



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

Adopted by Council 11 August 2010
FINAL VERSION

BRUNSWICK STRUCTURE PLAN

LOCAL AREA THREE - NICHOLSON STREET



Moreland City Council

VOLUME 2 PART 3

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

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1 INTRODUCTION

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

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

1.1 HOW THE PLAN IS ORGANISED

The Brunswick Structure Plan comprises four volumes as follows:

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

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

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

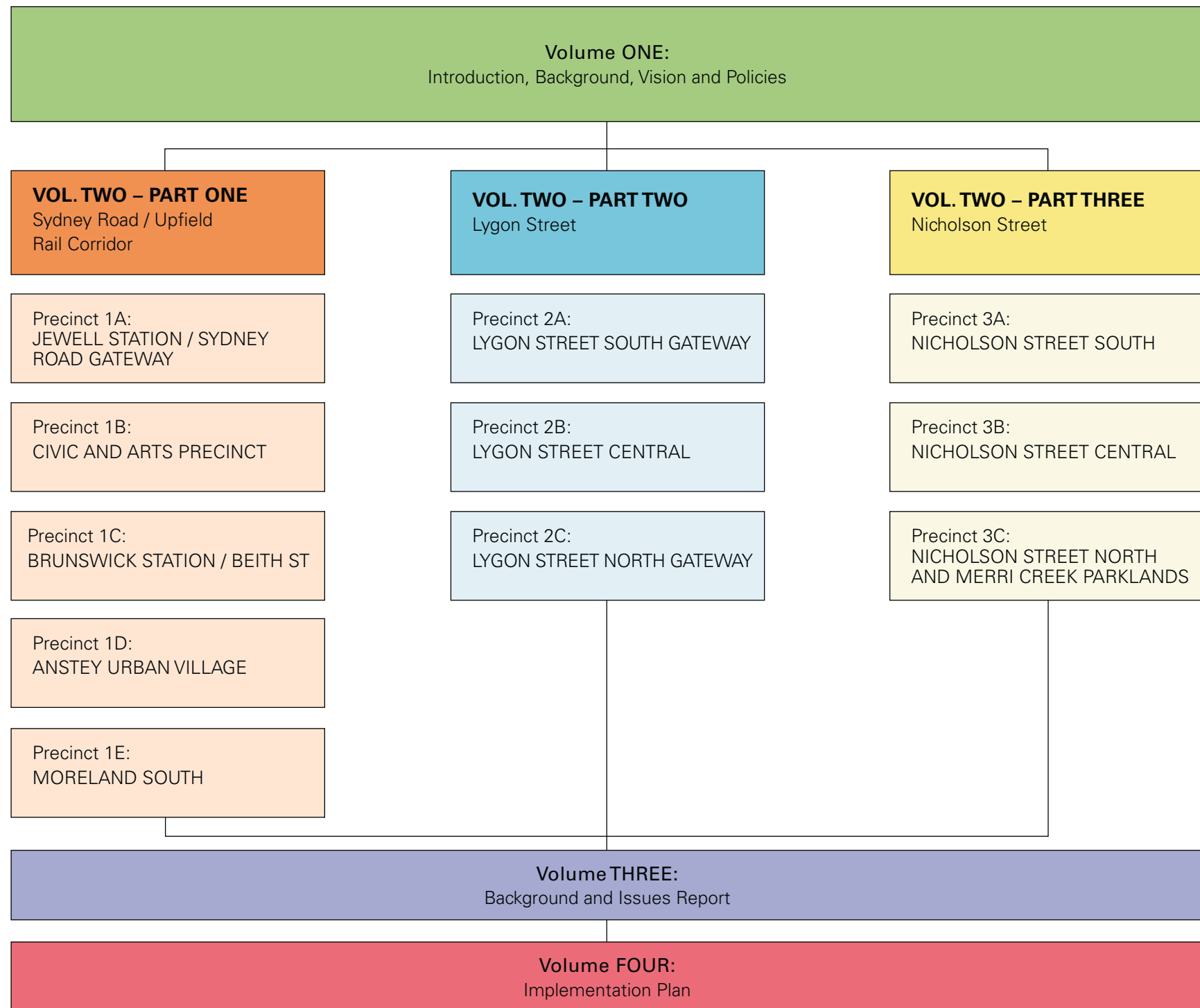
Volume 3: *The Background Report* provides a detailed discussion of the issues facing the Activity Centre and contains a summary of the findings of the technical reports that inform the Structure Plan.

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



Community gardens at CERES.

FIGURE 1 : Document structure



1.2 ACTIVITY CENTRE STRATEGIC FRAMEWORK PLAN

The Strategic Framework Plan shown overleaf draws together the strategies for the seven themes into a coherent, spatial planning framework for the Brunswick Activity Centre.





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

MAP 1 : ACTIVITY CENTRE STRATEGIC FRAMEWORK PLAN



Key urban renewal areas

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







Key streetscape improvements

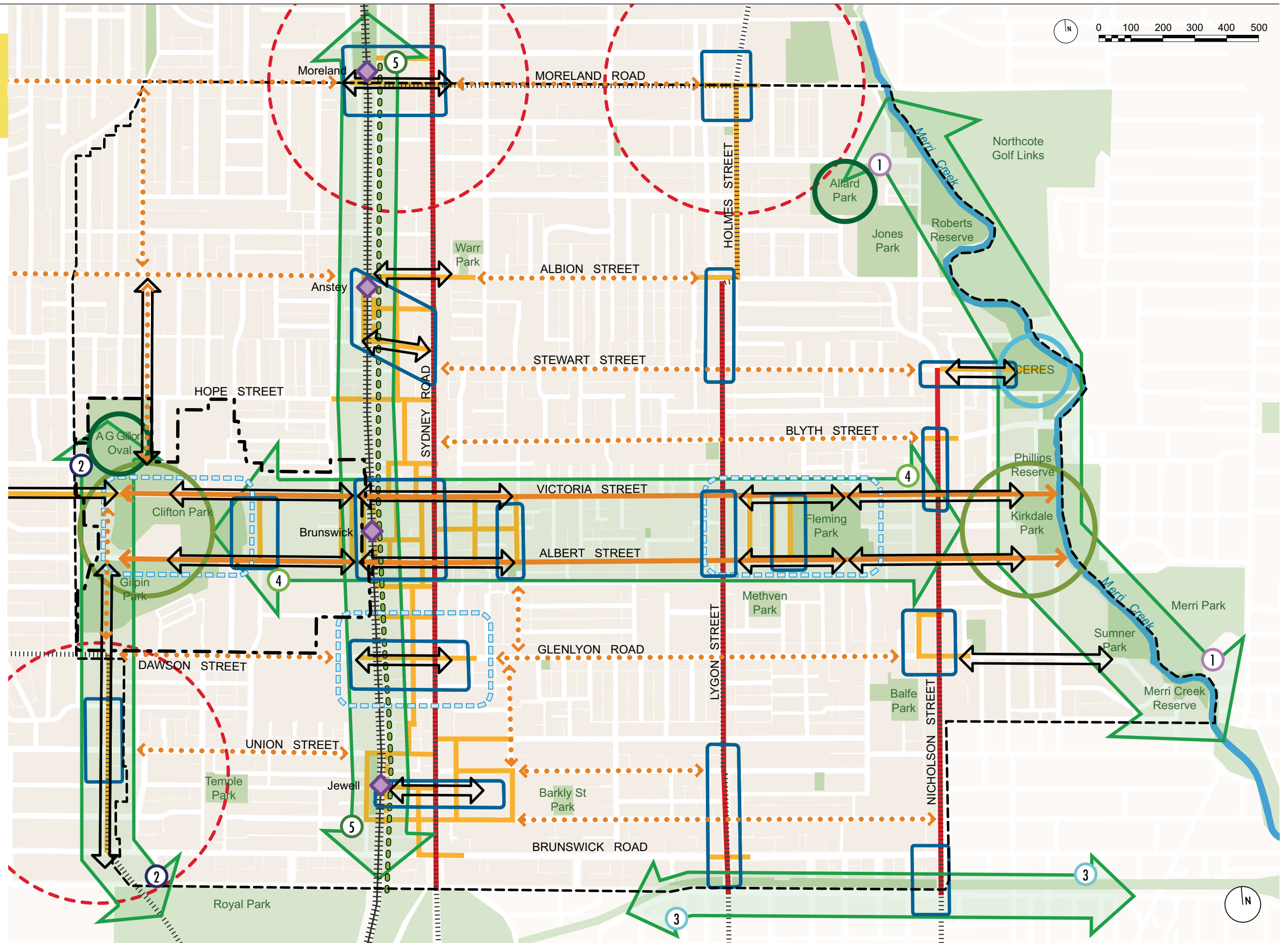
-  Activity corridor
Key streets to be developed as prime locations of economic and social activity.
-  Albert and Victoria Axis
High amenity east-west pedestrian links along Albert and Victoria Streets.
-  Activity streets (other)
Street for future improvements to pedestrian amenity and development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

Access and movement

-  Active movement link
Key pedestrian links to encourage walking and connect key activity nodes.
-  Upfield Shared Path
Shared pathway to be improved to enhance access and encourage active travel.

Existing conditions

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



2 LOCAL AREA OVERVIEW

2.1 LOCAL AREA DESCRIPTION

TOTAL LAND AREA (GROSS): 44.6 HECTARES

ANTICIPATED NEW DWELLINGS: 1349

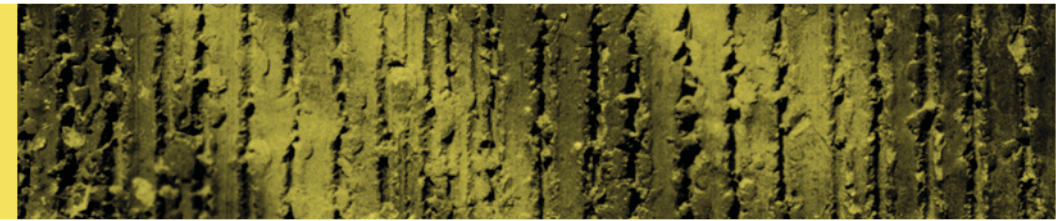
Nicholson Street and surrounds is a mixed use area with a substantial residential presence and character. It hosts a variety of manufacturing and wholesale activities as well as local business and resident services. The area also has a number of large vacant or under-utilised properties and as such,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

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

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

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

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



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

2.2 LOCAL AREA PRECINCTS













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

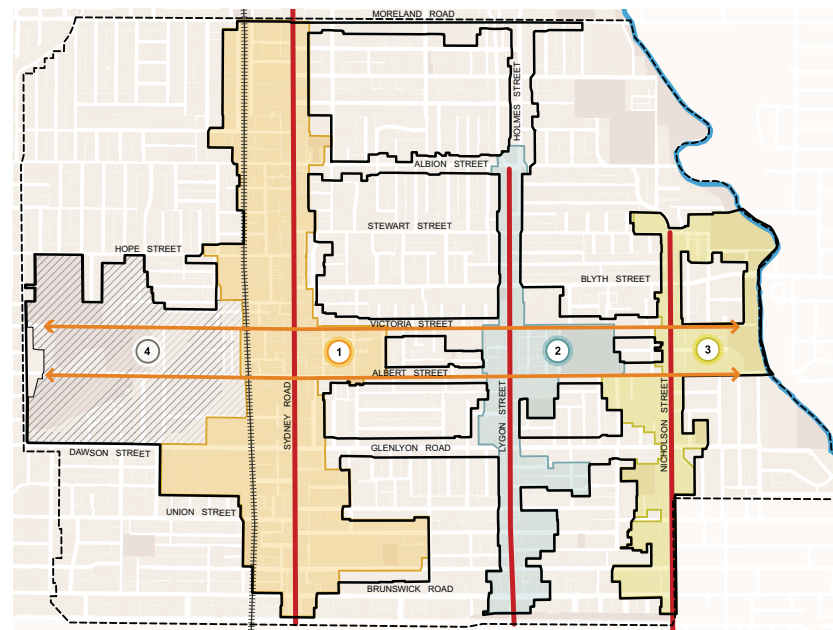
The three precincts are:

Precinct 3A : Nicholson Street South

Precinct 3B : Nicholson Street Central

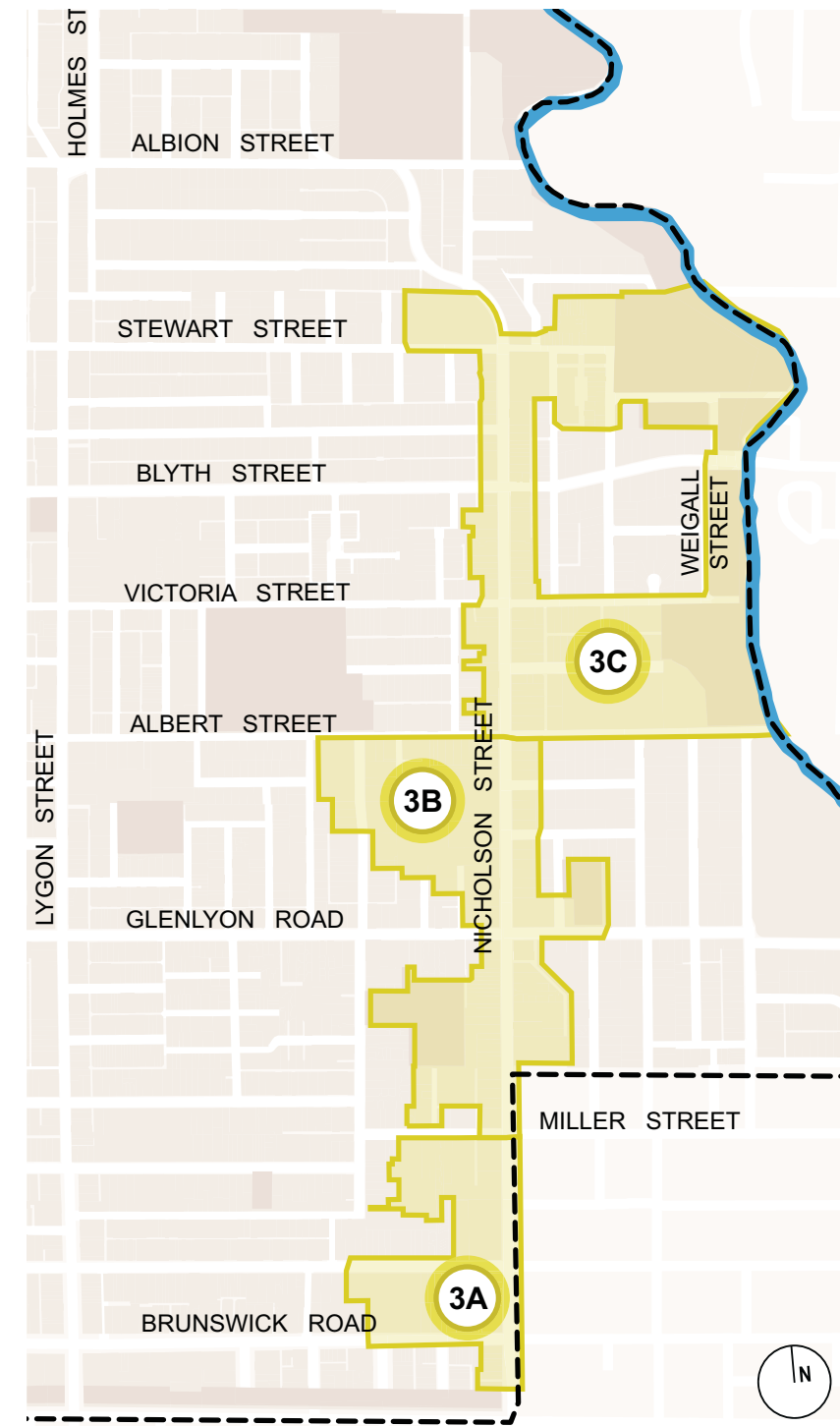
Precinct 3C : Nicholson Street North and Merri Creek Parklands

-  Study area
 -  Structure plan boundary
 -  Activity corridor
 -  Albert and Victoria Axis
- Areas of major change**
-  Brunswick Activity Centre, Local Area 1 - Sydney Road
 -  Brunswick Activity Centre, Local Area 2 - Lygon Street
 -  Brunswick Activity Centre, Local Area 3 - Nicholson Street
- Future investigation area**
-  Core Industrial and Employment Precinct, and Brunswick Central Parklands
- Precincts**
-  Precinct boundary
 -  Nicholson Street South
 -  Nicholson Street Central
 -  Nicholson Street North and Merri Creek Parklands



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

MAP 2 : LOCAL AREA AND PRECINCTS



2.3. LOCAL AREA ISSUES

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

2.3.1 PLANNING AND LAND USE

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

Precinct 3A

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

Precinct 3B

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

Precinct 3C

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

2.3.2 HOUSING

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

2.3.3 TRANSPORT AND MOVEMENT

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

Precinct 3C

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

2.3.4 PUBLIC REALM

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

Precinct 3B

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

Precinct 3C

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

2.3.5 BUILT FORM

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

2.3.6 CHARACTER AND IDENTITY

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

2.3.7 SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

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

Precinct 3C

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

3 LOCAL AREA VISION

3.1 VISION

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

3.2 FUTURE CHARACTER

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

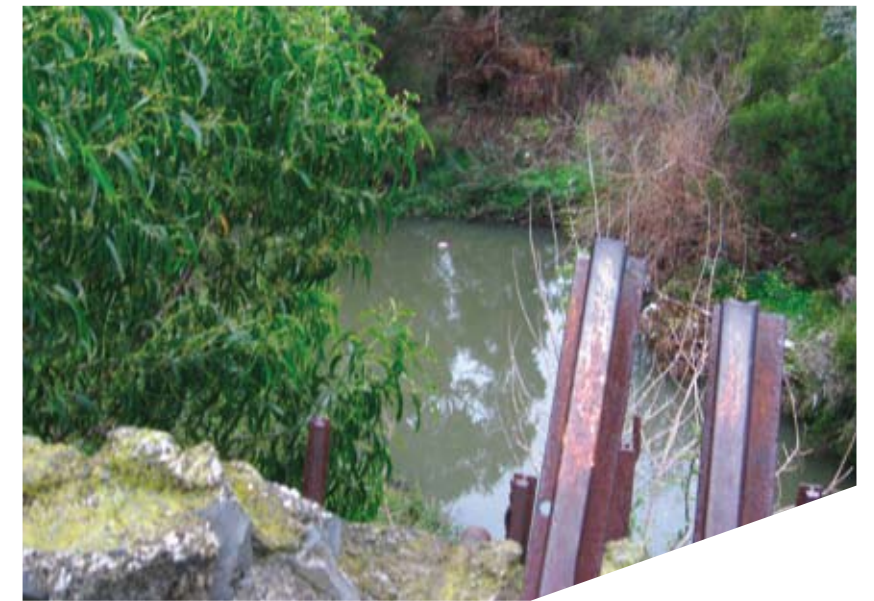
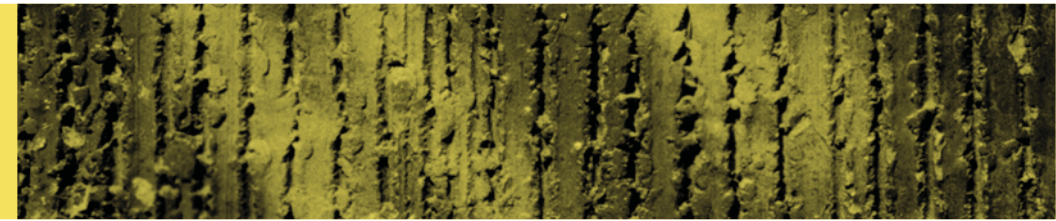
To the south, precinct 3A will develop as part of an activity node at Nicholson Village in Fitzroy. Development that includes new retail destinations will be focused around an enhanced tram/bus interchange at Glenlyon Road in the heart of Nicholson Street in precinct 3B. To the north, at the East Brunswick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

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

3.3 KEY INITIATIVES

Major initiatives in Local Area 3 that will emerge from this Structure Plan are:

- Development of a new neighbourhood shopping centre on the northern side of the intersection of Nicholson Street and Glenlyon Road.
- Streetscape improvements at the gateway to CERES from Stewart Street.
- Develop Kirkdale Park as a recreational hub and improve pedestrian links to the park.









4 LOCAL AREA STRATEGIC FRAMEWORK

4.1 LOCAL AREA STRATEGIC FRAMEWORK

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





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

Key urban renewal areas


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

MAP 3 : LOCAL AREA STRATEGIC FRAMEWORK PLAN





Key streetscape improvements

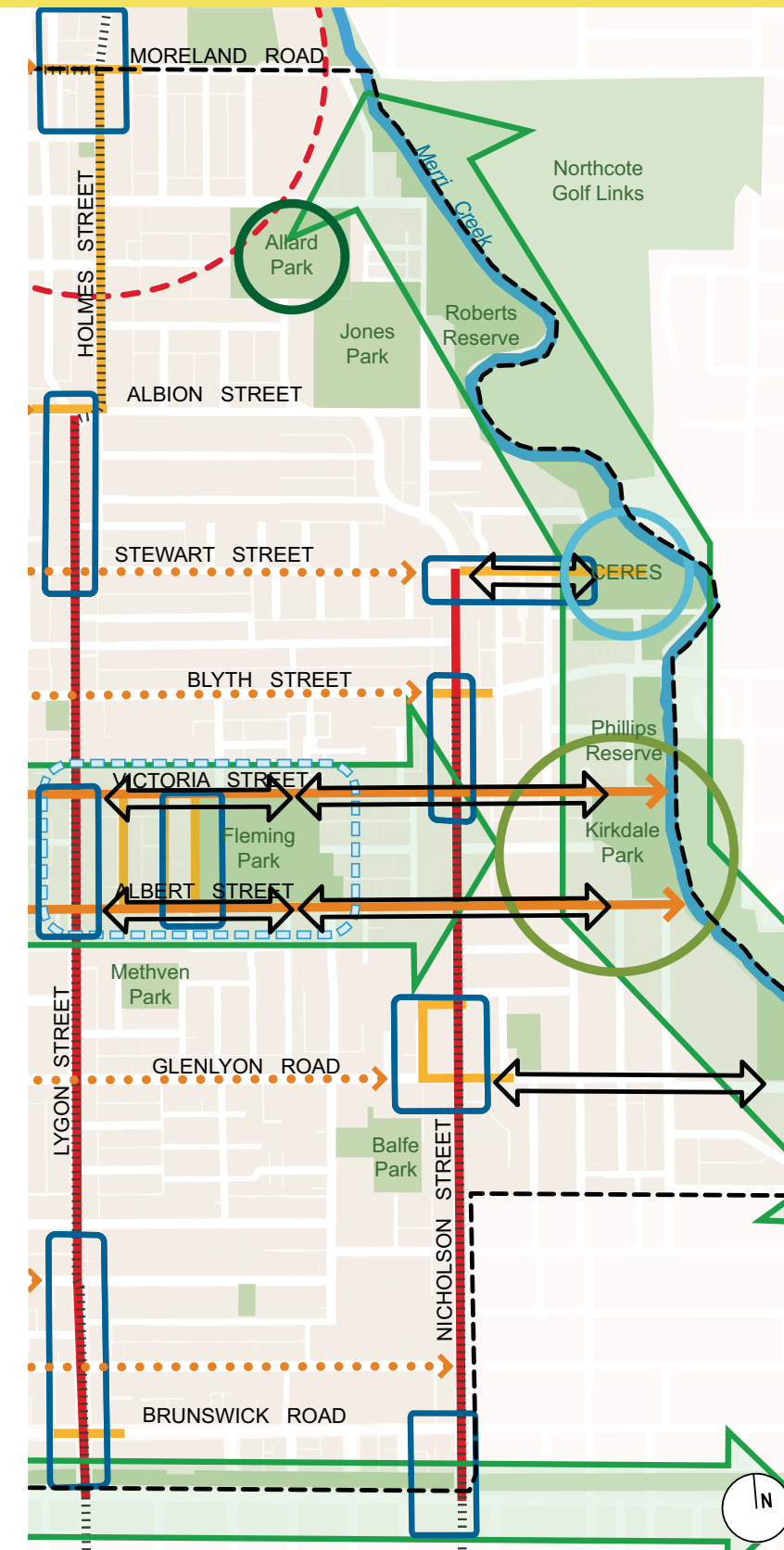
-  Activity corridor
Key streets to be developed as prime locations of economic and social activity.
-  Albert and Victoria Axis
High amenity east-west pedestrian links along Albert and Victoria Streets.
-  Activity streets (other)
Street for future improvements to pedestrian amenity and development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

Access and movement

-  Active movement link
Key pedestrian links to encourage walking and connect key activity nodes.

Existing conditions

-  Tram line
-  Study area
-  Waterways
-  Open space



4.2 PLANNING AND LAND USE

OBJECTIVE 1

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

STRATEGY 1.1

Encourage office development on Brunswick Road frontages.

STRATEGY 1.2

Identify sites that are attractive and appropriate for office development.

OBJECTIVE 2

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

STRATEGY 2.1

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

STRATEGY 2.2

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

OBJECTIVE 3

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

STRATEGY 3.1

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

STRATEGY 3.2

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

STRATEGY 3.3

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

OBJECTIVE 4

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





STRATEGY 4.1

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






MAP 4 : PLANNING AND LAND USE





Proposed future land uses

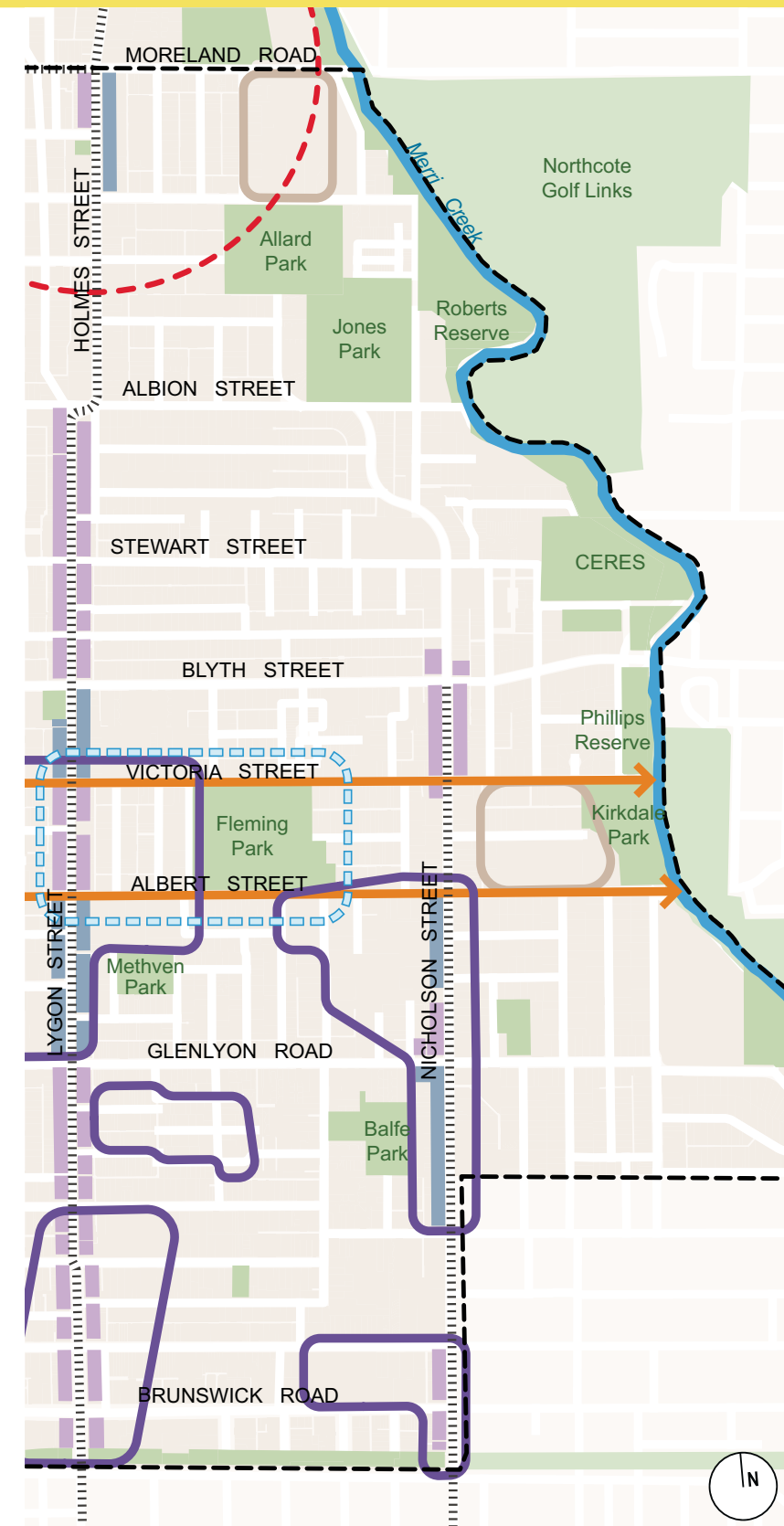
-  Retail focus to be strengthened
-  Large format retail, showroom or office at ground level focus
-  Mixed use development
-  Other industry and employment precinct

Key planning elements

-  Albert and Victoria Axis
-  Neighbourhood activity centre
-  Proposed community hub

Existing conditions

-  Tram line
-  Study area
-  Waterways
-  Open space



4.3 HOUSING

OBJECTIVE 1

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

STRATEGY 1.1

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

STRATEGY 1.2

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

STRATEGY 1.3

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

OBJECTIVE 2

To encourage appropriate and accessible housing.

STRATEGY 2.1

Identify opportunities where partnership projects between housing associations and the private sector can take place.

STRATEGY 2.2

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

STRATEGY 2.3

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

OBJECTIVE 3

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

STRATEGY 3.1

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

STRATEGY 3.2

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

STRATEGY 3.3

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

OBJECTIVE 4

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

STRATEGY 4.1

Provide better pedestrian access to district parks and open space.

STRATEGY 4.2

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

STRATEGY 4.3

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

OBJECTIVE 5

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

STRATEGY 5.1

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







GUIDELINES : HOUSING DEVELOPMENT

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





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

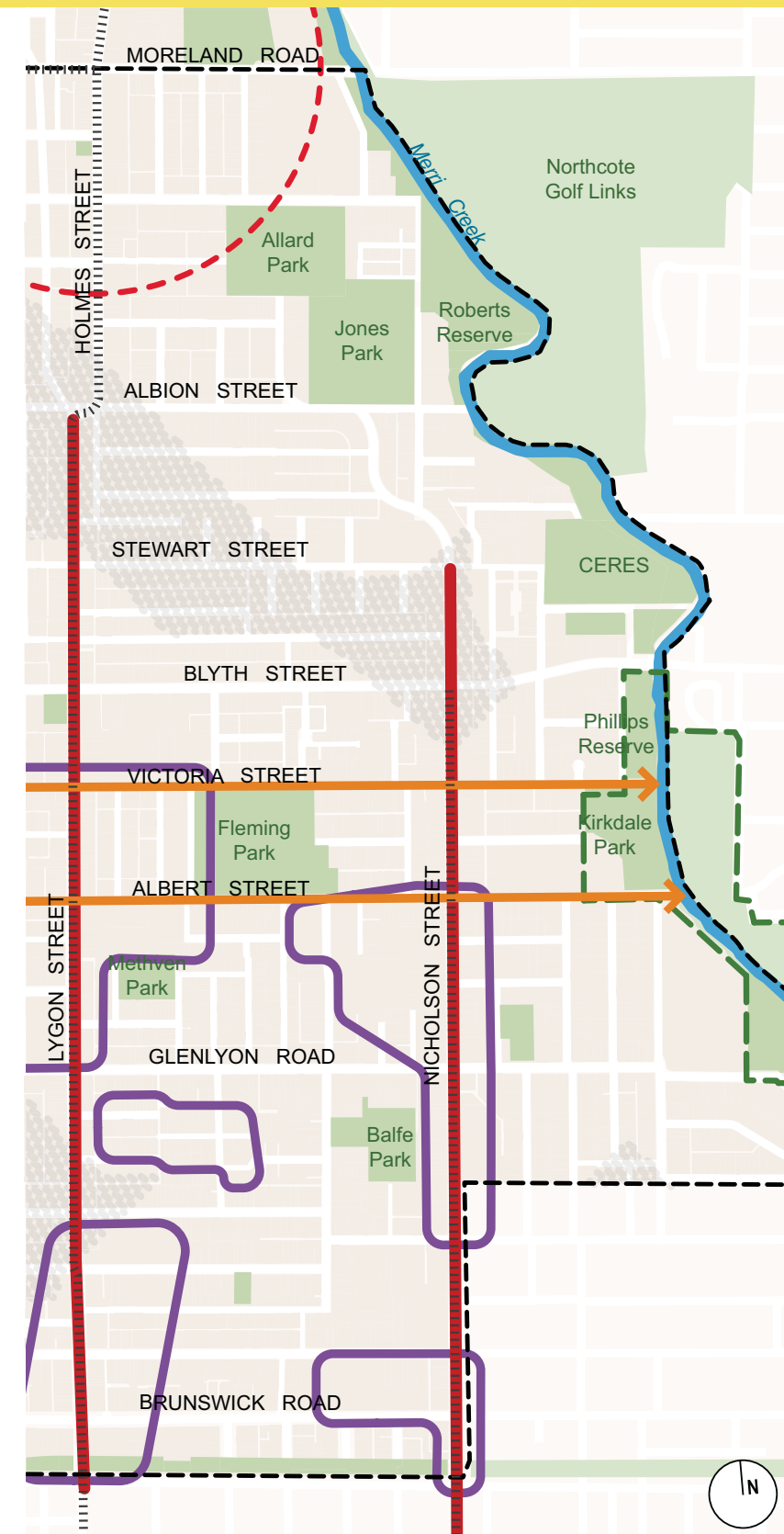
MAP 5 : HOUSING

Housing development and open space access

-  Mixed use redevelopment
-  Albert and Victoria Axis
Primary east - west pedestrian link along urban renewal.
-  Activity corridor
Increase shop-top housing.
-  Neighbourhood activity centres
-  District park - improve access
Kirkdale Park, Sumner Park and Merri Creek Park.
-  Residential areas with poor access to public space
Indicative based on residences more than 300m from local park.

Existing conditions

-  Tram line
-  Study area
-  Waterways
-  Open space



4.4 TRANSPORT AND MOVEMENT

OBJECTIVE 1

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

STRATEGY 1.1

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

STRATEGY 1.2

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

OBJECTIVE 2

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

STRATEGY 2.1

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

STRATEGY 2.2

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

OBJECTIVE 3

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

STRATEGY 3.1

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

STRATEGY 3.2

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

GUIDELINES : ROAD SPACE PRIORITY

Vic Roads traffic routes within and on the periphery of the Activity Centre including Nicholson Street and Brunswick Road	Ensure safe pedestrian crossings at VicRoads traffic routes - especially along identified activity streets and active movement links (refer to Map 6).
Other arterial and collector roads	Where other arterial roads or collector roads coincide with identified activity streets and active movement links (refer to Map 6), ensure long term high pedestrian amenity and safety.
Pedestrian priority streets	Refer to definition of identified pedestrian priority streets on Map 7 and Guidelines for Public Space Improvements.

GUIDELINES : ACTIVE MOVEMENT NETWORK

Refer to Map 6 - Transport and Movement.

Nodes

Key future destinations for community, commercial and recreational activity.

Activity nodes

Activity nodes will become destinations:

- within the active movement network that integrate public transport interchanges, commercial activity and other pedestrian generating activity.
- for a range of formal and informal gathering places such as plazas forecourts, urban parks and pedestrian priority streets.

Recreation nodes

These nodes will become a focus for open space activity and will cater for multiple uses:

- Improve integration of open space in the pedestrian network and the open space network.
- Improve the visual interface between the district park and adjacent properties, and improve sense of safety.

Activity links

Key links between activity nodes.

Active movement links

These links will:

- strengthen pedestrian and bike connections between activity nodes.
- improve pedestrian amenity.
- provide active frontage to new development.

Activity streets

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

Nicholson Street Activity Corridor.

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

These street environments will:

- improve pedestrian amenity including widening of footpaths.
- enhance tram stops and integrate with pedestrian crossing points.
- provide high-level of active frontages to new development.
- limit crossovers, and provide vehicle access to the rear of properties where feasible.

Albert and Victoria Axis (Albert Street and Victoria Street)

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

These street environments will:

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

Activity streets – other






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

These street environments will:




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

MAP 6 : TRANSPORT AND MOVEMENT





Key links and nodes

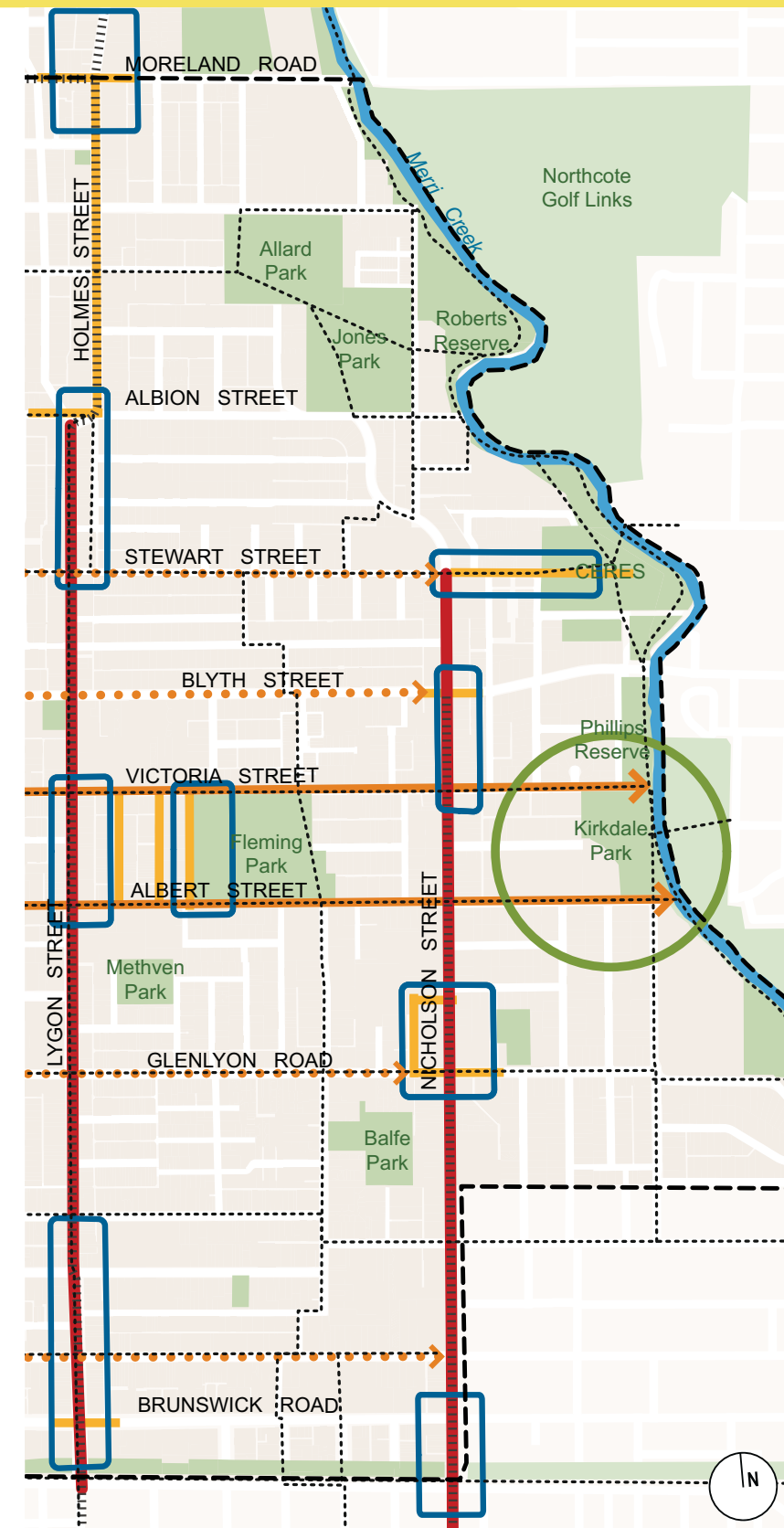
-  Activity node (indicative outline)
Enhance active movement network in and around activity nodes.
-  Recreation node (indicative outline)
Enhance movement network around key junctions in open space network.
-  Active movement link
Connect activity nodes.
-  Upfield Shared Path
Improve sense of safety.
-  Expanded cycle network

Activity streets

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

Existing conditions

-  Tram line
-  Study area
-  Waterways
-  Open space



4.5 PUBLIC REALM

OBJECTIVE 1

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

STRATEGY 1.1

Investigate the creation of a boulevard treatment for Nicholson Street.

STRATEGY 1.2

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

STRATEGY 1.3

Develop pedestrian priority streetscapes around the three activity nodes identified along Nicholson Street Activity Corridor and consider footpath extension, a prominent avenue of trees, seating and Water Sensitive Urban Design.

STRATEGY 1.4

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

STRATEGY 1.5

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



MAP 7 : PUBLIC REALM

Public space improvements

- New major public place.
- New or improved smaller public place
- ▬ Pedestrian priority street
Provide high level pedestrian priority through streetscape improvements.
- ▬ New green street
Consider potential kerb extensions and greening of streets, including Water Sensitive Urban Design with plants and trees.

Expanded open space network

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

Improved open space network

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

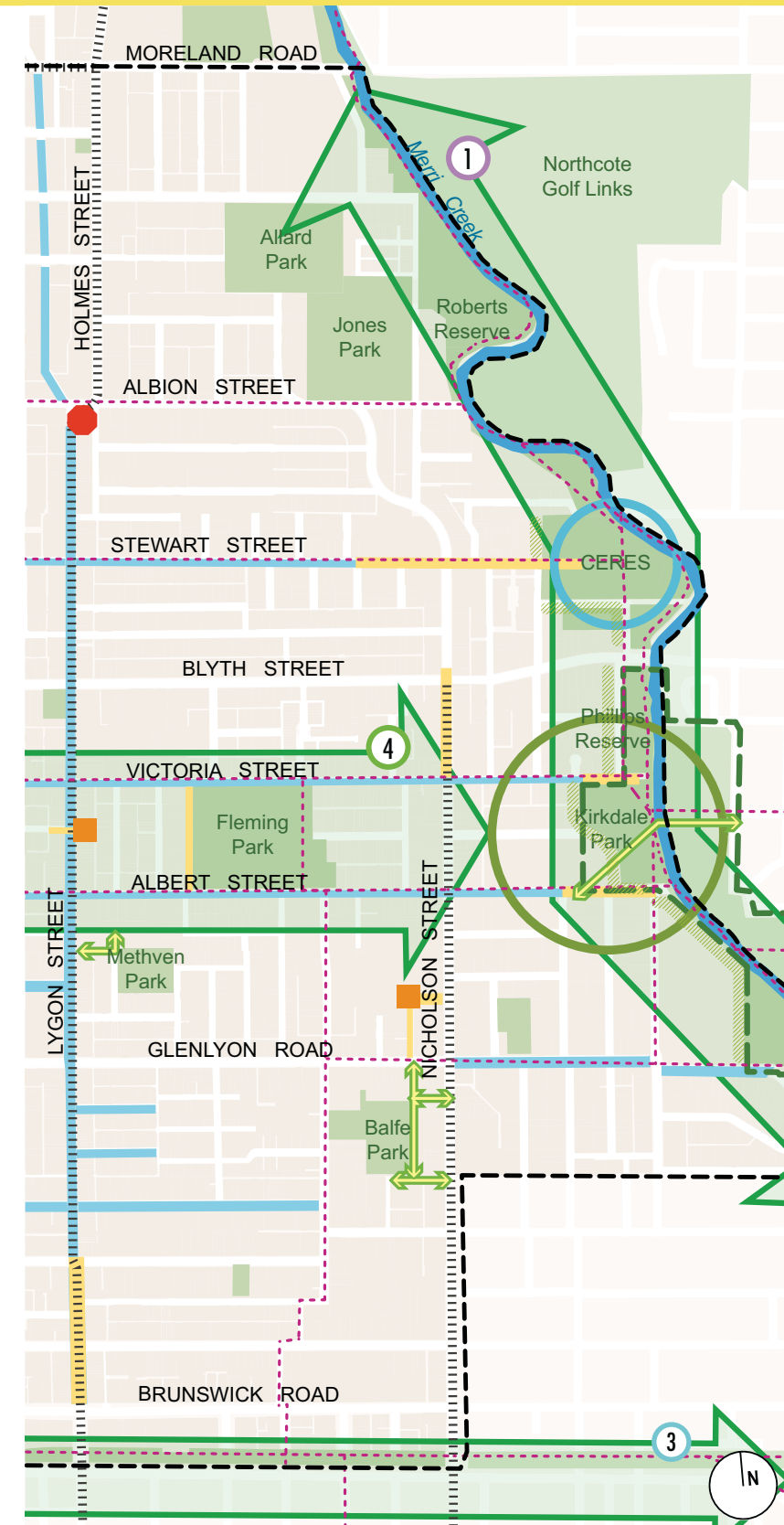
- ↔ Major recreational link
Strengthen the five major links to improve connectivity of open space and encourage more active lifestyles:
- 1 Merri Creek Trail
- 3 Capital City Trail
- 4 Albert and Victoria Axis
- ▨ Park interfaces
Avoid blank walls and provide higher level of active frontage.

Key nodes

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

Existing conditions

- Tram line
- Study area
- ▬ Waterways
- Open space



GUIDELINES : PUBLIC SPACE IMPROVEMENTS	
Forecourts and smaller public places Refer to Map 7 – Public Realm .	
Former Tontine site, Nicholson Street	Integrate public space at former Tontine site – with Nicholson Street and Glenlyon Road.
Pedestrian priority streets Certain streets are ready to be reclaimed as pedestrian priority spaces – especially at activity nodes and where there are conflicts between car use and pedestrian activity. The identified pedestrian priority streets all require different solutions, and one or more of the following treatments should be considered after further feasibility study. Refer to pedestrian priority streets as outlined on Map 7 – Public Realm.	
Traffic calming	Reduce traffic speed to protect and reinforce pedestrian activity.
Pedestrian crossings	Provide at grade pedestrian crossing with a pavement type that signals pedestrian priority.
Shared space	Provide prominent pavement treatment across the whole road reserve creating a shared space where all modes of traffic will need to look out for each other.
Pedestrian mall	Allow for pedestrian environment where vehicle access is limited to service and loading vehicles.

New green streets	
Certain streets have the opportunity for greening for different reasons. This include: wide streets with capacity for extra planting, streets in areas with poor access to green open space and pedestrian routes that connect to larger park lands. Refer to new green streets as outlined on Map 7 – Public Realm. One or more of the following treatments should be considered after further feasibility study.	
Tree planting	Enhance streetscapes by creating new avenues of trees or grouping of trees.
Water Sensitive Urban Design (WSUD)	Allow for WSUD incorporating treatment of stormwater with plants and trees.
Kerb extension	Combine the above options and improve pedestrian amenity and stationary activity such as seating.

GUIDELINES - MAJOR RECREATIONAL LINKS

Refer to Map 7 - Public Realm.

Major links:

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

Merri Creek Trail

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

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

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

Capital City Trail

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

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

Albert and Victoria Axis

This link connects district parks to the east and west and runs past Randazzo and Fleming Parks. The walk also passes the Upfield Shared Path and Lygon Street, both of which have potential for additional greening.

By way of example, kerb outstands and Water Sensitive Urban Design with plants and trees will provide an attractive walk to larger open spaces along the route.

To improve the integration of the district parks, these recreational nodes will be strengthened to the east and west by creating an appealing entry when arriving from Albert and Victoria Streets.

District park

Kirkdale Park, Sumner Park and Merri Creek Park

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



4.6 BUILT FORM

OBJECTIVE 1

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

STRATEGY 1.1

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

