

HEIDELBERG ACTIVITY CENTRE KEY DIRECTIONS



APRIL 2021

WHAT'S HAPPENING

NORTH EAST LINK

The North East Link (NEL) will be one of Victoria's largest road transport projects, providing a new link between the northern and eastern suburbs of metropolitan Melbourne. Heidelberg will become a regionally accessible Major Activity Centre.

HEALTH PRECINCT

Heidelberg's medical precinct is of State significance and the second largest centre in Melbourne outside Parkville and worth \$1.3 billion in economic output. Planning for future growth of the precinct is emerging as a key issue. Increasing growth and demand for development has placed considerable pressure on the Heidelberg Medical Precinct, resulting in the need to improve the level of access to public spaces for workers and visitors to the precinct.

CREATING A VISION FOR HEIDELBERG

The Heidelberg Structure Plan will set a new vision and plan for the Activity Centre that will facilitate a more vibrant and attractive centre with improved public realm, that will foster creative and meaningful connections, through enhanced walkability along safer pedestrian networks.

New developments will be well designed to positively interact with the surrounding public realm. While preferred character will balance growth and improve the greening, sustainability and resilience of the Activity Centre.

BULLEEN PRECINCT LAND USE FRAMEWORK PLAN

The plan gives a vision for a healthy river and environment, a thriving arts and cultural scene and connected people and places, including to the Heidelberg Activity Centre.

SUBURBAN RAIL LOOP

The Suburban Rail Loop (SRL) will be a 90km orbital rail tunnel that will connect every major metropolitan rail line. Of the proposed new stations, one of them is set to be located within the Heidelberg Activity Centre. This will establish Heidelberg as a truly accessible transport hub in a metropolitan context.

HEIDELBERG STRUCTURE PLAN

The Heidelberg Structure Plan will guide future growth and development within the activity centre. Key focus areas of the Structure Plan include; balancing growth and the impact of future transport projects, planning for continued growth of the allied health precinct, economic growth and job creation, connection between existing precincts and spaces, new sites for public and civic uses, and fostering a diverse economy.



A COMMUNITY AND ECONOMIC SNAPSHOT

COMMUNITY

5,000

The Heidelberg Major Activity Centre (HMAC) has increased in population to likely exceed 5,000 total residents.

YOUNG

Younger resident population, with parents and homebuilders representing the largest age structure group.

25%

25% of workers live in the same area as their place of employment (City of Banyule).

20%

The HMAC has accommodated approximately 20% of the City of Banyule's recent population growth.

140

Residents come from over 140 countries and around 120 different languages are spoken (City of Banyule).

43%

Highly skilled, 43% of residents have a Bachelor degree or higher.

54.5%

In Heidelberg, 54.5% of the dwellings were medium or high density, compared to 33% in Greater Melbourne.

5.3%

Lower than average levels of unemployment (5.3% in 2016).

BUSINESS

31%

The HMAC accounts for over 31% of the City of Banyule's total employment offering and is the municipality's largest economic node.

+317

From 2011- 2019 the HMAC experienced significant growth in professional services (+77 jobs), health and social assistance (+180 jobs) and a range personal services (+ 60 jobs).

25%

From 2011-2019, the health care employment growth within the HMAC comprised 25% of all new job growth in Banyule LGA.

\$2.3B

Approximately \$2.3 billion of economic output in 2019 was generated, equating to 18% of the municipality's output.

TWO

Two distinct economies in the Health precinct and the Burgundy and Bell Street Corridor precincts.



WHAT WE'VE HEARD

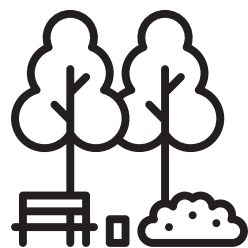
From February to April 2020, Council engaged Place Score to understand what matters most. We asked what matters most to the Heidelberg community, providing us with invaluable guidance to help focus on what will make the centre more livable. Over 760 responses were provided to Council, which highlighted the following key values and themes.



ONE

Walkable, cyclable, and convenient

Active transport connections from home to a vibrant and diverse economy.



TWO

Surrounded by pristine nature

A neighbourhood which uses natural features as a point of difference and celebrates and protects nature and landscapes.



THREE

Built to last

A neighbourhood with well maintained, high quality open spaces that will stand the test of time.



FOUR

Safe for all

A neighbourhood where all can feel safe.

The full findings are available at:
https://shaping.banyule.vic.gov.au/download_file/2165/799

KEY DIRECTION 1:

GOOD DESIGN



Balance growth and preferred character while ensuring best practice, yet locally appropriate controls, foster innovation and provide a level of certainty.

This will be achieved by:

- Ensuring that built form recommendations are informed by best practice principles and standards, through applying precinct specific design guidelines that respond to the site context.
- Ensuring development positively contributes to the public realm and is in keeping with preferred future character, by applying precinct specific design guidelines aimed at creating a consistent and high-quality streetscape.

- Incorporating greening and landscaping in buildings where appropriate, including in front of and in between new buildings, to contribute to the overall streetscape environment and public realm.
- Identifying sites that are appropriate for civic uses to give the community greater access to shared spaces and public facilities.
- Developing robust policy and controls that facilitate growth in appropriate locations, along with requirements that ensure development responds to the local context.
- Ensuring new development respects the valued existing views within and around the Centre and responds accordingly to protect these view lines.

For more information refer to: *Heidelberg Activity Centre Built Form Review, Ethos Urban 2021*



KEY DIRECTION 2:

ENHANCED CONNECTIVITY

Improve connectivity, accessibility and active transportation to ensure a safe and connected Activity Centre.

This will be achieved by:

- Improving and enhancing key pedestrian routes to address identified accessibility gaps across Heidelberg.
- Improving the walkability of the area through upgrades to the existing public realm infrastructure, that fosters increased pedestrian connectivity, safety, amenity and security. This could include footpath treatments, signage, shelter and vegetation.
- Enhancing cycling links to cater for increased demand by providing dedicated cycling lanes, grade separation from vehicles, more crossing points and reduced speed limits.
- Identifying options to improve accessibility between the Activity Centre and the surrounding area, both physically and visually through improved way-finding.
- Improving pedestrian and bicycle connection along Yarra Street, from the main Yarra River Trail to Heidelberg Station.

For more information refer to: *Heidelberg Activity Centre Movement and Place Plan, Movement and Place, 2021*

KEY DIRECTION 3:

STRONG PROSPEROUS ECONOMY

Support a diversity of commercial activity in Heidelberg, to attract visitors and workers to the centre that encourages and fosters greater place activation.

This will be achieved by:

- Supporting the growth of the Hospital Precinct. A guiding development framework for the precinct would assist in addressing long term land supply and access needs.
- Supporting Heidelberg's existing commercial strengths, by nurturing the Centre's identity as a place for food, services and niche retail. Urban design treatments that facilitate new business in different precincts will further encourage and support economic growth.
- Expanding the Centre's commercial catchment, by leveraging off future high-density development, with safe pedestrian and cycling links between new development and established commercial areas.
- Supporting existing retailers to adopt e-commerce platforms, such as hybrid activities including click and collect infrastructure.
- Planning for an uplift in accessibility with the future North East Link, which will boost accessibility along Bell/Banksia Street and strengthen the attractiveness of the Centre as a commercial office precinct.
- Enhancing the Centre's attractiveness as a destination and retail place, by improving the quality of the public realm, expanding the role of the Centre as a community anchor point, and as a destination for regional dining and services.



PARKLETS

Temporary outdoor dining spaces have popped up in Burgundy Street. These parklets are to support the COVID19 recovery of businesses. They also show how the streets can be reclaimed for people, improving amenity and bringing life into our public spaces.

For more information refer to: *Heidelberg Major Activity Centre Economic Review, 2020.*

KEY DIRECTION 4:

VIBRANT AND ACTIVE PLACES



Provide attractive, safe and engaging places for people to gather and connect.

This will be achieved by:

- Supporting walking as the primary means of access and movement within the Centre and by encouraging pedestrian activity in public spaces.
- Providing pedestrian friendly streetscapes that are dynamic, support street life and are places for social interaction and recreation.
- Improving open spaces to encourage a diversity of opportunities for passive and active recreation, social and community activities, visual relief, wildlife habitat, stormwater management, and to enhance the strong visual links with the Yarra Valley.
- Seamlessly integrating the public realm with public transport and cycling infrastructure.
- Requiring new development to consider 'best practice' standards in good design, to contribute to the attractiveness and safety of the street.
- Protecting views around the Centre to protect its attractive outlook and overall character.

POP-UP PARK

A pop-up park is being piloted in central Burgundy Street between April and June 2021. An attractive, fun and interactive space for all, it will test community support for a permanent, village square style park in the heart of Burgundy Street.

For more information refer to: *Heidelberg Activity Centre and Medical Precinct Public Realm Strategy, 2019*
and *Heidelberg Activity Centre Built Form Review, 2021*

KEY DIRECTION 5:

ENVIRONMENTALLY SUSTAINABLE AND RESILIENT



Improve environmentally sustainable designs and outcomes, in both new development and on the street.

This will be achieved by:

- Protecting and conserving the natural environment while promoting sustainability within the public realm.
- Encouraging new development to incorporate landscaping, including vertical gardens wherever possible, to contribute to the overall greening of the streetscape.
- Incorporating Environmentally Sustainable Design principles into all new building designs that will also improve the health and comfort of buildings.
- Improving streetscape amenity and urban cooling by planting more trees, vegetation and street climbers that provide shade, contributes to the attractiveness of the street and links the retail core to nearby parklands.
- Encouraging modes of active transport, such as walking and cycling, by improving infrastructure, to foster healthy and resilient communities.

For more information refer to: *Heidelberg Activity Centre and Medical Precinct Public Realm Strategy, 2019*
and *Heidelberg Activity Centre Built Form Review, 2021*

OPPORTUNITIES



Note: The red dots above are indicative only, and do not represent specific locations or projects

PREPARING THE HEIDELBERG ACTIVITY CENTRE STRUCTURE PLAN

The Heidelberg Structure Plan will provide recommendations to facilitate the future growth and development of the Heidelberg Activity Centre, by:

- Creating a vibrant, attractive centre for residents, workers and visitors.
- Providing a public realm that fosters creative and meaningful connections to place.
- Improving the walkability of the centre, whether during the day or at night through well-designed, comfortable, legible and safer pedestrian networks.
- Inspiring and building capacity in the community to celebrate the place's local character, heritage and identity through place making initiatives.
- Recognising the important role of Heidelberg as a major metropolitan health precinct, business and employment centre and use the structure plan as a 'prospectus' to influence a diverse and sustainable mix of land use and investment.
- Ensuring new developments, regardless of scale, are well-designed, sustainable and contribute to a positive architectural legacy for the centre.





BE INFORMED

The Heidelberg Structure Plan will be based on the foundation of extensive background work that has recently been undertaken.

This document reflects the findings and recommendations from the following Studies:

- Liveability Study, PlaceScore 2020
- Heidelberg Activity Centre Built Form Review, Ethos Urban 2021
- Heidelberg Activity Centre Movement and Place Plan, Movement and Place, 2021
- Heidelberg Activity Centre and Medical Precinct Public Realm Strategy, SJB 2019
- Heidelberg Major Activity Centre Economic Review, Charter Keck Cramer, 2020

These Studies can be viewed at:
<https://shaping.banyule.vic.gov.au/HeidelbergSP>

BE INVOLVED

There will be many opportunities in the coming months to be involved in shaping the new Structure Plan, including community information sessions, workshops and surveys. Details will be on Shaping Banyule.

If you would like further information, please email Strategic.Planning@banyule.vic.gov.au

This Key Directions will support more community engagement over the next 2 months and help shape the draft Structure Plan. We will be seeking submissions to the final draft Structure Plan in August following a period of formal public consultation. Follow the project on Shaping Banyule for upcoming information sessions, workshops and further opportunities to have your say.