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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 ONE - SYDNEY ROAD



Moreland City Council

VOLUME 2 PART 1

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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 Sydney Road/Upfield Corridor 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:

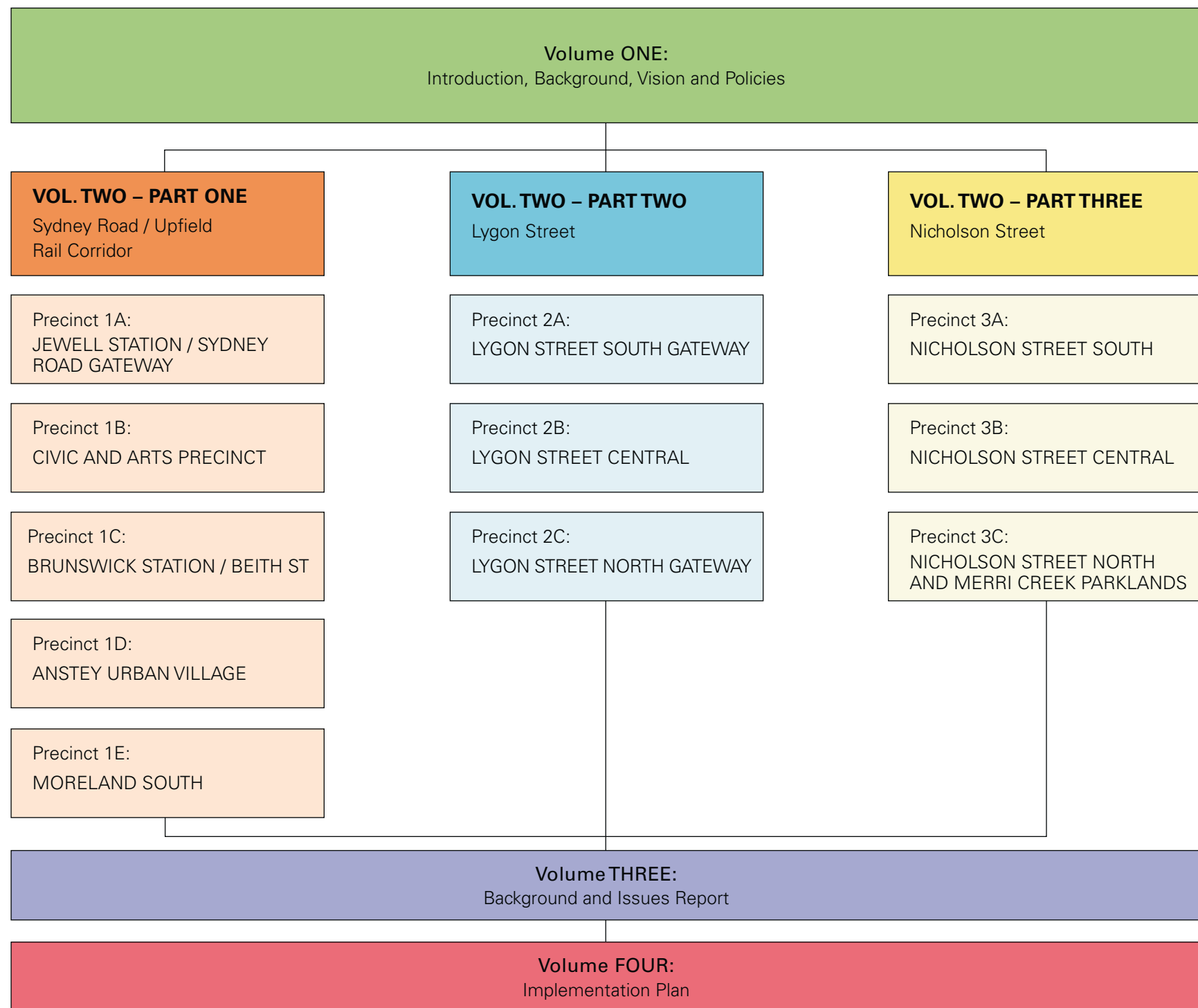
- Local Area 1: Sydney Road / Upfield Corridor
- Local Area 2: Lygon Street
- Local Area 3: Nicholson Street

**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.



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 identified in Volume 1 Strategic Framework 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.
  -  Merri Creek Trail
  -  Royal Park Link
  -  Capital City Trail
  -  Albert and Victoria Axis
  -  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

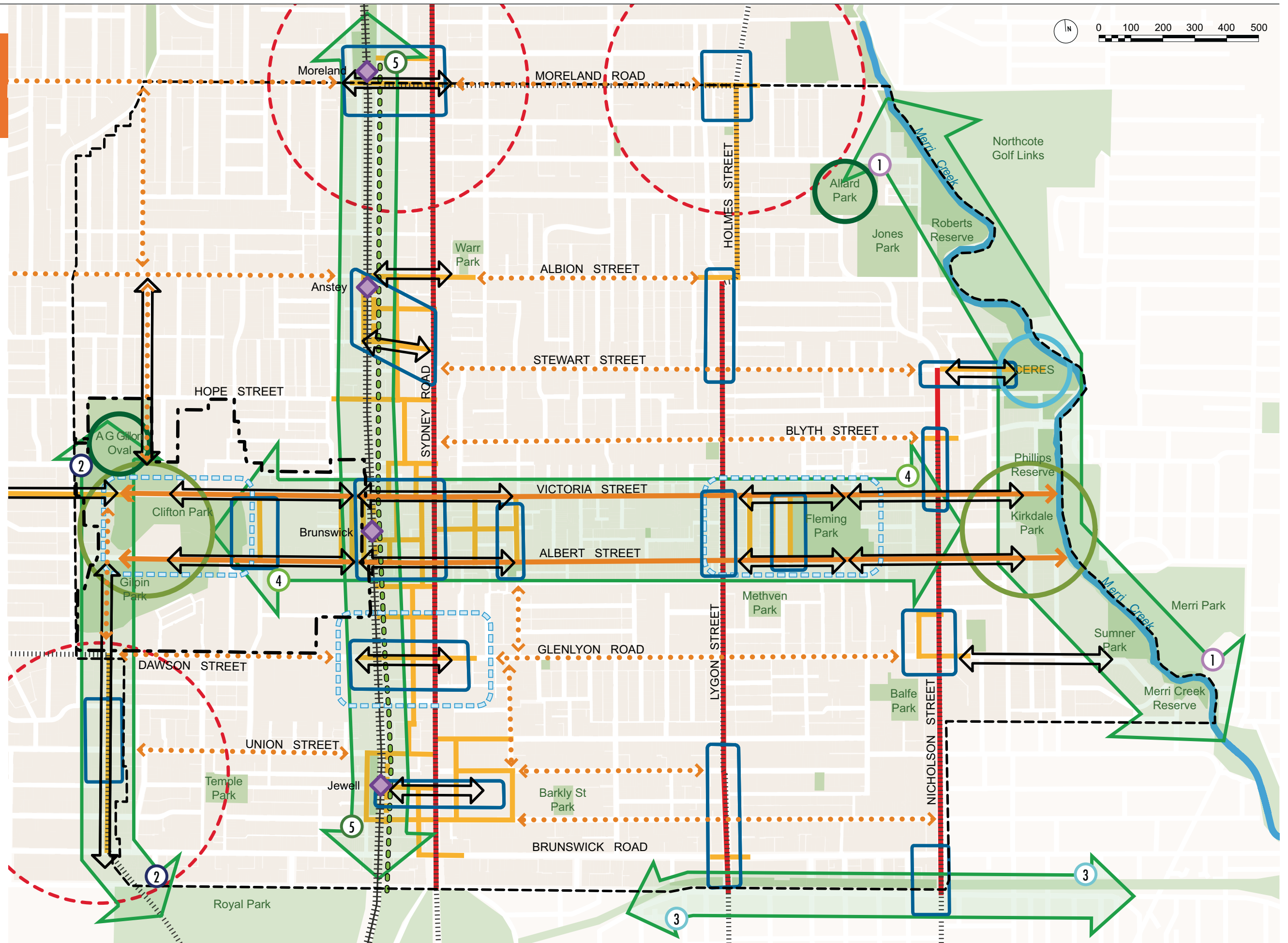
-  Activity corridor  
Key streets to be developed as prime locations of economic and social activity.
-  Albert and Victoria Axis  
High amenity east-west pedestrian links along Albert and Victoria Streets.
-  Activity streets (other)  
Street for future improvements to pedestrian amenity and development 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):**  
111.4 HECTARES

**ANTICIPATED NEW DWELLINGS:**  
2744

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

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

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

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

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

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

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

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

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





## 2.2 LOCAL AREA PRECINCTS

Within Local Area 1, five 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 five precincts are:















**Precinct 1A** : Jewell Station / Sydney Road Gateway

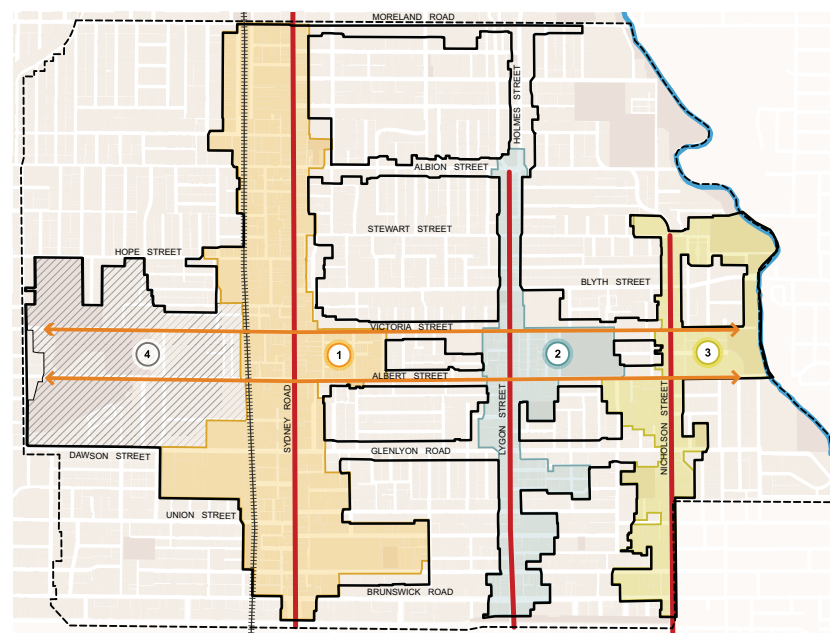
**Precinct 1B** : Civic and cultural precinct

**Precinct 1C** : Brunswick Station / Beith Street

**Precinct 1D** : Anstey Urban Village

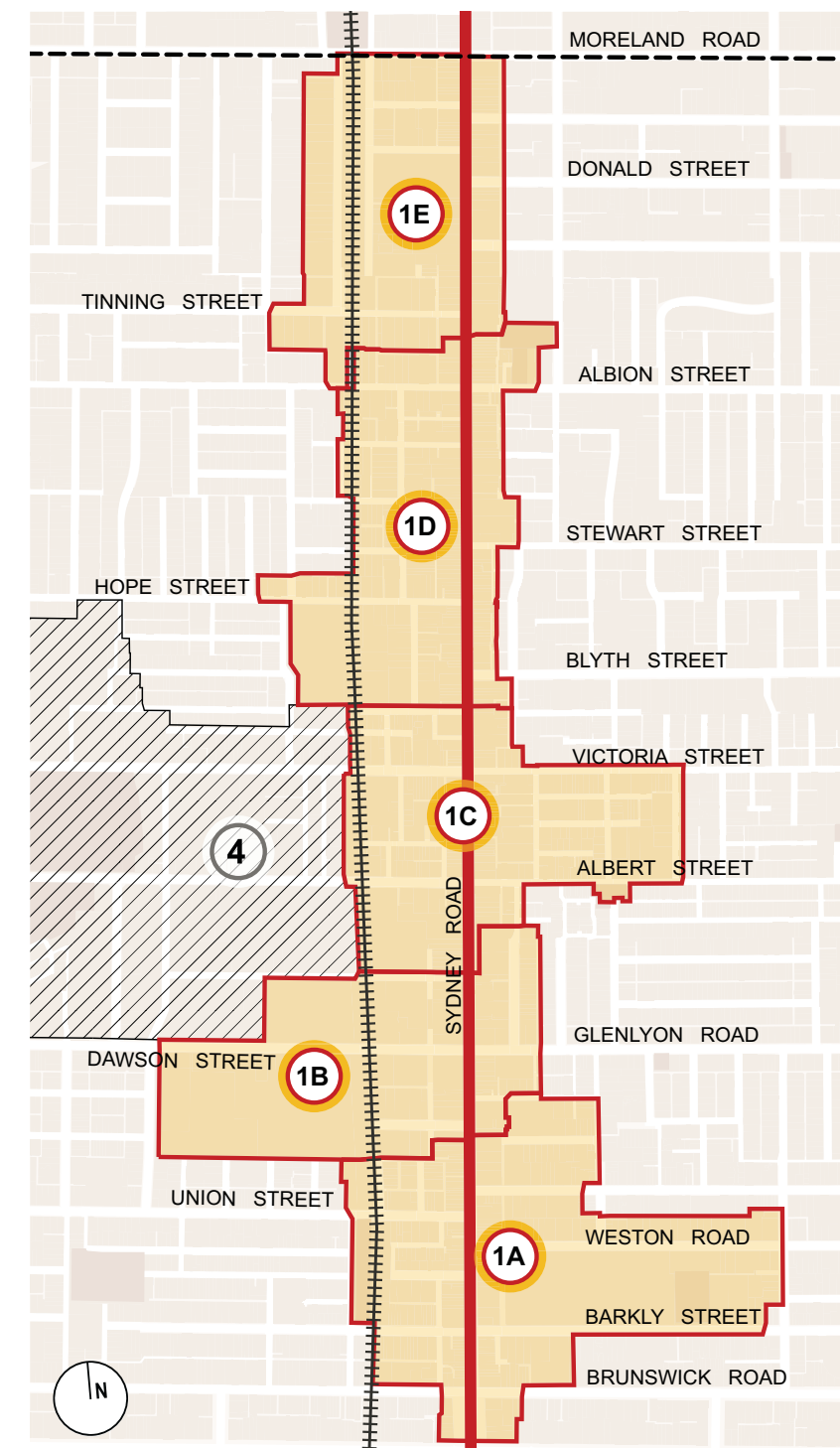
**Precinct 1E** : Moreland South

-  Study area
-  Structure plan boundary  
Brunswick Major Activity Centre
-  Activity corridor
-  Albert and Victoria Axis
- Areas of major change**
-  1 Brunswick Activity Centre, Local Area 1 - Sydney Road
-  2 Brunswick Activity Centre, Local Area 2 - Lygon Street
-  3 Brunswick Activity Centre, Local Area 3 - Nicholson Street
- Future investigation area**
-  4 Core Industrial and Employment Precinct, and Brunswick Central Parklands
- Precincts**
-  Precinct boundary
-  1A Jewell Station / Sydney Road Gateway
-  1B Civic and cultural precinct
-  1C Brunswick Station / Beith Street
-  1D Anstey Urban Village
-  1E Moreland South



**Local Area 1** comprises the Sydney Road /Upfield Train Line corridor stretching from the Park Street boundary with Melbourne City Council in the south, to Moreland Road in the north.

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 application of the Business 1 Zone (B1Z) which applies to the entirety of Sydney Road increases the likelihood of conflict between residents and the numerous live music and entertainment venues already established on the street.
- Land between the Upfield Train Line and Sydney Road used for manufacturing and industry related activities is underutilised and under pressure to relocate, and requires new zoning controls to make best use of the land.
- Despite local planning policy support to retain a significant precinct of industrial land use between Albion Street and Moreland Road, a recent decision to allow residential development in a heritage listed building in the area could potentially cause land use conflict.
- There are a number of vacant or under utilised industrial buildings to the west of Sydney Road that are ripe for redevelopment but in the current market may be transformed into housing rather than city fringe offices that would provide strong employment outcomes.
- The provision of Mediterranean groceries, wedding clothes and fabric, and a wide variety of discount stores may come under pressure from outside competition and rising property prices.
- Sydney Road does not function as a single retail centre but as a series of separate, sometimes overlapping smaller centres with different functions and specialties.
- Arts and entertainment uses that contribute to the special character and retail offering of Sydney Road are under increasing pressure from rising property prices and residential development.
- Although increasing real estate prices are good for office and high-density residential development, they will likely pressure many of the artists currently in the area to relocate.

#### Precinct 1A

- Barkly Square Shopping Centre has poor street interfaces on Weston, Barkly and McDougall Streets, poor pedestrian amenity, and poor connectivity with its surrounding areas particularly Sydney Road, Wilson Avenue / Jewell Station and the Development Plan Overlay (DPO1) applied to site does not contain urban design requirements.
- Barkly Square Shopping Centre generates little flow-through of trade to Sydney Road.
- The precinct contains a number of pubs, clubs and other drinking venues but lacks a broad range of entertainment uses that appeal to a wider audience, including cinemas and browsing stores such as bookshops.

#### Precinct 1B

- The Victoria Police are using the former Lattner Hat Factory (20 Dawson Street, Brunswick) as a garage. Should they relocate, the site will require future use and built form policy.
- The RMIT Fashion and Textile Campus and Brunswick Secondary College are located in the Industrial 3 Zone despite not having an industrial function.
- The RMIT Fashion and Textile Campus and Brunswick Secondary College are severed from Sydney Road and the civic and cultural precinct by the Upfield rail line, resulting in a poor fit with the surrounding area.
- The Council owned car park adjoining the Upfield Shared Path and opposite Brunswick Baths represents an under-utilisation of land.
- The warehouse and distribution function of Michael Street, Brunswick is considered an under-utilisation of land.
- Michael Street has poor pedestrian amenity due to numerous vehicle crossovers and industrial/ commercial activities.
- The poor industrial setting of the Brunswick Secondary College does little to attract families who may start local business in the area, despite the significant provision of open space.

- Continuing residential development in the precinct may threaten the viability of music venues and discourage cultural production and performance in the area as new residents object to noise and late-night opening hours.

#### Precinct 1C

- The current use of VicTrack land as a car park on the west side of Brunswick Station is an under-utilisation of land and creates a poor interface with surrounding areas.
- The Albert Street supermarket has poor street interfaces on Albert, Phoenix and Saxon Streets, poor pedestrian amenity due to the centre's structure and the dominance of cars, and poor connectivity with its surrounding areas particularly Sydney Road, Albert Street and the Upfield Shared Path even though it is subject to a Development Plan Overlay (DPO2).

#### Precinct 1D

- The precinct contains multiple car parks that represent an under-utilisation of land.
- The precinct contains a number of retail dead spots and areas where building maintenance has been neglected due to a lack of retail anchors or major stores to attract shoppers from outside the area.
- Development in the precinct has been dominated by housing over employment uses which may create an imbalance in the provision of employment opportunities in this area.



### Precinct 1E

- Despite local planning policy support to retain a significant precinct of industrial land use within this precinct, a decision to allow residential development in a heritage listed industrial building in Colebrook Street has created the potential for land use conflict.
- The showroom and bulky goods functions in this part of Sydney Road are becoming less tenable given the increasing competition from locations with better access and parking arrangements. The significant number of vacant shops, derelict buildings and vacant sites give the precinct a run-down feel that suggests land-holders are awaiting a trigger that will encourage large scale redevelopment for other uses (likely to include housing). Large scale redevelopment provides an opportunity to effect major change in this area.
- The neighbourhood centre node around the intersection of Moreland Road fails to provide a convenient cluster of stores appropriate to its potential role - food and groceries, newsagent, pharmacist and so on. (These stores are present in this general area of Sydney Road but do not form a discrete and convenient cluster).
- Major uses such as the Brunswick Tram Depot and Don Bosco's provide much needed services for local residents. However, their ability to function effectively may be hindered by major changes in land-uses in the area.

### 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 1 has significant capacity to provide new housing, particularly through the redevelopment of major industrial sites and through development above existing commercial buildings.
- There is poor access to open space in areas suitable for higher density residential development.
- There is under utilised capacity for shop-top housing.

#### Precinct 1A

- There is a need to increase housing availability, affordability and accessibility.
- Council's off-street car parks present significant opportunities for better use of the land, particularly housing, similar to Port Phillip's Woodstock Housing development.

#### Precinct 1B

- There is significant demand for housing for students in Brunswick generally, and housing in this precinct would be particularly beneficial for to service RMIT and other tertiary campuses to the south.

#### Precinct 1C

- There is a need to increase housing availability, affordability and accessibility.
- Council's off-street car parks present significant opportunities for better use of the land, particularly housing, similar to Port Phillip's Woodstock Housing development.

#### Precinct 1E

- Housing opportunities within this precinct occur primarily along Sydney and Moreland Roads.

### 2.3.3 TRANSPORT AND MOVEMENT

- Conflict occurs between all modes of transport at the cross roads of the Upfield Train Line and the line also forms significant barriers to east-west movement.
- The Upfield Shared Path is at capacity during commuter peak.
- The Upfield Shared Path narrows at many places including the train stations
- Rationalisation of the Upfield Shared Path is required to overcome issues including the potential future installation of additional train track(s).
- The State Government introduced extended clearway times and enforcement through tow-away zones in 2008, which undermines Council's long-standing objectives for the improvement of Sydney Road's amenity and economic function.
- The mixture of development and subdivision makes for a pedestrian experience which can be frustrating yet rich with discovery and visual stimulation.
- There are limited road and pedestrian crossings over the train line, and a number of the major east-west roads terminate at Sydney Road (e.g. Hope, Blyth, Union and Stewart Streets).
- Many Sydney Road side streets are poor pedestrian environments.
- There is a strongly held community view that the level of service, particularly on the train, is inadequate.
- There is poor coordination between public transport modes (bus, tram and train).
- Traffic congestion slows trams, and contributes to an unpleasant pedestrian environment.
- Visibility of the key public transport modes is poor.

#### **Precinct 1A**

- Hooper Reserve is currently a road island in the middle of a busy intersection. It has particularly poor pedestrian amenity and its function as a public space has been eroded by traffic engineering solutions.

#### **Precinct 1B**

- The mooted Blue Orbital Smartbus service along Dawson Street and Glenlyon Road would make a significant contribution to access to services and facilities, and interchange between the train and tram services, however the State Government has deleted the proposal from the Victorian Transport Plan.

#### **Precinct 1C**

- The pedestrian link to Sydney Road located underneath the apartment building at 335 Sydney Road, is badly designed and offers a low-quality pedestrian environment.
- East west pedestrian movement through the blocks of shops is largely restricted to Albert and Victoria Streets.
- Access to and amenity of the Brunswick Train Station is poor because of the presence of large-grain, quasi-industrial buildings that sever the visual connection and physical access to the train station.

#### **Precinct 1D**

- Connections between Anstey Station and Sydney Road are unclear and unattractive, with little signage and no visual links to the station.

#### **Precinct 1E**

- The amenity for passengers between Moreland Train Station and other modes of transport is poor.

### **2.3.4 PUBLIC REALM**

- Sydney Road is the main activity corridor in Brunswick and the conflict between pedestrian activity and traffic has long been an issue as its function as a VicRoads through-route puts pressure on pedestrian amenity.
- The current management of Sydney Road results in the undermining of its economic and social function, including the presence of clearways which make it unsafe for shoppers and other pedestrians to cross the street, and discourage local shopping for those dependent on the car.
- The existing industrial landscape off Sydney Road provides a poor outlook and the design of many new buildings is not of the highest standard, perpetuating a poor environment for residents, workers and customers of the area.
- There are a considerable number of services along Sydney Road including overhead consumer power and tram power cables, as well as underground drainage, water supply and telecommunications that contribute to visual clutter, present barriers to movement, restrict street planting and cause frequent breaking and remaking of ground surfaces.
- The outcomes of a project to relocated overhead power cables in Sydney Road between Blyth and Hope Streets have not been reviewed.
- Quality of access to all train stations and integration of the Upfield Shared Path are poor.
- There is a lack of good quality public space along Sydney Road and in surrounding streets.

#### **Precinct 1A**

- There is a lack of good quality public space in this precinct.
- Wilson Avenue provides a very unattractive pedestrian connection between Jewell Station, Sydney Road and Barkly Square Shopping Centre, and consequently does not support the use of public transport.
- Barkly Square currently presents a blank wall to Weston Street, which is an important pedestrian cross street.
- Weston Street has a quasi-industrial character, with a number of incompatible functions such as loading of goods, high volumes of pedestrians and frequent through-traffic movements.
- McDougall Street has a quasi-pedestrian function due to blockages at Barkly Square, but potential exists for its pedestrian and public space function to be enhanced.

#### **Precinct 1B**

- There is a lack of good quality public space in this precinct.
- While the precinct has a strong cultural focus, this is not necessarily reflected in the streetscape, which has little public art and no artistic shop façades.
- It is difficult to find a resting place in the precinct away from the intensity of traffic and people movement.
- The rear of Sydney Road businesses face onto David Street creating a poor interface and an unpleasant residential environment.

#### **Precinct 1C**

- There is a lack of good quality public space in this precinct.
- The current streetscapes, connections and the presentation of Brunswick Station are poor and do not take into account the opportunity for large scale urban renewal in the block defined by Albert Street, Sydney Road, Victoria Street and the Upfield Shared Path.
- The Albert Street supermarket has poor street interfaces on Albert, Phoenix and Saxon Streets, poor pedestrian amenity due to the centre's structure and the dominance of cars, and poor connectivity with its surrounding areas particularly Sydney Road, Albert Street and the Upfield Shared Path even though it is subject to a Development Plan Overlay (DPO2).

**Precinct 1D**

- There is a lack of good quality public space in this precinct.
- Shoppers at Brunswick Market have access to private and council car parking, but these spaces are unattractive, little known and rarely fully occupied.
- Pedestrian amenity around Brunswick Market and its car parks is poor.
- The Brunswick Market is down at heel experiencing problems with interfaces, vehicle access and presentation/ maintenance.
- The general amenity and presentation of Anstey Station are poor.
- The overall quality of the streetscapes is poor.

**Precinct 1E**

- The environment around the active movement link along the Upfield Shared Path is poor.

**2.3.5 BUILT FORM**

- There are potential redevelopment sites on Sydney Road but these require clear setback of the development behind the street's established podium height to preserve the strong image of the street.
- Sydney Road has a predominant streetscape character established by one and two storey Victorian and Edwardian buildings.

**Precinct 1A**

- There is no control or guidance on built form on Sydney Road other than that provided in the Heritage Overlay.

**Precinct 1B**

- Despite a number of grand civic buildings in the precinct, their use is generally uncoordinated. This has the effect of severely diluting any civic presence in the area.

**Precinct 1C**

- The interface at the urban renewal area east of Sydney Road, between Albert and Victoria Streets, requires management.

**2.3.6 CHARACTER AND IDENTITY**

- A number of prominent individual buildings and groups of buildings have lost their coherence and original detail due to alteration or deterioration.
- The chaos of overhead cables has compromised the visibility and charm of heritage buildings in the streetscape.
- The previous Council funded shopfront restoration scheme to encourage landowners and shopkeepers to preserve or reinstate original features has been abandoned due to lack of interest on the part of owners and / or shopkeepers.
- There are significant heritage values in the area, including a number of individual buildings listed on the Victoria Heritage Register.

**Precinct 1B**

- The surviving nineteenth century cottages in David Street are recognised as particularly vulnerable and require careful change management to preserve the street's history and heritage values.
- The heritage values of some significant buildings on Michael Street are not formally recognised in the Moreland Planning Scheme.
- The Aldi supermarket design and operation undermine the heritage and civic character of the precinct.

**2.3.7 SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES**

- Council's facilities are ageing.
- Early Years Facilities (maternal and child health, child care and kindergarten) under pressure due to increasing demand.
- The Neighbourhood House, currently on two sites, requires re-location to a more appropriate location.

**Precinct 1B**

- Council's facilities are ageing and the Brunswick Town Hall is under-utilised and presents an opportunity for Council to improve community access.
- Affordable space is in demand for performances, rehearsals, exhibitions, studios, classes and storage despite the availability of Council facilities, Counihan Gallery in Brunswick and Mechanic Institute, in the local area.
- Other Council facilities are ageing and demand is increasing for Early Years Facilities and use of the Brunswick Neighbourhood House.
- The redevelopment of Brunswick Baths is needed to adequately meet resident needs, but the site is physically constrained, including bicycle parking which is at capacity.

# 3 LOCAL AREA VISION

## 3.1 VISION

The Sydney Road Business Plan identifies the following vision:

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

This Structure Plan shares and augments this vision, broadening its scope to include all of Local Area 1.

Sydney Road will continue to function as one of Melbourne’s iconic nineteenth century retail strips, and will experience significant revitalisation through the establishment of a series of distinctive precincts. The renewal process will bring a new residential population that will provide a major boost in new investments that upgrade heritage buildings and precincts, and through urban and cultural initiatives. The presence of more people living and working in Local Area 1 will support a healthy 24-hour local economy.

## 3.2 FUTURE CHARACTER

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

Significant redevelopment of land between Sydney Road and the Upfield Train Line will occur as land uses change over time. Anstey, Brunswick and Jewell stations are focus points for urban renewal. The stations will become attractive, accessible and safe multiple-mode transport interchanges. These interchanges will be surrounded by a mix of office, residential, retail and civic uses that reflect their connections with the unique, multicultural and eclectic Sydney Road.

Wilson Avenue, and part of Dawson Street and Glenlyon Road, will provide shared space for all modes of traffic including pedestrians. Other streets, or parts thereof, will also provide generous pedestrian environments. These streets include Michael Street, Saxon Street, David Street, Albert and Victoria Streets, Lobb Street, Beith Street and West Street. Florence Street will become a mall linked to a redeveloped Brunswick Market and a small urban park.

## 3.3 KEY INITIATIVES

A summary of the major initiatives in Local Area 1 arising from the preparation of this Structure Plan are as follows:

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



Sydney Road entrance to Barkly Square Shopping Centre.







# 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 5 - 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.
-  Neighbourhood activity centre
-  Future investigation area

**MAP 3 : LOCAL AREA STRATEGIC FRAMEWORK PLAN**






### Key streetscape improvements

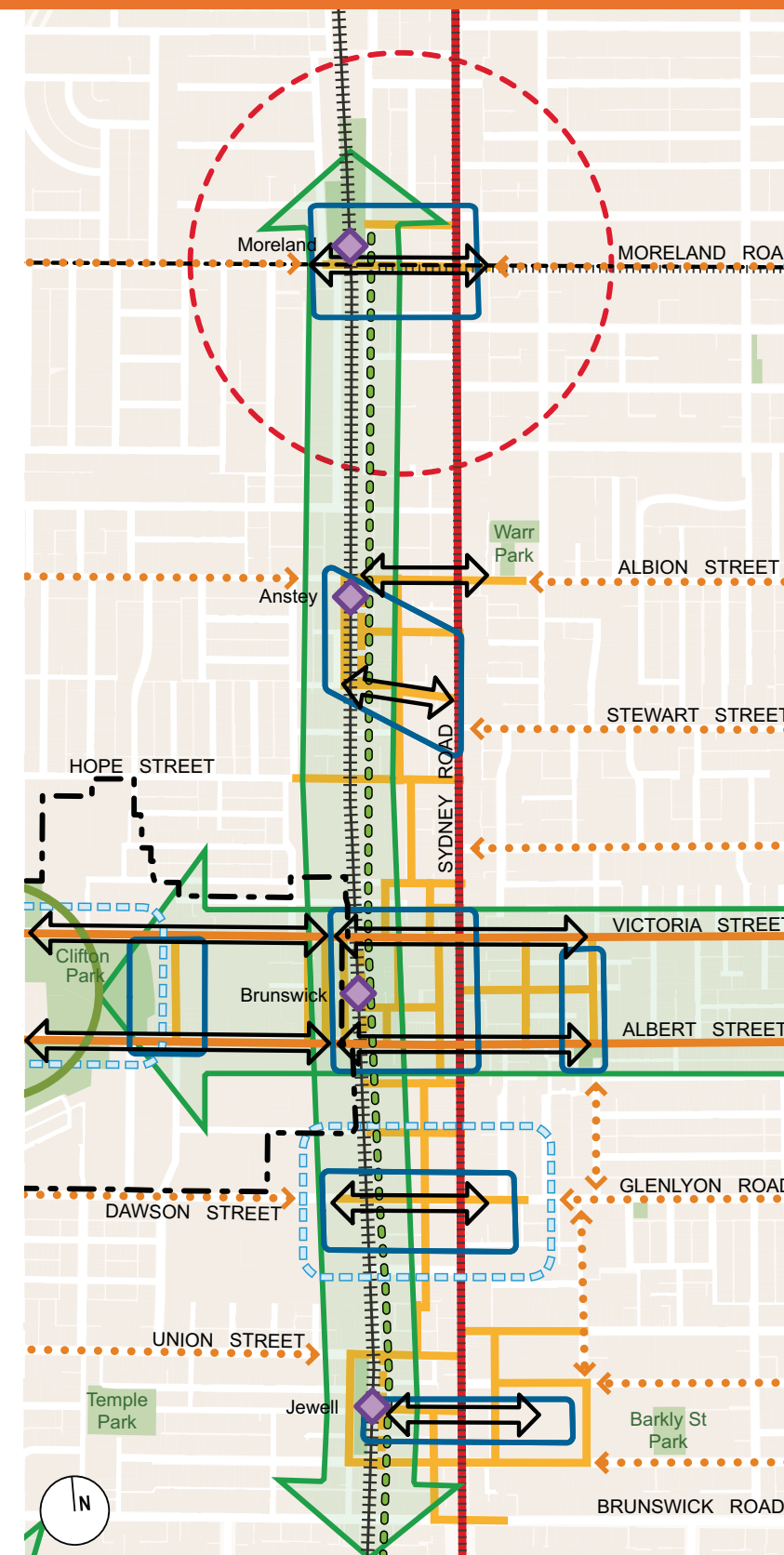
-  Activity corridor  
Key streets to be developed as prime locations of economic and social activity.
-  Albert and Victoria Axis  
High amenity east-west pedestrian links along Albert and Victoria Streets.
-  Activity streets (other)  
Street for future improvements to pedestrian amenity and development 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.
-  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
-  Open space



## 4.2 PLANNING AND LAND USE

### OBJECTIVE 1

**To ensure the viability of the local live music scene and support Brunswick's status as a prominent live music hub.**

#### STRATEGY 1.1

Affirm the existing rights of residents and venue operators by placing the onus for noise attenuation on the agent of change.

#### STRATEGY 1.2

Follow the progress of the Live Music Accord 2010 between the State Government of Victoria and representatives of the live music industry.

#### STRATEGY 1.3

Ensure the redevelopment and rezoning of land for sensitive uses such as residential consider impacts on existing live music and entertainment venues.

#### STRATEGY 1.4

Develop a policy that protects the needs of music venues and new residents in the precinct.

### OBJECTIVE 2

**To reinvigorate redundant and vacant industrial and commercial sites between the Upfield Train Line and Sydney Road**

#### STRATEGY 2.1

Support the rezoning and redevelopment of sites in accordance with the *Moreland Industrial Land Use Strategy 2004*, in particular sites in Industrial and Employment Framework Categories B, C and D.

### OBJECTIVE 3

**To support viable industrial and commercial precincts by protecting them from incompatible uses.**

#### STRATEGY 3.1

Prohibit the intrusion of non-industrial uses such as residential or other sensitive uses into the industrial precinct between Albion Street and Moreland Road.

### OBJECTIVE 4

**To ensure the redevelopment of redundant industrial sites, particularly west of Sydney Road, balances the current and future demand for housing and employment space.**

#### STRATEGY 4.1

Support the land use mix and redevelopment requirements of the *Moreland Industrial Land Use Strategy 2004* and the *MILUS Case Study 2010*.

### OBJECTIVE 5

**To support Sydney Road to continue to develop as a series of separate retail pockets with established niche markets including Mediterranean and Middle Eastern foods, wedding services and discount stores.**

#### STRATEGY 5.1

Maintain the existing application of the B1Z on Sydney Road and continue to encourage primary retail activity to concentrate along Sydney Road within defined retail sub-precincts.

#### STRATEGY 5.2

Reinforce separate retail precincts on Sydney Road by emphasising east-west road links and encouraging sideways development (e.g. piazzas with open-air dining, quirky laneways etc.).

#### STRATEGY 5.3

Upgrade the quality of the whole Sydney Road experience while cultivating its unique diversity and eccentricity as per the *Sydney Road Business / Marketing Plan (2004)*.

### STRATEGY 5.4

Ensure greater activity on the east-west streets between Sydney Road and the Upfield Train Line in particular identified Catalyst Streetscapes.

### STRATEGY 5.5

Support the land use mix and redevelopment requirements of the *Moreland Industrial Land Use Strategy 2004* and the *MILUS Case Study 2010*.

### OBJECTIVE 6

**To support the established arts and cultural scene by supporting uses that contribute to the special character and retail offering of Sydney Road.**

#### STRATEGY 6.1

Identify potential buildings in which arts studios may be interim uses.

#### STRATEGY 6.2

Recognise that live music venues on Sydney Road play an important part in defining the character of certain sub precincts.

#### STRATEGY 6.3

Investigate the provision of low-cost workspaces for artists including temporary uses in otherwise vacant buildings.

#### STRATEGY 6.4

Support emerging creative services uses, particularly in the core and secondary industrial and employment precincts.



**MAP 4 : PLANNING AND LAND USE**

**Proposed future land uses**

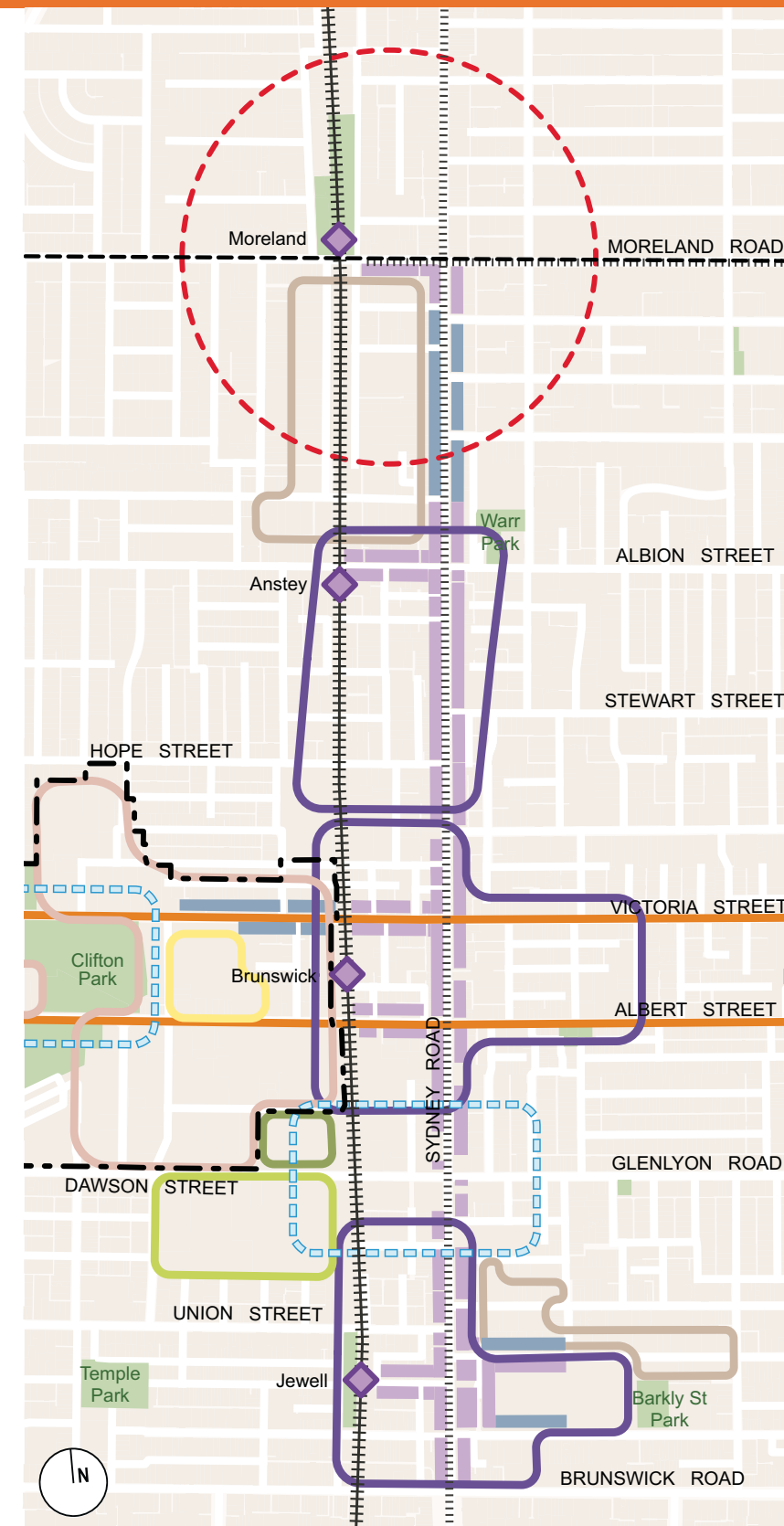
- Retail focus to be strengthened
- Large format retail, showroom or office at ground level focus
- Mixed use development
- Health services precinct
- Core industry and employment precinct
- Other industry and employment precinct
- Education focus
- Police garage site redevelopment
- Future investigation area

**Key planning elements**

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

**Existing conditions**

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



## 4.3 HOUSING

### OBJECTIVE 1

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

#### STRATEGY 1.1

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

#### STRATEGY 1.2

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

#### STRATEGY 1.3

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

### OBJECTIVE 2

**To encourage appropriate and accessible housing.**

#### STRATEGY 2.1

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

#### STRATEGY 2.2

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

### 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 and as 'buffer' developments along railway lines (including stations).

### STRATEGY 3.4

Ensure new development along the Upfield Railway Line is consistent with best practice development and guidelines, particularly in relation to interfaces.

### 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 parklands for much of the new residential development areas.

### 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 throughout the area, particularly within new transit oriented development.



Brunswick Town Hall.

**GUIDELINES : HOUSING DEVELOPMENT**

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






<b>Affordable housing</b>	At least 20 per cent of housing within private development and on Council owned-land should be affordable.
<b>Adaptable housing</b>	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.
<b>Accessible housing</b>	10 per cent of dwellings in development of six or more dwellings should be accessible.

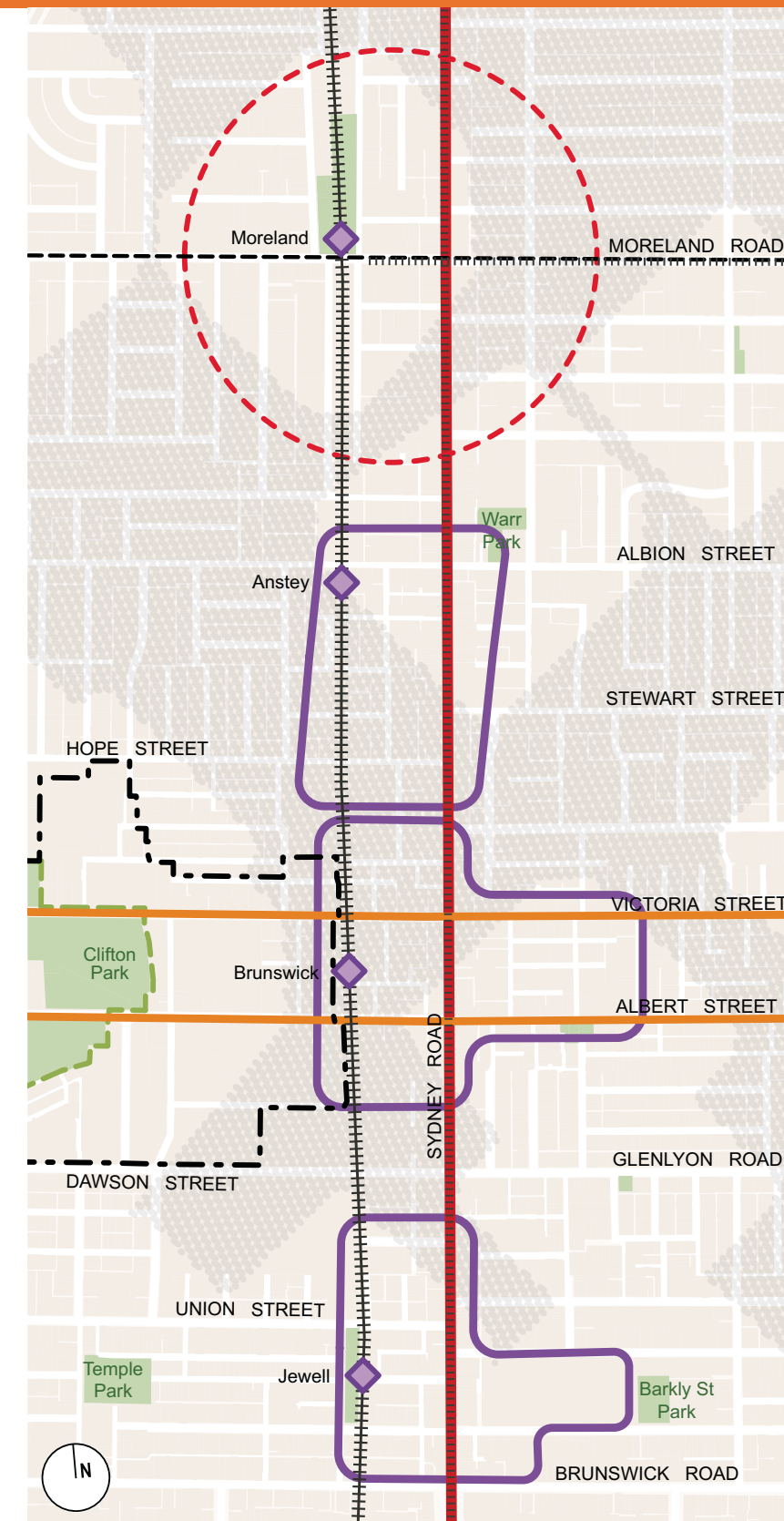
**MAP 5 : HOUSING**

**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  
Brunswick Central Parklands.
-  Residential areas with poor access to public space  
Indicative based on residences more than 300m from local park.
-  Future investigation area

**Existing conditions**

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



## 4.4 TRANSPORT AND MOVEMENT

### OBJECTIVE 1

To improve vehicle, pedestrian, and cycling intersections with the Upfield Train Line.

#### STRATEGY 1.1

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

### OBJECTIVE 2

To ensure the Upfield Shared Path meets increasing user demand.

#### STRATEGY 2.1

Develop key on-road bicycle routes on Sydney Road and elsewhere to duplicate (and act as contingency for any future loss of) the Upfield Shared Path.

#### STRATEGY 2.2

Continue to maintain and upgrade the Upfield Shared Path as part of Council's and VicTrack's asset management planning.

### OBJECTIVE 3

To ensure Sydney Road is managed to balance its social, economic and transport functions.

#### STRATEGY 3.1

Continue to advocate for the management of Sydney Road to balance its social, economic and transport functions.

### OBJECTIVE 4

To encourage pedestrian activity by improving pedestrian permeability and celebrating the rich diversity of experiences that it offers.

#### STRATEGY 4.1

Pursue new pedestrian linkages in accordance with Map 6.

### OBJECTIVE 5

To improve the pedestrian experience of train users including access to train stations and crossings at train lines.

#### STRATEGY 5.1

Undertake urban design projects to create a safer and more attractive pedestrian environment on Sydney Road and beyond Sydney Road, via links to railway stations, local residential, retail and commercial areas and off-street car parks.

#### STRATEGY 5.2

Facilitate pedestrian access between Sydney Road and the three train stations.

### OBJECTIVE 6

To ensure a high quality public transport system that responds to the needs of a growing population.

#### STRATEGY 6.1

Work with the State Government to prioritise public transport movement, including tram only lanes, priority signalling and better connections between transport modes.

### OBJECTIVE 7







To provide wayfinding that ensures easy navigation and strong connections between transport networks.

#### STRATEGY 7.1




Seek funding for wayfinding initiatives from State Government sources such as the Inner North Sub Region Project.

**MAP 6 : TRANSPORT AND MOVEMENT**






**Key links and nodes**

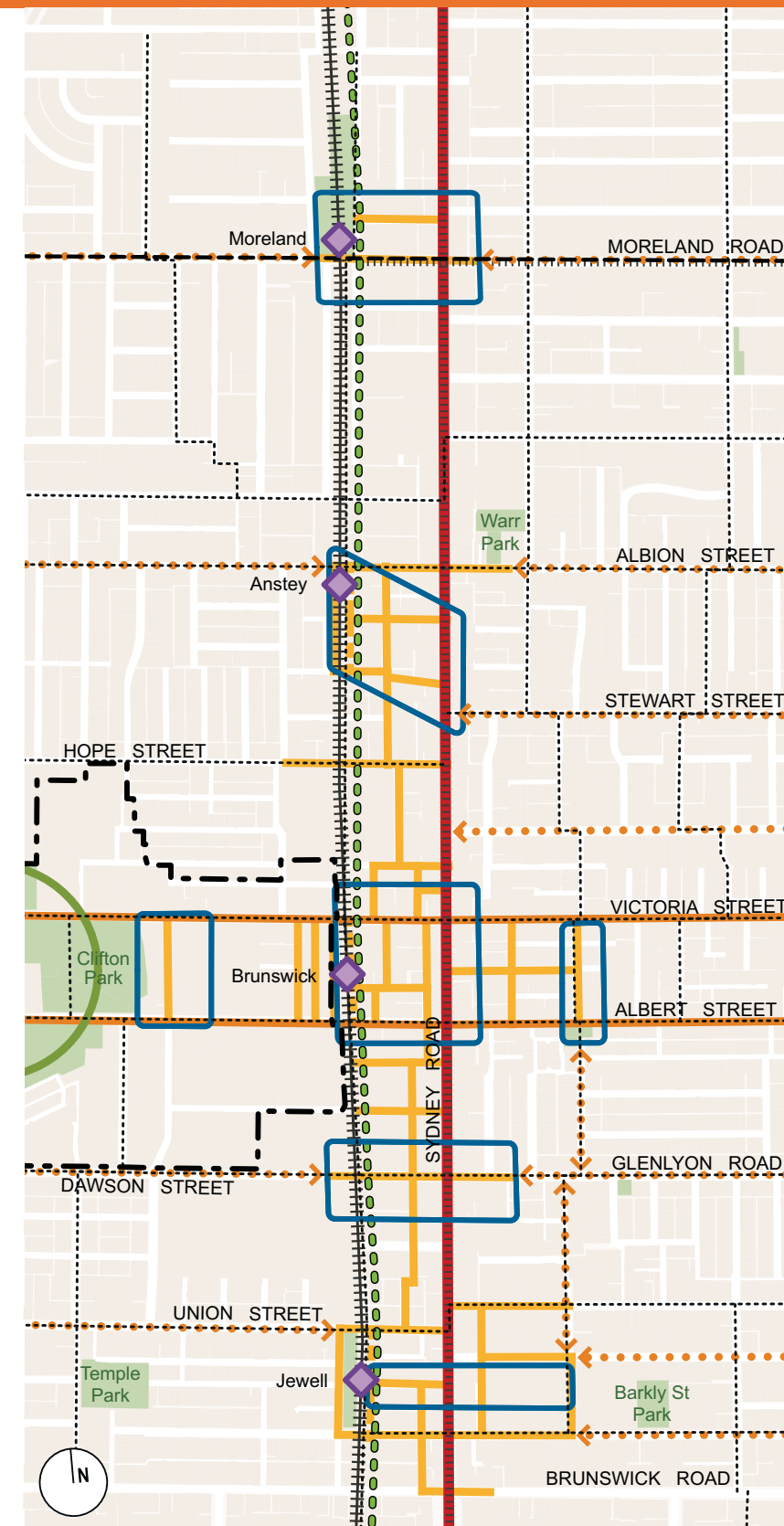
-  Activity node (indicative outline)  
Enhance active movement network in and around activity nodes.
-  Recreation node (indicative outline)  
Enhance movement network around key junctions in open space network.
-  Active movement link  
Connect activity nodes.
-  Upfield Shared Path  
Improve sense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

**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
-  Rail line
-  Train station
-  Study area
-  Open space



**GUIDELINES : ROAD SPACE PRIORITY**

<p><b>Sydney Road Activity Corridor</b></p>	<p>Develop long term combined transport and streetscape plan.</p> <p>Shift role from VicRoads traffic route to high amenity pedestrian environment including reduction in speed etc.</p>
<p><b>Vic Roads traffic routes</b> within and on the periphery of the Activity Centre including Brunswick Road and Moreland Road</p>	<p>Ensure safe pedestrian crossings at VicRoads traffic routes especially along identified activity streets and active movement links (refer to Map 6).</p>
<p><b>Other arterial and collector roads</b></p>	<p>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.</p>
<p><b>Pedestrian priority streets</b></p>	<p>Refer to definition of identified pedestrian priority streets on Map 7 and Guidelines for Public Space Improvements.</p>



Upfield train line and path.