

## 02.03 Strategic directions

Proposed C269yara

### Activity centres

Yarra has a well-established network of activity centres, each with their own role and character, including:

- Major activity centres of Swan Street, Bridge Road, Victoria Street, Brunswick Street and Smith Street which are identified in Plan Melbourne 2017-2050 and provide a wide range of goods and services, some serving larger sub-regional catchments.
- Neighbourhood activity centres of Queens Parade, Gertrude Street, Heidelberg Road Alphington, Johnston Street, Nicholson Street, North Fitzroy / Clifton Hill, St Georges Road, North Fitzroy and Rathdowne Street, Carlton North, which provide access to local goods, services and employment opportunities to serve the needs of the surrounding community.
- Local activity centres such as Spensely Street, Clifton Hill, and Berry Street/Ramsden Street, Clifton Hill which provide a more limited range of goods, services and employment opportunities and largely serve the adjoining local community.

Activity centres are a focus of growth in Yarra with the addition of mid-rise commercial development and apartments. They will continue to accommodate most of the city's growth because of their proximity to transport infrastructure, shops and services making them the most suitable locations for development.

#### ***Support and strengthen the vibrancy and local identity of Yarra's network of activity centres.***

- Plan and manage employment and residential opportunities to ensure they strengthen activity centres as primary locations for economic activity, housing, leisure and recreation, tourism, the arts and culture.
- Support a strong and diverse network of activity centres across Yarra by promoting development that:
  - Is of a scale appropriate to the role and capacity of the centre.
  - Supports each centre's unique character
  - Provides a mix of uses.
- Encourage land use and development opportunities that create diverse and sustainable centres by:
  - Encouraging development that enhances a centre's sense of place, identity and street activity.
  - Encouraging new development to improve the public realm.
  - Providing for residential development within activity centres at a scale appropriate to the role and capacity of the centre.
  - Fostering activity centres as social and community focal points and vibrant night-time and weekend destinations.
- Reinforce Yarra's activity centres as compact, pedestrian-oriented, mixed-use communities, that provide walkable access to daily and weekly shopping and service needs, and are well-served by different modes of transport.

### Natural environment

Maintaining and enhancing habitat connectivity for both flora and fauna is key to improving and safeguarding biodiversity within Yarra and its environs. The majority of flora and fauna occur along the water corridors with other large reserves such as the Edinburgh Gardens and large canopy trees likely to play a key role in the movement of fauna and providing food and shelter resources.

#### ***Protect and enhance Yarra's natural environment***

- Protect the significant natural environment, landscape values and cultural heritage of the

Yarra River and the Darebin and Merri Creek corridors.

- Improve and manage public access to Yarra’s water corridors.
- Improve pedestrian and cycle links across the Yarra River and Darebin and Merri Creeks to neighbouring municipalities.
- Keep the Yarra River and creeks healthy by reducing impacts on water quality.
- Protect and enhance Yarra’s biodiversity within and beyond waterway corridors by creating, improving and connecting new and existing green spaces.

**Climate change**

Yarra will continue to help mitigate greenhouse gas emissions and increase climate resilience of the city by planning for sustainable development. A highly sustainable urban fabric, both in the public and private realm, will help preserve Yarra’s vibrant and liveable places

***Lead on sustainability and seek to manage the long-term effects of climate change.***

- Integrate climate adaptation principles, environmental and sustainability policies and strategies.
- Create a built environment that mitigates and adapts to climate change by:
  - Directing growth to activity centres, major employment precincts, employment land and around public transport;
  - Promoting land use and development that support a shift to sustainable modes of transport - walking, cycling and public transport; and
  - Supporting environmentally sustainable development.
- Create a healthy and growing urban forest that includes all trees and plants in Yarra, by greening open spaces, streetscapes and buildings.
- Reduce the urban heat island effect by increasing the street tree canopy by 25% (from 2014 levels) by 2040.
- Embed sustainable environmental practices in Yarra’s buildings, infrastructure, places and spaces, including a framework for early consideration of environmental sustainability at the building design stage in order to achieve the following efficiencies and benefits:
  - Easier compliance with building requirements through passive design;
  - Reduction of costs over the life of the building;
  - Improved affordability over the longer term through reduced running costs;
  - Improved amenity and liveability;
  - More environmentally sustainable urban form; and
  - Integrated water management.
- Reduce and mitigate the impacts of climate change and flooding events.
- Facilitate development that protects and conserves water.

**Built environment and heritage**

A key challenge in planning for growth is the need to accommodate new development in a built form that is sensitive to the context of the area which includes heritage significance, character and scale of the surrounding area. This needs to be balanced with opportunities to allow for new built form character in major regeneration areas such as - Alphington Paper Mill, the former Gasworks site in North Fitzroy and south-west Cremorne (south of Gough Street).

Protecting heritage buildings and streetscapes while still allowing appropriate development is a key driver in Yarra.

Major employment precincts, employment land, neighbourhoods, streetscapes and activity centres in Yarra all have distinct identities formed by:

- A diverse mix of buildings reflecting different forms and eras of development;

- Open spaces which are integral to the urban structure;
- Fine grain subdivision patterns; and
- A network of laneways and small streets.

If not carefully managed, future development could erode Yarra's valued character.

***Manage development and growth in Yarra to maintain and enhance the unique character and heritage of the city.***

- Respect Yarra's distinctive features and landmarks, including:
  - The low-rise character of residential neighbourhoods;
  - Historic retail strips;
  - Identified buildings and places of heritage significance - Aboriginal and European;
  - Significant landmarks and tall structures, including church spires, clock towers, industrial structures and heritage signs;
  - Industrial and former industrial buildings;
  - The Yarra River, Darebin and Merri Creeks and adjacent open spaces;
  - Parks and gardens;
  - Municipal buildings in Collingwood, Fitzroy and Richmond; and
  - The historic grid of boulevards, streets and laneways.
- Protect, conserve and enhance the municipality's highly valued heritage places to retain and promote Yarra's distinctive character and sense of history.
- Retain and adapt Yarra's historic industrial buildings as a means of connecting with the past.
- Reinforce Yarra's low-scale neighbourhoods by directing mid-rise buildings to appropriate locations, within major and neighbourhood activity centres, employment areas (as defined in clause 02.01), major regeneration areas (as shown on the Framework Plan in clause 02.04-1), and along boulevards (Hoddle St, Alexandra Parade, Victoria Parade and the south end of Queens Parade.).
- Ensure mid-rise buildings are in accordance with any building height requirements set out in the relevant zone or overlay, or, where there are no building height requirements specified, having regard to the physical and strategic context of the site.
- Manage the scale, intensity and form of development in activity centres to protect highly intact heritage streetscapes and buildings.
- Design development and locate land uses to create people-oriented places with high standards of amenity, both on-site, for adjoining properties and in the public realm.
- Protect and enhance the built form, character and function of streets and laneways as a feature of Yarra's urban structure and character.
- Improve the built form character and streetscapes of Yarra's boulevards - Alexandra Parade, Hoddle Street, Victoria Parade and the south end of Queens Parade.

**Housing**

Yarra will continue to manage the scale, intensity and form of residential growth. This will continue to differ across the municipality depending on the capacity of sites to accommodate housing growth and the physical and strategic context of each site.

Council supports the provision of additional and improved social housing (including public and affordable housing) to ensure residents in need of this type of accommodation are supported, and can live in easy access to essential services and nearby employment opportunities.

***Plan for future housing growth and for more housing choice to support Yarra's diverse community.***

- Direct housing growth to appropriate locations: major regeneration areas (Alphington Paper Mill, the former Gasworks site in North Fitzroy and south-west Cremorne, south of Gough

Street) as shown on the Framework Plan in clause 02.04-1, and areas within activity centres that have good access to public transport, jobs, open space and other services.

- Support Yarra’s diverse community by facilitating accessible, adaptable, affordable housing options that:
  - Provide for diverse housing types including shared, sole person, couple and family households.
  - Include housing for people with disabilities, older persons, students and those in need of crisis accommodation.
  - Provide for a range of affordable housing types appropriate to the needs of very low, low and moderate-income households.
  - Include greater housing choice for key workers.
  - Encourages the supply of additional social housing and improvements to existing social housing.

### **Economic development**

Yarra has capacity for employment growth and is committed to supporting this growth in its employment areas in preference to residential development in these areas. There is an identified need to manage pressure for residential conversion of employment land to protect opportunities for economic growth.

Yarra has a vibrant arts scene and prominent cultural and entertainment venues, including the Collingwood Arts Precinct. The Abbotsford Convent and Collingwood Children’s Farm are regional tourist destinations and support cultural and creative industries. A key challenge in Yarra is the retention of affordable creative work spaces.

Yarra’s nighttime economy includes restaurants, bars and live music venues spread across a number of precincts. The abundance of these venues provide important social, cultural and economic benefits and make Yarra an attractive place in which to live, work and visit. Tension however, sometimes develops between licensed premises, residential and other commercial land uses, which need to be appropriately managed.

Yarra’s diverse economy means that different land uses often overlap or vary within short distances. This mix of residential, commercial, industrial and entertainment in close proximity creates a challenge as well as opportunities to manage environmental and amenity impacts and enhance activity centres and precincts.

#### ***Promote Yarra as an attractive location for economic activities and an important part of Melbourne’s inner city economy.***

- Strengthen the role and hierarchy of the activity centres by:
  - Promoting them as the preferred locations for retail, services and entertainment;
  - Supporting a diverse land use mix; and
  - Facilitating adaptable and functional commercial spaces.
- Preserve and grow Yarra’s employment areas (as defined in clause 02.01) by supporting the:
  - Growth of health and education related employment and services in health and education precincts (as shown on the Framework Plan in clause 02.04-1);
  - Economic primacy of Yarra’s major employment precincts at Cremorne and the Gipps Street precinct in Collingwood; and
  - Employment land - Industrial and commercial areas.
- Support a night-time economy and entertainment precincts which provide a diverse range of activities while managing their amenity impacts on residents.
- Minimise pressures for residential conversion of employment precincts.
- Maintain an adequate supply of employment land to accommodate projected economic and employment growth and meets the diversity of business needs
- Ensure sensitive land uses (such as residential uses) are designed and located to minimise the potential conflict with existing surrounding employment uses (including existing retail,

commercial, hospitality, night time economy, creative and cultural uses).

- Advance Yarra as a desirable location for creative industries and arts by supporting opportunities to increase the number of creative industries and cultural spaces in the municipality.

### **Transport**

While Yarra is well positioned to facilitate the use of sustainable modes of transport, increasing car use and parking demand continues to create pressure and congestion in Yarra's streets, not just for cars but for other transport modes using the road system. The competition for the limited physical space within streets is an ongoing issue.

Facilitating sustainable journeys on all transport modes will support the productivity, wellbeing and environmental values of the community. Yarra needs to reduce car dependence by promoting walking, cycling and public transport as the preferred forms of transport.

#### ***Facilitate connectivity and travel options that are environmentally sustainable, integrated and well-designed.***

- Integrate land use and development planning with public and active transport infrastructure and services to create compact, walkable, pedestrian-oriented, mixed-use communities centered around train stations and other key public transport nodes.
- Provide convenient access to public and active transport for all ages and abilities by:
  - Promoting compact and more diverse land use and development in major regeneration areas, major and neighbourhood activity centres (as shown on the Framework Plan in clause 02.04-1) well served by public transport; and
  - Creating a built environment with public spaces that promote social interaction and are connected to the transport network.
- Enhance Yarra as a safe place to walk and cycle, to increase the number of people walking and cycling.
- Encourage developments to prioritise sustainable transport modes.
- Encourage lower amounts of car parking and increased infrastructure for active transport in developments (such as high levels of bicycle parking and end of trip facilities) to encourage reduced use of private motor vehicles.

### **Infrastructure**

Infrastructure is required to cater for Yarra's growing population and the consequential increased demand on infrastructure.

#### ***Respond to Yarra's changing social and physical infrastructure needs.***

- Provide, renew or adapt social and physical infrastructure to meet the needs of the growing population and employment base.

### **Open space**

Open spaces within Yarra make a significant contribution to the distinctive character and amenity of neighbourhoods. They provide passive and active recreation, contribute to the city's tree canopy, and possess cultural values in places of European and indigenous heritage.

#### ***Provide attractive and accessible open spaces for people to enjoy.***

- Aim to provide the community with access to high quality open space within walking distance of their home or work.
- Seek opportunities to improve and extend Yarra's open space network, particularly in areas currently under-provisioned and with projected population increases.