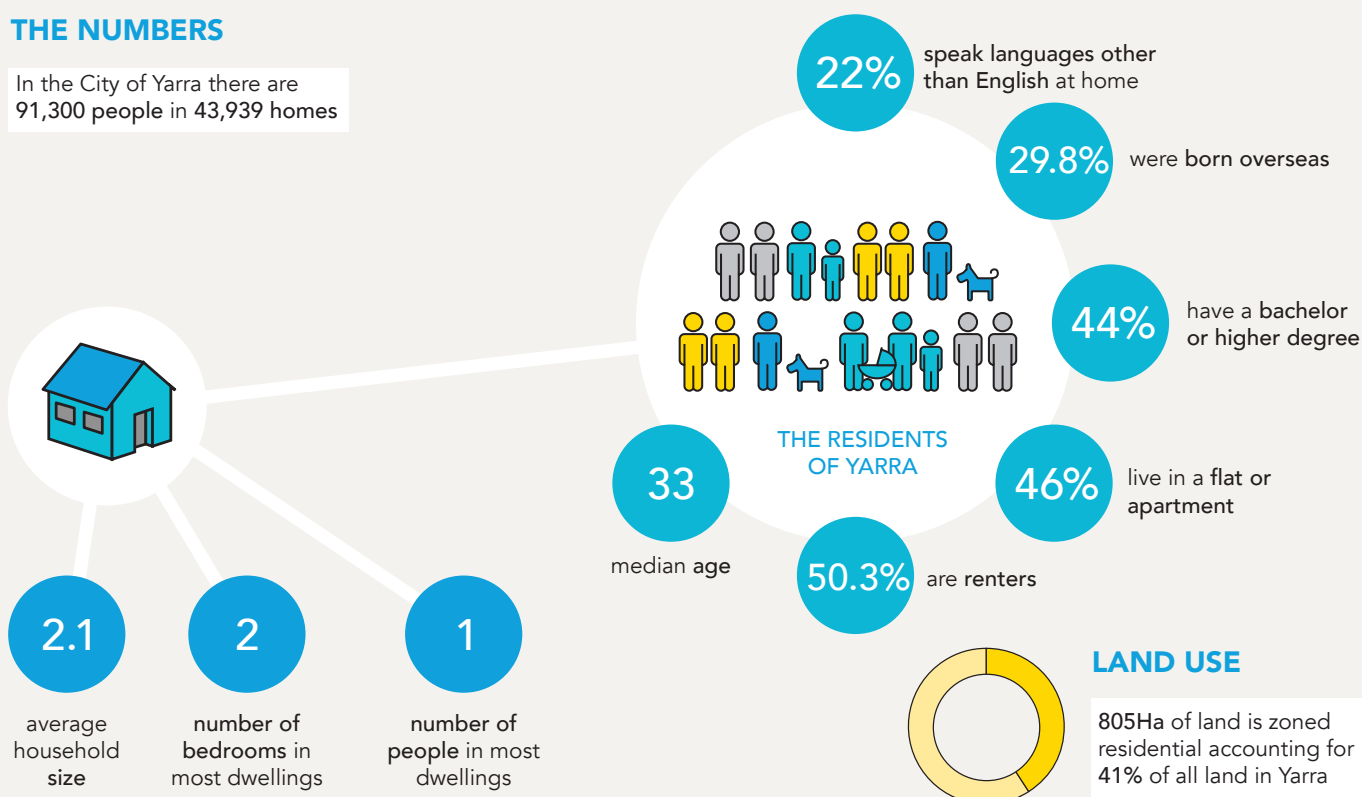


# A Profile of People and Housing in Yarra

## THE NUMBERS

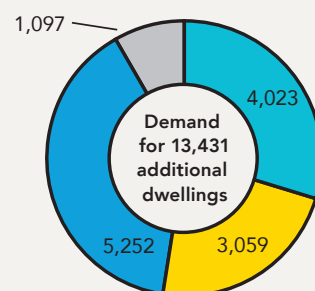
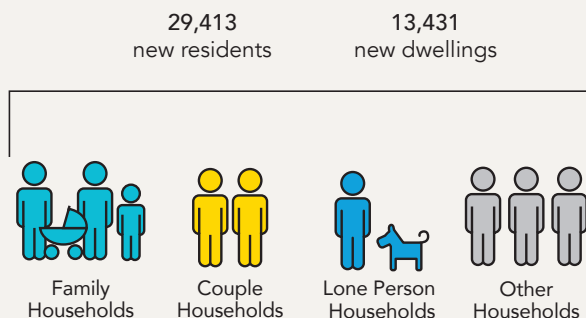
In the City of Yarra there are  
91,300 people in 43,939 homes



## FORECAST 2016–2031 HOUSING AND POPULATION



Yearly population  
growth rate of 2%

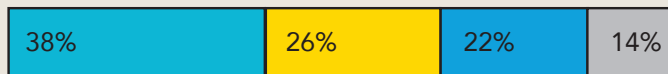


## HOUSEHOLD SPLIT BY DWELLING TYPE



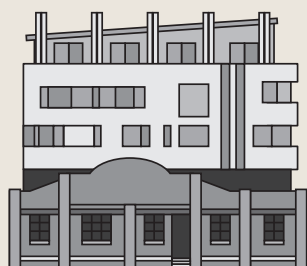
### SEPARATE HOUSE

Separate houses are 14% of Yarra's housing stock and are predominantly occupied by families with children or couples without children.



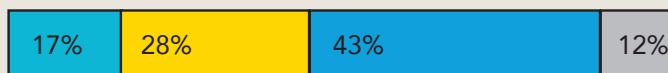
### SEMI-DETACHED, ROW OR TERRACE HOUSE, TOWNHOUSE

Semi-detached, row or terrace houses and townhouses form 39% of Yarra's housing stock and are predominantly occupied by families with children or couples without children.



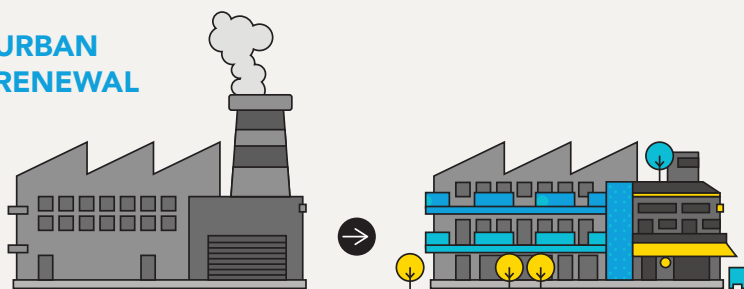
### FLAT OR APARTMENT

Flats or apartments are 46% of Yarra's housing stock and are predominantly occupied by lone person households and couples without children.



## Key Housing Trends in Yarra

### URBAN RENEWAL



87%

87% of housing development was urban renewal (development in commercial areas, formerly industrial areas – usually larger apartment projects) and 13 % was infill (small-scale, replacing older dwellings with new ones).

72%

72% of new dwellings were in Activity Centres or on Strategic Development Sites.

## PROJECTS



581 housing projects in 10 years has transformed 54 Ha of land.



Projects with 10+ dwellings were most prevalent in Richmond and Collingwood, while smaller projects with 2-9 dwellings were mostly in Richmond and Fitzroy North.



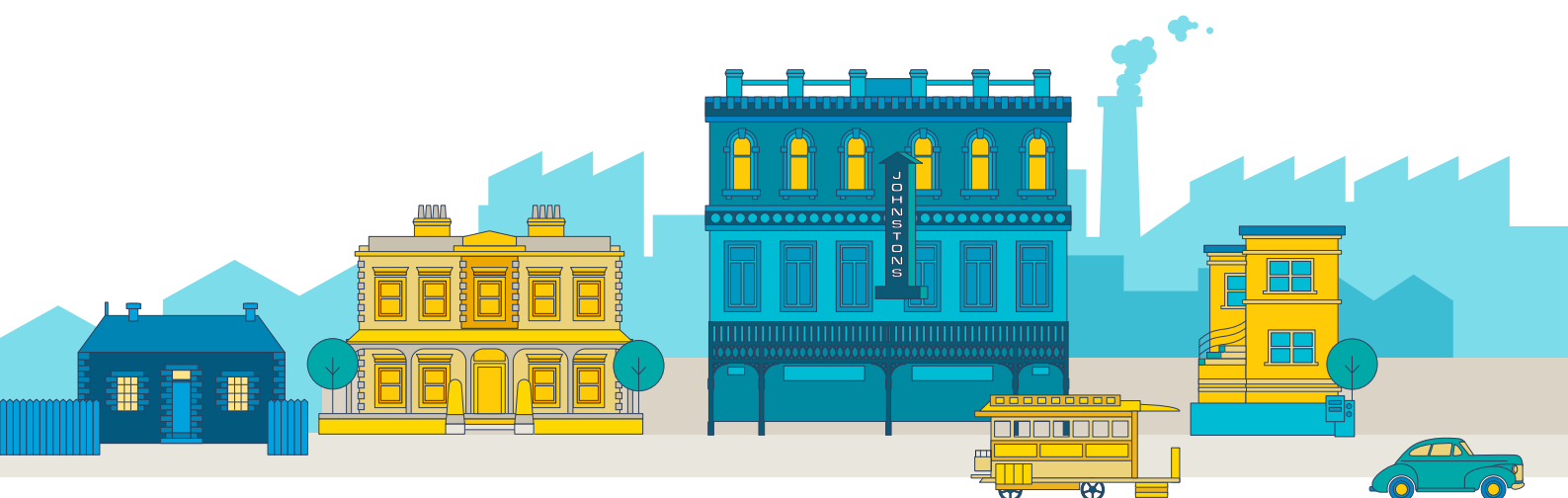
Since 2010, the number of new dwellings in Yarra has grown at a rate of 1,160 per year.



Approvals for apartments over 4 storeys have doubled from 2,394 (2006-2010) to 4,904 (2011-2015).

### FURTHER ENQUIRIES

# Timeline of Housing in Yarra



## 1830–1850: GRID ROADS AND FIRST SUBURBS

Fitzroy was Melbourne's first suburb, following the subdivision of land between Melbourne City and Alexandra Parade in 1839.

Some suburbs, such as Carlton, were comprehensively surveyed and laid out while other areas, such as Collingwood and Richmond, were relatively unplanned. These areas had disjointed and often narrow streets and lots, and were places where cheaper housing was built.

## 1850–1890: GOLD RUSH TO MARVELLOUS MELBOURNE

Introduction of grand houses in parts of Yarra in areas like Princes Hill, Carlton North, Fitzroy North and Richmond Hill.

More modest housing was constructed in Fitzroy, Collingwood, Abbotsford and Richmond for workers employed in developing industries nearby.

Melbourne's first cable tram routes were developed along the main roads in the latter part of the 19th Century, attracting long corridors of shops and businesses, forming the beginnings of what we recognise today as Yarra's major activity centres.

Many of Yarra's historical landmark buildings, including St Ignatius' Church and the town halls with their characteristic clock towers, were built during this period.

## 1920–1950: DEPRESSION AND AUSTERITY

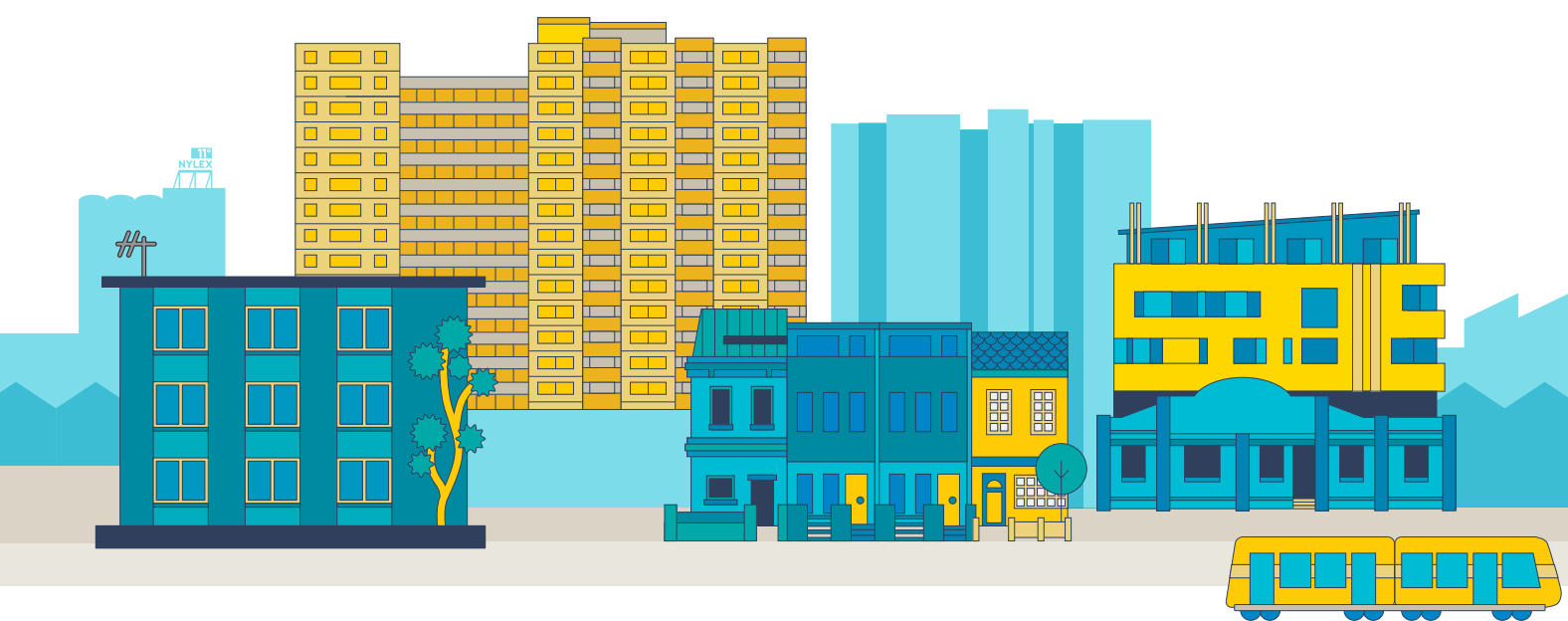
The population decline of the interwar period resulted in different patterns of residential development across Yarra with some expansion of industrial buildings.

During the Depression, the poorer parts of Fitzroy, Collingwood and Richmond were affected by poverty and classified as slums.



*The people, places, activities, and economy in Yarra have all undergone significant change in the past years, decades and centuries.*

*The rich and varied history of Yarra is reflected in its built form and mix of residential, industrial, and commercial areas.*



#### 1950–1980: POST-WAR CHANGE

In the 1950s, while many families were moving to Melbourne's new suburbs, newly arrived migrants from southern European countries were moving to Yarra. Many of them joined the workforce of the thriving textile, clothing and footwear industries. These new residents brought new foods, languages and a change to the street life and culture.

The Housing Commission's slum clearance projects in the 1950s and 1960s also had a huge impact on Yarra. Whole blocks of houses were demolished and replaced with towering housing estates, dramatically changing the streetscape. Yarra's built form was also being changed by the Melbourne-wide boom in the development of apartment buildings.

#### 1980–2015: RETURN TO THE INNER-CITY

The increasing popularity of the inner suburbs in the 1980s as places to live spurred the support for heritage protection for areas of cultural significance and provided the foundations for Yarra's existing heritage controls.

The turn of the millennium saw no slowing in demand for inner city living, business and leisure. Property development continued, diversifying to include creative work spaces, such as design and architectural studios, and niche manufacturing in industries that had a long history in Yarra, such as fashion and food production.

As urban consolidation gained more support in Melbourne in the early 2000s, development was actively directed to activity centres and former industrial areas within the inner city.

Recent changes in Yarra reflect a global trend of people wanting to live closer to city centres to access employment, an inner city lifestyle, nightlife and vibrant places. But change is not new; the area known now as the City of Yarra has been evolving since European settlement in the 1830s.

# Housing Strategy

## Key Strategic Directions

*Four Strategic Directions have been prepared to articulate Yarra's preferred growth strategy and provide a strategic approach to where and how Council will guide future housing growth.*

### Strategic Directions 1 (SD1): Actively Plan for Future Population Growth and Housing Needs

SD1 will be implemented through the following strategies:

- SD 1.1** Monitor population and housing growth forecasts.
- SD 1.2** Ensure an adequate supply of residential land is available to accommodate future housing growth.
- SD 1.3** Monitor housing delivery trends and demographic changes.
- SD 1.4** Identify future investigation areas for long term residential potential including key boulevards and surplus employment land.

### Strategic Direction 2 (SD2): Direct Housing Growth to Appropriate Locations

SD2 will be implemented through the following strategies:

- SD2.1** Develop a hierarchy of housing change categories and apply them to all housing land in Yarra.
- SD2.2** Introduce the hierarchy as a Strategic Housing Framework in the Yarra Planning Scheme.
- SD2.3** Develop clear policy directions to guide and direct the appropriate level of change on all housing land in Yarra.



### **Strategic Direction 3 (SD3): To Plan For More Housing Choice to Support Yarra's Diverse Community**

SD3 will be implemented through the following strategies:

- SD 3.1** Promote the inclusion of more than 50% of dwellings in apartment developments to be accessible and adaptable housing and housing suitable for all life stages.
- SD 3.2** Encourage the development of aged care, student accommodation and key worker housing within and close to activity centres, health and education precincts.
- SD3.3** Introduce a requirement for a Housing Diversity Assessment for larger developments.
- SD3.4** Encourage more family-friendly design of communal open spaces in apartment developments.
- SD3.5** Support the retention of larger homes for families.
- SD3.6** Monitor trends on down-sizing among older persons.

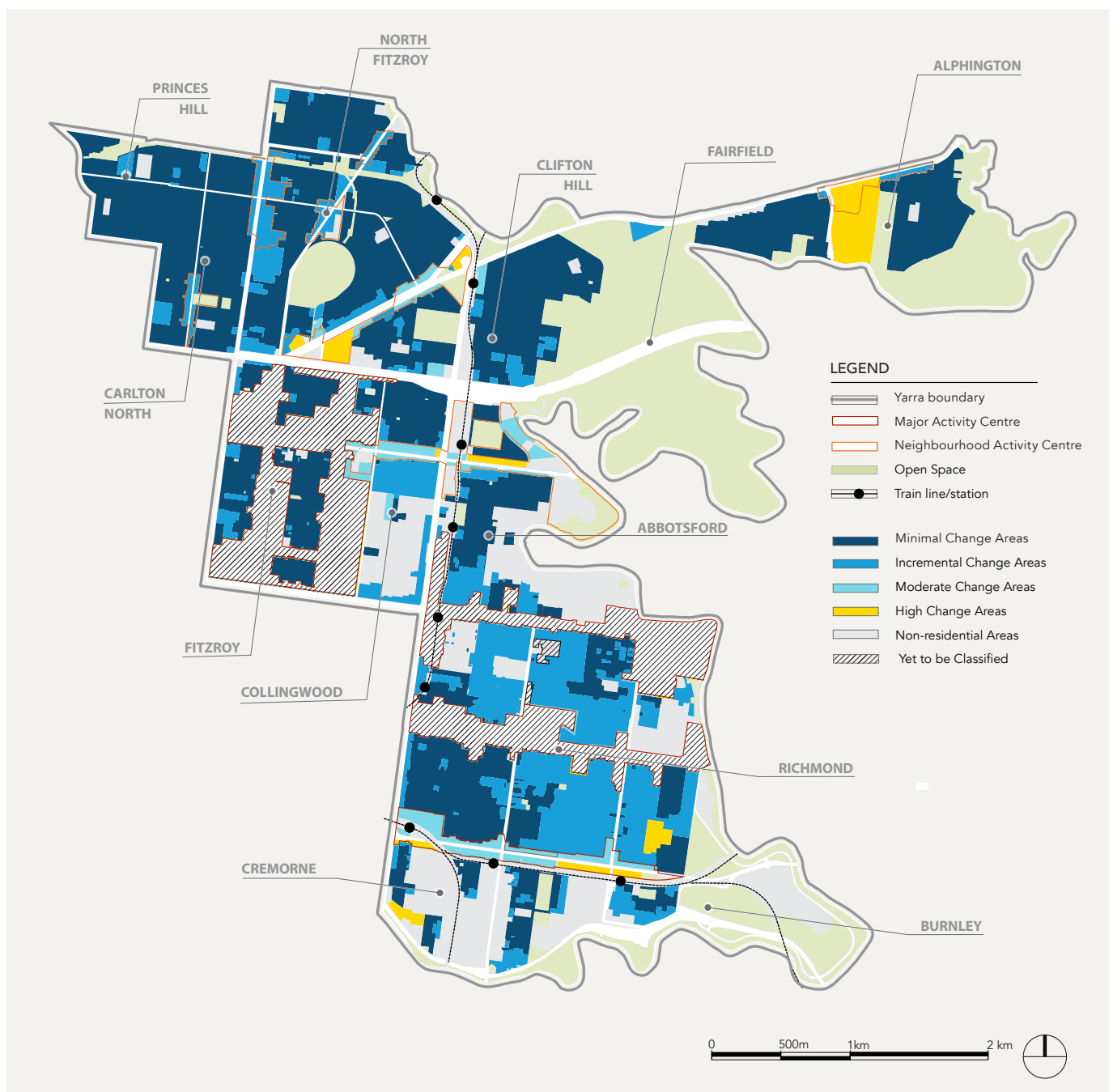
### **Strategic Direction 4 (SD4): Facilitate the Provision of More Affordable Rental Housing in Yarra**

SD4 will be implemented by:

- SD4.1** Fostering effective partnerships between community housing providers and the property development industry to deliver more affordable rental housing;
- SD4.2** Introducing a requirement in the Yarra Planning Scheme for all future significant redevelopment rezonings to provide a minimum 5% affordable housing;
- SD4.3** Supporting shared equity models of development; and
- SD4.4** Advocating policy and legislative changes that enable Council to introduce inclusionary zoning or an alternative mechanism to secure affordable housing on strategic redevelopment sites.

# Housing Framework Map

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## FURTHER ENQUIRIES

Telephone: (03) 9205 5555  
Email: [info@yarracity.vic.gov.au](mailto:info@yarracity.vic.gov.au)

## CHANGE CATEGORIES



Minimal Change Areas

### Minimal change area

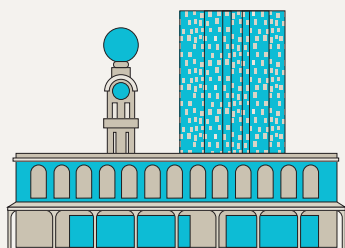
Established residential areas in the Neighbourhood Residential Zone with heritage significance.



Incremental Change Areas

### Incremental change area

Established residential areas and neighbourhood activity centres in the General Residential Zone that have limited heritage significance.



Moderate Change Areas

### Moderate change area

Medium to large development sites in major activity centres, the Mixed Use Zone or identified as key development with heritage significance, sensitive residential interfaces or other site constraints.



High Change Areas

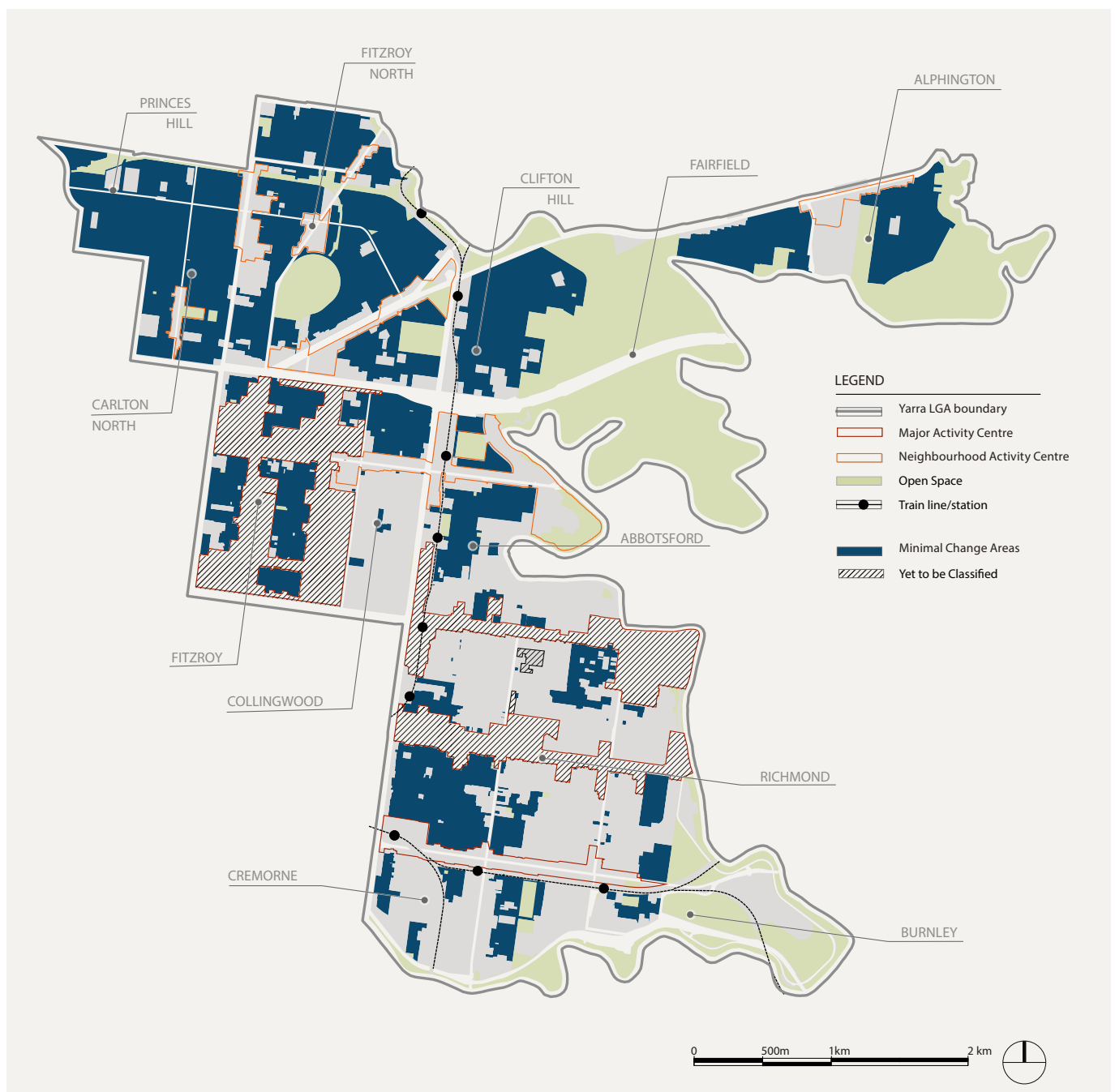
### High change area

Large sites in major activity centres, the Mixed Use Zone or identified as key development sites without heritage significance, sensitive residential interfaces or other site constraints.



# Minimal Change Areas

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## Minimal Change Areas

### Level of growth:

- Minimal housing growth

### Where:

- Established residential areas (Neighbourhood Residential Zone land) within the Heritage Overlay, as identified in the Yarra Planning Scheme.
- Heritage precincts of Princes Hill, Carlton North, Alphington, Fitzroy North and Clifton Hill,
- Smaller residential pockets within Richmond, Fitzroy and Collingwood between the activity centres

The Minimal Change Area designation is proposed to apply to over 50% of Yarra's residential land.

### What type of development is likely in Minimal Change Areas?

The existing scale of established residential areas is to be maintained by promoting lower rise development as the preferred character in Minimal Change Areas.

Future housing development will be two storeys or less, predominantly in the form of restoration and extensions to individual houses, dual occupancy development and small scale residential developments which respond to identified elements of heritage significance and streetscape character.

The provisions of the Neighbourhood Residential Zone and Yarra's Local Heritage Policy will determine the built form outcomes on these sites.

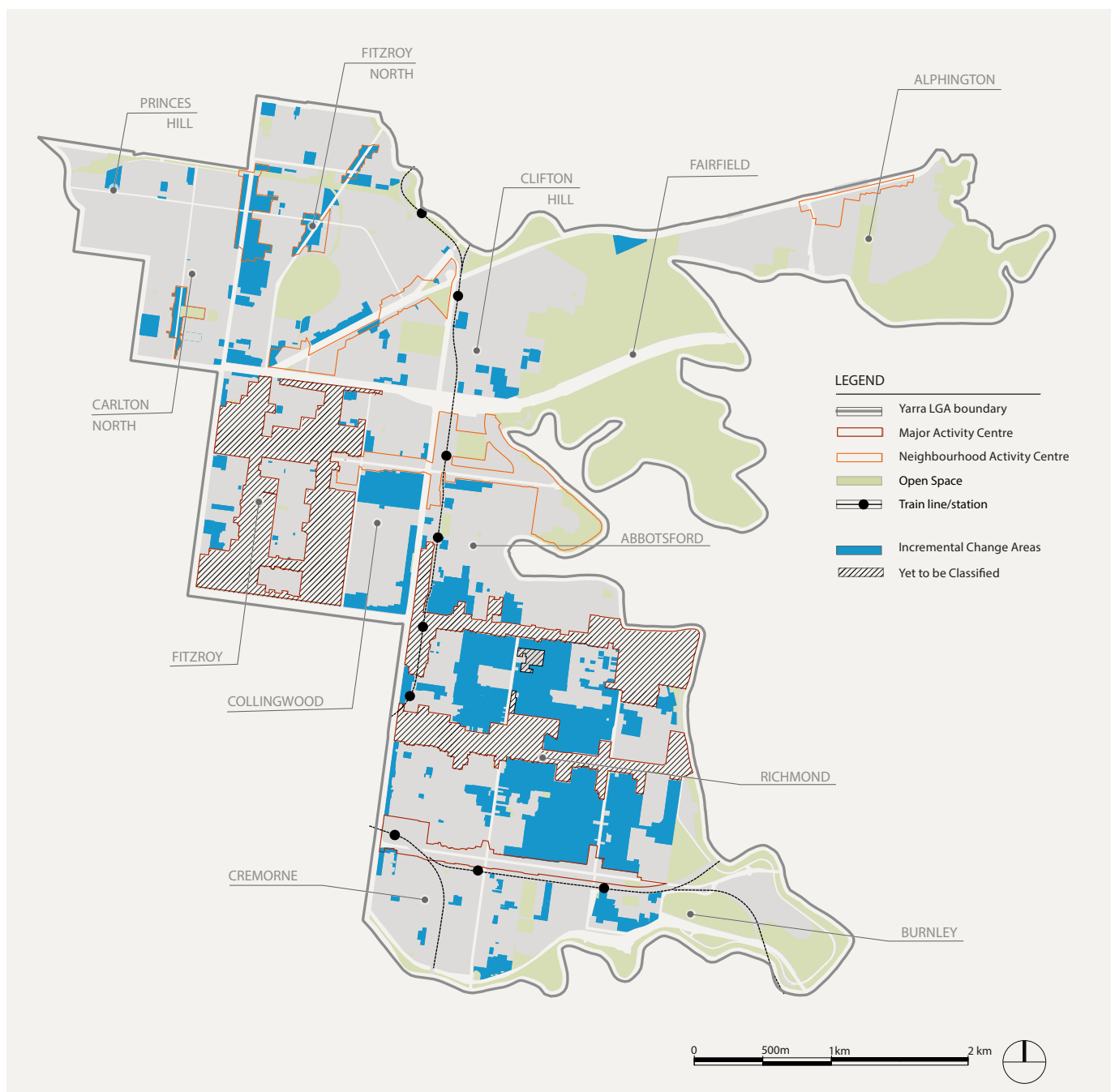


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# Incremental Change Areas

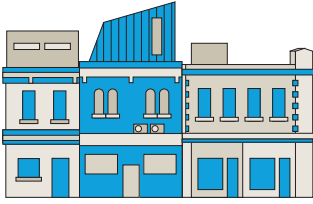
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## Incremental Change Areas

### Level of growth:

- Incremental housing growth

### Where:

- General Residential Areas
- Neighbourhood Activity Centres (General Residential Zone land) that do not have recognised heritage significance.

Development will occur in these areas incrementally, must be consistent with the scale and character of the streetscape context, and respond appropriately to sensitive residential interfaces. The Incremental Change Area designation is proposed to apply to approximately 23% of Yarra's residential land.

### What type of development is likely in Incremental Change Areas?

Future housing development will be predominantly low-rise residential development in the form of renovations and extensions to individual houses, dual occupancy development and small scale residential developments.

In Neighbourhood Activity Centres, development will be predominantly low to mid-rise infill residential development – depending on the site context. Some developments will be mixed-use to ensure the preservation of their “high street” function for retail, commercial and entertainment purposes.

The provisions of the General Residential Zone and Urban Design Policies will determine the built form outcomes on these sites.

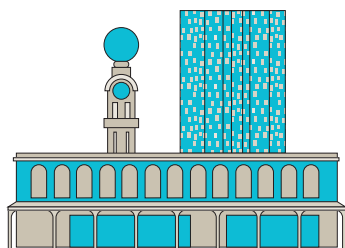


# Moderate Change Areas

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## Moderate Change Areas

### Level of growth:

- Moderate housing growth

### Where:

- Activity centres
- Mixed use zone precincts
- Key development sites.

Moderate Change Areas are identified from the residentially zoned land at a site or precinct level, and have been identified in a detailed heritage and built form review or structure planning process as requiring a more moderate development outcome.

### Typical Characteristics:

- Medium to large development sites that are in the Heritage Overlay, Significant Heritage Streetscape
- Sensitive residential interfaces or other site constraints (Lot size, access etc.) that need to moderate the development outcome
- Highly accessible to public transport, jobs and services
- Located in (or close to) activity centres

Moderate Change Areas in activity centres are often located within a significant Heritage Streetscape area which requires retention of existing building fabric and a more considered design response to ensure development is complementary to the heritage character and elements of significance.

### What type of development is likely in Moderate Change Areas?

Future housing development will be predominantly medium to large, mid-rise residential developments that respond to the identified elements of heritage significance and streetscape character. In activity centres, development will predominantly deliver housing in a mixed-use capacity to ensure the preservation of their “high street” function for retail, commercial and entertainment purposes. The scale and form of development in Moderate Change Areas will be informed by Design and Development Controls prepared for each activity centre. Where no site-specific planning controls apply, the Zone provisions and Urban Design Policies will determine the built form outcomes for the sites.



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# High Change Areas

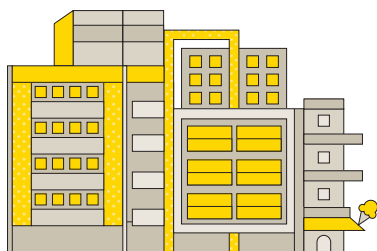
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## High Change Areas

### Level of growth:

- Moderate housing growth

### Where:

- Activity centres
- Mixed use zone precincts
- Key development sites.

High Change Areas are identified from the residentially zoned land at a site or precinct level, and have been identified in a detailed heritage and built form review - or structure planning process - as suitable for accommodating substantial change.

### Typical Characteristics:

- Superior access to public transport, jobs and services
- Located in (or close to) activity centres
- Tend to be larger development sites with fewer physical development constraints
- Not covered by a Heritage Overlay or located within a significant Heritage Streetscape.

### What type of development is likely in High Change Areas?

Future housing development will be predominantly medium to large, mid-rise residential developments that establish a new built form character for the site or precinct that is complementary to the surrounding context. These sites are not in the Heritage Overlay.

In activity centres, development will predominantly deliver housing in a mixed-use capacity to ensure the preservation of their high street function for retail, commercial and entertainment purposes.

The scale and form of development in High Change Areas will be informed by Design and Development Controls prepared for each activity centre. Where no site-specific planning controls apply, the Zone provisions and Urban Design Policies will determine the built form outcomes for the sites.



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