



Help plan the future of Cremorne



Cremorne is a vibrant and diverse suburb, home to over 2,000 residents, 700 businesses and 10,000 workers. As a key destination for creative design in the tech and digital space, the precinct has an annual contribution to the Victorian economy of \$2.7 billion.

The precinct is undergoing a period of rapid growth and change. As Cremorne is reshaped, residents, workers and visitors all have the opportunity to benefit from improved amenity, planning and design.

The Victorian Planning Authority, Yarra City Council and state government agencies are working together to plan for the future of Cremorne. We're identifying planning, economic, public space and transport initiatives so Cremorne will be a great place to live, work and visit, and thrives as an innovative and creative enterprise precinct.

A full version of the Issues and Opportunities Paper can be found at bit.ly/cremorneproject

Have your say on the Issues & Opportunities Paper

To help inform future planning, we want your feedback on the issues and opportunities for Cremorne.

You can get involved in a number of ways, including attending a small group workshop, visiting us at a community coffee chat, or filling in an online survey – details are provided on the back page. Consultation closes **13 December 2019**.

Key opportunities for Cremorne

The key considerations and potential actions identified for Cremorne draws from a number of sources including plans and reports that have been prepared by council and State Government, and feedback received from the community to date. The key recommendations are summarised under the following four themes:



Transport & movement

Cremorne's transport network is under increasing demand with users competing for street and road space. We need to consider different modes of moving around, including better walking and cycling connections, traffic management and public transport.

POTENTIAL ACTIONS

- Investigate opportunities to improve access to key public transport.
- Identify opportunities for improved public transport facilities and services.
- Explore opportunities to prioritise safety for all users of the transport network through measures such as the provision of safer crossing points, better lighting and sightlines.
- Identify, prioritise and improve pedestrian and cycling connections.
- Investigate the opportunity for reduced speed limits and pilot other ways to create safer streets for pedestrians and cyclists.
- Provide an all-ages, all-abilities cycling network and investigate piloting a network of protected bike lanes to and within Cremorne which connect to existing key routes and destinations.
- Recognise walking as a priority transport mode throughout Cremorne.
- Identify opportunities for the provision of bike sharing schemes to be located in the precinct.
- Undertake a review of car parking provisions in the Yarra Planning Scheme.
- Investigate greater car sharing options across Cremorne.
- Consider emerging technology to manage off-street car parking supply.

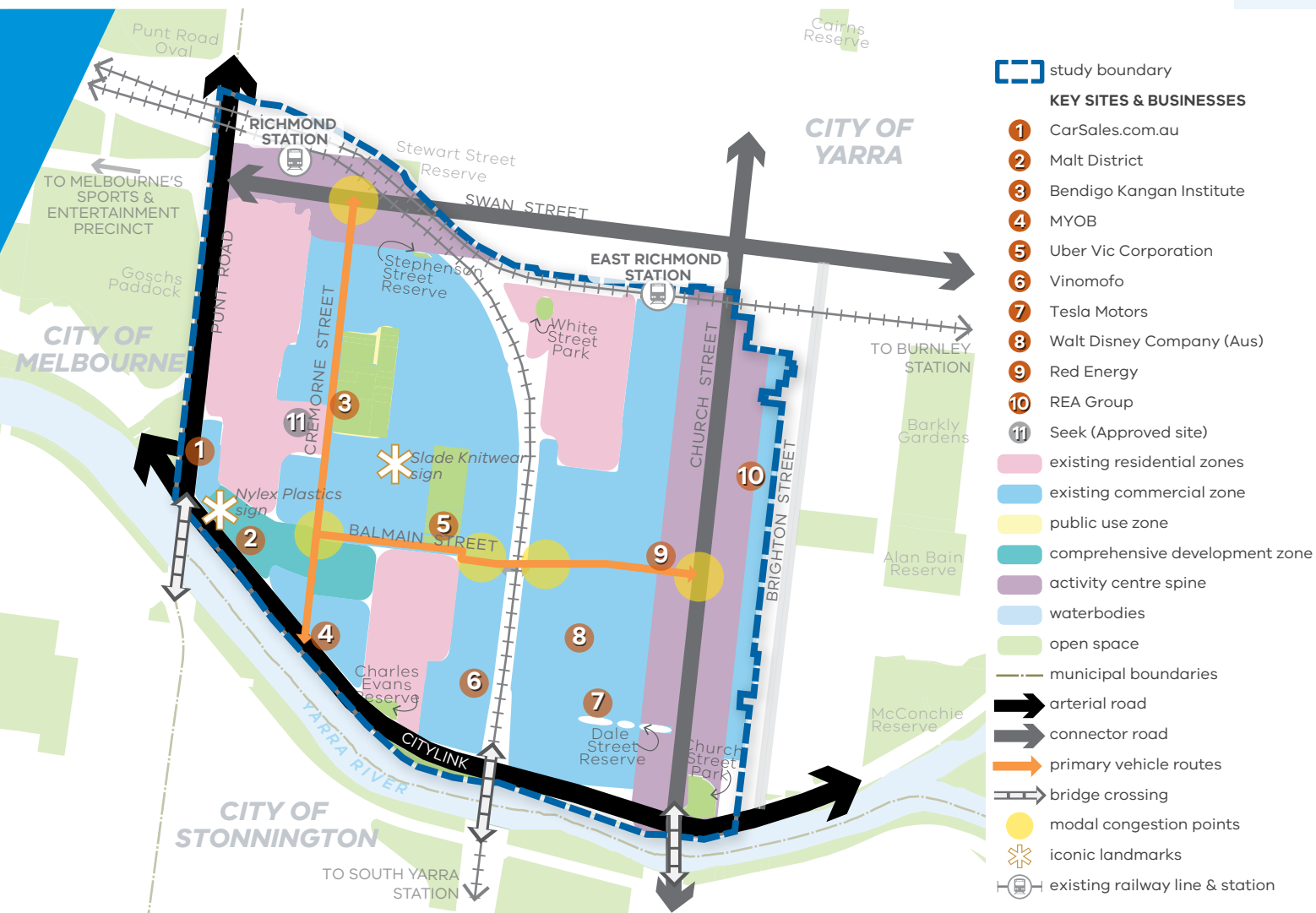


Public & open space

Streets and parks comprise most of the public space in Cremorne with only 0.5ha (under one per cent) of Cremorne zoned for public park and recreation. We realise there is a shortage of public and open space within Cremorne and are looking at ways to improve this situation.

POTENTIAL ACTIONS

- Changes to the planning scheme so that new development contributes to accessible open space, new through-site links, tree planting, solar access, meeting points, lighting, seating and landscaping.
- Investigate the potential to convert on-street car parking to public open space in support of other initiatives such as priority walking and cycling routes.
- Identify opportunities for laneway activation and greening of public spaces.
- Promote the natural and cultural heritage of Cremorne by providing better connections to the Yarra River and enhancements immediately south of the Maltings development in the CityLink bridge undercroft.
- Improve connections to Cremorne and surrounds by pursuing convenient and safe access from Cremorne to Goschs Paddock, the Melbourne Sports Precinct and gardens and reserves east of Church Street.



Buildings

Cremorne offers a distinctive mix of buildings from warehouse-style offices to cottage houses.

The plan will look at how we address the demand for space without compromising on character and amenity.

POTENTIAL ACTIONS

- Update the existing City of Yarra's Urban Design Framework to set strategic directions for buildings and public realm.
- Council will investigate the introduction of interim built form planning controls, including guidance on height, setbacks, solar access to properties and streets, building separation and street frontage design.
- Work with owners of strategic sites (private and government) on redevelopment master plans to maximise public amenity.



Economy & innovation

Cremorne is recognised as one of Australia's key destinations for enterprise and innovation and is one of Melbourne's fastest-growing employment areas, adding 4,000 jobs in 2011–2016. This theme focuses on how we can ensure businesses survive and thrive in Cremorne.

POTENTIAL ACTIONS

- Consider opportunities for vocational education training provider(s) to establish partnerships with industry to address skills shortages for Cremorne.
- Facilitate enterprise networking within shared public spaces and private developments.
- Explore ways to retain a level of affordability within Cremorne.
- Provide Cremorne with high speed internet by working with NBN Co.



We want to hear from you

Tell us what you think

You can view or download a copy of the Issues and Opportunities Paper here: bit.ly/cremorneproject

Until **13 December**, you can provide feedback on the Issues and Opportunities Paper in several different ways:

1 Attend a **small group workshop**

RSVPs are essential:
bit.ly/cremorneworkshop

Tuesday 26 November
6:00pm–8:30pm

Friday 29 November
9:00am–11:30am

Tuesday 3 December
9:00am–11:30am

Daintree Auditorium –
Launchpad Create
122 Cremorne St, Cremorne

2 Attend a **community coffee chat**

Find out more and discuss the project with the project team:

Friday 22 November
9:30am–11:30am

Lieux
14a Palmer Parade, Cremorne

Wednesday 27 November
10:00am–12:00pm
Sloane Ranger
13 Cremorne Street, Cremorne

Thursday 5 December
8:00am–10:00am
Coe & Coe
25 Stephenson Street,
Cremorne

Tuesday 10 December
10:00am–12:00pm
Sloane Ranger
13 Cremorne Street, Cremorne

3 Fill in a **survey online**

Go to bit.ly/cremornesurvey

Project process

