



the bell street corridor strategy

prepared by hansen partnership pty ltd
for the city of darebin
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bell street strategy

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appendix a. local planning policy framework implementation

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attachment 1. bell street study: working paper, stage 1(2005)



1 introduction

The Bell Street Strategy has been prepared by Hansen Partnership in association with ARRB Consulting and Charter Keck Cramer.

1.1 the project

The aim of the project was to prepare a land use strategy and urban design framework to guide the future development of land in Bell Street, Darebin.

The key objectives for the Bell Street Study, as identified in the project brief, are as follows:

- to understand the existing role of land in Bell Street and the pressures for change;
- to establish a sustainable future role for Bell Street that responds to Melbourne 2030, the Metropolitan Transport Strategy, the Local Planning Policy Framework and State Planning Policy Framework;
- to provide a clear framework for decision making by the City, community, businesses and investors.

The Bell Street Study has been prepared in a collaborative manner with key stakeholders and the community and represents a series of balanced and responsive planning, design and access directions for the precinct into the future.

The Bell Street Strategy is a detailed strategy which will form the strategic basis for decision making and development along the corridor, and surrounds, over the next 20 years. This Strategy will provide Council, stakeholders and the community with more certainty about the evolution of Bell Street over time and in many instances will provide the impetus for change required to revitalise and re-establish Bell Street and its many and varied parts.

1.2 the place

The Bell Street study relates to the section of Bell Street that passes through the City of Darebin, extending from Merri Creek to the west and Darebin Creek to the east (Refer Figure 1). This section of Bell Street is generally a 6 lane divided road and is approximately 5km in length.

Bell Street forms the southern edge of Preston Central between the intersections of St Georges Road and High Street and the northern edge of the Junction Integrated Development Plan area.

Bell Street is a major east-west arterial road of regional significance and is the City of Darebin's busiest road. In addition to being a primary arterial road to access the City of Darebin, Bell Street provides an important connection to the airport to the west and to the suburbs of Heidelberg, Ivanhoe and Doncaster to the east.

Bell Street is an arterial road under the Road Management Act 2004 and functions as a primary arterial route. It is also part of VicRoad's 'Principal Road Network' outlined in the Metropolitan Transport Plan. Bell Street west of St Georges Road forms part of the proposed extension of the Red Orbital SmartBus Route from Box Hill to Altona.

Darebin's Integrated Transport Plan (ITP) gives priority to on-road public transport, cyclists and pedestrians. Primary arterial roads like Bell Street are the most appropriate for through traffic and freight use. The ITP indicates that these roads should be managed to maximise use of their existing capacity.

Bell Street is an important link to the regional and metropolitan road network for many businesses in the key employment node of East Preston industrial Precinct.

Bell Street provides a high exposure frontage for business and commercial uses, which is currently largely represented by a low amenity, transitory style of development characteristic of the primary traffic function of this area. Bell Street also provides access and address to local education, institutional and community based uses such as the Darebin Arts & Entertainment Centre.



1.3 how to read this strategy

Bell Street is a five kilometre road corridor passing through Darebin, accommodating a mix of uses and levels of activity. Due to this condition the preparation of this strategy has been undertaken in a precinctualised, yet integrated manner. To achieve this outcome the strategy breaks down Bell Street into four precincts which have been defined due to their unique and prevailing land use and urban design attributes. These precincts are illustrated in Figure 1 and are defined as follows:

- Live Precinct;
- Engage Precinct;
- Sell Precinct; and
- Work Precinct.

The strategy focuses on each precinct and documents the following:

- key issues;
- preferred future;
- land use, urban design and access and movement principles and strategies; and
- Implications of proposed strategies.

Despite the detailed precinctualised approach to preparing this strategy, plans for each precinct have not been prepared in isolation and demonstrate appropriate regard to the balance of the corridor in their justification and implementation.

To integrate the precincts and realise the overall vision for Bell Street the strategy documents a set of overarching themes which apply across the whole corridor. These overarching themes sit in front of the precinct based strategies and establish a strategic framework within which to draw together the individual precincts in a visual, physical and aesthetic sense in order to create an integrated and comprehensive strategy.

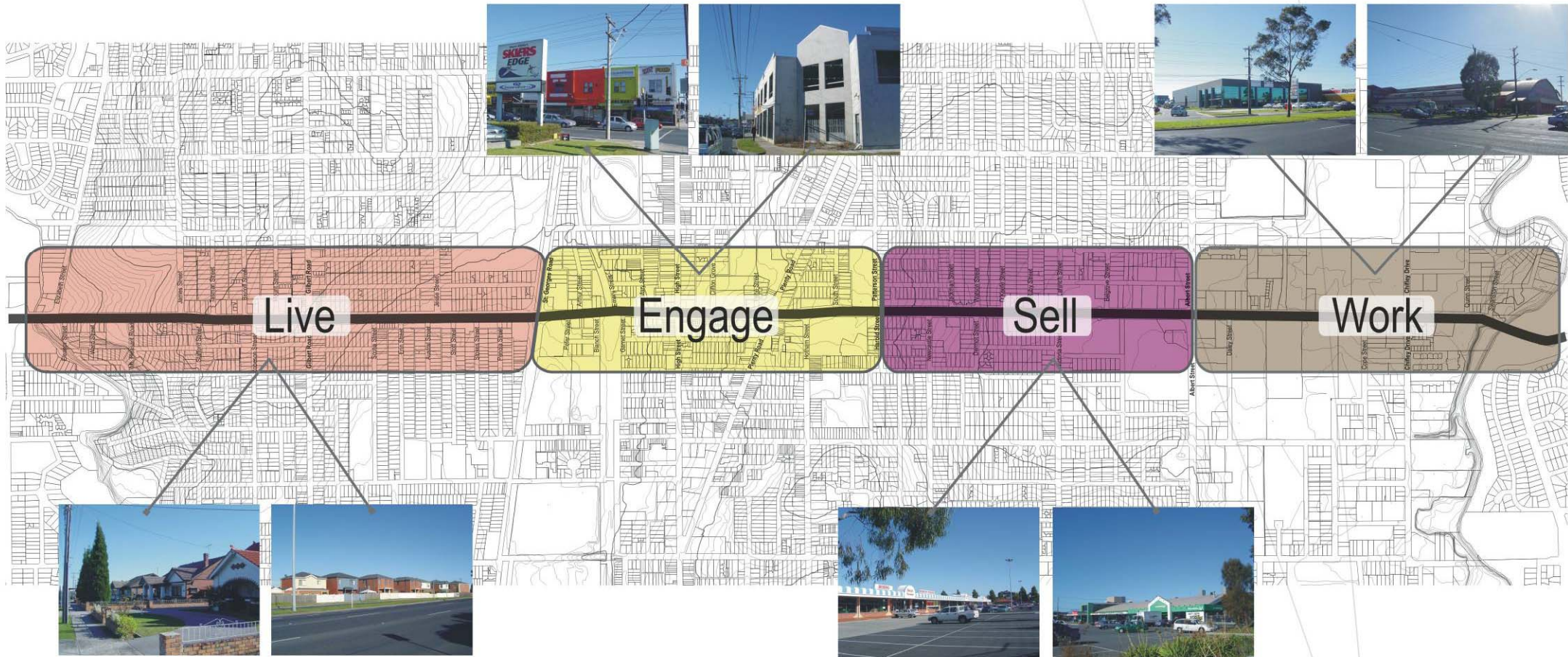


Figure 1.



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2 vision

The vision for Bell Street has been developed through consultation and reflects the aspirations of the community and other stakeholders.

The vision for the corridor is as follows:

'Bell Street will read as a clear, distinct chain of events through Darebin that is interrelated through a series of urban design, landscape and access themes which help mark and define the area.'

The vision for Bell Street is for incremental change within the 'Live' precinct with new development addressing Bell Street and an invigorated activity node at Gilbert Road servicing the local residents. An active 'Engage' precinct which provides opportunity for new housing and commercial activity centred around an upgraded Bell Station and new civic space, an expanded 'green' precinct around the Preston tram depot and a community and health focus for new development based around Plenty Road and the Bell Centre site. The 'sell' precinct will consolidate its focus as a restricted retail area and provide for the retention of the Dermot Street local convenience centre, while the 'work' precinct will encourage high profile industrial businesses east of Albert Street.

The distinct precincts experienced along the corridor will provide for a mix of uses in a variety of building forms and settings that will build on the character of the area and reinvigorate and refocus the Bell Street experience for residents and visitors.

The Bell Street strategy provides Council with the basis for making decisions to support concentrated activity along the spine, restricting the spread of commercial development into the 'Live' precinct west of St Georges Road and restricted retail development into the core industrial area east of Albert Street.

The evolution of Bell Street will be underpinned by a strengthening of community and people focussed activities in the Engage Precinct; a strong ESD commitment for new development; and a strengthening of the business and employment environment which establishes Bell Street as the 'face' of the East Preston industrial precinct.

Bell Street is the main east-west link across the northern suburbs. The arterial road function of Bell Street will be reinforced and balanced against an improvement in public transport movement and accessibility serving both the local and broader region in a sustainable manner. Improvements to the capacity of Bell Street will come without building additional capacity (i.e. without building additional lanes as Bell Street already has 6 lanes through Darebin and without grade separating intersections – road or rail). Capacity improvements will include improved traffic signal linking and other minor road works to improve the efficiency and effectiveness of the current road environment.'



2.1 overarching principles

The following overarching principles have been identified for the Bell Street corridor to realise its vision (Refer to Figure 2):

land use

- OP 1. Intensify land use and population density within the walking catchments of the Principal Public Transport Network (PPTN).
- OP 2. Discourage commercial activity outside of areas zoned for business purposes.
- OP 3. Encourage opportunities for housing in local convenience centres.
- OP 4. Support concentrated areas of commercial activity along the corridor.
- OP 5. Maintain the industrial land in Bell Street, east of Albert Street.

urban design

- OP 6. Ensure development on Bell Street contributes to the high profile 'face' of business in East Preston.
- OP 7. Encourage a gradual transition between areas of differing building heights.
- OP 8. Promote development that has a clear sense of address and frontage to Bell Street.
- OP 9. Encourage feature buildings at key intersections.
- OP 10. Integrate ground floor activities with the street.
- OP 11. Encourage the scale and mass of development to be sensitive to heritage places, schools and public open space.
- OP 12. Encourage regular setbacks and spacing between buildings to provide relief from traffic and to facilitate landscaping.
- OP 13. Strengthen the contribution of landscaping on private land to the image and amenity of Bell Street.
- OP 14. Establish a consistent landscape theme along the Bell Street corridor that forms links between precincts.

- OP 15. Improve the visual amenity of residential properties that interface with commercial and industrial land.
- OP 16. Encourage well-landscaped car parking areas that are generally located to the side or rear of development.
- OP 17. Enhance the amenity of the creek environs at east and west of study area.
- OP 18. Ensure new development has an active and attractive interface to Bell Street.
- OP 19. Respect the existing scale and form at the residential interfaces of Bell Street.
- OP 20. Create better pedestrian linkages to public open spaces proximate to Bell Street.
- OP 21. Encourage redevelopment on major intersections to reflect an attractive corner built form.
- OP 22. Encourage new development to reflect high standards of architectural design that incorporate ESD principles.

access

- OP 23. Improve the pedestrian environment and provide safe, attractive and legible north-south linkages.
- OP 24. Improve pedestrian amenity and accessibility.
- OP 25. Improve access to north-south and alternative east-west bicycle routes.
- OP 26. Improve legibility of and access to public transport and connectivity between modes.
- OP 27. Ensure reliability of road based public transport.
- OP 28. Maintain the capacity of Bell Street as an east-west route of regional importance.
- OP 29. Manage Bell Street to improve its safety and people carrying capacity and to prioritise public transport.
- OP 30. The application of any access management policies should ensure that Bell Street provides sufficient access for regional trip attractors located along it and this traffic is not directed onto local roads because of access restrictions.

Urban Design Principles

- Enhance the amenity of the creek environs at east and west of study area
- Improve pedestrian environment and provide safe, attractive, legible north south linkages
- Ensure new development has an active or attractive interface to Bell Street
- Respect the existing scale and form at the residential interfaces of Bell Street.
- Encourage redevelopment on main intersections to reflect an attractive corner built form
- Create better pedestrian linkages to public open spaces proximate to Bell Street.
- Establish a consistent landscape theme along the Bell Street corridor that forms links between precincts

- Encourage new development to reflect high standards of architectural design that incorporates ESD principles
- Encourage well-landscaped car parking areas that are generally located to the side or rear of development

Land Use Principles

- Intensify land use within the walking catchments of the Principal Public Transport Network (PPTN).
- Ensure development on Bell Street contributes to the high profile 'face' of industry in East Preston.

Access Principles

- Improve pedestrian amenity and accessibility
- Improve accessibility for cyclists along and across the corridor
- Improve legibility of and access and to public transport and connectivity between modes
- Ensure reliability of road based public transport
- Maintain the capacity of Bell Street as an east-west route of regional importance
- Maximise the route and operational management of Bell Street including traffic carrying capacity, safety improvements and prioritisation of public transport and freight movement.

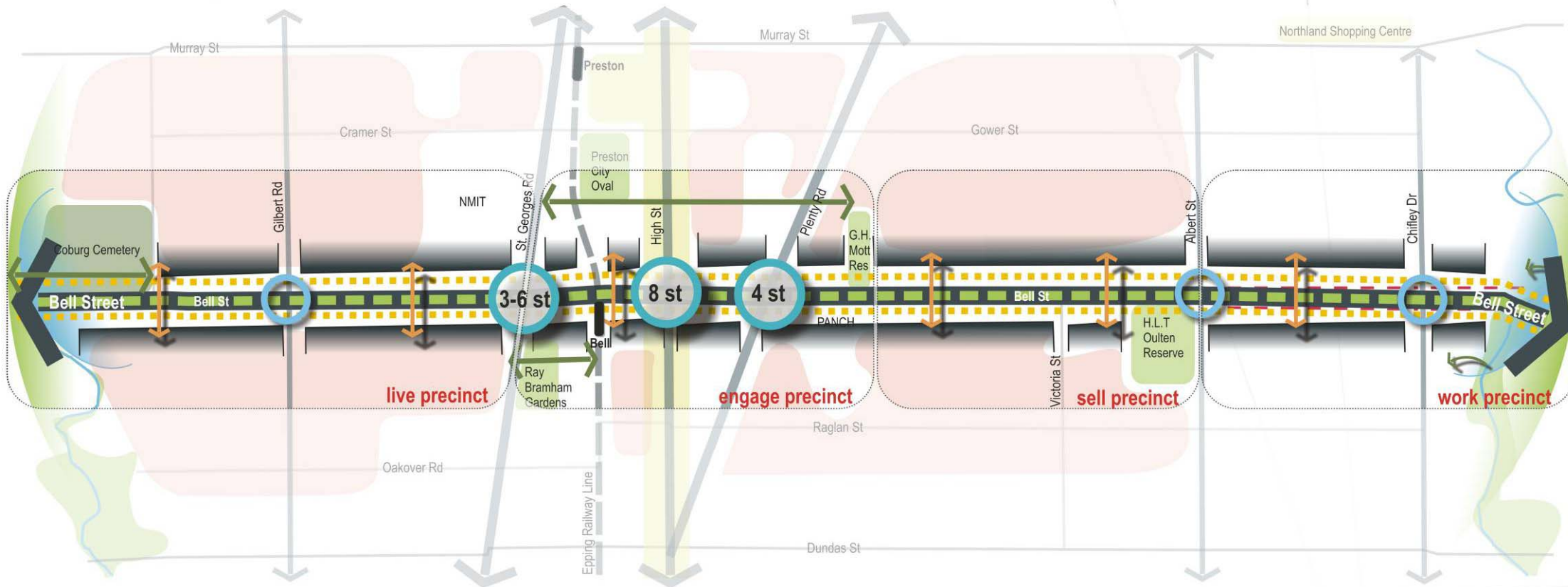


Figure 2.



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live precinct



3 key issues: live precinct

The analysis of the study area identified the following key issues for the 'live' precinct:

- The 'live' precinct represents the western gateway to Bell Street in Darebin and can be characterised as the core residential area within the study area. A mix of housing types and styles are present with the precinct generally characterised by 1-2 storey detached dwellings.

- The positive amenity elements of this precinct such as elongated views southward to the city skyline; strong landscaping theme along the central median and the creek environs; and associated open space networks, are currently not tapped into or are simply overshadowed by the predominant traffic function of this precinct and the speed within which people pass through it. Opportunities exist to add value to this precinct by celebrating these positive features and integrating them into the overall fabric and design of the precinct and bringing out the 'people focus' of this core residential area in subtle yet significant ways.



Continue Strong Landscape Character

- One of the key observations in the 'live' precinct is that despite being a residential area, there is little evidence of resident activity in the streets. While it is appreciated that Bell Street is a busy arterial road, opportunities to enliven this precinct should be considered and balanced against its primary road function – this does not necessarily have to be realised along the main road but perhaps in surrounding streets.

gilbert road shopping centre

- While residential is the core use within this precinct there are some commercial elements that exist along the corridor including the Gilbert Road shopping centre.

- Opportunities to build on the existing range of uses in this centre and establish a key neighbourhood centre at Gilbert Road to serve the (convenience) needs of the local community could be achieved through the re-development of existing sites. While it is not expected that this centre will compete with more significant activity centres in the region, there is clearly a role for the centre to strengthen in terms of its local focus in this largely residential area, acting as a community hub and generator of local activity.

st. georges road intersection

- In addition to Gilbert Road, there is evidence of business uses within the R1Z spreading west from St Georges Road, toward Gilbert Street. This condition is particularly strong on the northern side of Bell Street. These uses lack integration and generally represent a mix of ad hoc uses that clearly are located in this area in order to benefit from main road exposure.



Maintain Residential/ Mix Use Focus

- The spread of these uses in the residential area is something that needs to be considered in terms of the overall focus of this precinct. For instance, is it appropriate to accommodate business uses in this core residential area or does this incursion impact negatively on residential amenity? Equally, should the spread of business uses west along Bell Street be encouraged ahead of containment of these uses to the east of St Georges Road?
- In many ways 'the horse has already bolted' and it is difficult for the planning system to re-consider previous decisions. However, this strategy can provide a framework within which future decisions should be made as to the appropriateness of particular uses within this area. Important issues to consider when determining this framework are:
 - there is clearly a strong residential focus in this area;
 - the introduction of stand alone service related uses generally does not add value to the precinct and could be better placed in a more consolidated

business / retail environment to the east of St Georges Road where large vacant appropriately zoned sites are located;

- the presence of NMIT, a significant site and activity generator, provides a vibrant and active focus to the eastern edge of the precinct, establishing a 'people' focus. Pressure for student related services, including accommodation, exist in this area to support NMIT as well as other tertiary institutions within the region.
- At this stage, it is considered that an appropriate framework to move forward with is one where the residential focus is reinforced at the eastern edge of the precinct, the strength of NMIT is built upon, and the further spread of business uses to the west of St Georges Road is limited.
- In particular, opportunities for student accommodation to develop at this edge should be encouraged and supported along the Bell Street frontage through the re-development of existing business sites at an appropriate time in the future. This shift in focus at this edge would re-align its land use focus with the rest of the precinct as well as strengthening an active and people focus in close proximity to key services, public transport and education facilities.
- The Preston Central Structure Plan identifies potential for high rise 'landmark' buildings at St Georges Road and High Street intersections.



Encourage Medium Density Student Accommodation

3.1 preferred future / vision

Having regard to the above, the preferred future for this area is identified as follows (refer to figure 4 & 5):

- The 'live' precinct will retain a core residential focus and will accommodate incremental residential change, providing a mix of housing types and styles through the re-development and consolidation of sites over time.
- The neighbourhood and recreational focus of this area will be revitalised through the re-development of the Gilbert Road activity node, the opening up of, and creation of new links to open space, and general improvements to the pedestrian environment (refer to figure 6).
- The establishment of purpose built multi level student accommodation incorporating active ground level complimentary uses in close proximity to NMIT will build on the institutional asset at the eastern edge of the precinct and provide opportunities to meet the growing demand for student accommodation within the municipality in a highly accessible, well positioned location.



3.2 principles

The following land use principles have been established for the 'live' precinct to realise its preferred future (Refer to figure 3).

land use

- LP 1. Retain residential focus of precinct and allow for incremental change, with a particular focus on student accommodation proximate to NMIT.
- LP 2. Minimise encroachment of non-residential use in the core residential area.
- LP 3. Strengthen neighbourhood role of Gilbert Road shopping precinct.
- LP 4. Encourage existing non-conforming commercial uses located on R1Z land to the west of St Georges Road to change over time to residential uses.



Increase role of Gilbert Road Shopping Precinct

urban design / landscape

- LP 5. Encourage strong landscape links between Merri Creek and Coburg Cemetery.
- LP 6. Encourage redevelopment on main intersections to reflect an attractive corner presence
- LP 7. Enhance the image and presentation of the Bell Street residential streetscape.
- LP 8. Protect the sense of 'place' of the neighbourhood and ensure the precinct evolves as a green suburban setting.



An evolving place-Recent residential development

- LP 9. New developments to respect the existing residential scale and rhythm of subdivision pattern.
- LP 10. Protect significant views to the city and the Bell Street corridor.
- LP 11. Continue and enhance a strong landscaped theme throughout the precinct.



City skyline views




access and mobility

- LP 12. Manage the efficiency of vehicle, cyclist and pedestrian movements through operational changes within the current width of Bell Street (eg signal phasing, turn restrictions, priority lanes etc).
- LP 13. Improve pedestrian amenity and connectivity along and across Bell Street.
- LP 14. Improve the quality of public transport infrastructure.
- LP 15. Improve access to north-south and alternative east-west bicycle routes.
- LP 16. Maintain road capacity.
- LP 17. Improve the reliability of public transport services.
- LP 18. Discourage indented bus stops.

Urban Design Principles

-  Establish strong landscape links between Merri Creek and Coburg Cemetery
-  Encourage redevelopment on main intersections to reflect an attractive corner presence
-  Enhance the image and presentation of the Bell St residential streetscape
-  Protect the sense of 'place' of the neighbourhood and ensure precinct evolves as a green suburban setting
-  New developments to respect the existing residential scale and rhythm of subdivision pattern
-  Protect significant views to the city and the Bell St corridor
-  Continue and enhance a strong landscaped theme throughout the precinct

Land Use Principles

-  Retain residential focus of precinct and allow for incremental change, with a particular focus on student accommodation proximate to NMIT
 -  Minimise encroachment of non-residential uses in core residential area
 -  Strengthen neighbourhood role of Gilbert St shopping precinct
- Encourage existing non-conforming commercial uses located on R1Z land to the west of St Georges Road to change over time to residential uses

Access / Movement Principles

-  Improve pedestrian amenity and connectivity along and across Bell Street.
 -  Improve the quality of public transport infrastructure.
 -  Improve access to north-south and alternative east-west bicycle routes.
- Maintain road capacity
 - Ensure reliability of road based public transport
 - Discourage indented bus stops



bell st study darebin live precinct principles

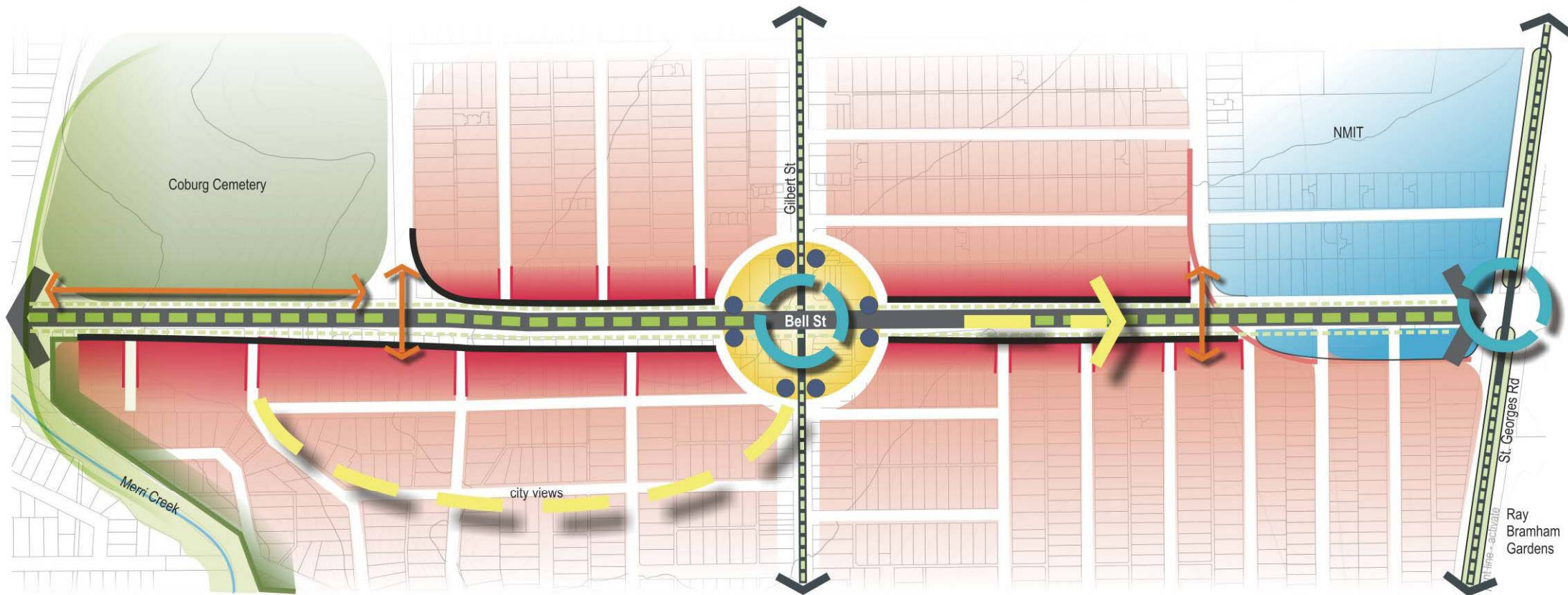
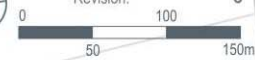


Figure 3.



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3.3 strategies

The following strategies have been prepared to realise the principles and vision for the 'live' precinct (Refer to figure 5 & 6)

land use:

- LS 1. Encourage incremental change with new housing to address Bell Street.
- LS 2. Encourage redevelopment of Gilbert Road shopping centre for local convenience role.
- LS 3. Discourage new business uses from developing west of St Georges Road.
- LS 4. Encourage the redevelopment of the north-west corner of St Georges Road for student housing.
- LS 5. Reinforce the regional institutional role of NMIT and encourage NMIT to establish a stronger presence to St Georges Road.
- LS 6. Increase the population and employment density within the walking catchment of the proposed Smartbus service and the 112 tram route.



A student focus to integrate with NMIT

urban design / landscape

- LS 7. Encourage double storey building frontages to Bell Street. Setbacks of new development should be consistent with those of existing houses.
- LS 8. Encourage medium density housing fronting Bell Street between Jesse Street/Stott Street and St Georges Road of between two and four storeys in height to reflect a transition in scale towards the St Georges Road Intersection and anticipated feature forms.
- LS 9. Ensure new residential developments address Bell Street with clearly defined primary pedestrian entrances
- LS 10. Encourage contemporary building style and design.
- LS 11. Encourage buildings to present attractive and interesting facades to the street.
- LS 12. Ensure new residential development respects and responds positively to the surrounding dwellings.
- LS 13. Encourage avenue tree planting to both sides of Bell Street to establish a strong landscape corridor.
- LS 14. Continue consistent median strip planting.
- LS 15. Encourage redevelopment of buildings at the Gilbert Road intersection to address the street, utilising existing at grade car parking areas.
- LS 16. Encourage development in the Gilbert Road local centre to be built to the street boundary with car parking provided at the side, rear or underground.
- LS 17. Seal the existing footpath adjacent to the cemetery to improve the link to the Merri Creek.



Encourage High Quality Medium Density Housing



bell street strategy

- LS 18. Encourage new development to include tree planting that links with median planting.
- LS 19. Investigate opportunities to increase pedestrian permeability through the cemetery.

access & mobility

- LS 20. Provide a sealed footpath past Coburg Cemetery, connecting to the footpaths along Merri Creek.
- LS 21. Provide sealed pedestrian ramps and median walk-throughs adjacent to bus stops to assist bus passengers with crossing Bell Street safely.
- LS 22. Provide signs indicating the location of transverse and parallel bicycle routes. This includes Merri Creek and the St Georges Road bicycle path.

- LS 23. Provide sealed bus stop waiting and loading areas, in accordance with VicRoads standards. Avoid shelters with transverse advertising panels that block footpaths.
- LS 24. Require parking needs to be met on-site for changed or new uses that require approval.
- LS 25. Maintain the existing carriage way width of Bell Street for vehicle movement.
- LS 26. Discourage the use of indented bus stops.
- LS 27. Where possible, progressively reduce kerbside infrastructure to reduce the severity of crashes and roadside clutter. For example, investigate opportunities to relocate powerlines and rationalise bus stops and road signage where appropriate.

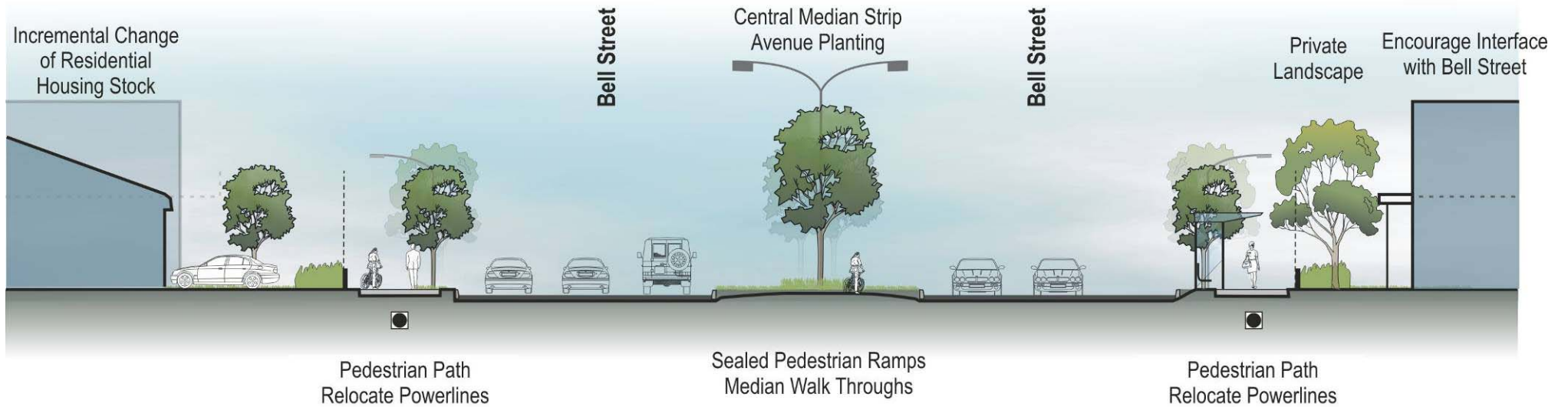


Figure 4. Typical streetscape section of 'Live' Precinct

- Legend**
- 2 ST Bell Street Incremental Residential Change
 - 3 ST Gilbert Rd Activity node
 - 2-4 ST Medium Density Housing/ Student Accommodation
 - Surrounding Incremental Residential Change
 - 3 ST NMIT environs/ Incremental Change
 - NMIT Evolution
 - Mixed Use Feature Building Forms

- Indicative Built Form
- Improved Pedestrian Links
- Continued Central Median Planting
- Tree Lined Bell Street

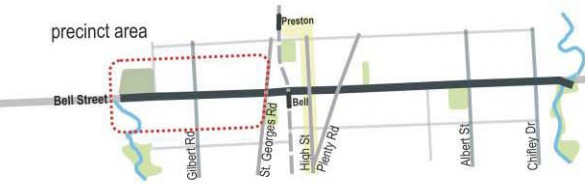
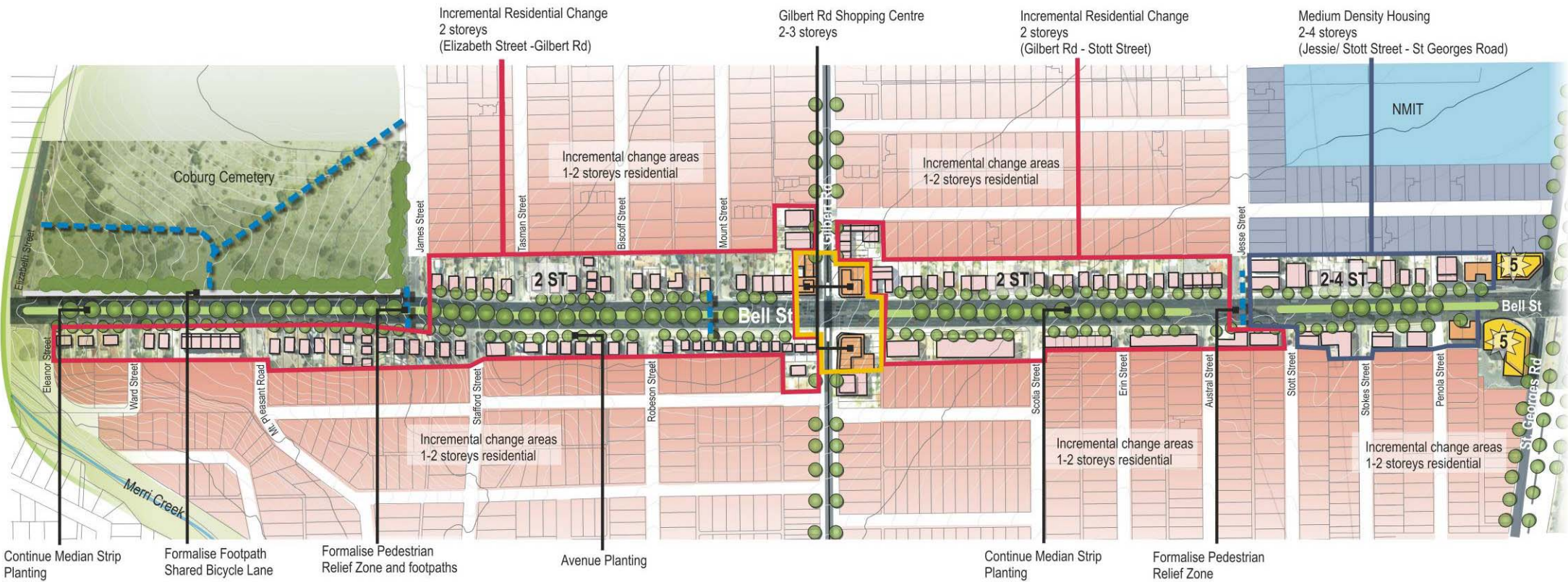


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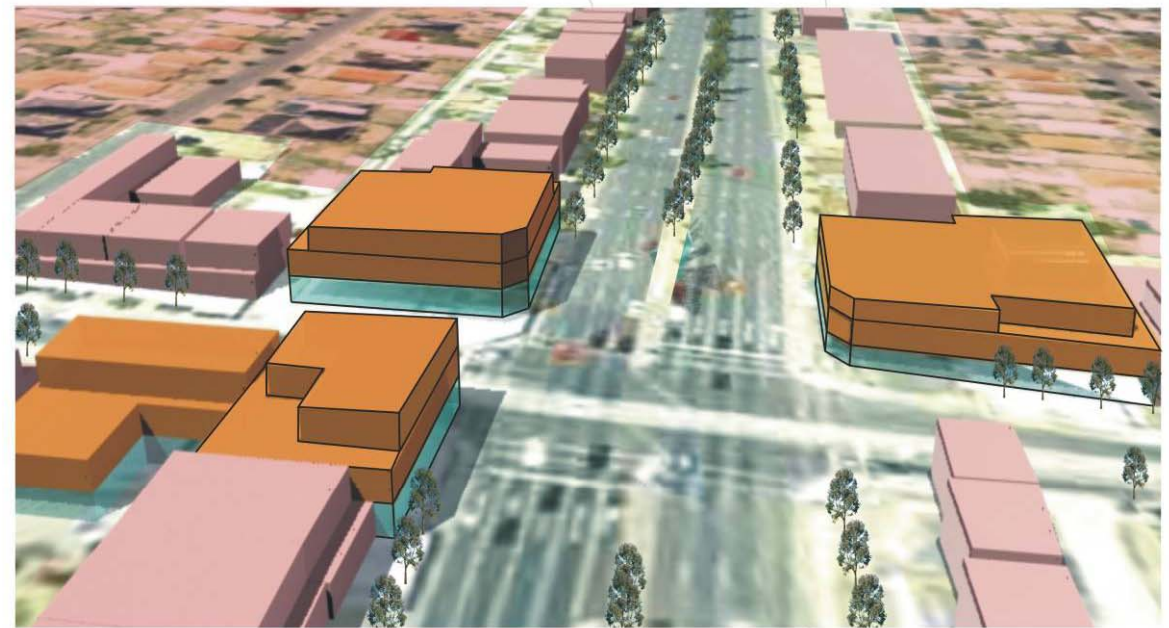
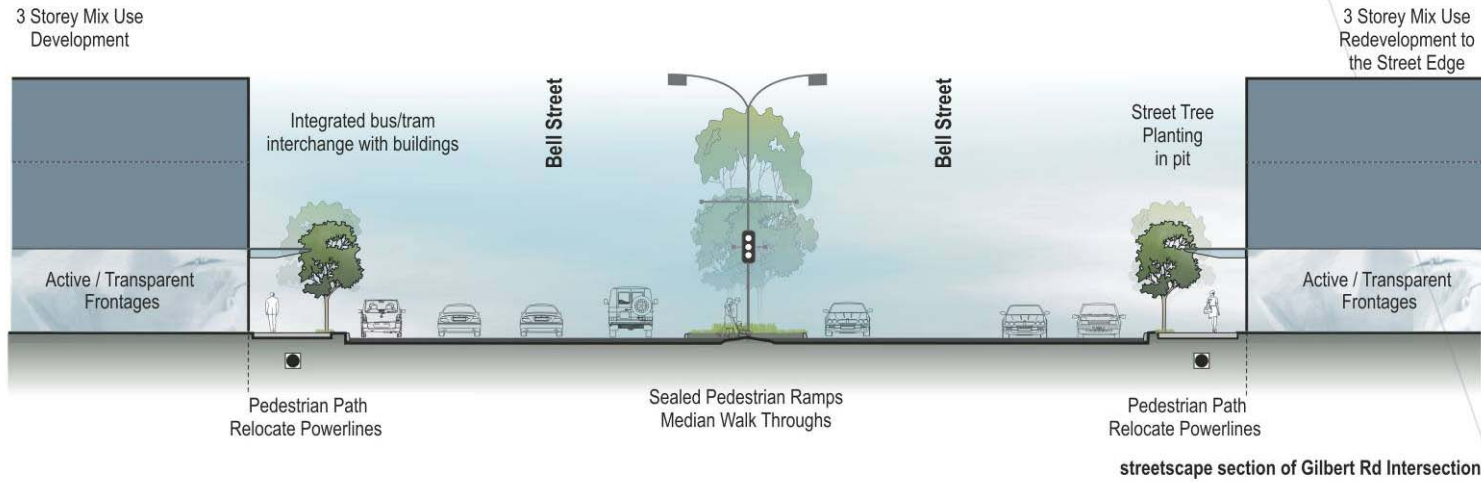
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live precinct element
gilbert rd activity node



Overview of indicative built form at Gilbert Rd Intersection

Figure 6.



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3.4 implications

The following potential implications of the proposed strategies have been identified for the 'live' precinct and may impact on the realisation of the preferred future for this precinct in the short to medium term:

Development Potential

- The rate of redevelopment of the Gilbert Road shopping centre and the north-west corner of St Georges Road for student accommodation will largely be determined by market forces and the will of land owners. As a result, redundant sites may remain vacant or underutilised in the short to medium term until such time as land owners identify the potential for redevelopment in line with the preferred vision.

Open Space and Environment

- The strategy encourages opportunities to create more effective and useable pedestrian linkages over the Merri Creek on the north side of Bell Street supported by the development of a strong recreational focus on the corner of Elizabeth Street and Bell Street. These sites sit outside of the City of Darebin municipal boundaries and are located in the City of Moreland, however despite this they have a strong connection with residents in and around Bell Street in Darebin.

Bus Shelters

- The strategy supports opportunities to redesign existing bus shelters or relocate them in order to accommodate for wider footpaths to improve pedestrian amenity. In some locations, the frequency of stops could be rationalised so as to reduce bus travel times, provide safer road crossing opportunities and to better locate stops for the convenience of passengers.

The feasibility of these changes, in the short term, will need to be balanced against existing contracts between advertisers and the Department of Infrastructure that control the operation and location of bus shelters on Bell Street. Re-negotiation of this contract provides a key opportunity to incorporate the strategy's proposed changes and to achieve a mutually supportive outcome for providers and public transport users.



engage precinct



4 key issues: engage precinct

The analysis of the study area identified the following key issues for the 'engage' precinct:

- The 'engage' precinct is defined as the area between St Georges Road and Harold Street/Patterson Street. Effectively the PANCH site and the G.M. Mott Reserve form the eastern edge of the precinct. This part of Bell Street forms the southern edge of Preston Central and the northern edge of the junction.
- The precinct is focussed around the junction of the three key north-south arterial roads within the study area, namely St Georges Road, High Street and Plenty Road, and is characterised by a disparate mix of uses with no prevailing land use or design theme.
- Strategic support for the re-development of this precinct, with a particular focus at these key north-south intersections is provided by the High Street Urban Design Framework (March 2005), the Retail Activity Centres Strategy (March 2005), the Junction Integrated Development Plan (December 2001) and the Preston Central Structure Plan (September 2006). These policies support significant re-development on corner sites in the form of higher rise 'land mark buildings' as follows:
 - St Georges Road: up to 8 storeys on the north-east and south-east corner.
 - High Street: up to 8 storeys on the corner of Bell Street.
- Re-development around these corner sites to accommodate a vertical mix of uses with active ground floor levels and the potential for residential at upper levels is strongly supported by this strategy to encourage the re-vitalisation and activation of this precinct.
- There are a high proportion of underutilised and vacant sites between High Street and St Georges Road, including the former Bell Street Bus Company site at the corner of Mary Street and Bell Street. These sites should be re-developed in the short term to incorporate a broad mix of uses in quality designed buildings to assist in improving the presentation of this precinct.
- Melbourne 2030 and the Preston Central Structure Plan provide the strategic justification for the re-development and consolidation of a mix of uses in this area, particularly within walking distance of the Bell Street Station. The B2Z zoning of

this section of Bell Street presents potentially attractive redevelopment opportunities as does the strategic support given for residential development up to 6 storeys next to the station. Recent applications for mixed use developments with residential at upper levels reflect the policy intent of this precinct and signify a shift in character in this area.

- Consideration should also be given to opportunities for re-development and improvements beyond the Bell Street corridor to compliment proposed changes. Of particular note is the area proximate to St Georges Road intersection which includes the Ray Bramham Gardens, Darebin Arts Centre, the Darebin RSL and the St John's Orthodox College. This is a key 'civic anchor' within this precinct that is currently visually and physically fragmented. There is potential to improve pedestrian conditions in this section of Bell Street though the only opportunities to increase the width of the footpaths is by removing the indented bus stops and car parking bays.
- There is also potential to achieve better relationships between 'backs' and 'fronts' of buildings and the interactions between uses should be encouraged through detailed design and planning. Connections to Bell Station and north-south to Preston Central and the Preston Market will be required as part of the re-thinking of this area to respond to community concerns revealed through consultation and to improve opportunities for walking and cycling to local shopping, employment and civic facilities.
- In addition to the above, the Junction Integrated Development Plan has recognised Bell Station as a key public transport link to the area and identified opportunities to improve the amenity and safety of the station and develop linkages to the area.
- Community consultation has revealed a need to upgrade the environs of Bell Station to provide a safer and more attractive environment for users. Having regard to this there is potential to upgrade the station car park to improve the accessibility, safety and amenity of the area.



Darebin Arts Centre-corner of St. Georges & Bell Street



building heights and setbacks

- Over time it is likely that development fronting Bell Street between St Georges Road and High Street will continue to evolve as a highly consolidated mixed use area.
- As previously noted there is strong strategic support for the redevelopment of this precinct with particular focus at the key north south intersections of St Georges Road and High Street where 8 storey landmark buildings are envisaged. Furthermore Bell Railway Station is also considered a location where 6-storey residential redevelopment can be accommodated.
- Future developments along Bell Street between St. Georges Road and High Street (excluding intersection landmark buildings) are encouraged to be of a minimum scale of 3 storeys and a maximum of 6 storeys (maximum of 3 storeys for land abutting schools, public open spaces and heritage places). Upper level setbacks have been employed using the 'line of sight' rule. The intention of this is to maintain a predominant 3 storey streetscape scale with upper levels recessed behind. While in some cases, the upper storeys will be still visible from the opposite side of the street, to avoid a traditional stepped 'wedding cake' building profile, upper level setbacks backs (refer to figure 9) will assist in maintaining a pedestrian scaled environment, allow for solar access and offer flexibility in building form.
- The footpaths in Bell Street, between St Georges Road and High Street are very narrow, making the experience of walking so close to passing traffic, an unpleasant one. For this reason it is recommended that new buildings are set back at least 2 metres from the front boundary in order to provide the feeling of more space between people and vehicles. The setback space will also provide the opportunities for landscaping.
- In this constrained context it is considered imperative that adequate setbacks are provided from property frontages to create a sense of relief from the busyness of the roadway.
- While the impact of a taller building on its surroundings can be reduced by setbacks at upper levels, minimum front setbacks can also assist to achieve this objective.
- A minimum 2 metre front setback is proposed for all new development between St Georges Road and High Street which is considered necessary to achieve the following good urban design principles:

- to allow for attractive landscaping to be incorporated into the development within the frontage; and
- to create a safe and attractive pedestrian realm.

- The minimum setback will benefit land owners and pedestrians, allowing opportunities for a more generous and visually appealing pedestrian environment by increasing the space between the buildings and the roadway and through the uses of planting.

community focus

- Unique to the 'engage' precinct is the medical and health focus centred around the Plenty Road / Bell Street intersection. This focus has evolved over time with the closure of the Preston and Northern Community Hospital (PANCH Hospital) however still remains a significant regional focus for health related services for the northern region. The medical focus of this area should be retained and consolidated in the future through the re-development of the former PANCH Hospital site for office and medical suites where possible.
- Existing plans for the re-development of the PANCH site will reinforce the student accommodation focus at the eastern edge of the precinct, building on the existing significant student accommodation offered at Rydges abutting PANCH to the west. The re-development of this site and opportunities to consolidate medical, community and student based services around the junction of Plenty Road and Bell Street and its associated open space will form a second 'civic anchor' within the overall precinct, consolidating a people focus within this core precinct. This is an important element of this strategy and will act to build community based activity at key locations along the corridor.



Student accommodation - Rydges



sustainability

- In addition to this, the Yarra Trams, Plenty Road “Green Depot” provides a unique opportunity to shift the identity and perception of Bell Street from an unsustainable road corridor to a sustainable and innovative component of the City of Darebin. The ‘green depot’ sets a benchmark for sustainable development and water sensitive design within the municipality and is the anchor of a growing green precinct that aims to link in local schools and council offices to achieve a collective sustainable outcome for the area. Opportunities to replicate the ‘green depot’ initiatives within this precinct and across the whole corridor are strongly encouraged and will require more detailed investigation by Council.

4.1 preferred future /vision

Having regard to the above, the preferred future for this area is identified as follows (Refer to Figure 8):

- The engage precinct will continue to develop as a mixed use precinct offering, showrooms, educational, service, entertainment, residential, community and health activities.
- Reinforce the ‘civic anchors’ at each edge of the precinct, with an integrated community hub provided around the Darebin Arts and Entertainment Centre, Darebin RSL and Ray Bramham Gardens at St Georges Road and a regional health and community focus at the Plenty Road intersection.
- Promote opportunities for increased population and employment activity within the walking catchment of the Bell Railway Station, tram and bus networks.
- Promote redevelopment of major junctions with attractive buildings fronting Bell Street with a vertical mix of uses.



4.2 principles

The following land use principles have been established for the 'engage' precinct to realise its preferred future (refer to figure 7):

land use

- EP 1. Reinforce and build on the mixed use character of the precinct.
- EP 2. Encourage re-development of underutilised and vacant sites so that this precinct is developed to its full potential as envisaged by the Preston Central Structure Plan.
- EP 3. Strengthen the regional health and community focus of the area near the corner of Plenty Road, the Bell Centre and the PANCH Health Services site.
- EP 4. Increase population and employment density within the walking catchment of Bell Railway Station, tram routes 112 and 86 and the proposed Smartbus route.
- EP 5. Create a civic space at Bell Railway Station that opens onto and forms part of the Bell Street pedestrian environment.

urban design / landscape

- EP 6. Create a pedestrian friendly environment within the core commercial area (between St Georges Road and High Street).
- EP 7. Encourage ESD principles in all new development within the precinct.
- EP 8. Develop 'green' links to connect the key public open space network.
- EP 9. New developments to be of high quality architectural design that will provide an active edge to Bell Street and the proposed new civic space at Bell Railway Station.



Create Civic Space at Bell Station

- EP 10. Encourage the scale and mass of development to be sensitive to heritage places, schools and public open space.
- EP 11. Encourage setbacks that respect interfaces with heritage places, open space and schools.
- EP 12. Redevelopment on major intersections to reflect an attractive corner built form.
- EP 13. Provide a safe and attractive north-south pedestrian link at Bell Station across Bell Street.
- EP 14. Increase the profile and presence of Bell Railway Station.
- EP 15. Enhance and improve the quality of existing public open space.
- EP 16. Create a civic space at Bell Station with frontage to Bell Street.



Encourage podium style developments on major intersections



access & mobility

- EP 17. Manage the efficiency of vehicle, cyclist and pedestrian movements through operational changes within the current width of Bell Street (eg signal phasing, turn restrictions, priority lanes etc).
- EP 18. Improve pedestrian connections to Bell Railway Station.
- EP 19. Improve pedestrian amenity and connectivity along and across Bell Street.
- EP 20. Improve access to north-south and alternative east-west bicycle routes.
- EP 21. Improve the reliability of public transport services.
- EP 22. Improve the quality of public transport infrastructure.
- EP 23. Discourage indented bus stops.

Urban Design Principles

-  Develop 'green' links to connect the key public open space network
-  New developments to be of high quality architectural design that will provide an active edge to Bell Street
-  Redevelopment on main intersections to reflect an attractive corner built form
-  Provide safe and attractive north-south link at Bell Railway Station
-  Create a civic space at Bell Station with frontage to Bell Street
-  Increase the profile and presence of Bell Railway Station
-  Enhance and improve the quality of existing public open space
-  Encourage the scale and mass of development to be sensitive to heritage places, schools and public open space.
- Encourage ESD principles in all new development within the precinct
- Create a pedestrian friendly environment within the core commercial area

Land Use Principles

-  Encourage re-development of underutilised or vacant sites
-  Respect existing High Street and Plenty Road activity spine
- Reinforce and build on mixed use character of the precinct
- Increase population and employment density within the walking catchment of Bell Railway Station, tram and bus networks

Access / Movement Principles

-  Improve pedestrian connections to Bell Railway Station
-  Improve pedestrian amenity and connectivity along and across Bell Street.
-  Improve access to north-south and alternative east-west bicycle routes
- Improve the quality of public transport infrastructure
- Improve the reliability of public transport services
- Discourage indented bus stops



bell st study darebin engage precinct principles

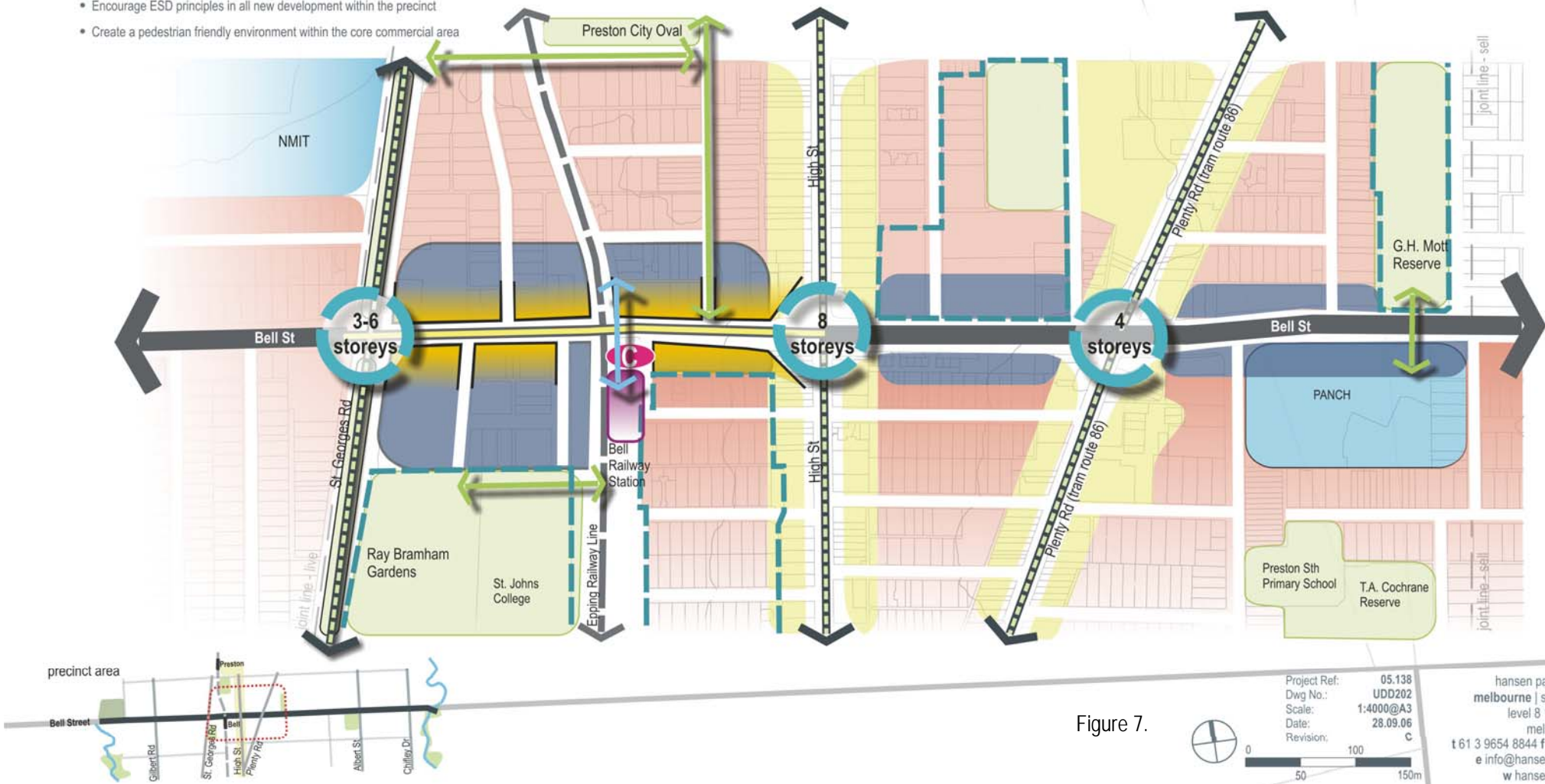


Figure 7.

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4.3 strategies

The following strategies have been prepared to realise the principles and vision for the 'engage' precinct (refer to figure 8):

land use

- ES 1. Support applications for medium density housing in appropriate locations, particularly within walking distance of Bell Station (refer to figure 9).
- ES 2. Encourage a vertical mix of uses with active ground floor uses and housing above between St Georges Road and High Street.
- ES 3. Reinforce the regional health and community focus of the Plenty Road/Bell Street intersection and encourage redevelopment opportunities for such.
- ES 4. Encourage redevelopment at Plenty Road to accommodate uses that support a student focus.
- ES 5. Explore opportunities to expand the green precinct in conjunction with Yarra Trams.

urban design / landscape

- ES 6. Protect the residential amenity to the north and south of Bell Street, particularly the heritage area, through transition in building height and the restriction of non-residential traffic in residential streets.
- ES 7. Establish a stronger presence of Darebin Arts and Entertainment Centre to the street corner.
- ES 8. Prepare an Urban Design Framework for the area between St Georges Road and Bell Station to assist in improving the physical and visual integration of the Darebin Arts and Entertainment Centre, the Ray Bramham Gardens, St Johns Orthodox College and the Bell Railway Station, identifying appropriate siting and design of medium density housing.
- ES 9. Support applications for high quality 'land mark' buildings at key north-south intersections.

- ES 10. Manage the relationship of 'back' and 'fronts' of buildings in a way that establishes a positive relationship between the two.
- ES 11. Encourage buildings to be setback no more than 2 metres at ground floor level to provide for an attractive pedestrian realm.
- ES 12. Encourage car parking for new development to be located in either basements or in multi-level structures and minimised at ground level where possible. Where parking is provided at ground level it should be located at the rear of buildings or concealed from public view.
- ES 13. Strengthen the presence of G.H Mott Reserve on Bell Street through landscaping.
- ES 14. Encourage building façades to be expressed in an interesting way, with building articulation avoiding large areas of blank walls.
- ES 15. Ensure new development respects the predominant height of adjoining residential areas. New development that abuts sensitive residential areas should sensitively step down in height.
- ES 16. Establish street tree planting within pits to both sides of Bell Street
- ES 17. Investigate opportunities to relocate powerlines.
- ES 18. Encourage redevelopment of underutilised land surrounding Bell Railway Station to establish a strong sense of address to the street.
- ES 19. Upgrade and improve Bell Railway Station to have a stronger presence to Bell Street.
- ES 20. Promote the evolution of a 'civic space' in front of Bell Railway Station to integrate with a bus/train interchange.
- ES 21. Encourage mixed use development with commercial activities at ground floor level that have highly glazed frontages and awnings that are relatively consistent with adjoining buildings.
- ES 22. Encourage feature building forms of up to 8 storeys located at primary north-south intersections, stepping down in height to adjoining building forms (refer figure 8).



strategies: access & mobility

- ES 23. Liaise with VicTrack regarding redevelopment and improvements to Bell Station and its car park to provide safer, more legible access and parking.
- ES 24. Provide wide footpaths from kerb to property boundary. This section of Bell Street is well used by pedestrians walking between NMIT, the Darebin Arts and Entertainment Centre, Bell Railway Station, High Street, two Secondary Schools and existing and proposed student accommodation. A higher quality pedestrian environment will encourage more walking.
- ES 25. Provide sealed pedestrian ramps and median walk-throughs adjacent to bus stops to assist bus passengers with crossing Bell Street safely.
- ES 26. Provide improved north-south pedestrian links to Preston Central and High Street.
- ES 27. Provide cycling links to Bell Station from High Street and St Georges Road.
- ES 28. Provide a safe pedestrian link to cross Bell Street at the Bell Railway Station. Investigate the best means and options of crossing types; either an overpass, underpass or at-grade crossing. As redevelopment occurs along the northern side of Bell Street, from St Georges Road to High Street, unsafe, uncontrolled, pedestrian crossing will occur to and from Bell Railway Station. New development may contribute to or incorporate a pedestrian overpass, as long as direct and all-hours access is provided. Donovan Street could be closed to vehicles at its intersection with Bell Street to incorporate a pedestrian overpass and/or development.
- ES 29. Provide signs indicating the location of transverse and parallel bicycle routes. This includes the St Georges Road bicycle path.
- ES 30. Provide sealed bus stop waiting and loading areas, in accordance with VicRoads standards.
- ES 31. Provide “seamless” movement between buses and trains at Bell Railway Station to reduce delays when passengers transfer between services eg investigate the feasibility of minor widening along the southern side of Bell Street, to provide a short bus priority lane and bus stop immediately outside the Bell Street entrance to Bell Railway Station. This could also permit westbound buses to “queue jump” ahead of other vehicles at the signalised level crossing.
- ES 32. Investigate bus priority for all signalised intersections from St Georges Road and Plenty Road.
- ES 33. Investigate ways of improving the movement capacity of Bell Street. As Bell Street is recognised as a major arterial route serving as an important regional east-west link, look for opportunities to maximise its capacity whilst utilising existing road widths. Measures such as dedicated bus lanes and truck lanes, high occupancy vehicle lanes, redirection to alternate routes (sustainable transport modes and local access), modified intersection layouts and signal phasing can assist in increasing and the carrying capacity of Bell Street.
- ES 34. Where possible, progressively reduce kerbside infrastructure to reduce the severity of crashes and roadside clutter. For example, investigate opportunities to relocate powerlines and rationalise bus stops and road signage where appropriate.
- ES 35. Discourage the use of indented bus stops.



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engage precinct concept plan

- Legend**
- Mixed Use Feature Building Forms (height expressed in storeys)
 - Bell Street Mix Use Redevelopment
 - School/Tram Depot 'Green Precinct'
 - Plenty Road Medical/ Student Services Precinct
 - Residential Incremental Change
 - NMIT Evolution
 - High Street/ Plenty Road Incremental Change
 - Protect Heritage Residential Area
 - Improved Pedestrian Links
 - New Pedestrian Connection
 - Bell Street Civic Space
 - Footpath Improvements
 - Bell Railway Station Upgrade
 - Continued Central Median Planting
 - Avenue Street Tree Planting
 - Screen Planting Edge

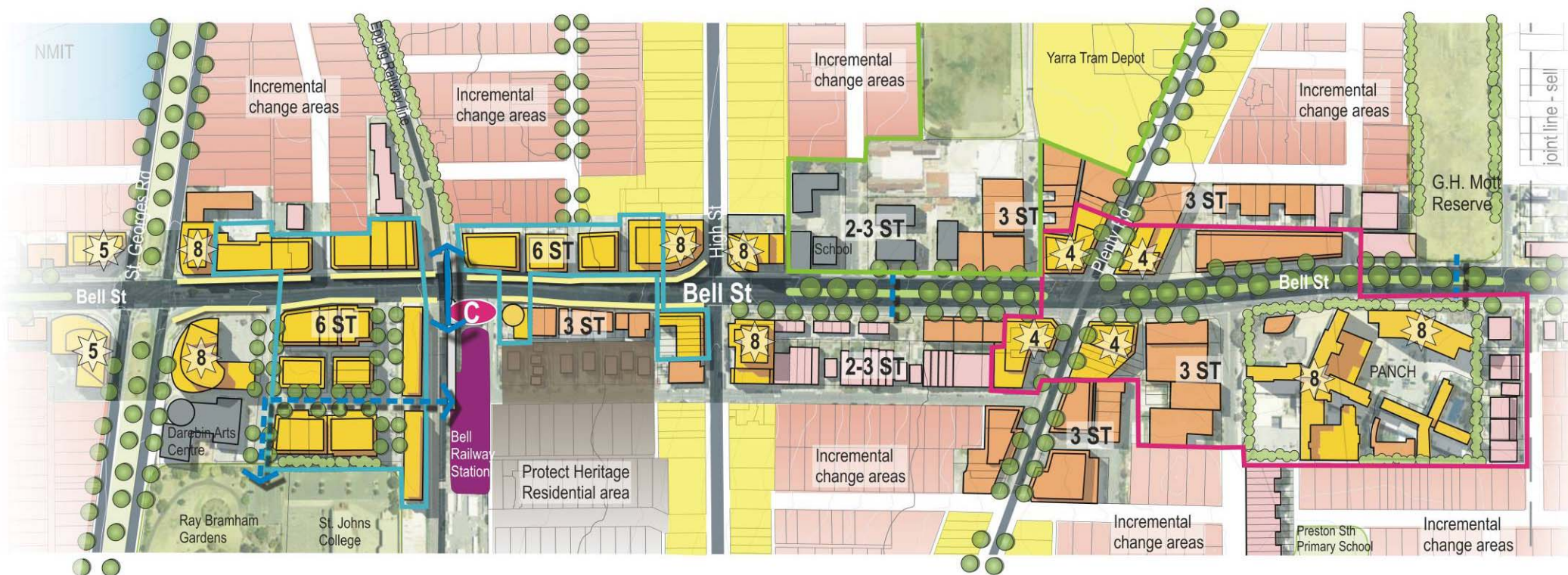


Figure 8.



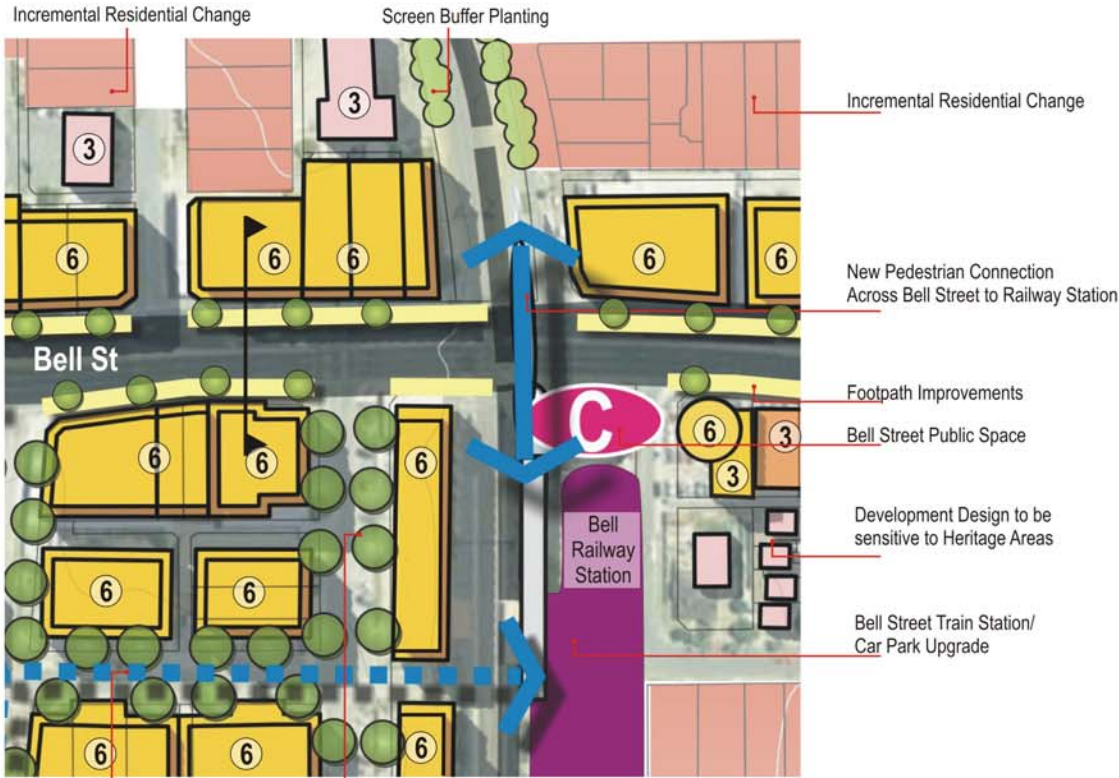
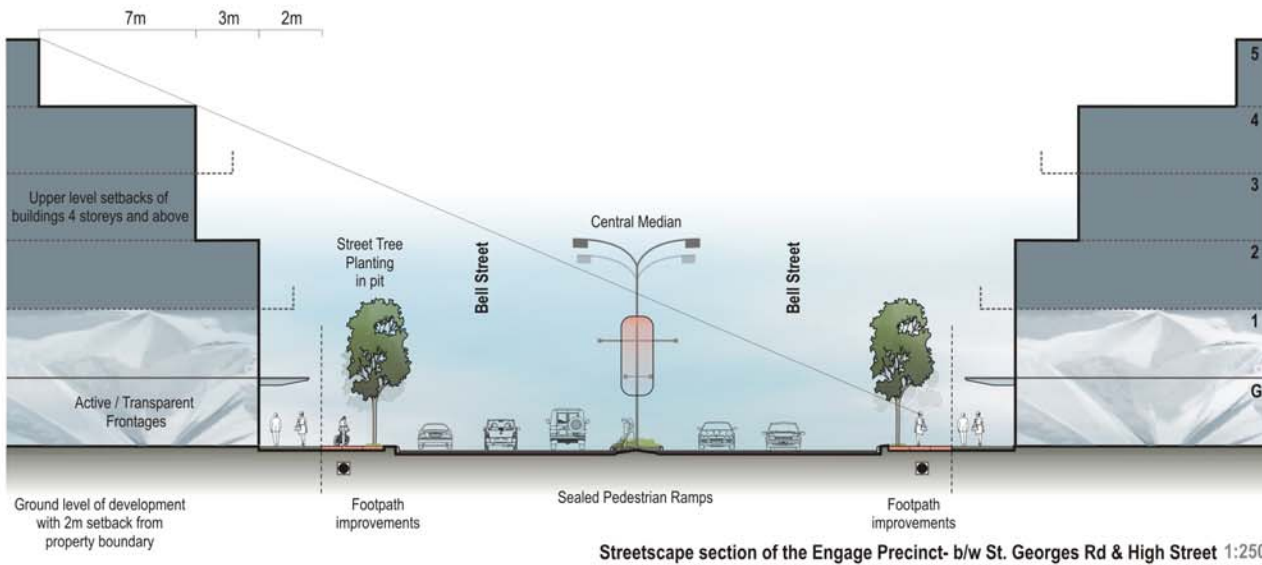
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engage precinct element
bell street station redevelopment



Overview of indicative built form of Redevelopment around Bell Train Station

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Figure 9.





4.4 implications

The following implications of the proposed strategies have been identified for the 'engage' precinct and may impact on the realisation of the preferred future for this precinct in the short-medium term:

Underutilised Sites:

- Achieving the vision for the 'engage' precinct relies on land owners redeveloping key sites and underutilised land, particularly with regard to the focus for supporting taller, attractive 'landmark' buildings at the major north-south intersections. Council will need to actively engage with stakeholders to ensure underutilised and vacant sites are redeveloped and approved medium density housing and mixed use developments are realised.

Medium Density Housing:

- It has been identified that permits for medium density housing between St Georges Road and High Street are being issued however are not being acted on. The market for medium density or apartment style living in Bell Street currently seems immature and speculative.
- At present the cost of purchasing a renovated house in East Preston versus an apartment on Bell Street is comparative given the overheads associated with developing apartments, however the benefit to the purchaser is not. The implication for the short to medium term is that housing developments in this locality may be slow to eventuate, however in the longer term as the process of gentrification continues north across Melbourne, the strategies outlined for medium density housing and residential apartments have the clear potential to be realised in the future.

Sustainability Initiatives:

- Building on the success of the Yarra Trams 'Green Depot' the strategy encourages an expansion of the Yarra Trams project and the inclusion of sustainability initiatives like rainwater collection and re-use for individual developments within the precinct.

Access & Mobility:

- The Route 513 bus along Bell Street is one of Melbourne's busiest bus routes. Arup (2003) found that one of its busiest locations for boarding/alighting is in the vicinity of Plenty Road, and four out of seven of the greatest average delays to its services were within the City of Darebin, at the following intersections on Bell Street:
 - Gilbert Road (23 seconds);
 - Plenty Road (32 seconds);
 - St Georges Road (34 seconds); and
 - Albert Street (23 seconds).
- A 1998 study found that bus running times varied by 12 minutes along Bell Street. Consequently, this strategy recommends bus priority measures be progressively implemented along Bell Street to provide a more reliable service.
- This strategy reduces options for grade separating Bell Street and the Epping Line in future. Arup (2003) undertook preliminary investigations that found that grade separation with a road overpass or underpass could be undertaken between St Georges Road and High Street, within standards at that time. Arup also noted that the widening of Bell Street in this area would have a benefit-cost ratio (BCR) of less than 0.5, and grade separation a BCR of 1.0 to 1.4, with medium to high impacts. It is not clear whether measures such as restricting turning movements at selected intersections were considered, to enable an increase in intersection capacity. The grade separation option was not supported by Council due to negative impacts on the bus-train interchange, pedestrian links to Bell Station, community links between the areas north and south of Bell Street and the visual amenity of the area. Council considered that more benefits would be gained through improved management and coordination of traffic signals at St Georges Road and High Street with the railway crossing.



sell precinct



5 key issues: sell precinct

- The 'sell' precinct is defined as the area between Harold and Patterson Streets at the western end of the precinct to Albert Street at the eastern end. The western end of the precinct is characterised by understated single storey residential development to the east however the primary focus of this precinct is the core bulky goods area to the west of Albert Street.
- This is one of Darebin's two bulky goods precincts, the other being located adjacent to the Northland Principal Activity Centre. The bulky goods focus is currently located on the southern side of Bell Street in the B4Z and includes uses such as Officeworks and Harvey Norman.
- The northern side of Bell Street in this area is contained within an IN3Z and has evolved over time to support an increasing role for restricted retail including Dick Smith's Power House and other trade related retailing such as the Dulux Trade Centre and it is understood that the industrial and retail uses co-exist satisfactorily. It was acknowledged by stakeholders that demand for new industrial premises in this location is not high, reflected by the trend towards retail premises attracted by main road frontage to Bell Street and the constraints presented to industry by smaller sites.
- The area to the rear of Bell Street along Ovando Street has retained its industrial focus with an example of modern industrial development completed recently.
- The potential for a consolidated re-development of this restricted retail core in the short to medium term to accommodate new format, high quality bulky goods development with good north-south connections has strong strategic support through Amendment C53 to the Planning Scheme and the City of Darebin's Retail Activity Centres Strategy.



Restricted retail maximising main road frontage

- It is forecast that Darebin has the potential to support up to 39,350 sqm of restricted retail floor space by 2016 (City of Darebin Retail Activity Centres Strategy, March 2005). The Bell Street bulky goods precinct is identified as a 'Cluster Centre' and is nominated as an appropriate location to absorb this forecast retail floor space, generally between Albert Street and O'Keefe Street. This would cater to the demand for bulky goods within this locality and ensure that the integrity of the industrial precinct east of Albert Street is not undermined through growing pressure for redevelopment to bulky goods in this location.
- The potential expansion of restricted retailing in this precinct could occur in a number of formats including upper level re-development on key sites such as Harvey Norman and Officeworks; consolidation of smaller sites to the north of Bell Street; and in particular through the re-development of the former Ericsson site, a large redundant site that represents a key opportunity for change in the short to medium term.
- The design style of restricted retailing development should involve shop frontages abutting the street boundary, and well-landscaped car parking located to the side or rear of buildings. This design response varies on the traditional layout where car parking areas are located to the front of buildings. The final Out-Of-Centre Retail Assessment Criteria: Final Report, January 2005 (Ratio Consultants for the DSE) has identified this layout to be appropriate for many middle and outer suburban highway locations. The report identifies that this layout style is necessary as large car parking areas with a lack of landscaping in front of buildings significantly reduces visual amenity to the public realm. The use of canopy trees in on-site car parking areas provides the opportunity to improve the amenity of the 'sell' precinct by providing visual relief from the expanse of large, sealed areas, assisting in containing surface water run-off and providing shade. Landscaping along the shared boundary between commercial and residential properties will improve the visual amenity of residential areas.



Large format bulky goods



future directions

- In order to facilitate the re-development of the precinct it is considered that the re-zoning of land to the north of Bell Street will be required. Three potential scenarios exist to facilitate this:
 - The first scenario would involve the re-zoning all IN3Z land north of Bell Street and west of Albert Street to B4Z to facilitate the consolidation of bulky goods retailing development within this area. This would provide certainty to landowners and developers about future proposals for restricted retail in this locality as under the B4Z restricted retail is an as of right use.
 - The second scenario would see the rezoning of the existing IN3Z land fronting Bell Street to B4Z, with the retention of the IN3Z land fronting Ovando Street. This approach would allow for restricted retail to locate as of right along the main road frontage of Bell Street, while retaining the existing service industry focus of Ovando Street.
 - The third scenario would involve the retention of the existing IN3Z of this area, with a spot rezoning of the former Ericsson site to B4Z, to fast track re-development of this site. Proposals for restricted retail outside of the Ericsson site would still require a permit however would be a preferred use under a local planning policy and in accord with this strategy.
- Having regard to the above, it is considered that all three scenarios have merit. However, at the end of the day, each scenario signifies an intent for the precinct to be redeveloped as an integrated component of the core Bell Street bulky goods precinct. As such, and to fast track redevelopment of key sites, it is preferred that the B4Z be applied to all land fronting Bell Street with the balance of the IN3Z fronting Ovando Street to be retained in its current zoning.
- Clearly defined edges to this precinct should be determined in order to prevent the ongoing proliferation of restricted retail west along this spine and protect residential amenity. Having regard to this, the local centre adjacent to Dermot Street should be provided the opportunity to continue to serve a 'niche' role rather than being integrated into the bulky goods precinct and re-developed for alternate retailing. Opportunities to expand its function to include a mix of basic retail services, with a mix of ground level retail and shop top living or apartments above should be encouraged.

- Physical and visual connections should also be established with the H.L. Oulten Reserve as part of the overall evolution of this area.

5.1 preferred future /vision

Having regard to the above, the preferred future for this area is identified as follows (Refer to Figure 11 & 12):

- The 'sell' precinct will consolidate its focus as a restricted retail area, whilst ensuring that the established residential area on the western section of the precinct is protected and consolidated.
- Provide for the retention and redevelopment of the Dermot Street local convenience centre and provide opportunities to expand its role to include more convenience based retail and first floor 'shop top' living or apartments.
- Consolidate restricted retail development within the existing cluster west of Albert Road to O'Keefe Street (north side of Bell Street) and within the existing bulky goods cluster on the south side of Bell Street.
- Encourage new restricted retail development to abut the street boundary with attractively landscaped car parking located to the side or rear of buildings.
- Encourage new development to incorporate ESD principles.
- Retain the industrial focus to the rear of the main road location along Ovando Street and encourage redevelopment of older manufacturing buildings with modern and attractive buildings.



5.2 principles

The following land use principles have been established for the 'sell' precinct to realise its preferred future (refer to figure 10):

land use

- SP 1. Reinforce the restricted retail focus of the precinct.
- SP 2. Encourage re-development of underutilised or vacant sites.
- SP 3. Increase housing and employment density within the walking catchment of the proposed Smart-bus routes.
- SP 4. Maintain the residential character of land between Patterson Street and O'Keefe Street on the north side of Bell Street and Harold Street and Victoria Street on the south side of Bell Street.
- SP 5. Strengthen the convenience role of the Dermot Street local centre.

urban design / landscape

- SP 6. Encourage a stronger landscape presence within both the private and public realms.
- SP 7. Improve the visual amenity of residential properties that interface with commercial and industrial land through landscaping.
- SP 8. Enhance and improve the quality of existing public open space.
- SP 9. Redevelopment on major intersections to reflect a bolder corner built form.
- SP 10. Continue and enhance a strong landscaped theme throughout the precinct.
- SP 11. Ensure all developments are set to the frontage with a clear sense of address.

access & mobility

- SP 12. Manage the efficiency of vehicle, cyclist and pedestrian movements through operational changes within the current width of Bell Street (eg signal phasing, turn restrictions, priority lanes etc).
- SP 13. Control the location and number of driveways into off-street car parks, to reduce conflicts with pedestrians and road traffic.
- SP 14. Restrict median openings and access to new developments, to maintain traffic flow and road safety.
- SP 15. Improve pedestrian amenity and connectivity along and across Bell Street.
- SP 16. Improve the reliability of public transport services.
- SP 17. Improve the quality of public transport infrastructure.
- SP 18. Improve access to north-south and alternative east-west bicycle routes.
- SP 19. Discourage indented bus stops.

Urban Design Principles

-  Protect the residential threshold to the west of the precinct
-  Encourage a stronger landscape presence within both the private and public realms.
-  New developments are to respect and respond to surrounding residential interfaces
-  Enhance and improve the quality of existing public open space
-  Redevelopment on main intersections to reflect an attractive corner presence
-  Continue and enhance a strong landscaped theme throughout the precinct
- Ensure all developments are set to the street frontage with a clear sense of address

Land Use Principles

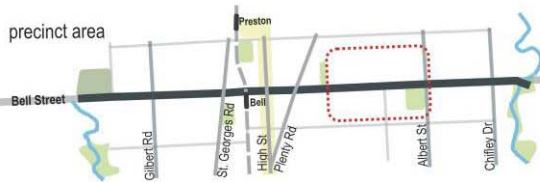
-  Reinforce the restricted retail focus of the precinct
- Encourage re-development of underutilised or vacant sites
- Increase population and employment density within the walking catchment of proposed Smartbus routes

Access / Movement Principles



-  Improve access to north-south and alternative east-west bicycle routes.
-  Control the location and number of driveways into off-street car parks
-  Improve pedestrian amenity and connectivity along and across Bell Street
- Improve the reliability of public transport services
- Improve the quality of public transport infrastructure
- Restrict median openings and access to new developments
- Maintain road capacity
- Discourage indented bus stops



bell st study
darebin
sell precinct
principles



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Figure 10.  

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5.3 strategies

The following land use strategies have been established for the 'sell' precinct (refer to figure 11):

land use

- SS 1. Prepare a planning scheme amendment to re-zone the land west of Albert Street to O'Keefe Street fronting Bell Street from IN3Z to B4Z.
- SS 2. Retain IN3Z land fronting Ovando Street.
- SS 3. Encourage restricted retail and bulky goods developments to locate in the designated cluster centre between Albert Street and O'Keefe Street on the north side of Bell Street and between Albert Street and Victoria Street on the south side.
- SS 4. Prevent potential for restricted retail to spread east of Albert Street and west of O'Keefe and Victoria Streets to protect existing industry and residential amenity.
- SS 5. Encourage the retention of the Dermot Street local centre and support redevelopment for a mixed use style development with active ground floor and residential above.
- SS 6. Reinforce and protect the residential identity of the western section of the precinct, with potential medium density redevelopment along the Bell Street frontage.
- SS 7. Avoid further fragmentation of large format uses in the precinct and prevent locating these uses in the core residential area.
- SS 8. Establish a policy position that encourages the roll-out of 'green precinct' initiatives on business land and promote these initiatives for the 'work' precinct. Council to investigate options for rainwater collection and re-use for bulky goods and industrial premises.

urban design / landscape

- SS 9. Buildings within the precinct should reflect a moderate scale of 2-3 storeys.
- SS 10. Support redevelopment of Officeworks/Harvey Norman Site to incorporate a stronger street address and a larger building form.
- SS 11. Restricted retail and bulky goods developments to abut the street boundary with attractively landscaped car parking to the side or rear of buildings.
- SS 12. New 'bulky goods' developments should maximise attractive frontages to Bell Street and provide a clear sense of address.
- SS 13. Primary pedestrian entries should be accessed from the street frontage and be clearly defined by architectural cues.
- SS 14. Encourage consistent building setbacks that are generally aligned with neighbouring buildings.
- SS 15. Encourage generous corner building forms at the Albert Road intersection, suitable for high quality showroom developments.
- SS 16. Encourage car parking areas to be well vegetated with canopy trees to provide shade and visual relief and assist in containing surface water run-off.
- SS 17. Bulky goods and industrial related developments that have a direct interface with residential uses should provide substantial landscaped buffers.
- SS 18. Establish substantial street tree planting to either side of Bell Street



Encourage transparency



Encourage feature junction forms



- SS 19. Continue median strip planting with consistent species and introduce understorey landscaping to enhance visual interest that is experienced at various speeds.
- SS 20. Encourage large solid building forms with a glazed presentation to the street frontage that incorporate flat roof forms.
- SS 21. Maintain regular spacing between buildings to provide a consistent rhythm of the streetscape. This can be achieved with well landscaped side car parking cells.
- SS 22. Encourage medium density housing of 2-3 storeys between Harold and O'Keefe Street.
- SS 23. Encourage the redevelopment of the Harvey Norman site to provide a stronger presence to the Street.
- SS 24. Signage is to be incorporated within the architectural form of the building.
- SS 25. Investigate opportunities to relocate powerlines underground.
- SS 26. As part of the redevelopment of sites on each side of Bell Street, explore opportunities to replace the existing north-south pedestrian bridge with an all-hours DDA compliant bridge and encourage promotional signage either side.



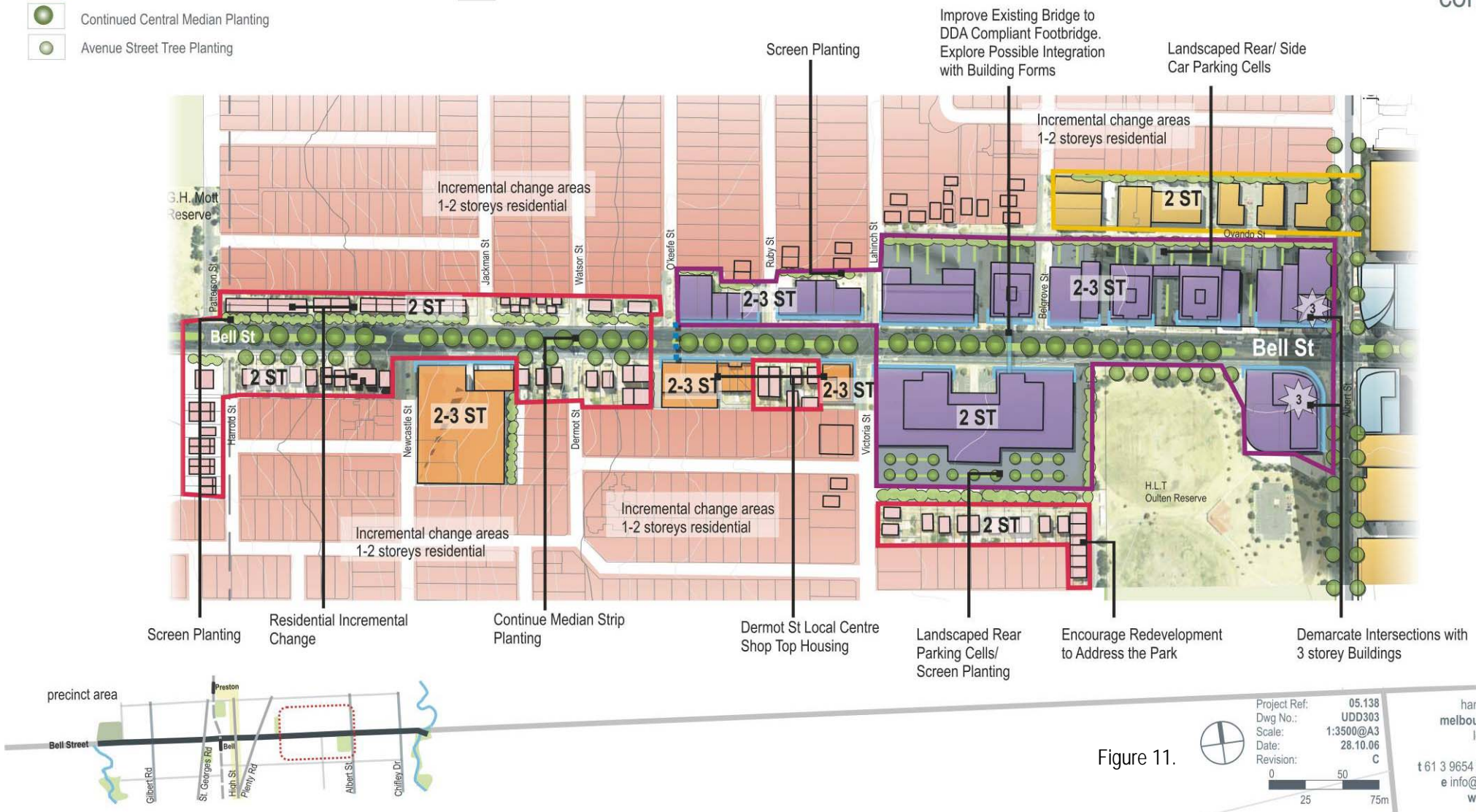
Encourage High Quality Medium Density Housing

- SS 29. Provide bicycle lanterns at the traffic signals at the intersection of Bell and Victoria Street.
- SS 30. Provide sealed bus stop waiting and loading areas, in accordance with VicRoads standards. Avoid shelters with transverse advertising panels that block footpaths.
- SS 31. Provide direct footpaths through car parks, from the existing Bell Street footpath to the main entrance of buildings.
- SS 32. Provide bicycle parking for visitors in prominent locations within new developments.
- SS 33. Provide signs indicating the location of transverse and parallel bicycle routes. This includes Darebin Creek bicycle paths.
- SS 34. Control the location and number of driveways into off-street car parks, to reduce conflicts with pedestrians and road traffic.
- SS 35. Where possible, progressively reduce kerbside infrastructure to reduce the severity of crashes and roadside clutter. For example, investigate opportunities to relocate powerlines and rationalise bus stops and road signage where appropriate.
- SS 36. Restrict new developments from having right turn access and require the use of existing medians and signalised intersections.
- SS 37. Discourage the use of indented bus stops.

strategies: access & mobility

- SS 27. Implement bus priority for the Route 513 bus along Bell Street, at the Albert Street intersection.
- SS 28. Investigate increasing the right turn capacity at the Albert Street intersection eg by changing the traffic signal phasing or lengthening the right hand turn lane.
- LS 28. Provide sealed pedestrian ramps and median walk-throughs adjacent to bus stops to assist bus passengers with crossing Bell Street safely.

- Legend**
- 2 ST Residential Incremental Change
 - 2-3 ST Business Core
 - 2 ST Industry
 - Surrounding Residential Incremental Change
 - 2-3 ST Mix Use Development
 - Indicative Restricted Retail Development
 - Industry Development
 - Continued Central Median Planting
 - Avenue Street Tree Planting
 - Indicative Built Form
 - Formalised North South Link
 - Landscaped Rear/Side Parking Lots
 - DDA Compliant Footbridge
 - Glazed Building Frontages
 - Encourage 3 Storey Tower Forms
 - Screen Planting

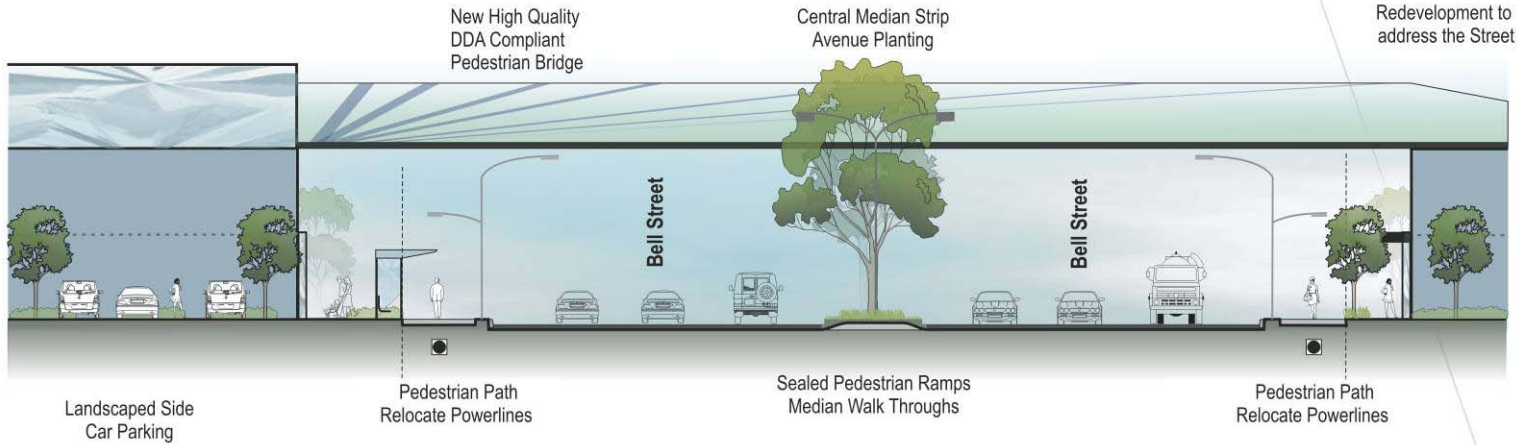


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Figure 11.

bell st study
darebin
sell precinct element
restricted retail area



Typical streetscape section of 'Sell' Precinct- Restricted Retail Area

Incremental Residential Change



Landscaped Rear parking Cells



Overview of indicative built form of Restricted Retail Precinct

Figure 12.



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5.4 implications

Dermot Street 'niche' Centre:

- Opportunities to consolidate the Dermot Street local centre and to expand its function to include basic ground level retail and apartment style housing above will be driven by individual owners. The potential redevelopment of the Rustic Furniture Store for mixed use, with retail at ground level and residential development above may assist in facilitating the strategy identified for this local centre.

Restricted Retail:

- The realisation of a consolidated core restricted retail area east of Albert Street will be dependent on the willingness of landowners to take up this opportunity. This will be impacted upon by the long term intentions of some industrial land owners in this area who have established businesses and customer bases in the region. However in the medium to long term it is considered that the natural evolution of the area and opportunities to provide a more attractive presentation to Bell Street in what is an ideal location for restricted retailing, will provide the impetus for change in this precinct through re-development and consolidation of lots to meet the floor space requirements of restricted retail formats. It has been forecast that Darebin has the potential to support up to 39,350 sqm of restricted retail floor space by 2016 and this location will cater to the demand for bulky goods and ensure that the integrity of the industrial precinct east of Albert Street is not undermined through growing pressure for redevelopment of bulky goods in this location.

Sustainability Initiatives:

- Building on the success of the Yarra Trams 'Green Depot' the strategy to encourage sustainability initiatives including rainwater collection and re-use within this precinct will require additional investigation by Council. Council to support the promotion of ESD initiatives at the Yarra Trams Depot and work with Yarra Trams to explore opportunities for roll-out of the 'Green Precinct. Council to investigate, encourage and prioritise new developments to incorporate ESD principles and develop an ESD policy to guide future development. Further investigation is required into the potential for industry and bulky goods to re-use stormwater, collect and use rainwater for toilet flushing and garden irrigation, and re-use grey water where appropriate.



work precinct



6 key issues: work precinct

The analysis of the study area identified the following key issues for the 'work' precinct:

- The 'work' precinct is located at the eastern edge of Bell Street between Albert Street and the Darebin Creek and forms part of the East Preston Industrial Precinct (EPIP). The EPIP is one of Darebin's core industrial areas and is a focus for employment in the City.
- Bell Street represents the primary arterial road link into the East Preston Industrial Precinct.
- The precinct contains a mix of both Industrial 1 Zone (IN1Z) and Industrial 3 (IN3Z) zoned land which supports a range of heavy industrial or manufacturing uses as well as more service related industrial uses.
- The establishment of service industry with a retail related focus along the Bell Street frontage is particularly evident around the intersections of Albert Street and Chifley Drive. Obviously, the high exposure frontage is advantageous for this type of industry however the consultation revealed that in general most industry in the precinct identified that primarily they did not rely on the Bell Street frontage for attracting business and that they were located there for historic reasons.
- Some of the industrial uses in the area had been located on Bell Street for over 50 years and had remained in the ownership of single families over generations. Through consultation it was revealed that many businesses were constrained on their site however the cost of relocation was a deterrent to moving their business out of the EPIP. Ease of access and proximity to the CBD were seen as advantages of the location.
- Some of the sites fronting Bell Street have been redeveloped to accommodate high quality, well designed, large format industrial uses with a substantial office component. These developments present well to the street and contribute to the image and business profile of the area. The



Recent Contemporary Industrial / Office Developments

predominance of large underutilised sites and tired buildings within this precinct however still reflect the general character of the precinct, despite the positive signs of change.

- The realisation of re-development of other large sites for a similar style of development which accommodates modern industrial uses that require a larger office component than traditional industries would add value to the 'work' precinct. This would assist in protecting and strengthening the industrial and employment focus of this precinct.
- Despite the core industrial role of this precinct the analysis identified that due to broader manufacturing trends, economies of scale and appropriateness of existing buildings that many industrial sites, particularly larger sites fronting Bell Street, were underutilised. As a result, land owners have been exploring opportunities for redevelopment of these sites particularly for restricted retail.
- Through discussions with several land owners it became apparent that there were a number of significant sites along the Bell Street frontage which were of interest to bulky goods retailers because of their large frontages and high exposure to passing traffic. 'Restricted retail' can be considered in the IN1Z as a use requiring a permit (Section 2). Restricted retail is defined in Clause 74 of the planning scheme as *'Land used to sell or hire, automotive parts and accessories, camping equipment; electric light fittings, equestrian supplies, floor coverings, furnishings, furniture, household appliances, party supplies, swimming pools, videos or office supplies.'*
- Alongside the State and Local planning policies that aim to protect industrial land, Darebin has an activity centres policy (Clause 22.03) that supports consolidated (bulky goods) development in Bell Street, west of Albert Street.

policy context

- There are a number of State and Local Planning Policies relevant to this study that provide the context for considering the future use of industrial zoned land in Bell Street. These policies address the protection of industrial land, the consolidation of retail and other uses into activity centres and the prevention of out-of-centre development.



protection of industrial land

- With regard to industrial land, the land use framework plan at Clause 21.04 of the MSS identifies the East Preston Industrial Precinct as a core industrial area. Clause 17.03 of the SPPF aims to protect industrial zones from commercial and other uses. Furthermore Clause 22.07-2 of the Planning Scheme identifies the following policy objective:
'To protect the integrity of viable and sustainable industrial areas (core and secondary areas) from ad hoc intrusion or compromise from competing non-compatible land uses.'
- The main disadvantage of allowing the use of core industrial land for restricted retail would be preventing the land from being available for industry. However there could also be potential conflict between the needs of industry and those of retailing (eg. off-site amenity impacts, traffic and access).
- In addition to the above the introduction of restricted retail in this area would impact on the real and perceived value of land in this precinct and could encourage re-development of sites for such uses at the expense of ongoing industrial uses – the core and preferred use in an industrial zone.

out of centre development

- Bell Street is not a designated activity centre and doesn't have the locational advantages of an activity centre including public transport provision and a concentration of uses and services. However, the Darebin Planning Scheme and the Darebin Retail Activity Centres Strategy 2005 identify Bell Street, near Albert Street as one of the two bulky goods clusters in the City. One of these clusters is located at Northland with the other being the existing cluster to the west of Albert Street.
- Policy 1.2 of Direction 1 of Melbourne 2030 establishes a position related to 'out of centre' development whereby:
'proposals for the development or expansion of activities remote from designated Activity Centres will be discouraged by giving preference to locations in or near the border of existing Activity Centres. Out-of-centre proposals will only be considered where it can be convincingly

demonstrated that the proposed use or development is of net benefit to the community in the region served by the proposal'(p.55).

- The State Government is developing out-of-centre assessment criteria that will establish tests for assessing new proposals. The criteria will allow for new proposals to locate in existing bulky goods clusters where they can improve the economic, social and environmental performance of the cluster.
- The policy objectives for out-of centre development in Clause 12.01 of the SPPF confirm the policy direction of Melbourne 2030 namely:
 - ensuring that proposals or expansion of single use retail, commercial and recreational facilities outside activity centres are discouraged by giving preference to locations in or on the border of an activity centre.
 - Ensuring that out-of-centre proposals are only considered where the proposed use or development is of a net community benefit to the community in the region served by the proposal.

car parking and landscaping

- The use of canopy trees in on-site car parking areas provides the opportunity to improve the amenity of the 'work' precinct by providing visual relief from the expanse of large, sealed areas, assist in containing surface water run-off and provide shade.
- To provide for an attractive industrial area there is the opportunity to encourage a 10 -15 metre street setback to incorporate a limited number of short term or visitor car parking combined with an attractively landscaped frontage.
- The majority of car parking should generally be located to the side or rear of buildings.

ecological sustainable development

- It is recognised that there is considerable potential to incorporate Ecologically Sustainable Design Principles for future development, notably larger roofs to provide the opportunity to capture rain water in new industrial development.



signage

- The analysis also revealed that a high proportion of planning applications lodged in the 'work' precinct relate to signage. While this part of Bell Street is afforded a wide road reserve which can assist in absorbing signage to a large degree, visual clutter remains a problem. Having regard to this, the impact of signage on the pedestrian realm needs to be balanced against the effectiveness of signage for vehicles passing through this area at speed. This is a difficult balance that will require careful consideration and management in the future so as to match the overall aspirations for the precinct in the future. Future applications for signage in this precinct should be in accordance with Council's signage policy.

future directions

- The economic assessment of the East Preston Industrial Precinct found that:

'The strongest growth opportunities for industrial related activities (in Darebin) lie in transport and storage and wholesale trade sectors reflecting the shift towards the importation and distribution of goods manufactured off-shore (rather than locally) together with increased outsourcing of logistics functions by businesses.

Within the manufacturing sector the strongest growth opportunities lie in those activities that are able to establish niche market opportunities based on local market preferences or a requirement for fast turnaround times which provides a greater degree of protection from overseas competition. An example of this growth in manufacture of corporate apparel for local businesses at a time when the TCF sector is declining' (p. 16 East Preston Industrial Precinct: Economic Assessment, Charter Keck Cramer, 2006).

- The CKC report profiled some of the businesses located in the EPIP on the basis that they are likely to reflect future generations of businesses that may be attracted to the precinct. Some of the conclusions drawn from the profiling were that:

There is a tendency for businesses to also provide ancillary services in addition to their industrial function e.g. design, installation; and

Many businesses have a significant office component reflecting a general focus upon distribution of goods requiring sales and administrative support (p. 85 East Preston Industrial Precinct: Economic Assessment, Charter Keck Cramer, 2006).

- The report also found:

'Bell Street represents the primary arterial road link into the EPIP offering opportunities for larger industrial corporations seeking high exposure locations either within an industrial park environment or as freestanding entities. The development of industrial parks with frontage to Bell Street is also consistent with higher quality office warehouse facilities recently developed within the EPIP.

Furthermore the development of an industrial park precinct along Bell Street is consistent with wholesale trade activities identified within this study as likely to be attracted to the EPIP. Wholesalers generally prefer higher profile locations in order to promote an image to those businesses that they serve as well as white collar employees that are more likely to work in this sector than in manufacturing.

Establishing Bell Street as a high profile industrial park precinct may act as a catalyst for the EPIP to be recognised as a preferred location of progressive businesses. Increasing recognition of the precinct is also likely to be achieved through the location of recognised industrial businesses on a high profile arterial such as Bell Street (p. 11, EPIP: Economic Assessment, Charter Keck Cramer May 2006).'

- Given the limited amount of IN1Z land in Darebin and the strong policy direction of Melbourne 2030 and the State and Local Planning Policy Frameworks the clear future direction for the 'work' precinct is to:
 - retain and protect the industrial zoned land east of Albert Street; and



- prevent the spread of restricted retailing outside of the designated cluster located to the west of Albert Street.
- The redevelopment of large, underutilised sites on Bell Street to accommodate industrial and warehouse businesses (with a larger office component) in high quality industrial buildings would promote the industrial and employment focus of the EPIP.
- The opportunity also exists for a similar approach for development in Chifley Drive which provides a high profile connection to the Northland Principal Activity Centre.

6.1 preferred future /vision

Having regard to the above, the preferred future for this area is identified as follows:

- The 'work' precinct will retain and reinforce its role as a core industrial and business precinct and accommodate the redevelopment of large under-utilised or vacant sites fronting Bell Street for high quality modern business developments.
- The 'work' precinct east of Albert Street will be retained as an industrial and business precinct and withstand demand for restricted retail and bulky goods to locate east of Albert Street and south of Gower Street.
- Promote opportunities for new development to incorporate ESD measures.
- Provide attractive business identification signage consistent with Council's signage policy.

6.2 principles

The following principles have been established to realise its preferred future (figure 13):

land use

- WP 1. Reinforce the role of the precinct as a core industrial and business location.
- WP 2. Encourage re-development of underutilised or vacant sites which maximises the depth of the lots.

urban design / landscape

- WP 3. Promote the East Preston Industrial Precinct as a location for progressive industrial businesses by improving the image and presentation of industrial buildings with frontage to Bell Street.
- WP 4. Improve the image and presentation of the streetscape as a high profile corporate address.
- WP 5. Encourage new development to face the creek and incorporate materials, colours and textures that will enhance the creek side amenity.
- WP 6. Encourage a stronger landscape presence within both private and public realms.
- WP 7. Encourage attractive business identification signage consistent with Council's signage policy.
- WP 8. Encourage Chifley Drive to develop as a prominent boulevard and active connector to Northland Principal Activity Centre through the redevelopment of sites to accommodate high quality, industrial uses.
- WP 9. Encourage new development to reflect high standards of architectural design that incorporate ESD principles.


principles: access & mobility

- WP 10. Manage the efficiency of vehicle, cyclist and pedestrian movements through operational changes within the current width of Bell Street (eg signal phasing, turn restrictions, priority lanes etc).
- WP 11. Control driveway access to off-street car parks.
- WP 12. Restrict median openings and access to new developments, to maintain traffic flow and road safety.
- WP 13. Improve pedestrian amenity and connectivity along and across Bell Street.
- WP 14. Improve the quality of public transport infrastructure.
- WP 15. Improve access to north-south and alternative east-west bicycle routes.
- WP 16. Discourage indented bus stops.

Urban Design Principles

-  Improve the image and presentation of the streetscape as a quality corporate address
-  Encourage new development to face the creek and incorporate complementary materials, colours and textures that will enhance the creek side amenity
-  Encourage attractive signage within landscape setbacks to the Street
-  Encourage Chifley Drive to develop as a prominent boulevard and active connector to Northland Principal Activity Centre
-  Continue and enhance a strong landscaped gateway throughout the precinct
- Encourage new development to reflect high standards of architectural design that incorporate ESD principles

Land Use Principles

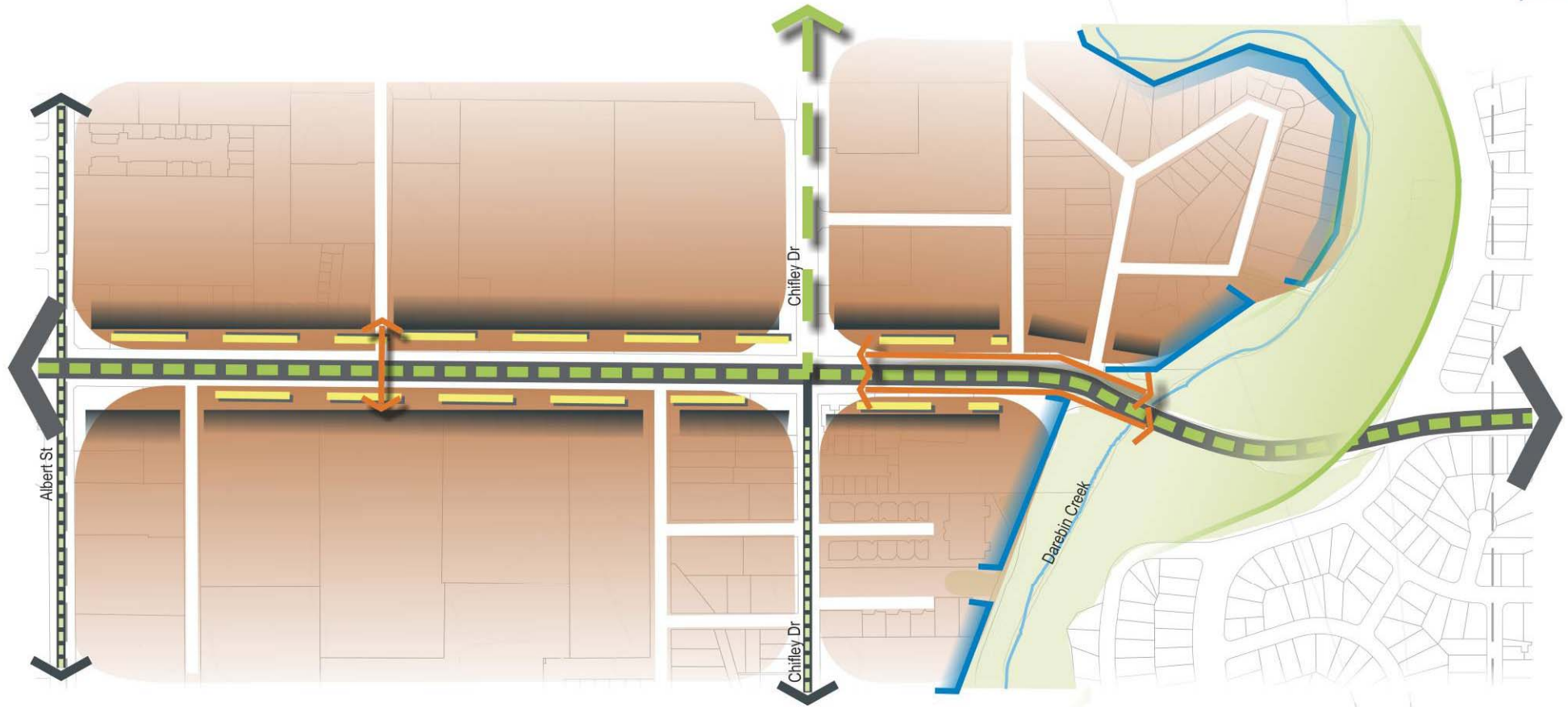
-  Reinforce the role of the precinct as a core industrial and business location
- Encourage re-development of underutilised or vacant sites which maximises the depth of the lots

Access / Movement Principles

-  Improve access to north-south and alternative east-west bicycle routes
-  Improve pedestrian amenity and connectivity along and across Bell Street
- Improve the reliability of public transport services
- Improve the quality of public transport infrastructure
- Control driveway access to off-street car parks
- Restrict median openings and access to new developments
- Discourage indented bus stops



bell st study darebin work precinct principles



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Figure 13.

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6.3 strategies

The following strategies have been prepared to realise the principles and vision for the 'work' precinct (refer to figure 14 & 15):

land use

- WS 1.** Protect core industrial focus and restrict non compatible uses from establishing in this precinct.
- WS 2.** Discourage rezoning of industrial land in the East Preston Industrial Precinct to Business 4 (B4Z). Council should exercise discretion however in the area to the north of Gower Street and Water Road, near the Northland Principal Activity Centre which is one of Council's preferred bulky good clusters.
- WS 3.** Encourage a diversity of lot sizes to cater to a range of industrial operations.
- WS 4.** Encourage wholesaling, distribution, manufacturing and other industrial uses that can take advantage of the high exposure frontage to Bell Street.
- WS 5.** Encourage Chifley Drive to evolve as a high quality industrial address consistent with the proposed profile for Bell Street.

urban design / landscape

- WS 6.** Encourage car parking areas to be well vegetated with canopy trees to provide shade and visual relief.
- WS 7.** Encourage a 10-15 metre setback on large lots to provide for a limited number of short-term car parking spaces.
- WS 8.** Encourage the majority of on-site car parking to be located to the side or rear of buildings.
- WS 9.** Encourage high quality architecture that promotes Bell Street and the East Preston Industrial Precinct as locations for progressive industrial businesses.
- WS 10.** Encourage architectural design that incorporates ESD principles.
- WS 11.** Encourage new development to present a clear sense of address to Bell Street.
- WS 12.** Buildings within the precinct should reflect a moderate scale of 2-3 storeys.
- WS 13.** Encourage new subdivision of larger lots where development can achieve a format and configuration of contemporary industrial premises in this precinct and provide new road linkages to north-south roads.
- WS 14.** Maintain regular spacing between buildings to provide a consistent rhythm of the streetscape, this can be achieved with well landscaped side car parking cells.

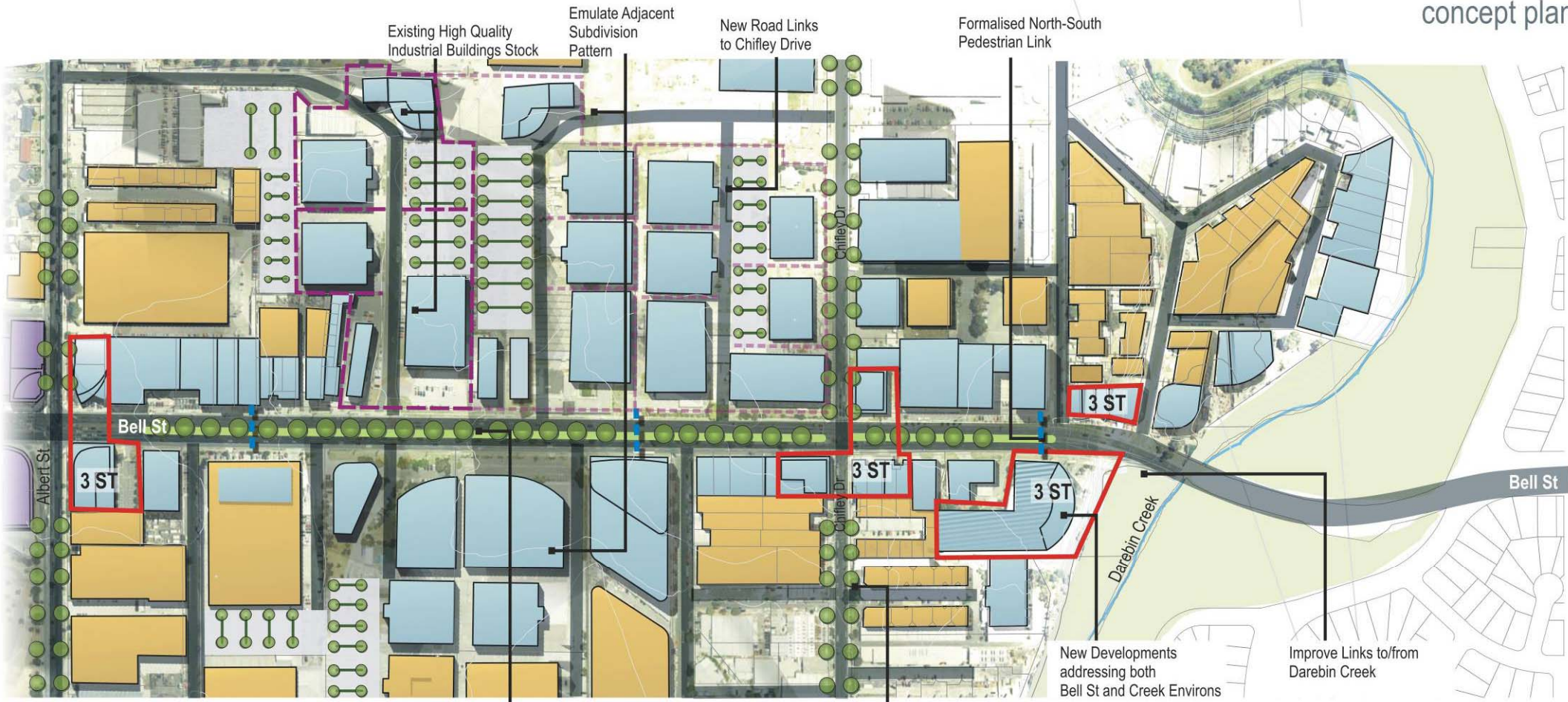


strategies: access & mobility

- WS 15. Implement bus priority for the Route 513 bus along Bell Street, at the Albert Street and Chifley Drive intersections.
- WS 16. Increase right turn capacity at the Albert Street and Chifley Drive intersections.
- WS 17. Provide wide footpaths from kerb to property boundary.
- WS 18. Provide sealed pedestrian ramps and median walk-throughs adjacent to bus stops to assist bus passengers with crossing Bell Street safely.
- WS 19. Provide direct footpaths through car parks, from the existing Bell Street footpath to the main entrance.
- WS 20. Provide bicycle parking for visitors in prominent locations within new developments.
- WS 21. Provide signs indicating the location of transverse and parallel bicycle routes. This includes Darebin Creek bicycle paths.
- WS 22. Provide sealed bus stop waiting and loading areas, in accordance with VicRoads standards. Replace bus shelters with transverse advertising panels with bus shelters that don't obstruct footpaths.
- WS 23. Require off-street parking for all changed or new uses that require approval.
- WS 24. Maintain width of Bell Street for vehicle movement. Extend Clearway hours as peak periods become longer.
- WS 25. Where possible, progressively reduce kerbside infrastructure to reduce the severity of crashes and roadside clutter. For example, investigate opportunities to relocate powerlines and rationalise bus stops and road signage where appropriate.
- WS 26. Restrict new developments from having right turn access and require the use of existing medians and signalised intersections.
- WS 27. Encourage clear business signage at the Bell Street frontage of properties adjacent to their driveways to assist drivers with finding businesses.
- WS 28. Discourage the use of indented bus stops.

Legend

- 3 ST Feature Building Forms
- Traditional Industry Buildings
- High Quality Industry /Office Developments
- Continued Central Median Planting
- Existing Modern Industrial Subdivision
- Indicative Subdivision Blocks
- Formalised North South Link Through Median
- Landscaped Car Parking Cells



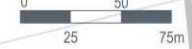
Continue Median Strip Planting

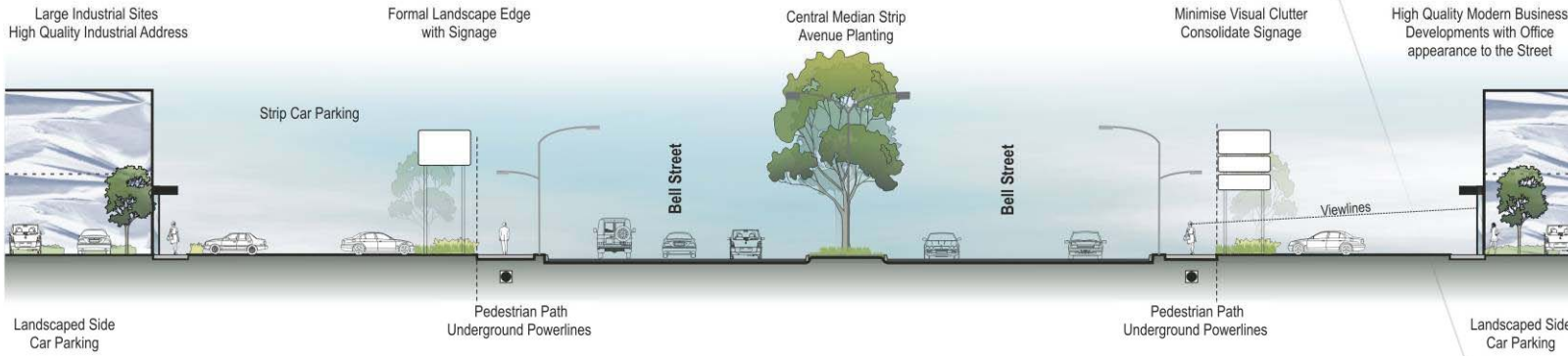
Chifley Drive Boulevard

Figure 14.



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Typical streetscape section of 'Work' Precinct- Large Subdivision Lots 1:250



Overview of indicative built form of Large Subdivision Lots

Figure 15.



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6.4 implications

The following potential implications of the proposed strategies have been identified for the 'work' precinct and may impact on the realisation of the preferred future for this precinct in the short to medium term:

Industrial Core Re-vitalisation:

- The strategy recommends the re-development of large industrial sites to support emerging contemporary industrial uses (primarily wholesaling and distribution which requires warehouses with a larger office component than traditional industry). In order to provide for new uses of different scales (including new industries) East Preston and Bell Street will need to offer a range of lot sizes.
- Through surveying of existing industrial business owners and evaluating the accommodation of contemporary industrial businesses in East Preston, the East Preston Industrial Precinct: Economic Assessment prepared by Charter Keck Cramer found that *'the greatest opportunities for attracting industrial activity will lie with small-medium sized businesses'* (p. 84). Adhoc or uncoordinated redevelopment of large industrial sites fronting Bell Street could impact negatively on the overall presentation and profile of the area.
- Because of the scope for future redevelopment of large sites into a number of smaller sites it is recommended that any proposals for redevelopment (including subdivision) be able to demonstrate that development can happen in a coordinated way allowing for efficient access and permeability.

Bulky Goods:

- The strategy actively discourages bulky goods retailing within this precinct, however recognises that pressure for an expansion of the Northland Bulky Goods node south along Chifley Drive may be experienced in the short to medium term. It is considered that given the opportunities for supporting bulky goods in the Bell Street Cluster Centre and the need to support the ongoing viability of industry in this area that further re-zonings to B4Z along Chifley Drive, south of Gower Street and Water Road, or applications for restricted retail within the existing industrial zones should not be supported.

Creek Environs:

- The strategy recommends that opportunities to create new linkages to the Darebin Creek be pursued. The ability to open up access to the Darebin Creek however may be difficult to achieve given the amount of existing development to the Creek edge. Council will be required to liaise with landowners and the relevant creek management authority to investigate what opportunities exist for establishing new public connections to the Creek.

Sustainability Initiatives:

- Building on the success of the Yarra Trams 'Green Depot' the strategy to encourage sustainability initiatives including rainwater collection and re-use within this precinct will require additional investigation by Council. Council to support the promotion of ESD initiatives at the Yarra Trams Depot and work with Yarra Trams to explore opportunities for roll-out of the 'Green Precinct'. Council to investigate, encourage and prioritise new developments to incorporate ESD principles and develop an ESD policy to guide future development. Further investigation is required into the potential for industry and bulky goods to re-use stormwater, collect and use rainwater for toilet flushing and garden irrigation, and re-use grey water where appropriate.



bell street strategy

implementation



7 implementation

7.1 rezonings

This strategy recommends the re-zoning of land fronting Bell Street to the west of Albert Street to O'Keefe Street from INZ1 to B4Z. The balance of IN3Z land with a frontage to Ovando Street is recommended for retention under the current zoning.

7.2 local policy

A local policy has been prepared to implement the recommendations of *the Bell Street Strategy and Urban Design Framework (2005)* and is contained within Appendix A.

7.3 amendments to other policies

The following changes to the existing planning policy framework are required to ensure the existing policy framework is consistent with and implements the *Bell Street Strategy and Urban Design Framework (2005)* and proposed local planning policy. Suggested changes are underlined.

MSS

- The Framework Plan Diagram at Clause 21.04-3 needs to be revised to recognise the area to the west of Albert Street as a 'designated cluster centre' as opposed to a 'potential cluster centre'.
- Clause 21.05-1 – Element 1: Sustainability – Objective 2 needs to be reworded, for example, 'Encourage existing and proposed businesses to adopt more ecologically sustainable practices including reduction in consumption as well as appropriate water and emissions management practices'.
- Clause 21.05-2 – Element 2: Housing – Implementation – should include a reference to the Bell Street Strategy for example, 'Use the Bell Street Strategy and Urban Design Framework (2005) for the consideration of residential use and development in Bell Street'.
- Clause 21.05-5 – insert after last paragraph in overview and key issues section, 'The Bell Street Strategy 2006 confirms the importance of the industrial zoned land on Bell Street, east of Albert Street. Bell Street provides the opportunity for industrial businesses, including wholesale and warehouse activities with a larger office component, to locate in a higher profile location. Establishing this section of Bell Street as a location for recognised industrial businesses will assist in promoting the locational advantages of the wider East Preston Industrial Precinct.' and;
- The 'economic activity' diagram at Clause 21.05-5 needs to be updated to recognise the area to the west of Albert Street as a 'designated cluster centre'.
- Clause 21.05-3 – Element 3: Urban Design – Implementation – Should include reference to the Bell Street Strategy, for example, 'Use the Bell Street Strategy and Urban Design Framework (2005) for the consideration of planning applications along Bell Street'.
- Clause 21.05-5 – Element 5: Economic Development – Objective 3 – Strategies - There needs to be a statement, for example, 'Discourage restricted retail uses from locating in the core industrial area of East Preston industrial precinct including Bell Street east of Albert Street.'
- Under Implementation of Clause 21.05-5 there needs to be reference made to the Bell Street Strategy, for example, 'Apply the Bell Street Strategy when considering applications in IN1Z and IN3Z land.'
- The 'Economic Activity' diagram at Clause 21.05-5 needs to be updated to recognise the area to the west of Albert Street as a 'designated cluster centre'.
- Include the *Bell Street Strategy and Urban Design Framework (2005)* as a reference document to Clause 21.05-5.
- Clause 21.05-6 – Element 6: Activity Centres – Objective 2 – Strategies - needs to be revised, for example, 'Encourage large format bulky goods retailing and factory outlets to locate in the identified cluster centres, namely the environs of the Northland Shopping Centre, Plenty Road Preston, High Street Preston and Bell Street west of Albert Street to O'Keefe Street on the north side and between Albert Street and Victoria Street on the south side.'



bell street strategy

- Under Implementation at Clause 21.05-6 there needs to be reference made to the Bell Street Local Planning Policy when considering applications for restricted retail and bulky goods.
- Include the *Bell Street Strategy and Urban Design Framework (2005)* as a reference document to Clause 21.05-6.
- Include the *Bell Street Strategy and Urban Design Framework (2005)* as a reference document to Clause 21.05-9.
- Include *Bell Street Strategy and Urban Design Framework (2005)* as a reference document to Clause 22.09 'Residential and Mixed Use Development of Less Than Four Storeys in Business 1 and Business 2 Zones'.
- Include *Bell Street Strategy and Urban Design Framework (2005)* as a reference document to Clause 22.10 'Residential and Mixed Use Development of Four or More Storeys'.

Local Planning Policies

- Include the *Bell Street Strategy and Urban Design Framework (2005)* as a reference document to Clause 22.02 'The Junction Local Area Plan'
- Clause 22.03 'Activity Centres Policy' needs to be revised at Clause 22.03-3 'Bulky Goods Homemaker Retailing', for example, *'Encourage large destination homemaker developments, typically involving national brands and which generate high parking demands, to locate in Cluster Centres nominated in the Retail Activity Centre Strategy and Bell Street Strategy and Urban Design Framework (2005), comprising:*
 - *the environs of Northland Shopping Centre including parts of Murray Road and Chifley Drive;*
 - *Bell Street, between Albert and O'Keefe Streets on the northern side and between Albert Street and Victoria Street on the south side....'*
- Include the *Bell Street Strategy and Urban Design Framework (2005)* as a reference document to Clause 22.03-3.
- Include the *Bell Street Strategy and Urban Design Framework (2005)* as a reference document to Clause 22.07 'Industrial and Commercial Activity'.
- Include *Bell Street Strategy and Urban Design Framework (2005)* as a reference document to Clause 22.08 'High Street Corridor Land Use and Urban Design'.



7.4 realising the plan

Too often Strategies and Urban Design Frameworks provide good ideas for the enhancement of an area and are never implemented. This section of the Strategy outlines the issues associated with implementation and delivery of the many initiatives identified by both Council and Community. While its emphasis lies in identification of responsibilities and time lines, there are important steps to be taken to ensure that Council has the appropriate organisational structure to realise the change envisaged.

gaining support

A cooperative effort is required between Darebin City Council, the State Government and its many agencies, private land owners and the community in order to realise the recommended initiatives of the Bell Street Land Use Strategy and Urban Design Framework. The starting point for such a cooperative approach is gaining the support of all the relevant parties on the key directions of the Strategy and confirming it as an agreed vision. This will be addressed firstly by a comprehensive public exhibition and communication process that will allow all relevant stakeholders to comment on the content of the vision.

It is important to recognise that all parties may not agree with all recommendations, and it is also vital to ensure that a small issue of interest to one party should not halt progress on a series of other supported initiatives. As such, an analysis of feedback on the draft Strategy and Urban Design Framework is required and necessary refinements undertaken prior to acceptance of the final documentation.

Importantly, Council should consider the implementation priorities outlined and commit to the Strategy forming part of City of Darebin policy. Council's commitment to the project should be reinforced through;

- establishing a management group with the responsibility of implementing the Strategy over time;
- incorporating the recommendations of the Strategy into the planning scheme by way of a proposed local policy, rezoning and local framework revisions;

- identifying priority works or catalyst projects for Council to initiate or commit to annual budgets;
- making decisions about the location of new public facilities;
- establishing necessary mechanisms to collect funds for works; and
- establishing an implementation group

The Bell Street Strategy requires ongoing commitment and investment from both the public and private sectors to succeed. Typically, this will not happen unless there is a strong management group that has both the authority and responsibility for implementing the key direction and initiatives contained within the plan and concurrently promoting and coordinating actions. To be effective the implementation group (as representative of Council or any other arm of government) needs to:

- provide strong and active leadership in coordinating the actions of stakeholders;
- represent the interests of stakeholders, including land owners, government agencies and Council;
- have an income and budget to cover the cost of staff and the day to day administration; and
- have a role extending beyond project facilitation alone, including marketing, promotion and pro-active pursuit of private interests likely to invest in the area.

Each of these fields of interest can be facilitated through the establishment of a 'Place Management' role within Council's Implementation Group. A place manager or a place management team have the skill and ability to address many physical planning and design initiatives identified in the Strategy. They can:

- source state or private funds for delivery of projects;
- lobby private and public interests to deliver improved services to the precinct;
- resource skills to construct and realise any of the initiatives identified in the Strategy; and
- arrange functions and events that inspire investment and interest in Darebin.



bell street strategy

It is also important for any such Implementation Group to have appropriate representation from key agencies, stakeholders groups and the Community. While the Group should be formally defined as an extension of Council, it may include representatives from key agencies at a local and state level.

The Implementation Group must have the full support of Council and may, subject to review also benefit from some link, association or recognition from a suitable State Government department.

bell street strategy and urban design framework performance

Darebin City Council and the Implementation Group will have a key role in the marketing and promotion of Bell Street as a place that is evolving and a place that can support considerable investment and redevelopment.

The Implementation Group should adopt a regular review and monitoring of the Strategy to ensure that the project stays on track in terms of achieving each stage of initiatives. It is recommended that an annual review of progress forms part of the Implementation Group's responsibilities, to tie in with Council's annual applications for capital works funding or the like. A review of the key directions of the Bell Street Strategy should occur in a formal capacity every five years.

As time goes by the vision contained within the Bell Street Strategy may require revision as new ideas and initiatives emerge. Performance reviews allow for consideration of these minor shifts in directions, and/or demand, which must for financial, political, social or environmental reasons be made. As such, reviews may be made on an as needs basis, particularly where there may be a fundamental change in policy.

key projects

Following is a summary of the key projects that will need to be implemented in the short term to enable the Bell Street Strategy to be realised:

1. Continue avenue and median tree planting to both sides of Bell Street.
2. Seal footpath adjacent to Coburg Cemetery.
3. Rationalise bus stops and provide sealed pedestrian ramps and median walk throughs at their locations.
4. Public realm signage for regional bicycle routes (directional and way finding signage)
5. G.H. Mott Reserve improvements through landscaping and public facilities.
6. Investigate the relocation of powerlines.
7. Urban boulevard treatment between St. Georges Road and High Street with extended footpaths.
8. Investigate opportunities for a new safe north-south pedestrian connection at Bell Railway Station to link with the northern side of Bell Street.
9. Create a new civic space in front of Bell Railway Station.
10. Construct a new legible car parking facility at Bell Railway Station.
11. New pedestrian crossing at the Harvey Norman site (either by new bridge incorporated with new developments or at grade level).
12. Expansion of Darebin Arts and Community Centre towards St. George / Bell Street intersection.
13. Promote the East Preston Industrial Precinct by preparing an information pack and prospectus for potential investors that can be promoted through the Property Council of Australia and through information that can be included in articles and property market sections of the major newspapers.



8 implementation plan

Following is an implementation plan that outlines the actions required to implement the Bell Street Strategy and Urban Design Framework.

The implementation table sets out the key Actions and Guiding Principles to be undertaken, which organisation is responsible for delivery and an indicative project timeframe and priority. The 'Strategy Reference' correlates to the numbering of strategies contained within the report. Initiatives are prioritised as follows:

- Priority A – initiatives that are of fundamental importance to enhancing Bell Street.
- Priority B – initiatives that are important to achieving the vision for Bell Street.
- Priority C – initiatives that will contribute to the evolution of Bell Street but not essential.

Potential or preferred timeframes for each initiative are also provided. These are provided as a guide to when initiatives should realistically occur subject to funding, resources and the like. Their programming ensures there is an incremental rollout of the actions. Timeframes are as follows;

- Short Term – strategies to be achieved in 1-5 years.
- Medium Term – strategies to be achieved in 5-10 years.
- Long Term – strategies to be achieved in 10-20 years.
- Ongoing – strategies to be achieved overtime

	Action	Responsibility	Timeframe	Priority
Planning Scheme Amendments	Prepare a planning scheme amendment to facilitate re-zoning of land fronting Bell Street to the west of Albert Street to O'Keefe Street from INZ1 to B4Z including application of the Environmental Audit Overlay.	Council	Short term	A
	Prepare a planning scheme amendment to implement local planning policy and changes to existing MSS and local policies to ensure consistency with the Bell Street Strategy.	Council	Short term	A



Precinct Area	Strategy Ref.	Guiding Principles
Live Precinct	LS 1	Encourage incremental change with new housing to address Bell Street.
	LS 2	Encourage redevelopment of Gilbert Road shopping centre for local convenience role.
	LS 3	Discourage new business uses from developing west of St Georges Road.
	LS 4	Encourage the redevelopment of the north-west corner of St Georges Road for student housing.
	LS 5	Reinforce the regional institutional role of NMIT and encourage NMIT to establish a stronger presence to St Georges Road.
	LS 6	Increase the population and employment density within the walking catchment of the proposed Smartbus service and the 112 tram route.
	LS 7	Encourage double storey building frontages to Bell Street. Setbacks of new development should be consistent with those of existing houses.
	LS 8	Encourage medium density housing fronting Bell Street between Jesse Street/Stott Street and St Georges Road of between two and four storeys in height to reflect a transition in scale towards the St Georges Road Intersection and anticipated feature forms.
	LS 9	Ensure new residential developments address Bell Street with clearly defined primary pedestrian entrances
	LS 10	Encourage contemporary building style and design.
	LS 11	Encourage buildings to present attractive and interesting facades to the street.
	LS 12	Ensure new residential development respects and responds positively to the surrounding dwellings.
	LS 15	Encourage redevelopment of buildings at the Gilbert Road intersection to address the street, utilising existing at grade car parking areas.
	LS 16	Encourage development in the Gilbert Road local centre to be built to the street boundary with car parking provided at the side, rear or underground.
	LS 18	Encourage new development to include tree planting that links with median planting.
	LS 24	Require parking needs to be met on-site for changed or new uses that require approval.
LS 25	Maintain the existing carriage way width of Bell Street for vehicle movement.	
LS 26	Discourage the use of indented bus stops.	
LS 27	Where possible, progressively reduce kerbside infrastructure to reduce the severity of crashes and roadside clutter.	



Precinct Area	Strategy Ref.	Actions	Responsibility	Timeframe	Priority
Live Precinct	LS 13	Encourage avenue tree planting to both sides of Bell Street to establish a strong landscape corridor.	Council, VR	Short term	A
	LS 14	Continue consistent median strip planting.	Council, VR	Short term	A
	LS 17	Seal the existing footpath adjacent to the cemetery to improve the link to the Merri Creek.	Council, VR	Short term	A
	LS 19	Investigate opportunities to increase pedestrian permeability through the cemetery.	Council, LO	Short term	C
	LS 20	Provide a sealed footpath past Coburg Cemetery, connecting to the footpaths along Merri Creek.	Council, VR	Short term	A
	LS 21	Provide sealed pedestrian ramps and median walk-throughs adjacent to bus stops to assist bus passengers with crossing Bell Street safely.	Council, VR, Dol	Med. term	B
	LS 22	Provide signs indicating the location of transverse and parallel bicycle routes. This includes Merri Creek and the St Georges Road bicycle path.	Council, VR	Short term	B
	LS 23	Provide sealed bus stop waiting and loading areas, in accordance with VicRoads standards. Avoid shelters with transverse advertising panels that block footpaths.	Council, VR, Adshel, Dol	Med. term	B
Precinct Area	Strategy Ref.	Guiding Principles			
Engage Precinct	ES 1	Support applications for medium density housing in appropriate locations, particularly within walking distance of Bell Station			
	ES 2	Encourage a vertical mix of uses with active ground floor uses and housing above between St Georges Road and High Street.			
	ES 3	Reinforce the regional health and community focus of the Plenty Road/Bell Street intersection and encourage redevelopment opportunities for such.			
	ES 4	Encourage redevelopment at Plenty Road to accommodate uses that support a student focus.			
	ES 6	Protect the residential amenity to the north and south of Bell Street, particularly the heritage area, through transition in building height and the restriction of non-residential traffic in residential streets.			
	ES 7	Establish a stronger presence of Darebin Arts and Entertainment Centre to the street corner.			
	ES 9	Support applications for high quality 'land mark' buildings at key north-south intersections.			
	ES 10	Manage the relationship of 'back' and 'fronts' of buildings in a way that establishes a positive relationship between the two.			



	ES 11	Encourage buildings to be setback no more than 2 metres at ground floor level to provide for an attractive pedestrian realm.			
	ES 12	Encourage car parking for new development to be located in either basements or in multi-level structures and minimised at ground level where possible. Where parking is provided at ground level it should be located at the rear of buildings or concealed from public view.			
	ES 14	Encourage building façades to be expressed in an interesting way, with building articulation avoiding large areas of blank walls.			
	ES 15	Ensure new development respects the predominant height of adjoining residential areas. New development that abuts sensitive residential areas should sensitively step down in height.			
	ES 18	Encourage redevelopment of underutilised land surrounding Bell Railway Station to establish a strong sense of address to the street.			
	ES 21	Encourage mixed use development with commercial activities at ground floor level that have highly glazed frontages and awnings that are relatively consistent with adjoining buildings.			
	ES 22	Encourage feature building forms of up to 8 storeys located at primary north-south intersections, stepping down in height to adjoining building forms.			
	ES 35	Discourage the use of indented bus stops.			
Precinct Area	Strategy Ref.	Actions	Responsibility	Timeframe	Priority
Engage Precinct	ES 5	Explore opportunities to expand the green precinct in conjunction with Yarra Trams.	Council, YT	Med. term	B
	ES 8	Prepare an Urban Design Framework for the area between St Georges Road and Bell Station to assist in improving the physical and visual integration of the Darebin Arts and Entertainment Centre, the Ray Bramham Gardens, St Johns Orthodox College and the Bell Railway Station, identifying appropriate siting and design of medium density housing.	Council, DoI	Short term	A
	ES 13	Strengthen the presence of G.H Mott Reserve on Bell Street through landscaping.	Council	Short term	B
	ES 16	Establish street tree planting within pits to both sides of Bell Street	Council, VR	Short term	A
	ES 17	Investigate opportunities to relocate powerlines.	Council, VR, DoI	Long term	B
	ES 19	Upgrade and improve Bell Railway Station to have a stronger presence to Bell Street.	Council, VR, DoI	Med. term	B
	ES 20	Promote the evolution of a 'civic space' in front of Bell Railway Station to integrate with a bus/train interchange.	Council, DoI	Short term	A
	ES 23	Liaise with VicTrack regarding redevelopment and improvements to Bell Station and its car park to provide safer, more legible access and parking.	Council, VR, VT, DoI	Med. term	B



ES 24	Provide wide footpaths from kerb to property boundary. This section of Bell Street is well used by pedestrians walking between NMIT, the Darebin Arts and Entertainment Centre, Bell Railway Station, High Street, two Secondary Schools and existing and proposed student accommodation. A higher quality pedestrian environment will encourage more walking.	Council, VR	Short term	B
ES 25	Provide sealed pedestrian ramps and median walk-throughs adjacent to bus stops to assist bus passengers with crossing Bell Street safely.	Council, VR, DoI	Med. term	B
ES 26	Provide improved north-south pedestrian links to Preston Central and High Street.	Council	Short term	B
ES 27	Provide cycling links to Bell Station from High Street and St Georges Road.	Council, VR, DoI	Short term	B
ES 28	Provide a pedestrian overpass, underpass or at-grade crossing of Bell Street at Bell Railway Station. As redevelopment occurs along the northern side of Bell Street, from St Georges Road to High Street, unsafe, uncontrolled, pedestrian crossing will occur to and from Bell Railway Station. New development may contribute to or incorporate a pedestrian overpass, as long as direct and all-hours access is provided. Donovan Street could be closed to vehicles at its intersection with Bell Street to incorporate a pedestrian overpass and/or development.	Council, VR, DoI, LO	Long term	A
ES 29	Provide signs indicating the location of transverse and parallel bicycle routes.	Council, VR	Short term	B
ES 30	Provide sealed bus stop waiting and loading areas, in accordance with VicRoads standards.	Council, VR	Med. term	B
ES 31	Provide "seamless" movement between buses and trains at Bell Railway Station to reduce delays when passengers transfer between services eg investigate the feasibility of minor widening along the southern side of Bell Street, to provide a short bus priority lane and bus stop immediately outside the Bell Street entrance to Bell Railway Station. This could also permit westbound buses to "queue jump" ahead of other vehicles at the signalised level crossing.	Council, VR, DoI	Med. term	B
ES 32	Investigate bus priority for all signalised intersections from St Georges Road and Plenty Road.	Council, VR, DoI	Short term	B
ES 33	Investigate ways of improving the movement capacity of Bell Street. As Bell Street is recognised as a major arterial route serving as an important regional east-west link, look for opportunities to maximise its capacity whilst utilising existing road widths. Measures such as dedicated bus lanes and truck lanes, high occupancy vehicle lanes, redirection to alternate routes (sustainable transport modes and local access), modified intersection layouts and signal phasing can assist in increasing and the carrying capacity of Bell Street.	Council, VR, DoI	Short term	C
ES 34	Where possible, progressively reduce kerbside infrastructure to reduce the severity of crashes and roadside clutter. For example, investigate opportunities to relocate powerlines and rationalise bus stops and road signage where appropriate.	Council, VR	Med. term	B



Precinct Area	Strategy Ref.	Guiding Principles
Sell Precinct	SS 2	Retain IN3Z land fronting Ovando Street.
	SS 3	Encourage restricted retail and bulky goods developments to locate in the designated cluster centre between Albert Street and O'Keefe Street on the north side of Bell Street and between Albert Street and Victoria Street on the south side.
	SS 4	Prevent potential for restricted retail to spread east of Albert Street and west of O'Keefe and Victoria Streets to protect existing industry and residential amenity.
	SS 5	Encourage the retention of the Dermot Street local centre and support redevelopment for a mixed use style development with active ground floor and residential above.
	SS 6	Reinforce and protect the residential identity of the western section of the precinct, with potential medium density redevelopment along the Bell Street frontage.
	SS 7	Avoid further fragmentation of large format uses in the precinct and prevent locating these uses in the core residential area.
	SS 9	Buildings within the precinct should reflect a moderate scale of 2-3 storeys.
	SS 10	Support redevelopment of Officeworks/Harvey Norman Site to incorporate a stronger street address and a larger building form.
	SS 11	Restricted retail and bulky goods developments to abut the street boundary with attractively landscaped car parking to the side or rear of buildings.
	SS 12	New 'bulky goods' developments should maximise attractive frontages to Bell Street and provide a clear sense of address.
	SS 13	Primary pedestrian entries should be accessed from the street frontage and be clearly defined by architectural cues.
	SS 14	Encourage consistent building setbacks that are generally aligned with neighbouring buildings.
	SS 15	Encourage generous corner building forms at the Albert Road intersection, suitable for high quality showroom developments.
	SS 16	Encourage car parking areas to be well vegetated with canopy trees to provide shade and visual relief and assist in continuing surface water run-off.
	SS 17	Bulky goods and industrial related developments that have a direct interface with residential uses should provide substantial landscaped buffers.
SS 20	Encourage large solid building forms with a glazed presentation to the street frontage that incorporate flat roof forms.	
SS 21	Maintain regular spacing between buildings to provide a consistent rhythm of the streetscape. This can be achieved with well landscaped side car parking cells.	
SS 22	Encourage medium density housing of 2-3 storeys between Harold and O'Keefe Street.	



	SS 23	Encourage the redevelopment of the Harvey Norman site to provide a stronger presence to the Street.			
	SS 24	Signage is to be incorporated within the architectural form of the building.			
	SS 32	Provide direct footpaths through car parks, from the existing Bell Street footpath to the main entrance of buildings.			
	SS 33	Provide bicycle parking for visitors in prominent locations within new developments.			
	SS 34	Provide signs indicating the location of transverse and parallel bicycle routes. This includes Darebin Creek bicycle paths.			
	SS 35	Control the location and number of driveways into off-street car parks, to reduce conflicts with pedestrians and road traffic.			
	SS 37	Restrict new developments from having right turn access and require the use of existing medians and signalised intersections.			
	SS 38	Discourage the use of indented bus stops.			
Precinct Area	Strategy Ref.	Actions	Responsibility	Timeframe	Priority
Sell Precinct	SS 1	Prepare a planning scheme amendment to re-zone the land west of Albert Street to O'Keefe Street fronting Bell Street from IN3Z to B4Z.	Council	Short term	A
	SS 8	Establish a policy position that encourages the roll-out of 'green precinct' initiatives on business land and promote these initiatives for the 'work' precinct. Council to investigate options for rainwater collection and re-use for bulky goods and industrial premises.	Council	Short term	B
	SS 18	Establish substantial street tree planting to either side of Bell Street	Council, VR	Short term	A
	SS 19	Continue median strip planting with consistent species and introduce understorey landscaping to enhance visual interest that is experienced at various speeds.	Council, VR	Short term	A
	SS 25	Investigate opportunities to relocate powerlines underground.	Council, VR, Dol	Long term	B
	SS 26	As part of the redevelopment of sites on each side of Bell Street, explore opportunities to replace the existing north-south pedestrian bridge with an all-hours DDA compliant bridge and encourage promotional signage either side.	Council, VR, Dol	Med term	C
	SS 27	Implement bus priority for the Route 513 bus along Bell Street, at the Albert Street intersection.	Council, VR	Med term	B
	SS 28	Investigate increasing the right turn capacity at the Albert Street intersection eg by changing the traffic signal phasing or lengthening the right hand turn lane.	Council, VR	Med term	C



	SS 29	Provide sealed pedestrian ramps and median walk-throughs adjacent to bus stops to assist bus passengers with crossing Bell Street safely.	Council, VR	Med term	B
	SS 30	Provide bicycle lanterns at the traffic signals at the intersection of Bell and Victoria Street.	Council, VR	Med term	C
	SS 31	Provide sealed bus stop waiting and loading areas, in accordance with VicRoads standards. Avoid shelters with transverse advertising panels that block footpaths.	Council, VR, Adshel	Med term	B
	SS 36	Where possible, progressively reduce kerbside infrastructure to reduce the severity of crashes and roadside clutter. For example, investigate opportunities to relocate powerlines and rationalise bus stops and road signage where appropriate.	Council, VR	Med. term	B
Precinct Area	Strategy Ref.	Guiding Principles			
Work Precinct	WS 1	Protect core industrial focus and restrict non compatible uses from establishing in this precinct.			
	WS 2	Discourage rezoning of industrial land in the East Preston Industrial Precinct to Business 4 (B4Z). Council should exercise discretion however in the area to the north of Gower Street and Water Road, near the Northland Principal Activity Centre which is one of Council's preferred bulky good clusters.			
	WS 3	Encourage a diversity of lot sizes to cater to a range of industrial operations.			
	WS 4	Encourage wholesaling, distribution, manufacturing and other industrial uses that can take advantage of the high exposure frontage to Bell Street.			
	WS 5	Encourage Chifley Drive to evolve as a high quality industrial address consistent with the proposed profile for Bell Street.			
	WS 6	Encourage car parking areas to be well vegetated with canopy trees to provide shade and visual relief.			
	WS 7	Encourage a 10-15 metre setback on large lots to provide for a limited number of short-term car parking spaces.			
	WS 8	Encourage the majority of on-site car parking to be located to the side or rear of buildings.			
	WS 9	Encourage high quality architecture that promotes Bell Street and the East Preston Industrial Precinct as locations for progressive industrial businesses.			
	WS 10	Encourage architectural design that incorporates ESD principles.			
	WS 11	Encourage new development to present a clear sense of address to Bell Street.			
	WS 12	Buildings within the precinct should reflect a moderate scale of 2-3 storeys.			
	WS 13	Encourage new subdivision of larger lots where development can achieve a format and configuration of contemporary industrial premises in this precinct and provide new road linkages to north-south roads.			



	WS 14	Maintain regular spacing between buildings to provide a consistent rhythm of the streetscape, this can be achieved with well landscaped side car parking cells.			
	WS 17	Provide wide footpaths from kerb to property boundary.			
	WS 19	Provide direct footpaths through car parks, from the existing Bell Street footpath to the main entrance.			
	WS 20	Provide bicycle parking for visitors in prominent locations within new developments.			
	WS 23	Require off-street parking for all changed or new uses that require approval.			
	WS 24	Maintain width of Bell Street for vehicle movement. Extend Clearway hours as peak periods become longer.			
	WS 26	Restrict new developments from having right turn access and require the use of existing medians and signalised intersections.			
	WS 27	Encourage clear business signage at the Bell Street frontage of properties adjacent to their driveways to assist drivers with finding businesses.			
	WS 28	Discourage the use of indented bus stops.			
Precinct Area	Strategy Ref.	Actions	Responsibility	Timeframe	Priority
Work Precinct	WS 15	Implement bus priority for the Route 513 bus along Bell Street, at the Albert Street and Chifley Drive intersections.	Council, VR	Med. term	C
	WS 16	Increase right turn capacity at the Albert Street and Chifley Drive intersections.	Council, VR	Med. term	C
	WS 18	Provide sealed pedestrian ramps and median walk-throughs adjacent to bus stops to assist bus passengers with crossing Bell Street safely.	Council, VR	Med. term	B
	WS 21	Provide signs indicating the location of transverse and parallel bicycle routes. This includes Darebin Creek bicycle paths.	Council, VR	Short term	B
	WS 22	Provide sealed bus stop waiting and loading areas, in accordance with VicRoads standards. Replace bus shelters with transverse advertising panels with bus shelters that don't obstruct footpaths.	Council, VR	Med term	B
	WS 25	Where possible, progressively reduce kerbside infrastructure to reduce the severity of crashes and roadside clutter.	Council, VR	Med term	B

Legend

Council – Darebin City Council
LO – Land Owner

VR – VicRoads
VT- VicTrack

Dol – Department of Infrastructure
DSE – Department of Sustainability and Environment



appendix a
local planning policy framework:
Bell Street Strategy and Urban Design Framework (2005)

22.11 BELL STREET CORRIDOR

09/08/2006
Rev C

This policy applies to the land identified in the Bell Street Land Use Strategy and Urban Design Framework 2006 as illustrated by Maps 1 and 2 of this Clause.

22.11-1 Policy Basis

This policy:

- Applies the SPPF economic development, housing infrastructure, and design and built form objectives.
- Builds on the MSS objectives in Clause 21.05 for sustainability, housing, urban design, economic development and activity centres.
- Applies the objectives and strategies of the *Bell Street Strategy and Urban Design Framework 2006* for land use and urban design.

This policy is structured around four Bell Street precincts with general objectives that apply to the entire corridor and a set of policy statements for each precinct.

22.11-2 Objectives

- To provide the opportunity for increased population and employment density within the walking catchment of the principal public transport network.
- To allow for incremental change of the residential sections of the corridor.
- To consolidate commercial and industrial development in appropriate locations.
- To ensure the retention of industrial land and redevelopment that enhances the image of the East Preston Industrial Precinct.
- To encourage redevelopment on main intersections to reflect an attractive corner built form.
- To encourage high quality design that has an active and attractive presentation to Bell Street.
- To encourage a gradual transition between areas of differing building heights.
- To encourage a consistent landscape theme along the corridor.
- To ensure that car parking does not dominate the street.
- To improve pedestrian amenity and accessibility.
- To improve the legibility of and access to public transport and connectivity between modes.

22.11-3 Policy

Live precinct

It is policy to:

Land use

- Allow for incremental change where it respects the residential character between St Georges Road and the Merri Creek.

- Encourage redevelopment of the north-west corner of St Georges Road for student housing in a medium rise form up to five storeys, incorporating complimentary ground floor uses.
- Discourage commercial uses in Residential 1 zoned land, west of St Georges Road.
- Encourage medium density housing fronting Bell Street between Jesse Street/Stott Street and St Georges Road of between two and four storeys in height.

Urban Design

- Promote residential development that has a clear sense of address and frontage to Bell Street.
- Ensure that all development respects adjoining residential properties.
- Encourage residential development to minimise vehicle crossovers with access to be provided at the rear of sites where possible.
- In all developments ensure that car parking does not dominate the street.
- Support feature buildings of up to five storeys on the western corners of St Georges Road.
- Support development of up to three storeys in Business 1 Zoned land at the Gilbert Road intersection to accommodate a vertical mix of uses including residential above ground floor level.
- Encourage development of Business zoned land adjacent to the Gilbert Road intersection to abut the street boundary and incorporate glazed ground level frontages with parking to the side, rear or underground.
- Encourage active commercial frontages at the Gilbert Road centre with awnings for pedestrian shelter.
- Encourage all development to be of a high quality contemporary design with facades incorporating a visually appealing variety of materials and finishes.
- Ensure new development is respectful of the Merri Creek environs.

Engage precinct

It is policy to:

Land Use

- Encourage a diverse mix of uses between St Georges Road and High Street with active ground floor commercial uses (including showrooms) with residential above.
- Encourage the establishment of offices that support the provision of regional health and community services at and around the Plenty Road/Bell Street intersection.
- Encourage the establishment of student services proximate to Plenty Road and the Bell Centre.
- Support medium density housing within walking distance of Bell Station.

Urban Design

- Support redevelopment opportunities of up to four storeys at the Plenty Road/Bell Street intersection.
- Ensure new design incorporates a stepping of the built form and projections to express a sense of architectural relief.
- Encourage buildings between St Georges Road and High Street to incorporate a 2m setback from the property boundaries at ground level to provide for an improved pedestrian environment and allow opportunities for landscaping (refer to figure 1).

- Support a minimum height of three storeys and a maximum height of 6 storeys (refer to figure 1) for development between St Georges Road and High Street except for the following:
 - feature buildings of up to eight storeys on the eastern corners of St Georges Road and High Street stepping down to adjoining properties will be supported (refer to figure 2); and
 - development of three storeys maximum on land abutting schools, public open spaces and heritage places will be supported where design incorporates a sensitive scale and massing (with the exception of High Street intersection).
- Encourage contemporary buildings of high architectural quality incorporating well articulated facades and range of materials and finishes.
- Integrate signage into the architectural form of buildings.
- Encourage feature buildings to include interesting roof forms.
- Encourage building design to incorporate ESD Principles.
- Ensure that car parking does not dominate the street frontage.

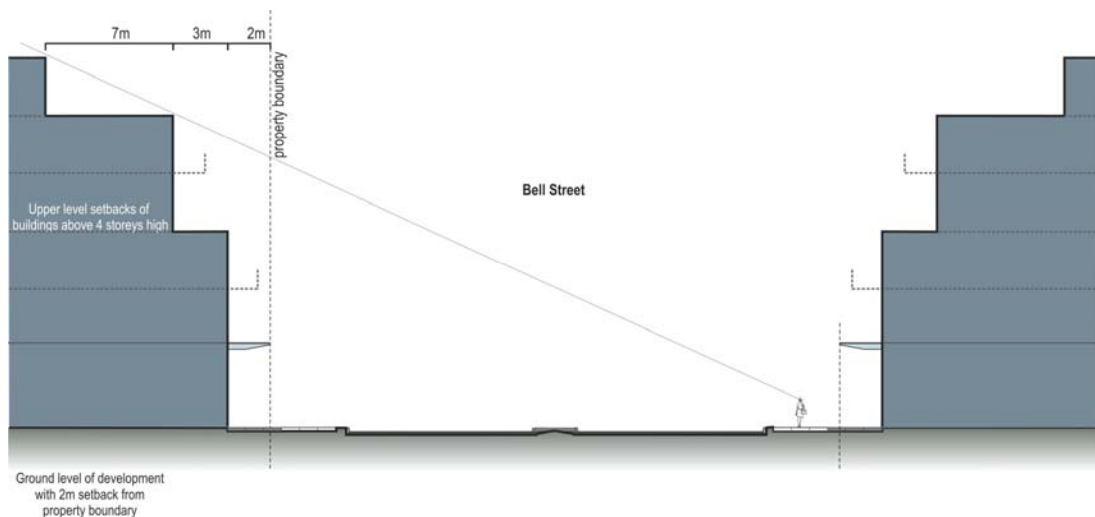


Figure 1. Indicative building setbacks between St. Georges Rd and High St.

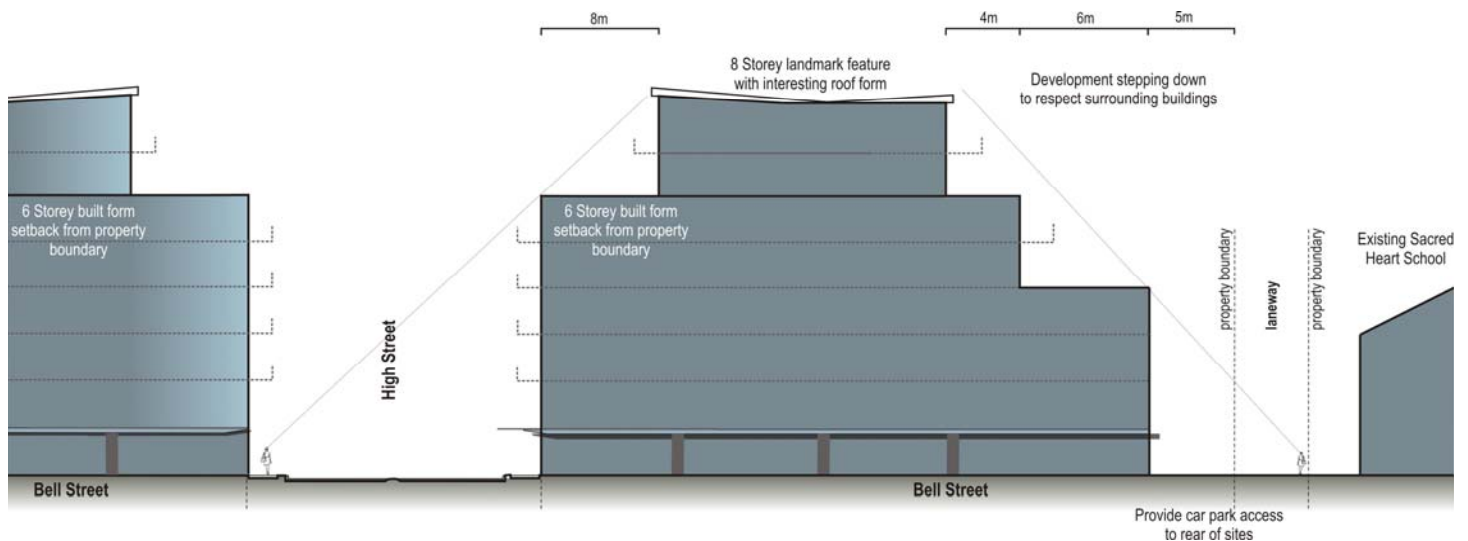


Figure 2. Indicative side and rear building setback to High Street and adjoining properties

Sell precinct

It is policy to:

Land Use

- Locate restricted retail/bulky goods to locate between Albert Street and O'Keefe Street on the north side of Bell Street and between Albert Street and Victoria Street on the south side of Bell Street.
- Support redevelopment at the Albert/Bell Street intersection.
- Consolidate the role of the Dermot Street local centre by supporting a vertical mix of uses including active ground floor frontages with residential above.
- Discourage commercial activities from locating within residential land.
- Allow for incremental residential change where it respects the residential character between Patterson Street and O'Keefe Street on the north side of Bell Street and Harold Street and Victoria Street on the south side of Bell Street.

Urban Design

- Support two to three storey restricted retail/bulky goods developments that abut the street boundary with car parking to the side or rear of buildings.
- Encourage new development to incorporate ESD principles
- Car parking areas are to be attractively landscaped and include screen planting to residential interfaces.
- Encourage ribbons of landscaping between large building forms.
- Encourage restricted retail/bulky goods developments to incorporate predominantly glazed ground level frontages.
- Integrate signage into the design of buildings.
- Support three-storey development at the corners of Albert/Bell Street, incorporating attractive showrooms at ground level and restricted retail above.
- Encourage high quality contemporary development that incorporates well articulated facades and a range of materials and finishes.
- Support development to a maximum height of three storeys of Business zoned land on south side of Bell Street, between Dermot Street and Victoria Street (Dermot Street local centre).
- Encourage active commercial frontages with awnings for pedestrian shelter at the Dermot Street local centre.
- Encourage new development to address HLT Oulten Reserve.
- Support a maximum of three storeys for development abutting public open space.

Work precinct

It is policy to:

Land Use

- Support redevelopment of large under-utilised or vacant sites for new industrial uses including wholesaling, distribution and industrial service provision.
- Encourage the redevelopment of large industrial sites fronting Bell Street for high quality modern business subdivisions.

- Reinforce and protect the core industrial role of this precinct and restrict the establishment of non-compatible uses.
- Encourage Chifley Drive to evolve as a high quality industrial address.
- Prevent restricted retail/bulky goods locating east of Albert Street.

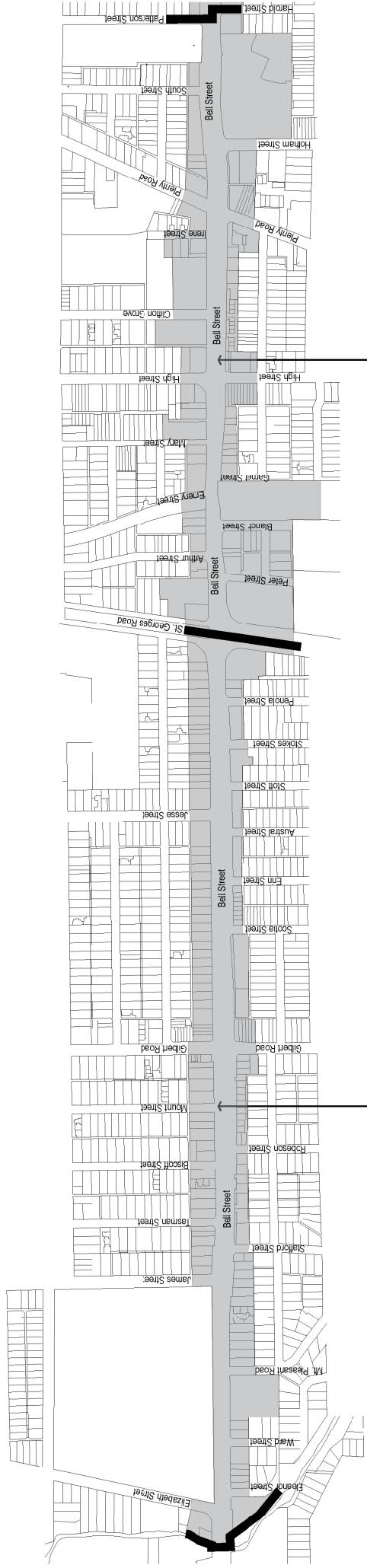
Urban Design

- Encourage car parking areas to be well vegetated with canopy trees to provide shade and visual relief.
- Encourage a 10-15 metre setback from the street on large lots providing for a limited number of short-term car spaces.
- Encourage the majority of on-site car parking to be located at the side or rear of buildings.
- Encourage high quality architecture that promotes Bell Street and the East Preston Industrial Precinct as locations for progressive industrial businesses.
- Support ESD principles in industrial design.
- Encourage new developments to provide attractive frontages to Bell Street with a clear sense of address.
- Support redevelopment of large format industrial buildings of a consistent two to three storey scale.
- Support redevelopment at the corners of the Albert/Bell Street intersection and the Chifley/Bell Street intersection to reflect a mid-rise three storey scale.
- Encourage high quality architectural design incorporating predominantly glazed presentations to the street frontage and flat or curved roof forms.
- Support signage consistent with the scale of buildings and located within front setbacks or incorporated into the design.
- Maintain regular spacing between buildings to provide a consistent rhythm of the streetscape.
- Ensure new development is respectful of the Darebin Creek environs.

22.11-4 References

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- Outdoor Advertising Policy*, City of Darebin 1998, revised 2001.
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- Development Guidelines for the Merri Creek*, Merri Creek Committee of Management, August 1999.
- Lower Darebin Creek Concept Plan*, 1995, Melbourne Parks and Waterways.
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Map 1
'Live' and 'Engage' Precinct Boundaries
Elizabeth Street to Patterson Street and Harold Street



Live Precinct

Engage Precinct

Map 2
'Self' and 'Work' Precinct Boundaries
Patterson Street and Harold Street to Swanston Street



Sell Precinct

Work Precinct



