

## Section 1.0 - INTRODUCTION

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### 1.1 What is a Structure Plan?

Structure Planning is the process of developing an integrated framework for the future development and management of an activity centre, and its surrounding area. A Structure Plan influences changes in land use activity, the design of new buildings and public spaces, and how people get to and move around the centre – whether it be by car, bike, on foot or by public transport.

### 1.2. What is an Activity Centre?

Activity Centres are places for business, shopping, working and leisure. Most centres also contain community facilities related to public administration, education, health and emergency services, and are important locations for the development of different types of housing. *Melbourne 2030*, which is the State Government's 30 year urban planning strategy, defines an 'Activity Centre' as a place that:

*"...provides the focus for services, employment and social interaction in cities and towns. They are where people shop, work, meet, relax and often live. Usually well-served by public transport, they range in size and intensity of use from local neighbourhood strip shopping centres to traditional universities and major regional shopping malls".*

### 1.3 Why prepare a Structure Plan for Carlisle Street?

Activity Centres are constantly changing in response to economic and lifestyle trends. The Structure Plan will guide change in a way that achieves outcomes for Carlisle Street and the surrounding area that are consistent with clearly defined economic, social, cultural and environmental objectives.

This Structure Plan has been prepared to:

#### 1 Provide a local response to *Melbourne 2030*

*Melbourne 2030* has identified Carlisle Street as a 'Major Activity Centre', one of four across the Port Phillip municipality. The strategy envisages that over the next 30 years these centres will 'experience considerable change'. They are expected to achieve:

- ✓ A broader mix of activities (shops, services, and community facilities), operating over longer hours.
- ✓ Increased residential development and intensity, in and around the centre.
- ✓ Maximum use of public transport and walking.

*Melbourne 2030* directs that Structure Plans be prepared for all Major Activity Centres to outline their capacity for growth and change, and to create opportunities for and direct new investment.

By preparing a Structure Plan for the Carlisle Street area, the extent and type of change can be determined having regard to local conditions, and with an understanding of what is valued and sought by the local community.

## 2. Co-ordinate Council's planning and services for the area

Port Phillip City Council is increasingly adopting 'Place Management' as a means to ensure an integrated and co-ordinated approach to the planning and service delivery within a particular location or 'place'.

Strip shopping centres and their surrounding areas are complex places, making 'place management' essential. They include a variety of land uses (shops, community facilities, restaurants, housing), an intensively developed built fabric, and a concentration of people, cars and public transport. Their complex nature and constant pressures for change, require careful management by Council.

The preparation of a Structure Plan that sets out clear future directions and priorities for the centre will ensure that Council's detailed planning and service delivery for the area is integrated and relevant to local community needs.

## 1.4 The Study Area

The Study Area for the Carlisle Street Activity Centre Structure Plan is bounded by; Brighton Road to the west, Inkerman Street to the north, Hotham Street to the east and the residential streets of Grosvenor and Gourlay to the south – as shown by FIGURE 1.

Definition of the study area is based on:

- The existing retail strip along Carlisle Street as the focus.
- The Balaclava train station / rail-line and intersecting tram line as a central axis.
- Recognition of a well-established 'hub' of civic and community uses operating west of Chapel Street.
- Inclusion of adjacent economic activity clusters (mixed use, commercial and industrial areas that function within the influence of the retail strip).
- Inclusion of established residential areas generally within walking distance to the retail strip and Balaclava train station.
- Major physical barriers (roads) and municipal boundaries.

## 1.5 Format of this Structure Plan

The Carlisle Street Activity Centre Structure Plan comprises six sections:

1. An *Introduction*
2. Setting of a *Vision and Strategic Directions*
3. *Strategic Directions*

The Structure Plan articulates seven (7) Strategic Directions which reflect the key priorities for the activity centre and its environs. Directions relate to the centres' Activity Mix, Place Identity, Built Form, Public Realm, Accessibility, Residential Opportunities, and its role as a Community 'Hub'.

Each Strategic Direction comprises a 'Planning Context', a statement of 'Desired Outcomes' (objectives), and a set of 'Strategies and Opportunities' to achieve these outcomes.

A series of 'Framework Plans' illustrate specific strategies and initiatives, reflecting 'how and where' strategic directions will be achieved on the ground.

4. *Precinct Directions*

More specific 'directions' are set for individual precincts within the activity centre, and for precincts within the surrounding residential areas. Each Activity Centre precinct includes a Precinct Description, Strategic Directions and Precinct Opportunities. Each precinct within the established residential area comprises a 'Residential Development Statement' and a 'Preferred Character Statement'.

5. *Key 'Strategic Opportunities'*

These provide further detail and design concepts for two priority 'catalyst' projects; the Balaclava Walk (Station) Project and the Supermarket Renewal Project.

6. An *Implementation Strategy*

This outlines the range of potential mechanisms, funding sources and partnerships necessary to bring the Structure Plan into effect.

### NOTE:

Throughout the Structure Plan a distinction is made between the 'Activity Centre' and the 'Study Area'. The boundary of the Activity Centre is clearly defined (FIGURE 1) and essentially comprises non-residential areas (with exceptions outlined in Section 4.1). The study area includes both the activity centre and the surrounding established residential areas which are within walking distance to the retail strip and Balaclava Station.

Many of the strategic directions and initiatives expressed in the Structure Plan relate specifically to the activity centre. Where strategies affect the established residential areas or the broader study area, this is made clear.

## 1.6 Process and Community Involvement

This Structure Plan was prepared through a process of research, consideration of key issues and opportunities for the activity centre, and the development of planning strategies that will achieve desired future outcomes for the centre.

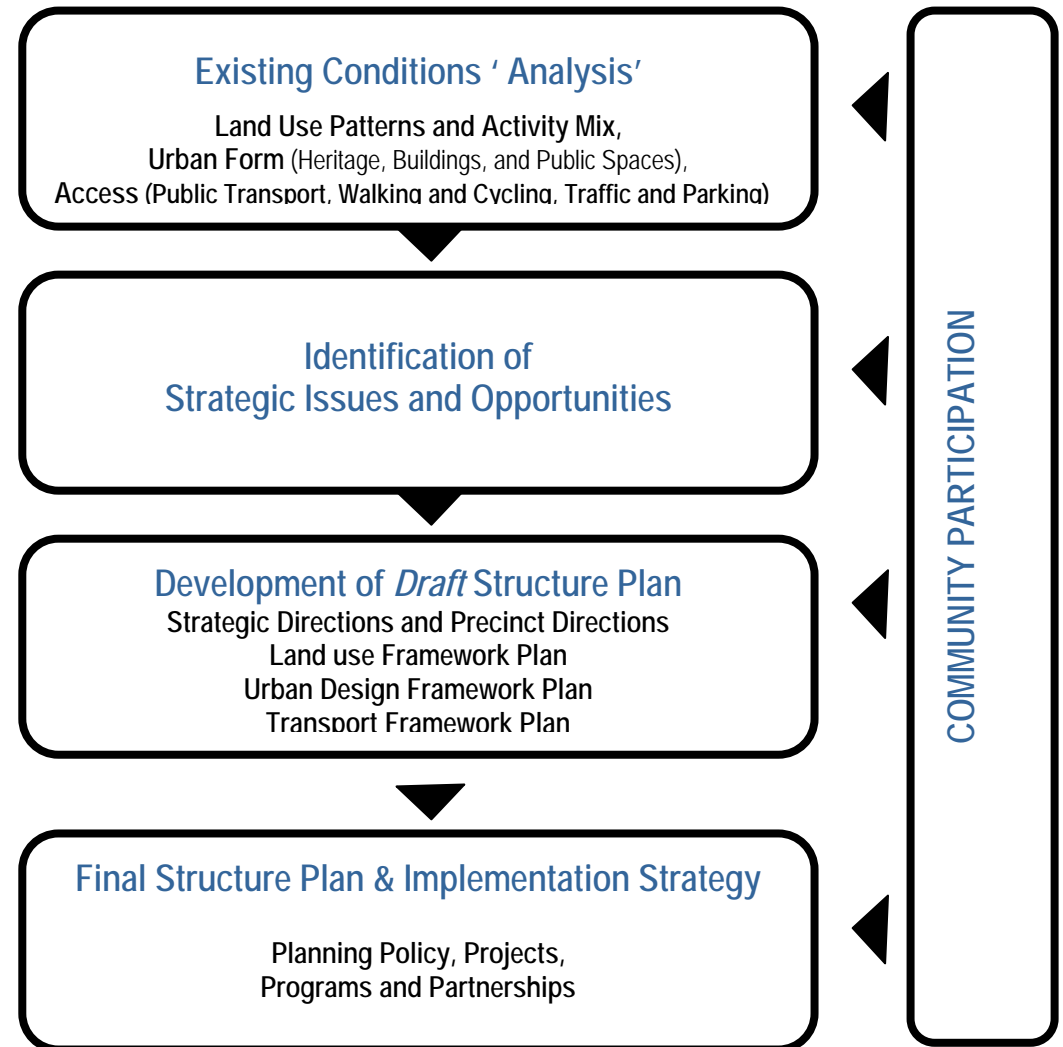
Participation of the local community has been central to this process, with involvement in defining the issues and strategic priorities for the centre (Refer Section 2.3).

These were expressed during a range of community and stakeholder consultations which included:

- A Traders Forum
- Circulation of a 'Mock Newspaper' highlighting issues and opportunities
- 'In -centre' displays and discussions
- An interactive web-site and feedback sheet

A *draft* Structure Plan was placed out for community consideration and input, leading to a number of refinements prior to adoption in November 2009.

The diagram opposite illustrates the Structure Plan process:



## 1.7 Planning Time Frame

The Structure Plan has been prepared with a 2020 outlook. This represents a 'mid-point' of Melbourne 2030, acknowledging the Government intends to review this strategy every five years and continues to develop its implementation priorities and opportunities.

This time-frame provides the scope to articulate a medium to longer-term vision for the Carlisle Street area, whilst developing strategies and actions which may progressively occur over a 1 to 10 year time-frame.

The potential to 'realign' the Structure Plan after 5 years exists, recognising the need for Council to remain responsive to changes in the policy environment, the dynamic nature of the retail and property sectors, and to enable on-going community involvement in the planning process.

## 1.8 Delivering Outcomes

A detailed Implementation Plan will be developed in association with the Structure Plan, to ensure the desired outcomes for Carlisle Street area are delivered effectively. As reflected by the diagram opposite, a range of integrated implementation 'mechanisms' will be identified.

### **What outcomes the Structure Plan will influence:**

- Land Use Activities
- Built Form and Public Realm
- Transport and Movement

### **How the Structure Plan will influence outcomes:**

- Planning Scheme Policy & Controls
- 'Catalyst' Projects
- Council Programs
- Capital Works Projects
- Partnerships – Govt / Private / Community

**Figure 1 Study Area & Activity Centre Boundary**

