

What is the Heidelberg Road Corridor Local Area Plan?

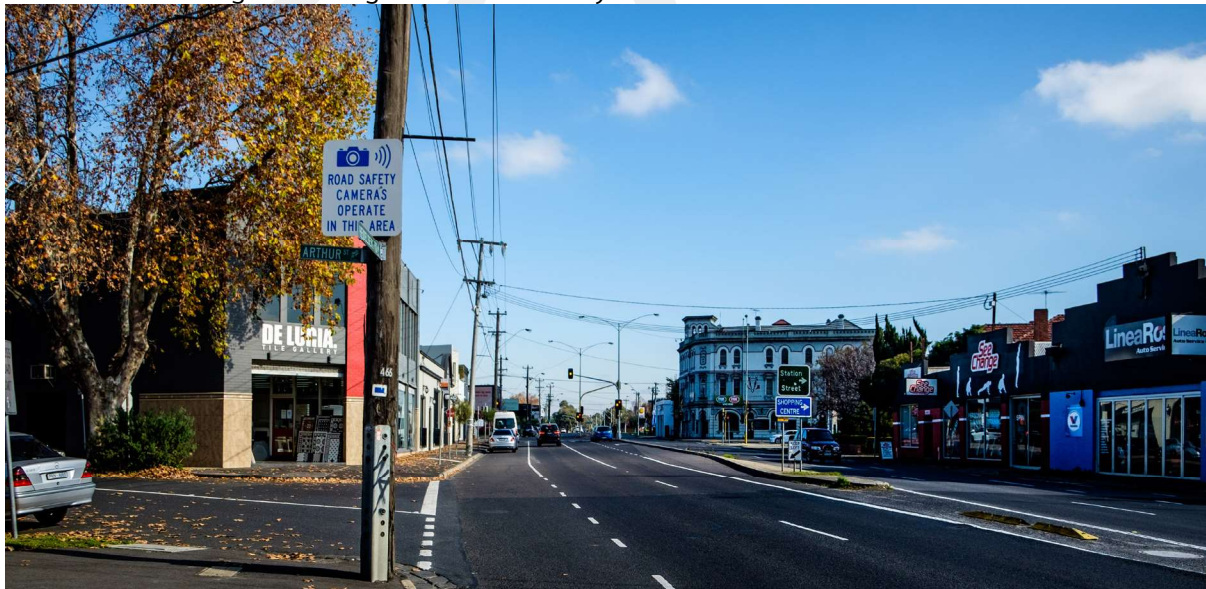
The HRC-LAP (the Plan) has been prepared by Yarra & Darebin Councils to provide strategic guidance on the future land use planning and development outcomes of the commercial and industrial areas along the Heidelberg Road corridor, between the Darebin and Merri Creeks. The Plan responds to the development pressures being experienced along the corridor and the continuing need to provide for Melbourne's housing growth, commercial land supply and access to local employment. The Plan has been informed by the background material contained in the Heidelberg Road Background Issues and Discussion Paper 2019, which provides a detailed analysis of the three precincts and identifies key issues and potential opportunities (see Appendix A). It is also informed by directions and information from existing Council strategies, policies and feedback from previous community consultations (for example from the Yarra Housing Strategy) and initial consultation by the City of Yarra with the Alphington and Fairfield Appropriate Development Association and Yarra Council's Amcor Community Reference Group.

Draft Vision

“The Heidelberg Road corridor will be a greener, better-connected , more pedestrian friendly and vibrant place.”

The Plan sets out a general framework and preferred outcomes, objectives and strategic actions concentrating on three commercial precincts along the corridor, being:

- Precinct 1 – Yarra Bend Park;
- Precinct 2 – Station Street; and
- Precinct 3 – Heidelberg Road Neighbourhood Activity Centre.



Framework Directions

Allow greater land use diversity across the corridor

Advocate for greater public transport services

Increase cycling and walking connections and route safety

Improve housing affordability

Improve the public realm in each precinct

Create a stronger place identity in each precinct

Allow moderate levels of change, sensitive to its hinterland



Draft key outcomes and objectives to achieve the vision are:

Diverse economic activity

Attract a wide range of businesses now and into the future

Ensure employment-generating land uses are attracted to and retained within the corridor

Facilitate higher employment intensities to contribute to local employment

Community well-being

Support the location of community services closer to their likely area of need

Increase housing diversity and affordability along the Heidelberg Road Corridor

Improved active transport services and accessibility

Improve public transport service to and along Heidelberg Road

Improve access to existing public transport

Increase connections and safety for bike riders

Increase permeability for pedestrians across Heidelberg Road

Increase and enhance pedestrian connections, safety and amenity.

Minimise pressure on parking in residential areas behind Heidelberg Road

Reduce or limit vehicle crossovers onto Heidelberg Road

Individual precinct identity

Create a more pedestrian-oriented, attractive and safe public realm

Ensure public realm and built form efforts achieve a stronger place identity that is suitable to each precinct's context and role

Ensure new development is sensitive towards existing residential uses