

*FITZROY & COLLINGWOOD BUILT FORM REVIEW STAGE 2:*

# ALEXANDRA PARADE

## BUILT FORM FRAMEWORK

PREPARED BY **HANSEN PARTNERSHIP**  
IN CONJUNCTION WITH **GJM HERITAGE** FOR **CITY OF YARRA**

DECEMBER 2020



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*\* Note: This Draft document is a part of a broader Built Form Review for the Brunswick Street and Smith Street Activity Centres : Built Form Review. It is a component of a broader body of work that sets out a future proposition for two of Yarra’s key Activity Centre spines and their adjoining mixed use precincts.*



## Preamble

The following urban design report has been prepared for the City of Yarra as the basis for urban design vision for the Alexandra Parade precinct. It sets out a preferred built form framework underpinned by an integrated urban design and heritage assessment.

The report has been prepared by a multidisciplinary team comprising Hansen Partnership (Urban Design) and GJM Heritage (Heritage) with the support of the City of Yarra's internal working group.

The study area is identified in Figure 1.

This report sets out the rationale for proposed built form controls for Alexandra Parade and is underpinned by key components, namely:

### **Part 1: Alexandra Parade Context**

### **Part 2: Alexandra Parade Precinct - Influences**

### **Part 3: Alexandra Parade - Built Form Proposition**

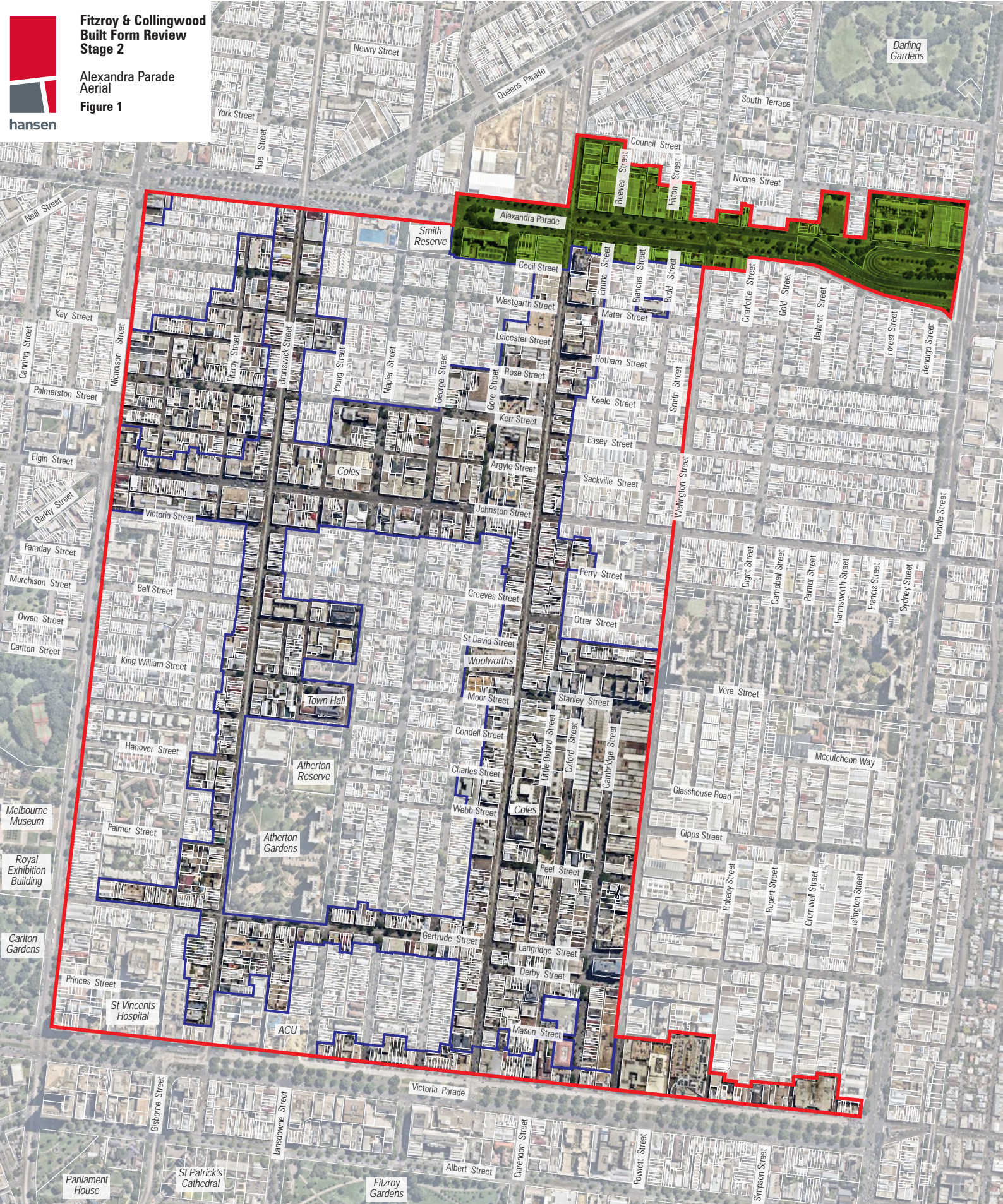
### **Part 4: Recommended Controls**

The report is part of a broader Built Form Review.



*Oblique View of the Alexandra Parade Study Area and Surrounding Context*





## Legend

- Study Area
- Built form review boundary
- Focus Area:  Alexandra Parade Precinct

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## PART 1:

# ALEXANDRA PARADE CONTEXT

The Brunswick Street and Smith Street Built Form Review is a broader urban design program to set a clear framework for future change within two of Yarra's key Activity Centres and their adjoining Mixed Use areas. Planning policy identifies such Activity Centres as areas for accommodating growth and change.

Therefore, these are the areas that must be carefully planned and managed in order to accommodate progressive change while protecting (or indeed enhancing) existing established character and heritage values.

Stage 1 of the project was initiated in May 2017 and encompasses large areas bound by Alexandra Parade (to the north), Victoria Parade (to the south), Wellington Street (to the east) and Nicholson Street (to the west).

Stage 1 of the project comprised the preparation of Built Form Frameworks for Gertrude, Brunswick and Smith Streets in 2019. Johnston Street Precinct and Fitzroy East Precinct reports were completed in June 2019 and the Collingwood Precinct report was prepared in June 2018.

As part of the the Stage 1 process, extensive analysis of the existing conditions was undertaken and documented within an overall Background Report. This comprehensive analysis identified and divided the overall Review Area into ten 'place- specific' precincts. Furthermore, a series of guiding objectives were identified to be contemplated across ten defined precincts.

This report addresses the **Alexandra Parade Precinct** (Figure 1 overleaf). A key consideration in the preparation of a Detailed Review for Alexandra Parade relates to its proximity to the Smith Street MAC and its role as a movement conduit. Importantly, uninterrupted views towards the Shot Tower (Municipal Landmark) can be experienced at various locations along the Alexandra Parade corridor. Two separate reports were also prepared for Fitzroy West 'Mixed Use Area' Precinct and the Victoria Parade 'Boulevard' Precinct in 2020 (as part of Stage 2).

## 1.1 Overarching Built Form Objectives

The following 8 objectives have been identified for the Brunswick and Smith Streets Built Form Review:

### Objectives:

1. Recognise and carefully manage potential in key areas within the Activity Centres.
2. Highlight the character distinctions between the different retail Streets and mixed use precincts within the Activity Centres.
3. Reinforce the traditional Victorian cityscape of heritage Streetscapes as dominant elements, including significant corner elements and identified local landmarks.
4. Ensure continued diversity through sensitive infill within traditional Victorian Streetscapes.
5. Shape the retail Streets and mixed use areas to ensure high quality, people-oriented public realm.
6. Ensure development encourages walking, cycling and public transport usages through layout and design responses.
7. Ensure new development is sustainable and adaptive over time.
8. Manage the built form profile of new development to avoid adverse impact to surrounding areas, including heritage places, Streetscapes and residential interfaces.



*The Clifton Hill Shot Tower rising above fine grain residential and commercial warehouse forms (viewed from Wellington Street)*



## 10 Precincts

The 10 precincts within the Brunswick & Smith Street Built Form Review are:

### Stage 1 (May 2017 to November 2019)

- Precinct 1: Brunswick Street (B);
- Precinct 2: Smith Street (S);
- Precinct 3: Gertrude Street (G);
- Precinct 4: Johnston Street (J);
- Precinct 6: Fitzroy East (FE);
- Precinct 7: Collingwood (C);
- Precinct 8: Town Hall (TH);

### Stage 2 (Commenced February 2020)

- Precinct 5: Fitzroy West (FW);
- Precinct 9: Alexandra Parade (A); and
- Precinct 10: Victoria Parade (V).

This report addresses **Precinct 9: Alexandra Parade**.

## 1.2 Brunswick & Smith Built Form Precincts

Based on the initial analysis phase of the project the following Precincts were identified spatially as relatively coherent parts. The Precincts are largely defined by function as either:

- An Activity Spine;
- A Mixed Use Area; or
- A Boulevard.

### Activity Spines

The Activity Spines are defined by the 'traditional' retail and commercial functions along the four main streets within the review area of:

- Brunswick Street;
- Smith Street;
- Gertrude Street; and
- Johnston Street.

### Mixed Use Areas

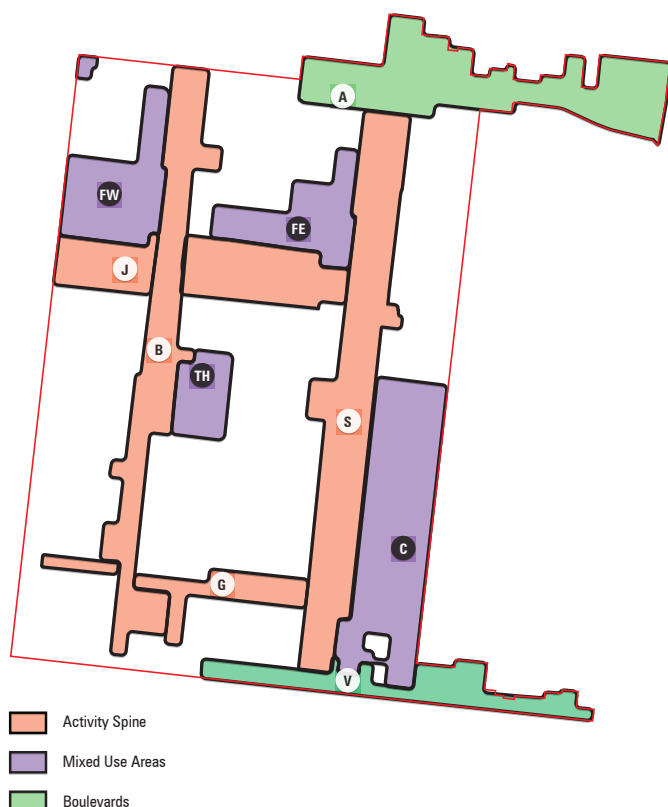
The Mixed Use Areas are defined by the mixed use functions present in the non-residential land located generally in local streets, behind the Spines. The four renewal areas within the review area are:

- Fitzroy West;
- Fitzroy East;
- Collingwood; and
- Town Hall.

### Boulevards

The Boulevards are the non-residential land to the northern and southern edges of the review area which front the broad road corridors of:

- Alexandra Parade (this report); and
- Victoria Parade.





# Brunswick & Smith Street Built Form Review

Precincts

Figure 2

hansen

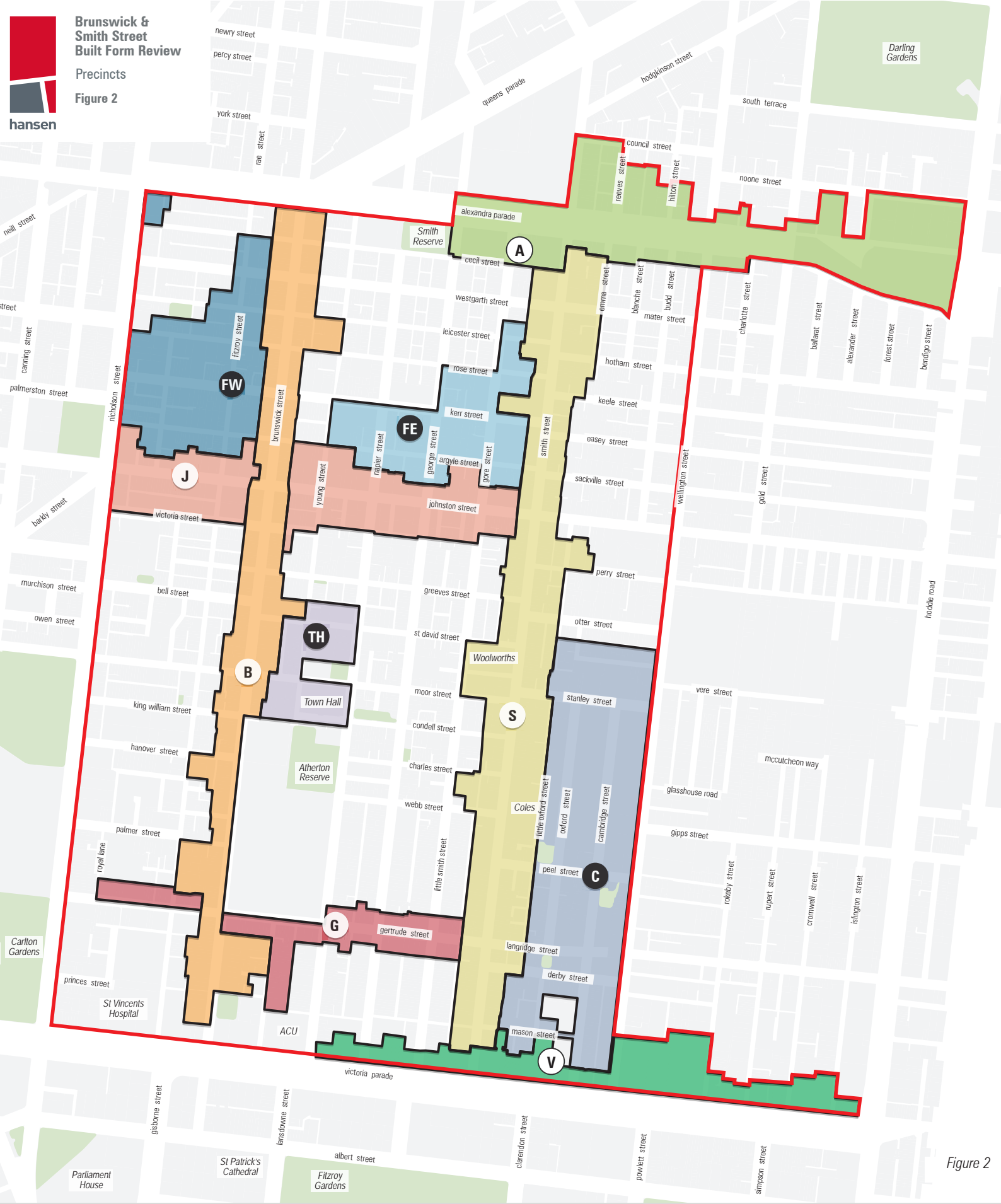


Figure 2

Legend	Activity Spines	Mixed Use Precincts	Boulevard Precincts
study area	brunswick street	fitzroy west	alexandra parade
precinct boundary	smith street	fitzroy east	victoria parade
	gertrude street	collingwood	
	johnston street	town hall	

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## PART 2: PRECINCT INFLUENCES

As one of Yarra's main boulevards, Alexandra Parade forms defining edges to some of Yarra's neighbourhoods (Fitzroy North, Clifton Hill, Fitzroy, Collingwood) including some of its premier Major Activity Centres along Smith and Brunswick Streets. It is anchored by major north-south movement corridors including Hoddle Street to the east and Nicholson Street to the west. The study area itself terminates at the intersection of Alexandra Parade and Brunswick Street.

Alexandra Parade is not a designated activity centre in the Yarra Planning Scheme. However, its western end is well-served by good public transport and community infrastructures, particularly around its key junctions with Brunswick Street and Smith Street.

The extent of the Alexandra Parade Precinct is set out in Figure 2 and described below.

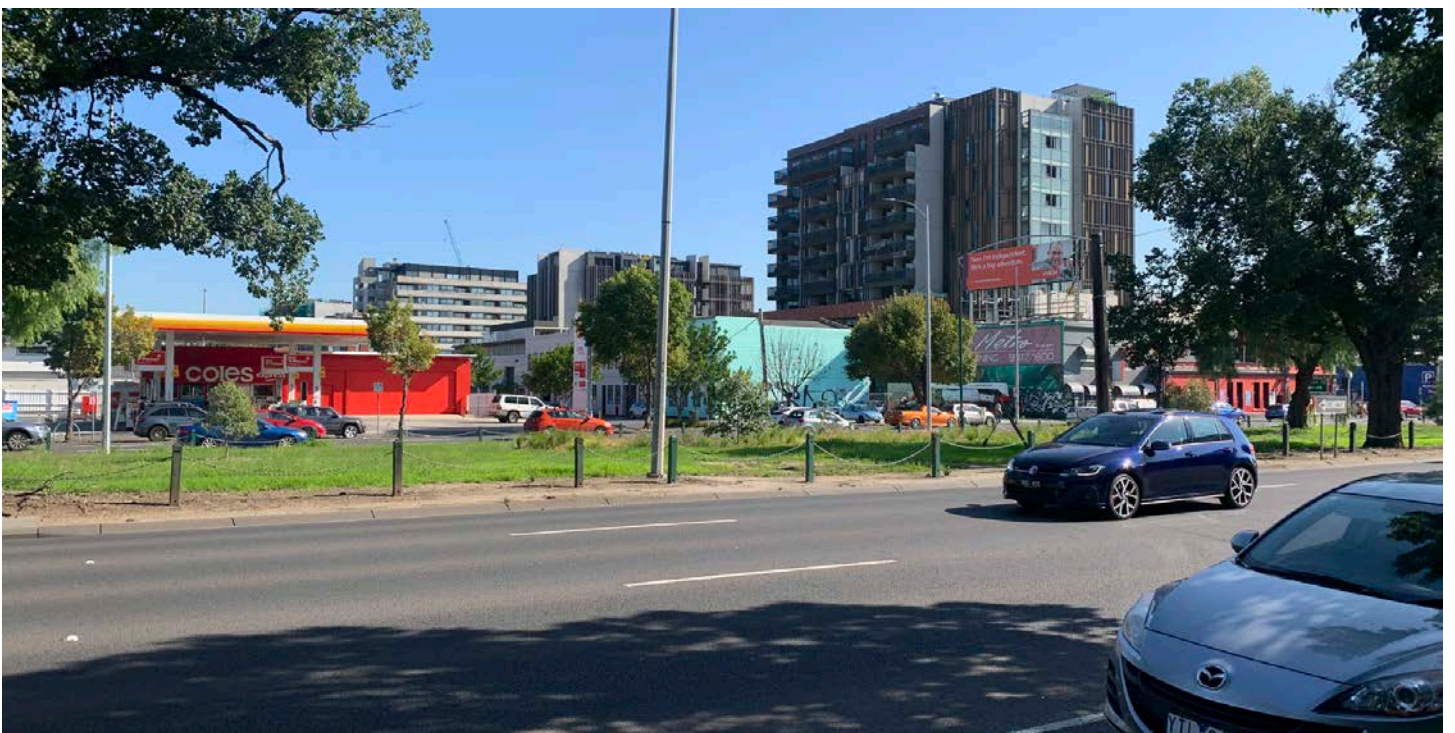
### Boundary Description

This precinct generally comprises land with a primary frontage to Alexandra Parade between George Street in the west and Hoddle Street in the east. The northern side of the Parade is defined by the extent of C2Z and MUZ with some NRZ and GRZ. It is noted that sites currently in NRZ and GRZ (including the Office of Housing site at 43 Noone Street) will continue to be guided by existing residential provisions. They are included to ensure they inform future directions for the study area. The southern side reflects equally diverse zoning designation, comprising C2Z, C1Z and MUZ.

### Built Form Character

The Alexandra Parade boulevard corridor is defined by a wide road profile and tree-lined central median. Varied existing built forms reflect its land use and zoning designation with some allotments affected by Heritage Overlay. Larger, low rise warehouses and mid-rise contemporary commercial development adjacent to low rise, fine-grained residential is commonly found. Current built form profile contributes to an open, exposed environment that is dominated by roadway. Given existing low rise building profiles along Alexandra Parade, the full width of the road reserve (60m, or greater) can be appreciated from any point within the public realm.

The skyline of North Fitzroy, Clifton Hill and some of Collingwood are predominantly characterised by low rise heritage forms, taller landmarks and institution buildings (ie. the Shot Tower, St John's Church Spire, Collingwood Town Hall), high rise Office of Housing structures and remnant industrial silos. The recent redevelopment of strategic redevelopment sites (ie. recent developments at the northern end of Smith Street) and predominantly mid-rise development in Activity Centres have generally maintained this skyline effect. Approvals for taller mixed-use developments including upper-level apartments are yet to be constructed, including at and around the Gasworks Site. While the corridor is generally varied and mixed in character, it presents several pockets of larger sites accommodating warehouses found both along the Parade, as well as in the adjacent 'back blocks'.



*The Alexandra Parade Boulevard with the evolving Smith Street Activity Spine forming the background*



## 2.1 Foundations

Setting a vision for the Alexandra Parade Precinct must be underpinned by an understanding of the diverse physical conditions, including the fabric of existing and approved developments, the pattern of heritage forms, critical views as well as other relevant considerations which form the 'foundations' of a future built form framework and development recommendations. This is illustrated in Figure 3 and can be described as follows:

### Views to Clifton Hill Shot Tower (Municipal Landmark)

The Clifton Hill Shot Tower is a VHR listed Municipal Landmark located at 94 Alexandra Parade (H085). It represents the tallest vertical element in the local context (65m in height). Views to the Shot Tower are available from within the study area and can be glimpsed from within the broader Fitzroy, Collingwood and Clifton Hill surrounds.

Key viewlines towards the Clifton Hill Shot Tower are identified in the Draft City of Yarra Landmarks Policy Review and the proposed Clause 15.01-2L: Landmarks (Amendment C269 to the Yarra Planning Scheme). The policy review seeks to ensure the visual prominence of the structure is retained, specifically the visibility of at least a third of the structure. Location of primary views are:

- View 1: Brunswick Street and Alexandra Parade intersection;
- View 2: Eastern Freeway (west of the Hoddle Street overpass);
- View 3: Darling Gardens (rotunda).

Secondary views are identified in the supporting documentation - 'Landmarks and Views Assessment' (Ethos Urban, October 2019):

- View 4: Roseneath Street and Hoddle Street intersection; and
- View 5: Gold Street and Queens Parade intersection.

In this built form review, a complementary view additional to the primary and secondary views is identified at north-eastern junction of Alexandra Parade and Hoddle Street (at the pedestrian crossing island refuge). The Shot Tower from this pedestrian crossing, as well as visual prominence of the local landmark in the streetscape is important from a sense of place and wayfinding perspective.

Additionally, the shot tower is visible from other significant heritage landmarks, specifically the Royal Exhibition Building Dome Promenade Deck - anticipated to be open to the public in the near future. It is understood that Heritage Victoria is currently in the process of reviewing the Royal Exhibition Building and Carlton Gardens Wold Heritage Environs Strategy. Protection of viewlines to key heritage landmarks such as the Shot Tower from the Promenade Deck will be determined through that process.

### Local Landmarks

Like many main roads and boulevards, Alexandra Parade comprises a number of local landmarks which act as wayfinding elements along the length of the Boulevard. These notable buildings display articulated corners which punctuate the streetscape with distinguishing architectural features. Along Alexandra Parade, four of these 'local landmarks' buildings have been identified in collaboration with GJM Heritage.



*Shot Tower viewed from the Royal Exhibition Building Dome Promenade Deck*



*The Shot Tower visible from both the north and south side of the Parade*



*View toward the Shot Tower from the Smith Street intersection*



*View toward the Shot Tower from the Brunswick Street intersection*



These local landmarks are identified as:

- British United Shoes Machinery Co. Pty Ltd Factory (200 Alexandra Parade, Fitzroy);
- Former Murray Co. Wool Works (457 Hoddle Street, Clifton Hill);
- Gasometer Hotel (484 Smith Street, Collingwood); and
- Fox Hotel (351 Wellington Street, Collingwood).

### Heritage

Properties fronting Alexandra Parade (between Budd and Alexander Streets) are subject to Heritage Overlays (HO317 to the north and west and HO321 to the south). It comprises a mix of contributory intact buildings from the Victorian and Edwardian - era including commercial, residential and some industrial fabrics of varying scale. Notable heritage forms include corner hotel buildings (such as the Gasometer and Fox Hotels) and heritage warehouse buildings occupying broad sites such as the local landmarks - British United Shoes Machinery Co. Pty Ltd Factory and Former Murray Co. Wool Works.

There are no predominant features such as traditional street walls that are notable characteristics of other main roads in the City of Yarra such as Smith Street and Brunswick Street. The heritage significance of surrounding low-rise neighbourhoods may influence the future development outcomes of sites that have an immediate or proximate interface to heritage precincts. This includes properties located on side streets that are adjacent to heritage precincts (e.g. Alexander Street). The remaining properties within the study area are not affected by any Heritage Overlays.

### Non- contributory sites

There are several non-contributory sites across the precinct. These sites are typically located on corners between rows of heritage fine-grain buildings or have existing approvals for contemporary developments of up to 3 storeys (not constructed). No.45 Alexandra Parade currently accommodates a 4 storey 'walk-up' apartment.

### Warehouses

The concentration of warehouses and light industrial uses are dominant along on the northern side of Alexandra Parade on medium to large allotments. The warehouse forms contribute little for street activation on some of the side streets, where often servicing attributes are located away from the high-volume traffic of the Parade. Few of the warehouses within the study area are contributory to the heritage fabric of the Precinct, with the exceptions of the two individually significant local landmark heritage warehouse buildings, bookending the precinct to the east and west. Otherwise, many warehouse buildings represent more contemporary light industrial forms with no heritage value. It is noted that residential and warehouse buildings generally have different heights and profiles due to the different floor-to-ceiling dimensions. For instance, a single storey warehouse may have a comparable height as a double-storey residential building.



*Example of heritage warehouse at the corner of Alexandra Parade and Hoddle Street*



*Adjoining fine grain heritage residential areas such as Budd Street pictured*



*A non-contributory building between Wellington Street and Charlotte Street*



*Example of a broad frontage warehouse on the northern side of the Parade*



## Recent development trends

Recent developments within the study area have seen a significant transformation of sites around the Smith Street intersection, including an 11-storey approval at the Emma Street corner. Opposite, another 11-storey application encompassing several allotments between Smith Street and Reeves Street was recently refused by Council, signalling interest in the redevelopment of the land. Another Other smaller-scale development proposals comprise refurbishments and additions to warehouses north of the Parade.

Several active development proposals are also shaping the edges of the Precinct. This includes the Fitzroy Gasworks site, currently undergoing soil remediation works in preparation of a mixed-use development comprising several buildings upwards of 10 storeys, guided by a Development Plan Overlay (DPO16). Along Smith Street, several developments have recently been constructed or approved for development upwards of 10 storeys. Developments within the Smith Street corridor generally adopt a street wall proportionate to the streetscape with recessed upper levels behind.

## Urban Renewal

Recent strategic directions around the western end of Alexandra Parade sought a considerable change around the Gasworks Site, where future mixed-use precinct development comprising taller apartment development, a vertical school, open spaces and a network mid-block linkages (DPO16).

The urban renewal of the urban block west of George Street is also expected to contemplate mid-rise development outcomes as set out in DD016 (and subsequent Planning Scheme Amendment C231). Despite being located outside the study area, strategic directions for these precincts provide clear guidance for Alexandra Parade urban morphology and what can be anticipated on larger sites within the commercial/light industrial precinct west of Wellington Street. Substantial medium to high-density development is occurring along the corridor, particularly around the Smith Street junction with forms upwards of 10 storeys in scale on the north side of Alexandra Parade.

To the east of Wellington Streets are a mix of low rise residential (up to 4 storeys), commercial and attached industrial warehouses built to the street boundary. This includes the Office of Housing fronting Alexandra Parade, Alexandra Street and Noone Street, comprising 2 storeys attached dwellings arranged around an internal reserve (Alexander Street Reserve).

Recent interim controls along the Johnston Street corridor (DD037) has sought to adopt a discretionary 8m setback above 11.2m street wall in absence of heritage overlay. Further, building heights are subject to lot depths and specific heritage context. Request for interim DD037 is currently awaiting Ministerial's approval.

Existing residential forms (single and multi-dwelling) along the Parade are setback from the street boundary, with varied fencing treatments. There is no known development application in this sector, other than recent rezoning at 64 Alexandra Parade East, and its site-specific DD019 designating a discretionary height limit of up to 25m (8 storeys).



*An interface of adjoining Smith Street development to the Alexandra Pde study area*



*Smith Street allotments north of the Parade set to undergo 11 storey development*



*Large industrial/commercial allotments north of Alexandra Parade*



## Topography

The topography is generally flat along the length of the Alexandra Parade corridor. In the broader context, the landform rises towards Queens Parade across the residential environs to the north and towards Collingwood Hill to the south. Historically, Alexandra Parade was a natural watercourse that flowed into the Yarra River. Presently, the Special Building Overlay (SBO) implements measures for mitigating remnant drainage and flooding issues along the Boulevard. The skyline of buildings on the lower plane of the Alexandra Parade Precinct will, therefore, be visible from the view corridors up to the notable hilltop on Queens Parade.

## Street width

The study area comprises a clear hierarchy of street widths, contributing to a structured experience and streetscape character. The widest street is the boulevard typology of Alexandra Parade, which generally widens from 60m at the western extent of the study area, to over 100m toward the east near the Hoddle Street intersection. The boulevard typology of Alexandra Parade is defined by a 30m wide grassed median comprising 2 rows of canopy trees. On either side of the median are between 3 traffic lanes and service lanes which are separated further by additional medians at the eastern end.

Other streets feeding into the Alexandra Parade are of a narrower profile (10m to 20m). Due to the legacy of the initial subdivision and development pattern of the precinct, there is limited direct connectivity across Alexandra Parade. Within its local context, side streets (where rear laneways are not available) provide secondary frontage or service access to corner allotments. Narrower side streets accommodate one-way traffic, on-street car parking and narrow footpaths.

Some wider side streets such as Smith, Wellington and Gold Streets traverse through Alexandra Parade with signalised intersections and provide north-south transport, cycling and pedestrian links to activity precincts to the south and broader residential neighbourhood. From place- hierarchy, Smith Street is a priority pedestrian street, noting it provide access to services and public transport.

There are limited pedestrian and cycle crossings over Alexandra Parade – generally at the main junctions of Brunswick Street, Smith Street and Wellington Street. However, other crossings are available at Gold Street and opposite the Fitzroy Pool. This pattern of limited north- south connection and by virtue of the 60m wide boulevard, as well as grassed central median reinforces the distinction between the north and south side of the Parade as different experiences.



*The rising landform along Queens Parade*



*The expansive street profile of the Boulevard*



*A 20m wide commercial/industrial street north of the Parade*



*A typical 20m wide perpendicular side street, leading into residential precinct north of the Parade*



## Boulevard & Green Streets

The boulevard profile is asymmetrical across its entire length with a generally wider carriageway width to the north and wider footpath to the south. Where it begins to transition to the Eastern Freeway. An existing bus network (Route 546) operates at the western end of Alexandra Parade, turning into George Street. The footpath width varies along the length of Alexandra Parade (2.5m to 4m) with additional width at street corners and on the south side. A lane of parallel parking to both sides interspersed with street tree plantings. The pedestrian connection across Alexandra Parade is limited to signalised intersections and a pedestrian crossing.

Complementary to the Boulevard typology is 20m wide north-south green streets including George Street and Gore Street (not signalised) in Collingwood. These streets traverse through Alexandra Parade, connecting neighbourhoods in Collingwood (south) and Fitzroy North. Distinctive to other 'side' streets, green streets benefit from established canopy planting (Plane Trees) on both sides of the road reserves, providing some sense of street enclosure and offering 'borrowed' amenity to its broader context.

## Varied allotment configuration

The study area comprises a significant variance of allotment sizes, frontage widths and depths contributing to the diverse character of the precinct. Lot depth varies due to irregular subdivision pattern of former industrial sites, as compared to the fairly regular pattern of fine-grain residential. Studying the cadastral data indicates a presence of small clusters of fine-grain rows of terraces that are generally tightly enclosed by large allotments of remnant industrial uses. To the east, the subdivision of the Office of Housing site housing occupying an urban block is unique to the study area.

To the north are three narrow mid-block terraces between Wellington and Gold Street. To the Parade's south, similar conditions are found between Blanche and Wellington Streets. Where these small clusters of fine-grain allotment occur, they generally immediately adjoin residential areas beyond the study area, indicating the broader residential influence in the subdivision pattern along Alexandra Parade. Some properties at key intersections address both Alexandra Parade and side streets, thereby presenting as side elevations to Alexandra Parade (e.g. The Fox Hotel on the corner of Wellington Street and the Gasometer Hotel on the corner of Smith Street).



*The grassed median of Alexandra Parade boulevard accommodates canopy trees*



*Green Streets feeding into the Parade from the south*



*Green Streets feeding into the Parade from the south*



*The Fox Hotel presenting its side frontage to Alexandra Parade*



## Key Junctions

The Smith Street and Alexandra Parade intersection presents as the key junction with the precinct, serving as an important wayfinding element, contributing to the clear division in character along the Parade. This key junction also accommodates public transport movement, the Route 86 Tram (Bundoora RMIT to Waterfront City, Docklands). The junction provides an important connection in navigating pedestrian movement across the Parade, which experiences high volumes of east-west traffic. At the eastern edge of the Precinct, the junction of Hoddle Street with the Eastern Freeway marks a key vehicular entrance into the municipality.

## Rear interfaces

The majority of lots with a primary frontage to Alexandra Parade corridor have an interface with General Residential or Neighbourhood Residential Zoned land to the north and south. Exceptions occur where the study area has a direct interface to adjoining Smith Street Built Form Precincts (C1Z). Based on the varied laneway conditions, residential lots to the south are particularly sensitive, where overshadowing to habitable rooms and private open space will influence the built form proposition.

Consistent with Brunswick Street and Smith Street are the regular laneways to the rear of properties fronting Alexandra Parade (south side) and side streets. On the northern side of the Parade both, north-south oriented laneways provide rear access to mid-block properties, which otherwise are not accessible from the east-west oriented rear laneways. On the south side, the Precinct boundary east of Smith Street is formed by rear laneways providing access to properties fronting Alexandra Parade, as well as separation to adjoining residential allotments.

## Open Space

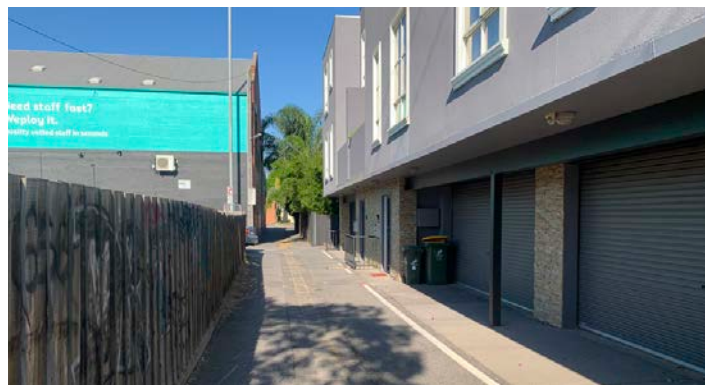
There is a lack of notable public open space within the boundaries of the precinct, however, Smith Street Reserve (and Fitzroy Pool) is located immediately west of the study area. Additionally, Darling Gardens is located less than 200m to the north and Edinburgh Gardens is located 500m to the northwest.

## Adjoining Built Form Precincts

The Alexandra Parade Precinct is flanked and intercepted by the Queens Parade Activity Spine, a transit corridor and heritage retail strip. The Queens Parade precinct has recently been through the Planning Scheme Amendment process (Amendment C231, adopted on 17 March 2020). Also adjoining the Precinct is the Smith Street Activity Spine Built Form Precinct which contains one of Melbourne's notable heritage streetscapes. The Former Gasworks Site and recent DPO16 precinct also anticipates considerable change that will influence the western interface to the study area.



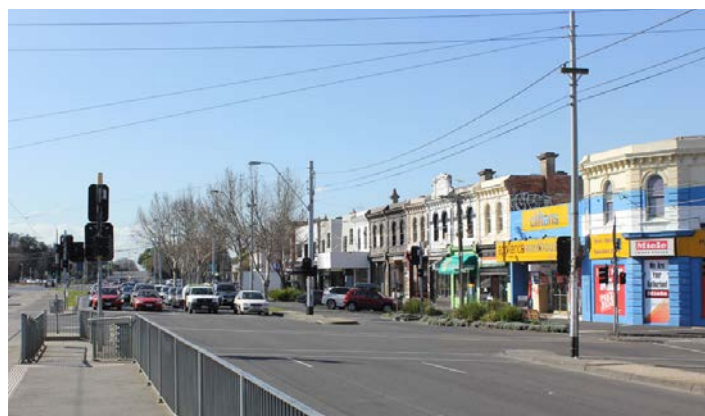
*Smith Street signalised junction with Alexandra Parade*



*Wellington St dellings with northern outlook toward properties fronting the Parade*



*Rear backyards of Council Street residences forming a study area boundary*

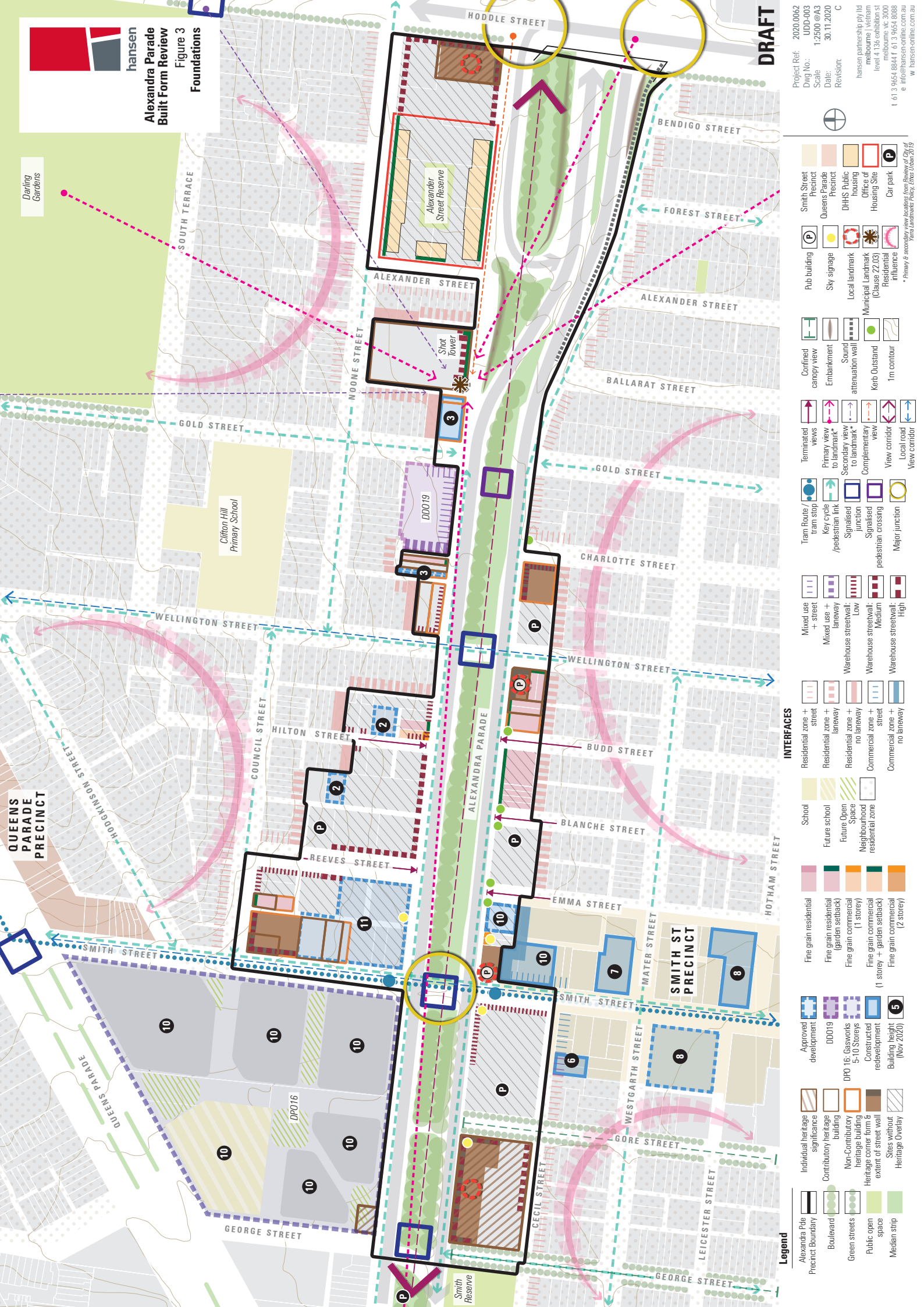


*The adjoining Queens Parade Activity Spine*





**hansen**  
**Alexandra Parade**  
**Built Form Review**  
**Figure 3**  
**Foundations**



**DRAFT**

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- Legend**
- Alexandra Pde
  - Precinct Boundary
  - Boulevard
  - Green streets
  - Public open space
  - Median strip
  - Individual heritage significance
  - Contributory heritage building
  - Non-Contributory heritage building
  - Heritage corner form & extent of street wall
  - Sites without Heritage Overlay
  - Approved development
  - DPO19
  - DPO 16: Gasworks 5-10 Storeys
  - Constructed redevelopment
  - Building Height (Nov 2020)
  - 5
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  - 99
  - 100
- INTERFACES**
- Residential zone + street
  - Residential zone + laneway
  - Residential zone + no laneway
  - Commercial zone + street
  - Commercial zone + no laneway
  - School
  - Future school
  - Future Open Space
  - Neighbourhood residential zone
  - Fine grain residential
  - Fine grain residential (garden setback)
  - Fine grain commercial (1 storey)
  - Fine grain commercial (1 storey + garden setback)
  - Fine grain commercial (2 storey)
  - Mixed use + street
  - Mixed use + laneway
  - Warehouse streetwall: Low
  - Warehouse streetwall: Medium
  - Warehouse streetwall: High
  - Terminated views
  - Primary view to landmark\*
  - Secondary view to landmark\*
  - Complementary view
  - View corridor
  - Local road
  - View corridor
  - Tram Route / tram stop
  - Key cycle / pedestrian link
  - Signalised junction
  - Signalised pedestrian crossing
  - Major junction
  - Confined canopy view
  - Embankment
  - Sound attenuation wall
  - Kerb Outstand
  - Trm contour
  - Pub building
  - Sky signage
  - Local landmark
  - Municipal Landmark (Clause 22.03)
  - Residential influence
  - Car park
  - Smith Street Precinct
  - Queens Parade Precinct
  - DHHS Public housing
  - Office of Housing
  - Car park



## 2.2 Alexandra Parade Precinct Built Form Framework

In response to foundation matters, a Built Form Framework has been advanced to reinforce locations for varying levels of change within the study area. A Framework is not definitive (like a Built Form Control Plan), instead it seeks to identify critical 'gestures' of the City. In this instance, the framework recognises the importance of the following attributes (Refer to Figure 4):

### Views to Municipal Landmark: Shot Tower

Views to the Shot Tower remain an important consideration for the shaping of built form in the precinct. Future development and upper-level additions must not impede primary views to the Shot Tower (identified in the Draft City of Yarra Landmarks Policy Review and the proposed Clause 15.01-2L: Landmarks (Amendment C269 to the Yarra Planning Scheme). Future development should retain the Shot Tower as the principle built form landmark in the identified secondary views, as well as the complementary view at the north-eastern junction of Alexandra Parade and Hoddle Street (at the pedestrian crossing island refuge), from where the Shot Tower serves as an important wayfinding element in the local setting.

### Varied Streetscape Profile

The central blocks of Alexandra Parade, between Emma Street and Alexander Street have a more varied streetscape profile due to its varied uses and subdivision pattern. A large proportion of sites in urban blocks affected by existing Heritage Overlays (H0317 and H0321) are non-contributory buildings. A limited number of contributory and individually significant buildings include the Shot Tower and local landmarks positioned at corners. The north side of the Boulevard has a more consistent built form definition along the street frontage. On the south side, some existing buildings are setback from the street frontage for landscaping and private open space.

Future built form should reference this 'varied' condition and adopt a more customised response while acknowledging the sensitivity of its residential interface to the rear, and alignment of adjoining heritage frontage. Continuation of street wall definition on the north side should also be contemplated, while a more varied setback response to the south is likely to be retained. Future development including on heritage sites should ensure primary views and prominence of the Shot Tower are retained.

### Capacity

At the east and west of the study area, these 'bookend' precincts lack heritage sensitivity with limited controls to guide future development outcomes, particularly on C1Z and C2Z sites. Located at the periphery at either end of the Boulevard and in proximity to Hoddle Street, they are also distinguished from the more sensitive middle section due to its large subdivision and limited immediate sensitive interface with established residential area (outside the study area boundary). Currently, most of these allotments accommodate broad grained warehouses and commercial buildings.



*Views to the Shot Tower west along Alexandra Parade*



*Large allotments of urban blocks with capacity for change (west)*



*Large allotments of urban blocks with capacity for change (east)*



*A varied streetscape profile south of the Boulevard*



Some sites have existing approvals (not constructed) for up to 11 storeys comprising street walls/ podium and rising form above. Importantly, recently implemented strategic initiatives for the Gasworks Site- DPO16 and Council's endorsed interim DDO controls for the Smith Street MAC sets the ambition for a greater level of capacity that can be accommodated on the western end of the study area.

The Office of Housing site (43 Noone Street) is currently zoned GRZ3. The site was part of a review under the Public Housing Renewal Program (PHRP) but renewal was not pursued. For the purpose of this Review, existing residential zoning provisions will continue to be applicable. The 'island' condition defined by Noone Street, Alexander Street and the Hoddle Street junction presents an opportunity to demarcate entrance into Alexandra Parade.

### Key Junctions

Where Alexandra Parade intersects with local side streets, the future form should be shaped to retain views to the Shot Tower from the broader precinct (outside the study area) for wayfinding and sense of place. Similarly, the junctions with Hoddle Street (a main road) and Smith Street (a commercial spine) demarcates key junctions and entries into the Municipality and into one of Yarra's Major Activity Centres. In absence of heritage sensitivity at corner locations and where larger sites have recent development approvals (not constructed) for 10 storeys and above, there is opportunity for taller forms, which preserve viewlines to the Shot Tower and protect amenity (solar, wind, pedestrian scale) to public realm.

### Back Blocks

Where the Boulevard provides the primary address for significant change to occur, particular urban blocks also have address or interface to established residential areas. While these blocks can accommodate capacity, their development opportunity is influenced by proximity to residential influences. The shaping of new urban form will be influenced by managing transition within these urban blocks.

### Boulevard Address

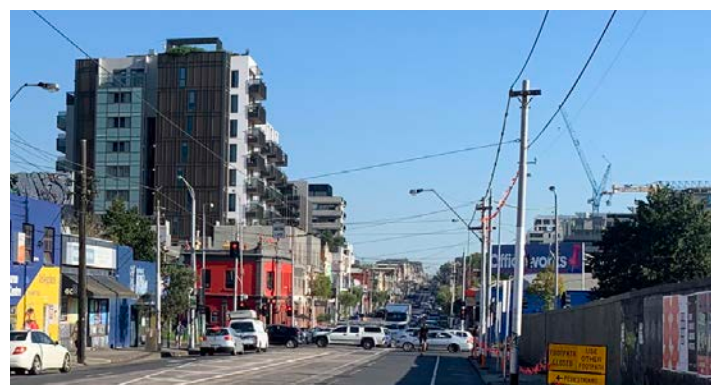
Alexandra Parade is strongly defined by its landscaped central median. Solar access to the central median will ensure long term viability of the canopy planting, as well as retaining attractive presentation into inner Melbourne and the City of Yarra. Future development should continue to ensure solar access to the central median is protected and to adhere to a pedestrian scale despite the large cross section. Consideration of street wall definition and overall development height is required to determine an appropriate outcome for solar access.

### Key Pedestrian Connections

Smith, Wellington and Gold Streets are important perpendicular streets with designated sustainable transport routes (tram and dedicated cycle paths) between Clifton Hill and Collingwood. At the Alexandra Parade junctions, these north-south links are provided with signalised pedestrian and cycle crossings. Where increased pedestrian footfall can be expected, street level activation and long term amenity to public realm (solar access, wind effect, pedestrian scale consideration) along these streets should be prioritised.



*A varied streetscape profile north of the Boulevard*



*The northern approach to the Smith Street junction*



*Cycling infrastructure in the Wellington Street streetscape profile*



*Residential green streets are integral to the Fitzroy/Collingwood image*



## Green streets

It is essential that future development continues to support the landscaped character of Gore and George Streets, which are defined by large established trees within the road reserve and kerb extensions at the intersections at George Street. Opportunities to realise additional 'pause places' at Gore Street through kerb extension should be investigated as part of future Alexandra Parade public realm upgrades.

## Heritage Values

Within the precinct are individually significant and contributory heritage buildings including the Municipal Landmark (Shot Tower), local landmarks (including heritage warehouses and corner hotels) and fine grained residential buildings. Given the varied heritage definition, there is potential to tailor site responses in accordance to its heritage abuttal. Where heritage fabric only occupies a portion of large sites, varied opportunities can also be realised on site, including the opportunity for a standalone new building to be realised beside, or behind the heritage asset. Council and Noone Streets run parallel to Alexandra Parade to the north, typified by low rise, fine grain heritage buildings in NRZ. Development along these residential streetscapes should respond to this existing scale of built form. Future development in the precinct should consider implication on these residential streetscapes. Views to the Shot Tower are also prominent along Noone Street.

## Transition

Behind the Alexandra Parade spine are fine grained residential precincts within the Heritage Overlay. At Wellington and Alexander Streets, the spine is also interrupted by a fine grain residential row of allotments (NRZ) which have been excluded from the study area. New forms on adjoining sites, including some larger sites in C2Z such as along Hilton Street, their development opportunity is strongly influenced by its proximity to sensitive residential properties beyond the precinct. The existing hierarchy of primary and secondary street addresses will assist in managing future 'fronts', 'sides' and 'backs', contributing to strengthening sense of address and activations as well as reinforcing a sense of order along the corridor. The shaping of new urban form will be influenced by managing transition within these urban blocks.

## Varied Subdivision Pattern

Varied urban block arrangements and subdivision patterns on the northern and southern sides of Alexandra Parade warrants a varied response. A valued attribute is the clear sense of grain and visual permeability. Where large allotments occur, consideration for multiple building footprints should be encouraged to minimise the effect of continuous walling. This includes single allotments that extend between multiple streets, such as the 'Officeworks' site at 230 Alexandra Parade, Fitzroy, and the Office of Housing site further east.

The level of moderate growth is apparent along the middle of the spine and overall scale will be particularly influenced by lot depth and rear interface factors. Island sites, which constitute a super lot in a single ownership with at least three street frontages including to Alexandra Parade will need to have regards to improving permeability through adopting multiple forms for visual 'breaks' and/ or ground level linkages that line up with perpendicular laneways and street networks.



*The heritage fabric of the former Murray Co. Wool Works building*



*Residential terraces along Council Street*



*Fine grain residences in streets immediately adjoining the Parade*



*Office of Housing building viewed along Alexander Street*





# Alexandra Parade Built Form Review Figure 4 Framework

Darling  
Gardens

SOUTH TERRACE

GOLD STREET

Clifton Hill  
Primary School

WELLINGTON STREET

COUNCIL STREET

HILTON STREET

REEVES STREET

SMITH STREET

QUEENS PARADE

GEORGE STREET

DP016

ALEXANDER STREET

Alexander  
Street Reserve

NOONE STREET

Shot  
Tower

DD019

ALEXANDRA PARADE

CHARLOTTE STREET

WELLINGTON STREET

BUDD STREET

BLANCHE STREET

EMMA STREET

MATER STREET

SMITH ST  
PRECINCT

SMITH STREET

WESTGARTH STREET

GORE STREET

CECIL STREET

GEORGE STREET

HODDLE STREET

BENDIGO STREET

FOREST STREET

ALEXANDER STREET

BALLARAT STREET

HOTHAM STREET

## Legend

- Alexandra Pde Precinct Boundary
- Varied Streetscape Profile
- Capacity
- Established residential
- Recently constructed development

- Significant infill
- Back-block infill and transition
- Moderate infill
- Limited opportunity
- Non-contributory site

- Heritage frontage - Warehouse
- Street wall definition
- Municipal Landmark (Clause 22.03) & VHR
- Local/municipal landmark
- Victorian Heritage Register (VHR)

- Alexandra Parade Boulevard
- Green streets
- Potential future green streets
- Key pedestrian/cycle link
- Commercial spine
- Major road

- Tram corridor
- Key junction
- Major wayfinding junction
- Primary views to Municipal Landmark\*
- Secondary views to Municipal Landmark\*

- Complementary view
- Residential influence
- Sensitive residential interface
- Commercial interface
- \* Primary & secondary view locations from Review of City of Yarra Landmarks Policy, Ennos Urban 2019



## Future Character Statement

Given this 'Framework' for change, the following future character statement is recommended.

*Future development along Alexandra Parade will continue to reinforce its role as a key east- west boulevard, connecting inner Melbourne to the broader Eastern subregion. The Alexandra Parade visual experience will continue to be influenced by the Municipal Landmark of the Clifton Hill Shot Tower – integral to the precinct character and wayfinding of Collingwood, Fitzroy and Clifton Hill.*

*New development will respond to the varied subdivision pattern and the landscape character along the main spine and its network of streets behind, creating a low to moderate street edge that balances a sense of enclosure with a pedestrian scale and streetscape openness. Development on key junctions at Smith Street and Hoddle Street will demarcate entrances into the Smith Street MAC and the municipality respectively.*

*Taller buildings will be confined to the eastern and western ends of the precinct on larger allotments comprising non-contributory buildings, where amenity tests can be absorbed within the site boundary. In this context, future development should continue to reflect the prevailing subdivision pattern and permeability. The remainder of the precinct will continue to provide for moderate infill development while enhancing pedestrian amenity and streetscape presentation to the residential setting, to where urban form will transition to.*



## Framework Principles

In response to this distinction in the precinct's urban fabric, the preferred future-built form character will seek to build on its key attributes by adopting the following principles:

- 1 Protect views to the Clifton Hill Shot Tower and views to the architectural features of local landmarks.
- 2 Maintain solar access to the Boulevard's central median and opposite footpaths along commercial spines and green streets.
- 3 Transition to the residential edges, with a particular awareness of potential overshadowing to southern interfaces and rising topography at the northern edges.
- 4 Establish a moderate street edge condition at infill development opportunities that steps down to lower, sensitive building fabric to create a pedestrian scaled sense of enclosure at building edges, that balances the open setting of the boulevard.
- 5 Respond to the scale and form of existing and approved development within and at the periphery of the study area, through moderate infill in between taller precinct bookends on larger allotments with limited heritage fabric.
- 6 Demarcate key entries into the Boulevard and MAC's at junctions while preserving views to valued heritage asset.



## PART 3: BUILT FORM PROPOSITION

The Built Form Proposition has been derived from the Built Form Framework which was informed by the Foundations Analysis and underpinned by the overall Background Analysis.

The Alexandra Parade Precinct Built Form Proposition demonstrates block by block and street by street parameters for the precincts' evolution of new development. The identified parameters are neither fixed, or absolute but are intended to guide future change. The proposed proposition or 'controls' are represented in Figure 4 and are derived from the following basis:

- Heritage input;
- Municipal Housing Strategy;
- Precinct character;
- Street proportions;
- Solac access to the public realm;
- Shot Tower view and vistas;
- Local landmarks;
- Heritage street walls and upper levels;
- Heritage frontages;
- New street walls and upper levels;
- Transition;
- Upper level expression;
- Residential interfaces;
- Building separation, amenity and equitable development;
- Sites in residential zone.

The rationale for height parameters is outlined as follows:

### 3.1: Basis for Height Parameters

#### Heritage Input

GJM Heritage provided extensive heritage input based on comprehensive analysis comprising:

- The heritage grading of each property within the Heritage Overlays;
- The currency of existing Statements of Significance;
- Confirmation of places with Victorian Heritage Register nomination;
- Identification of local landmarks; and
- Recommended built form parameters to appropriately manage development within the heritage context.

Refer to Alexandra Parade Heritage Analysis & Recommendations (GJM Heritage) for details.

#### Housing Strategy

With reference to the adopted Housing Strategy for the Municipality (adopted 2018), the southern side of the Alexandra Parade Precinct (between George and Charlotte Street) is identified as part of the Smith Street Major Activity Centre. The western end of the Alexandra Parade Built Form Review study area is the Clifton Hill Neighbourhood Activity Centre, including the Former North Fitzroy Gasworks site. The Major Activity Centre and the Former Gasworks site are predominantly designated for high change (around the Smith Street intersection on land zoned C1Z and MUZ). Further east along Alexandra Parade is urban blocks in varied zones (MUZ and GRZ) designated for a moderate change. Land zoned C2Z within the Precinct is not given a designation, while residential zoned land is designated for minimal change.

In areas of moderate change, the strategy identifies future development to be in the form of mixed-use, infill and shop-top apartment development on individual and consolidated lots that respond to the existing heritage character of streetscapes. In areas of high change, the strategy identifies future development to be in the form of mixed-use, infill and urban renewal apartment development that will establish a new character for a site or Precinct.

#### Precinct Character

Key characteristics that distinguish the Alexandra Parade Precinct are attributed to the primary address to the wide boulevard, traversing through a mixed built form setting punctuated by the landmark Clifton Hill Shot Tower. The diversity in built form is attributed to variation in the subdivision pattern, land use function and mix of built form typologies, comprising commercial forms, corner hotel buildings, remnant warehouses and contributory residential dwellings. New development should seek to respond to the unique characteristics and sensitivities as required.



## Street Proportions

Default preferred maximum building heights have been derived in relation to the adjoining street width. This has been based on considerable analysis and documentation of the existing relationships throughout the broader study area, which has shown there is some correlation between the width, function and character of the street to the height and profile of the buildings which line it.

This study also recognises that street width relationship to the overall building height also has a strong correlation with the street's function and streetscape character.

In the diverse context of Alexandra Parade, future development will continue to respond to the street-based built form outcome by adopting streetwall scale and setbacks to upper levels influenced by retention of key views, solar access to the public realm, pedestrian scale and heritage influence. They are also determined by the size and depth of lots, noting the need for rear boundary transition conditions.

It acknowledges that the street width to building height ratio is not seen as a 'target'. Rather this consideration must also be complemented by the ability for future development to respond to its streetscape character and heritage setting.

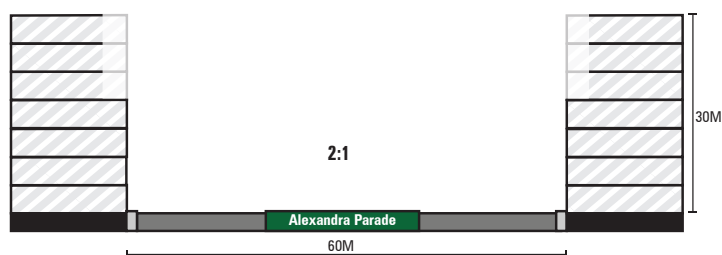
### Parade Presence & Transit Corridor

Alexandra Parade (60m) and Hoddle Street (40m) are distinctively characterised by open, broad profile with a central median planting to Alexandra Parade and Hoddle Street (north of Alexandra Parade).

As a starting point, the preferred overall building height of new forms along these wide movement corridors will seek to balance the opportunity presented by the generous road proportion with retaining the sense of openness.

The following is recommended:

- Up to 2:1 – Street width to overall building height ratio (main road corridors at key junction locations, large size lots).



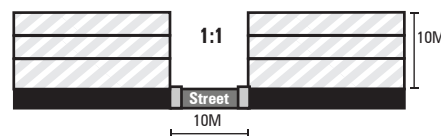
A street width to building height ratio 2:1 for parade and transport corridor

## Typical Streets

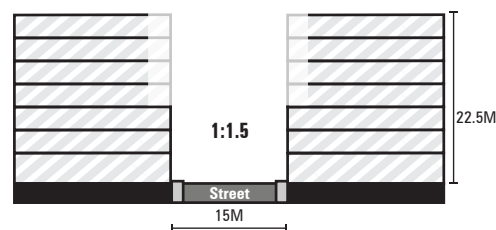
On sites without a frontage to Alexandra Parade, the preferred overall building height of new forms can be influenced by the width of the street, which ranges between 10m, 15m and 20m 'streets'. The size, depth of allotments, commercial road frontage and transition to sensitive interfaces are factors that vary the 'default ratio' as a starting point.

The following is recommended:

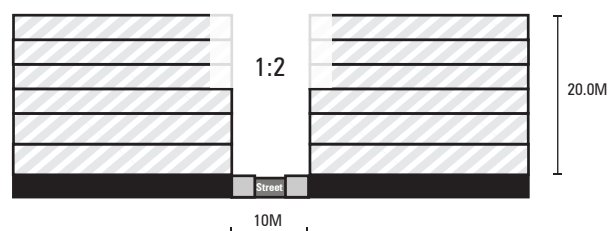
- Up to 1:1 – Reduced street width to overall building height ratio for other streets (15m-20m wide).
- Up to 1:1.5 – Reduced street width to overall building height ratio for moderate size lots on Smith Street and Reeves Street (20m wide).
- Up to 1:2 – Reduced street width to overall building height ratio for moderate size lots on Hilton Street (10m wide).



A default street width to building height ratio 1:1 on typical streets (15-20m wide)



A default street width to building height ratio 1:1.5 for moderate sized lots on Smith and Reeves Streets (20m wide)



A default street width to building height ratio 1:2 for moderate sized lots on Hilton Street (10m)



## Solar Access to the Public Realm

In inner urban areas such as Fitzroy, Collingwood and Clifton Hill, solar access to the public realm is an important consideration. Therefore, future urban form should protect solar access to key streets and open spaces appropriately to ensure 'life and attraction' at the street level for residents and visitors.

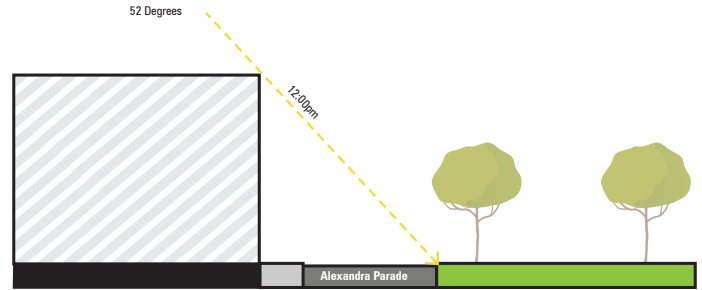
The Urban Design Guidelines for Victoria contains the following relevant Objectives and Guidelines:

*'Objective 5.1.3 To ensure buildings in activity centres provide equitable access to daylight and sunlight', and*

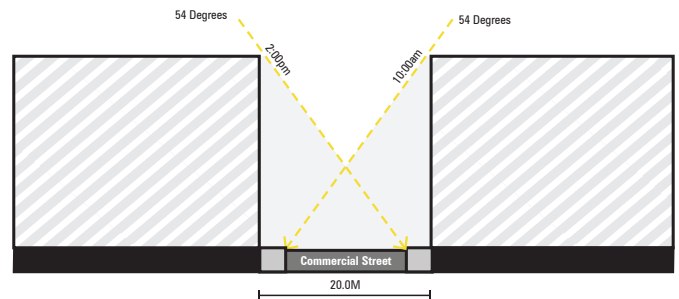
*'5.1.3a Locate and arrange the building to allow daylight and winter sun access to key public spaces and key established street spaces.'*

Within the Alexandra Parade Precinct we recommend the following solar access measures to maintain appropriate solar access to the public realm, measured on 22 September (equinox):

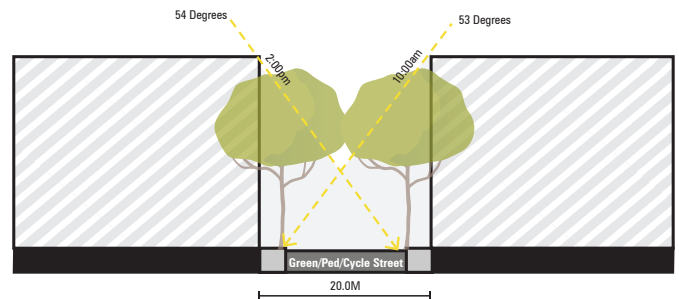
- Along **Alexandra Parade** (Boulevard), minimise overshadowing of the central median at 12pm. This test will ensure the viability of median vegetation and reinforcing the civic quality of its boulevard, recognising its importance to the image of the City.
- Along **Commercial Street** (Smith Street): avoid overshadowing of the eastern and western footpaths (3m from property boundary) between 10am and 2pm.
- Along **Green Streets** (George Street and Gore Street) and **Key Pedestrian Priority/ Cycle Links** (Wellington Street and Gold Street): avoid additional overshadowing of the opposite western footpath at 10am; and the opposite eastern footpath at 2pm. Kerb-outstands at intersections should also be protected.
- Along **Other Streets Within the Study Area** (Reeves, Emma, Blance, Budd, Charlotte, Alexander Streets): avoid overshadowing of the opposite western footpath at 10am; and the opposite eastern footpath at 2pm.
- Along **Narrow Streets Within the Study Area** (Hilton Street): avoid additional overshadowing above the ground floor of buildings. On narrower street, some overshadowing of footpaths is inevitable. It is determined that protection of solar access to first floor is acceptable in this location.
- Other streets Outside the Study Area:** avoid overshadowing of footpaths to opposite side of the street between 10am and 2pm.



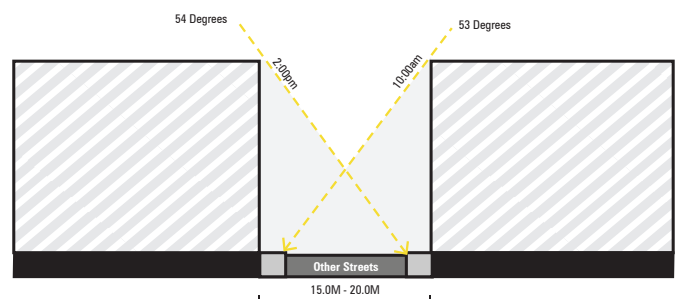
12pm exquinox solar angle along Alexandra Parade



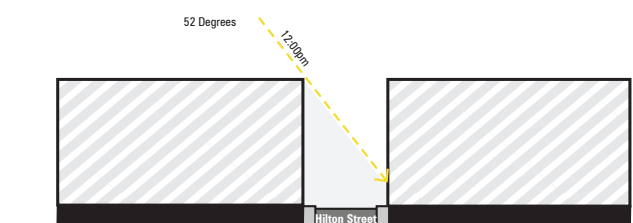
Exquinox solar angles along 20m wide Commercial Streets



Exquinox solar angles along Green Streets & Pedestrian Priority/Cycle Links



Exquinox solar angles along 15-20m wide 'Other Streets'



12pm exquinox solar angles along Narrow Streets (eg. Hilton Street)



## Shot Tower Views and Vistas

The Clifton Hill Shot Tower is approximately 65m tall. It is prominent in views along Alexandra Parade from the east, with high visual frequency at key pedestrian, tram and vehicle movement intersection such as Brunswick and Smith Streets. It is also prominent in views in the broader setting, due to surrounding low scale residential areas and the northern rising topography of Clifton Hill.

Key to the identity of Alexandra Parade and its surrounds is the Shot Tower and its importance as a wayfinding element in the legibility of the broader setting. Therefore primary views must not be obscured. Secondary views, as well as 'breathing space' around the Shot Tower should be retained to maintain the visual prominence of this Municipal Landmark.

Key viewlines towards the Clifton Hill Shot Tower identified in the Draft City of Yarra Landmarks Policy Review and the proposed Amendment C269 to the Yarra Planning Scheme (Clause 15.01-2L: Building Design) have influenced the shaping of built form proposition for Alexandra Parade (heights and setbacks). Its recommendations are below.

**Shot Tower 'primary views':** *Maintain visual prominence of the Shot Tower to at least one third of the Tower's height. Future development sited behind the Shot Tower not to impede on its silhouette against a clear sky. Location of primary views are:*

- View 1: Brunswick Street and Alexandra Parade intersection;
- View 2: Eastern Freeway (west of the Hoddle Street overpass);
- View 3: Darling Gardens (rotunda).

Based on this review, new street walls and upper levels in the foreground and background of these views should therefore not impede primary views of the tower.

**Shot Tower 'secondary views':** *supporting the primary views are secondary views of the Shot Tower that are encouraged to be retained in the shaping of new street walls and upper levels. The location of secondary views are identified in the 'Landmarks and Views Assessment' (Ethos Urban, October 2019), are:*

- View 4: Roseneath Street and Hoddle Street intersection; and
- View 5: Gold Street and Queens Parade intersection.



Shot Tower Primary View 1: View from the Brunswick Street intersection



Shot Tower Primary View 2: View from the Eastern Freeway (west of the Hoddle Street overpass)



Shot Tower Primary View 3: View from the Darling Gardens rotunda

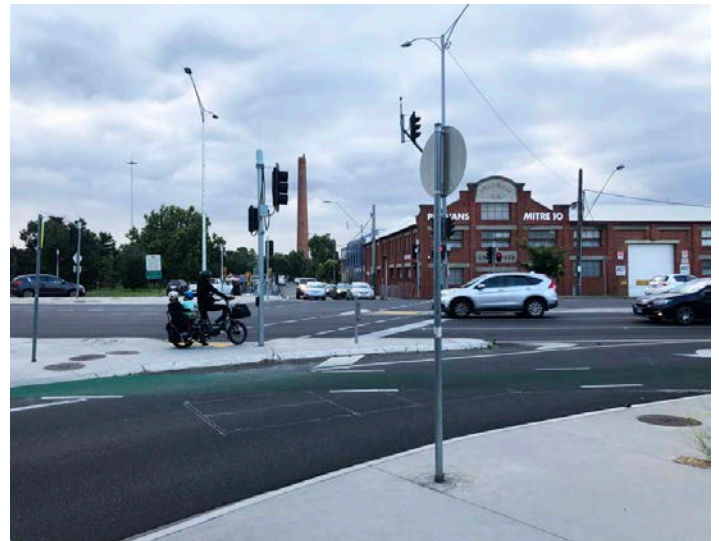
**Complementary 'views':** An additional view to the Shot Tower is identified from the north-eastern junction of Alexandra Parade and Hoddle Street (at the pedestrian crossing island refuge). From this location, the prominent south-eastern corner of the former Murray Co. Wool Works at 457 Hoddle Street (H089) - a local landmark, sits in the foreground. Maintaining this view to the Shot Tower from this pedestrian crossing, as well as its visual prominence in the streetscape is important from a sense of place and wayfinding perspective.

Future development sited in front of the Shot Tower should retain 'breathing space' around it. Retention of the former Murray Co. Wool Works heritage fabric and roof form (along Alexandra Parade) is also recommended from heritage perspective. Any new street walls are to respond to the heritage fabric, with upper levels set back to retain **visual primacy of the Shot Tower from this complementary view location.**

### Local Landmarks

A total of four local landmarks are identified in the Study Area, occupying corner sites. Prominent heritage corner building is a heritage feature and a key characteristic of Fitzroy, Collingwood and Clifton Hill. Therefore, retaining views to and 'space' behind these prominent corner forms (and its chimney) is important to ensure they remain visually prominent and 'hold' the corner. The following are identified as Local landmarks in the study area:

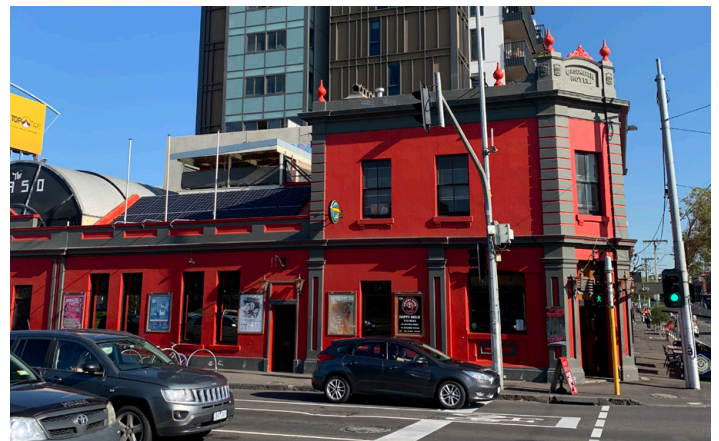
- Murray Co. Wool Works at 457 Hoddle Street (H089), Clifton Hill.
- Gasometer Hotel at 484 Smith Street, Collingwood.
- British United Shoes Machinery Co. Pty Ltd Factory at 200 Alexandra Parade, Fitzroy (H0334).
- Fox Hotel at 351 Wellington Street, Collingwood (H0321).



*Complementary view of the Shot Tower with 457 Hoddle Street in foreground*



*Local landmark - the Fox Hotel*



*Local landmark - the Gasometer Hotel*



## Heritage Street Walls and Upper Levels

Within the Alexandra Parade study area, there is a presence of heritage fabric which is to be retained. The recommended upper level setback parameters for contributory or individually significant sites draw on the objectives and provisions of Clause 22.02, 22.10 and 22.14 as well as heritage advice from GJM Heritage.

Within the precinct, heritage street walls and frontage vary considerably. They generally occur as single entities between neighbouring non-contributory buildings and generally comprise 1-2 storeys and a 4 storey street wall exist at 200 Alexandra Parade (Former British United Shoe Machinery building).

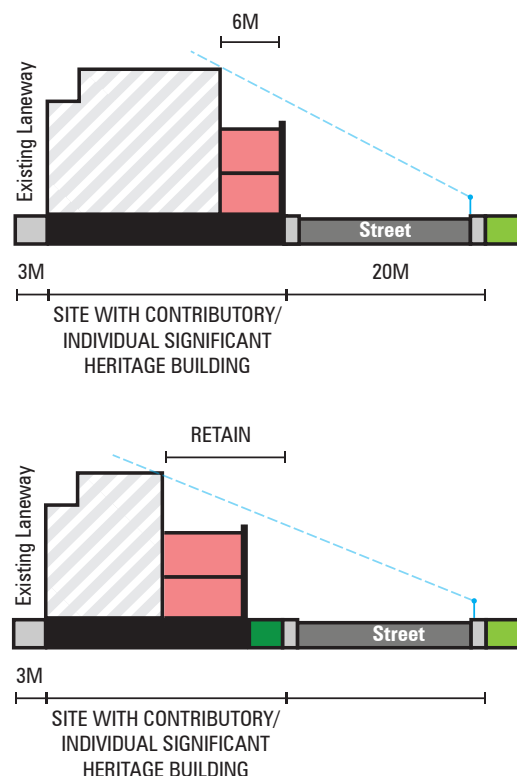
A **default 6m measurement** (from the retained facade to the new built form including balcony line) is applied to the contributory and individually significant sites fronting Alexandra Parade, Smith, Wellington and Council Streets. This is to ensure adequate protection of the primary heritage 'volume' (including chimneys, and exposed roof forms). The default upper level setback will also protect facade articulation in the streetscape elevation with spatial separation between the street wall or frontage and recessive upper levels.

Where opportunity for taller development exists behind the heritage volume, an upper level setback greater than the default 6m will be required in addition to consideration of a sensitive architectural design treatments (massing, form and materiality) to ensure the new form does not visually compete with the heritage element.

## Heritage Frontages

Based on an understanding of heritage advice and the distinct built form character across the precinct, the following parameters guide the preferred built form response for heritage frontages in the study area:

- The existing curtilage around the base of the Clifton Hill Shot Tower should be retained (approximately 6m measured from the base of the Shot Tower) to ensure new development maintaining 'breathing space' around the landmark.
- Where new buildings are proposed within the side or rear setback of VHR sites (Clifton Hill Shot Tower site), they are to be positioned behind existing structures, ensuring heritage frontages are not concealed by new forms from streetscape views.
- New built form to the rear of individually significant residential heritage forms, including single and two storey terraces should ensure upper levels are highly recessive in view.
- Retain existing heritage frontages, including street setbacks.



*Preferred setback above and behind heritage frontage*

- Contributory/individually significant building
- Existing landscape setback
- Boulevard median

## New Street Walls and Upper Levels

In urban areas, almost all urban design guidelines seek to introduce a 'street wall' and 'upper level front setback' measure. The purpose for such a distinction and separation is to ensure predominance of the 'traditional' forms and parapets within the streetscape, while enabling provision of new and increased heights in a recessive order. Upper level setbacks also retain a sense of openness to the street, which are prominent in a pedestrian's field of vision and reinforce the traditional street wall scale.

### New street wall heights

The Alexandra Parade Precinct has a diverse mix of street wall and frontage heights, from tall and broad warehouse forms lining the boulevard and commercial side streets, to narrow, low-rise dwellings set behind front garden setbacks.

Importantly, new street walls should not diminish the heritage qualities present in streetscapes. On wider allotments with greater capacity for change, street walls should 'step' down to match adjoining heritage forms, but can accommodate higher street walls after a minimum 6m of matching the adjoining heritage parapet.

Importantly, new street walls should not result in diminishing the heritage quality of streetscapes. The following is recommended:

- A **'default' maximum street wall of 4 storeys (14.4m)** is applicable to sites fronting Alexandra Parade, Smith Street and Reeves Street on non-residential zoned land. It reflects the 4 storey heritage street wall datum of the British United Shoes Machinery Co. Pty Ltd Factory.
- Reduced **street wall height of 3 storeys (11.2m)** is applicable for Hoddle Street and part of Smith Street response to heritage street wall and transition to residential interface.
- Reduced **street wall of 3 storeys (11.2m)** is applicable to other streets, reinforcing the hierarchy of Alexandra Parade and providing transition to lower scaled residential areas to the north and south of the study area.
- Reduced **street wall height of 2 storeys (8m)** is applicable for sites adjoining single storey contributory/ individually significant heritage site.

## Upper level setbacks for non-contributory sites

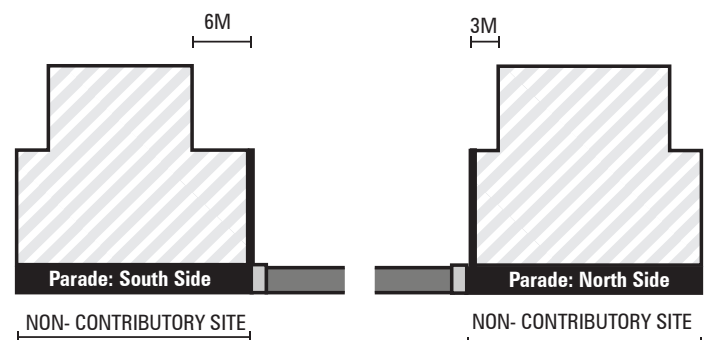
The purpose of the upper level setback is to:

- Respond to key views to the Shot Tower.
- Retain prominence of local landmarks.
- Provide a clear distinction between 'base' and 'top'.
- Create a degree of consistency for upper levels that comprises a mix of heritage and non- heritage forms.
- Ensure the new upper level does not visually overwhelm the streetscapes and to balance the sense of openness, enclosure and a pedestrian scaled setting.
- Ensure no unreasonable overshadowing of the public realm (taller buildings may require upper level setback greater than 3m to meet the overshadowing requirement).

For these reasons, a **'default' 3m upper level setback** (from the facade to the new built form including balcony line) is applied to all non-contributory sites.

Variation to the default upper level setback is recommended (6m upper level setback) for the following areas:

- **The northern side of Alexandra Parade** preserving key views to the Clifton Hill Shot Tower and minimising overshadowing of the central median;
- **Smith Street** for a visually dominant street wall and to achieve a degree of consistency with development on heritage sites;
- **Gore and George Street** (green streets) to meet the overshadowing requirements and transition to residential precincts to the south of the study area;
- **Cecil Street** for heritage streetscape and to minimise overshadowing of residential properties (south side);
- **Council and Noone Streets** for heritage streetscape consideration and transition to residential precincts outside the study area.



*Preferred setbacks behind Alexandra Parade interfaces (north and south sides)*



## Transition

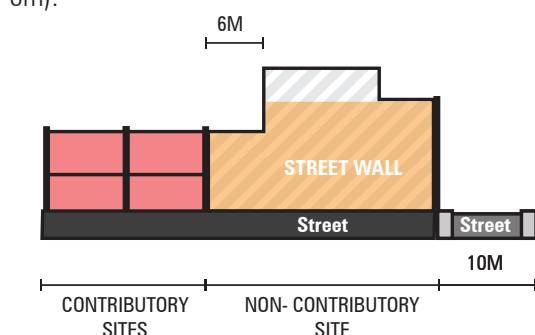
In this part of Fitzroy, Collingwood and Clifton Hill, the transition in building height is gradual. Large sites are often redeveloped as multiple buildings, maintaining the sense of 'grain' and separation between forms.

Transitions in scale are an existing characteristic of the broader area. There are many examples of older commercial or warehouse forms side by side with fine grained dwellings. In this context a change in streetwall height of one storey is common within the streetscapes of the precinct.

The broader skyline is generally low, but punctuated by mid-rise and high-rise forms along the commercial spine of Smith Street - including towards its junction with Alexandra Parade (upwards of 10 storeys with 3-4 storey street walls). There is limited evidence of recent construction along the northern side of Alexandra Parade within the precinct, with the established residential hinterland forming the skyline further north.

Larger sites may be able to accommodate for gradual transitions through recessive upper levels and transition in scale in response to abutting heritage forms. In order to avoid undesirable 'wedding cake' forms, minimal 'steps' in built form massing is encouraged. Transitions in scale should, as a minimum, occur in paired levels.

In some instances, sites have direct abutments to contributory heritage sites. New street wall should transition from taller street wall to respond to the abutting heritage parapet for a length of approximately 6m or to the nearest property boundary (if less than 6m).



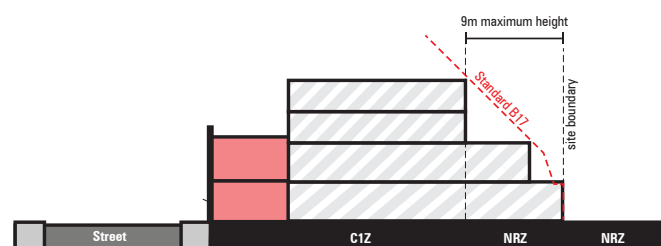
Preferred street wall transition for corner sites

Contributory/individually significant building

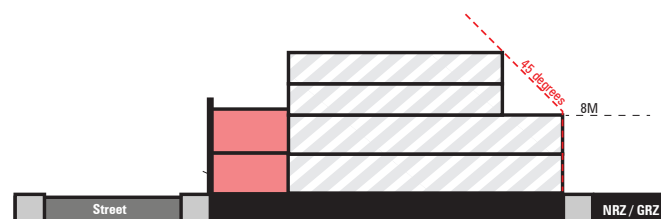
## Upper Level Expression

The design of upper levels of new development should:

- Be well articulated and break up the building mass;
- Distinguish between the lower and upper levels through materials and articulation;
- Be designed so that side walls are articulated and read as part of the overall building design and not detract from the streetscape when viewed from direct and oblique views along the streetscape; and
- Provide passive surveillance of adjacent streets and public open space.



Preferred built form transition where NRZ is applied to rear of site



Preferred built form transition to residential zone land (GRZ/NRZ)

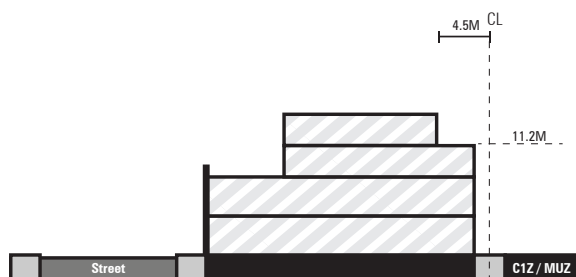
### Residential Interfaces (including laneway)

The Alexandra Parade Precinct comprises a number of lots with rear and side interfaces with Residential Zoned land. Generally, these interfaces are separated by rear laneways. There are few instances where lots have a direct abuttal to residential properties, specifically on lots fronting Hilton Street and the north-south aligned laneway between Reeves and Hilton Streets. East of Wellington Street, lots within the precinct boundary that directly abut Residential Zoned land are also zoned GRZ.

Residential interfaces are often defined by secondary frontage or party walls (1- 2 storeys). Along these residential interfaces (with, or without laneway separation), an 8m (2 storeys) form built to the boundary is required with a recessive upper-level setback (behind a 45- degree setback envelope) to ensure residential amenity is protected.

### Non-Residential Interfaces (including laneway)

The precinct comprises a mix of rear interface conditions including laneways of varying widths and rear abutments. Future development should respond these mixed conditions. Where new development is separated from adjoining non-residential sites by a laneway (typically 3m wide), it should present a maximum 11.2m (3 storeys) form at the interface, with any built form above set back 4.5m from the centreline of the laneway. This ensures a minimum distance of 9m is provided between adjoining sites to facilitate equitable development achieving adequate separation between dwellings.



Preferred built form transition to MUZ or C1Z sites

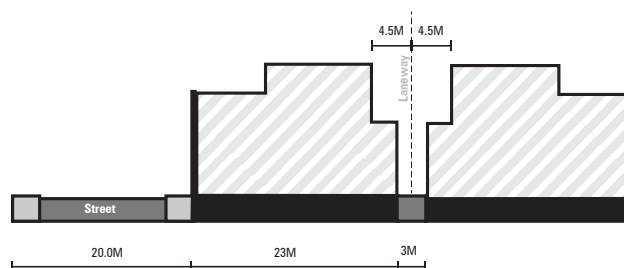
### Building Separation, Amenity & Equitable Development

New development should provide a design response that considers the existing condition and future development opportunities of adjacent properties in terms of outlook, daylight and solar access to windows for both residential and commercial development. Development should be setback from common boundaries to provide separation between buildings at the upper levels:

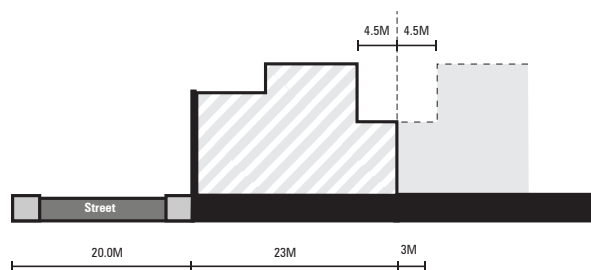
- A minimum of 4.5m from the boundary where a habitable room window is proposed;
- A minimum for 4.5m from the edge of a proposed balcony or terrace.
- A minimum of 3m from the boundary where a non-habitable room window or commercial window is proposed;
- Where the common side boundary is a laneway, the setback is measured from the centre of the laneway.

### Sites in Residential Zone

Built form recommendations for sites in residential zones have adopted the mandatory maximum permissible height allowed by the zone. No key views to the Shot Tower and local landmarks are affected by this built form parameter.



Preferred 4.5m setback of upper levels from centreline of laneway (minimum 3m wide)



Preferred 4.5m setback of upper levels from rear boundary





# Alexandra Parade Built Form Review

Figure 5  
Control Plan

Darling  
Gardens

SOUTH TERRACE

GOLD STREET

WELLINGTON STREET

HODGKINSON STREET

SMITH STREET

QUEENS PARADE

GEORGE STREET

Partnership Pty Ltd

Clifton Hill  
Primary School

COUNCIL STREET

HILTON STREET

REEVES STREET

NOONE STREET

ALEXANDER STREET

ALEXANDRA PARADE

HODDLE STREET

BENDIGO STREET

FOREST STREET

ALEXANDER STREET

BALLARAT STREET

GOLD STREET

CHARLOTTE STREET

WELLINGTON STREET

BUDD STREET

BLANCHE STREET

EMMA STREET

MATER STREET

SMITH ST  
PRECINCT

SMITH STREET

WESTGARTH STREET

GORE STREET

GEORGE STREET

LEICESTER STREET

Smith Reserve

## Interfaces

- Respond to direct residential abutment
- Respond to existing laneway interface
- Public open space

- New 10 storey streetwall (33.6m)
- Retain chimney visibility
- Building height
- Building height (approved development)
- Primary views to Shot Tower

## Preferred Streetwall

- Retain heritage streetwall
- Retain small landscape setback
- New 2 storey streetwall (8m)
- New 3 storey streetwall (11.2m)
- New 3 storey streetwall (12.0m)
- New 4 storey streetwall (14.4m)
- New 4 storey streetwall (16.0m)

## Preferred Building Heights

- 11.2m / 3 storeys
- 12.0m / 3 storeys\*
- 14.4m / 4 storeys
- 16.0m / 4 storeys\*
- 17.6m / 5 storeys
- 20.0m / 5 storeys\*
- 20.8m / 6 storeys
- 24.0m / 6 storeys\*

## Legend

- Alexandra Parade Precinct Boundary
- Individually Significant Heritage
- Sites with VHR designation
- Recommended Heritage sites
- Municipal Landmark



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## PART 4: RECOMMENDED CONTROLS

### 4.1 Methodology

The formulation of future building heights and streetwall conditions within the Alexandra Parade Precinct has been influenced by many factors, including:

- Planning Policy Framework;
- Local Planning Policy Framework, including Zones and Overlays;
- Practice Note No. 60 – Height and Setback Controls for Activity Centre;
- Practice Note No. 59 – The Role of Mandatory Provisions in Planning Schemes;
- City of Yarra Housing Strategy (Adopted 4 September 2018);
- Review & Development of the City of Yarra Landmarks Policy (March 2018);
- Urban Design Guidelines for Victoria, 2017;
- Anticipated scale and form of development outside the study area (i.e. within Residential and Employment Zones);
- Views to existing municipal and local landmarks from the public realm;
- Recognition of Yarra's heritage skyline;
- Recent development approvals (including those currently under-construction);
- 3D computer modelling of built form testing for the study area;
- Independent heritage advice and existing character considerations, consistent with the expert heritage advice provided by Council's heritage advisors (GJM Heritage);
- The overall Brunswick Street and Smith Street Built Form Review Background Report (November, 2019); and
- Extensive site inspections and workshops with Council's officers.
- Planning Panel Recommendations for:
  - Johnston Street Local Area Plan (C220);
  - Queens Parade Built Form Review (C223);
  - Swan Street Built Form Review (C191).

### 4.2 Assumptions

#### Formula for Deriving Numerical Building Heights

The maximum building heights has been calculated to a higher (than minimum) floor to floor heights in order to:

- Respond to the typical heights found within heritage buildings (between 8-11.2m);
- Accommodate for greater than minimum standards and provide flexibility for future uses;
- Allowance for other design elements to be accommodated, such as parapets, railings, etc.

The following numerical floor to floor dimensions were employed:

- Ground Floor and First Floor: 4m
- Second floor and above: 3.2m, except in land zone C2Z where 4m floor to floor heights are accounted for.

Note: Higher numerical floor levels for mixed use development may be required at upper levels.

#### Formula for Deriving Numerical Streetwall Heights

The maximum streetwall heights have been calculated based on the above floor to floor heights, plus additional height to allow for parapets, balustrades and minor architectural features.

#### Zero front setback

New buildings within Activity Centres and inner urban areas such as Gertrude Street should generally be built to the street frontage in order to:

- Respond to the prevailing built form character of the area;
- Provide a clear definition at the street edge; and
- Maximise the developable area.

With the exception of retaining existing front setbacks, all new street walls within the commercial and mixed use zone should be built to boundary.

#### Top Floor Depth

A minimum depth of approximately 10m for the upper most level has been considered in determining overall building heights. This minimum dimension is based on a typical apartment depth, and provision of efficient access.



### 4.3 Precincts

Based on the linear extent of Alexandra Parade and the distinction in future built form character along the corridor and to perpendicular side streets as determined by the Built Form Framework Plan the study area is divided into several precincts including:

- Alexandra Parade West (between George and Emma Streets on south side; between Smith and Hilton Lane on north side).
- Alexandra Parade Central (between Emma and Charlotte Streets on south side; between Wellington and the eastern boundary of 60 Alexandra Parade, Clifton Hill).
- Alexandra Parade East (between Gold and Hoddle Streets, excluding NRZ properties fronting Alexander Street).

PRECINCTS	STREET WALLS / GROUND LEVEL SETBACKS	PREFERRED MAXIMUM BUILDING HEIGHTS
<b>ALEXANDRA PARADE WEST</b>	<ul style="list-style-type: none"> <li>▪ Retain heritage frontage (and garden setback).</li> <li>▪ Match adjoining heritage eaves/ parapet, or lower.</li> <li>▪ 3 storeys (11.2m-12.0m*) to 4 storeys (14.4m-16.0m*).</li> <li>▪ Minimum 6m upper-level setback on properties fronting Alexandra Parade (north side), Smith Street and Council Street.</li> <li>▪ Minimum 3m upper-level setback, or greater if required for overshadowing requirement elsewhere.</li> </ul>	3 storeys (11.2-12.0m*) to 9-10 storeys (33.6m - 36.0m*).
<b>ALEXANDRA PARADE CENTRAL</b>	<ul style="list-style-type: none"> <li>▪ Retain heritage frontage (and garden setback).</li> <li>▪ Match adjoining heritage eaves/ parapet, or lower.</li> <li>▪ 2 storeys (8m), 3 storeys (11.2m) to 4 storeys (14.4m).</li> <li>▪ Minimum 6m upper-level setback on the north side of Alexandra Parade and south side of Alexandra Parade (between Budd Street and Wellington Street).</li> <li>▪ Minimum 3m upper-level setback, or greater if required for overshadowing requirement elsewhere.</li> </ul>	3 storeys (11.2m) to 6 storeys (20.8m).
<b>ALEXANDRA PARADE EAST</b>	<ul style="list-style-type: none"> <li>▪ Retain heritage frontage.</li> <li>▪ Retain existing curtilage around the base of the Clifton Hill Shot Tower (approximately 6m from the street frontage).</li> <li>▪ 3 storeys (11.2m-12.0m*).</li> <li>▪ Minimum 6m upper-level setback.</li> </ul>	3 storeys (11.2-12.0m*) to 8 storeys (27.2m to 32.0m*)

**Note: \* for C2Z sites only.**

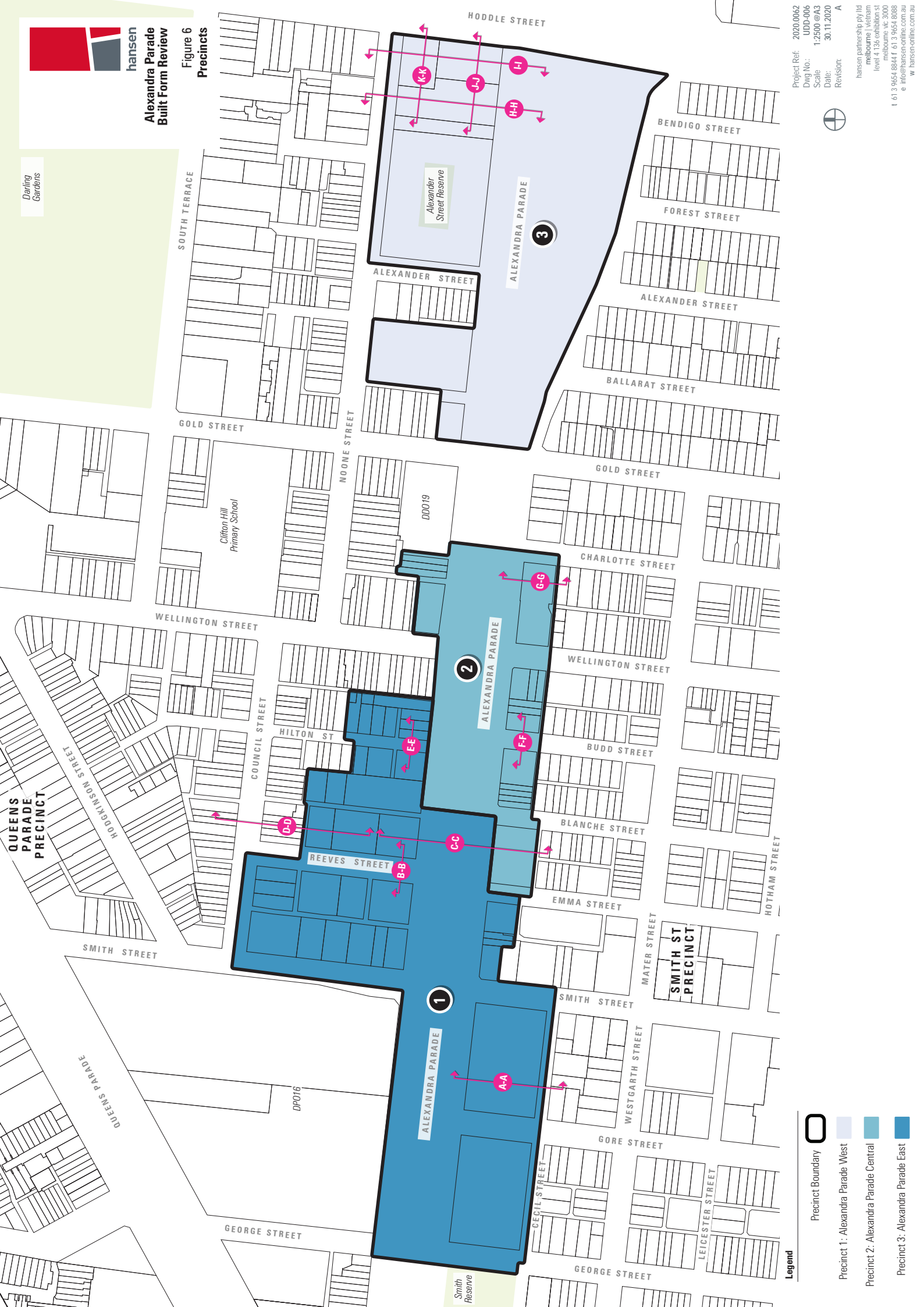
The following diagram illustrates a breakdown of these precinct boundaries (overleaf).

Darling  
Gardens



# Alexandra Parade Built Form Review

Figure 6  
Precincts



**Legend**

Precinct Boundary

Precinct 1: Alexandra Parade West

Precinct 2: Alexandra Parade Central

Precinct 3: Alexandra Parade East

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## PRECINCT 1: ALEXANDRA PARADE WEST

The precinct comprises urban blocks and lots on both sides of Alexandra Parade between George Street (to the south-west) and rear of properties fronting Hilton Street (to the north-east) in Commercial Zone (C1Z and C2Z). To its north and south, the precinct is bound by a mix of streets and laneways, including Cecil Street to the south and Council Street to the north.

### Preferred precinct character statement

Future development in Precinct 1 will retain primary view to the Shot Tower and reinforce the boulevard quality of Alexandra Parade as the entry into inner Melbourne and the Smith Street MAC (north end). The diversity of mixed heritage industrial and commercial forms will be preserved while high change around the Smith Street MAC entrance and moderate change elsewhere will be accommodated.

Taller developments around the junctions of Alexandra Parade with Smith Street will transition down to the north and south in response to the established surrounding heritage neighbourhoods. Further east, future development will be moderate due to heritage neighbourhood influence, assisting in maintaining the visual prominence of the Shot Tower in the broader context. Streetscapes within the precinct will support pedestrian amenity that balances the sense of enclosure through adopting new street walls without being overwhelming. Larger sites will be redeveloped to minimise continuous walling and to support visual permeability, as well as pedestrian linkages where possible.



### Built Form Objectives

In addition to objectives found in the City of Yarra DDO2:

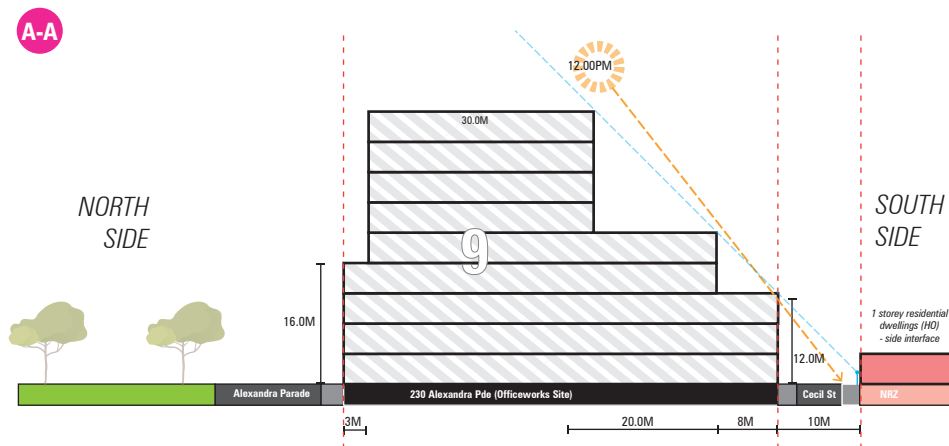
- To enhance the role of the boulevard by protecting its sense of openness.
- To protect the primary view to the Shot Tower.
- To retain heritage frontages.
- To realise high change around the Smith Street MAC that respects heritage and streetscape character, and moderate change elsewhere.
- To demarcate the northern entrance into the Smith Street MAC.
- To retain visual prominence of local landmarks.
- To support the permeability of pedestrian access and visual breaks of large urban blocks in the precinct.
- To minimise overshadowing impact on footpaths and the public realm.
- To ensure a visually more prominent street wall.
- To ensure a suitable transition to its residential interfaces towards the north and south of the precinct.



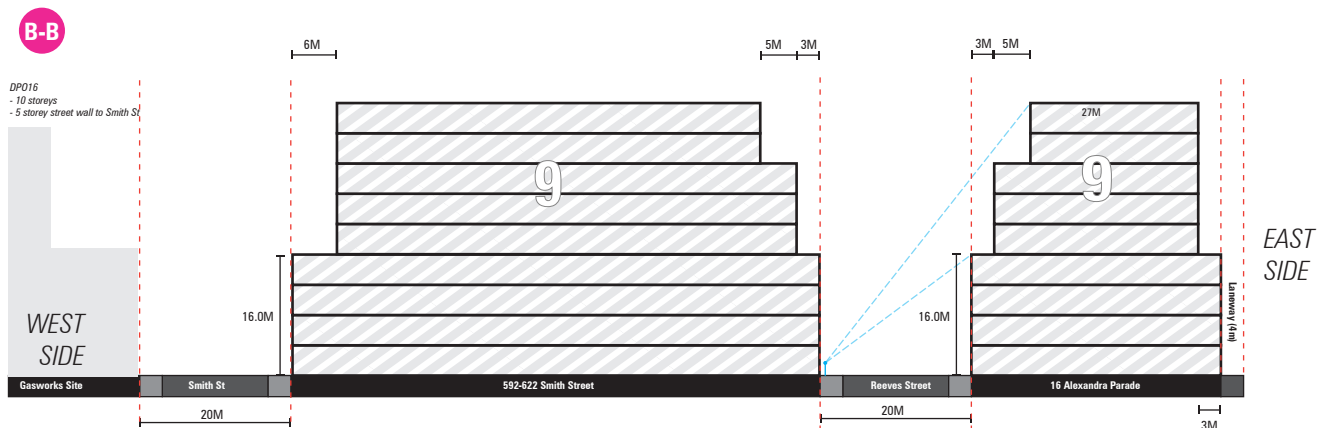
The southern side of Alexandra Parade within Precinct 1

## Guidelines

1. Establish a clear distinction between a moderate street wall and rising form behind to maintain the sense of openness.
2. Ensure new infill street walls match the parapet height of adjoining heritage forms and achieve a balance between sense of enclosure and pedestrian scale and openness.
3. Retain existing front setbacks of contributory buildings, including front gardens.
4. Protect the primary view to the Shot Tower from Brunswick Street and Alexandra Parade intersection (north-east corner of the central median).
5. Retain the visual prominence of local landmarks at the Gasometer Hotel (484 Smith Street, Collingwood) and the former British United Shoes Machinery Co. Pty Ltd Factory (200 Alexandra Parade, Fitzroy).
6. Ensure new development on corner sites is designed in the round and 'turns the corner' to address all street frontages.
7. Encourage development that is made up of parts on large, non-contributory sites.
8. Ensure tall buildings do not appear as a continuous wall.
9. Ensure development fronting streets creates a continuous building edge at street levels and an integrated streetscape.
10. Encourage continuation of awnings over footpaths along Smith Street.
11. Ensure new development maintains solar access at the Spring Equinox (September 22) to:
  - Ensure new development minimises overshadowing of the Alexandra Parade central median at 12pm.
  - The western footpaths (3m from property boundary) at 10 am and eastern footpaths (3m from property boundary) at 2 pm.
  - Ensure new development minimise overshadowing of the first floor on the opposite side of Hilton Street at 10 am and 2 pm.
12. Ensure new development avoids the presentation of overly stepped or 'wedding-cake' profile.



*Alexandra Parade: indicative cross section AA*



*Alexandra Parade: indicative cross section BB*





 Contributory/individually significant building

## PRECINCT 2: ALEXANDRA PARADE CENTRAL

This precinct comprises lots with a primary frontage to Alexandra Parade in Mixed Use Zone (MUZ) and Residential Zone (GRZ4) between Emma Street and Charlotte Street to the south and between 406-412 Wellington Street and 60 Alexandra Parade to the north.

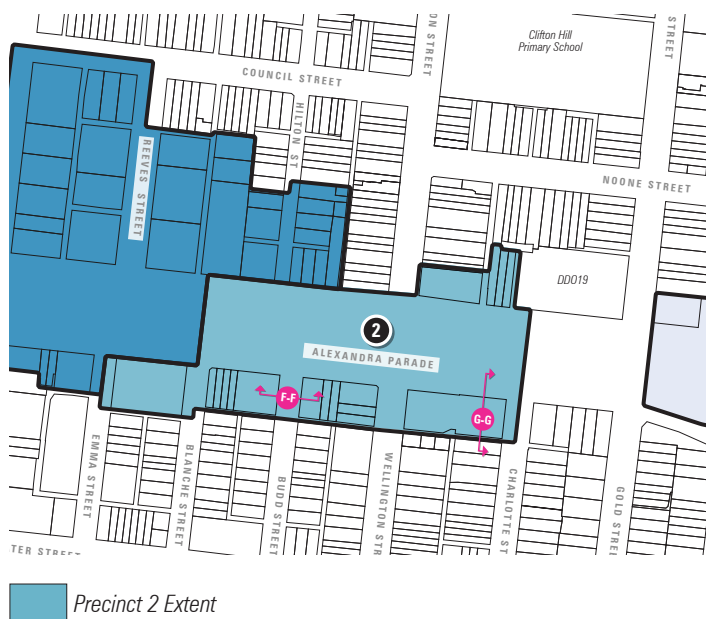
### Preferred precinct character statement

The varied pattern of subdivision and building fabric to either side of Alexandra Parade will continue to enhance the Boulevard character of Alexandra Parade, retaining the sense of openness and solar access to the central median. New moderate infill development will be recessed behind the street wall along Alexandra Parade, gradually stepping down toward the east to heritage fabric and residential areas. Upper-level setbacks will be shaped befitting a 'street wall and setback' model, comprising a more robust response on the southern side of the boulevard and shaped along the northern side to protect key view lines towards the Clifton Hill Shot Tower and its residential influence.

### Built Form Objectives

In addition to objectives found in the City of Yarra DD02:

- To enhance the role of the boulevard by protecting its sense of openness.
- To protect the primary view to the Shot Tower.
- To retain visual prominence of the local landmark.
- To support incremental and moderate change that respects the heritage and the streetscape character.
- To retain heritage frontages.
- To minimise overshadowing impact on footpaths and the public realm.
- To ensure a visually more prominent street wall for infill sites.
- To ensure a suitable transition along its residential interfaces to the south.

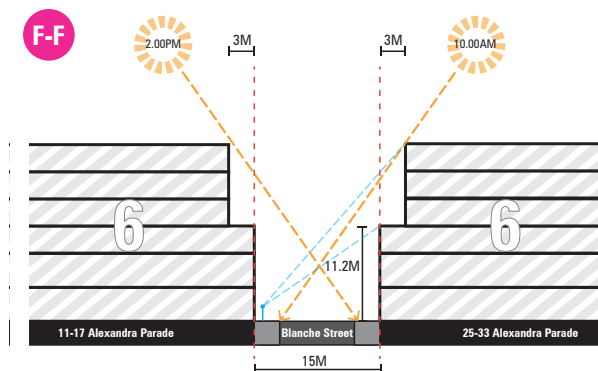


A non-contributory allotment within Precinct 2 between Wellington & Charlotte St

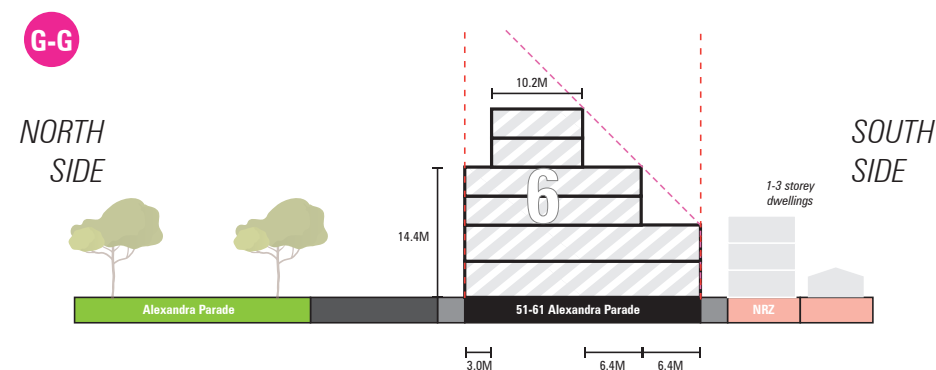


## Guidelines

1. Establish a clear distinction between a low to moderate street wall and rising form behind to maintain the sense of openness.
2. Ensure new infill street walls match the parapet height of adjoining heritage forms.
3. Retain existing front setbacks of contributory buildings including front gardens.
4. Protect the primary view to the Shot Tower from Brunswick Street and Alexandra Parade intersection (north-east corner of the central median).
5. Retain the visual prominence of local landmarks at the Fox Hotel (351 Wellington Street, Collingwood).
6. Ensure new development on corner sites is designed in the round and 'turns the corner' to address all street frontages.
7. Encourage development that is made up of parts on large sites.
8. Ensure new development maintains solar access at the Spring Equinox (September 22) to:
  - Ensure new development minimises overshadowing of the Alexandra Parade central median at 12pm.
  - The western footpaths (3m from property boundary) at 10 am and eastern footpaths (3m from property boundary) at 2 pm.
9. Ensure new development complements the precinct heritage features (grain and rhythm).
10. Ensure new development avoids the presentation of overly stepped or 'wedding-cake' presentation.



Blanche Street: cross section FF



Alexandra Parade: cross section GG

## PRECINCT 3: ALEXANDRA PARADE EAST

This precinct comprises lots in Commercial (C2Z) and Residential Zone (GRZ3) with a primary frontage to Alexandra Parade (north side) between Gold Street and Hoddle Street, forming the western boundary of the precinct.

### Preferred precinct character statement

Incremental to moderate change is expected to occur across Precinct 3, consistent with its existing residential zoning regime. Moderate change is anticipated towards the Hoddle Street intersection, on commercial sites with frontage to the freeway reservation.

Future development will be shaped by retaining primary views to the Shot Tower and retaining its visual prominence in the local setting. Sites with development capacity will respond sensitively to the Murray Co. Wool Works building (local landmark) at the Hoddle Street corner, while managing a transition to surrounding heritage neighbourhood to the north and west.

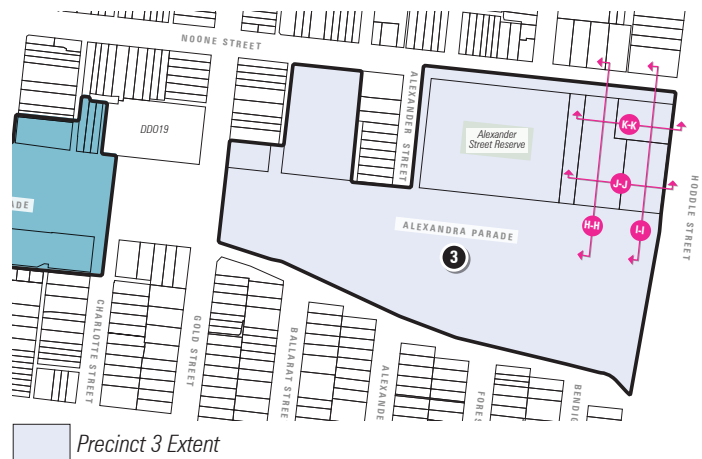


Existing conditions along Noone Street within Precinct 3

### Built Form Objectives

In addition to objectives found in the City of Yarra DDO2:

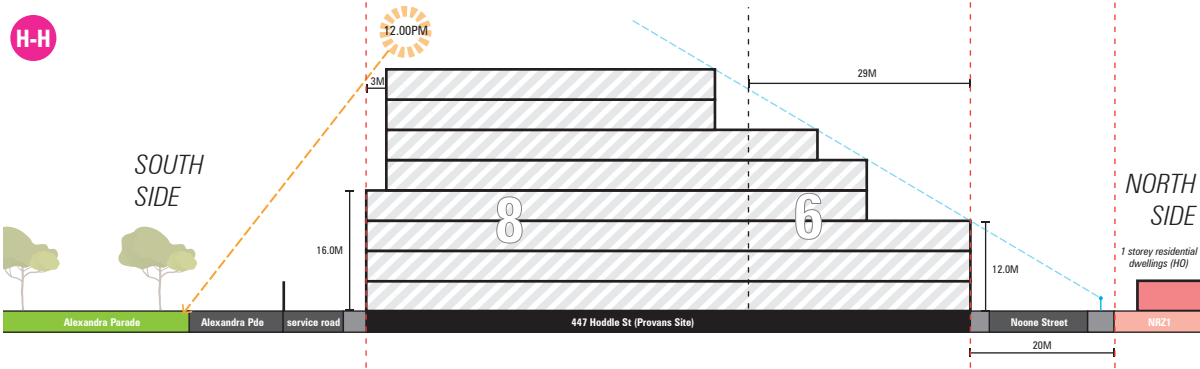
- To enhance the role of the boulevard by protecting its sense of openness.
- To support incremental and moderate change that respects the heritage and the streetscape character.
- To protect primary views to the Shot Tower.
- To retain visual prominence of the Municipal and local landmarks.
- To retain heritage frontages.
- To minimise overshadowing impact on footpaths and the public realm.
- To ensure a visually more prominent street wall.
- To support the permeability of pedestrian access and visual breaks of large urban blocks in the precinct.
- To ensure a suitable transition along its residential interfaces to the north.



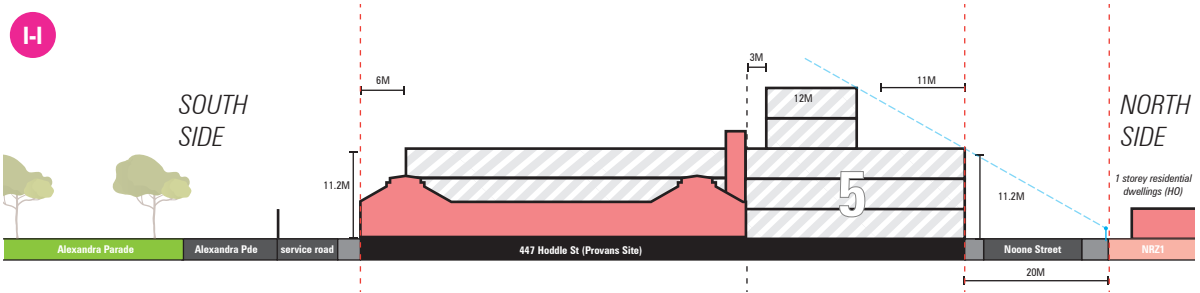


## Guidelines

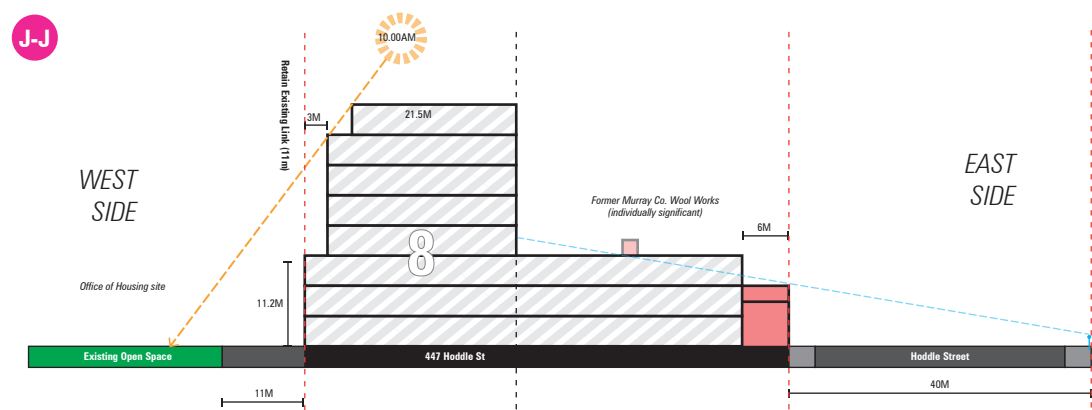
1. Ensure new development continues to support a predominantly low rise perimeter block form.
2. Recessive upper levels are to be presented as a distinctive element behind the street wall.
3. Ensure retention of the Shot Tower and its curtilages (6m from the base of the Shot Tower).
4. Protect primary views to the Shot Tower from Darling Gardens (Rotunda) and the Eastern Freeway (west of the Hoddle Street overpass).
5. Encourage retention of secondary and complementary views to the Shot Tower from:
  - Roseneath Street and Hoddle Street intersection (secondary view).
  - Gold Street and Queens Parade intersection (secondary view).
  - Alexandra Parade and Hoddle Street north-eastern intersection (complementary view).
6. Retain visual prominence of the local landmark at the former Murray Co. Wool Works (457 Hoddle Street) when viewed from the north eastern corner of Alexandra Parade and Hoddle Street.
7. Ensure new upper levels are designed to provide a 'neutral', or 'calm' backdrop to the heritage chimney at the former Murray Co. Wool Works site (457 Hoddle Street).
8. Ensure new infill street walls match the parapet height of adjoining heritage form.
9. Ensure new development on corner sites is designed in the round and 'turns the corner' to address all street frontages.
10. Encourage development that is made up of parts on large sites.
11. Encourage the retention of the existing mid-block laneway along the eastern boundary of the Office of Housing site (43 Noone Street) for pedestrian and visual permeability.
12. Ensure development fronting Noone Street is visually concealed above a 3-storey street wall when viewed from the northern footpath.
13. Ensure new development maintains solar access at the Spring Equinox (September 22) to:
  - Ensure new development minimises overshadowing of the Alexandra Parade central median at 12pm.
  - The western footpaths (3m from property boundary) at 10 am and eastern footpaths (3m from property boundary) at 2 pm.
  - Ensure new development minimise overshadowing of the existing open space at 43 Noone Street at 10am.
14. Ensure new development complements the precinct heritage features (grain and rhythm).
15. Ensure new development avoids the presentation of overly stepped or 'wedding-cake' profile.



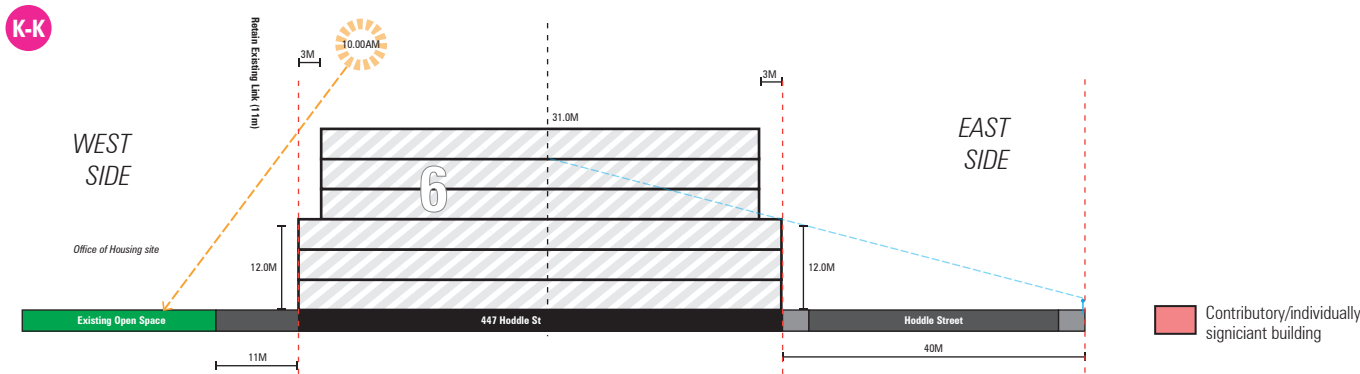
Alexandra Parade to Noone Street: indicative cross section HH



Alexandra Parade to Noone Street: indicative cross section II



Hoddle Street: indicative cross section JJ



Hoddle Street: indicative cross section KK



## 4.4 General Built Form Guidelines

### Built Form Recommendations

A range of specific built form recommendations and design guidelines have been developed for all precincts.

These built form guidelines focus on the Alexandra Parade Precinct, where future development is anticipated and design guidance is required.

### Visually distinct additions and upper levels

Given the heritage character of the precinct, new buildings or additions should be designed to have a visually distinctive architectural expression from the heritage element. This is in order to ensure that new form can be clearly 'read' and understood as a more recent component. It also encourages contemporary architectural responses which will contribute to the 'richness' and diversity of built form.

Lightweight materials, colours and finishes that contrast with the prevailing masonry forms are also encouraged to assist in the clear distinction between new and old, while also assist in visually recessing new forms.

### Architectural Considerations

To street frontages, expansive blank walls should be avoided and where visible from within the public realm, any blank walls need to be visually divided into small elements through architectural treatments or artistic decoration to reduce visual mass.

Fenestration patterns and facade solid to void proportions need to reflect the prevailing streetscape rhythm and presentation.

New forms should 'fit' within the prevailing streetscape character. Avoid overly busy and complex architectural expressions.

New forms should also ensure exposed party walls to side boundaries are designed to be visually dynamic to minimise visual bulk.

### Equitable Development

Facilitate equitable development outcomes by adopting:

- A minimum of 4.5m from the boundary where a habitable room window is proposed.
- A minimum for 4.5m from the edge of a proposed balcony or terrace.
- A minimum of 3m from the boundary where a non-habitable room window or commercial window is proposed.
- Where the common side boundary is a laneway, the setback is measured from the centre of the laneway.
- ResCode applies to sites in residential zoned land.

### Active and Semi Frontages

In Activity Centres and Mixed Use areas, buildings must provide sufficient activation at street level to foster 'life' on the street and provide opportunities to maximise safety via passive surveillance. Along commercial street such as Smith Street, active ground frontages are encouraged.

Along other streets, semi-active frontages are more appropriate. As these 'less active' frontages still maintain an appropriate level of passive surveillance, while also providing more privacy and seclusion to the inside of the building, befitting the nature of the use as a dwelling or office.

Direct pedestrian entries into ground floor uses is encouraged, particular on larger sites, with broad frontages.

Upper levels also provide opportunities for 'eyes on the street' and contribute to passive surveillance of the public realm. Windows and balconies that orientate towards the street (rather than to side boundaries) are encouraged.

### Public Open Space provision

Public open space is an important element within urban areas, as is its spatial provision. In inner urban areas such as Collingwood, Fitzroy and Clifton Hill the provision of public parks is important to the social health and well-being of a local community. The Office of Housing Site at 43 Noone Street comprises a small (privately owned) pocket park central to the site.

While there are no current plans for future pocket parks in the precinct, opportunity may exist when large sites are redeveloped, as well as along intersecting green streets where there are presently kerb outstands providing wider footpaths and landscape.

### Services and Vehicle access

Ensure servicing and car parking is provided from secondary side streets or rear laneways.

The consolidation of services into basement levels is highly encouraged to mitigate extent of inactive, blank walls to the public realm.