

21.06 NEIGHBOURHOODS

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The following sections detail the key planning challenges, vision and strategies that relate to particular neighbourhood areas within the municipality.

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21.06-1 East St Kilda and Balaclava

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Key Planning Challenges

- Reinforcing the convenience and weekly shopping role of the Carlisle Street retail strip, whilst managing the increasing number of cafes / restaurants, bars and taverns.
- Maximising access to safe and direct pedestrian routes, recognising high rates of walking and the specific cultural needs of the Jewish community.
- Facilitating increased use of Balaclava Station, and improved integration with tram routes and other sustainable transport modes.
- Maximising opportunities for new affordable and social housing.
- Addressing the shortage of public open space, especially between Hotham Street and Orrong Road.
- Addressing the viability of smaller sized pockets of public open space and expanding them where possible.

Vision

- Carlisle Street Activity Centre retains its eclectic, bohemian and distinctly local character, and its range of independent businesses.
- The centre provides weekly retail goods and services and retains its civic and community focus, and continues to evolve by respecting and responding to the variety of cultures, ethnicities and community aspirations.
- The established residential areas retain their generally mixed architectural character and diverse housing stock, while heritage building and streetscapes are conserved and enhanced. Any new residential development respects the important setback and garden characteristics of the area.

Local Strategies

In addition to the objectives and strategies contained in 21.03, 21.04 and 21.05, the following local strategies must be considered and – where more specific detail is provided - take precedence:

In areas zoned Residential (except areas zoned Mixed Use)

- 6.1.1 Ensure that the heritage and neighbourhood character of established residential areas is not compromised by new development, through providing significant new residential opportunities within the Carlisle Street Major Activity Centre to meet housing growth objectives.

- 6.1.2 Ensure any new residential development in established residential areas proximate to the Carlisle Street Major Activity Centre, is consistent with the level of change and the preferred neighbourhood character as identified in the Carlisle Street Activity Centre Structure Plan, 2009 (and implemented through policy at Clause 22.11).
- 6.1.3 Encourage new development to respond to the following specific character elements:
- The prevailing low rise (1 and 2 storey) development throughout most residential streets, with the exception of pockets of 2 and 3 storey flat development along main roads such as Alma Road, and Chapel, Hotham and Inkerman Streets.
 - The consistent single storey scale, small setbacks, architectural style and ‘fine grain’ subdivision pattern of development in streets generally located between the railway line and Chapel Street, and on the north side of Inkerman Street between the railway line and Hotham Street, which represent some of the earliest areas of development.
 - The larger setbacks and lot size and inter-war architectural style of the predominantly detached or semi-detached houses with front, rear and side setbacks that allow for landscaped larger open space areas with established trees, typical in the eastern part of the neighbourhood.
 - The mature street trees in some areas including along Dandenong Road, Westbury Grove, Ravens Grove, and Westbury Street, south of Carlisle Street.
 - The Sandringham Railway line including bridges and embankments, particularly the bridge over Carlisle Street.
- 6.1.4 Encourage development immediately west of Alma Park to address the Park.

Carlisle Street Major Activity Centre - General

- 6.1.5 Enhance the Carlisle Street Major Activity Centre as a focus for the local community, offering a diverse mix of shopping, business and community services, leisure and living opportunities
- 6.1.6 Reinforce convenience retailing (daily and weekly shopping) as the centres primary role, augmented by speciality retailing, and personal and business services.
- 6.1.7 Facilitate the centre to retain its metropolitan role in the provision of specialist continental and kosher goods.
- 6.1.8 Reinforce the role of the activity centre as a sustainable transport hub focused on Balaclava Station, and supported by safe, convenient and connected pedestrian environment.
- 6.1.9 Encourage land uses which reinforce the civic and community services role, of the centre, particularly west of Chapel Street.
- 6.1.10 Encourage residential growth within the activity centre to take advantage of the proximity to public transport and other goods and services through:
- Providing significant new residential development opportunities at increased densities within Mixed Use Zones and as part of large scale mixed use developments.
 - Encouraging moderate intensification of housing within the Business 1 zone, subject to heritage and amenity considerations.
- 6.1.11 Ensure entertainment uses and eating premises (restaurants, bars and taverns):
- Supplement but do not undermine the primary retail role of the centre.
 - Are of a smaller scale and limited concentration to adequately cater for local needs whilst discouraging the centres development as a regional entertainment destination.

- 6.1.12 Facilitate land use change and new development within Alfred and Marlborough Streets which improves the interface of the activity centre with adjacent residential areas.
- 6.1.13 Ensure that new development respects the urban design principles and objectives for the activity centre, and the preferred character and objectives for individual precincts, as set out in the *Carlisle Street Activity Centre Structure Plan, 2009* and the *Carlisle Street Urban Design Framework, 2009*.
- 6.1.14 Encourage new development to respond to the following specific character elements of the centre:
- The predominant 2 storey heritage streetscape, human scale, and fine grain streetscape pattern of Carlisle Street.
 - The zero frontage setbacks of buildings.
 - The civic precinct west of Chapel Street, characterised by public buildings in a landscape setting including the Town Hall, library and state school which define the eastern end of the activity centre.
 - The established network of streets and lanes. New development will be encouraged to enhance, and where necessary reinstate, laneways to improve connections between activities and activate street edges throughout the centre.

Carlisle Street Retail Strip (within the CSMAC)

- 6.1.15 Encourage new retail floor-space in order to support an increasing retail demand and enhance the centre's retail offer.
- 6.1.16 Ensure new retail floor-space achieves a high level of integration with the existing retail strip.
- 6.1.17 Ensure new use and development contributes to continuous retail activity at street level.
- 6.1.18 Ensure residential and/or commercial uses are located above or behind retail premises.
- 6.1.19 Ensure the provision of efficient off-street parking facilities to support retail activity.

St Kilda Road South Business 2 Zone (within the CSMAC)

- 6.1.20 Support commercial (office) as the primary use, with opportunities for retail showrooms / restricted retail uses at street level and residential uses above.

Chapel Street and Inkerman/ Pakington Street Mixed Use Zones (within the CSMAC)

- 6.1.21 Facilitate the renewal of these precincts as preferred locations for housing growth within the activity centre.
- 6.1.22 Support transition of the Inkerman / Pakington Street precinct to a mixed residential and commercial (office) area, to provide new housing and employment opportunities.
- 6.1.23 Support transition of the Chapel Street precinct to predominantly residential use, with the opportunity for commercial uses to activate frontages to Chapel Street.
- 6.1.24 Discourage retail uses (shops) that would undermine the role of the Carlisle Street retail strip.

William Street Industrial Precinct (within the CSMAC)

- 6.1.25 Retain the William Street industrial precinct as a vibrant industrial / service industrial and specialist business cluster in the short term (1 – 5 years).
- 6.1.26 Review land use options for the William Street industrial precinct in the medium term (5 plus years) in accordance with the *Carlisle Street Activity Centre Structure Plan, 2009*; including on-going industrial use; providing for a broader industrial / commercial business mix; or comprehensive renewal to a mixed residential / commercial precinct.

- 6.1.27 Discourage caretakers' houses unless it can be demonstrated that they are required to support the primary industrial / commercial use on the site.

Inkerman Street Local Activity Centre

- 6.1.28 Encourage the provision of convenience retailing, and personal / business services.
- 6.1.29 Encourage new development to respond to:
- The predominant 2 storey scale of buildings in the centre.
 - The zero frontage setbacks of buildings.
 - The park at the corner of Orange Grove and Inkerman Street.

Implementation

The local strategies will be implemented by:

- Applying the Business 1 zone to the Carlisle Street Retail Strip and the Inkerman Street Local Activity Centre.
- Applying the Business 2 Zone to the St Kilda Road South Business Area.
- Applying the Industrial 3 Zone to the William Street Industrial area.
- Applying the Mixed Use Zone to the Chapel Street and Inkerman/Pakington Street Mixed Use Precincts.
- Applying the Public Acquisition Overlay to sites identified in the *Carlisle Street Activity Centre Structure Plan 2009*, as being required for the future provision of public open space.

21.06-2 Elwood and Ripponlea

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Key Planning Challenges

- The loss of existing single dwellings on larger garden allotments which contribute to the suburban character of Elwood and Ripponlea.
- Improving public transport connections.
- Managing the specific cultural needs of the significant Jewish community in Ripponlea, as they relate to access to safe and direct walking routes.
- Addressing the shortage of public open space in Ripponlea, south of Glen Eira Road.

Vision

- The distinctive suburban character of established suburban areas, including large front and rear set backs, established gardens and low rise building form is maintained.
- Marine Parade and Ormond Esplanade retain their residential character, built form and detached streetscape rhythm, and design of new development responds to the prominence of this area as a major seaside boulevard.
- Neighbourhood Activity Centres continue to be key hubs of community activity, offering local community, retail and entertainment facilities.
- Amenity and safety along the interface of Elwood Canal and abutting land uses is improved.

Local Strategies

In addition to the objectives and strategies contained in 21.03, 21.04 and 21.05, the following local strategies must be considered and – where more specific detail is provided - take precedence:

- 6.2.1 Encourage pedestrian and bicycle movement between the Elwood Junction and Elwood Village retail centres, the foreshore and along the Elwood Canal.
- 6.2.2 Encourage pedestrian and cycling links between the Ripponlea neighbourhood activity centre, the historic Ripponlea property and the Railway Station.

In areas zoned Residential (except areas zoned Mixed Use)

- 6.2.3 Protect the existing suburban character of Elwood and Ripponlea by encouraging the retention of large dwellings and single dwelling lots.
- 6.2.4 Discourage non residential uses from locating along Marine Parade and Ormond Esplanade.
- 6.2.5 Encourage new developments to respond to the following character elements:
- Detached dwellings on large allotments with generous front, rear and side setbacks that allow for attractively landscaped large open space areas with established trees.
 - The consistent architectural character of many areas created by the predominance of Federation and inter-war dwellings with hip or gable roof forms.
 - Low building heights ranging from 1-2 storey for single residences and 2-3 storey for flats.
 - The preferred character statements for the residential areas in Ormond Road, as identified in the Design and Development Overlay.
 - The highly consistent and intact inter-war streetscapes in the ‘Poets’ streets in the part of Elwood generally bounded by Barkly, Dickens, Mitford and Shelley Streets.
 - The mature street trees in almost all areas, particularly the ‘boulevard’ planting in streets such as Brighton Road and Broadway.

Ormond / Glen Huntly Road Neighbourhood Activity Centre

- 6.2.6 Support the daily / weekly retail goods and services role as a primary function of Elwood Junction and Elwood Village.
- 6.2.7 Support new local entertainment premises in Elwood Junction and Elwood Village where adequate on site car parking can be provided, and the use will complement the primary retail role.
- 6.2.8 Encourage moderate intensification of housing, subject to heritage and amenity considerations and consistent with Design and Development Overlay provisions.
- 6.2.9 Encourage development in Elwood Junction and Elwood Village to respond to the following character elements:
- The consistent 2 storey scale, architectural style and streetscape pattern of the Federation and Inter-war buildings.
 - The zero frontage setback.
 - Prominence of the ‘landmark’ buildings and the intersection that define the Elwood Junction centre.

Tennyson Street Neighbourhood Activity Centre

- 6.2.10 Support the daily / weekly retail goods and services role of the centre.
- 6.2.11 Encourage development to respond to the following character elements:
- The 2 storey scale of buildings.
 - The zero frontage setback.
 - The mature street trees.

Glen Eira Road Neighbourhood Activity Centre

- 6.2.12 Support the daily / weekly retail goods and services role of the centre.
- 6.2.13 Support new local entertainment uses where adequate on site car parking can be provided, and the use will complement the primary retail role of this centre.

- 6.2.14 Encourage development to respond to the following character elements:
- The consistent 2 storey scale, architectural style and streetscape pattern of the Federation and Inter-war buildings.
 - The zero frontage setbacks.
 - The Railway Station and surrounding reserve that defines the western end of the centre.

Along Elwood Canal

- 6.2.15 Protect the amenity of Elwood Canal Linear Park.
- 6.2.16 Discourage vehicle access directly from the Elwood Canal.
- 6.2.17 Encourage new development adjoining the Elwood Canal to address and provide visual surveillance over the canal.
- 6.2.18 Ensure new development does not overshadow the Elwood Canal Reserve.
- 6.2.19 Ensure new development along Elwood Canal is set back and landscaped so it does not dominate or detract from the landscape character of the canal corridor.

Implementation

The local strategies will be implemented by:

- Applying the Business 1 Zone to the Ormond Road / Glen Huntly Road, Tennyson Street and Glen Eira Road neighbourhood activity centres.
- Applying the Design and Development Overlay along Ormond Esplanade and Marine Parade.
- Applying the Design and Development Overlay to Ormond / Glen Huntly Roads Neighbourhood Activity Centre and the adjoining residential land fronting Ormond Road.
- Applying the Public Acquisition Overlay on appropriate sites to facilitate the expansion of existing public open space areas.

21.06-3 Middle Park and Albert Park

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Key Planning Challenges

- Balancing commercial uses on public land (the foreshore and Albert Park Reserve) with the needs of residents and visitors.
- Addressing the viability of smaller sized pockets of public open space and expanding them where possible.

Vision

- The strong heritage character and substantially low rise form of existing residential areas is maintained.
- Beaconsfield Parade retains its strong residential role and character, existing heritage sites are respected and its boulevard qualities are enhanced.
- The Neighbourhood Activity Centres retain their low rise character defined by the 1 and 2 storey scale of Victorian buildings. These centres continue to be key hubs of local community activity.
- Albert Park Reserve and the foreshore continue to provide a range of passive and active recreational and sporting activities within an attractive setting accessible to the local and wider community.
- The boulevard character of Kerferd Road is enhanced.

Local Strategies

In addition to the objectives and strategies contained in 21.03, 21.04 and 21.05, the following local strategies must be considered and – where more specific detail is provided - take precedence:

6.3.1 Protect the intact heritage character of the area.

In areas zoned Residential (except areas zoned Mixed Use)

6.3.2 Encourage all development to respond to the following character elements:

- The historic, low-rise Victorian and Edwardian architectural character of the area.
- The low scale of development that is predominantly 1 and 2 storeys in most streets with the exception of some taller buildings along the foreshore and in the vicinity of Albert Road.
- The wide streets and boulevards, as well as the intricate network of small streets and back lanes.
- The small size of most residential lots in the neighbourhood.

Bridport Street / Victoria Avenue Neighbourhood Activity Centre

6.3.3 Encourage the centre to retain its daily / weekly retail goods and services role.

6.3.4 Support new local entertainment premises where adequate on site car parking can be provided, and the use will complement the primary retail role.

6.3.5 Encourage community uses to establish in the centre.

6.3.6 Require all new development to respect the following elements:

- The predominant 1 and 2 storey scale of Victorian buildings, with higher development setback from the principle street to minimise its visibility.
- The prominence of landmark buildings including the ‘Biltmore’ (152 Bridport Street), the Windsor Hotel (107 Victoria Avenue), the Albert Park Hotel (85 Dundas Place) and the former ES&A Bank (95 Dundas Place).
- The regular streetscape pattern created by consistent frontage widths to buildings.
- Views toward the Bay from Victoria Avenue.
- The island open space reserve (Broadway Tree Reserve) in Albert Park Village.

6.3.7 Support the reinstatement of original verandah forms to the commercial buildings on Bridport Street and Victoria Avenue.

Armstrong Street Neighbourhood Activity Centre

6.3.8 Support the daily / weekly retail goods and services role, and local entertainment role of the centre.

6.3.9 Require all new development to respect the following elements:

- The predominant 1 and 2 storey scale of Victorian buildings, with higher development setback from the principal street to minimise its visibility.
- The regular streetscape pattern created by consistent frontage widths to buildings.
- Views to Albert Park.

Planning Scheme Implementation

The local strategies will be implemented by:

- Applying the Business 1 Zone to the Bridport Street / Victoria Avenue and the Armstrong Street neighbourhood activity centres.
- Applying the Design and Development Overlay along Beaconsfield Parade.

- Applying the Public Acquisition Overlay on appropriate sites to facilitate the expansion of existing public open space areas.

21.06-4 Port Melbourne and Garden City

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Key planning challenges

- Establishing a new planning control framework for the now completed area of Beacon Cove, to ensure future development contributes to its established and consistent neighbourhood character.
- Managing the increasing number of visitors within the foreshore area and Station Pier.
- Enhancing the integration of the Bay Street Activity Centre in order to strengthen its activity mix, place identity, accessibility and sense of community.
- Strengthening linkages between the foreshore area and Bay Street Activity Centre.
- Managing the interface issues, relating principally to amenity and transport, between Garden City / Fishermans Bend and the Port of Melbourne.
- Advocacy to support the development of the Port and construction of Dockside Road and the reinstatement of Rail Infrastructure to the Port of Melbourne.
- Protect the existing industrial uses in the Fishermans Bend Urban Renewal Area whilst the area transitions to a mixed use residential area.
- Addressing the provision of public open space in these areas including Fishermans Bend Urban Renewal Area to provide recreation opportunities for the increasing residents and employees.
- Recognition of noise impacts as an important planning consideration in the Port interface areas and a reflection of this as such in the design of planning controls.
- Ensuring that when there is a change in land use adjacent to Station Pier appropriate noise mitigation measures are utilised in any new development to protect sensitive receivers and the ongoing operation of the Port infrastructure.
- Ensuring that new residential development and other noise sensitive uses constructed in the vicinity of Port infrastructure include appropriate measures to reduce noise levels within the building.
- Managing potential conflicts between land in the port environs and the adjoining Port of Melbourne do not threaten the port's 'Licence to Operate'. Ensuring that a two way approach is adopted for any new development adjacent to Station Pier to ensure the long term protection of port operations, infrastructure and associated storage facilities.

Vision

- High quality residential environments in established residential areas distinguished by strong heritage character are maintained.
- Station Pier and the Waterfront Precinct act as a world class passenger shipping gateway to Melbourne.
- The Bay Street Activity Centre strengthens its role as the hub of Port Melbourne, and provides a mixed use, sustainable and diverse bayside centre that has a strong sense of identity and community.
- Station Pier retains its role as a trade / freight gateway.
- The needs of visitors are balanced with those of residents and the local community and the sensitive foreshore environment.
- The sense of "old" Port Melbourne is maintained through the retention of key heritage buildings.

- Bay Street Activity Centre is linked physically and visually to the foreshore area and Station Pier.
- A freight network, which includes the development of key road and rail infrastructure projects, is in place to minimise amenity impacts on local residents.
- In the Fishermans Bend Urban Renewal Area, higher density development is encouraged, including the achievement of design excellence and integration.

Local Strategies

In addition to the objectives and strategies contained in 21.03, 21.04 and 21.05, the following local strategies must be considered and – where more specific detail is provided – take precedence:

- 6.4.1 Improve and encourage walking and cycling linkages within Port Melbourne, particularly between:
- Station Pier, Bay Street and the foreshore.
 - St Kilda and Port Melbourne along Beach Street, the foreshore promenade and Rouse Street.
 - The public open space network and connection between key reserves including Murphy Reserve and the foreshore.
- 6.4.2 Support links between the Bay Trail and the Capital City Trail.
- 6.4.3 Encourage land uses that support links between the foreshore, Bay Street and other parts of Port Phillip.

Garden City and Fishermans Bend Residential Estates

- 6.4.4 Manage the interface of residential development in Garden City with future development in Webb Dock.
- 6.4.5 Discourage access to properties in Garden City from Todd Road.
- 6.4.6 Discourage the primary entry and orientation of new residential development in Garden City from facing or fronting Todd Road.
- 6.4.7 In the Garden City Estate, encourage development to respond to the following character elements:
- 2 storey scale of development.
 - Highly uniform lot sizes, building styles, front and side setbacks and landscaping.
 - Uniform character of the streetscape.
 - Consistent use of similar materials.
 - The mature street trees in Garden City and along Williamstown Road.
- 6.4.8 In the Fishermans Bend Residential Estate (i.e. land south of Williamstown Road), encourage development to respond to the following character elements:
- The predominantly single storey scale of development, which reflects the working class origins of the neighbourhood.
 - The design of the individual dwellings as pairs and their consistent repetition of elements and massing.
 - Consistent use of similar materials.
 - Consistent low front fences.

In remaining areas zoned Residential (except areas zoned Mixed Use)

- 6.4.9 Encourage new development in established residential areas adjoining the Bay Street Activity Centre to respond to the character of the established residential area and any preferred neighbourhood character as identified in the *Bay Street Activity Centre Structure Plan (2014)* (and implemented through policy at Clause 22.14)

- 6.4.10 Ensure new development responds to the following character elements:
- The predominantly single storey scale of development in established residential areas, which reflects the working class origins of the neighbourhood (development above the ground floor should be setback from the principal street to maintain the single storey streetscape character).
 - The fine grain of the subdivision pattern and small lot sizes in all areas.
 - The mature street trees in some streets including Liardet Street, Station Street and Evans Street.

Bay Street Activity Centre– General

- 6.4.11 Diversify the business mix and facilitate the integration of land use activities along Bay Street, with a continued emphasis on local convenience shopping for the Port Melbourne community
- 6.4.12 Facilitate remaining opportunities for housing growth within the activity centre while protecting the heritage, low-rise character and amenity of the surrounding established residential areas.
- 6.4.13 Strengthen Bay Street’s sense of place and its role as a local civic and community hub.
- 6.4.14 Maintain and reinforce the distinct and contrasting urban character of different precincts within the Bay Street Activity Centre to form a sequence of urban experiences across the activity centre.
- 6.4.15 Facilitate an integrated and sustainable transport network that supports Bay Street’s primary role as a shopping street.
- 6.4.16 Strengthen the identity, connectivity and cohesion of the activity centre through enhancements to the public realm.
- 6.4.17 Facilitate the evolution of the activity centre as a sustainable precinct, which achieves a progressive reduction in local energy and water consumption.

Activity and business mix

- 6.4.18 Strengthen the convenience retail offer (i.e. daily and weekly shopping) as Bay Street’s primary role.
- 6.4.19 Ensure the continued development of a vibrant multi-functional activity centre that provides convenient access to a wide range of goods and services, for locals and visitors.
- 6.4.20 Reinforce the distinct activity precincts that have emerged along Bay Street, and develop complementary activity clusters around key land use ‘anchors’.
- 6.4.21 Facilitate the renewal of underutilised sites and precincts to support desired land use change and facilitate a vibrant activity mix across the centre.

Housing opportunities

- 6.4.22 Concentrate new housing growth opportunities in identified strategic precincts within the activity centre.
- 6.4.23 Protect heritage and neighbourhood character values of the low-rise, fine grain residential areas surrounding the activity centre.
- 6.4.24 Ensure new residential development contributes to a diversity of housing choice (in terms of size, type and tenure) and to the supply of accessible and adaptable housing.
- 6.4.25 Encourage an increase in the provision of well located affordable housing, including social (public and community) housing.
- 6.4.26 Minimise amenity impacts and the potential for conflict between residential and commercial land uses.

Connecting the community

- 6.4.27 Reinforce Bay Street’s role as the local community’s destination for services, facilities and information.

- 6.4.28 Strengthen existing ‘clusters’ and promote the co-location of community facilities and services.

Reinforcing Urban Character

- 6.4.29 Reinforce the urban structure and unique built form elements that contribute to the identity and legibility of Bay Street.
- 6.4.30 Protect Bay Street’s village feel through reinforcing the low scale, heritage character of the traditional retail strip north of Graham Street.
- 6.4.31 Consolidate the new contemporary higher-rise character of the Port Melbourne mixed use area south of Graham Street while:
- Respecting remaining significant heritage places, and
 - Protecting the neighbourhood character values and amenity of the adjoining low rise, residential areas.
- 6.4.32 Ensure new development contributes positively to the public realm through reinforcing the spatial definition, safety and activation of streets, lanes and public spaces within the activity centre.

Sustainable Access and Movement

- 6.4.33 Reduce the impact of traffic along Bay Street recognising its primary role as a ‘shopping’ street and pedestrian priority area.
- 6.4.34 Develop a walk-friendly environment across the activity centre, through improving the safety, connectedness and comfort of pedestrian spaces and paths.
- 6.4.35 Enhance the legibility and continuity of the bicycle network and improve facilities available for cyclists.
- 6.4.36 Maintain an efficient supply of car parking to support the viability of the activity centre as a shopping destination, while facilitating a reduction in the reliance on car based travel.

An integrated public realm

- 6.4.37 Ensure that the activity centre’s streets and lanes provide legible, safe and direct connections between key destinations and from surrounding residential areas.
- 6.4.38 Facilitate ‘active edges’ across the activity centre to promote a safe and vibrant street-life.

Sustainable precinct

- 6.4.39 Facilitate the adoption of emissions reduction and water conservation measures.
- 6.4.40 Implement best practice integrated water management strategies at a precinct level.
- 6.4.41 Position the activity centre to respond and adapt to the impacts of a changing climate.

Crockford Street Precinct

- 6.4.42 Encourage renewal and redevelopment of the precinct by facilitating commercial and residential land uses.
- 6.4.43 Ensure new land use and development provides an active commercial frontage at ground level. Residential uses are encouraged at upper levels.
- 6.4.44 Ensure that new development creates a sense of entry to the activity centre, and development to step down to adjoining low scale residential context.

Lalor and Heath Street Edge

- 6.4.45 Encourage ‘rear of strip’ residential development to occur at the rear of Bay Street properties to create an improved interface with existing residential properties.
- 6.4.46 Ensure retention of shopfront buildings in Bay Street, and that development is recessed from view from the opposite side of Bay Street.

Town Hall Business Precinct

- 6.4.47 Provide opportunities for a broader range of commercial uses, including office based activity.
- 6.4.48 Encourage office-based business services and residential uses north of Bridge Street.
- 6.4.49 Ensure that any new development respects existing heritage and streetscape character attributes.

Bay Street Southern Gateway

- 6.4.50 Encourage a vibrant gateway and pedestrian environment, supported by cultural, tourism, leisure and retail based land uses.
- 6.4.51 Ensure active building frontages in new development, and through sensitive alterations to heritage places.
- 6.4.52 Ensure that new development enhances the gateway environs and is respectful of adjacent heritage places.

Centre Avenue Neighbourhood Activity Centre

- 6.4.54 Encourage convenience goods and services, and community facilities and services, which support the development of the centre as a Neighbourhood Activity Centre.
- 6.4.55 Build upon the centre's role as a public transport terminus.
- 6.4.56 Maintain the attractive, sunny streetscape and high level of amenity for users of the centre.

Graham Street Local Activity Centre

- 6.4.57 Encourage convenience goods and services.

Bertie Street Business 3 Precinct

- 6.4.58 Encourage office and commercial uses.

Crockford Street Industrial 3 Precinct

- 6.4.59 Allow office and commercial uses which complement the existing industrial role

Beacon Cove Commercial- and Mixed Use Area

- 6.4.60 Encourage new tourism, recreation and entertainment uses abutting the foreshore.
- 6.4.61 Ensure that access and use of public areas do not prejudice the development of Station Pier and its industrial service area, or the development of civic space and provision of visitor facilities and services.
- 6.4.62 Ensure the traffic impacts associated with the development of Waterfront Place and growth in visitation numbers to Station Pier are considered.
- 6.4.63 Manage the residential interface in Beacon Cove with future development along the foreshore, including Princes Pier, to minimise conflicts.
- 6.4.64 Require port related development on the foreshore, relating to Station Pier, to consider impacts on nearby foreshore activities and surrounding areas.
- 6.4.65 Encourage ferries and boats to provide visitor transportation to area.
- 6.4.66 Ensure new residential development provides for acoustic protection for future residents and incorporates appropriate measures to ensure noise levels in bedrooms do not exceed 30 dBA and 45 dBA in living areas.

Beacon Cove Residential Area

- Maintain the structural elements that contribute to the neighbourhood character of Beacon Cove, specifically the established movement and street hierarchy, the consistent built form typologies and the network of open spaces, views and vistas through the estate. To achieve this, the following strategies will be used:
 - Encourage new development to respond to the unique neighbourhood character elements of the high and low rise residential areas, in particular:

- The predominant 2 storey scale, consistent architectural style and regular lot sizes in the low rise areas.
- Low or no front fences.
- Consistent materials and colours for buildings and fences.
- The continuous height of 3-4 storey town houses, apartments and podiums punctuated by five slender high rise towers between Beach Street and the Promenade in the high rise residential area.

Implementation

The local strategies will be implemented by:

- Applying the Commercial 1 Zone to the Bay Street retail strip, the Centre Avenue Neighbourhood Activity Centre and the Graham Street retail strip.
- Applying the Mixed Use Zone to the Crockford Street Precinct and the Town Hall Business Precinct (north of Spring Street East).
- Applying the Comprehensive Development Zone to Station Pier and Princes Pier.
- Applying the Design and Development Overlay to the Port Melbourne Mixed Use area, the Crockford Street Precinct, the foreshore and part of Garden City.
- Applying the Heritage Overlay to significant heritage places in Bay Street (south of Graham Street) and surrounding streets.

21.06-5

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South Melbourne

Key Planning Challenges

- Effective implementation of the South Melbourne Central Structure Plan and Urban Design Framework.
- Addressing development pressures especially in the northern precincts of South Melbourne Central (SMC) given their proximity to Southbank and the Central City.
- Linking the Park Street tram with the St Kilda Road tram.
- Protecting the core industrial role of the area's industrial precincts from pressure for alternative land uses.
- Managing the impacts of freight traffic.
- Improving the public realm in Kings Way and Clarendon Street.
- Addressing the shortage of public open space, especially north of Park Street.

Vision

- South Melbourne Central develops as a sustainable mixed use precinct focussed on the South Melbourne Major Activity Centre. It will continue to provide a unique urban village character and street life while the number of residents, workers and visitors continues to grow.
- High quality residential environments in established residential areas are maintained.
- The core retail role of the Activity Centre, in providing both local and specialised shopping is protected and enhanced. The South Melbourne Market continues to operate as an important community market.
- Emerald Hill develops as a major focus of cultural activity for the local and wider community.
- Excellence in the design of all development and the public realm, incorporating best practice environmentally sustainable design techniques is achieved.

- Kings Way and Albert Road are renowned for their boulevard character and important views and vistas to the Shrine of Remembrance and Albert Park Reserve.

Local Strategies

In addition to the objectives and strategies contained in 21.03, 21.04 and 21.05, the following local strategies must be considered and – where more specific detail is provided – take precedence:

General strategies for South Melbourne Central (SMC)

Support land use and development which meets the following principles outlined in the South Melbourne Central Structure Plan:

- 6.5.1 Promote activity, diversity and vitality by:
 - Ensuring that the South Melbourne Central (SMC) Activity Centre retains its vital local convenience shopping role which serves surrounding residential communities and workers.
 - Promoting the community, leisure and cultural role of South Melbourne Central (SMC).
 - Encouraging the provision of active streetscapes, outdoor living and vibrant “people spaces”. In particular, encouraging active ground level frontages within the Activity Centre.
 - Encouraging mixed use developments, including vertical layering of land uses and active street frontages.
 - Encouraging a diversity of housing types, affordability and tenure.
- 6.5.2 Support the local economy by:
 - Facilitating the development of South Melbourne Central (SMC) as a viable and creative business and retail location.
 - Promoting the important role of South Melbourne Central (SMC) Activity Centre as a sub-regional shopping destination that provides quality comparison shopping for the wider community of Kings Way, Docklands, Southbank and beyond.
 - Ensuring that retailing activities, such as supermarkets, locate within the defined SMC Activity Centre.
 - Continuing to support the existing economic base of South Melbourne Central (SMC) in business services and light industry.
 - Expanding the role of SMC as a location for knowledge based and creative industries, exploiting its strategic location adjacent to the Melbourne CAD.
 - Identifying suitable locations for restricted retail premises.
- 6.5.3 Create a great place to live by:
 - Ensuring a high level of residential amenity is maintained and enhanced.
 - Encouraging moderate intensification of housing, subject to heritage and amenity considerations, in the South Melbourne Central (SMC) Activity Centre.
 - Ensuring new residential development is of a consistently high design quality and will enhance the visual and streetscape amenity of the area.
 - Requiring new residential development within or adjacent to the Activity Centre to be sited, designed, and constructed in such a manner as to minimise the impacts of noise from nearby activities.
 - Ensuring that intensification of business activity does not result in an undue loss of amenity to nearby residential properties.

- 6.5.4 Encourage cultural and community development by:
- Encouraging cultural and educational facilities (including an urban history centre) to establish in and adjacent to the Emerald Hill community hub.
 - Encouraging existing corner hotels in South Melbourne Central (SMC) to accommodate arts uses such as performances.
 - Encouraging the provision of small gallery spaces.
- 6.5.5 Improve the transport network by:
- Ensuring a high degree of pedestrian and cyclist permeability and connectedness from, to and throughout South Melbourne Central.
 - Linking the Park Street tram with the St Kilda Road tram.
 - Managing the impacts of freight traffic.
- 6.5.6 Enhance the natural and built environment by:
- Encouraging contemporary and innovative approaches, and sympathetic building height, scale and massing, to integrate new built form into a heritage context.
 - Improving the public realm in Kings Way and Clarendon Street.
 - Encouraging the provision of additional open space opportunities, particularly within the wide footpaths of SMC.
 - Ensuring adequate floor-to-floor heights are provided to allow for the widest possible range of future uses and incorporate ESD in all new buildings or additions to existing buildings (i.e. a minimum of 4.5 metres for the ground floor and 3.8 metres for levels above).
- 6.5.7 Ensuring that development respects the following character elements:
- The views of the South Melbourne Town Hall clock tower in Clarendon and Park Street.
 - The view of the Shrine of Remembrance along Bank Street.
 - Views to the City and Albert Park.

Clarendon Street Core Retail Strip (within SMC)

In addition to the general policies for SMC:

- 6.5.11 Ensure that Clarendon Street Retail Strip remains the retail focus of SMC by directing daily / weekly retail goods and services to this precinct.
- 6.5.12 Encourage residential use or small offices above shops.

Coventry Street Specialty Shopping Centre (within SMC)

In addition to the general policies for SMC:

- 6.5.13 Reinforce this street as a vital pedestrian link between Clarendon Street and the South Melbourne Market.
- 6.5.14 Encourage specialty retailing uses that serve a regional catchment (for example homewares).
- 6.5.15 Encourage restricted retail premises where an appropriate built form can be achieved consistent with the Design and Development Overlay and they do not undermine the core specialty retailing role.

South Melbourne Market precinct (within SMC)

In addition to the general policies for SMC:

- 6.5.16 Reinforce the role of the South Melbourne Market as a principal retail focus for the local and wider communities.
- 6.5.17 Maintain the South Melbourne Market as the dominant land use and presence on the Market site.
- 6.5.18 Encourage residential, community or commercial uses on the western edge of the Market where they do not detract from the operation of the market.

Emerging Activity Precinct (within SMC)

In addition to the general policies for SMC:

- 6.5.16 Diversify land uses to include mixed use development with retail or commercial frontages at ground level and office and / or residential above.
- 6.5.17 Ensure activities within this precinct complement and not compete with the core retail function of Clarendon Street.
- 6.5.18 Consider retail showrooms / restricted retail premises where an appropriate built form can be achieved consistent with the Design and Development Overlay.
- 6.5.19 Strengthen connections between the Clarendon Street Activity Centre and South Melbourne Market in the Emerging Activity Precinct.
- 6.5.20 Ensure the built form and public realm along York, Coventry and Market Streets enhances these routes as key pedestrian thoroughfares.

Northern Mixed Activity Edge (within SMC)

In addition to the general policies for SMC:

- 6.5.21 Support land uses that bring activity to the street such as cafes, bars and restaurants.
- 6.5.22 Support retail showrooms / restricted retail premises where an appropriate built form can be achieved consistent with the Design and Development Overlay.
- 6.5.23 Support conference or function centres on larger lot sizes, subject to parking considerations.
- 6.5.24 Support office or residential development above street level.
- 6.5.25 Support a greater range of local entertainment uses in balance with achieving an adequate level of amenity for nearby residential uses.
- 6.5.26 Strengthen Clarendon Street as a key pedestrian thoroughfare connecting SMC with the Central Activities District (CAD).

Southern Mixed Activity Edge (within SMC)

In addition to the general policies for SMC:

- 6.5.27 Support the existing range of uses including retail, service business, small-medium or home offices, and residential.
- 6.5.28 Manage the mix of uses to ensure late night entertainment uses such as restaurants and taverns do not impact upon residential amenity in this area.

Eastern Business District (within SMC)

In addition to the general strategies for SMC:

- 6.5.29 Maintain the substantial light industrial / service business role of the Eastern Business Precinct.
- 6.5.30 Support the expanding high technology / knowledge based industry business.
- 6.5.31 Support the development of small scale offices as incubators for start up and emerging business, and the creative arts.
- 6.5.32 Ensure the unique industrial character is maintained and for developments to respect the following elements:
 - The regular street layout and finer grain of subdivision pattern and built form.
 - The predominant street wall height of 2 – 3 storeys (approximately 11 metres).
 - The wide main streets, open sky views and sunlight access to key pedestrian routes.

Western Business District (within SMC)

In addition to the general policies for SMC:

- 6.5.33 Maintain the substantial light industrial / service business and showroom role of the Western Business Precinct.

- 6.5.34 Encourage new office development and the area's expanding high technology / knowledge based industry business role.
- 6.5.35 Encourage restricted retail premises where an appropriate built form can be achieved consistent with the Design and Development Overlay
- 6.5.36 Ensure Market Street provides an attractive and vibrant interface between the precinct and the Activity Centre.
- 6.5.37 Ensure the unique industrial built form heritage is maintained and developments respect the following elements:
 - The regular street layout and finer grain of subdivision pattern and built form.
 - The predominant street wall height of 2 – 3 storeys (approximately 11 metres).
 - The wide main streets, open sky views and sunlight access to key pedestrian routes.

Kings Way Mixed Use Corridor (within SMC)

In addition to the general strategies for SMC:

- 6.5.38 Encourage the precinct to develop as a regionally significant mixed use area with larger scale commercial development with high density residential use above.
- 6.5.39 Direct quality, higher density residential development to this precinct.
- 6.5.40 Ensure that business activity does not result in an undue loss of amenity to nearby residential properties.
- 6.5.41 Encourage active frontages along Kings Way.
- 6.5.42 Require excellence in the design of new buildings and the public realm to create an attractive boulevard between the Central Activities District and City of Port Phillip.

Ferrars Street Light Rail Corridor (within SMC)

In addition to the general strategies for SMC:

- 6.5.43 Support 'out of centre' and restricted retail premises where they will not detrimentally impact on the core retailing role of the activity centre and an appropriate built form can be achieved consistent with the Design and Development Overlay.
- 6.5.44 Encourage small scale convenience goods and services clustered around transport stops.
- 6.5.45 Encourage transit based development, such as mixed use retail and increased residential density.

Emerald Hill Civic, Cultural and Community Hub (within SMC)

In addition to the general strategies for SMC:

- 6.5.46 Direct cultural, community and educational facilities to establish in and adjacent to this hub.
- 6.5.47 Support the South Melbourne Town Hall as the focus of an integrated network of civic, cultural and community facilities.
- 6.5.48 Support the establishment of an Urban History Centre in the Emerald Hill precinct.

In all areas zoned Residential (except areas zoned Mixed Use)

- 6.5.49 Ensure all new development responds to the following character elements:
 - The historic, low-rise Victorian and Edwardian architectural character of the area.
 - The low scale of development that is predominantly 1 and 2 storeys in most streets with the exception of some taller buildings along the foreshore and in the vicinity of Albert Road.

- The wide streets and boulevards, as well as the intricate network of small streets and back lanes.
- The small size of most residential lots in the neighbourhood.
- The differences between the diversity contributing to the distinctive neighbourhood character of some of the smaller areas in Emerald Hill.

Albert Road Mixed Activity Precinct

- 6.5.50 Encourage new uses that support and enhance the strategic role of the area as a key location for office and related commercial development.
- 6.5.51 Encourage development of this centre as a preferred location for housing growth (subject to heritage and amenity considerations) at higher density and larger scale than in the established residential areas.
- 6.5.52 Encourage office and residential uses, including mixed developments on the same site.
- 6.5.53 Encourage the development of active frontages at street level, including convenience shops and restaurants that create a greater level of pedestrian activity and interest at the street level.

Implementation

The local strategies will be implemented by:

- Applying the Mixed Use Zone to Kings Way Mixed Use Corridor.
- Applying the Business 3 Zone to the Western and Eastern Business Precincts
- Applying the Business 1 Zone to the South Melbourne Central Activity Centre.
- Applying the DDO to non-residentially zoned parts of South Melbourne Central, and Albert Road Business Precinct.
- Applying the Public Acquisition Overlay on appropriate sites to facilitate the expansion of existing public open space areas.

21.06-6

St Kilda

14/12/2017
C123

Key planning challenges

- Balancing the needs of visitors and tourists with those of local residents, especially in relation to the impacts of nightlife and entertainment.
- Balancing commercial events on public land with the needs of residents and visitors.
- Protecting the supply of social housing from redevelopment for other uses.
- Managing the St Kilda Foreshore revitalisation process (including the development of the Triangle site).
- Creating strong visual and physical linkages between Fitzroy Street, Acland Street and the St Kilda foreshore.
- Preparing a Structure Plan for St Kilda Major Activity Centre.
- Maintaining the special features, sense of community and cultural diversity that contribute to the “St Kilda-ness” of St Kilda.
- Managing the transition of the Greeves Street Mixed Use area to predominantly residential uses.
- Improving the function and form of St Kilda Junction.

Vision

- St Kilda Major Activity Centre is renowned as a significant recreational, entertainment and leisure destination.

- St Kilda continues its role and function as a creative and cultural hub of Port Phillip.
- Residents of, and visitors to, St Kilda coexist harmoniously.
- Fitzroy Street retains its spacious boulevard atmosphere and continues to provide a good range of local retailing goods and services.
- Acland Street retains its distinctive village atmosphere created by the predominantly low rise, fine grain built form of the centre and continues to provide a good range of local retailing services.
- The commercial opportunities in Wellington Street and St Kilda Junction /St Kilda Road South Specialised Activity Centres are realised.
- Housing growth is realised in the Major and Specialised Activity Centres and Mixed Use areas.
- The established residential areas retain their unique heritage and character and generally low-rise built form.

Local Strategies

In addition to the objectives and strategies contained in 21.03, 21.04 and 21.05, the following local strategies must be considered and – where more specific detail is provided - take precedence:

- 6.6.1 Manage the impact of through traffic and intrusion of tourist and visitor parking in established residential areas, especially at night and on weekends.
- 6.6.2 Manage the amenity impacts of the growing number of backpacker lodges arising from the location of several hostels in the area.
- 6.6.3 Support the ongoing use and operation of established hotels as incubators of independent local music and comedy talent.
- 6.6.4 Discourage the conversion of rooming houses and other forms of social housing to other uses.

In areas zoned Residential (except areas zoned Mixed Use)

- 6.6.5 Carefully manage the future development of major non residential uses within the residential zone, such as St Michael’s Grammar, to ensure that the amenity of surrounding residential properties is not compromised.
- 6.6.6 Retain the residential role of existing residential properties fronting the St Kilda foreshore.
- 6.6.7 Encourage development to respond to the following character elements:
 - The diverse architectural styles and forms that include an excellent collection of single and multi-dwelling developments dating from the nineteenth and early to mid twentieth centuries up to the present.
 - The higher scale of development (predominantly 2-3 storey and sometimes 4 storey buildings) in streets such as Alma Road, Barkly Street, Beaconsfield Parade, Chapel Street to the north of Argyle Street and to the south of Carlisle Street, Grey Street, Inkerman Street, Marine Parade, Mitford Street, Princes Street and Robe Street.
 - The stepping up of built form along The Esplanade from its low-rise edges at Fitzroy Street and Acland Street.
 - Landmark ecclesiastic and public buildings including the National Theatre, Sacred Heart Campanile in Grey Street, the Uniting Church spire at the corner of Barkly and Princes Streets and the Synagogue in Charnwood Grove.

St Kilda Major Activity Centre

Fitzroy Street retail strip

- 6.6.8 Support the role of Fitzroy Street retail strip as an entertainment, tourist and retail precinct, whilst preventing the cumulative impacts of such uses on amenity and community safety.
- 6.6.9 Maintain the daily / weekly and convenience goods and services to meet the needs of local residents.
- 6.6.10 Encourage core retail uses to locate in Fitzroy Street between Princes and Acland Streets.
- 6.6.11 Encourage new office and non-retail commercial uses north of Princes Street and facilitate a transition to St Kilda Junction.
- 6.6.12 Support new retail opportunities on the south-east side of Fitzroy Street and on the St Kilda station site.
- 6.6.13 Encourage new office, non-retail commercial uses and residential development in the Business 5 Zone on the north-west side of Fitzroy Street, between Beaconsfield Parade and Canterbury Road.
- 6.6.14 Support moderate intensification of housing, subject to heritage and amenity considerations consistent with Design and Development Overlay provisions.
- 6.6.15 Ensure new development respects the following elements:
 - The predominantly higher scale of development in Fitzroy Street, north of Grey Street with zero frontage setbacks that create a hard edged built form.
 - The slope of the street toward the sea.
 - The mixed residential and office character of the north-west side of Fitzroy Street with its variety of landscaped setbacks.
 - The spacious character of Fitzroy Street and the wide pavements.

Acland Street retail strip

- 6.6.16 Support the role of Acland Street Major Activity Centre as an entertainment, tourist, and specialty retail precinct, whilst preventing the cumulative impacts of such uses on amenity and community safety.
- 6.6.17 Maintain the daily / weekly and convenience retail goods and services to meet the needs of local residents.
- 6.6.18 Support the important role of Acland Street as a location for cosmopolitan food outlets that enhances the centre’s tourist appeal.
- 6.6.19 Support moderate intensification of housing, subject to heritage and amenity considerations.
- 6.6.20 Ensure new development respects the strong sense of seaside location in Acland Street created by the low scale at the street edge and expansive sense of sky.

St Kilda Triangle Site

- 6.6.21 Ensure that future use and development on the St Kilda Triangle site enhances the liveability of the St Kilda neighbourhood.
- 6.6.22 Ensure use and development of the St Kilda Triangle site creates a hub focussed on the arts, entertainment and leisure, supported by some commercial and retail land uses, and includes large areas of open space and a highly pedestrianised environment that links Acland Street, Fitzroy Street and the foreshore.
- 6.6.23 Establish the St Kilda Triangle site as a key activity node within the St Kilda Foreshore area.

Inkerman Street / Grey Street Local Activity Centre

- 6.6.24 Encourage convenience retail goods and services.
- 6.6.25 Encourage buildings in Barkly, Vale and Inkerman Streets to have a zero setback from the street.

Brighton Road Local Activity Centre

- 6.6.26 Support the convenience retail goods and services role while maximising opportunities to improve the economic viability of the centre and strengthen its appeal to passing trade.
- 6.6.27 Ensure new development respects the predominant 2 storey scale of development in Brighton Road, and the consistent streetscape pattern and grain created by the inter-war shop fronts.

St Kilda Junction / St Kilda Road South Business 2 Zone

- 6.6.28 Support commercial development as a primary function on sites that front St Kilda Road.
- 6.6.29 Support retail showrooms / restricted retail uses as a secondary function on sites that front St Kilda Road.
- 6.6.30 Encourage moderate intensification of housing, subject to heritage and amenity considerations, above and behind the St Kilda Road street frontage.
- 6.6.31 Encourage new development design which improves the function and built form of St Kilda Junction.
- 6.6.32 Ensure new development responds and compliments the scale and setbacks of buildings along the east side of St Kilda Road.

Wellington Street Specialised Activity Centre

- 6.6.33 Encourage consolidation of this centre for commercial and office uses.
- 6.6.34 Discourage retail and new residential uses.
- 6.6.35 Ensure new development responds to the varied scale of 2 to 4 storeys along the north side of Wellington Street and 4 storeys to the south with varied setbacks.

Greeves Street Mixed Activity Precinct

- 6.6.36 Encourage the redevelopment of this area as a preferred location for housing growth
- 6.6.37 Support office and compatible light industrial / warehouse uses where they do not undermine the primary residential function of this area.
- 6.6.38 Ensure new development respects the 4 and 5 storey scale of development in Inkerman Street and the lower 1 and 2 storey scale of development in other streets.

St Kilda Foreshore Area

- 6.6.39 Ensure an integrated approach to the revitalisation of the St Kilda Foreshore area in relation to activity mix, built form and improvements to the public realm.
- 6.6.40 Support and consolidate the area's historically significant role as a cultural and recreational destination.
- 6.6.41 Retain and reinforce the unique cultural heritage of the area though ensuring new uses and development compliment and enhance established iconic buildings, spaces and attractions.
- 6.6.42 Reinforce the role of key activity destinations including St Kilda Pier, St Kilda Harbour, West Beach area and the Triangle site.
- 6.6.43 Enhance the network of public spaces through emphasis on design quality, connectivity and the provision of diverse recreational opportunities and experiences.
- 6.6.44 Ensure that the area's important metropolitan tourism and recreational roles are balanced with the needs of local residents, the ecological health of the Bay and the environmental values of the Foreshore.
- 6.6.45 Support cultural uses that complement and link the tourism and retail role of Acland Street and Fitzroy Streets and the St Kilda Triangle site.
- 6.6.46 Encourage the potential of ferries and boats to provide visitor transportation to the St Kilda Foreshore area.

- 6.6.47 Recognise the ongoing cultural significance of the Esplanade Hotel when assessing applications for change of use or development.

Implementation

The local strategies will be implemented by:

- Applying the Special Use Zone to key destinations within the foreshore.
- Applying the Comprehensive Development Zone to major mixed use development sites in Fitzroy Street and Acland Street.
- Applying the Business 2 Zone to St Kilda Road South and Wellington Street.
- Applying the Design and Development Overlay to Wellington Street Business 2 Zone, the St Kilda Major Activity Centre (including Fitzroy Street and Acland Street) and the foreshore.
- Applying the Environmental Significance Overlay to the Coroboree Tree in Albert Park Reserve, near St Kilda Junction.

21.06-7 St Kilda Road North Precinct

02/06/2016
C107

Key planning challenges

- Protecting the significance of the Shrine of Remembrance by managing the scale of buildings and maintaining a respectful urban setting.
- Protecting key vistas to the Shrine of Remembrance and adjacent parklands.
- Linking the Park Street tram with the St Kilda Road tram.
- Encouraging private development to create inviting publicly accessible spaces at street level, to integrate with the public realm.
- Improving the provision of community meetings spaces.
- Improving the public realm in Kings Way and Queens Way.

Vision

- St Kilda Road North Precinct is a dynamic inner urban locality. Highly connected and beautifully integrated, it is home to a community that is inclusive and full of vitality.
- St Kilda Road maintains its role as a world famous boulevard and the Shrine of Remembrance maintains its prominence and landmark quality.
- St Kilda Road maintains its role as a premier office location supporting the Melbourne Central Activity District (CAD) and a preferred location for well designed, higher density residential development.
- Increased communal meeting spaces and public meeting points are provided.
- Through new development St Kilda Road North Precinct will:
 - Be a safe and inclusive place to live, work and visit.
 - Retain its highly valued urban character and established identity.
 - Continue to accommodate demand for residential apartments and commercial floor space in a sustainable and sensitive manner.
 - Have convenient, safe and accessible sustainable modes of travel that allows residents, workers and visitors the choice to live and travel car-free.
 - Have a high quality well-landscaped public realm that supports convenient access to nearby parks, services and sustainable transport modes.

Local Strategies

St Kilda Road North Precinct comprises six distinct sub-precincts. In some sub-precincts, there is a readily identifiable built form character that will be maintained and strengthened. In other sub-precincts, an evolution and change of the built form character will occur to create high quality, high amenity and sustainable neighbourhoods.

In addition to the objectives and strategies contained in 21.03, 21.04 and 21.05, the following local strategies must be considered and – where more specific detail is provided – take precedence:

All-Sub-Precincts

- 6.7.1 Encourage the development of a vibrant inner urban mixed use area, providing for residential, commercial and community uses.
- 6.7.2 Ensure that development provides high quality living spaces.
- 6.7.3 Encourage future development to deliver a wider mix of housing types and sizes and includes flexible and adaptable design features, to accommodate a more diverse community including:
 - Larger (3 bedroom or more) dwellings suited to family households and people working from home
 - Universally accessible dwellings and accommodation suited to older people and people with limited mobility moveable walls and flexible spaces
- 6.7.4 Encourage community spaces (such as meeting rooms) to be incorporated into new development.
- 6.7.5 Ensure new development is scaled to respect the significance of the Shrine of Remembrance.
- 6.7.6 Ensure development contributes to the landscape character of the Precinct by maintaining consistent front setbacks, where applicable.
- 6.7.7 Ensure development retains and respects significant heritage buildings.
- 6.7.8 Ensure new use and development contributes to an active, high quality pedestrian environment at street level and increases pedestrian connectivity.

Sub-Precinct 1: Edge of Shrine Memorial Gardens (Refer to DDO26-1)

The Edge of Shrine Memorial Gardens forms the western backdrop to the Shrine and the edge to the Memorial Gardens and the Domain Parklands. The scale, form and detailed design elements of buildings within this sub-precinct are critical in respecting the sensitivity of the Shrine setting and require specific built form controls.

- 6.7.9 Ensure that buildings are of a scale, form and design detail that creates a respectful background to the Shrine of Remembrance and Memorial Gardens.
- 6.7.10 Ensure that buildings are designed to respect the sensitivity of the immediate vicinity of Shrine of Remembrance and the more distant elevated points of the Shrine of Remembrance site.
- 6.7.11 Ensure that new development reinforces the established and consistent built form pattern of low scale deep podium built form at street edge with high towers setback and over the podium.
- 6.7.12 Ensure new development respects the boulevard character of St Kilda Road and:
 - Does not detract from the important views and vistas to and from the Shrine of Remembrance
 - Maintains the high standard of front setbacks landscaping along St Kilda Road.

Sub-Precinct 2: Northwest Corner (Refer to DDO26-2)

The Northwest Corner Sub-Precinct has a mixed character and role and presents considerable opportunity for development and change as a higher density residential or mixed use enclave, based around lively, pedestrian focussed streets.

- 6.7.13 Ensure that use and development creates a vibrant residential and mixed use environment, through an increased scale and density of development.
- 6.7.14 Reinforce the primacy of St Kilda Road by ensuring development provides a gradual visual and physical transition from the higher scale development of St Kilda Road across the sub-precinct to Kings Way.
- 6.7.15 Improve the streetscape of Kings Way and ensure that podium heights create and reinforce human scale along Kings Way.
- 6.7.16 Ensure that development provides for a fine grain character in the form and articulation of new buildings.
- 6.7.17 Maintain access to sunlight along the key pedestrian streets of Bank and Park Streets.
- 6.7.18 Ensure that the development in Kings Way creates a grand boulevard streetscape through high quality architectural design and a landscaped public realm interface.

Sub-Precinct 3: Albert Road South (Refer to DDO26-3)

The Albert Road South Sub-Precinct forms the edge of Albert Park and provides a transition in scale to the adjoining heritage residential neighbourhoods and parklands

- 6.7.19 Ensure that built form transitions in scale from its highest towards the Domain and gradually steps down along Albert Road from Kings Way to Moray Street and from Albert Road and Kings Way to the adjoining heritage neighbourhood in South Melbourne.
- 6.7.20 Ensure that a medium rise built form is established on the Palmerston Crescent and Raglan Street frontage providing an appropriate lower scale interface between the higher scale development on Albert Road and Kings Way for the adjoining heritage neighbourhood of South Melbourne.
- 6.7.21 Ensure that landscaped setbacks are provided to all street frontages and enhance the leafy character of the area.
- 6.7.22 Create active street frontages which appeal to pedestrians and contribute to lively, attractive and safe streets.
- 6.7.23 Ensure that building facades follow the street alignment and reflect the curvature of the underlying 19th century ‘city beautiful’ street pattern unique to the area.
- 6.7.24 Ensure that formal street planting is of a scale consistent with the podium levels in the precinct and reflective of the unique street pattern.

Sub-Precinct 4: Albert Road North and Bowen Crescent (Refer to DDO26-4)

The Albert Road North and Bowen Crescent Sub-Precinct is distinct part of the Precinct expressing a unique nineteenth century formal street layout. Higher scale buildings clustered around the Domain will sit in a landscaped setting serving as focal point within the overall Precinct and a point of transition along the St Kilda Road axis.

- 6.7.25 Ensure that built form creates a focal point within the wider St Kilda Road Precinct where Albert Road, St Kilda Road and Domain Road meet through the development of higher scale quality buildings.
- 6.7.26 Ensure that development reinforces the distinctive street pattern by building frontages following the curve of the street and are complemented by formal tree planting in setback areas.
- 6.7.27 Ensure that podium heights create and reinforce human scale at street level.
- 6.7.28 Protect the amenity of existing residential developments and adjoining residential neighbourhoods in South Melbourne.
- 6.7.29 Ensure that buildings are of a scale, form and design detail that creates a respectful background to the Shrine of Remembrance.
- 6.7.30 Ensure new development respects the boulevard character of St Kilda Road and:
 - Does not detract from the important views and vistas to and from the Shrine of Remembrance.

- Maintains the high standard of front setbacks landscaping along St Kilda Road.

Sub-Precinct 5: St Kilda Road South of Kings Way (Refer to DDO26-5)

The St Kilda Road South of Kings Way Sub-Precinct forms the southern section of the St Kilda Road boulevard between Kings Way and the Junction. Here, the streetscape is strongly defined by the scale and form of regularly spaced buildings, the consistent boulevard planting and the wide, straight road reserve with multiple lanes.

- 6.7.31 Retain and strengthen the grand landscaped boulevard character of St Kilda Road.
- 6.7.32 Ensure the development contributes to and maintains consistent and symmetrical building heights on both sides of St Kilda Road.
- 6.7.33 Ensure that development results in regularly placed buildings, with space between them to frame view corridors along St Kilda Road.
- 6.7.34 Ensure that development provides generous landscaped front setbacks to St Kilda Road that contribute to the leafy grand boulevard character.
- 6.7.35 Development contributes to landscaped links along east-west streets.
- 6.7.36 Ensure that the sub-precinct continues to develop as a premier office location outside of the Melbourne CAD and a highly desirable residential location.
- 6.7.37 Encourage the development of a high quality, high amenity mixed use area on Raleigh and Union Streets.
- 6.7.38 Provide a step down in height from development along St Kilda Road to provide an appropriate lower scale interface to the residential areas east of Punt Road.
- 6.7.39 Ensure that buildings are of a scale, form and design detail that creates a respectful background to the Shrine of Remembrance.
- 6.7.40 Ensure new development respects the boulevard character of St Kilda Road and
 - Does not detract from the important views and vistas to and from the Shrine of Remembrance.
 - Maintains the high standard of front setbacks landscaping along St Kilda Road.
- 6.7.41 Ensure that development improves the pedestrian environment along Queens Lane with buildings designed to address and engage with the street edge while maintaining the service role of this lane.

Sub-Precinct 6: Queens Road (Refer to DDO26-6)

The Queens Road Sub-Precinct is distinct as a lower rise, predominantly residential area that forms the edge to Albert Park. There is a consistency of building scale and siting that creates a cohesive street

- 6.7.42 Reinforce the primacy of St Kilda Road boulevard by creating a preferred built form character which provides a transition in height from the high rise buildings along St Kilda Road to the medium rise buildings along Queens Road.
- 6.7.43 Ensure that development provides generous and consistent front setbacks and regular spacing between buildings.
- 6.7.44 Ensure that buildings are of a medium scale with towers setback above a podium.
- 6.7.45 Ensure that development frames long ranging views along Queens Road and forms an edge to Albert Park.
- 6.7.46 Ensure that front setbacks provide for canopy trees and other larger plants to enhance the streetscape and pedestrian space.
- 6.7.47 Ensure that development improves the pedestrian environment along Queens Lane with buildings designed to address and engage with the street edge while maintaining the service role of this lane.

Implementation

The local strategies will be implemented by:

- Applying Schedule 26 of the Design and Development Overlay to St Kilda Road North Precinct.

21.06-8

Fishermans Bend Urban Renewal Area

14/11/2016
GC50

Key planning challenges

- Managing the transition of Fishermans Bend Urban Renewal Area from a principally industrial area towards a genuine mixed use environment which provides for co-location of jobs with new dwellings.
- Ensuring the supply of housing keeps pace with population growth and demographic change.
- Ensuring a variety of built form outcomes.
- Ensuring the supply of adequate employment opportunities.
- Managing the interface issues, relating principally to amenity and transport, between the different uses in Fishermans Bend and the wider Port of Melbourne area.
- Ensuring the environmental condition of industrial land is adequate to allow sensitive uses.
- Managing the existing use and future relocation of large scale heavy industries.
- Ensuring the transport network is accessible and adequately serves the community and that the new area is linked to the Principal Public Transport Network (PPTN).
- Recognise that residential amenity in the Fishermans Bend Urban Renewal Area is not comparable to that of residential zones, and residential use and development in these zones must not compromise the other purposes and functions of the Fishermans Bend Urban Renewal Area.
- Ensure new retail development supports the surrounding area's new function without material impacts on the operation of existing centres.

Vision

- Fishermans Bend is an innovative urban renewal project promoting a mix of residential, retail, commercial, entertainment and employment opportunities that complements the functions and built form of the Central City and Docklands.
- The Fishermans Bend urban renewal project will provide excellent access for residents to services and employment, improved housing affordability and choice and a diversity of activities in this key area of Melbourne. The area will provide opportunities for co-location of employment and housing, increasing productivity through decreased travel times for residents and reducing the need for fringe development.
- Fishermans Bend urban renewal project is driven by the fundamental principles of economic prosperity, social equity and environmental quality that takes advantage of its close proximity to existing employment, residential and transport links in the City/ Southbank/ Docklands areas.

Local Strategies

In addition to the objectives and strategies contained in 21.03, 21.04 and 21.05, the following local strategies must be considered and – where more specific detail is provided – take precedence:

- 6.4.67 Promote a genuine mix of uses in the area that provides for residential, commercial, retail, industrial and community facilities and uses.
- 6.4.68 Encourage the concentration and mix of uses to increase public and active transport use, reduce car dependence and promote multi-purpose trips.
- 6.4.69 Encourage the opportunity for significant levels of new residential dwellings to help meet the housing needs of the State.
- 6.4.70 Encourage the relocation of industrial uses to enable the area to transition to a mixed use residential area.
- 6.4.71 Allow existing industry to function and potentially expand in the short to medium term.
- 6.4.72 Support the development of new industrial uses which are employment intensive, clean and sustainable, including high technology uses, in a manner that reduces the amenity impacts.
- 6.4.73 Support the development of Fishermans Bend as the preferred location for clean, high profile, value added advanced manufacturing, research and development, and ancillary services.
- 6.4.74 Manage the interface of residential development in Fishermans Bend Urban Renewal Area with future development in Webb Dock.
- 6.4.75 Promote industry-leading sustainable design principles including the use of renewable energy. Waste recycling systems, co-generation and sharing, waste-to-energy facilities, green roofs/walls, stormwater capture and sustainable building materials.
- 6.4.76 Encourage a more visually pleasing urban form with improvements to both private and public realms with the introduction of residential land uses.
- 6.4.77 Discourage big box retail development without adequate retail impact assessments.
- 6.4.78 In the Fishermans Bend Urban Renewal Area development will respond to the Fishermans Bend Strategic Framework Plan, July 2014 (amended September 2016).
- 6.4.79 Encourage varied building heights within large sites capable of accommodating more than one building and across the entirety of the Fishermans Bend Urban Renewal Area.

Implementation

The local strategies will be implemented by:

- Applying Schedule 1 of the Capital City Zone to the Fishermans Bend Urban Renewal Area and the Fishermans Bend Strategic Framework Plan, July 2014 (amended September 2016).
- Ensuring Schedule 1 of the Capital City Zone requires environmental remediation where necessary, prior to the commencement of sensitive uses or buildings and works associated with a sensitive use..
- Applying the Development Contribution Plan Overlay to the Fishermans Bend Urban Renewal Area to fund public transport and other infrastructure.