

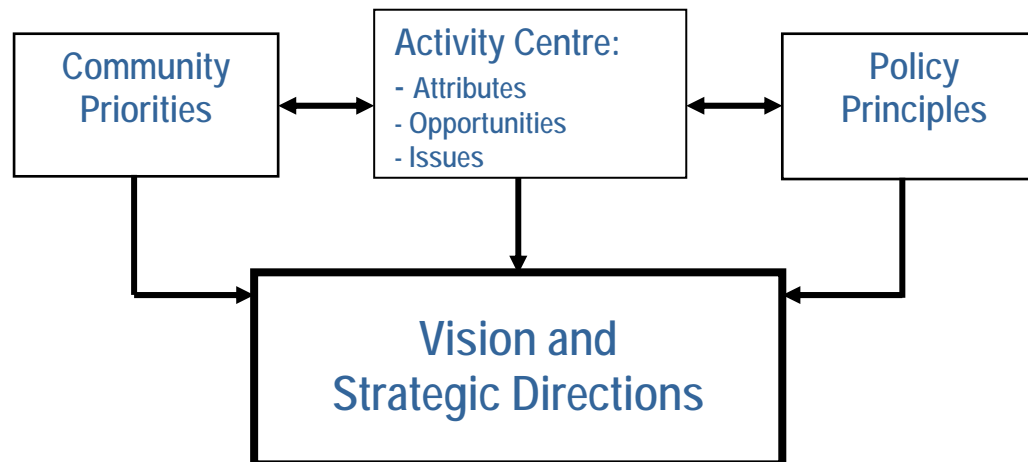
Section 2.0 - VISION AND STRATEGIC DIRECTIONS

2.1 Planning Context

To effectively guide change, the Structure Plan needs to be anchored by a 'Vision' and a set of core 'Strategic Directions'. The Vision must be locally relevant (whilst cognisant of wider influences), focused on priority and achievable outcomes, and represent a shared view of the future.

The **Vision and Strategic Directions** for the Carlisle Street Activity Centre have been informed by:

- An understanding of the centres defining characteristics – its strengths, opportunities, and challenges.
- Key community aspirations (expressed during consultations).
- Policy Principles.



2.2 Centre Attributes

The Carlisle Street Activity Centre is a significant local retail and employment precinct that provides a wide range of facilities for the local community.

The focus of the activity centre is on Carlisle Street, the main shopping strip servicing the Balaclava / St Kilda East neighbourhood. Its strong weekly shopping facilities (two major supermarkets), wide range of community facilities / services and excellent public transport access, means it also draws trade from a wider catchment.

The centre's strengths include:

- A diverse retail and service centre role (including strong weekly shopping facilities and a 'niche' role in the provision of kosher / continental goods);
- An evolving 'local' leisure / entertainment role (evidenced by the recently established bars / cafes which augment the traditional retail function of the centre);
- The distinctive local heritage and character, human scale and consequent well-established 'sense of place' for the local community;
- Well-established residential areas with a rich urban fabric that reflects different waves of development (original cottages, walk-up flats and recent contemporary development);
- Excellent access to public transport (train, tram and bus services) and high connectivity through the local street network facilitating walking to the centre;
- A high concentration of community / civic uses within, and in proximity to the centre; and
- Adjacent industrial and commercial precincts, and 'mixed use' areas providing new residential development opportunities.

2.3 Community Priorities

The Structure Plan has built on the community's issues, aspirations and priorities for the area, expressed during a range of community and stakeholder consultations.

The top issues / priorities identified by the community are as follows (ranked by the highest number of responses to the lowest):

What the Community Likes	What the Community Dislikes	What the Community Wants
1. Love the diversity of Carlisle Street	1. Don't want any more chain stores	1. Need more pedestrian crossings
2. Like the family run shops.	2. Limit the number of cafes	2. Need a hardware store & book store
3. Love the cafes	3. There are too many \$2 shops	3. Need more parking
4. Carlisle Street is a place for the locals – keep it that way	4. There is too much clutter on the footpath	4. We need more trees on the footpath
5. All shopping can be completed in one place	5. The footpath is always dirty	5. Traffic speed should be reduced
6. Keep the historic facades (but renovate them)	6. The footpaths are congested	6. A public square would be good / more seats / need a park

From the consultation, some key themes have emerged:

- The diversity of Carlisle Street is highly valued by the community.
- Retention of convenience retailing (daily and weekly shopping) is important.
- Pedestrian access and movement within the centre could be improved.
- The heritage buildings make an important contribution to the streetscape and should be upgraded.
- There is a lack of public open space/meeting space within the centre.

Some community aspirations conflict and it is the role of the Structure Plan to try to address and manage the competing interests of the centre in the context of *Melbourne 2030* and broader Council policies.

2.4 Policy Principles

The following key policy principles have been drawn from major policy statements affecting the Carlisle Street area¹ and as such have informed the setting of key Strategic Directions for the future of the Activity Centre.

A Vibrant Local Economy

- Traditional local shopping strips and centres should remain prosperous and service local needs
- A vibrant, diverse and creative local economy that supports local jobs
- Sustainable tourism industries that support Port Phillip's cultural identity and assets

Quality Built Environment

- Quality urban design that makes urban areas more liveable and attractive
- Protection of Port Phillip's built heritage
- Recognition and protection of cultural identity, neighbourhood character and sense of place
- Improved levels of public safety and a greater sense of community and personal safety

¹ Refer References for list of relevant Policy Documents

Culture and Community Life

- Support a diversity of people and lifestyles within the city
- Maximise opportunities for all people to participate and engage in community life
- Support and encourage inviting and accessible places and spaces
- Promote the city's cultural heritage
- Sustain the eclectic nature of the city and its neighbourhoods
- Develop a creative city, where the art, contemporary culture, creativity and innovation are encouraged

Supporting and Servicing the Community

- Relevant services and facilities that are targeted to meet the needs of the whole community and also actively include groups that experience disadvantage
- Consolidation of community services and activities in key locations – 'community hubs'
- Maximise the use of community and civic facilities
- Increase the supply of well-located affordable housing through continued leadership and advocacy

Sustainable Transport

- Prioritise and improve conditions for walking, cycling and public transport to reduce private vehicle travel
- Improve public transport (facilities and services) across Port Phillip

Environmental Responsibility

- Improve the environmental performance of new public and private works

Activity Centres *(Melbourne 2030)*

- A wide range of activities and services, operating over longer hours
- A substantial proportion of new housing located in or close to activity centres, where accessibility to goods, services and transport is highest
- Upgraded Principle Public Transport Network and local public transport services to connect activity centres

2.5 A Vision Statement

*In the year 2020 the Carlisle Street Activity Centre will be enhanced as a **focus for the local community**, offering a diverse mix of shopping, business and community services, leisure and living opportunities:*

It will be a place where:-

- ✓ *The **diverse 'activity mix'** responds to local community needs, and supports the long term viability and vibrancy of the centre.*
- ✓ *The 'authenticity' and the unique '**place identity**' of Carlisle Street is reinforced. The centre will maintain its 'point of difference' from other strip centres and its strong connection with the local community.*
- ✓ *'Street-activity' and 'cultural opportunities' are maximised – day and night – to create a **focus for cultural and community life**.*
- ✓ *The centre's role as a **highly accessible civic and service 'hub'** is reinforced, supporting a diverse and engaged community.*
- ✓ *The **Built Environment** (public and private realms) has been enhanced, creating an activity centre that is **attractive, functional and sustainable**.*
- ✓ *Changes in the **Built Environment have been managed to** -
 - *reinforce (and where necessary reinstate) the traditional urban form of 'streets and laneways' as connections between activities**

- *realise opportunities to create new, high quality public spaces*
- *retain the human scale and traditional, historic streetscape of the shopping strip*
- *concentrate new development within the defined activity centre*
- *respect and improve residential 'interfaces' and the character and amenity of surrounding residential areas*

- ✓ ***Accessibility to and through the centre via sustainable transport modes - public transport, cycling and particularly walking - is maximised.***
- ✓ ***A diversity of new residential opportunities are provided, predominantly within and directly adjacent the Activity Centre, whilst ensuring the heritage and character of established residential areas is retained.***
- ✓ ***The activity centre, and the established residential areas surrounding the centre, are enhanced as a place to live.***

Over the next decade, significant change will occur across the activity centre. Through carefully planning, managing and directing change in line with this vision, Carlisle Street will be enhanced as a place to shop, visit, work and live'.

2.6 Implementing the Vision

The *Strategic Directions* set for the Carlisle Street Activity Centre – reflected in section 3.0 of the Structure Plan – are drawn from this *Vision Statement* and support its realisation.