

21.04 PORT PHILLIP'S VISION

24/04/2008
C52

21.04-1 The Municipality

19/01/2006
VC37

Port Phillip acknowledges that it is a city for residents, visitors and workers of distinct neighbourhoods where an understanding of local character and history help achieve environmental sustainability; a city that is reaching out to the future with innovative design and development, high environmental awareness and a vibrant culture; and, a city that respects and values its past, its diversity and its links with traditional owners.

Port Phillip's vision for future land use planning and development is expressed around a number of key land use themes. These themes provide a basis for the more detailed objectives, strategies and implementation measures in Clause 21.05.

For these key land use themes, the Council envisages that:

Attractive residential areas:

- Are desirable places to live, capable of attracting and accommodating a constant population with population growth in appropriate growth areas.
- Offer a high level of amenity - including adequate open space, protection of privacy, maximised solar access, sufficient parking and access to public transport, local shopping and open space.
- Are protected from inappropriate development with new development designed to complement the built and natural environment as well as meet different housing needs, including the need for low-cost housing.

New development on the foreshore reserve does not:

- Lead to increased traffic congestion or parking problems.
- Reduce the net volume of public open space on the foreshore.
- Create air, water or noise pollution or any other threat to the sensitive natural environment.

Heritage places, neighbourhood character and natural systems are protected by:

- Ensuring that all significant heritage places receive adequate protection from demolition or unsympathetic alterations.
- The restoration and recycling of heritage buildings and new development which contributes positively to the heritage value and local neighbourhood character of the place and its natural systems.
- Fostering design processes and outcomes which emphasise the value of Port Phillip's heritage places, the complexity of its local ecology and the elements which define local neighbourhood character.
- Managing development in a way which is environmentally sustainable - in terms of air and water quality, energy and resource consumption, waste minimisation and protection of natural systems.

A vibrant, well managed local tourism industry:

- Co-exists harmoniously with local residents, businesses and traders.

- Maintains and enhances Port Phillip's main tourist assets.
- Offers a range of infrastructure and facilities providing safety, security and comfort, which are integrated into the fabric of Port Phillip in a sympathetic way.
- Is ecologically and environmentally responsible.
- Makes a significant contribution to local employment and the enhancement of community infrastructure.
- Makes maximum use of public transport and infrastructure.

High quality parklands and public open spaces:

- Offer a range of facilities tailored to meet the recreational needs of the local community.
- Are protected and enhanced by Council and the community and are enjoyed by their users.

Lively and viable retail centres:

- Serve the local needs of shoppers and offer safety, security, comfort and convenience to all users.
- Balance parking demands generated by different users.
- Encourage a village atmosphere, public life and social and cultural activity.
- Provide good opportunities for residential land use in close proximity to retail centres to support strong economic activity, environmentally sustainable living and maximum use of public transport infrastructure.
- Retain and emphasise their local character, heritage and culture and provide good access for pedestrians, cyclists and public transport users, as well as motorists.

Strong commercial and industrial precincts:

- Maximise job opportunities by emphasising Port Phillip's competitive industry strengths.
- Offer a high level of amenity, good transport connections, and adequate services and facilities for workers.
- Operate in environmentally sustainable ways and co-exist harmoniously with nearby residential areas.

A transport and pedestrian network:

- Serves the needs of residents, businesses and tourists by providing a range of alternatives, including improved public transport services and enhanced facilities for cyclists and pedestrians.
- Is integrated, safe, efficient, environmentally sound and minimises the impacts of through traffic.
- Is integrated into the local neighbourhoods and discourages vehicular through traffic in residential and tourist areas.

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Port Melbourne and Garden City

In Port Melbourne and Garden City the Council envisages:

- Established residential areas retain their high quality residential environments, distinguished by strong heritage character and predominantly low rise built form. New residential development in these areas are limited. However, there is significant residential development of former industrial sites in mixed use areas such as has occurred at Beacon Cove.
- The area attracts increasing numbers of visitors who wish to experience its distinctive waterfront heritage and character and who increasingly access the area on foot, public transport or bicycle. As a result, there is an increase in retail and tourist related uses, particularly in areas abutting the foreshore.
- The needs of visitors are balanced with those of residents, and new development and activities are managed in a way that acknowledges capacity limitations such as traffic and parking, with new development integrated into the fabric of the existing community and the sensitive foreshore environment. Many traditional buildings and key heritage buildings remain, providing a historical context for new development, and maintain continuity of character with the 'old' Port Melbourne.
- The important role of the Bay Street Shopping Centre is strengthened through the redevelopment of various infill sites that provide opportunities for additional retail and restaurant facilities, as well as increased residential densities that enhance the economic viability of the centre. New development respects and responds to the existing low rise Victorian character of the centre.
- The traditional focus on industrial land use at Fishermans Bend continues, although the nature of land use in the area is changing with more low key uses such as offices, warehousing and high technology manufacturing uses. There is some opportunity for an increased level of office use along Williamstown Road that takes advantage of the main road exposure and acts as a buffer between industrial and residential land uses. Additionally, opportunities for vehicular access to the area via roads other than Williamstown Road are maximised and new development is low rise with adequate setbacks that achieve a landscaped edge along public roads.

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Elwood and Ripponlea

In Elwood and Ripponlea the Council envisages:

- Established residential areas retain their distinctive suburban character including large front and rear setbacks, established gardens and low rise building form. There is limited new development and established homes are encouraged to be retained and refurbished to ensure that a range of housing choices are available.
- Marine Parade and Ormond Esplanade retain their residential character. Existing dwellings and apartment buildings are upgraded and, except for identified heritage places replaced with new single houses and multi-unit developments. A high standard of design that responds to the character of the area is achieved in recognition of the prominence of this area along one of the major seaside boulevards in the municipality.
- The Elwood Junction, Elwood Village, Ripponlea and Tennyson Street retail centres continue to be key hubs of local community activity offering a balanced range of retail shops and some eating premises. New residential development is encouraged in all centres above and behind retail frontages, respectful of the existing scale and character of these areas. The interface between the retail centres and surrounding residential areas is carefully managed to minimise loss of amenity to nearby residents.

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South Melbourne, Albert Park and Middle Park

In South Melbourne, Albert Park and Middle Park the Council envisages:

- Established residential areas retain their strong heritage character and substantially low rise form. Only limited opportunities exist for new low rise development and modest growth occurs in these areas in a carefully managed way to ensure that the high quality residential environment is maintained and enhanced.
- New development, including alterations to existing buildings, are encouraged only where it can be achieved without adversely affecting the character of the area, or the amenity of adjoining properties.
- Beaconsfield Parade retains its strong residential role and character. Sites of identified heritage significance are conserved and the boulevard qualities of Beaconsfield Parade are enhanced. Some new development occurs, provided it is of a scale, height and form that does not overshadow the foreshore (including the seaside promenade on the south side of Beaconsfield Parade), does not undermine the integrity of any heritage building on the site or on an adjacent site, and models the bulk and mass in a manner that retains the predominant low rise pattern of development without loss of amenity to neighbouring properties.
- Clarendon Street, Bridport Street, Victoria Avenue and Armstrong Street retail centres retain their low rise, Victorian character. These centres continue to be key hubs of local community activity offering a balanced range of retail shops and eating premises, with some new residential dwellings and shop-top housing, in appropriate areas. The South Melbourne Market is upgraded and continues to operate as an important community market serving the municipality's population.
- South Melbourne Central will expand its roles as a sustainable mixed used precinct, focused on the South Melbourne Activity Centre. It will continue to provide a unique urban village character while the number of residents, workers and visitors continue to grow.
- St Kilda Road and Kings Way are key 'gateways' to the Melbourne CAD from the south eastern suburbs and comprise high quality medium to high rise commercial development that enhance the important metropolitan role of this area as Melbourne's premier commercial precinct outside the CAD, with ancillary residential development ensuring that the area is vital and active at all times of the day.
- St Kilda Road and Albert Road retain their boulevard character and important views and vistas to the Shrine of Remembrance and Albert Park Reserve respectively. Albert Park Reserve continues to provide a range of recreational and sporting activities set within an attractive parkland setting that are accessible to the local and wider community.

21.04-519/01/2006
VC37**St Kilda Road and Queens Road****In the St Kilda Road and Queens Road neighbourhood the Council envisages:**

- The important metropolitan role of this area as Melbourne's premier commercial precinct outside the CAD continues, with ancillary residential development ensuring the area is vital and active at all times of the day.
- The high standard of front setback landscaping along St Kilda Road is maintained and enhanced with more active frontages at street level, including convenience shops and restaurants that create a greater level of pedestrian activity and interest at the street level.
- The boulevard character of St Kilda Road is retained and important views and vistas to the Shrine of Remembrance in particular are protected.
- Queens Road continues to be a high quality residential area with development at higher densities than in the established residential areas of Port Phillip. New development in the area around High Street and Punt Road consolidates this as an area of medium density development and also improves the streetscape amenity. Non-residential uses

are limited, apart from an improved range of local convenience retail and other services that are provided to serve the needs of residents.

21.04-619/01/2006
VC37**St Kilda****In St Kilda the Council envisages:**

- The established residential areas retain their unique heritage and urban character and generally low rise built form. Limited new development occurs in these areas that are carefully and imaginatively designed to ensure that the distinctive character and high quality residential environment is conserved and enhanced.
- The properties along the foreshore retain their residential role. Limited new development occurs in this area provided it is of comparable bulk and height to the dominant built form.
- The distinctive and unique cultural heritage, built form character and environmental setting of the St Kilda Foreshore Area is retained and enhanced, to reinforce the locality's threefold seaside residential, leisure and entertainment, and marine recreation role.
- That places having local cultural value be supported for the contribution they make to the vitality, character and identity of the area.
- The important history of the Acland Street and Fitzroy Street retail centres as part of the earliest seaside resort in Melbourne that is reflected in its heritage places and urban character is conserved and enhanced. They continue to be regionally important activity centres that provide a balance of retail and tourism facilities with complementary residential and commercial uses as follows:
 - Fitzroy Street retains its spacious 'boulevard' atmosphere with the section between Grey Street and the Esplanade remaining low rise, maintaining the pedestrian scale, maximising sunlight access to the south eastern side and preserving landmark buildings. Additional local convenience retail is encouraged, particularly in the retail core between Grey Street and the Esplanade, and on the St Kilda Station site to support the needs of the increasing residential population in the area.
 - Acland Street retains its distinctive 'village' atmosphere created by the predominantly low rise, fine grain built form of the centre and the balance of local convenience retail and tourist facilities is maintained.
- The Brighton Road retail centre continues to provide a range of goods and services to the local community. New residential development is encouraged above and behind retail frontages, taking advantage of the centre's excellent proximity to main roads and public transport, and strengthening the viability of the centre.
- St Kilda Road south becomes a 'gateway' of high quality office and commercial development with some residential uses. New development is designed in a manner that upgrades and develops the appearance of the boulevard by responding to the consistent scale, form and "hard-edge" of the buildings along the east side of St Kilda Road.
- The appearance and amenity of the areas zoned Mixed Use is upgraded and more residential in character with compatible commercial and light industrial uses. Development on the St Kilda Depot site and on the north side of Inkerman Street for medium rise residential development consistent with the higher built form in this area provides a catalyst for new residential and mixed use development in other areas.
- Wellington Street is a mixed precinct of office, residential and other compatible uses, with high quality buildings that are consistent with the predominant scale and form of existing buildings in the area.

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East St Kilda

In East St Kilda the Council envisages:

- The established residential areas retain their mixed architectural character and diverse housing stock while heritage places or areas are conserved and enhanced. Any new residential development respects the important setback and garden characteristics of the area but are generally located in areas that have already undergone significant redevelopment in the 1960s and 1970s.
- New development, including alterations to existing buildings, are encouraged only where it can be achieved without adversely affecting the character of the area, or the amenity of adjoining properties.

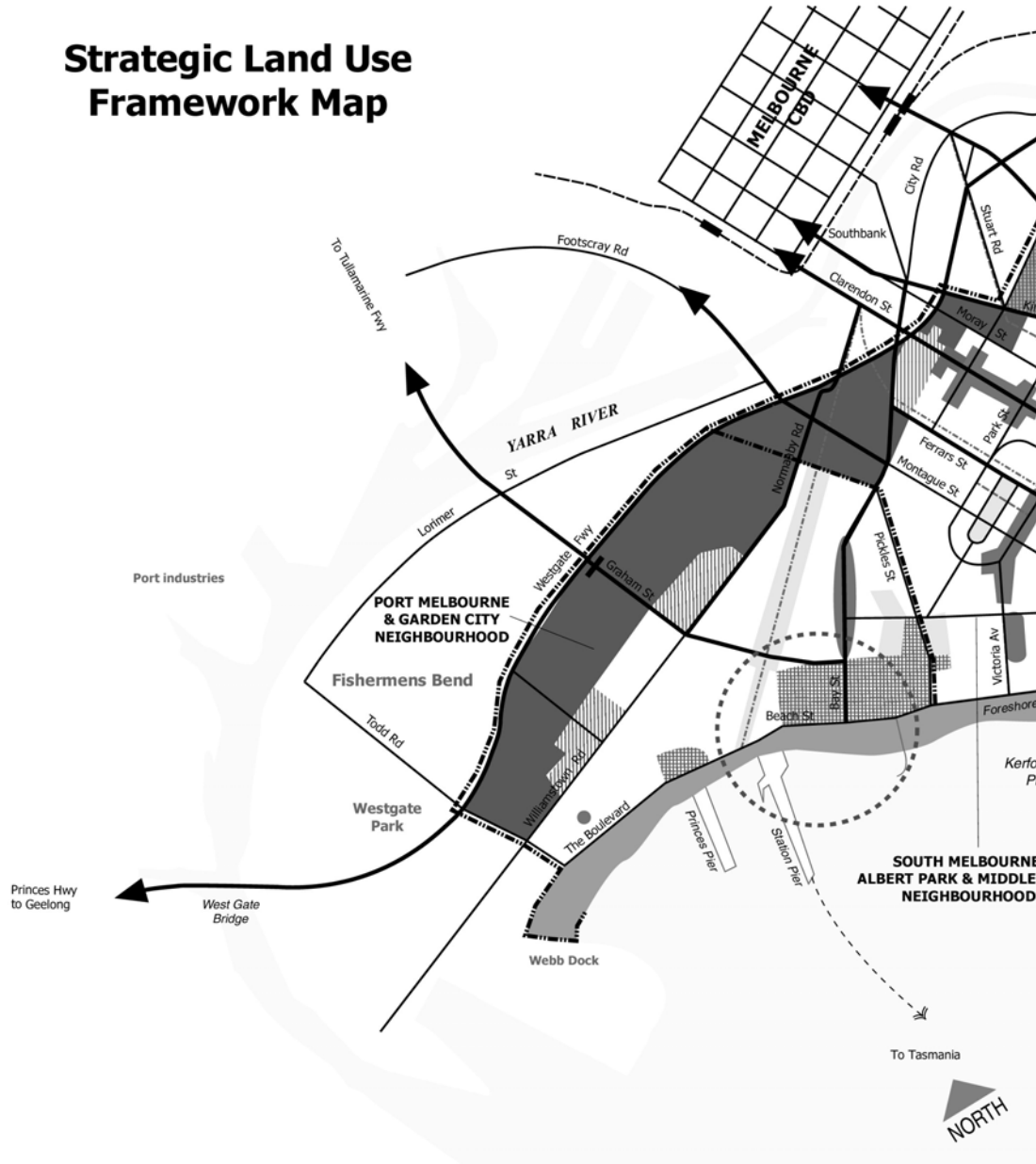
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Strategic Land Use Framework Plan

Council's key strategic directions for future land use planning and development are illustrated in the Strategic Land Use Framework Plan. The purpose of the framework plan is to illustrate Council's vision for the municipality and in particular identify locations where broad land use outcomes will be supported and promoted.




Strategic Land Use Framework Map

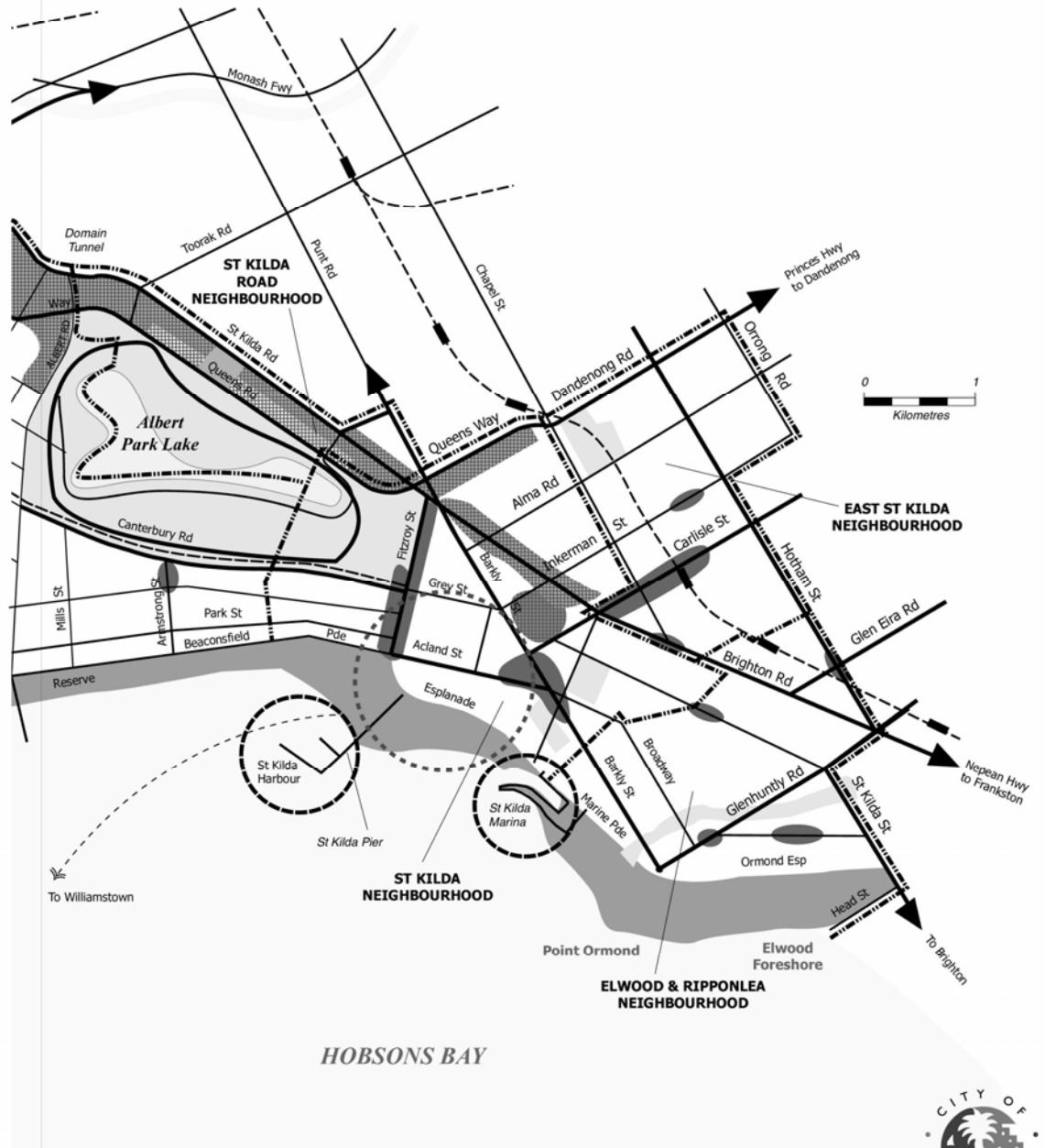


Neighbourhood areas

-  Retail centres
-  Opportunities for new residential growth
-  Parks and foreshore
-  Residential neighbourhoods

Employment areas

-  Industrial areas
-  Mixed office and industrial areas
-  Mixed office and residential areas



Transportation and access

- Light rail
- Heavy rail
- Tram
- ➔ Major through roads
- Major visitor areas
- Marina/harbour
- Neighbourhood Boundaries



This is not a Planning Scheme map. Please check the Planning Scheme map for accurate zone and overlay information.