Bay Street Structure Plan

Emerging Strategic Directions - Land Use & Built Form

Study Area Boundary

Land Use Anchor -

A Town Hall / Library

B Coles Supermaket

C Foreshore

Reduce impact of traffic

Facilitate renewal of Crockford Street industrial land / land use and built form change

Protect heritage, low rise character and amenity of surrounding established residential areas and traditional retail strip

Reinforce specialty retail -east side of Bay Street

Consolidate higher rise character south of Graham Street and residential growth opportunities

Reinforce business services -west side of Bay Street

Resolve the interface issues between contemporary development and low rise established residential areas

Reinforce core retail - convenience (daily/weekly) shopping/food-for-the-home focus

Strengthen connections between Bay Street, foreshore and Station Pier

Encourage extension of retail fronting Bay Street at ground floor level between Rouse & Graham Streets

Encourage complementary tourism and leisure land use activities at ground floor level