



CREMORNE AND CHURCH STREET PRECINCT

URBAN DESIGN FRAMEWORK

ADOPTED 18 SEPTEMBER 2007

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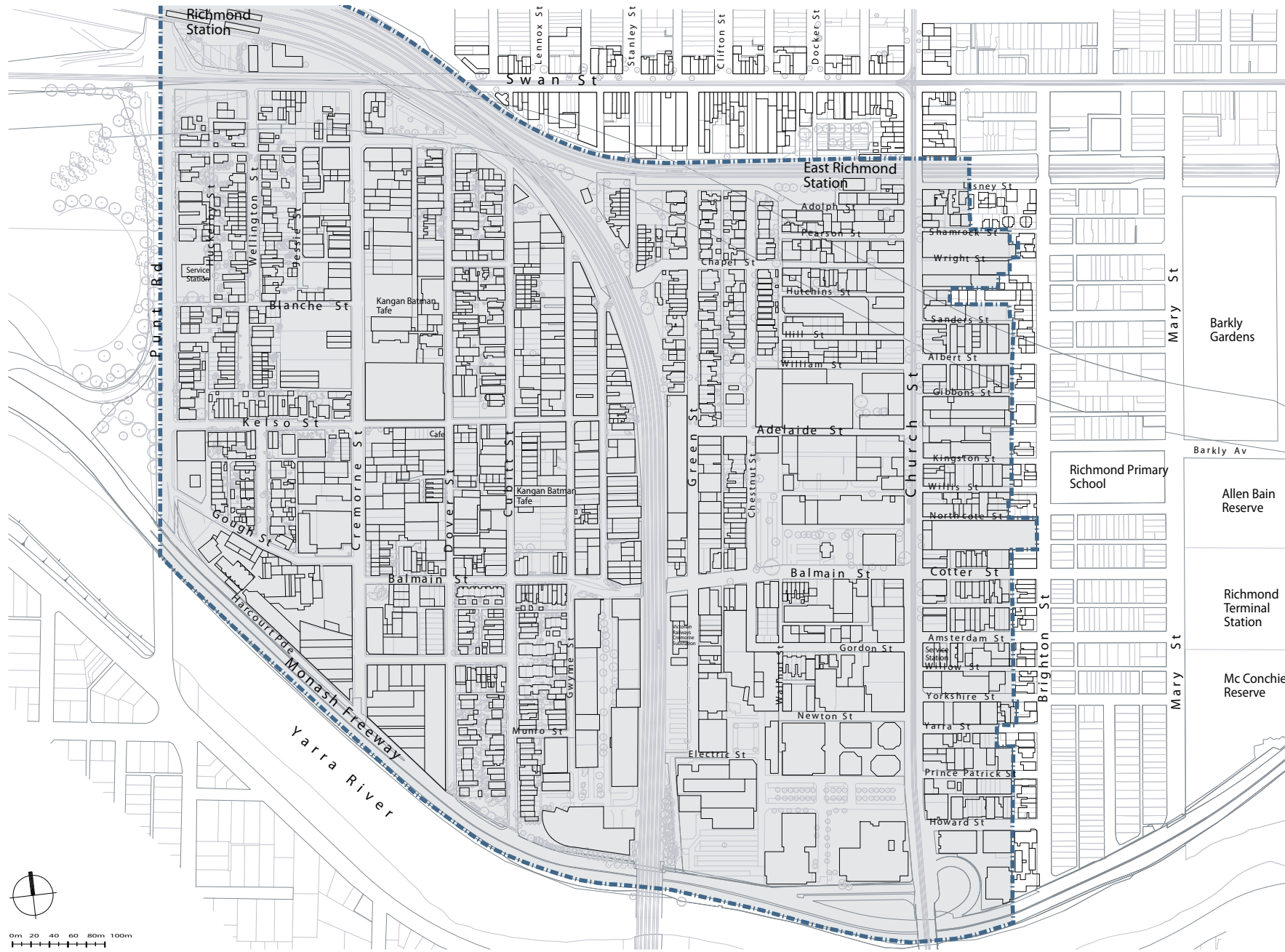
Study Area (Map 1)

The area addressed by this UDF encompasses most of the neighbourhood in the south-west of Richmond called Cremorne, as well as the area flanking Church Street between the Yarra River and East Richmond Station.

Cremorne Street forms the north-south circulation spine of the neighbourhood. The precinct is bounded on three sides by Punt Road, Swan Street, and the Yarra River. As Church Street is not expected to be addressed under a separate plan, this UDF includes both sides of Church Street and properties with a Business 3 zoning on its eastern side – extending to but not including residential properties along the west side of Brighton Street. This allows consideration of Church Street as a two-sided activity strip, as well dealing with transitions between commercial development along the strip and housing to the east.

The area north of East Richmond Station is included so far as it relates to the Station surroundings and its role supporting activity in Cremorne. However, the area between Swan Street and the railway is excluded from the UDF as it forms an integral part of the activity strip along Swan Street. Swan Street will ultimately be addressed through a separate structure planning project, which will address this area and the two stations - Richmond and East Richmond, in greater detail.

The land between Swan Street and Stewart Street, which could be called the Richmond Station sub-precinct, is also included within the study area, primarily due to its important role for the Cremorne precinct. The station is of vital importance to the accessibility and vitality of Cremorne and also offers considerable potential for redevelopment. Broad recommendations for the improvement of the station and its better functioning within the Cremorne precinct are provided in the UDF; however, detailed land use and built form analysis, concept plans and recommendations will be covered later in a Structure Plan for the Swan Street Activity Centre.



LEGEND

Study Area Boundary ———

Map 1 - Study Area

Introduction

PROJECT CONTEXT

This Urban Design Framework (UDF) was initiated by the City of Yarra in response to the Victorian Government's metropolitan strategy, Melbourne 2030, as well as market pressure for redevelopment and land use change in the Cremorne area.

Cremorne is one of the precincts where future growth may be accommodated, as it offers considerable redevelopment potential due to a few factors: firstly, it includes large former industrial sites; secondly, it is relatively unencumbered by heritage buildings, and thirdly it is isolated from other sensitive areas by transport corridors. The Yarra River in this area is also less sensitive to development than areas upstream, as it is already affected by the Monash Freeway and industrial buildings, especially the buildings and silos on the Richmond Maltings site. Cremorne is within easy walking distance of diverse services, public transport facilities and even the Melbourne CBD, making it a highly accessible and convenient location.

Recent redevelopment within the precinct indicates that the private sector has recognised the opportunities it presents. Similar characteristics across the Yarra River in South Yarra have recently been acknowledged in the Forrest Hill Structure Plan, which proposes high density mixed-use development between Chapel Street, Toorak Road, the Yarra River and South Yarra Station; and rapid and substantial redevelopment is occurring on major sites within that precinct.

The UDF complements Council's existing built form studies and strategies by:

- recognising the mix of land uses and built form that characterise the precinct;
- providing development objectives and guidelines that will assist in limiting development in sensitive areas;
- identifying where additional or higher densities, whether for residential or commercial uses, can be accommodated; and
- providing guidelines for the sites that can accommodate these densities and managing their interface with more sensitive areas.

ISSUES

Key issues that need to be addressed to support the ongoing revitalisation of Cremorne, while protecting its current values include:

- the existing fine-grained mix of housing in the B3 Zone and residential areas are threatened by the scale of new commercial development, both in terms of amenity and character;
- pedestrian access is very poor throughout Cremorne;
- local traffic access in Cremorne is also poor;
- traffic congestion in Swan and Church Streets encourage inappropriate and unsafe traffic movement through Cremorne;
- the precinct lacks public open spaces and community facilities;
- transport infrastructure and traffic detrimentally affect land uses on its edges;
- major development sites adjoin low rise housing, creating sensitive interfaces;
- lack of environmental amenity – pedestrian safety and amenity within the majority of local streets; and
- provision of car parking without detrimental impacts on other activities due to the narrow streets and small properties typical of the area.

REFERENCES

Reference material supporting and providing a context for this UDF includes:

- *Cremorne Street Precinct Transport Assessment*, Maunsell AECOM, October 2006. This provides a number of recommendations to manage traffic and improve pedestrian and cyclist access through the area. It also includes an assessment of the likely impacts of varying development scenarios with more or less residential development on local traffic.
- *Cremorne Street Precinct Traffic Study*, GTA Consultants with Grogan Richards Pty Ltd, December 2002.
- *Yarra Industrial and Business Land Strategy Review*, Hansen Partnership with Charter Keck Cramer, July 2004.
- *Cremorne Urban Design Study*, RMIT Faculty of Environmental Design & Construction, November 1992.
- *Inner Melbourne Action Plan: Making Melbourne More Liveable*. Cities of Melbourne, Stonnington, Yarra and Port Phillip and VicUrban/Melbourne Docklands, 2005.
- *Encouraging and Increasing Walking Strategy*, City of Yarra with JA Grant & Associates, Tolley Associates and Nigel Flannigan, July 2005. Among more general recommendations, this addressed East Richmond Station as a case study and provided a number of detailed recommendations for the area.

GENERAL GUIDELINES

General guidelines for development appropriate to Cremorne are provided in:

- *Guidelines for Higher Density Residential Development*, Department of Sustainability and Environment, 2004.
- *Activity Centre Design Guidelines*, Department of Sustainability and Environment, 2005.
- *Safer Design Guidelines for Victoria*, Department of Sustainability and Environment, 2005.

These general guidelines should be read in conjunction with the Yarra Planning Scheme and the UDF, which focuses on issues particular to the study area and sites within it.



Vision & aims

VISION

Cremorne is a precinct in transition from traditional small manufacturing and service industry uses to higher order office, business services and educational functions, interspersed with residential pockets. The vision for Cremorne is to:

- Recognise and maintain the mixed urban grain and character of the precinct, where a range of building forms and typologies co-exist, complemented by a variety of industrial and commercial activities, intermingled with residential development.
- Maintain and enhance the role of the precinct as a successful business hub, while recognising and acknowledging the rich mix of uses in the precinct, in particular existing dwellings.
- Encourage and provide opportunities for the redevelopment of underutilised former industrial sites within the precinct, while protecting the amenity of low-rise residences and recognising their contribution to the valued character of the area.
- Support and work in partnership with the State government towards the redevelopment of the Kangan Batman TAFE complex to strengthen its role as the key activity and community hub and a 'heart' for Cremorne, including high-quality public open spaces and plazas.
- Create new and reinforce existing pedestrian and cycle links throughout Cremorne and to the key transport hubs serving the precinct, and improve access to the nearby Yarra River and regional public open spaces.
- Maintain and protect the sense of community within the neighbourhood by improving streetscape quality and treating them as public spaces and limiting through traffic in the area.

AIMS

The UDF is therefore motivated by four aims:

- to support **appropriate redevelopment** and ensure that it contributes to, rather than undermines, Cremorne's valued characteristics such as the mixed use environment and its sense of place;
- to encourage **activities** that fit comfortably with the desired future character of the precinct, complementing its distinctive character, while also supporting strategic aims to develop employment opportunities in Yarra.
- to identify **public domain improvements** that can be realised through the private and public development process; and
- to better **connect Cremorne with surrounding areas**.



Land uses & built form (Maps 2, 3, 4 & 5)

Cremorne is a patchwork of different land uses and building types that raise different issues for new development.

The area is on the Yarra floodplain and was developed for industries and working-class housing, and as a result it lacks the consistent heritage fabric of precincts such as Richmond Hill. However, there are some areas where heritage values are highly regarded as this reflects Cremorne's industrial and residential history. A Heritage Overlay applies to the residential pockets centred on the intersection of Green and Chapel Streets and between the south ends of Dover and Gwynne Streets. Significant industrial structures include the former power station, the Rosella and Bryant & May factories and the Slade Knitwear sign. A few other buildings are also protected including the former Cremorne Street State School that now forms part of the TAFE College complex. The Richmond Maltings site, including the Nylex sign, is included on the Victorian Heritage Register.

Apart from heritage values, property sizes, the nature of the existing urban fabric and sensitivities of existing uses also constrain development to varying degrees. Many areas are finely subdivided, making rapid redevelopment or significant change in character unlikely. However, several large sites are likely to be redeveloped in the near future and could be dramatically changed. The largest of these is the Richmond Maltings site but there are others, still larger than typical properties in the area, with open air car parks or other low-intensity uses and therefore obvious candidates for redevelopment. In addition, existing low-rise residential development along Punt Road is a sub-optimal use of that area along a major arterial road and well-designed redevelopment should be encouraged.

Overall, Cremorne includes four types of areas with respect to redevelopment:

- **AREAS OF STABILITY:** Fine-grained residential subdivisions, where small properties and varied ownership are likely to result in relative stability in these areas and maintenance of their low-rise character.
- **INCREMENTAL CHANGE:** Mixed use areas dominated by light industry, with slightly larger properties. Recent redevelopment trends are likely to continue on a property-by-property basis. The industrial building pattern with total site coverage makes it relatively easy for new development to occur with minimal impact on nearby sites with the same building pattern and similar scale.
- **SUBSTANTIAL CHANGE:** Large properties where land uses have changed are likely to undergo dramatic redevelopment and can accommodate uses that will complement surrounding properties. Transitions to adjoining low-rise housing need to be created within these development sites.
- **FACILITATED CHANGE:** Main road frontages are degraded by traffic impacts that make existing low-rise housing sub-optimal, but small properties and limited access make redevelopment relatively difficult.

With respect to land uses and built form, the major concerns that development of the precinct needs to address are to:

- Recognise the differing development potentials of large industrial sites and areas of fine-grained housing, and create appropriate transitions between them.
- Maintain the general low rise character of the area with taller buildings only on the perimeter.
- Conserve and protect the visibility of iconic local buildings.
- Ensure private development contributes positively to the public realm.
- Design appropriately for a higher density context, while protecting private amenity within each site and on adjoining sites.
- Enable development to respond to the context of major traffic arteries at the edges of the precinct.
- Promote land use and development scenarios that are less car dependant.
- Promote sustainable building design and construction.



Much of the built fabric within Cremorne is of little significance.



Significant buildings include the former Cremorne Street State School (top) and the Bryant & May factory.



Recent new development has added to Cremorne's interest and vitality.

NOTE

Approval of new development at the maximum specified mandatory heights and setbacks, or beyond stated discretionary heights, should be contingent upon:

- *superior design quality,*
- *environmental sustainability,*
- *high-quality restoration and adaptive re-use of affected heritage buildings,*
- *no negative off-site impacts on public and private amenity, and*
- *protection of nearby sites' development potential.*

LOW-RISE MIXED USE AREAS

The most extensive land use zone currently applied to Cremorne is Business 3. The *Yarra Industrial and Business Land Strategy Review* (2004) concludes that business activity in Cremorne is an important employment and economic resource for the City of Yarra. While many older manufacturing industries have closed, this is creating opportunities for higher order business. Such uses that increase the employment of people in the area with reduced proportions of warehousing and activities requiring heavy transport are obviously well-suited to the location. The Review also recommends that flexibility needs to be exercised for the larger industrial buildings, which are of heritage significance, in their redevelopment to enable the adaptation of these buildings to mixed use, since their conversion to commercial uses may be impractical due to building constraints.

Land in the Business 3 Zone is sprinkled with workers' cottages, creating a fine-grained mix of activities that is valued by residents and businesses alike. Given the type of commercial redevelopment now typical in the area (three- or four-storey buildings with total site coverage) there is a risk of driving out residents due to loss of amenity and escalating land values. The area's mixed use character would be protected by allowing redevelopment of cottages (where not affected by Heritage Overlays) with building types similar to the commercial properties, obviously with a residential component to replace existing dwellings. This would provide residents a new type of amenity, similar to that enjoyed by residential within mixed use, while also supporting appropriate redevelopment options that would achieve the broader vision for Cremorne as an employment and business hub, enlivened by complimentary residential development.

The types of business uses vary considerably across the precinct, with retail show rooms dominating Church Street, and offices and some small industries in other areas. Generally, the viability and appropriateness of retail away from the Church Street strip, to the east and west, is limited by the lack of passing trade, more difficult access and lack of parking. Therefore, activation of side streetscapes by building uses that relate to the street space may therefore be impractical. However, if the limited service retail facilities, cafes etc. that are viable are carefully positioned on prominent corners – as existing in some locations – this will maximise their prominence with commercial benefits as well as maximising the extent of the streetscape they can help to activate.

Simple, low rise masonry buildings with no front or side setbacks are typical of the area. A few modernist buildings provide parking bays in front setbacks or in undercroft spaces that detract greatly from the public realm and this treatment should be discouraged.

AIMS

Enhance the role of Cremorne as a mixed use area with a focus on employment and economic activity in Yarra, and address the interface between businesses and residential uses.

RECOMMENDATIONS

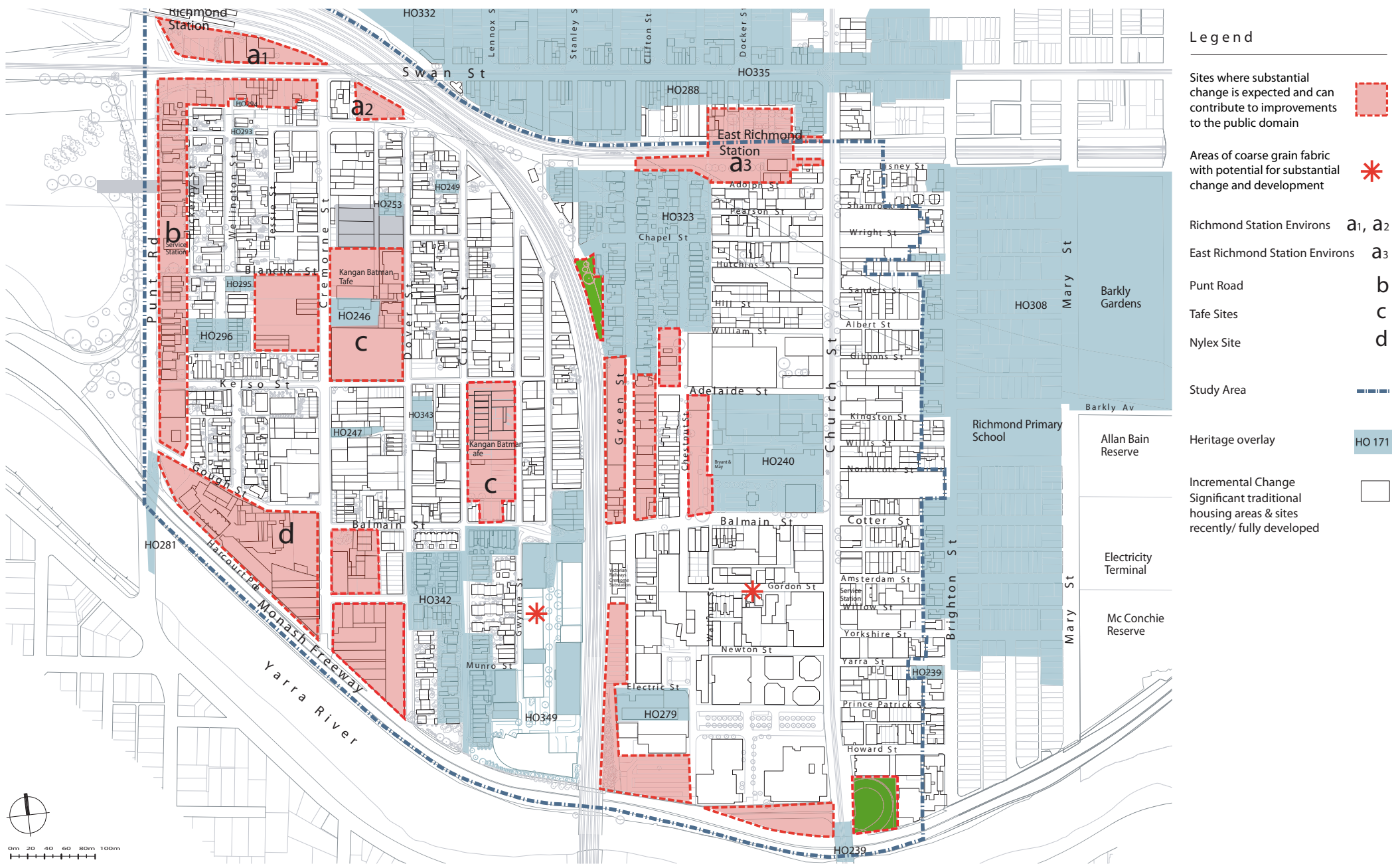
1. Encourage the development of higher-order businesses (IT, digital, creative, medical or sports facilities, etc.), especially those that can be 'good neighbours' in a mixed use development area, including housing.
2. Investigate the rezoning of the Business 3 Zone into a zone that allows a mix of uses, including a proportion of residential development while not compromising the integrity and operation of the existing range of industries and commercial activities within the precinct.
3. Recognise the existing use rights of the low-rise cottages for dwellings within the Business 3 Zone in Cremorne, where they exist, especially if the Business 3 Zone is to remain.
4. Allow the redevelopment of these cottages, as part of a new mixed use development with at least an employment component with the residential, for example offices or commercial/retail on ground and first floor levels, and dwellings at the upper levels to replace the existing dwellings on site.



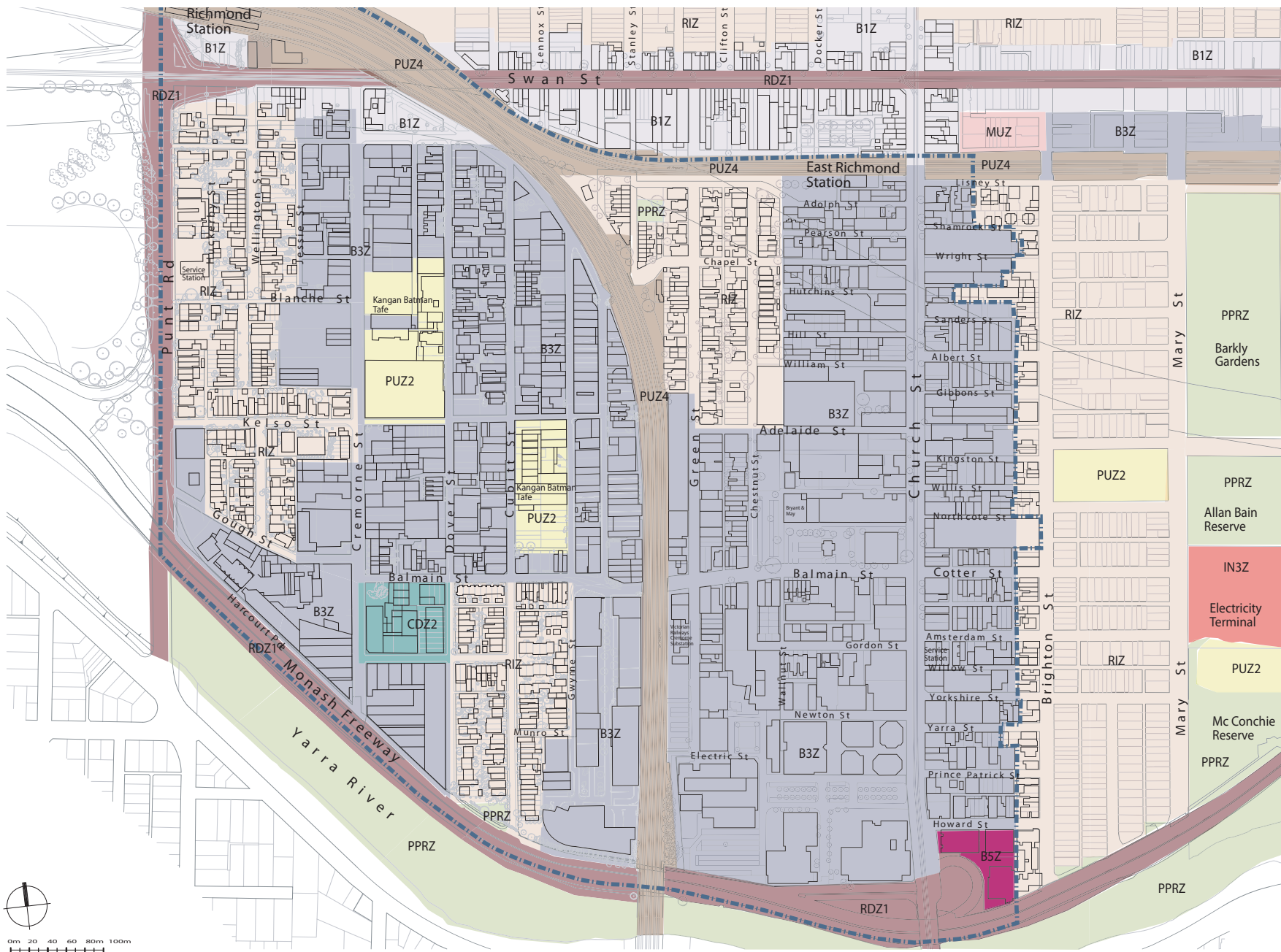
Existing houses within the B3 Zone, where mixed use redevelopment (e.g. residential over offices) at a similar scale as the recent commercial buildings should be encouraged.



Give priority to the creation of active frontages on corner sites in areas where retail activity will be limited, as at this corner of Dover Street.



Map 2 - Areas of Stability and Likely Redevelopment



LEGEND

Business	
Business 5 Zone	B5Z
Business 3 Zone	B3Z
Business 1 Zone	B1Z
Industrial	
Industrial 3 Zone	IN3Z
Public Land	
Public Park and Recreation Zone	PPRZ
Public Use Zone Education	PUZ2
Public Use Zone Transport	PUZ4
Road Zone Category 1	RDZ1
Residential	
Residential 1 Zone	RIZ
Mixed Use Zone	MUZ
Special Purpose	
Comprehensive Development Zone 2	CDZ2
Study Area	---

Map 3 - Existing Land Use Zones

5. Ensure that the amenity of existing residences within the Business 3 Zone and at the boundaries between Residential 1 and Business 3 Zones (Interface areas) is protected and considered in the design and development of adjoining land for business purposes. (Refer also to Draft Interface Policy).
6. Maintain a maximum of three-storey (11m) buildings, unless stated otherwise in the specific sub-precinct recommendations, with no front or side setbacks except where useable public spaces and mid-block links are desired; an additional storey may be permitted if set back to avoid visibility from, and any additional overshadowing of, nearby streets, public spaces and dwellings.
7. Encourage the activation of street frontages, especially along Church Street, Cremorne Street, nearby public spaces, and at corner sites.

See also relevant actions for the precinct listed under The Public Realm.



The mixed nature of development in the Business 3 Zone is evident in many streets, where residences enjoy existing use rights.

ESTABLISHED RESIDENTIAL STREETSCAPES

Cremorne includes three substantial residential pockets that feature intimate streetscapes lined with varied low-rise houses and small garden setbacks:

- The area bounded by the East Richmond and South Yarra rail corridors, the rear boundary of properties fronting Walnut Street, William and Adelaide Streets.
- The area bounded by Cubitt Street, Balmain Street, Gwynne Street, Munroe Street and the Monash Freeway.
- Properties fronting Wellington Street south of Rout and Loretto Streets, Kelso Street between Gough Place and Cremorne Street, and Melrose Street between Kelso and Gough Streets.

The first two of these are covered by Heritage Overlays. The architectural detail of houses in the latter is more varied so the area may not merit heritage protection, but as a whole the type and scale of buildings are similar to the others. The properties are small and ownership is fragmented, and so any redevelopment in these areas is likely to occur on a piecemeal basis. The small lots and front setbacks limit the potential for larger buildings. Whether protected by Heritage Overlays or not, the result is similar: new development should respect the streetscapes' established building scale and character.

Other residentially-zoned areas do not feature such consistent streetscapes. They include quite different land uses across the street (e.g. Gough Place), or face traffic arteries that degrade the character of the area (e.g. Punt Road). Protecting the existing character of these areas is less important, and redevelopment with building types more like the commercial areas of Cremorne and with mixed uses that respond more effectively to their context would be appropriate.

AIMS

Protect the established residential streetscape character, where consistent, in particular the characteristic building scale, ensembles of varied small houses along each street, and small front gardens, and protect public and private amenity in any redevelopment.

RECOMMENDATIONS

8. Encourage restoration and renovation of existing houses in the Residential 1 Zone of individual or contributory heritage significance. Additions and extensions should respect the character of existing buildings.
9. Encourage new buildings to be high-quality contemporary designs, in scale with existing buildings but using complementary ways to articulate and detail the architecture rather than replicating historic styles. Larger new development sites should provide appropriate transition in building scale within their sites and use measures to protect amenity on adjoining sites.
10. Front setbacks should be maintained where they exist and should be used for gardens visible to the street, not for car parking.
11. Vehicular access to properties should be via rear lanes where possible, and multiple access points should be minimised.
12. In Residential 1 areas abutting Business 3 zones not covered by Heritage Overlays, encourage a variety of activities to create an appropriate interface between the different land uses; and
13. Ensure that the fine grain character of residential areas is respected and reflected in the massing and detailed design of adjoining larger commercial development.

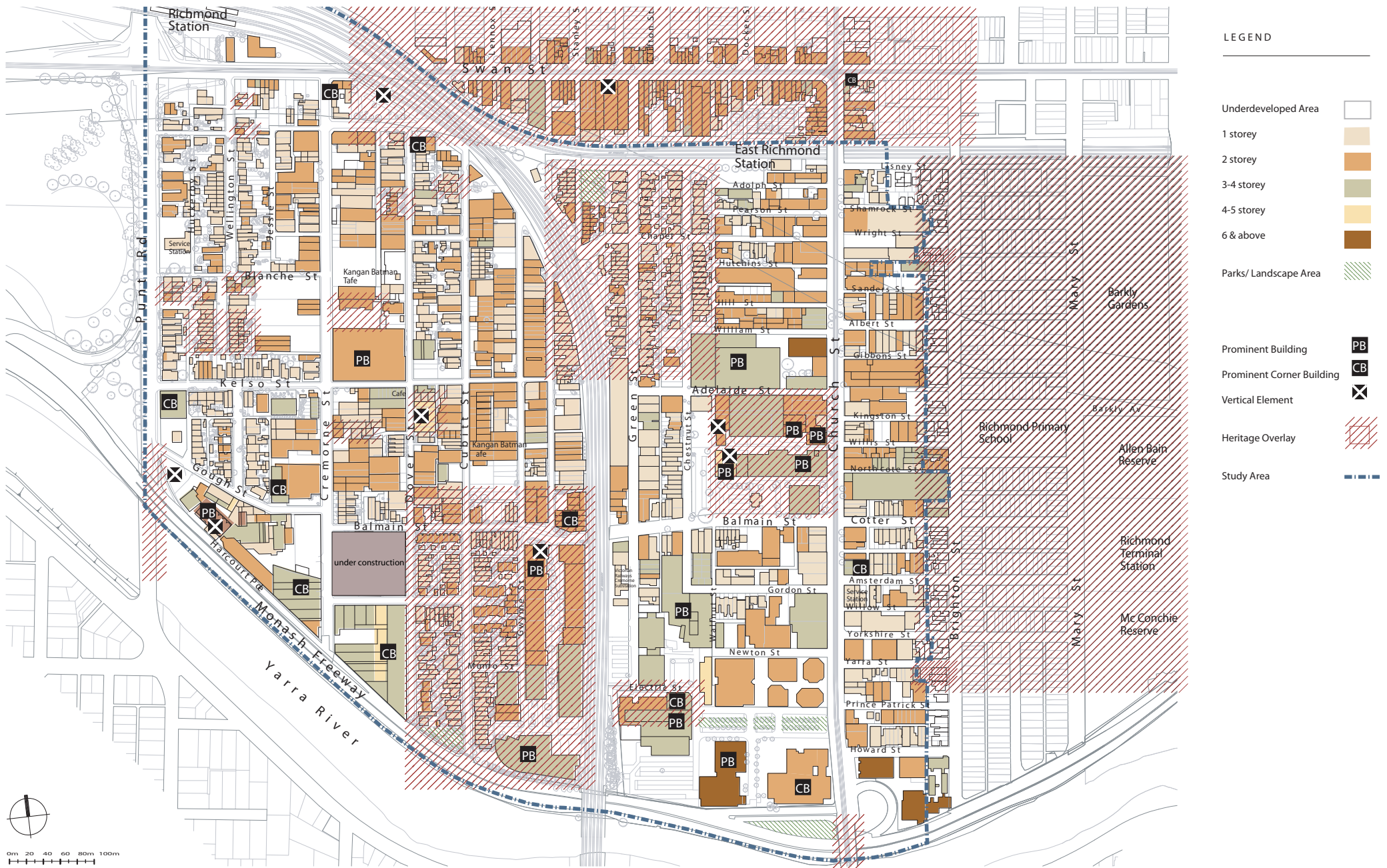
See also relevant actions for the precinct listed under The Public Realm.



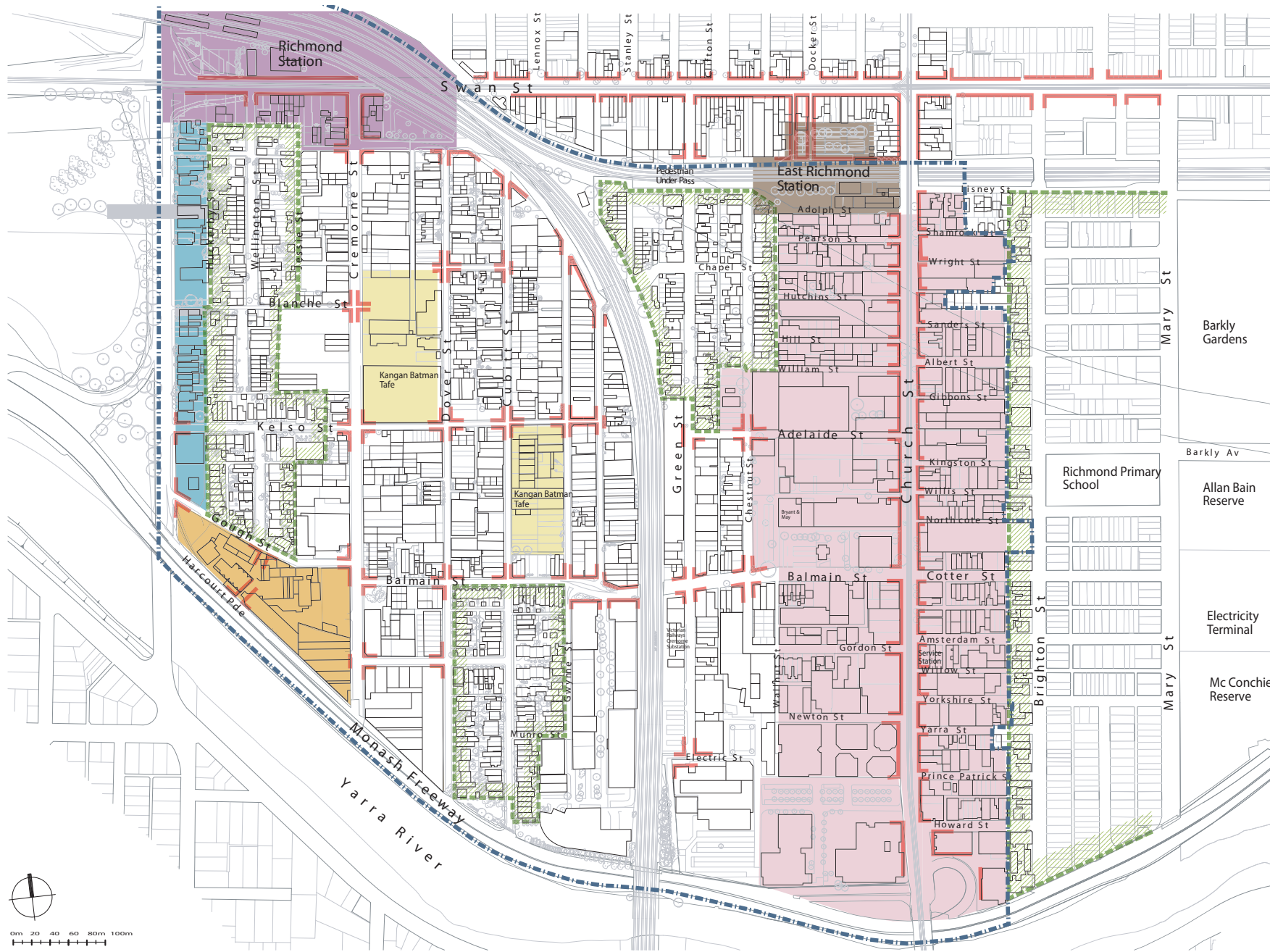
The built form scale and general character of residential streets should be respected by any new development, including provision of small front garden setbacks where these are typical.



Transitions between larger new developments adjoining low-rise residential precincts should provide appropriate transitions in building scale within their site, and use setbacks, screening and other measures to protect amenity on nearby sites.



Map 4 - Built Form - Existing Conditions



- Legend**
- Residential streetscapes
 - Residential character with minor landscaped ground level front setback typical
 - Key areas for frontage activation
 - Key Sub-Precincts
 - Punt Road Frontage Sub-Precinct
 - Church Street Sub-Precinct
 - Kangan Batman Tafe Sub-Precinct
 - Richmond Station Sub-Precinct
 - East Richmond Station Sub-Precinct
 - Richmond Maltings Sub-Precinct
 - Study Area

Map 5 - Built Form Sub-Precincts

PUNT ROAD FRONTAGE SUB-PRECINCT

While most of the Punt Road frontage is zoned Residential 1 (except for a pocket zoned Business 3 south of Kelso Street) the properties accommodate a mix of houses, apartments, a petrol station, car park and a retail/commercial building.

The buildings are consistently very low-rise, which ill-suits either the breadth of the road and parkland opposite or the environment created by the heavy traffic (around 100,000 vehicles per day). Exposure to passing traffic may have commercial value but access for the conduct of business is difficult as the heavy traffic flows limit access to properties, on-street parking and loading zones. While the proximity to and views of parkland to the west may favour housing, the street conditions are hostile, noisy and polluted, the traffic blocks access to the parkland, and few buildings are even designed to exploit the views of the park. The contribution of buildings to the character of Punt Road – one of the inner Melbourne region's major roads is negligible.

Redevelopment with taller buildings that are designed to respond to the traffic environment in Punt Road would be appropriate and maximise opportunities for views towards the parkland opposite. However, the strip is backed by sensitive low-rise residential streetscapes to the east, and appropriate transitions and buffers within the Punt Road properties are required to protect the amenity of this adjoining housing. Most of the properties are no more than 30 to 35m deep, so with such transitional zones any taller buildings would have a limited floor area, favouring residential buildings over commercial buildings.

AIMS

Encourage redevelopment with buildings that provide improved amenity at street level despite exposure to heavy Punt Road traffic, that contribute to the character of Punt Road, improve the design quality of buildings fronting Punt Road and protect the amenity of sensitive residential properties to the east.

RECOMMENDATIONS (Figure 1)

14. Rezone all properties fronting Punt Road to a Mixed Use Zone to enable the introduction of some commercial activities at street level.
15. Encourage property consolidation to support appropriate redevelopment.
16. Discourage vehicular entry to properties from Punt Road. Require 3 metre setbacks from the east boundary to add to the width of Huckerby Street and Gough Place – i.e. create wider streets to improve rear access to Punt Road properties by enabling two-way traffic (6m. carriageway min.). Improve the lanes with parking/loading bays on one side, alternating with street trees.
17. Encourage mixed uses in each property to respond to its context, e.g. commercial at ground level facing Punt Road, ample parking in basements or podia, and residential at upper levels to minimise building depths and allow for appropriate setbacks and transitions to housing to the east.
18. Capitalise on the strategic location of these properties and existing infrastructure around by maximising exposure of and views to adjoining parkland and city skyline beyond.
19. Subject to superior design quality and public domain improvements, allow four- to five-storey buildings next to Punt Road, grading downwards in scale away from Punt Road to protect residential amenity on sites to the east.
20. Create a sense of pedestrian scale and shelter using building articulation and ensure all street frontages include uses that activate the public realm and create a pedestrian-friendly environment.

See also relevant actions for the sub-precinct listed under The Public Realm.



Low-rise buildings along Punt Road



- Potential 6 storey development
- Potential 2 storey development
- Existing development
- Articulation zone
- Landscape zone

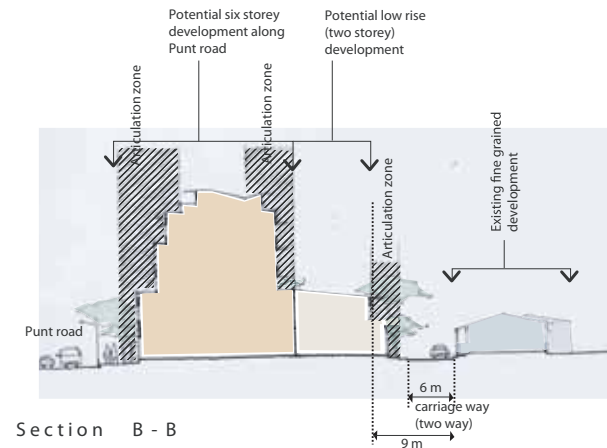
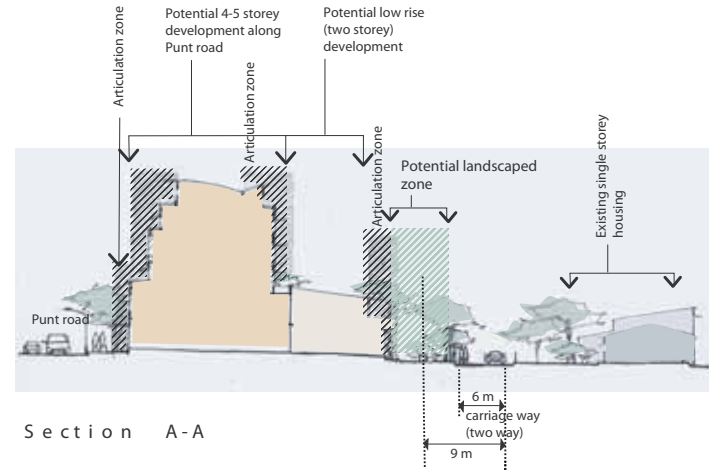
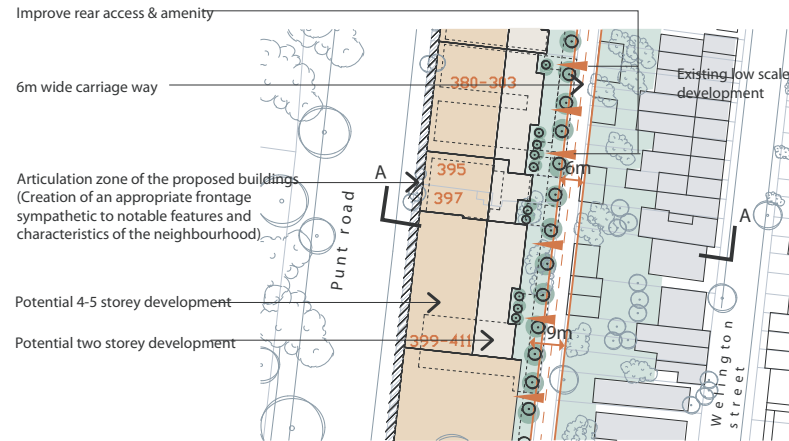


Figure 1 - Punt Road Frontage Sub-Precinct Building Envelopes

CHURCH STREET SUB-PRECINCT

Buildings along Church Street vary in height from one storey to a modern six-storey office at William Street and seven-storey apartments near the River. However, it is predominantly low rise such that, on one hand the Bryant & May factory with its over-scaled three storeys forms an imposing landmark along the street, and on the other hand overhead power and tram lines dominate its visual character in other areas. The architectural quality of the older building stock is generally low, apart from the notable exception of the Bryant & May Factory which is the only area of the streetscape affected by a Heritage Overlay, south of East Richmond Station.

While the architectural quality of the older building stock south of the Station is relatively low, the fine-grain pattern and lower building heights (very evident north of the station) continue to the south for a few blocks. The built form then gradually increases in scale, form and grain with larger warehouses and office buildings appearing in the streetscape, punctuated by some smaller properties, in particular to the east. (Figure 2)

The entire Church Street strip south of the East Richmond Station is zoned Business 3, except for the recent apartment development near the Yarra River which is zoned Business 5. Significant redevelopments including the former Richmond Power Station site have seen Church Street develop as a hub for commercial offices and showrooms, in particular for home wares, which has to a degree reinforced a sense of continuity with the major retail strip along Chapel Street to the south of the River. However, and as provided in the Industrial and Business Review for Cremorne, heritage buildings like the Bryant and May may be developed for a mixed use development that would incorporate residential, given the structural constraints associated with the conversion of such buildings into commercial and offices, where large floor spaces may be required.

The contribution of these new developments to the public realm is inconsistent. Most provide active frontages, although the recent office complex at 658 Church Street features landscaped setbacks which are not useable except as decorative features along driveways. Inactive spaces fragment the pedestrian realm, reducing its vitality and perceived safety and fail to make a positive contribution to the streetscape. Such setback spaces should ultimately be built into the Church Street frontage, unless designed as public spaces.

AIMS

Encourage redevelopment that consolidates Church Street's role as a focus of office and showroom retail activities with a mixture of complementary activities that support these dominant uses and add to the amenity and activation of the public realm. Encourage high quality new buildings of a scale complementary to the Bryant & May factory while ensuring transitions to protect the amenity of low-rise development away from Church Street on side streets and ensuring a sense of pedestrian scale in the streetscape.

RECOMMENDATIONS

1. Build to the street frontage with no front or side setbacks unless creating an open space that invites and supports public access and activity, that offers genuine environmental amenity for its users, and that contributes to the quality of the surrounding public domain.
2. Require the provision of active frontages along Church Street in all new development unless this conflicts with heritage conservation objectives.
23. Encourage the provision of awnings over footpaths to create weather protection for pedestrians, especially near tram stops.
24. Investigate the potential for public access to the Bryant & May tennis courts and enhanced utilisation of the clubroom facilities as part of any new development within the site. New development on this site will be guided by the heritage overlay controls and the overall building heights and setbacks specified for this part of Church St sub-precinct.



The Bryant & May factory is the only part of the Church Street frontage affected by a Heritage Overlay.



The very low scale of older buildings and lack of heritage constraints support redevelopment along much of Church Street. However, most recent commercial development contributes relatively little to the streetscape although they typically provide active frontages, which is one of the most important concerns along such main road frontages.

25. Minimise the number of vehicular crossovers affecting pedestrian amenity in Church Street. Discourage vehicular entry to properties from Church Street where there are options for access via side streets and rear laneways.
26. Ensure that new buildings sit comfortably within their immediate built form context, and where appropriate allow relatively higher built form elements, especially along Church Street with the proviso that taller new buildings grade down to create appropriate transitions to adjoining heritage buildings, and adjoining low-rise residential development to the east and west of Church Street to protect their amenity. A street frontage height of three to four storeys (max 14m) along Church Street, depending on adjoining buildings, and three storeys (max 11m) along side streets should be maintained and any additional height set back so as to be hidden from and to avoid additional overshadowing of nearby streets and public spaces.
27. Encourage a maximum height limit of four to five-storeys along Church Street north of William Street, and most properties on the east side of Church Street. This aims to continue and maintain the fine grain and low scale character of the heritage buildings north of the station and provide a responsive design outcome. Buildings south of Williams Street, in particular the west side of Church St, may accommodate another level given their relatively larger sites, if development proposals demonstrate design excellence and make tangible contributions to the public domain.
28. Create a sense of pedestrian scale and interest using building articulation and detailing of facades, especially at ground and first floor levels.

See also relevant actions for the sub-precinct listed under The Public Realm.



1. Coarse grain & larger properties on the west side of Church St south of Williams St may enable them to accommodate buildings higher than 4-5 storeys.
2. Fine grain and smaller properties on the east side of Church Street and north of Williams St on the west side may not be able to accommodate higher than 4-5 storeys.

**Figure 2 - Church Street Sub-Precinct
Subdivision patterns**

KANGAN BATMAN TAFE SUB-PRECINCT

The Kangan Batman TAFE occupies two large central sites within Cremorne and represents the only major public use in the area covered by the UDF.

The major site is between Cremorne, Kelso and Dover Streets and includes the picturesque former Cremorne Street State School, which is protected by a Heritage Overlay. Most of the buildings are in keeping with Cremorne's industrial character.

The smaller site occupied by the Kangan Batman TAFE covers the entire block between Cubitt, Balmain, Gwynne and Kelso Streets, with the exception of a few properties on Balmain Street, namely: 27, 29, 31, 43 and 47 Balmain Street. It is possible that the site may no longer be required for TAFE purposes and become available for redevelopment in 3-5 years time.

Both TAFE sites include large open air car parks that detract from the amenity of the wider precinct. However both sites also offer opportunities for redevelopment and provision of open space, which is significantly lacking in Cremorne. The provision of open space on the larger site, around the former State School buildings would present an excellent opportunity for an active urban space which residents and students could share as a community meeting space, and thereby strengthen the sense of community and belonging in the area. The Yarra Open Space Strategy also identifies a need for a large local park in the area which could be provided as part of any redevelopment of the smaller TAFE site.

AIMS

Create a 'heart' for Cremorne incorporating facilities serving the local community alongside those of the TAFE, and with a combination of restored and revitalised heritage buildings, higher-density built form and high-quality public open spaces.

Encourage appropriate redevelopment of the Cubitt Street TAFE site with provision for high quality public open space.

RECOMMENDATIONS (Figure 3)

Work with Kangan Batman TAFE College and DET (Department of Education and Training) to:

29. Provide and integrate facilities that reinforce the site's role as the focus for Cremorne's business and residential community and to complement the TAFE functions, e.g. education and childcare.
30. Develop public plazas around the former Cremorne Street State School buildings to support a variety of local recreational needs.
31. Encourage the improvement of east-west mid-block pedestrian links through the TAFE site, both north and south of the former Cremorne Street State School buildings.
32. Install a formal pedestrian crossing (a 'zebra' crossing) on Cremorne Street at the Kangan Batman TAFE.
33. Provide for vehicular access from Dove Street through the TAFE site car parks to Cremorne Street to eliminate the need for trucks reversing in Dove Street.
34. Create active building frontages, especially along plaza spaces and widened footpaths.
35. Protect the significance of heritage buildings with restoration works and appropriate uses.
36. Encourage public multi-level parking structures under buildings or open spaces. Reduce or eliminate open air parking where possible.
37. Maintain a low-rise built form character consistent with the industrial and commercial buildings in the surrounding area to complement existing



The spaces around the former Cremorne Street State School, which must be retained to protect the heritage values of the building, could be improved as a public open space to be shared between the TAFE students and the wider Cremorne community.



heritage buildings, with a maximum of three storey (11m) frontages along streets. Any additional height, to a maximum of 15m, should be set back to be subservient to the streetscape and to avoid any additional overshadowing of nearby streets and public spaces;

38. Ensure that new development is of high quality architecture and design details; and
39. Ensure that through block pedestrian movement and permeability is maintained and improved in any redevelopment of the site.

In relation to the smaller TAFE site in Cubitt Street, work with Kangan Batman TAFE College, DET (Department of Education and Training) and Statte Government to:

40. Provide a setback of 2 metres from Kelso St, to widen Kelso St in the section between Cubitt and Gwynne Streets to 8 metres, to continue the alignment and width of Kelso St west of Cubitt Street and particularly to provide additional pedestrian space.
41. Dedicate an area between 1500-2000 square metres for a north facing public open space on the north portion of the site, fronting Kelso Street, with a minimum depth of 30 metres and occupying the entire frontage in Kelso St.
42. Create a 6m wide east-west street between the new open space and the rest of the site.
43. Once vacated and available, rezone the site to the same Business Zone of the surrounding properties and broader precinct.
44. Formalise the existing east-west street to the rear of the properties fronting Balmain Street in this section – i.e., between Cubitt and Gwynne Streets.
45. Create active building frontages along surrounding streets, especially along the new open space on Kelso Street, complemented by wider footpaths.
46. Maintain a low-rise built form character across the site, consistent with the industrial and commercial buildings in the surrounding area, with a maximum of three storey (11m) frontages along surrounding streets. Any additional height, to a maximum of 15m, should be set back to be subservient to the streetscape and to avoid any additional overshadowing of nearby streets and public spaces.
47. Maintain a two storey street frontage height along Balmain Street, with a possible third level set back by at least 5 metres from the frontage, to avoid causing any additional shadowing to the new open space in Balmain St, and minimise impact on the views to the Nylex sign along Balmain St.
48. Ensure that new development is of high quality architecture and design details.

See also relevant actions for the sub-precinct listed under The Public Realm.



The smaller TAFE site in Cubitt St is to be vacated once the Docklands Campus is completed. The site offers opportunities for redevelopment and provision of a good size, north facing local open space for the community in Cremorne.



The Cubitt St TAFE site as seen from the intersection of Balmain and Gwynne Streets; seen also in the view the Nylex sign

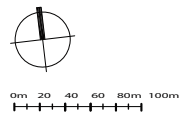
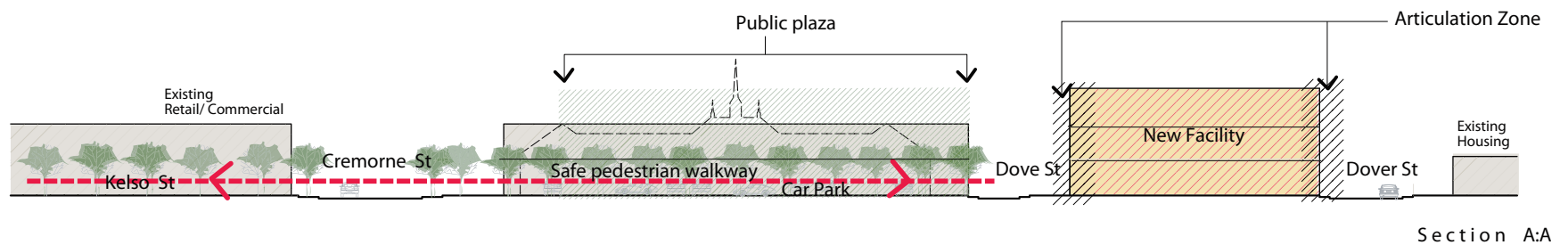
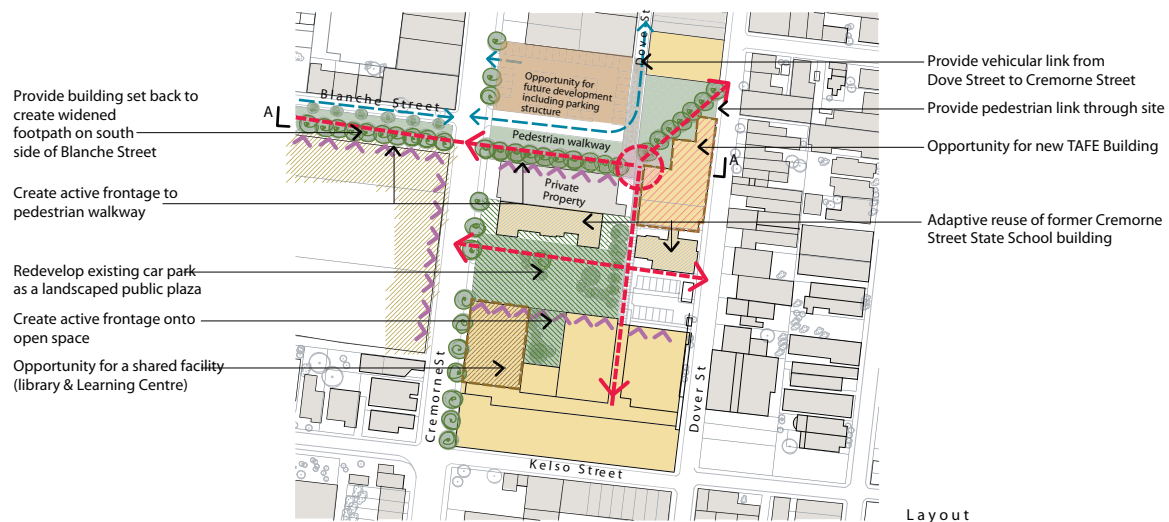


Figure 3 - Kangan Batman Tafe Sub-Precinct Building Envelopes

RICHMOND STATION SUB-PRECINCT

Richmond Station is metropolitan Melbourne's most important railway station outside the CAD, as it links all of the lines extending east and south of the city as well as providing access to the densely developed area of Richmond and the major sports and entertainment facilities at Yarra Park. The proximity of the station gives Cremorne an exceptional degree of access by public transport that supports its development for higher order businesses, as well as making it an attractive location for living, in line with Melbourne 2030 objectives.

However, given the broader catchment of Richmond Station that extends beyond the Cremorne precinct, including Richmond Hill to the north, recommended improvements to the station in this UDF are limited to linkages to the Cremorne precinct. These recommendations do not explore possible improvement options of the station.

The station, is in poor condition and is isolated from the areas it should serve by hostile traffic environments and under-utilised State-owned land. Vacant sites remaining from VicRoads' property acquisitions for road widening detract from the precinct. Pedestrian access and amenity within and around the station is poor. The entry to Stewart Street is frequently closed, requiring passengers heading north to walk much longer distances than necessary, as well as forcing them through the unattractive and unwelcoming environment in Swan Street. This is unacceptable for a station of this importance

The station's importance suggests that a new improvement project should be given high priority and should focus on practical measures of integrating the station with surrounding development and improvements to the pedestrian access systems. Much of the land in the sub-precinct is owned by VicTrack and VicRoads. The consolidation of these sites and other remnant properties would provide a basis for an effective redevelopment plan for that whole sub-precinct.

AIMS

Encourage the improvement of Richmond Station and provide a framework for improved links to the surrounding streets as a major transport hub serving the surrounding precincts.

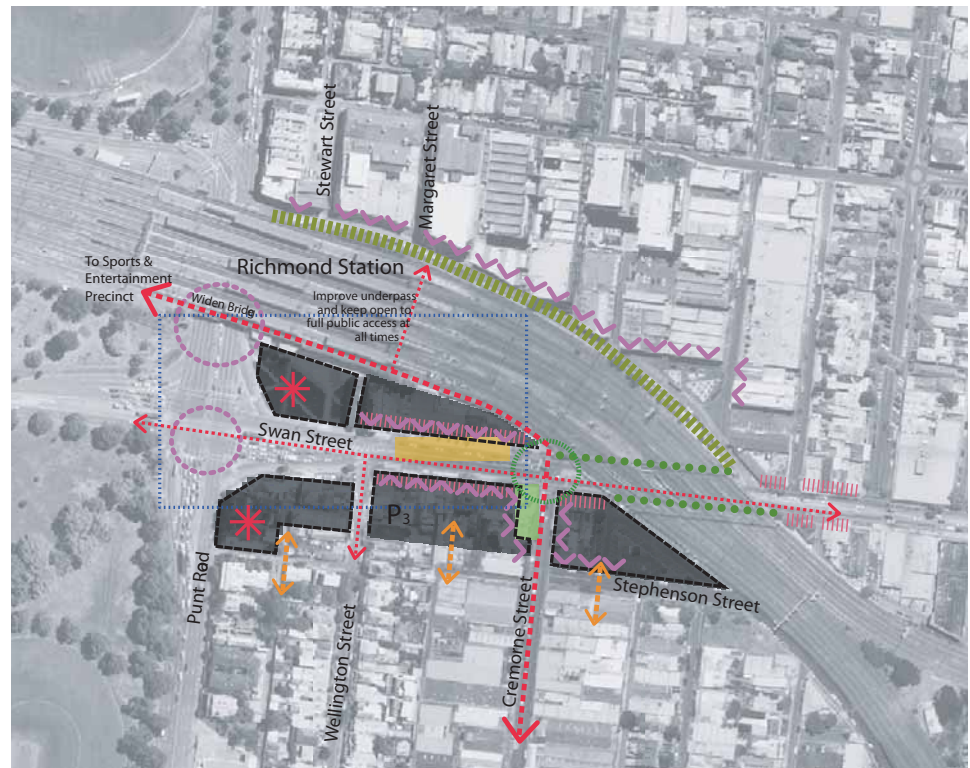
RECOMMENDATIONS (Figure 4)

49. Encourage the maintenance of access to both north and south station entries at all times.
50. Encourage the State Government to determine, with Council, appropriate built form outcomes for potential redevelopment of the station. This should be undertaken as part of the Swan Street Structure Plan.
51. In liaison with State Government, prepare a DDO (Design and Development Overlay), or a DPO (Development Plan Overlay) for Richmond Station and surroundings to provide a suitable design outcome, including activities and building envelopes, for the sub-precinct.

See also relevant actions for the precinct listed under The Public Realm.



The Stephenson Street car park could be redeveloped, providing more active frontages to streets near Richmond Station and providing a means to fund public space improvements elsewhere, e.g. at the Kangaroo Batman TAFE.



LEGEND

Consolidation of Land		Primary Route Pedestrian linkages & safety	
Potential high-rise development		Secondary Route Pedestrian linkages & safety	
Landmark buildings at intersection		Potential pedestrian crossing	
Parking potential - Semi-basement & 2 levels		Provide widened footpath in Cremorne St near Swan St at busy intersection	
Building frontage to traditional street alignment for continuity with Swan St retail strip to the east		Improve pedestrian amenity in underpass	
Active frontage streetscape enhancement		Lengthen green signal for pedestrians at Cremorne St intersection	
Potential tram supe stop		Improve streetscape amenity in Stewart St & give greater priority to pedestrians	
Sensitive interface Reduce potential visual and use conflicts			

Figure 4 - Richmond Station Sub-Precinct
Opportunities for Redevelopment and Improvements

EAST RICHMOND STATION SUB-PRECINCT

The East Richmond Station area has scope for redevelopment into a clear, pedestrian friendly and well connected transport interchange:

- The station is in the heart of the Swan Street/Church Street shopping district, close to business employment complexes on Church Street. As a result it is already well used by pedestrians and students of the TAFE in Cremorne.
- Its catchment includes a substantial residential area east of Church Street and an emerging commercial and mixed use precinct to the south and south west.
- The station links with two tram lines (Swan Street and Church/Chapel Streets).
- There are existing sheltered tram waiting areas under shop verandas.
- Pedestrian crossing facilities (lights and yellow painted strips) are provided nearby on Church and Swan Streets.

However, there are a number of infrastructure issues that require attention:

- Lack of space for walking and the dominance of vehicular traffic and space allocated to it and to car parks.
- Indirect and hidden pedestrian approaches that may make the area seem unsafe, particularly at night.
- The poor directional and timetable signage supporting use of train and tram services and transfers between them.
- Lack of useable public space.

There is thus the need and opportunity for works to make the area into a welcoming transport interchange.

The open air car parks near the station, especially south of the railway, provide significant opportunities for enhancement of the area. Provision of commuter car parking in this area is inappropriate as access is difficult and encouragement of vehicular traffic is contrary to strategic aims for the area. The southern car park is also isolated from Swan Street shops by the rail line.

AIMS

Improve the station precinct as a transport hub with strong pedestrian links to the surrounding area, improved public spaces and activity that contributes to the vitality and safety of the precinct.

RECOMMENDATIONS

52. Encourage redevelopment of the station and adjoining open air car parks north and south of the rail lines. Establish east-west walkways along the station and linking to surrounding streets and laneways, especially between Church Street and the Green Street underpass, preferably level with the platforms and with careful attention to levels and gradients to ensure universal access.
53. Treat the area as a pedestrian priority zone and discourage unnecessary traffic from entering. In narrow streets where footpaths are absent such as Railway Place, investigate the nomination of such streets as shared zones and improve their quality to reflect this role.
54. Encourage State government to install directional signage around the rail station, and 'real-time' train and tram information in Church Street and Swan Street.
55. Create a signalised pedestrian crossing of Church Street at the entry to East Richmond Station.
56. Encourage mixed uses throughout this sub-precinct to create active frontages onto the walkways to add activity and improve security and surveillance.
57. Building heights should be a maximum of three storeys (11m) at street frontages, unless stated otherwise in the more specific recommendations of other sub-precincts. An additional storey may be permitted if set back to



Pedestrian access within the station precinct is limited by poorly integrated ground levels, including steep ramps from Church Street as well as minor level changes and trip hazards between the car parks and platforms.



The pathway along the southern platforms could be improved significantly to provide a link to Green Street etc. and redevelopment on the car park site would have an attractive northerly aspect onto this route.

avoid visibility from, and any additional overshadowing of, nearby streets and public spaces.

58. In liaison with State Government, develop a DDO to guide the development within and around this sub-precinct and set parameters for the most appropriate built form outcomes.

See also relevant actions for the sub-precinct listed under The Public Realm.

RICHMOND MALTINGS SUB-PRECINCT

The existing buildings on the former Richmond Maltings site at Gough Street contrast markedly with the low-rise, fine-grained housing to the north. The silos and Nylex sign are landmarks beyond Cremorne and the entire site is included on the Victorian Heritage Register. While the upper levels of the silos would offer spectacular views of the Yarra River and South Yarra, the site is badly affected by Punt Road and the Monash Freeway, which result in unattractive frontages and hinders access. The size of the site itself and the impermeable nature of its buildings also add to the barrier created by the Freeway between Cremorne and the River.

AIMS

Encourage redevelopment within the precinct, to restore a significant source of activity and employment in Cremorne, to showcase the heritage structures and to better integrate the precinct with its surroundings.

RECOMMENDATIONS (FIGURE 5)

59. Encourage uses that respond to the varied context on different aspects of the site, e.g. active frontages onto Harcourt Parade with parking above as a buffer to the freeway, and residential on the north and east sides to create an appropriate interface with nearby housing.
60. Incorporate uses e.g. recreation, tourism, hospitality or community facilities, integrated with and complemented by public open spaces, that help to activate the site and make it a focus for the broader community, including users of the Capital City trail.
61. Modify the streetscape design of Harcourt Parade so it does not appear as a freeway entry ramp encouraging high-speed driving, and to provide better pedestrian and cyclist facilities.
62. Convert the northern footpath of Harcourt Parade to a shared foot and cycle path and relocate the existing pedestrian crossing over the Monash Freeway entrance in Harcourt Parade to align with the west primary link through the site, and connect to the Capital City Trail , in liaison with Vic Roads.
63. Conserve heritage buildings. Ensure new and existing buildings can be read as an assemblage of elements in keeping with the site character and history.
64. Formalise and rationalise the spaces around the heritage buildings and design them in a manner that ties the different elements, old and new, in one whole integrated development, interconnected via a series of open spaces and links, in both north-south and east-west directions, to improve accessibility and connectivity throughout the precinct, in particular to the Yarra River and Capital City Trail to the south.
65. Keep the major building mass around the silos, with the Nylex Silos being the highest element in the envelope. Ensure that new development causes no additional shadowing of the Yarra River environs, including the shared (bike and foot) path or any of the new links and public spaces, during winter.
66. Create an appropriate interface with low-rise buildings to the north and east, graduating from three levels at Gough Street and Cremorne Street to a maximum height of nine storeys, along the Monash Freeway.
67. Maintain the silos as key landmarks and ensure that any new development on the site embraces and complements the silos' form, which provides a reference to the site's industrial past.
68. Encourage reduced car dependency by provision of better access to surrounding railway stations, including South Yarra, Richmond and East Richmond Stations; and with better access to the Yarra Bike Trail, increased bicycle storage provision (both short and long term) and associated shower, change and locker facilities, integration with pedestrian pathway networks and increased scooter and motor bike storage.



Redevelopment of the Richmond Maltings site should contribute to a pedestrian link across Harcourt Parade and under the Monash Freeway to the Yarra River and Capital City Trail.



Gough Street



Gough Place. Any new relatively tall development on the Maltings site needs to creation of appropriate scale transitions within the site to avoid additional detrimental impacts on nearby low-rise housing.

69. Facilitate ample pedestrian access to Yarra River and the Capital City Trail.
70. Encourage consolidation of the property on the corner of Punt Road (No. 1 Harcourt Pde) with the remainder of the Richmond Maltings site to achieve the best design outcome for the site. The consolidation of this triangle with the balance of the site would provide the opportunity for a more responsive and integrated building form around the silos.
71. If the site is to be developed separately , based on land ownership, then the following provisions should apply to the triangular site at No. 1 Harcourt Pde):
 - Continue the street frontage height allowed for the rest of the site along Gough St frontage.
 - maintain existing views to the Nylex sign from Punt Road and the parkland beyond.
 - Ensure that building mass and bulk is concentrated along the freeway edge to the south.
 - Achieve a design and architectural quality appropriate to a landmark building with such an important location, complementing and embracing the silos form and triangular shape of the site.
 - Be designed to achieve a visually interesting and complementary relationship with other buildings on the site.

See also relevant actions for the precinct listed under The Public Realm.



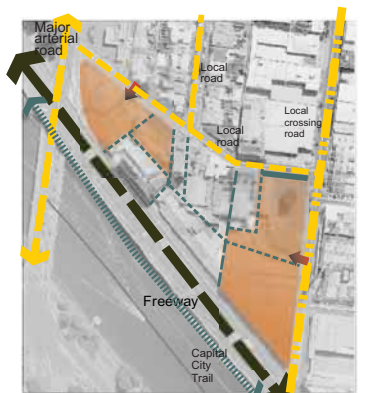
Cremorne Street looking north towards the new development at 165 Cremorne Street to the east and the Nylex site to the west



View to the silos from Harcourt Parade



Views to the silos and the Nylex sign from Melrose Street

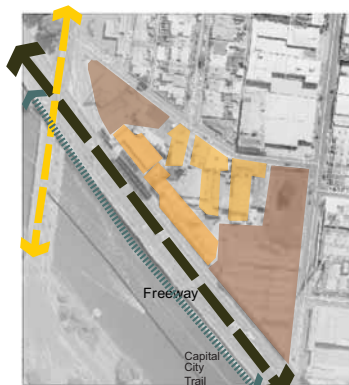


Access & Circulation

- Vehicular access
- Pedestrian access
- Basement car parking

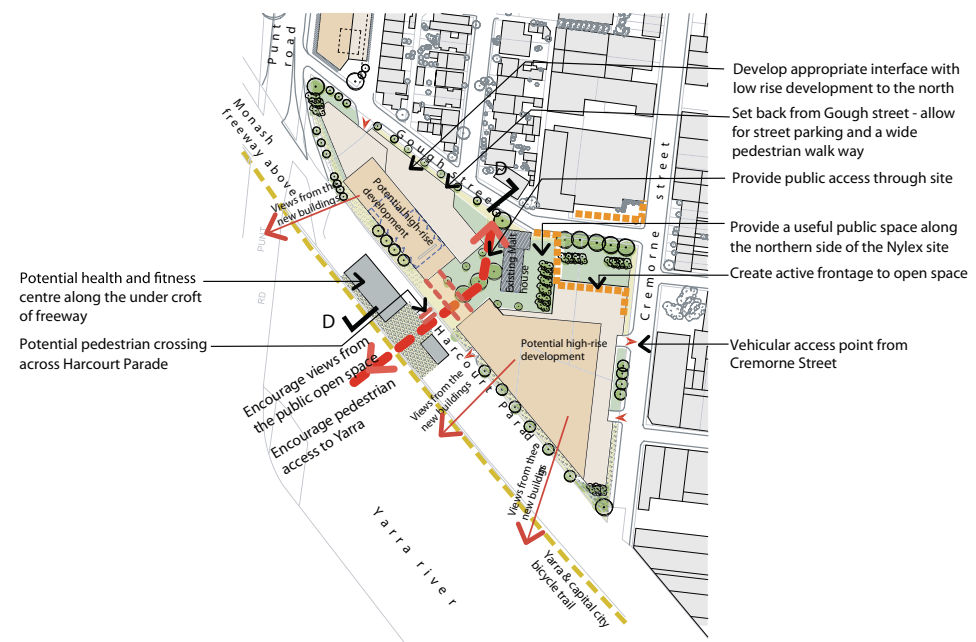


Public spaces - links & plazas

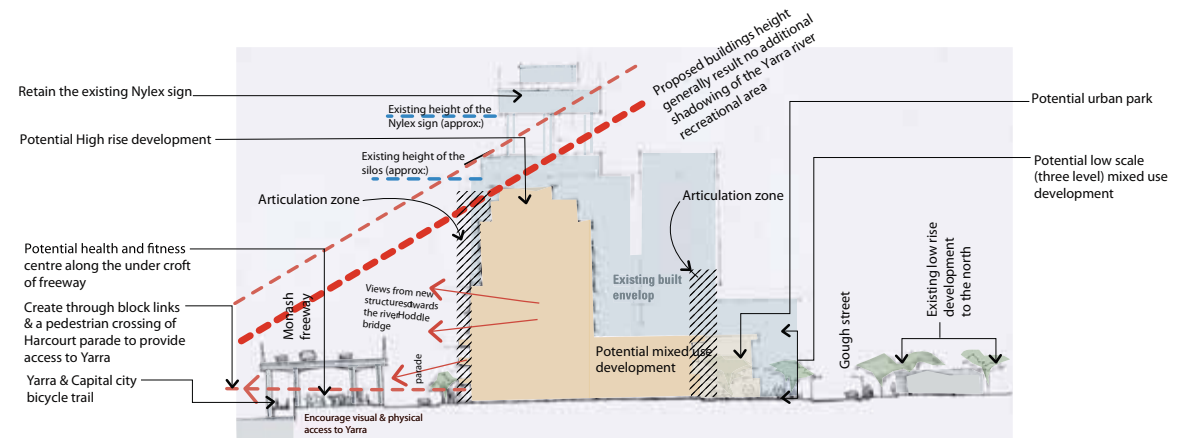


Built Form & Heritage

- Heritage buildings
- New buildings



Development Opportunities - Site Plan (not to scale)



Development Opportunities - Cross Section (not to scale)

Figure 5 - Richmond Maltings Sub-Precinct Design Principles & Development Opportunities

CAR PARKING

The small properties and narrow streets typical of Cremorne make car parking problematic. On-street parking limits improvements to pedestrian amenity, so off-street parking is desirable. However, many properties are too small to reasonably accommodate parking, and open air car parks on larger sites detract from the amenity and character of the precinct.

Basement parking is therefore desirable to support activity in the precinct while enabling improvements to the public realm. Since parking structures can be built efficiently only on relatively large sites, large redevelopment sites are important in helping to support the parking needs of the precinct as a whole. Sharing parking spaces among various user groups also maximises their potential use, as peak demands differ amongst the varied uses in the precinct.

Car parks use a great deal of space and this works to reduce other land use densities. They also represent a significant component of development costs. Reduced parking rates can therefore contribute to more affordable housing and more competitively-priced commercial tenancies. Quite low parking rates would be appropriate in Cremorne given its proximity to major public transport services and location within easy walking and cycling distance of a wide range of services.

Secure bike parking and end of trip facilities at places of employment (showers, lockers, change rooms etc.) are important to encourage cycling as an alternative means of transport in the area.

AIMS

Minimise the detrimental impacts of car parking on the feasibility of redevelopment and on the environmental amenity of Cremorne.

RECOMMENDATIONS

Minimise the dependence of development on car parking

- 72. Minimise required on-site parking provision rates in new smaller development and in lieu of such provision require developer contributions, which would be used to develop shared parking structures on key public sites and improve key bike and walking routes to transport nodes in support of sustainable transport.
- 72. Encourage land uses that do not require high rates of car parking.
- 74. Require provision of secure bike parking and end of trip facilities in new large scale developments and at the railway stations in accordance with Bike Victoria recommendations.

Support sharing of parking spaces between multiple users

- 75. Encourage the provision of shared/public parking structures in major development sites to support the redevelopment and use of smaller properties in the precinct.
- 76. Design car parks to maximise flexibility in their long term management and optimisation of access and utilisation 24-7, e.g. to enable use for public parking, or the leasing of spaces to nearby property owners who have no prospect for on-site parking.

Replace open air car parking with parking within new buildings

- 77. Redevelop open air car parks, providing replacement parking spaces in multi-level structures below or contained within buildings for other activities.
- 78. Prohibit the creation of new open air car parking, especially at street frontages. Minimise and carefully locate car park entries to reduce impacts on footpaths.



The narrow streets typical of Cremorne and the need to provide better pedestrian and disabled access limit the supply of on-street parking.



While streets lined with garage doors are not desirable, careful attention to architectural details can reduce detrimental impacts on the streetscape where there are no other options for access to off-street car parks.

The public realm

Regardless of the potential magnitude of change on certain sites, Cremorne's overall urban structure – its layout of streets and other spaces – would be very difficult to change significantly. Therefore, the UDF would work as a plan for careful management and fine-tuning of the area to build on its existing qualities and to remediate obvious shortcomings in the public realm.

PEDESTRIAN & VEHICULAR CIRCULATION & ACCESS (Map 6)

Access:

Despite its central location, Cremorne is isolated by transport infrastructure, especially the Monash Freeway, the elevated rail reserve and Punt Road, so that access between Cremorne and surrounding areas is much poorer than it could otherwise be. Although the Yarra River, regional bike networks and extensive parklands are close by to the west and south, Cremorne does not enjoy easy access to these recreational spaces and bike routes.

IMAP, the Inner Melbourne Action Plan, proposes development of a walking and cycling path following the rail line through Cremorne and extending north through Richmond via Lennox Street. This will link with a potential route through South Yarra, Prahran and Windsor, providing a significant regional resource for access, complementing Church and Chapel Streets.

Richmond Station is an extremely significant transport node, but separated from the body of Cremorne by Swan Street. The South Yarra rail station is even closer to parts of Cremorne, and potentially more convenient for passengers on the Sandringham, Dandenong and Frankston lines. However, use of this link is limited by the lack of access to the north end of South Yarra station's platforms and by the poor amenity of the existing route via the dilapidated footbridge over the River (attached to the South Yarra rail bridge). Access to the footbridge is inconvenient and does not comply with disability access requirements, and the approaches to it pass through isolated and hidden spaces so it is liable to seem unsafe, especially at night.

Circulation:

Circulation options within the precinct are also very constrained. There are only two Cremorne streets connecting into Swan Street, streets off Punt Road are effectively reduced to left in/left out access only due to heavy traffic, and streets at the south serve only as exits to the Freeway. In addition, the internal circulation network is typified by narrow streets in an irregular grid with few connecting routes, especially for east-west movement. The South Yarra railway cuts Cremorne in two, with only two underpasses linking the parts.

Given its strategic location, Cremorne is affected by through traffic and rat-running as drivers try to avoid heavy traffic in Swan and Church streets. This causes congestion in Cremorne's already busy streets, especially at peak hours, and can make local access difficult at times although the congestion is itself an important deterrent to increasing through traffic and it helps to reduce traffic speeds.

With its major streets only 15 metres wide, many of Cremorne's streets could be intimate and attractive spaces for pedestrians. However, traffic and parking demands have been accommodated at the expense of other concerns, resulting in narrow footpaths, poor amenity and safety standards. Many laneways lack any footpaths and some streets are too narrow to provide footpaths meeting disabled access standards.

In combination, these factors limit the accessibility to properties and can lead to congestion even with relatively small traffic volumes. Any measures to reduce vehicular congestion by increasing traffic capacity would result in detriment to other uses, so efforts to improve access should focus on better provision for walking, cycling and use of public transport, using streetscape enhancements and



Railway viaduct, Stephenson Street



Balmain Street underpass



Many of Cremorne's narrow streets have footpaths that are too narrow to provide for appropriate disabled access, even on important links as here near the Kangan Batman TAFE.



Even where the street width is not a constraint, provisions for pedestrians are often poor, as at the Church Street crossing of the Monash Freeway off-ramp (top) and within the office park at 658 Church Street (bottom photo).

'shared zones' that favour pedestrians and cyclists.

AIMS

Support the development and ongoing vitality of Cremorne by improving access via sustainable transport options. Maximise flexibility of access while minimising the detrimental impacts of vehicular traffic and limiting traffic levels in the precinct streets to the minimum necessary to serve local businesses and residents.

RECOMMENDATIONS

Improve access between the precinct and surrounding areas

79. Improve pedestrian access over Punt Road, especially near Richmond Station.
80. Enhance pedestrian amenity under the Swan Street rail bridge.
81. Work in partnership with the State government to:
 - improve access to and the amenity of the footbridge attached to the South Yarra rail bridge;
 - redesign the embankments near the bridge to improve access and visibility; and,
 - redevelop the land between the railway and Green, Balmain and Electric Streets (owned by VicTrack and used for parking) to make better provision for walking and cycling along Green Street.

Improve access to existing public transport infrastructure

82. Facilitate improvements to the accessibility of tram stops in Church Street between Swan Street and the railway, and at the Balmain/Cotter Street intersection to better serve tram passengers.
83. Increase the green signal time for pedestrians crossing Swan Street at Cremorne Street.
84. Improve the quality, amenity and accessibility of the pedestrian bridge, attached to the railway bridge, to South Yarra Station via Yarra Street, and over the River and Alexandra Avenue.

Improve the internal connectivity of the local circulation network

85. Develop a generous walking and cycle route along Green Street, connecting south via the South Yarra rail bridge and north via the underpass near East Richmond Station.
86. Improve amenity in the railway underpasses with better lighting, graffiti control, integrated art programs, etc.
87. Develop a public pedestrian route through the forecourt and car parks at 658 Church Street, linking Church Street at the pedestrian crossing near Howard Street to the pedestrian bridge over the River.
88. Create mid-block walking links, north-south and east-west, to the proposed park at the former freeway off-ramp east of Church Street (635-637 Church Street).
89. Improve the pedestrian link along the railway from Stephenson Street to Swan Street, through the existing car park site.
90. Improve permeability and walkability in the area by encouraging the provision of pedestrian access-ways or through-block links as part of any redevelopment of properties that would –
 - link Jessie Street to Swan Street;
 - link Wellington Street to Kelso Street;
 - link Gough Place to Kelso Street; and
 - link Parkins Lane to Huckerby Street.



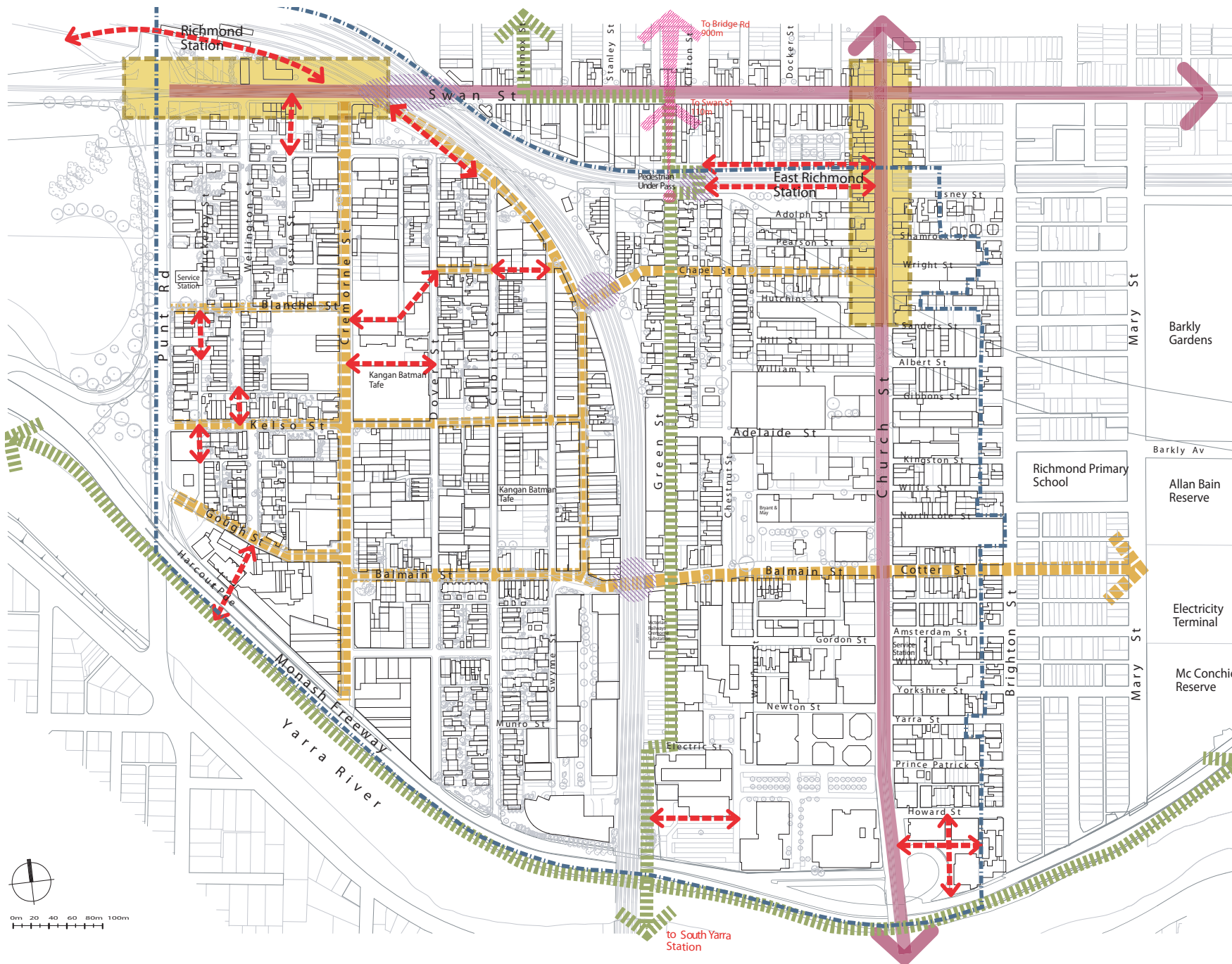
The pedestrian bridge attached to the railway footpath on the south side of the Freeway, linking to South Yarra.



Dun Street railway underpass



Green Street has relatively wide footpaths and potential for improvement to a major north-south pedestrian and cyclists spine



Map 6 - Pedestrian and Cycle Links

Increase the allocation of space for pedestrians and cyclists in local streets

91. Consider the establishment of Shared Zones in all streets and lanes that are too narrow for DDA-compliant footpaths and where multiple driveways erode the integrity of the footpaths.
92. Reduce the surplus width of the freeway off-ramp west of Church Street to improve the walking route along Church Street.
93. Mark informal bike lanes (i.e. dashed lines with no cycle logos on the road pavement) in Balmain Street and Cremorne Street.

Enhance streets as public spaces

94. Develop and implement a public lighting strategy. Suspend street lights from buildings wherever possible to enable removal of poles from footpaths.
95. Explore opportunities for undertaking aerial bundling of cables or place power lines underground, especially in connection with the redevelopment of any of the major sites in the precinct.
96. Rationalise poles and signs to reduce obstacles in footpaths.
97. Improve amenity in Balmain Street between Cubitt and Gwynne Streets, creating a wide footpath on the north side of the street that functions as a small open space, activated by an outdoor seating area for the adjoining hotel and other future active uses. To limit overshadowing to this space in winter, development on the north side of Balmain St, namely the properties 112 Stephenson St (The Cherry Tree Hotel) and 49 Balmain St is to be limited to two storey street frontage height, with a setback of a minimum 5 metres above that for any additional levels. Total height of any development on these properties should not exceed 5 storeys.
98. Prepare a streetscape precinct plan, setting out paving materials, identifying improvements for disabled access, including improved alignment of kerb ramps and installation of tactile pavers, and identifying locations for tree planting (e.g. within localised kerb outstands, pocket parks, building setbacks, etc.). Implement the plan through a combination of Council capital works budgets and developer contributions for frontages adjoining their sites.

Limit the detrimental impacts of traffic with targeted management measures

99. Monitor traffic movements and levels throughout Cremorne, especially along Cremorne and Balmain Streets, and assess the need for traffic management measures in the precinct to reduce any existing rat-running or through traffic. Such measures may include speed humps, road narrowing at certain intersections to limit traffic entering the precinct, imposing speed limits in narrow streets and nominating certain local streets and laneways as shared zones.
100. Formalise the pedestrian refuge in Balmain Street at Palmer Parade and re-align Balmain Street between Gwynne and Stephenson Streets to limit traffic speeds.
101. Set reduced speed limits (30 or 40 kph) throughout Cremorne.



Cremorne streets generally lack proper footpaths, some in fact don't have footpaths at all, such as the railway side of Stephenson Street, north of Dunn Street



Figure 6 - Enhanced Street and Open Space Network

NB: more detailed and specific circulation and access recommendations have been included in the relevant sub-precincts.

OPEN SPACES & COMMUNITY FACILITIES (Map 7)

There are few useable public spaces within Cremorne, and the expansive parklands to the west are relatively inaccessible for casual use. The few local public open spaces are small and relatively inaccessible sites at fringes of the precinct, including a park next to the Monash Freeway at the south end of Cubitt Street, and one next to Adolph Street near East Richmond Station. Open space facilities within the Kangan Batman TAFE campus are extremely modest.

The precinct also lacks local community facilities. The TAFE now provides little amenity except for employees and students, but it offers important opportunities both for open space and community facility provision. Protection of the former Cremorne Street State School buildings' heritage significance requires retention of open space around them, and so the existing car parks have potential as public spaces that would be useful for students as well as the wider community. The TAFE site is a central location that would be ideal for local facilities serving Cremorne, such as childcare facilities which could be integrated into the TAFE.

Some major development sites also have the potential to provide sheltered pocket parks. Modest set-backs along the south sides of Gough and Blanche Streets would improve pedestrian circulation and, with appropriate redevelopment along them, could provide attractive north-facing spaces for seating and other casual uses. Introducing space around heritage buildings in the Malthouse complex would enhance their legibility and apparent significance and enable their use as activity hubs for this precinct. Such open spaces would also be of value as a buffer between nearby low-rise houses and new buildings on large redevelopment sites, and would also work as links through the site, thereby improving pedestrian and cyclist access to the Yarra River and Capital City Trail to the south of the precinct.

AIMS

Provide a variety of small spaces within Cremorne that are made highly useable with good access, careful orientation and shelter, active building frontages, links to community facilities, and design that supports their use by various age groups.

RECOMMENDATIONS

Create new public spaces

102. Improve the car parks around the former Cremorne Street State School buildings at the Kangan Batman TAFE to work as public spaces. Engage in dialogue with various State departments, in particular Vic Track and the Department of Education and Training (DET), to provide the best development outcome for the Stephenson Street car park site and the TAFE site, whereby the Stephenson St car park is developed for a commercial or mixed use building with car parking, and the current car park in the TAFE converted to public open space.
103. Work in partnership with the TAFE, DET and State Government to provide a local open space in Cremorne on the Cubitt St TAFE site, should the site become available for redevelopment. A north facing open space is to be provided along Kelso Street, between Cubitt and Gwynne Streets, with a total area of 1000-1500 square metres. Refer to detailed recommendations in the TAFE sub-precinct.
104. Create a new park at the former freeway off-ramp on the east side of Church Street.
105. Create a north-facing pocket park at the Richmond Maltings site, fronting Gough Street between the Malts Silos and the Nylex Silos, terminating the vistas of Melrose St, and connected with a series of primary and secondary pedestrian links in an east-west and a north-south directions to improve access to the Yarra Bike Trail and connectivity through the precinct.
106. Investigate the potential to create a new public space south of and linked to Dunn Street at the railway underpass, utilising VicTrack land and part of the carriageway of Dunn Street, on the south side, to continue the same width



The Yarra River and Capital City Trail are very close to Cremorne, but difficult to access.



The former freeway off-ramp east of Church Street provides an opportunity to develop a new public open space.



Greater public access (on a commercial basis) to private recreation facilities such as the Bryant & May tennis courts should be encouraged.

of Chapel Street along Dunn Street.

107. Re-align Balmain Street between Gwynne and Stephenson Streets, in front of the Cherry Tree Hotel, to accommodate a small open space and limit through traffic.
108. Designate Blanche Street, along its entire length as a shared zone, and require developer contributions for its construction by abutting major sites. Introduce a crossing point over Punt Road at the intersection with Blanche Street.
109. Create a widened footpath along the south side of Kelso Street between Cubitt and Gwynne Streets, abutting the newly provided open space and improve the quality of footpaths in Kelso St along its length and terminate by a crossing point over Punt Road to improve east-west connectivity through the precinct and with surrounding areas.

Locate community facilities at key activity nodes

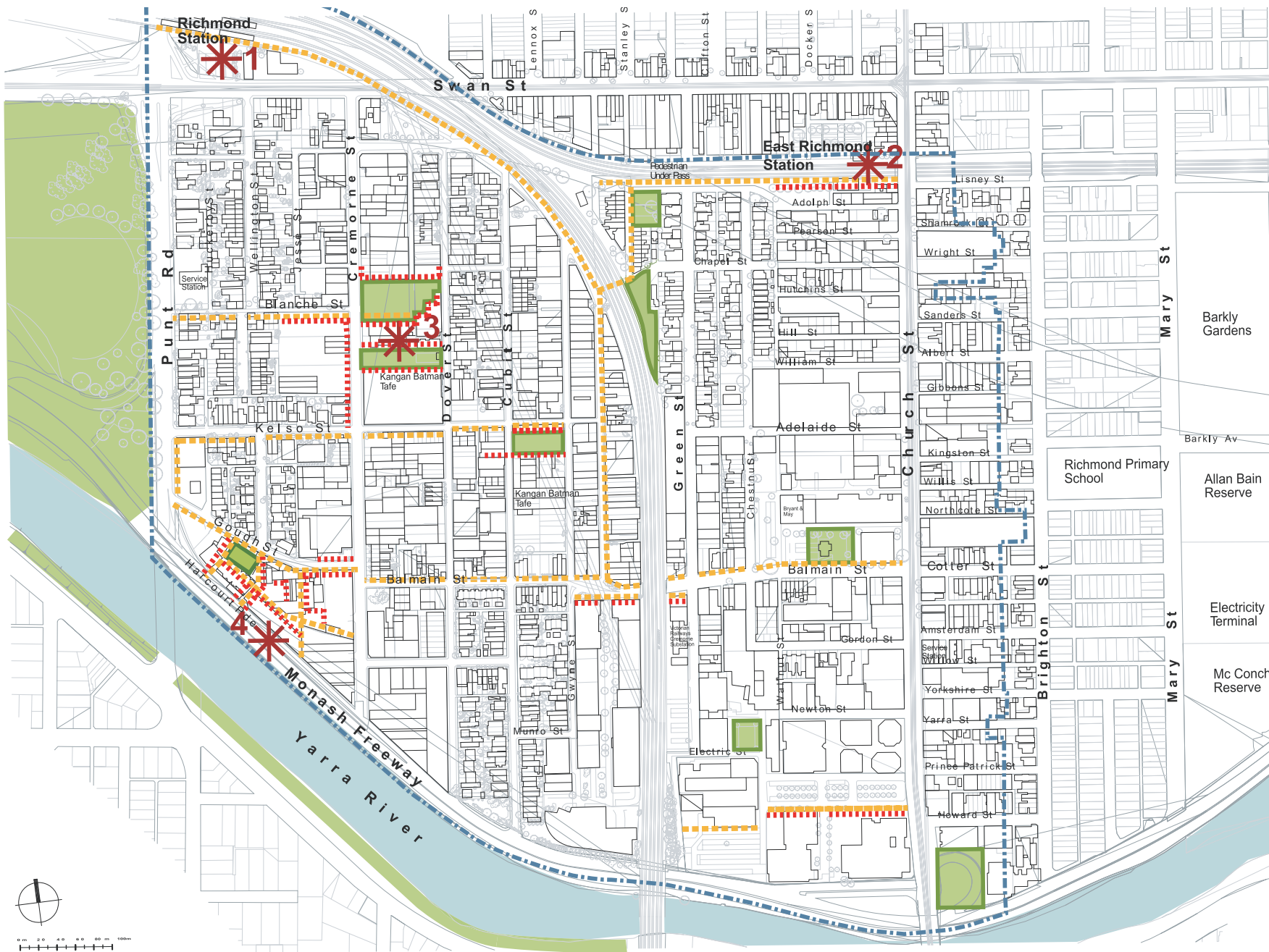
110. Investigate opportunities for partnerships between the Kangan Batman TAFE and Council to create a neighbourhood community centre based around heritage buildings and associated open spaces on the TAFE site. Investigate public uses that can be integrated into the campus.
111. Investigate the development of recreation facilities under the freeway to support use of the river (e.g. boating facility, sporting clubs, fitness centre, cafe). Maintain views through the undercroft near the Malt house building.
112. Investigate potential community uses in the Richmond Maltings site that will complement the riverside location and link with the Capital City Trail.

Develop synergies between public spaces and uses at their edges

113. Encourage ground-level land uses that provide active frontages over extended hours along key pedestrian routes, open spaces and near bus and tram stops.



The re-alignment of Balmain Street between Gwynne and Stephenson Streets would result in the creation of a small open space, and also assist in reducing traffic levels and speed.



- ### Legend
- Yarra River
 - Regional Open Space
 - Local Open Space
 - Preferred Location for Community Facilities
 - In association with Richmond station
 - In association with East Richmond station
 - In association with Kangan Batman tafe
 - At Nylex site to develop links with Yarra river
 - Widened footpaths/ pedestrian links with northerly aspect
 - Activate building frontages at public space
 - Study Area

Map 7 - Open Spaces & Community Facilities

Implementation of projects, priorities & staging

STRATEGIC PARTNERSHIPS & PROJECT COORDINATION (Map 8)

A number of recommended actions and guidelines in the UDF apply to individual development sites, streets or other spaces and can be dealt with in relative isolation through incorporation of guidelines or other amendments to the Planning Scheme, through Council's capital works programs, and in negotiations with developers as proposals for individual sites are put forward. However, there are several opportunities that require coordination of public and private sector initiatives, as well as coordination of Council and State Government works. This coordination is important not simply to enable desired public realm improvements. It can generate synergies between public and private development, giving advantages to developers that provide a basis for negotiating inclusion of features with benefits to the wider public, which otherwise could not be provided.

To support this coordination, there are seven key areas in Cremorne where more detailed planning and design is recommended to address integrated public and private sector redevelopment:

- Richmond Station
- East Richmond Station
- Kangan Batman TAFE
- Richmond Maltings site, Stitches site and Monash Freeway undercroft
- Green Street Cycle corridor
- Church Street Gateway / City Link off-ramp
- Punt Road frontage

The recommendations in the UDF for these areas should be seen as interim guidelines until such time as more detailed work is undertaken.

IDENTIFICATION OF PRIORITIES AND STAGING

Timely preparation of master plans, detailed plans and budgeting for capital works is important to support orderly development of the precinct. The determination of priorities and stages for implementing recommendations in the UDF should be informed by Council's and Government's strategic priorities and development targets, as well as responding to private sector initiatives. A list of indicative priority projects is given at right for consideration by the State government and Council, some of which are included in the list below, which shows the Capital Works projects to be undertaken by Council within the next 10 years:

- Church Street gateway / Monash freeway off-ramps (635-637 Church Street)
- Balmain St between Gwynne and Stephenson Streets open space – in front of the Cherry Tree Hotel.
- East Richmond Station environs.
- Staged streetscape improvements for key streets in Cremorne, eg. Cremorne and Balmain Streets to recreate these streets as liveable public spaces by designing these streets to limit through traffic and maximise pedestrian activity.

UDF INTERPRETATION INTO STRATEGIC POLICY

Following the adoption by Yarra City Council of an Urban Design Framework (UDF) to manage the future development of the Cremorne precinct, an appropriate suite of planning controls under the Victoria Planning Provisions (VPP's) will be prepared to implement the planning and built form provisions recommended in the UDF.

The planning controls will be selected and tailored to give effect to the particular objectives and recommended actions outlined in the adopted UDF to facilitate the

KEY INVESTIGATIONS, 2007-2010

State Government

Sustainable Transport

- Master planning for Richmond Station and Modal Interchange
- Design for new regional north-south pedestrian/cycle bridge and networks
- Design for East Richmond Station and underpass upgrade

Growing Community Capital

- Finalize master plan for Kangan Batman TAFE
- Develop a master plan for activities to be incorporated under the Monash Freeway

Private Sector

- Master planning and design for the Richmond Maltings precinct
- Master planning and design for key sites in Cremorne Street
- Church St development

Statutory Framework

- Incorporate UDF into the Planning Scheme once translated into policy format.
- Incorporate amendments to the planning scheme for properties fronting Punt Road and the river

KEY PROJECTS (COUNCIL AND STATE GOVERNMENT) - 2010+

- Capital improvements to the Richmond Station
- Capital improvements to the East Richmond Station and underpass
- Continued development of Kangan Batman TAFE
- Development of the new cycle link and cycle/pedestrian bridge linking Forrest Hill and Cremorne

precinct's future growth as a mixed use area, with improvements to the public realm and access provisions to and through the precinct.

The UDF proposes a number of changes to zoning in the Cremorne precinct. A local planning policy is proposed to cover the entire precinct and will apply alongside the zoning provisions under the Yarra Planning Scheme. The policy will include the objectives and recommendations of the UDF as they relate to land use, activity and development opportunities, traffic and access and the provision of appropriate physical and community infrastructure to support any change of uses in the precinct. The adopted UDF will be included as a reference document to the Policy and will need to be considered in conjunction with other relevant policies included in the Local Planning Provisions Framework (LPPF) of the Planning Scheme e.g. Clause 22.10 Built Form and Design Policy, or any proposed policies e.g. Interface Policy.

In addition, a Design and Development Overlay (DDO) will be prepared to apply to the Punt Road frontage and Church Street Sub-Precinct and to key redevelopment sites in the precinct e.g. the Richmond Maltings sub-precinct, the Kangan Batman TAFE sub-precinct. The DDO will set out built form controls, outline a preferred character and design objectives for these main roads and key strategic sites and include built form requirements including maximum building heights, minimum building setbacks and the required car parking access provisions.

The built form and development provisions in the DDO will effectively build upon the sub-precinct based specific recommendations of the UDF, as adopted.

Figure 7 illustrates the process up to now and hereafter:

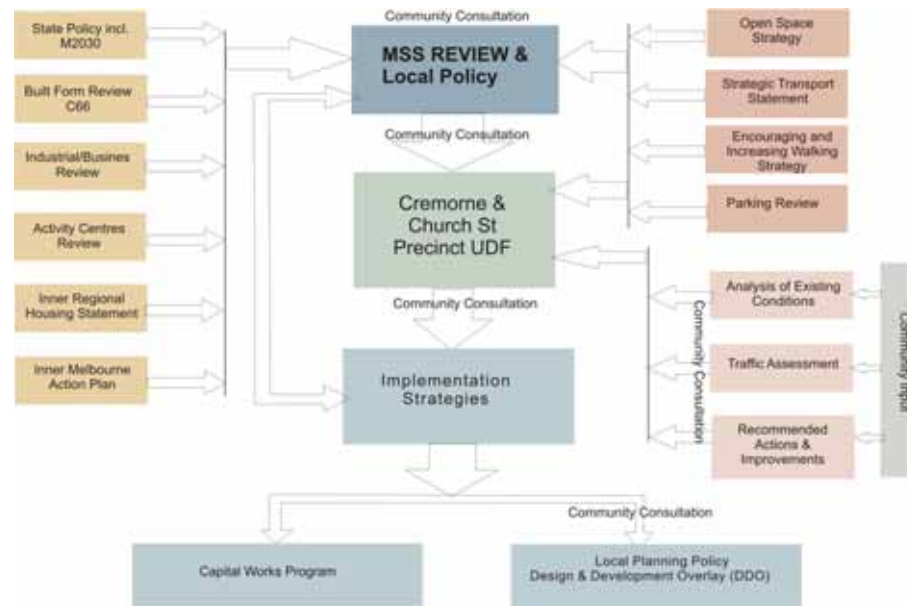
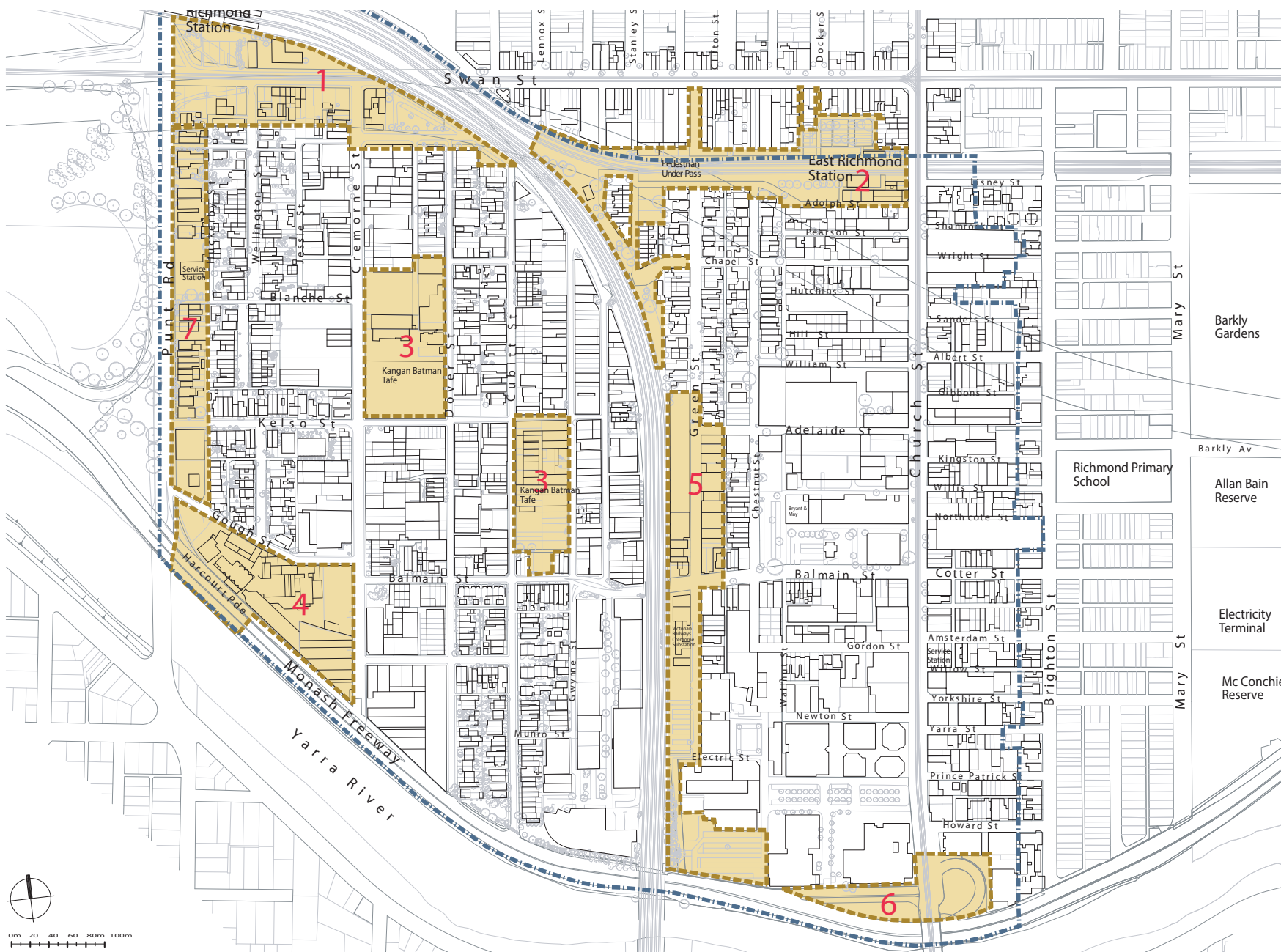


Figure 7 - Cremorne and Church Street Precinct Development and Implementation Process



Map 8 - Key areas for Public/Private Development Co-ordination

