

BELL ST MALL MASTERPLAN

MASTERPLAN AND DESIGN GUIDELINES

DRAFT - JULY 2025



ACKNOWLEDGEMENT OF COUNTRY

Banyule City Council and Mesh are proud to acknowledge the Wurundjeri Woi-wurrung people as traditional custodians of the land and we pay respect to all Aboriginal and Torres Strait Islander Elders, past, present and emerging, who have resided in the area and have been an integral part of the region's history.

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PART 1: INTRODUCTION



1.1 PROJECT BACKGROUND

Mesh was engaged by Banyule City Council in October 2024 to develop and deliver a masterplan and design guide for the Bell Street Mall Neighbourhood Activity Centre (The Mall) - the retail core for Heidelberg West.

Banyule City Council wishes to develop a masterplan for the Mall that establishes a clear vision for the land in and around the mall, unlocking housing potential, while supporting the development of a mixed-use local centre.

Document Purpose and Structure

As a result of Banyule City Council's goals for the future of the Mall, this document aims to:

- + Establish an exciting and ambitious vision that sets the Mall as a genuine mixed use higher density local centre that supports future needs.
- + Provide key directions on land use, urban design and public realm outcomes – not just for the centre but also its immediate surrounds.
- + Provide design guidelines that support the design and delivery of a high-quality precinct, including public realm and built form outcomes.

This document is divided into five key chapter that provide a succinct but comprehensive understanding of the vision for the Mall. Further detail on how the document is structured is provided in the following section 'How to Read'.

Part 1. Introduction

Provides an understanding of the document's purpose and introduces the subject site.

Part 2. How we got here

Summarises the process followed to develop the masterplan, including key findings of the issues and opportunities report and engagement processes.

Part 3. Masterplan

Presents the core vision for the Bell St Mall through four different themes:

- + **Vibrant Mall** – identifies key precincts and desired land use transformation to support the Mall's revitalisation.
- + **Connected Mall** – focuses on how to deliver an efficient and inclusive movement network, providing strategies on access and parking.
- + **Inclusive Mall** – identifies key public realm and open space interventions to support a welcoming and safe Mall.
- + **Transformative Mall** – sets built form intentions for the Mall to appropriately develop over time.

Part 4. Implementation

Provides a broad strategy for implementing and staging development and public realm projects for the mall, including specific guidance on housing pathways.

Part 5. Design Guide

Provides detailed technical guidance on land use, site planning and access, built form, public realm and landscape to ensure high quality outcomes for the Mall. The Design Guide will be used to assess and inform development that takes place within the Masterplan.

1.2 HOW TO READ

The following section provides guidance on the different elements that form this document and how these relate to each other to provide a comprehensive approach to the masterplan.

Part 3. Masterplan

VISION

The Vision describes the **desired future of the Mall**, guiding the overall development of the masterplan.

OBJECTIVES

The Objectives define the **overarching goals** we want to achieve through this masterplan.

DESIGN PRINCIPLES

The Design Principles present the **key moves** needed to achieve the vision from a design perspective.

STRATEGIC DIRECTIONS

The Strategic Directions describe the **ways the masterplan will achieve the vision and objectives** under the following themes:

VIBRANT MALL

A to **F**

CONNECTED MALL

G to **L**

INCLUSIVE MALL

M to **R**

TRANSFORMATIVE MALL

S to **Y**

STRATEGIES

Each Strategic Direction is supported by a series of Strategies that outline **how these will be achieved**.

Part 4. Implementation

Broad strategy for implementing and staging development and public realm projects for the Mall.

Part 5. Design Guide

THEMES

The Design Guide provides **detailed guidance for the implementation** of the masterplan, organised by different design themes:

LAND USE

SITE PLANNING
AND ACCESS

BUILT FORM

PUBLIC REALM

LANDSCAPE AND
OPEN SPACE

GUIDELINES

Clear design and planning guidelines are provided to inform decision making for new development in the Masterplan.

1.3 THE MALL

The Bell Street Mall sits in a strategically significant location in Banyule that offers opportunities to strengthen an important local centre in the south of the municipality with proximity to a range of key employment, retail, health, innovation and education destinations.

The Mall has a rich history for its relatively short lifespan with themes of **innovation and social equity** clearly apparent. It has been a key part in the history of a growing post-war Melbourne, being Melbourne's first 'drive-in' mall, offering the latest innovations in retail design.

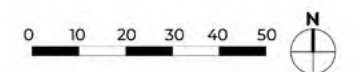
As Banyule has grown, the nearby Austin Hospital and Repatriation Hospital have expanded as has the adjacent Melbourne Polytechnic making this a growing location for health, education and learning. The Mall sits within the Northern Innovation and Sustainability Hub (NISP) and accessible by different **bus routes**. Embedded within Heidelberg West, it has a long association with social equity as a key suburb for the provision of **public housing** that will inform the development of the masterplan in subsequent stages.

Figure 1.1 - Existing Conditions Plan



DRAWING KEY

- | | |
|---------------------|--------------------------------|
| Site Boundary | Signalised Pedestrian Crossing |
| Precinct Boundary | Intersections |
| Property Boundaries | Traffic Lights |
| Road Reserve | Public Parking |
| Building Footprint | Private Parking |
| Trees | Open Space |
| Bus Routes | Mall Walkways |
| Bus Stop | |



PART 2: HOW WE GOT HERE



2.1 PROJECT TIMELINE

The Masterplan and Design Guide have been prepared through a collaborative process, including a robust community engagement process, workshops with Council officers, review of existing background materials and technical inputs from experts in traffic and retail/housing.



Site Visit Photos



2.2 STRATEGIC CONTEXT

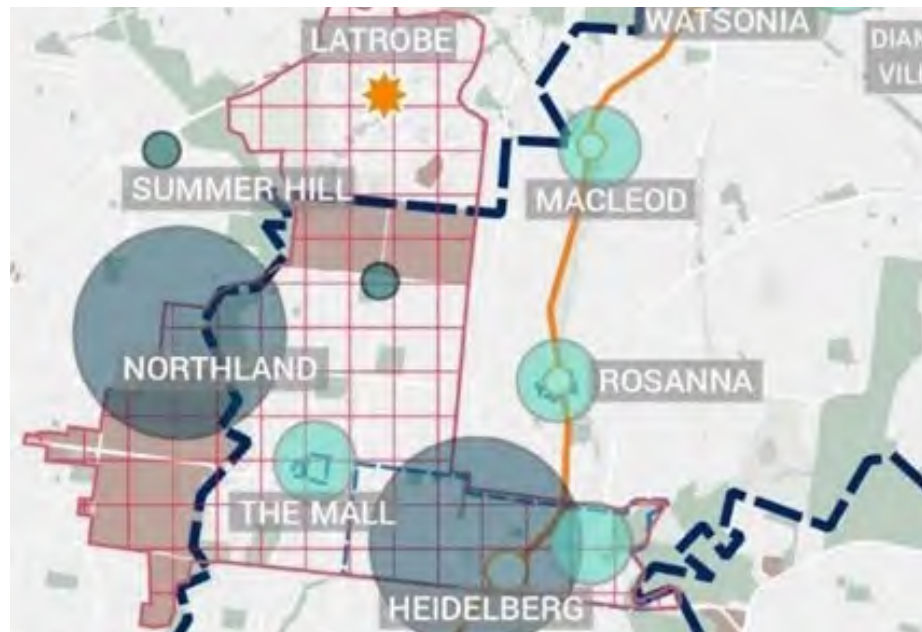
Banyule's Planning Scheme and other key strategic documents identify the Mall as a Neighbourhood Activity Centre, located in the municipality's main urban renewal area (Postcode 3081), giving strategic justification for its ongoing role as a hub for local services and node for the delivery of increased residential densities.

Given its location in **Heidelberg West**, which is expected to be one of Banyule's most rapidly growing suburbs (as per Banyule Housing Strategy), the Mall will play a role in meeting State Government housing targets for the municipality, which sits at 45,500 new dwellings by 2051.

The Mall is strategically located along the Bell Street corridor at the southern gateway of the **Northern Innovation and Sustainability Hub (NISP)** providing an opportunity to strengthen and grow a local centre in the south of NISP within close proximity to major destinations.

Council has been conscious of the need for a strategic direction for the Bell Street Mall for many years with a number of masterplans and frameworks having been established for the redevelopment of the precinct. A number of key learnings emerge from interrogating these proposals that informed this document, including:

- + Consideration of **existing property ownership** structures and acknowledgement of their importance in the transformation of the Mall.
- + Increased expectation on **housing** provision at the Mall.
- + Opportunity to deliver **affordable housing and housing diversity**.
- + Need for innovative and efficient approach to **parking**.
- + Desire for a **urban public open space** that anchors and activates the Mall, as identified in Banyule's Public Open Space Strategy (2016-2031).



Banyule Economic Development Strategy 2023-2028



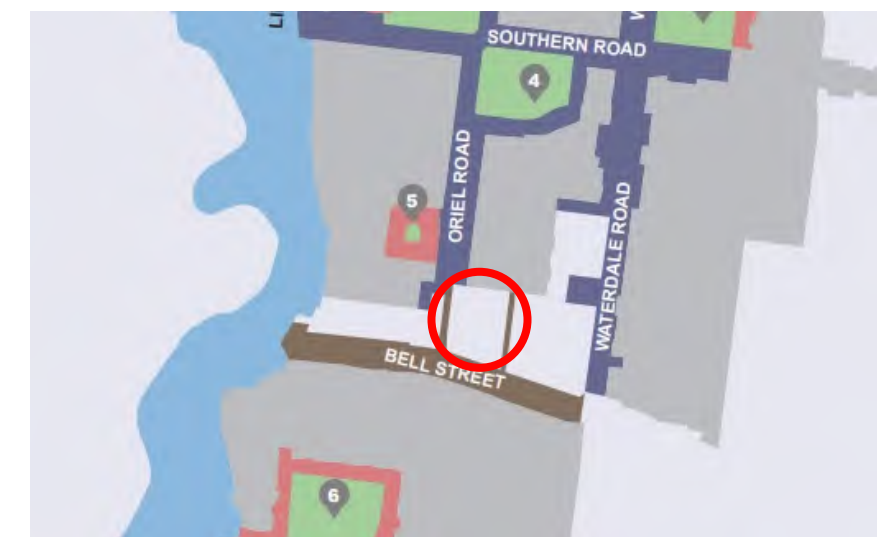
NISP Context Plan - with Bell Street Mall and key centres identified



2004 Masterplan, David Lock Associates (Superseded)



2009 Masterplan - Williams Boag Architects (Superseded)



Postcode 3081 Urban Design Framework - Change Areas

2.3 LOCAL CONTEXT

The Mall represents a cultural hotspot within Banyule, most recently as the location for a proud and robust Somalian community. There is a clear expression of local pride, culture and character that should be celebrated and strengthened as part of its future. However, the Mall faces issues regarding of safety, connectivity to its surrounds, activation and ongoing maintenance.

Through review of background materials, site visits and discussions with Council officers and local community, the following key learnings regarding the Mall's current conditions that have informed this document have been identified:

- + Emerging character as **health and community precinct**, supported by existing uses and proximity to with key destinations such as Melbourne Polytechnic and Heidelberg Repatriation Hospital.
- + The Mall serving as a **gathering space** for different groups including Melbourne Polytechnic' students and the Somali community.
- + Concerns regarding **cleanliness** and **maintenance** of the public realm, particularly around bird droppings.
- + Desire for additional **community facilities**, strengthening and complementing existing facilities such as Shop 48 and Olympic Neighbourhood House (ONH).
- + **Uneven levels of activity** and foot traffic throughout the day, while vacancies are low (11%), variable and reduced opening hours are contributing to **poor safety and surveillance**.
- + **Unique character** of the Mall, including eclectic scale and materiality, as well as 'retro' signage and public realm.
- + **Parking dominating** the arrival experience to the Mall from every direction, regarding its close proximity to different **bus stops**.
- + A need for more **social, affordable and diverse housing** which can attract and retain key workers living in Banyule, while considering appropriate **scale and density**.

Figure 2.1 - Local Context Plan



2.4 SPATIAL ANALYSIS

A desktop analysis of spatial characteristics was undertaken as part of the issues and opportunities report. More information on this analysis can be found in Council's Issues and Opportunities Report. This included:

Urban Structure

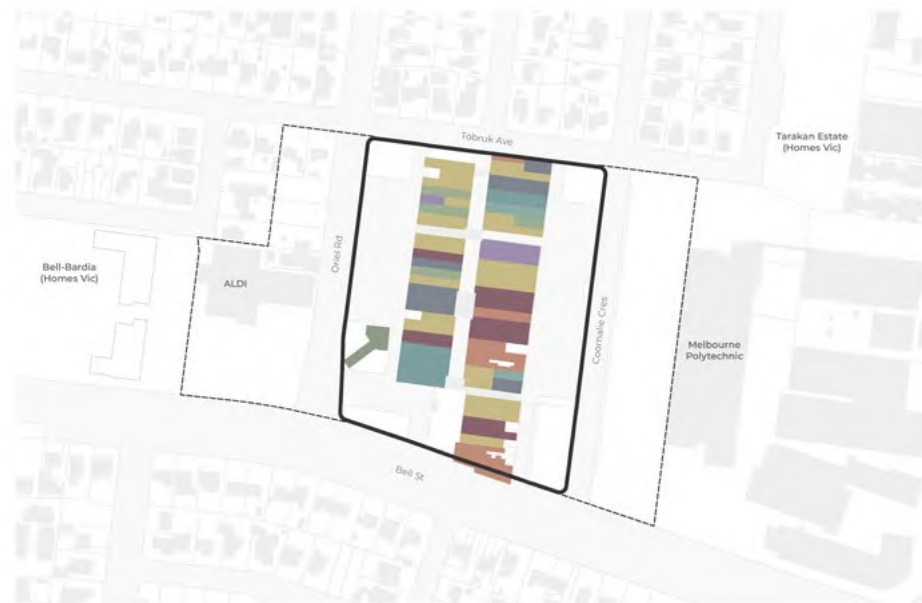
Permeable urban structure at the core, with edges dominated by at-grade parking, disconnecting the Mall from its surrounds.



- Site Boundary
- Precinct Boundary
- Property Boundaries
- Road Reserve
- Building Footprint
- Trees
- Bus Routes
- Bus Stop
- Signalised Pedestrian Crossing
- Intersections
- Traffic Lights
- Public Parking
- Private Parking
- Open Space
- Mall Walkways

Land Uses

Uneven levels of activity throughout the day due to high vacancy. Emerging character as health and community hub.



- Site Boundary
- Precinct Boundary
- Cadastre
- Road Reserve
- Building Footprint
- Indicative Future Building Footprint
- Shops
- Groceries
- Food and Beverage
- Community Services (Shop 48 and Childcare)
- Offices and Professional Services
- Services
- Car-wash
- Health
- Massage Parlours

Ownership

Banyule City Council as major land owner, with fine grain retail properties being mostly individually owned.



- Site Boundary
- Precinct Boundary
- Ownership**
- Council Owned
- Council Managed
- Melbourne Polytechnic
- Homes Victoria
- Private
- Vacant Lot
- Shop 58

2.4 SPATIAL ANALYSIS

A desktop analysis of spatial characteristics was undertaken as part of the issues and opportunities report. More information on this analysis can be found in Council's Issues and Opportunities Report (see Appendix). This included:

Vehicular Movement

Strategic location in the road network. At-grade parking as prominent land use, with vehicular movement dominating the space.



- Site Boundary
- Precinct Boundary
- Vehicular Movement**
 - Arterial Road
 - Collector Road
 - Local Roads
 - Internal Roads
- Signalised Intersections
- Pedestrian Crossing
- Vehicular Access
- Vehicular Exit
- Public Parking
- Private Parking
- Bus Stops

Active Transport Movement

Central Mall as key pedestrian walkway, with missing links towards the east and west, linking to key destinations.



- Site Boundary
- Precinct Boundary
- Pedestrian Connections**
 - Primary Pedestrian Link
 - Secondary Pedestrian Link
 - Local Pedestrian Link
 - Signalised Pedestrian Crossing
 - Refuge Islands
- Bell St Mall Central Walkways
- Internal Walkways/Paths
- Proposed Internal Walkways
- Identified Desire Lines
- Cycling Network**
 - Painted Bike Lane

Landscape and Open Space

Significant mature native trees on site with potential for retention. Opportunities for public realm and open space improvements.



- Site Boundary
- Precinct Boundary
- Cadastre
- Road Reserve
- Building Footprint
- Indicative Future Building Footprint
- Trees
- Open Space
- Future Open Space
- Internal Walkways and Plaza
- Significant Trees
- Further investigation required

2.5 ENGAGEMENT

Banyule City Council undertook a **comprehensive engagement process** to communicate the project's vision, consult on three possible outcomes and receive general feedback on the expected future of the Mall.

Different engagement methods were used, allowing us to get a wide range of responses from the community and other stakeholders, including:

97 responses to online survey

16 people at industry and traders dedicated Drop-In Sessions

6 written submissions (via Email)

150 people over three Face-to-face Pop-up sessions (estimated)

37 St Pius X Primary School Students for Painting Activities

9 people have reached out to Shop 48 for more information.

Mesh and Council have also engaged directly with **key stakeholders** during the development of this masterplan to ensure alignment with other strategic projects and consider their specific needs. Stakeholders included the Department of Transport and Planning (DTP), Austin Health, Bell St Mall Traders Association and housing providers.

WHAT WE HAVE HEARD

The community provided feedback regarding three master plan options presented, with Option 2 (which suggested the creation of a public open space on Oriol Rd) being overwhelmingly preferred. This option has been further developed as part of this masterplan.

Additionally, the following themes expressed during the engagement process have been identified as key considerations for the masterplan:

- + Increased **green spaces** and public open areas
- + Enhancing **safety and accessibility** to the Mall
- + Desire for a more **vibrant** mall, including a diverse mix of businesses
- + Preserving the historical **character** of the Mall
- + Providing adequate **parking** to support commercial viability
- + Desire for a central **community hub** that is welcoming and accessible.
- + **Integrate** the design with the surrounding neighbourhood.



Drop-in Sessions with Traders



Engagement with St Pius X Primary School Students



Engagement process

PART 3: THE MASTERPLAN

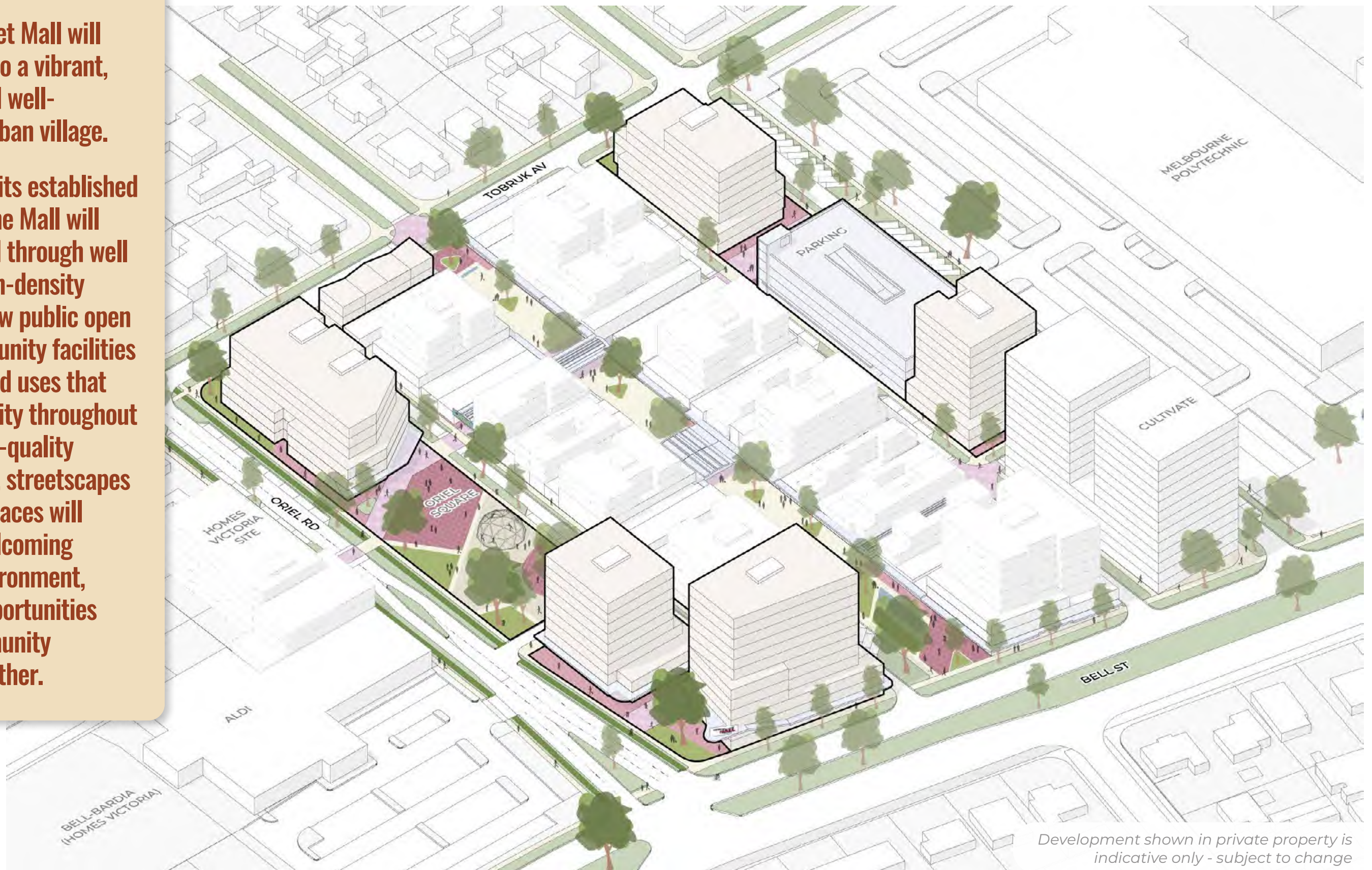


3.1 VISION

The Bell Street Mall will transform into a vibrant, inclusive, and well-connected urban village.

Anchored by its established retail core, the Mall will be revitalised through well designed high-density housing, a new public open space, community facilities and other land uses that support activity throughout the day. High-quality development, streetscapes and public spaces will support a welcoming and safe environment, providing opportunities for the community to come together.

Figure 3.1 - Illustrative Diagram



Development shown in private property is indicative only - subject to change

3.2 OBJECTIVES

Delivering approximately 200-400 new dwellings within the Bell Street Mall precinct.

Allowing Bell Street Mall to grow into a vibrant urban village that will meet the growing community's future needs.

A target of 20% affordable or key worker housing delivered across the site.

Ensuring that the Masterplan supports local residents and workers to stay in the area.

Delivering sufficient parking in a new precinct parking building.

To support the ongoing function of the Mall, local traders and businesses, while encouraging access through different modes of transport.

New upgrades to pedestrian links through the Mall.

To support the celebration of local culture, outdoor dining and health services.

Oriel Square - A new public open space on Oriel Road.

Creating a unique urban public space for the community to come together.

Two potential spaces to support existing and new community services.

Located in suitable locations to provide easy access and activate the precinct.

Upgraded streets to improve the pedestrian and cyclist experience.

Proposed upgrades to surrounding streets to strengthen the 'urban village' feel.

Figure 3.2 - Illustrative Masterplan

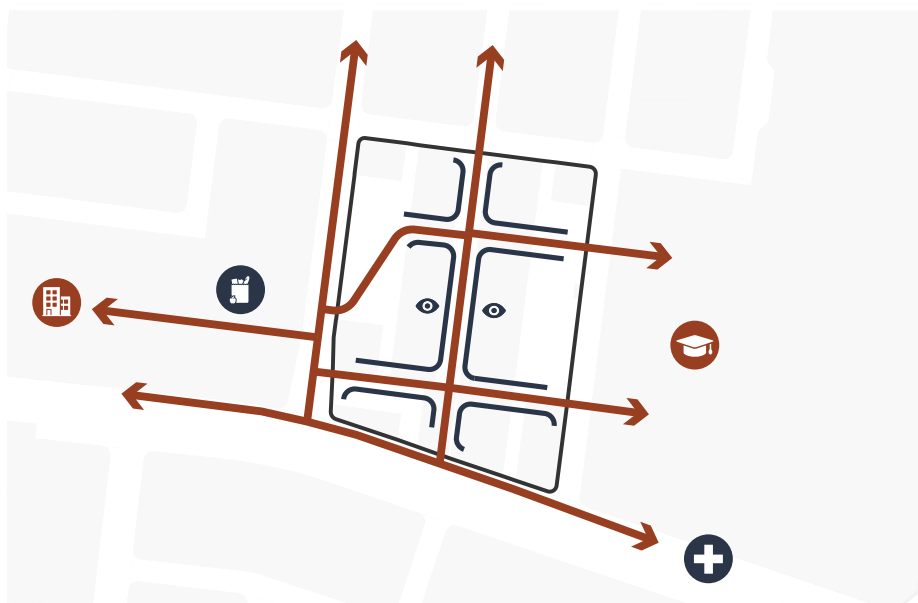


Development shown in private property is indicative only - subject to change

3.3 DESIGN PRINCIPLES

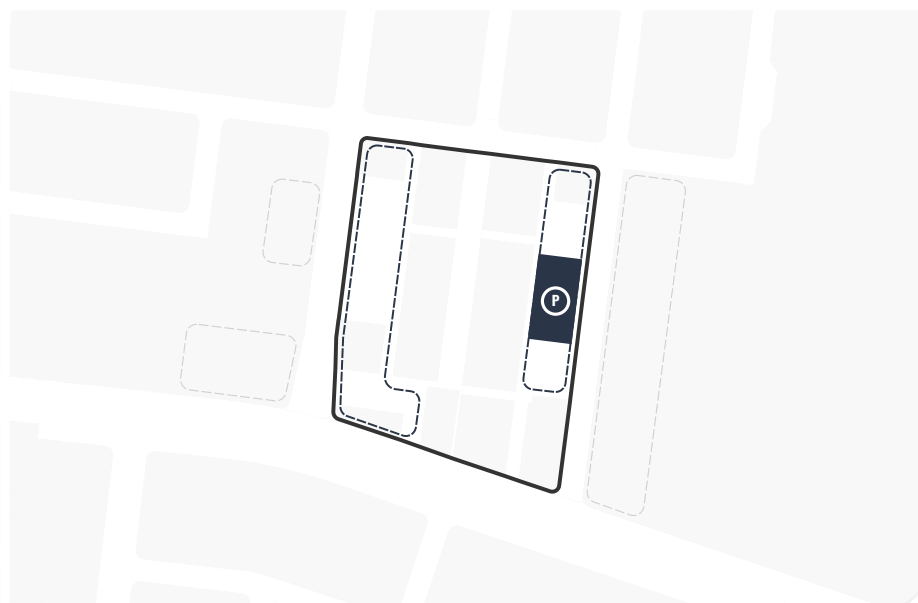
1

Connect the Mall with key destinations and create a safe environment



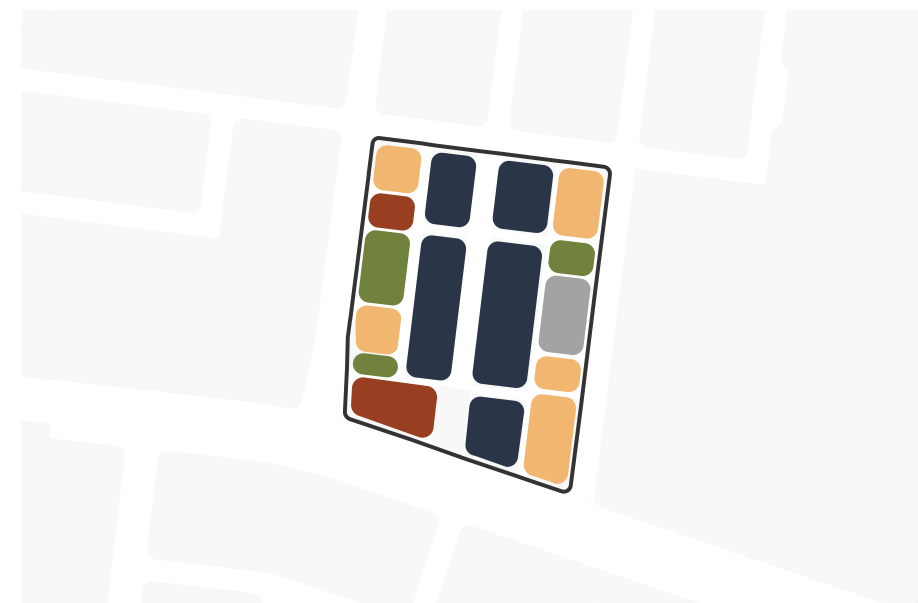
2

Unlock development opportunities while delivering adequate parking



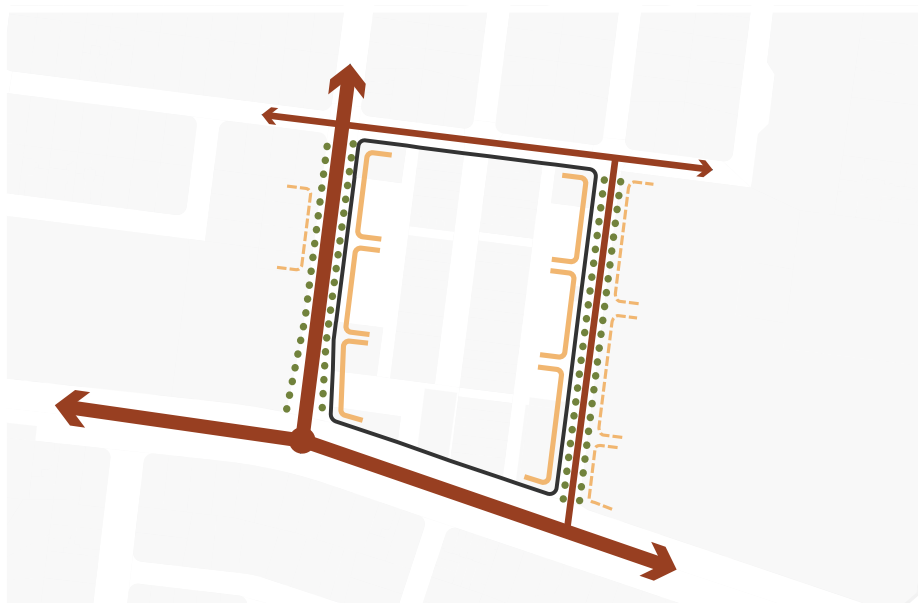
3

Create a village of uses that celebrates what makes the Mall special



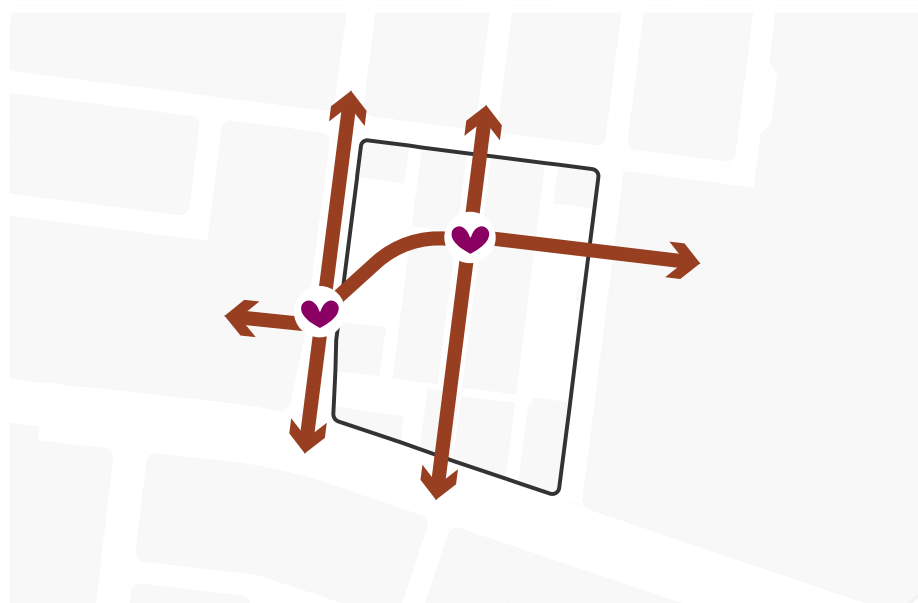
4

Activate the edges, address the surrounding streets and enhance Oriel Rd as a key street



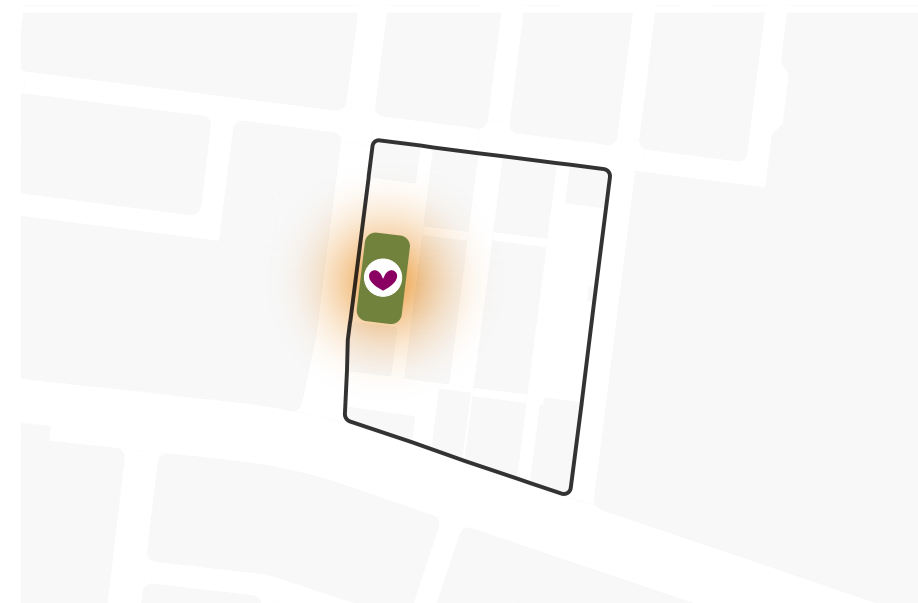
5

Strengthen links to support the existing Mall and bring activity through the precinct



6

Create a key public space for the community to come together



STRATEGIC DIRECTIONS

The Strategic Directions describe the **ways the masterplan will achieve the vision and objectives**, and how the design principles are applied to the masterplan under the following themes.

VIBRANT MALL

A to F

CONNECTED MALL

G to L

INCLUSIVE MALL

M to R

TRANSFORMATIVE MALL

S to Y

STRATEGIES

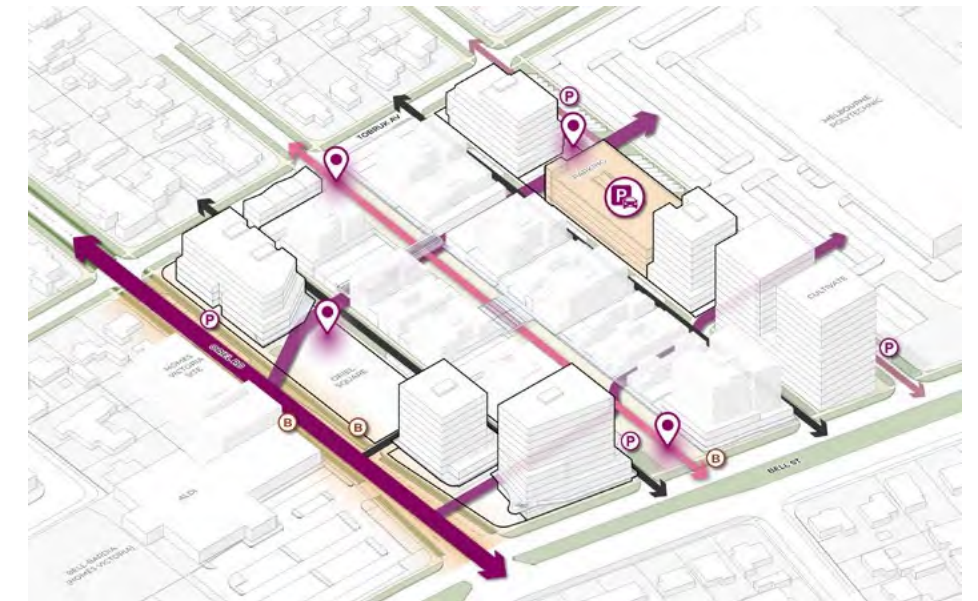
Each Strategic Direction is supported by a series of Strategies that outline **how these will be achieved**.

3.4 VIBRANT MALL



Identifies key precincts and desired land use transformation to support the Mall's revitalisation.

3.5 CONNECTED MALL



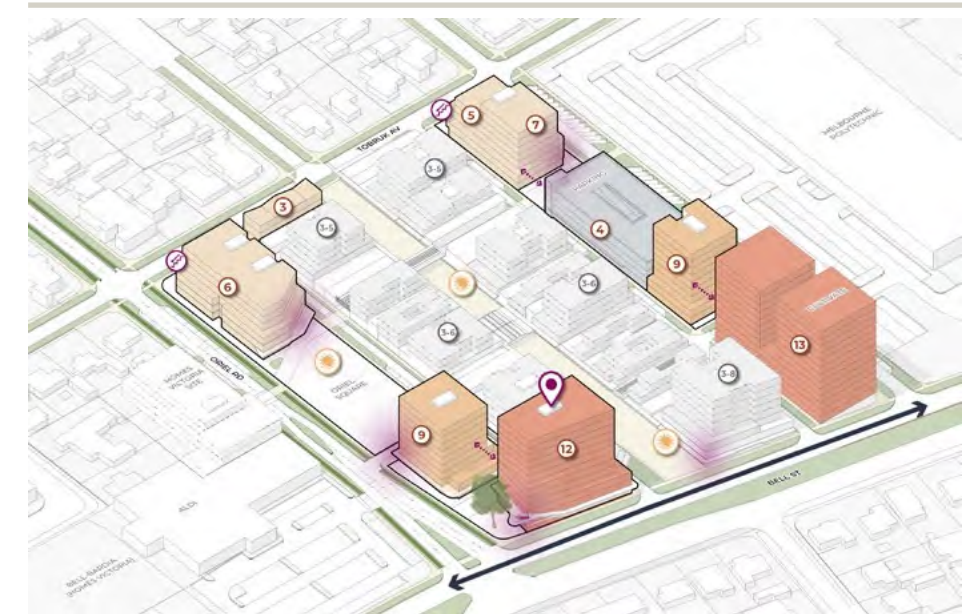
Focuses on how to deliver an efficient and inclusive movement network, providing strategies on access and parking.

3.6 INCLUSIVE MALL



Identifies key public realm and open space interventions to support a welcoming and safe Mall.

3.7 TRANSFORMATIVE MALL



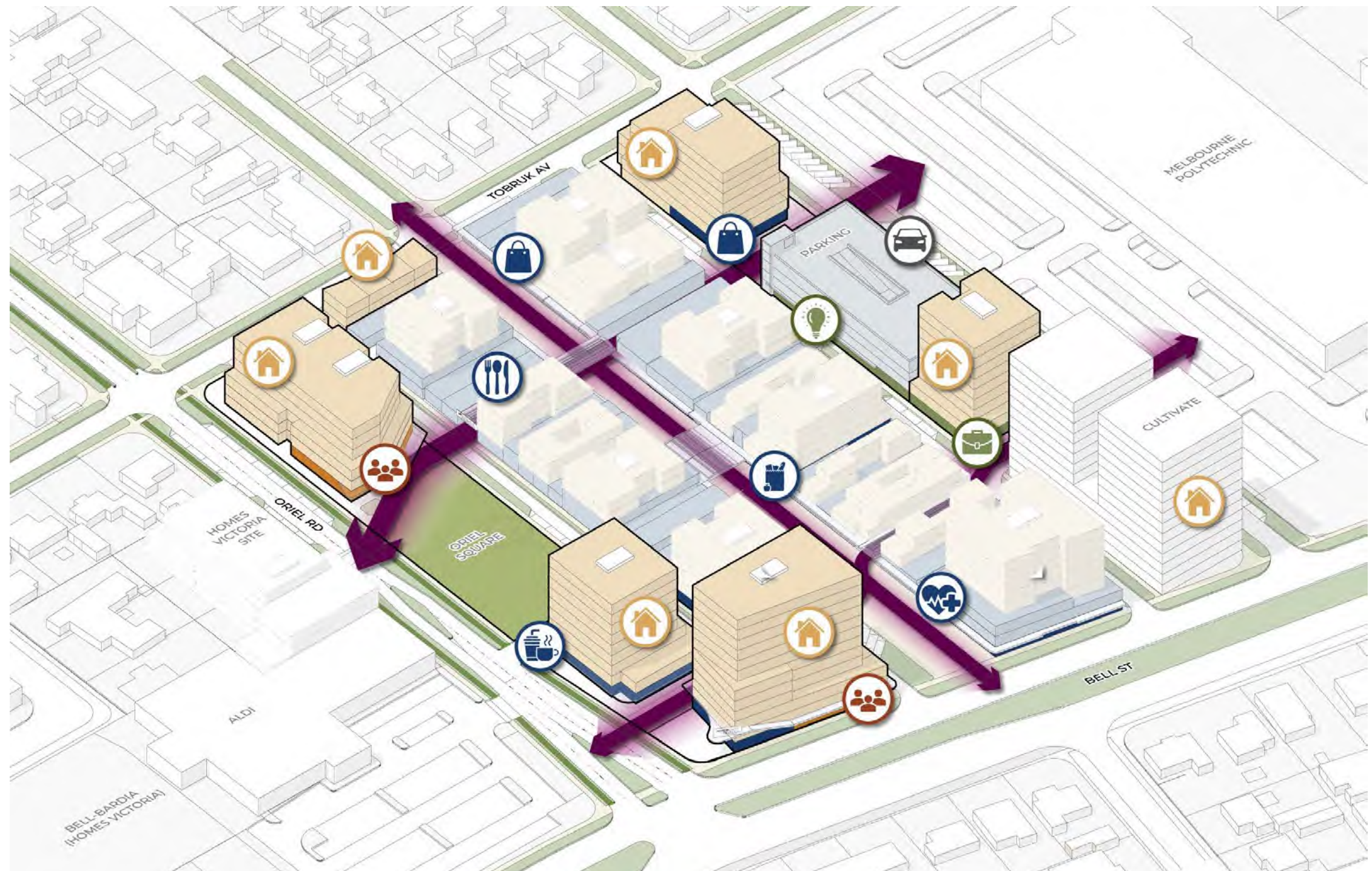
Sets built form intentions for the Mall to appropriately develop over time.

3.4 VIBRANT MALL

Strategic Directions

- A** Creating a series of distinct precincts that celebrate the unique character of Bell Street Mall – The Culture Precinct, the Community and Health Precinct and the Innovation Village.
- B** Introducing well designed higher density housing, including affordable housing into the precinct.
- C** Supporting the existing fine grain retail as the unique heart of the Mall.
- D** Providing new facilities for key community uses within the precinct to support the Mall as a key destination for local services and support.
- E** Creating a sensitive residential transition to lower scale residential along Tobruk Avenue.
- F** Delivering strategically located new commercial and retail that complements existing uses in the Mall.

Figure 3.3 - Illustrative Vibrant Mall Diagram



DRAWING KEY

Land Uses

- Residential
- Retail + Commercial
- Existing Retail
- Innovation
- Community Facilities
- Parking
- Incremental Redevelopment

- Residential
- Retail + Grocery
- Food & Beverage
- Health Services
- Professional Services

- Innovation
- Community Services
- Parking

Open Space & Movement

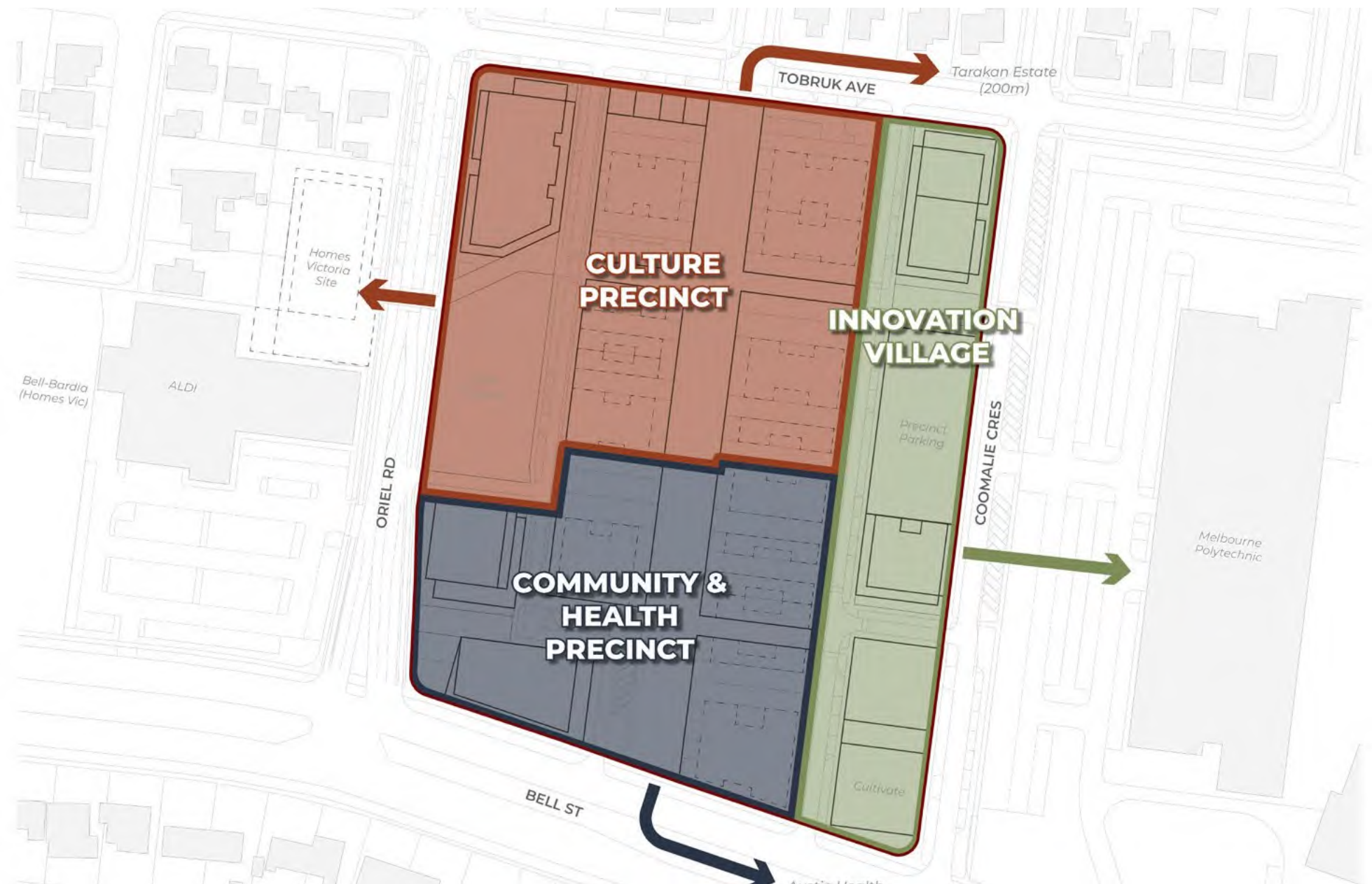
- Oriel Square
- Key Activated Links
- Footpath
- Bike Path

3.4 VIBRANT MALL

A Creating a series of three distinct precincts that celebrate the unique character of Bell Street Mall.

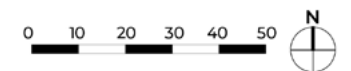
- A1.** The **Culture Precinct** will support the growing number of multicultural dining and retail opportunities emerging in this precinct, encouraging outdoor dining, food outlets and cultural events. This precinct will include Oriel Square, a new public open space, a potential community hub, and higher density mixed use residential. Physical appearance and uses in this precinct will celebrate the multicultural community of the area.
- A2.** The **Community & Health Precinct** will focus on the southern end of the Bell Street Mall and build upon the presence of key community uses such as the pharmacy, medical centre and post office to encourage the co-location of key health and professional services in this location. This precinct will include an upgraded southern gateway to the Mall and a community services hub housed in the lower levels of new higher density mixed use development at the Oriel Road / Bell Street corner.
- A3.** The **Innovation Village** will be a mixed use residential village with ground floor spaces made available for small business, social enterprises, start-up's, creative spaces and potential learning spaces associated with Melbourne Polytechnic that are complementary to the residential uses above. This precinct will include a precinct parking building for the Mall, activated at the ground level with key innovation uses.

Figure 3.4 - Precinct Plan



DRAWING KEY

- Site Boundary
 - Property Boundaries
 - Existing Building Footprint
 - Proposed Building Footprint
 - Indicative Built Form
- Precincts**
- Cultural Precinct
 - Community and Health Precinct
 - Innovation Village



3.4 VIBRANT MALL

B Introduce well designed higher density housing, including affordable housing into the precinct.

- B1.** The Masterplan will deliver a best-practice example of **mixed use precinct** masterplanning and design that will set a benchmark for the delivery of high amenity, higher density precincts in the municipality
- B2.** **High-quality residential uses** will be encouraged above a mixed use ground level (supporting a range of community, commercial, retail and residential ground uses) to introduce a resident population to the precinct.
- B3.** The Masterplan will support the delivery of a minimum of **20% affordable or key worker housing**, such as for those working in the health or education sector, within the precinct. Investigation of other development models including built-to-rent and cooperative housing projects within the precinct is also encouraged.
- B4.** Existing at-grade parking areas will be consolidated into a multi-deck precinct parking building to allow for the delivery of **new mixed use buildings** along the Oriel Road and Coomalie Crescent frontages of the precinct.

C Support the existing fine grain retail as the unique heart of the Mall.

- C1.** The Masterplan supports **incremental redevelopment** of the existing retail within the Mall naturally over time in a way that preserves its unique fine grain character.
- C2.** A **mix of 'shop-top' housing, lower-rise apartments and commercial development** will be supported above the existing retail dependent on the land size, retaining the fine grain character of the Mall.
- C3.** The addition of a resident population, well-designed upper levels and diversity of operation hours will **improve safety and activation** of the Mall throughout the day.

D Provide new facilities for key community uses within the precinct to support the Mall as a key destination for local services and support.

- D1.** Two locations have been identified within the precinct for the potential delivery of **new/upgraded community facilities**.
- D2.** A new and permanent home for services currently located in Shop 48 and the Olympic Neighbourhood House is identified in the lower floors of the proposed building at the corner of Oriel Road and Bell Street. This will provide upgraded spaces for community and associated wrap around social services to act as a **community services hub** and key anchor use to the southern end of the Mall.
- D3.** A **local community hub** in the lower floors of the proposed building at the corner of Oriel Road and Tobruk Avenue. This space is identified as preferred location for **community activities and events** and could include uses such as a small library, child-care, bookable spaces and extended hours study area.
- D4.** **Extended hours of operation** will be supported for certain uses in the community facilities to encourage activation and safety of the Mall through out the day.



Narrm Ngarrgy Library, City of Melbourne



Sydney Road, Brunswick



Bendigo Library, Bendigo

3.4 VIBRANT MALL

E Create a sensitive residential transition to lower scale residential along Tobruk Avenue.

- E1. Respect the surrounding residential area by locating residential uses to Tobruk Avenue with **landscaped front yards**.
- E2. Encourage the redevelopment of the vacant lot at 67-75 The Mall for residential uses potentially including **ground floor retail** complementary to the residential interface.
- E3. Development at the corners of Tobruk Avenue with Oriel Road and Coomalie Crescent will be substantially **setback** to maintain a consistent streetscape along Tobruk Avenue, sensitive to the existing residential area.

F Delivering strategically located new commercial and retail that complements existing uses in the Mall.

- F1. Support the **ongoing success of the existing retail** in the Mall by providing public realm improvements that support existing businesses, while ensuring continuity of operation for during the delivery process of said improvements.
- F2. Ensure new additional retail and commercial spaces encourage increased diversity in retail offering and support a **broader range of uses** attracting desired uses such as childcare, health and professional services.
- F3. Encourage retail and food and beverage within the existing Mall and in strategic locations that **activate new public spaces and east-west links** through the Masterplan.
- F4. **Hours of operation** of new businesses will complement existing businesses to encourage consistent activation of the Mall throughout the day.



Kingsborough, Canberra



Rocket Wine, Nightingale, Fairfield



Vola Foods, Brunswick



Somali Eats, Kensington



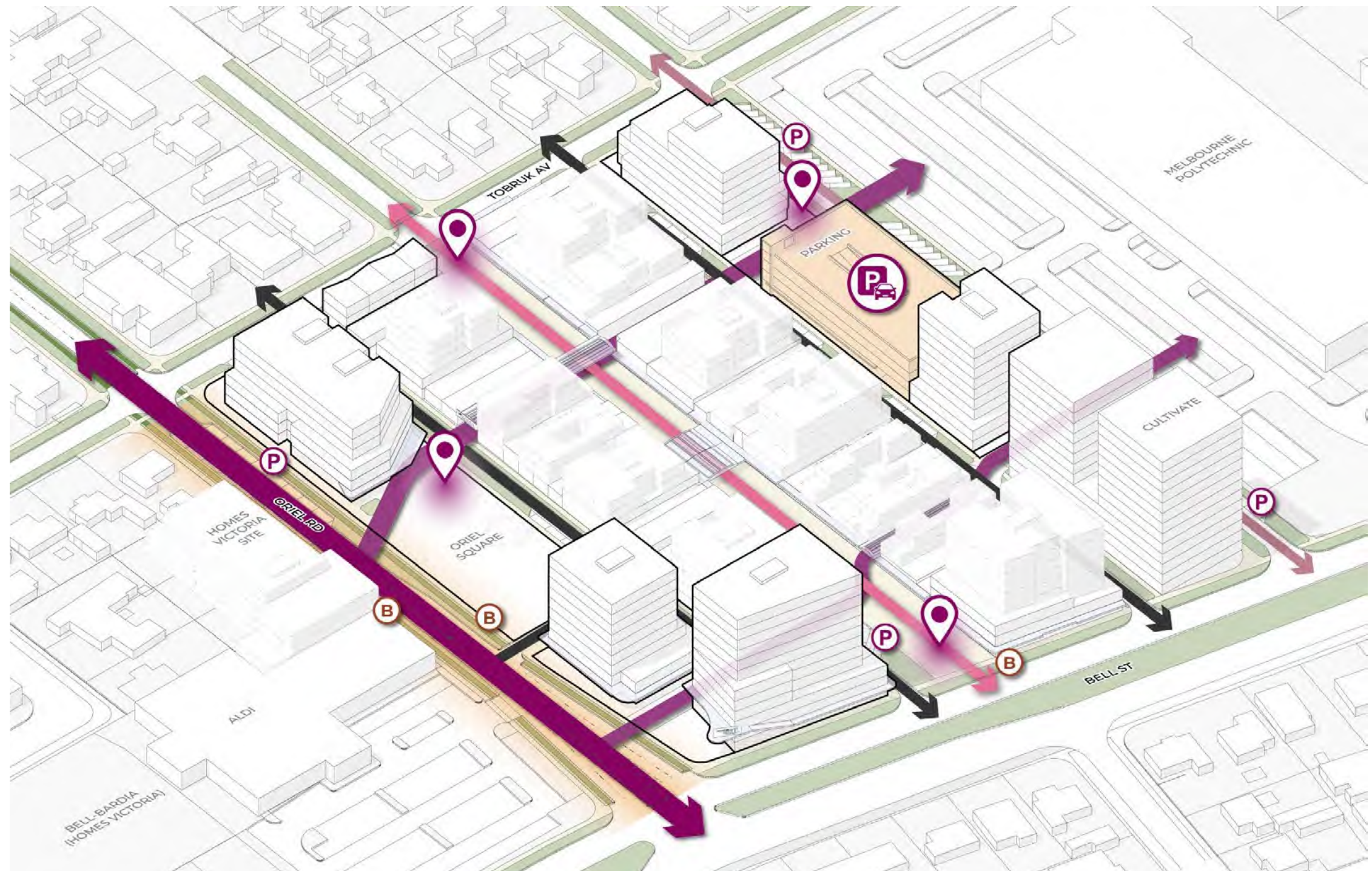
De Hallen, Amsterdam

3.5 CONNECTED MALL

Strategic Directions

- G** Consolidate parking to free up land while retaining convenient parking throughout the precinct.
- H** Create strong east-west pedestrian links through the precinct to better connect the Mall to surrounding streets.
- I** Simplify vehicular circulation through the precinct to improve pedestrian experience while maintaining service access.
- J** Create welcoming gateways to the Mall in every direction.
- K** Transform Oriel Road into a 'village street', including dedicated cycling lanes.
- L** Upgrade the public realm to improve access for all-abilities and diverse modes of transport.

Figure 3.5 - Illustrative Connected Mall Diagram



DRAWING KEY

- Vehicular Movement
- Precinct Parking
- Convenient On-Street Parking
- Internal Laneways
- Bus Stop

- Pedestrian Movement
- Oriel Road - 'Village Street'
- Key East-West Pedestrian Links
- Coomalie Crescent
- Pedestrian Mall
- Gateway

3.5 CONNECTED MALL

G Consolidate parking to free up land while retaining convenient parking throughout the precinct.

- G1.** Existing at-grade parking will be consolidated into a **new multi-level precinct car park** accessed off Coomalie Crescent and clearly signposted from Bell Street and Oriel Road.
- G2.** On-street parking will be retained along Coomalie Crescent and additional parking will be provided in Oriel Road, Tobruk Avenue and internal laneways. These will **provide convenient parking options**, including short-term and priority parking, as well as ride-share/taxi drop-off areas.
- G3.** The precinct parking will support the existing retail. New developments will deliver their own **parking in basement, semi-basement or podium parking** and will be delivered on a project-by-project basis.
- G4. Infrastructure** currently located in the parking area (telecommunication tower and disposal containers) will be relocated to a suitable location.

H Create strong east-west pedestrian links through the precinct to better connect the Mall to surrounding streets.

- H1.** The Masterplan will extend and strengthen the existing east-west pedestrian links that connect to the Mall to make a **seamless and inviting pedestrian experience** from Oriel Road all the way through to Coomalie Crescent.
- H2.** These east-west links will be extended as generous (>3.0m wide), **well-lit footpaths with prominent wayfinding** to make accessing the Mall easy, intuitive and feel safe. Active frontages will be encouraged along these links to promote activity and visibility at all times of the day.
- H3.** Through public realm and wayfinding design, the **northern east-west link** will be themed as part of the Culture Precinct, encouraging outdoor dining and other uses for activation and cultural representation.

H4. Through public realm and wayfinding design, the **southern east-west link** will be themed as part of the Community and Health Precinct, supporting a seamless connection between public transport infrastructure and key facilities and services.

I Simplify vehicular circulation through the precinct to improve pedestrian experience while maintain service access.

- I1.** The numerous driveway entries to the at-grade parking will be reduced as at-grade parking is consolidated into the multi-deck parking. This will significantly **reduce the number of crossovers** along Oriel Road and Coomalie Crescent improving pedestrian amenity.
- I2.** Internal laneways will be revised to provide **one-way traffic** movement to free up space in the street for improved footpaths and simplify traffic movements. Existing service access will be retained to all existing land parcels.
- I3.** Entry to the service and convenience parking on the west side of the Mall will come off Bell Street and Tobruk Avenue to capture traffic approaching from the north and south respectively. Vehicles can then exit onto Oriel Road from a new proposed crossover to the south of Oriel Square.
- I4.** Entry to the internal laneway and precinct parking on the east side of the Mall will come off Bell St and Tobruk Avenue to capture traffic approaching from the north and south respectively. Vehicles can then exit towards Coomalie Crescent through the new laneway north of the existing Cultivate development.
- I5. Shared zones and raised crossings** supporting different modes of transport (bikes, scooters, pedestrian and vehicles) coexisting in the same space will be provided in strategic locations, encouraging a safe and low-speed environment inside the Mall.



Dawson St Car Park, Sunshine



Slabtown Marketplace, Portland



Santa Monica Parking, Los Angeles

3.5 CONNECTED MALL

J Create clear and welcoming gateways to the Mall in every direction.

- J1.** The **precinct's historic signs will be retained and restored** as part of the Masterplan. The historic Bell Street Mall will remain visible from main entry point to the southern plaza as well as visible from Bell Street/Oriel Road intersection.
- J2.** The **southern plaza** fronting onto Bell Street will be retained and upgraded to **provide a clear gateway to the south**. Anchored by the proposed development at the corner of Bell Street and Oriel Road, the public space will serve as a community square, activated by surrounding health and community uses.
- J3.** **Oriel Square** will provide a clear and welcoming entry to the Mall from the west. The historic 'The Mall' sign located over the east-west pedestrian link will be restored and the pedestrian link extended as a **generous and welcoming pedestrian boulevard** to Oriel Road. Relocation of the pedestrian crossing will be investigated to align with the proposed pedestrian link extension.
- J4.** The **northern entry** to the Mall will be upgraded to support its role as a quiet pocket plaza interfacing to adjacent residential. Improved opportunities for outdoor dining, public seating and landscaping will be provided.
- J5.** To the east, a **pedestrian link** to the north of the precinct parking building, linking to the overall east-west pedestrian link, will act as main entry from Melbourne Polytechnic. Innovation uses at the ground floor of the precinct parking and new development to the north will activate this gateway.

K Transform Oriel Road into a 'village street', including dedicated cycling lanes.

- K1.** **Oriel Road** will be upgraded within the existing street reserve with upgraded footpaths, on-street parking, additional street trees and separated **cycling lanes**.
- K2.** Additional **on-street parking with landscape** outstands will deliver more car parking and more street trees along Oriel Road thanks to the removal of numerous driveway crossovers.
- K3.** Vehicle speeds will be sought to be reduced to **40km/h through the precinct**
- K4.** **Bus stop amenities** such as bus stops and associated street furniture, will be sought to be improved.

L Upgrade the public realm to improve access for all-abilities and modes of transport.

- L1.** The public realm throughout the Mall will be upgraded to **support all-abilities access** including kerbless internal streets and upgrades to existing surfaces.
- L2.** New development will be designed to have **step-free entry** into ground floor dwellings and commercial premises.
- L3.** Clear **wayfinding** elements that address all-abilities will be provided across the Mall.
- L4.** Bus stops will be sought to be upgraded to support increased inclusive access to the Mall through **public transport**.
- L5.** **Cycling infrastructure** such as secure parking and end of trip facilities will be incorporated in the public realm and new development, encouraging cyclists to dismount and walk inside the Mall.



Stencil St, Seattle



St Kilda Rd, Melbourne



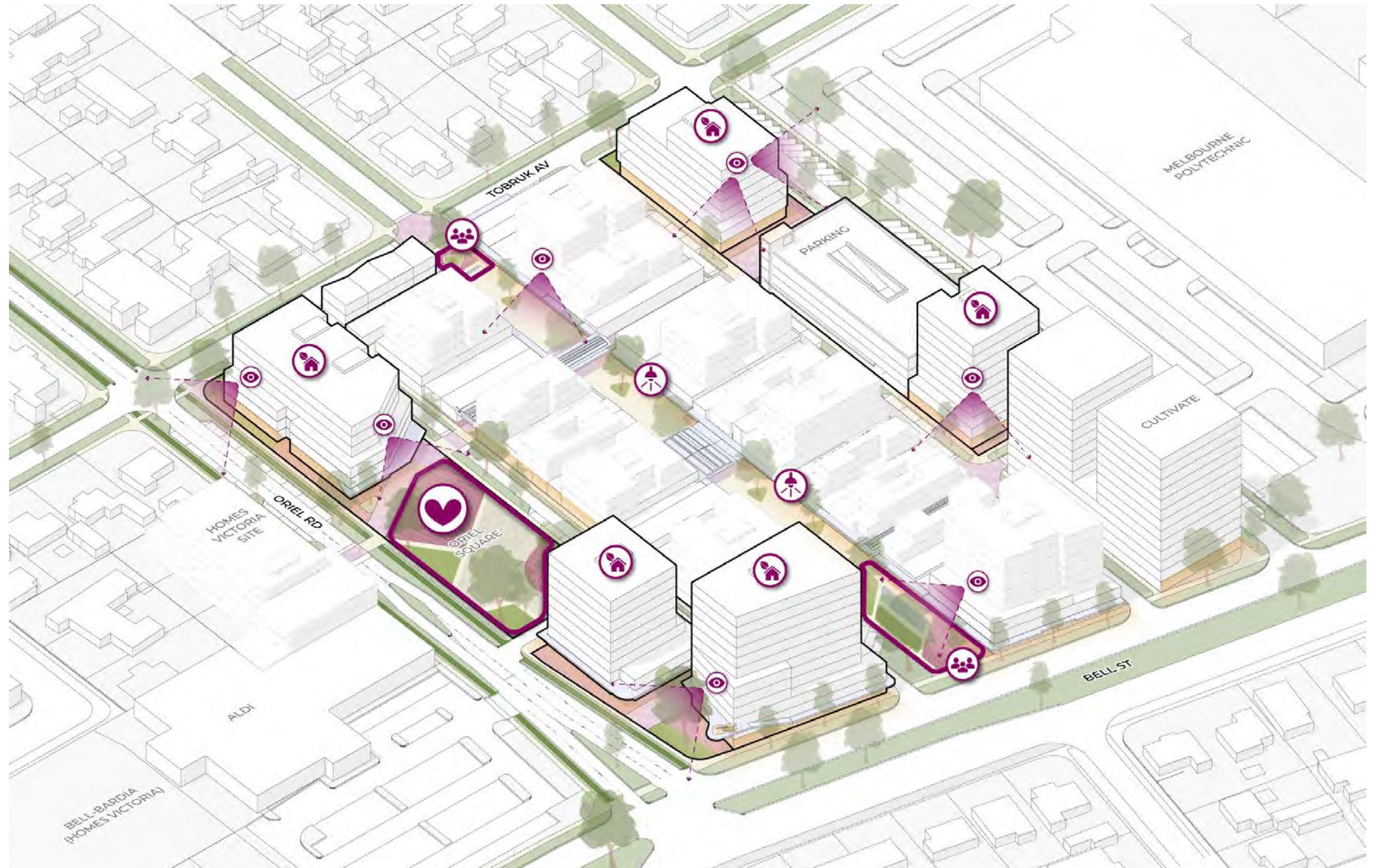
Hunziker Areal, Zurich

3.6 INCLUSIVE MALL

Strategic Directions

- M** Create a new, inviting and adaptive public open space (Oriel Square) for the community to come together at the Mall.
- N** Support the central Mall grow as a vibrant shopping strip with welcoming gateways at each end.
- O** Transform the key east-west links into public spaces that reflect and celebrate the Mall's character.
- P** Connect and activate the precinct's edges and key links with consideration of the surrounding context.
- Q** Integrate greenery and sustainable design throughout the precinct.
- R** Celebrate the Mall's unique cultural and local mix.

Figure 3.6 - Illustrative Inclusive Mall Diagram



DRAWING KEY

- | | | | |
|--|---------------------------|--|---------------------------------------|
| | Public Realm & Open Space | | Integrated Sustainable Infrastructure |
| | Oriel Square | | Canopy Coverage |
| | The Mall | | Greening Opportunities |
| | Gateways | | |
| | Activated Edges | | |
| | Passive Surveillance | | |
| | Adequate Public Lighting | | |

3.6 INCLUSIVE MALL

M Create a new, inviting and adaptive public open space (Oriel Square) for the community to come together at the Mall.

- M1.** A new public open space will be delivered fronting Oriel Road as an **adaptive gathering space for formal and informal events**, providing opportunities for passive recreation to the local community and residents.
- M2.** A co-design process for Oriel Square will **integrate community consultation and engagement** to ensure it meets the needs and desires of the local community.
- M3.** The space will be surrounded by active uses including outdoor dining and community uses and be overlooked by surrounding residential uses, providing **activation and safety at all times of the day and night**.
- M4.** **Sufficient lighting** of Oriel Square will be provided for all hours of the day. **Opportunity for feature lighting** elements at entries to be determined as part of the co-design process.
- M5.** The space will include a mix of hardscape and softscape spaces that will provide for a **flexible range of uses**, including seasonal events, pop-ups, places to play, meet and relax.
- M6.** The materiality and furniture will be **well-considered materiality and furniture** elements that is **high quality, low maintenance** and where possible **flexible for multiple uses**. Opportunity for customised materials and furniture to be determined as part of the co-design process, otherwise ensure alignment with Council's Technical Notes.
- M7.** The space will provide **sufficient shade and urban cooling** utilising a mixture of **canopy trees and shelter structure/s**, ensuring consideration to the aspect, proposed built form and retained existing mature trees.



Figure 3.7 - Oriel Square Concept Diagram

3.6 INCLUSIVE MALL

M Create a new, inviting and adaptive public open space (Oriel Square) for the community to come together at the Mall.

M8. Planting and blue-green infrastructure will be provided a **climatically adaptable and sustainable** outcome that softens the Square.

M9. Wayfinding elements and visual cues will be **clear, appropriately located and accessible** for navigation throughout the square and to boarder connections within and extending from the precinct.

M10. Potential opportunity for incorporation of **permanent and/or temporary public art element/s** within Oriel Square, to be determined as part of co-design process with local community and encourage commissioning of local artists.



Public Art and Activation Precedents

3.6 INCLUSIVE MALL

N Support the central Mall grow as a vibrant shopping strip with welcoming gateways at each end.

- N1.** The Mall will become **revitalised into a vibrant retail destination** for the diverse community. **Flexible spaces** for spill out shopping, dining, entertainment, passive play, and moments for rest will be incorporated throughout the length of the strip.
- N2.** The **central stage will be upgraded for multiple uses** for the community, inclusive of formal or informal events, entertainment and performers, temporary installations as well as flexible dining and seating.
- N3.** Embellished and **activated gateways** will provide a inviting welcome to the Mall. Opportunities for feature lighting and/or public art to be considered as part of design process.
- N4.** Sufficient and consistent **lighting** to be provided along the journey of the Mall to provide safety and support adjacent business to encourage night time economic activity.
- N5.** Being interfaced with predominantly residential housing, the **northern gateway** presents the opportunity for an **informal play and seating area**.
- N6.** With interfacing Bell Street and connection to the bus stop and adjacency to community services, the **southern gateway** leads itself to an **elevated landing area for rest and transition** through to the central Mall and key links.
- N7.** Appropriately located, clear and accessible **wayfinding elements** will be provided at gateway entries and throughout the Mall to guide visitors to key destinations, community services and movement networks.



Figure 3.8 - The Mall Concept Diagram

3.6 INCLUSIVE MALL

N Support the central Mall grow as a vibrant shopping strip with welcoming gateways at each end.

N8. Incorporate and **celebrate the Mall's sense of character by integrating identified existing eclectic materiality and elements** that resonates with the community as nods to the past, such as the dynamic mix of building scales, doorways, signage, brickwork, vibrant colours and window glazings. Opportunity to be built into the co-design process with community and existing businesses.

N9. Different **elements of shade** will be provided throughout the Mall to accommodate for **all weather conditions and that support proposed uses**. Potential to include awnings, shelter structure/s, shade sails and additional trees.

N10. **Protect and retain existing mature trees**, where feasible, to provide shade, urban cooling and instant amenity.

N11. Encourage **softening or embellishment of built form** where appropriate, this may include green walls, balcony gardens, public art and/or murals or feature facade treatments.

N12. Encourage **increased greening and integrate blue-green infrastructure**, where possible to be integrated seamlessly into the design to soften the urban environment, but not detracting from desired functional uses. Ensure to consider durability, future adaptiveness and ease of maintenance in selections.



Shade shelter structures



Accommodation of retail spill out spaces



Vertical greening opportunities



Flexible entertainment space



Interactive and temporary public art installations



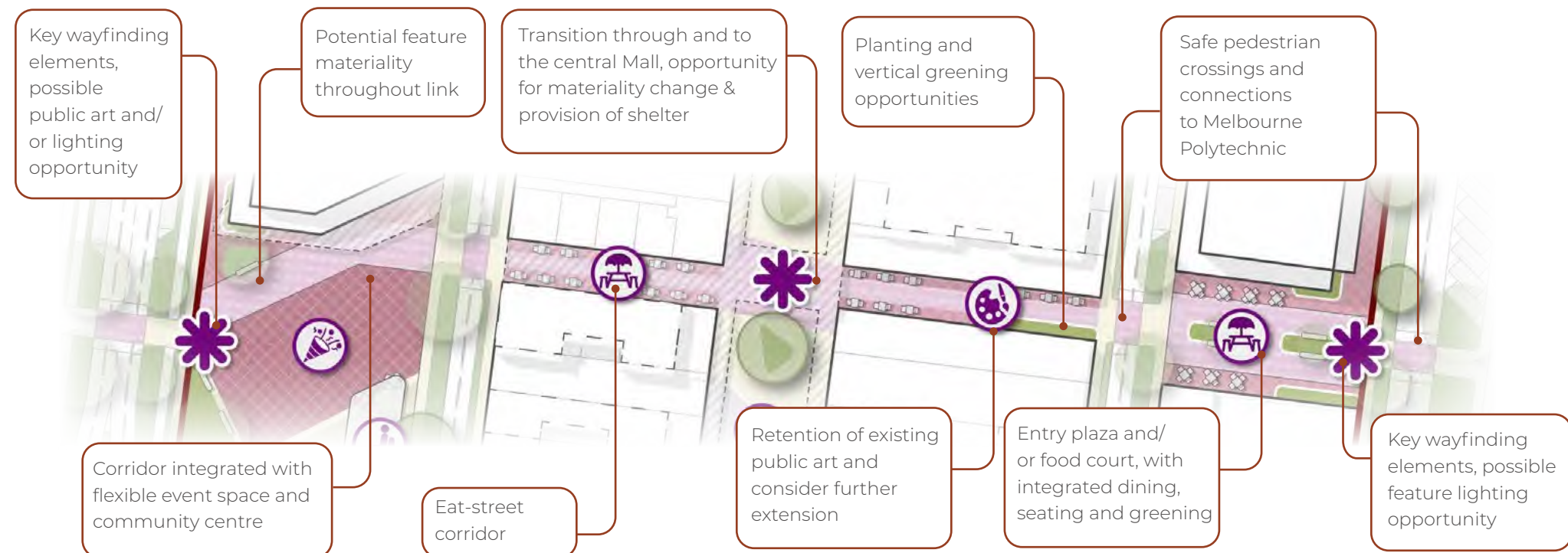
Flexible outdoor dining and seating opportunities

3.6 INCLUSIVE MALL

0 Transform the key east-west links into public spaces that reflect and celebrate the Mall's character.

- 01.** The links will provide important east-west connections across the precinct and between key community facilities within and extending from the precinct.
- 02.** The links will be corridors of active uses including outdoor dining and community uses and be overlooked by surrounding residential and commercial uses, providing **activation and safety at all times of the day and night**.
- 03.** The northern east-west link will be encouraged to grow as a **hub for outdoor dining and celebration of multicultural diversity** of the Mall, including the local Somalian community.
- 04.** Retain existing **public art installations** along northern east-west link and consider further enhancement with supporting materiality and uses.
- 05.** Consider further extension of integrated **temporary and/or permanent public art installations** along the remainder of the northern east-west link. Encourage consultation with local community throughout design process and commissioning of local artists.

Figure 3.9 - Northern East-West Link Concept Diagram



Boulevard of Arts, Dnipro



Chancery Lane, Bendigo



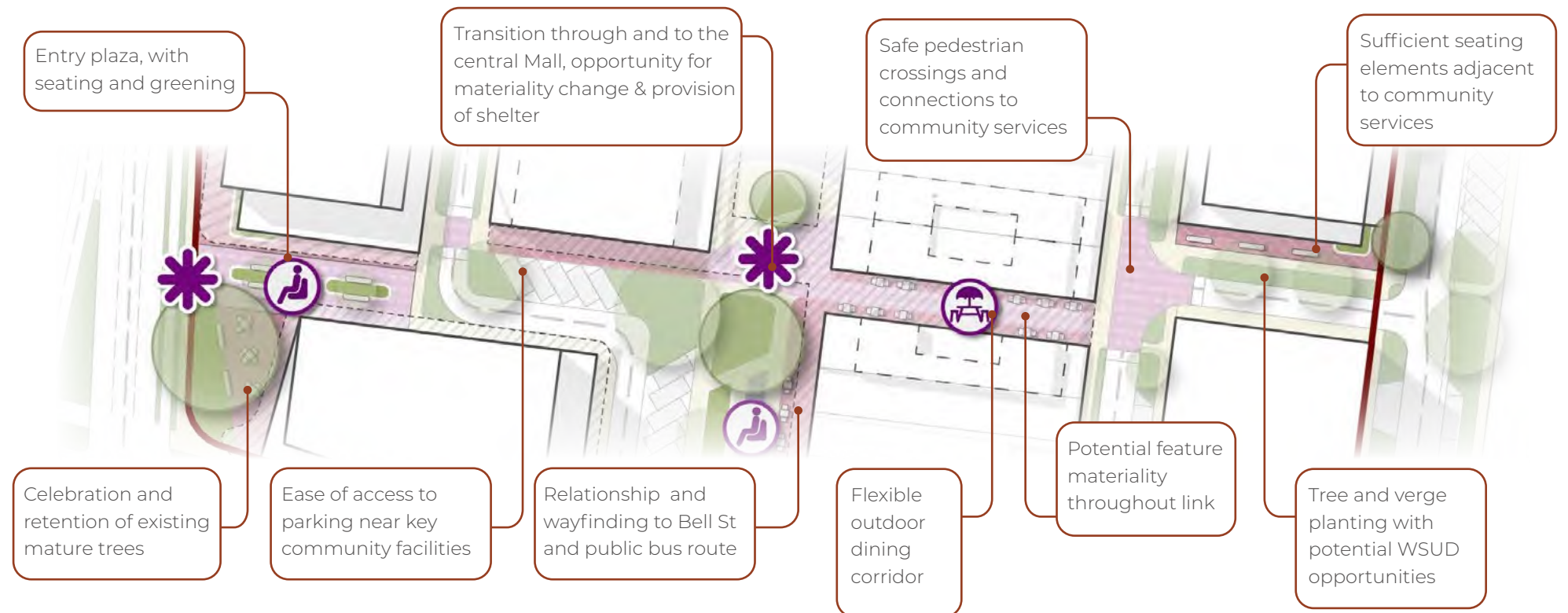
La Marketta, Brisbane

3.6 INCLUSIVE MALL

0 Transform the key east-west links into public spaces that reflect and celebrate the Mall's character.

- O6.** The southern east-west link will be lined with **commercial and retail businesses anchored by the community hub and medical centre**.
- O7.** Spaces for **waiting, rest and dining** will be provided with supporting seating, shelter and other public amenities throughout the extent of the southern link.
- O8.** **Celebration and retention of existing mature trees** at key junctions of the southern corridor.
- O9.** Provide **ease of access to at grade parking** areas adjacent key community facilities.
- O10.** Support east-west links with **well-considered materiality and furniture** elements that are **highly quality, low maintenance** and **support desired uses**.
- O11.** Ensure links provide a clear and accessible environment to navigate with ease and is supported by appropriate **wayfinding and lighting** elements for guidance to key destinations in a safe environment, encouraging economic activity during the evenings.

Figure 3.10 - Southern East-West Link Concept Diagram



Rouse Hill lane, Sydney



Platform, Los Angeles



Mason on Mariposa, San Francisco

3.6 INCLUSIVE MALL

P Connect and activate the precinct's edges and key links with consideration of the surrounding context.

- P1.** The Masterplan shifts the Mall from an inwardly focussed mall cut off from its surroundings to one that **invites people in through activated edges**.
- P2.** A range of ground level residential uses with landscaped front yards will **activate the northern and eastern edges** integrating with the surrounding neighbourhood.
- P3.** Community uses along Oriel Road and Bell Street will **deliver active frontages sensitive to adjacent residential uses**.
- P4.** The addition of a new residential uses in the Mall, will improve **passive surveillance of the public realm and contribute to how safe the area feels at all times of the day**, by supporting overlooking of the public realm from private dwellings and other uses.
- P5.** This will be supported by **improved lighting in the public realm** throughout the precinct to support residents returning to their homes and visitors passing through the Mall at all times.
- P6.** **Clear sightlines** are provided to major public open spaces from public streets to support passive surveillance and key land uses, such as the community hub, **provide opportunities for extended hours activation** (such as a library or bookable spaces operating into evening hours).
- P7.** Provide **clear and accessible navigation** to and from supporting bus stops and key gateway connecting to the Mall and other community services.
- P8.** Encourage softening or embellishment of built form where appropriate, this may include green walls, balcony gardens, public art and/or murals or feature facade treatments.
- P9.** Provide sufficient **shade** with consistent tree planting along all edges and links within the precinct.

- P10.** Encourage low maintenance **planting and blue-green infrastructure** opportunities with consideration to adaptiveness to climatic changes and sustainable outcomes.
- P11.** Opportunity for **customised materials, furniture and lighting** to be determined as part of the co-design process.



Supporting integrated furniture & materiality



Landscaped setback to residential interfaces



Vegetated buffering between street & active frontages



Vertical greening & balcony gardens integrated into built form

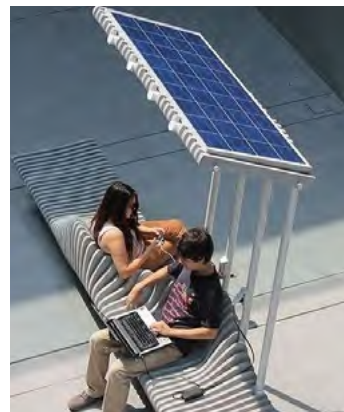


Street Tree planting and integrated seating

3.6 INCLUSIVE MALL

Q Integrate greenery and sustainable design throughout the precinct.

- Q1. Sustainability will be embedded in every project** with an expectation to **exceed industry standards** and encourage the incorporation of green roofs, walls, reduction in impermeable surfaces, water sensitive urban design, harvesting and recycling.
- Q2.** Encourage the development of **energy efficient buildings** that minimises environmental impacts, embodied energy and support the transition towards net zero emissions.
- Q3.** Encourage **reduction of carbon emissions** where possible throughout all processes of the design, delivery and operations within the precinct, inclusive of subsequent future projects and events.
- Q4.** Encourage **re-purposing and/or reuse** of existing materials and furniture elements, where possible and appropriate.
- Q5.** Encourage uptake and incorporation of **renewable resources and operations** throughout the precinct.
- Q6.** Opportunity for integrated and well-considered placement of a variety of **smart technology**, such as charging stations, solar lighting and movement sensors throughout the public realm to support community needs.
- Q7.** Design and materiality of public realm and built form projects will consider **ease of maintenance** to ensure appropriate appearance and operation in the long term.
- Q8. Significant existing trees** have been retained where feasible to provide instant amenity and shade, contributing to the landscape character of the precinct and **protecting existing flora and fauna**. This includes the tree at the corner of Oriel Road and Bell Street which is regularly nested in by rainbow lorikeets and native mynas.
- Q9.** Encourage **tree planting** where feasible and appropriate, in an effort to achieve a **targeted 30% canopy coverage** across the public realm of the precinct.

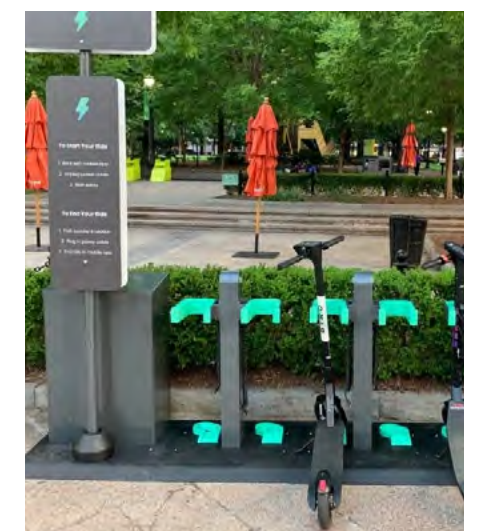


- Q10.** All **rooftops** are expected to incorporate green infrastructure and/or solar panels to support urban cooling and energy capture on site.

- Q11. Future-proofed and diverse plant selection** throughout the precinct with consideration of **site context, adaptiveness to environmental climatic changes, increase of biodiversity** and **ease of maintenance**.

- Q12.** Encourage and promote use of **active and public transport** to, from and throughout the precinct by upgrading supporting amenities and movement network connections.

- Q13. Integrated waste management** will be considered for all businesses and residents.



Greening and Sustainability Precedents

3.6 INCLUSIVE MALL

R Celebrate the Mall's unique cultural and local mix

- R1.** The public realm will **celebrate the multicultural diversity** of the Mall and it's community with the support of **events and public art work** in collaboration with the local community and cultural groups.
- R2.** **Provision for affordable and key worker housing** will support local community needs in the **provision of housing below the median** for the area.
- R3.** Design processes for key open spaces and upgrades to the Bell Street Mall will be informed by a **co-design process with the community** to ensure the community has a part in the future of the Mall.
- R4.** Bookable spaces within the future community hub will provide key locations for the **local community to come together for a wide range of events**.
- R5.** All built form and public realm projects will consider opportunities to **collaborate with First Nations** (including the Barrbunin-Beek and the Wurundjeri Woi-Wurung Aboriginal Cultural Heritage Corporation) as well as other local cultural groups including the **Somalian** community to **represent and celebrate culture** at the Mall.
- R6.** Different **cultural artistic expressions** will be incorporated in the physical appearance of the built form and public realm, encouraging commissioning of local artists.
- R7.** **Diverse cultural needs** will be considered in all public realm and built form projects. Some examples of these considerations include:
 - + Provision of inclusive public toilets and other service facilities.
 - + Provision of appropriate places of worship.
 - + Gathering spaces that support a diversity of social dynamics.
 - + Opportunities for leisure and recreation that address a diversity of interests and cultural identities.



Secret Stories by Jutta Prior



Darebin Creek Welcoming Ceremony



Were Street Mural



Nicholson St, Footscray



3081 Neighbourhood Panels



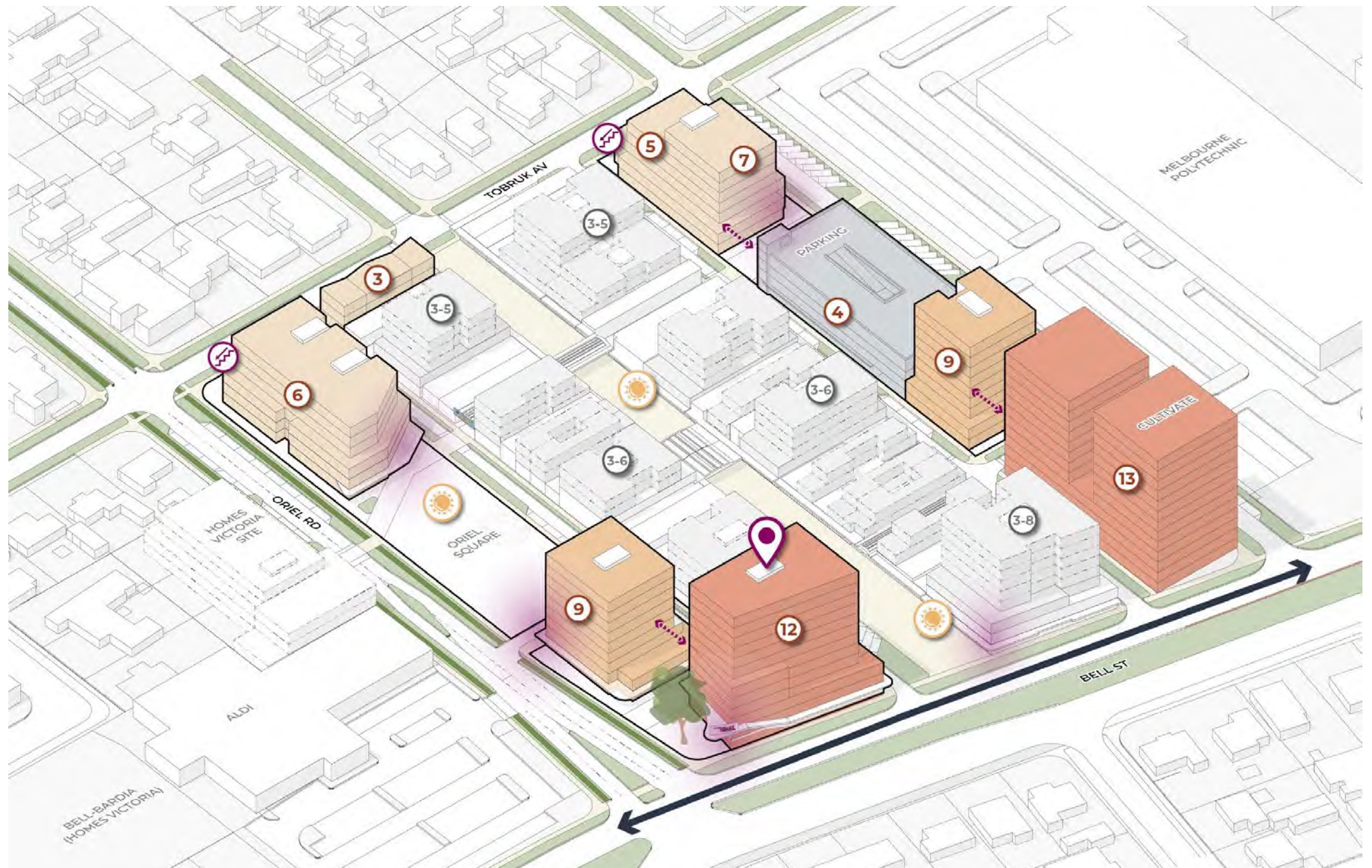
Twilight Sounds Festival 2022

3.7 TRANSFORMATIVE MALL

Strategic Directions

- S** Provide a variety of building heights that respond to the precinct's interfaces.
- T** Frame public spaces and key corners with high quality built form.
- U** Reinforce the boulevard character of Bell Street.
- V** Support lower scale incremental development on the existing retail that reinforces the village character of the Mall.
- W** Design buildings that reflect the desired character of the precinct.
- X** Design building to protect ground level amenity including solar access to open spaces and key viewlines.
- Y** Locate buildings with good outlook and spatial separation.

Figure 3.11 - Illustrative Transformative Mall Diagram



DRAWING KEY

- | | | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| Building Heights | 12+ Storeys | 9 Storeys | 7-3 Storeys | Parking (4 Storeys) | Incremental Development |
| Bell Street | Transition to Residential Interface Height (3 Storeys) | Solar Access to Public Spaces | Building Separation | Landmark Building | |

3.7 TRANSFORMATIVE MALL

S Provide a variety of building heights that respond to the precinct's interfaces.

- S1.** The Masterplan has carefully considered **building heights to respond to context and preserve amenity** while achieving a higher density urban environment that can deliver quality housing in a well serviced location.
- S2.** Higher built form **up to 12 storeys** is proposed towards Bell Street, where **overshadowing has less impact on sensitive land uses** and the higher built form can **buffer northern uses from traffic noise**.
- S3.** **Building heights transition lower towards the north** with 3 storey scale proposed to interface to Tobruk Avenue with additional floors in the order of 6 storeys allowed with greater setbacks.
- S4.** A **variety of heights** are deliberately proposed throughout the precinct to bring **diversity to the streetscape** - just like a typical street in a town centre.

T Frame public spaces and key corners with high quality built form.

- T1.** The Masterplan will seek for **all buildings to be designed to a high standard** including high quality materials and well considered floor plans that consider dwelling amenity.
- T2.** Some locations, on key corners and opposite the proposed public open space will be especially visible regardless upper level setbacks. The Masterplan has carefully considered the heights and scale of buildings around Oriel Square to ensure they **frame the public spaces** (while protecting solar access) and are **'designed to be seen'**.

U Reinforce the boulevard character of Bell Street.

- U1.** Bell Street will continue to be a major arterial road through the precinct. This provides the site with excellent road **connections within metropolitan Melbourne** but also poses **challenges to managing traffic noise** to key open spaces.
- U2.** The presence of the Mall to Bell Street has been carefully considered. The proposed development will **reinforce the urban boulevard character** of Bell Street with a significant building anchoring the corner of Oriel Road and Bell Street and **helping buffer land uses to the north**.
- U3.** The existing mature Eucalyptus on the corner of Bell St and Oriel Rd is intended to be retained as a **prominent attribute of the corner with the building offset at ground level** to accommodate it as part of a forecourt.
- U4.** **Sight lines to the existing Bell Street Mall sign will be retained** from Bell Street in key locations from the southern plaza and from the Oriel Road intersection.
- U5.** The building at the corner of Bell St and Oriel Rd will be designed as a **landmark building** with a **distinct architectural style** that strengthens the boulevard character of Bell St and showcases high quality design intentions in the Mall.



Rouse Hill Town Centre, Sydney



Northcote Townhouses, Northcote

3.7 TRANSFORMATIVE MALL

V Support lower scale incremental development on the existing retail that reinforces the village character of the Mall.

- V1.** The Masterplan also provides **guidance on future development on private land** within the Mall, noting that this will occur gradually over time and in an incremental manner.
- V2.** The Masterplan supports change in a way that will **preserve the fine grain village character** of the Mall.
- V3.** Building **heights and scale on private lots will be dependent on the overall size and width of the lot.** Smaller narrow lots will be limited to fine grain 'shop-top' development of up to 3 storeys, while larger, wider lots (or consolidated lots) will be able to achieve heights of up to 5 storeys.
- V4.** In all instances, overshadowing controls will protect the main pedestrian Mall, ensuring that **new development does not inappropriately impact sunlight** to the Mall.

W Design buildings that reflect the desired character of the precinct.

- W1.** The Masterplan provides clear **guidelines to develop buildings with materials and forms** that make a positive contribution to the precinct.
- W2.** The Masterplan will expect **high quality outcomes at the ground level that support human scale** favouring materials such as brick, textured concrete, well designed glazing and timber details while discouraging flat and generic façades of large expanses of glass, steel and lightweight cladding.
- W3.** **Building design** will celebrate the unique character of the existing Mall through materiality, colour scheme and other design elements, while appropriately integrating with surrounding contemporary development.

X Design building to protect ground level amenity including solar access to open spaces and key viewlines.

- X1.** A key consideration of the Masterplan has been ensuring that **new development maintains appropriate solar access to new and existing open spaces.** This has directly influenced the preferred maximum building heights but will be further protected by strong overshadowing controls on key locations.
- X2.** The new public open space – Oriel Square – will be protected by stringent Winter Solstice controls, ensuring that **at least 50% of the public space has direct solar access between key times of the day.** This aligns with best practice controls for major public parks in higher density areas such as Central Melbourne.
- X3.** The existing southern **plaza will be protected by a similar control measured at the Spring Equinox**, in line with protections provided to secondary open spaces in other urban areas.
- X4.** The existing Mall will be protected by an overshadowing control that will seek to ensure that at **least 50% of the Mall is in sun between the hours of 10AM – 2PM** at the Spring Equinox – ensuring there is always a 'sunny' side of the street to walk on.

Y Locate buildings with good outlook and spatial separation.

- Y1.** The orientation, height and separation of buildings has been carefully considered. Buildings are oriented to **minimise the number of south-facing dwellings** where possible.
- Y2.** Distances between buildings have been carefully considered to ensure minimal overlooking between buildings and for future development to **receive adequate daylight at lower levels.**



Terrace House in Sydney Rd, Brunswick



Tallawong Village, Tallawong



GTV 9, Richmond

PART 4: IMPLEMENTATION



4.1 STAGING

This chapter provides high level guidance on the indicative implementation of the Masterplan. This staging only relates to those land areas located within Council ownership. Land in private ownership will be developed at the discretion of the individual owners and will occur in an incremental manner over time.

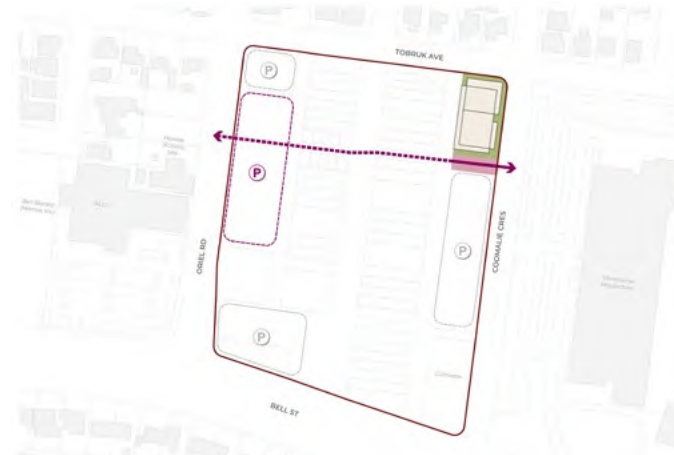
The Bell Street Masterplan is a long-term vision and the staging of the development has been carefully considered to give confidence that the Mall will be inviting, connected and part of the surrounding community as it grows.

The staging is **indicative** only and is subject to change. The identification of 'early', 'mid' and 'late' stages is for reference only and doesn't reflect a confirmed or exact timing. The exact timing of staging will be driven by multiple factors that may result in different elements of the Masterplan being advanced earlier or later.

Factors may include the rate of development of the surrounding residential catchment; market conditions, development contributions and Council priorities and resources.

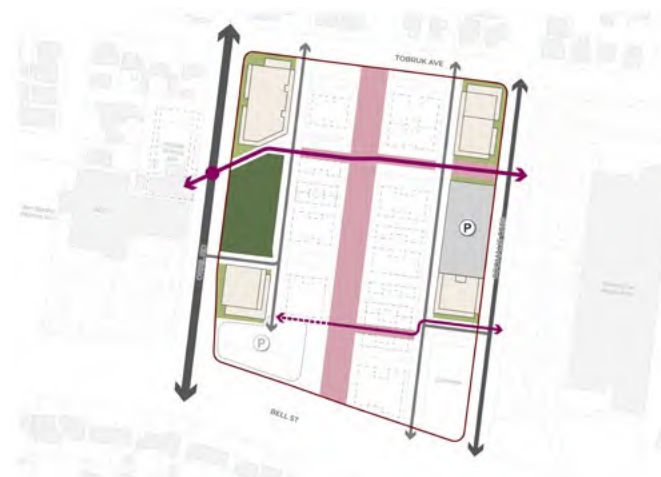
It should be noted, development will occur based on the availability and provision of infrastructure services, in an orderly sequence, while also allowing opportunities for development to be brought forward where appropriate.

Stage 1: Initial Stages



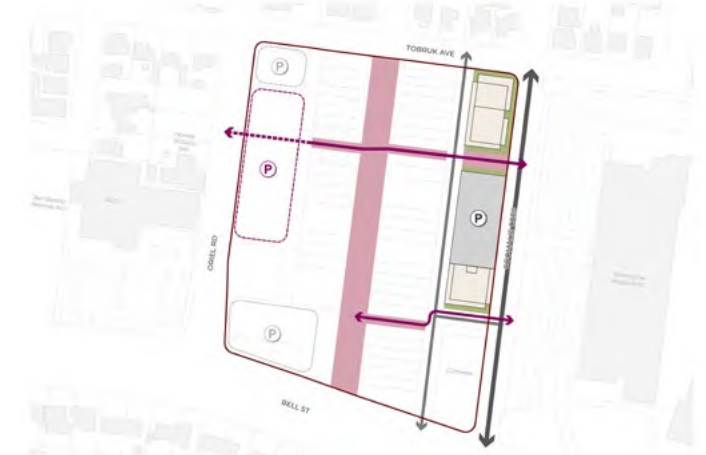
- + New residential development in north-east (potential affordable housing / key worker housing project).
- + Public realm upgrade to extend the northern east-west link to Coomalie Crescent.
- + Provide interim pedestrian link upgrades to extend the northern east-west link through western car park to Oriel Road.
- + Commence early placemaking events in existing car park in cooperation with community groups and traders.

Stage 3: Mid Stage



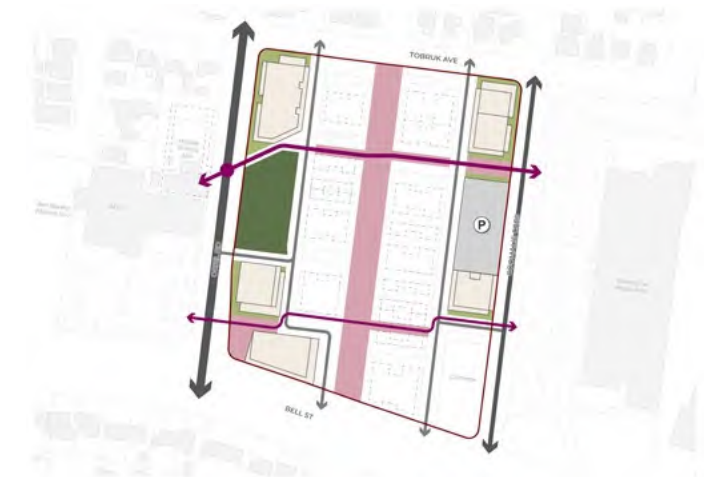
- + Deliver new mixed use residential development with integrated community hub on the corner of Tobruk Avenue and Oriel Road.
- + Deliver new road link to Oriel Road
- + Deliver a new public open space – Oriel Square.
- + Support the development of the car wash site into a mixed use residential development.
- + Encourage incremental redevelopment of Bell Street Mall
- + Upgrade Oriel Road, including dedicated cycling lanes, relocation of pedestrian crossing and upgrades to bus interchange.

Stage 2: Early Stages



- + Deliver precinct car park on Coomalie Crescent.
- + Deliver residential development to the south of car park.
- + Upgrade southern east-west link to improve ground level safety.
- + Upgrade Coomalie Crescent and instate new one-way road circulation on the laneway east of the Mall.
- + Deliver public realm improvements along the existing Mall and partner with traders associations to deliver shop front improvements.

Stage 4: Late Stages



- + Deliver mixed use tower development with integrated community services at lower levels at the corner of Oriel Road and Bell Street.
- + Complete internal street network.

4.2 HOUSING PATHWAYS

The Masterplan will contribute to Banyule's efforts to support local residents and address housing challenges through establishing a best-practice target for the delivery of affordable or key worker housing in the precinct.

The Masterplan identifies the following goals in relation to delivering better housing choices:

- + A minimum of 20% of all dwellings delivered on Council land within the precinct will be either **affordable housing or key worker housing**.
- + Exploring opportunities to deliver **build-to-rent** residential projects within the Masterplan.
- + Exploring alternative delivery models including **co-operative housing models** where appropriate.
- + Ensuring that delivery of affordable housing and housing diversity is a key criteria in the implementation of the masterplan.

What do we mean when we say 'affordable housing'?

In its broadest sense, affordable housing is generally understood to be housing that is appropriate to the needs of a household and costs **no more than 30% of the household's income**.

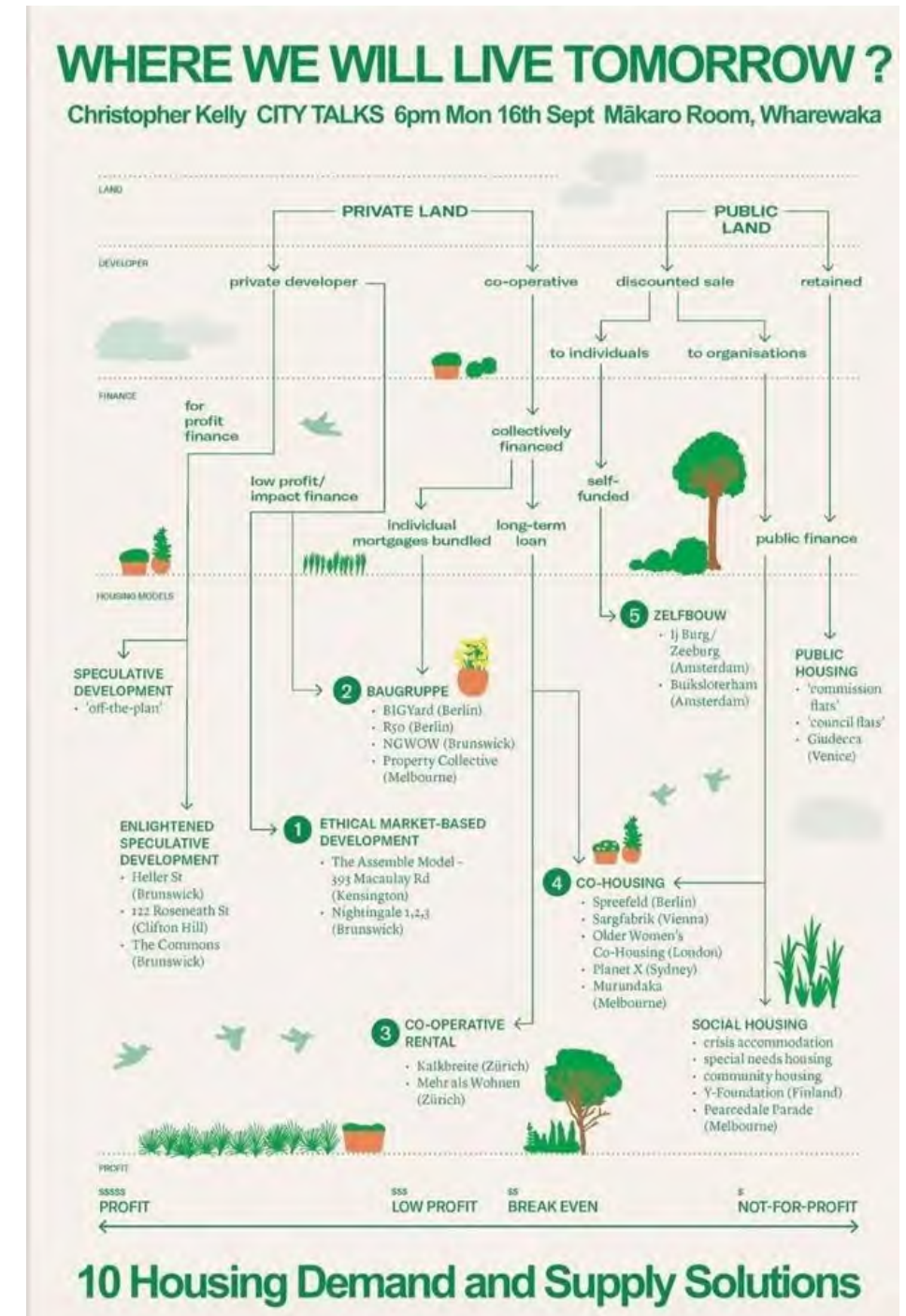
Affordable housing can be housing which is sold with a subsidy so that it falls within 30% of a household income range. It can also be housing that is rented out and managed by a registered affordable housing provider within the State of Victoria. Registered affordable housing providers are regulated by the Victorian Government via the Housing Registrar.

Rents for affordable homes in metropolitan Melbourne are generally set at least 10% below the area's median market rent, with an added protection of a cap set at 30% of the median income in metropolitan Melbourne overall. Affordable housing is available to a range of incomes from low to moderate incomes and supports an important section of society who may not be eligible for social housing but nevertheless find it difficult to secure housing in key locations.

How would this be achieved?

Council would seek out **affordable housing providers** interested in acquiring land within the Masterplan through a tendering process and negotiate the sale of the land to them using the Masterplan as a key reference document for the scale and design quality expectations of the future development. Council may even require conceptual design of the project and a clear understanding of the credential of the project design team as part of the process to gain confidence in the ability of any successful tenderer.

The site could be sold to the affordable housing provider or a long-term lease agreement reached. The affordable housing provider would then develop and manage the project in the long term, providing the affordable housing either for sale or for rent.



4.2 HOUSING PATHWAYS

What is 'key worker' housing'?

Key worker housing is a subset of affordable housing but is **targeted towards workers in a range of specific jobs who typically find it difficult to find housing in the locations where their jobs require them to be**. These jobs typically cover professions such as health workers, education and law enforcement whose places of work are tied to certain locations where housing at an appropriate price point is difficult to find.

Key worker housing could be build-to-rent and managed long term by an affordable housing provider.

In the Bell Street Mall context there is a **demand for housing to support those working in the health and education industries** due to the proximity of the Austin Hospital and Repatriation Hospital, Latrobe University and Melbourne Polytechnic. By providing key worker housing at Bell Street Mall the Masterplan will address a real and growing need to support workers in key local industries.

What is the difference between build to rent and build to sell?

Build-to-rent (BTR) refers to a property development model where **buildings are designed and constructed solely for the purpose of renting out the dwellings**, rather than selling them.

These developments typically offer **long-term leases** which provide greater sense of security for renters and a viable third way between typical private rental market where typical rental periods are less than two (2) years and home ownership which is increasingly difficult to achieve.

Additionally, build to rent projects are professionally managed and more likely to be maintained and repaired to a higher standard as the property developer retains ownership of the building in the long term and is consequently more invested in its long term upkeep.

Build to rent comprises only a small part of Victoria's housing sector but is growing. Completed projects include Realm Caulfield, Home developments in Southbank and Richmond and Mirvac's LIV development at Queen Victoria Market.

Cooperative housing models

Cooperative housing is where a **self-organised group** of individuals come together either through their own efforts or through the efforts of a cooperative housing developer such as Housing Collectives to **co-design and develop a housing project**. Such developments are tailored to the specific needs of each of the involved individuals and generally results in a highly tailored housing project. Example projects include Murundaka Housing in Heidelberg Heights and Strettle Street CoHousing in Thornbury.

While the Masterplan does not identify a specific site where co-housing would be suitable, co-housing has been identified as a potential inclusion under the right circumstances. Council will continue to consider the viability of all housing models as the Masterplan is implemented.



Social housing & Affordable Housing (mixed), Tarakan Estate



Co-housing, Murundaka Housing



Build to Rent, Assemble Communities, Roseneath Street

PART 5: DESIGN GUIDELINES



5.0 DESIGN THEMES

5.1. Land Uses

- + Ground Floor Uses
- + Upper Storeys Uses

5.2. Site Planning & Access

- + Vehicle Movement & Parking
- + Pedestrian and Cycling Connections

5.3. Built Form

- + Building Heights
- + Overshadowing
- + Street Wall Heights
- + Ground Floor Setbacks
- + Upper Level Setbacks
- + Building Design

5.4. Public Realm

- + Interfaces

5.5. Landscape & Open Space

- + General
- + Oriel Square
- + Mall Gateways
- + The Mall
- + East-West Pedestrian Links
- + Shared Streets
- + Slow Speed Streets

Figure 5.1 - Illustrative Masterplan



5.1 LAND USE

5.1.1.

Support land uses generally in accordance with the land uses identified in Figures 5.2 and 5.3.

5.1.2.

Encourage the retention of fine grain retail at the ground floor within the existing Bell Street Mall retail spine.

5.1.3.

Support intensification of land uses in the northern end of the Bell Street Mall retail spine that support it as a hub for multicultural dining and retail opportunities that celebrate the cultural richness of the local community.

5.1.4.

Encourage outdoor dining opportunities in the northern end of Bell Street Mall and along the northern east-west pedestrian link.

5.1.5.

Support intensification of land uses in the southern end of the Bell Street Mall as a hub for local professional, community and health services.

5.1.6.

Support the delivery of additional retail where it supports the existing Mall, improves the diversity of retail offering and activates key corners and open spaces.

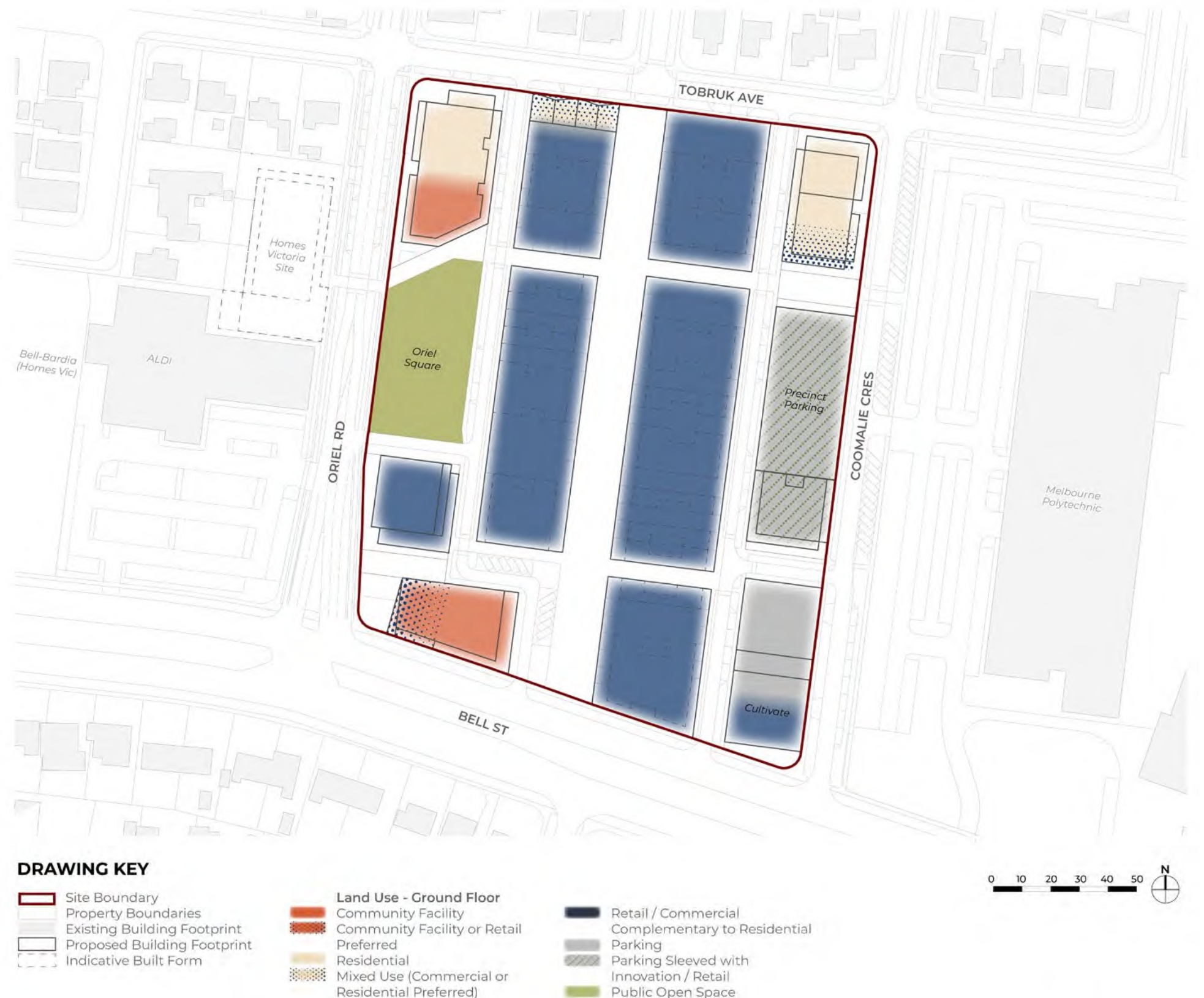
5.1.7.

Deliver a service oriented community hub in the southern end of the precinct as the preferred location for a range of community support, health and wraparound services.

5.1.8.

Ensure the proposed community hub provides adequate space and facilities to support the relocation of the Neighbourhood House, FoodBank and Shop 48 services into the premises.

Figure 5.2 - Ground Floor Land Use Plan



5.1 LAND USE

5.1.9.

Deliver a community hub in the north of the site which provides opportunities for community events and activation of the open space (library, adult learning centre) with direct access to Oriel Square.

5.1.10.

Ensure the northern community hub includes bookable spaces, meeting areas, adult learning opportunities and study spaces. Support extended hour operation of the hub to provide activation of the area into the evening.

5.1.11.

Support the location of social enterprise café or similar uses at the ground level of the community hub to activate the adjacent open space.

5.1.12.

Support ground level residential uses along Tobruk Avenue, and northern frontages of Oriel Road and Coomalie Crescent.

5.1.13.

Support upper storey residential throughout the precinct with convenient access to the street at ground level.

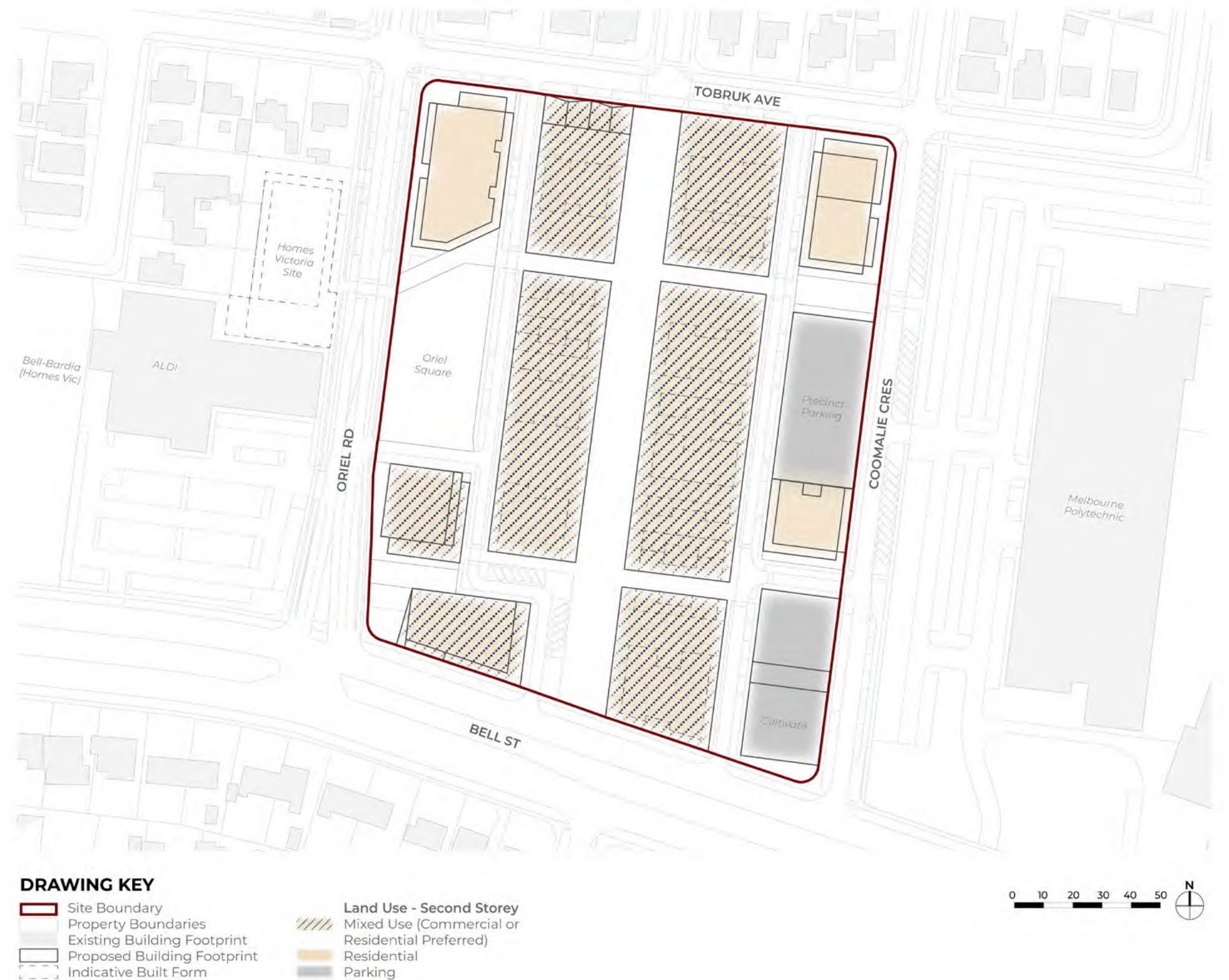
5.1.14.

Ensure a minimum of 20% affordable housing is delivered across the nominated Council owned development sites within the precinct.

5.1.15.

Deliver at least one (1) affordable housing and/or key worker housing project on a nominated Council owned development site within the precinct.

Figure 5.3 - Upper Level Land Use Plan



5.1 LAND USE

5.1.16.

Encourage one (1) of the nominated Council owned development sites within the precinct to be developed for a cooperative housing model project or an additional affordable housing / key worker housing project.

5.1.17.

Support the delivery of mixed use commercial and residential develop above the existing fine grain retail within the Bell Street Mall.

5.1.18.

Support the provision of ground floor commercial, innovation and creative spaces in the east of the precinct in proximity to Melbourne Polytechnic.

5.1.19.

Sleeve the ground floor of the precinct parking with commercial and creative spaces as a local enterprise hub to support local business.

5.1.20.

Support the location of social enterprises on the ground floor of new developments in the Innovation Village and support socially responsible retail and hospitality in the Cultural Precinct.



Nightingale Village, Brunswick



19th and Mercer, Seattle



Collingwood Yards, Collingwood

5.2 SITE PLANNING AND ACCESS

Vehicle Movement & Parking

5.2.1.

Consolidate and reduce overall parking and service access to the precinct to those nominated in Figure 5.4.

5.2.2.

Encourage semi-basement and basement parking solutions for new development where possible.

5.2.3.

Where above ground parking solutions are required, ensure podium parking is sleeved at the ground level with activating uses and its visual impact on the street is minimized.

5.2.4.

Discourage extensive floors (>2 floors above ground level) of podium parking that result in upper level residential/ commercial uses being disconnected from street level.

5.2.5.

Support car-stacker and other consolidated parking solutions to support redevelopment of fine grain retail allotments within the Mall.

5.2.6.

Deliver short-term (including ride share and taxi pick up/drop off areas) and disabled on-street parking along Oriel Road, Tobruk Avenue, Coomalie Crescent and southern section of the western internal laneway.

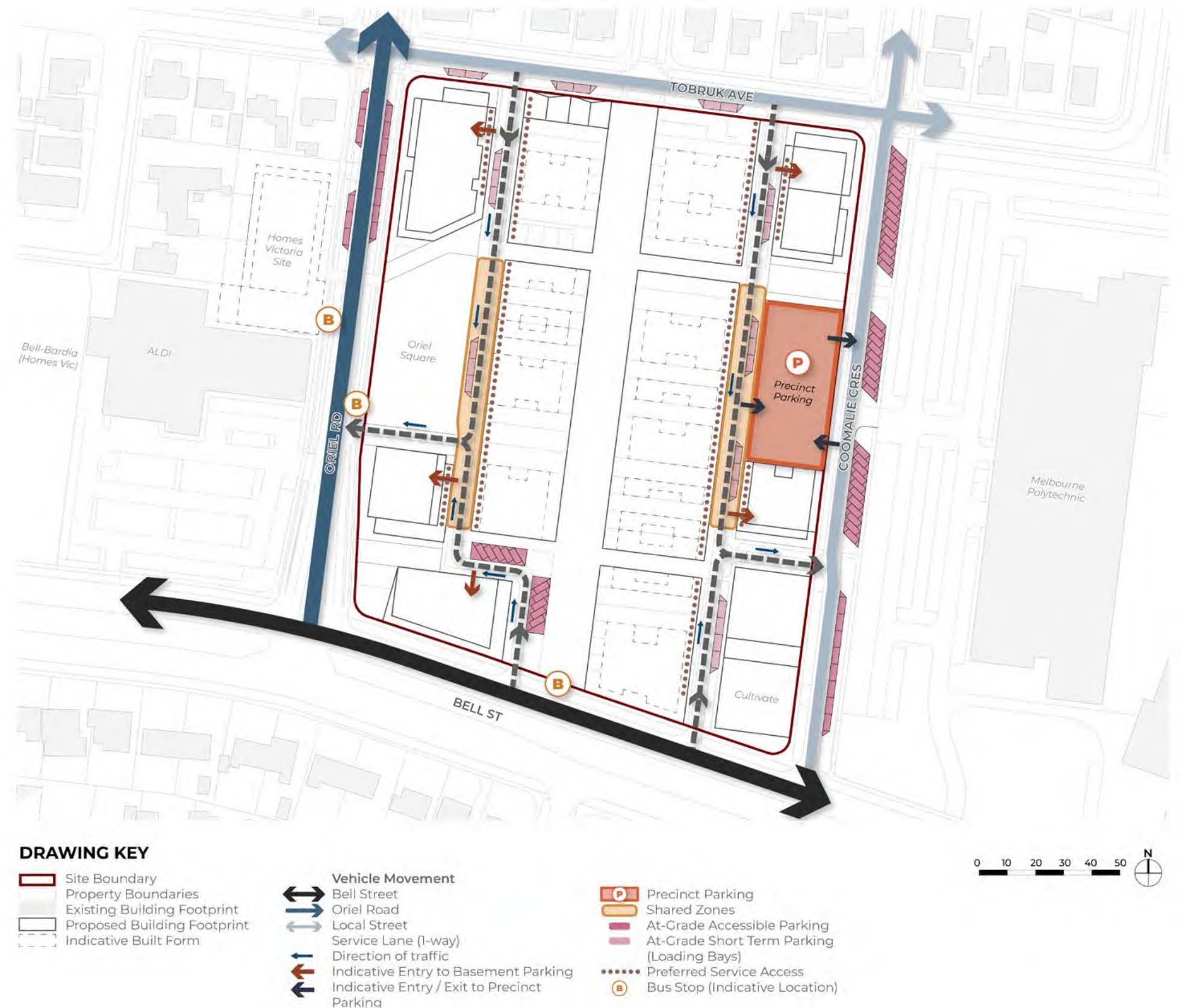
5.2.7.

Deliver sufficient parking within the precinct parking and in Coomalie Crescent to support the existing retail in Bell Street Mall as confirmed by a traffic impact assessment.

5.2.8.

Provide on-street loading areas to existing retail tenancies in the Bell Street Mall within the internal laneways.

Figure 5.4 - Vehicle Movement & Parking Plan



5.2 SITE PLANNING AND ACCESS

Vehicle Movement & Parking

5.2.9.

Ensure additional parking for new development is delivered by each individual development on a building-by-building basis.

5.2.10.

Consider opportunities for reduced parking rates in relation to affordable and key worker housing projects where there is a higher likelihood of residents being employed locally.

5.2.11.

Ensure clear signage directs vehicle to precinct parking entries from surrounding streets and entrances (both vehicular and pedestrian) are clearly visible.

5.2.12.

Encourage access to building car parks off internal laneways in accordance with the preferred locations outlined in Figure 5.4.

5.2.13.

Support provision of EV chargers and CarShare facilities in precinct parking and within new development parking.

Public Transport

5.2.14.

Seek to upgrade and potentially relocate bus stops along Oriel Road and Bell Street (as indicated in Figure 5.4) to ensure ease of access for all through:

- + Sitting, materiality and overall design of the bus stops that allow for clear view lines towards their surrounds.
- + Appropriate lighting around the bus stops to support use of the stop during the evening.
- + Clear wayfinding elements addressing destinations in the Mall and the broader public transport network.
- + Increased opportunities for sitting and improved shading structures.



Shared Street, Brighton



Harrow St Parking, Box Hill



Dee Why Bus Stop, Sydney



Hudson Square, New York City

5.2 SITE PLANNING AND ACCESS

Pedestrian and Cycling Connections

5.2.15.

Upgrade Oriel Road and internal streets in accordance with the preferred street profiles outlined in Appendix A, including delivery of a dedicated cycling lanes along Oriel Rd.

5.2.16.

Where not shown in a preferred street section, footpaths should be a minimum of 1.5m wide with thresholds and kerbs that support disabled access throughout the precinct.

5.2.17.

Upgrade Coomalie Crescent to deliver a public pedestrian path generally in accordance with the preferred street section.

5.2.18.

Ensure all public streets and internal pedestrian links are well lit to improve safety and support passive surveillance.

5.2.19.

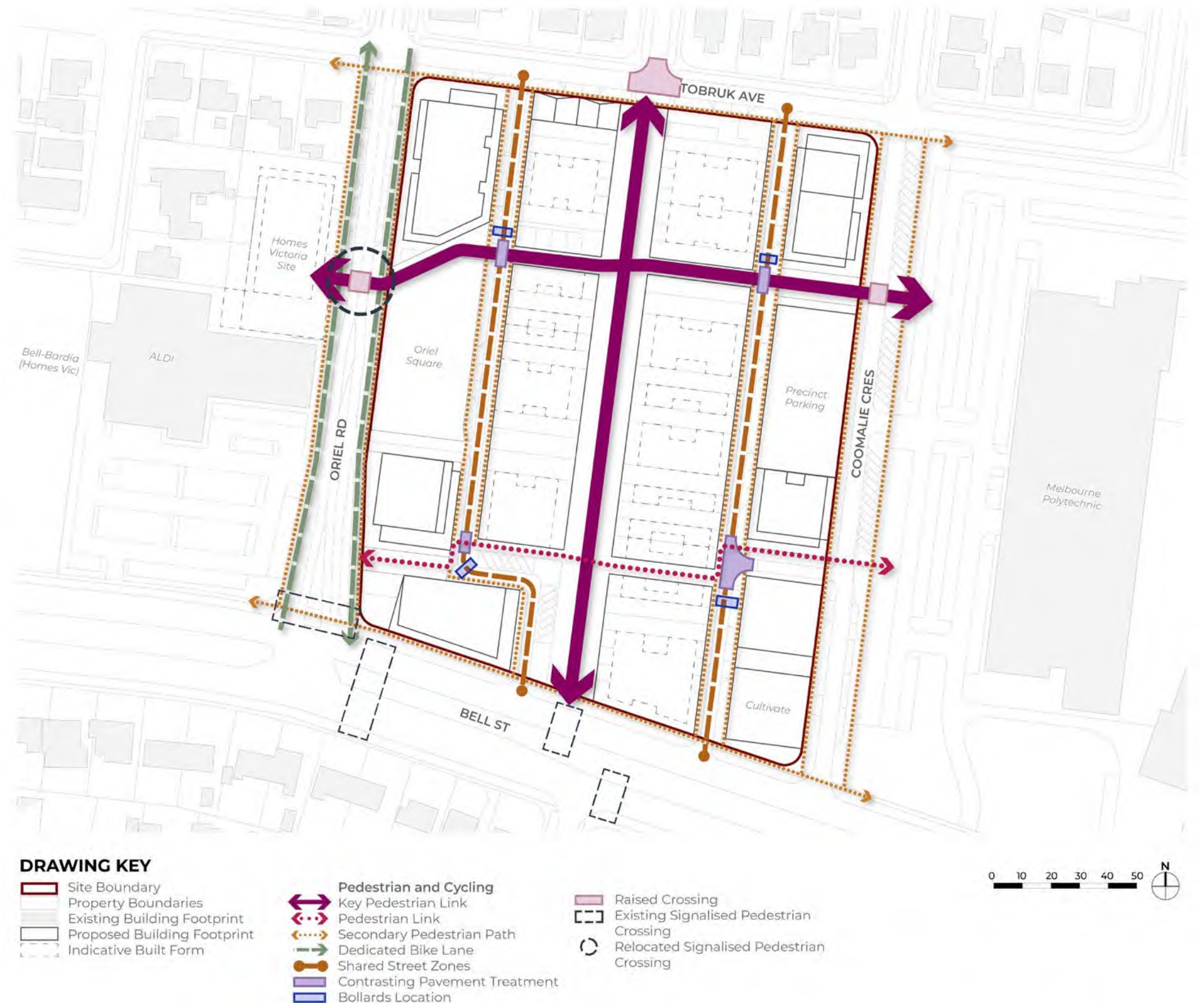
Upgrade the east-west links including:

- + New upgraded canopies that improve solar access and contribute to placemaking opportunities
- + Improved surfaces to reduce ongoing maintenance and accumulation of litter
- + Support for dismounted cyclist movement through the space
- + Outdoor dining opportunities (particularly the northern east-west link)
- + Improved lighting including custom lighting arrangements to support placemaking and safety

5.2.20.

Extend the east-west pedestrian links as open-to-air links between Coomalie Crescent and Oriel Road to strengthen visual connection.

Figure 5.5 - Pedestrian Connections Plan



5.2 SITE PLANNING AND ACCESS

Pedestrian and Cycling Connections

5.2.21.

Ensure east-west pedestrian links maintain a minimum pedestrian path of 3.0m to support high pedestrian traffic and mark its importance within the pedestrian hierarchy.

5.2.22.

Upgrade sections of the internal laneways as per Figure 5.4 to be shared zones with clear delineation of the vehicle lane through surface treatments.

5.2.23.

Introduce bollards at the nominated locations in Figure 5.5 to allow for temporary restriction of vehicular access along the internal laneways improving pedestrian and cycling experience.

5.2.24.

Providing one-way entry off Bell Street and Tobruk Avenue with exits to Coomalie Crescent and Oriel Road.

5.2.25.

Establish a new connection to Oriel Road on the northern edge of the existing car wash site to replace the existing connection to the southern parking area.

5.2.26.

Support a slow speed environment (10km/h) throughout all internal streets within the precinct.

5.2.27.

Reduce traffic speed along Oriel Road between Bell Street and Tobruk Avenue to 40km/h to improve safe active travel, street amenity and local centre character.

5.2.28.

Relocate the existing pedestrian crossing to align with the preferred location outlined in Figure 5.5.

5.2.29.

Materiality and configuration of cycling lanes on Oriel Road should allow for safe riding and support and mostly uninterrupted journey

5.2.30.

Safe bike parking should be provided in the precinct parking building and in new developments, as well as in the public realm, in close proximity to main gateways and bus stops.

5.2.31.

Support delivery of end of trip facilities in new developments.



Kensington St, Sydney



Lonsdale St, Dandenong



Seattle Marketplace, Seattle

5.3 BUILT FORM

Building Heights

5.3.1.

New development should not exceed the preferred maximum building heights nominated in Figure 5.6.

5.3.2.

Storeys are measured as an average of 3.5m floor-to-floor. Where a substantial commercial development is proposed consideration should be given to typical commercial floor to floor heights of 4.0m to ensure the additional overshadowing and amenity impacts of increased height are appropriate.

5.3.3.

Support development on private land within the existing Mall up to 3 storeys on fine grain lot (or lots) with a consolidated frontage width of less than 12.0m to the Mall.

5.3.4.

Support building heights up to 4 storeys (or greater if consolidated frontage exceeds 12.0m) where lots will have a direct frontage opposite the future Oriel Square public open space

5.3.5.

Support development on private land within the existing Mall up to 5 storeys on a lot (or lots) with a consolidated frontage width greater than 12.0m to the Mall.

Figure 5.6 - Building Heights Plan

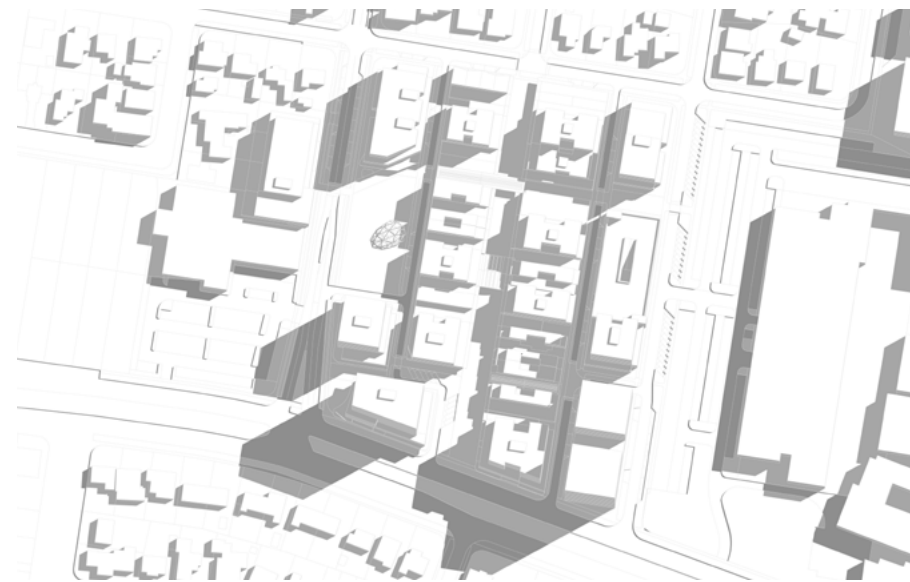


5.3 BUILT FORM

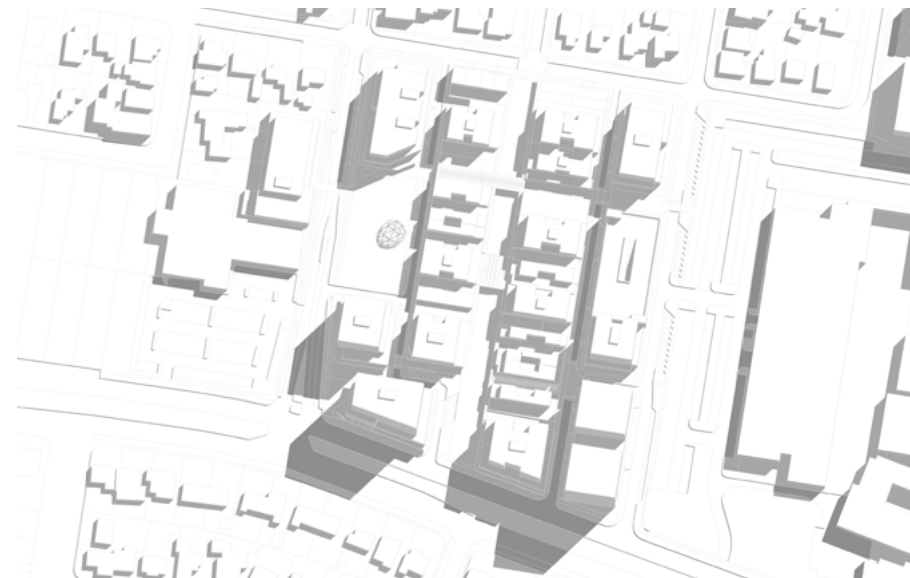
Overshadowing

The following **key parameters** have informed what is considered appropriate overshadowing within the Bell St Mall context.

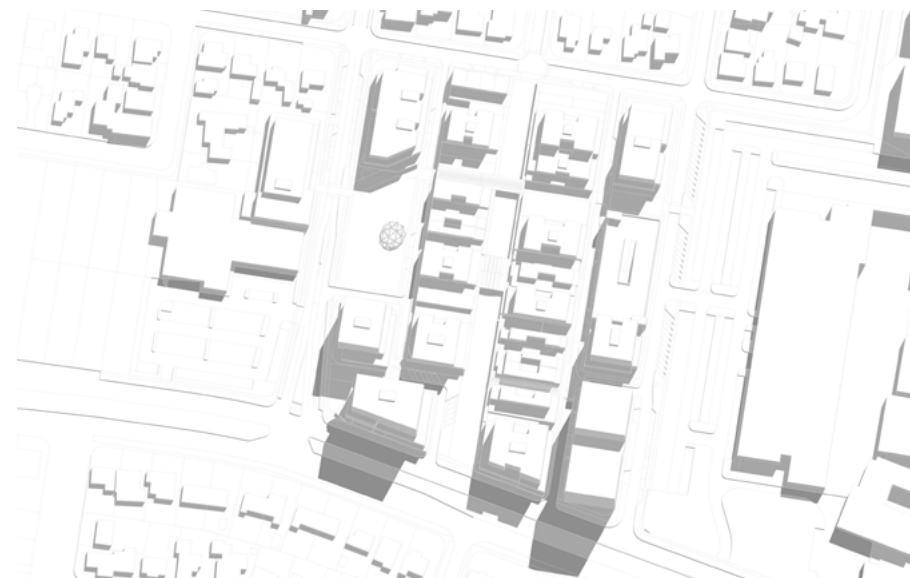
- + Ensuring that key public open spaces receive adequate light during key times of the year.
- + Ensuring that built form is sited to minimise the length and size of shadows by orienting long faces of buildings to the west and east.
- + Establishing appropriate setbacks to ensure the existing Mall receives daylight throughout the day.
- + Consider the impact of overshadowing of future built form for active ground level uses to ensure solar access to active ground floor uses such as outdoor dining and retail.



9:00 am

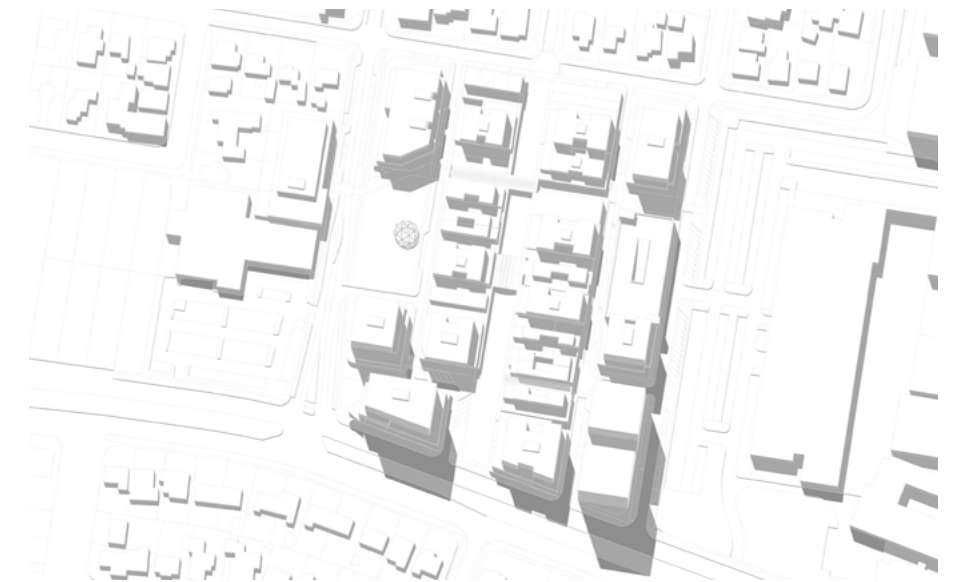


10:00 am

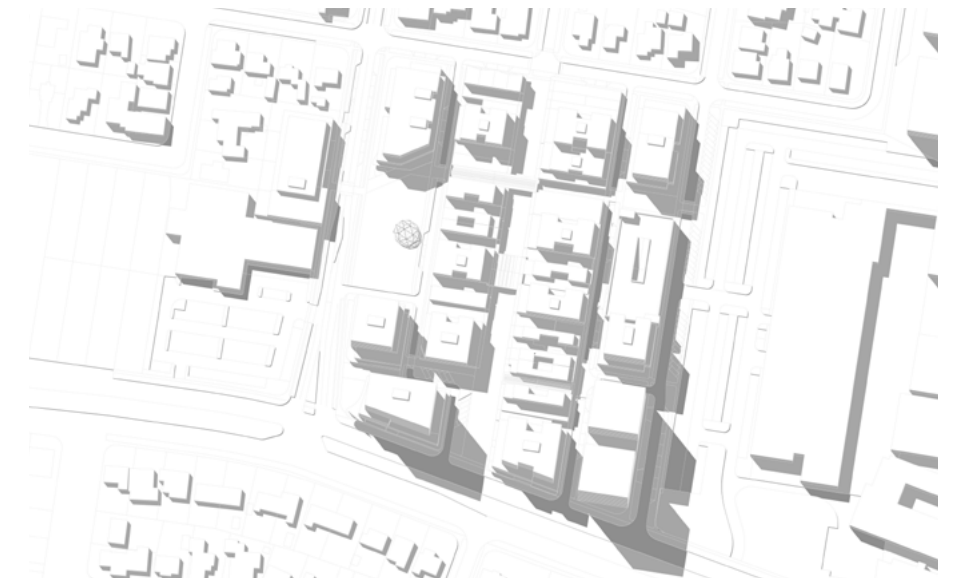


11:00 am

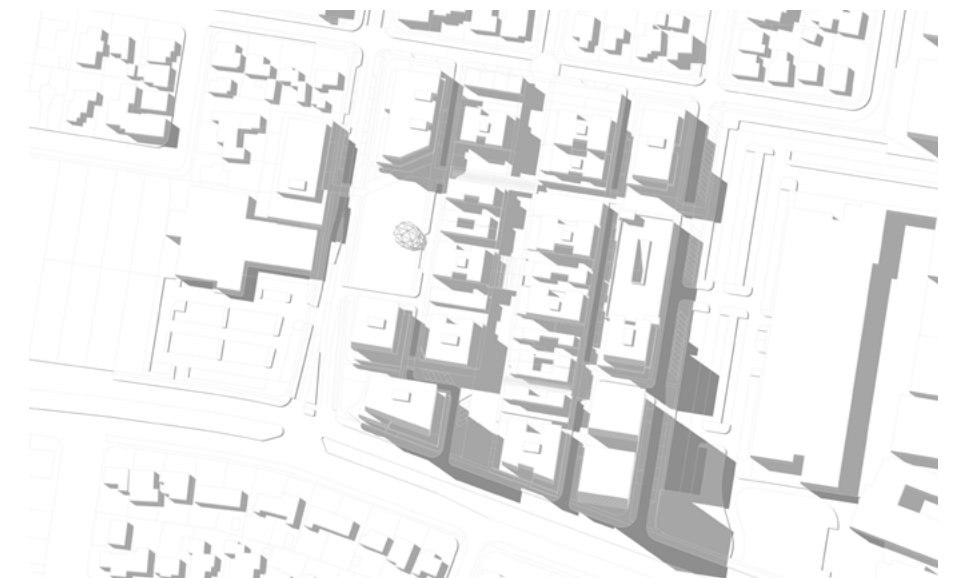
Figure 5.7 - Shadow diagrams (Spring Equinox)



1:00 pm



2:00 pm



3:00 pm

5.3 BUILT FORM

Overshadowing

5.3.6.

New development must not overshadow more than 50% of the open space located in Open Space Area A between the hours of 10AM-2PM measured at the Winter Solstice. This is measured cumulatively from the existing overshadowing at the time a new development is considered.

5.3.7.

New development must not overshadow more than 50% overshadowing of the open space located in Open Space Areas B between the hours of 10AM-2PM measured at the Spring Equinox. This is measured cumulatively from the existing overshadowing at the time a new development is considered.

5.3.8.

New development must not cast a shadow greater than 8.0m in length (measured perpendicularly from the property boundary line) into the area designated as the Mall Open Space Area between the hours of 10AM-2PM measured at the Spring Equinox.

5.3.9.

New development should avoid unduly impacting solar access to public streets and spaces throughout the precinct, ensuring that most areas of the precinct receive direct solar access at some point during the day (measured at the Spring Equinox).

5.3.10.

Buildings should be designed to consider overshadowing of adjacent development, ensuring that lower level residential receives direct solar access during summer months

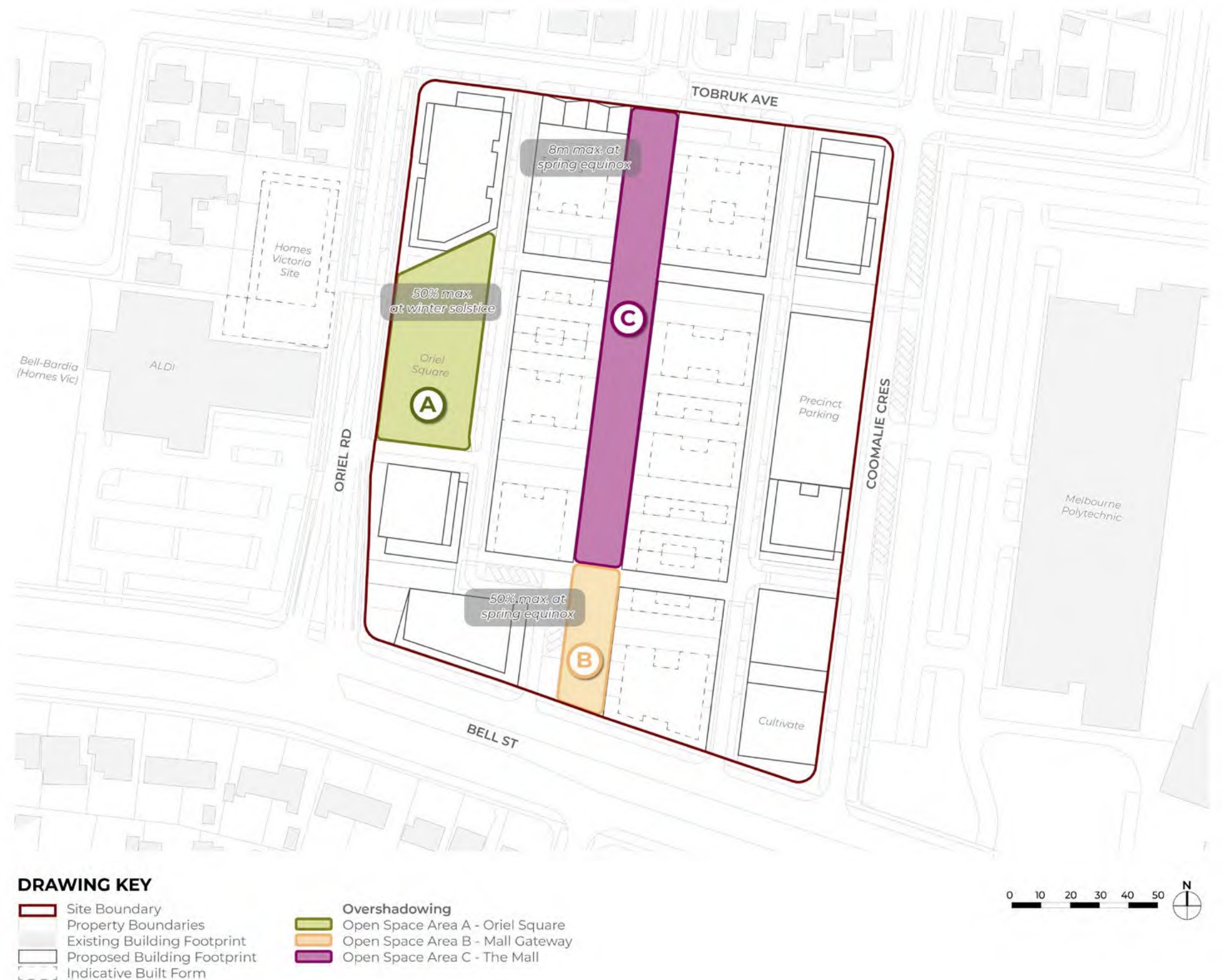
5.3.11.

Development should maintain solar access to ground level commercial spaces opposite public open space to support outdoor dining opportunities in spring and summer months.

5.3.12.

Building should be designed where possible to orient east-west and present a narrow frontage north south to minimise their overshadowing impact to land to the south.

Figure 5.8 - Overshadowing Plan



5.3 BUILT FORM

Street Wall Heights

5.3.13.

Development can be constructed up to the heights nominated in Figure 5.9 before upper level setback (as indicated in Figure 5.11) are required for any part of the development.

5.3.14.

Buildings are encouraged to provide variety in lower level heights (without exceeding the maximum) to create diversity in the streetscape.

5.3.15.

Higher lower level heights are supported adjacent to key public open spaces where they do not result in inappropriate overshadowing of the open space (and have been nominated in Figure 5.9).

5.3.16.

Lower level heights are measured to the parapet of a building and do not include pergolas or other structures located on podium terraces where upper floors are set back.

Figure 5.9 - Street Wall Height Plan



5.3 BUILT FORM

Ground Floor Setbacks

5.3.17.

Development should adopt the preferred setbacks to all relevant frontage outlined in Figure 5.10.

5.3.18.

Ground floor residential should be designed in a way to balance passive street activation and privacy. Ground floor residential development that is not provided with a minimum 3.0m setback should have a raised floor level a minimum of 1.0m above street level.

5.3.19.

Residential front setbacks to public streets should be provided as landscaped private yards with low fencing and screening landscaping.

5.3.20.

Landscape setbacks with a minimum of 3.0m should provide for a small/medium canopy tree planting

5.3.21.

Ground floor dwellings should be provided with their own individual dwelling entry to a public street or open space where appropriate.

5.3.22.

Short setbacks (<1.0m) to retail and commercial shop frontages in areas where a 0m setback is identified should be supported where they provide net benefit to the street or public realm through providing improved weather protection, dedicated outdoor seating areas or similar. Buildings should be allowed to cantilever over this space at upper levels complying with all other relevant setback and building height requirements.

Figure 5.10 - Ground Floor Setbacks Plan



5.3 BUILT FORM

Upper Level Setbacks

5.3.23.

Upper levels above the nominated lower level/podium height should be set back in accordance with the setbacks identified in Figure 5.11.

5.3.24.

Wedding-cake style setbacks above the podium should be avoided in favour of a singular setback to a recessed upper form.

5.3.25.

Zero upper level setbacks have been identified in a few strategic locations within the Masterplan. These locations are where a landmark or framing form will provide a contribution to the street and the high visibility of the location means that setbacks will not reduce visual prominence of the building. In these locations, the requirement for no setback is balanced by a higher expectation on the design outcome of the building to ensure the building is high quality and 'designed to be seen' in its prominent location.

5.3.26.

Balcony, pergola and rooftop landscaping elements are allowed to encroach into this setback where they do not significantly increase visual bulk and impact overshadowing.

5.3.27.

New development on private land within the existing retail Mall should adopt party walls to side boundaries where the property abuts other private land.

Figure 5.11 - Upper Level Setbacks Plan



5.3 BUILT FORM

Building Design

5.3.28.

Light courts should be incorporated into design of buildings that are built to side boundaries. The location of light courts should seek to align with any existing light courts on adjacent properties to maximise shared daylighting.

5.3.29.

Light courts should only be used to provide daylighting to bedroom, bathroom and circulation spaces.

5.3.30.

All dwellings should comply with Clause 58 of the Banyule Planning Scheme.

5.3.31.

Lobby areas and circulation spaces should intuitively lead to lift and stairwell core from the public realm.

5.3.32.

Limit the number of dwellings per floor to 12 dwellings where possible.

5.3.33.

Minimise the number of south-facing dwellings by orienting dwellings east-west where possible.

5.3.34.

Encourage the delivery of breeze-way apartment typologies where appropriate in accordance with relevant regulations.

5.3.35.

Ensure that any available roof space (excluding necessary plant) is used for either a terrace, green roof, brown roof or for energy production.

5.3.36.

Residential dwellings should have a minimum floor-to-floor height of 3.2m. Commercial spaces should have a minimum floor-to-floor height of 4.0m.

5.3.37.

Semi-basements should not rise more than 1.0m out of the ground and should be a recessive or screened element in the building design.

5.3.38.

Lower levels below the upper level setback should be constructed using robust and textural materials that reflect the eclectic and robust character of the Mall such as brick, blockwork or textured concrete and avoid the excessive use of contemporary and sleek materials such as aluminium cladding, extensive glass and steel.

5.3.39.

Upper levels above the upper level setback can adopt a different material using more lightweight materials, including timber, high quality cladding and patterned concrete.

5.3.40.

Flat and inexpressive materials such as render and blank precast concrete wall are strongly discouraged.

5.3.41.

Buildings with no upper level setback requirements are encouraged to adopt a consistent material expression across both lower and upper levels to create a strong singular architectural expression.

5.3.42.

The vertical rhythm of the fine grain retail of the Mall should be reflected in the architectural expression of the buildings through building levels below the upper level setback.

5.3.43.

Retail signage should be integrated into the design of retail stores.

5.3.44.

Design building façades with varied storefronts to create a rhythmic, engaging streetscape.

5.3.45.

Robust, durable and easy to maintain materials should be used to ensure appropriate appearance in the long term.

5.3.46.

Encourage integration of cultural expression in the building design through different elements such as murals, artwork and material patterns.



Oxford and Peel Apartments, Collingwood



Nightingale 2, Fairfield

5.4 PUBLIC REALM

Interfaces

5.4.1.

In Key Active frontage and Mixed Active frontage area, support new development that references the rhythm, materiality and detailed design of the Mall's classic 1950's shopfronts.

5.4.2.

Key active and mixed active frontages should deliver building façades that integrate doors, windows, and architectural detailing that enrich pedestrian experiences and create façade depth.

5.4.3.

In Key Active and Mixed Active frontage areas incorporate active elements including operable windows, serveries, raised bench and integrated seating and planters.

5.4.4.

Key active frontages should encourage fine grain shopfronts to support a diverse mix of independent businesses. Larger shopfronts are supported at corner locations.

5.4.5.

A diverse range of shopfront widths are supported in active mixed frontage and mixed retail residential frontages with shopfronts greater than 20m discouraged.

5.4.6.

Key active frontages should have at least 70% transparency (excluding upstands to a height of 600mm) to provide visual connections between interior spaces and the street/mall.

5.4.7.

Active mixed frontages should have at least 50% transparency (excluding upstands to a height of 600mm), providing a balance of activation while providing flexibility.

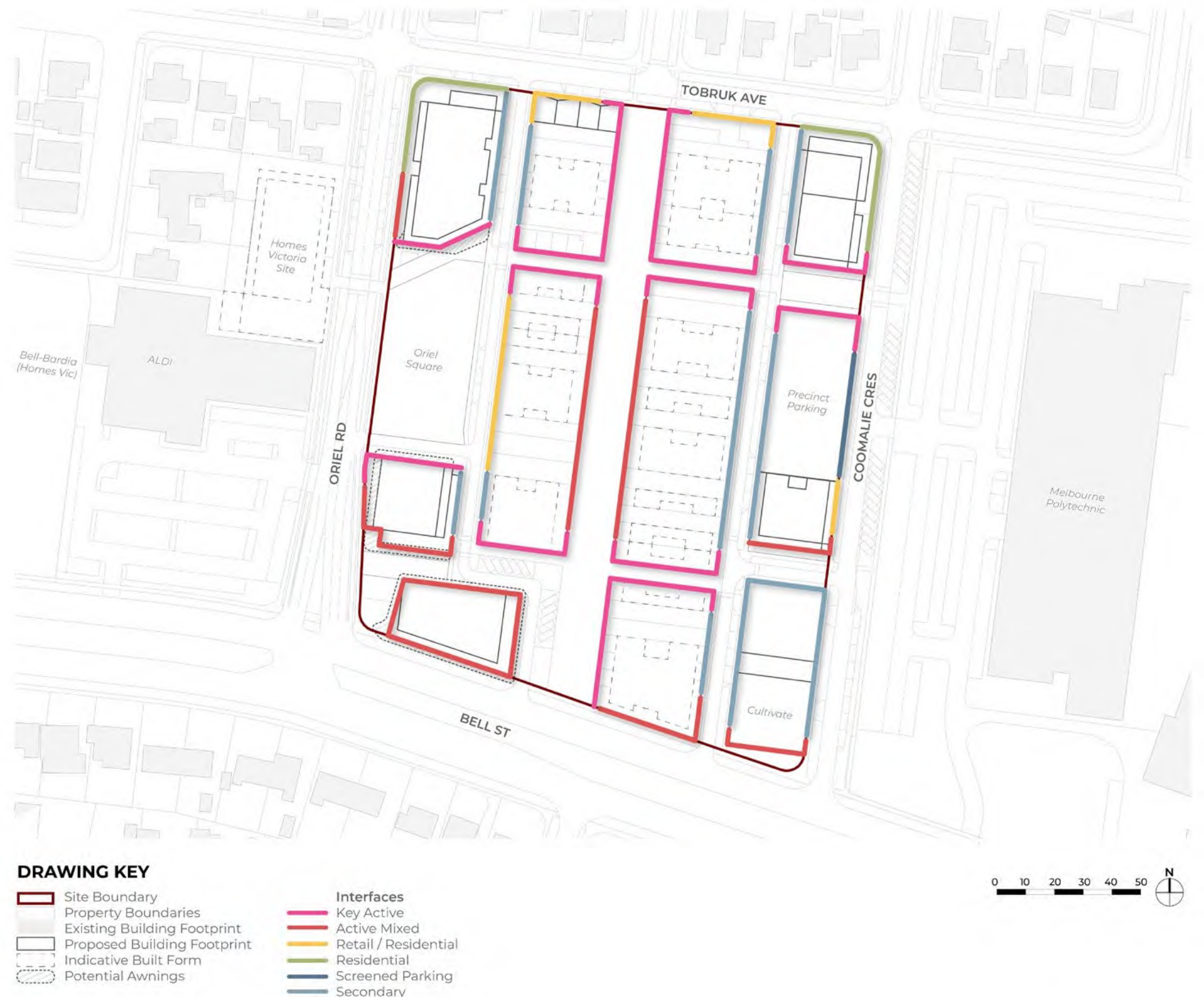
5.4.8.

Avoiding large expanses of floor-to-ceiling glazing or long blank walls encouraging façades with a fine grain rhythm of frequent openings with doors and windows.

5.4.9.

Use high quality materials in the ground plane and lower levels where they have greatest impact on the streetscape character.

Figure 5.12 - Interfaces Plan



5.4 PUBLIC REALM

Interfaces

5.4.10.

Developments should provide awnings of a minimum of 2.0m wide over the public footpath in the locations identified in Figure 5.12.

5.4.11.

Integrate services, mail boxes and booster cabinets into the architecture and materiality of the development.

5.4.12.

Residential interfaces should ensure adequate landscaping in accordance with the ground floor setback requirements.

5.4.13.

Low front fencing (up to 1.2m) should be provided to ground floor residential uses to clearly delineate private yards from the public realm.

5.4.14.

Ground floor balconies should be elevated a minimum of 1.0m above ground to provide privacy where they are visible from the public realm or street.

5.4.15.

Corner land uses should activate and address both frontages where possible.

5.4.16.

Minimise the visual presence of parking areas to public streets within the Screened Parking area. This can be achieved through sleeving ground floor uses and/or screening landscaping, including green walls or other architectural façade screens.

5.4.17.

Ensure any service or vehicular access locations visible to the future Oriel Square are seamlessly integrated or concealed into the architecture of the building to minimise visual impact.

5.4.18.

Seek to locate service and vehicular access locations on Secondary frontages where available. In all instances seek to integrate the design of service and access areas on all frontages to minimise visual impact to the street.



Guildford Lane, Melbourne



Ground Control, Paris



1203 Willamette St, Eugene

5.5 LANDSCAPE AND OPEN SPACE

General

5.5.1.

All major public realm upgrade projects should incorporate opportunities for community engagement and/or co-design process with different community groups. Development of an overarching landscape masterplan for the precinct is encouraged.

5.5.2.

Public streets and open spaces should be fully accessible for all abilities with level pathways, tactile paving, and seating options for all mobility needs.

5.5.3.

Seek to retain identified significant trees where possible.

5.5.4.

Incorporate universal design principles, such as shaded areas, clear sightlines, and intuitive navigation.

5.5.5.

Use sustainable materials for paving, seating, and furniture, prioritizing local and low-carbon options.

5.5.6.

Ensure design of materiality and furniture elements is well-considered, low maintenance and high quality. Unless otherwise approved, refer to Council's Technical Notes for selection of elements.

5.5.7.

Ensure furniture elements are located appropriately to adjacent facilities and where possible, flexible for multiple uses.

5.5.8.

Utilise materials, colours, and design elements that reflect the local history, architecture, and community values.

Figure 5.13 - Landscape and Open Space Plan



5.5 LANDSCAPE AND OPEN SPACE

General

5.5.9.

Incorporate artwork and cultural references that enhance the civic presence and storytelling of the public space.

5.5.10.

Integrate diverse planting palettes that provide seasonal interest, biodiversity, and climate resilience. Ensure species selection is in alignment with Council's Technical Notes planting lists, unless otherwise approved.

5.5.11.

Encourage the achievement of a target of 30% canopy coverage across the precinct to aid in urban cooling and greening.

5.5.12.

Provide well-designed lighting to enhance safety while protecting residential amenity at night.

5.5.13.

Encourage integration of blue-green infrastructure including WSUD elements, where possible and appropriate.

5.5.14.

Ensure all wayfinding is appropriately located, clear and accessible throughout the public realm of the precinct.



Wulaba Park, Waterloo

Oriel Square

5.5.15.

Ensure Oriel Square is designed as flexible multi-use outdoor space with a minimum area of 2 000 square metres generally in accordance with the location identified in Figure 5.13.

5.5.16.

Ensure the design of Oriel Square maintains clear lines of sight to the historic "The Mall" sign and entrance to the east-west link.

5.5.17.

Design Oriel Square to support multiple uses, including events, casual gatherings, pop-up events as well as providing opportunities for play, passive recreation and seating.

5.5.18.

Ensure Oriel Square integrates a mix of hardscape and softscape spaces that provide a mix of sun and shade, and incorporate a diversity of planting scales, where appropriate.

5.5.19.

Seek to integrate and celebrate any retained canopy trees within the square design.

5.5.20.

Ensure the design of Oriel Square engages with adjacent development parcels providing the opportunity for adjacent active uses to deliver outdoor dining and spill out-zones into Oriel Square.

5.5.21.

Ensure the design of Oriel Square integrates with the East West Pedestrian Link and enhances its visibility within the streetscape.

5.5.22.

Partner with the Barrbunin-Beek and the Wurundjeri Woi-Wurung Aboriginal Cultural Heritage Corporation on the design of Oriel Square to incorporate and celebrate First Nations people and culture.

5.5.23.

Explore the opportunity for feature public art, lighting and/or wayfinding at the entrance to Oriel Square.

5.5.24.

Ensure the design of Oriel Square address the public bus stop connection to the east on Oriel Road.



Bulleke Bek Park, Brunswick West

5.5 LANDSCAPE AND OPEN SPACE

Mall Gateways

5.5.25.

Upgrade the Mall Gateway areas to create a strong and inviting arrival moment to the Mall.

5.5.26.

Design the southern Mall Gateway area to help buffer some of the amenity impacts of its proximity to Bell Street using landscaping.

5.5.27.

Incorporate seating, canopy trees, garden beds and high quality paving in the design of the Mall Gateways to provide a range of passive uses.

5.5.28.

Maintain clear views through the southern Mall Gateway area to the historic Bell Street Mall sign.

5.5.29.

Explore the opportunity for feature wayfinding, lighting and/or public art at gateway entrances

5.5.30.

Reinforce the northern Mall Gateway as a 'locals' entrance while the southern gateway is designed to accommodate more frequent activity with spaces for larger groups to congregate.

5.5.31.

Explore opportunities to integrate informal play elements into the design of the northern gateway.

5.5.32.

Ensure the southern Mall gateway area supports the ongoing retail function of adjacent properties and supports access to the proposed community hub to the west.

5.5.33.

Ensure southern Mall gateway addresses public bus stop to the south on Bell Street and provides a transitional landing space for commuters.

The Mall

5.5.34.

Upgrade the Mall to improve all-abilities access and support increased pedestrian traffic by removing mounding and uneven surfaces.

5.5.35.

Upgrade lighting along the full length of the Mall to be consistent and improve safety in evening hours.

5.5.36.

Review existing public realm infrastructure including furniture and landscaping and seek to introduce a range of different public open space 'moments' that support distinct uses beyond seating.

This may include spaces designed for individuals, families and smaller groups, micro-play moments and opportunities for cultural expression.

5.5.37.

Retain existing trees where appropriate and integrate additional greenery into the Mall to increase its biodiversity value and connection to nature.

5.5.38.

Consider bespoke feature paving along the Mall that reinforces the local character and identity of the Mall.

5.5.39.

Consider the relocation or removal of the existing stage and other public realm elements after the construction of Oriel Square to open up space for a centrally located outdoor seating, dining and entertainment opportunities.

5.5.40.

Reuse and integrate existing eclectic materiality and elements, where possible and as determined by co-design process with local community.

5.5.41.

Explore opportunities for flexible spaces that could host interactive and/or temporary public art and entertainment.



Newmarket outdoor dining, Newmarket



Greville Street, Prahran

5.5 LANDSCAPE AND OPEN SPACE

East West Pedestrian Links

5.5.42.

Ensure high quality feature paving is utilised for east-west pedestrian links to clearly delineate them as primary links through the precinct.

5.5.43.

Ensure east-west pedestrian links are designed to feel safe at all times of the day and night through:

- + Increased and improved lighting arrangements. Explore opportunity for feature lighting, such as catenary lighting along the extent of the links.
- + Ground level activation and support for extended operation hours of key uses, including the community hub.
- + Overlooking of the public realm from new private dwellings above ground level.
- + Clear sight lines towards surrounding streets.

5.5.44.

Upgrade canopies over the east-west pedestrian link to a contemporary design which includes transparent roofing to improve passive surveillance and solar access to the link below.

5.5.45.

Investigate opportunities for pedestrian link canopies to celebrate local culture and character of the Mall.

5.5.46.

Provide a contrasting surface treatment on pedestrian crossing across internal streets to reinforce pedestrian priority within these spaces.

5.5.47.

Develop and integrate precinct signage that provides clear wayfinding along the east-west pedestrian links to key destinations.

5.5.48.

Ensure that outdoor dining opportunities are encourage along the east-west pedestrian link to support activation.

5.5.49.

Retain existing public artwork in northern east-west link and explore opportunity to extend throughout remainder of corridor.

5.5.50.

Explore opportunities for integrating greenery, such as planter boxes, tree pits and vertical greening.



Muy Güemes, Argentina



Radical Optimism, Los Angeles



Lt Mallop St, Geelong

5.5 LANDSCAPE AND OPEN SPACE

Shared Zones

5.5.51.

Encourage kerbless street profiles and distinct street paving in Shared Zones to communicate a change in street condition upon entry

5.5.52.

Provide a contrasting surface treatment on pedestrian crossings across internal streets to reinforce pedestrian priority within these spaces.

5.5.53.

Ensure shared zones are clearly signmarked.

5.5.54.

Street design should subtly indicate a delineation between shared zone and pedestrian only area to minimise conflict between vehicles navigating these spaces.

5.5.55.

Shared areas design and pavement treatment should support multiple modes coexisting at low-speeds in the same space, including bikes, scooters and service vehicles.

Slow Speed Streets (Internal Laneways)

5.5.56.

Slow speed streets should provide high quality pedestrian paths with opportunities for street planting where possible to embellish and soften edges.

5.5.57.

Kerbless street profiles should be encouraged to support all abilities access and multiple modes coexisting in the same space, including cycling and micromobility (e.g. scooters).

5.5.58.

Pavement treatment should encourage low speeds, supporting different modes (e.g. bikes, scooters, cars, pedestrian) to travel through these streets safely.

5.5.59.

Explore blue-green infrastructure integration into streetscape where possible.

5.5.60.

Explore activation opportunities along edges, such as parklets.



Sayer St, London



Bank Street Parklet, Adelaide

PREFERRED CROSS-SECTION



