

1.2 LAND USE

The Amcor site will be primarily redeveloped to provide housing for a new residential community of approximately 2500 households. A key aim is to ensure the development is inclusive in its programming and housing provision, and hence it is intended that the development plan provides for housing ranging from large detached homes to townhouses, live/work homes, low rise apartments, industrial conversions for loft apartments, more conventional apartments and affordable secure rental accommodation for lower income households.

Underpinning this new neighbourhood will be a new mixed use Village Precinct and a series of destinations for passive & active recreation and social interaction. It is intended that each of these will be accessible for all visitors as well as occupiers of the precinct. The Mixed Use Village will incorporate supermarkets and convenience retail, hospitality as well as showroom opportunities to its ground level Heidelberg Road and Chandler Highway interfaces. Urban development will be most intense in the Village Precinct and the adjoining Gateway and Artisan Precincts, both flanking major roads. No retail or hospitality activity is intended to be provided in the immediate interface with the Yarra River or Alphington Park.

*Community Uses:* The proponent has a vision for an innovative integrated Community Hub facility, to be located in the Village Precinct. Discussions with State and Local Government have been undertaken with a view to realising the shared facility. The vision considers a range of uses including:

- Junior School Campus for Alphington Primary School.
- Early Learning Centre.
- Swim School.
- Community Activity Rooms.
- Alphington Art School Workshops.
- Rooftop Play and Play Entry.

This specific opportunity is dependent on achieving the necessary support from multiple government agencies and other stakeholders. Further discussions will be actively pursued through the development implementation process.

*Mixed Use Precincts:* The Village Precinct and adjoining Artisan Precinct will collectively provide a diverse neighbourhood activity hub comprising a range of everyday retail from large supermarket to smaller cafe uses. Alphington will have a new local meeting place with the capacity for larger events. Other complementary uses may include:

- Medical Services.
- Gymnasium.
- Office.
- Small Showroom Spaces.
- Hospitality.
- Performance Space.
- Aged Care.

*Residential precincts:* Distinctive residential precincts will be provided across the site with higher density generally provided at the north-west corner of the site, close to Heidelberg Road to the north and Chandler Highway to the west. Dwelling densities generally decrease towards the Yarra River to the south and to Parkview Road to the east.

1.3 BUILT FORM

The unique characteristics of the site have demanded a particular site response that enables effective interaction with the river, Alphington Park, adjoining residential neighbourhoods and the surrounding main roads. Amenity within the public realm has informed the placement and scale of buildings with the aim of ensuring that streets and spaces enjoy access to sunlight, buffering from noisy perimeter roads, a sense of safety and security through good engagement between buildings and streets and appropriate environmental conditions for their intended purpose.

The outcome has seen a low rise, primarily two storey edge to Alphington Park and the riverfront with much of the hinterland development area being characterised by a typically three level scale. The tallest development is located at the gateway intersection of Chandler Highway with Heidelberg Road scaling down to lower buildings to the east and down along the Chandler Highway connection towards the river. It is intended that new development would be generally consistent with the established heights within the DPO schedule 11 of 14 levels at its maximum height and lower 8 and 5 level heights to the remaining frontages. Where preferred heights are indicated additional height may be considered at planning application stage where it is consistent with the principles set out in the design guidelines.

Carparking has been fully embedded in the development in the case of mixed use and apartment style development to ensure that the podium areas are invested with residential, commercial or community activity that ensures the street experience is one that is visually engaging and diverse.

Historic buildings have, where practicable, been adaptively reused. Where this may not be possible due to known contamination or other issues, a strategy to ensure they are appropriately recorded and sensitively reinterpreted has been put in place so that their contribution to the character and visual memory of the precinct is not lost.

The master plan facilitates new connections through the currently impermeable site. In doing this it creates opportunities for diverse precincts that provide a transition in scale from Heidelberg Road and Chandler Highway down to the Yarra River to the south and Parkview Road to the east.

Specifically, the following design objectives have been implemented:

- Opportunities for the creative reuse of heritage building fabric as an authentic feature of the neighbourhood.
- Interpretation of the former turbine hall as a new residential development.
- A high quality, car free, urban park known as the Paper Trail incorporating interpretation of the former Outer Circle rail sidings. The buildings adjoining the Paper Trail recall the industrial built form of the former factories.
- Diverse material language.
- Retaining industrial artefacts as wayfinding devices.
- Brick ends to appropriate townhouse dwellings as an urban marker and historical memory.

The ESD Strategy within this Development Plan and the Design Guidelines within Chapter 5 will ensure that high quality architecture is provided throughout the site. Future built form will incorporate opportunities for best practice in environmental management while also providing a high standard of internal amenity for future occupants.

The proposed development seeks to re-integrate the site back into the south Alphington and south Fairfield community by providing new connections and active interfaces throughout the site as well as providing opportunities for new community services that will add to the range of facilities available within the local area. The Community Infrastructure Report provides further information in relation to the need to provide community facilities on the site.

The Conservation Management Plan that forms part of this Development Plan sets out the framework for retaining and reusing existing buildings that will retain important links to the site's industrial past.

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## 3.2 PLACEMAKING

The logic of the overall site arrangement seeks to create a richly interconnected series of places accessible to both occupants of the development and visitors from the wider community. The masterplan is structured to retain and adapt elements of the existing character of the site while introducing a new layer of uses and places. The masterplan deliberately seeks to avoid a *tabula rasa* approach that would remove the distinctive and valuable aspects of the site in favour of an approach that engages with layers of previous uses and connects with the surrounding context.

The site design response also seeks to reinterpret the themes identified in the Conservation Management Plan and previous heritage studies for the site. These six themes, specifically paper manufacture, transportation, power generation, water supply, site operations and outside influences, will be incorporated in multiple ways throughout the masterplan design to create legible links with previous uses. The masterplan provides a co-ordinated overall design framework for the site while retaining sufficient flexibility to encourage a diverse range of individual design responses.

### URBAN STRUCTURE

The site response is structured by a number of key design moves:

- Retain and interpret the scale and materiality of selected heritage buildings that are key to defining the existing character of the site and the significance of prior uses. Allow for their sensitive reinterpretation (in line with the Conservation Management Plan) to introduce new uses within the envelope of the existing built form.
- Create a River Park at the southern end of the site as the main public open space provision for the whole community. This specifically designed public space will link the existing Alphington Park with the Yarra River landscape corridor while providing a range of opportunities for public activities.
- Introduce a Main Street linking Chandler Highway and Heidelberg Road as a major connector within the site. The existing arterial roads at the interfaces to the site carry too much traffic to support pedestrian-focussed frontages needed for a local centre. A new link allows for a better designed, controlled vehicular entrance and a higher amenity pedestrian entry for the site. The locations where Main Street meets Heidelberg Road and Chandler Highway will become the major vehicular gateways for the site.
- Provide significant community gathering points within the site:
  - A series of parks reinforce the landscaped identity of the site, providing focal points for the different precincts.
  - At the northern end of the site, Alphington Square will provide a focus for the Village Precinct, activated by a wide range of nonresidential uses such as retail and hospitality fronting onto the space.
  - The Artisan Park provides a central open space for the site, activated by outdoor dining, shade trees and flexible lawn space.
  - The Workshop Park will be characterised by the heritage of the Workshops Precinct, and will provide BBQ areas, seating and sculpted lawn spaces.
  - An industrial heritage piazza in the Riverfront Precinct will provide a significant public open space at the southern end of the site. The space will contain industrial heritage elements and interpretive elements that will help explain the heritage context and the site's integrated water cycle strategy.
  - The Paper Trail provides a designed landscape opportunity along portions of the western side of the site, broadly responding to the preexisting spur line of the outer circle railway. This open space allows for heritage interpretation and provides higher amenity for local residents.

- The major links running north-south between Alphington Square and the Industrial Heritage precincts provide significant opportunities for heritage interpretation in the public realm. These routes could contain signage, remnant industrial artefacts or other treatments that help to explain the previous uses on the site and the thematic framework that has been used to guide the development.
- Provide significant east west landscape streets to provide direct links across the site to Alphington Park and to extend the leafy landscape from the park into the site. These streets will provide an extension of the existing street character from other established parts of Alphington within the new development.
- Clearly defined site gateways will help distinguish the site but also provide design opportunities to encourage entry into the site. Both pedestrian and combined vehicular / pedestrian gateways have been identified, though each will take on its own character as more detailed design investigations are completed. The built form surrounding each gateway should respond to its context through distinctive design responses that mark out the gateway area.

### SITE PLANNING APPROACH

The site is composed of a number of superlot neighbourhoods stitched together by open space opportunities and movement links. As required by the DPO, the basic massing of the site locates higher built form towards Heidelberg Road and Chandler Highway (where it is more accessible from major transport routes and the rail transport corridor to the north) and lower heights tapering down towards the river and park interfaces.

The site is composed of four major character areas directly influenced by the interface to the surrounding context. To the north are the Village, Artisan and Gateway Precincts, which offer a more urban main street experience with residential, non-residential and community uses mixed together to encourage public-private engagement. To the east, is a residential neighbourhood (called the Park Precinct in this masterplan) influenced by the pre-existing residential subdivision and the proximity to Alphington Park open space. To the west are two residential neighbourhoods (Workshops and Outer Circle precincts) that respond to the industrial qualities of the previous uses. Finally, to the south is a Riverfront and Heritage residential precinct that responds sensitively to the river environment and allows opportunities to retain and enhance the existing landscape and heritage built form.

The legibility of the urban fabric will be enhanced through a clearly defined grid street layout. This configuration has been carefully considered to encourage pedestrian and cyclist accessibility while limiting opportunities for vehicle shortcuts through the site. This strategy will be further explained over the following pages.

### REGIONAL ACTIVITY ANCHORS

The vision for the site common to both the DPO and this masterplan is for a sustainable and predominately residential community, strongly integrated with the surrounding Alphington and South Fairfield communities. The inclusion of significant non-residential activities on the site is vital for achieving this vision, becoming attractors that anchor movement patterns across the whole area.

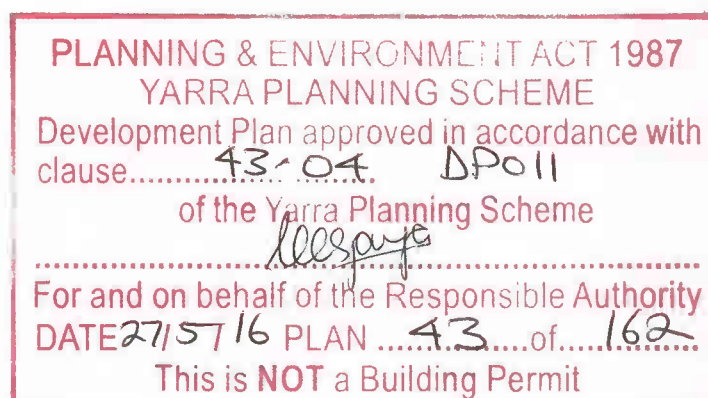
The northern precincts – comprising the community uses as well as significant retail, supermarkets and other commercial activities – will perform this role within the site. In a regional context the activities offered here, including larger supermarkets and other supporting retail, will be supportive but different to the range of uses offered in the surrounding area:

- The macroeconomic analysis provided in the Economic Assessment Report (in Volume 2) shows that the retail and commercial uses will be complementary and fulfil needs that are not currently serviced in this area.
- Recent experience of development in comparable inner Melbourne suburbs such as Northcote, Brunswick or Brighton all demonstrate busy strip shopping areas successfully co-existing with developments anchored by larger supermarkets. They offer different experiences for residents and increase visitation from a larger catchment area.

In the more immediate context the proposal will strengthen rather than compete with Alphington's relatively underdeveloped retail areas along Heidelberg Road. The location of the non-residential uses at the site interface and the diversity of activities proposed here will attract visitors from outside of the development. The permeability of the site and its proximity to a concentration of other uses along Heidelberg Road and in Alphington Park gives more legibility to Alphington as a regional destination. The development will act as an anchor supporting further retail and commercial renewal in the immediate area.



FIG. 25: DEVELOPMENT PLAN THEMATIC FRAMEWORK



3.6 LAND USES

The proposed uses of each precinct and estimated floor area for each use.

Precinct	Residential Use	Non-residential Use	GFA Range (m²) *Excluding Carparking	NLA Range (m²) (non-residential uses only)
1 GATEWAY PRECINCT	Apartments *Inclusive of affordable housing		24,000m² – 27,500m²	
		Hospitality / Retail		400m²
2 VILLAGE PRECINCT	Apartments *Inclusive of affordable housing		63,000m² – 66,500m²	
		Commercial		7,650m² – 11,500m²
		Community		1,250m² – 6,800m²
3 ARTISAN PRECINCT		Retail (inc. supermarkets)		12,750m²
	Apartments		30,000m² – 36,000m²	
4 PARK PRECINCT		Hospitality / Retail		2,000m²
	Townhouses / Detached Housing		49,000m² – 60,000m²	
5 WORKSHOPS PRECINCT	Townhouses / Apartments		36,000m² – 40,000m²	
6 OUTER CIRCLE PRECINCT	Apartments		20,000m² – 22,000m²	
7 HERITAGE AND RIVERFRONT PRECINCT	Townhouses / Apartments		34,500m² – 41,000m²	
TOTAL			257,000m² – 292,500m²	24,050m² – 33,450m²

FIG. 34: LAND USE TABLE

Note: The maximum amount of retail floor space to be provided in the development is no more than 15,160m2, comprising;

a) no more than two supermarkets with a maximum total floor space of 6,500m2 (between the two supermarkets combined);

b) mini majors of 1,450m2;

c) specialty retailing of 5,050m2

d) non retail floor space of 2,160m2; and

e) the total allocation of office/commercial must not exceed 11,500m2 and shall not be used for retail purposes.

The range of commercial/office uses (as distinct from the non-retail shop front uses) to be defined as follows:

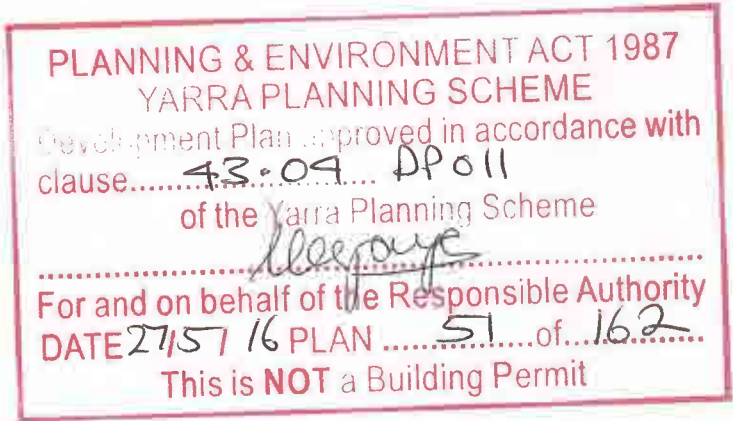
- Non-Retail

These uses are typically located amongst other retail uses and have a shop front into the mall or the street. These tenancies are commonly Banks, post office, travel agency, real estate, Tattsлото, and health funds. Generally these are retail type uses that do not report turnover.

- Commercial

These uses are typically located in traditional office space and more often located above the ground floor. These tenancies are commonly office tenants, medical centre, child care and gymnasium (and associated uses). These are the intended uses under this category in the Alphington development.

These lists are not intended to be exhaustive but merely to give an indication of the types of uses that fit within the respective categories.





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FIG. 113: ARTIST'S SKETCH OF SITE WITH PRECINCT 2 HIGHLIGHTED

5.9.2 VILLAGE PRECINCT

PLACE AND CHARACTER

The Village Precinct will be the heart of commercial employment and community activity for Alphington. It will act as an activity anchor for the whole development area, effectively extending the existing strip of retail along Heidelberg Road into the site.

The land area of the precinct, its context and the diverse mix of the intended uses require the provision of larger building footprints with landmark built form in prominent locations as a preferred outcome. The precinct will require an integrated design response that appropriately responds to its context and also creates an actively engaging heart for the community. Publicly accessible open spaces will form an integral part of the response.

The existing paper mill buildings along Heidelberg Road have provided a dominant contribution to the character of the local area. It will be important to sensitively incorporate the scale and materiality of these buildings into the new development when viewed from Heidelberg Road. In addition to this, the new buildings will act as a gateway to the new entrance of the site from both Chandler Highway and Latrobe Avenue emphasising architectural expression and height.

**PROGRAMME / LANDUSE**

Addressing two arterial roads, the Village Precinct will contain a significant proportion of non-residential uses including community, employment and retail activities. The concentration of uses will be supported by a range of higher density housing options integrated into the precinct.

The provision of retail opportunities such as supermarkets, speciality retail and hospitality will provide convenient access for surrounding residents. The upper levels provide opportunities for recreational facilities and commercial uses including medical services, commercial office space and studio offices.

In accordance with the recommendations of the Community Infrastructure Report, a minimum of 1700m2 of floor space for community facilities is proposed within the precinct. There is the potential to extend this facility with uses such as primary education and early learning centres, if

appropriate support from government is available. The Village Precinct also provides an opportunity for important community activities such as short stay accommodation and the mandated affordable housing requirement.

Centralised car parking opportunities, supporting the proposed facilities should be provided and both basement and podium options are to be explored. This is to be located in proximity to a centralised waste sorting facility.

**GRAIN AND PERMEABILITY**

Pedestrian paths through the precinct will be determined in response to the requirements of the proposed programme and architectural design. All community facilities should have well defined public entrances at ground level.

The larger building footprints will mean that the expression of building rhythm and a legible urban grain will largely be expressed through facade treatments and the design response.

A finer grain podium expression along Latrobe Avenue and the Village Square will be provided, typically activated frontages at ground level. This will contribute to both the vitality and informal surveillance of the public realm.

The north-south extension of the Paper Trail through Precinct 2A will facilitate a connection between the Artisan Precinct and Heidelberg Road. It also provides opportunities for heritage interpretation and informal open space for the local residential community.

**PRECINCT INTERFACES AND TRANSITIONS**

The tallest built form in the precinct should be located near the corner of Chandler Highway and Heidelberg Road. It should present as a grouping of landmark built form elements demonstrating very high design quality. The height of other buildings should generally scale down towards the south and the east.

*Arterial Road interface:* The built form interface to Chandler Highway and Heidelberg Road will act as a buffering element to protect the interior of the precinct from traffic noise. Where there are service areas these should be embedded within the built form and any entrances visually screened to limit the impact on the streetscape. The interface should

provide opportunities for appropriate visual activation such as showrooms with larger extents of glazing at ground level. At the main intersection of Chandler Highway and Heidelberg Road, a generous pedestrian arrival zone should be created as a gateway.

*Latrobe Avenue interface:* The interface to Latrobe Avenue should encourage visual engagement. Large floorplate uses such as supermarkets or podium car parking should be lined by more visually active uses such as residential or offices, presenting a habitable facade as an interface to the public realm. The scale of the street wall should respond to the opportunities for appropriate pedestrian interconnection.

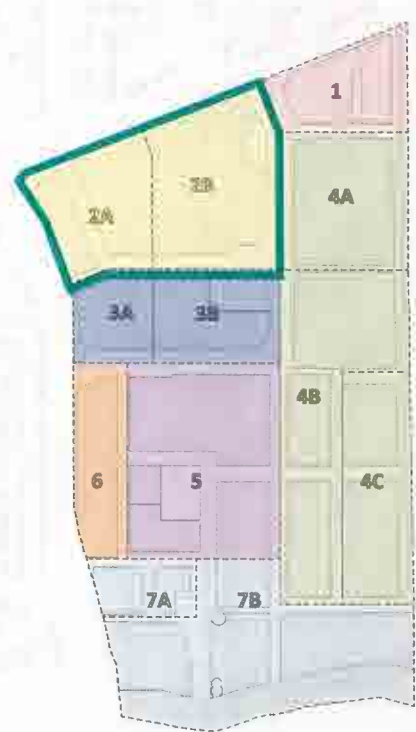


FIG. 114: PRECINCT 2 LOCATION MAP