM ISSUES

Sydney Road is the main activity corridor in Brunswick and the conflict between pedestrian activity and traffic has long been an issue. Its function as a VicRoads through-route puts pressure on pedestrian amenity. The current management of Sydney Road results in the undermining of its economic and social function. Clearways make it unsafe for shoppers and other pedestrians to cross the street, and they also discourage local shopping for those dependent on the car.

Many Sydney Road side streets are poor pedestrian environments. As the land between Upfield Train Line and Sydney Road develops, and new transport-oriented development occurs around transport interchanges at train stations, the public realm must be improved. With increased pedestrian activity, new streets and public places should provide safe, comfortable and well-designed environments.

#### 1.2.4.17 PUBLIC REALM STRATEGIES

Sustainable solutions for Sydney Road require long-term negotiation between a range of stakeholders, and these negotiations will be a key future initiative for Council. The key objective for such a project is to ensure the establishment of a pedestrian-friendly environment. Sydney Road in the future will be a space where car access for local shoppers has priority over through-traffic. It will be a space with no clearways at any time.

Sydney Road will remain an activity corridor with a balanced mix of all modes of traffic, and with obvious improvements for pedestrian shoppers. At the same time, adjacent activity nodes will become quieter, more generous environments for pedestrians and stationary activity in the public realm.

Sydney Road will build on its strong heritage streetscape and will significantly improve its integration with train stations and new transport-oriented development, thereby ensuring greater activity on the east-west streets between Sydney Road and the Upfield Train Line. These street environments, and other nodes of activity such as Dawson Street at the arts precinct, will see the implementation of major streetscape and public space improvements. Other streetscape improvements, such as new or improved green open space and greening of streets, will enhance the public realm.

A range of high-quality public spaces off Sydney Road will be provided. Two major public places will be established in prominent environments well connected to the pedestrian network. The new plaza on Wilson Avenue will provide terminal view to Jewell Station, and will be well connected to the new commercial anchor on Wilson Street, the new super tram stop and the new Barkly Square access point. The new Brunswick Station plaza will be a prominent setting located around the old station building and heritage-listed chimney. Numerous residents, shoppers and travellers will undertake daily business in this major urban renewal area, which will be an enjoyable public space.

Smaller public places will also be implemented. These include a forecourt to Brunswick Town Hall and church, a new forecourt to RMIT, an upgrading of Post Office Place, a forecourt to the Uniting Church and a public place near Anstey Station.

New pedestrian priority streets will be focused around existing and new activity nodes. Wilson Avenue, and part of Dawson Street and Glenlyon Road, will feature consistent pavement across the road reserve, providing shared space for all modes of traffic including pedestrians. Other streets, or parts thereof, will also provide generous pedestrian environments. These streets include Michael Street, Saxon Street, David Street, Albert and Victoria Streets, Lobb Street, Beith Street and West Street. Florence Street will become a mall linked to a redeveloped Brunswick Market and a small urban park.

For objectives and strategies regarding improvement of the public realm, refer to Volume One of the Structure Plan. This includes provision of pedestrian priority streets, public places and open space.

#### 1.2.4.18 BUILT FORM

Many streets especially within the larger urban renewal areas will change character - directions are given for certain key streets. Future character will be informed by map 13 – Built Form Framework in Volume one of the Structure Plan, which guides maximum heights and sets out streetscape controls for certain streets.

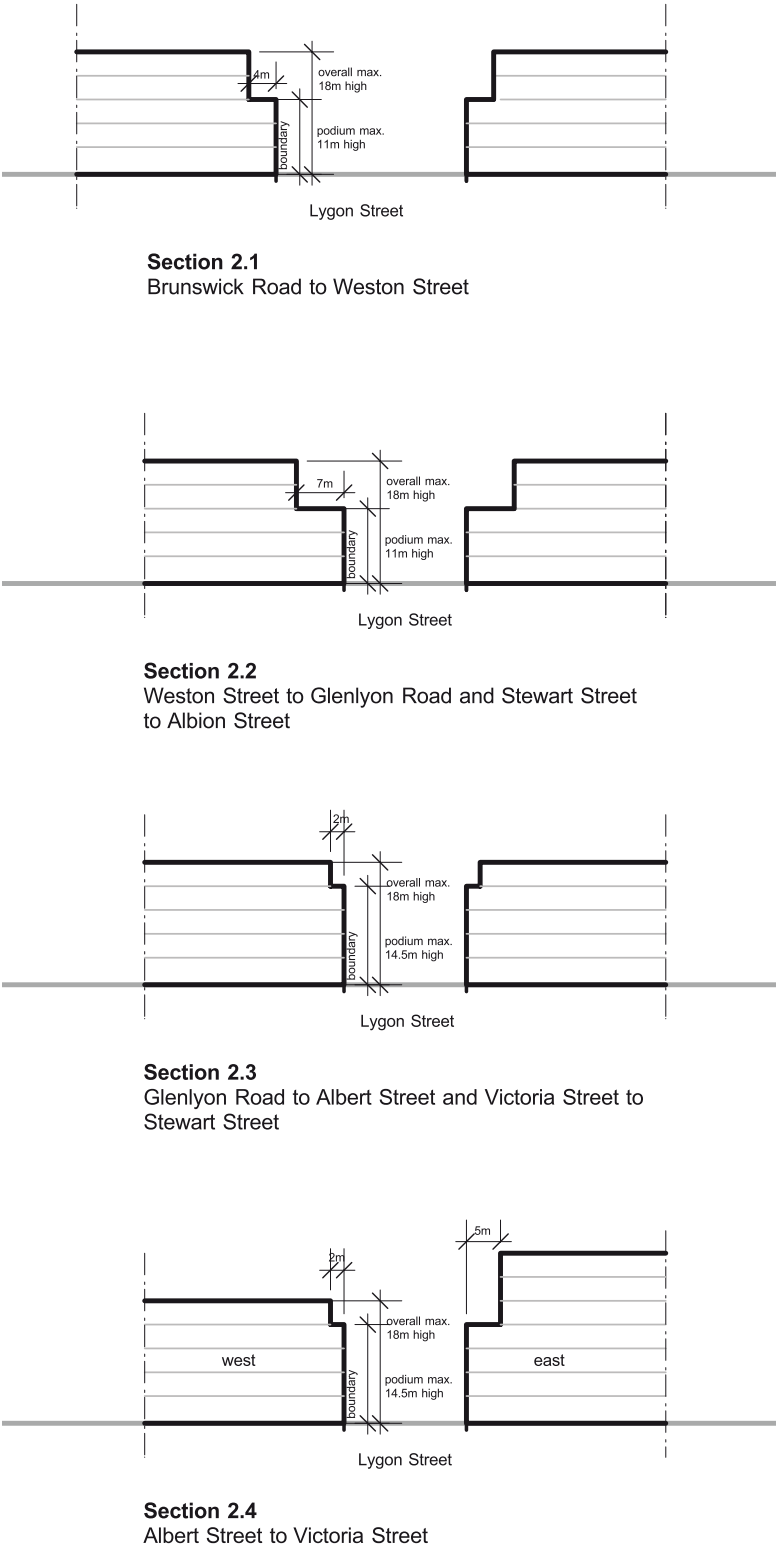
The side streets with new streetscape controls include Barkly Street, Wilson Avenue, Weston Street, Dawson Street, Albert Street, Victoria Street, Hope Street, Breese Street and Albion Street.

Sydney Road from Park Street in the south to Bell Street Coburg to the north, is well defined as a coherent streetscape. This character will be protected by built form controls. As Sydney Road sites develop, the existing heritage streetscape character will be strengthened and enhanced. Specific height controls for Sydney Road in Brunswick are detailed in the illustrations right.

#### 1.2.5 KEY INITIATIVES

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

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



### 1.2.6 LOCAL AREA PRECINCT PLANS

Within Local Area One, four precincts have been identified as distinct from each other. These are closely aligned with ‘urban villages’ principles [see <http://www.moreland.vic.gov.au/pdfs/urbanvillagespolicy.pdf>]

Each performs a slightly different function to the other within the context of the same local area.

The following section provides an overview of the key functions or roles of the precincts within Local Area One. Issues are identified and strategies to address them listed.

- The four precincts within Local Area One have been identified and named as follows:
- 1A** : Jewell Station / Sydney Road Gateway
  - 1B** : Civic and Arts Precinct
  - 1C** : Brunswick Station / Frith Street
  - 1D** : Anstey Urban Village

FIGURE 1.2 : Built Form Control – Lygon Street



## 1.3 PRECINCT 1A : JEWELL STATION / SYDNEY ROAD GATEWAY

### 1.3.1 ROLE

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

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

### 1.3.2 ISSUES

- Barkly Square performs relatively poorly due to its internal layout and mix of operators. There is little flow-through of trade to Sydney Road and, ultimately, there is higher than necessary loss of shopping spend from Brunswick to surrounding areas.
- Barkly Square currently presents a blank wall to Weston Street, which is an important cross street for pedestrians.
- McDougall Street has a quasi-pedestrian function due to blockage at Barkly Square, but potential exists for pedestrian and public space function to be enhanced.
- Weston Street has a quasi-industrial character, with a number of incompatible functions such as loading of goods, high volumes of pedestrians and frequent through-traffic movements.
- The precinct contains a number of pubs, clubs and other drinking venues. However, it lacks a broad range of entertainment uses that appeal to a wider audience, including cinemas and browsing stores such as bookshops.
- Wilson Avenue provides a very unattractive pedestrian connection between Jewell Station, Sydney Road and Barkly Square. Improvement of this connection could improve visitation to the precinct by public transport. In addition, it would laterally expand the gateway precinct, providing quieter spaces and creating a more pedestrian-friendly environment.
- There are a number of vacant or under-utilised industrial buildings



to the west of Sydney Road. These sites are ripe for redevelopment but in the current market may be transformed into housing rather than city-fringe offices that would provide strong employment outcomes.

- Quality of access to Jewell Station and integration of the Upfield shared path are poor.
- Visibility of the key public transport modes is poor.
- Traffic congestion slows trams, and contributes to an unpleasant pedestrian environment.
- Hooper Reserve is currently a road island in the middle of a busy intersection. It has particularly poor pedestrian amenity and its function as a public space has been eroded by traffic engineering solutions.

### 1.3.3 STRATEGIES

- Work with operators of Barkly Square to replan the centre for improved pedestrian connections to Sydney Road and surrounding streets. Identify potential for the centre to fill gaps in the local service offering, including provision of a cinema, major bookstore and the more experimental chain-store fashion houses.
- Rewrite the schedule to Development Plan Overlay (DPO1) that applies to Barkly Square, to ensure that the issues listed are addressed.

- Ensure that the future zoning of Weston Street encourages activity that will laterally expand the shopping centre and improve pedestrian amenity. Future uses on Weston Street could for example, include retailing with offices located above the retailing. Active street-frontages will be encouraged.
- The connection between Wilson Avenue and Jewell Station presents an opportunity to improve visitation to the precinct by public transport. In addition, it has the potential to laterally expand the gateway precinct, providing quieter spaces and creating a more pedestrian friendly environment.
- Redesign and redevelop the Jewell station environs including the Upfield shared path.
- Undertake an intensive urban design project for Wilson Avenue to demonstrate how retail, office and residential uses can revitalise this important connection to public transport. Consider 'pump priming' in the form of streetscape works, provision of street art, or reduction of development conditions to secure appropriate development outcomes.
- Rewrite the Design and Development Overlay (DD02) to incorporate objectives relating to pedestrian and interchange functions, and gateway character for Hooper Reserve.
- Comprehensively redesign Hooper Reserve so it functions effectively as an interchange and a gateway to the municipality.
- Undertake a marketing strategy to position this precinct as a city-fringe location for progressive businesses. This will need to be done in conjunction with a strategy to persuade property developers that Brunswick offers good returns for office development (particularly for small and medium-sized offices).

MAP 1.3 : Precinct 1A

- Existing open space
- Existing Council owned land
- Existing VicTrack owned land
- Existing station building
- Existing iconic corner hotel
- Existing feature element
- Major gateway  
Enhance visual gateway to activity corridor
- Significant view  
Enhance terminal view of icon building or other element
- Landmark  
Integrate new landmark building to improve legibility of urban context
- Significant built form  
Streetscape with new specific built form controls
- Setback  
Built form to be setback from boundary to improve pedestrian amenity and active movement network
- Potential new street
- Pedestrian Link  
New or improved pedestrian link through property or public land with high level active frontage to development and high level pedestrian amenity
- Activity street  
Provide high level pedestrian amenity and high level active frontage to all development
- Active movement link  
Improve pedestrian amenity
- Catalyst streetscape  
Streetscape improvement that is catalyst to integrating urban renewal and under-utilised community facilities inclusive of parks and train stations
- Enhanced platform access  
Train platform access points connected to crossing streets
- Enhanced tram stop  
Integrate access points with pedestrian network
- Pedestrian priority street  
High level pedestrian priority streetscape improvement
- New green street  
Potential kerb extension and greening of the street, including water sensitive urban design with plants and trees
- New park  
Potential park in area with little access to open space
- New major public place

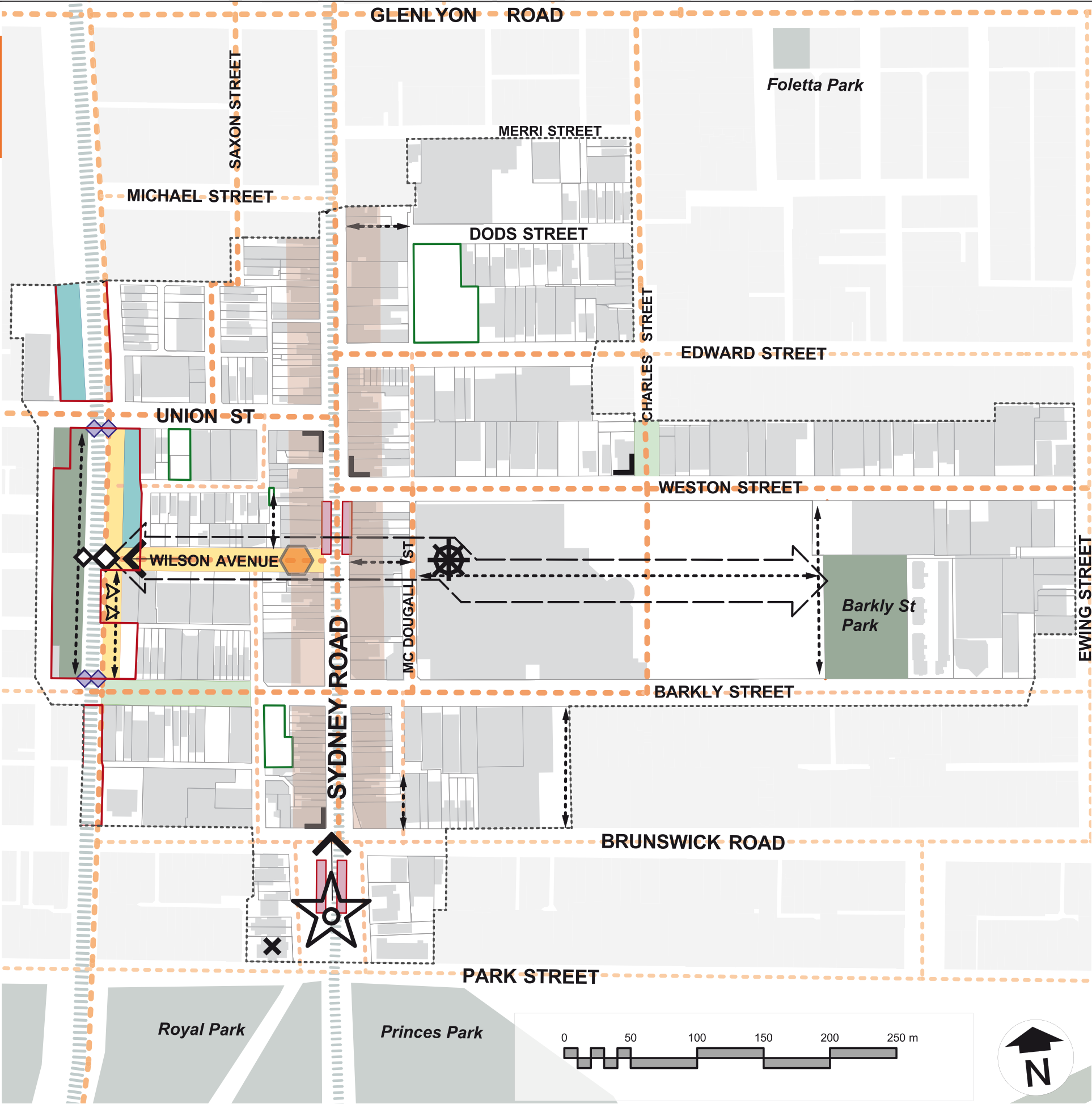




FIGURE 1.3 : Wilson Avenue

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







## 1.4 PRECINCT 1B : CIVIC AND CULTURAL PRECINCT

### 1.4.1 ROLE

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

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

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

### 1.4.2 ISSUES

- Poor coordination between public transport modes (bus, tram and train).
- Despite a number of 'grand' civic buildings in this precinct, their use is generally uncoordinated. This has the effect of severely diluting any civic 'presence' in the area.
- The redevelopment of Brunswick Baths is needed to adequately meet resident needs, but the site is physically constrained. Included in these constraints is the need for more bicycle parking which is at capacity.
- The Council owned car park adjoining the Upfield Path and opposite Brunswick Baths represents an under-utilisation of land.
- The Aldi supermarket design and operation undermine the heritage and civic character of the precinct.
- The Upfield shared path is at capacity during commuter peak.
- The rear of Sydney road businesses face onto David Street creating a poor interface and an unpleasant residential environment.
- Michael Street has poor pedestrian amenity due to numerous vehicle crossovers and industrial /commercial activities. The warehouse and distribution function of the street is considered an under-utilisation of land.
- The heritage values of some significant buildings on Michael Street are not formally recognised in the Moreland Planning Scheme.
- Continuing residential development in the precinct may threaten the viability of music venues as new residents object to noise and late-night opening hours. This will discourage cultural production and performance in the area.
- The Victoria Police are using the former Lattner Hat Factory as a

garage. It is understood that Victoria Police intend to occupy the site until 2010. Policy for the site's future use and built form beyond 2010 is required.

- RMIT Fashion and Textile Campus and Brunswick Secondary College are located in the Industrial 3 Zone despite not having an industrial function. The campus' are severed from Sydney Road and the civic and cultural precinct, by the Upfield rail line, resulting in a poor fit with the surrounding area.
- The quality of schools in the area can be an attracting factor for business executives with families who are considering establishing local businesses. The school setting contributes to perception of the quality of the schools, and Brunswick Secondary College has significant open space compared with some other inner city schools. However, the variety of industrial uses opposite the school on Dawson Street do not provide a high-quality environment.
- While the precinct has a strong cultural focus, this is not necessarily reflected in the streetscape, which has little public art and no artistic shop facades.
- Increasing real estate prices are good for office and high-density residential development in the area. However, increasing prices and rents will force out many of the artists currently in this and neighbouring precincts.
- Although large-scale manufacture of clothing and textiles has disappeared from Brunswick, many short-run manufacturing operations, wholesaling and design functions remain. There may be scope to increase the presence of higher value activities in the local industry (design, marketing etc.) in conjunction with the RMIT Fashion and Textiles campus.

### 1.4.3 STRATEGIES

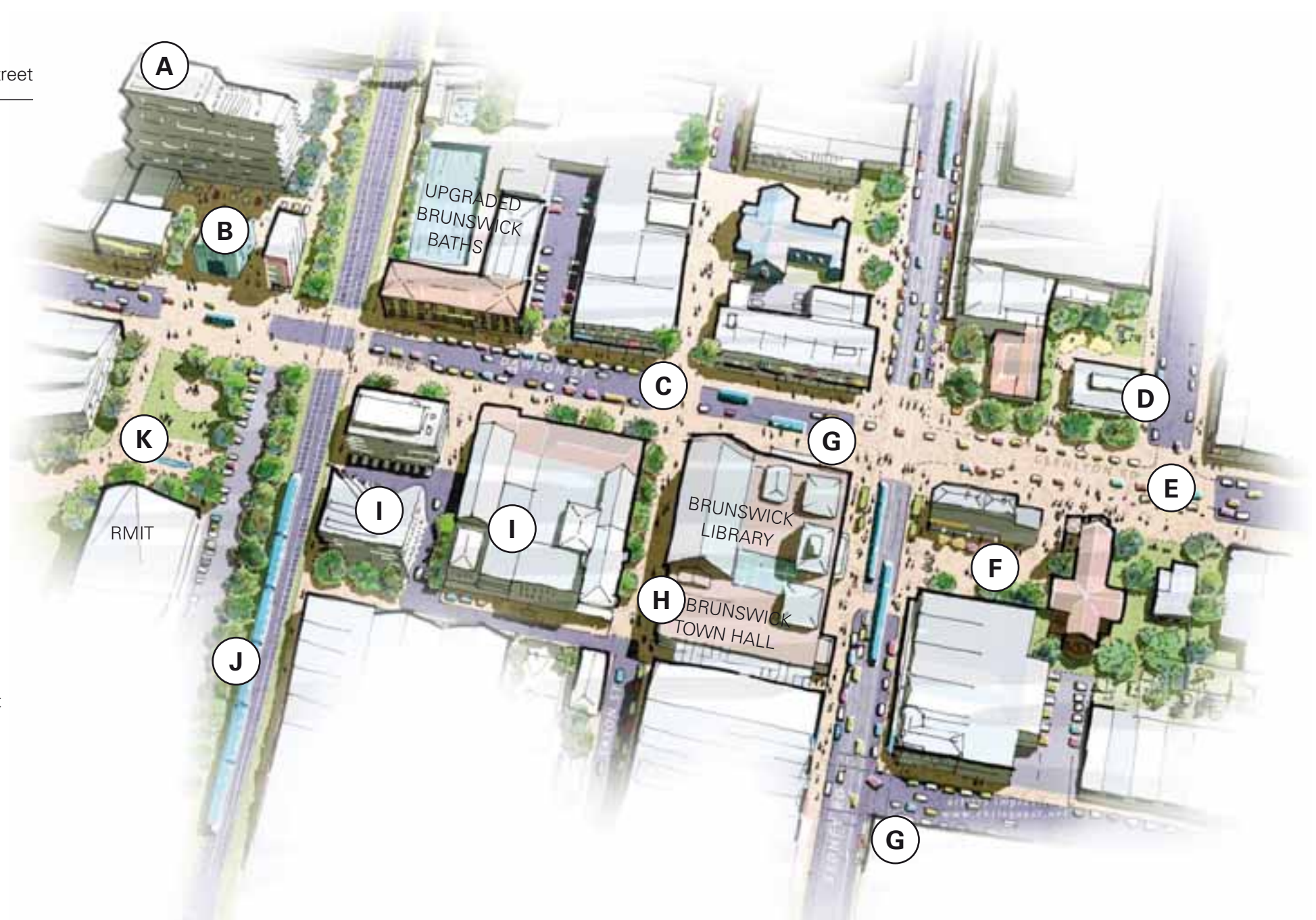
- Develop a transport interchange associated with the Blue Orbit bus route.
- Redevelop the Brunswick Town Hall to become an intensively used community facility and civic hub.
- Undertake major streetscape improvements and strengthen the connections between this precinct and the train station.
- Develop built form guidelines that emphasis the preferred future overall character thereby improving the context and 'presence' of the civic buildings.
- Redevelop the Council owned car park consistent with the community hub objectives.
- Develop a master plan for Michael Street to direct land uses that

will generate higher levels of activity and facilitate pedestrian circulation and amenity, thereby regenerating the street as a high quality public place.

- Strengthen the link between Michael Street, the Upfield Path and the broader pedestrian network.
- Prepare an amendment to the Moreland Planning Scheme to recognise and preserve the heritage values of the Charles Steele + Co. Factory (former) at 19-27 Michael Street; and the former Jackson and Eckersell factory at 16-20 Michael Street.
- Work with the State Government to establish the future vision and public use options for the Police garage site. It is desirable that any future redevelopment would be synergistic with RMIT, Brunswick Baths and the Civic and Cultural Precinct. Ensure that new residential developments close to existing music venues contain appropriate noise attenuation measures.
- Encourage a redevelopment on the north side of Dawson Street (west of the railway line) to generate a higher quality environment that will improve the amenity of the adjacent educational uses. Any such development should be for public or employment uses (in line with the intent of the precinct plans).
- Prepare an amendment to the Moreland Planning Scheme to rezone RMIT and Brunswick Secondary College to accurately reflect their use.
- Work with RMIT and the local fashion industry to encourage further development of a local clothing design cluster, building on the industrial heritage of the area and on the current progressive Brunswick culture.
- Encourage the provision of public art and work with traders' organisations to upgrade shop-fronts and to improve the streetscape.
- Investigate the provision of low-cost workspaces for artists in this and nearby precincts – this could include art workshops as temporary uses in otherwise vacant buildings.

FIGURE 1.4 : Dawson Street

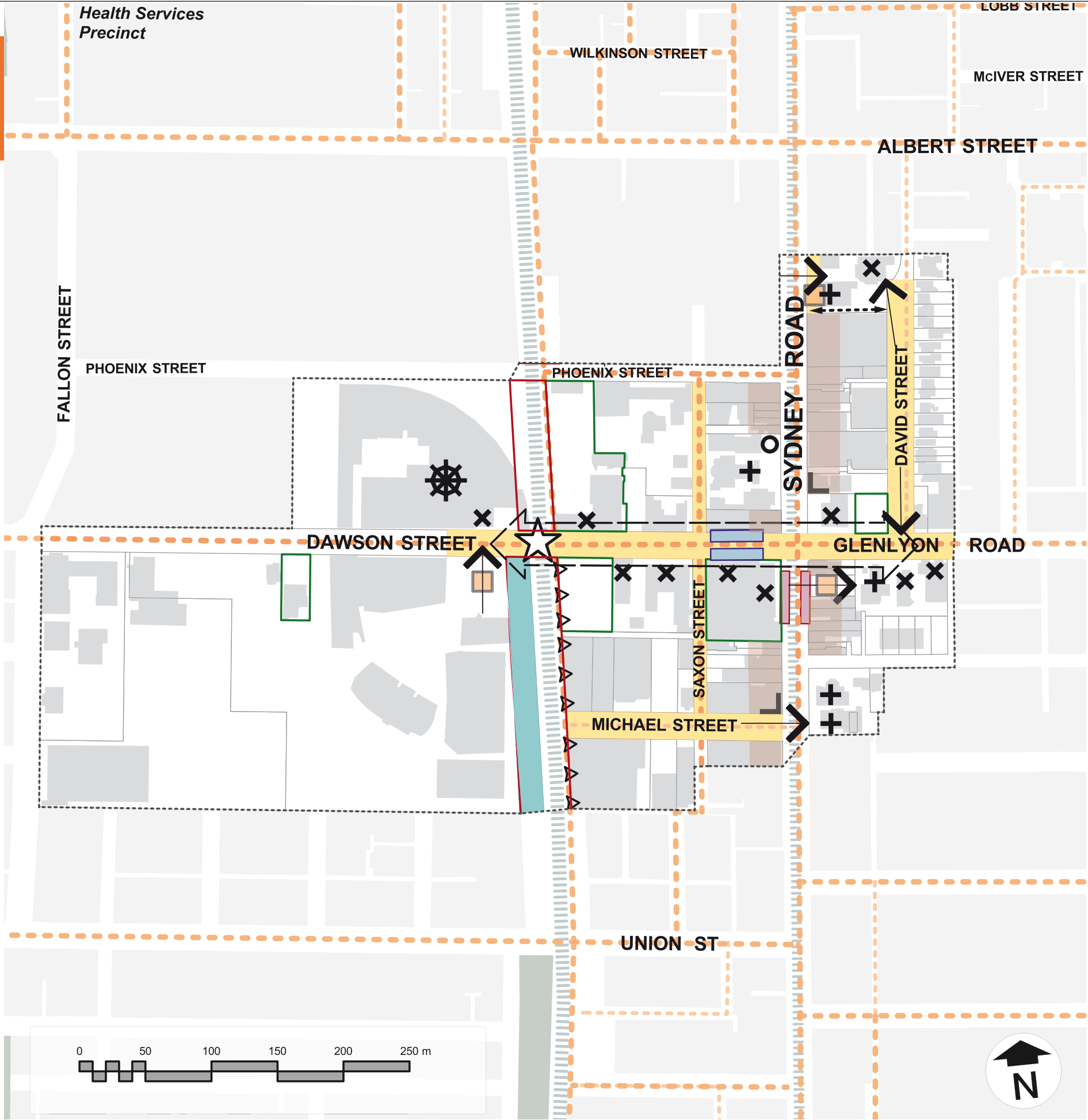
- A** potential new public institution on landmark site
- B** preserve and celebrate icon heritage building in new setting
- C** improved pedestrian amenity along Dawson Street including widened footpath
- D** potential site for new community facility
- E** feature pavement across the road reserve emphasising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





MAP 1.4 : Precinct 1B

- Existing open space
- Existing Council owned land
- Existing VicTrack owned land
- Existing church
- Existing iconic corner hotel
- Existing iconic building
- Existing feature element
- Other gateway
- Enhance visual gateway emphasising change in urban character
- Significant view
- Enhance terminal view of icon building or other element
- Landmark
- Integrate new landmark building to improve legibility of urban context
- Significant built form
- Streetscape with new specific built form controls
- Setback
- Built form to be setback from boundary to improve pedestrian amenity and active movement network
- Pedestrian Link
- New or improved pedestrian link through property or public land with high level active frontage to development and high level pedestrian amenity
- Activity street
- Provide high level pedestrian amenity and high level active frontage to all development
- Active movement link
- Improve pedestrian amenity
- Catalyst streetscape
- Streetscape improvement that is catalyst to integrating urban renewal and under-utilised community facilities inclusive of parks and train stations
- Enhanced tram stop
- Integrate access points with pedestrian network
- Blue Orbital Smartbus stop
- Integrate access points with pedestrian network
- Pedestrian priority street
- High level pedestrian priority streetscape improvement
- New park
- Potential park in area with little access to open space
- New or improved smaller public place





## 1.5 PRECINCT 1C : BRUNSWICK STATION / FRITH STREET

### 1.5.1 ROLE

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

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

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

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

### 1.5.2 ISSUES

- The Sydney Road strip has a fragmented ownership, putting it at a disadvantage to single-owner shopping centres that can control their retail mix and the overall design and feel of their centres.
- There are major vacant buildings in the side streets of this precinct, including a large former textiles factory on Albert Street. These buildings reduce the liveability of the precinct and are likely to deter some investors in adjacent properties. However, these large vacant sites hold property prices at relatively affordable levels.
- East west pedestrian movement through the blocks of shops is largely restricted to Albert and Victoria Streets.
- Albert and Victoria Streets have poor streetscapes and pedestrian amenity.
- It is difficult to find a 'resting place' in this precinct away from the intensity of traffic and people movement.
- Access to and amenity of the Brunswick train station is poor because of the presence of large-grain quasi-industrial buildings that sever the visual connection and physical access to the train station.
- The current use of VicTrack land as a car park on the station's west side, is an under-utilisation of land, and creates a poor interface.
- The Albert Street 'big box' supermarket is surrounded by car park, which creates poor pedestrian amenity.

- The pedestrian link to Sydney Road located underneath the apartment building at 335 Sydney Road, is badly designed and offers a low-quality pedestrian environment.
- The large-grain industrial buildings on Frith /Beith /Lobb and Howarth Streets that surround Randazzo Park, prevent direct movement and visual connections through to Sydney Road.

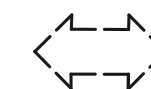
### 1.5.3 STRATEGIES

- Work with stakeholders to update the business plan for this part of Sydney Road- this business plan should include adjacent precincts.
- Identify, and address in the business plan, retail gaps and improvements to the business mix and the urban environment.
- Prepare an urban design strategy for this part of Sydney Road (including adjacent precincts) that reinforces the unity of the shopping centre and encourages high-quality redevelopment of existing streetscapes.
- Improve pedestrian movement from the station and rear of shops through to Sydney road.
- Redevelop the forecourt of the old Post Office at 420-428 Sydney Road to create a 'resting place'.
- Redevelop the setting of Brunswick Station, including Council car park and VicTrack land into a forecourt / public space.
- Prepare a streetscape design / master plan for Albert and Victoria Streets.
- Work with the Albert Street Supermarket owners and operators to improve the design and layout of the entire site to achieve better integration within its context.
- Rewrite the schedule to Development Plan Overlay (DPO2) that applies to the Albert Street supermarket, to address issues of poor connectivity, pedestrian amenity and integration.
- Prepare an urban design framework for the Frith / Beith / Lobb and Howarth Streets that surround Randazzo Park.



Former Hooper Building,  
Sydney Road

MAP 1.5 : Precinct 1C



**Catalyst streetscape**  
Streetscape improvement that is catalyst to integrating urban renewal and under-utilised community facilities inclusive of parks and train stations



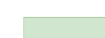
**Enhanced platform access**  
Train platform access points connected to crossing streets



**Enhanced tram stop**  
Integrate access points with pedestrian network



**Pedestrian priority street**  
High level pedestrian priority streetscape improvement



**New green street**  
Potential kerb extension and greening of the street, including water sensitive urban design with plants and trees



**New park**  
Potential park in area with little access to open space



**New or improved smaller public place**



**New major public place**

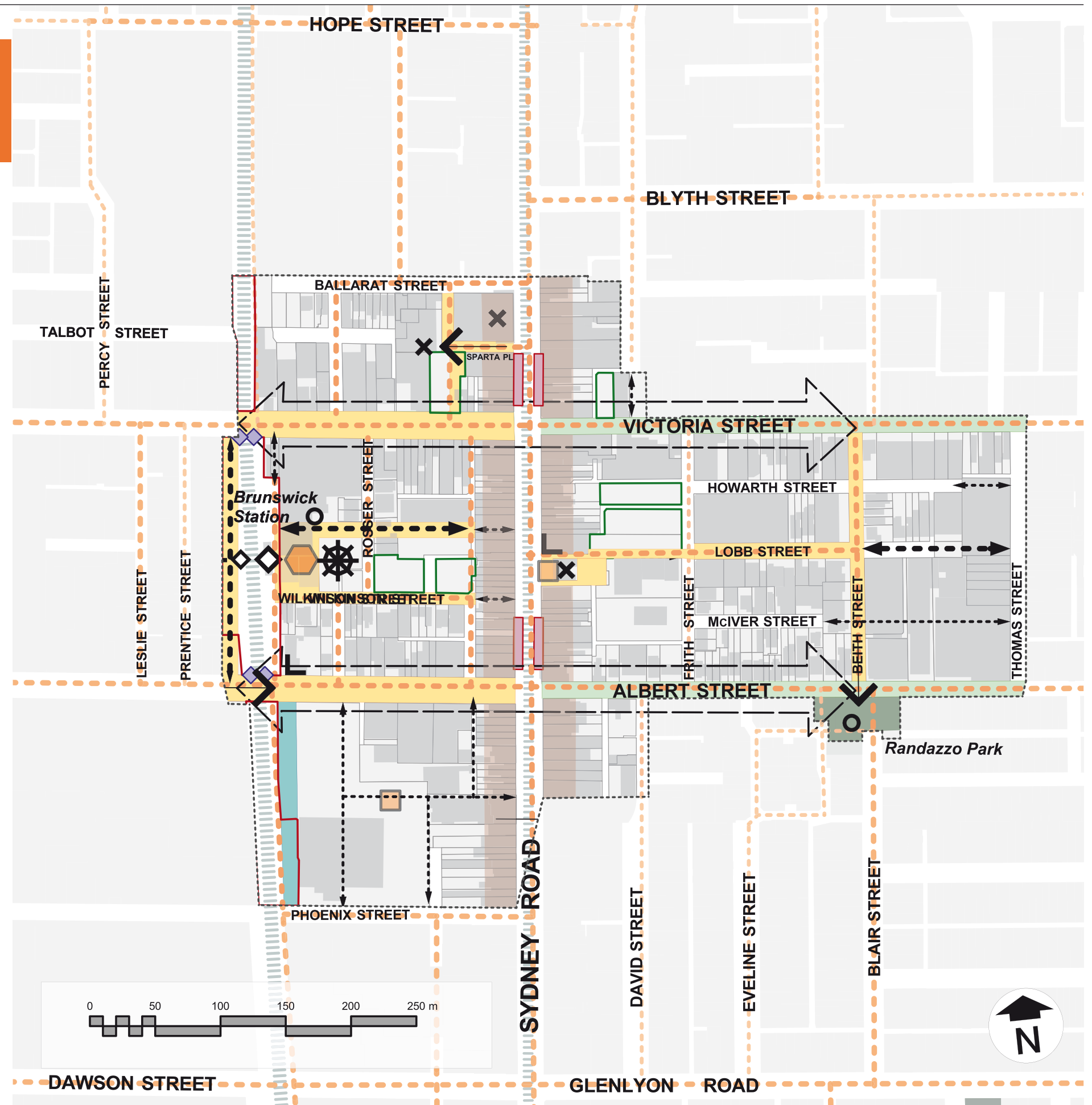
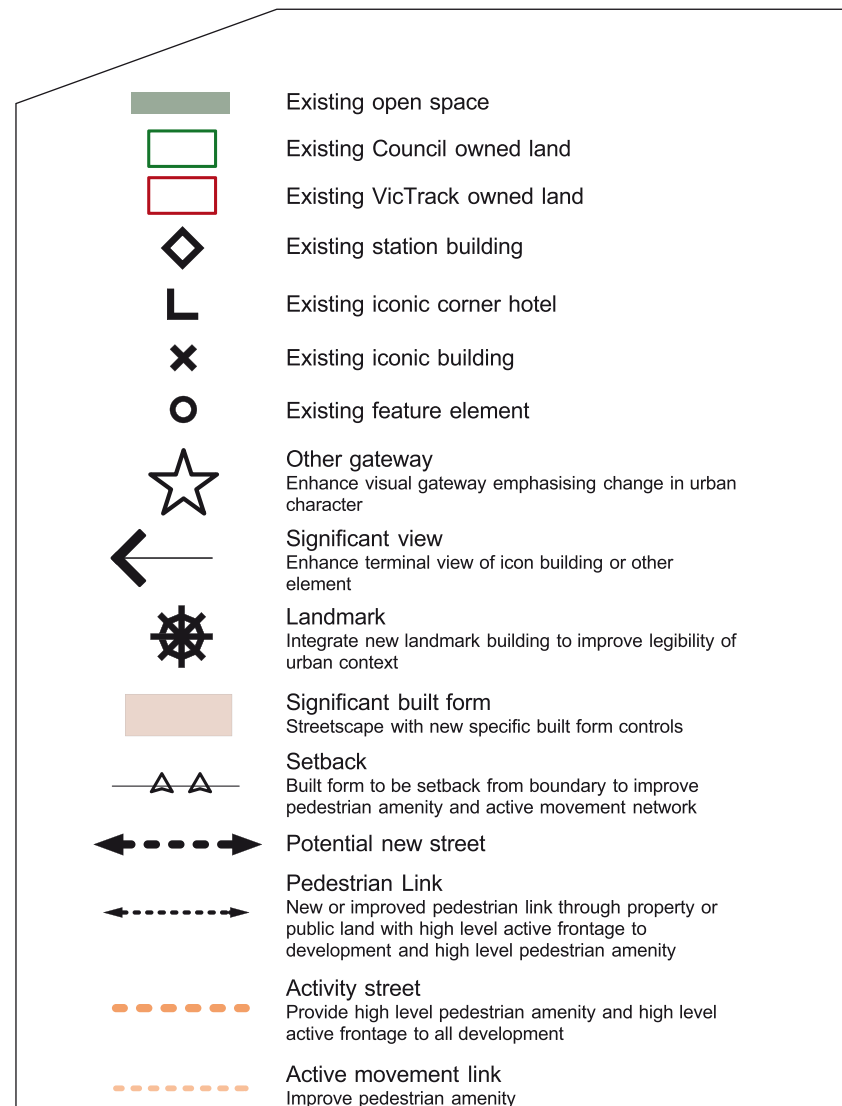




FIGURE 1.5 : Brunswick Central

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

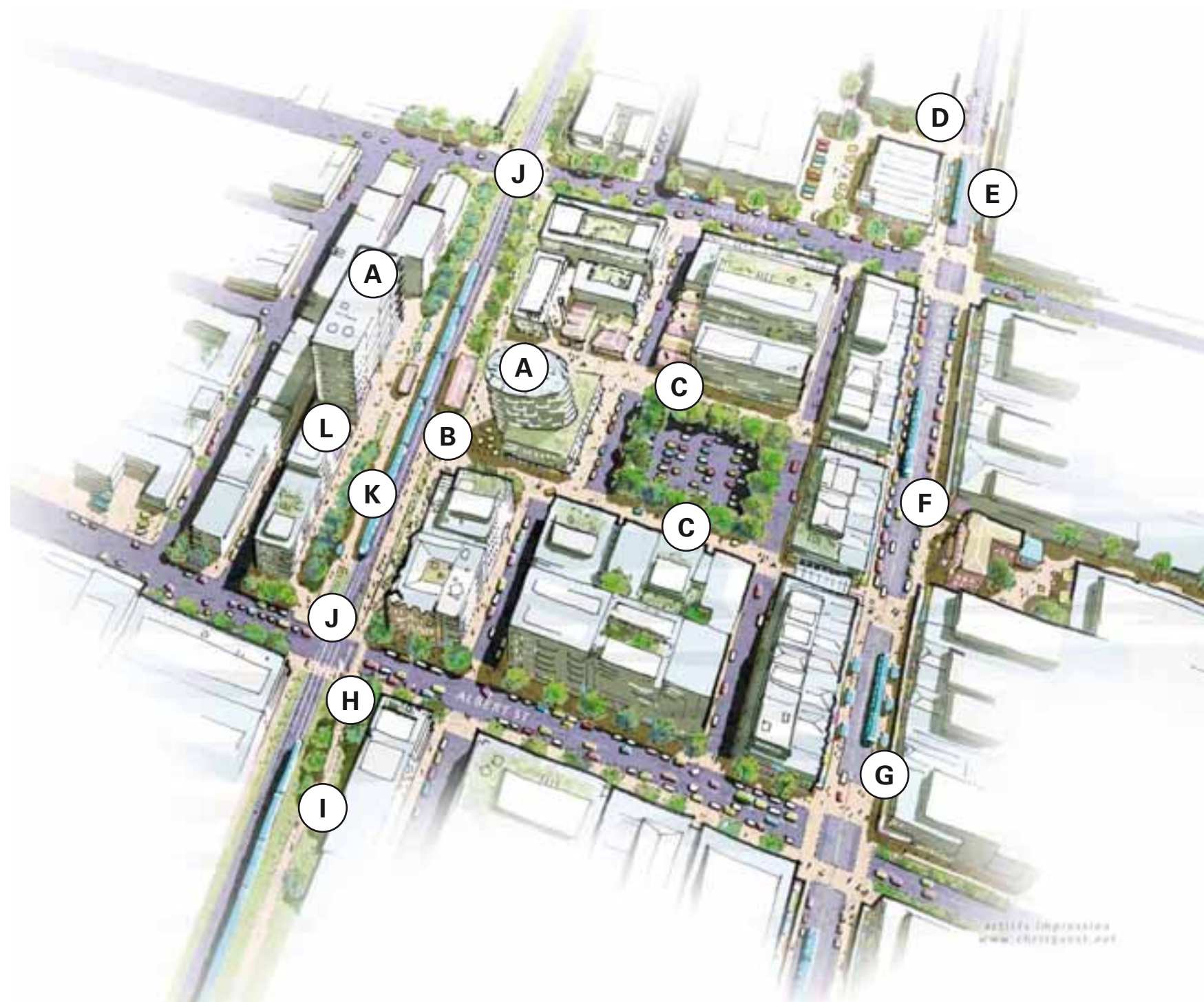




FIGURE 1.6 : Brunswick Hill

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



## 1.6 PRECINCT 1D : ANSTEY URBAN VILLAGE

### 1.6.1 ROLE

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

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

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

### 1.6.2 ISSUES

- This part of Sydney Road contains many small shops providing secondary retailing. The area lacks retail anchors or major stores that attract shoppers from outside the area. Because of this, the precinct contains a number of retail dead spots and areas where building maintenance has been neglected.
- The Brunswick Market is 'down at heel'.
- Shoppers at Brunswick Market have access to private and council car parking, but these spaces are unattractive, little known and rarely fully occupied.
- Pedestrian amenity around Brunswick Market and its car parks is poor.
- Multiple car parks in this area represent an under-utilisation of land.
- The existing industrial landscape off Sydney Road provides a poor outlook. Consequently, the design of many new buildings is not of the highest standard. This poor urban design is likely to perpetuate a poor environment for residents, workers and customers of the area.
- The major development sites in the area are housing developments. Employment uses are not receiving the same attention, and this may create an imbalance in the provision of employment opportunities.
- The existing quasi-industrial uses on Breese, Florence, West and Duckett Streets are inconsistent with the Vision of the Anstey Urban Village Structure Plan, and the overall quality of the streetscapes is poor.

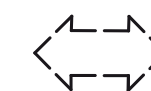
- Rationalisation of the Upfield shared path is required to overcome issues including the potential future installation of a third train track.
- The general amenity and presentation of Anstey Station are poor.
- The Upfield Path narrows at the station's eastern entry and a 'blind' corner at Albion Street is problematic for pedestrians and cyclists.
- Connections between Anstey Station and Sydney Road are unclear and unattractive, with little signage and no visual links to the station.

### 1.6.3 STRATEGIES

- Consider attracting retail anchors to this precinct.
- Work with Brunswick Market owners and operators to improve its design and layout and to better achieve integration within its context.
- Develop an urban design strategy that makes the most of the area's dense urban form, but which emphasises quality construction to improve future investment prospects.
- Encourage the provision of employment uses in redevelopment areas, including multi-use buildings and 'loose-fit' buildings that can accommodate either housing or employment uses.
- Create a new link extending West Street from the southern end of Anstey Station platform to Sydney road.
- Investigate the use of planning provisions, including the Public Acquisition Overlay (PAO) and the Development Plan Overlay (DPO) to achieve public realm and Upfield Path improvement objectives.
- Revise draft Anstey Station Precinct Master Plan.



MAP 1.6 : Precinct 1D



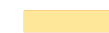
**Catalyst streetscape**  
Streetscape improvement that is catalyst to integrating urban renewal and under-utilised community facilities inclusive of parks and train stations



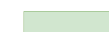
**Enhanced platform access**  
Train platform access points connected to crossing streets



**Enhanced tram stop**  
Integrate access points with pedestrian network



**Pedestrian priority street**  
High level pedestrian priority streetscape improvement



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Potential park in area with little access to open space



**New or improved smaller public place**



**New major public place**



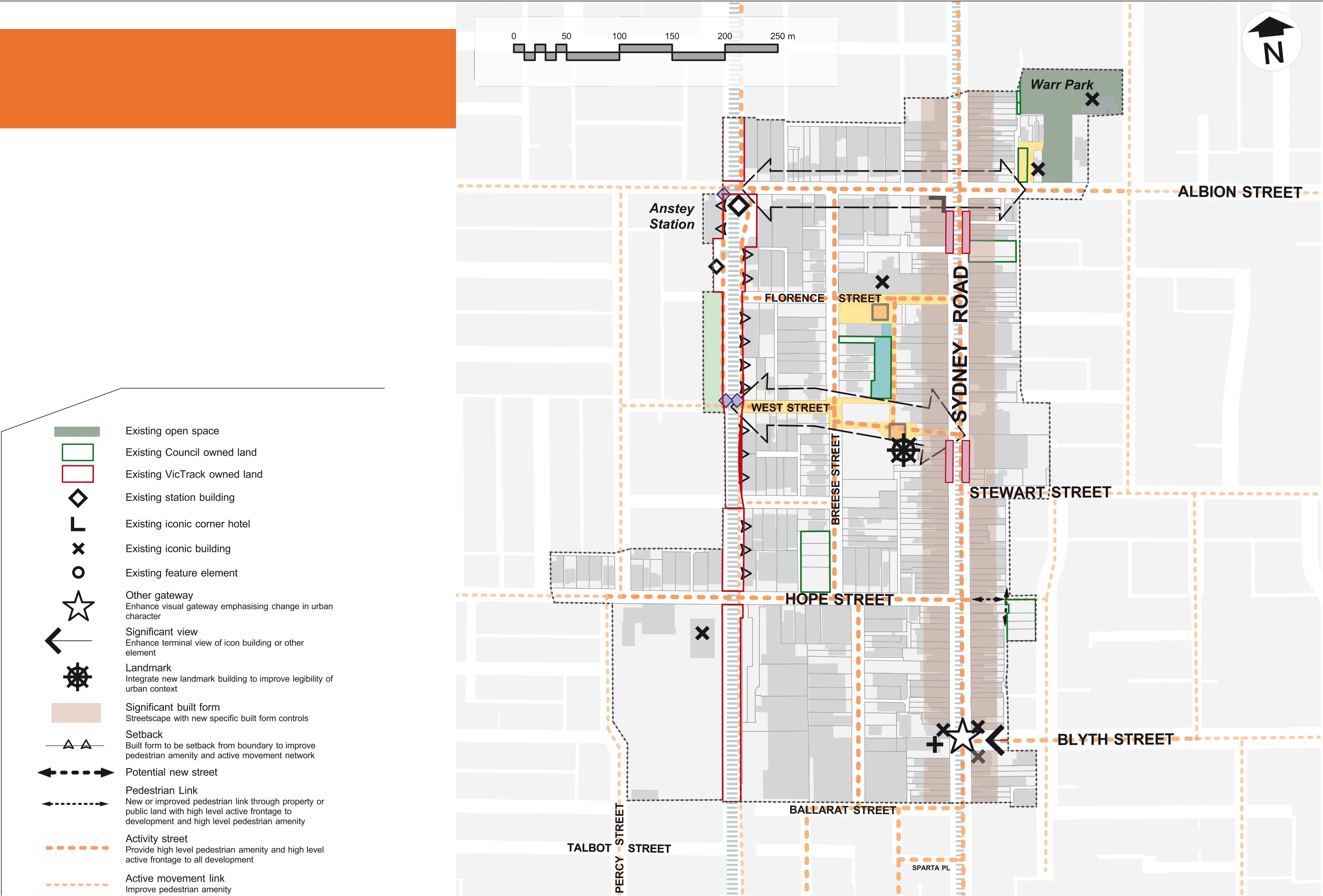




FIGURE 1.7 : Beith Street

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





For further information contact:

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- READ VOLUME 1
- PLUS YOUR LOCAL AREA
- VOLUME 2  
SYDNEY ROAD /  
UPFIELD CORRIDOR
- VOLUME 2  
LYGON STREET
- VOLUME 2  
NICHOLSON STREET
- VOLUME 2  
CORE EMPLOYMENT  
PRECINCT + CENTRAL  
PARKLANDS

Draft for community consultation | **JULY 2008** | **BRUNSWICK** STRUCTURE PLAN  
LYGON STREET



Moreland City Council

VOLUME 2 PART 2

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.

#### **CONSULTATION ON THE DRAFT BRUNSWICK STRUCTURE PLAN**

This draft Structure Plan communicates Council's future directions for the Brunswick Activity Centre to the community and stakeholders. It is important that Council and the project team receive feedback to ensure that key issues have been addressed, and that the community has ownership of the final Structure Plan.

All members of the Moreland community and those interested in the future of Brunswick are strongly encouraged to take part in the consultation process.

Copies of the draft Structure Plan are available from:

- Moreland Civic Centre, 90 Bell Street, Coburg
- Brunswick Town Hall, 233 Sydney Road, Brunswick
- Council libraries: Brunswick, Campbell Turnbull, Coburg
- Council's website at [www.moreland.vic.gov.au](http://www.moreland.vic.gov.au)
- By phoning the Activity Centres Team on 9240 1111

Council welcomes your comments on the draft Structure Plan via email, written feedback form, letter or the website feedback form. Your comments will be considered in the finalisation of the plan.

Please send written comments by 22 August 2008 to:

- Activity Centres Team  
Moreland City Council  
Locked Bag 10  
Moreland 3058
- email: [brunswick@moreland.vic.gov.au](mailto:brunswick@moreland.vic.gov.au)
- Council via the online feedback form on Council's website.

If you have any queries, please contact Council's Activity Centres Team on 9240 1111.



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Lygon Street cafe culture.

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# 2.1 INTRODUCTION

TOTAL LAND AREA : 42 HECTARES

This section of the Structure Plan provides a detailed description of the vision, objectives and guidelines for the second of the four local areas that form the core of the Brunswick Activity Centre.

This section of the Structure Plan must not be read in isolation from Volume 1 of the plan that details the vision and objectives for the development of the activity centre as a whole. An appreciation of the contents of Volume 1 is critical to understanding the intent and contents of Volume 2.

The organisation of the Structure Plan is illustrated in Figure 1.

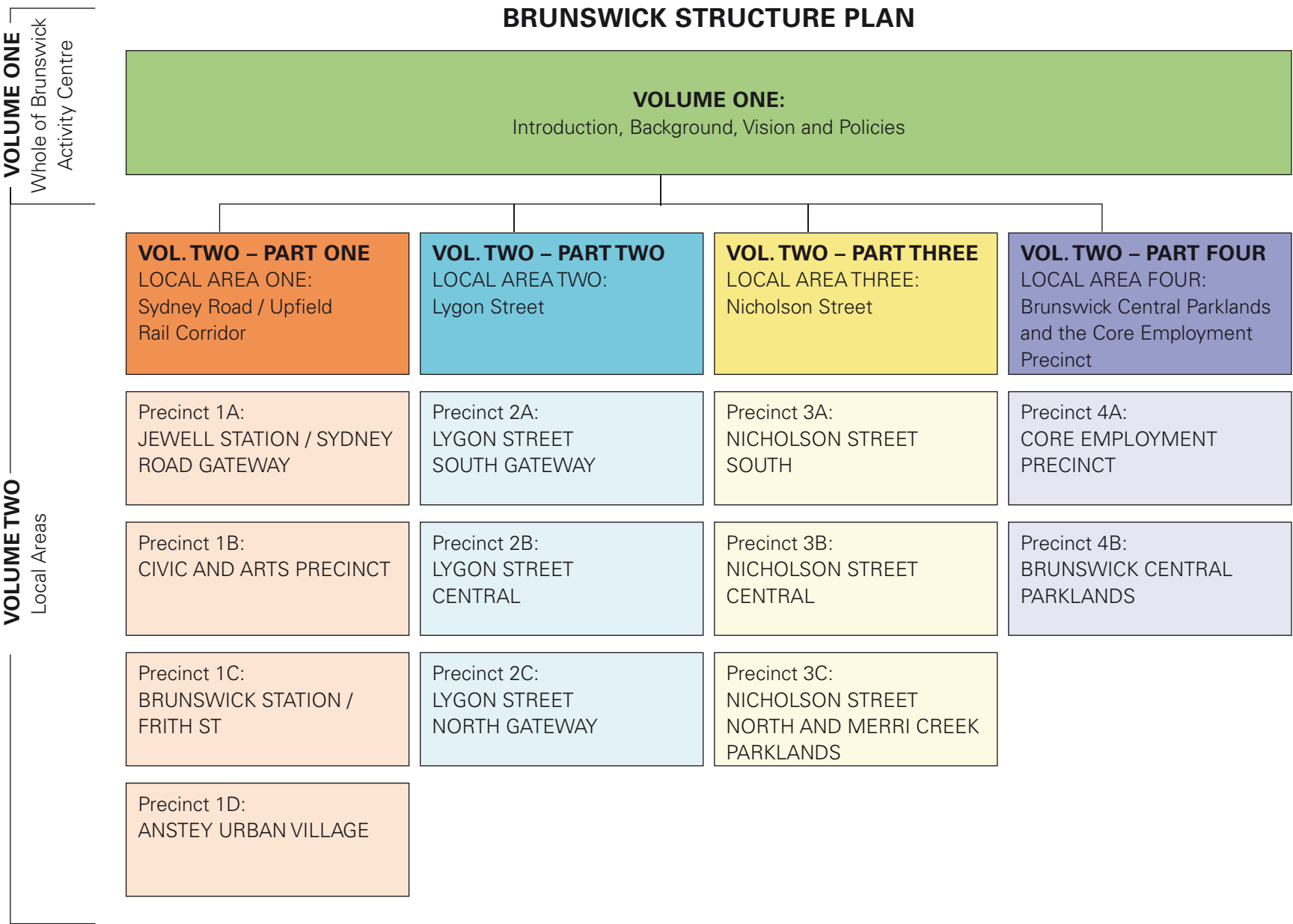


Figure 1 : Organisation of the Structure Plan

## 2.2 LYGON STREET

Local Area Two comprises all properties with Lygon Street frontages, from its boundary with the City of Yarra at Park Street, Carlton, to Albion Street in the north. Local Area Two extends further than Lygon Street into areas where land currently zoned for industrial use, has been strategically identified as appropriate for transition over time to allow for mixed use (see the Moreland Industrial Land Use Strategy (2004).

This local area is divided into three precincts:

**Precinct 2A** : Lygon Street South Gateway

**Precinct 2B** : Lygon Street Central

**Precinct 2C** : Lygon Street North Gateway

### 2.2.1 DESCRIPTION

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.

Refer to map 2.1 – Areas of change.

### 2.2.2 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.

### 2.2.3 FUTURE CHARACTER

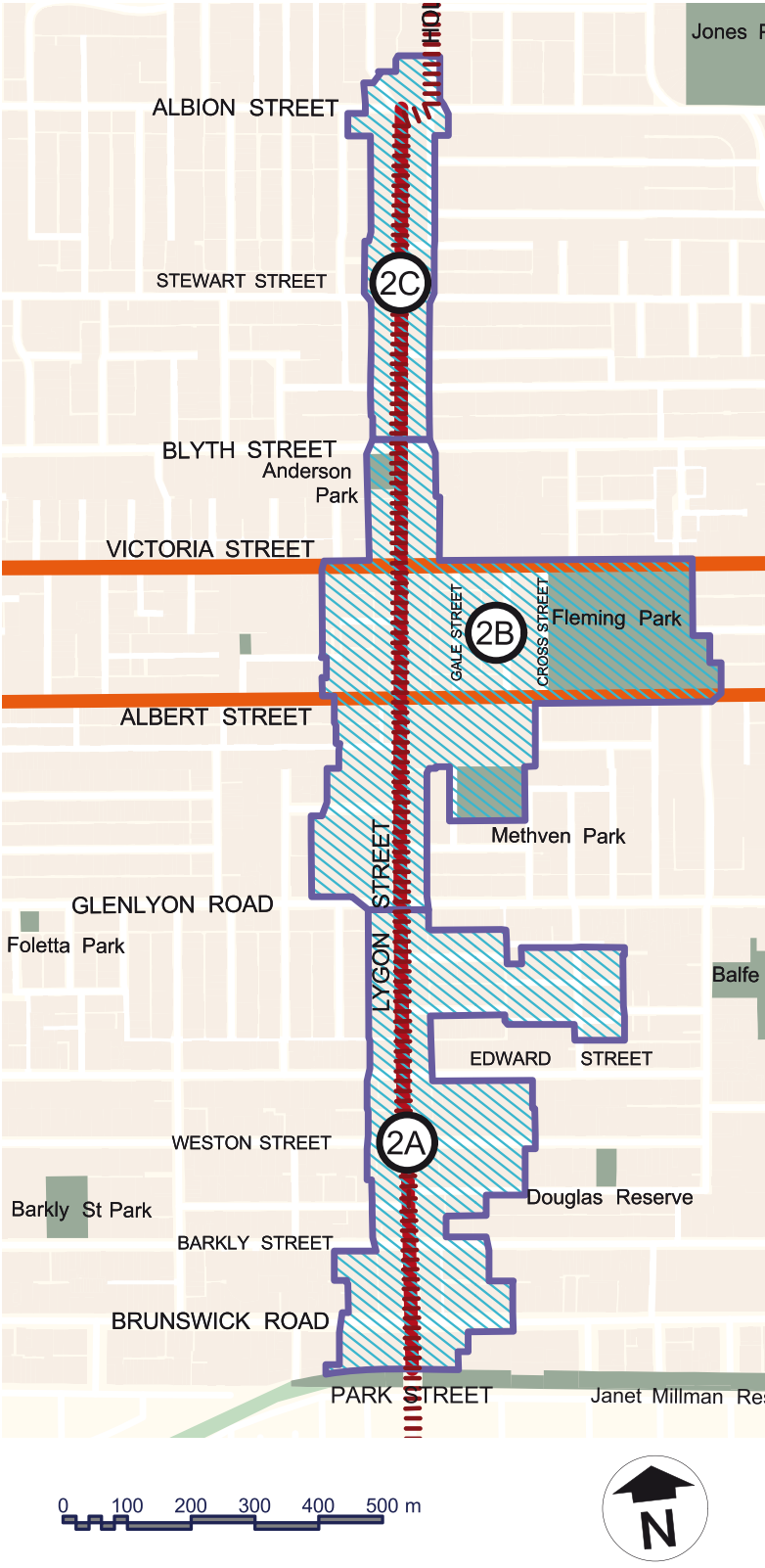
Lygon Street will be strengthened as a coherent streetscape well defined by visual gateways at the northern and southern ends. These gateways will be further improved by new landmark buildings and public space improvements.

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

### LOCAL AREA 2

MAP 2.1 : Areas of change



a significant population increase, and improvements such as wider footpaths and potential street trees will be implemented.

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

Refer to map 2.2 – Local Area 2 Character.

## 2.2.4 ISSUES AND STRATEGIES

This section details the key issues affecting Local Area Two and provides strategies that must be addressed to fulfil the Vision for the area.

### 2.2.4.1 ECONOMIC ISSUES

Economic analysis conducted at the start of the structure planning process, identified the main economic drivers that will affect future development in the activity centre. The analysis assessed the economic strengths and weaknesses of the area, and the opportunities these will create. This analysis (specific to Local Area Two) is detailed below:

- There is a high proportion of vacant space and sites in this area, particularly in small showrooms and former industrial buildings. This provides an opportunity for major redevelopment and reinvigoration of the area. However, the present market favours housing over employment uses. While increasing population density is a desirable outcome and is dictated by State Government policy, development of workplaces is also necessary for long-term sustainability.
- In a former industrial area, the standard of recent housing development has not been high. While affordable housing is important, poor design will lock in disadvantage for new generations.
- The new apartment buildings provide housing that is of generic quality and appearance. There is a need to broaden types of new housing stock to avoid creating a mono-cultural community.
- The requirement for active frontages in new developments may not always be appropriate, as some shop units in new developments have remained vacant for long periods. To create more defined and viable shopping nodes, it may be preferable to concentrate shop development in the two retail precincts, and encourage development of the central precinct as a mixed use area.
- The potential development of a neighbourhood shopping area in Nicholson Street would impact significantly on the viability of local convenience retailers in Lygon Street.

- Lygon Street is a metropolitan destination for arts and entertainment. It provides a special character to the retail offering and potentially supports the development of creative services. However, the sector will be under pressure from rising property prices and residential development. More support for the sector and its positive influence on the surrounding economy is required.

### 2.2.4.2 ECONOMIC STRATEGIES

The following strategies apply to the whole of Local Area One (and in some cases to the whole of Brunswick). More specific strategies are identified in the sections on each precinct.

- Prepare an urban design strategy to improve the quality of new buildings and public spaces.
- Assist stakeholders in Lygon Street with the preparation of a business plan that encompasses retail mix and marketing strategies. This will have a particular focus on meeting potential challenges from a new Neighbourhood Activity Centre in Nicholson Street.
- Develop concepts to provide a range of different housing types.
- Coordinate and invest in urban design and shop front improvements in conjunction with traders' organisations.
- Develop a policy that protects the needs of music venues and new residents in the precinct.
- Identify potential buildings in which arts studios may be interim users.

### 2.2.4.3 PLANNING AND LAND USE ISSUES

As with Local Area One, the dominant land use for Local Area Two is the Business 1 Zone (B1Z). The B1Z allows for the operation of businesses offering local convenience goods, entertainment and restaurant fare. It also allows for land to be used as dwellings.

Local Area Two can accommodate a new residential population through infill development of former industrial land located behind the B1Z on Lygon Street.

The Moreland Industrial Land Use Strategy (2004) identifies these sites as appropriate for transition over time to alternative uses. The Structure Plan supports this policy position, recognising that changes in land use are necessary to improve the economic, social and environmental performance and overall function of the area.

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 - identified in the Structure Plan as Precinct 2B. A number of these sites have been reviewed by the Victorian Civil

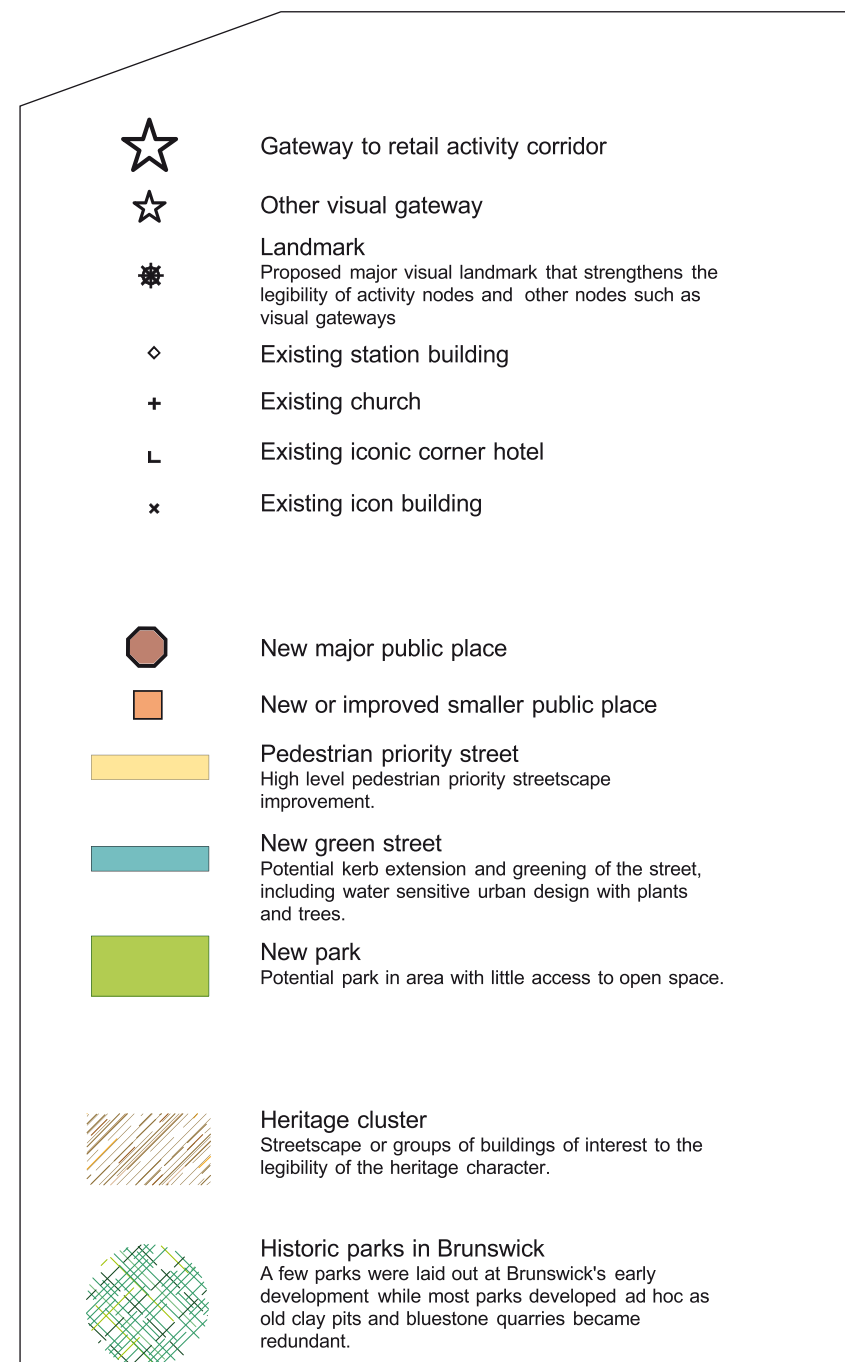
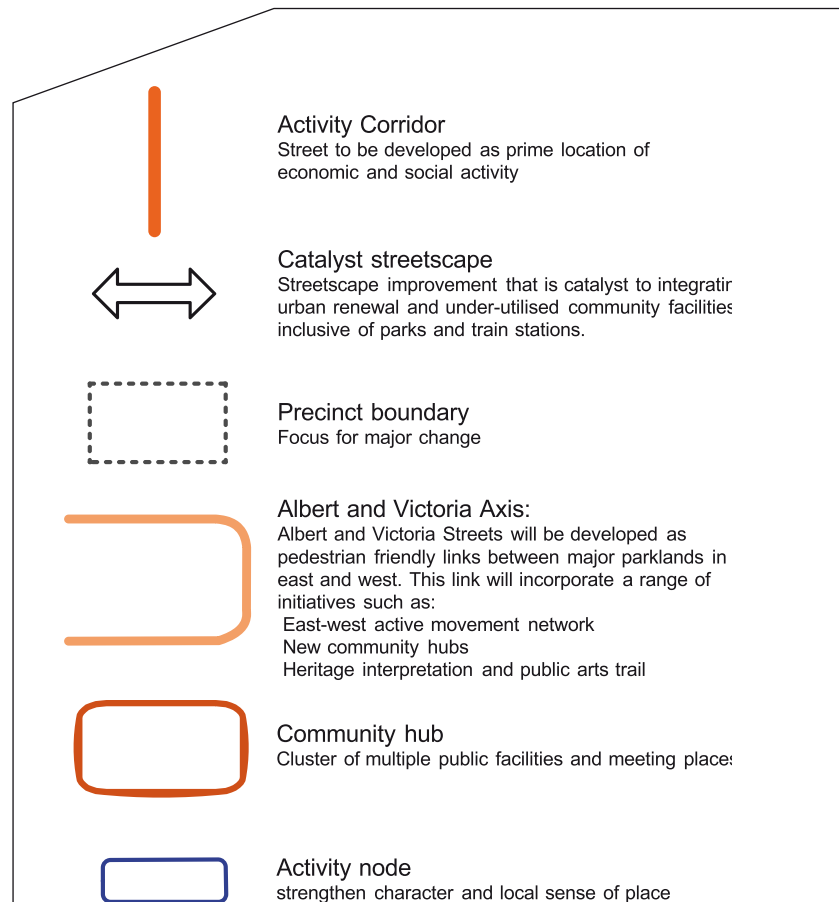


Lygon Street at night.





### MAP 2.2 : Local Area 2 Character





Quarry Hotel on Lygon Street.

and Administrative Tribunal (VCAT), which has made decisions based on its interpretation of the intent of State and Local Government planning and policy frameworks. Some VCAT decisions have been contrary to the expressed intentions and aspirations of Council and the local community. This Structure Plan seeks to provide greater certainty to the local community, Council and developers about the desired future built form and function of Lygon Street.

#### 2.2.4.4 PLANNING AND LAND USE STRATEGIES

- Maintain the existing application of the B1Z on Lygon Street and continue to encourage primary retail activity to concentrate along Lygon Street.
- Develop an evening (24-hour) economy by supporting restaurants, bars and entertainment venues on Lygon Street, particularly in Precinct 2A.
- Endorse the 'reverse sensitivity' principle that identifies the vulnerability of existing permitted activities (retail, commercial and entertainment) to attack from incompatible permitted activities (sensitive uses such as residential).
- Improve pedestrian access to trams and buses by designing an enhanced interchange at the intersection of Brunswick Road and Lygon Street.
- Employ land use provisions that relate to land use intensification and public realm improvements, thereby improving the economic performance and overall function of the local area.

#### 2.2.4.5 HERITAGE OVERVIEW

Lygon Street has developed quite differently to Sydney Road, and comparison of the two provides a deeper understanding of the area's contributing heritage elements. As evidenced by the many buildings of similar architectural style, Sydney Road developed relatively quickly due to the movement of people to the gold fields in Central Victoria, and due to trade between Melbourne and Sydney. A residential community was also quickly established around Sydney Road, facilitated by the tram and train lines. This large residential population encouraged the construction of Sydney Road's many grand civic and ecclesiastical buildings.

In contrast, Lygon Street developed more gradually in clusters around the three hotels: The Quarry, named presumably for the area's numerous quarries that provided much of its clientele; 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, pastrycooks, manufacturers and others. Apart from a bank and a post office constructed in the early 1900s, there are no grand civic buildings or churches on Lygon Street, Brunswick.

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.

The Heritage Overlay formally protects only a few buildings on Lygon Street, Brunswick:

- The Lyndhurst Hotel at 513 Lygon Street.
- The Maternal and Child Health Centre at 318 Lygon Street.
- A heritage precinct at the corner of Lygon and Albert Streets, encompassing the East Brunswick Hotel.

Lygon Street has recently undergone some redevelopment, but it retains much of its eclectic character.

#### 2.2.4.6 HERITAGE STRATEGIES

The Brunswick Major Activity Centre: Lygon Street Heritage Assessment–Stage 1 Report prepared by Context Ltd in May 2008 provides an assessment of the area's existing and potential heritage, and the opportunities these will create. The recommendations from this report are summarised below:

- Formally assess and document the following seven heritage precincts:
  1. South of Albion Street – to the lane south of former Liberty Theatre
  2. 434–446 Lygon Street
  3. 398–406 Lygon Street
  4. Lygon Street between Victoria and Pitt /Jarvie Streets: factories and shops
  5. Corner precinct – Glenlyon and Lygon Streets
  6. Lygon Street between Piera and O'Connor Streets
  7. Edward Street to Brunswick Road
- Assess and document the following three individual places:
  1. Albion Hall just south of Blyth Street
  2. 341 Lygon Street – corner Victoria Street
  3. 421 Lygon Street 'Apex Gold Stamping'
- Develop heritage guidelines for conservation and change within the defined precincts, and for significant and contributory buildings.
- Celebrate significant groups of nineteenth and twentieth-century buildings, particularly the Maternal and Child Health Centre.

#### 2.2.4.7 TRANSPORT AND MOVEMENT ISSUES

- There are few north-south bicycle routes and Lygon Street, with no bike lanes, does not provide a safe alternative.
- Car traffic undermines the identity and function of the Lygon Street activity corridor as a social and economic space.
- Poor building interfaces and occasional pedestrian-friendly pockets along parts of Lygon Street make the pedestrian experience inconsistent.

#### 2.2.4.8 TRANSPORT AND MOVEMENT STRATEGIES

- Make tram and pedestrian amenity the first priority along the Lygon Street activity corridor by reducing traffic speed, for example.
- Integrate enhanced tram stops.
- Continue to advocate for improved tram service levels.
- Undertake a feasibility study for Lygon Street's future transport role. The road reserve is Council-owned and not a VicRoads through-route. This provides the opportunity to better share the road reserve for all users including pedestrians, cyclists and trams.

- Undertake a feasibility study of Lygon Street’s future streetscape character based on its future transport role and opportunities for public space improvements.
- Provide active frontage to development along Lygon Street. This will improve the sense of safety and will add interest for pedestrians.

#### 2.2.4.9 PUBLIC REALM ISSUES

- There are no public places in Local Area Two. Urban renewal is anticipated at the central and southern parts of Lygon Street and there will be increased demand for open space and public space.
- Landscaping along Lygon Street, especially the southern part, is inconsistent. There is a need for a long-term tree-planting program integrated with streetscape improvements – this must respond to the street’s future traffic role.

#### 2.2.4.10 PUBLIC REALM STRATEGIES

- Develop coherent streetscape along Lygon Street from the southern gateway to the northern gateway. Consider footpath extensions and prominent avenues of trees.
- Provide public spaces and pedestrian-friendly environments as per map 12 – Public Realm Improvements, Volume 1.
- Improve pedestrian amenity and streetscape appearance along Albert and Victoria Streets. Develop this as part of the Albert and Victoria Axis described in Volume 1. The sections from Lygon Street to Fleming Park would be catalysts for integration of urban renewal and creation of an identified community hub.

#### 2.2.4.11 BUILT FORM ISSUES

Lygon Street in Brunswick is defined by visual gateways at Brunswick Road and Albion Street, and these are key to the experience of Lygon Street as one defined streetscape. However, the built form could be more coherent, and pressure for new development may blur the street’s character. To ensure a prominent built form character, the following issues should be considered:

- There are no current built form controls for Lygon Street.
- The Brunswick Major Activity Centre: Lygon Street Heritage Assessment – Stage 1 Report prepared by Context Ltd in May 2008 identified groupings of heritage buildings that should be integrated with urban renewal. Several heritage precincts were identified along Lygon Street.
- Built form guidelines will be influenced by the heritage guidelines prepared for the new Heritage Overlay precincts.

#### 2.2.4.12 BUILT FORM STRATEGIES

Many streets, especially in the larger urban renewal areas, will change the areas’ character. Directions are given for some key streets. Refer to built form guidelines, Volume 1 of this Structure Plan.

- Implement new development in accordance with maximum heights as per map 13 – Built Form Framework (Volume 1).
- Adopt streetscape controls as per map 13 – Built Form Framework (Volume 1). Streets in Local Area Two include Brunswick Road, Glenlyon Road, Albert Street, Victoria Street and Albion Street.
- Adopt specific built form controls for Lygon Street as per figure 2.1 – Built Form Lygon Street. Lygon Street is well defined as a coherent streetscape from Park Street in the south to Albion Street in the north. This character will be enhanced by built form controls.
- Develop built form guidelines for Lygon Street taking into account heritage precincts identified in the Lygon Street Heritage Assessment (2008).

#### 2.2.5 KEY INITIATIVES

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

- Develop the Maternal and Child Health Centre as an intensively used community centre.
- Prepare a master plan for Fleming Park to develop the park consistent with the community hub principle.
- Develop a Public Places Program for Lygon Street in response to Volume 1. Map 12 – Public realm improvements.

#### 2.2.6 LOCAL AREA PRECINCT PLANS

Within Local Area Two, three precincts have been identified as distinct from each other. These are closely aligned with ‘urban villages’ principles [see <http://www.moreland.vic.gov.au/pdfs/urbanvillagespolicy.pdf>]. Each performs a slightly different function to the other within the context of the same local area.

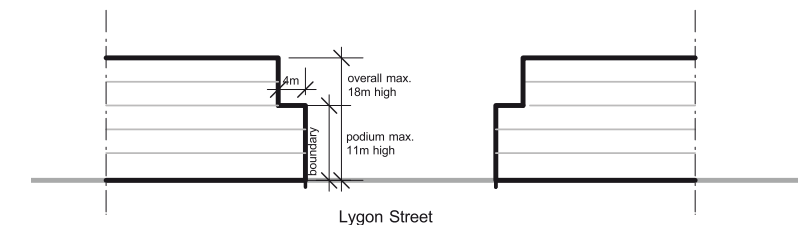
The following section provides an overview of the key functions or roles of the precincts within Local Area Two. Issues are identified and strategies to address them listed.

The three precincts within Local Area Two have been identified and named as follows:

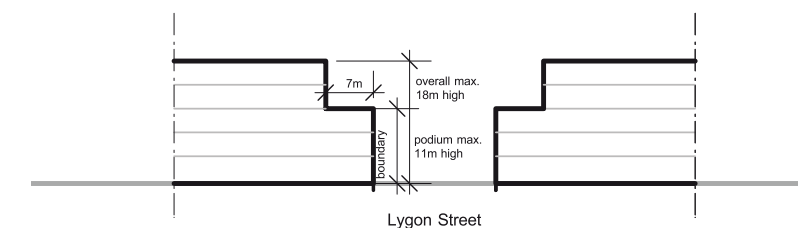
**2A** : Lygon Street South Gateway

**2B** : Lygon Street Central

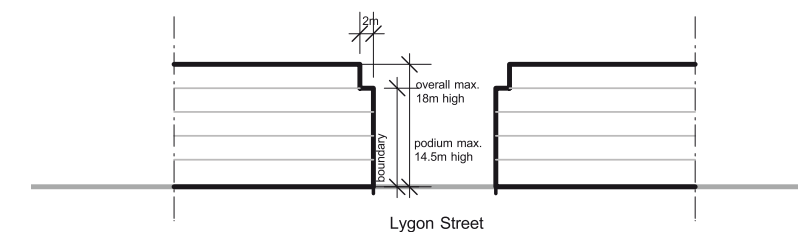
**2C** : Lygon Street North Gateway



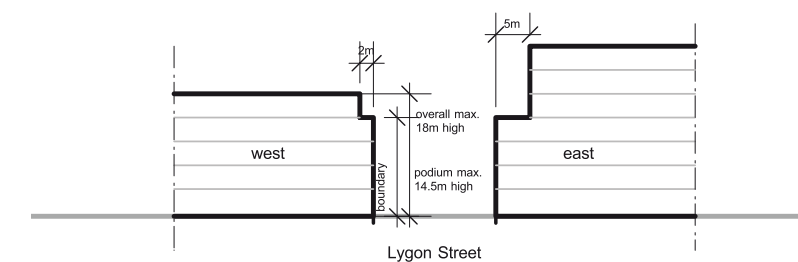
**Section 2.1**  
Brunswick Road to Weston Street



**Section 2.2**  
Weston Street to Glenlyon Road and Stewart Street  
to Albion Street



**Section 2.3**  
Glenlyon Road to Albert Street and Victoria Street to  
Stewart Street



**Section 2.4**  
Albert Street to Victoria Street

**FIGURE 2.1** : Built Form Lygon Street



## 2.3 PRECINCT 2A : LYGON STREET SOUTH GATEWAY

### 2.3.1 ROLE

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.

### 2.3.2 ISSUES

- The built form around the gateway does not provide a sense of 'arrival' or convey a sense of the area's function.
- 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 rezoning of land at the location of the Spicer Sportswear building has significant implications for this area.
- The convenience retail function of this precinct would be adversely affected by the development of a neighbourhood retail centre in Nicholson Street.
- The future success of this part of Lygon Street as a dining precinct will 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 existence of local creative businesses is not reflected in the streetscape through street art or in arty shopfronts.
- The fragmented ownership of the shopping strip puts this precinct at a disadvantage compared with single-owner shopping centres that can control the retail mix and marketing.

### 2.3.3 STRATEGIES

- Prepare a streetscape master plan.
- Design and develop an enhanced transport interchange.
- Incorporate planning scheme controls to influence the built form of redevelopment of the Spicer Sportswear site, and redevelopment of the site on the eastern side of Lygon Street gateway.
- Assist stakeholders with the preparation of a business plan for the retail strip that encompasses retail mix and marketing strategies. This will focus on meeting any challenge from a new shopping centre in Nicholson Street.
- Undertake a parking needs analysis, and if necessary, identify solutions for any short-fall in parking. This may include agreements with developers, purchasing land for car-parking and /or improved management strategies.
- Identify means of introducing art-works into the streetscape.



Lygon Street cafe culture.

MAP 2.3 : Precinct 2A

- Existing open space
- Existing Council owned land
- Existing VicTrack owned land
- L

Existing iconic corner hotel
- x

Existing iconic building
- ☆

Major gateway  
Enhance visual gateway to activity corridor
- ☆

Other gateway  
Enhance visual gateway emphasising change in urban character
- ←

Significant view  
Enhance terminal view of icon building or other element
- ⚓

Landmark  
Integrate new landmark building to improve legibility of urban context
- Significant built form  
Streetscape with new specific built form controls
- Heritage cluster  
Consider heritage overlay - streetscape or groups of buildings of interest to the legibility of the street heritage character
- ↔

Pedestrian Link  
New or improved pedestrian link through property or public land with high level active frontage to development and high level pedestrian amenity
- Activity street  
Provide high level pedestrian amenity and high level active frontage to all development
- Active movement link  
Improve pedestrian amenity
- Enhanced tram stop  
Integrate access points with pedestrian network
- Pedestrian priority street  
High level pedestrian priority streetscape improvement
- New green street  
Potential kerb extension and greening of the street, including water sensitive urban design with plants and trees





**FIGURE 2.2** : 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 repla sense of safety.
- G** one of many roof top gardens contributes to increased environmentally sustainable development in Brunswick





## 2.4 PRECINCT 2B : LYGON STREET CENTRAL



East Brunswick Maternal and Child Health Centre.

### 2.4.1 ROLE

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.

### 2.4.2 ISSUES

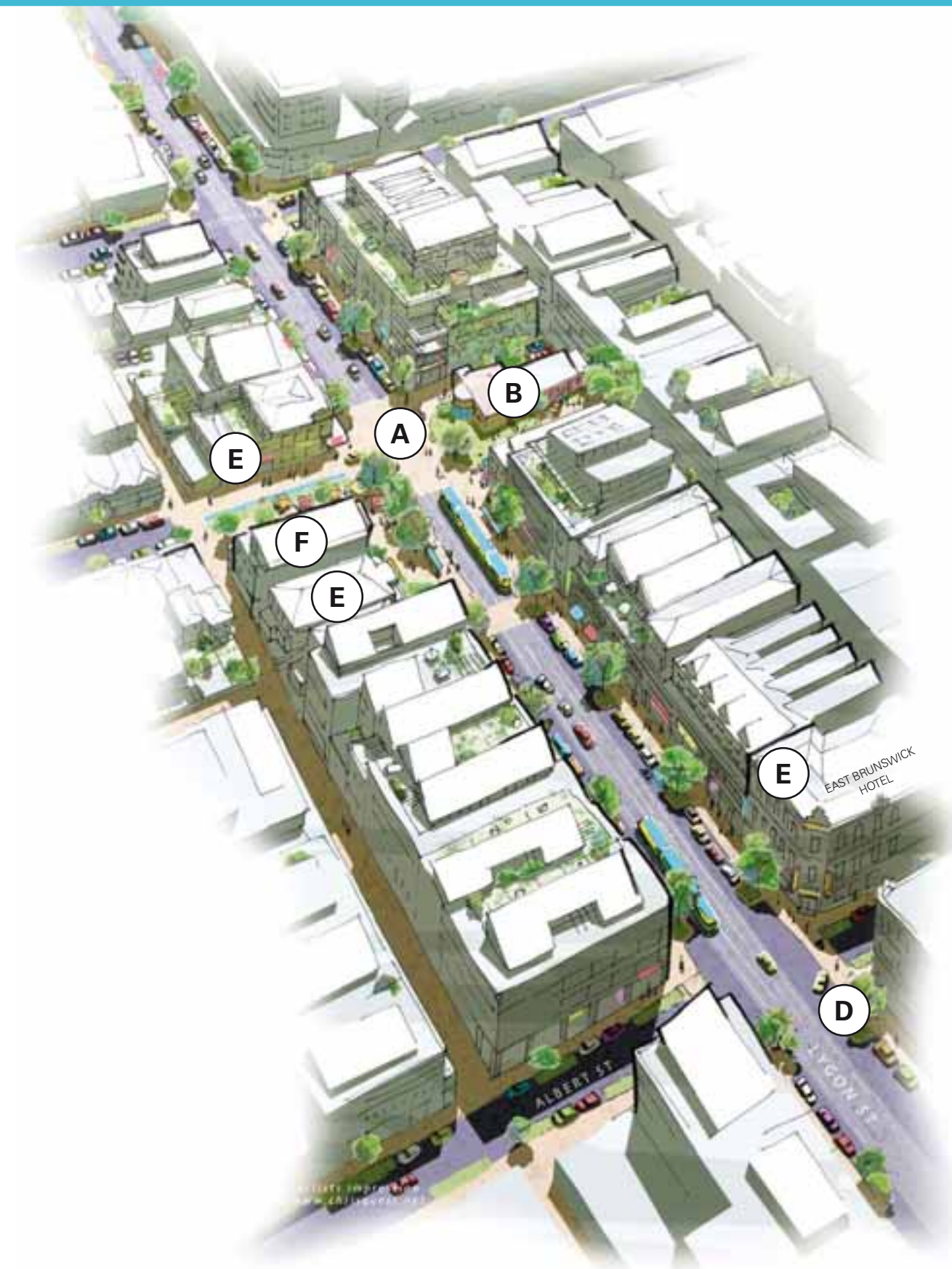
- Council owns and maintains a number of social facilities in this area. These require significant investment to bring them to a standard where they are fit for purpose. The Maternal and Child Health Centre and the Clarrie Wholers Senior Citizens Centre are two examples of Council owned facilities in this area.
- The areas surrounding Fleming Park will change over time to a mixture of uses, which will include significant new residential populations. Consequently, Council's existing nursery in Fleming Park will come under increasing pressure, and the resident population relying on the park for passive and active recreation will increase.
- 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.
- The employment uses of the precinct are gradually being replaced by housing. Dormitory areas are generally less sustainable than areas that have a mix of uses allowing at least some residents to work locally. The employment profile of local residents points to the need for more office-based employment to satisfy local demand.
- The loss of employment in this precinct may affect the demand for lunchtime retail services (cafés etc.). However, 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.
- The retail offering in this precinct is opportunistic; that is, it has emerged between the other uses and does not form a coherent shopping centre. A policy requiring active frontages will undermine retail concentration in the precincts to the north and south, and could result in long-term vacancies.

### 2.4.3 STRATEGIES

- Develop community services and facilities in this area based on a 'community hub' model to assist with achieving a community focus for the local area.
- Undertake feasibility studies for the East Brunswick community hub to identify potential service partners and funding sources, and to determine the best configuration of services and facilities.
- Work with other service providers and the State Government to develop partnerships for the East Brunswick community hub.
- Rationalise the range of community facilities in Fleming Park to provide a higher standard of service to the community, and to improve relationships and frontages to the bordering streets and activities.
- Explore the development of shared facilities and multi-sport clubs in the area.
- Protect the use-rights of existing activities by ensuring that the onus of meeting amenity conditions falls on the proponents of new development.
- Ensure that office activities are part of the range of options available to property developers in the precinct. This could include encouragement of multi-use buildings and "loose-fit" buildings that can accommodate either housing or employment uses.
- Remove any requirement for active frontages in this precinct.

**FIGURE 2.3 :** Maternal and Child Health Centre

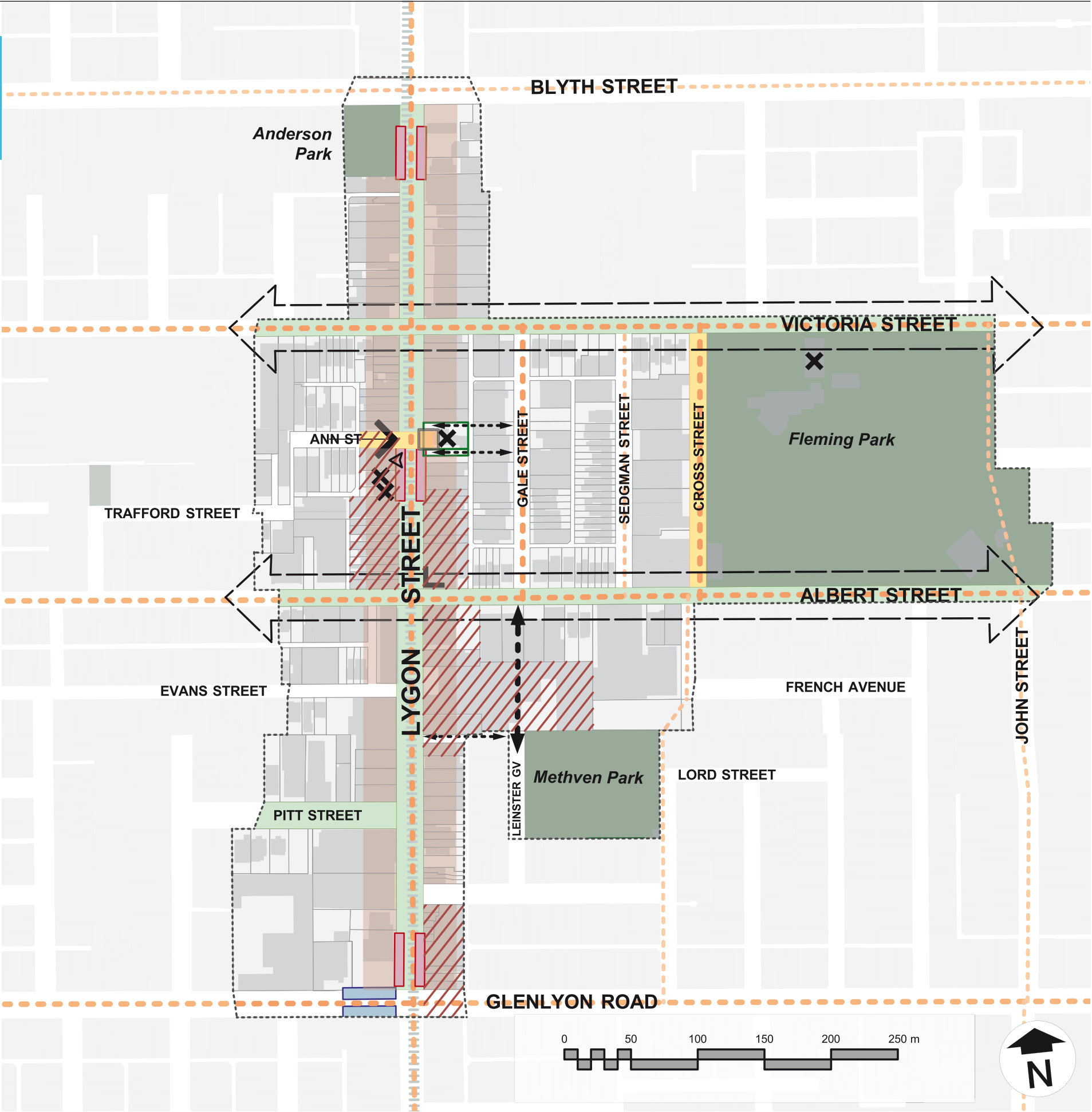
- (A)** new pedestrian priority environment including forecourt to the Maternal and Child Health centre will provide space for outdoor activity and cafes
- (B)** The Maternal & Child Health Centre will remain an iconic building in new pedestrian friendly setting
- (C)** enhanced tram stop will be integrated 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





**MAP 2.4** : Precinct 2B

- Existing open space
- Existing Council owned land
- Existing VicTrack owned land
- Existing iconic corner hotel
- Existing iconic building
- Significant view  
Enhance terminal view of icon building or other element
- Significant built form  
Streetscape with new specific built form controls
- Heritage cluster  
Consider heritage overlay - streetscape or groups of buildings of interest to the legibility of the street heritage character
- Setback  
Built form to be setback from boundary to improve pedestrian amenity and active movement network
- Potential new street
- Pedestrian Link  
New or improved pedestrian link through property or public land with high level active frontage to development and high level pedestrian amenity
- Activity street  
Provide high level pedestrian amenity and high level active frontage to all development
- Active movement link  
Improve pedestrian amenity
- Catalyst streetscape  
Streetscape improvement that is catalyst to integrating urban renewal and under-utilised community facilities inclusive of parks and train stations
- Enhanced tram stop  
Integrate access points with pedestrian network
- Blue Orbital Smartbus stop  
Integrate access points with pedestrian network
- Pedestrian priority street  
High level pedestrian priority streetscape improvement
- New green street  
Potential kerb extension and greening of the street, including water sensitive urban design with plants and trees
- New or improved smaller public place





## 2.5 PRECINCT 2C : LYGON STREET NORTH GATEWAY

### 2.5.1 ROLE

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.

### 2.5.2 ISSUES

- The gateway and Lygon Street is dominated by traffic making it unpleasant and dangerous for pedestrians and cyclists.
- Traffic moves through the intersection in a somewhat uncoordinated manner, the clearway further adding to the unpleasantness and danger of the area.
- The depth of the existing commercial zone in this precinct precludes the development of a larger supermarket and associated car-parking that could create a significant neighbourhood shopping area. The retail function of this precinct 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).
- The large format shops and showrooms have performed poorly mainly because there is little parking; these shops and showroom cannot compete with large peripheral sales outlets elsewhere.
- The proposed development of a neighbourhood shopping centre on Nicholson Street would have a significant adverse impact on the convenience retail function in this area.

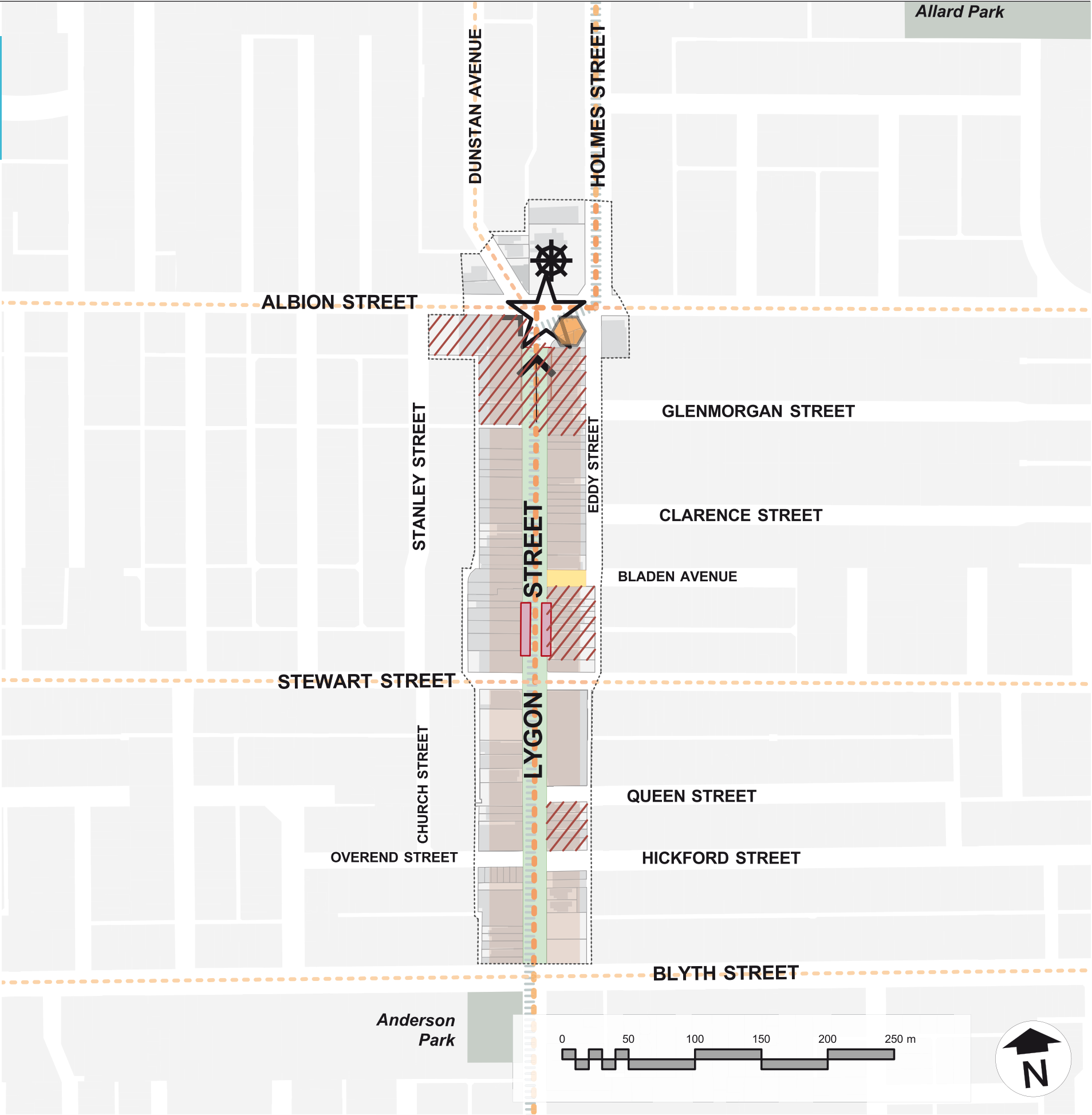
### 2.5.3 STRATEGIES

- Prepare a streetscape and traffic management plan to improve the public realm.
- Prepare a feasibility study for an enhanced transport interchange.
- Prepare built form guidelines to enhance the 'gateway' function.
- Assist stakeholders (traders and land-holders) with the preparation of a business plan for the retail strip that encompasses retail mix and marketing strategies. This will focus on meeting any challenge from a new shopping centre in Nicholson Street.
- Identify new employment roles for the large-format shops on the west side of Lygon Street. This may include a cultural and creative industries cluster, that builds on existing artists' studios in the area.

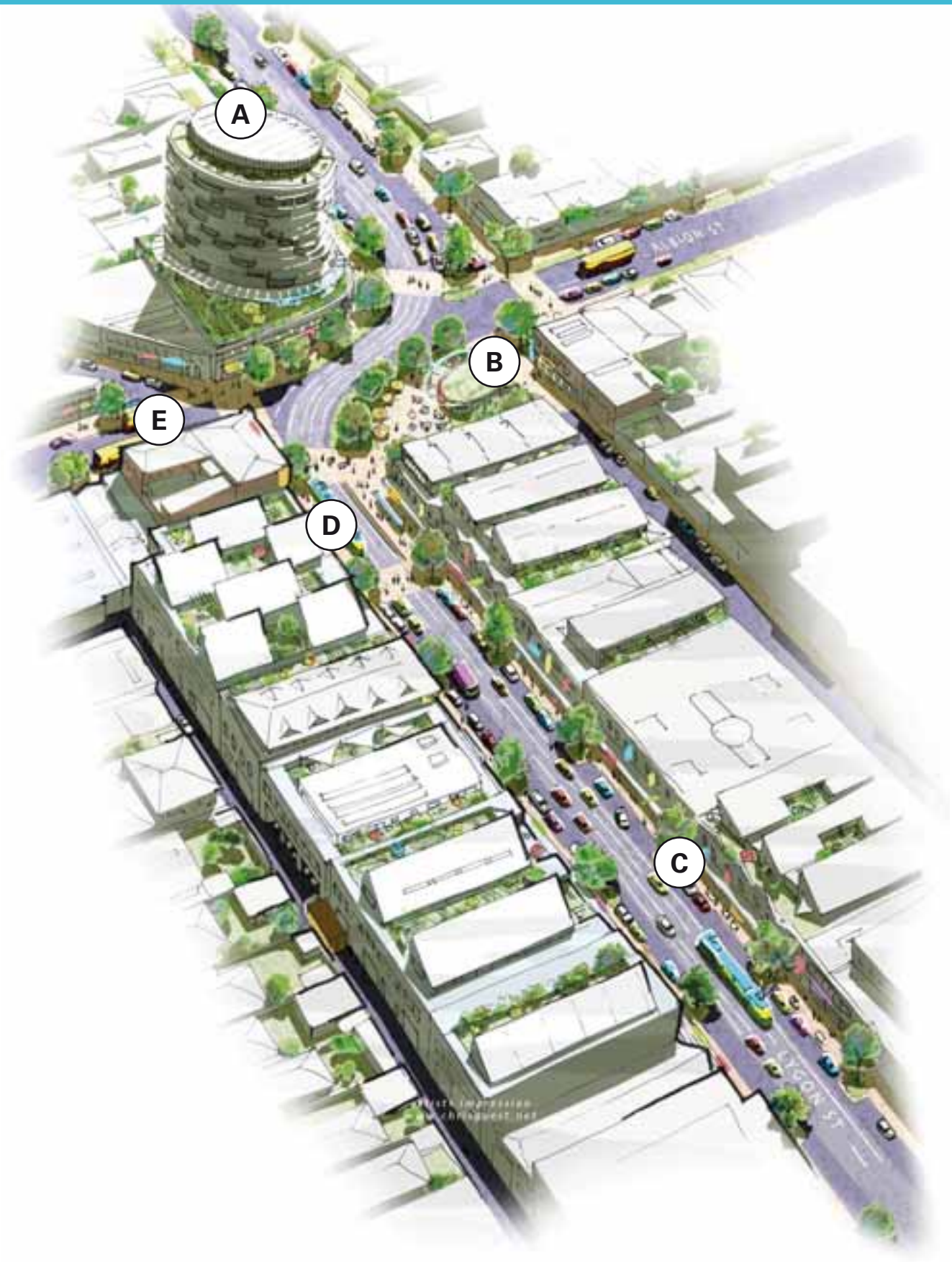


MAP 2.5 : Precinct 2C

- Existing open space
- Existing Council owned land
- Existing VicTrack owned land
- Existing iconic corner hotel
- Major gateway  
Enhance visual gateway to activity corridor
- Significant view  
Enhance terminal view of icon building or other element
- Landmark  
Integrate new landmark building to improve legibility of urban context
- Significant built form  
Streetscape with new specific built form controls
- Heritage cluster  
Consider heritage overlay - streetscape or groups of buildings of interest to the legibility of the street heritage character
- Activity street  
Provide high level pedestrian amenity and high level active frontage to all development
- Active movement link  
Improve pedestrian amenity
- Enhanced tram stop  
Integrate access points with pedestrian network
- Pedestrian priority street  
High level pedestrian priority streetscape improvement
- New green street  
Potential kerb extension and greening of the street, including water sensitive urban design with plants and trees
- New major public place







**FIGURE 2.4 :** 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









READ VOLUME 1  
PLUS YOUR LOCAL AREA  
VOLUME 2  
SYDNEY ROAD /  
UPFIELD CORRIDOR  
VOLUME 2  
LYGON STREET  
VOLUME 2  
NICHOLSON STREET  
VOLUME 2  
CORE EMPLOYMENT  
PRECINCT + CENTRAL  
PARKLANDS

JULY 2008  
Draft for community consultation

# BRUNSWICK STRUCTURE PLAN NICHOLSON STREET



Moreland City Council

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.

#### **CONSULTATION ON THE DRAFT BRUNSWICK STRUCTURE PLAN**

This draft Structure Plan communicates Council's future directions for the Brunswick Activity Centre to the community and stakeholders. It is important that Council and the project team receive feedback to ensure that key issues have been addressed, and that the community has ownership of the final Structure Plan.

All members of the Moreland community and those interested in the future of Brunswick are strongly encouraged to take part in the consultation process.

Copies of the draft Structure Plan are available from:

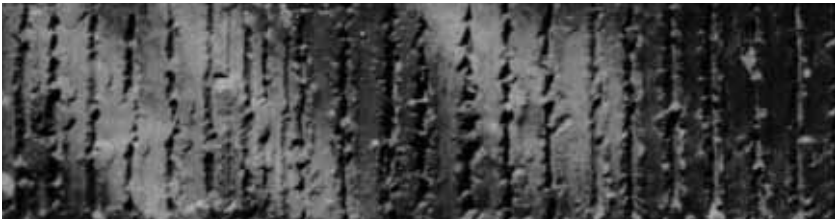
- Moreland Civic Centre, 90 Bell Street, Coburg
- Brunswick Town Hall, 233 Sydney Road, Brunswick
- Council libraries: Brunswick, Campbell Turnbull, Coburg
- Council's website at [www.moreland.vic.gov.au](http://www.moreland.vic.gov.au)
- By phoning the Activity Centres Team on 9240 1111

Council welcomes your comments on the draft Structure Plan via email, written feedback form, letter or the website feedback form. Your comments will be considered in the finalisation of the plan.

Please send written comments by 22 August 2008 to:

- Activity Centres Team  
Moreland City Council  
Locked Bag 10  
Moreland 3058
- email: [brunswick@moreland.vic.gov.au](mailto:brunswick@moreland.vic.gov.au)
- Council via the online feedback form on Council's website.

If you have any queries, please contact Council's Activity Centres Team on 9240 1111.



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# 3.1 INTRODUCTION

TOTAL LAND AREA : 44 HECTARES

This section of the Structure Plan provides a detailed description of the vision, objectives and guidelines for the third of the four local areas that form the core of the Brunswick Activity Centre.

This section of the Structure Plan must not be read in isolation from Volume 1 of the plan that details the vision and objectives for the development of the activity centre as a whole. An appreciation of the contents of Volume 1 is critical to understanding the intent and contents of Volume 2.

The organisation of the Structure Plan is illustrated in the Figure 1.

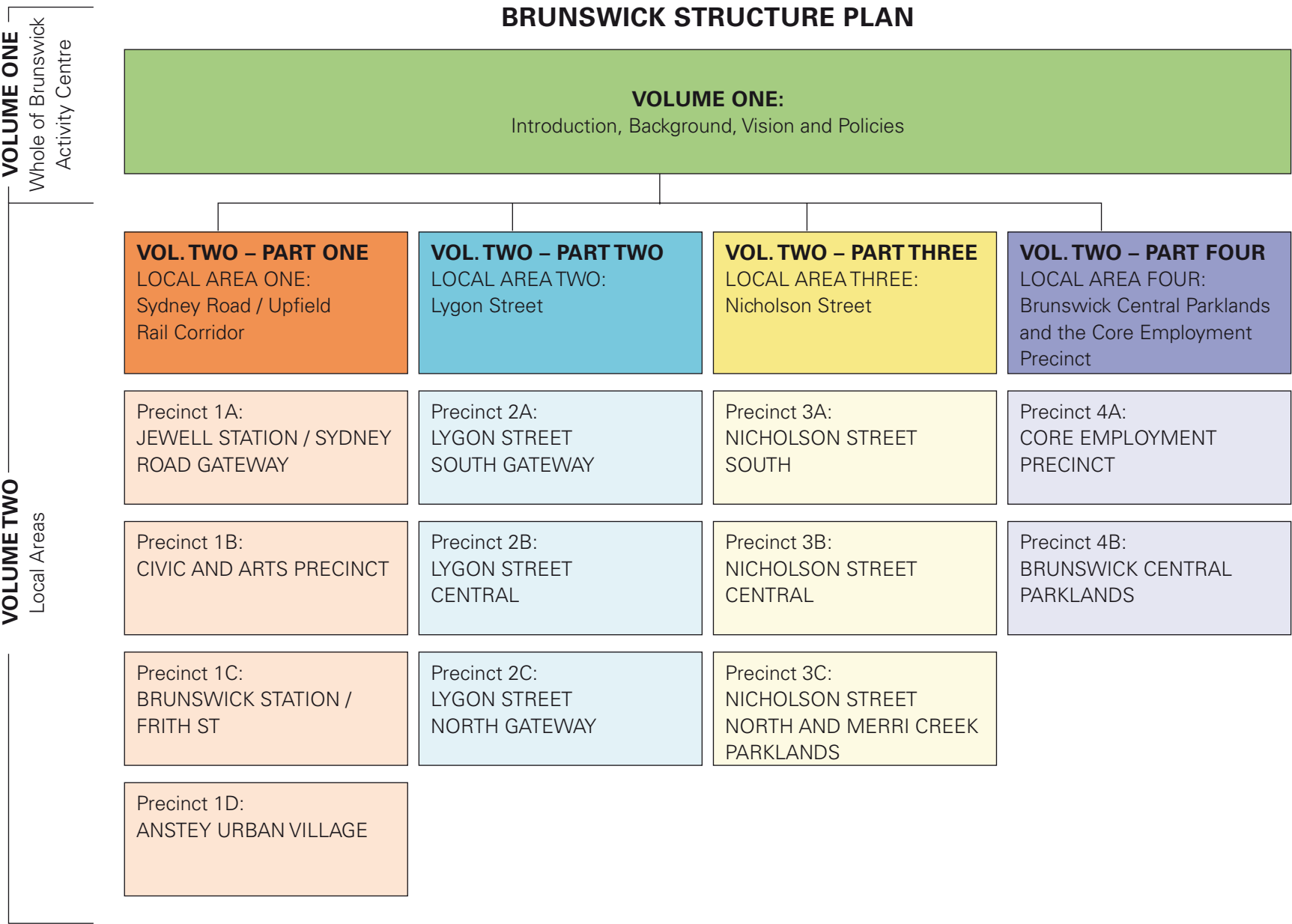


Figure 1 : Organisation of the Structure Plan



## 3.2 NICHOLSON STREET

Local Area Three comprises almost all properties with frontages to Nicholson Street from its boundary with the City of Yarra at Park Street, Carlton, to Blyth Street in the north. Local Area Three extends beyond the Nicholson Street frontage into areas where land currently zoned for industrial use, has been identified as appropriate for transition over time to allow for mixed use (see the *Moreland Industrial Land Use Strategy 2004*).

This local area is divided into three precincts:

**Precinct 3A** : Nicholson Street South

**Precinct 3B** : Nicholson Street Central

**Precinct 3C** : Nicholson Street North and Merri Creek Parklands

### 3.2.1 DESCRIPTION

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.

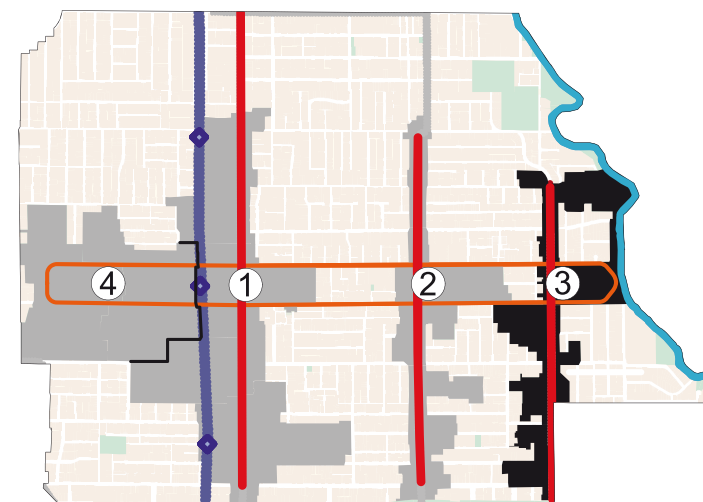
The area contains assets that add to the liveability of Brunswick, including the parks and trails along Merri Creek and the Park Street trail.

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

### LOCAL AREA 1

MAP 3.1 : Areas of change

-  Local Area Three  
Nicholson Street from Park Street to Stewart Street.  
Includes adjacent areas of future change and interface to parks, to Merri Creek and to CERES.
-  Precinct boundary
-  3A Nicholson Street South
-  3B Nicholson Street Central
-  3C Nicholson Street North and Merri Creek Parklands
-  Activity Corridor  
Street to be developed as prime location of economic and social activity
-  Albert and Victoria Axis  
High amenity east-west pedestrian link along Albert and Victoria Streets



Local Area Three in the context of Brunswick Activity Centre



### 3.2.2 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.

### 3.2.3 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, the precinct will develop as part of an activity node at Nicholson Village in Fitzroy. Development that includes new retail destinations will be focused around the new tram /smart bus interchange at Glenlyon Road in the heart of Nicholson Street. To the north, at the East Brunswick Village Centre, 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.

### 3.2.4 ISSUES AND STRATEGIES

This section details the key issues affecting Local Area Three that must be addressed to fulfil the vision developed for the area.

#### 3.2.4.1 ECONOMIC ISSUES

Economic analysis commissioned at the start of the structure planning process identified the main economic drivers that will affect future development in the activity centre. The analysis assessed the economic strengths and weaknesses of the area, and the opportunities that these will create. This analysis, specific to Local Area Three, is detailed below.

- The former Tontine factory has the potential to be redeveloped into a substantial neighbourhood shopping centre. The impact on the development potential of Nicholson Street will depend to some extent on the design of any new centre.
- The presence of the tram line and the intersecting bus routes at Brunswick Road, Glenlyon Road and Blythe Street, provide an opportunity for additional transit oriented development. Such development would include more intensive commercial and residential development.



Community gardens at CERES.

- Nicholson Street is a wide road with less intensive, more suburban development than the other main north-south roads in Brunswick. The vacant and under-utilised properties provide opportunities for intensification. The width of the road lends itself to a boulevard treatment that could encourage more intensive investment.
- The retail and local service sector is small and relatively insignificant in the area. This is a disincentive for professional services and office development, since these activities prefer high amenity / high service precincts.
- The area contains large sites with highly flexible development opportunities. The current market favours housing but sustainability is improved through the provision of local employment opportunities that match the skills of local residents. Office development would match the professional bias of the resident population.
- Housing development in this area and throughout Brunswick will not necessarily provide affordable housing, or an appropriate housing mix that allows people to remain in the area through the various stages of household formation. A mix of housing types and a range of price points would improve the social sustainability (and economic attractiveness) of the area.
- 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.

- There is a mismatch between local jobs and the skills of residents. The residents of Brunswick East are part of the inner Melbourne regional labour-market, with most residents travelling to the CAD and surrounding suburbs for work.

#### 3.2.4.2 ECONOMIC OBJECTIVES

Scenarios developed for the future of Nicholson Street include:

Scenario one: Continuation of existing conditions.

Scenario two: Development of new neighbourhood centre in Local Area Three.

Scenario three: Comprehensive redevelopment.

A combination of scenarios two and three best represents the desired future form of Local Area Three. To achieve this outcome the following objectives need to be met:

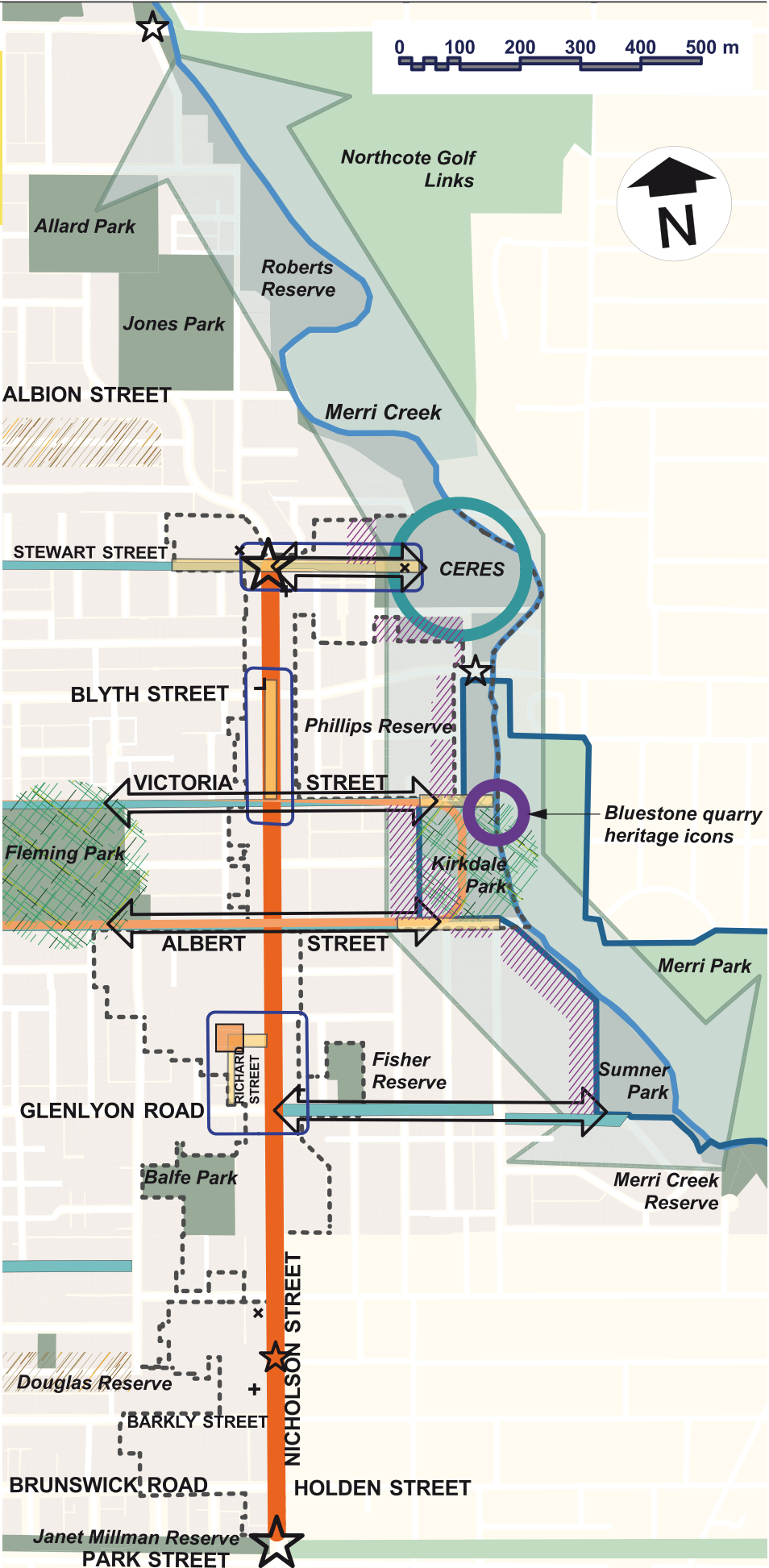
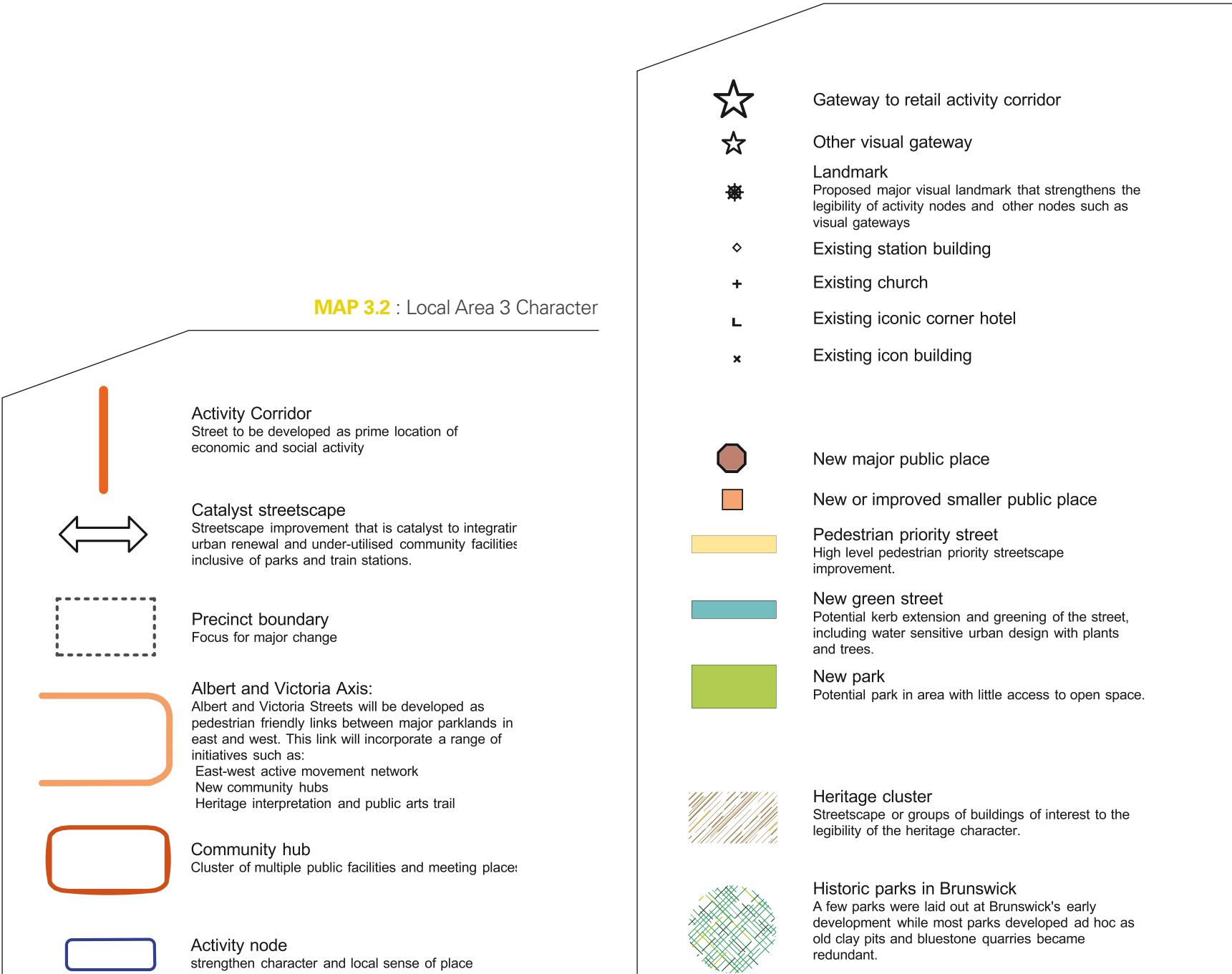
- To develop higher residential and commercial density around transport nodes, consistent with the principles of sustainable urban design.
- To develop multi-functional neighbourhood activity centres that provide services to residents and improve the breadth of local employment.
- To provide access to open spaces.
- To ensure local industrial precincts provide services to residents and local businesses, and generate employment.
- To encourage local employment opportunities.

#### 3.2.4.3 ECONOMIC STRATEGIES

The following strategies apply to the whole area (and in some cases to the whole of Brunswick.) Specific strategies are identified in the sections on each precinct.

- Work with the stakeholders of the new shopping centre to ensure that design maximises the economic development potential of the surrounding area.
- Work with transport authorities to introduce a boulevard treatment for Nicholson Street.
- Work with VicRoads to improve connections to the north and east.
- Identify ways that connections between Nicholson Street frontages and major open spaces can be improved.
- Encourage a range of housing types and work with developers and State Government to secure a proportion of affordable housing in new developments.

MAP 3.2 : Local Area 3 Character





- Identify sites that are attractive and appropriate for office development.
- Develop strategies to replace declining economic activities with a new wave of business services.

#### 3.2.4.4 PLANNING AND LAND USE ISSUES

Local Area Three - Nicholson Street, has a mosaic of land use zones including Residential, Industrial 1 and 3, Mixed Use, Business 2, Public Use and Public Park and Recreation Zones. This pattern of zones has allowed a streetscape to develop that suffers from lack of consistency and character.

Nicholson Street's mixed land use is a significant divergence from the consistent pattern of land use on Sydney Road and Lygon Street (Local Areas One and Two), where the Business 1 Zone provides for the ongoing development of complementary commercial, entertainment and community uses.

Although some Nicholson Street buildings date back to the nineteenth-century, most of the existing commercial buildings were constructed between 1950 and 1990, with little new investment since then. This low commercial investment may be due to the general application of the Mixed Use Zone (MUZ). The MUZ can be problematic when seeking to achieve genuine mixed use in an area; while it provides for a range of residential, commercial, industrial and other uses, it is more commonly used as a 'de facto' residential zone.

In Local Area Three, the MUZ has facilitated land redevelopment for medium and high-density housing rather than employment generation or genuine 'multi-use'. The development of housing has been a disincentive to manufacturing and wholesaling investment, most likely due to conflict between daily commercial and industrial operations and more sensitive uses.

The pattern of land use on Nicholson Street creates an incoherent streetscape because there are few discernible common features. However, there are certain distinctive components of Local Area Three including:

- Kirkdale Street industrial area
- Commercial activities clustered around the intersection of Blyth and Nicholson Streets (includes the Lomond Hotel and RRR radio)
- East Brunswick Primary School
- CERES Environment Park

These areas function adequately within the provisions of the current land use zones and should continue to do so indefinitely.

Economic analysis of Nicholson Street has informed the direction



of the Structure Plan to encourage ongoing economic, social and environmental prosperity of the area. The following strategies seek to achieve this.

#### 3.2.4.5 PLANNING AND LAND USE STRATEGIES

- Encourage commercial activities such as showrooms, offices and larger format retailers to address their frontages to Nicholson Street.
- Encourage office development on Brunswick Road frontages.
- Facilitate the development of offices and associated commercial uses, and an intensification of residential development in Precinct 3A.
- Encourage the consolidation of commercial activities in Precincts 3A and 3C.
- Encourage 'multi-use', including residential use, in Precinct 3B.

#### 3.2.4.6 TRANSPORT AND MOVEMENT ISSUES

- Brunswick has few north-south bicycle routes and Nicholson Street, with no bike lanes, does not provide a safe choice for north-south bicycle movement.
- Car traffic undermines the identity and function of Nicholson Street activity corridor as a social and economic space. Clearways discourage retail activity and pedestrian amenity is generally hampered by traffic conditions.

#### 3.2.4.7 TRANSPORT AND MOVEMENT STRATEGIES

- Make tram and pedestrian amenity the first priority along Nicholson Street activity corridor by reducing traffic speed, for example.
- Integrate enhanced tram stops.
- Continue to advocate for improved tram service levels.
- Undertake a feasibility study for Nicholson Street's future transport role, incorporating sharing of the road reserve by all users including pedestrians, cyclists and trams.
- Undertake a feasibility study for Nicholson Street's future streetscape character based on its future transport role and opportunities for public space improvements.
- Provide active frontage to development along Nicholson Street to improve the sense of safety and add interest for pedestrians.
- Improve pedestrian access to trams and buses by designing a super stop interchange at the intersection of Nicholson and Glenlyon Streets, and at the intersection of Nicholson and Blyth Streets.

#### 3.2.4.8 PUBLIC REALM ISSUES

- CERES is not well integrated with its surrounding area. The experience for pedestrians accessing the area is poor.
- 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.
- When walking from Nicholson Street to Merri Creek parklands, the connection is poor and the arrival point does not present well.

#### 3.2.4.9 PUBLIC REALM STRATEGIES

- Develop pedestrian priority streetscapes around the three activity nodes identified along Nicholson Street activity corridor; refer to map 3.2 – Local Area 3 Character. Consider footpath extension, a prominent avenue of trees, seating and water-sensitive urban design.
- Improve pedestrian amenity and streetscape appearance along Albert and Victoria Streets. Develop this as part of the Albert and Victoria Axis as described in Volume 1. The sections from Fleming Park to Kirkdale Park would be catalysts for linking the local area with larger parklands and creation of a community hub for East Brunswick around Fleming Park.
- 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.



A variety of small businesses are located on Nicholson Street.

#### 3.2.4.10 BUILT FORM ISSUES

- The Lomond Hotel and a couple of churches on Nicholson Street are iconic buildings that provide reference points for commuters and pedestrians. However, the Nicholson Street streetscape is uninspiring due to an incoherent built form, the mix of uses, and poorly presented building facades.
- Currently there are no built form controls for Nicholson Street to ensure future coherent built form character, thereby reinforcing a local sense of identity.

#### 3.2.4.11 BUILT FORM STRATEGIES

Due to urban renewal, Nicholson Street in particular will change character, and directions are given for future built form. Refer to built form guidelines in Volume 1.

- Implement new development in accordance with maximum heights as outlined in map 13 - Built Form Framework (Volume 1).
- Adopt streetscape controls as per map 13 - Built Form Framework (Volume 1). Streets in Local Area Three include Brunswick Road, Barkly Street, Glenlyon Road, Albert Street, Victoria Street and Stewart Street.

#### 3.2.5 KEY INITIATIVE

The major initiative in Local Area Three that will emerge from this Structure Plan is:

- Development of a new Neighbourhood Activity Centre around the intersection of Nicholson Street and Glenlyon Road.

#### 3.2.6 LOCAL AREA PRECINCT PLANS

Within Local Area Three, three precincts have been identified as distinct from each other. These are closely aligned with the 'urban villages' principles [see <http://www.moreland.vic.gov.au/pdfs/urbanvillagespolicy.pdf>].

Each performs a slightly different function to the other within the context of the same local area.

The following section provides an overview of the key functions or roles of the precincts within Local Area Three. Issues are identified and strategies to address them listed.

**3A** : Nicholson St South

**3B** : Nicholson St Central

**3C** : Nicholson St North & Merri Creek Parklands

## 3.3 PRECINCT 3A : NICHOLSON STREET SOUTH



Shops near the intersection of Nicholson Street and Brunswick Road.

- The Capital City Trail bicycle path is 'pinched' at the Nicholson Street / VideoEzy point.
- The church and primary school are zoned Residential 1 Zone, which is not consistent with its use.

### 3.3.3 STRATEGIES

- Ensure preference is given to employment uses on the main street-frontages if this area is rezoned.
- Prepare small area urban design strategy to encourage investment in cafés and other shop-front activity around the intersection of Park and Nicholson Streets.
- Design and develop an enhanced transport interchange.
- Prepare a streetscape plan that will better integrate this part of Nicholson Street with the City of Yarra's 'Nicholson Village', and with the Inner Circle Railway Linear Park Reserve.
- Support the preparation of a master plan for the church / school.

### 3.3.1 ROLE

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 activity centre, providing shop-front services and office accommodation as well as an intensification of residential development.

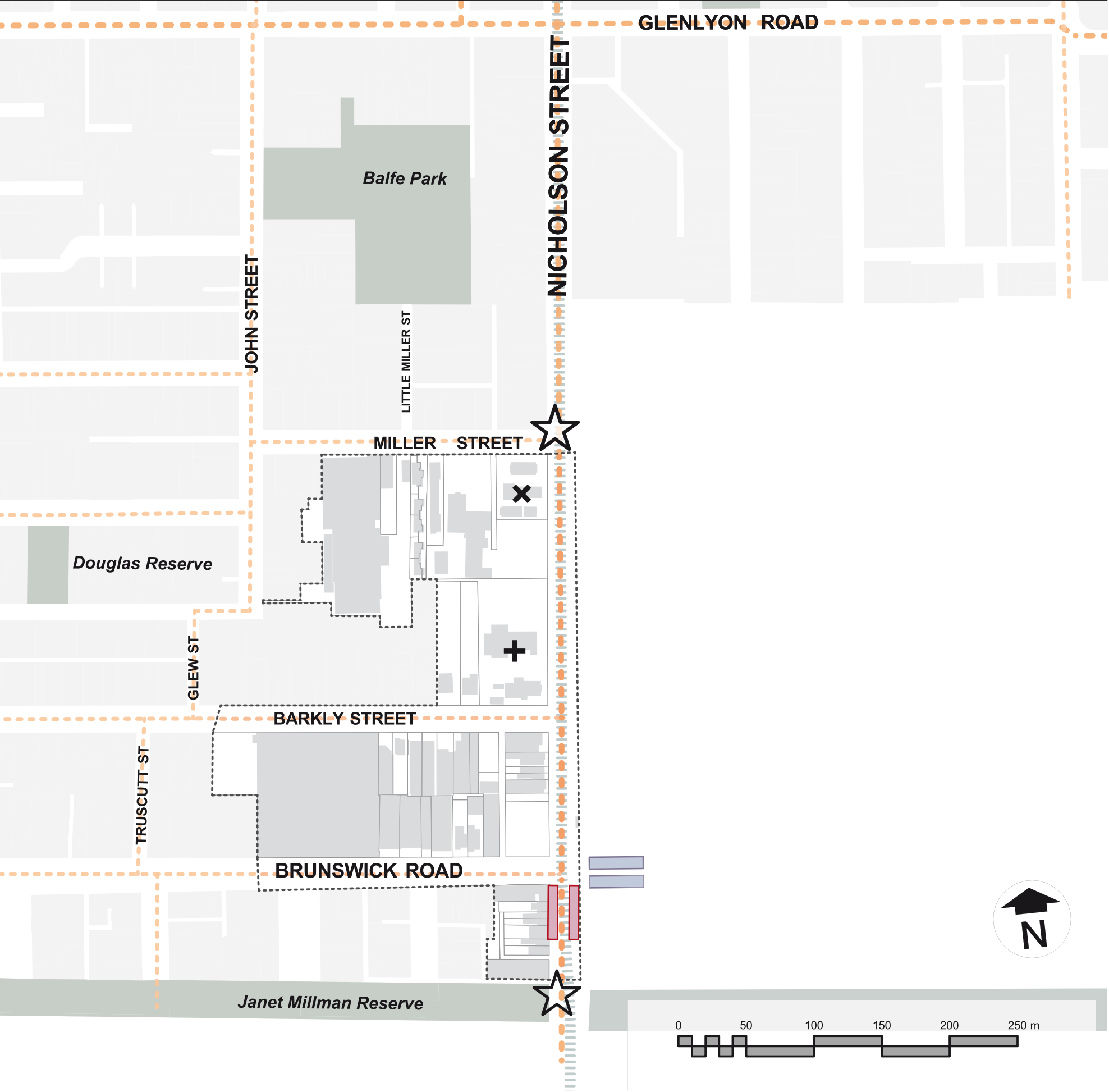
### 3.3.2 ISSUES

- Several large industrial properties in this precinct and the Nicholson Street Central Precinct (3B) are owned by the same organisation and will soon become vacant when its operations are reorganised. One of these is a large building on Brunswick Road that is currently a wholesale operation. Office or showroom development rather than housing development would create employment and make the most of this high profile site.
- 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. There is an opportunity to develop an activity node at this location that makes the most of the linear park.



MAP 3.3 : Precinct Map 3A

-  Existing open space
-  Existing Council owned land
-  Existing VicTrack owned land
-  Existing church
-  Existing iconic building
-  Other gateway  
Enhance visual gateway emphasising change in urban character
-  Activity street  
Provide high level pedestrian amenity and high level active frontage to all development
-  Active movement link  
Improve pedestrian amenity
-  Enhanced tram stop  
Integrate access points with pedestrian network
-  Blue Orbital Smartbus stop  
Integrate access points with pedestrian network



## 3.4 PRECINCT 3B : NICHOLSON STREET CENTRAL

### 3.4.1 ROLE

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 economic uses are concentrated on the west of Nicholson Street, with housing on the east side.

This precinct contains the former Tontine site on which to 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.



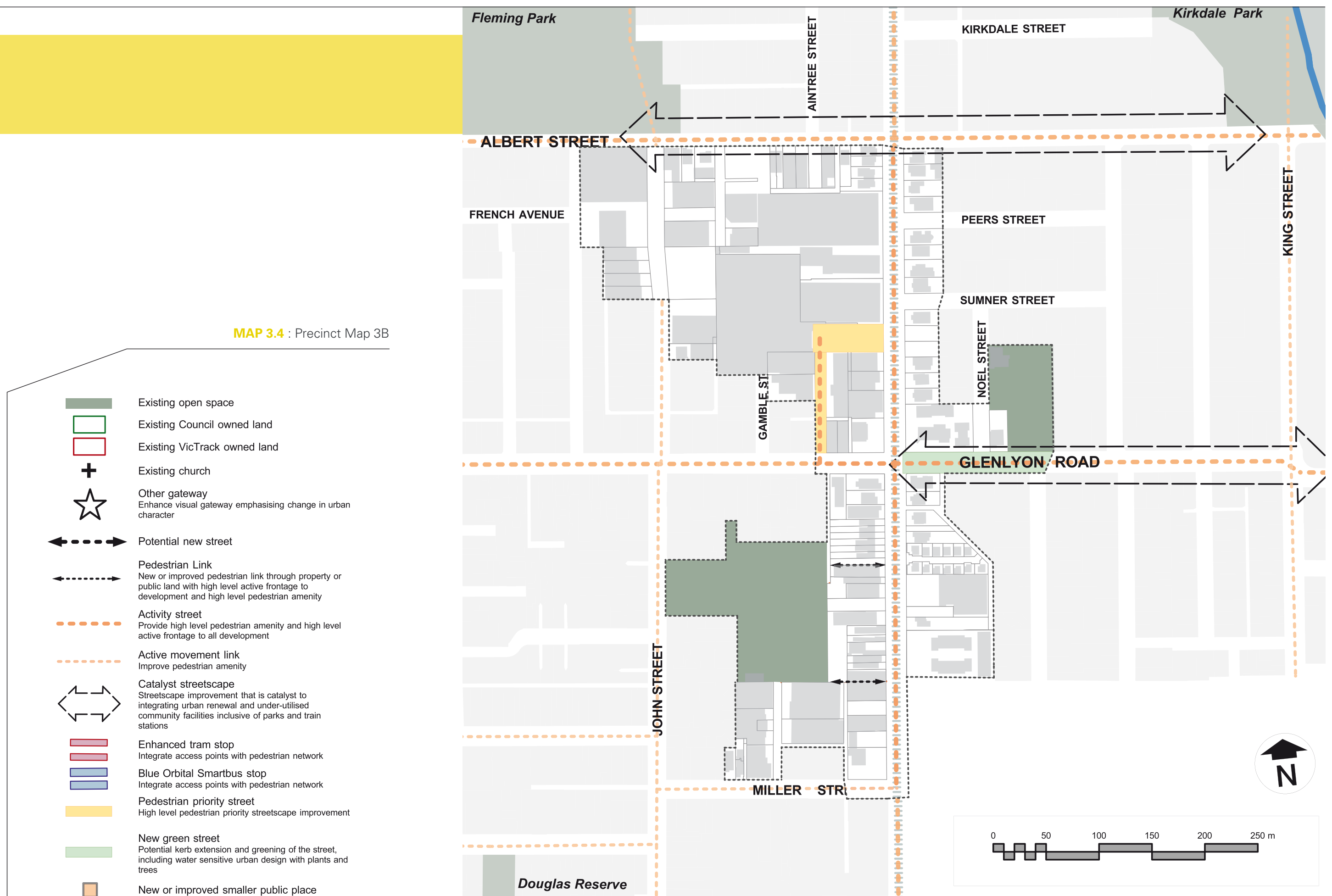
Balfe Park.

### 3.4.2 ISSUES

- Balfe Park on John Street is an under-utilised green area in a precinct with a dearth of open space. Redevelopment of properties on Nicholson Street and Little Miller Street will present an opportunity to open up the park to pedestrians on Nicholson Street, and to improve the amenity of the area for residents and workers.
- Rising property prices and redevelopment are forcing some activities such as showrooms and business services out of inner Melbourne. Nicholson Street may be a good alternative location for some of these activities because it offers; proximity to the inner city, a wide street providing good access, and large street-front properties.
- Pioneer investors are needed to initiate showroom development in this precinct. Some activities may generate large areas of car parking.
- 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.
- Housing development is taking place next to operating industrial activities in this precinct, and this is likely to result in disputes about amenity.

### 3.4.3 STRATEGIES

- Develop urban design guidelines for the precinct that ensure improved access to Balfe Park.
- Engage in a marketing campaign to encourage higher order commercial activities to invest in former industrial spaces on Nicholson Street.
- Prepare guidelines to ensure that car parking for new developments is adequate but does not unduly affect the amenity of residents. Investigate the provision of multi-deck car parking in conjunction with major developments.
- Ensure that the amenity of existing occupants is protected when new developments are approved.





## 3.5 PRECINCT 3C : NICHOLSON STREET NORTH AND MERRI CREEK PARKLANDS

### 3.5.1 ROLE

This precinct contains a mix of economic land uses, including the intact and functional industrial area in Kirkdale Street, several industrial properties on the west side of Nicholson Street, the neighbourhood activity centre at the intersection of Blythe and Nicholson Streets, the East Brunswick Primary School and the CERES Environment Park.

There are less redevelopment opportunities in this precinct than in Nicholson Street Central (Precinct 3B). This precinct lacks major vacant properties and the remaining sites are generally small (with some exceptions).

This area can build on its existing activities to generate further investment in employment uses, including intensification of the Blythe Street intersection. The Kirkdale Street industrial area is likely to survive for some time and may be the most significant industrial area left in East Brunswick that provides services to local residents and businesses.



### 3.5.2 ISSUES

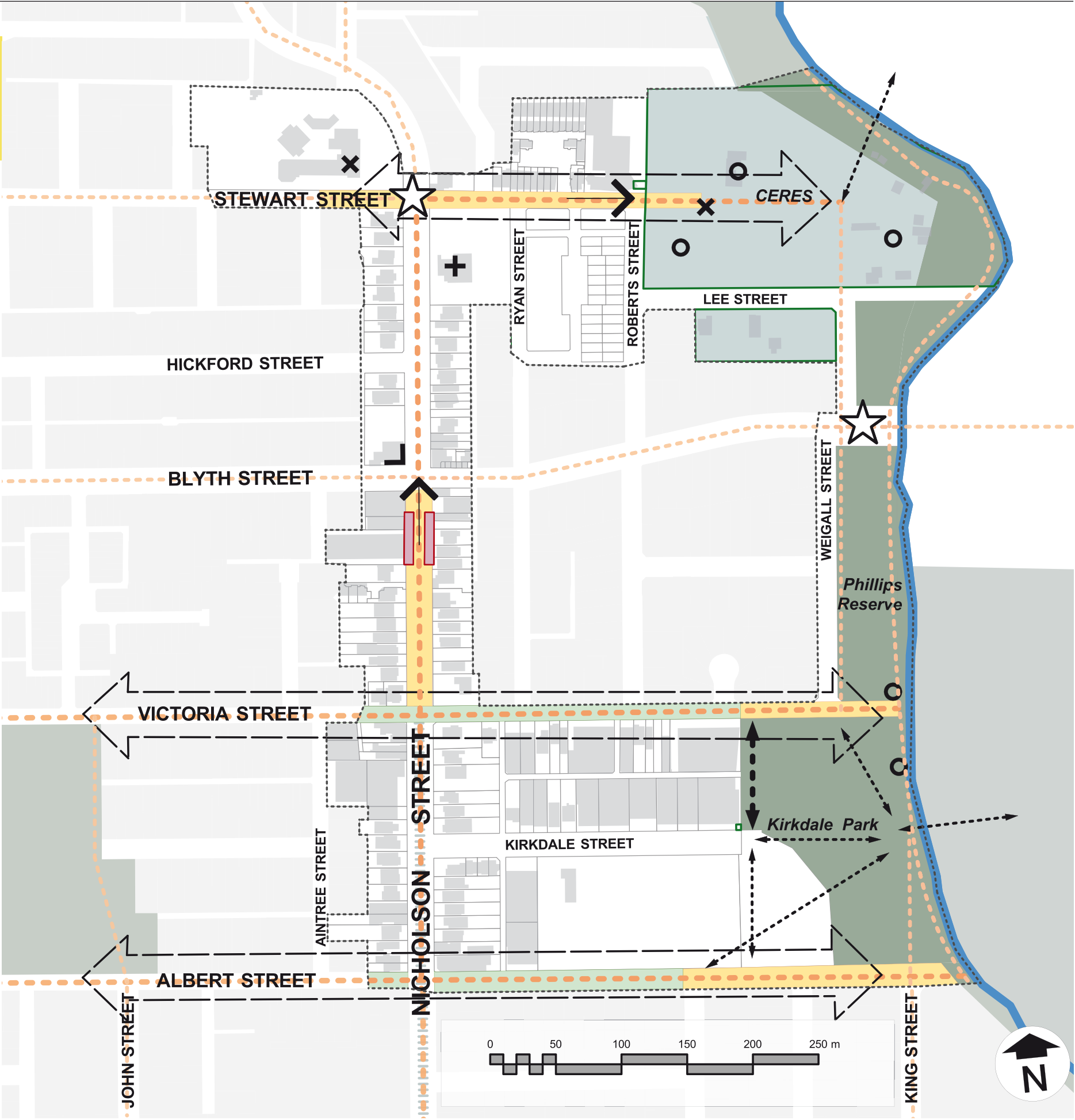
- The waste transfer station in Kirkdale Street makes residential redevelopment unattractive and thereby protects the future of this area as a local industrial area.
- The CERES environment park has the potential to generate spin-off businesses. However, the redevelopment of surrounding sites for housing has all but eliminated the potential for businesses to co-locate with CERES (apart from in one building on Stewart Street). It may be possible for some spin-off businesses to locate 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.
- The heritage values of the Lomond Hotel are not formally recognised and therefore are not protected in the Moreland Planning Scheme.
- 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.

### 3.5.3 STRATEGIES

- Retain the industrial zoning in the Kirkdale Street area and protect this area from residential encroachment so that local industrial businesses can continue service local residents and businesses.
- Work with CERES and other operators to assess the potential for an environmental business cluster in this precinct. Identify the location requirements of environmental businesses and determine how these might be met locally.
- Ensure that any future heritage study includes a statement of significance for the Lomond Hotel.
- Design and develop an enhanced transport interchange.

MAP 3.5 : Precinct Map 3C

- Existing open space
- Existing Council owned land
- Existing VicTrack owned land
- Existing church
- Existing iconic corner hotel
- Existing iconic building
- Existing feature element
- Other gateway
- Enhance visual gateway emphasising change in urbe character
- Significant view
- Enhance terminal view of icon building or other element
- Potential new street
- Pedestrian Link
- New or improved pedestrian link through property or public land with high level active frontage to development and high level pedestrian amenity
- Activity street
- Provide high level pedestrian amenity and high level active frontage to all development
- Active movement link
- Improve pedestrian amenity
- Catalyst streetscape
- Streetscape improvement that is catalyst to integrating urban renewal and under-utilised community facilities inclusive of parks and train stations
- Enhanced platform access
- Train platform access points connected to crossing streets
- Enhanced tram stop
- Integrate access points with pedestrian network
- Pedestrian priority street
- High level pedestrian priority streetscape improveme
- New green street
- Potential kerb extension and greening of the street, including water sensitive urban design with plants an trees







**FIGURE 3.1 :** 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



**FIGURE 3.2 :** 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









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Fax (03) 9240 1212

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- READ VOLUME 1
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- VOLUME 2  
SYDNEY ROAD /  
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- VOLUME 2  
LYGON STREET
- VOLUME 2  
NICHOLSON STREET
- VOLUME 2  
CORE EMPLOYMENT  
PRECINCT + CENTRAL  
PARKLANDS

JULY 2008 | Draft for community consultation | **BRUNSWICK** STRUCTURE PLAN  
CORE EMPLOYMENT PRECINCT & CENTRAL PARKLANDS



Moreland City Council

VOLUME 2 PART 4

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.

#### **CONSULTATION ON THE DRAFT BRUNSWICK STRUCTURE PLAN**

This draft Structure Plan communicates Council's future directions for the Brunswick Activity Centre to the community and stakeholders. It is important that Council and the project team receive feedback to ensure that key issues have been addressed, and that the community has ownership of the final Structure Plan.

All members of the Moreland community and those interested in the future of Brunswick are strongly encouraged to take part in the consultation process.

Copies of the draft Structure Plan are available from:

- Moreland Civic Centre, 90 Bell Street, Coburg
- Brunswick Town Hall, 233 Sydney Road, Brunswick
- Council libraries: Brunswick, Campbell Turnbull, Coburg
- Council's website at [www.moreland.vic.gov.au](http://www.moreland.vic.gov.au)
- By phoning the Activity Centres Team on 9240 1111

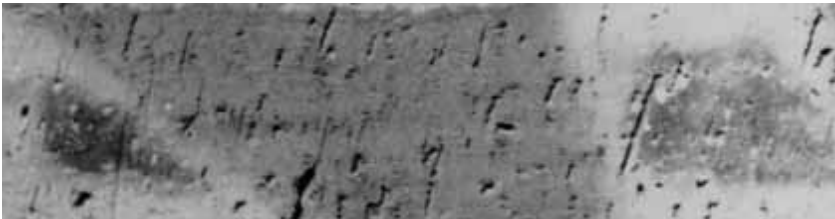
Council welcomes your comments on the draft Structure Plan via email, written feedback form, letter or the website feedback form. Your comments will be considered in the finalisation of the plan.

Please send written comments by 22 August 2008 to:

- Activity Centres Team  
Moreland City Council  
Locked Bag 10  
Moreland 3058
- email: [brunswick@moreland.vic.gov.au](mailto:brunswick@moreland.vic.gov.au)
- Council via the online feedback form on Council's website.

If you have any queries, please contact Council's Activity Centres Team on 9240 1111.





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# 4.1 INTRODUCTION

TOTAL LAND AREA : 51 HECTARES

## INTRODUCTION

This section of the Structure Plan provides a detailed description of the vision, objectives and guidelines for the fourth of the four local areas that form the core of the Brunswick Activity Centre.

This section of the Structure Plan must not be read in isolation from Volume 1 of the plan that details the vision and objectives for the development of the activity centre as a whole. An appreciation of the contents of Volume 1 is critical to understanding the intent and contents of Volume 2.

The organisation of the Structure Plan is illustrated in Figure 1.

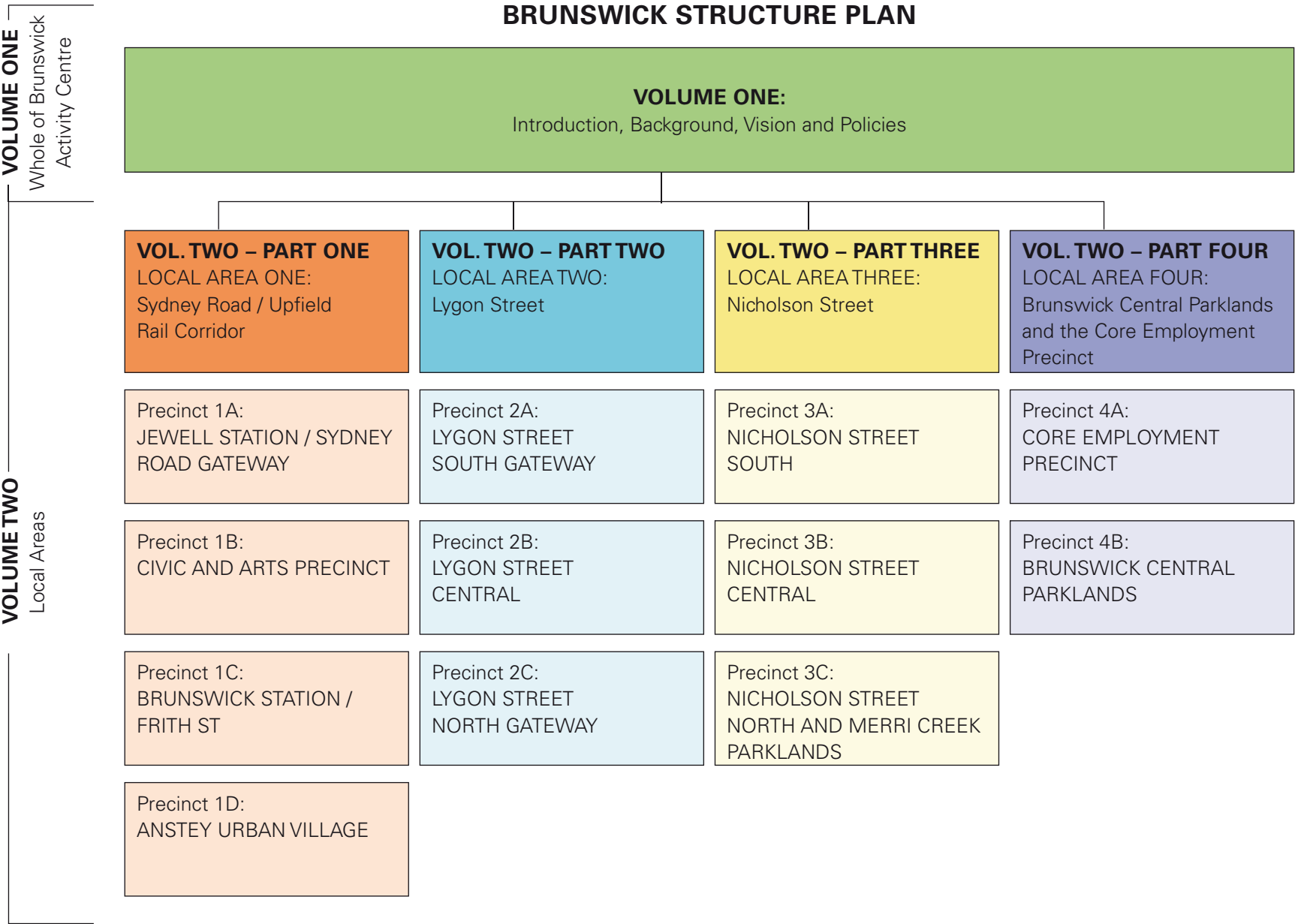


Figure 1 : Organisation of the Structure Plan

## 4.2 BRUNSWICK CENTRAL PARKLANDS AND THE CORE EMPLOYMENT PRECINCT

Local Area Four comprises two distinct precincts. Precinct 4A mainly covers the Core Industry and Employment Area previously defined in the Moreland Industrial Land Use Strategy 2004. Precinct 4B is also defined by its name – Brunswick Central Parklands – and by function – a concentration of parks and sports fields.

This local area is accordingly divided into two precincts:

- 4A** : Core Employment Precinct
- 4B** : Brunswick Central Parklands

### 4.2.1 DESCRIPTION

This area contains Brunswick’s largest concentration of industrial businesses, including firms engaged in manufacturing, wholesaling, storage and industrial services. Key industries include food, textiles and clothing, building products and automotive repairs.

This precinct also contains a chain of parks, including Gillon Oval, Reaburn Reserve, Brunswick Park, Clifton Park and Gilpin Park, which make up the largest open space in Brunswick. The parks include sports grounds, and passive recreation areas and the Clifton Park Festival that is used for major community festivals.

### 4.2.2 VISION

This area will continue as a strong location for businesses that need significant sites close to the inner city. The area’s employment activities will comprise a broad range of workplaces including factories, warehouses, laboratories and offices where individual firms have flexibility to evolve in place.

The parks of the area will provide a high-amenity environment for surrounding housing and employment uses, and form a focus of civic presence and a community hub for the west of Brunswick.






### 4.2.3 FUTURE CHARACTER

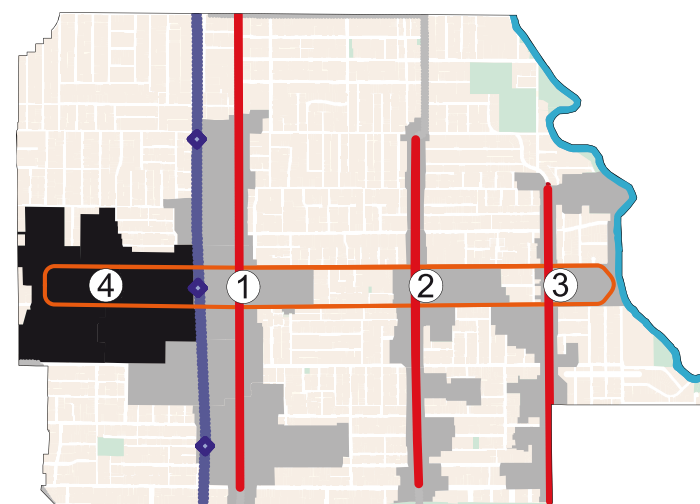
Brunswick Central Parklands will be developed as a high quality district park providing multiple options for passive and active recreational activity. A feasibility study and master plan will determine the best model for the development of a multiple-function community hub that will become the focus of civic activity and identity in the west of the activity centre.

The community hub feasibility study will determine whether under-utilised industrial sites should be added to the Central Parklands

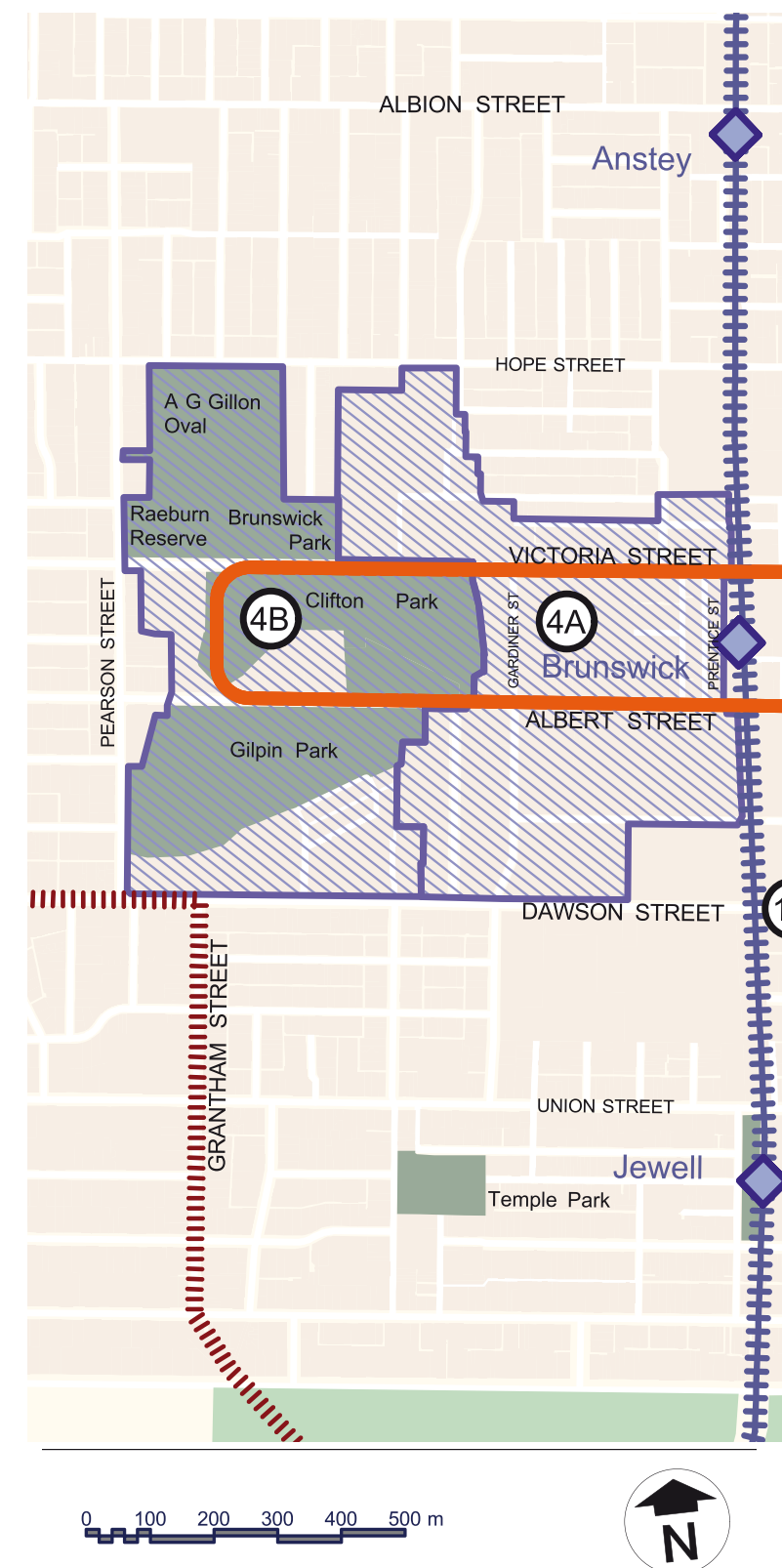
### LOCAL AREA 1

MAP 4.1 : Areas of change

-  Local Area Four  
Core Employment Precinct and Brunswick Central Parklands west of Upfield Train Line.
-  Precinct boundary
-  Core Employment Precinct
-  Brunswick Central Parklands
-  Albert and Victoria Axis  
High amenity east-west pedestrian link along Albert and Victoria Streets



Local Area Four in the context of Brunswick Activity Centre







to assist in the development of recreation activities, and resolve the unsatisfactory interfaces between the park and industrial activities.

Pedestrian amenity will be improved along key access points and pedestrian links. For example, a new link to Grantham Street / Royal Park will be a catalyst for the integration of Brunswick Central Parklands.

Refer to map 4.2 – Local Area Four Character (Volume 1).

## 4.2.4 ISSUES AND STRATEGIES

This section details the key issues affecting Local Area Four that must be addressed to fulfil the vision developed for the area.

### 4.2.4.1 ECONOMIC ISSUES

Economic analysis conducted at the start of the structure planning process, identified the main economic drivers that will affect future development in the activity centre. The analysis assessed the economic strengths and weaknesses of the area, and the opportunities these will create. This analysis, specific to Local Area Four, is detailed below:

- Relatively poor access for commercial vehicles, small constrained sites and outmoded building stock mean investment in large-scale manufacturing and warehousing operations in Brunswick is increasingly tentative.

- As firms in the area close or move, the remaining sites are less likely to be occupied by manufacturing and wholesaling, particularly sites on the fringe of the area that are under increasing pressure for residential redevelopment.
- The nature of many industrial businesses has changed. Buildings that were once factories producing textiles and clothing for example, may have evolved through small warehousing and finishing operations to office-based design, logistics planning and marketing activities. Flexibility within planning scheme provisions is needed to allow existing businesses to upgrade their accommodation, secure the best staff and continue operating in the Industrial 1 Zone – Core Employment Precinct.
- Parks have the potential to add significantly to the amenity of housing and employment uses located around them. However, the importance of the parks has often been ignored with a consequent loss of value.

### 4.2.4.2 ECONOMIC STRATEGIES

The following strategies apply to the whole area (and in some cases to the whole of Brunswick). More specific strategies are identified in the sections on each precinct.

- Investigate use of the proposed Activity Centres Zone as a way to provide flexibility in the Core Employment Precinct.
- Prepare a local planning policy that assists the Activity Centres Zone to achieve the type and mix of desired employment uses.
- Support the retention of existing, and encourage the establishment of new medium-sized manufacturing and wholesaling activities that need to be close to the inner city.
- Maintain the integrity of the Core Employment Precinct by prohibiting new 'sensitive uses' such as residential.
- Prepare urban design guidelines for future development around the parks, to maximise amenity for workers, residents and park users.

### 4.2.4.3 PLANNING AND LAND USE ISSUES

Local Area Four is distinct from the other three local areas that comprise the activity centre mainly because it is an area where minimal change is anticipated. The imperative for this local area is to make it function better. The concentration of recreational open space, and major concentration of unconstrained industrial land require planning and investment to resolve interface issues and create an accessible, attractive and well-used community asset. These issues are detailed in Volume One Part Four, 4.1.1 Planning and land use, and summarised below:

- The provisions of the Industrial 1 Zone lack the necessary flexibility to support a transition from traditional jobs to employment-generating activities of contemporary businesses.
- There is relatively poor access to the Core Employment Precinct for commercial vehicles.
- There are sites included in the Core Employment Precinct that are either not being used for industry or employment, are inappropriately zoned, or are under-utilised and could be better used for alternative purposes.
- Poor interfaces exist between industrial-zoned land on Albert Street and Clifton Park.
- The recreation facilities at Gillon Oval, Reaburn Reserve, Clifton Park and Gilpin Park are dispersed, disparate and do not adequately meet the needs of the community.

### 4.2.4.4 PLANNING AND LAND USE STRATEGIES

An overlap exists between the sections of this document covering Economic issues and strategies, and Planning and land use issues and strategies. The two sections should be read in conjunction.

- Recognise the imperative of matching local jobs with local skills by redefining the Brunswick Core Industry and Employment Precinct (CIEP) as the Core Employment Precinct (CEP).
- Realign the boundaries of the Core Employment Precinct.
- Develop a master plan for the Brunswick Central Parklands, including a feasibility study for a multiple-function community hub
- The community hub feasibility study will determine whether under-utilised industrial sites should be added to the Central Parklands to assist in the development of recreation activities, and resolve the unsatisfactory interfaces between the park and industrial activities.

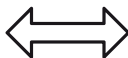
### 4.2.4.5 TRANSPORT AND MOVEMENT ISSUES


- The Brunswick Central Parklands has a number of pocket spaces that are poorly connected and have little activity.
- There is currently a conflict between pedestrians accessing Brunswick Central Parklands and freight accessing industrial sites in the Core Employment Precinct.
- Bicycle routes through the area, especially north-south, are not well defined.


### 4.2.4.6 TRANSPORT AND MOVEMENT STRATEGIES


- Develop a prominent green link from Grantham Street to the Gillon Oval Grandstand by creating minor connections through property.
- Develop new links including streets and pedestrian paths along


MAP 4.2 : Local Area 4 Character


- 


**Catalyst streetscape**  
Streetscape improvement that is catalyst to integrating urban renewal and under-utilised community facilities inclusive of parks and train stations.
- 

**Precinct boundary**  
Focus for major change
- 


**Albert and Victoria Axis:**  
Albert and Victoria Streets will be developed as pedestrian friendly links between major parklands in east and west. This link will incorporate a range of initiatives such as:  
East-west active movement network  
New community hubs  
Heritage interpretation and public arts trail
- 


**Community hub**  
Cluster of multiple public facilities and meeting places
- 


**Activity node**  
strengthen character and local sense of place
- 


**District Park**  
**Brunswick Central Parklands**  
This precinct will become a series of well connected spaces and activities including:  
Multi-use sports destination including the grandstand and a new sport hub.  
Open air music and performance scene will be strengthened as a public venue.  
Native parkland at Gilpin Park will be strengthened as an urban native forest.
- 


**Sports and recreation hub**  
This potential sports complex will become a landmark and a centre of activity in Brunswick Central Parklands.


- 

**Gateway to retail activity corridor**
- 


**Other visual gateway**
- 


**Landmark**  
Proposed major visual landmark that strengthens the legibility of activity nodes and other nodes such as visual gateways
- 


**Existing station building**
- 


**Existing church**
- 


**Existing iconic corner hotel**
- 


**Existing icon building**
- 

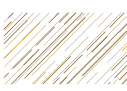
**New major public place**
- 

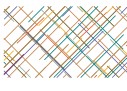
**New or improved smaller public place**
- 

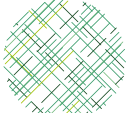
**Pedestrian priority street**  
High level pedestrian priority streetscape improvement.
- 

**New green street**  
Potential kerb extension and greening of the street, including water sensitive urban design with plants and trees.
- 

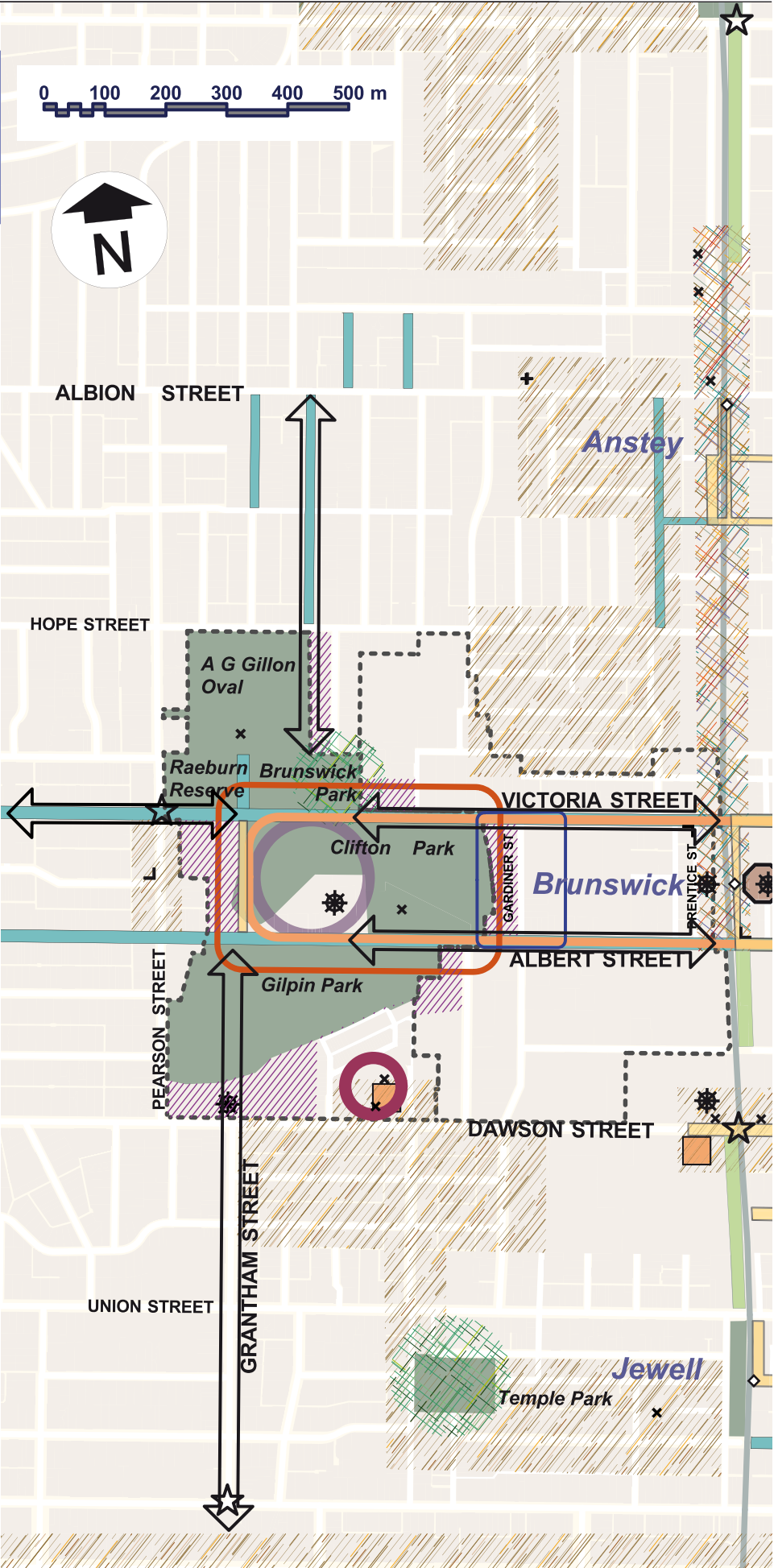
**New park**  
Potential park in area with little access to open space.
- 

**Park interfaces**  
Park edges will be improved by providing more pleasant interfaces to adjacent development.
- 

**Heritage cluster**  
Streetscape or groups of buildings of interest to the legibility of the heritage character.
- 

**Heritage railway strip**  
Preserve features along the railway and adjacent buildings that contributes to the interpretation of the railway's original function.
- 

**Historic parks in Brunswick**  
A few parks were laid out at Brunswick's early development while most parks developed ad hoc as old clay pits and bluestone quarries became redundant.





the edges of Brunswick Central Parklands next to urban renewal, to ensure active frontage to new development.

- Develop a long-term transport strategy for access to the Core Employment Precinct that balances commercial access needs with pedestrian and residential amenity.

4.2.4.7 SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

Local Area 4 contains two significant concentrations of social, cultural and leisure services and facilities.

Precinct 4A contains the State Government Health Services Precinct (Milparinka, The Bouverie Centre, Foundation House), the Brunswick Business Incubator, and the Bill and Les Barnes Sports Hall.

Precinct 4B is defined by its range of public open space and sporting facilities, including:

SITE	ACTIVITIES
Gillon Oval	Cricket and football
Clifton Park	Soccer, cricket, lacrosse, festival site
Gilpin Park	Informal recreation in a natural landscape setting with indigenous planting
Reaburn Park	Cricket (non-conforming)
Brunswick Park	Tennis and croquet

4.2.4.8 SOCIAL AND CULTURAL ISSUES

- A number of community organisations and facilities are located in and around Local Area 4.
- Council owns and maintains a number of community and sports facilities – several of which are not fit for purpose.
- Social services must respond to population change, community needs and the level of demand.
- There is a lack of services for young people.
- Few funding options are available to maintain, upgrade and redevelop facilities.
- There is high demand for child care; however, the level of unmet demand is difficult to gauge due to decentralised registration arrangements.

4.2.4.9 SOCIAL AND CULTURAL STRATEGIES

- Develop the role of community hubs in building engaged and strong communities, by enabling community access to space, resources, knowledge and learning / participation opportunities.
- Promote the value of social diversity through a mix of services and facilities in the community hubs.
- Facilitate local partnerships and joint planning for sustainable models of service delivery that are effective and responsive in addressing changing needs.
- Optimise the use of public space for informal social and leisure interaction.
- Provide opportunities for the expression and integration of cultural heritage and identity.
- Locate and develop community services and facilities in Brunswick to assist with achieving a community focus, and to support other initiatives such as reducing car trips.
- Develop social, cultural and leisure services and facilities in Local Area 4 based on the community hub model.
- Undertake a feasibility study for the development of a community hub to identify potential service partners and funding sources, and to determine the best configuration of services and facilities.
- Work with other service providers and the State Government to develop partnerships for the community hub.
- Work with child care operators to ensure an appropriate supply of services within Brunswick that support the needs of the resident and worker population.
- Continue to work closely with the community and relevant State and Commonwealth Governments to identify and fund strategic solutions to Early Years priorities in Brunswick.

4.2.4.10 ORGANISED RECREATION SERVICES AND FACILITIES – ISSUES

In the west of Brunswick, the key Council infrastructure is the Brunswick Central Parklands, featuring Gillon Oval with its grandstand (the traditional ‘City Oval’), and Clifton Park with its festival site. The Moreland Open Space Strategy includes an action to incorporate existing plans for Clifton, Gilpin, Gillon and Brunswick Parks, into an open space master plan. This plan will have an overall vision for an integrated open space precinct of district park status.

- The Bill and Les Barnes Sports Hall is the only indoor sports facility in Brunswick. Its attractiveness for organised sports is limited due to its lack of court run-off and lack of spectator accommodation.
- There is high unmet demand for indoor facilities for training and



Poor interface between industrial activities and Gilpin Park.

competition. The Bill and Les Barnes Sports Hall, despite its limitations, is booked to capacity – this is indicative of the high level of demand.

- The existing turf sports fields suffer from over-use for practice and competition.
- The standard of sports pavilions (clubrooms, change rooms, function space, kitchens, kiosks, toilets) varies greatly, and many are not fit for purpose.
- Of all the numerous sporting reserves in Brunswick, only Gillon Oval (and to a lesser degree Clifton Park) are suitable for expansion of further recreation opportunities.
- A number of recreation reserves are under-utilised, hard to access, lonely and desolate.

4.2.4.11 ORGANISED RECREATION SERVICES AND FACILITIES – STRATEGIES

- Develop more indoor sport facilities to support sports such as basketball and netball, and to increase the availability of indoor training space.
- Develop synthetic, floodlit soccer pitch facilities to support training and match needs.
- Focus higher level sporting activities at Gillon and Clifton Parks.
- Update and replace ageing pavilion and changing room stock in line with club and community needs.



- Explore the development of shared facilities and multi-sport clubs in the area.
- In partnership with the State Education Department, deliver sport and games halls for school and community use.
- Develop a comprehensive master plan for the development of the Brunswick Central Parklands as a community hub.

#### **4.2.4.12 PUBLIC REALM ISSUES**

- Brunswick Central Parklands needs to be better utilised, and future work should focus on both active organised recreation and passive local recreational use.
- Brunswick Central Parklands has a number of pocket spaces that are poorly connected and have little activity.
- Brunswick Central Parklands presents poorly at several entry points and as a large district park, it is not coherent.
- The presentation of the Gillon Oval Grandstand is poor.

#### **4.2.4.13 PUBLIC REALM STRATEGIES**

- Develop Brunswick Central Parklands into a series of well-connected spaces and activities including a sports and community hub.
- Develop pedestrian priority streetscapes as per map 4.2 – Local Area Four Character (Volume 1).
- Improve pedestrian amenity and streetscape appearance along Albert and Victoria Streets. Develop as part of the Albert and Victoria Axis as described in Volume 1 Section 4.2.3. The sections from the Upfield Train Line to Pearson Street would be a catalyst for linking Brunswick and Brunswick West to larger parklands, sports facilities and the new community hub.

#### **4.2.4.14 BUILT FORM ISSUES**

- The park interface to Brunswick Central Parklands is poor. This is mainly due to many properties backing onto the park – most buildings are poorly presented with no active frontage.
- The experience of Albert and Victoria Streets is uninspiring due to an incoherent built form, the mix of uses, and poorly presented building facades.
- Currently there are no built form controls for key streets such as Albert and Victoria Streets that will ensure future coherence, thereby reinforcing a local sense of identity.

#### **4.2.4.15 BUILT FORM STRATEGIES**

- Implement new development in accordance with maximum heights as per map 13 - Built Form Framework (Volume 1).

- Limit potential landmark buildings to those per map 13 – Built Form Framework (Volume 1).
- Adopt streetscape controls as per map 13 –Built Form Framework (Volume 1). Streets within Local Area Four include Dawson Street, Albert Street and Victoria Street.
- Adopt guidelines for active movement network as described in Volume 1 Section 4.2.3 and ensure implementation of a high level of active frontage.
- Improve park interfaces by providing more active interfaces to adjacent development, as per map 4.2 – Local Area Four Character (Volume 1).

### **4.2.5 KEY INITIATIVES**

Major initiatives in Local Area Four that will emerge from the Structure Plan are:

- Improve the amenity and attractiveness of Clifton Park by rationalising adjoining industrial land.
- Develop a master plan for Brunswick Central Parklands incorporating opportunities highlighted in the Structure Plan.
- Council will work in partnership with the State Government and other stakeholders to undertake a feasibility study and cost / benefit analysis, for improved access for commercial vehicles from CityLink to the Core Employment Precinct.

#### **4.2.5.1 WEST BRUNSWICK HUB**

The West Brunswick Hub forms a prominent open space and recreation centre in the west of the activity centre. The designation of the Brunswick Central Parklands as a community hub will bring a new focus on upgrading services and facilities, and to improving connections, structures and the identity and visibility of the recreation activities. There are opportunities for synergistic businesses, such as sports medicine and a gymnasium, to enhance this hub.

A critical element in achieving these objectives for the west of Brunswick will be the addition of under-utilised industrial land to the parks, and the removal of poor frontages between the parks and adjacent land.

The services and facilities developed may include (but not necessarily be limited to):

- Higher level sports facilities – clubrooms, practice and playing surfaces.
- Multi-function hall.
- Allied sports services (e.g. sports medicine, gymnasium).

- Youth facilities (e.g. skate park, half-court basketball).
- Child care.
- Maternal and child health service.
- Playground.
- Aged-friendly facilities for use by older person's organisations and activities,
- Facilities for community groups.

### **4.2.6 LOCAL AREA PRECINCT PLANS**

Two distinct precincts comprise Local Area Four.

**4A** : Core Employment Precinct

**4B** : Brunswick Central Parklands

Each performs a totally different function to the other within the context of the same local area.

The following section provides an overview of the key functions or roles of the precincts within Local Area Four. Issues are identified and strategies to address them listed.

## 4.3 PRECINCT 4A : CORE EMPLOYMENT PRECINCT



View west from Brunswick train station.

### 4.3.1 ROLE

This is the largest concentration of industrial land in Brunswick. It provides space for activities that require proximity to the inner city, including document storage, food manufacturing and wholesaling for restaurants and cafés, office equipment manufacturers and wholesalers, building fit-out firms and builders' yards, vehicle fleet workshops and so on.

In the centre of the precinct is an area of public buildings, comprising the Brunswick Business Incubator, the State Government Health Services Precinct (Milparinka, The Bouverie Centre, Foundation House) and the Bill and Les Barnes Sports Hall.

This precinct can continue to provide an excellent location for employment activities.

### 4.3.2 ISSUES
















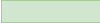
- The available industrial land in this precinct has been gradually diminishing as housing has taken up sites at the margin. Medium and high-density housing generates higher returns for landowners than industrial development. Nevertheless, sites close to the inner city are still required by some industrial enterprises, and the metropolitan economy will be harmed (through higher costs of doing business) if such sites are not available.

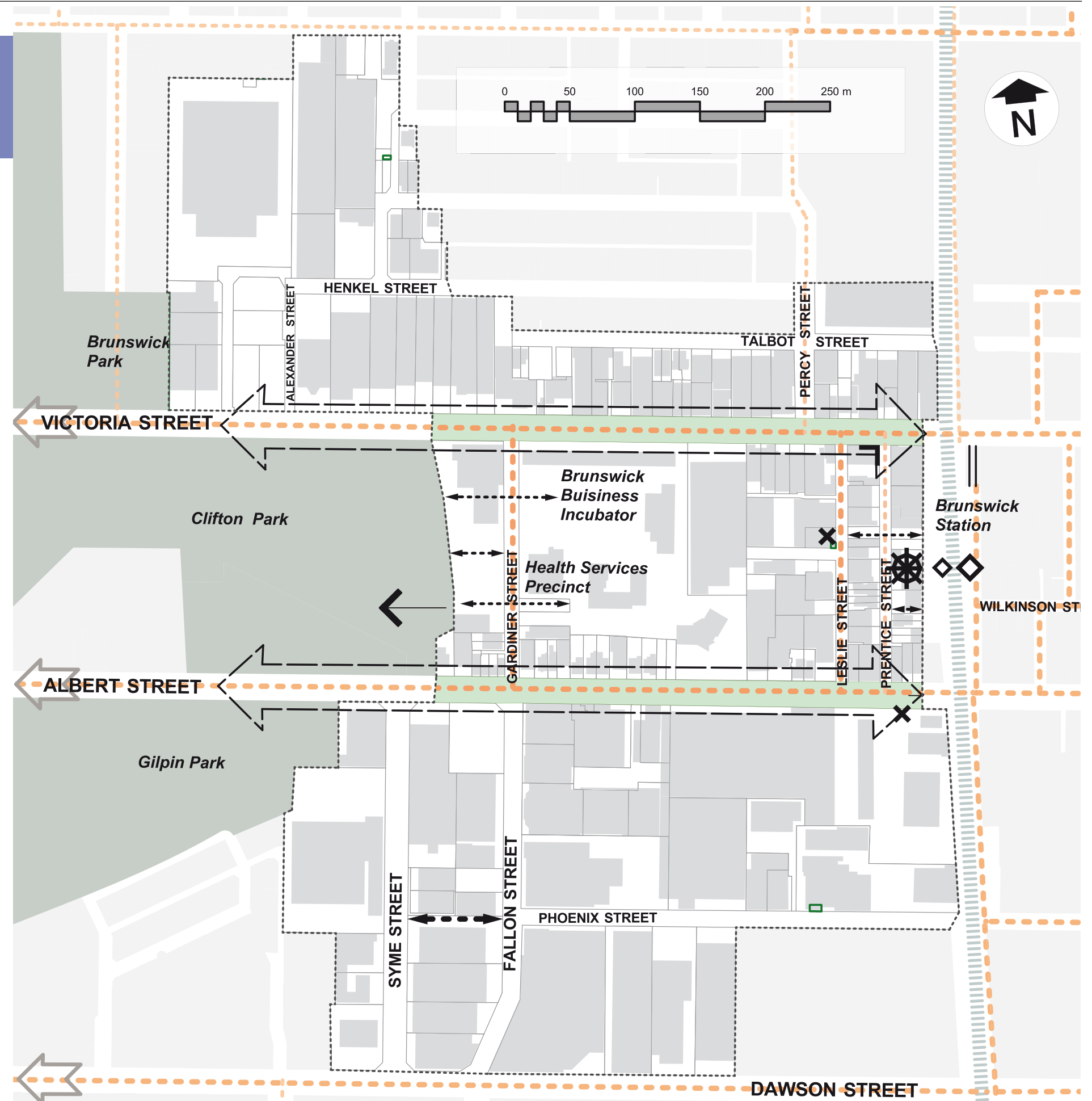
- As discussed elsewhere, the uses on Dawson Street contribute to the amenity of Brunswick Secondary College and the perception of the school by prospective parents and residents. Improved building design and amenity in this area would improve the school environment.
- The interface between Leslie Street and Brunswick train station is poor.

### 4.3.3 STRATEGIES

- Rezone land in this precinct to allow more flexibility in the type of employment use. Allowable uses should include factories, workshops, warehouses, laboratories, offices and showrooms. Industrial activities will continue to be the dominant use, but flexibility will allow existing firms to grow in the precinct. Residential and retail uses (other than milk-bars providing lunch-time services) should continue to be prohibited.
- Work with property owners and occupiers to develop site-specific plans that will best utilise the parks for local workers and residents.
- Enhance the public realm around Brunswick train station by preparing a streetscape design, rezoning land and better utilising VicTrack land between Leslie and Prentice Streets to Industrial 3 Zone.

MAP 4.3 : Precinct 4A

-  Existing open space
-  Existing Council owned land
-  Existing VicTrack owned land
-  Existing station building
-  Existing iconic corner hotel
-  Existing iconic building
-  Significant view  
Enhance terminal view of icon building or other element
-  Landmark  
Integrate new landmark building to improve legibility of urban context
-  Potential new street
-  Pedestrian Link  
New or improved pedestrian link through property or public land with high level active frontage to development and high level pedestrian amenity
-  Activity street  
Provide high level pedestrian amenity and high level active frontage to all development
-  Active movement link  
Improve pedestrian amenity
-  Catalyst streetscape  
Streetscape improvement that is catalyst to integrating urban renewal and under-utilised community facilities inclusive of parks and train stations
-  City Link connection  
Improved connection for commercial vehicles to CityLink
-  Enhanced platform access  
Train platform access points connected to crossing streets
-  New green street  
Potential kerb extension and greening of the street, including water sensitive urban design with plants and trees





## 4.4 PRECINCT 4B : BRUNSWICK CENTRAL PARKLANDS PRECINCT

### 4.4.1 ROLE

This precinct comprises the Brunswick Central Parklands and some fringe industry and housing. Formerly, much of the fringe activity was industrial. However, there are now several vacant sites on which housing is the preferred use by the landholders, and which are separated from the Core Employment Precinct by the parklands. The Hoffman's Brickworks site has already been redeveloped for housing uses, and these houses now have an attractive outlook over the parklands. The most substantial industry remaining is the head office of Murray Goulburn Cooperative Company Ltd.

This precinct will provide high amenity parkland and sporting facilities for surrounding housing and employment and for the whole of Brunswick.

### 4.4.2 ISSUES



















- There are few industrial businesses remaining in this precinct, and those that do remain are separated from the Core Employment Precinct by parkland. Much of the remaining industrially zoned land is vacant and cuts off the parkland from main roads and potential users and, to some extent, compromises the amenity of the parks. There may be potential to expand the parks.
- Participation in soccer has been growing strongly throughout Melbourne, including in Brunswick. There is no dedicated local soccer ground and the Brunswick parklands provide one of the few places in Brunswick where such facilities could be located. However, this would be likely to require acquisition of adjacent industrial land (some of which is currently vacant).
- Of all the numerous sporting reserves in Brunswick, only Gillon Oval (and to a lesser degree Clifton Park) is considered suitable for expansion of recreation opportunities.
- A number of recreation reserves are under-utilised, hard to access, lonely and desolate.
- Murray Goulburn is the largest milk processor in Australia and one of Victoria's largest exporters. Its head office in Brunswick provides excellent marketing for the area as an employment precinct, as well as generating jobs in its own right. However, Murray Goulburn is now separated from the Core Employment Precinct by housing. Any general rezoning of the area may result in the loss of this employer.

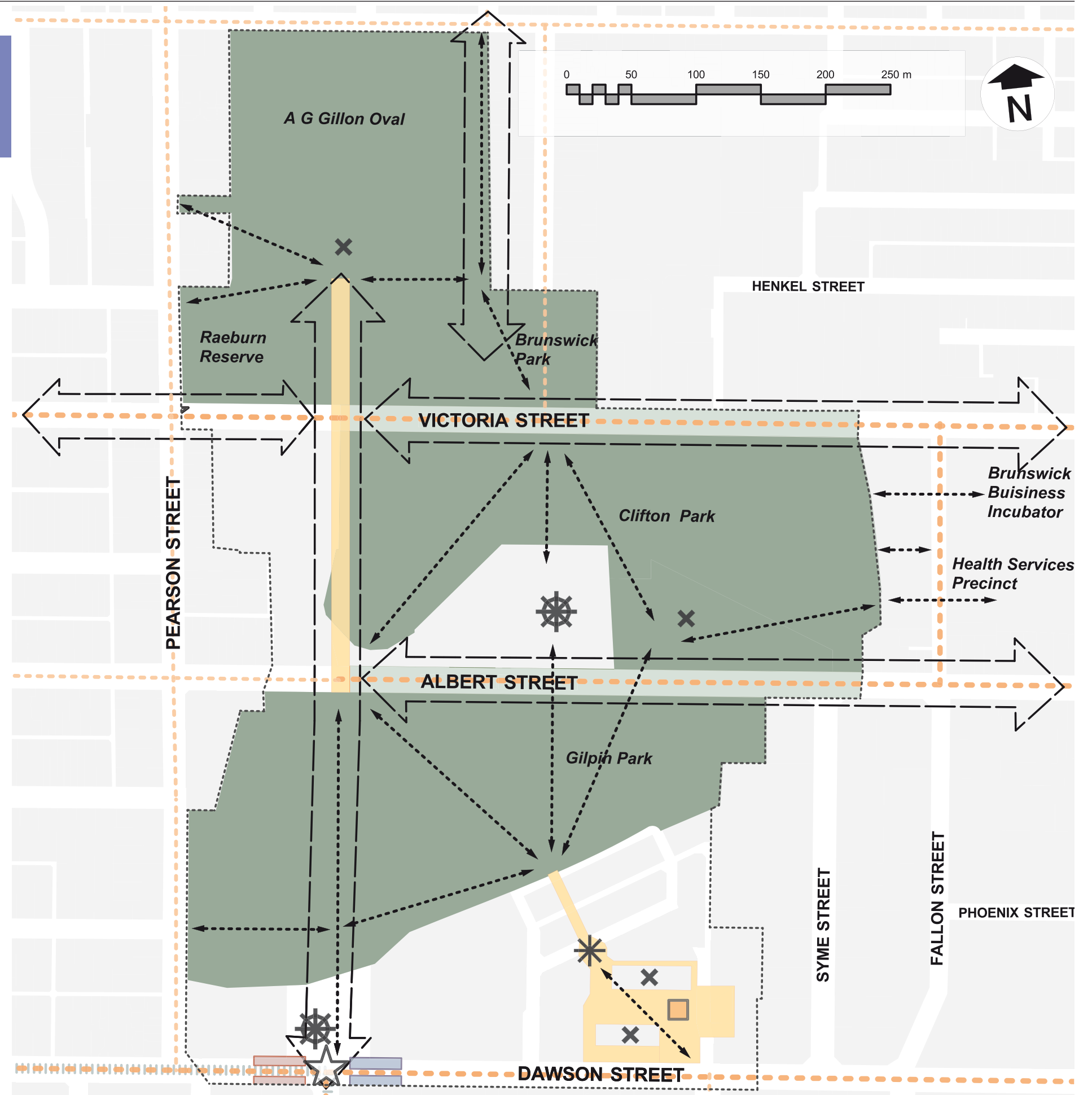


### 4.4.3 STRATEGIES

- Consider rezoning industrial land in this precinct for housing and parkland purposes.
- Review the potential to expand the parks and add new sporting facilities in this area.
- Develop a comprehensive master plan for the development of the Brunswick Central Parklands as a community hub.
- Discuss the planning of the area with Murray Goulburn and encourage the firm to continue operating in the area.

MAP 4.4 : Precinct 4B

-  Existing open space
-  Existing Council owned land
-  Existing VicTrack owned land
-  Existing iconic building
-  Existing feature element
-  Other gateway  
Enhance visual gateway emphasising change in urban character
-  Significant view  
Enhance terminal view of icon building or other element
-  Landmark  
Integrate new landmark building to improve legibility of urban context
-  Potential new street
-  Pedestrian Link  
New or improved pedestrian link through property or public land with high level active frontage to development and high level pedestrian amenity
-  Activity street  
Provide high level pedestrian amenity and high level active frontage to all development
-  Active movement link  
Improve pedestrian amenity
-  Catalyst streetscape  
Streetscape improvement that is catalyst to integrating urban renewal and under-utilised community facilities inclusive of parks and train stations
-  Enhanced tram stop  
Integrate access points with pedestrian network
-  Blue Orbital Smartbus stop  
Integrate access points with pedestrian network
-  Pedestrian priority street  
High level pedestrian priority streetscape improvement
-  New green street  
Potential kerb extension and greening of the street, including water sensitive urban design with plants and trees
-  New or improved smaller public place





**FIGURE 4.1** : Brunswick Central Parklands and Gardiner Street

- A** new pedestrian friendly avenue will provide prominent setting for Brunswick Oval Grandstand
- B** Brunswick Central Parklands will be focus for a community hub including multiple facilities and meeting places
- C** existing industrial sites will be redeveloped to improve the interface to parklands – a sports hub including potential indoors sports hall and synthetic playing surfaces will be considered
- D** new activity node will be focused around Gardiner Street – urban renewal west of the street will provide pedestrian links to Clifton Park and provide a visual connection from development east of Gardiner Street
- E** historical kilns at Hoffman's Brickworks be redeveloped in keeping with former use
- F** urban renewal in collaboration with landowners will ensure improved park interface and improved links to Brunswick Central Parklands
- G** new transport interchange including enhanced tram stop and Blue Orbital Smartbus stop
- H** new pedestrian link will connect Brunswick Central Parklands with Royal park in a direct way – this will bring both parklands closer to many neighbourhoods and provide long attractive walks
- I** park interface will be improved by integrating mixed-use development along new street







For further information contact:

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