

FINAL DRAFT

# QUEENS PARADE, CLIFTON HILL BUILT FORM REVIEW

Prepared by **hansen partnership**  
for **Yarra City Council**

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# 1.0 Introduction

The following report sets out a clear urban design vision and built form proposition for the Queens Parade corridor, between Hoddle Street and Alexandra Parade in the City of Yarra, as a basis for proposed development controls to be applied across the precinct. It documents the analysis and methodology that has influenced the suite of proposed built form recommendations and their underpinning justification. Importantly, the findings of this built form review have been founded on contextual understandings of the corridor - as one mode of multiple spatial and character parts. The structure of this Built Form Review and its subsequent Recommendation is summarised below:

1	Introduction
2	Contextual Analysis
	Policy Framework
	Heritage
	Landscape & Streetscape
	Subdivision Pattern
	Building Heights & Development Trajectory
	Road Network
3	Built Form Character Areas
	Existing Characters
	Key Directions
4	Precinct Guidelines

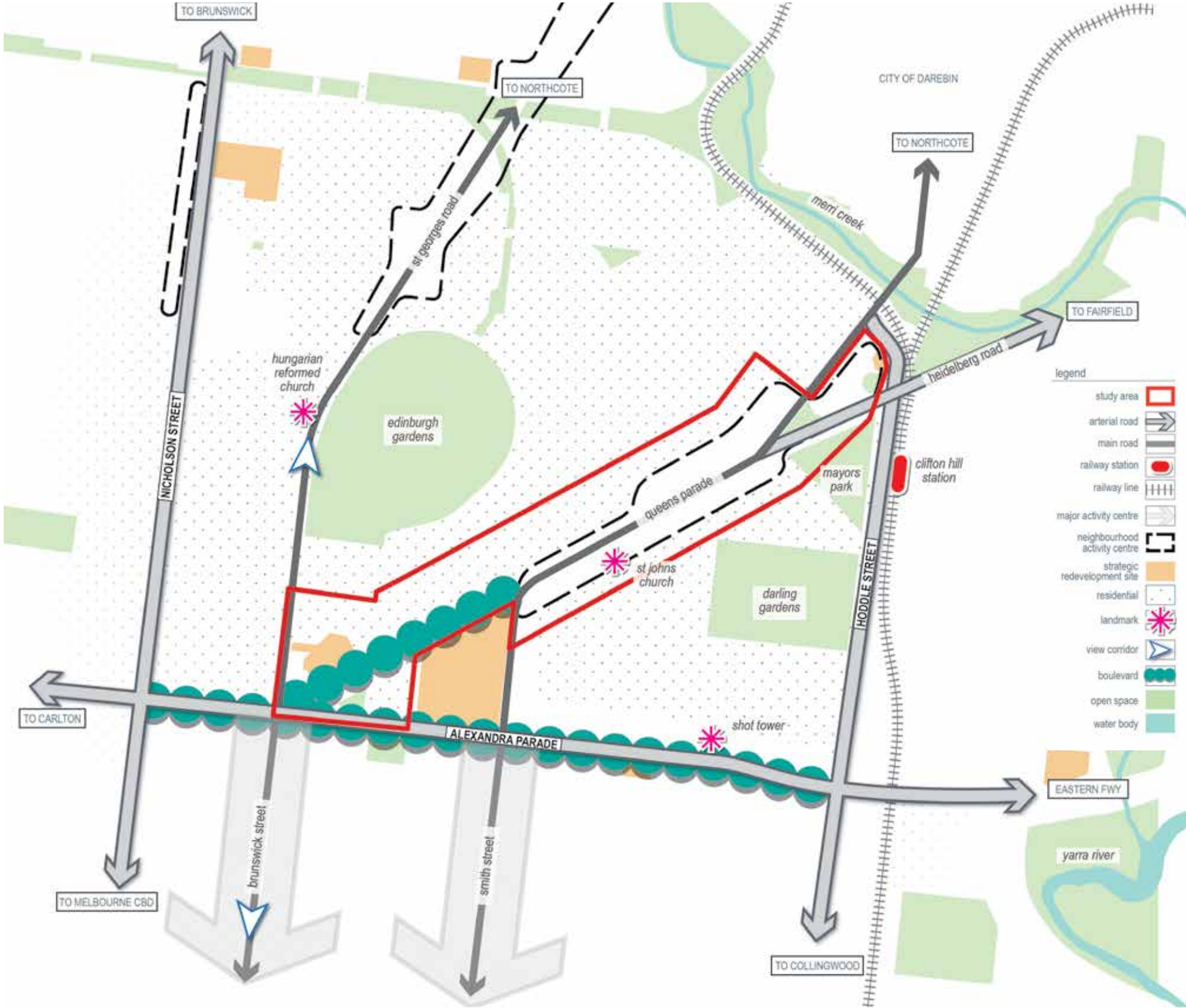


Figure 1: Strategic Context

## The Study Area

- The Study Area for the Queens Parade Built Form Review (QPBFR) encompasses urban blocks bound by Brunswick Street to the west, McKean Street to the north, Rushall Crescent and Hoddle Street to the east and Hodgkinson Street and Alexandra Parade to the south.
- The Municipal Strategic Statement and Local Planning Policies provide targeted policy direction with regard to future land use and expected growth within the Municipality. The Clifton Hill, Queens Parade Neighbourhood Activity Centre (NAC) occupies the eastern portion of the study area. Whilst the Local Planning Policies include high level built form strategies that seek to support Yarra’s identity as a low-rise urban form with pockets of higher development (Clause 21.05-2), there are no specific height or setback controls that apply to the NAC or the broader study area.
- The study area sits within the context of residentially zoned land (NRZ1, GRZ1 to GRZ4) to the north and south. Queens Parade, within the Planning Context is considered a ‘main road’ and ‘boulevard’ that is strategically important in the locality. Alexandra Parade, partially located within the Study Area, is also a major arterial road that connects Melbourne’s eastern suburbs to Fitzroy and Collingwood to the south and Clifton Hill to the north.
- Notably, the study area includes the Commercial zoned land (C1Z), forming the western and eastern parts of the North Fitzroy Gasworks Precinct, excluding the central urban block which is currently affected by Public Use Zone (PUZ1, PUZ6). A Council adopted Urban Development Framework (UDF, 2008) will continue to influence future activities for this Strategic Development Site including the pattern of streets, public spaces and building heights.
- The eastern portion of Queens Parade is designated as a Neighbourhood Activity Centre in the Yarra Planning Scheme (Clause 21.08-Neighbourhoods) and is a traditional strip streetscape with land within C1Z and MUZ. It is referred to as the Clifton Hill, Queens Parade NAC throughout this report.
- The study area is also affected by multiple Heritage Overlays that include buildings of both contributory and individual significance, along with the protection of the Queens Parade avenue trees. Along its south western boundary (on properties adjoining Alexandra Parade), the study area is partially affected by Schedule 2 to the Design and Development Overlay which requires consideration of proposed development along boulevards, however this is not applied to Queens Parade.
- Three sites within the study area are identified as Strategic Redevelopment Sites within the Yarra Planning Scheme (Clause 21.05), where higher development may be accommodated. Whilst some of these sites are influenced by existing Heritage Overlays and varied zoning (MUZ and PUZ1, PUZ6), future development greater than 5-6 storeys on Strategic Redevelopment Sites are guided by their ability to achieve specific benefits such as:
  - Significant upper level setbacks,
  - Architectural design excellence,
  - Best practice environmental sustainability objectives in design and construction,
  - High quality restoration and adaptive re-use of heritage buildings,
  - Positive contribution to the enhancement of the public domain, and
  - Provision of affordable housing.
- Whilst existing residential land is included within the Study Area, the Built Form Review seeks to focus on the non-residential land and make clear and unambiguous recommendations on how future development may be accommodated to support strategically justified and sympathetic outcome that represents the important municipal and local values of this part of Clifton Hill and North Fitzroy in Yarra.



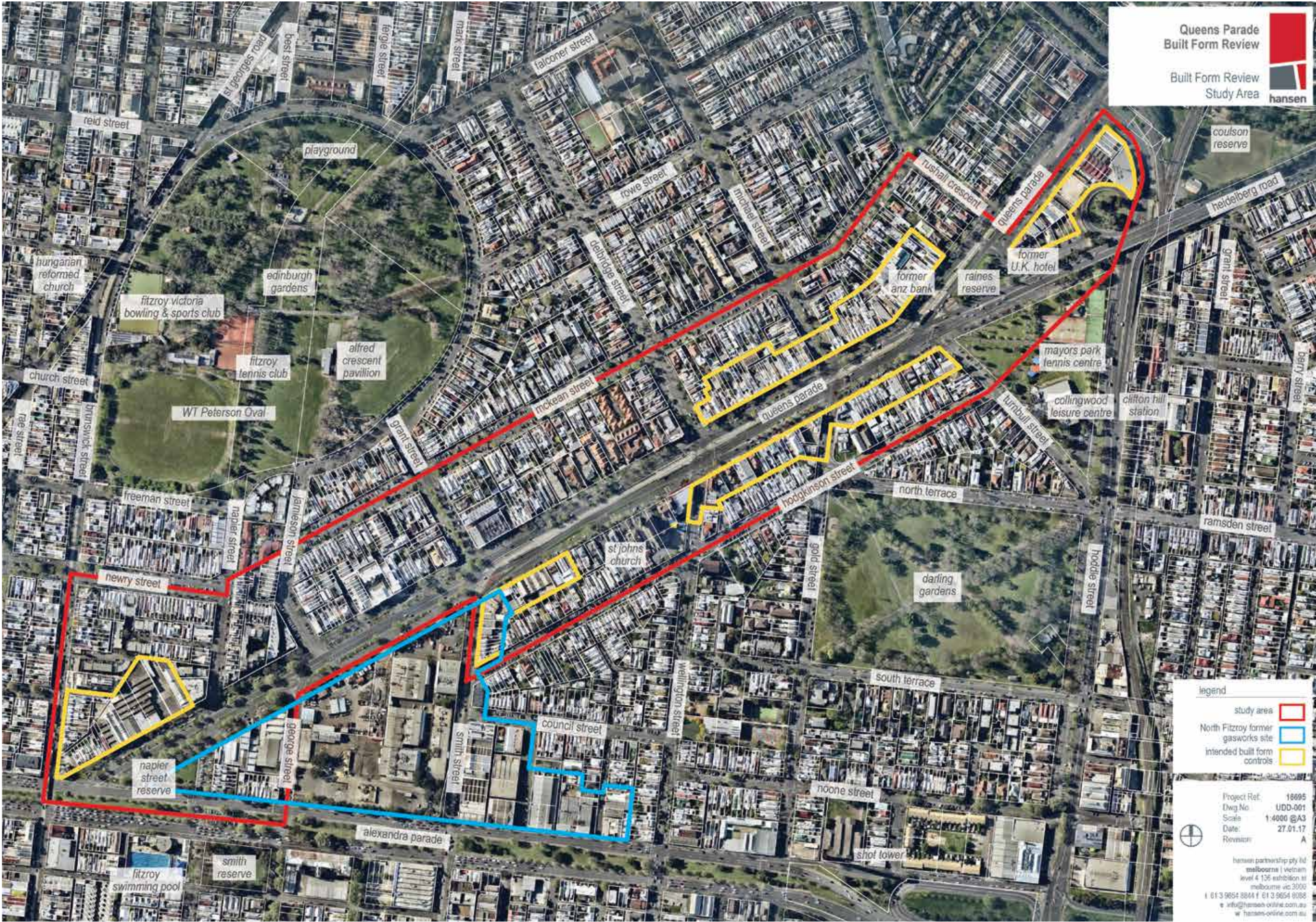


Figure 2: Study Area Boundary Map



**2.0**

# **CONTEXTUAL ANALYSIS**

# Contextual Analysis

## Policy Framework

The following is a review of the relevant State and Local Planning Policies that influence the existing and future built form outcomes within the Study Area.

### SPPF

- The State Planning Policy Framework (SPPF) sets the planning and strategic context and metropolitan scale. It provides the basis for a network of Activity Centres (Clause 11.01-1) and the need to undertake appropriate Activity Centre planning (Clause 11.01-2).
- The SPPF also outlines a range of applicable policies relating to built form and heritage. Clause 15 seeks to ensure new development respond appropriately in terms of built form, landscape values and cultural context and that significant places are protected. It emphasises that good urban design should contribute positively to the local sense of place and urban character, reflects the identity and aspirations of the community, enhance the liveability and amenity of the public realm, and minimise the impact on neighbouring properties. Specific sub-clauses address Urban Design (Clause 15.01-1), Urban Design Principles (Clause 15.01-2), Cultural Identity and Neighbourhood Character (Clause 15.01-5) and Heritage Conservation (Clause 15.03-1).
- The SPPF sets out a policy framework for Housing at Clause 16 to ensure the sustainable supply of housing in readily serviceable locations within walking distance to activity centres, public transport and open space. Clause seeking seeks to locate new housing in or close to activity centres and employment corridors and at other Strategic Redevelopment Sites that offer good access to services and transport (Clause 16.01-2 – Location of residential housing), and to provide for a range of housing types to meet increasingly diverse needs (Clause 16.01-4 – Housing diversity).

### LPPF

- The Local Planning Policy Framework (LPPF) sets the sets the planning and strategic context and municipal level and provides vision and specific policy guidance specific to the context of the City of Yarra. Clause 21.04 Activity Centres designates 5 Major Activity Centres, but as this does not include Queens Parade, by default it is designated as Neighbourhood Activity Centre.
- Clause 21.05 Built Form of the LPPF addresses matters relating to Heritage and Urban Design. Clause 21.05-1 Heritage establishing a strong policy position to acknowledge, protect and enhance heritage places within the City of Yarra. Relevant strategies includes:
  - Conserve, protect and enhance identified sites and areas of heritage significance including pre-settlement ecological heritage (Strategy 14.1).
  - Support the restoration of heritage places (Strategy 14.2).
  - Protect the heritage skyline of heritage precincts (Strategy 14.3).
  - Protect the significant landscape and heritage within streets, parks, gardens, waterways or other open spaces (Strategy 14.5).
  - Protect buildings, streetscapes and precincts of heritage significance from the visual intrusion of built form both within places and from adjoining areas (Strategy 14.6).
- Clause 21.05-2 Urban Design recognises the valued low-rise urban form of the City of Yarra and that the existing urban form is punctuated by taller buildings located near activity centres as well as landmark buildings, with objectives to reinforce the existing urban framework and to retain Yarra’s identity as a low-rise urban form with pockets of higher development. Relevant strategies include:
  - Maintain and strengthen the preferred character of each Built Form Character Type within Yarra (Strategy 16.2).
  - Ensure that development outside activity centres and not on Strategic Redevelopment Sites reflects the prevailing low-rise urban form (Strategy 17.1).
  - Development on Strategic Redevelopment Sites or within activity centres should generally be no more than 5-6 storeys unless it can be demonstrated that the proposal can achieve specific benefits such as: significant upper level setbacks; Architectural design excellence; best practice environmental sustainability objectives in design and construction; high quality restoration and adaptive re-use of heritage buildings; positive contribution to the enhancement of the public domain; and provision of affordable housing (Strategy 17.2) .

- Further specifically relevant objectives and strategies of Clause 21.05-2 Urban Design include:
  - To retain, enhance and extend Yarra’s fine grain street pattern (Objective 18).
  - Encourage the re-establishment of streets and laneways through new development sites where such links were part of the historic street pattern, except where this will cause detrimental traffic impacts (Strategy 18.1).
  - To create an inner city environment with landscaped beauty (Objective 19).
  - Require well resolved landscape plans for all new development. (Strategy 19.1).
  - Encourage opportunities for planting suitable trees and landscape areas in new development (Strategy 19.2).
  - Encourage the retention of mature vegetation (Strategy 19.3).
  - Protect mature and healthy flora species where they have heritage value or are a valued part of the character of an area (Strategy 19.4).
  - To ensure that new development contributes positively to Yarra’s urban fabric (Objective 20).
  - Ensure development is designed having particular regard to its urban context and specifically designed following a thorough analysis of the site, the neighbouring properties and its environs (Strategy 20.1).
  - Require development of Strategic Redevelopment Sites to take into account the opportunities for development on adjoining land (Strategy 20.2).
  - Reflect the fine grain of the subdivision pattern in building design where this is part of the original character of the area (Strategy 20.3).
  - To enhance the built form character of Yarra’s activity centres (Objective 21).
  - Require development within Yarra’s activity centres to respect and not dominate existing built form (Strategy 21.1).
  - Require new development within an activity centre to consider the context of the whole centre recognising that activity centres may consist of sub-precincts, each of which may have a different land use and built form character (Strategy 21.2).
  - Support new development that contributes to the consolidation and viability of existing activity centres (Strategy 21.3).
- Clause 21.08-4 Clifton Hill Clause 21.08-4 identifies the eastern extent of the study area subject area being within the Clifton Hill Queens Parade Neighbourhood Activity Centre, which is characterised as a mixed use centre focused on convenience retailing. Relevant aspects of Clause 21.08-4 seeks to support development that maintains and strengthens the preferred character of the relevant Built Form Character type; and maintain the visual prominence of the Spire of St Johns and the Shot Tower.

# Contextual Analysis

## Policy Framework

- Clause 21.08-8 North Fitzroy identifies part of the study area as the Queens Parade Neighbourhood Activity Centre, in addition to identifying the site at 26-56 Queens Parade as a Strategic Redevelopment Site. This seeks to encourage its redevelopment in a way that contributes positively to the urban fabric and public domain of Yarra, and (where subject to the Heritage Overlay), protect the heritage values of the site.
- With reference to the substantial extent of heritage buildings (both individually listed and precinct based), Clause 22.02 - Development Guidelines for Sites Subject to the Heritage Overlay, provides guidance for the protection and enhancement of heritage places in the City of Yarra.
- The LPPF contains further relevant Local Planning Polices relating to: landmarks and tall structures (Clause 22.03), interfaces between commercial, industrial and residential activities (Clause 22.05), development abutting laneways (Clause 22.07), built form an design for new development not affected by the Heritage Overlay (Clause 22.10) which includes design objectives to address urban form, character, setbacks and building height.

This section should be read in conjunction with Appendix A: Relevant Planning Framework.

The following documents are also referred to and form part of the relevant Policy Context:

- Activity Centre Design Guidelines
- Urban Design Charter
- City of Yarra Urban Design Strategy (June 2011)
- Planning Practice Note 60: Height and Setback Controls for Activity Centre (June 2015)

By way of providing an overarching summary of the most significant critical elements of the relevant policy context, the following are raised:

- The Queens Parade study area is comprehensively covered by heritage overlays which will be a key influence over its future character and opportunities for development within the area.
- The Queens Parade Activity Centre is specifically covered by a heritage precinct overlay that recognises its heritage significance as a 19th century strip shopping centre. Policy provides further guidance on the heritage outcomes expected through new development.
- Strategies support enhancing the built form character of activity centres, to respect and not dominate existing built form and consider the context of the whole centre
- Policy seeks to protect the view lines to St John’s Church spire.
- The ANZ bank building and the UK Hotel are individually significant heritage buildings and important local landmarks within the centre. There are a range of other sites within the centre and along Queens Parade that are individually significant.
- HO 93 provides protection of the Queens Parade street trees.
- Development outside of strategic development sites and activity centres should reflect the prevailing low-rise urban form.
- Two strategic sites are nominated within the study area in the Municipal Strategic Statement, 26 Queens Parade and 501-513 Hoddle Street (Dummett Crescent).
- The Dummett Crescent area has been accepted as a location for ‘taller buildings’ under local policy and as a strategic redevelopment site and through recent planning permit approvals.
- Development within activity centres and on strategic redevelopment sites should generally be no more than 5-6 storeys unless it can demonstrate specified benefits detailed in the local policy.
- Queens Parade Activity Centre is considered a Neighbourhood Activity Centre and development expectations are lower.
- The area surrounding and parts of the study area are low scale heritage residential areas with more limited capacity for change due to their residential zoning, property ownership and existing use .





Figure 3: Existing Zoning Map



# Contextual Analysis

## Heritage Attributes

### Heritage Overlays

There are a number of existing Heritage Overlays that cover most part of the Study Area (refer to Figure 4 and Figure 5), including the following:

- Queens Parade Precinct, including the St John’s complex (H0330)
- Fitzroy North Precinct (H0327),
- Clifton Hill Western Precinct (H0317),
- Queens Parade Street Trees (H093),
- Former ANZ Bank, 370 Queens Parade, Clifton Hill (H0221),
- Former United Kingdom Hotel, 199 Queens Parade, Clifton Hill (H092),
- Baptist Church and Hall, 100 Hodgkinson Street, Clifton Hill (H0317), and
- Haselmere, 96 McKean Street, North Fitzroy (H0216).

### Landmarks & Tall Structures

The City of Yarra places great importance on its designated landmarks and tall structures. The MSS, (reinforced by Local Policies of Clauses 21.05 and 22.13) seek to retain the prominence of its landmarks and key visual links.

In the context of the study area, the following landmarks and tall structures are identified:

- St John’s Church spire,
- Alexandra Parade Shot Tower,
- Hungarian Reformed Church spire, and
- St Patricks Cathedral (City of Melbourne).

The following local landmarks are also identified within the study area:

- Former ANZ Bank, 370 Queens Parade, Clifton Hill (H0221),
- Former United Kingdom Hotel, 199 Queens Parade, Clifton Hill (H092),and
- St John’s complex (part of H0330).



Local Landmark: ANZ Bank (H0221)



Municipal Landmark: Shot Tower(H085)



Municipal & Local Landmark: St John's Baptist Church Complex & Spire (part of H0330)



Local Landmark: Former United Kingdom Hotel



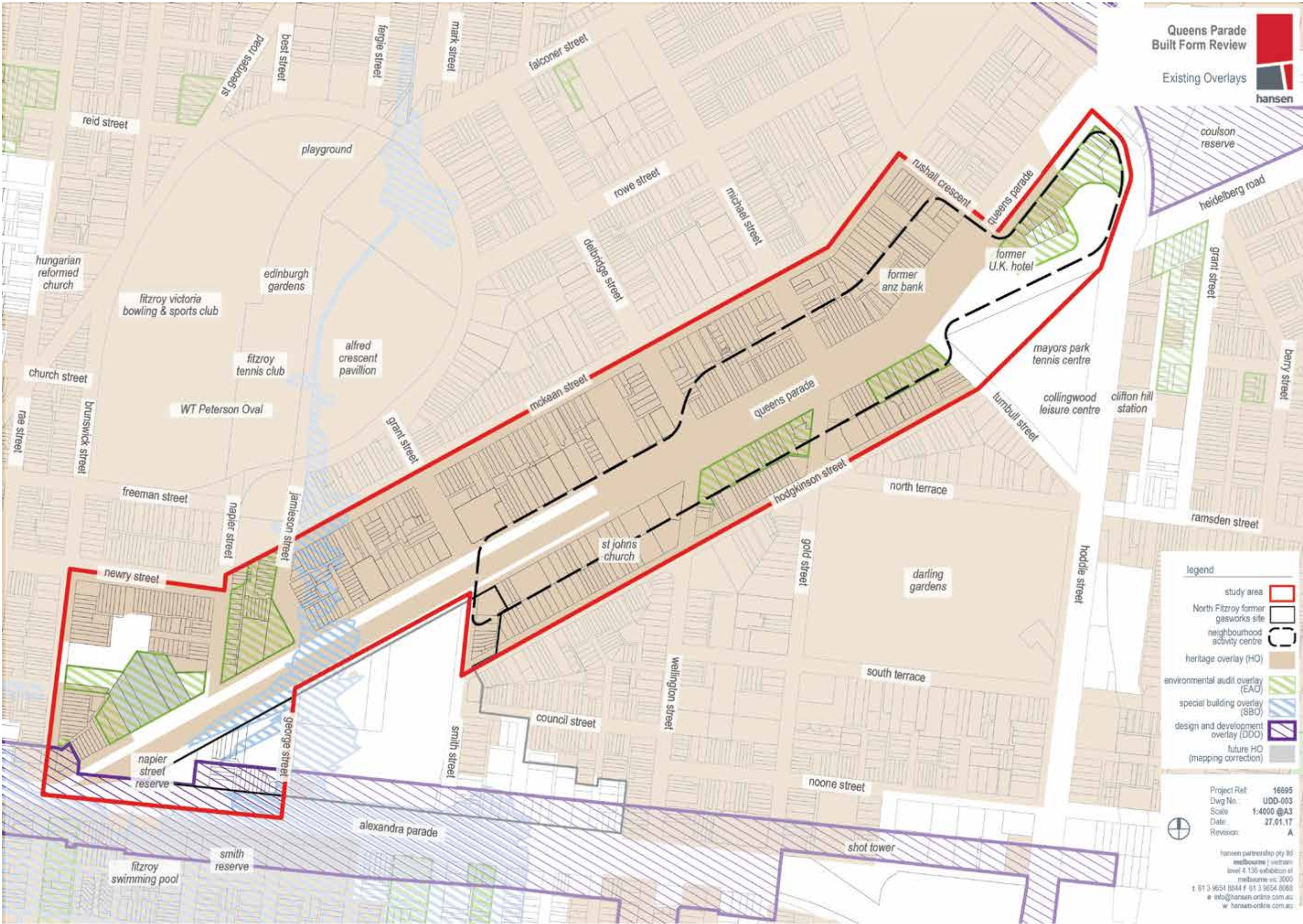


Figure 4: Existing Overlays Map



# Contextual Analysis

## Heritage Attributes

### Statement of Heritage Significance

#### Queens Parade Precinct (H0330)

- H0330 covers the main commercial strip of Queens Parade and includes contributory, non-contributory and individual significant buildings. The statement of significance identifies the following features as significant to the precinct:
- *As one of Melbourne’s early surveyed boulevards (1853) and one of the few associated with the prominent surveyor Robert Hoddle, enhanced by mature street trees (elms) and extensive beautification in the inter-war period in the form of plane trees and rockeries;*
  - *For the contribution of the old government surveyed town of Northcote (part), as a valuable historical depiction of Melbourne’s early relationship to then nearby country districts, with early extant buildings such as the Terminus Hotel at the Merri Creek bridge (in use since 1854), substantial 1860s row houses and other indications of residential development prior to the government suburban subdivisions and their development in the 1880s Boom era;*
  - *For the late 19th and early 20th century shops, hotels, banks, and public buildings, often with intact street verandahs, lining both sides of a wide boulevard that provides for exceptional vistas to fine commercial rows, and demonstrates the major role of Queens Parade as a commercial, banking, accommodation and public transport nucleus for the district;*
  - *As a good representation of building styles from the mid-19th century to the late 1930s, enhanced by prominent landmarks such as the former banks, St. John’s Catholic Church complex, and the United Kingdom Hotel, the latter two being primary foci in the precinct;*
  - *For the remarkable collection of original street verandahs particularly on the north side of the street;*
  - *For the picturesque shop-row skyline, visible from across Queens Parade, with its gabled or hipped roof forms and many original chimneys; and*
  - *For fine groups of early 20th century villas, set in gardens, in the residential areas to the west and north-east ends of Queens Parade.*

#### North Fitzroy Precinct (H0327)

- H0327 covers the northern section of the study area. The statement of significance outlines the following:
- *For the clear indication of important early land development phases in the suburb as follows:*
    - *East-west, relatively long and narrow streets originating from private subdivision of the 1839 agricultural allotments that originally fronted Merri Creek;*
    - *The evident effect of the 19th century Boom era when aggressive subdivision coincided with provision of public transport, creating dense late-Victorian development near the Nicholson St cable tram terminus;*
    - *The more generous post-1906 subdivisions (suited the construction of detached timber villas) representing changed values in land prices, and the relatively new suburban ideal of affordable house and garden lifestyle;*
    - *The slow transformation into a completed residential suburb by WW2, with the last few vacant sites accommodating inter-war dwellings, some developed with medium-density housing, duplexes and flats.*
  - *For the consistent and intact streetscapes of late Victorian terrace and row housing in the south-west corner of the area, and Italianate style and Edwardian timber villas, interspersed occasionally with inter-war houses, in the balance of the area;*
  - *For the visual consistency and good period expression of streets in the north and east parts of the area, consistently one-storey, timber construction, decorative detail, and detached siting with consistent garden setbacks;*
  - *For the interwar medium density development pockets, including those contained within Pilkington St and parts of Barkly St, King and Miller Streets, significant for its intactness, form and high quality design.*
  - *For the shopping strip streetscape of St Georges Rd, significant for its landmark Victorian-era buildings, plus intact early 20th century and interwar buildings in both Classical Revival and Moderne styles; and*
  - *For important landscape and vistas, including the view of Merri Creek Bridge framed by palms and mature elms in the Merri Primary School reserve, and mature street plantings of plane trees.*

#### Clifton Hill Western Precinct (H0317)

- The southern section of the study area is protected by H0317. The statement of significance outlines the following:
- *As an expression, in the history of its creation as part of Collingwood East, of the aspirations of tradesmen of the Collingwood Slope for improved urban development and the provision of public facilities;*
  - *For the role of local politicians and business figures in social, physical and industrial improvement and home ownership in the area;*
  - *As the focus of community sentiment and resident protest from its initial development in the 1860s, from the actions of the Victorian-era Vigilance Committee to the preservation movements of the 20th Century, specifically the House of the Gentle Bunyip conservation campaign;*
  - *For the distinctive street and allotment layout created under Government surveyor, Clement Hodgkinson (43), and the liberal allowance for garden squares and reserves for a market, public baths, a school, a recreation reserve and five churches, contrasting with private surveys in the City of Yarra;*
  - *For Hoddle’s provision of boulevards (Hoddle Street and Queen’s Parade) skilfully merged with wide streets on a north-south grid, with unusual five way intersections and triangular public spaces at each end of Queen’s Parade;*
  - *For the unique series of vistas from the crest of the hill at the end of Hoddle street that includes views of significant landmarks like the shot tower, spires of St. Johns and the former Wesleyan Church, Town Hall towers at Collingwood and Fitzroy, the Exhibition Buildings, and long vistas to the Kew hill and Studley Park, plus those to and from the Darling Gardens;*
  - *For the area’s fine representation of Victorian-era life, as expressed by the street and public reserves, along with the dominantly Victorian-era building stock including churches, a State school, factories, early houses, a large number of late Victorian terrace houses, attached and free standing, and key house designs such as 12 North Terrace.*
  - *For its focus on a representative and intact example of a residential garden square (Darling Gardens) based on British and European precedents, with associated significant trees;*
  - *For the mature, largely exotic trees, including those planted by George David Langridge, MLA and former Mayor, bluestone kerbs, gutters, drains, channelling, and laneways from the area’s major period of development;*
  - *For the strong industrial theme, seen in the south of the area with several 19th Century industrial buildings including former boot factories, and a carriage factory, that links the area with the City’s other creek and riverside industrial localities such as Clifton Hill East, Abbotsford and Collingwood;*
  - *For well preserved Edwardian housing estates and individual houses as complements to the dominant Victorian-era residences; and*
  - *For good examples of the Californian Bungalow style and other well preserved interwar houses.*



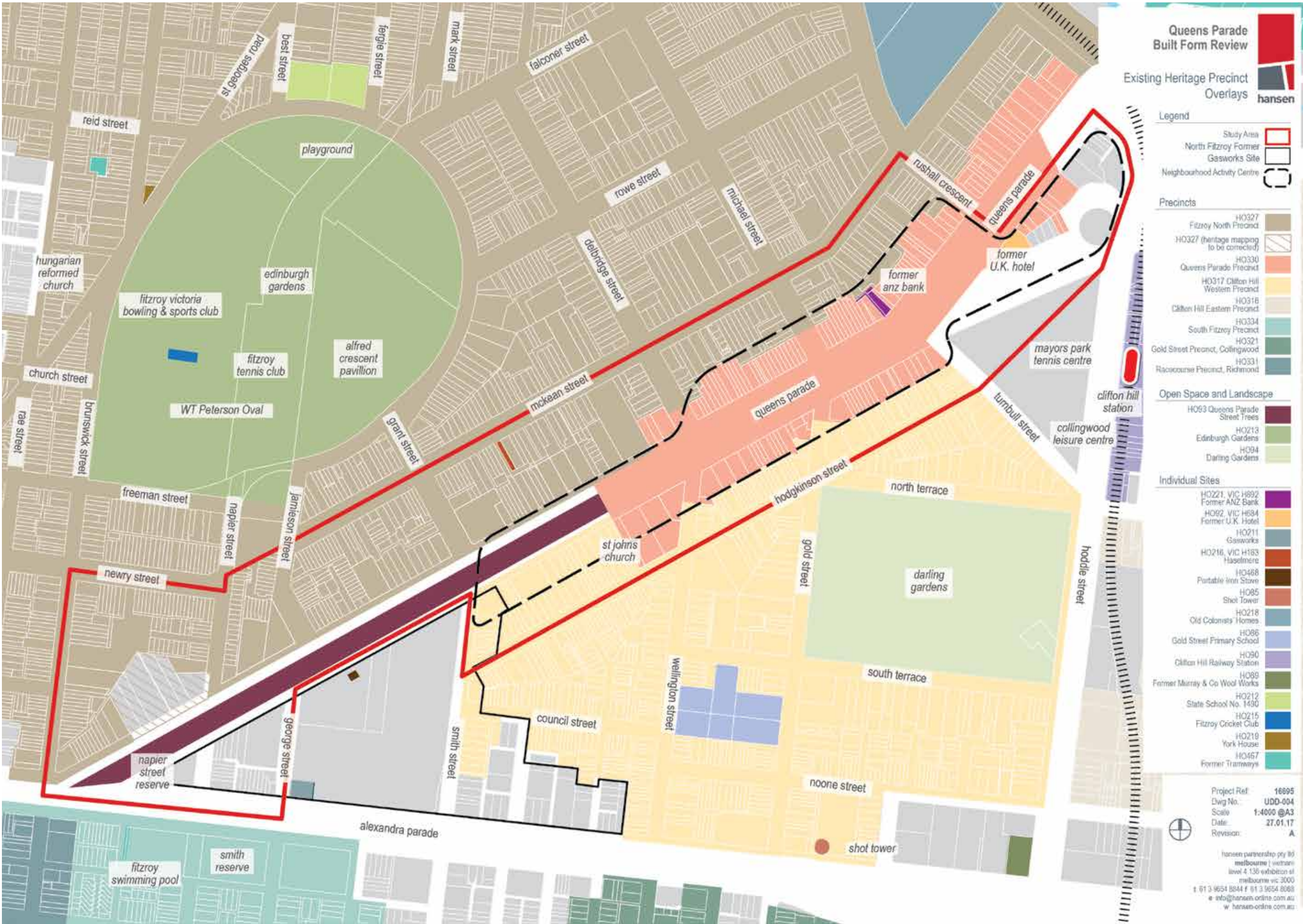


Figure 5: Heritage Precinct Overlays Map



# Contextual Analysis

## Heritage Attributes

### Heritage Grading

Figure 6 shows heritage grading associated with existing lots which are affected by Heritage Overlay. These grading are categorised into:

#### Individually Significant

- Most individually significant buildings are clustered at and around the junction of Queens Parade and Delbridge Street/ Wellington Street.
- Most individually significant buildings occupy corner sites, or are visually exposed from multiple vantage points.
- Most individually significant buildings are located at the eastern end of the Queens Parade.

#### Contributory

- Most buildings along Queens Parade are categorised as having contributory heritage value.
- They are often infill in nature, or parts of a collection of buildings.

#### Non- Contributory

- Most non-contributory buildings are concentrated within the south-western portion of the study area, characterised by heavy modification through recent redevelopment.
- These sites have the capacity for future infill development.

### Built Form Implication

Heritage gradings of specific sites or precincts will have implications for future proposed built form. Critical observations are:

- Heritage significance may restrict or influence future development outcomes both on heritage listed sites and adjacent land.
- Intact heritage street walls and facades are the predominant feature of the Neighbourhood Activity Centre.
- The intersections of Queens Parade and local streets (east of Grant and Smith Streets) are framed by individually significant heritage forms.
- Landmarks and tall structures within both the immediate and wider context influence the experience of Queens Parade. The protection of important view lines must be taken into consideration.
- The importance of views to the St Johns Church Tower and its complex remain critical as an appreciation of an evolving Neighbourhood Activity Centre.



Examples of individually significant, corner heritage buildings



Examples of contributory heritage buildings



Examples of non- contributory/ non- heritage buildings







Figure 6: Heritage Grading Map



## Contextual Analysis

### Landscape & Streetscape

#### Terrain and Slope

- The experience of Queens Parade is significantly influenced by topography and the notable 'hill' located east of Delbridge and Wellington Streets, as well as the escarpment to the Merri Creek Reserve to the north-east.
- To the west and south, slope is less pronounced with the south side of Alexandra Parade in a relatively flat profile.
- The 'Delbridge Hill' offers views to the west and south, particularly along Queens Parade and north-south aligned streets.
- The topography of the precinct is critical to an understanding of Yarra's important skyline, comprising designated landmarks, traditional roofscape, notable open spaces and boulevards and a broad panorama to Central Melbourne's skyline.

#### Key Open Spaces

- A number of key open spaces are identified within and around the Study Area and the protection of these key open spaces is critical in shaping future urban form, including:
  - Edinburgh Gardens (H0213),
  - Darling Gardens (H0213),
  - Mayors Park,
  - Raines Reserve,
  - Napier Street Reserve (west of Napier Street), and
  - Smith Reserve (associated with the Fitzroy Swimming Pool).
- Existing canopy vegetation within the streetscapes and central median also offer high amenity and contribute substantially to the landscape character of Clifton Hill and its surrounds. As a significant streetscape feature such boulevard trees should be acknowledged and protected. These include:
  - Queens Parade Street Trees (between Brunswick Street and Delbridge Street – H093).
  - Central median of Alexandra Parade (between Brunswick Street and Hoddle Street).

#### Statement of Significance

##### Edinburgh Gardens- H0213

- *Edinburgh Gardens is locally significant as a major recreational facility within the Fitzroy area. The site is intrinsically linked to a number of local sporting groups and the Fitzroy community generally. It contains elements that illustrate the early use of the site, particularly the railway, and contributes significantly to the heritage character and general amenity of the local neighbourhood, particularly as a setting for adjacent significant housing which culminates in a landscape of notable grandeur within the City of Yarra. The site is also significant for the notable numbers of mature trees, one of which is recorded by the National Trust of Australia (Victoria).*

##### Queens Parade Street Trees (central median of Queens Parade, between Brunswick Street and Grant Street) – H093

- *The double avenue of trees on Queens Parade is locally significant as an extensive and intact avenue planting in the City of Yarra. The trees provide a significant contribution to the heritage character of the precinct, and to the amenity of the local neighbourhood generally.*

##### Darling Gardens – H0213

- *Darling Gardens are locally significant as an early and important recreational facility within the Collingwood and Clifton Hill area. The site has strong associations with the local community, at various times the home to sporting groups and the focus of community activities. The site effectively illustrates its ongoing development since the 1860s, and contains two trees recorded on the National Trust of Australia (Victoria) Significant Tree Register.*



Exposed and open view



View corridor



View to landmark forms



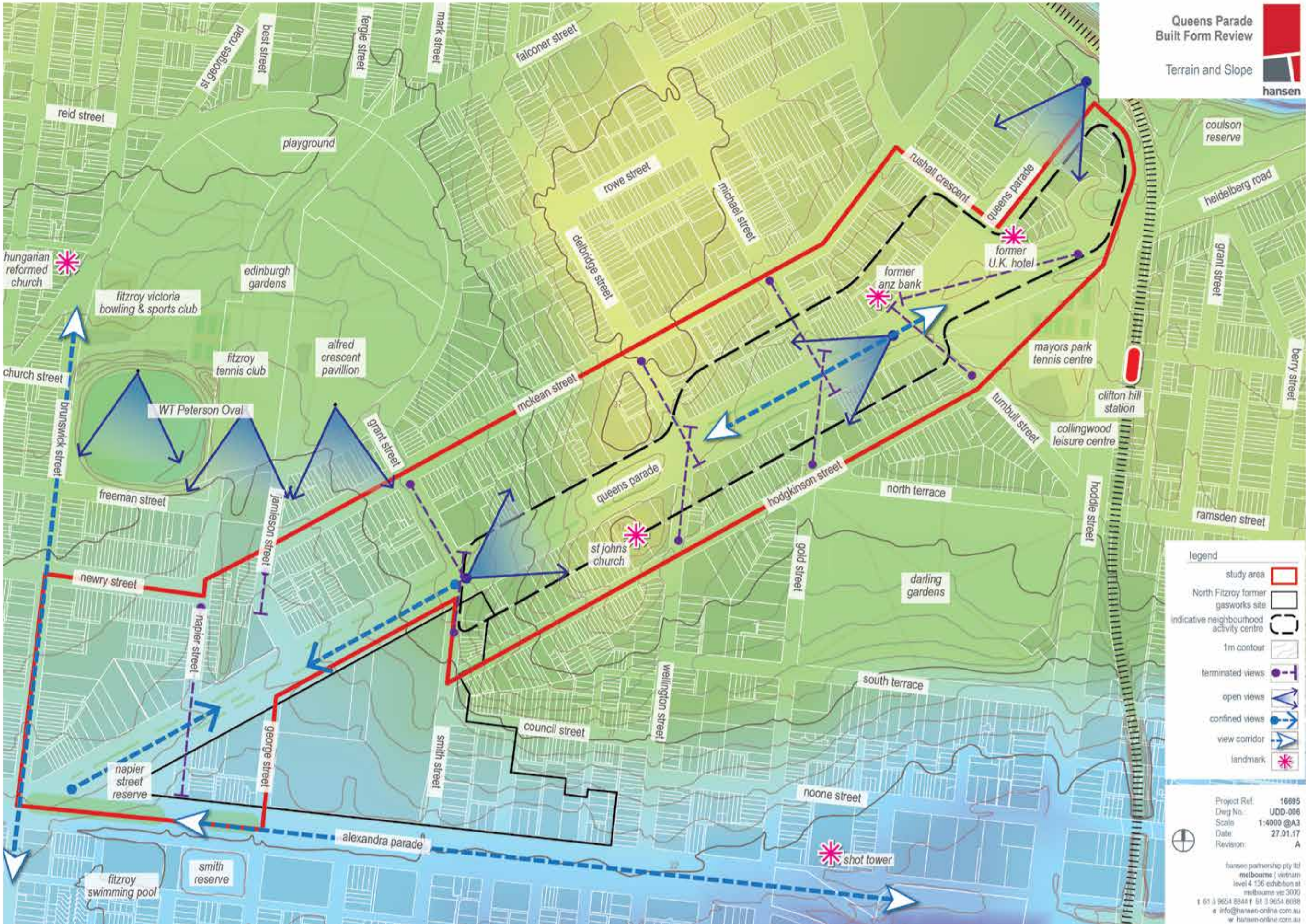


Figure 7: Terrain and slope



## Contextual Analysis

### Landscape & Streetscape

#### Streetscape Experience

- Queens Parade (west of Grant and Smith Streets) is characterised by the double avenue street trees including the heritage listed Dutch Elms, framing views along Queens Parade between Brunswick Street and Smith Street.
- The full width of Queens Parade (60m) and views to the St John's Baptist Church spire can be appreciated west of Grant and Smith Streets, where street trees are mainly accommodated within wide street verges on both sides.
- Views of the St John's Baptist Church spire and the Alexandra Parade Shot Tower are also available from the 'Deldridge Hill', at the junction of Delbridge and McKean Streets to the north.
- The shift in subdivision pattern and urban block arrangement from south to north means that view lines along local streets often terminate at notable corner forms.
- Consistent traditional street walls of predominantly 1-2 storeys define the street edges of Queens Parade in the Neighbourhood Activity Centre, between Delbridge and Turnbull Streets.
- At its north-eastern end, the Study Area is highly visible from multiple vantage points, including Hoddle Street and from the Heidelberg Road overpass.
- Residential streets that frame the Study Area boundary are typically characterised by low scale (1-2) heritage forms with consistent front gardens.
- At a macro scale level, long range views of the CBD skyline are available from a series of important locations within the Edinburgh Gardens.
- Whilst views to a number of municipal landmarks and tall structures can be appreciated from within the Study Area, the subdivision pattern and urban block arrangement tend to emphasize the prominence of locally significant heritage corner buildings, including:
  - Former ANZ Bank, 370 Queens Parade, Clifton Hill (H0221)
  - Former United Kingdom Hotel, 199 Queens Parade, Clifton Hill (H092)
  - St John's Baptist Church complex (part of H0330)

#### Built Form Implication

Critical observations and built form implications include:

- Respect the landform and urban structure by retaining the primacy of key landmark forms (St John's Baptist spire and the Alexandra Parade Shot Tower).
- The coexistence of designated landmarks, heritage forms that project into the skyline and the silhouette of traditional commercial and residential neighbourhoods in North Fitzroy and Clifton Hill are important character elements.
- The visual dominance of the street trees is important to maintain a 'boulevard' effect and a unifying character to the south-west despite the varied building stock.
- Framed views to key landmarks that are visually exposed should be managed carefully. It is worth noting that these view lines are not always experienced from the centre of the street, but rather more often in a dynamic mode from footpaths to the traditional streetscape.
- The oblique views along Queens Parade (within the NAC) should continue to be defined by heritage street walls.
- Protect and preserve the intact heritage residential streetscapes along Newry and McKean Streets, including careful management of urban form within the Queens Parade corridor to the south.
- Retain the open profile of attractive, long range views to the Central City in particular from the Edinburgh Gardens - south.
- Avoid overshadowing of key open spaces and the central median of key streets to ensure their long term viability and their image and amenity for existing and future residents.



*Napier Street Reserve, Fitzroy North*



*Edinburgh Gardens, North Fitzroy*



*Alexandra Parade central median*



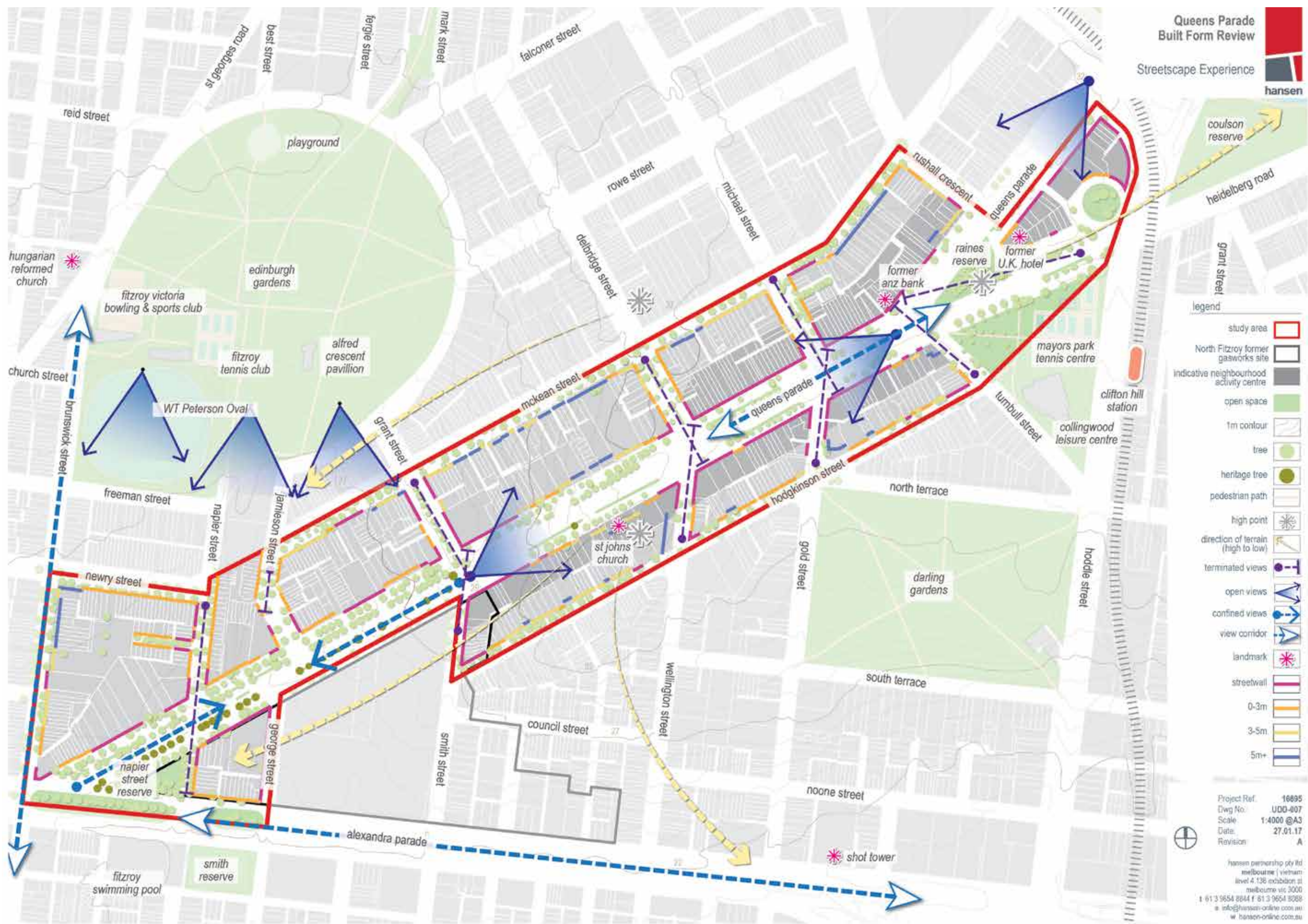


Figure 8: Streetscape Experience Map



# Contextual Analysis

## Subdivision Pattern

The Study Area comprises varied allotment sizes which results in development of diverse building types and land uses. The subdivision pattern is based on a historical grid configuration, orientated on a diagonal alignment in the ‘wedge’ between Queens Parade and Brunswick Street. The grid shifts to the south of Queens Parade to a more conventional east- west alignment.

### Typical Lot Sizes

- Lots have generally been classified into sizes as shown on the plan (refer to Figure 9) and described below:
- Small: less than 300sqm;
- Medium: 300 - 600sqm;
- Large: 600 – 1,200sqm; and
- Extra Large: greater than 1,200sqm.

### Typical Frontage Widths

- Frontage widths have generally been classified into sizes as shown on the plan (refer to Figure 10) and described below:
- Small: less than 10m;
- Medium: 10-20m; and
- Large: greater than 20m.

### The NAC

- Within the NAC (east of Delbridge and Wellington Streets), the subdivision pattern typically has a long northwest – southwest grid pattern, perpendicular to Queens Parade.
- Between Delbridge Street and Rushall Crescent, allotments are primarily of small and medium size (between 0 – 600sqm), associated with traditional shop fronts and occasional attached residential terraces.
- Corner allotments are typically medium or large (up to 1,200sqm) and typically accommodate retail forms as well as former and current civic/ institutional buildings.
- To the north of Dummett Crescent, between Queens Parade and Heidelberg Road, allotments are generally large (600-1,200sqm), with primary frontage to the main road and additional access from rear/ side laneways. Lot widths are large (greater than 20m) with an occasional width greater than its lot depth.
- South of Dummett Crescent, allotments are generally small to large (0 to 1,200sqm) with frontage widths ranging between 10 to 20m. Lot depths are generally shallow (less than 30m) with a single street access off Queens Parade service road and Dummett Crescent.

### Between Brunswick Street and Smith/ Grant Streets

- Along Brunswick Street, the subdivision pattern typically has a long east -west orientation with parallel laneway access. Allotments are typically small (less than 300sqm) except for two extra- large sites identified in this Review as the ‘Aquila Development’ (496-500 Brunswick Street) and the ‘Office of Housing’ site (502 Brunswick Street).
- Properties fronting Queens Parade can be categorised as fine grained small to medium sized residential lots (0- 600sqm), or large and extra- large allotments associated with recent medium density residential development, or industrial remnant sites including the North Fitzroy Gasworks Precinct which anchor the south-western portion of the Study Area.

### Residential Edges

- Along Newry, McKean and Hodgkinson Streets, residential allotments are generally small to medium in size (below 600sqm) with occasional parallel laneway access from the rear. Lots consolidation and subdivision are generally limited to residential lots between Napier and Delbridge Streets.
- Residential lots fronting local side streets are typically orientated east -west, often with additional rear laneway access. Allotments are typically small (less than 300sqm) with mid- block properties relying on a laneway as their primary access.

### Strategic Sites

The City of Yarra Planning Scheme identifies the following sites as Strategic Redevelopment Sites within the study area:

- 496- 500 Brunswick Street;
- 26 Queens Parade; and
- 501-513 Hoddle Street.

### Built Form Implication

Critical observations and built form implications include:

- Large lots are often more able to accommodate changing built form as the off- site impacts can be minimised and managed. These lots are generally clustered around the north eastern and south western ends of the Study Area.
- Fine grain subdivision pattern within the NAC is representative of the special character that defines the Clifton Hill heritage commercial node and must be protected and enhanced.
- Limited allotment, or street frontage widths, particularly along Queens Parade in absence of additional laneway access may limit development potential for some sites. Maximising ground level activation and ground level presentation to establish an inviting and high amenity urban environment while retaining most of the heritage fabric is a key influence in shaping the future urban form along Queens Parade.
- To date, there is less intensification within finer grain allotments in contrast to the coarser grained areas.





Figure 9: Lot Sizes Map





Figure 10: Frontage Widths Map



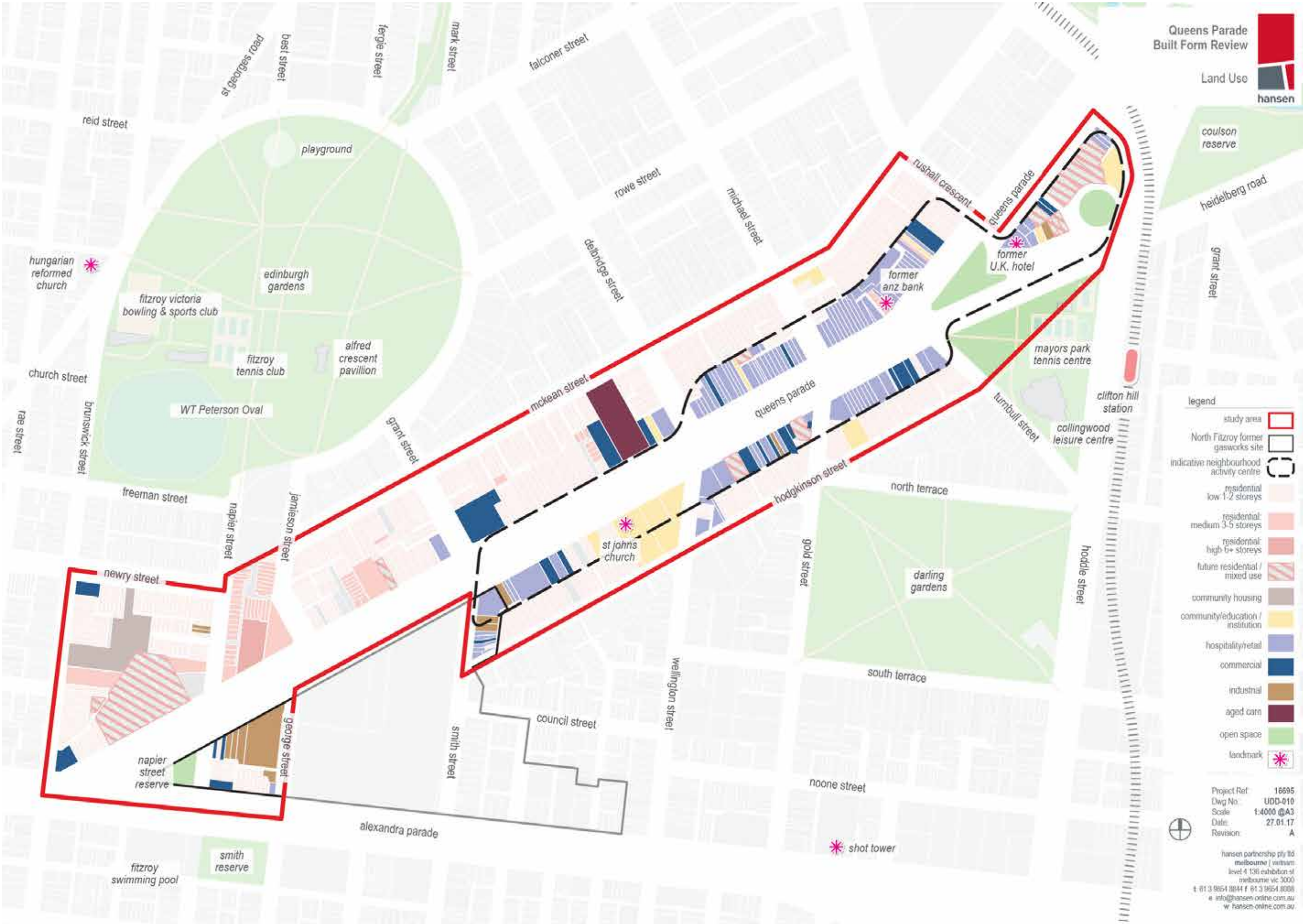


Figure 11: Land Use Map



## Contextual Analysis

### Building Heights & Recent Development Trajectory

- The Study Area is generally characterised by low rise traditional built form of 1-2 storeys with taller form located on larger corner sites. The St John's Baptist Church spire represents the tallest element (at 44.5m) along the Queens Parade spine.
- The Queens Parade frontages are generally 1-2 storey Victorian, Edwardian and later 20th century buildings. Typically, 19th century buildings are defined by parapet heights of 8-11m, usually the equivalent of 3 contemporary storeys.
- The north-eastern end of Queens Parade has a greater concentration of early to mid-20th century single and double storey buildings, including the Former U.K. Hotel (199 Queens Parade) and Clifton Motors Building (205-211 Queens Parade), both notable Art Deco buildings.
- Existing contemporary forms comprise medium density residential buildings in the form of attached townhouses and apartment (3- 6 storey), and are primarily clustered around Napier, Jamieson and Grant Streets).
- The broader area includes an eclectic mix of late 19th century through to mid-20th century residential, commercial and civic forms with some recent medium density residential infill. Pronounced skyline elements represented by public housing high rise (20 storeys) further south east, Collingwood silo structures and developments (including the Porsche Sign Silos, Islington Silos and Northumberland Street silos). These latter industrial complexes range between 9-11 storeys in height and (by virtue of their proportion) have a strong sense of verticality set against their low rise context.
- There has been increasing pressure for new development within the Study Area. Recently planning applications for development along Queens Parade are for towards taller and more intense building forms. Planning permits have been issued for buildings of up to 10 storeys (VCAT approval) with an application for 16- 17 storeys (under assessment) in locations where there is an absence of existing heritage sensitivity and noting large allotment size and width.
- Recent infill developments are primarily clustered at the south western portion of Queens Parade and around the north eastern urban block (north of Dummett Crescent).
- To date, there are few permit applications for fine grained allotments within the NAC, possibly due to small and narrow allotments, access constraints in absence of continuous rear laneways and concentration of heritage buildings. Furthermore, there are no development applications currently for residential allotments fronting McKean, Newry and Hodgkinson Streets.
- Corner forms along Queens Parade are particularly important and rarely afforded greater opportunity due to heritage constraints and their important profile in the streetscape. Given the diagonal alignment of Queens Parade and perpendicular angled junctions with adjoining streets, corner sites should continue to perform a role of infill element in the broader streetscape.

### Built Form Implication

- Development interest around Dummett Crescent and Hoddle Street has the capacity for greater change given limited heritage sensitivity and a locatin at the north- eastern entry to the municipality. This is realised in recent ambitious tower applications above 10 storeys.
- Future redevelopment of fine grained heritage shopfronts with upper level residential or office additions may be feasible, if rear laneway access is available for vehicular access.
- Recent built form of a mid-rise infill typology (up to 6 storeys) around the south-western part of Queens Parade has the capacity to take advantage of notable community assets.
- Larger developments are typically proposed on larger allotments with wider frontages; they are unconstrained by existing heritage overlays as seen in the north-eastern precinct, and are in response to their main road frontages.
- More mid-rise infill (up to 6 storeys) have been approved and constructed at the south-western portion of Queens Parade, and retain the prominence of its boulevard character and heritage avenue.
- The St John's Baptist Church complex and spire continue to dominate the streetscape and built form element, without any proposed development potentially 'crowding in' or diluting its visual prominence.



249-261 Queens Parade  
17 storeys (planning assessment)



247 Queens Parade  
11 storeys (approved-VCAT)



241 Queens Parade  
10 storeys (approved-VCAT)



Rear 26-52 Queens Parade  
4 storeys (planning assessment)



58 Queens Parade  
5-6 storeys (constructed)



26-56 Queens Parade  
3-16 storeys (planning assessment)







# Contextual Analysis

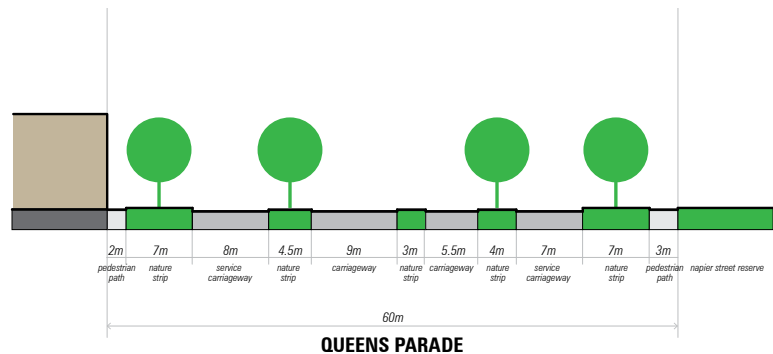
## Road Network & Circulations

The movement and connectivity network within the Study Area is dominated by the urban grid network of Clifton Hill and North Fitzroy. The Study Area itself is well- defined by main arterial roads including the Queens Parade spine, as well as Hoddle Street and Heidelberg Road (east), Brunswick Street (west) and Alexandra Parade (south).

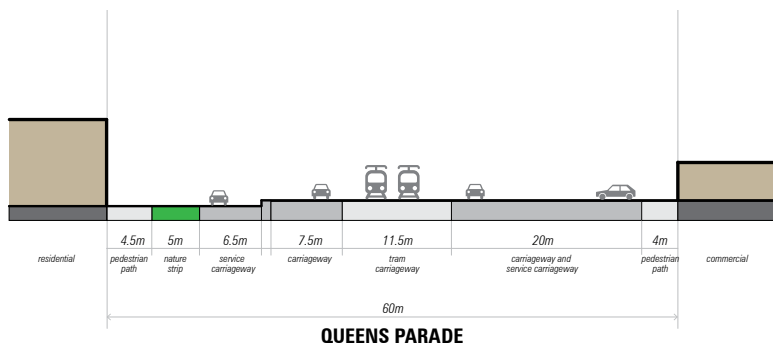
### Queens Parade

- Queens Parade is a 60m category 1 roadway that runs diagonally between Brunswick Street to the west and Hoddle Street to the east.
- The 60m road reserve of Queens parade between Brunswick and Smith Streets accommodates 4 traffic lanes and parallel service road and associated car parking separated by landscaping within central median.
- The Tram Route 86 runs along Smith Street and Queens Parade east, connecting the Activity Centre to Melbourne CBD to the south and Northcote to the north.
- There is a limited north – south movement across Queens Parade between Smith Street and Wellington Street due to change in levels between the main carriageway (including tram tracks) and the service lane.
- East of Gold Street and Michael Street, Queens Parade intersects with Heidelberg Road flyover, connecting the Study Area to Hoddle Street to the east.

### Queens Parade- Typical Sections



S1



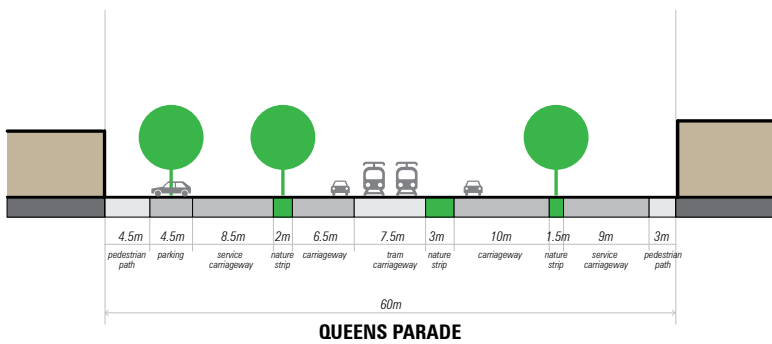
S2

### Local Streets

- Local streets are secondary north- south and east – west access roads within the Study Area.
- Within North Fitzroy (north of Queens Parade), local streets have a consistent width of 30m (except for Napier Street), comprising one traffic lane in each direction, dedicated bike lane, on street car park, central median and nature strip and pedestrian footpath on both sides. Examples of local streets within North Fitzroy includes Jamieson Street, Grant Street, Delbridge Street, Michael Street, Rushall Crescent and Newry and McKean Streets.
- The Collingwood urban grid and street network is extended further north beyond Alexandra Parade and within Clifton Hill (south of Queens Parade), local streets are generally more narrow with consistent width of 20m. Examples of local streets within Clifton Hill includes Smith Street, Wellington Street, Gold Street and Hodgkinson Street.
- Brunswick and Smith Streets accommodate public transport facilities including tram routes 112 and 86.

### Laneways

- Some allotments within the Study Area have access to rear or side laneways.
- These laneways are varied in widths (3-4m) and have to date provided secondary egress points to facilitate car park access, or primary access for mid block lots.
- It is noted that urban block north of Queens Parade generally has better access to laneways, predominantly from local streets.



S3

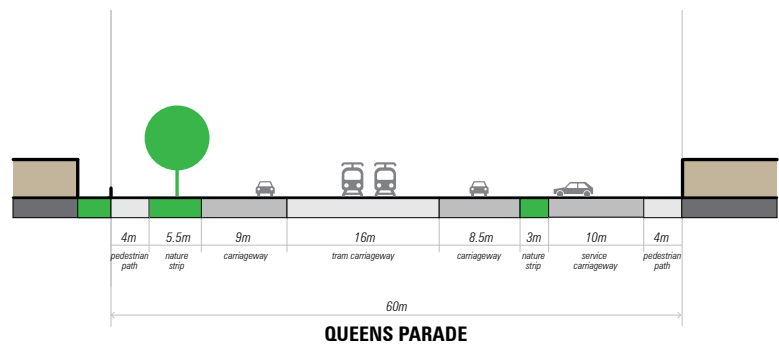
### Pedestrian Links

- The Clifton Hill railway station is located on the eastern side of Hoddle Street and pedestrian connections are available from Turnbull Street, or the pedestrian underpass across Heidelberg Road.
- Signalised pedestrian crossings are available at regular intervals east of Queens Parade between Smith Street and Rushall Crescent to facilitate pedestrian connection to existing median tram stops.
- Due to level changes and width of Queens Parade, there is limited north – south pedestrian movement.

### Built Form Implication

Critical observations and built form implications include:

- Streets within the Study Area could generally be categorised into 3 characters:
  - Main road character: typified by Alexandra Parade, Hoddle Street, Heidelberg Road, Brunswick Street, Smith Street and the eastern part of Queens Parade.
  - Boulevard character: typified by the western part of Queens Parade.
  - Residential character: typified by other local streets with wide verges and nature strips.
- A well proportioned street wall to street width ratio could assist in establishing a consistent sense of enclosure, or encourage a sense of open streetscape to foster a more urban, high quality pedestrian amenity and legible public spaces where appropriate.
- Redevelopment potential can be enhanced with the provision of rear access via laneways. This is difficult to realise within the core of the NAC.



S4



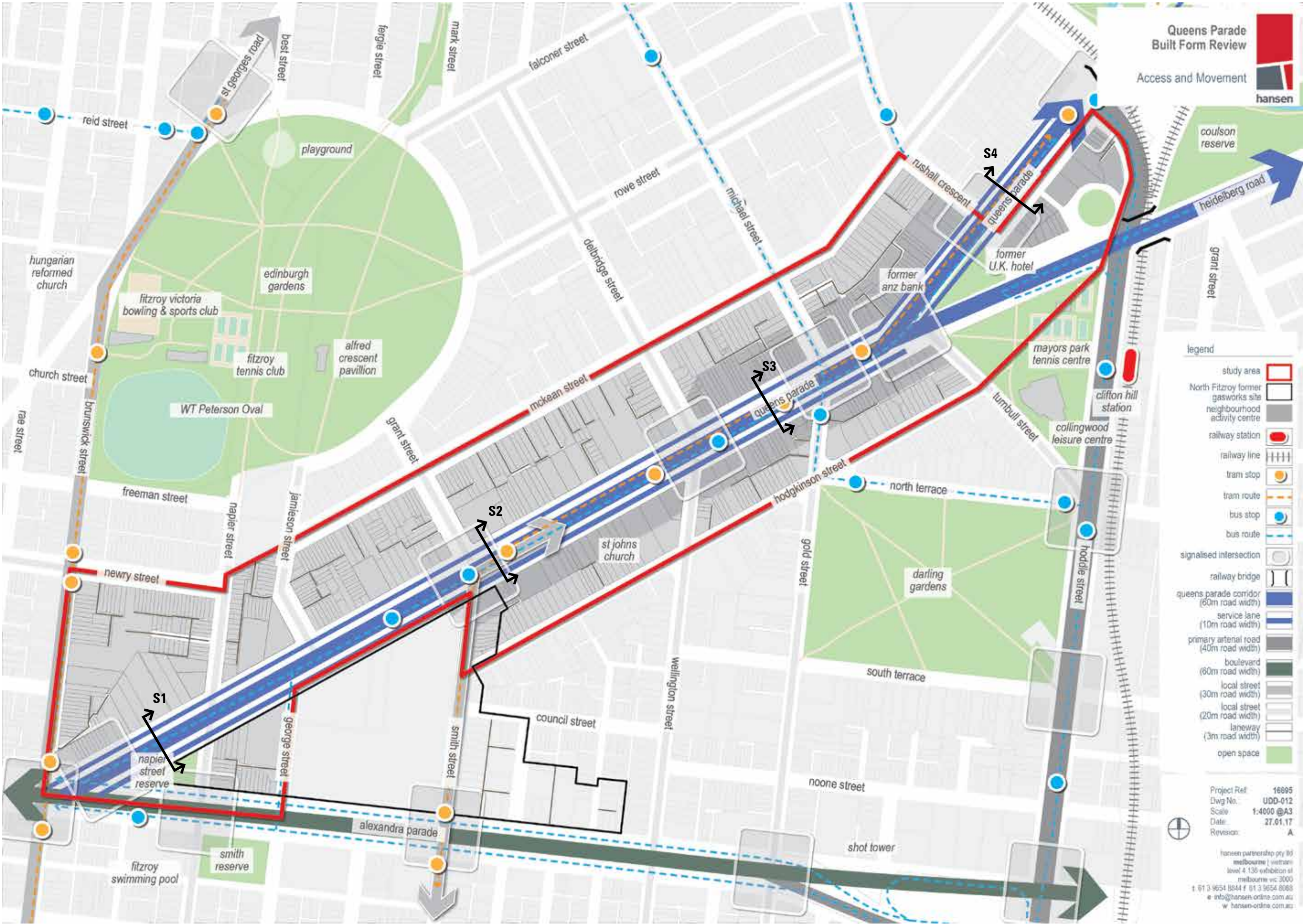


Figure 13: Access and Movement Map