

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: <ul style="list-style-type: none"> • within the active 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.

Activity Links	
Key links between activity nodes	
Active movement links	These links will: <ul style="list-style-type: none"> • strengthen pedestrian and bike connections between activity nodes. • improve pedestrian amenity. • provide active frontage to new development.
Upfield Shared Path	This path environment will: <ul style="list-style-type: none"> • improve safety at road crossings. Increase passive surveillance and the sense of safety. • resolve the conflict of limited space for pedestrians and cyclists, and consider duplication of, or alternative to, this north-south active movement link. • provide active frontage to new development.

Activity streets	
Streets with high level of amenity and sense of safety day and night.	
Sydney Road Activity Corridor	These street environments will: <ul style="list-style-type: none"> • 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.
<p>This corridor will be developed as prime location for economic and social activity.</p>	
Albert and Victoria Axis (Albert Street and Victoria Street)	These street environments will: <ul style="list-style-type: none"> • 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.
<p>Much of the anticipated urban renewal will occur along the east-west spine at the centre of Brunswick defined by Victoria and Albert Streets.</p>	
Activity streets – other	These street environments will: <ul style="list-style-type: none"> • 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.
<p>Generally these are streets adjacent to potentially higher density and mixed-used development.</p>	

4.5 PUBLIC REALM

OBJECTIVE 1

To provide a safe and attractive pedestrian environment along the high traffic route of Sydney Road.

STRATEGY 1.1

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

STRATEGY 1.2

Develop pedestrian priority areas in accordance with Map 7.

OBJECTIVE 2

To ensure Sydney Road remains accessible to all users, with priority given to pedestrians and public transport and adequate provision of car parking for economic performance.

STRATEGY 2.1

Undertake major streetscape improvements in accordance with Public Realm guidelines and with Map 7.

STRATEGY 2.2

Prepare an urban design strategy for each precinct that reinforces the unity of the shopping centre and encourages high-quality redevelopment of existing streetscapes.

STRATEGY 2.3

Implement active frontages in accordance with Maps 7 and the relevant Guidelines.

OBJECTIVE 3

To ensure the redevelopment of major sites makes a positive contribution to the local area, including amenity, parking, built form and land uses.

STRATEGY 3.1

Redevelop industrial sites in accordance with the *Moreland Industrial Land Use Strategy 2004*.

OBJECTIVE 4

To reduce the visual clutter of services on Sydney Road, including overhead tram and power cables, drainage, telecommunications.

STRATEGY 4.1

Require new development to underground / co-locate / combine services.

STRATEGY 4.2

Undertake a follow up review of the *Sydney Road Cable Relocation Pilot Project 2004*, between Blyth and Hope Streets, to understand the feasibility of overhead cable relocation in improving the streetscape.

STRATEGY 4.3

To implement Council's Relocation of Overhead Cables Policy (currently under review).

OBJECTIVE 5

To provide high amenity and safe access to train stations that is well integrated with the Upfield Shared Path.

STRATEGY 5.1

Redesign and redevelop all station environs including the Upfield Shared Path.

STRATEGY 5.2

Investigate the use of planning provisions such as the Public Acquisition Overlay and Development Plan Overlay to achieve public realm and Upfield Shared Path improvement objectives.

OBJECTIVE 6

Ensure that there is a generous network of new and enhanced public spaces.

STRATEGY 6.1

Develop a series of smaller public places including a forecourt to Brunswick Town Hall and church, a new forecourt to RMIT, an upgrading of Post Office Place, a forecourt to the Uniting Church and a public place near Anstey Station as indicated on Map 7.

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 urban park or greening of reserves
Create new parks in areas with little access to open space.
- ↔ 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.
- Future investigation area

Improved open space network

- District park - Brunswick Central Parkland
Develop recreation precinct with a series of well connected spaces and activities, including:
 - Multi-use sports destination including the grandstand and a new sports hub.
 - Open air music and performance scene will be strengthened as a public venue.
 - Native parkland at Gilpin Park will be strengthened as an urban native forest.

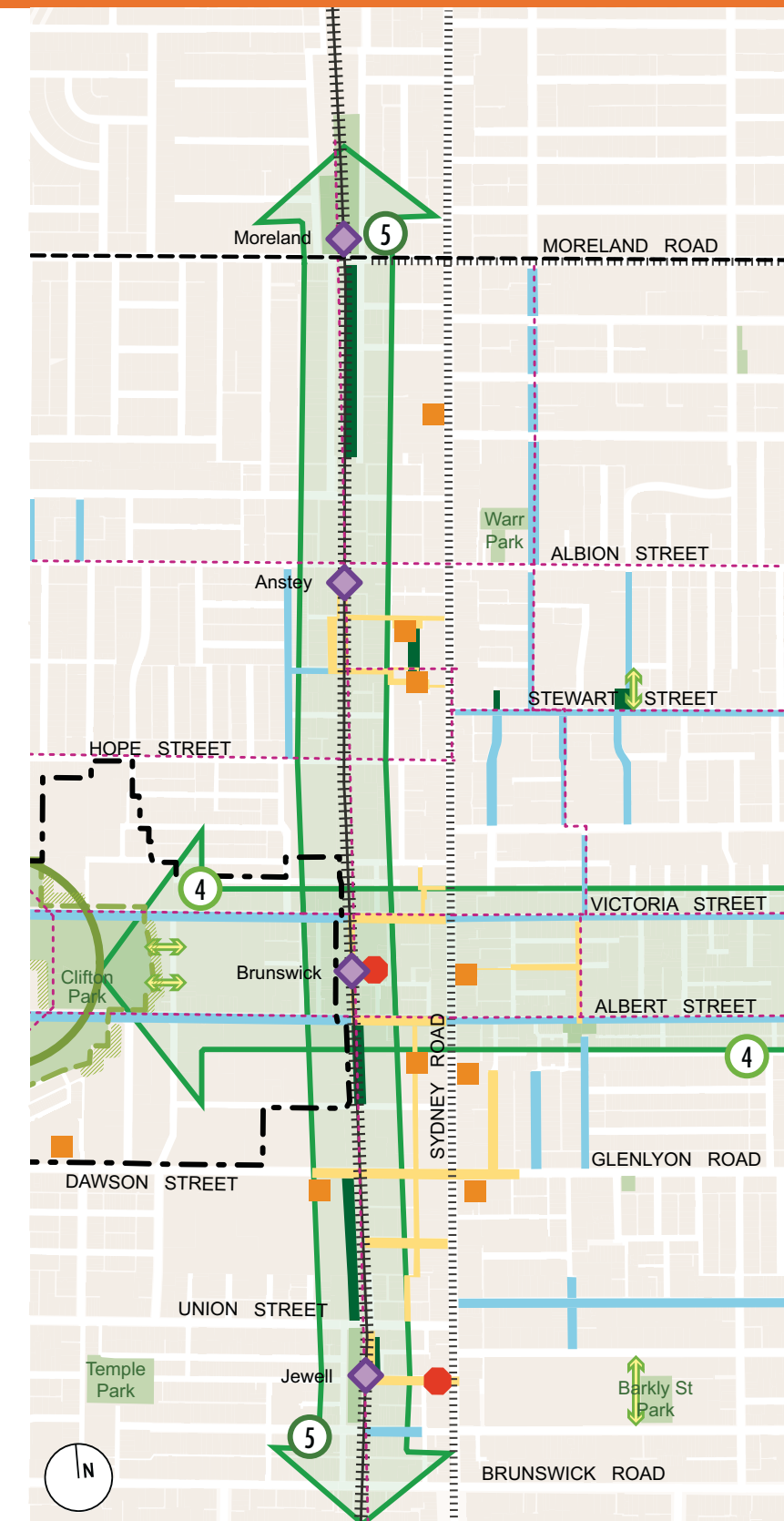
- ↔ Major recreational link
Strengthen the five major links to improve connectivity of open space and encourage more active lifestyles:
- 4 Albert and Victoria Axis
- 5 Upfield Shared Path
- Park interfaces
Avoid blank walls and provide higher level of active frontage.

Key nodes

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

Existing conditions

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



GUIDELINES : PUBLIC SPACE IMPROVEMENTS	
Major new public places. Refer to Map 7 – Public Realm.	
Jewell Station	New plaza and pedestrian priority environment along the length of Wilson Avenue will integrate Jewell Station with pedestrian environment on Sydney Road.
Brunswick Station	Brunswick Station Plaza will provide a prominent public place in front of the station building. Land can be developed for a plaza and a tall landmark building.
Forecourts and smaller public places	
New forecourt will provide better pedestrian amenity and connectivity – refer to Map 7 – Public Realm.	
Gateway south, Sydney Road	Improve pedestrian amenity and circulation space at the transport interchange and enhance the visual gateway to Sydney Road at Hooper Reserve.
Anglican Church / Brunswick Townhall	Improve Church forecourt on Glenlyon Road and potentially create public space between the church and the town hall.
RMIT campus, Dawson Street	Improve forecourt next to Dawson Street.
Uniting Church	Improve Church forecourt.
Post Office Place, Sydney Road	Upgrade Post Office Place and link to pedestrian priority streets to the east, and to new enhanced tram stop on Sydney Road.
Brunswick Market	Provide new market forecourt next to the new pedestrian priority environment on Florence Street.

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 spaces and provide longer walks to and along larger parklands.

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.

Upfield Shared Path

This link runs along the eastern side of the Upfield Train Line and links small pockets of green open space.

This green corridor builds on existing Council strategies such as consolidating linear open space corridors, particularly state owned properties.

Greening of public land along the corridor will increase by creating new parklands and pockets of green open spaces. This corridor will support an increased residential population which is due to considerable development between the railway and Sydney Road.



4.6 BUILT FORM

OBJECTIVE 1

To ensure new development on Sydney Road enhances, and does not dominate, the established streetscape character.

STRATEGY 1.1

Ensure active frontage to buildings in accordance with Map 8 and Map 7 - Active Movement Network.

STRATEGY 1.2

Protect the coherent streetscape of Sydney Road from Park Street to Moreland Road consistent with Sydney Road in Coburg (up to Bell Street) through built form controls.









MAP 8 : BUILT FORM


For more detailed outline of built form guidelines, please refer to precinct maps.


Built form guidelines

The maximum heights for future development outlined below are a guide based on long term development opportunities and preferred future character for the whole activity centre. New development proposals and new overlays will require site context analysis justifying more detailed built form controls.


-  3 storey maximum
-  4 storey maximum
-  5 storey maximum
-  6 storey maximum
-  7 storey maximum

 Height of potential future development subject to context of key public buildings and other sites.

 Public space subject to negotiation or public acquisition overlay

 Potential landmark building
Height subject to context

 Major visual gateway

 Other visual gateway


 Future investigation area


Note: Existing development overlays


The Moreland Planning Scheme contains a number of existing development overlays in the Brunswick Structure Plan boundary. In some instances the Brunswick Structure Plan is inconsistent with existing overlays. In such instances, the existing overlays prevail until new scheme provisions, in accordance with the BSP, supersede and replace existing development overlays, where appropriate.


Streetscape controls


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

 Establish a 2 storey built form podium height. Setback of development above the podium to be minimum 14 metres.

 Establish a 3 storey built form podium height. Setback of development above the podium to be minimum 7 metres.

 Establish a 3 storey built form podium height. Setback of development above the podium to be minimum 5 metres.


 Establish a 4 storey built form podium height. Setback of development above the podium to be minimum 3 metres.

 Establish a 5 storey built form podium height. Setback of development above the podium to be minimum 2 metres.

Existing conditions

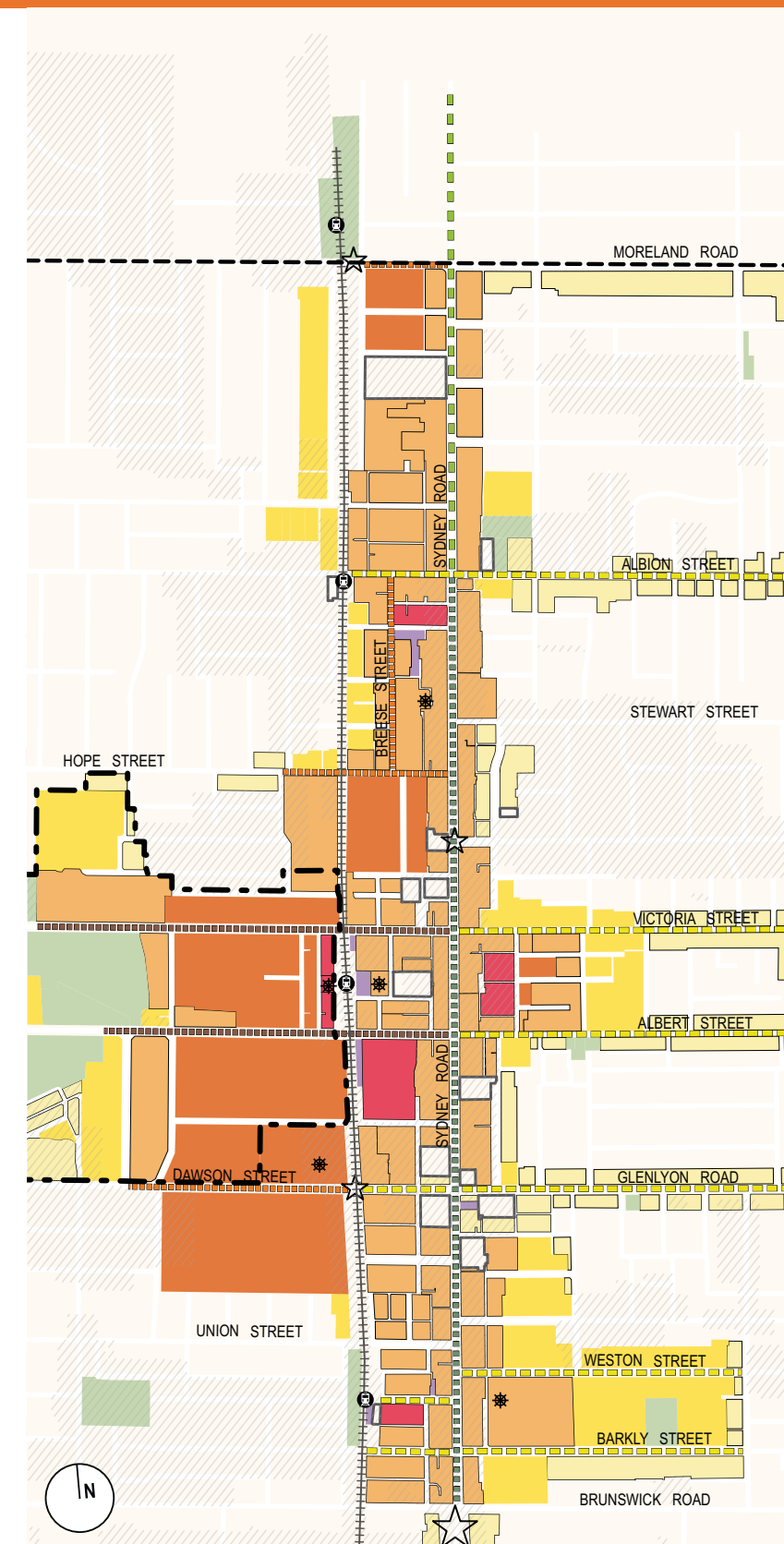
 Rail line

 Train station

 Study area

 Open space

 Heritage overlay



GUIDELINES : BUILT FORM	
These guidelines set a framework for the future character of the Brunswick Activity Centre and establish a level of certainty for all stakeholders.	
Built form envelope	Overall height, podium height and setback of development above podium should be consistent with built form Map 8 and relevant precinct built form diagram.
Setback from street boundary	All new buildings next to activity streets should be built to street edge. On other streets the setback can vary subject to the context.
Rear and side interfaces	Built form at rear and side interfaces should be carefully designed to relate to adjacent scale and to avoid overlooking into adjacent dwellings.
Landmark sites	New buildings on these sites will be iconic given their unique position in the urban fabric and design excellence is required for any development of these sites.
Pedestrian links through sites	Pedestrian links through development sites should be provided in accordance with precinct plans.
Amenity to dwellings	Design of building layout should allow for good natural ventilation, generous daylight access to habitable rooms and generous outlook from dwellings.
Lot sizes	Subdivision of lots should be avoided where the subdivision mitigate against the objectives of the Structure Plan. Amalgamation of lots is encouraged to create opportunities for more efficient redevelopment (i.e. higher amenity to dwellings and reduced vehicle crossovers).

Façades	Façades must be designed to a scale appropriate to the overall street character, existing pattern (i.e. lot widths and floor to ceiling height) and pedestrians. Multiple entries and smaller shop fronts are encouraged.
Active frontage	Active frontage to new development should be provided in accordance with active frontage guidelines and precinct plans.
Vehicular access	Vehicular crossings should be from rear lanes or alternatively side streets where practically feasible to minimise or avoid use of pedestrian and retail frontages for vehicular access.
Car parking	Car parking at ground level should be avoided to ensure ground floor activity and good active frontage. Underground car parking is encouraged. If underground car parking is not feasible car parking on upper levels should not be visible from the street and there should be a zone of other activity between car park and façade. This other space of activity could be residential, commercial, or office space.
Development of further guidelines for urban renewal areas, large sites and landmark sites	In addition to the Structure Plan guidelines specific guidelines, in the form of development overlays etc., should be prepared for larger urban renewal areas, sites and landmark buildings. The more specific guidelines, covering potential additional pedestrian links and active frontage, should be developed subject to local opportunities and constraints.



GUIDELINES : ACTIVE FRONTAGE

For detailed mapping of active frontage categories refer to relevant precinct map.

Active frontage type A – retail core

This category of active frontage applies primarily to property adjacent to identified activity corridors. Refer to precinct maps.

Buildings with ground level frontages to active frontage(s) type A as identified on the precinct plan maps must contribute to the appearance and retail function of the area by providing:

- a display window and/or entrance measuring at least 80 per cent of the width of the street frontage of each individual shop premises and food and drink premises, or at least 60 per cent of the width of the street frontage of each premises used for other commercial uses.
- clear glazing to street frontages. Security grilles must be visually permeable or transparent, and are encouraged to be internally mounted.
- façade design that incorporates lighting to add to a sense of security at night.
- built scale appropriate to the street and proximity to pedestrians.

Vehicle ingress and egress, loading facilities and building services should not be located on frontages to active frontage type A streets.

Active frontage type B - activity streets and links

This category of active frontage applies primarily to property adjacent to other identified activity street and identified active movement links. Refer to precinct maps.

Buildings with ground level frontages to active frontage(s) type B as identified on the relevant precinct plan maps must present an attractive pedestrian focused frontage by providing:

- individual entry doors to ground level dwellings to create a residential address to the street.
- shelter and lighting to entries.
- clear glazing to street frontages. Security grilles must be visually permeable or transparent, and are encouraged to be internally mounted.
- no, or low visually permeable front fencing only.
- built scale appropriate to the street and proximity to pedestrians.

Vehicle ingress and egress, loading facilities and building services should not be located on frontages to active frontage type B streets or laneways, unless there is no alternative.

Other frontages

This category applies to property adjacent to other streets, laneways or other public land not covered by active frontage types A and B but within the local area boundary.

All other frontages to street, lane or public land, other than the identified active frontage types A and B, should contribute to high quality safe and attractive street frontages through the provision of lighting, street furniture, entry doors, habitable rooms with windows, low fences and display windows where possible.

Vehicle ingress and egress, loading facilities and building services should be located on lanes where possible.



4.7 CHARACTER AND IDENTITY

OBJECTIVE 1

To protect and enhance buildings and groups of buildings that contribute to the traditional shopping strip character.

STRATEGY 1.1

Ensure that buildings with significant heritage values are included in the Heritage Overlay of the Moreland Planning Scheme.

STRATEGY 1.2

Introduce built form guidelines for larger renewal areas and key streets to manage the change in character.

OBJECTIVE 2

To ensure services and cables do not compromise the visual charm of heritage buildings and streetscapes.

STRATEGY 2.1

Require the undergrounding of services associated with new development and electrical and communications infrastructure.

STRATEGY 2.2

Remove overhead cables where feasible.

OBJECTIVE 3

To reinstate the character of 19th century shopping strip through the restoration of traditional shopfronts.

STRATEGY 3.1

Consider reinstating the shopfront restoration scheme as part of a broader place management strategy.

OBJECTIVE 4

To promote the area's rich built heritage.

STRATEGY 4.1

Ensure new development is sympathetic to buildings with cultural heritage values as identified in the Moreland Planning Scheme.

GUIDELINES : PUBLIC ART

Public art should seek to achieve the following:

Interpret, define and enhance the character and cultural identity of a city.

Acknowledge cultural heritage and traditions.

Provide a sense of public ownership of public art objects and spaces.

Encourage positive and practical interaction between people and public spaces.

Challenge perceptions and prejudices.

Express the principles of sustainability.

GUIDELINES : FUTURE CHARACTER

Refer to Map 9 – Character and Identity

Sydney Road and adjacent streets

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

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

Albert and Victoria Axis

The east-west axis of Albert and Victoria Streets will be developed as pedestrian friendly links between district parklands in the east and west. These links will also connect new community hubs, one at Lygon Street / Fleming Park and another at Brunswick Central Parklands.

These pedestrian friendly community links will also provide a cross-Brunswick heritage interpretation and artworks trail.

MAP 9 : CHARACTER AND IDENTITY

Key character areas

Local Area 1 - Sydney Road

The future Sydney Road will continue to be characterised by its many heritage façades. The proximity to the railway line will be emphasised and a network of new and existing public space will strengthen the east-west connection between nodes of activity (such as around train stations) and activity on Sydney Road.

Albert and Victoria Axis

Albert and Victoria streets will be developed as pedestrian friendly links between major parklands in east and west. This link will incorporate a range of initiatives such as:

- east - west active movement network
- new community hubs
- heritage interpretation and public arts trail

District park

Encourage the further development of Brunswick Central Parklands as strong and distinct character areas.

Future investigation area

Character elements

Gateway to activity corridor

Strengthen character and local sense of place in key gateway locations.

Proposed landmark

Encourage major visual landmarks in key locations.

Activity node

Strengthen character and local sense of place in key activity nodes

Catalyst streetscape

Improve selected streetscapes to catalyst urban renewal and make better use of under-utilised community facilities, inclusive of parks and train stations.

Heritage cluster

Respect streetscapes or groups of buildings of interest to the legibility of the heritage character.



Brickworks heritage

Redevelop heritage buildings at Hoffman's Brickworks in a way that the new use are in keeping with the former use. For example, ceramic studios for artists. Relate new heritage interpretation of the historic site and buildings to the vast former clay pits which is now parklands.

Existing conditions

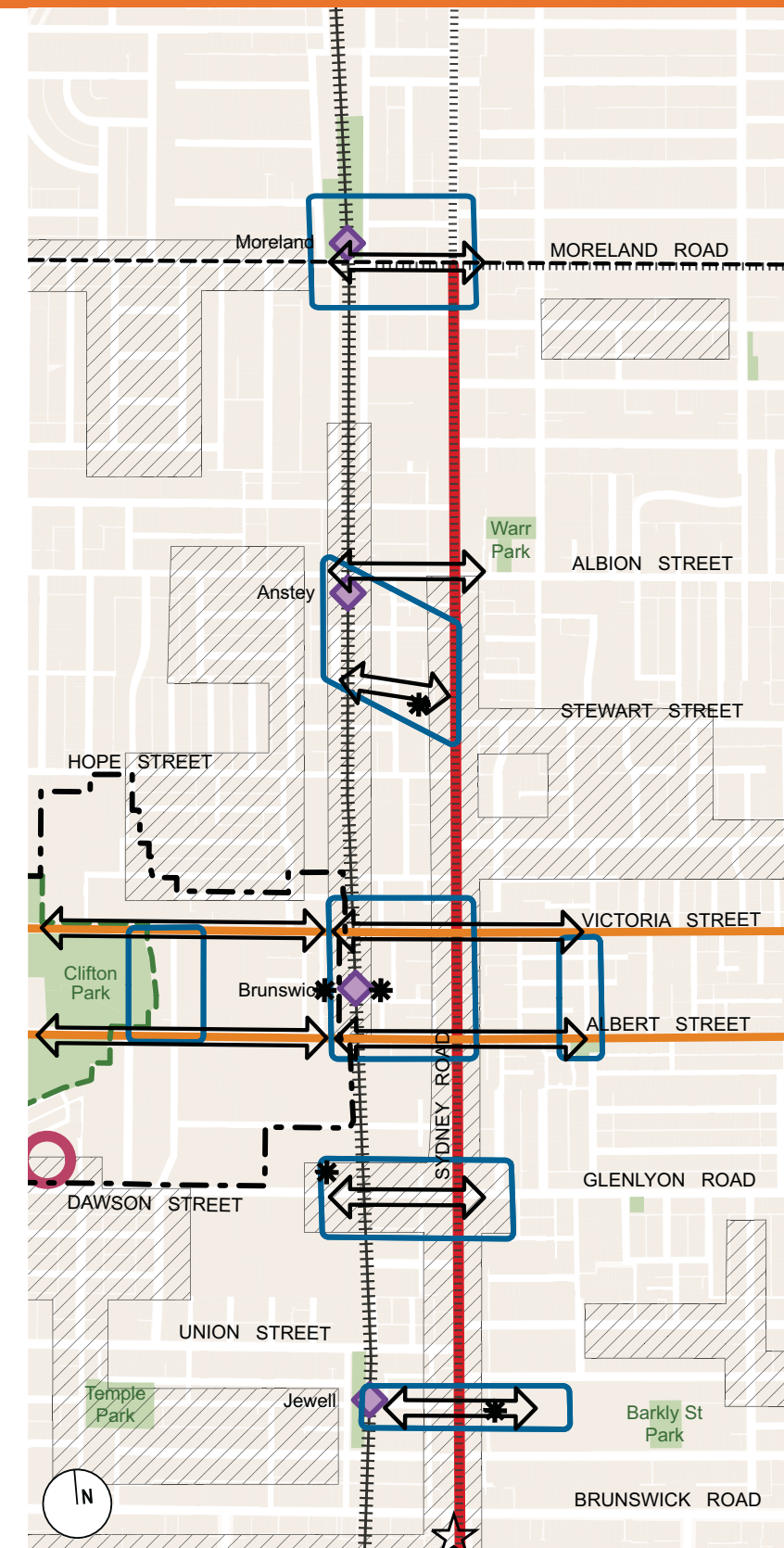
Tram line

Rail line

Train station

Study area

Open space



4.8 SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES



THEME 7. SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

OBJECTIVE 1

To ensure the ongoing maintenance and viability of Council's social, cultural and leisure services facilities.

STRATEGY 1.1

Prepare and implement asset management plans for Council facilities.

OBJECTIVE 2

To ensure early years facilities meet the needs of existing and future users.

STRATEGY 2.1

Support the actions in the Moreland Early Years Strategy related to early years facilities in Brunswick, in particular:

- ensure that new development is consistent with the current version of the Moreland Early Years Facilities Strategic Plan.
- encourage co-location of early years services where possible to support greater service integration and effectiveness.

STRATEGY 2.2

Require new developments with a retail or commercial component to consider providing early years facilities.

OBJECTIVE 3

To create a viable Neighbourhood House that meets the needs of existing and future users.

STRATEGY 3.1




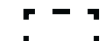

Relocate the two existing Neighbourhood Houses to a single, more appropriate site.

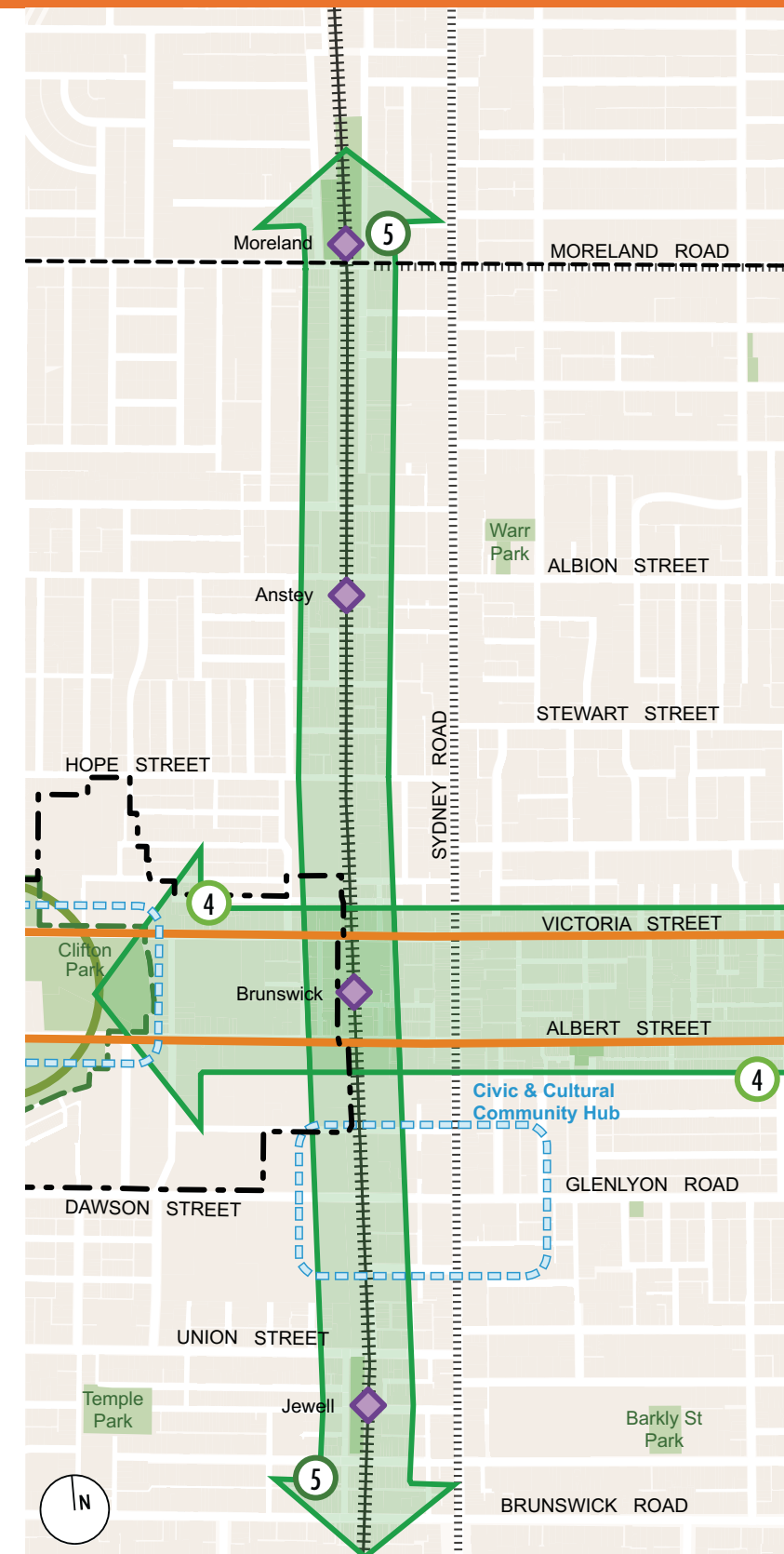
MAP 10 : SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

Facilities

-  Proposed community hub
Location for future major community hub clustering multiple public facilities and meeting places.
-  Recreation node
Focus for multi use open space.
-  Albert and Victoria Axis
Encourage community uses to develop the key east - west axis.
-  District park
Enhance district parks to create new social, cultural and leisure opportunities.
-  Major recreation link
Strengthen recreation links to promote new and enhance existing active and passive recreational opportunities.
-  4 Albert and Victoria Axis
-  5 Upfield Shared Path
-  Future investigation area

Existing conditions

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



5 LOCAL AREA PRECINCTS

5.1 PRECINCT 1A : JEWELL STATION / SYDNEY ROAD GATEWAY

TOTAL LAND AREA (GROSS): 28.4 HECTARES
ANTICIPATED NEW DWELLINGS: 566

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

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

5.1.1 OBJECTIVES AND STRATEGIES

The following objectives and strategies apply to this precinct only. Please also refer to Section 4 - Local Area Strategic Framework.

PLANNING AND LAND USE

OBJECTIVE 1

Improve the visual and physical relationship of Barkly Square to its surroundings and encourage flow-through trade to Sydney Road.

STRATEGY 1.1

Review Development Plan Overlay 1 (Barkly Square Shopping Centre) to address issues such as urban design, access, amenity, car parking, and connectivity to McDougall Street, Weston Street, Barkly Street, Sydney Road, Wilson Avenue and Jewell Station.

STRATEGY 1.2

Support the establishment of a mixed use anchor on Wilson Avenue, west of Sydney Road, to act as a counter balance to Barkly Square.

OBJECTIVE 2

To ensure that land use and development supports a diverse retail and commercial mix.

STRATEGY 2.1

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

STRATEGY 2.2

When considering land use and development applications, consider the importance of providing a range of entertainment and retail experiences including gaps such as cinemas.

HOUSING

OBJECTIVE 1

To optimise the use of Council land along Sydney Road to achieve a broader range of objectives and activities including affordable and accessible housing.

STRATEGY 1.1

Develop the Council carpark in Edward Street, Brunswick for a mixture of uses including affordable, accessible housing in partnership with a housing association.

TRANSPORT AND MOVEMENT

OBJECTIVE 1

To ensure Hooper Reserve functions effectively as a public transport interchange and gateway to the municipality

STRATEGY 1.1

Comprehensively redesign Hooper Reserve focusing on pedestrian amenity and access, tram and bus interchange linkages and relationship to Sydney Road traffic and retail.

PUBLIC REALM

OBJECTIVE 2

To improve the quantity and quality of public spaces in Precinct 1A.

STRATEGY 2.1

Deliver significant streetscape improvements to Wilson Avenue, Hooper Reserve and McDougall Street in accordance with Section 1A.4 Wilson Avenue and Map 12 Precinct 1A.

OBJECTIVE 3

To encourage pedestrian, cycling and public transport access to Barkly Square by providing an attractive, safe and accessible pedestrian connection along Wilson Avenue.

STRATEGY 3.1

Develop a new public plaza on Wilson Avenue with a terminal view to Jewell Station and linking to a new commercial anchor on Wilson Avenue, a new enhanced tram stop on Sydney Road and a new access point to Barkly Square Shopping Centre.

STRATEGY 3.2

Implement built form guidelines in particular around Wilson Avenue and Barkly Square to guide building height and its impact on streetscape character.

OBJECTIVE 4

To ensure Weston Street develops as an important pedestrian, retail and commercial street with positive interfaces with Barkly Square and the surrounding residential area.

STRATEGY 4.1

Undertake a planning scheme amendment for Weston Street to rezone the IN3Z land and prepare built form guidelines to encourage activities such as ground floor retailing with upper level offices that will laterally expand the Barkly Square shopping centre and improve pedestrian amenity.

OBJECTIVE 5

To develop McDougall Street as a vibrant and safe pedestrian thoroughfare and public space.

STRATEGY 5.1

Prepare a streetscape plan for McDougall Street in conjunction with a broader review of the Barkly Square Shopping Centre.

BUILT FORM

OBJECTIVE 1

To provide guidance on built form along Sydney Road.

STRATEGY 1.1

New development must be consistent with the built form guidelines in this Structure Plan.

STRATEGY 1.2

Implement the built form guidelines in the Moreland Planning Scheme.

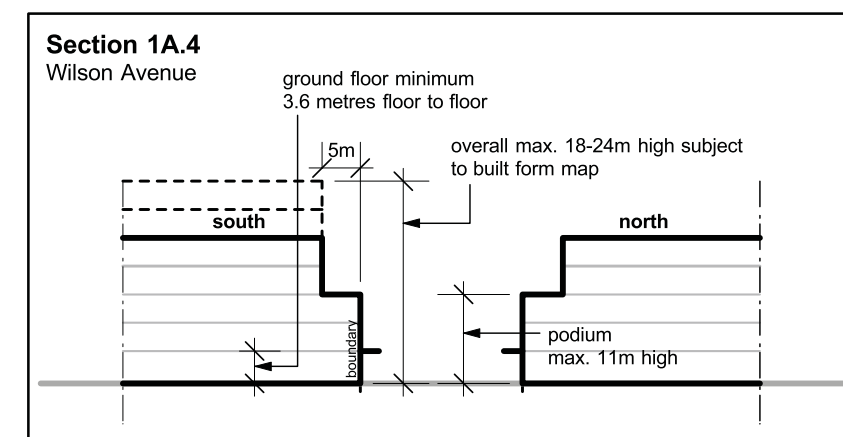
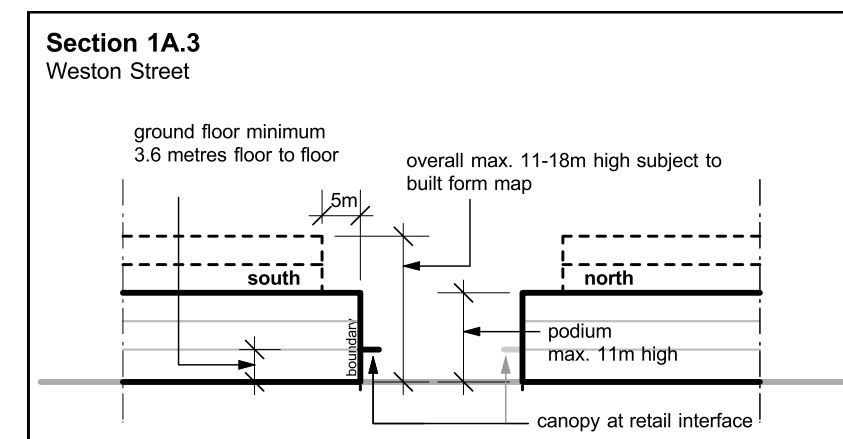
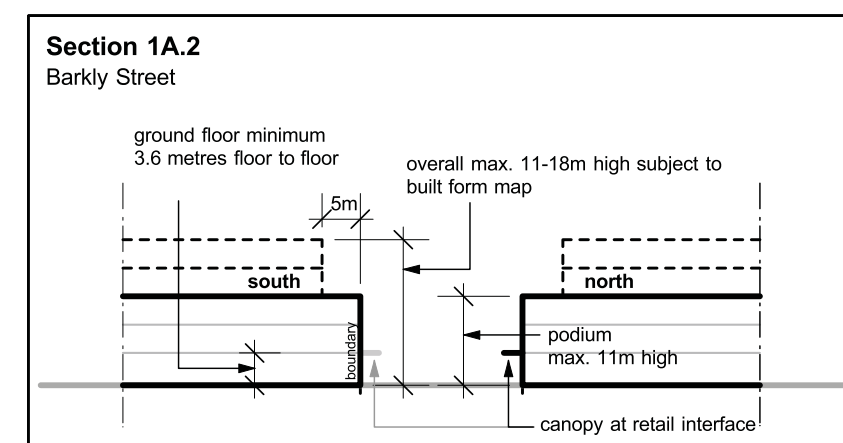
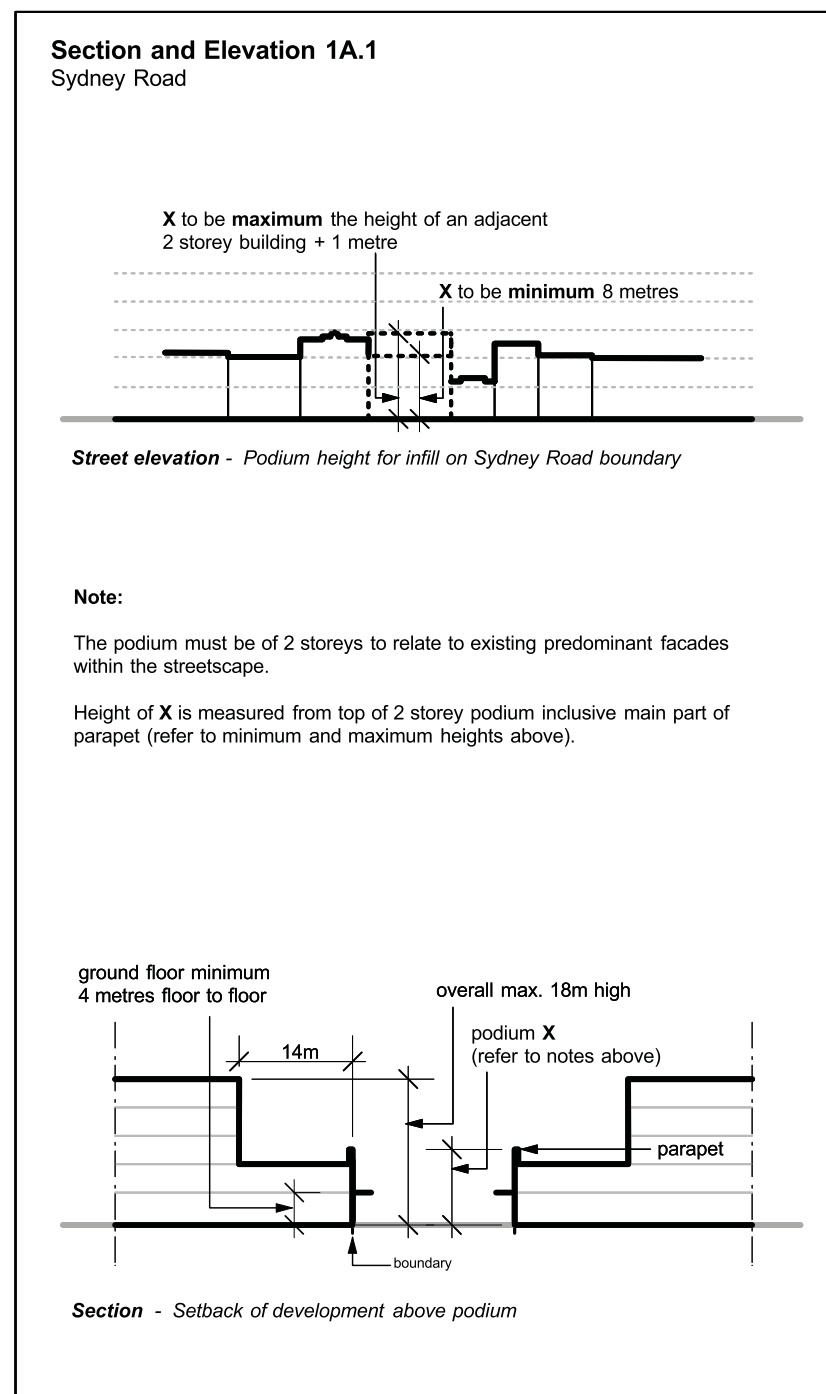








FIGURE 2 : Precinct Built Form Guidelines

MAP 11 : PRECINCT 1A
BUILT FORM



Built form guidelines

-  3 storey maximum (11 metres)
-  4 storey maximum (14.5 metres)
-  5 storey maximum (18 metres)
-  7 storey maximum (24 metres)








-  Landmark
Integrate new landmark building to improve legibility of urban context.
-  Height of potential future development subject to context of key public buildings and other sites.
-  Public space subject to negotiation or public acquisition overlay.

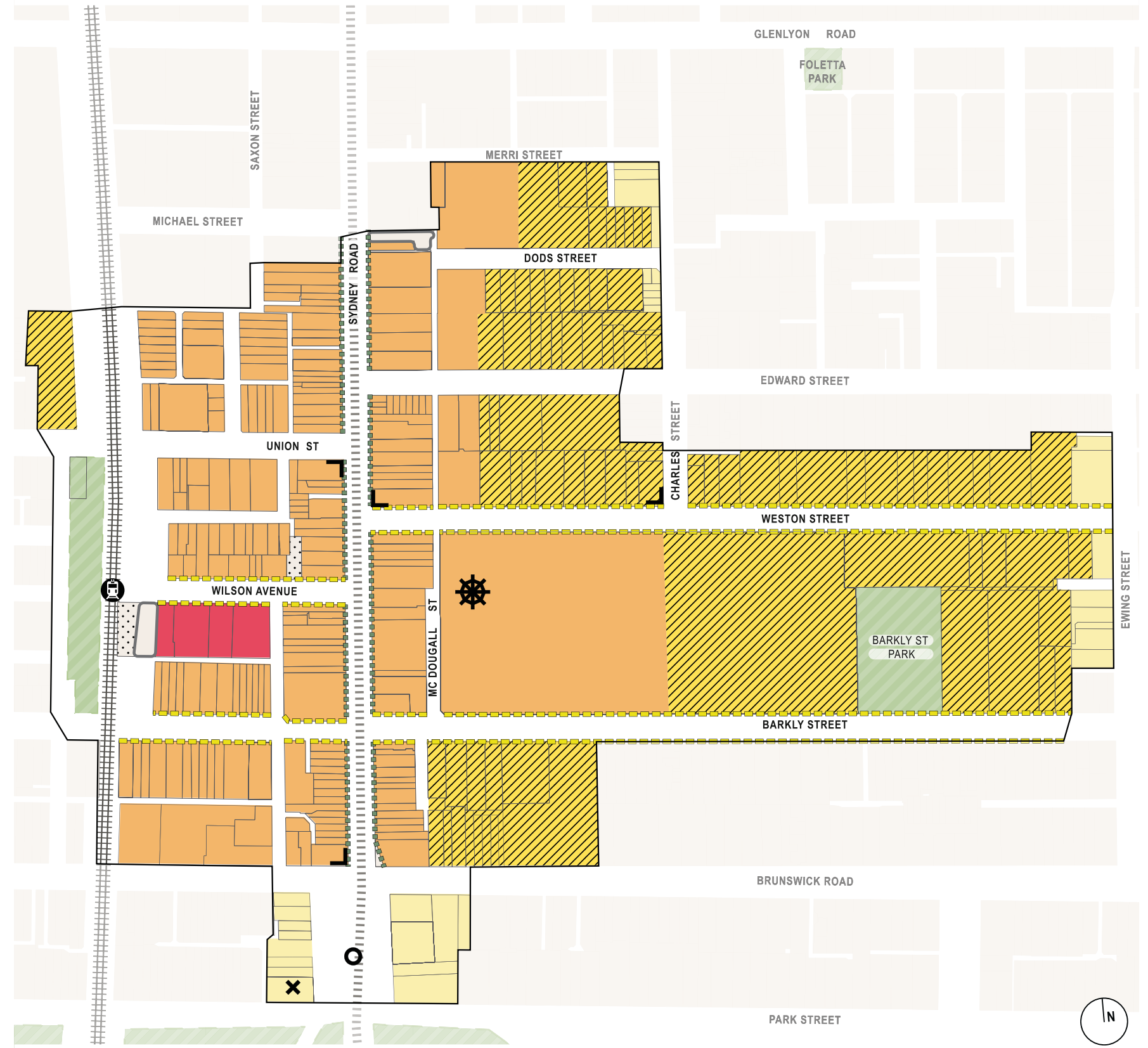
Streetscape guidelines

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

-  Establish a 2 storey built form podium height. Setback of development above the podium to be minimum 14 metres.
-  Establish a 3 storey built form podium height. Setback of development above the podium to be minimum 5 metres.



Existing conditions

-  Rail line/train station
-  Tram line
-  Existing open space
-  Precinct boundary
-  Iconic corner hotel
-  Iconic building
-  Feature element










MAP 12 : PRECINCT 1A
PUBLIC REALM AND ACTIVE FRONTAGE

Activity streets

-  Active frontage type A - Refer to section 4.6 - Guidelines
-  Active frontage type B - Refer to section 4.6 - Guidelines

Public realm improvements

-  New major public place - Refer to section 4.5 - Guidelines
-  Pedestrian priority street - Refer to section 4.5 - Guidelines
Provide high level pedestrian priority through streetscape improvements.
-  New green street - Refer to section 4.5 - Guidelines
Consider potential kerb extensions and greening of streets, including Water Sensitive Urban Design with plants and trees.
-  New open space
-  Pedestrian links
New or improved pedestrian link through property or public land with high level active frontage to development and high level pedestrian amenity.
-  Enhanced tram stop
-  Enhanced platform access
Train platform access connected to crossing streets.

Existing conditions

-  Rail line/train station
-  Tram line
-  Existing open space
-  Existing buildings
-  Precinct boundary
-  Council owned land
-  VicTrack owned land
-  Major visual gateway

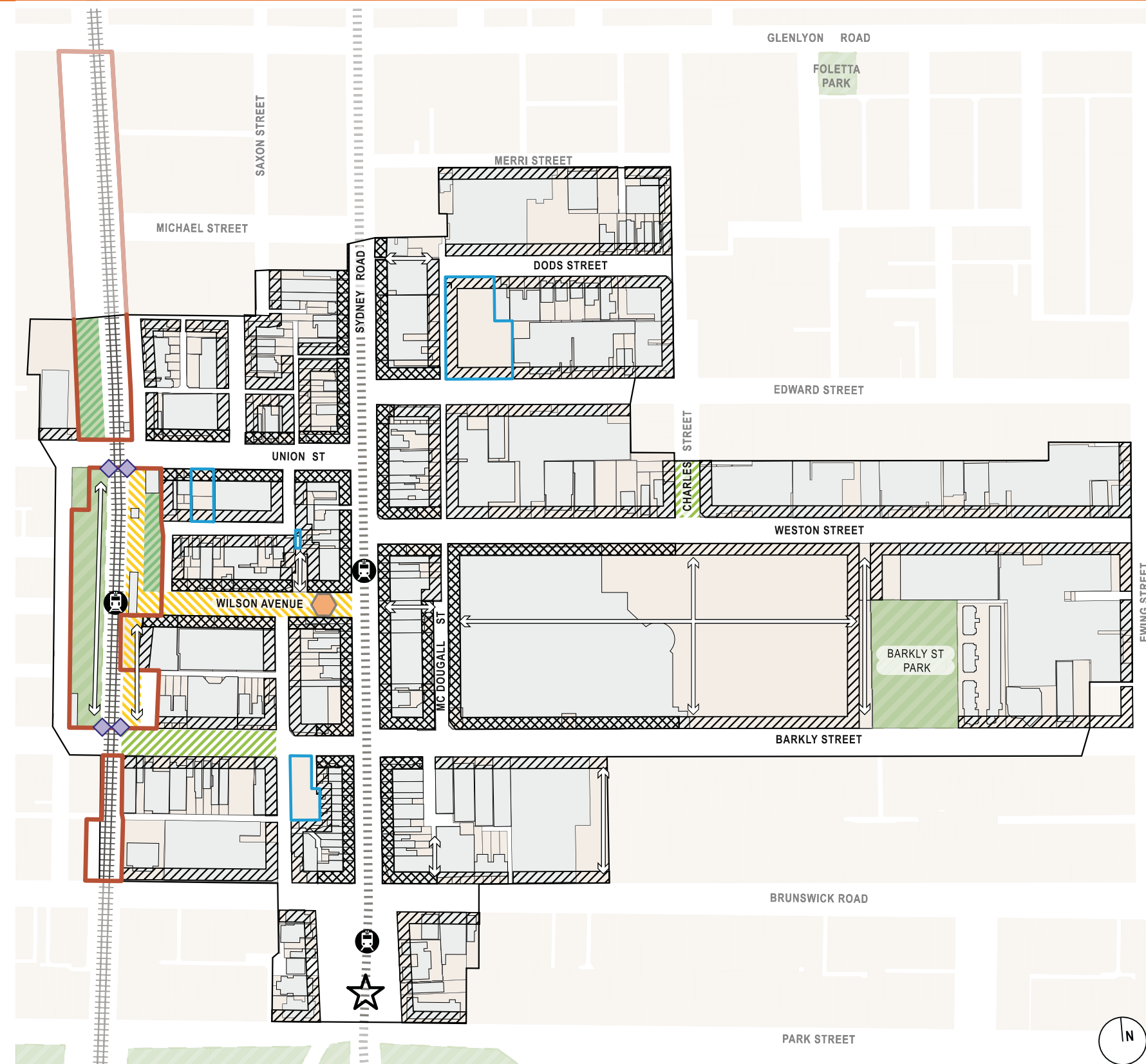


FIGURE 3 :
 Artist's impression -
 Activity node at Wilson Avenue

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



artists impression
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5.2 PRECINCT 1B : CIVIC AND ARTS PRECINCT

TOTAL LAND AREA (GROSS): 20.5 HECTARES
ANTICIPATED NEW DWELLINGS: 258

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

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

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

5.2.1 OBJECTIVES AND STRATEGIES

The following objectives and strategies apply to this precinct only. Please also refer to Section 4 - Local Area Strategic Framework.

PLANNING AND LAND USE

OBJECTIVE 1

To ensure the appropriate use and development of the iconic, heritage listed former Lattner Hat Factory at 20 Dawson Street, Brunswick (currently used as the Police Depot).

STRATEGY 1.1

Liaise with Victoria Police, the current owners of 20 Dawson Street, Brunswick, regarding future changes of use or ownership.

STRATEGY 1.2

Prepare a land use and development assessment of 20 Dawson Street, Brunswick to identify future use options, including expansion of RMIT Brunswick Campus.

OBJECTIVE 2

To support RMIT Fashion and Textile Campus and the Brunswick Secondary College despite inappropriate land use zoning (IN3Z).

STRATEGY 2.1

Increase the presence of higher value activities in the local industry (design, marketing etc.) in conjunction with the RMIT Fashion and Textiles campus.

STRATEGY 2.2

Work with RMIT and the Brunswick Secondary College to consider future expansion opportunities.

STRATEGY 2.3

Ensure applications for nearby use and development do not undermine RMIT and the Brunswick Secondary College.

STRATEGY 2.4

Develop a pedestrian strategy for the area that improves the physical and visual connection between Sydney Road and both RMIT and Brunswick Secondary College.

OBJECTIVE 3

To increase the intensity of development in key locations including Michael Street, Brunswick and the Council owned car park adjoining the Upfield Shared Path/Brunswick Baths.

STRATEGY 3.1

Strengthen the link between Michael Street, the Upfield Shared Path and the broader pedestrian network.

STRATEGY 3.2

Prepare built form guidelines and land use assessments to direct redevelopment on these key sites.

STRATEGY 3.3

Work with landowners and developers to encourage a coordinated approach to redevelopment.

OBJECTIVE 4

To ensure the ongoing viability of the Brunswick Secondary School.

STRATEGY 4.1

Encourage redevelopment on the north side of Dawson Street (west of the railway line) to generate a higher quality environment that will improve the amenity of the adjacent educational uses.

OBJECTIVE 5

To ensure that land use and development supports a diversity of arts and cultural activities.

STRATEGY 5.2

Continue to support the presence and development of arts and entertainment activities, particularly at the Counihan Gallery in Brunswick and the Brunswick Mechanics Institute.

HOUSING**OBJECTIVE 1**

To provide student housing in support of the RMIT Brunswick Campus.

STRATEGY 1.1

Work with RMIT to investigate opportunities for student housing with a housing association.

TRANSPORT AND MOVEMENT**OBJECTIVE 1**

Ensure that the standard of public transport is consistent with the social and cultural importance of the services and facilities in the precinct.

STRATEGY 1.1

Advocate for the implementation of the Blue Orbital Smartbus route.

PUBLIC REALM**OBJECTIVE 1**

To ensure the strong local arts and cultural scene is reflected in the streetscape.

STRATEGY 1.1

Work with Council's Cultural Development Branch to develop an Art in Public Places Strategy, with the establishment of a Developer Contribution Scheme for public art.

STRATEGY 1.2

When preparing streetscaping and built form strategies for the precinct, include art in public places.

STRATEGY 1.3

Work with local artists to contribute to art in public places.

OBJECTIVE 2

To develop a public space that can be used as a resting place away from the activity of traffic and pedestrians.

STRATEGY 2.1

Investigate options for a new public place along Sydney Road or side streets.

OBJECTIVE 3

To improve the interface between the residential David Street, Brunswick and the adjacent retail properties at the rear of Sydney Road.

STRATEGY 3.1

Develop a vision and urban design and streetscape strategy for David Street in consultation with residents, businesses and landowners.

BUILT FORM

OBJECTIVE 1

To create a civic presence through the coordinated promotion and use of the precinct's numerous civic buildings.

STRATEGY 1.1

Introduce and implement detailed built form guidelines to improve the context and presence of the civic buildings, including the churches, town hall, mechanics institute and other civic buildings.

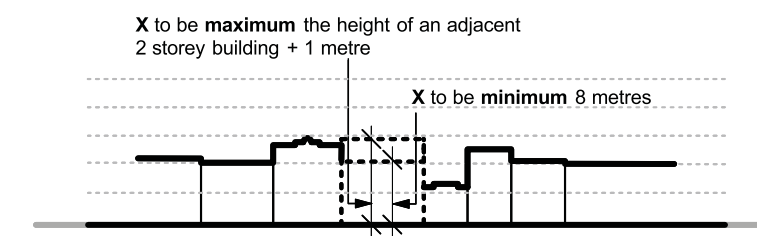
STRATEGY 1.2

Prepare built form guidelines for Dawson Street to identify key future development sites.

STRATEGY 1.3

Support the development of a landmark building on the north west corner of Dawson Street and the Upfield Train Line (currently occupied by the Police depot).

Section and Elevation 1B.1 Sydney Road

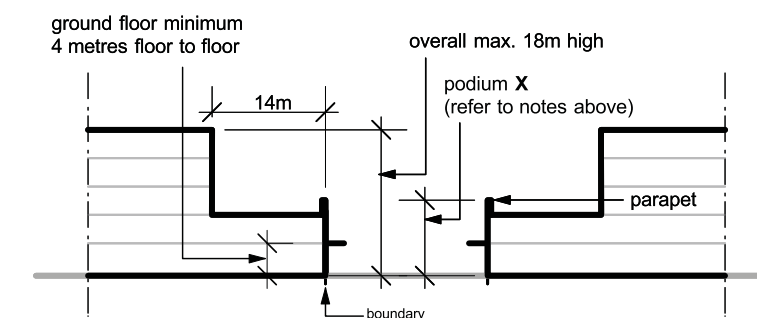


Street elevation - Podium height for infill on Sydney Road boundary

Note:

The podium must be of 2 storeys to relate to existing predominant facades within the streetscape.

Height of X is measured from top of 2 storey podium inclusive main part of parapet (refer to minimum and maximum heights above).



Section - Setback of development above podium

CHARACTER AND IDENTITY

OBJECTIVE 1

To protect the heritage values of the early workers cottages in David Street, Brunswick.

STRATEGY 1.1

Prepare and implement the recommendations of a heritage assessment for David Street, Brunswick, building on the preliminary work in the *Moreland Local Heritage Places Review 2004*.

OBJECTIVE 2

To protect the heritage values of buildings in Michael Street, Brunswick.

STRATEGY 2.1

Prepare an amendment to the Moreland Planning Scheme to add to the Heritage Overlay any significant places in Michael Street, Brunswick, in accordance with the *Moreland Local Heritage Places Review 2004*.

OBJECTIVE 3

To improve the impact of Aldi supermarket on the heritage and civic character of the precinct.

STRATEGY 3.1

Work with Aldi supermarket to ensure that any development of their site improves the buildings presentation to Sydney Road and David Street above ground floor.

STRATEGY 3.2

Consider reinstating the shopfront restoration scheme as part of a broader place management strategy.

FIGURE 4 : Precinct Built Form Guidelines

SOCIAL, CULTURAL AND LEISURE SERVICES AND FACILITIES

OBJECTIVE 1

To maximise the use of Council buildings and facilities, in particular by local arts and cultural uses which are in demand.

STRATEGY 1.1

Work with Council's Cultural Development Branch to support the local arts and cultural scene to use Council buildings.

STRATEGY 1.2

Make the civic precinct a functional space that is recognised by the broader community and visitors alike as an important piece of public infrastructure.

STRATEGY 1.3

Redevelop the Brunswick Town Hall to become an intensively used community facility and civic hub including the possibility to strengthen the role of Brunswick Library.

STRATEGY 1.4

Redevelop the Council owned car park in Precinct 1B to achieve the community hub objectives described in Volume 1 Strategic Framework.

OBJECTIVE 2

Ensure that Council's facilities in this precinct are developed to respond to changing demand, and optimise their benefit to the community.

STRATEGY 2.1

Identify opportunities for future early years facilities, including the potential for expanding existing facilities and co-location of maternal and child health service.

STRATEGY 2.2

Explore potential external funding options to enable earlier re-location of Brunswick Neighbourhood House.

OBJECTIVE 3

To ensure the redevelopment of the Brunswick Baths meets the needs of a growing population.





STRATEGY 3.1




Support the comprehensive redevelopment of the Brunswick Baths.



MAP 13 : PRECINCT 1B
BUILT FORM




Built form guidelines

-  3 storey maximum (11 metres)
-  4 storey maximum (14.5 metres)
-  5 storey maximum (18 metres)
-  6 storey maximum (21 metres)









-  Landmark
Integrate new landmark building to improve legibility of urban context.
-  Height of potential future development subject to context of key public buildings and other sites.
-  Public space subject to negotiation or public acquisition overlay.

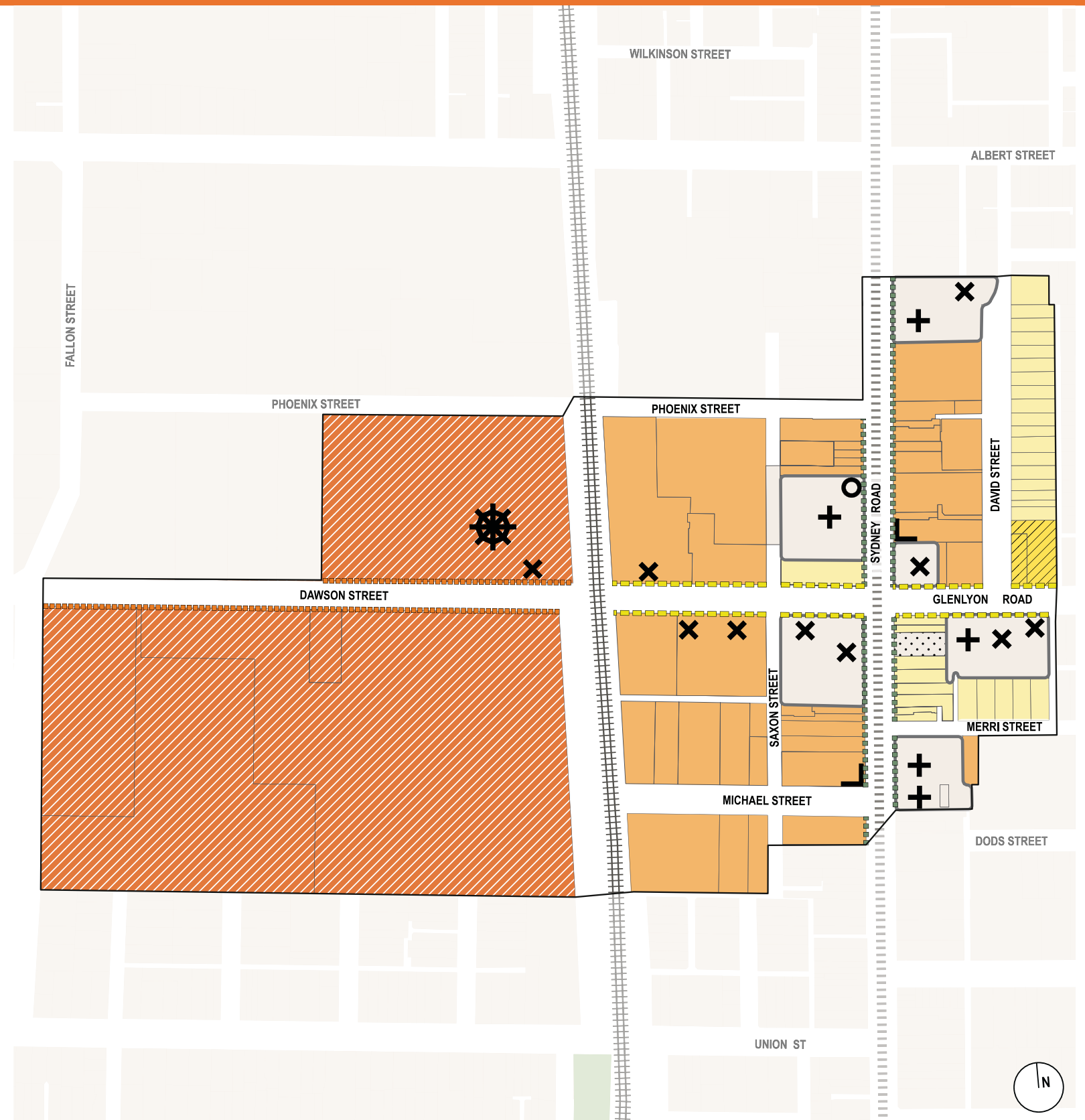
Streetscape guidelines

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

-  Establish a 2 storey built form podium height. Setback of development above the podium to be minimum 14 metres.
-  Establish a 3 storey built form podium height. Setback of development above the podium to be minimum 5 metres.
-  Establish a 4 storey built form podium height. Setback of development above the podium to be minimum 3 metres.



Existing conditions

-  Rail line
-  Tram line
-  Existing open space
-  Precinct boundary
-  Church
-  Iconic corner hotel
-  Iconic building
-  Feature element









MAP 14 : PRECINCT 1B
PUBLIC REALM AND ACTIVE FRONTAGE

Activity streets

-  Active frontage type A - Refer to section 4.6 - Guidelines
-  Active frontage type B - Refer to section 4.6 - Guidelines

Public realm improvements

-  New or improved smaller public place - Refer to section 4.5 - Guidelines
-  Pedestrian priority street - Refer to section 4.5 - Guidelines
Provide high level pedestrian priority through streetscape improvements.
-  New open space
-  Pedestrian links
New or improved pedestrian link through property or public land with high level active frontage to development and high level pedestrian amenity
-  Enhanced tram stop
-  Potential Blue Orbital Smartbus stop

Existing conditions

-  Rail line
-  Tram line
-  Existing open space
-  Existing buildings
-  Precinct boundary
-  Council owned land
-  VicTrack owned land
-  Other visual gateway

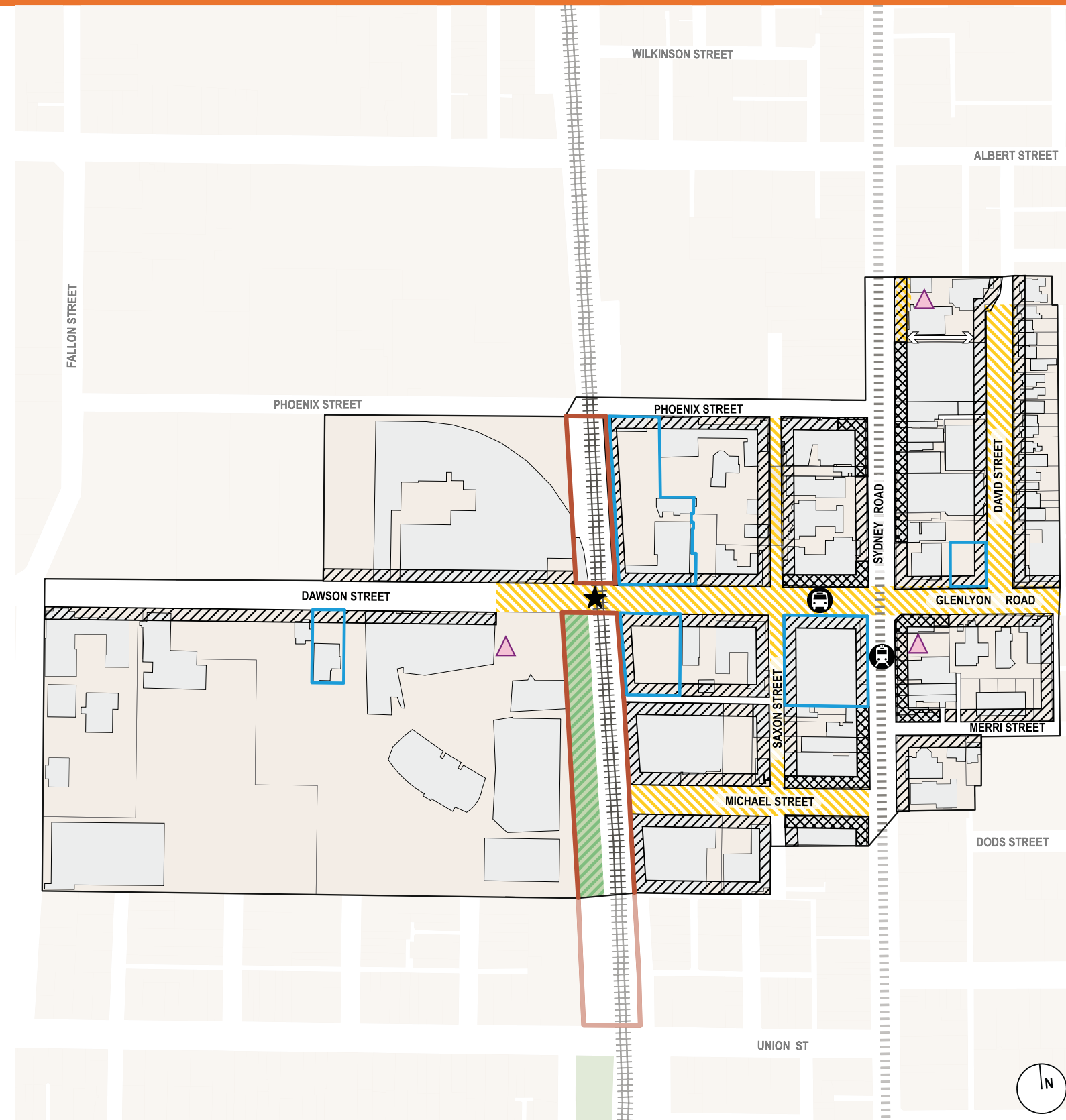


FIGURE 5 :
Artist's impression -
Activity node at Dawson Street

- (A)** Potential new public institution on landmark site.
- (B)** Preserve and celebrate icon heritage building in new setting.
- (C)** Improved pedestrian amenity along Dawson Street including widened footpath.
- (D)** Potential site for new community facility.
- (E)** Feature pavement across the road reserve emphasising pedestrian priority environment.
- (F)** Potential forecourt to town hall and church.
- (G)** New interchange between enhanced tram stop and Blue Orbital Smartbus.
- (H)** Improved green open space on Saxon Street provides a quieter recreational space.
- (I)** Potential new community facilities or public institutions.
- (J)** Greening along Upfield train line or potential new park setting.

