

Structure Plan for the Heidelberg Precinct
Heidelberg Major Activity Centre and
Biomedical Alliance Precinct Specialised Activity Centre

Adopted by Banyule City Council on 15 October 2007
(Updated 31 May 2010)



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The first draft of this document was completed by a team led by The Planning Group. Consultants who worked alongside The Planning Group included Essential Economics, Land Design Partnership, Traffix Group and Foresight Pty Ltd.

David Lock Associates took this document beyond the first draft. Aspect Digital did 3 dimensional modelling to support built form aspects and Dr. John Grant gave input to the walkability component.

The Working Group, Councillors, Council Officers, consultants and the DSE together with the people of Heidelberg contributed to making this an integrated strategy that will guide Heidelberg's future.

EXECUTIVE SUMMARY

1.0

Melbourne 2030 and Council objectives have guided this structure plan.

1.1 Introduction

The Heidelberg Major Activity Centre and Biomedical Alliance Precinct Specialised Activity Centre Structure Plan was initiated by Banyule City Council in response to the Victorian State Government's Melbourne 2030 strategy. Melbourne 2030 includes key objectives to guide change in Activity Centres. These objectives have been integrated into the Heidelberg Major Activity Centre and the Biomedical Alliance Precinct Specialised Activity Centre Structure Plan.

Council's own objectives have guided the preparation of this plan. Local objectives for environmental, social and economic aspects are described in Council's:

- Municipal Strategic Statement
- Health Plan
- Environment Strategy.

A report to facilitate and implement change.

This report informs those responsible for facilitating and implementing change, to ensure best-practice theory results in realistic actions. It is structured in the following way:

1. **Introduction and Context** – describes the basis for objectives and strategies and gives a Vision for the Future.
2. **The People, the Place and the Opportunities** – describes the study area in terms of the people, access and connections, public realm, built form, land use and economic development and identity.
3. **Strategic Objectives** – describes the desired strategic outcomes to be achieved by development.
4. **The Framework Plan** – illustrates a composite of the Strategic Objectives throughout the Heidelberg Precinct.

Further guidance for specific precincts and key strategic redevelopment sites can be found in the Precincts Plan for the Heidelberg Precinct and the Implementation Strategy for the Heidelberg Precinct.

A large and diverse area.

Well known for landscape and undulating topography.

The study area is 215 ha.

Burgundy Street is in a valley.

Heidelberg station is centrally located.

1.2 The Study Area

The Heidelberg Precinct is a large and diverse area, it has a charming main street, convenient retail and commercial services, attractive residential precincts and major hospitals.

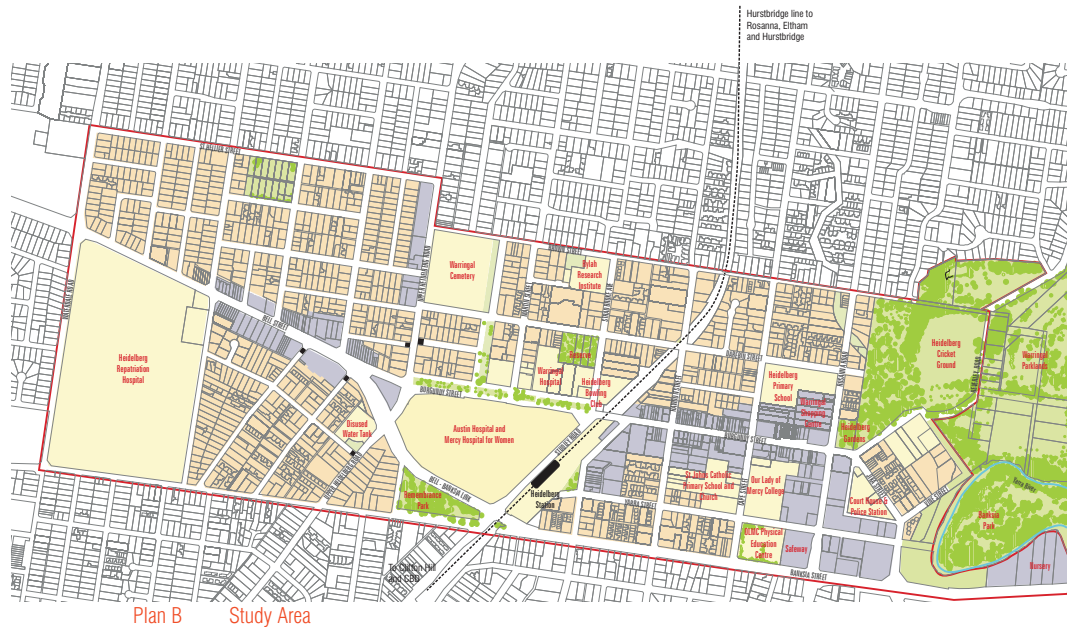
Heidelberg is about 11 kilometres north east of Melbourne's CBD. It is well known for its mature landscape and recreational spaces, including Warringal and Banksia Parklands. Its steeply undulating topography, gives extensive views across parts of Melbourne.

The study area is defined by the Yarra River, Brown Street, St Hellier Street, Waterdale Road and Banksia Street. It is approximately 215 hectares in size.

Heidelberg's topography has influenced the development of the Precinct. Burgundy Street in particular, lies in a valley between two ridgelines. The valley slopes from a highpoint at Burgundy/Bell Street in the west, down to the Yarra River to the east.

Heidelberg Railway Station is centrally located and is accessible from the Heidelberg Activity Centre and the Biomedical Alliance Precinct Specialised Activity Centre.





A preferred location for housing, retail and commercial uses and community facilities.

A plan to manage growth and reconcile conflicts.

Strategic Objectives described under 5 themes as a framework for change.

1.3 The Study's Purpose

Melbourne 2030 and Council's Municipal Strategic Statement identifies the Heidelberg Precinct as a preferred location for further higher density housing, retail and commercial uses and community facilities.

This Structure Plan supports growth to enhance liveability and sustainability in the Heidelberg Precinct and stimulate local economic and social activity. It also reconciles potential conflicts between land uses, allowing different components to complement one another. More specifically, it provides strategic direction and detailed recommendations to improve the identity of the precinct and its public realm, as well as better integrate public transport and pedestrian movement. The plan also describes a built-form that will accommodate future growth and strengthen the local economy.

1.4 A Framework for the Future

The Structure Plan provides a framework for strategic objectives under 5 themes:

- Theme 1: Access and Connections
- Theme 2: Public Realm
- Theme 3: Built Form
- Theme 4: Land Use and Economic Development
- Theme 5: Identity.

Collectively these strategic objectives provide a framework for change and are underpinned by Council's municipal Strategic Statement, Health Plan and Environment Strategy.

An activity centre characterised by sustainable transport.

Theme 1: Access and Connections

This plan aims to create an area characterised by its "focus on the pedestrian", encouraged and supported by sustainable transport opportunities for walking, cycling, and public transport.

The strategic objectives identified for Access and Connections are to:

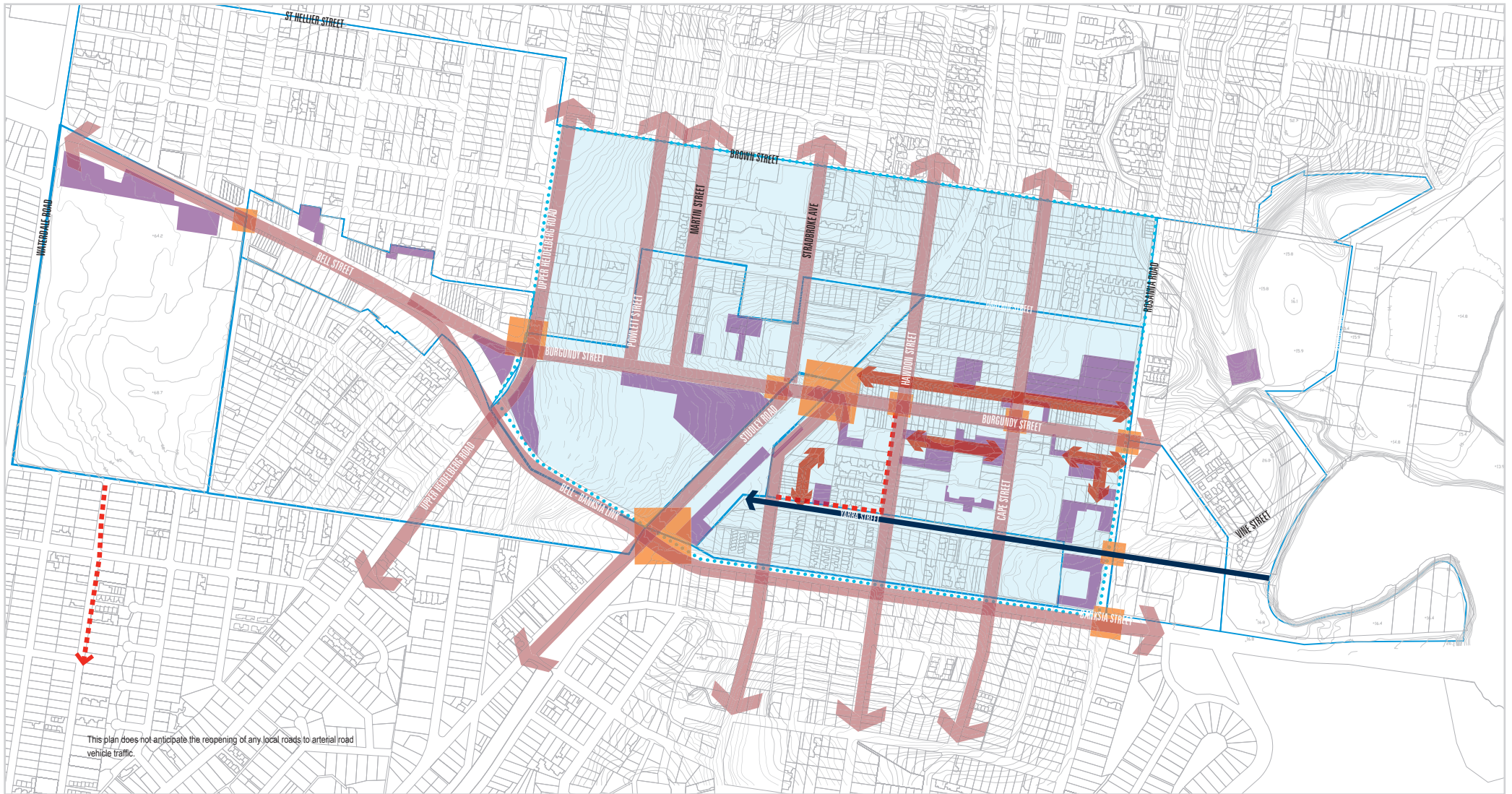
1. Improve, promote and encourage safe pedestrian access to and within the precinct
2. Improve, promote and encourage safe cycling access to and within the precinct
3. Improve, promote and encourage public transport use to and within the precinct
4. Minimise the adverse impacts of through traffic on pedestrians, cyclists and public transport
5. Provide for vehicular accessibility and connectivity
6. Provide for convenient access to commercial premises by service and delivery vehicles
7. Provide and manage an appropriate provision of car parking for all users of the precinct
8. Ensure the efficient operation of the regional road network.

These objectives will support Heidelberg's dynamic economy by maximising people movement through the streets in a pedestrian friendly environment to support growing retail, office, educational and medical services sectors that provide local jobs.








These Strategic Objectives will in part be achieved by:


- Prioritising pedestrian needs to establish Heidelberg's public realm as 'people places' by:
 - Intensifying and mixing land uses within the walkable catchment
 - Reducing traffic speeds to 40km/hr in defined pedestrian priority areas
 - Beautifying streets with landscaping and public art
 - Improving wayfinding systems and sheltered spaces for pedestrians.
- Enhancing the local bicycle network to improve access to and through the area.
- Implementing a car parking strategy that makes provision for:
 - Controlled on-street car parking
 - Residential parking permit areas
 - Multi-level car parking facilities integrated within mixed-use developments that complement pedestrian movement.
- Reduced on-site car parking and increased capacity for sustainable transport infrastructure.
- Ensuring that a comprehensive bus network operates to and from the activity centre.
- Developing an attractive, safe and amenable railway station to improve train usage.
- Ensuring convenient and safe access for service and delivery vehicles.

These actions do not anticipate the reopening of any local roads to arterial road vehicle traffic.



This plan does not anticipate the reopening of any local roads to arterial road vehicle traffic.


-  Study Area and Precinct Boundaries
-  Railway Line
-  Bus Route – existing and potential future
-  To improve, promote and encourage safe pedestrian access to and within the precinct
-  To improve promote and encourage safe cycling access to and within the precinct
-  To minimise the adverse impacts of through traffic on pedestrians, cyclists and public transport
-  To provide and manage an appropriate provision of car parking
-  To provide for convenient access to commercial premises by service and delivery vehicles
-  Pedestrian Priority Precinct
-  To improve, promote and encourage public transport use to and within the precinct



Heidelberg

Structure Plan

Plan C:
Strategic Objectives Access
and Connections




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A centre with a great public realm.

Theme 2: Public Realm

The plan promotes the development of a centre with a great public realm which is enticing, animated and comfortable for a range of users. This supports social connectivity and helps create a strong sense of "place". It will also help manage flood impacts to support safe public places. This involves the State Government and Melbourne Water, the regional drainage and floodplain management authority, to give assistance to Council.

The strategic objectives identified for the public realm are to:

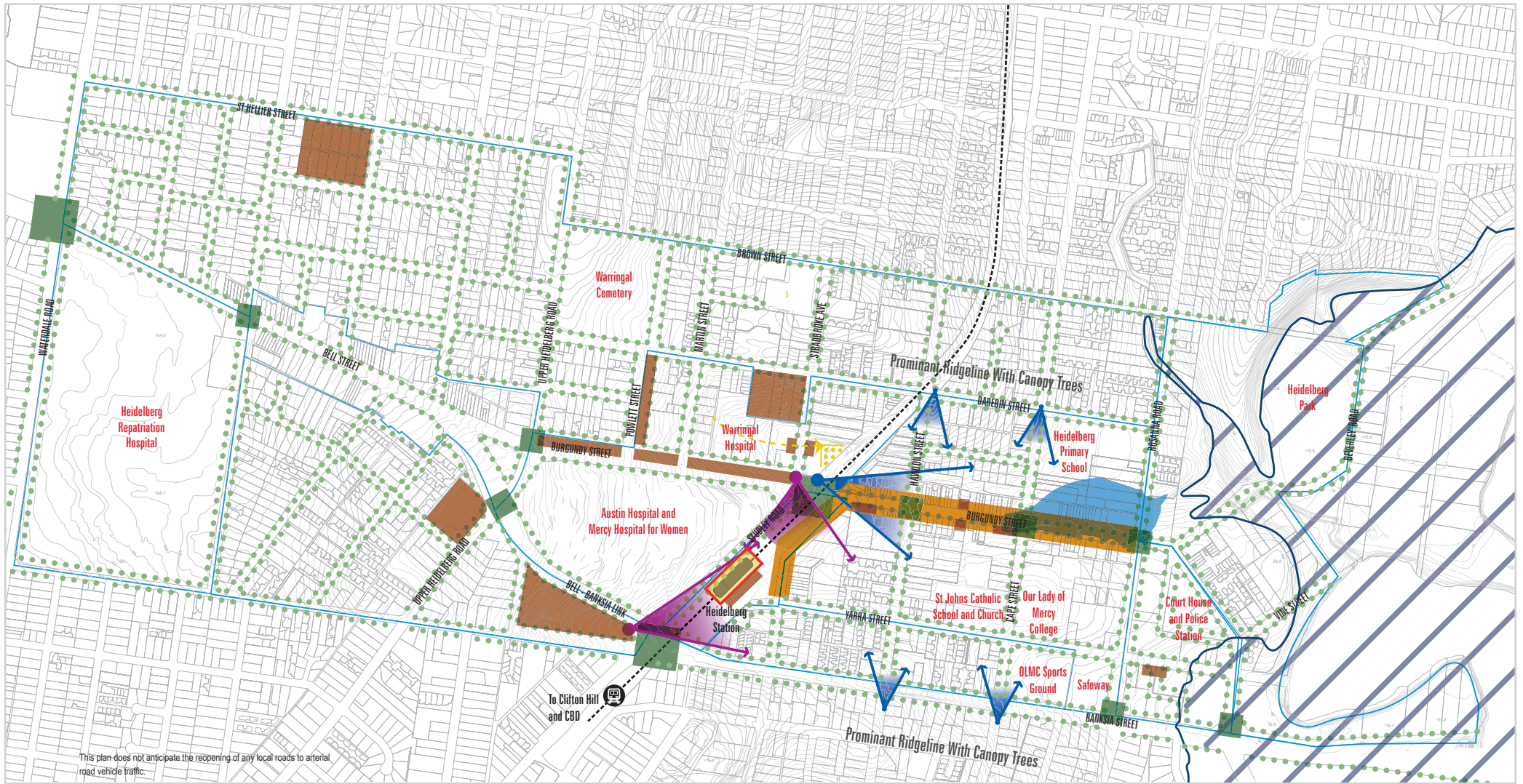
1. Create attractive, safe and high amenity street, civic and open spaces that enhance and serve new levels of activity within a vibrant and interesting setting
2. Create an attractive, safe and highly amenable railway station and surrounding streets that enhance and serve new levels of activity within a vibrant and interesting setting
3. Retain views across and along the Burgundy Street Valley
4. Consider views of the railway station
5. Manage flooding and stormwater impacts with State Government and Melbourne Water assistance.

These Strategic Objectives will in part be achieved by:













- Enhancing existing public spaces and creating additional meeting spaces that are well integrated into established streetscapes by:


- Preserving and enhancing existing public spaces along Burgundy Street
- Establishing new informal meeting spaces on Yarra Street, close to the Yarra River and Stradbroke Avenue within the medical services precinct
- Encouraging new developments that create deliberate spaces as elements of an overall integrated development concept
- Recognising the importance of footpaths and spaces at the front of buildings to act as a network of informal meeting spaces and as a logical interface between public and private space
- Ensuring that the spaces created can be utilised by a wide range of users and for different purposes i.e. active or passive use.
- Supporting a master planned development for the Heidelberg Railway Station that incorporates a public plaza and other community uses.
- Supporting ongoing improvement of natural and regenerated environments, in particular those along the Yarra Valley regional open space corridor. Such improvements shall enhance access to nearby facilities, such as the Heide Museum of Modern Art and Birrarung Park.
- Improving key intersections to ensure pedestrian priority.
- Supporting overall streetscape and landscape improvements with the State Government and VicRoads involvement.
- Protecting and enhancing key sightlines along the valley and of the railway station.

These actions do not anticipate the reopening of any local roads to arterial road vehicle traffic.





This plan does not anticipate the reopening of any local roads to arterial road vehicle traffic.

-  Study Area and Precinct Boundaries
-  Railway Line
-  Streetscape improvements, including public spaces
-  Intersection improvements
-  Landscape improvements
-  To retain views across and along the Burgundy Street
-  To consider views of the railway station
-  New or enhanced public spaces
-  To develop an attractive, safe and highly amenable station and surrounding streets, that enhance the role and character of the study precinct and contributes to its vibrancy and interest
-  Manage stormwater impacts—special building overlay (SBO) with State Government and Melbourne Water assistance
-  Floodline: Land below this line subject to inundation as identified in planning scheme
-  Buildings to be designed or remodelled to appropriately manage stormwater and flooding impacts



Heidelberg
Structure Plan

Plan D:
Strategic Objectives
Public Realm



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A centre where the built form responds to sensitive interfaces, future needs, landscape and character.

Theme 3: Built Form

The plan aims to create a centre where the built form responds positively to sensitive interfaces, commercial, retail and service needs, housing requirements, landscape, topography and character.

The strategic objectives identified for built form are to:

1. Ensure that new residential development is of an appropriate scale and is sensitive to the interface with the Yarra Valley open space environment and floodplain
2. Encourage high quality commercial buildings of appropriate height and scale
3. Ensure Burgundy Street retains its primary retail form
4. Ensure that new development makes a positive contribution to the existing streetscapes and urban form
5. Respond to and respect the character of urban form in residential areas adjoining the precinct
6. Allow for built form that signifies the importance of the medical services precinct, whilst not detracting from the high quality low scale residential development in the precinct
7. Encourage a more diverse housing stock to enable and facilitate people to reside in or adjacent to the centre such as in upper floors above retail or commercial spaces in well designed mixed use buildings
8. Develop dwellings compatible with the prevailing residential built form
9. Use environmentally sensitive and sustainable design and building technologies.

Importantly, these objectives illustrate that any new development must achieve a well considered design response. This involves a strong commitment to achieving sustainable building outcomes that exceed current minimum standards.

These Strategic Objectives will in part be achieved by:

- Ensuring new development responds to and respects the character of urban form in residential areas adjoining the precinct.
- Ensuring new development is of an appropriate scale and is sensitive to the interface with the Yarra River and open space.
- Ensuring greater height and scale is located in the centre to enable mixing of uses such as retail, commercial and a variety of residential options to support a vibrant activity centre.
- Encouraging built form to be sensitive to overshadowing adjacent buildings.
- Encouraging new medical buildings to be located close to the existing hospitals to form a medical facilities cluster.
- Ensuring that all new development makes a positive contribution to the existing streetscapes and urban form.

Please Note:

The built form depicted in the 3D model illustrations throughout this plan show built form at the maximum heights and setbacks. It must be noted that

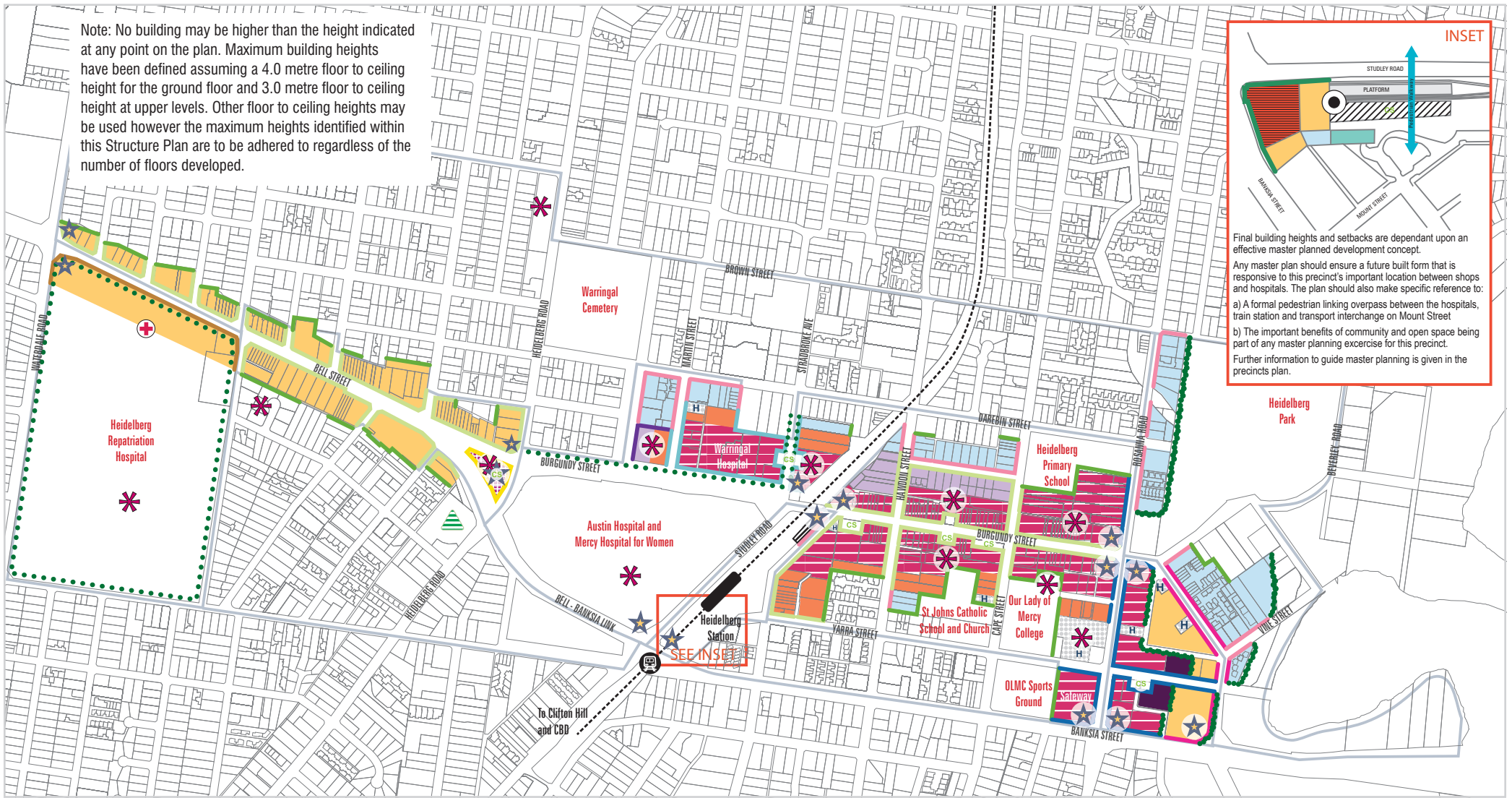
a) Many individual buildings will in-fact not reach the maximum height due to site/proposal constraints (i.e. size of building footprint will limit potential height, intended land use, provision of on-site car parking, etc.).

b) The height of any development will depend on the quality of building design, setbacks, façade treatments and various other factors ensure an appropriate outcome.

c) A proponent must show that any proposed height, not only fits below the limits described by this structure plan, but also complies with separate DSE design guidelines and other planning scheme provisions.

d) A good design outcome is dependent on integrated ESD (including water sustainability) outcomes within a development proposal. This can be enabled by preparing an ESD Management Plan that shows environmental performance on various parameters.

Note: No building may be higher than the height indicated at any point on the plan. Maximum building heights have been defined assuming a 4.0 metre floor to ceiling height for the ground floor and 3.0 metre floor to ceiling height at upper levels. Other floor to ceiling heights may be used however the maximum heights identified within this Structure Plan are to be adhered to regardless of the number of floors developed.



INSET

Final building heights and setbacks are dependant upon an effective master planned development concept.

Any master plan should ensure a future built form that is responsive to this precinct's important location between shops and hospitals. The plan should also make specific reference to:

- A formal pedestrian linking overpass between the hospitals, train station and transport interchange on Mount Street
- The important benefits of community and open space being part of any master planning exercise for this precinct.

Further information to guide master planning is given in the precincts plan.

MAX. HEIGHT (m)	SETBACK GUIDELINES	Strategic Public Open Space	CS Civic & Community open spaces	Design sympathy with parklands
7m	1	Strategic Redevelopment Sites	Built Form to consider views	Building with Heritage Significance
16m	2	Gateway Locations	Master Planning (see precincts plan)	
25m	3	Built Form to respect trees		
10m	4			
13m	5			
19m	6			
22m	7			
31m	8			
	9			
	10			

Heidelberg
Structure Plan

Plan E:
Strategic Objectives
Built Form

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Built form to be designed such that it considers views to and across Heidelberg.



Buildings to be designed to respect the integrity and extent of street trees and other substantial trees. This includes setting back new or modified buildings away from the canopy area and roof zone of the street trees any substantial trees on the properties.



The detailed design and treatment of facades for buildings visible from the parklands is to be sympathetic with the parklands environment. Buildings should be designed to compliment the neighbouring parklands by, among other things:

- Having a clean architectural finish to the roofline to present an attractive silhouette to the park.
- Ensuring that the location and design of signage as well as the materials and colours used are sympathetic to the parkland.
- Displaying good building design and strong building articulation to add interest to the building when viewed from the parkland.
- Using complementary fence and landscaping treatments along boundaries with the parkland and active ground floor frontages for improved passive surveillance along built interfaces.
- Using roof-top gardens, terraces and other landscaping to soften the impact of the development on the parkland.

CS

Buildings set back to create civic space – community gathering spaces. (see Plan D: Strategic Objectives Public Realm) **The spaces identified are indicative only.**

The spaces are to be well used and safe, providing activities at the edges and a high degree of comfort for the user. The design and use of the space is to ensure integration with activity along the relevant street.

The improvement and preservation of community gathering spaces will form part of an important network of spaces for the community. These spaces may provide enhanced opportunities for footpath trading, public art, small festival/market spaces, landscape and recreational improvements, etc.

Future development will be the catalyst to make more functional and interesting gathering spaces in front of new development and on those sites where spaces currently exist.

Spaces will include: several in front of existing buildings (e.g. Church, Burgundy Plaza); and open space incorporated within property frontages that will supplement the existing width of footpaths.



Buildings at key gateway locations (see Plan G: Strategic Objectives Identity) to be designed such that appropriate components of the building and/or landscape elements contribute to the identity and place making of the locality. This may be through the use of distinctive architectural forms and/or landscape



Strategic Redevelopment Sites – extent of development and locations of open space to be determined through site masterplanning.

Detailed guidelines can be found in the Implementation Strategy.



Strategic Public Open Space. Yarra Valley Water Site to be fully developed for public open space.



Train Station Precinct: Extent of development to be determined through site master planning, with guidance found in the Precincts Plan.

Any master plan should ensure a future built form that is responsive to this precinct's important location between shops and hospitals. The plan should also make specific reference to:

- a) A formal pedestrian linking overpass between the hospitals, train station and transport interchange on Mount Street.
- b) The important benefits of community and open space being part of any master planning exercise for this precinct.

Further information to guide master planning is given in the precincts plan.



Repatriation Hospital Precinct: Any master planning should ensure a future built form that is responsive to various characteristics. In particular, the plan should:

- a) Reinforce the importance of the large trees along and near the Bell Street frontage of the hospital. These trees should be retained in any master planning or development application for the site.
- b) Establish a well-designed prioritised pedestrian environment that does not restrict the community from accessing streets and spaces throughout the site.
- c) Enable increased on-site parking that not only mitigates overflow carparking onto abutting streets, but also contributes to the long-term parking needs of staff and visitors for the Austin Hospital facility on Burgundy Street and the Repatriation Hospital.
- d) Provide no further vehicle exits or entrances off Edwin Street and no changes to existing that do not benefit the local community.
- e) Illustrate a built form and landscape outcome at the perimeter of the site that at least compliments and preferably adds to the neighbourhood character of immediate residential areas.



Further detail to guide master planning is given in the Precinct Plan.

H

Development on the site and adjacent to it to be designed such that it maintains and respects valued views to, and character of, the heritage significant buildings.

Buildings with heritage significance, as defined by the Banyule Planning Scheme, within the Built Form area.

Council's 1999 heritage study provides an inventory of heritage sites and places across Banyule. This study grades the significance of structures.

- Grade A structures are places of individual cultural significance and integral to the historic nature of Banyule.
- Grade B structures are places that have cultural significance in Banyule, due to their architectural integrity and/or historic associations.
- Grade C structures are places that contribute to the architecturally historic character and cohesiveness in Banyule, and are of local interest.

Only Grade A and B sites are protected by the heritage overlay and as such the built form plan does not show all heritage sites.

The provisions of the Banyule Planning Scheme must be considered to appreciate the location of heritage sites and places in Banyule. This information will influence the future development of sites including abutting properties.

Any future review of the heritage study may amend the significance of heritage sites and places. The current heritage study must be considered during the site analysis and preparation of any proposal.

Note 1: Built form must not compromise the amenity of adjacent residential land uses and must minimise the impacts of overlooking, overshadowing, noise, visual bulk – refer to the standards contained within Clause 55 of the Planning Scheme and Activity Centre Design Guidelines for Higher Density Residential Development (DSE 2004).

Note 2: Building design must be well articulated, and mitigate overlooking, overshadowing, noise and must respond appropriately to the public realm. Refer to Activity Centre Design Guidelines for Higher Density Residential Development (DSE 2004) and Clause 55 of the Planning Scheme.

A centre where there is continued opportunity and economic growth.

Theme 4: Land Use and Economic Development

The plan aims to create an activity centre where there is continued opportunity for appropriate housing, access to community facilities and ongoing economic growth.

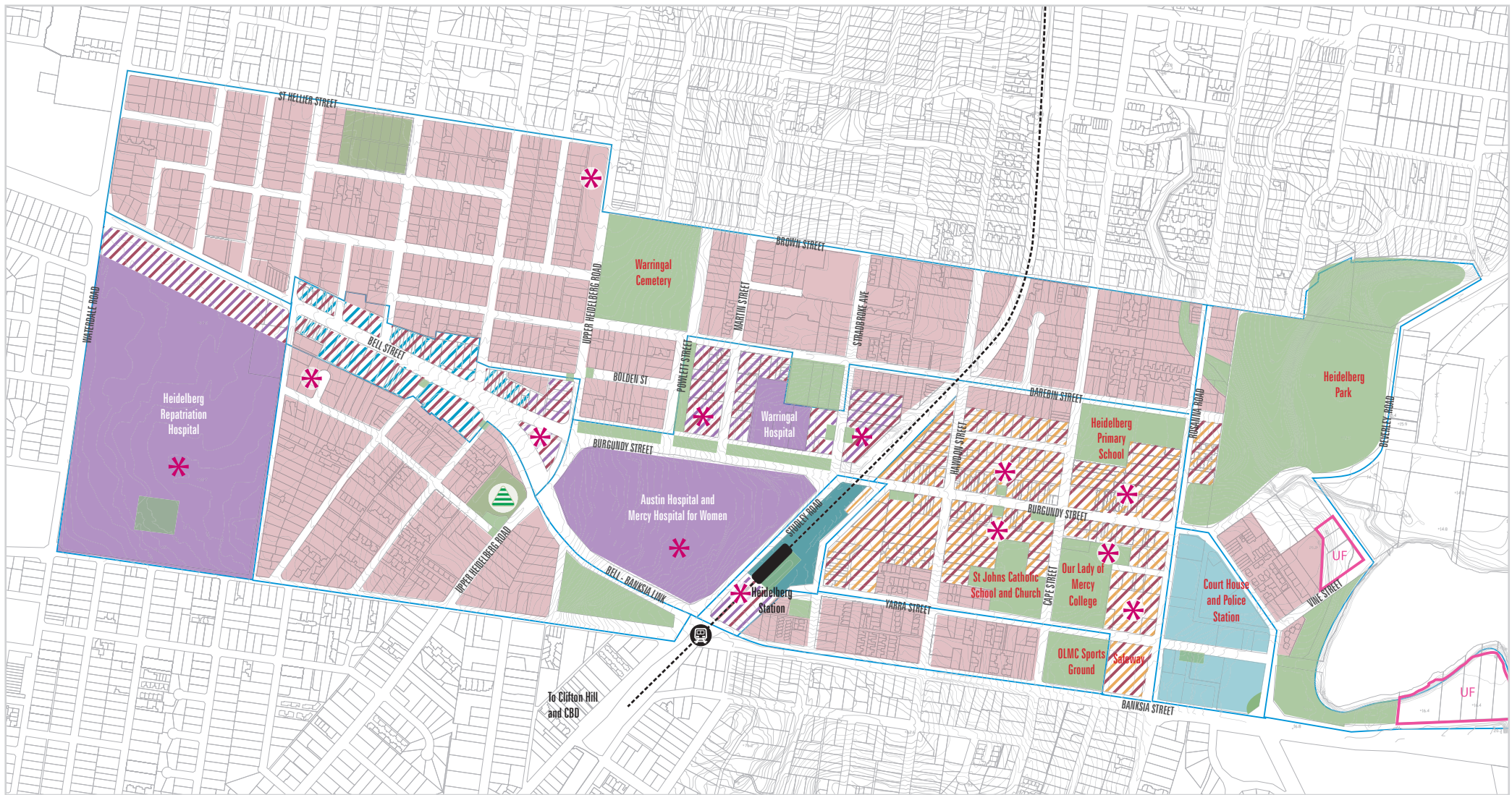
The strategic objectives identified for land use and economic development are to:








1. Retain and improve Heidelberg Central's convenient shopping role with both main street and shopping centre activities encouraging comparison shopping (fashion, footwear, homewares, bookshops, etc) and cafes/restaurants
2. Promote mixed use development in appropriate locations
3. Provide opportunities for medium density housing
4. Provide a diverse range of dwelling sizes and types, including opportunities for affordable housing and apartments in mixed use buildings
5. Encourage redevelopment of key strategic sites
6. Efficiently provide structured and unstructured leisure, recreation and social opportunities that respond to community needs
7. Strengthen the wide range of health care, family support and professional services, consolidated adjacent to the major hospitals encouraging medical facilities and services to locate in appropriate precincts
8. Provide opportunities for higher dependency retirement care
9. Continue to provide a range of small and medium sized bulky goods retailing to serve a regional catchment
10. Promote the development of regional commercial and administrative land uses.


These Strategic Objectives will in part be achieved by:


- Encouraging mixed use development in the core of the activity centre.
- Ensuring structured or unstructured leisure, recreation and social opportunities are located throughout the activity centre.
- Encouraging residential development on Burgundy Street to add to the vitality of the shopping strip and support the use of public transport and other services and facilities.
- Encouraging residential development along Bell Street that integrates with other land uses and support the use of public transport and other services and facilities.
- Ensuring development has a strong emphasis on environmental and economic sustainability.
- Enhancing the local economy by allowing additional retail and commercial floor space to be integrated within mixed-use developments.
- Enabling the clustering of medical services around existing hospitals and Bell Street.
- Focusing major commercial redevelopment that is centred on Yarra Street, between Rosanna Road and Dora and Jika Street.
- Enabling bulky goods and other retailing to occupy frontage along Bell Street that is integrated with other uses.

These actions will be supported by a pedestrian priority precinct that supports Heidelberg's dynamic economy by maximising people movement through streets. A pedestrian friendly environment will support growing retail, office, educational and medical services sectors that provide local jobs.





-  Study Area and Precinct Boundaries
-  Railway Line
-  Transport hub
-  Structured and unstructured leisure, recreation and social opportunities that respond to communities needs
-  Hospital
-  Health care, family support and health professional services - mixed use - may include higher dependency retirement care
-  Regional commercial and administrative uses

-  Retail and commercial - mixed use (opportunity for health care above ground floor)
-  Small and medium sized bulky goods retailing - mixed use (opportunity for health care within mixed use developments)
-  Residential
-  Residential - mixed use
-  Strategic redevelopment sites
-  Urban Floodway
-  Strategic Public Open Space



Heidelberg
Structure Plan

Plan F:
Strategic Objectives
Land Use and Economic
Development

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A distinctive identity for local people and visitors alike.

Theme 5: Identity

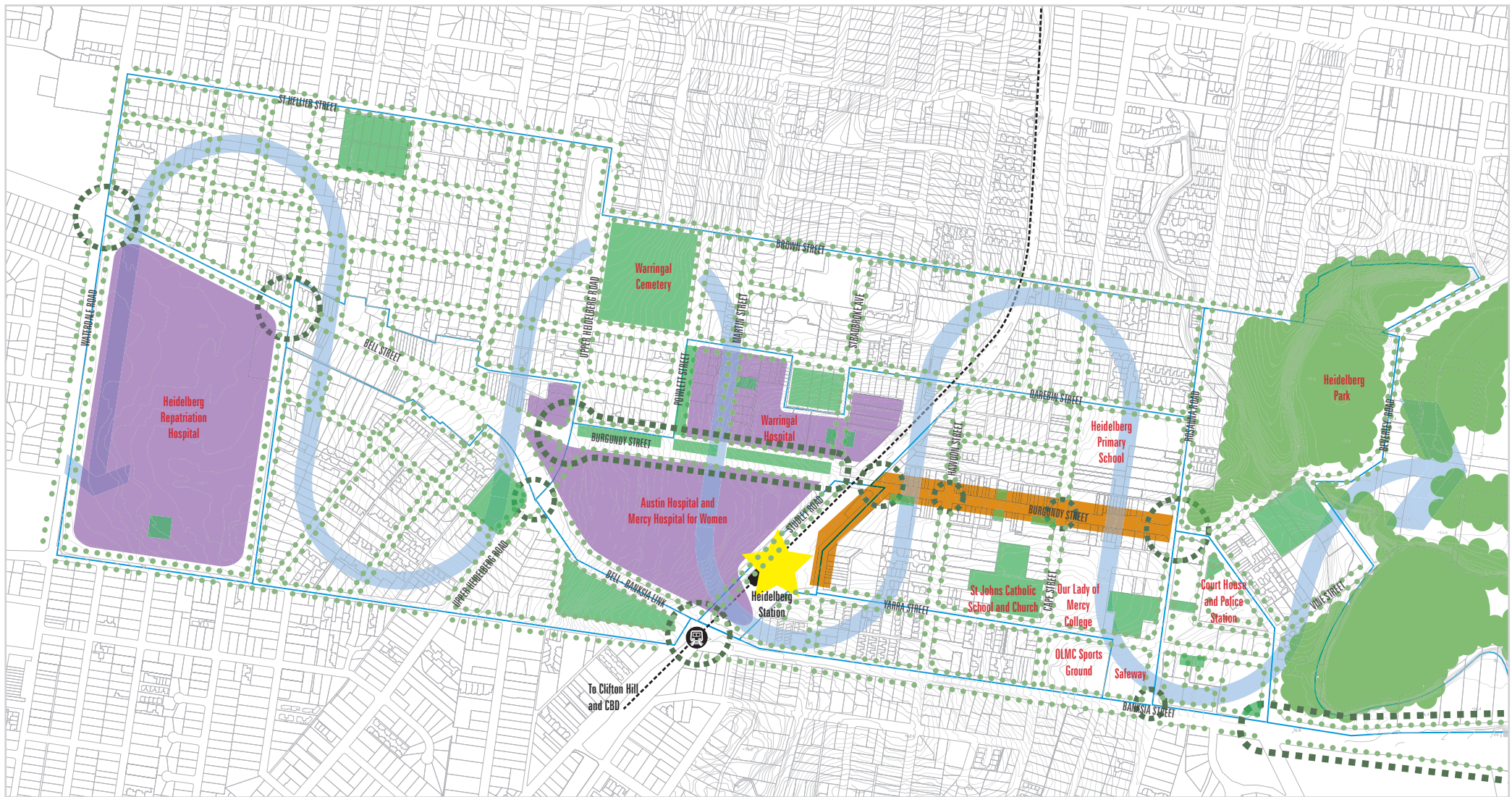
The plan aims to compose an identity for local people and visitors alike that incorporates Heidelberg's many distinctive features.







The strategic objectives identified for identity are to:





1. Improve the image and identity of Heidelberg's shopping precinct
2. Capitalise on the environmental, artistic and cultural heritage of the area
3. Conserve the area's heritage buildings and landscape features, and ensure that new development is respectful and complements the heritage character of the area
4. Realise the potential of key intersections to read as gateways and roads as landscaped boulevards
5. Provide the area with a landscape identity, particularly one that fosters comfortable pedestrian movement
6. Enhance the environmental quality of stormwater drainage, ensuring the cleanliness of stormwater drainage prior to discharge into the Yarra River, with State Government and Melbourne Water assistance
7. Protect and enhance the wildlife corridor value of the Yarra River and its adjoining vegetation
8. Improve the image and identity of Heidelberg's Medical Precinct
9. Recognise the stations role as a major gateway to the study area.

These Strategic Objectives will in part be achieved by:

- Developing an activity centre that encourages a mix of people to live in, work in and visit Heidelberg.
- Enhancing entertainment and cultural opportunities, focused on Burgundy Street, Mount Street and the redeveloped train station.
- Securing the conservation of the area's heritage buildings and landscape and ensuring that new development is respectful and complements the character of the area.
- Reinforcing interest in the 'Heidelberg School' art movement, through community and business events and streetscape improvements. Opportunities for an art facility should be investigated that would include an art gallery, performance areas and/or public meeting spaces.
- Exploring opportunities for festivals, events and/or other activities that strengthen the entertainment and cultural identity.
- Protecting and enhancing the green corridor of the Yarra River and its adjoining vegetation and enhancing linkages between The Precinct and the green corridor.
- Consolidating and enhancing the identity of a medical precinct.
- Enhancing key intersections and roads to be read as gateways and landscaped boulevards.
- Recognising the role of the railway station as a major gateway to the study area by enabling development to occur.



-  Study Area and Precinct Boundaries
-  Railway Line
-  To improve the image and identity of Heidelberg's shopping precinct
-  To conserve the area's heritage buildings and landscape features, and ensure that new development is respectful and complements the character of the area [affected area indicative only]
-  To realise the potential of key intersections and roads to read as gateways and boulevards
-  To provide the area with a landscape identity, particularly one that fosters comfortable pedestrian movement

-  To capitalise on the environmental quality of stormwater drainage, ensuring the cleanliness of stormwater drainage prior to discharge into the Yarra River
-  To protect and enhance the wildlife corridor value of the Yarra River and its adjoining vegetation
-  To improve the image and identity of Heidelberg's Medical Precinct
-  To recognise the role of the Station as a major gateway to the study area



Heidelberg

Structure Plan

Plan G:
Strategic Objectives
Identity



INTRODUCTION AND CONTEXT

2.0

Melbourne 2030 is our long term planning strategy for metropolitan Melbourne. It proposes that Melbourne must change in a sustainable way. The strategy supports new households located close to main public transport stops and routes. More people can then use public transport and have convenient access to the many services, recreation facilities, shopping and employment opportunities that exist in our activity centres.

Banyule City Council's planning framework recognises the importance of our local activity centres, where there are opportunities to enable environmental, social and economical benefits for the local community. Council's policy framework is underpinned by:

- Municipal Strategic Statement
- Health Plan
- Environment Strategy.

Heidelberg is identified as a preferred location for further housing, retail, commercial and medical uses, as well as community facilities.

A Structure Plan provides a long term framework to guide development in and around activity centres. Such planning must recognise that gradual change occurs through the actions of the many stakeholders who regularly make decisions about land use, capital works and development. A Structure Plan identifies changes to improve the range of land uses, the built form, accessibility and circulation, and the provision of public transport. This includes changes to improve the amenity of a centre for its users, including the design of civic spaces and streets to enhance community life and a sense of identity. Please refer to the information box 'Scope of Structure Plans' (page 30) for more information.

This plan will be used as a reference document by Council officers to guide their assessment of applications for development in the area. It will also help developers and investors by providing guidance that reflects Council's Strategic Vision.

2.1 Consultation Methodology

This plan is derived from information and comment from various sources. Extensive discussion and consultation actions have occurred. A community forum and strategic directions conference took place in late 2004 to discuss issues and assess options for Heidelberg's future. Other actions included community sessions to collect ideas and appreciate different perspectives. Council's website and the Banner newsletter were used to give project updates and inform on opportunities for input.

Public comments on an Issues and Opportunities Paper were received in early 2005. This paper described the area and examined land use trends, topography, built form, community facilities and heritage, and proposed three planning options to guide the future development of the precinct. Council received comments on the Issues and Opportunities Paper and a draft Structure Plan was prepared for public comment.

Information sessions took place in mid 2005, providing a forum for further discussion and receipt of submissions.

During 2006, and as a consequence of received submissions, Council undertook further work to refine the draft plan. This resulted in:

- Refined built form boundaries to reduce any potential impacts on residential areas
- More clarity on good design
- More focus on sustainable transport
- More clarity on car parking
- More clarity on open/civic space
- Improved focus on historic, cultural and entertainment aspects.

A redrafted Structure Plan was produced in early 2007. Various focus group sessions were hosted to collect comments on the redraft. These sessions enabled effective small group discussion and included local residents, business owners, and representatives from authorities and institutions. Concurrently, an opportunity was provided for further submissions. The consideration of submissions and comments resulted in the adoption of the final Structure Plan. More information about the Structure Plan process, including background documents, is available from Council's website at www.banyule.vic.gov.au.

2.2 About Heidelberg

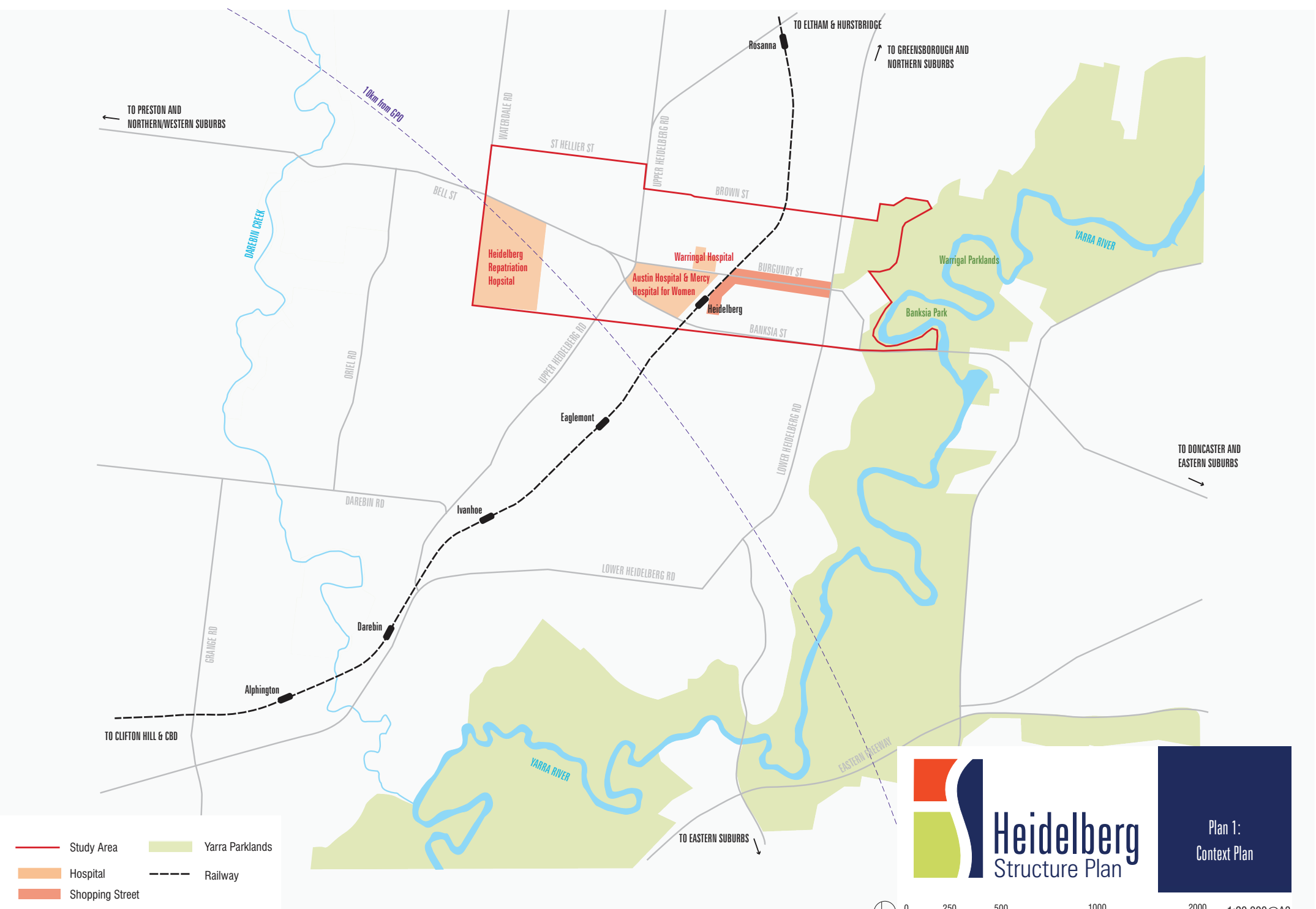
The following gives a snapshot of the Heidelberg Precinct. More detailed analysis of existing conditions can be found in **Section 3.0 – The People, the Place and the Opportunities**.

2.2.1 The Precinct

The study area is about 11 kilometres north east of Melbourne's Central Activity District. It is defined by the Yarra River, Brown Street, St Hellier Street, Waterdale Road and Banksia Street, and is about 215 hectares in area.

The Heidelberg Precinct is a large and diverse area, comprising a charming main street, convenient retail and commercial services, attractive residential precincts and major hospitals. Heidelberg is also renowned for its mature landscape, recreational open spaces, including the Warringal and Banksia Parklands, and its undulating landscape, which provides extensive views across Melbourne. Burgundy Street in particular, lies in a valley between two prominent ridge lines. These run along Darebin Street to the north and near Banksia Street to the south. The valley slopes from a highpoint at Burgundy Street and Upper Heidelberg Road in the west, down to the Yarra River to the east.

See Plan 1 – Context Plan



- Study Area
- Hospital
- Shopping Street
- Yarra Parklands
- Railway



Heidelberg

Structure Plan

Plan 1:
Context Plan

2.2.2 Land Use

Just over half of the study area is taken up by housing. The remainder is split in almost even proportions of business and medical uses, with neighbourhood parks, the Heidelberg Gardens and the Warringal Parklands, distributed throughout.

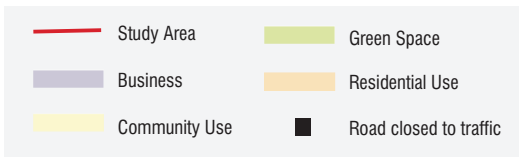
The Heidelberg Repatriation Hospital and Austin/Mercy Hospitals are large land holdings. In the Banyule Planning Scheme, Business 3 Zones exist in the far west and eastern areas, while the Business 1 Zone is along Mount and Burgundy Streets and Business 2 Zoned land flanks the southern section of Rosanna Road.

In recent years, the precinct has experienced great change, including the refurbishment of the Heidelberg Magistrates Court and the development of a new police station in Jika Street. Council has approved up to 9 medical centres and over 200 medium density dwellings in the area over the past 10 years. These approvals reflect change, in particular the clustering of medical centres near the regionally significant hospitals. Residential redevelopment, that benefits from close proximity to the many services and facilities, is also occurring.

An ongoing State Government project has been the redevelopment of the Austin Hospital and Mercy Hospital for Women. This has included extensive additions and internal alterations to expand the capacity, role and integration with the Mercy Hospital (moving from East Melbourne) on the Burgundy Street/Studley Road site near the train station.

See Plan 2 – Study Area and Existing Land Use Plan

Hurstbridge line to
Rosanna, Eltham
and Hurstbridge



Plan 2:
Study Area &
Existing Land Use

2.2.3 Transport

Walking in the Heidelberg Precinct is a wonderful experience if you are fit and able. However, areas of steep topography are not so forgiving on those who are not so fortunate. Designated shared paths or cycle lanes are scarce throughout the area, except along the Metropolitan Trail Network, beside the Yarra River. Section 3 of this plan provides more detail on both the walking and cycling environment.

Heidelberg has a long-standing connection with its railway heritage, being the final destination on the line from Spencer Street between 1888 and 1902. The line was then extended to Eltham, and in 1912, to Hurstbridge.

A Parking Policy and Strategy are being developed and an overview walkability audit has been done.

2.2.4 Burgundy Street

Burgundy Street is an attractive retail centre known as Heidelberg Central. It has a range of daily and weekly retailing services, as well as an increasing quantity (and quality) of cafes and restaurants. In 1985, some focus was drawn away from this main street with the opening of the Warringal Shopping Centre. Good attempts have been made to improve the amenity of Heidelberg Central, however the precinct has limited interaction with the nearby hospitals and is not capturing the spending power of over 5,500 staff and students that work in the nearby Medical Services Precinct.

SCOPE OF STRUCTURE PLANS

Structure plans for activity centres should:

- Assess the role and function of the activity centre and the scope for change, renewal and diversification.
- Identify the boundaries of the centre, or where necessary, redefine them to provide for new and expanded activity.
- Cover the form of development, land use, higher density housing, roads and public transport, services and community infrastructure.
- Identify opportunities for a range of housing, office, large format retailing and entertainment uses – particularly in mixed-use developments.
- Identify opportunities for expansion, improvement or redevelopment in land uses and business mix.
- Consider the existing provision of and opportunities for large development sites, particularly for retail, commercial, higher density housing and hospital or tertiary education facilities requiring a large land area – where site assembly is required, the plan should indicate what action the council or other stakeholders will take to facilitate the process.
- Address the interface with the surrounding area (for example, abutting residential development).
- Establish design parameters for the centre.
- Evaluate existing accessibility, traffic arrangements, controls and car parking demand, the availability of public transport, the changes required to improve the transport infrastructure, particularly public transport services, walking and cycling.
- Address needs of non-motorised travel including access by walking and cycling, facilities within the centre for cyclists, and the internal circulation of pedestrians and cyclists.
- Identify the means of providing future physical infrastructure and community facilities.
- Provide for marketing and centre management.

Source: Melbourne 2030, p22



2.2.5 The Community/Social Landscape

The 2001 census indicates that the Banyule population, in comparison to Metropolitan Melbourne, has:

- Relatively low percentage of people born overseas
- Relatively low percentage of non-english speakers
- Above average household income
- Relatively high level of professionals
- Above average qualifications
- Broad mix of employment
- High level of home ownership.

The population of Heidelberg was 5,501 in 2001¹ and included a sizeable proportion of people over the age 70. This elderly age group is indicative of the concentration of aged care facilities through the suburb and a preference for people to 'age in place' over many decades. Population projections for the City of Banyule indicate that the proportion of elderly people will continue to increase in the coming years.

Providing for the needs of younger people in Heidelberg is a particular challenge of the community. Whilst Burgundy Street is an attractive centre, it does lack a civic heart or focal point and informal meeting spaces. Other than the two football and tennis clubs and cricket pitches in the Warringal Parklands, the Heidelberg Precinct offers few facilities for teenagers.

The Heidelberg Central Shopping Precinct is not regarded as a youth destination. Young people tend to go to Melbourne's CBD, Greensborough, Northland or Doncaster as social destinations, attracted by cinemas and a greater range of shops and entertainment facilities.

¹ Source: Australian Bureau of Statistics, Census of Population and Housing

2.2.6 The 'Heidelberg School' and its Legacy

The 'Heidelberg School' is one of Australia's most significant art legacies. It dominated Australian art for about thirty years in the late nineteenth and early twentieth centuries.

The Heidelberg School Artists Trail celebrating this legacy consists of a series of high quality interpretive signs, educating people about the renowned 'Heidelberg School' of art. The Yarra River and its environs remain the focal point for interpretation of the school. There it is possible to still identify the location of some of the significant paintings from the 'Heidelberg School'.

The establishment of the Heide Museum of Modern Art (1981) has helped revitalise the area's artistic profile. This distinctive identity is a key theme throughout this Structure Plan. Culture and identity are seen as crucial to ensure that past histories are protected and added to, so Heidelberg remains relevant to future generations. This cultural heritage, if built upon and utilised, has potential to add economic benefits to the Heidelberg precinct.

For more information, please refer to Section 3 - The People, the Place and the Opportunities.

2.3 The Heidelberg Major & Specialised Activity Centres

"Activity Centres provide the focus for services, employment and social interaction in cities and towns. They are where people shop, work, meet, relax and live".²

Melbourne 2030 Activity Centre Planning "indicates how the Government, local government and industry can work together so that activity centres will:

- Provide a stable investment environment and improved synergies between private and public investment
- Offer fair access for all to jobs, goods and services
- Reduce car dependency
- Make neighbourhoods more liveable
- Become more vibrant, interesting destinations".³

Section 2.4 Key Objectives outlines the key objectives for the future development of activity centres.

² Melbourne 2030 Implementation plan for activity centres, p3

³ Melbourne 2030 Implementation plan for activity centres, p16

HEIDE'S HISTORY

"Heide was purchased in 1934 as a treeless dairy farm by Heide's founding benefactors, John and Sunday Reed.

John and Sunday fostered Heide during revolutionary years in Australian art as an idyllic refuge of inspiration for artists and intellectuals. Heide and the Reeds became synonymous with the creative friends they attracted-most notably, the leading exponents of Australian modernism, Sidney Nolan, Albert Tucker and Joy Hester. Nolan's famous Ned Kelly series was painted in the dining room of Heide I.

In 1964 the Reeds commissioned a new house on the property – Heide II. Designed by architect David McGlashan, this modernist building has been recognised as one of Victoria's most influential buildings from the last 50 years, and was awarded the 1968 Victorian Architecture Medal.

Heide was purchased by the Victorian Government in 1980 and established in 1981 as a public gallery for modern and contemporary art. A large number of works from the Reeds' personal collection forms the core of the Heide's significant art collection."

Source: "Heide Museum of Modern Art". Visit Victoria. (July 2006)
<http://www3.visitvictoria.com>

CHARACTERISTICS OF MAJOR ACTIVITY CENTRES

Key characteristics of a Major Activity Centre are:

- Similar characteristics to Principal Activity Centres, but serves a smaller catchment area.
- Supplements the network of Principal Activity Centres.
- Provides additional scope to accommodate ongoing investment and change in retail, office, service and residential markets.

Future strategic development objectives of a Major Activity Centre are:

- Encourage more mixed-use development in appropriately located sites.
- Continue broadening the range of uses.
- Encourage a wider range of arts, cultural and entertainment facilities.
- Location for higher density housing.
- Upgrade public transport services.
- Reinforce the network of centres by connection into the Principal Public Transport Network (PPTN).
- If a new Major Activity Centre, it will have to be on the PPTN or be linked to it as part of the cost of developing the site.
- If an existing Major Activity Centre that lacks good public transport links, it will not be allowed to grow substantially at the expense of better-located centres serving the same catchment.

Source: Melbourne 2030, p8

CHARACTERISTICS OF SPECIALISED ACTIVITY CENTRES

Key characteristics of a *Specialised Activity Centre* are:

- Important economic precinct that plays a vital role in metropolitan Melbourne's economy.
- Provides a mix of economic activities that generates much work and many visitor trips.

Future strategic development objectives of a *Specialised Activity Centre* are:

- Planning and development should reinforce its specialised economic function.
- Should only contain uses that support and are consistent with continued growth in their primary function.
- Mixed uses that complement the role of these centres are encouraged, but should not compete with nearby Principal and Major Activity Centres, nor should it attract mixed uses that serve a wider catchment and might inhibit its specialised role.
- Must be located on the Principal Public Transport Network.
- Requires similar transport management responses to other types of large centres.
- If a research precinct, future planning and development should emphasise its ability to foster interaction between researchers and industry. Space is required so that new and emerging applications can benefit from co-location.

Source: Melbourne 2030, p8

CHARACTERISTICS OF PRINCIPAL ACTIVITY CENTRES

Key characteristics of a *Principal Activity Centre* are:

- A mix of activities that generate high numbers of trips, including business, retail, services and entertainment.
- Being generally well served by multiple public transport routes (some being on the rail network), and on the PPTN or capable of being linked to that network.
- A large catchment covering several suburbs, and attracting activities that meet metropolitan needs.
- Having potential to grow and support intensive housing development without conflicting with surrounding uses.

Source: Melbourne 2030, p7

Melbourne 2030 identifies activity centres as areas that can accommodate a significant amount of change, enabling the creation of multi-use, attractive and vibrant places. They continue to be the focal points for the local community, with this role being enhanced through high quality urban design and sensitive development.

Melbourne 2030 identifies the Heidelberg Precinct as a Major Activity Centre and the area of the Austin Mercy, Repatriation and Warringal Hospitals as a Specialised Activity Centre. Under Melbourne 2030 Major Activity Centres are preferred locations for further residential, commercial and retail development, including mixed use buildings, and community facilities and services. Specialised Activity Centres should only contain uses that support and are consistent with continued growth in their primary function. The capacity of Activity Centres to accommodate additional development, and the scale and form of further development, is to be guided by Structure Plans.

Melbourne 2030 identifies key characteristics and future strategic development objectives for Major Activity Centres and Specialised Activity Centres. These are listed in the information boxes. When referring to this information, please note that Major Activity Centres are similar to Principal Activity Centres, but serve a smaller catchment area. Key characteristics of a Principal Activity Centre are listed in the information box provided.

Due to the proximity of the two designated activity centres and the synergies between them, they are thought of and planned for as a single entity known as the Heidelberg Precinct.

This Structure Plan includes design and planning control guidelines to help achieve the desired future character. It also responds to publications from the Department of Sustainability and Environment that guide the preparation of Structure Plans for Activity Centres.

A masterplan is being prepared by the Department of Human Services for the Heidelberg Repatriation Hospital. This Draft Structure Plan makes preferred land use and general development recommendations for that site. These recommendations represent Council's interest to promote appropriate development of the hospital that benefits and gives recognition to local community interests.

2.4 Key Objectives

Melbourne 2030 identifies key objectives for the future development of Activity Centres. Please refer to the information box 'Key Objectives for Development of Activity Centres' for more information. These objectives have been used to form this Structure Plan, including the implementation strategies in Volume 3.

With respect to movement, a hierarchy of transport modes underpins the philosophy of this strategy and expands on the Melbourne 2030 key objectives and DSE Activity Centre Design Guidelines. A priority is given to pedestrian movement. Secondary consideration is to cyclists, then public transport and lastly, to private vehicles. This hierarchy is based on maximising personal movement and accessibility to services for the widest section of the community and sustainable transport options to promote community health, wellbeing and help mitigate environmental impacts.

Travel Mode	Priority
Pedestrians	Highest
Bicycles	↑
Public Transport	
Taxis	↓
Service Vehicles	
Private Vehicles (with passengers)	Lowest
Private Vehicles (without passengers)	

Best Practice 'Priority of Travel Modes'

The hierarchy will support Heidelberg's dynamic economy by maximising people movement through streets in a pedestrian friendly environment, to support growing retail, office, educational and medical services sectors that provide local jobs.

2.5 From Best-Practice Theory to Realistic Actions

The urban design provisions in Sections 4 to 6 of this document are structured to create a logical progression from best-practice theory, through to realistic actions. This sequence also provides a clear rationale as to why certain standards and design suggestions have been chosen. Understanding this sequence will assist decision-making and ensure that the implementation of the collective vision for Heidelberg is pursued as close to the objectives of Melbourne 2030 as possible. Establishing the aims and vision to be pursued is an essential first step for implementation. These are identified on the following pages.

To get from best-practice theory to realistic actions this document is structured in the following way:

1. **Aims for Activity Centre Design** - the basis for the objectives and the strategies (See 2.5.1).
2. **The Vision** - identifies the vision for the future of Heidelberg (See 2.6).
3. **The People, the Place & the Opportunities** - describes the study area in terms of the people, access and connections, public realm, built form, land use and economic development and identity (See Section 3).
4. **Strategic Objectives** - describes the desired strategic outcomes to be achieved by development (See Section 4).
5. **The Framework Plan** - illustrates a composite of the Strategic Objectives throughout the Heidelberg Precinct (See Section 5).
6. **The Precincts: Objectives and Strategies** - identifies objectives and strategies for each of the precincts (See Precincts Plan).
7. **Implementation** - identifies a suite of implementation actions and supporting information (see Implementation Strategy).

KEY OBJECTIVES FOR DEVELOPMENT OF ACTIVITY CENTRES

Key objectives for the future development of activity centres are:

- Reducing the number of private motorised trips to and from activity centres by concentrating activities that generate high numbers of (non-freight) trips in highly accessible locations.
- Encouraging economic activity and business synergies.
- Broadening the mix of uses appropriate to the type of centre and needs of the population served.
- Providing focal points for the community at different geographic scales.
- Improving access by walking, cycling and public transport to services and facilities for local and regional populations.
- Supporting the development of the Principal Public Transport Network (PPTN).

Source: Melbourne 2030, p5

2.5.1 Aims for Activity Centre Design

The following Aims⁴ for Activity Centre Design have been sourced from the Department of Sustainability and Environment's Activity Centre Design Guidelines. They underpin and inform the objectives and strategies presented in the document.

AIMS FOR ACTIVITY CENTRE DESIGN		
	Aim	Way of Achieving Aim
1	Develop a good quality public environment (PE)	Ensure public spaces with individual developments and throughout activity centres are comfortable, engaging environments.
2	Promote street-based patterns of connection (SBPC)	Directly link developments within activity centres and with their surrounding neighbourhoods using a fine-grained street system that accommodates diverse modes of travel.
3	Improve community safety (CoS)	Promote the natural surveillance of public space and street edge activity. This can be achieved by ensuring buildings address the street and contain active uses on the ground floor. Clearly define public and private space.
4	Encourage a mix of uses (MoU)	Optimise the diversity of uses in activity centres where the mix promotes vitality, extends the hours of activity and intensifies the use of existing infrastructure.
5	Improve pedestrian and cycling amenity (P&C)	Encourage an increase in pedestrian and cycling traffic by maximising the convenience, safety and appeal of these modes of travel.
6	Promote a public transport focus (PT)	Integrate public transport with activity centres by increasing community comfort, safety and accessibility.
7	Increase accessibility and integration (A&I)	Ensure activity centres are a focus for the entire community, are accessible to all, and are physically integrated with the surrounding neighbourhood.
8	Encourage environmental sustainability (ES)	Promote the efficient reuse of existing assets, prolong the life cycle of structures, ensure energy efficiency, water and resource conservation and encourage appropriate orientation and use of materials.

2.6

THE VISION HEIDELBERG IS A "VIBRANT PLACE FOR PEOPLE"

A vision has been developed to set the path for the future of Heidelberg. The vision is based on information gathered from many sources. It is not set in stone but should be reassessed and adapted when appropriate. It is to be used to guide decisions and policy formulated for the Heidelberg Precinct.



Situated in a valley that is recognised for its green, leafy surrounds, a diverse community lives in a vibrant and attractive community hub. Locals and visitors alike frequent the nearby regional parklands along and across the Yarra River, and enjoy living and working in a truly urban and riverine environment.

Heidelberg's shopping centre is well known for its mix of retail, entertainment and cultural activities. These service local residents and businesses, as well as the many visitors who arrive by public transport. A vibrant daytime and evening economy has emerged and is now centred on a revitalised train station and reinvigorated Mount and Burgundy Street shopping area.

Heidelberg has a rich arts history and a cultural heart which is reflected with entertainment facilities and activities, such as outdoor events that reflect the artistic traditions of the Heidelberg School in contemporary times and supports a variety of local artistic endeavours. These activities have helped establish a vibrant public realm, where footpath trading, public art, landscaping and well-designed and accessible streets are highly regarded.

The people of Heidelberg and visitors enjoy easy access to the Yarra River. Whilst those using the parklands are drawn into the nearby community hub, thanks to the entertainment and cultural activities on offer.



Families, students and retirees are amongst those who now enjoy living with an accessible pedestrian environment. The community has embraced sustainable ways of moving through their local area, preferring to walk, cycle and use public transport. This has brought people together, as many now enjoy meeting family, friends and work colleagues in local venues and meeting spaces.

Comfortable meeting spaces are woven into the public domain, along footpaths, integrated with buildings and coupled with well-considered landscaping and public art. These spaces provide accessible shelter and relaxation in an attractive and safe setting for all age groups.

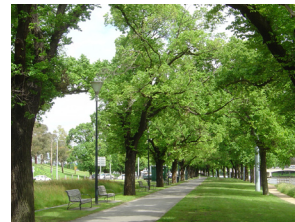
Land developers have created a truly sustainable urban environment. They have been the catalyst for change, having recognised that good development not only requires high-quality urban, architectural and landscape design – but also water sensitive, energy and resource efficient outcomes that integrate various ecologically sustainability principles.

The medical services and hospitals precinct benefits from access to the Heidelberg centre by clustering medical precinct uses within easy walking distances from each other and the activity centre. Prioritising the needs of pedestrians has established Heidelberg as a 'vibrant place for people'.

Improved train-services and infrastructure reinforce Heidelberg Railway Station and the Mount Street Transport Interchange as the heart of the Heidelberg Precinct. Regular Smart Bus services, which form part of an efficient metropolitan orbital service, operate along Burgundy Street and Bell Street, reducing the number of cars travelling through the centre, and improving access throughout Heidelberg.

Bell Street is a spine for regional east-west traffic movement, along which improved public transport is helping connect people more sustainably to their destinations. Development in recent years has reinforced Bell Street as a bulky goods shopping strip that is sensitive to the character of nearby neighbourhoods.

All this has been achieved from a collaborative approach between communities, governments, authorities, traders, land developers and other stakeholders. All have collectively recognised the need to establish a more sustainable future for our children.



THE PEOPLE, THE PLACE AND THE OPPORTUNITIES

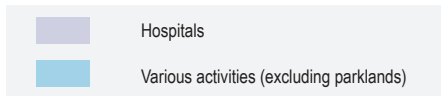
3.0

Having identified the Objectives, Aims and Vision for the Heidelberg Precinct it is time to give more information about Heidelberg, the People and the Place as it is now. This will be done under the following headings:


- The People
- Access and Connections
- Public Realm
- Built Form
- Land Use and Economic Development
- Identity.

3.1 The People



ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
<p>The People</p>	<p>Approximately 1,500 people presently work in the Shopping Precinct, and a further 5,500 persons work collectively within the Medical Precinct. There is limited interaction between the retail precinct and the medical precinct. Refer to Plan 3 Relationship between Major Activity Centre and Specialised Activity Centre.</p>	<p>The economy of the shopping precinct can capture much more of the valuable shopper catchment of medical precinct employees. This will help integrate the Specialised Activity Centre (Medical Precinct) and the Major Activity Centre.</p>	<p>Enhanced interaction between precincts.</p>
	<p>Heidelberg's population is ageing. The projections for 2021 (DSE, Victoria in the Future, 2004) illustrate significant increases in the 50-64 (22%) and over 85 age (70%) groupings. Household size is becoming smaller.</p>	<p>Additional smaller dwellings can provide a wider range of housing choice. The supply of existing traditional-family detached housing stock is not well suited to the needs of an ageing population seeking smaller dwellings and wishing to 'age in place'.</p> <p>Within Heidelberg, there is potentially a shortage of high-dependency care housing options for those over 85 years. This may result in the 'socially unsustainable' movement of elderly people relocating to other areas to meet their housing needs. Being separated from familiar surroundings, friends and community contacts is inconsistent with Melbourne 2030's Direction 5 - A Great Place To Be or Direction 7 - A Fairer City.</p> <p>The increase in age of the population requires services to be provided in such a way that they have easy access to facilities within the centre.</p>	<p>Improved housing choice, care and facilities for an ageing population.</p>
	<p>There will be a significant proportion of people under 40 (younger families, young children and teenagers) in 2021 which equates to 47% of the population. (DSE, Victoria in the Future, 2004).</p> <p>Community consultation has identified that there is a lack of social, community and entertainment facilities for younger people in Heidelberg.</p>	<p>More facilities for younger people will help fulfil the requirements of activity centres policy, to encourage a wider range of arts, cultural and entertainment facilities. Failing to meet these community needs may result in more (potentially unnecessary) trips to other centres for recreation and entertainment purposes.</p>	<p>Improved and more facilities for younger people.</p>



Note: This plan provides approximate boundaries only and should not be relied upon to depict any exact boundaries of activity.



Plan 3:
Relationship between Major
Activity Centre
and Specialised
Activity Centre

1:7500@A3

3.2 Access and Connections

ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
<p style="text-align: center;">Access and Connections</p>	<p>The main roads in the study area are designated as follows:</p> <p>Primary Arterial</p> <ul style="list-style-type: none"> • Bell Street • Bell-Banksia Link • Banksia Street • Waterdale Road • Lower Heidelberg Road • Rosanna Road. <p>Secondary Arterial</p> <ul style="list-style-type: none"> • Upper Heidelberg Road • Burgundy Street. <p>Collector Road</p> <ul style="list-style-type: none"> • Cape Street • Banksia Street • Waterdale Road. <p><i>Refer to Plan 4 Road Hierarchy</i></p>		
	<p>The Bell - Banksia Street link has been open for about 12 years and is reaching its capacity. This link helped reduce traffic along Burgundy Street by providing an effective by-pass for through traffic. Through traffic is now returning to Burgundy Street to avoid the queues on Bell and Banksia Streets.</p>	<p>Further congestion along the Bell-Banksia link may lead to through traffic seeking access through the Burgundy Street Shopping Precinct. Improved pedestrian connections, reduced traffic speed and other measures have potential to protect and enhance the shopping precinct whilst discouraging through traffic from the main arterial.</p>	<p>Enhanced quality of pedestrian connections and amenity for retail and service streets particularly in the Burgundy Street Shopping Precinct.</p>



- Primary Arterial Road
- Secondary Arterial Road
- Collector Road
- Local Road



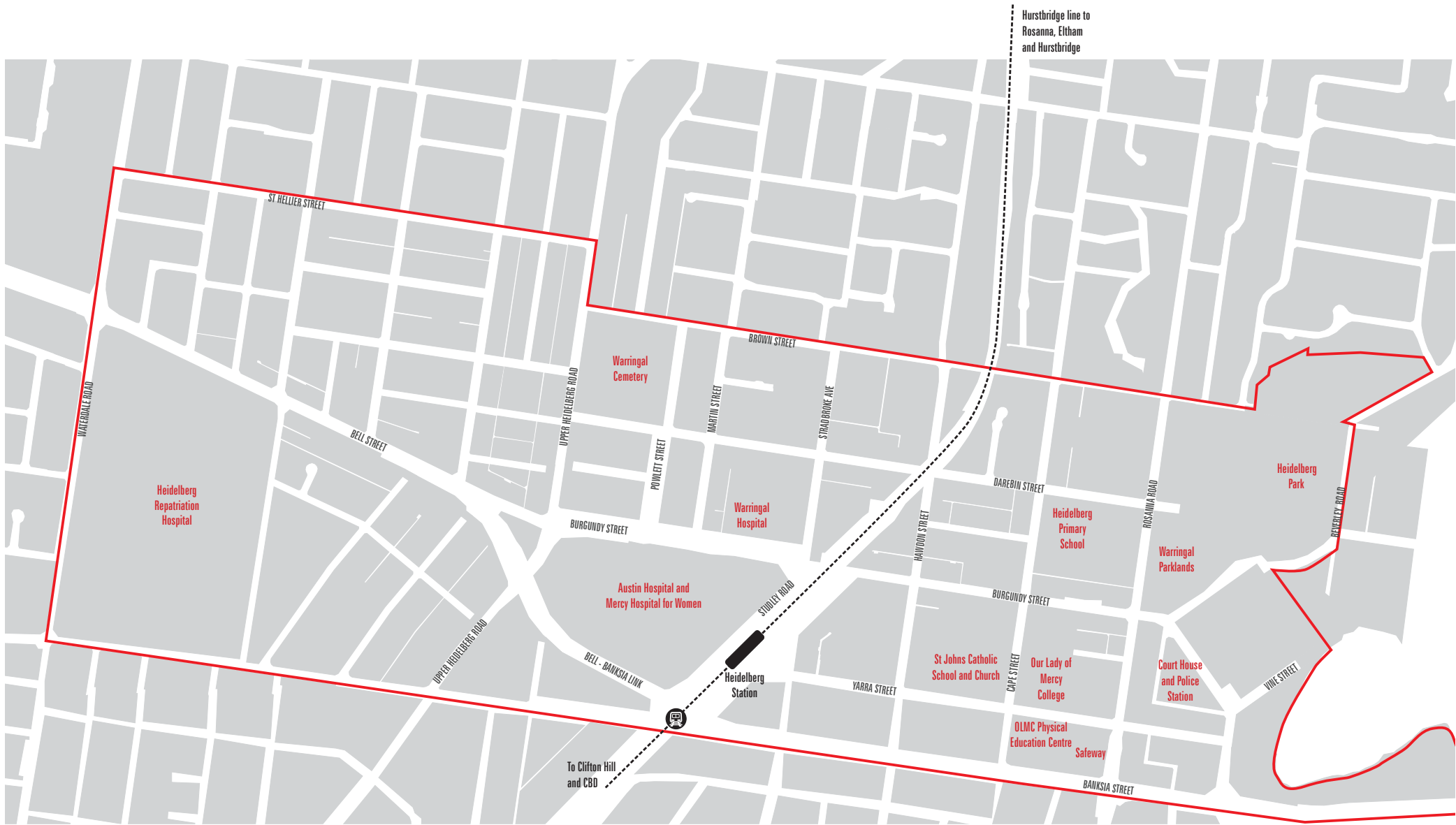
Heidelberg

Structure Plan

Plan 4:
Road Hierarchy



ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
<p>Access and Connections</p>	<p>The Heidelberg Precinct and in particular the Major Activity Centre is well connected by a regular grid of streets. <i>Refer to Plan 5 Heidelberg Figureground.</i> However some streets are difficult to walk along due to steep topography. And some locations are difficult to get to due to having to cross busy roads with poor connections across them. <i>Plan 6 Walkability</i> identifies that a significant proportion of the study area (and a reasonable proportion out of it) is located within ten minutes walk of the station. There are a number of Key Destinations that can be reached by walking from the station. <i>Plan 7 Key Destinations and Walking Routes</i> illustrates where they are and how people can get there.</p>	<p>Improve connections into and out of the activity centre will result in improved access by walking, cycling and public transport to services and facilities for local and regional populations.</p>	<p>Improved pedestrian connections.</p>
	<p>Burgundy Street is a designated secondary arterial road and is just over 20 metres in width. There is a perception of dangerous traffic conditions along the western section (i.e. west of the railway line) of Burgundy Street. In this location there are few places where it is possible for pedestrians to cross safely and informally such as pedestrian outstands or 'crunch spots' as there are along the eastern section of Burgundy Street. There is a pedestrian overpass over the western section of Burgundy Street, midway between the signalised intersections of Upper Heidelberg Road and Studley Road. The overpass connects the Warringal and the Austin Hospital and Mercy Hospital for Women.</p> <p>Other than the overpass, there are no pedestrian crossing points between these two key destinations. The nearest at grade crossing is a 250m walk either uphill or downhill to the intersection with Upper Heidelberg Road or Studley Road. It is extremely difficult for people with mobility impairments, prams, wheelchairs and visual impairments, to access the stairs of the overpass.</p>	<p>Make provision for safe crossing points and lower traffic speeds to provide consistency with the 'Streets for People' element of the DSE Activity Centre Design Guidelines, hereby referred to as ACDGs. This issue is inconsistent with Objective 3.2 of the ACDGs, which encourages "vehicle traffic [to] not comprise a good walking and cycling environment" (p22).</p>	<p>Improved pedestrian connections and safety.</p>
	<p>There exists a real and perceived physical barrier especially for those walking between the retail precinct and medical precinct created by the railway line and steep topography. <i>Refer to Plan 3 Relationship between Major Activity Centre and Specialised Activity Centre.</i></p>	<p>Improve integration between the two precincts will provide consistency with Objective 2.4 of the ACDGs which identifies the need "To minimise the dividing effect of railway corridors on activity centres" (p 18).</p>	<p>Improved pedestrian connections.</p>

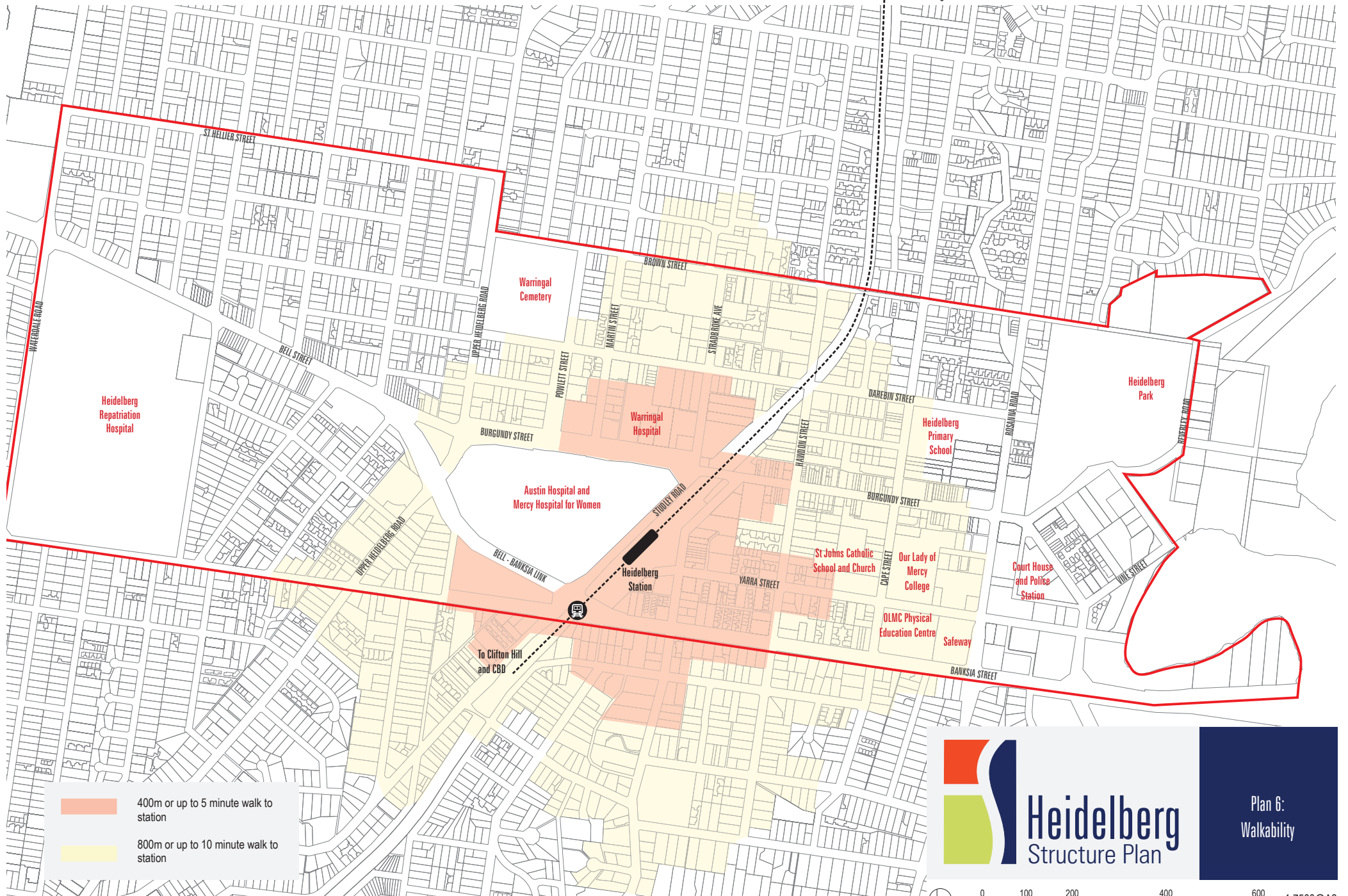


Heidelberg
Structure Plan

Plan 5:
Figureground



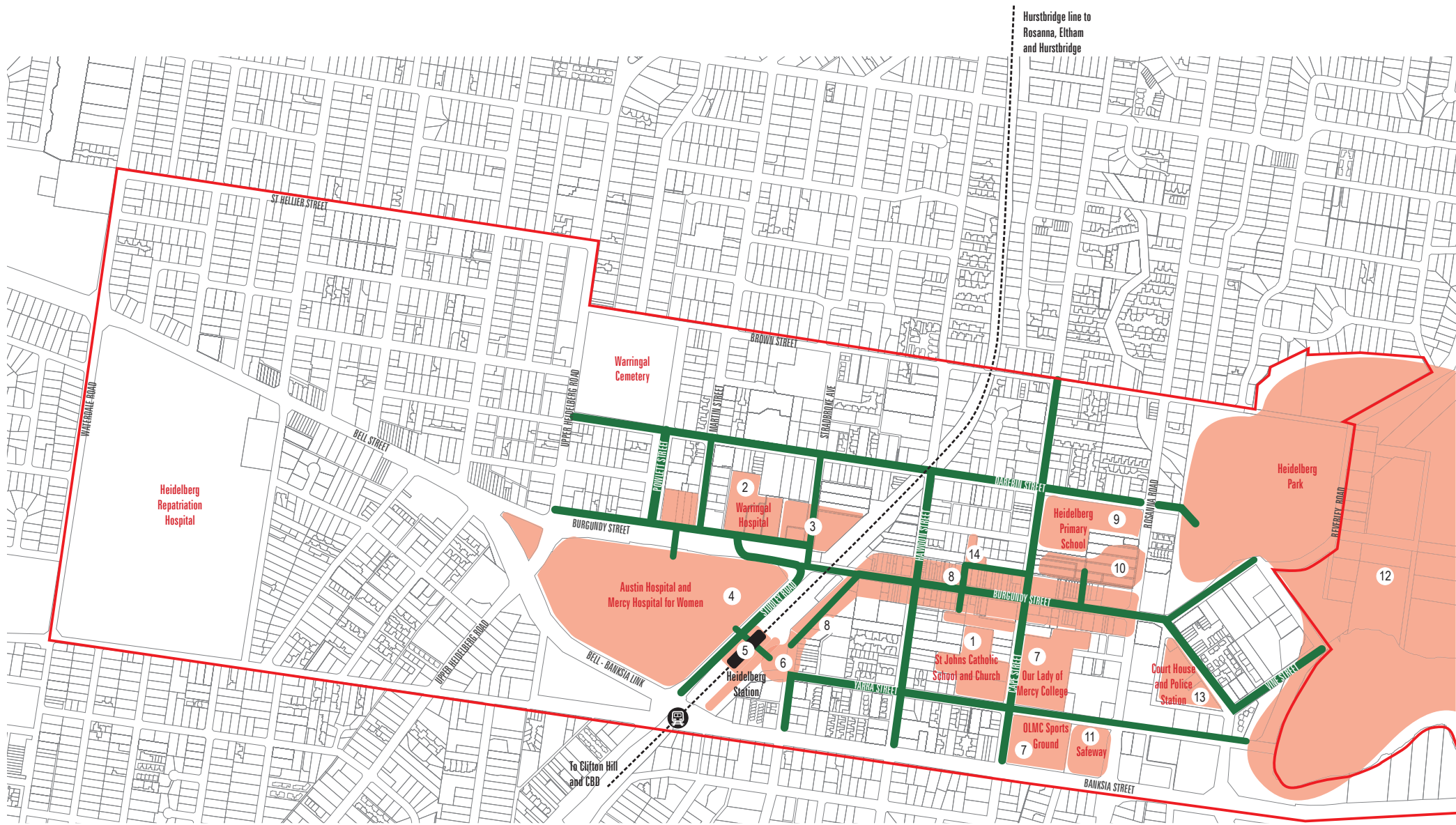
Hurstbridge line to
Rosanna, Eltham
and Hurstbridge



- 400m or up to 5 minute walk to station
- 800m or up to 10 minute walk to station

Heidelberg
Structure Plan

Plan 6:
Walkability



Hurstbridge line to
Rosanna, Eitham
and Hurstbridge

- Key Destinations:**
- | | | | |
|---|--|-------------------------------|--|
| 1. St Johns Catholic School and church | 5. Heidelberg Station | 8. Burgundy and Mount Streets | 12. Warrigal Park land & Yarra River Environment |
| 2. Warrigal Hospital | 6. Bus Interchange | 9. Primary School | 13. Court House and Police Station |
| 3. Heidelberg Bowling Club | 7. Our Lady of Mercy College and Sports Ground | 10. Warrigal Shopping Centre | |
| 4. Austin Hospital & Mercy Hospital for Women | | 11. Safeway | |
- Key Walking Routes (excluding parklands)**

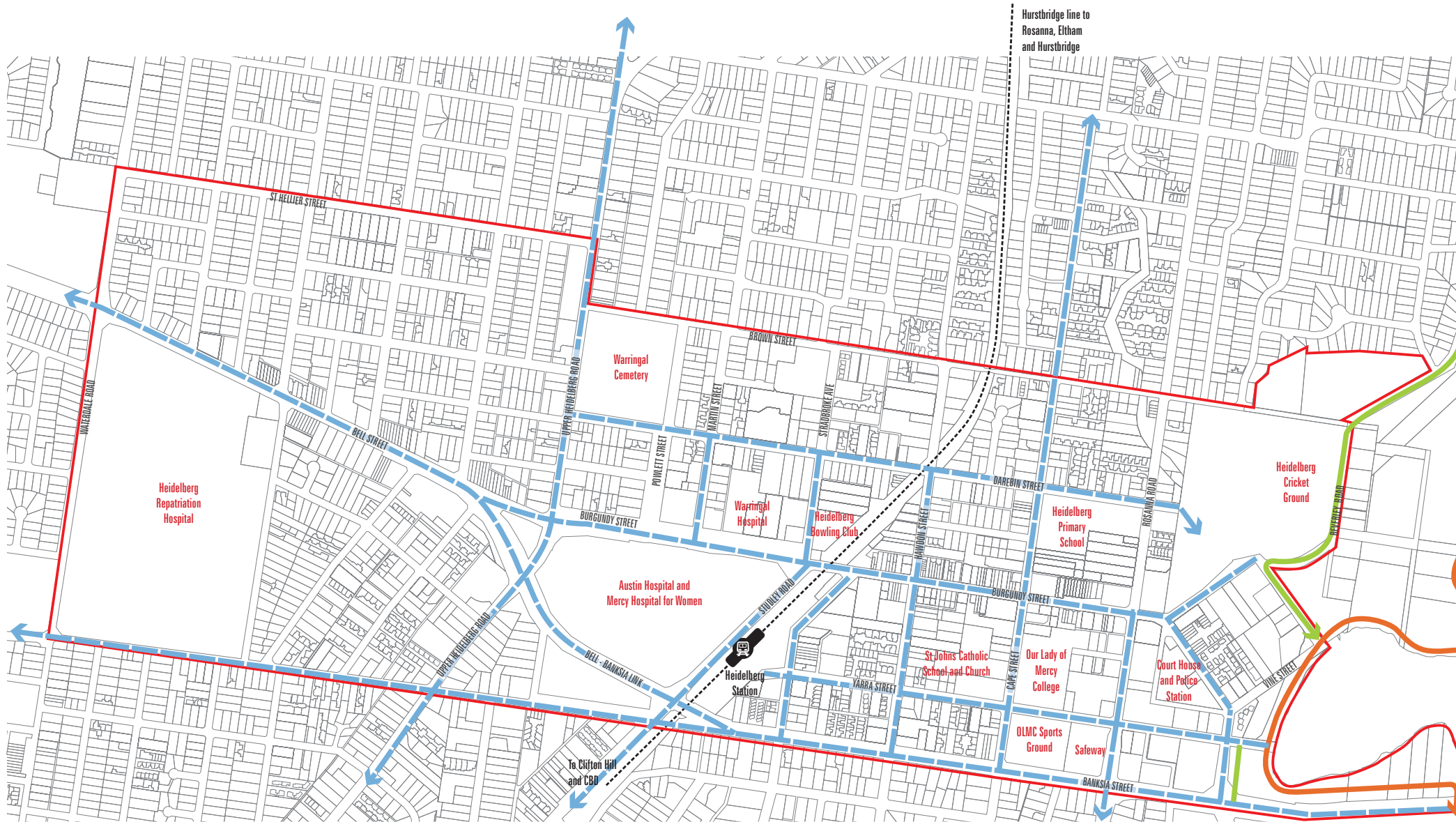
Heidelberg
Structure Plan

Plan 7:
Key Destinations &
Walking Routes




ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
<p>Access and Connections</p>	<p>Rosanna Road (which dissects Heidelberg's main street and the Yarra River environs) provides a regional north - south link between the Metropolitan Ring Road and the Eastern Freeway.</p> <p>Even though Rosanna Road fulfils an important thoroughfare and connective function the level of amenity and frequency of the signalised pedestrian crossing over it caters poorly to pedestrians.</p>	<p>Improve intersection and crossing points across Rosanna Road can be designed to enable integration of the whole Precinct by all modes of transport including pedestrians and cyclists.</p>	<p>Improved Rosanna Road intersection and crossings for pedestrians and cyclists.</p>
	<p>Signs indicating the nearest car parking area, are located frequently throughout Heidelberg. However, directional signage for pedestrians and visitors using public transport in the area, is virtually non-existent. This is especially noticeable when trying to access the Yarra River Parklands and the Station subway.</p>	<p>Improve legibility to and around key public transport and recreational assets in Heidelberg to advance objective 2.3 of the Activity Centre Design Guidelines (ACDGs), which aims "to provide safe, attractive and direct pedestrian and cycling access to stations..." (p17).</p>	<p>Improved signage for pedestrians.</p>
	<p>The distances, topography and lack of amenity or tactile surface treatment, makes pedestrian movement difficult throughout the precinct. Slippery surfaces along Burgundy Street, especially the upper reaches west of the railway line, also present problems to pedestrians. In particular, these elements make the journey between the Austin Hospital and the Mercy Hospital for Women and Warringal Hospital, to and from the station and to and from the shopping precinct, particularly challenging.</p> <p>The lack of comfortable, sittable spaces along Burgundy Street makes the 30 metre change in level along the route between the Austin/Mercy Hospital (15 metre change from Heidelberg Station) and the Shopping Precinct, unattractive to traverse on foot.</p>	<p>Improve urban design to consider relatively long travel distances, steep topography, improved amenity and tactile surface treatments to promote consistency with the ACDGs objective 3.1 which aims "to design streets that comfortably and safely accommodate the pedestrian and the cyclist" (p22).</p>	<p>Improved pedestrian connections including comfortable sitting spaces.</p>

ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
<p>Access and Connections</p>	<p>An overview walkability audit has applied the 5C's auditing method (Connections, Comfortable, Convenient, Convivial and Conspicuous). From a pedestrian's perspective, the precincts did not score well. Various strategic aspects emerged, namely:</p>		<p>Enhanced walkability through reduced speed limits, pedestrian crossings, signage, amenities, public spaces and implementation of staged walkability works.</p>
	<p>1 The traffic speed regime through the Medical Services Precinct and the Major Activity Centre is too high.</p>	<p>1 Reduce traffic speeds wherever possible, particularly in areas considered as 'people places'.</p>	
	<p>2 Signage for drivers on Bell Street does little to encourage or advise non-local traffic to by-pass Burgundy Street and use the Bell Banksia link as the access road for other destinations.</p>	<p>2&3 Include signage for drivers to discourage through traffic along Burgundy Street and also on Dora Street to discourage entry onto Burgundy Street.</p>	
	<p>3 There is no driver advisory signage at the eastern end of the Major Activity Centre at Dora Street to help reduce non-essential through traffic in Burgundy Street.</p>		
	<p>4 There are few at grade pedestrian crossing that are not associated with traffic lights.</p>	<p>4 Additional pedestrian crossings are required to enhance walkability within the Medical Services Precinct and the Major Activity Centre.</p>	
	<p>5 Signage is poor. For example, Metlink signage rarely indicates non-Metlink assets, distance and directional signage is limited, the bus system has no maps of routes and no bus drivers had timetables available to the public.</p>	<p>5 Improve information, signage and wayfinding.</p>	
	<p>6 Pedestrian access to the train station, retail centre and other medical services is generally unsafe.</p>	<p>6 Establish an at-grade crossing on Studley Road between the Austin/Mercy Hospitals and train station. Also establish an at-grade crossing on Burgundy Street, to ease access to the Warringal Hospital. Improve pedestrian crossings at Bell Street to ease access to bus services.</p>	
	<p>7 Limited pedestrian amenities are available, in particular public toilets that are especially important to an aging community. Other shortfalls include little landscaping, few street trees, shade or art in the shopping centre.</p>	<p>7 Improve pedestrian amenity through the Major Activity Centre and establish a Pedestrian Priority Precinct.</p>	
	<p>8 No available public squares, meeting or market spaces. While the small park at the transport interchange is attractive it does not provide a community focus or opportunity for activity.</p>	<p>8 Facilitate structure planning that provides for public spaces as meeting places for community focus and activity.</p>	
<p>9 Careful planning and implementation is required to enable enhanced walkability.</p>	<p>9 Identify the need for staged implementation.</p>		

ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
<p>Access and Connections</p>	<p>The VicRoads Principal Bicycle Network (PBN) plan illustrates that there are no existing or proposed on-road cycle paths in the Heidelberg Activity Centre. The only formal cycle path is the Main Yarra Trail which follows the Yarra River Parklands.</p> <p>Cycling access is generally good along the local roads, although crossing points over the main roads need improvement.</p> <p>There are few cycle parking points throughout the Shopping Precinct.</p> <p><i>Refer to Plan 8 Existing and Proposed Bicycle Routes</i></p>	<p>Establish designated shared pathway, or safe space at grade alongside existing main connectors, including Yarra and Burgundy Streets, to improve safety for cyclists.</p> <p>Improving bike paths and facilities to promote bicycle use and consistency with objectives 3.1 and 3.2 of the ACDGs (see above).</p>	<p>Improved bicycle connections and facilities.</p>
	<p>The Shopping Precinct is generally well served by public transport. The Heidelberg Railway Station is a Premium Station.</p> <p>All but one of the five bus routes through the study area pass along or nearby the retail area of Burgundy Street. There is a proposal to improve services through the introduction of the Red Orbital SmartBus route. The Red Orbital SmartBus route is part of the SmartBus program identified within the Metropolitan Transport Plan. This program includes yellow and green orbital routes that run through Greensborough. When completed the SmartBus network will provide benefits to the entire Heidelberg Community.</p> <p><i>Refer to Plan 9 Public Transport Network</i></p>	<p>Station improvements need to be made such that the premium station status of the station is retained and improved upon.</p> <p>Although the station and other public transport facilities are good, in order for the objective of 20% by 2020 to be achieved continuing improvements need to be made.</p>	<p>Improved railway station and services to achieve the objective of 20/2020.</p>
	<p>There is concern amongst the local community and business that the trains to Heidelberg Station are somewhat unreliable.</p>	<p>Improve public transport service levels can increase public transport patronage. This will provide consistency with Melbourne 2030 – Direction 8: Better Transport Links and Direction 8.2: Improve the operation of the existing public transport network with faster, more reliable and efficient on-road and rail public transport.</p>	<p>Improved train service.</p>



Hurstbridge line to
Rosanna, Ettham
and Hurstbridge

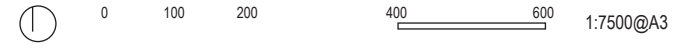
<p> Proposed Bicycle Network Proposed routes, local and regional networks (not necessarily a dedicated lane)</p>	<p> Main Yarra Trail Existing Path</p> <p> Constructed Bicycle Network (Recent)</p>
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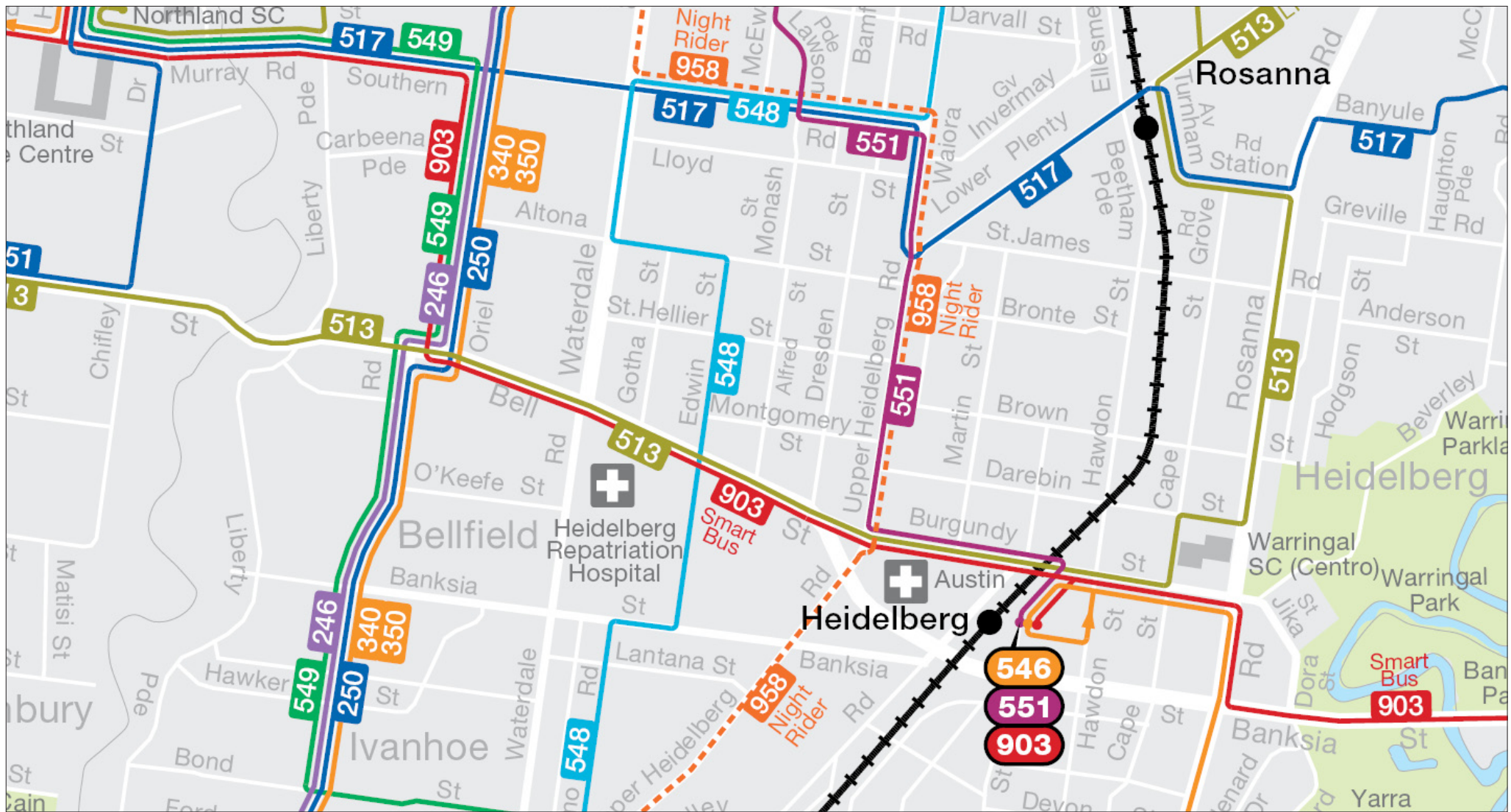
Heidelberg

Structure Plan

Plan 8:
Existing & Proposed
Bicycle Routes



ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
<p>Access and Connections</p>	<p>There are poor connections for both pedestrians and cyclists to and from the station. These poor connections are characterised by:</p> <ul style="list-style-type: none"> • Steep terrain and lack of disabled access resulting in the station being inaccessible for some potential users • No direct pedestrian access to the station platforms from the station car-park for people who wish to Park and Ride to the city. Travellers must traverse steep slopes away from the station (southerly direction) to the Bell-Banksia Link cross over the rail line and then walk down Studley Road to the station subway. This journey equates to approximately 400m, or 5 minutes, with the potential to miss a train with this additional journey • No comfortable and direct link for the Station to the Austin Hospital. 	<p>Improved connectivity will help fulfil the ACDGs Objectives 2.1 and 2.3: “To encourage public transport use by providing convenient, prominent and active stations and interchanges.” and “ To provide safe, attractive and direct pedestrian and cycling access to stations , interchanges and transit stops.”</p>	<p>Improved connections for pedestrians and cyclists to and from the station.</p>
	<p>Since the last car parking survey in 1999, the centre has in the order of 464 additional spaces. However, the occupancy rate has also increased significantly, so there are fewer vacant spaces. Careful review of the 2004 survey data indicates that there has been a significant increase in the off-street car parking supply (690 spaces) in the area bounded by Lower Heidelberg Road, Jika Street, Dora Street and Banksia Street. The 2004 survey included some on-street spaces that were not surveyed in 1999.</p> <p><i>Refer to Plan 10 Car Parking</i></p>	<p>Improved management of car parking to enhance efficiency and effectiveness. For instance, there is a current 2 hour parking allowance outside the core retail areas along Burgundy Street. To improve an efficient turn-over of car parking a reduction in time limits should be pursued.</p>	<p>Improved management of car parking.</p>
	<p>Trader Parking. A trader parking permit scheme has been implemented for certain traders within the Heidelberg Central Shopping Centre. Specific areas within several Council car parking areas are available for traders and employees with permits to park for unrestricted lengths of time. The scheme is administered by the Heidelberg Traders' Association.</p>	<p>Review the issuing of long term free parking permits for traders to consider implications for other users. Ensure car parking management embeds the philosophy that parking is a privilege within a highly sought after location.</p>	<p>Reviewed Trader Parking arrangements.</p>

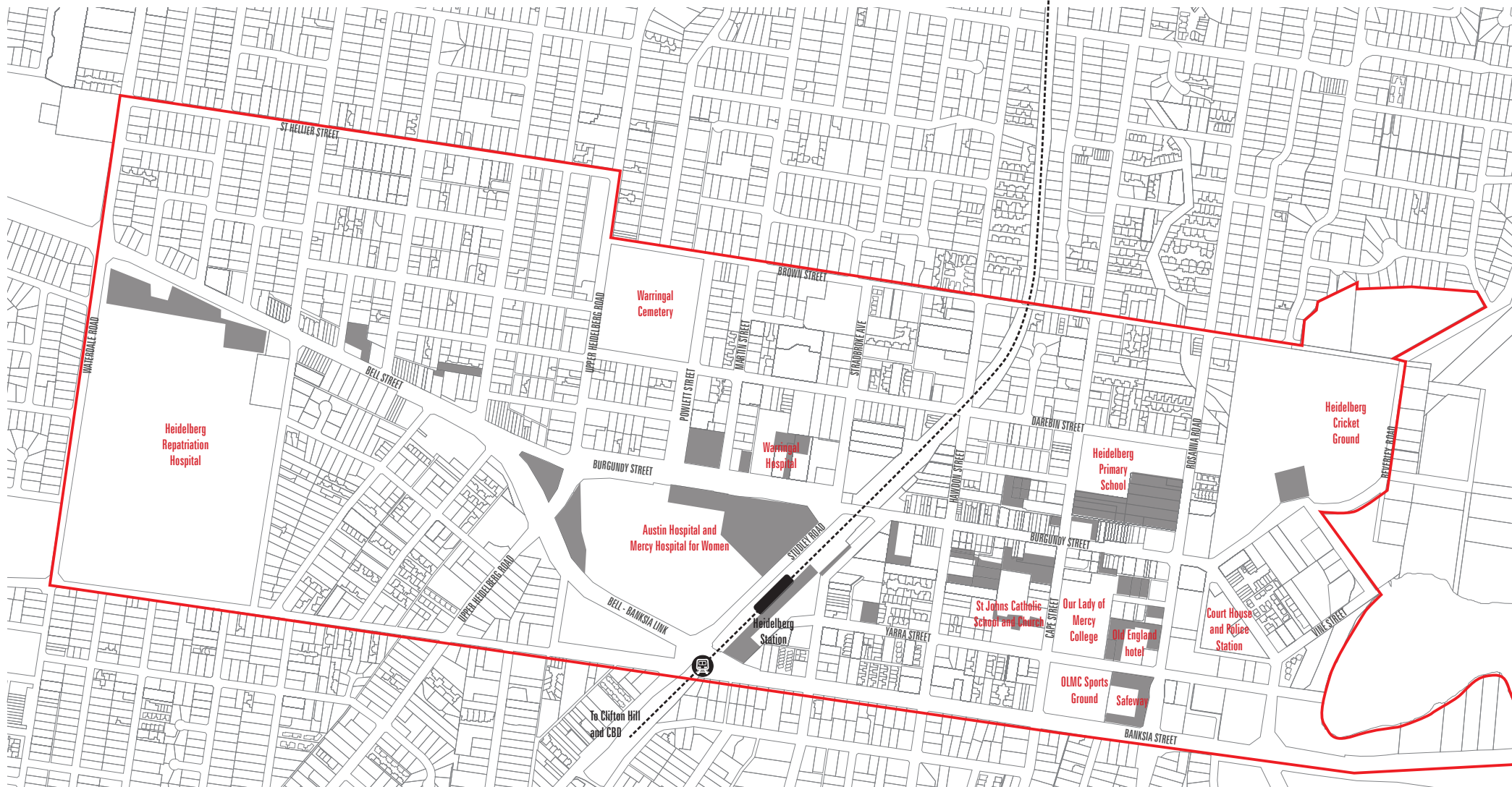



Heidelberg
Structure Plan

Plan 9:
Public Transport
Network

ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
<p style="text-align: center;">Access and Connections</p>	<p>Paid Parking. The overall majority of the parking resource in the Heidelberg Precinct is free of charge, with the exception of staff(\$6/day) and visitor parking(\$12/day) at the new Austin/Mercy car park on Studley Road; other parking at the Austin Medical Campus(\$4/day) and a small number of Council parking meters (\$4/day) in Darebin Street, Banksia Street, Powlett Street and Upper Heidelberg Road.</p>	<p>Parking is an undervalued resource in Heidelberg. Staff and visitors to the hospitals, outpatients and commuters/traders/employees are parking in adjacent residential streets to avoid parking charges.</p> <p>There is an opportunity to review the provision of free of charge parking and duration limits to reduce circulatory traffic on local roads whilst embedding the philosophy that parking is a privilege.</p>	<p>Revalued parking.</p>
	<p>In the core area of the Heidelberg Precinct, there is high demand among shoppers, traders, local employees, commuters and hospital visitors for the available parking infrastructure.</p>	<p>Promote an equitable and fair allocation of parking spaces within the context of a Parking Strategy and Parking Precinct Plans.</p>	<p>Reviewed demand for kerb side parking.</p>
	<p>A new 1,200 place car park has been provided at the redeveloped Austin and Mercy Hospitals with 900 spaces available for staff at \$6/day and 300 spaces available for visitors at \$12/day. Some staff and visitors are not parking in the facility, possibly to avoid parking charges.</p>	<p>Car parking at the Hospitals can be managed differently. This will help support the sustainability initiatives of Melbourne 2030 by providing Better Transport Links. Refer Direction 8.</p> <p>Car parking at the train station and some streets is free of charge. These areas can be better managed.</p>	<p>Improved car parking management and encourage alternative modes of transport.</p>
	<p>Parking at the Residential Interface. A resident parking permit scheme has been in place for a number of years in most streets in the Precinct. The majority of residents have off-street parking available. Some streets with a residential parking system have few residents parked on street during business hours.</p> <p>Competition for long term car parking in residential streets within 5 minutes walking distance of the hospitals/rail station/commercial areas is high. Here, traders, their employees, hospital staff and rail commuters seek on-street parking in residential areas, usually to avoid time restrictions and/or parking fees at the Austin/Mercy hospitals.</p>	<p>Review allocation of on-street parking to consider synergies on those streets where few residents park during business hours to explore feasibility of shared on-street parking with others. Explore further in a Parking Strategy and Parking Precinct Plans.</p>	<p>Improved management of parking at the residential interface with commercial areas.</p>

Hurstbridge line to
Rosanna, Ettham
and Hurstbridge



Existing Off-Street Car Parks (public and private)

Note: This map includes the larger areas of public and private off-street carparking. On-street car parking and smaller off-street areas are not depicted.



Plan 10:
Off Street Car Parking



ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
Access and Connections	<p>The Heidelberg Station car park is not being fully utilised by commuters.</p> <p>The parking in the station car park is free. Car parking at the hospitals and in the streets is charged.</p>	<p>Efficient car parking in Activity Centres should be dealt with at both local and state level. There should be better co-ordination between these two bodies.</p> <p>Car parking at the station is not being managed efficiently. This does not support the sustainability initiatives of Melbourne 2030 by providing Better Transport Links. Refer Direction 8.</p>	<p>Improved car park management principles for activity centres.</p> <p>Improved car park management at Heidelberg Train Station.</p>
	<p>Heidelberg Station is at the end of Zone 1. Heidelberg station car park is an attractive location to park and then ride into the city. It is the last station at the end of a Zone 1 train fare. Evidence suggests that commuters are driving from north of the station to minimise the weekly cost of daily train fares.</p> <p>The railway station commuter car park, although fully utilised, is being used by people other than commuters. Some of this space is being taken up by medical staff, visitors to the hospital, shoppers and commuters from other areas.</p>	<p>The State Government is in the process of reviewing train fare zone charging to make it more affordable for people further out to use public transport.</p> <p>Further surveys/audit of car parking patronage will help confirm utilisation.</p> <p>Site redevelopment provides an opportunity to integrate additional car parking at the train station with other land uses. This should be pursued by master planning for development, that is funded by the State Government.</p>	<p>Improved understanding of train station car park and Master Plan for station development funded by State Government.</p>

WHAT ARE PREMIUM STATIONS?

Sixty-seven Premium Stations are located throughout Melbourne's suburban train network.

Premium Stations:

- Are staffed from first train to last train seven days a week.
- Have improved passenger facilities, such as enclosed waiting areas.
- Offer improved security and services for passengers.
- Have closed circuit television cameras on platforms and at car parking entrances, as do all stations.

WHAT IS SMARTBUS?

“SmartBus represents a new, high-tech approach to delivering bus services in Melbourne. SmartBus provides ‘cross-town’ bus services using arterial roads efficiently and reliably link railway stations, activity centres and community facilities.”
Metropolitan Transport Plan, Strategy 3.2 Increase access via public transport in middle and outer areas, p.45.

3.3 Public Realm

ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
Public Realm	<p>The study area enjoys a high level of safety, with little evidence of crime, vandalism or anti-social behaviour. Some areas of concern include the lack of windows or doors at the lower floor levels of the Austin/Mercy Hospital resulting in a very low level of natural surveillance on the surrounding footpaths.</p>	<p>Improve passive surveillance will provide consistency with the DSE Guidelines for Higher Density Residential Development to maximise informal or passive surveillance of streets and other public open spaces.</p>	<p>Improved street level passive surveillance.</p>
	<p>Both Bell Street and the Austin/Mercy hospital have discontinuous awnings, lack, street trees or sheltered seating along their footpath interfaces. On days of climatic extremes, walking along these public realm environments is not comfortable.</p>	<p>Substantially enhanced streetscape amenity along Bell Street and around the Austin/Mercy Hospital so streets comfortably and safely accommodate pedestrians and cyclists.</p>	<p>Enhanced streetscape amenity.</p>
	<p>Footpaths in some parts of the study area, notably the western end of Burgundy Street, require works to be made safe. There are some areas of improvement required for footpaths, lighting and signage.</p>	<p>Accessibility via sustainable modes of transport (i.e. walking and cycling) is paramount. Areas for footpaths, lighting and signage improvements should be investigated.</p>	<p>Improved required for footpaths, lighting and signage.</p>
	<p>The Shopping Precinct lacks any attractive well-designed formal and informal meeting spaces or a 'civic heart' for spontaneous community interaction. Similarly there are no communal/congregation spaces with the medical services precinct or towards the Yarra River, in the commercial area.</p>	<p>Creating high quality and engaging public spaces will provide a focus for the community and reinforce a local sense of place or identity.</p> <p>A review and recommendations for possible future facilities and spaces is needed. This will help Heidelberg to better service existing residents and attract young people to the area. Creating new local entertainment, artistic and social spaces will encourage the community to recreate and shop locally instead of going elsewhere.</p>	<p>New and improved public spaces.</p>

ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
Public Realm	<p>The Shopping Precinct lacks entertainment and cultural facilities (other than restaurants and cafes). There is an opportunity for community theatres, on-going education, and meeting places.</p>	<p>See previous.</p>	<p>New and improved entertainment and cultural facilities.</p>
	<p>The Yarra River and its associated parklands in the eastern part of the Study Area are the primary open space resource in the area. As an example, the Heidelberg Gardens and Warringal Parklands are highly valued by the community, despite the physical barrier of accessing the parklands by the busy and noisy Rosanna Road.</p> <p>Remembrance Park, adjacent to the corner of Banksia Street and Studley Road is an attractive open space retreat. It has steep topography, is difficult to traverse and is isolated from other areas.</p> <p>Other open space areas suffer from similar constraints.</p>	<p>Improved facilities at open space reserves may enhance their use. Topography will limit the ability to substantially improve utilisation.</p> <p>For steeper open space, planning should explore opportunities to improve accessibility, signage, sheltered pause places, viewing spaces, security aspects and landscape planning. Any planting shall consider drought tolerant species.</p>	<p>Improved use of better open spaces.</p>
	<p>There is a perceived lack of community meeting rooms, performance venues and places to hold community events and display local art. There are no spaces within the Heidelberg activity centre for local community theatre or live productions. There are however venues in the wider area including the Banyule Theatre at the northern end of the Warringal Parklands and the Heidelberg Theatre in Turnham Street, Rosanna.</p> <p>With future development, the mix of people living in the area will change, resulting in the need for other facilities, such as playgrounds for young families.</p>	<p>The area would benefit from improved access to community meeting rooms, performance venues and places to hold community events and display local art.</p> <p>A review of social and community needs and opportunities will help future resources and facilities to service a changing community profile.</p>	<p>Improved community spaces and determine future needs.</p>

ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
Public Realm	<p>There has been a decline in organised sports in favour of informal recreation such as walking and cycling.</p>	<p>A review and recommendations for possible future facilities and spaces can provide clarity. This will help Heidelberg retain its young people whilst creating new local entertainment, artistic and social spaces that encourages the broader community to recreate and shop in the area.</p>	<p>New and improved facilities that caters for changing needs.</p>
	<p>The Heidelberg School of Artists included the creators Tom Roberts, Charles Conder, Sir Arthur Streeton and Frederick McCubbin. They often met in the vicinity of the Yarra River in Heidelberg for out-of-door painting between 1887 and 1890. These outings led to a direct challenge to the prevailing trend in Australian art and later inspired many landscape and social realist painters in later decades.</p>	<p>The historical significance of the area can be enhanced by promotion. Promotion can be enabled by works that celebrate this historic significance, and events that involve the community and traders through effective coordination.</p>	<p>Enhanced celebrations, events and works to promote the area's rich history.</p>
	<p>The amenity of the Heidelberg Station is poor. The station environment is considered exposed and unsafe by many users. It does not live up to its role as a premium station. There are also opportunities to develop land at the railway station to give better access to local shops and hospitals. This development would improve links between Mount Street and Austin/Mercy Hospital.</p>	<p>An improved station environment is needed. A master planned development at the station should have improved links between shops and hospitals as one of its objectives. This should be facilitated and funded by the State Government, in collaboration with Council to explore opportunities for community facilities.</p>	<p>Improved station amenity and master planned development with links between shops and hospitals, enabled by State Government.</p>

3.4 Built Form

ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
<p>Built Form</p>	<p>For the most part, the Heidelberg Central Shopping Precinct, centred on Burgundy Street, is attractive and features pleasant streets, with generally consistent two storey buildings. As time goes on the Shopping Precinct is beginning to lack a consistent built form.</p>	<p>New buildings should be designed to incorporate heritage aspects sensitively. Particularly those heritage buildings and places shown in the Banyule Planning Scheme.</p>	<p>Buildings designed to respect heritage significance.</p>
	<p>The residential built form areas generally have an attractive, traditional neighbourhood character.</p> <p>Important features of the residential areas include the area's history, the tree lined streets, and the spacious gardens around the detached houses. Development pressure is impacting upon this character. Within the core of the activity centre, a preferred neighbourhood character should be known and enabled by development.</p>	<p>New buildings to be sensitive to the character of the area. This will involve the definition of new character where housing diversity is being promoted in the core of activity centres.</p>	<p>Respected neighbourhood character.</p>
	<p>The Austin/Mercy Hospital has significant visual dominance over the study area. Its size and massing are inconsistent with other smaller scale buildings throughout the study area.</p>	<p>The Austin/ Mercy Hospital now dominates the study area. Its scale impacts on existing and will influence future proposed development in the area. A well considered urban design response will be needed to guide the scale of other development.</p>	<p>Development scaled appropriately with Austin/Mercy Hospital.</p>
	<p>The northern and eastern façades of the Austin/Mercy Hospital are bland. The wall heights are imposing on pedestrians. There are no windows and few doors or pedestrian scale signs to potentially create visual interest along Burgundy Street and Studley Road.</p>	<p>Providing for a pedestrian friendly public domain around the Austin/ Mercy Hospital will help the streets more comfortably and safely accommodate the needs of pedestrians and cyclists.</p>	<p>Pedestrian friendly public domain enabled around Austin/ Mercy Hospital.</p>
	<p>There have been some poor quality multi-unit dwelling conversions from single family homes and architecture throughout the study area.</p>	<p>An improved quality for new buildings is needed. Guidelines can promote buildings of high architectural quality and visual interest.</p>	<p>Improved quality of architecture.</p>

3.5 Land Use and Economic Development

ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
<p style="text-align: center;">Land Use and Economic Development</p>	<p>The Heidelberg Central Shopping Precinct presently has a retail floor space of approximately 21,000 square metres, half of this is used for food, liquor and grocery retailing. The remainder is used for convenience shopping (e.g. chemist, newsagent, comparison shopping (e.g. homewares, crafts) and other retail (e.g. hardware). This mix confirms the centre's role for daily and weekly shopping. The centre also has some destination shops which attract visitors from outside the local catchment. 80% of the income of the businesses in the Shopping Precinct is derived from its primary trade catchment, which is forecast to grow slowly.</p> <p>Only 27% of the total available expenditure in the primary catchment is directed to Heidelberg. Most expenditure is absorbed by other centres including Ivanhoe, Greensborough, Northland and Doncaster Shoppingtown. This suggests that there is capacity to improve the economic performance of Heidelberg Central by capturing retail expenditure that is currently being directed to other centres.</p> <p>Heidelberg has an above average household income and relatively high level of professionals (compared to metropolitan Melbourne).</p>	<p>Heidelberg will have a more attractive 'shopping experience' if able to offer a more diverse retail range, and meet the changing needs of the community and customers.</p>	<p>Improved shopping offer that caters better for the needs and lifestyles of the community and customers.</p>
	<p>Over the past 10 years, Council has approved various medical centres and about 240 medium density dwellings in the area. Community consultation is giving support to motel/hotel type accommodation, (particularly for the relatives of hospital patients), health/fitness centre, community meeting rooms, venues for performance and display of art and additional specialist food outlets.</p>	<p>Support new development within walking distances of the train station and the centre to provide a greater mix of retail, facilities and other uses within the activity centres.</p>	<p>Development supported close to train station and centres.</p>

ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
<p style="text-align: center;">Land Use and Economic Development</p>	<p>There is a need for new/retrofitted smaller houses for the ageing community.</p>	<p>Increase the supply of well-located affordable housing and plan for a more equitable distribution of social infrastructure.</p>	<p>Increased supply of well located affordable housing and social infrastructure.</p>
	<p>There is a community perception that the replacement of single family homes with medium density homes is resulting in a loss of mature vegetation and leafy character.</p>	<p>Development proposals of 3 or less storeys are assessed against ResCode. Taller buildings are considered against DSE guidelines. Council's progress on a new Housing Strategy has the potential to improve planning scheme policies for housing and neighbourhood character.</p>	<p>Completed Housing Strategy and implemented into planning scheme.</p>
	<p>Some people believe that the infiltration of medical centres into residential areas and the potential traffic problems these cause is a problem.</p>	<p>Medical centres should be encouraged to cluster around defined locations (Hospitals). Reduced traffic speeds can help reduce problems for pedestrians. Effective signage can direct motor vehicles to preferred parking locations.</p>	<p>Preferred locations for medical centres around hospitals.</p>
	<p>The Heidelberg Central Shopping Precinct can support a small increase in retail floor space. Physical constraints will limit this expansion. Most shops are orientated to Burgundy Street. Larger redevelopment sites are near the railway line.</p> <p>Opportunities to increase local expenditure will be helped by making the centre convenient and attractive, developing niche markets and having more people living and working in walking distance of the centre. Some of the additional floor space may accommodate retailers offering niche comparison goods that broaden the current retail mix.</p>	<p>Explore opportunities to expand floor space whilst developing niche markets to attract a preferred retail mix.</p> <p>Business Planning by retailers can advance this opportunity.</p>	<p>Expanded floorspace and niche markets for broader retail mix.</p>

ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
<p style="text-align: center;">Land Use and Economic Development</p>	<p>There is scope for further commercial development in the Jika Street and Dora Street area, to replace the existing lower density commercial activities. This can be realised by attracting office/administrative activities that benefits from the nearby activity centre and parklands.</p>	<p>Explore opportunities for future commercial development in the Jika and Dora Street precinct to create an attractive office/administrative precinct.</p>	<p>Explored opportunities for attractive office/admin. precinct.</p>
	<p>Warringal Hospital is expanding its services. This is likely to generate demand for additional specialist consulting rooms.</p>	<p>Additional consultation rooms should be clustered near the hospitals and within a defined medical services precinct that supports multiple specialist rooms to be constructed.</p>	<p>Clustered consulting rooms near existing hospitals.</p>
	<p>There are various Strategic Redevelopment Sites in the study area. These include the triangular site bounded by Upper Heidelberg Road and Bell Street, and several large sites close to Burgundy Street.</p>	<p>Identify various strategic redevelopment sites and establish objectives and guidelines to support appropriate master planned development that achieves good design outcomes.</p>	<p>Strategic redevelopment sites identified and guidelines established for master planned development.</p>
	<p>The Heidelberg Repatriation Hospital occupies about 21 hectares. It is the single largest site in the study area. The site's future is under review by the Department of Human Services. This is being done in 3 stages:</p> <ol style="list-style-type: none"> 1. Draft Austin Health Services Plan – production of an indicative list of potential uses 2. Strategic Master Plan – broad brush planning of services location 3. Detailed Services Plan. 	<p>Site planning is being done by DHS. Council can give input to consider impacts and appropriate outcomes for the community on:</p> <ul style="list-style-type: none"> • Adequate car parking • Energy and Sustainability • Retention of Landscape • Planning that is sympathetic to the local conditions • Risk of clients and clients of risk • High security • Development of high quality pedestrian and cycle links to the train station • High quality design outcomes. 	<p>Managed outcomes for redevelopment of the Repatriation Hospital by DHS, with Council input.</p>

3.6 Identity

ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
<p>Identity</p>	<p>Burgundy Street lies in a valley between two ridge lines. This valley slopes from a highpoint at the Burgundy Street - Bell Street intersection in the west, down to the Yarra River to the east. The high points provide extensive views across Melbourne. It is known to be the second highest point in metropolitan Melbourne.</p> <p>A VCAT decision has determined that a well-designed iconic development would be appropriate on the high point.</p>	<p>An effective urban design outcome would aim to scale development, within the valley, to an appropriate height between the ridge lines.</p> <p>The Structure Plan must consider the design implications arising from the VCAT decision.</p>	<p>Varied topography to influence an effective built form outcome.</p>
	<p>The study area has a leafy green image. Some sections along Bell Street and Rosanna Road and parts of Burgundy Street are inconsistent with this image.</p>	<p>Improving Bell Street, Rosanna Road and to a lesser extent, Burgundy Street, will strengthen the area's leafy green image.</p>	<p>Improved streets to strengthen the area's leafy green image.</p>
	<p>Well designed landmarks and gateways help give an area identity and character. There are a few landmarks or gateways, especially at the western and eastern ends of Burgundy Street and also at the intersections with Upper Heidelberg and Rosanna Roads. These intersections are devoid of any mature vegetation, landscape amenity or well-design buildings that might add to the area's identity and character.</p>	<p>The effective design of sites at gateways as landmarks and significant streetscape vegetation will help improve the identity and character of the centre.</p>	<p>Identified landmarks and gateways to promote good building and landscape design outcomes.</p>

ELEMENT	DESCRIPTION	OPPORTUNITY	OPPORTUNITY SUMMARY
Identity	<p>The quality and quantity of street trees along key routes requires further investigation. Bell Street in particular, is a highly unpleasant environment to walk or cycle along, as well as view from a car.</p> <p>The interface of the Austin/Mercy Hospital with Burgundy Street and Studley Road is also an unattractive public realm.</p>	<p>Trees can help signify and improve key routes and interfaces with buildings.</p> <p>Providing for mature street trees will help new landscaping contribute positively to public places.</p> <p>The planting of mature vegetation along pedestrian routes has major benefits in reducing the sounds and car fumes of passing traffic.</p>	<p>Improved routes and interfaces where trees positively contribute.</p>
	<p>The train journey up to Heidelberg from the CBD offers interesting and varied scenery, most notably, the alternating change in height between views of roofs interlaced with greenery, through to being enveloped in valley cuttings. However, when arriving at the station the environment presented to the passenger is one of an unfinished monolithic building, car park and aging railway infrastructure.</p> <p>The station does not present a clear and positive image of Heidelberg.</p>	<p>Enhance the train station to promote Heidelberg as a vital, vibrant and attractive place to live, work and play, establishing it as an attractive entry point to Heidelberg. This would include integration of vegetation and creation of public open spaces to establish a cultural/entertainment hub near the train station.</p> <p>The final scope of change at the train station should be progressed through Master Planning that encourages new development to add to the identity and character of the activity centres.</p>	<p>Improved the identity by enhancing the train station and surrounds via a master planned development.</p>

STRATEGIC OBJECTIVES

4.0

This section gives the outcomes for future development in Heidelberg and is structured to identify:

- Policy source, design direction and inspiration
- Strategic Objectives
- Illustrated Strategic Objectives.

The Strategic Objectives have arisen from community consultation, relevant policy documents and specialist inputs from the consulting team.

There are several documents that guide activity centre planning. These include:

- Melbourne 2030, Implementation Plan 4, Activity Centres
- Activity Centre Design Guidelines
- Guidelines for Higher Density Residential Development.

This section, applies the following themes:

- Access and Connections
- Public Realm
- Built Form
- Land Use and Economic Development
- Identity.

4.1 Accessibility and Connections

4.1.1 Policy Source, Design Directions and Inspiration

This plan promotes activity centres orientated towards sustainable transport, where people walk, cycle and commute via public transport. This orientation is supported by the Banyule Health Plan which has goals to:

- 1 Promote healthy living
- 2 Promote integrated health and community service planning
- 3 Promote stronger connected and active community
- 4 Promote community safety
- 5 Protect and improve Banyule's built and natural environment.

These goals support actions to:

- Support and encourage walking as health promoting, environmentally friendly and encouraging social connection
- Encourage greater use of sustainable transport modes.

This Structure Plan will further these goals and actions for future development in Heidelberg.

The Banyule Integrated Transport Strategy sets the challenge to cater for the needs of all users in a manner that offers a range of transport choices through the provision and management of transport infrastructure, including parking. Activity centres are, in themselves, destinations. The majority of trip-ends involve walking and therefore a safe environment for pedestrians is essential. A high regard for 'best practice' urban design is also needed to establish and protect Heidelberg as a place for people. A hierarchy of travel modes will apply to strategic planning and decision making.

Travel Mode	Priority
Pedestrians	Highest
Bicycles	
Public Transport	
Taxis	
Service Vehicles	
Private Vehicles (with passengers)	
Private Vehicles (without passengers)	Lowest

Best Practice 'Priority of Travel Modes'

This hierarchy will support Heidelberg's dynamic economy by maximising people movement through streets in a pedestrian friendly environment to support growing retail, office, educational and medical services sectors that provide local jobs.

Parking demands in the Heidelberg Precinct have increased noticeably since 1999. This accords with empirical evidence that suggests the precinct has experienced increased activity over the last 5 years. The redevelopment of the Austin/Mercy Hospital and associated medical facilities is contributing to increased competition for available parking. This will increase with higher density development in the core precinct area around the Burgundy Street shopping centre and the Medical Precinct at the western edge of Burgundy Street. Whilst there is spare parking capacity, significant parking demands (reflected in occupancy rates) are experienced in Burgundy Street, the public car parks off Cartmell Street and behind Leo's. Streets adjacent to the medical precinct and the office/commercial precinct to the east of Rosanna Road are also experiencing parking demand.

Currently the private vehicle is the predominant mode of transport to the precinct for all purposes: work, shopping, hospital visits. This results in:

- Increasing traffic congestion
- Demand for parking space
- Poor quality pedestrian environment
- Various barriers to safe pedestrian movement
- Environmental impacts
- Health and wellbeing affects.

Access through Heidelberg's shopping centre is predominantly along Burgundy Street. Traffic volumes are increasing and coupled with circulatory traffic looking for available parking, this is leading to worsening amenity and safety conditions for pedestrians, cyclists and public transport users in the core shopping and commercial area of Heidelberg. Traffic speed affects safety and vibrant pedestrian movement.

To increase the centre's vibrancy, this plan advocates for higher density development at appropriate locations close to public transport. This will increase the demand for parking in nearby areas unless:

- 1 Development provides for appropriate car parking to reduce reliance on private cars
- 2 Development provides infrastructure to support prioritised travel modes
- 3 Traffic demand management tools reduce reliance on private cars
- 4 Developer contributions support funding of infrastructure for public car parking and prioritised travel modes
- 5 On-street parking permits are used to encourage vehicle circulation and parking to preferred locations
- 6 Preferred car parking locations are improved.

Car park locations for improvement include multi-decking of the Cartmell Street car park (north of Burgundy Street), further car parking at Leo's Supermarket site (south of Burgundy Street) and within the medical precinct.

On-street parking in residential streets close to the shopping centre, railway station and medical precinct has historically been managed to meet the blend of different user needs. The current resident permit scheme was introduced iteratively over a number of years and should be reviewed. Residents will continue to be protected from the incursion of long-stay commuter and trader parking on residential streets. In light of increasing demand from a wide range of users for a limited number of car parking spaces, there is a need to recognise car parking as a privilege and of "value". In this regard, residents of new higher density development will not have access to the residential permit scheme, unless special circumstances warrant their inclusion. Furthermore, opportunities to apply reduced on-site car parking rates will be explored to encourage developments that do not rely on motor vehicle access – rather creating greater flexibility for increased use of sustainable transport modes.

Pedestrian accessibility is a critical element for the design of new buildings to ensure all users are able to effectively gain access to internal floor spaces and other areas within a development site.

Public on-street parking is currently undervalued when the cost of developing and maintaining the infrastructure is considered. Precinct Parking Plans will address paid parking as a means of increasing parking turnover and increasing efficiency of use.

This Structure Plan provides a framework for implementing strategies that achieve the key directions of Melbourne 2030. Activity Centre development policies seek to improve access to areas around train stations and sustainable modes of transport. Relevant policies under Direction 8 of Melbourne 2030 which seeks to establish 'Better Transport Links' include:

- Policy 8.2 Improve the operation of the existing public transport network with faster, more reliable and efficient on-road and rail public transport
- Policy 8.7 Give more priority to cycling and walking in planning urban development and in managing our road system and neighbourhoods
- Policy 8.8 Promote the use of sustainable personal transport options.

This Structure Plan also aims to provide safe and appropriate parking in Heidelberg, while enabling adequate road access for pedestrians, cyclists, emergency vehicles, public transport and delivery vehicles.

Banyule's Integrated Transport Strategy:

- Identifies the need to develop a more sustainable urban form by better integrating transport and land use planning, reducing the need for private vehicle transport and increasing the use of environmentally sustainable transport
- Recognises that parking is a critical component of an integrated transport system, in that it has a significant influence on private vehicle use in attracting car trips when it is in ready supply and, if parking is not available at the destination, car use can be minimised.

The provision and management of car parking in Heidelberg will no longer attempt to meet unrestrained demand, but work with other initiatives to reduce reliance on private vehicles and increase the use of more sustainable means of mobility.

A car parking policy and strategy is being developed. The strategy's general principles are depicted in Plan 11, these include:

- High-density car parking directed towards designated off-street locations. Potential locations are shown on Plan 11. Detailed investigation will determine the preferred site/s. Any preferred location will consider:
 - a) Opportunities for mixed-use development
 - b) Impacts on preferred modes of transport, namely walking, cycling and public transport routes and needs
 - c) Traffic management works to minimise impacts
 - d) Opportunities for developer contributions, Parking Precinct Plans and other means to help fund construction and operation of the facility
 - e) Opportunities for trader and employee car parking.
- Shorter-stay (up to and including 1hr) on-street car parking will be directed to the Burgundy Street shopping strip and the Medical Services Precinct. These locations will give priority to short visitations. Signage is likely to display a range of 15min, 30min or 1hr locations, to promote rapid vehicle turnover within these sought after locations.
- Longer-stay (greater than 1hr) on-street car parking will be provided at the periphery of the shorter-stay zone. These time-limited areas include those at the fringe of Burgundy Street and the Medical Services Precinct. A Resident Parking Permit system will be considered where streets have frontage to residential properties.
- Residential Parking Permits will apply beyond the longer-stay zone. The size of this permit area will ensure residential parking in streets that may otherwise be sought after for non-residential purposes, in particular shoppers and those using the medical services precinct.

The strategy will also consider opportunities to apply reduced car parking rates for development proposals. Application of reduced rates, for developers with good access to public transport, provides an opportunity to:

- Encourage use of sustainable transport modes
- Supply more affordable housing
- Reduce reliance on motor vehicle use.

Any reduction in car parking rates would be associated with a developer's contribution to off-site transport infrastructure that enables sustainable access and connections for the centre.



- Shorter Stay Parking
- Longer Stay Parking and Residential
- Residential Parking Permits

- ✱ Austin Mercy Hospital Multi-Deck
- ✱ Possible Multi-Deck Car Parking Options (mixed use outcomes)

- Future Car Parking Integrated with Development
- Arterial Road (Main through traffic)

Heidelberg

Structure Plan

Plan 11:
Car Parking Strategy
Plan

The Case for Lower Speed Limits in a Pedestrian Priority Precinct

Introduction

The speed of road traffic influences whether people are willing to walk, or let their children walk or cycle. Within Heidelberg, particularly the Burgundy Street Shopping Centre, the Medical Services Precinct, Railway Station and abutting residential areas, the posted speed limits must not only reflect safe vehicle speeds, but also the needs of various users who share the public domain. These areas host some of the most significant attractions of people in the region. These include several schools, churches, major hospitals, various medical practices, a premium railway station, transport interchange, shops, entertainment venues, community facilities and several supermarkets.

As development continues, more people will come to live in Heidelberg, find local employment, seek entertainment and use the existing and new attractors. As a consequence, the public domain must support increasing pedestrian activity so people can effectively connect to their places and enjoy local convenience and safety. Posted speed limits that support pedestrian priority areas will significantly contribute to Heidelberg being known as a 'vibrant place for people'.

The following plan shows an indicative boundary of a Pedestrian Priority Precinct for Heidelberg. This boundary will be refined through creation of a Community Access Plan that not only considers pedestrian needs within the area, but also implications for improved pedestrian connections into the area at abutting road intersections along the perimeter.

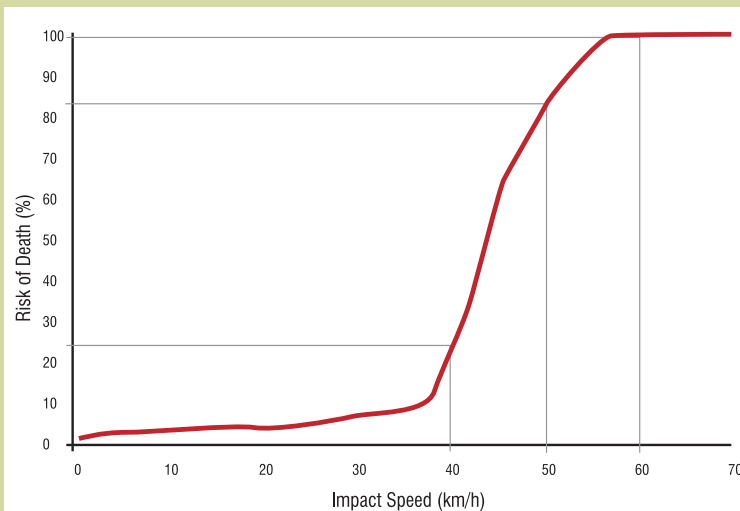


Plan 12 Heidelberg Pedestrian Priority Precinct

The Pedestrian Perspective

There has been a review of speed limits in Victoria. (Review of Victorian Speed Limits. Nov. 2005). This review highlighted the relationship between vehicle speed on impact with a pedestrian during a crash, and the associated 'risk of death' to the pedestrian.

The following graph shows that at 60km/h the 'risk of death' is high (up to 100%). This risk is diminished to 85% at 50km/h but drops significantly, to 25% at 40km/h. This relationship has been the basis for the 50km/h default speed limit in built-up areas in Victoria and the 40km/h speed limits outside most schools and in some community hubs.



Source: Anderson, R., McLean, A., Farmer, M., Lee, B., & Brooks, C., (1997). Vehicle travel speeds and the incidence of fatal pedestrian crashes. *Accident Analysis and Prevention* 29(5), 667 - 674.

Clearly, from the pedestrian perspective, 40km/h is preferable to 50km/h.

With lower traffic speeds it is likely that there will be fewer crashes and drivers will be able to slow their vehicles more quickly and easily. As a result slower speed limits result in dramatically reduced speeds on impact and, therefore, the severity of crashes.

The default 50km/h speed limit in built-up areas was introduced in January 2001.

The effects were reviewed by the Monash University Accident Research Centre in March 2002 (Evaluation of 50km/h speed limits in Victoria. MUARC. 2002), the results were:

- All casualty crashes reduced by 13% compared with roads that remained at 60km/h.
- Crashes involving pedestrians reduced by 22% compared with roads remaining at 60km/h.
- Crashes involving pedestrians that resulted in fatal and serious injury reduced by 46% compared with roads remaining at 60km/h.

There were fewer crashes between vehicles, and a 46% reduction in deaths and injury to pedestrians – everyone became safer.

Pedestrians' perceptions of vehicle speed and resultant levels of danger are important. This is the major reason why they are unwilling to walk or let others (older or younger members of their family) walk to shops, friends, services or schools. This perception is particularly important given the ageing of the local community and the mix of diverse people attractors within the Heidelberg Precinct.

The Driver Perspective

There is sometimes reluctance by drivers to reduce their travel speed from 60km/h to 50km/h or below. In a review of the likely effect of implementing a 50km/h across all of Australia it was noted that "the major factor determining the effect of a reduction in the speed limit is the size of the actual reduction in travel speed" (National Transport Commission Report No. 69. 2001). It was also noted that vehicle travel time increases are likely to be overestimated because they do not consider other feasible routes or changed driver behaviours brought about by lower speed limits. In particular:

"Implementing the lower urban speed limit on local streets, collectors and arterial roads currently zoned 60 km/h, was predicted to result in an average increase in travel time per head of population in Australia of about nine seconds per trip. If Australians were to accept travel time impacts of this order, it is estimated that about 2,900 casualty crashes would be prevented each year".

In addition, overseas research¹ has shown that traffic moving at a lower, but consistent speed results in less congestion.

The following gives further information to explain implications for vehicle travel time:

- A vehicle will travel 1km in 60 seconds at 60km/h.
- A reduced speed limit to 50km/h will increase travel time over a kilometre by 12 seconds.
- A reduction to 40km/h will increase travel time by 30 seconds.
- Over a 10-minute journey a speed reduction from 60km/h to 50km/h, for 1 of the kilometres travelled, will result in an approximate 2% increase in total trip travel time.
- A reduction to 40km/h will increase total trip travel time by around 5%.

These increases in total trip travel times are negligible, not noticeable by drivers and of no economic value to any individual driver. Furthermore, the increased total trip travel time would not be sufficient to reduce the number of trips that could be taken by a commercial vehicle in one day.

Driver and other groups' objections to reduced speed limits are often based on misconceptions about the actual amount of delay and cost. In most busy community hubs actual travel speeds are already quite low, due to congestion at peak periods. The main benefits of reduced posted speeds come (a) when traffic is lighter and higher speeds are possible, and (b) because pedestrians perceive streets to be safer, they walk more and drivers slow down in "people places".

Conclusion

In Heidelberg there are many people attractors that draw pedestrians to and through the community hub. Over time pedestrian activity will increase as new residents take up residence within the activity centre. Furthermore, given the aging of the local community, less risk at lower speed and the stated aims for activity centre design², it is essential that posted speed limits be reduced to 40km/hr within a Pedestrian Priority Precinct in Heidelberg.

1. *Helsinki (Finland) implemented a 40km/hr speed limit in the city's central area in 1992 which did not worsen traffic congestion.*
2. *Activity Centre Design Guidelines, DSE, 2005.*

Travel Mode	Priority
Pedestrians	Highest
Bicycles	
Public Transport	
Taxis	
Service Vehicles	
Private Vehicles (with passengers)	
Private Vehicles (without passengers)	Lowest

Best Practice 'Priority of Travel Modes'

DECISION MAKING IN THE PEDESTRIAN PRIORITY PRECINCT

The Pedestrian Priority Precinct (PPP) will support Heidelberg's dynamic economy by maximizing people movement through streets in a pedestrian friendly environment that includes diverse transport modes. The precinct will support the growing retail, office, educational and medical services sectors that provide local jobs and enable other Structure Plan objectives.

Any decisions for transport or land use planning in the PPP's public realm will be subordinate to the community's strategic need to protect and strengthen Heidelberg's shared space as a 'place for people'. To achieve this, decision-makers will apply the following guiding principles to primarily give comfort, safety and equity to pedestrians. This approach will avoid the risk of individual or cumulative impacts that contribute unintentionally away from preferred travel modes.

A Hierarchy of Travel Modes gives priority to sustainable transport options, namely – pedestrians, public transport and bicycles. This hierarchy acknowledges a prioritised sequences of modes, whereby a higher-order mode makes a greater contribution to protecting and strengthening the PPP than a lower-order mode.

The pedestrian mode includes those who have complex movement needs, for example – people who use powered chairs/scooters, wheelchairs, walking aids or those with prams/strollers.

Any planning or design decision-making for a specific transport mode within the PPP must:

- a) Assess impacts on other modes
- b) Avoid detrimental impacts.

Determination of detrimental impact will involve a precautionary approach to decision making. This involves the following steps:

Step 1

- Q1: Will the proposal cause harmful environment, public health or safety impacts in the short or long-term?
 Q2: Will the proposal reduce the comfort, health or safety of those using a higher-order transport mode or the potential to improve the future performance of a higher-order mode?

[Possible answers are: 'yes', 'no' or 'not sure']

Step 2

Detrimental impact exists if the answer to either of the above questions is 'Yes' or 'Not Sure'.

Step 3

If a detrimental impact exists, then:

- a) an alternative or modified proposal must avoid detrimental impact
- b) current practice must be reviewed to reduce the likelihood of future proposals having a detrimental impact.

Strategy implementation will be influenced by the rate of land development in the activity centre.

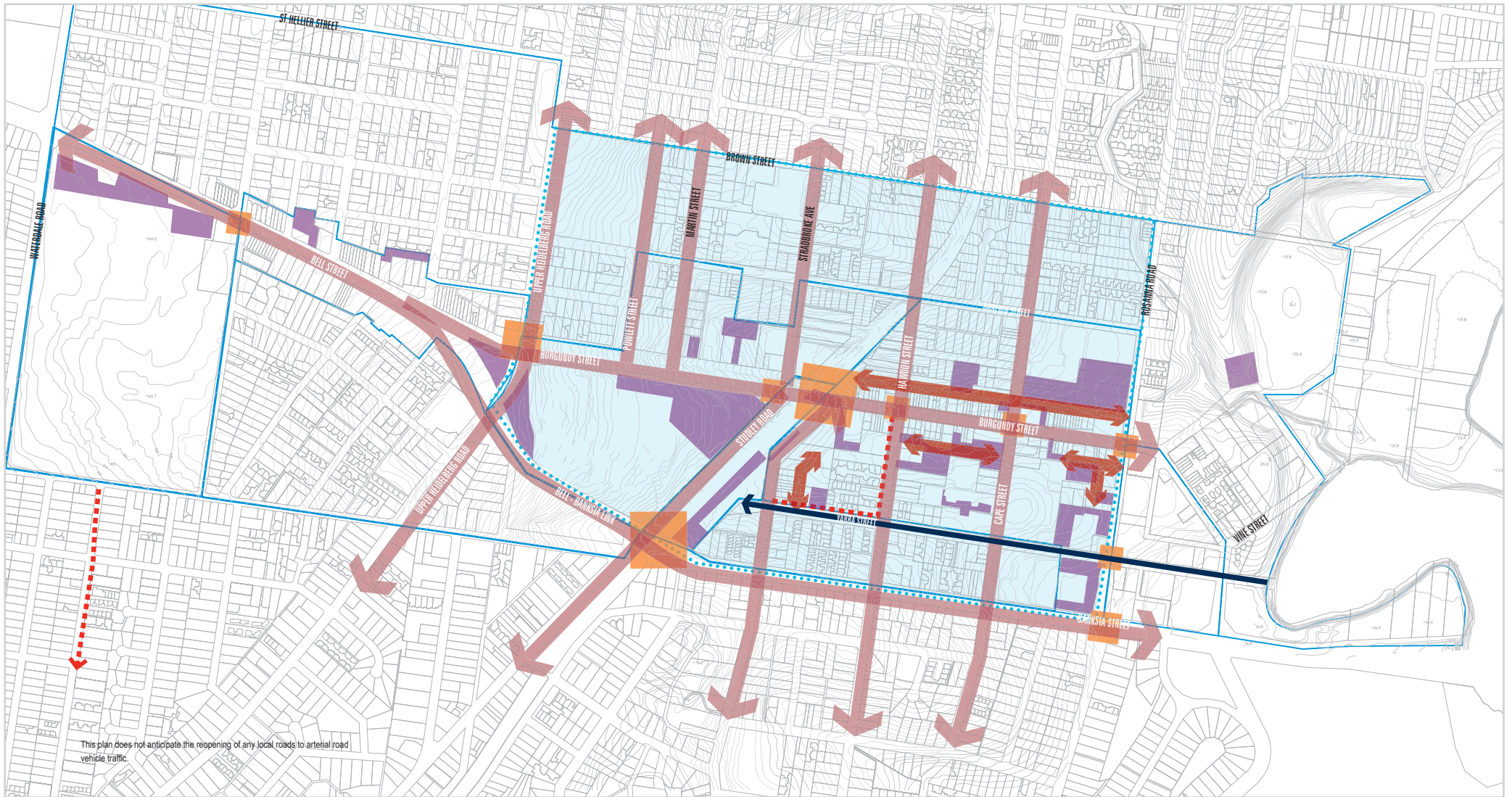
4.1.2 Strategic Objectives

With these Melbourne 2030 policies in mind, the access and connections strategic objectives for Heidelberg are:











- 01** To improve, promote and encourage safe pedestrian access to and within the precinct.
- 02** To improve, promote and encourage safe cycling access to and within the precinct.
- 03** To improve, promote and encourage public transport use to and within the precinct.
- 04** To minimise the adverse impacts of through traffic on pedestrians, cyclists and public transport.
- 05** To provide for vehicular accessibility and connectivity.
- 06** To provide for convenient access to commercial premises by service and delivery vehicles.
- 07** To provide and manage an appropriate provision of car parking.
- 08** To ensure the efficient operation of the regional road network.

4.1.3 Illustrated Strategic Objectives

See Plan 13 : Strategic Objectives - Access and Connections



This plan does not anticipate the reopening of any local roads to arterial road vehicle traffic.

-  Study Area and Precinct Boundaries
-  Railway Line
-  Bus Route – existing and potential future
-  To improve, promote and encourage safe pedestrian access to and within the precinct
-  To improve promote and encourage safe cycling access to and within the precinct
-  To improve, promote and encourage public transport use to and within the precinct
-  To minimise the adverse impacts of through traffic on pedestrians, cyclists and public transport
-  To provide and manage an appropriate provision of car parking
-  To provide for convenient access to commercial premises by service and delivery vehicles
-  Pedestrian Priority Precinct



Heidelberg
Structure Plan

Plan 13:
Strategic Objectives Access
and Connections



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4.2 Public Realm

4.2.1 Policy Source, Design Direction and Inspiration

Melbourne 2030 policies aim to create new and improved public spaces for people to use throughout the day and evening. Public spaces should be enticing, animated and comfortable and attract people of all walks of life. 'Outdoor living room' environments – those that have the aforementioned qualities - should be part of the experience of those that work and play in Heidelberg. The creation of outdoor living rooms mitigates any potential opportunity cost of reduced private open space that can occur in the quest for more compact cities.

Good design of the public realm can assist in placemaking through letting people understand where they are and where they are going to. Spaces and the buildings that define them can be designed to create 'legible' environments. (Please refer to the Legibility information box). Views and vistas are a defining placemaking characteristic of Heidelberg.

The retention of significant views and vistas along and across the valley from identified locations within the public realm, can be vital to the maintenance of 'pride of place' and ensure the longevity of these valued attributes as change occurs.

LEGIBILITY

Legibility is a term used to describe the ease with which people can understand the layout of a place.

A discernable planning structure and complementary place making ensure that the living environment has a clear image and is easy to understand. Enhancing the legibility of a place will include the identification and incorporation into planning of such components as:

- Natural landmarks and focal points
- Views and view corridors
- Clear and easily navigable routes
- Discernible districts and gathering places
- Gateways to particular areas
- Edges and buffers
- Lighting
- Works of art and craft
- Signage and way-markers.

Sources:

<http://www.actpla.act.gov.au/publications/brickworks/pdfs/appendix02.pdf>

<http://www.rudi.net/books/5290?PHPSESSID=c8ebfbbc4c36970945aaaff934b5a6d5>

In Heidelberg at present, there are limited accessible social places for the community to gather formally or informally within or close to the shopping precinct. The available public realm spaces are restricted to areas on footpaths and in front of buildings where setback allow it. These spaces are highly regarded.

There is a need to preserve and enhance the existing public realm spaces, such as the open space along Powlett Street and the tree lined boulevard along Burgundy Street. There are other opportunities to create more high quality spaces that are safe, attractive and enticing. These include open spaces at the decommissioned Yarra Valley Water water supply tank at Upper Heidelberg Road, near Bell Street.

Well used and safe public spaces provide activities at the edges and a high degree of comfort for the user. Ensuring there are a number of high quality spaces in Heidelberg contributes to an integrated network and variety of public spaces.

The public realm has to be designed and constructed to ensure safety and the efficient delivery of services. To this end, special care has to be taken to manage flooding as well as stormwater impacts in Heidelberg. This requires the State Government and Melbourne Water to give assistance to council.

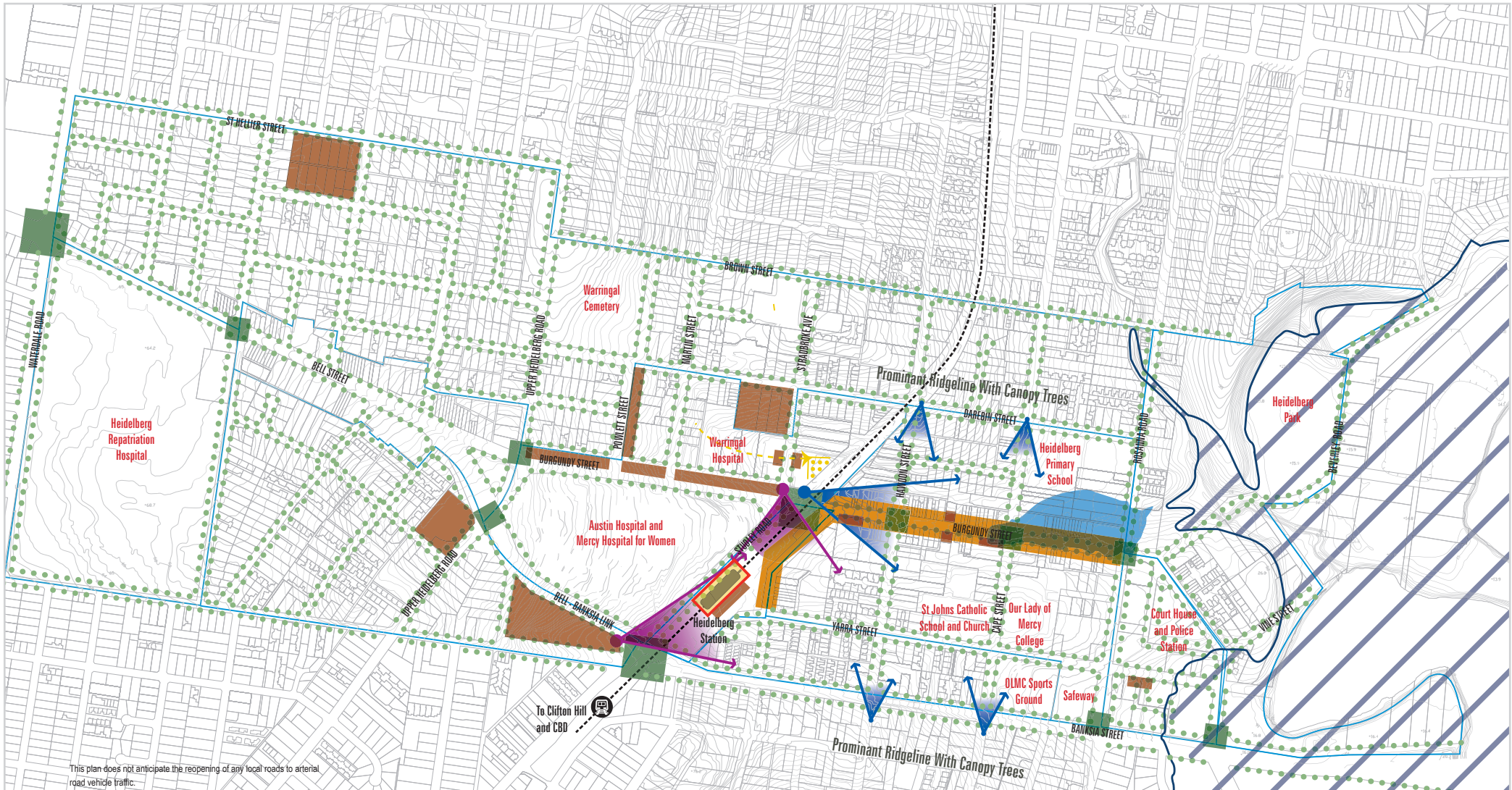
4.2.2 Strategic Objectives

To create a great public realm, assist in placemaking and to manage flooding in Heidelberg the following strategic objectives have been identified:













- 01** To create attractive, safe and high amenity street, civic and open spaces that enhance and serve new levels of activity within a vibrant and interesting setting.
- 02** To create an attractive, safe and highly amenable railway station and surrounding streets that enhance and serve new levels of activity and within a vibrant and interesting setting.
- 03** To retain views across and along the Burgundy Street valley.
- 04** To consider views of the railway station.
- 05** To manage flooding and stormwater impacts with State Government and Melbourne Water assistance.

4.2.3 Illustrated Strategic Objectives

See Plan 14 : Strategic Objectives - Public Realm




This plan does not anticipate the reopening of any local roads to arterial road vehicle traffic.

-  Study Area and Precinct Boundaries
-  Railway Line
-  Streetscape improvements, including public spaces
-  Intersection improvements
-  Landscape improvements
-  To retain views across and along the Burgundy Street Valley
-  To consider views of the railway station
-  New or enhanced public spaces
-  To develop an attractive, safe and highly amenable station and surrounding streets, that enhance the role and character of the study precinct and contributes to its vibrancy and interest
-  Manage stormwater impacts—special building overlay (SBO) with State Government and Melbourne Water assistance
-  Floodline: Land below this line subject to inundation as identified in planning scheme
-  Buildings to be designed or remodelled to appropriately manage stormwater and flooding impacts



Heidelberg
Structure Plan

Plan 14:
Strategic Objectives
Public Realm



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4.3 Built Form

4.3.1 Policy Source, Design Direction and Inspiration

Buildings in activity centres, whether private or public, need to be carefully designed to ensure they reflect the significance they have to the broader community. Not only must they address the street and public space carefully to promote vitality, they must also demonstrate respect for their local environment by sensitively addressing valued heritage places and minimising their effects on the natural environment through the use of best practice Environmentally Sustainable Design Principles while using materials, colours, setbacks, building articulation and massing that will be respectful of the existing residential areas and streetscapes.

Due to Heidelberg's position in a valley, the side and rear elevations as well as roof tops of new developments are more visually prominent than in other centres. These aspects of the building façade and roof forms should be of the highest architectural quality.

The train station precinct is at the heart of the Structure Plan. It occupies a critical location between the Specialised and Major Activity Centres. There is an opportunity for future built form to be responsive to this precinct's important location and enable an affective pedestrian link between the hospitals, train station and transport interchange on Mount Street. Improvements at the train station provide an opportunity for well designed community and open spaces that should be integrated into any master planned concept for the precinct.

The state government is establishing a master plan for future development at the

Repatriation Hospital. This site includes various substantial trees. Some of these have a strong presence along the site's Bell Street frontage. Master planning will be obliged to consider various aspects that include the entire site as an accessible and safe environment for the local community. These should include objectives that:

- Reinforce the importance of the large trees along and near Bell Street and other property boundaries
- Establish a well-designed pedestrian priority precinct that supports community access throughout the site
- Enable increased on-site car parking to mitigate overflow affects on nearby streets
- Restrict further vehicle access and egress off Edwin Street
- Illustrate a built form and landscape outcome that compliments and adds to the preferred neighbourhood character of nearby streets.

Further detail for the train station precinct and Repatriation hospital precinct is given in the Precincts Plan.

The following Objectives relating to built form are listed in the DSE's Activity Centre Design Guidelines:

- To improve pedestrian and cycling access and amenity between malls/ large stores and the rest of the activity centre and surrounding neighbourhood
- To ensure malls and large stores address streets with active frontages
- To ensure that malls and large stores maximise the opportunity for an increased mix of uses
- To integrate the built form of malls and large stores into activity centres and their surrounding neighbourhoods
- To ensure the scale and form of higher density housing in activity centres are appropriate
- To ensure good amenity for residents of higher density housing and the surrounding neighbourhood
- To integrate the activity centre into the surrounding neighbourhood
- To ensure higher density housing sensitively responds to the surrounding neighbourhood.

Source: Activity Centre Design Guidelines, DSE, p.31 - 41

Each objective in the Design Guidelines has a number of design suggestions that

seek to ensure the achievement of the objective. The objectives listed above should be read and applied in conjunction with those listed below which have been informed and inspired by the work of the DSE and other good practice urban design.

The provisions of Clause 55 in the Banyule Planning Scheme will also apply, while the DSE guidelines for Higher Density Residential Development include other objectives and design suggestions that compliment this structure plan.

4.3.2 Strategic Objectives

To ensure the built form responds positively to sensitive interfaces, commercial, retail and service imperatives, landscape and topography and housing needs and character the following strategic objectives have been identified:

- 01** To ensure that new residential development is an appropriate scale and is sensitive to the interface with the Yarra River open space environment and floodplain.
- 02** To encourage high quality commercial buildings of appropriate height and scale.
- 03** To ensure Burgundy Street retains its primary retail form.
- 04** To ensure that new development makes a positive contribution to the existing streetscapes and urban form.
- 05** To respond to and respect the character of urban form in residential areas adjoining the precinct.
- 06** To allow for built form that signifies the importance of the medical services precinct, whilst not detracting from the high quality low scale residential development in the precinct.
- 07** To encourage a more diverse housing stock to enable and facilitate people to reside in or adjacent to the centre such as in upper floors above retail or commercial spaces in well designed mixed use buildings.
- 08** To develop dwellings compatible with the prevailing residential built form.
- 09** To use environmentally sensitive and sustainable design and building technologies.

4.3.3 Illustrated Strategic Objectives

See Plan 15: Strategic Objectives – Built Form.

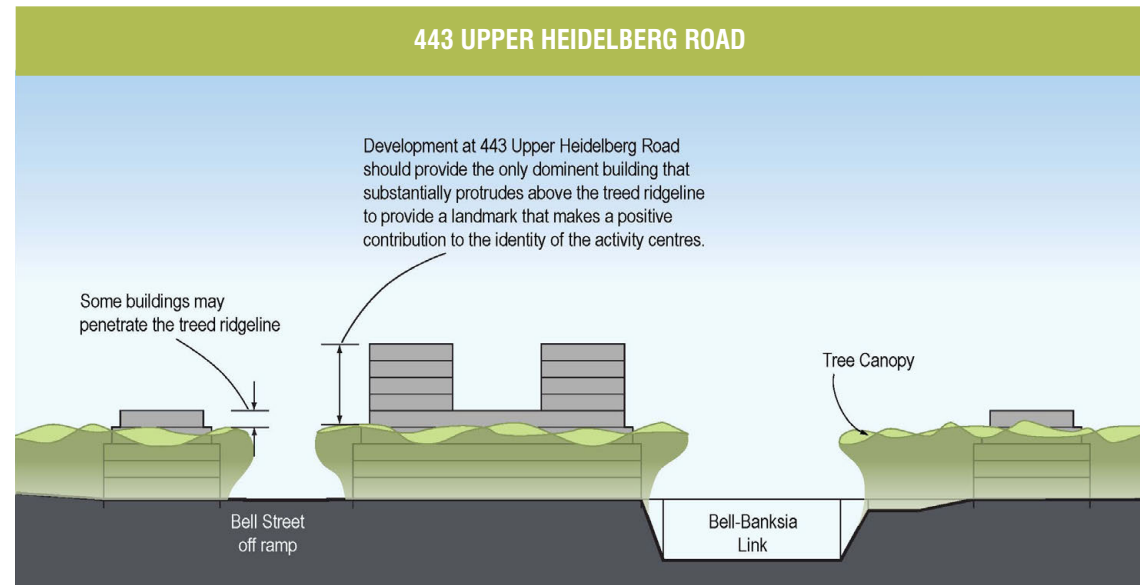
Built form is represented throughout this document by plans, 3 dimensional computer model, photo montage and perspectives.

All representations of built form are approximations of building height and scale. Final building design for individual development proposals, will be subject to detailed site analysis and an appropriate design response that is consistent with this Structure Plan, other planning scheme provisions and relevant guidelines.

The heights and setback were determined by considering minimum, medium and maximum heights acceptable for lots within each precinct. 3 dimensional modelling was done to test these options. Analysis of options considered a complex set of inputs, which included:

- Visual appropriateness
- Existing policy – setbacks, height etc.
- Existing and valued built form
- Market demand
- Existing community preference
- The vision for Heidelberg.

Maximum building envelope heights and setbacks are represented on the following plan and other plans throughout this document. Setback guidelines have been prepared and are also shown on the following plan. These guidelines make a significant contribution to achieving a good design outcome for developments.



Ridgeline along Upper Heidelberg Road

The Heidelberg Specialised and Major Activity Centre is divided by a prominent treed ridgeline that runs along Upper Heidelberg Road, between the Austin Hospital complex and the peripheral retail area along Bell Street.

The ridgeline is highly visible from both within and outside of the Activity Centre and presents an opportunity for a larger building that substantially protrudes above the treed canopy of the ridgeline to provide a landmark for Heidelberg. The preferred location of this building is 443 Upper Heidelberg Road, as it is a large site that is centrally located at the eastern end of Bell Street.

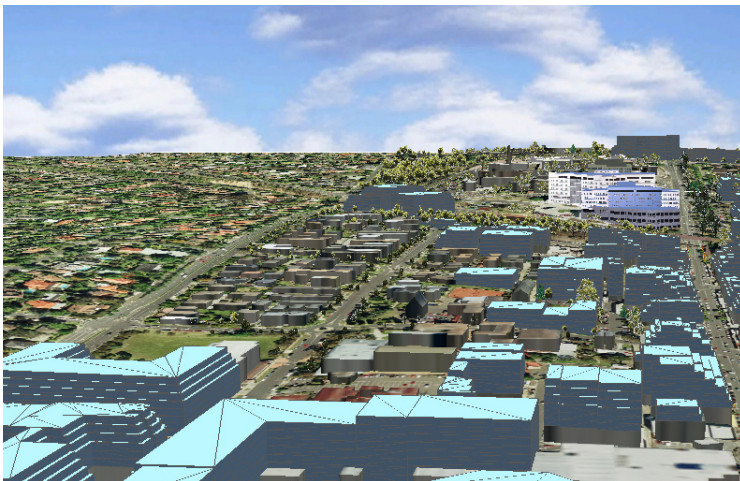
Other buildings located along Upper Heidelberg Road may, in some circumstances be visible from afar, but must not detract from the dominance of the building at 443 Upper Heidelberg Road.



Heidelberg Precinct from the west (looking along Bell Street towards Heidelberg Shopping area in background).



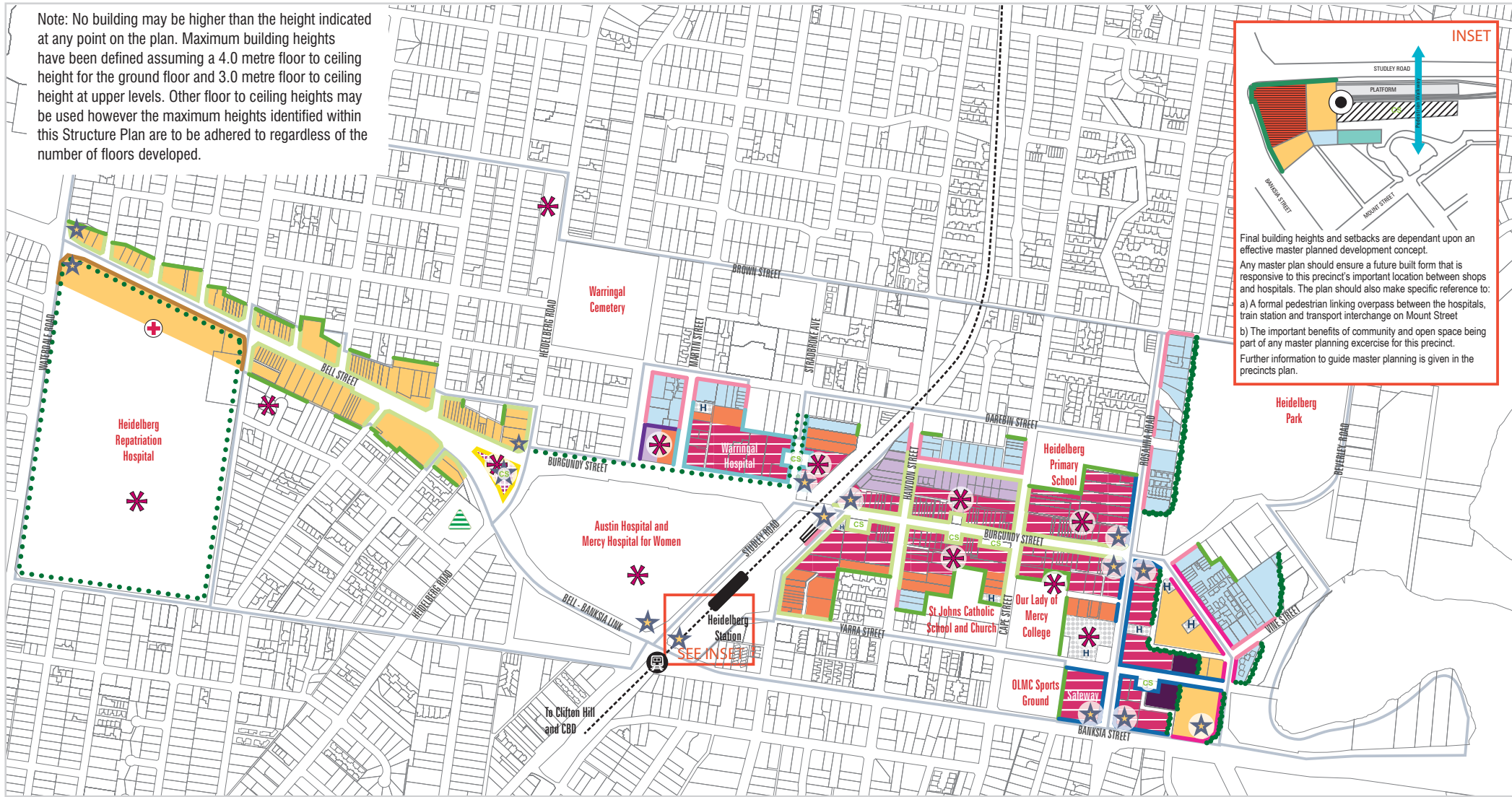
Heidelberg Precinct from the north (Austin and Mercy Hospitals on right, Shopping precinct on left).



Heidelberg Precinct from the east (looking along Burgundy Street from Rosanna Road in foreground towards Upper Heidelberg Road in background).

The images show maximum building envelopes. These images are **not** an attempt to show final building heights and setbacks. The final design of individual buildings must fit within these maximum envelopes. Final design will be influenced by various factors. These factors will limit building massing, scale and setbacks within the limits given in this Structure Plan and will determine the final design of buildings.

Note: No building may be higher than the height indicated at any point on the plan. Maximum building heights have been defined assuming a 4.0 metre floor to ceiling height for the ground floor and 3.0 metre floor to ceiling height at upper levels. Other floor to ceiling heights may be used however the maximum heights identified within this Structure Plan are to be adhered to regardless of the number of floors developed.



INSET

Final building heights and setbacks are dependent upon an effective master planned development concept. Any master plan should ensure a future built form that is responsive to this precinct's important location between shops and hospitals. The plan should also make specific reference to:

- A formal pedestrian linking overpass between the hospitals, train station and transport interchange on Mount Street
- The important benefits of community and open space being part of any master planning exercise for this precinct.

Further information to guide master planning is given in the precincts plan.

MAX. HEIGHT (m)	SETBACK GUIDELINES	Strategic Public Open Space	CS Civic & Community open spaces	Design sympathy with parklands
7m	1	Strategic Redevelopment Sites	Built Form to consider views	Building with Heritage Significance
10m	2	Gateway Locations	Master Planning (see precincts plan)	
13m	3	Built Form to respect trees		
16m	4			
19m	5			
22m	6			
25m	7			
28m	8			
31m	9			
	10			

Heidelberg
Structure Plan

Plan 15:
Strategic Objectives
Built Form



Built form to be designed such that it considers views to and across Heidelberg.



Buildings to be designed to respect the integrity and extent of street trees and other substantial trees. This includes setting back new or modified buildings away from the canopy area and roof zone of the street trees any substantial trees on the properties.



The detailed design and treatment of facades for buildings visible from the parklands is to be sympathetic with the parklands environment. Buildings should be designed to compliment the neighbouring parklands by, among other things:

- Having a clean architectural finish to the roofline to present an attractive silhouette to the park.
- Ensuring that the location and design of signage as well as the materials and colours used are sympathetic to the parkland.
- Displaying good building design and strong building articulation to add interest to the building when viewed from the parkland.
- Using complementary fence and landscaping treatments along boundaries with the parkland and active ground floor frontages for improved passive surveillance along built interfaces.
- Using roof-top gardens, terraces and other landscaping to soften the impact of the development on the parkland.

CS

Buildings set back to create civic space – community gathering spaces. (see Plan D: Strategic Objectives Public Realm) **The spaces identified are indicative only.**

The spaces are to be well used and safe, providing activities at the edges and a high degree of comfort for the user. The design and use of the space is to ensure integration with activity along the relevant street.

The improvement and preservation of community gathering spaces will form part of an important network of spaces for the community. These spaces may provide enhanced opportunities for footpath trading, public art, small festival/market spaces, landscape and recreational improvements, etc.

Future development will be the catalyst to make more functional and interesting gathering spaces in front of new development and on those sites where spaces currently exist.

Spaces will include: several in front of existing buildings (e.g. Church, Burgundy Plaza); and open space incorporated within property frontages that will supplement the existing width of footpaths.



Buildings at key gateway locations (see Plan G: Strategic Objectives Identity) to be designed such that appropriate components of the building and/or landscape elements contribute to the identity and place making of the locality. This may be through the use of distinctive architectural forms and/or landscape



Strategic Redevelopment Sites – extent of development and locations of open space to be determined through site masterplanning.



Detailed guidelines can be found in the Implementation Strategy.

Strategic Public Open Space. Yarra Valley Water Site to be fully developed for public open space.



Train Station Precinct: Extent of development to be determined through site master planning, with guidance found in the Precincts Plan.

Any master plan should ensure a future built form that is responsive to this precinct's important location between shops and hospitals. The plan should also make specific reference to:

- a) A formal pedestrian linking overpass between the hospitals, train station and transport interchange on Mount Street.
- b) The important benefits of community and open space being part of any master planning exercise for this precinct.

Further information to guide master planning is given in the precincts plan.



Repatriation Hospital Precinct: Any master planning should ensure a future built form that is responsive to various characteristics. In particular, the plan should:

- a) Reinforce the importance of the large trees along and near the Bell Street frontage of the hospital. These trees should be retained in any master planning or development application for the site.
- b) Establish a well-designed prioritised pedestrian environment that does not restrict the community from accessing streets and spaces throughout the site.
- c) Enable increased on-site parking that not only mitigates overflow carparking onto abutting streets, but also contributes to the long-term parking needs of staff and visitors for the Austin Hospital facility on Burgundy Street and the Repatriation Hospital.
- d) Provide no further vehicle exits or entrances off Edwin Street and no changes to existing that do not benefit the local community.
- e) Illustrate a built form and landscape outcome at the perimeter of the site that at least compliments and preferably adds to the neighbourhood character of immediate residential areas.



Further detail to guide master planning is given in the Precinct Plan.

H

Development on the site and adjacent to it to be designed such that it maintains and respects valued views to, and character of, the heritage significant buildings.

Buildings with heritage significance, as defined by the Banyule Planning Scheme, within the Built Form area.

Council's 1999 heritage study provides an inventory of heritage sites and places across Banyule. This study grades the significance of structures.

- Grade A structures are places of individual cultural significance and integral to the historic nature of Banyule.
- Grade B structures are places that have cultural significance in Banyule, due to their architectural integrity and/or historic associations.
- Grade C structures are places that contribute to the architecturally historic character and cohesiveness in Banyule, and are of local interest.

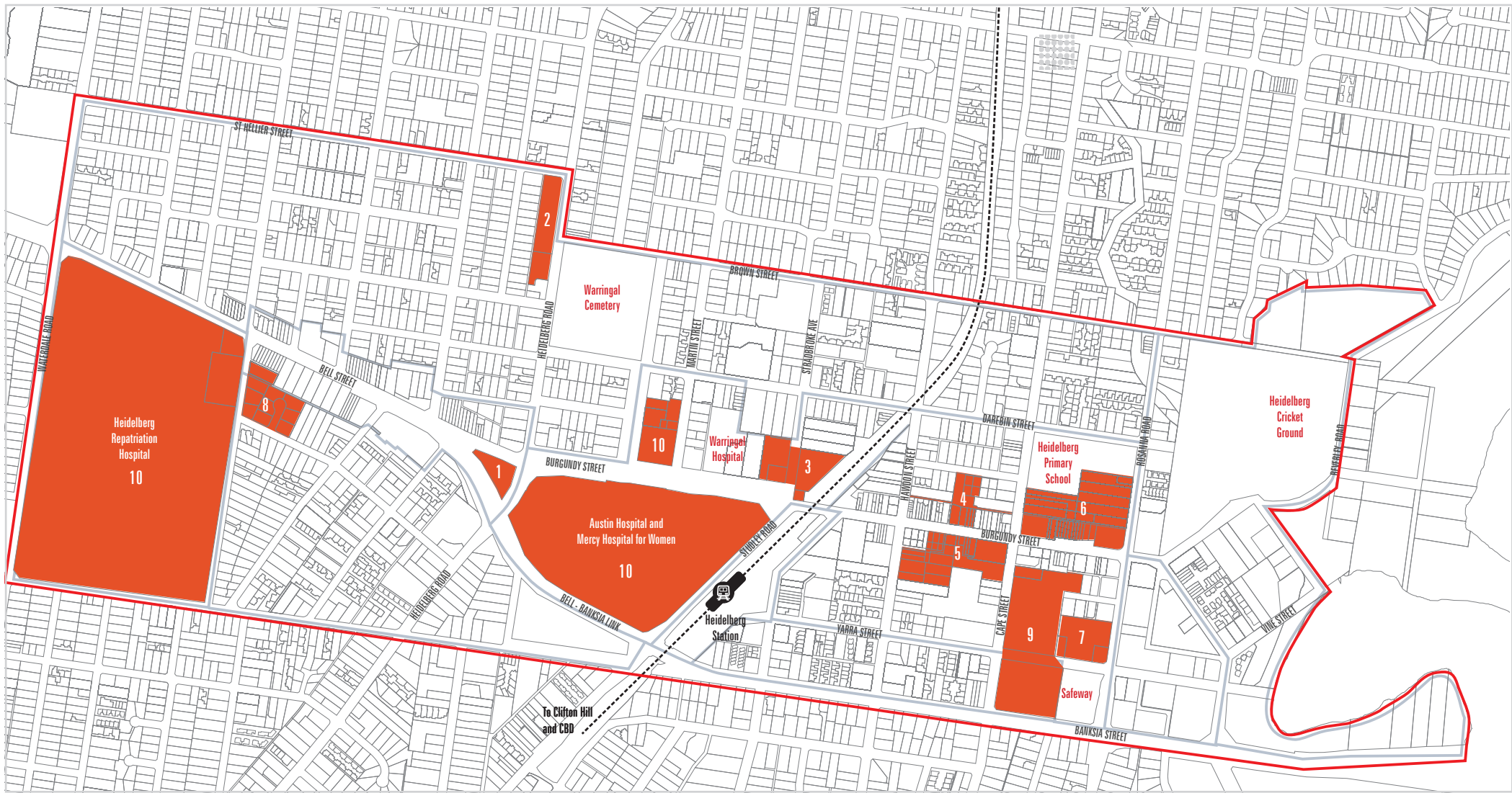
Only Grade A and B sites are protected by the heritage overlay and as such the built form plan does not show all heritage sites.

The provisions of the Banyule Planning Scheme must be considered to appreciate the location of heritage sites and places in Banyule. This information will influence the future development of sites including abutting properties.

Any future review of the heritage study may amend the significance of heritage sites and places. The current heritage study must be considered during the site analysis and preparation of any proposal.

Note 1: Built form must not compromise the amenity of adjacent residential land uses and must minimise the impacts of overlooking, overshadowing, noise, visual bulk – refer to the standards contained within Clause 55 of the Planning Scheme and Activity Centre Design Guidelines for Higher Density Residential Development (DSE 2004).

Note 2: Building design must be well articulated, and mitigate overlooking, overshadowing, noise and must respond appropriately to the public realm. Refer to Activity Centre Design Guidelines for Higher Density Residential Development (DSE 2004) and Clause 55 of the Planning Scheme.



KEY STRATEGIC REDEVELOPMENT SITES

- | | | | |
|---|--|----|--|
| 1 | 'TRIANGLE' SITE | 6 | WARRINGAL PLAZA PRECINCT |
| 2 | CAR YARD - UPPER HEIDELBERG ROAD | 7 | OLD ENGLAND HOTEL |
| 3 | BOWLING CLUB - STRADBROKE AVENUE | 8 | EDWIN STREET SITE |
| 4 | CENTRAL BURGUNDY STREET (NORTH) & CAR PARK | 9 | OUR LADY OF MERCY COLLEGE EDUCATION PRECINCT |
| 5 | CENTRAL BURGUNDY STREET (SOUTH) & CAR PARK | 10 | AUSTIN HEALTH LAND |

Note: The issues affecting a site will extend beyond the site's boundary and must be addressed in the master planning process and be a part of the final proposal.



**Plan 16:
Strategic
Redevelopment Sites**



1:7500@A3

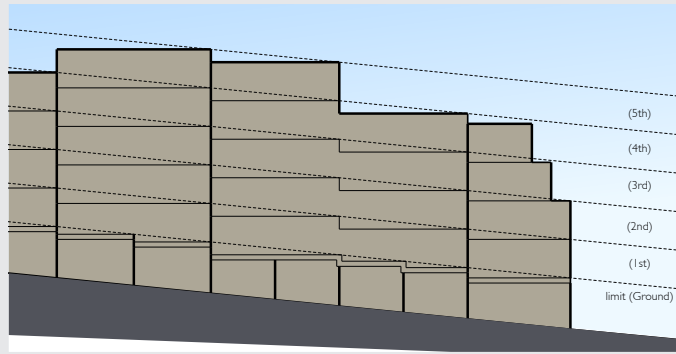
BUILT FORM GUIDELINES

Heidelberg is distinctive as an Activity Centre in Melbourne due to its steep topography. In order to promote high quality built form outcomes the following guidance is given:

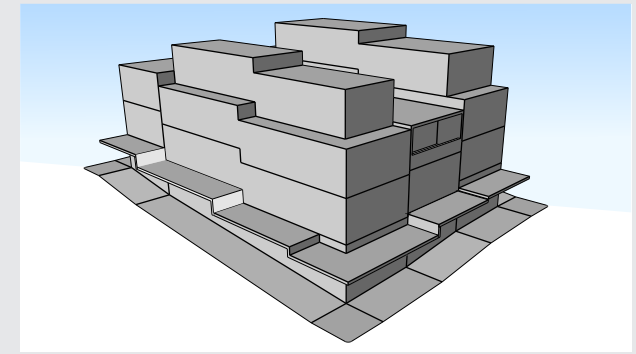
- Any building with frontages to a sloping street must ensure that the building is stepped to allow good connection between the public and private domain.
- The façade of any building must be stepped in response to the terrain and should have a building rhythm consistent with the surrounding streetscape.
- No building may be higher than the height indicated at any point on the built form plan. This will result in buildings that respond to the topography of the site.
- The side and rear elevations and roofs of buildings must be designed to the same high standard as the front façade as they are highly visible from the surrounding ridgelines.
- Roof tops should be designed to enable their use as rooftop gardens.



Built Form Guideline The side and rear elevations and roof of a development must be designed to the same high quality as the front elevation as they will be highly visible from the surrounding ridgelines.



Built Form Guideline Any building with frontages to a sloping street must ensure that the ground floor of the building is stepped to allow good connection between the public and private domain. The façade of any building should be stepped in response to the terrain.



Built Form Guideline No building may be higher than the height indicated at any point on the built form plan. This results in buildings that respond to the topography of the site.

Upper floor set back behind the façade.

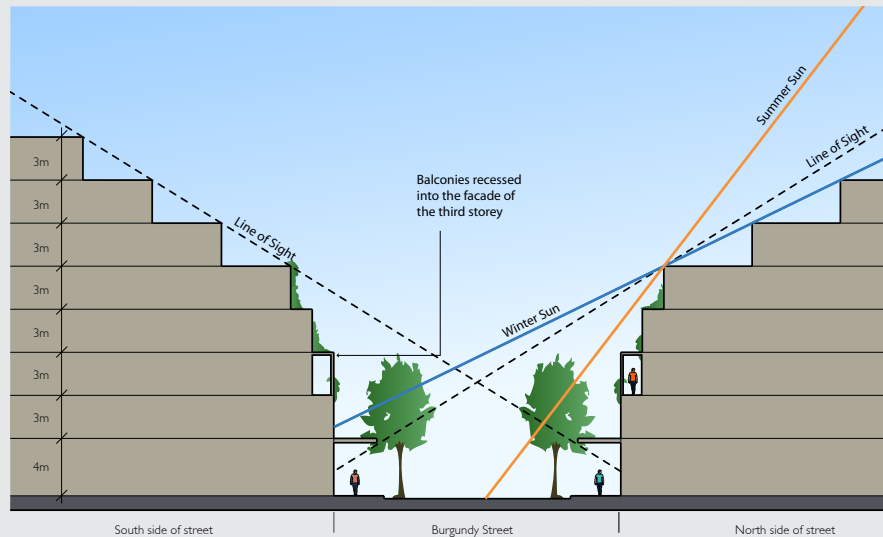
Balconies recessed into the façade.



Buildings with a 3 storey façade showing upper levels set back and balconies recessed into the third storey.



Balconies and façades can be designed to enable their greening.



Setback Guideline 1 Indicative section showing maximum built form envelopes

SETBACK GUIDELINES

Setback Guideline 1

- Building should be built to street boundary, unless civic space integrated with footpath.
- Façade can be as high as 10 metres. This respects the existing built form character while also providing a feeling of enclosure.
- 2 further levels (6m) above 10 metres, setback 1.5 metres per 3 metre floor. This maintains the feeling of openness while, in east-west streets, it is sufficient to ensure at least 3 hours of sunlight per day in the middle of winter reaches the first floor windows of the building across the street.
- Higher storeys appropriate if:
 - Set back such that at least 3 hours of sunlight per day in mid winter reaches the first floor windows of buildings across the street in east-west streets.
 - The upper storeys are invisible from the standing eye level across the street and barely visible when viewed obliquely along the street.
 - The upper storeys are clad in visually recessive materials and colours
- Street façade can extend across full width of the frontage at the lower two levels but may have side setbacks at the 3rd level.
- Balconies should be recessed into the front of the 3rd level. A framework of balustrades, fin walls and verandas should extend to the front boundary to define the street façade.



New 3 storey development equivalent in height to older 2 storey shops.



Upper levels barely visible when viewed obliquely along the street.

SETBACK GUIDELINES

Setback Guideline 2

- Façade can be as high as 10 metres.
- 2 further levels (6m) above 10 metres, setback 1.5 metres per 3 metre floor. This maintains the feeling of openness while, in east-west streets, it is sufficient to ensure at least 3 hours of sunlight per day in the middle of winter reaches the first floor windows of the building across the street.
- Higher storeys (above 16 metres) require no further setback.
- Street façade can extend across full width of the frontage at the lower two levels but may have side setbacks at the 3rd level.
- Balconies should be recessed into the front of the 3rd level. A framework of balustrades, fin walls and roofs should extend to the front boundary to define the street façade.

Setback Guideline 3

- Building should be built to street boundary, unless civic space integrated with footpath.
- Façade can be as high as 16 metres.
- Further levels above 16 metres setback 1.5 metres per 3 metre floor.
- Street façade can extend across full width of the frontage at the lower two levels but may have side setbacks at the 3rd level.

Setback Guideline 4

- Setback to be consistent with Clause 55 of the Banyule Planning Scheme.
- Façade can be as high as 10 metres.
- 2 further levels (6m) above 10 metres, setback 1.5 metres per 3 metre floor. This maintains the feeling of openness while, in east-west streets, it is sufficient to ensure at least 3 hours of sunlight per day in the middle of winter reaches the first floor windows of the building across the street.
- Street façade can extend across full width of the frontage at the lower two levels but may have side setbacks at the 3rd level.
- Balconies should be recessed into the front of the 3rd level. A framework of balustrades, fin walls and verandas should extend to the front boundary to define the street façade.

Setback Guideline 5

- Buildings setback 4.5 metres.
- Façade can be as high as 10 metres.
- 2 further levels (6m) above 10 metres, setback 1.5 metres per 3 metre floor. This maintains the feeling of openness while, in east-west streets, it is sufficient to ensure at least 3 hours of sunlight per day in the middle of winter reaches the first floor windows of the building across the street.
- Street façade can extend across full width of the frontage at the lower two levels but may have side setbacks at the 3rd level.
- Balconies should be recessed into the front of the 3rd level. A framework of balustrades, fin walls and verandas should extend to the front boundary to define the street façade.

SETBACK GUIDELINES

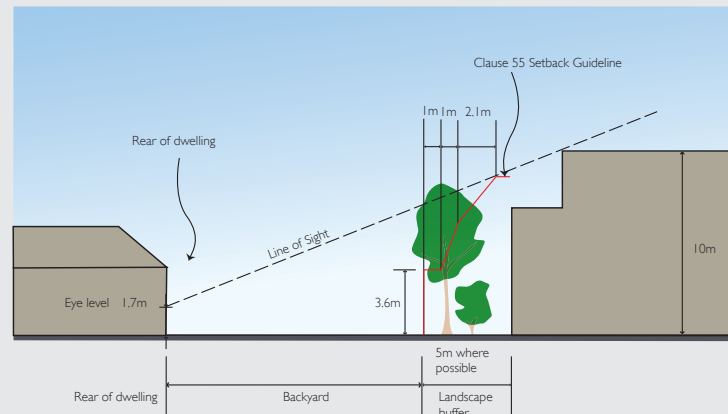
The form of new development particularly at the interface between changes in land use and built form character is to be sensitive to the particular interface conditions that exist.

There are a number of locations, particularly to the west of the study area, to the rear of development along Bell Street where higher built form is proposed adjacent to places of established residential use and character. In these locations dwellings either back onto the back of lots or side onto the back of lots that are subject to changes in built form. In these instances every endeavour is to be made obscure development by both hiding development behind landscape and by stepping development back so that upper stories are obscured below built form of an acceptable height. In order to achieve this, landscape is to be planted at the interface between properties and particular set back and step back rules are to be applied. Variations to the rules occur where dwellings either back onto the back of lots or side onto the back of lots that are subject to changes in built form.

Setback Guideline 6:

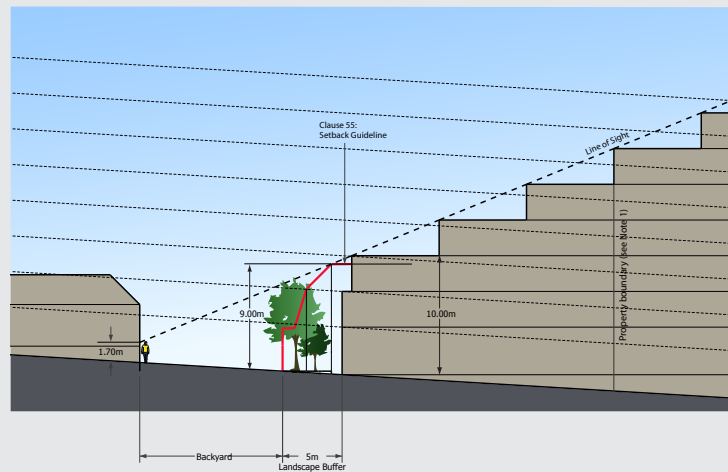
Low Scale Residential Interface Building Envelope For Dwellings That Back Onto Back of Lots

- Development above 10.0 metres in height to be of a height that would be obscured by development that conforms with setbacks specified in Clause 55 of the Banyule Planning Scheme when viewed from a height of 1.7 metres (eye level) from the rear of the dwelling.
- Introduce significant landscape buffer of no less than 5.0 metres in width between the boundary and building or as otherwise agreed.



Setback Guideline 6

Low scale residential building envelope for dwellings back onto back of lots.



Setback Guideline 6

Indicative section showing maximum built form envelopes. The sloping topography results in the reduction of the number of standard levels that can be accommodated within the maximum building envelope.

SETBACK GUIDELINES

Setback Guideline 7

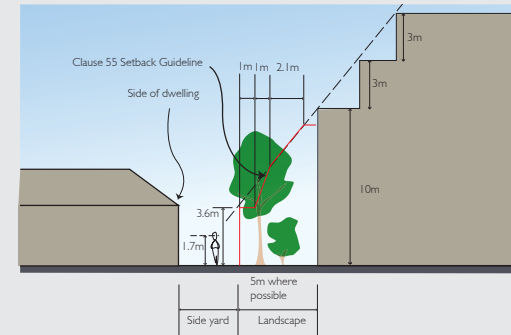
Low Scale Residential Interface Building Envelope for Dwellings that Side onto Back of Lots and Open Space Building Envelope

- Development above 10.0 metres in height to be of a height that would be obscured by development that conforms with setbacks specified in Clause 55 of the Banyule Planning Scheme when viewed from the boundary line.
- Introduce significant landscape buffer of no less than 5.0 metres in width between the boundary and building or as otherwise agreed. The form of new development particularly at the interface between changes in land use and built form character is to be sensitive to the particular interface conditions that exist.

There are a number of locations, particularly to the west of the study area, to the rear of development along Bell Street where higher built form is proposed adjacent to places of established residential use and character. In these locations dwellings either back onto the back of lots or side onto the back of lots that are subject to changes in built form. In these instances every endeavour is to be made to obscure development by both hiding development behind landscape and by stepping development back so that upper stories are obscured below built form of an acceptable height. In order to achieve this, landscape is to be planted at the interface between properties and particular set back and step back rules are to be applied. Variations to the rules occur where dwellings either back onto the back of lots or side onto the back of lots that are subject to changes in built form.

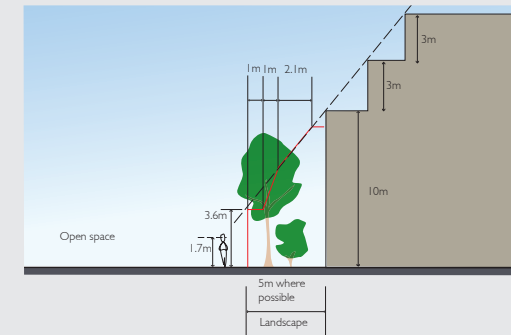
Setback Guideline 8

- Building should be built to street boundary, unless civic space integrated with footpath.
- Façade can be as high as 10 metres.
- 2 further levels (6m) above the 10 metres setback 1.5 metres per 3 metre floor.
- Storeys above 16m do not require a further setback, however the base should split at the 5th (16m) level and become two towers. The form of the upper towers should aim to provide a “thin” profile when looking along Bell Street and Burgundy Street.



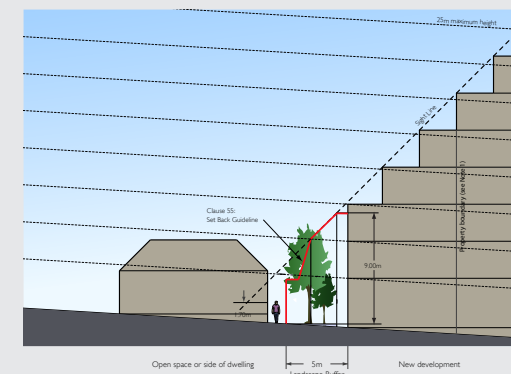
Setback Guideline 7

Low scale residential interface building envelope for dwellings that side onto back of lots.



Setback Guideline 7

Open space building envelope stepping back of the upper levels allows for a gradual reduction in the visual bulk when viewed from areas of open space.



Setback Guideline 7

Indicative section showing maximum built form envelopes. The sloping topography results in the reduction of the number of standard levels that can be accommodated within the maximum building envelope.

SETBACK GUIDELINES

Setback Guideline 9

At street frontage:

- Façade can be as high as 10 metres. An additional level (3 metres high) above 10 metres, setback 3 metres.

At other property boundary:

- Building setback 4.5 metres

Setback Guideline 10

- Retain landscape edge.
- Façade can be as high as 10 metres. This respects the existing built form character while also providing a feeling of enclosure.
- 2 further levels (6m) above 10 metres, setback 1.5 metres per 3 metre floor. This maintains the feeling of openness while, in east-west streets, it is sufficient to ensure at least 3 hours of sunlight per day in the middle of winter reaches the first floor windows of the building across the street .
- Higher storeys appropriate if:
 - Set back such that at least 3 hours of sunlight per day in mid winter reaches the first floor windows of buildings across the street in east-west streets
 - The upper storeys are invisible from the standing eye level across the street and barely visible when viewed obliquely along the street
 - The upper storeys are clad in visually recessive materials and colours.
- Street façade can extend across full width of the frontage at the lower two levels but may have side setbacks at the 3rd level.
- Balconies should be recessed into the front of the 3rd level. A framework of balustrades, fin walls and verandas should extend to the front boundary to define the street façade.

Note 1: The need to ensure effective setbacks from sensitive land uses, such as schools and residential areas, will influence the preferred height of any new building that abuts a more sensitive land use. Also, the depth and/or width of some abutting properties will mean that setback guidelines associated with more sensitive land uses must be considered for properties not directly adjacent to the sensitive land use.

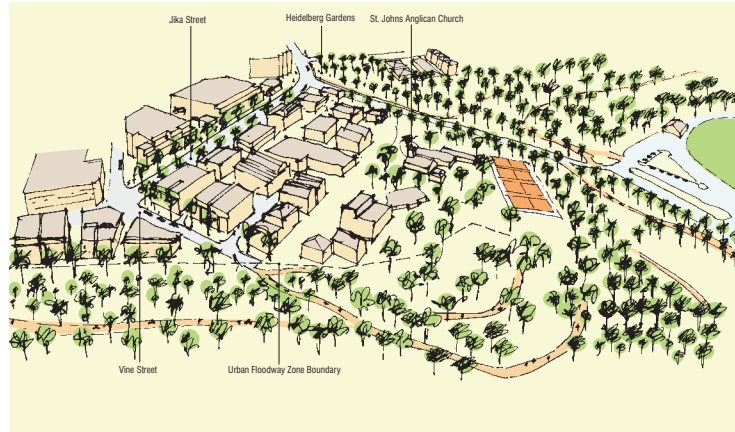
Note 2: In some locations, particularly in the heart of the commercial district, to the rear of development along Burgundy Street, higher built form is proposed adjacent to areas of open space, typically associated with schools, and adjacent to residences. In this location the expectation should not be to hide the upper stories of development but rather minimise the impact of the higher development by stepping higher levels back from the interface allowing for a gradual reduction in the visual bulk. In order to achieve this, landscape is to be planted at the interface between properties and particular set back and step back rules are to be applied. Therefore Guideline 7 is applied to both the low scale residential interface building envelope for dwellings that side onto back of lots and the open space building envelope.

Note 3: Setback Guidelines 6 and 7 are respective to the gradient of the land and result in lower building heights and/or greater setbacks when the land slopes down from the back to the front of the site being developed.

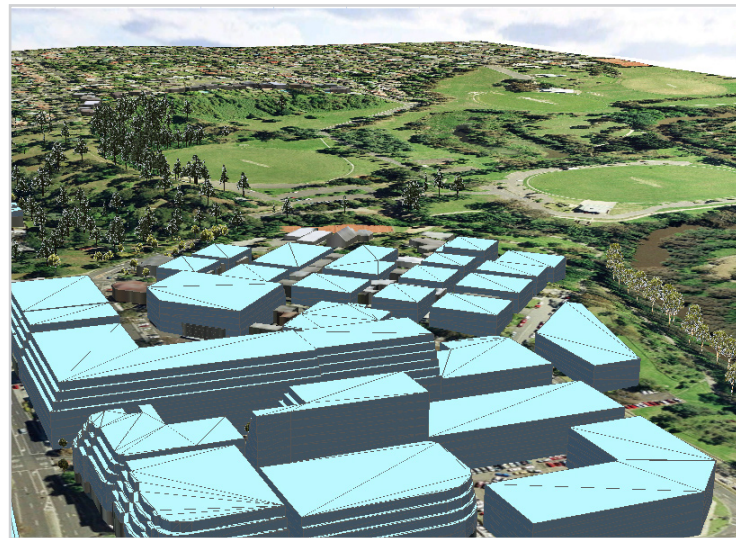
Note 4: This table provides a set of generic guidelines applied for each precinct across the Structure Plan area. Final development setbacks will also be affected by Clause 55 of the Banyule Planning Scheme and objectives described in DSE Guidelines for Activity Centres and Higher Density Residential Development.

Note 5: Balconies should be designed to enable the greening and softening of the façade with landscaping/planting.

Note 6: The setting of landscape buffers will be influenced by various factors. These include the presence of trees, right of ways and opportunities to establish additional vegetation. Final setback distances must be site responsive and established in a manner that does not adversely affect the amenity of the abutting land use.



Precinct 1 - looking west from parklands onto Vine Street and Jika Street on left.

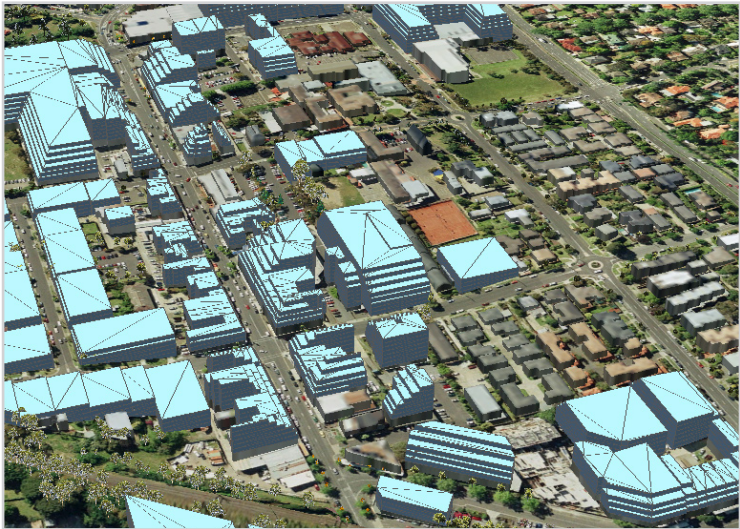


Precinct 2 - looking north along Rosanna Rd at intersection with Banksia (old England Hotel on left).

Precinct by Precinct Built Form Images

These images show maximum building envelopes. These images are not an attempt to show final building heights.

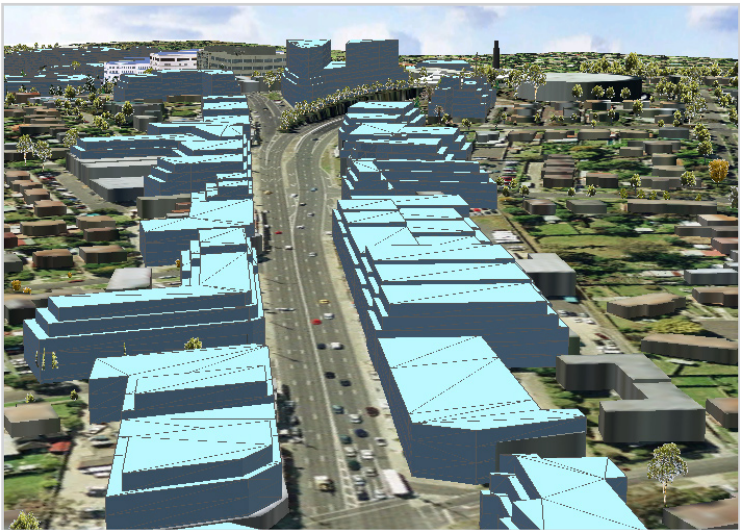
Final design will be influenced by various factors. These factors will include building massing, scale and setbacks and will determine the final design of buildings.



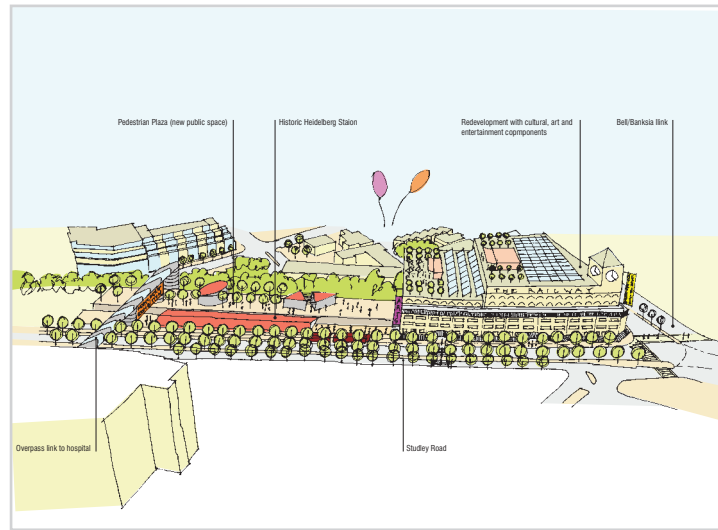
Precinct 3 - looking east along Burgundy Street towards Yarra River in background (Banksia Street on right).

These images show maximum building envelopes. These images are not an attempt to show final building heights.

Final design will be influenced by various factors. These factors will include building massing, scale and setbacks and will determine the final design of buildings.



Precinct 5 - looking east along Bell Street with Upper Heidelberg Rd in background.



Precinct 8 - looking east from Austin/Mercy Hospital onto redeveloped train station precinct, with Studley Rd in foreground.

4.4 Land Use and Economic Development

4.4.1 Policy Source, Design Direction and Inspiration

Housing in Heidelberg, like many centres is under continual pressure for intensification. Direction 6 of Melbourne 2030 'A Fairer City' includes policies which seek to 'Increase the supply of well-located affordable housing'. 'A Fairer City' also includes policies relating to community facilities in Heidelberg. It seeks to 'Plan for a more equitable distribution of social infrastructure' and to 'Develop a strong cultural environment and increase access to arts, recreation and other cultural facilities.'

With respect to economic development, Direction 4, 'A Prosperous City' includes policies promoting the importance of business clusters. This relates in particular to the Biomedical Alliance Precinct. Policy 4.4 seeks to 'Create opportunities for innovation and the knowledge economy within existing and emerging industries, research and education'.

MELBOURNE 2030 DIRECTION 6: A FAIRER CITY

- 6.1 Increase the supply of well-located affordable housing .
- 6.2 Plan for a more equitable distribution of social infrastructure.
- 6.3 Improve the coordination and timing of the installation of services and infrastructure in new development areas .
- 6.4 Develop a strong cultural environment and increase access to arts, recreation and other cultural facilities.

Source:

Melbourne 2030 Planning for Sustainable Growth, www.melbourne2030.vic.gov.au

MELBOURNE 2030 DIRECTION 4: A MORE PROSPEROUS CITY

- 4.1 Maintain access to productive natural resources and an adequate supply of well-located land for energy generation, infrastructure and industry.
- 4.2 Strengthen Central Melbourne's capital city functions and its role as the primary business, retail, sport and entertainment hub for the metropolitan area.
- 4.3 Further develop the key transport gateways and freight links and maintain Victoria's position as the nation's premier logistics centre.
- 4.4 Create opportunities for innovation and the knowledge economy within existing and emerging industries, research and education.
- 4.5 Encourage the continued deployment of broadband telecommunications services that are easily accessible.

Source:

Melbourne 2030 Planning for Sustainable Growth, www.melbourne2030.vic.gov.au

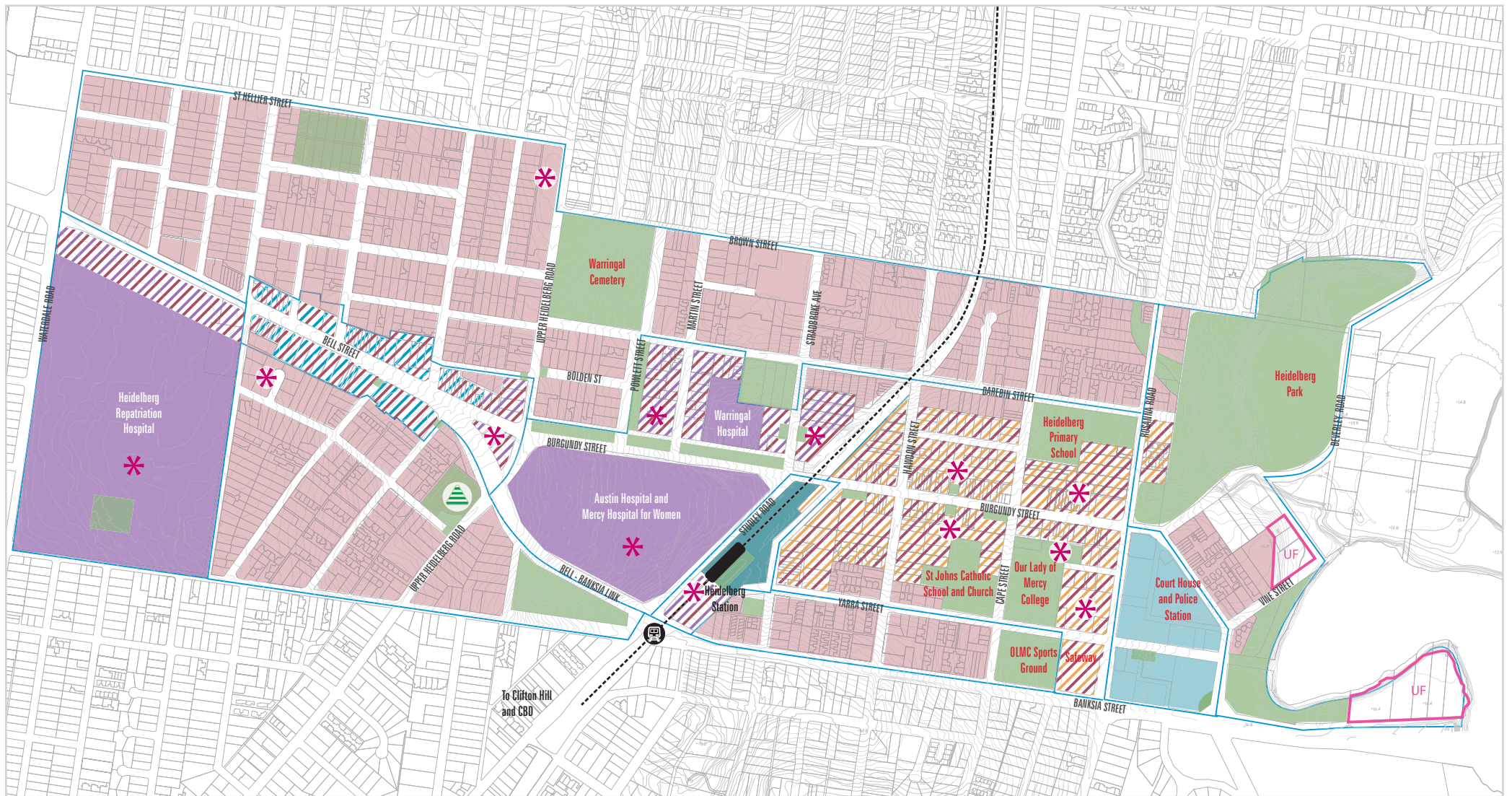
4.4.2 Strategic Objectives















In order to ensure the continued development of appropriate housing, community facilities and the economic growth of one of the most important and substantial conglomerations of medical facilities in Australia the following strategic objectives for Heidelberg have been identified:


- 01 To retain and improve Heidelberg Central's convenient shopping role with both main street and shopping centre activities encouraging comparison shopping (fashion, footwear, homewares, bookshops etc.) and cafes/restaurants.
- 02 To promote mixed use development in appropriate locations.
- 03 To provide opportunities for medium density housing.
- 04 To provide a diverse range of dwelling sizes and types, including opportunities for affordable housing and apartments in mixed use buildings.
- 05 To encourage redevelopment of key strategic sites.
- 06 To efficiently provide structured and unstructured leisure, recreation and social opportunities that respond to community needs.
- 07 To strengthen the wide range of health care, family support and professional services, consolidated adjacent to the major hospitals encouraging medical facilities and services to locate in appropriate precincts.
- 08 To provide opportunities for higher dependency retirement care.
- 09 To continue to provide a range of small and medium sized bulky goods retailing to serve a regional catchment.
- 10 To promote the development of regional commercial and administrative land uses.

4.4.3 Illustrated Strategic Objectives

See Plan 17 : Strategic Objectives - Land Use and Economic Development.




- | | | | |
|--|--|---|--|
|  | Study Area and Precinct Boundaries |  | Retail and commercial - mixed use (opportunity for health care <u>above</u> ground floor) |
|  | Railway Line |  | Small and medium sized bulky goods retailing - mixed use (opportunity for health care within mixed use developments) |
|  | Transport hub |  | Residential |
|  | Structured and unstructured leisure, recreation and social opportunities that respond to communities needs |  | Residential - mixed use |
|  | Hospital |  | Strategic redevelopment sites |
|  | Health care, family support and health professional services - mixed use - may include higher dependency retirement care |  | Urban Floodway |
|  | Regional commercial and administrative uses |  | Strategic Public Open Space |



Heidelberg
Structure Plan

Plan 17:
Strategic Objectives
Land Use and Economic
Development



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4.5 Identity

4.5.1 Policy Source, Design Direction and Inspiration

Heidelberg means many things to many people. Its identity is derived from a significantly undulating topography, mature landscape and parklands, interesting built form and heritage character, long panoramic views and quick glimpses of the area from the train carriage window. Other elements that contribute to Heidelberg's identity are its ease of access and its user-friendly shopping, business and services areas. Its close proximity to the Yarra River and parklands make it an enjoyable recreation destination for people to want to be by the lush green riverside.

The upper section of Burgundy Street, between Upper Heidelberg Road and the railway line, is bordered by an important landscaped strip of open space that includes substantial trees. This strip establishes a gateway boulevard that not only contributes to the identity of the medical services precinct, but also the shopping street. This open space is highly valued by the local community.

COMMUNITY IDENTITY AND PLACE MAKING

The fostering of community identity, and the development of a "sense of place" – place making – is characterised by a focus on incorporating localized landscape and specific design of built features in the public domain, such as squares, plazas, parks, streets and waterfronts, for the use of creating an activated and vibrant public domain, and creating meaningful connection between people and where they live.

Good place making works on a local level and with the specific integration of local identity and local features to create a development that adheres to best practice urban design principles but is embedded in the local context of its place.

The value of good place making is in the creation of great places with a distinctive identity and character that can be embraced and loved by the people who inhabit them. The fostering of community identity and place making has the potential to build & support the local economy, nurture & define community identity, foster frequent & meaningful contact, promote a sense of comfort, create improved accessibility and draw a diverse population.

A happier and healthier community is capable of greater community organization, is engendered with a sense of pride and volunteerism, ensures a perpetuation of integrity and values, prompts less need for municipal control and is self-managing.

There are several schools that are close to the Burgundy Street shops. These include Our Lady of Mercy College, St Johns Catholic Primary School and Heidelberg Primary School. Whilst marginally separated, these schools all contribute to the identity of the Major Activity Centre which reinforces the importance of establishing a Pedestrian Priority Precinct that benefits these schools.

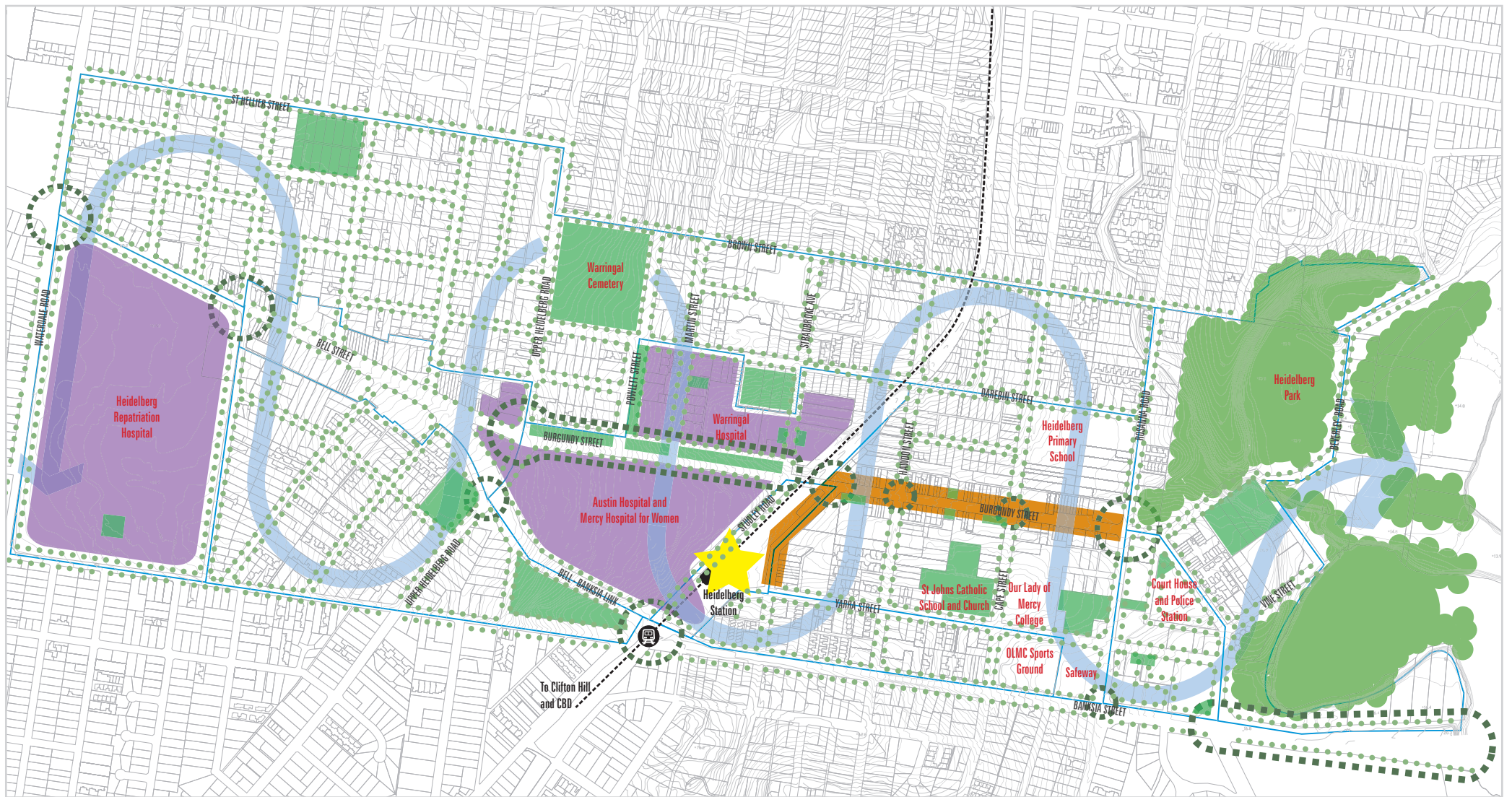
4.5.2 Strategic Objectives











Objectives which capitalise on this many layered and distinctive identity of Heidelberg include:

- 01 To improve the image and identity of Heidelberg's shopping precinct.
- 02 To capitalise on the environmental, artistic and cultural heritage of the precinct.
- 03 To conserve the area's built and natural heritage features, and ensure that new development is respectful and complements the heritage character of the area, whilst enabling improved sustainability outcomes for the future.
- 04 To realise the potential of key intersections to read as gateways.
- 05 To provide the area with a landscape identity, particularly one that fosters comfortable pedestrian movement.
- 06 To enhance the environmental quality of stormwater drainage, ensuring the cleanliness of stormwater drainage prior to discharge into the Yarra River with State Government and Melbourne Water assistance.
- 07 To protect and enhance the wildlife corridor value of the Yarra River and its adjoining vegetation.
- 08 To improve the image and identity of Heidelberg's Medical Precinct.
- 09 To recognise the Stations role as a major gateway to the study area.

4.5.3 Illustrated Strategic Objectives

See Plan 18 : Strategic Objectives - Identity




-  Study Area and Precinct Boundaries
-  Railway Line
-  To improve the image and identity of Heidelberg's shopping precinct
-  To conserve the area's heritage buildings and landscape features, and ensure that new development is respectful and complements the character of the area [affected area indicative only]
-  To realise the potential of key intersections and roads to read as gateways and boulevards
-  To provide the area with a landscape identity, particularly one that fosters comfortable pedestrian movement
-  To capitalise on the environmental quality of stormwater drainage, ensuring the cleanliness of stormwater drainage prior to discharge into the Yarra River
-  To protect and enhance the wildlife corridor value of the Yarra River and its adjoining vegetation
-  To improve the image and identity of Heidelberg's Medical Precinct
-  To recognise the role of the Station as a major gateway to the study area



Heidelberg
Structure Plan

Plan 18:
Strategic Objectives
Identity

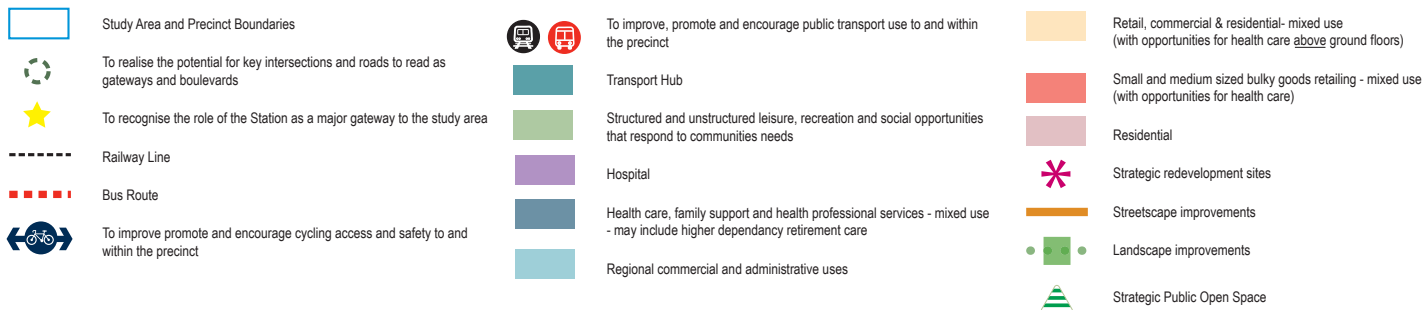
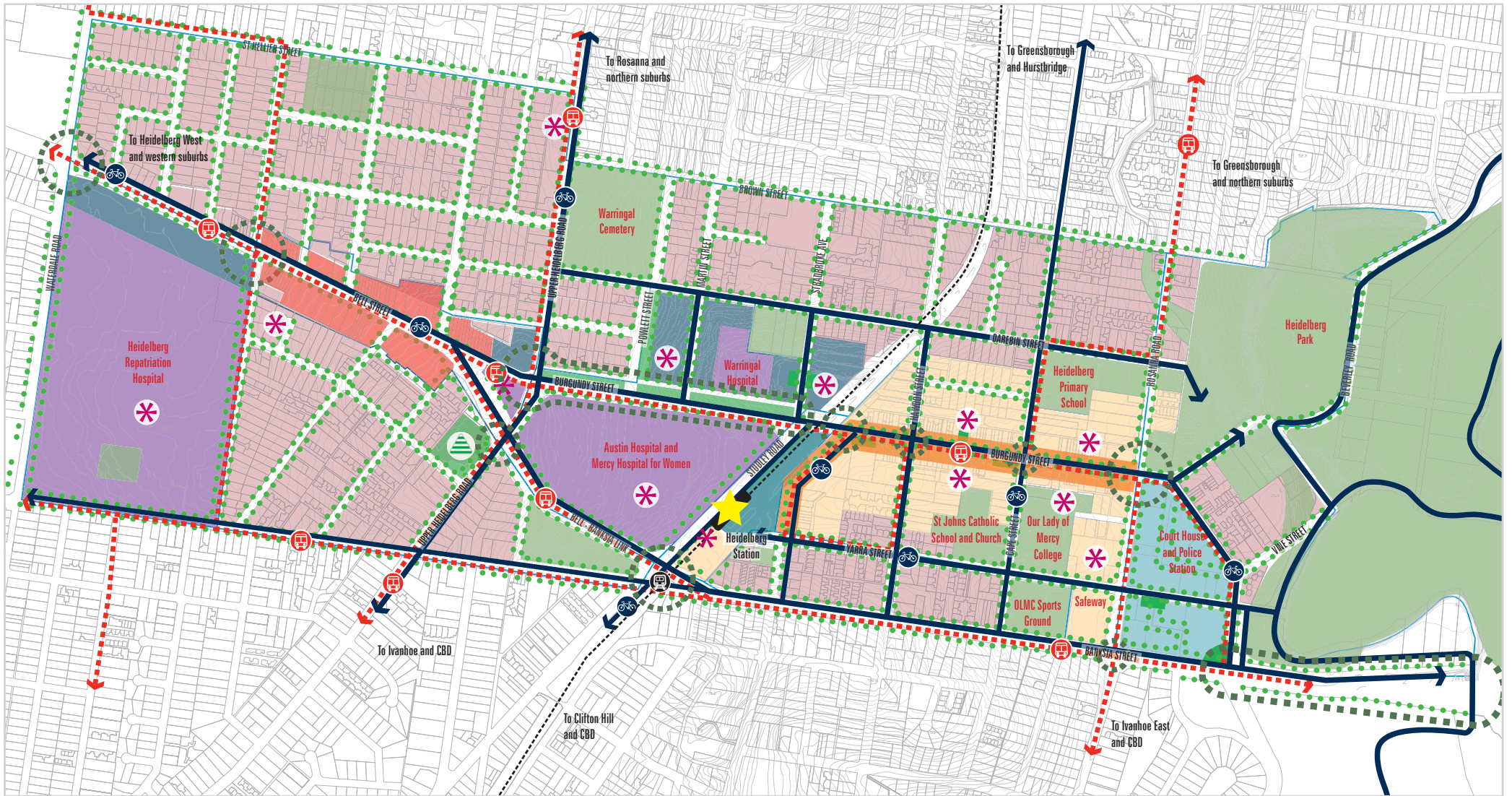


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THE FRAMEWORK PLAN

5.0

The Framework Plan illustrates a composite of the Strategic Objectives throughout the Heidelberg Precinct. It is not intended to provide detailed direction. It is intended to provide a broad snapshot of the changes that should occur throughout the Precinct.





Heidelberg Structure Plan

Plan 19:
The Framework Plan



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