

**Structure Plan for the Heidelberg Precinct**  
**Heidelberg Major Activity Centre and**  
**Biomedical Alliance Precinct Specialised Activity Centre**

Adopted by Banyule City Council on 15 October 2007  
(Updated 31 May 2010)





# CONTENTS

<b>CONTENTS</b>	<b>3</b>	<b>3.0 THE PEOPLE, THE PLACE AND THE OPPORTUNITIES</b>	<b>33</b>
<b>LIST OF PLANS</b>	<b>4</b>	3.1 The People	34
<b>ACKNOWLEDGEMENTS</b>	<b>5</b>	3.2 Access and Connections	36
<b>1.0 EXECUTIVE SUMMARY</b>	<b>6</b>	3.3 Public Realm	51
<b>2.0 INTRODUCTION AND CONTEXT</b>	<b>20</b>	3.4 Built Form	54
2.1 Consultation Methodology	21	3.5 Land Use and Economic Development	55
2.2 About Heidelberg	21	3.6 Identity	58
2.3 The Heidelberg Major & Specialised Activity Centres	27	<b>4.0 STRATEGIC OBJECTIVES</b>	<b>60</b>
2.4 Key Objectives	29	4.1 Accessibility and Connections	61
2.5 From Best-Practice Theory to Realistic Actions	29	4.2 Public Realm	69
<b>2.6 THE VISION</b>	<b>31</b>	4.3 Built Form	71
		4.4 Land Use and Economic Development	86
		4.5 Identity	88
		<b>5.0 THE FRAMEWORK PLAN</b>	<b>91</b>

# LIST OF PLANS

## 1.0 Executive Summary

Plan A	Context Plan
Plan B	Study Area and Existing Land Use
Plan C	Strategic Objectives Access and Connections
Plan D	Strategic Objectives Public Realm
Plan E	Strategic Objectives Built Form
Plan F	Strategic Objectives Land Use and Economic Development
Plan G	Strategic Objectives Identity

## 2.0 Introduction and Context

Plan 1	Context Plan
Plan 2	Study Area and Existing Land Use

## 3.0 The People, The Place and The Opportunities

Plan 3	Relationship between Major Activity Centre and Specialised Activity Centre
Plan 4	Road Hierarchy
Plan 5	Figureground
Plan 6	Walkability
Plan 7	Key Destination and Walking Routes
Plan 8	Existing and Proposed Bicycle Routes
Plan 9	Public Transport Network
Plan 10	Off Street Car Parking

## 4.0 Strategic Objectives

Plan 11	Car Parking Strategy Plan
Plan 12	Heidelberg Pedestrian Priority Precinct
Plan 13	Strategic Objectives Access and Connections
Plan 14	Strategic Objectives Public Realm
Plan 15	Strategic Objectives Built Form
Plan 16	Strategic Redevelopment Sites
Plan 17	Strategic Objectives Land Use and Economic Development
Plan 18	Strategic Objectives Identity

## 5.0 The Framework Plan

Plan 19	The Framework Plan
---------	--------------------

## ACKNOWLEDGEMENTS

The first draft of this document was completed by a team led by The Planning Group. Consultants who worked alongside The Planning Group included Essential Economics, Land Design Partnership, Traffix Group and Foresight Pty Ltd.

David Lock Associates took this document beyond the first draft. Aspect Digital did 3 dimensional modelling to support built form aspects and Dr. John Grant gave input to the walkability component.

The Working Group, Councillors, Council Officers, consultants and the DSE together with the people of Heidelberg contributed to making this an integrated strategy that will guide Heidelberg's future.

# EXECUTIVE SUMMARY

## 1.0

Melbourne 2030 and Council objectives have guided this structure plan.

### 1.1 Introduction

The Heidelberg Major Activity Centre and Biomedical Alliance Precinct Specialised Activity Centre Structure Plan was initiated by Banyule City Council in response to the Victorian State Government's Melbourne 2030 strategy. Melbourne 2030 includes key objectives to guide change in Activity Centres. These objectives have been integrated into the Heidelberg Major Activity Centre and the Biomedical Alliance Precinct Specialised Activity Centre Structure Plan.

Council's own objectives have guided the preparation of this plan. Local objectives for environmental, social and economic aspects are described in Council's:

- Municipal Strategic Statement
- Health Plan
- Environment Strategy.

A report to facilitate and implement change.

This report informs those responsible for facilitating and implementing change, to ensure best-practice theory results in realistic actions. It is structured in the following way:

1. **Introduction and Context** – describes the basis for objectives and strategies and gives a Vision for the Future.
2. **The People, the Place and the Opportunities** – describes the study area in terms of the people, access and connections, public realm, built form, land use and economic development and identity.
3. **Strategic Objectives** – describes the desired strategic outcomes to be achieved by development.
4. **The Framework Plan** – illustrates a composite of the Strategic Objectives throughout the Heidelberg Precinct.

Further guidance for specific precincts and key strategic redevelopment sites can be found in the Precincts Plan for the Heidelberg Precinct and the Implementation Strategy for the Heidelberg Precinct.

A large and diverse area.

Well known for landscape and undulating topography.

The study area is 215 ha.

Burgundy Street is in a valley.

Heidelberg station is centrally located.

## 1.2 The Study Area

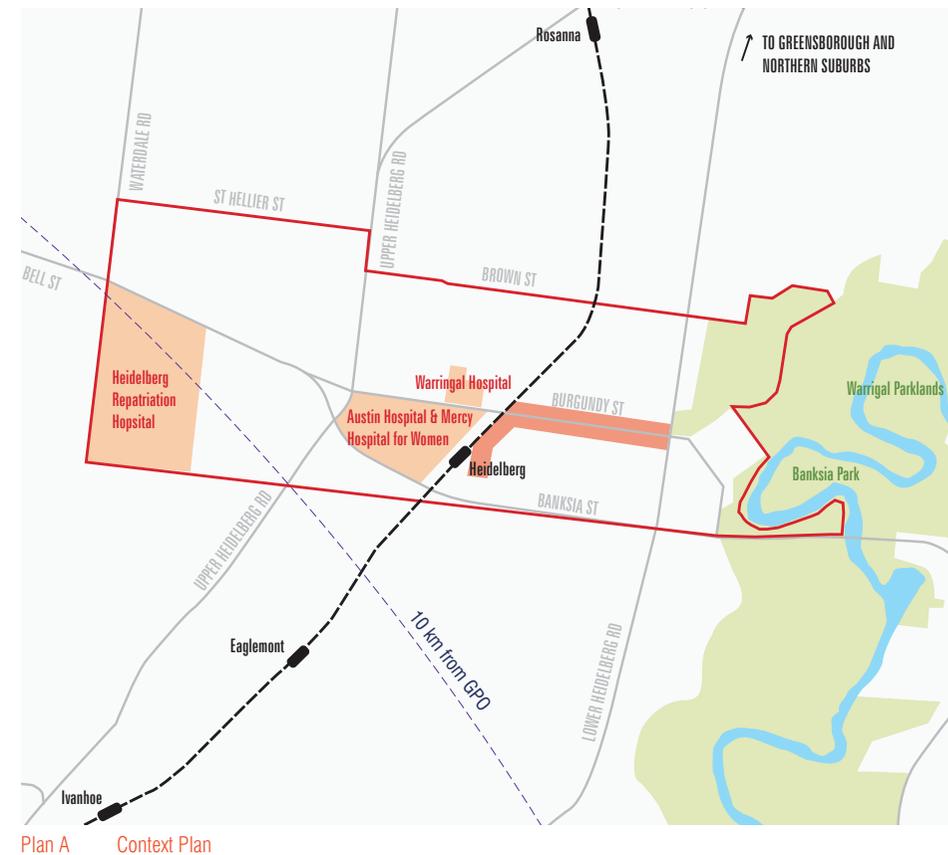
The Heidelberg Precinct is a large and diverse area, it has a charming main street, convenient retail and commercial services, attractive residential precincts and major hospitals.

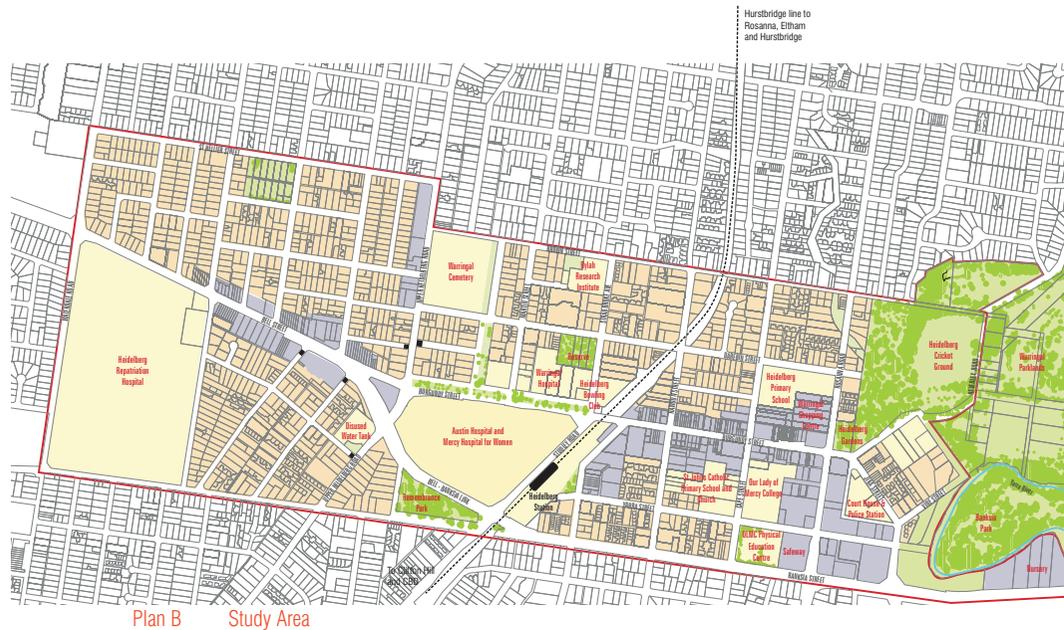
Heidelberg is about 11 kilometres north east of Melbourne's CBD. It is well known for its mature landscape and recreational spaces, including Warringal and Banksia Parklands. Its steeply undulating topography, gives extensive views across parts of Melbourne.

The study area is defined by the Yarra River, Brown Street, St Hellier Street, Waterdale Road and Banksia Street. It is approximately 215 hectares in size.

Heidelberg's topography has influenced the development of the Precinct. Burgundy Street in particular, lies in a valley between two ridgelines. The valley slopes from a highpoint at Burgundy/Bell Street in the west, down to the Yarra River to the east.

Heidelberg Railway Station is centrally located and is accessible from the Heidelberg Activity Centre and the Biomedical Alliance Precinct Specialised Activity Centre.





A preferred location for housing, retail and commercial uses and community facilities.

A plan to manage growth and reconcile conflicts.

Strategic Objectives described under 5 themes as a framework for change.

### 1.3 The Study's Purpose

Melbourne 2030 and Council's Municipal Strategic Statement identifies the Heidelberg Precinct as a preferred location for further higher density housing, retail and commercial uses and community facilities.

This Structure Plan supports growth to enhance liveability and sustainability in the Heidelberg Precinct and stimulate local economic and social activity. It also reconciles potential conflicts between land uses, allowing different components to complement one another. More specifically, it provides strategic direction and detailed recommendations to improve the identity of the precinct and its public realm, as well as better integrate public transport and pedestrian movement. The plan also describes a built-form that will accommodate future growth and strengthen the local economy.

### 1.4 A Framework for the Future

The Structure Plan provides a framework for strategic objectives under 5 themes:

- Theme 1: Access and Connections
- Theme 2: Public Realm
- Theme 3: Built Form
- Theme 4: Land Use and Economic Development
- Theme 5: Identity.

Collectively these strategic objectives provide a framework for change and are underpinned by Council's municipal Strategic Statement, Health Plan and Environment Strategy.

An activity centre characterised by sustainable transport.

### Theme 1: Access and Connections

This plan aims to create an area characterised by its "focus on the pedestrian", encouraged and supported by sustainable transport opportunities for walking, cycling, and public transport.

The strategic objectives identified for Access and Connections are to:

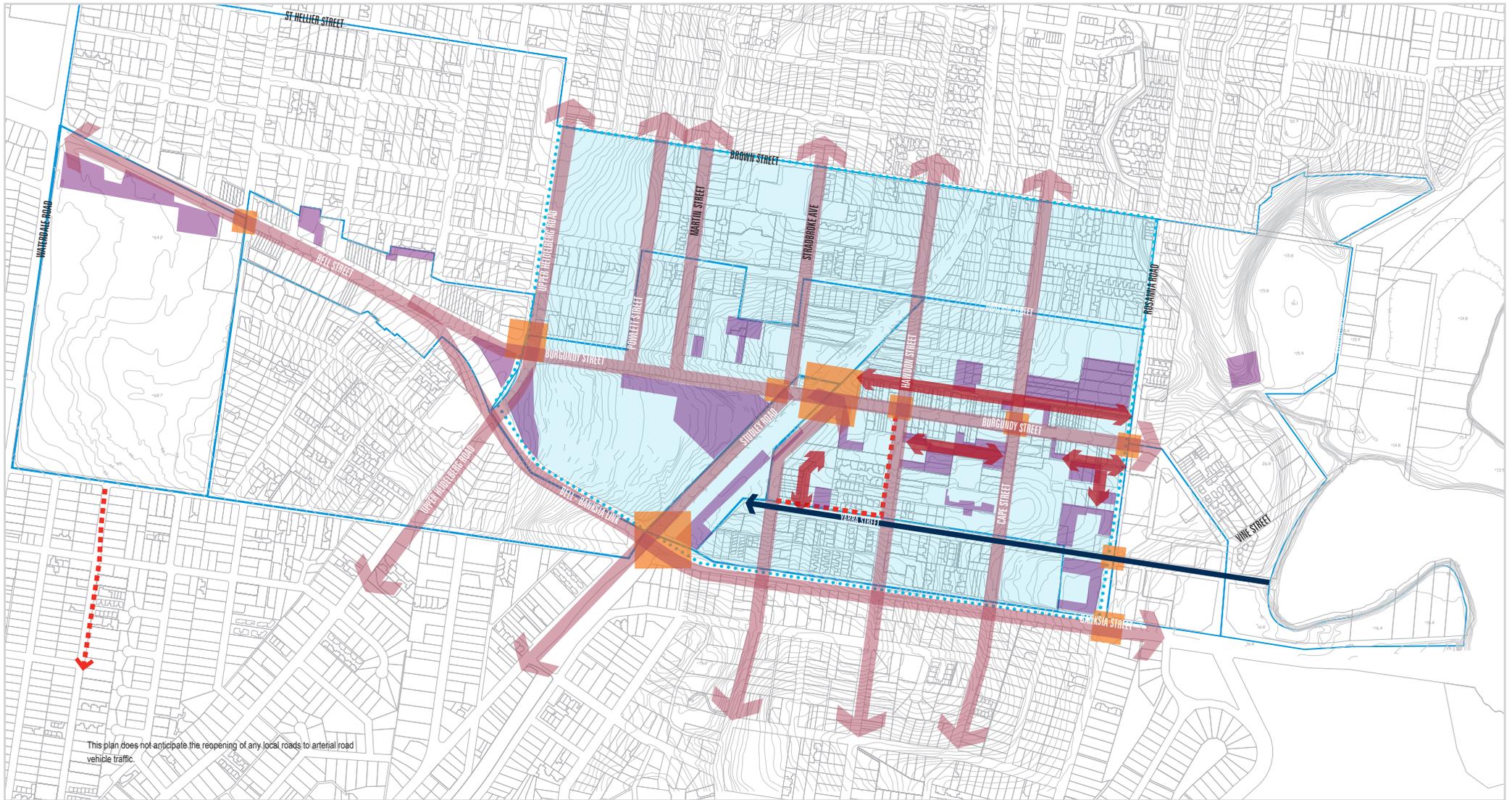
1. Improve, promote and encourage safe pedestrian access to and within the precinct
2. Improve, promote and encourage safe cycling access to and within the precinct
3. Improve, promote and encourage public transport use to and within the precinct
4. Minimise the adverse impacts of through traffic on pedestrians, cyclists and public transport
5. Provide for vehicular accessibility and connectivity
6. Provide for convenient access to commercial premises by service and delivery vehicles
7. Provide and manage an appropriate provision of car parking for all users of the precinct
8. Ensure the efficient operation of the regional road network.

These objectives will support Heidelberg's dynamic economy by maximising people movement through the streets in a pedestrian friendly environment to support growing retail, office, educational and medical services sectors that provide local jobs.

These Strategic Objectives will in part be achieved by:

- Prioritising pedestrian needs to establish Heidelberg's public realm as 'people places' by:
  - Intensifying and mixing land uses within the walkable catchment
  - Reducing traffic speeds to 40km/hr in defined pedestrian priority areas
  - Beautifying streets with landscaping and public art
  - Improving wayfinding systems and sheltered spaces for pedestrians.
- Enhancing the local bicycle network to improve access to and through the area.
- Implementing a car parking strategy that makes provision for:
  - Controlled on-street car parking
  - Residential parking permit areas
  - Multi-level car parking facilities integrated within mixed-use developments that complement pedestrian movement.
- Reduced on-site car parking and increased capacity for sustainable transport infrastructure.
- Ensuring that a comprehensive bus network operates to and from the activity centre.
- Developing an attractive, safe and amenable railway station to improve train usage.
- Ensuring convenient and safe access for service and delivery vehicles.

These actions do not anticipate the reopening of any local roads to arterial road vehicle traffic.



This plan does not anticipate the reopening of any local roads to arterial road vehicle traffic.

-  Study Area and Precinct Boundaries
-  Railway Line
-  Bus Route – existing and potential future
-  To improve, promote and encourage safe pedestrian access to and within the precinct
-  To improve promote and encourage safe cycling access to and within the precinct

-  To improve, promote and encourage public transport use to and within the precinct
-  To minimise the adverse impacts of through traffic on pedestrians, cyclists and public transport
-  To provide and manage an appropriate provision of car parking
-  To provide for convenient access to commercial premises by service and delivery vehicles
-  Pedestrian Priority Precinct



## Heidelberg Structure Plan

Plan C:  
Strategic Objectives Access  
and Connections




1:7500@A3

A centre with a great public realm.

## Theme 2: Public Realm

The plan promotes the development of a centre with a great public realm which is enticing, animated and comfortable for a range of users. This supports social connectivity and helps create a strong sense of "place". It will also help manage flood impacts to support safe public places. This involves the State Government and Melbourne Water, the regional drainage and floodplain management authority, to give assistance to Council.

The strategic objectives identified for the public realm are to:

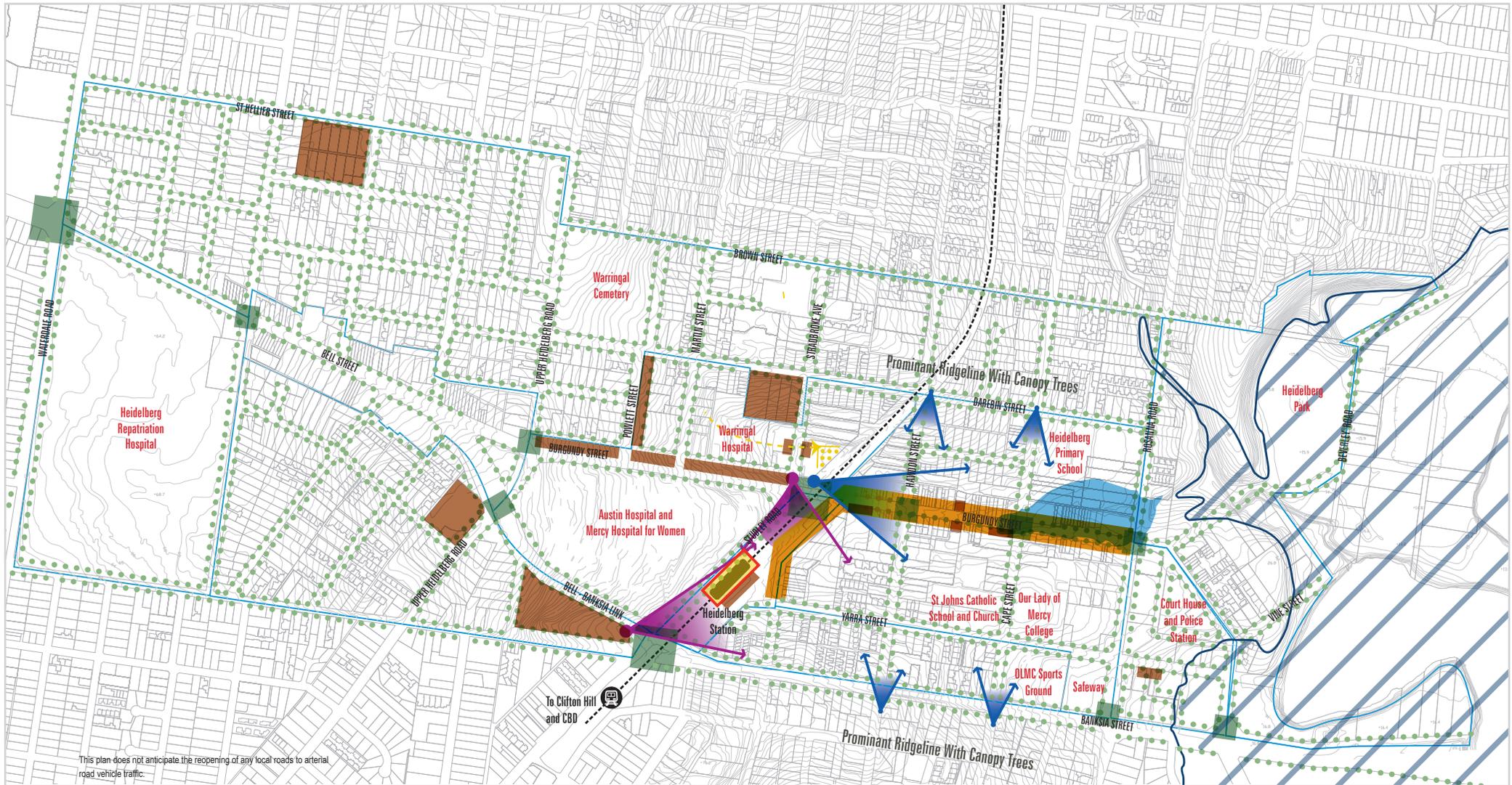
1. Create attractive, safe and high amenity street, civic and open spaces that enhance and serve new levels of activity within a vibrant and interesting setting
2. Create an attractive, safe and highly amenable railway station and surrounding streets that enhance and serve new levels of activity within a vibrant and interesting setting
3. Retain views across and along the Burgundy Street Valley
4. Consider views of the railway station
5. Manage flooding and stormwater impacts with State Government and Melbourne Water assistance.

These Strategic Objectives will in part be achieved by:

- Enhancing existing public spaces and creating additional meeting spaces that are well integrated into established streetscapes by:

- Preserving and enhancing existing public spaces along Burgundy Street
- Establishing new informal meeting spaces on Yarra Street, close to the Yarra River and Stradbroke Avenue within the medical services precinct
- Encouraging new developments that create deliberate spaces as elements of an overall integrated development concept
- Recognising the importance of footpaths and spaces at the front of buildings to act as a network of informal meeting spaces and as a logical interface between public and private space
- Ensuring that the spaces created can be utilised by a wide range of users and for different purposes i.e. active or passive use.
- Supporting a master planned development for the Heidelberg Railway Station that incorporates a public plaza and other community uses.
- Supporting ongoing improvement of natural and regenerated environments, in particular those along the Yarra Valley regional open space corridor. Such improvements shall enhance access to nearby facilities, such as the Heide Museum of Modern Art and Birrarung Park.
- Improving key intersections to ensure pedestrian priority.
- Supporting overall streetscape and landscape improvements with the State Government and VicRoads involvement.
- Protecting and enhancing key sightlines along the valley and of the railway station.

These actions do not anticipate the reopening of any local roads to arterial road vehicle traffic.



This plan does not anticipate the reopening of any local roads to arterial road vehicle traffic.

-  Study Area and Precinct Boundaries
-  Railway Line
-  Streetscape improvements, including public spaces
-  Intersection improvements
-  Landscape improvements
-  To retain views across and along the Burgundy Street
-  To consider views of the railway station
-  New or enhanced public spaces
-  To develop an attractive, safe and highly amenable station and surrounding streets, that enhance the role and character of the study precinct and contributes to its vibrancy and interest
-  Manage stormwater impacts—special building overlay (SBO) with State Government and Melbourne Water assistance
-  Floodline: Land below this line subject to inundation as identified in planning scheme
-  Buildings to be designed or remodelled to appropriately manage stormwater and flooding impacts



# Heidelberg Structure Plan

Plan D:  
Strategic Objectives  
Public Realm



1:7500@A3

A centre where the built form responds to sensitive interfaces, future needs, landscape and character.

### Theme 3: Built Form

The plan aims to create a centre where the built form responds positively to sensitive interfaces, commercial, retail and service needs, housing requirements, landscape, topography and character.

The strategic objectives identified for built form are to:

1. Ensure that new residential development is of an appropriate scale and is sensitive to the interface with the Yarra Valley open space environment and floodplain
2. Encourage high quality commercial buildings of appropriate height and scale
3. Ensure Burgundy Street retains its primary retail form
4. Ensure that new development makes a positive contribution to the existing streetscapes and urban form
5. Respond to and respect the character of urban form in residential areas adjoining the precinct
6. Allow for built form that signifies the importance of the medical services precinct, whilst not detracting from the high quality low scale residential development in the precinct
7. Encourage a more diverse housing stock to enable and facilitate people to reside in or adjacent to the centre such as in upper floors above retail or commercial spaces in well designed mixed use buildings
8. Develop dwellings compatible with the prevailing residential built form
9. Use environmentally sensitive and sustainable design and building technologies.

Importantly, these objectives illustrate that any new development must achieve a well considered design response. This involves a strong commitment to achieving sustainable building outcomes that exceed current minimum standards.

These Strategic Objectives will in part be achieved by:

- Ensuring new development responds to and respects the character of urban form in residential areas adjoining the precinct.
- Ensuring new development is of an appropriate scale and is sensitive to the interface with the Yarra River and open space.
- Ensuring greater height and scale is located in the centre to enable mixing of uses such as retail, commercial and a variety of residential options to support a vibrant activity centre.
- Encouraging built form to be sensitive to overshadowing adjacent buildings.
- Encouraging new medical buildings to be located close to the existing hospitals to form a medical facilities cluster.
- Ensuring that all new development makes a positive contribution to the existing streetscapes and urban form.

#### **Please Note:**

*The built form depicted in the 3D model illustrations throughout this plan show built form at the maximum heights and setbacks. It must be noted that*

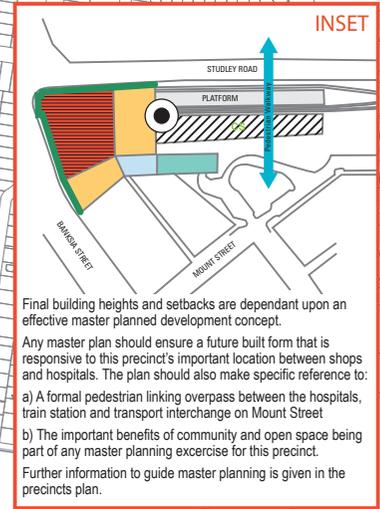
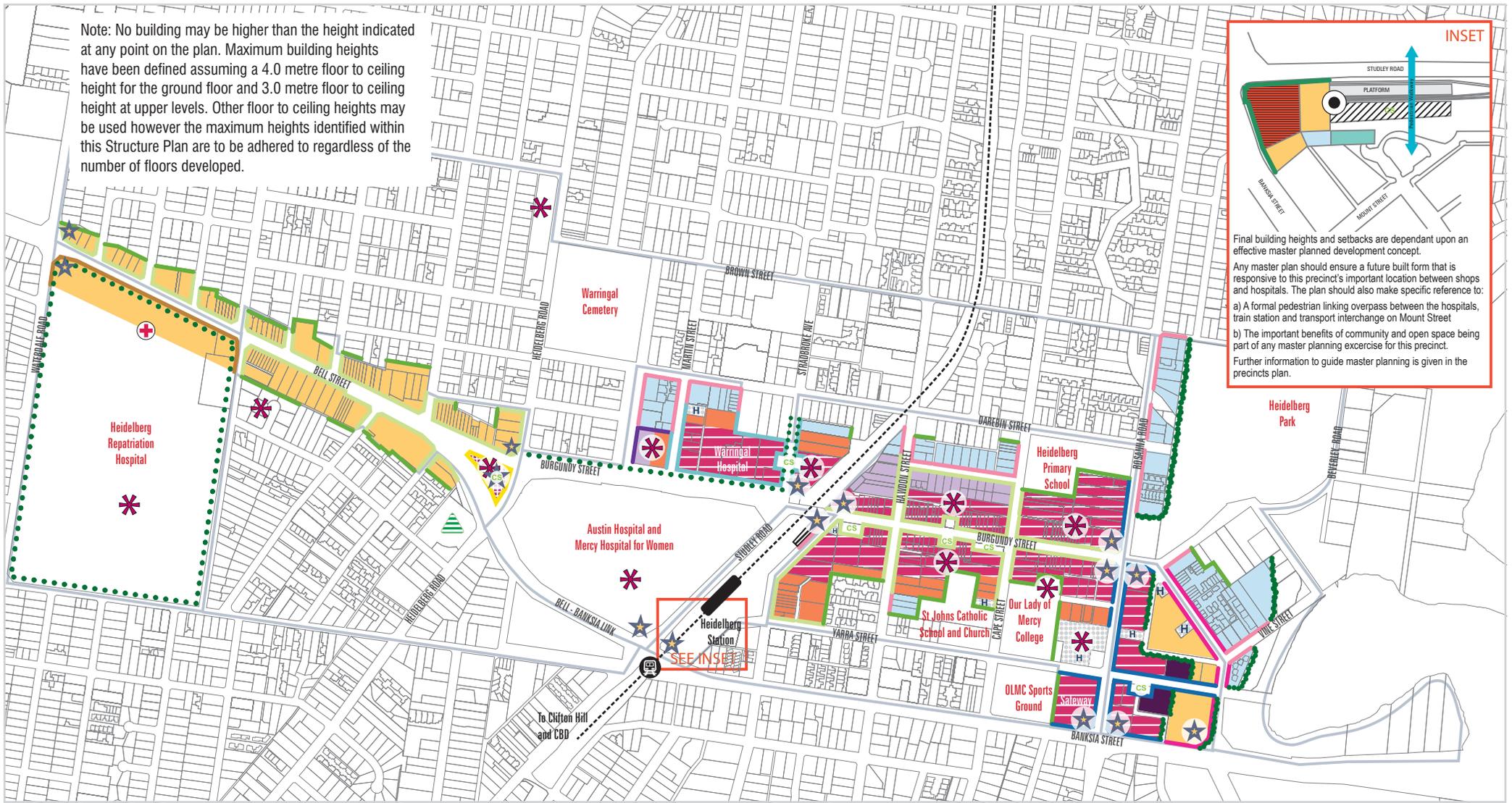
*a) Many individual buildings will in-fact not reach the maximum height due to site/proposal constraints (i.e. size of building footprint will limit potential height, intended land use, provision of on-site car parking, etc.).*

*b) The height of any development will depend on the quality of building design, setbacks, façade treatments and various other factors ensure an appropriate outcome.*

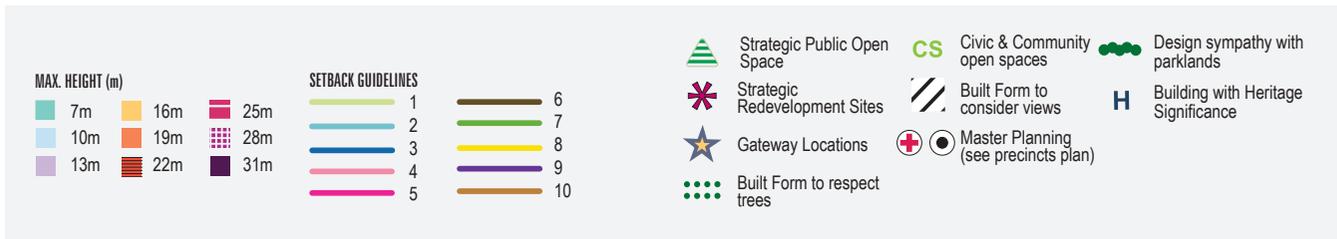
*c) A proponent must show that any proposed height, not only fits below the limits described by this structure plan, but also complies with separate DSE design guidelines and other planning scheme provisions.*

*d) A good design outcome is dependent on integrated ESD (including water sustainability) outcomes within a development proposal. This can be enabled by preparing an ESD Management Plan that shows environmental performance on various parameters.*

Note: No building may be higher than the height indicated at any point on the plan. Maximum building heights have been defined assuming a 4.0 metre floor to ceiling height for the ground floor and 3.0 metre floor to ceiling height at upper levels. Other floor to ceiling heights may be used however the maximum heights identified within this Structure Plan are to be adhered to regardless of the number of floors developed.



Final building heights and setbacks are dependant upon an effective master planned development concept.  
 Any master plan should ensure a future built form that is responsive to this precinct's important location between shops and hospitals. The plan should also make specific reference to:  
 a) A formal pedestrian linking overpass between the hospitals, train station and transport interchange on Mount Street  
 b) The important benefits of community and open space being part of any master planning exercise for this precinct.  
 Further information to guide master planning is given in the precincts plan.



**Heidelberg Structure Plan**

Plan E:  
Strategic Objectives  
Built Form

0 100 200 400 600  
1:7500@A3



Built form to be designed such that it considers views to and across Heidelberg.



Buildings to be designed to respect the integrity and extent of street trees and other substantial trees. This includes setting back new or modified buildings away from the canopy area and roof zone of the street trees any substantial trees on the properties.



The detailed design and treatment of facades for buildings visible from the parklands is to be sympathetic with the parklands environment. Buildings should be designed to compliment the neighbouring parklands by, among other things:

- Having a clean architectural finish to the roofline to present an attractive silhouette to the park.
- Ensuring that the location and design of signage as well as the materials and colours used are sympathetic to the parkland.
- Displaying good building design and strong building articulation to add interest to the building when viewed from the parkland.
- Using complementary fence and landscaping treatments along boundaries with the parkland and active ground floor frontages for improved passive surveillance along built interfaces.
- Using roof-top gardens, terraces and other landscaping to soften the impact of the development on the parkland.

## CS

Buildings set back to create civic space – community gathering spaces. (see Plan D: Strategic Objectives Public Realm) **The spaces identified are indicative only.**

The spaces are to be well used and safe, providing activities at the edges and a high degree of comfort for the user. The design and use of the space is to ensure integration with activity along the relevant street.

The improvement and preservation of community gathering spaces will form part of an important network of spaces for the community. These spaces may provide enhanced opportunities for footpath trading, public art, small festival/market spaces, landscape and recreational improvements, etc.

Future development will be the catalyst to make more functional and interesting gathering spaces in front of new development and on those sites where spaces currently exist.

Spaces will include: several in front of existing buildings (e.g. Church, Burgundy Plaza); and open space incorporated within property frontages that will supplement the existing width of footpaths.



Buildings at key gateway locations (see Plan G: Strategic Objectives Identity) to be designed such that appropriate components of the building and/or landscape elements contribute to the identity and place making of the locality. This may be through the use of distinctive architectural forms and/or landscape



Strategic Redevelopment Sites – extent of development and locations of open space to be determined through site masterplanning.

Detailed guidelines can be found in the Implementation Strategy.



Strategic Public Open Space. Yarra Valley Water Site to be fully developed for public open space.



Train Station Precinct: Extent of development to be determined through site master planning, with guidance found in the Precincts Plan.

Any master plan should ensure a future built form that is responsive to this precinct's important location between shops and hospitals. The plan should also make specific reference to:

- a) A formal pedestrian linking overpass between the hospitals, train station and transport interchange on Mount Street.
- b) The important benefits of community and open space being part of any master planning exercise for this precinct.

Further information to guide master planning is given in the precincts plan.



Repatriation Hospital Precinct: Any master planning should ensure a future built form that is responsive to various characteristics. In particular, the plan should:

- a) Reinforce the importance of the large trees along and near the Bell Street frontage of the hospital. These trees should be retained in any master planning or development application for the site.
- b) Establish a well-designed prioritised pedestrian environment that does not restrict the community from accessing streets and spaces throughout the site.
- c) Enable increased on-site parking that not only mitigates overflow carparking onto abutting streets, but also contributes to the long-term parking needs of staff and visitors for the Austin Hospital facility on Burgundy Street and the Repatriation Hospital.
- d) Provide no further vehicle exits or entrances off Edwin Street and no changes to existing that do not benefit the local community.
- e) Illustrate a built form and landscape outcome at the perimeter of the site that at least compliments and preferably adds to the neighbourhood character of immediate residential areas.



Further detail to guide master planning is given in the Precinct Plan.

## H

Development on the site and adjacent to it to be designed such that it maintains and respects valued views to, and character of, the heritage significant buildings.

Buildings with heritage significance, as defined by the Banyule Planning Scheme, within the Built Form area.

Council's 1999 heritage study provides an inventory of heritage sites and places across Banyule. This study grades the significance of structures.

- Grade A structures are places of individual cultural significance and integral to the historic nature of Banyule.
- Grade B structures are places that have cultural significance in Banyule, due to their architectural integrity and/or historic associations.
- Grade C structures are places that contribute to the architecturally historic character and cohesiveness in Banyule, and are of local interest.

Only Grade A and B sites are protected by the heritage overlay and as such the built form plan does not show all heritage sites.

The provisions of the Banyule Planning Scheme must be considered to appreciate the location of heritage sites and places in Banyule. This information will influence the future development of sites including abutting properties.

Any future review of the heritage study may amend the significance of heritage sites and places. The current heritage study must be considered during the site analysis and preparation of any proposal.

Note 1: Built form must not compromise the amenity of adjacent residential land uses and must minimise the impacts of overlooking, overshadowing, noise, visual bulk – refer to the standards contained within Clause 55 of the Planning Scheme and Activity Centre Design Guidelines for Higher Density Residential Development (DSE 2004).

Note 2: Building design must be well articulated, and mitigate overlooking, overshadowing, noise and must respond appropriately to the public realm. Refer to Activity Centre Design Guidelines for Higher Density Residential Development (DSE 2004) and Clause 55 of the Planning Scheme.

A centre where there is continued opportunity and economic growth.

#### Theme 4: Land Use and Economic Development

The plan aims to create an activity centre where there is continued opportunity for appropriate housing, access to community facilities and ongoing economic growth.

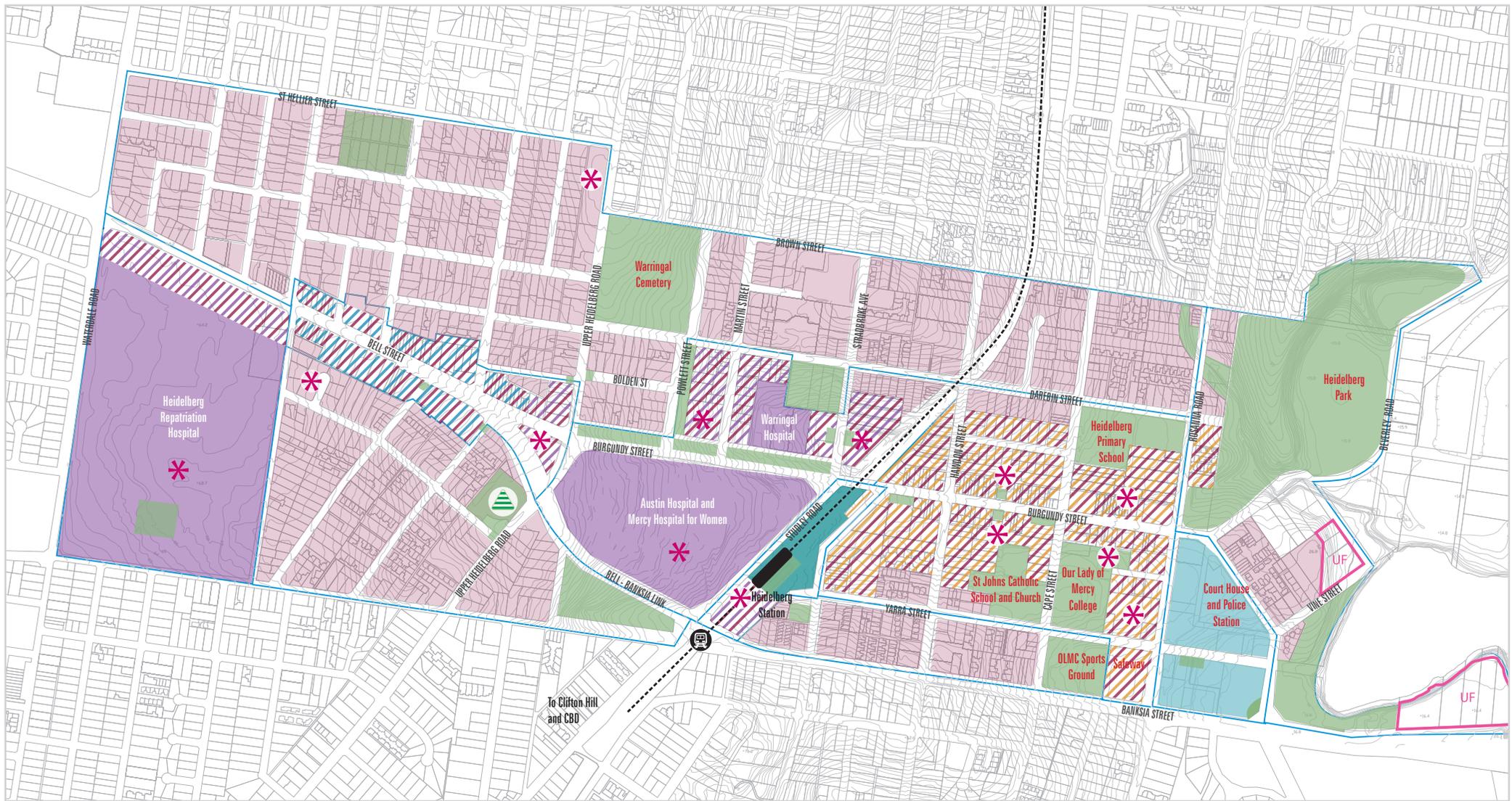
The strategic objectives identified for land use and economic development are to:

1. Retain and improve Heidelberg Central's convenient shopping role with both main street and shopping centre activities encouraging comparison shopping (fashion, footwear, homewares, bookshops, etc) and cafes/restaurants
2. Promote mixed use development in appropriate locations
3. Provide opportunities for medium density housing
4. Provide a diverse range of dwelling sizes and types, including opportunities for affordable housing and apartments in mixed use buildings
5. Encourage redevelopment of key strategic sites
6. Efficiently provide structured and unstructured leisure, recreation and social opportunities that respond to community needs
7. Strengthen the wide range of health care, family support and professional services, consolidated adjacent to the major hospitals encouraging medical facilities and services to locate in appropriate precincts
8. Provide opportunities for higher dependency retirement care
9. Continue to provide a range of small and medium sized bulky goods retailing to serve a regional catchment
10. Promote the development of regional commercial and administrative land uses.

These Strategic Objectives will in part be achieved by:

- Encouraging mixed use development in the core of the activity centre.
- Ensuring structured or unstructured leisure, recreation and social opportunities are located throughout the activity centre.
- Encouraging residential development on Burgundy Street to add to the vitality of the shopping strip and support the use of public transport and other services and facilities.
- Encouraging residential development along Bell Street that integrates with other land uses and support the use of public transport and other services and facilities.
- Ensuring development has a strong emphasis on environmental and economic sustainability.
- Enhancing the local economy by allowing additional retail and commercial floor space to be integrated within mixed-use developments.
- Enabling the clustering of medical services around existing hospitals and Bell Street.
- Focusing major commercial redevelopment that is centred on Yarra Street, between Rosanna Road and Dora and Jika Street.
- Enabling bulky goods and other retailing to occupy frontage along Bell Street that is integrated with other uses.

These actions will be supported by a pedestrian priority precinct that supports Heidelberg's dynamic economy by maximising people movement through streets. A pedestrian friendly environment will support growing retail, office, educational and medical services sectors that provide local jobs.



-  Study Area and Precinct Boundaries
-  Railway Line
-  Transport hub
-  Structured and unstructured leisure, recreation and social opportunities that respond to communities needs
-  Hospital
-  Health care, family support and health professional services - mixed use - may include higher dependency retirement care
-  Regional commercial and administrative uses

-  Retail and commercial - mixed use (opportunity for health care above ground floor)
-  Small and medium sized bulky goods retailing - mixed use (opportunity for health care within mixed use developments)
-  Residential
-  Residential - mixed use
-  Strategic redevelopment sites
-  Urban Floodway
-  Strategic Public Open Space



**Heidelberg**  
Structure Plan

Plan F:  
Strategic Objectives  
Land Use and Economic  
Development



1:7500@A3

A distinctive identity for local people and visitors alike.

### Theme 5: Identity

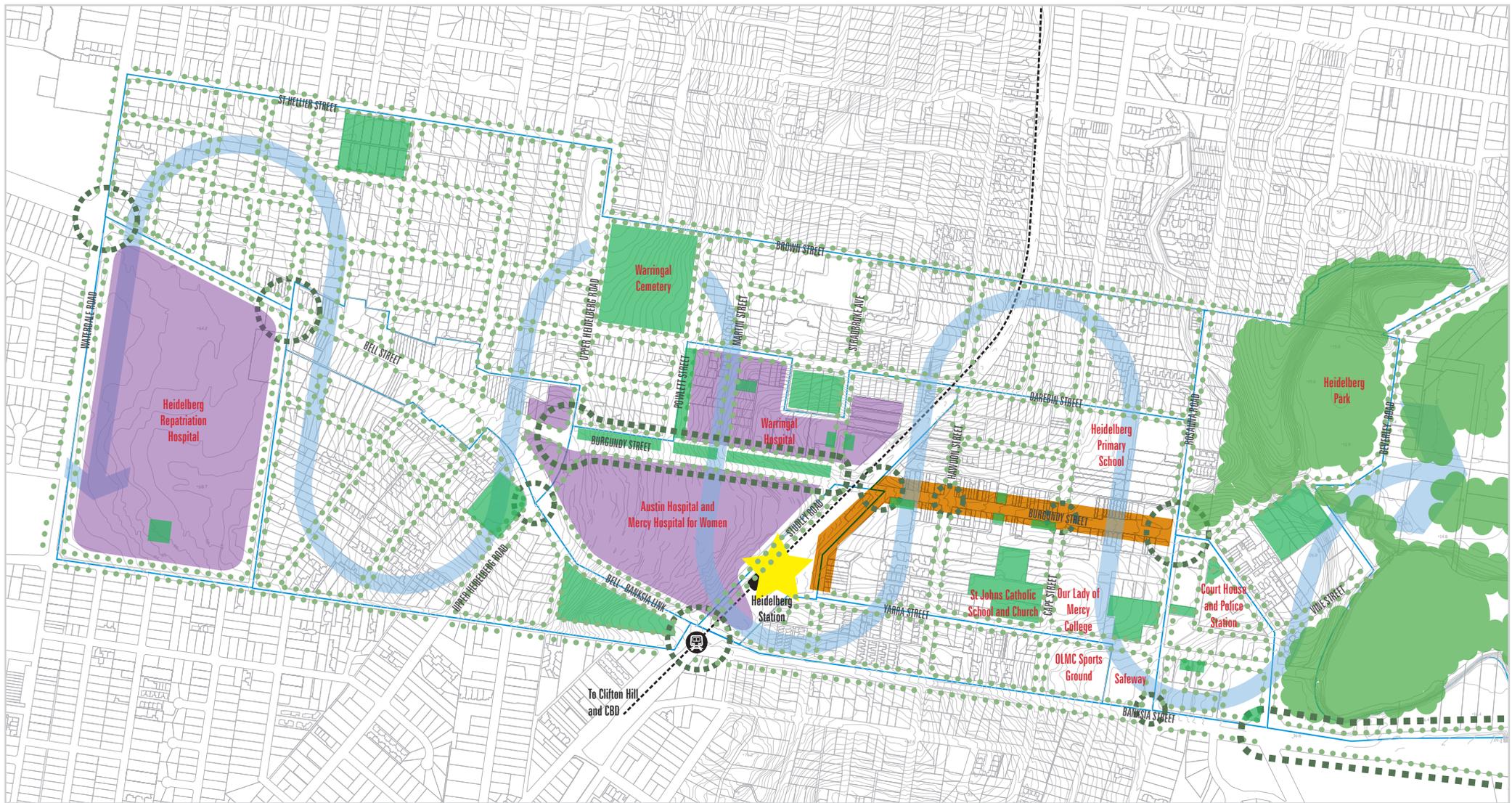
The plan aims to compose an identity for local people and visitors alike that incorporates Heidelberg's many distinctive features.

The strategic objectives identified for identity are to:

1. Improve the image and identity of Heidelberg's shopping precinct
2. Capitalise on the environmental, artistic and cultural heritage of the area
3. Conserve the area's heritage buildings and landscape features, and ensure that new development is respectful and complements the heritage character of the area
4. Realise the potential of key intersections to read as gateways and roads as landscaped boulevards
5. Provide the area with a landscape identity, particularly one that fosters comfortable pedestrian movement
6. Enhance the environmental quality of stormwater drainage, ensuring the cleanliness of stormwater drainage prior to discharge into the Yarra River, with State Government and Melbourne Water assistance
7. Protect and enhance the wildlife corridor value of the Yarra River and its adjoining vegetation
8. Improve the image and identity of Heidelberg's Medical Precinct
9. Recognise the station's role as a major gateway to the study area.

These Strategic Objectives will in part be achieved by:

- Developing an activity centre that encourages a mix of people to live in, work in and visit Heidelberg.
- Enhancing entertainment and cultural opportunities, focused on Burgundy Street, Mount Street and the redeveloped train station.
- Securing the conservation of the area's heritage buildings and landscape and ensuring that new development is respectful and complements the character of the area.
- Reinforcing interest in the 'Heidelberg School' art movement, through community and business events and streetscape improvements. Opportunities for an art facility should be investigated that would include an art gallery, performance areas and/or public meeting spaces.
- Exploring opportunities for festivals, events and/or other activities that strengthen the entertainment and cultural identity.
- Protecting and enhancing the green corridor of the Yarra River and its adjoining vegetation and enhancing linkages between The Precinct and the green corridor.
- Consolidating and enhancing the identity of a medical precinct.
- Enhancing key intersections and roads to be read as gateways and landscaped boulevards.
- Recognising the role of the railway station as a major gateway to the study area by enabling development to occur.



-  Study Area and Precinct Boundaries
-  Railway Line
-  To improve the image and identity of Heidelberg's shopping precinct
-  To conserve the area's heritage buildings and landscape features, and ensure that new development is respectful and complements the character of the area [affected area indicative only]
-  To realise the potential of key intersections and roads to read as gateways and boulevards
-  To provide the area with a landscape identity, particularly one that fosters comfortable pedestrian movement

-  To capitalise on the environmental quality of stormwater drainage, ensuring the cleanliness of stormwater drainage prior to discharge into the Yarra River
-  To protect and enhance the wildlife corridor value of the Yarra River and its adjoining vegetation
-  To improve the image and identity of Heidelberg's Medical Precinct
-  To recognise the role of the Station as a major gateway to the study area



# Heidelberg

## Structure Plan

Plan G:  
Strategic Objectives  
Identity

