

Carlisle Street Activity Centre Structure Plan

Carlisle Street

Adopted November 2009



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Section 1.0 - INTRODUCTION

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.

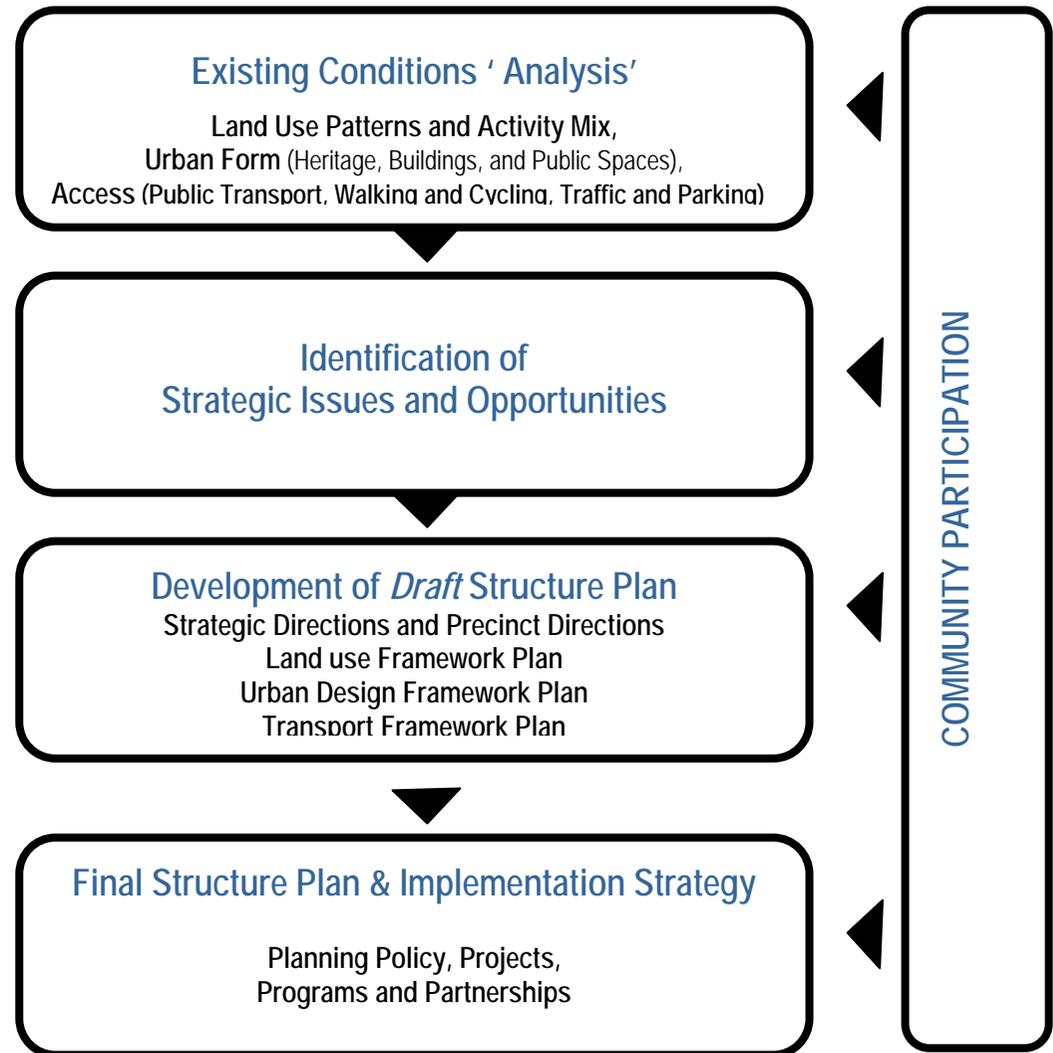
Participation of the local community has been central to this process, with involvement in defining the issues and strategic priorities for the centre (Refer Section 2.3).

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:

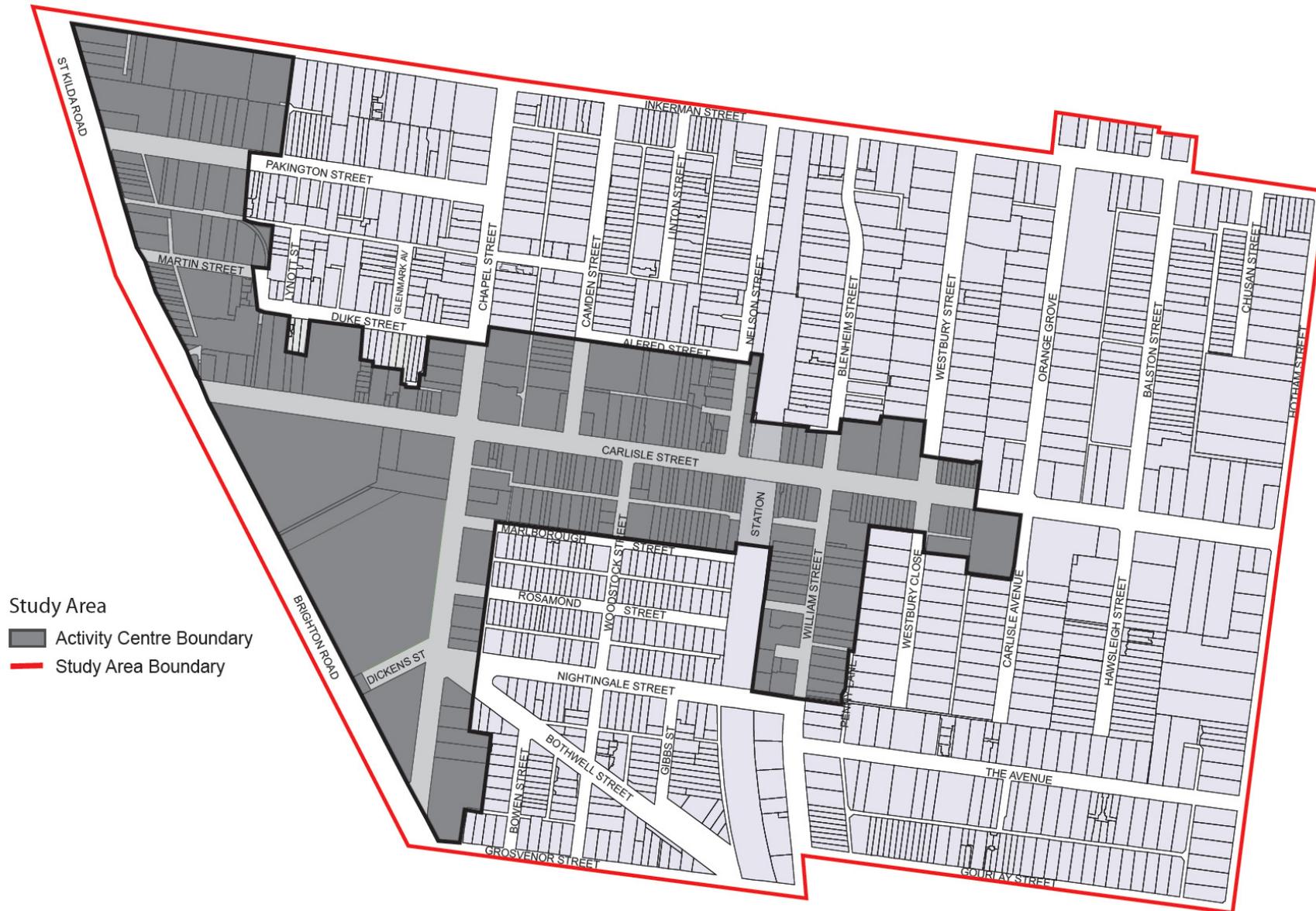
- Land Use Activities
- Built Form and Public Realm
- Transport and Movement



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



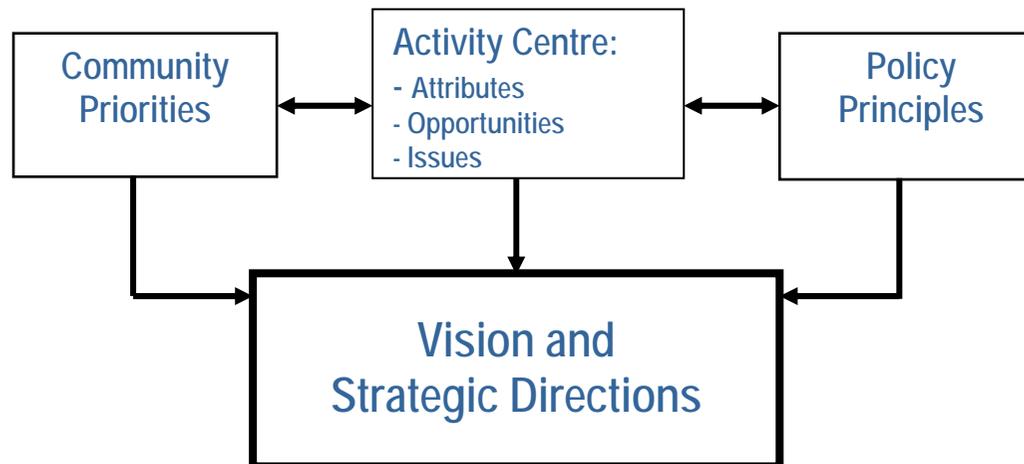
Section 2.0 - VISION AND STRATEGIC DIRECTIONS

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.

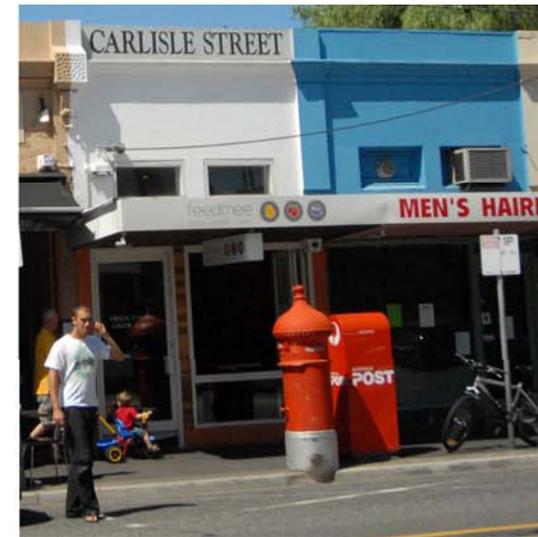
Section 3.0 - STRATEGIC DIRECTIONS

The following 'Strategic Directions' each comprise:

- 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' reflecting 'how and where' strategic directions will be achieved on the ground. Plans are grouped as follows:

- Land Use Framework Plans
- Urban Design Framework Plans
- Movement and Access Framework Plans



Strategic Direction 1 - ACTIVITY AND BUSINESS MIX

Provide for a diverse activity and business mix which responds to the needs of the local community, and ensures the long term viability and vibrancy of the activity centre

Planning Context

“Activity Centres provide the focus for services, employment and social interaction in cities and towns. They are where people shop, work, meet, relax and live.....They are not just shopping centres, they are multi-functional.” (Melbourne 2030)

Carlisle Street (Balaclava) is defined as a *Major Activity Centre* by *Melbourne 2030*. Typically these centres have a mix of activities that generate high numbers of trips, including retail shops, personal and business services, commercial businesses and entertainment functions. Like Carlisle Street, activity centres also benefit from the high accessibility offered by train, tram and bus services. In the future they are expected to offer more opportunities for housing.

“The Carlisle Street Activity Centre has a cosmopolitan environment comprising a broad range of land use activities.... a relatively high density of development and a busy, intense nature.” (PBD 2003)

Fostering a rich mix of activities within the Carlisle Street Activity Centre will bring significant benefits:

- ✓ People have access to a wider range of goods and services, employment opportunities, entertainment and community facilities.
- ✓ A diverse activity base is essential for economic vitality. The centre is less susceptible to competition and the impacts of retail change.
- ✓ A ‘hub’ of different activities offers a focus and ‘sense of place’ for the local community.



- ✓ It lowers car usage, by facilitating multi-purpose trips, and concentrating goods and services at a location that is highly accessible by public transport and by foot.
- ✓ Integrating new housing into the activity centre will broaden the mix, encourages ‘after hours’ street-life, and supports existing businesses and public transport.

The Carlisle Street Activity Centre already has a good balance of convenience and specialty retail shopping, together with an emerging café / restaurant sector, and a wide range of personal services. In addition, the strong presence of civic and community facilities and services, established commercial / business clusters, and the centre’s role as a transport ‘hub’, combine to create a mix which is central to its success as a thriving activity centre.

Over the next 10 years it will be important to consolidate the activity centre and secure its future viability through building on and managing this diverse activity mix, in particular the retail offer. There is no ‘ideal’ business mix and centres like Carlisle Street will continuously evolve. Council can, however, play a proactive (non-regulatory) role in monitoring, attracting and retaining appropriate business types, in partnership with the business community and property owners. In addition, a number of under-utilised sites within the activity centre provide key strategic opportunities for new development to support a diverse and viable business base.

Desired Outcomes

General

- The activity centre continues to evolve as an increasingly mixed-use precinct, anchored by its traditional retail strip, and its function as a community services and public transport 'hub'.

Retail Role and Capacity

- 'Daily' and 'weekly' (convenience) shopping is reinforced as the centre's primary role - ensuring the local community has continued access to necessary retail goods and services.
- Growth in the level of retail activity is achieved - to support the demands of an increase in population and retail spending.

Business Diversity

- 'Niche' retailing opportunities are fostered and, together with convenience retailing and café / restaurant activity, contribute to a unique, rich and marketable user experience.
- Cafés, restaurants and bars contribute to the cultural life of the centre, but have not diminished the variety of retail goods and services available.
- The business precincts surrounding Carlisle Street contribute to a diverse and vibrant local economy, employment opportunities and broaden the customer base for the retail strip.

Residential Activity

- New residential activity has established within the Activity Centre, but in a way that has not diminished the future economic capacity of the centre.

Strategies and Opportunities

The following strategies and opportunities are shown on and will be supported through implementation of the *Land Use Framework Plans*:

- FIGURE 3.1 – Land Use Framework – which reflects the individual land use precincts within the Activity Centre.
- FIGURES 3.2 thru 3.5 – which reflect the locations within Activity Centre with 'capacity' to accommodate additional Retail, Commercial / Employment, Community and Residential Uses respectively.

3.1.1 Facilitate the evolution of a multi-functional activity centre, whilst reinforcing a distinctive role and land use focus for individual precincts.

- Concentrate primary shopping activities and retail 'anchors' within the designated 'retail core'.
- Achieve a wide range of retail, café / restaurant and personal service uses in the balance of the retail strip – west of Chapel Street and east of the rail bridge.
- Continue opportunities for office and showroom uses along St Kilda Road, north of Carlisle Street.
- Allow a diverse service industrial / specialised business base within the William Street precinct (with future potential for comprehensive renewal to a greater mix of land uses).
- Facilitate new residential uses, together with compatible business activities, within the Chapel Street and Pakington Street mixed use areas.
- Consolidate the cluster of civic and community facilities and services to the west of Chapel Street.
- Develop the Balaclava Station Precinct as a true 'Public Transport Hub', emphasising improved integration with the Carlisle Street retail strip.
- Maintain the 'daily' convenience retail role of the Inkerman Street shops.

3.1.2 Enhance the Quality of Carlisle Street's 'Retail Offer' through;

- a. Reinforcing 'Daily' and 'Weekly' (Convenience) Shopping as the centre's primary function,
- b. Fostering 'Speciality' Retail Roles, and
- c. Providing for Retail Growth.

- Consolidate a legible, compact and walkable 'retail core' to maximise shopper convenience.
- Retain both major supermarket anchors within the centre, and facilitate their upgrade to contemporary standards to ensure they remain competitive, affordable and meet 2009+ shopper expectations.
- Target identified retail 'gaps' (including a book shop and hardware store).
- Support and promote well-established and emerging 'niche' retailing (in particular kosher and continental foods, and independent clothing stores) to augment the centre's convenience shopping role.
- Identify and secure opportunities for additional retail floor space to meet demand arising from the projected growth in population and retail spending.

(Projections suggest demand will exist for a 23% increase in the size of the retail strip (an additional 9,000m²) by 2016^{SGS Economics}.)

- Ensure new retail floor-space is designed to integrate with the existing 'retail core' along Carlisle Street.
- Facilitate opportunities for new retail experiences through the creation of new intimate shopping spaces, especially laneway-style development which facilitates connections between retail activities.

¹ Projections acknowledge that the extent of retail growth will depend on the availability and capacity of sites to accommodate new development and achieve appropriate built form outcomes.

3.1.3 Broaden the range of Personal and Business Services available in the activity centre:

(Personal services account for a significant 63% of trips to Port Phillip's strip shopping centres – (SGS, 2006).

- Ensure the retention of key 'retail' services including:
 - Post office and banks.
 - Local property, medical, legal and financial services.
- Support an increase in 'lifestyle' services to support the growing demand including; hairdressers, fitness centres, day-spas etc.
- Facilitate additional commercial floor-space within the activity centre, both as part of large site redevelopments and through encouraging the use / development of space above existing retail shops.

3.1.4 Manage the growth of bars, café and restaurant premises, to ensure they augment but do not displace the centre's primary convenience shopping role.

- Discourage the establishment of new café, restaurant and tavern / bar uses within the 'retail core' of the activity centre, where the walk-ability, continuity of active frontages and the concentration of primary retail uses is paramount to maintaining shopper convenience and retail competitiveness.
- Discourage larger-scale (and the concentration of) late night entertainment based uses (bars / taverns and nightclubs) within the activity centre, particularly adjacent established residential areas. The scale of such uses must be appropriate to the role of Carlisle Street in supporting the leisure needs of the local community, as distinct from the regional entertainment roles fulfilled by nearby activity centres (ie St Kilda – Acland and Fitzroy Streets, and Prahran - Chapel Street).

3.1.5 Support a vibrant local economy through diversifying business opportunities outside the retail strip; emphasising office / showroom, small-scale service industrial, home-business and creative enterprises.

- Retain opportunities within the William Street precinct in the short term for service industrial and specialised uses not suited to the retail strip. Retain a business (commercial / industrial) presence at ground level in the event that comprehensive renewal of the precinct is pursued in the longer term.
- Maintain the opportunity along St Kilda Road to accommodate businesses (including showrooms, restricted retail premises and offices) which require main road exposure, and work to strengthen its relationship with the Carlisle Street retail strip.
- Facilitate areas zoned as 'mixed use' to maintain a significant business component, particularly at street level.
- Encourage 'home-businesses' to operate within mixed use zones and support the development / conversion of new premises suited to this purpose.
- Encourage the use of more affordable 'first floor' premises throughout the activity centre to support smaller enterprises, 'start up' businesses and artist spaces.

3.1.6 Facilitate new mixed-use development opportunities on strategic sites, incorporating the vertical layering of different land uses to enhance the activity mix of the centre.

Strategic site opportunities include: the 'at grade' car parks in Camden, Alfred / Nelson and Marlborough Streets, and the Australia Post site, corner Chapel Street and Brighton Road. (Refer Section 4.0 – Precinct Directions for further detail.)

3.1.7 Ensure new residential development within the Activity Centre does not diminish the viability of business operations, or the future capacity for retail and commercial growth.

- Clearly nominate locations (specific sites and precincts) within the activity centre where new residential use will be encouraged.
- Ensure that new residential development within the activity centre, is located primarily above street level to maximise 'active' frontages and recognise the primary role of the centre for business activity.
- Ensure residential development pressures on key strategic sites within the activity centre are staged and managed in a way that preserves the opportunity for retail / commercial growth in the medium to long-term:
 - Prioritise the redevelopment of the car parks on the north side of Carlisle Street in the short term, recognising their greater potential for improving the centre's retail offer.
 - Retain the 'at grade' car park in Marlborough Street, east of Woodstock, in the short to medium term, to allow for a future assessment of the need for additional retail and / or commercial floor space.
- Identify 'renewal' opportunities where new residential development can be designed specifically to deliver an improved 'interface' between the activity centre and adjoining residential areas.

Strategic Direction 2 - A 'COMMUNITY HUB'

Reinforce the centre's role as a highly accessible civic and service 'hub' to support a diverse and engaged community.

Planning Context

The Carlisle Street Activity Centre is a focus for many civic and community services, largely concentrated to the west of Chapel Street.

The St Kilda Town Hall is a Council designated 'civic hub', one of three across Port Phillip. The recent co-location of Council's governance and administrative functions at the town hall, and the availability of large meeting spaces have further reinforced this civic role. Directly opposite, the St Kilda Library is a key 'destination' within the activity centre.

Carlisle Street is also a recognised 'service delivery hub'. In addition to the municipal offices, Council services include the Maternal and Child Health centre and the St Kilda Children's Centre (childcare).

A wide range of community organisations are also based within the activity centre. The St Kilda Parish Mission site on the corner of Chapel and Carlisle Street houses a range of community support services including the St Kilda Drop-in centre, Port Phillip Community Group and St Kilda Legal Service. Other community organisations operating within the activity centre include the Inner South Community Health Service, St Kilda Youth Services, Argyle Street Housing Service and Ardoch Youth Services.

The increasing trend for community-based agencies to integrate the delivery of services, and also to service wider catchments, means a number of groups are currently seeking larger premises. The activity centre must provide for the increasing demand for affordable and



accessible spaces to accommodate community-based services.

The community focus of the Carlisle Street Activity Centre is further enhanced by the existence of numerous schools, churches and synagogues, including the prominent St Kilda Primary School. The St Kilda Police Station located on Chapel Street also has an important presence in the activity centre.

The clustering of civic and community services within the activity centre (particularly given its accessibility to public transport) offers many advantages which can be reinforced through the Structure Plan:

- Facilities and services can be accessed by a wide range of people, including access to information and support for those with highest needs.
- Opportunities for social connections and community engagement are increased.
- The potential for partnerships and resource sharing between service providers is strengthened.

Desired Outcomes

- The role of the Carlisle Street Activity Centre as a highly accessible 'Community Services Hub' and the 'Civic Heart' of the St Kilda area is strengthened.
- A wide range of relevant facilities and services are available to support a diverse and growing community.
- Optimal use is made of Council and community infrastructure.
- The potential for the local community and other users of the activity centre to participate in civic and community life is maximised.
- The presence of numerous community based agencies delivering support services to persons with higher needs is maintained.

Strategies and Opportunities

The following strategies and opportunities are shown on and will be supported through implementation of the *Land Use Framework Plans*:

- FIGURE 3.4 – which reflects the locations within Activity Centre with 'capacity' to accommodate additional Community Uses.

3.2.1 Reinforce the profile of the Activity Centre as a key 'destination' for information, services, activities and facilities:

- Promote the 'civic' role of the St Kilda Town Hall through the consolidation of Council's governance and administrative functions, and the availability of large meeting spaces.
- Maximise the role of the St Kilda Library as a key 'destination', increasing visitation to the activity centre by both the local and wider communities.

- Ensure the retention of key existing services; in particular, the Police Station and services located on the St Kilda parish Mission site such as the the Port Phillip Community Group (a key not-for-profit organisation delivering a range of community support services).
- Direct and facilitate new community services and agencies (both government and community sectors) to locate within the activity centre.
- Ensure the availability of a range of accessible and affordable community meeting and multi-purpose spaces.
- Incorporate community information 'displays' into the design of new public spaces (eg Balaclava Walk).

3.2.2 Continue to build the capacity of the Carlisle Street 'Community Hub' to deliver responsive and relevant services:

- Continue Council's on-going planning and monitoring of services (and identification of 'service gaps') to ensure support for a diverse and changing local community - including lower income earners, a range of cultural groups, older people, youth and young families.
- Maintain strong relationships between Council and community based service providers, including the Port Phillip Community Group and St Kilda Youth Services, to ensure a co-ordinated and collaborative approach to meeting community needs.
- Support the role of community support services in providing an 'entry point' for persons with higher needs to access the wider service system, Council information, and to participate in civic and community life.

- Facilitate an increase in affordable and flexible premises available for use by community groups and agencies including; on dedicated sites, above shops and as part of large-scale mixed-use developments within the activity centre.

3.2.3 Facilitate the clustering and co-location of community services in the area to the west of Chapel Street.

Clustering and co-location promotes 'synergies' between services including; an enhanced profile and accessibility for service users, integration and partnerships between complimentary service providers, and the opportunity to share resources.

3.2.4 Identify opportunities to build relationships between businesses operating within the Activity Centre and local community groups (ie through centre promotions, marketing and sponsorship activities by traders).

Target groups / facilities include; local schools, churches and synagogues, the Alma Road Community House, Betty Day Community Centre, local sporting and youth organisations, welfare organisations, and ethnic / cultural groups.

Figure 2.1 Land Use Precincts

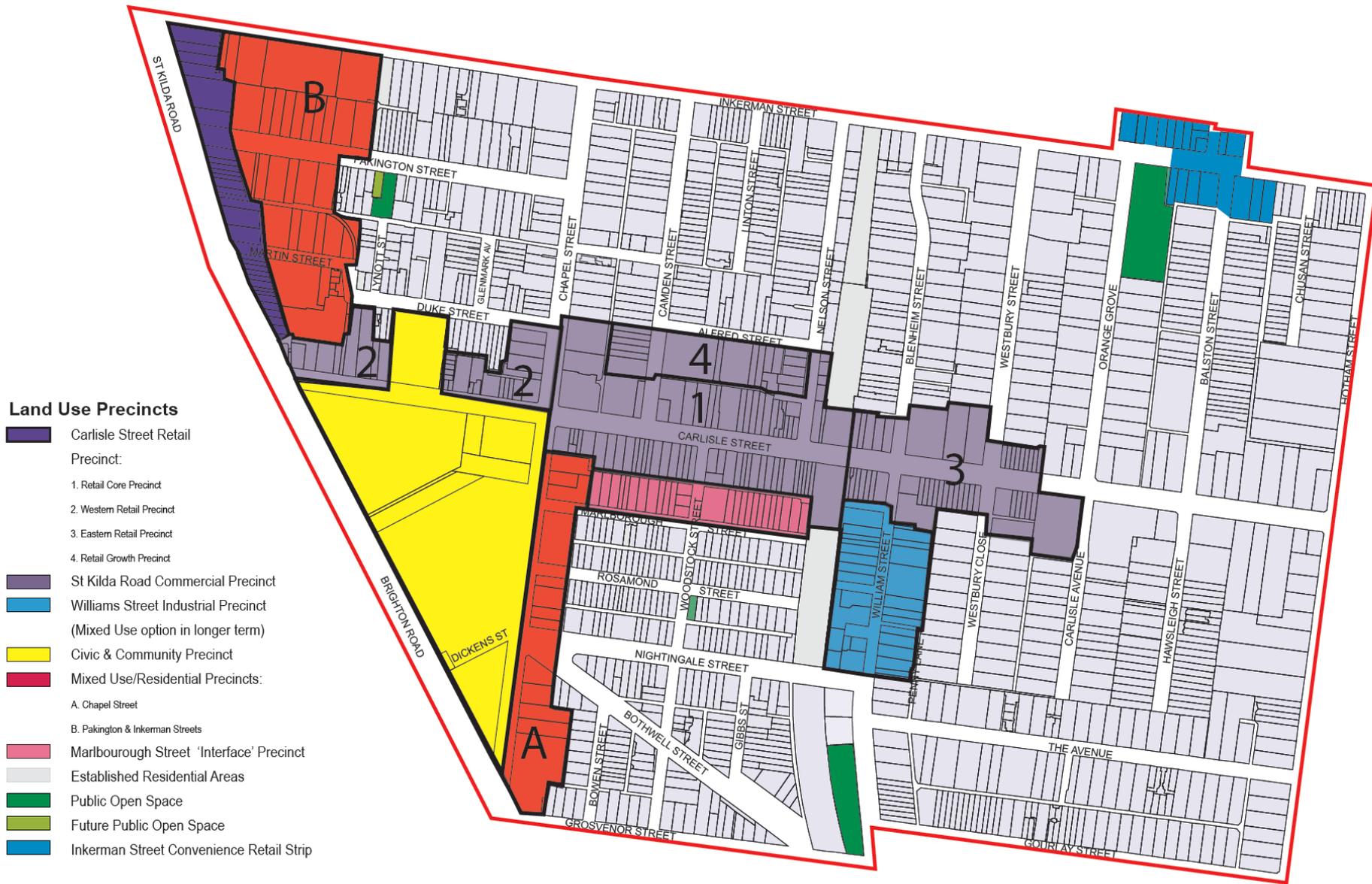


Figure 2.2 Capacity Areas - Retail



Figure 2.3 Capacity Areas – Employment / Commercial

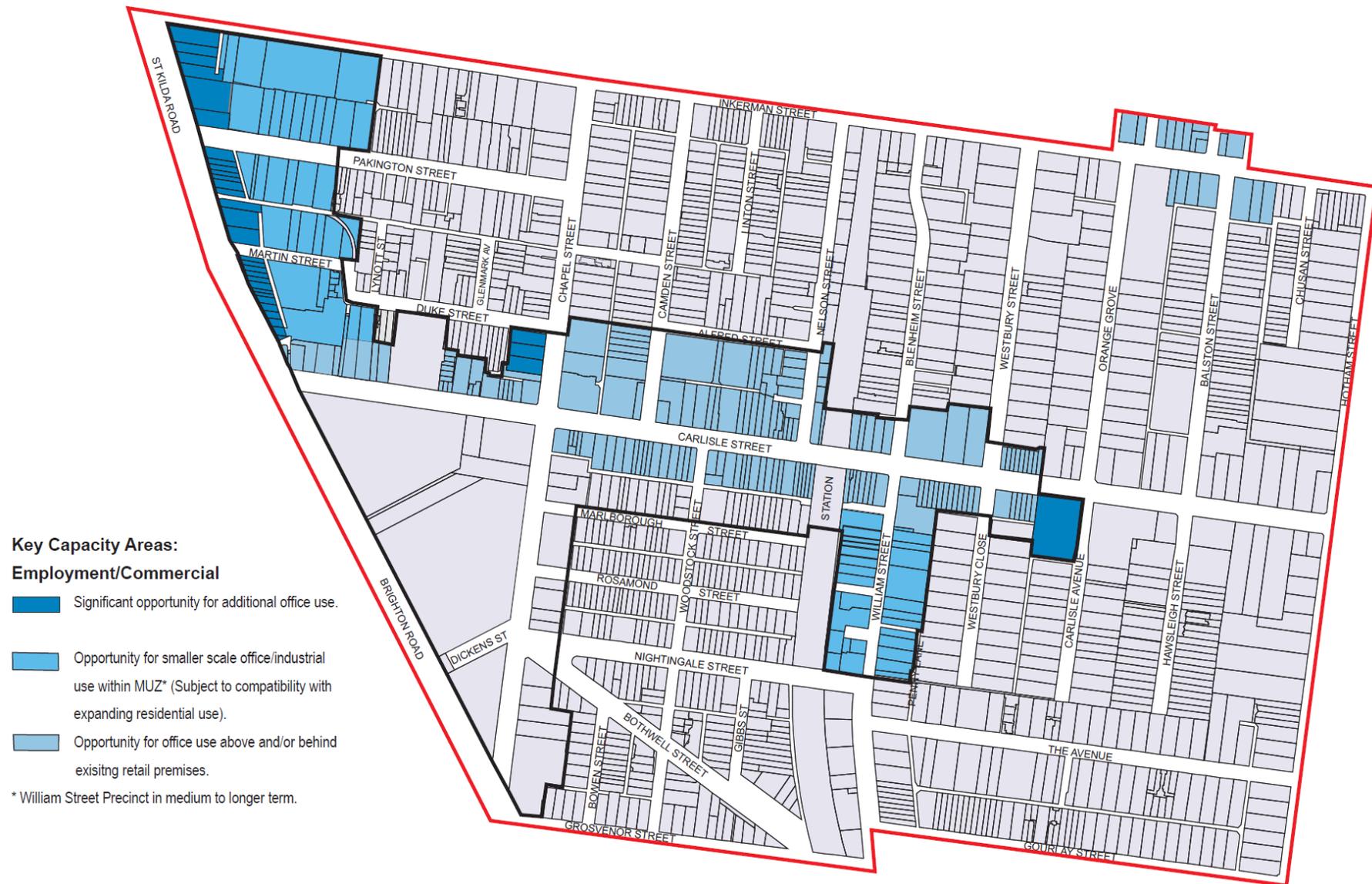


Figure 2.4 Capacity Areas – Community Uses

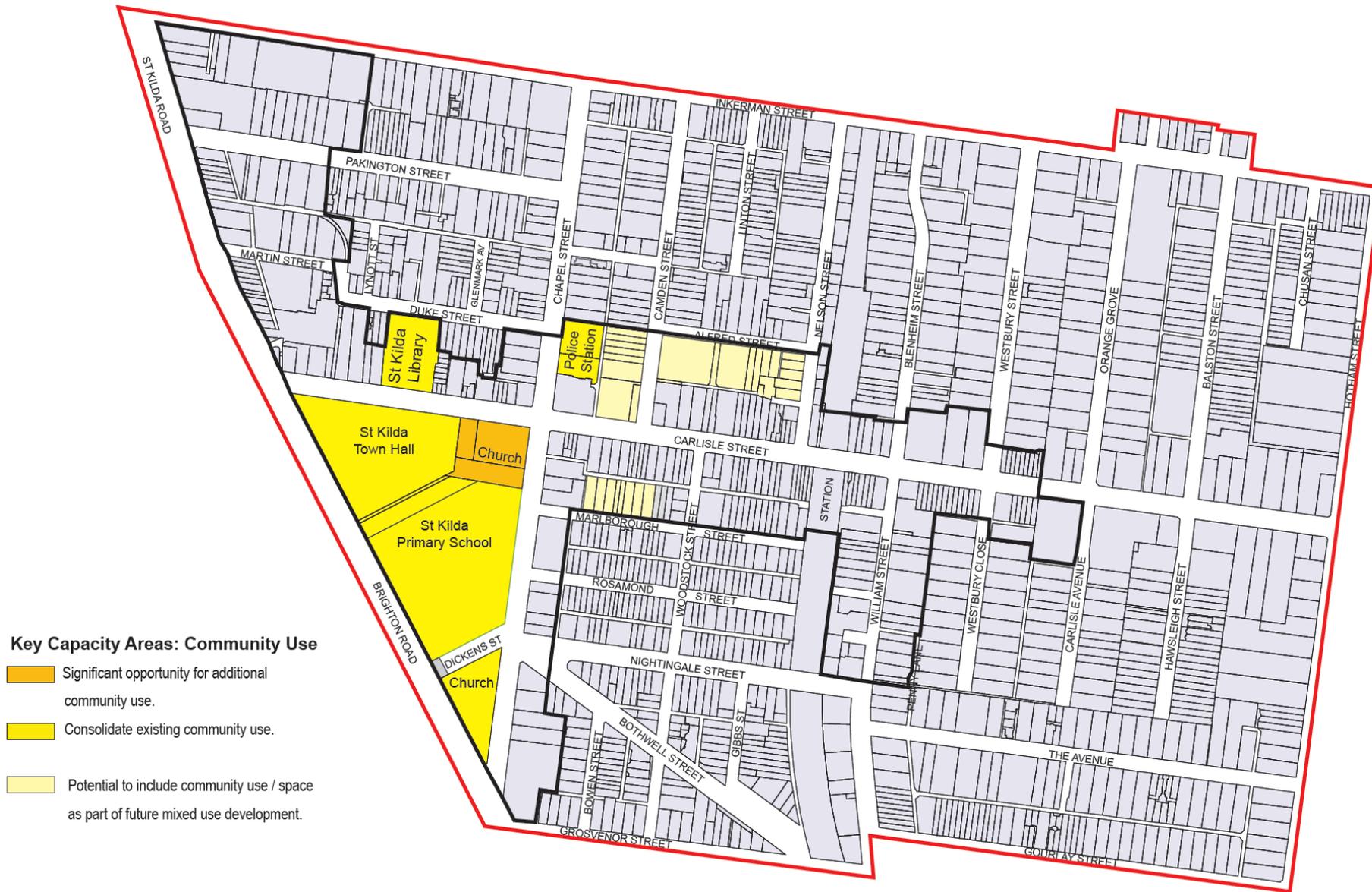
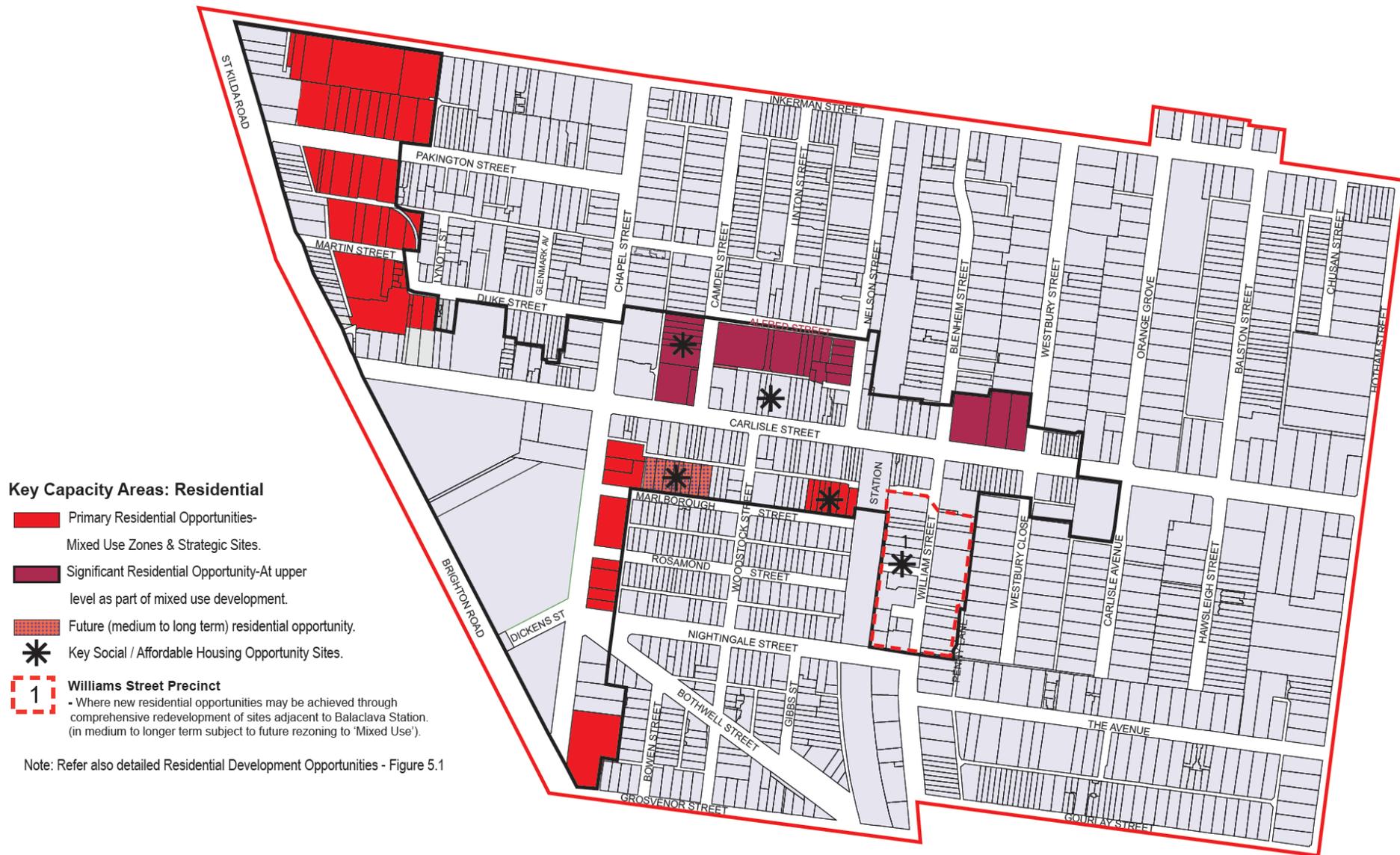


Figure 2.5 Capacity Areas – Residential



Strategic Direction 3 – PLACE IDENTITY

Reinforce the unique identity of Carlisle Street, to maintain the centre's 'point of difference' from other retail strips and its strong connection with the local community.

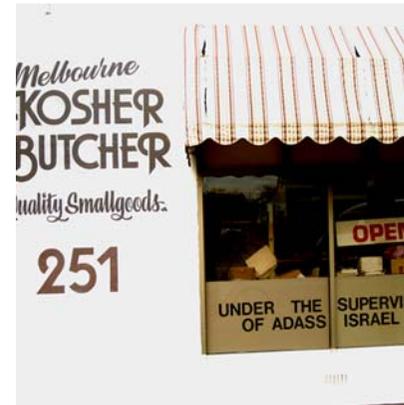
Planning Context

Strip shopping centres, such as Carlisle Street, have traditionally been the focal point for local communities. Nurturing their unique 'sense of place' creates a feeling of belonging and personal connection, and contributes to a vibrant community life.

The *City of Port Phillip Activity Centres Strategy* (July 2006) establishes key principles for the future management of activity centres which includes:

- *'Nurturing the Social Sense of Place'* – protecting social and cultural diversity, the activities that occur, and the cultural associations created.
- *'Nurturing the Aesthetic (or Physical) Sense of Place'* – emphasising the physical setting, and the quality of public places and spaces.

The *Carlisle Street Activity Centre – Future Directions and Opportunities Report* (PBD, 2003) found Carlisle Street already has a distinct 'place identity', which sets it aside from other activity centres. Carlisle Street is described by locals ...to "have an edge", to be "cosmopolitan", as an "alternative", "gritty" and "bohemian" centre, to be "busy" and "bustling", "vibrant" and "eclectic". These descriptions highlight community's perception of Carlisle Street, and reinforce the importance of the centre's unhomogenised appeal.



The business community sought to protect this identity stating:

"Carlisle Street will maintain and enhance its eclectic, bohemian, and distinctly "local" character, and its range of independent business. It will remain the community and retail centre for its local communities by respecting and responding to the variety of their cultures, their ethics and their aspirations."

The "rich and diverse mix of independent and small businesses" is acknowledged as a key opportunity to further develop the centre's unique identity.

"the uniqueness that independent businesses provide in terms of diversity in product, presentation and personalised service, give the centre a sense of "realness"...the centre is not just a homogenised replica of other suburban centres."

An important challenge in setting the future directions for the Carlisle Street Activity Centre is to reinforce its 'place identity'. This requires ensuring that as change occurs we protect the distinguishing features of the centre that are highly valued and make it unique.

Desired Outcomes

An enhanced 'Physical Sense of Place' where:

- The traditional heritage streetscape along Carlisle Street remains intact and dominates the character of shopping strip.
- Landmark buildings and icons have been identified and retained.
- Urban improvements throughout public streets and spaces have strengthened the identity of the centre, whilst retaining its 'informal', 'gritty' image.
- New development contributes positively to the cultural layering of the centre as part of its overall identity.

A strengthened 'Social Sense of Place' where:

- Independent, 'authentic' and unique traders dominate the retail mix.
- Cultural influences on retailing, including kosher and continental foods, are maintained.
- An active 'street-life' dominates the feel of the centre and provides opportunities for social interaction.
- The diversity of people and the high proportion of locals using the centre is maintained.

Strategies and Opportunities

The following strategies and opportunities are reflected on and will be achieved through the implementation of the *Urban Design Framework Plans*:

- FIGURE 3.1 – Heritage Framework.
- FIGURE 3.3 - Public Realm Framework.

3.3.1 Maintain Carlisle Street's pre-eminent role as a retail and service 'hub' for the local community:

- Facilitate land use and development which achieves 'self containment' in convenience shopping and personal services within the activity centre.
- Provide opportunities for additional cultural and community activities and events within public spaces, to reinforce the activity centre as a focal point for the community.
- Support land use and development which encourages the activity centre to be used as a place for locals to meet and interact.

3.3.2 Maintain the dominance of local, independent traders as Carlisle Street's key 'point of difference' from other centres:

Local traders and landowners (through Strategic Business Planning) can play a key role in managing business diversity, as can the local community in choosing to support independent businesses above chain stores.

- Facilitate and promote local businesses that:
 - Offer personalised service.
 - Reinforce the 'retail specialties' for which Carlisle Street is known (Kosher and 'Continental' foods, and 'alternative' clothing / footwear).
 - Support other local businesses and hence, an economic return to the local economy.
 - Discourage the establishment of retail 'chains' that would displace existing independent retailers rather than contributing to the diversity of the retail mix in Carlisle Street

3.3.3 Protect the heritage character and fine grain, human scale of the retail strip which are significant to the centre's place identity:

- Retain and (where necessary) facilitate the restoration of heritage facades along Carlisle Street (i.e. properties identified as 'Significant' or 'Contributory' within the Heritage Overlay).
- Introduce built form controls in the Port Phillip Planning Scheme (Design and Development Overlay) which:
 - Limits the scale and extent of new development in areas covered by the Heritage Overlay (whilst maintaining the opportunity to create sensitive upper floor additions - for shop top housing / office uses – in order to maintain dominance of the heritage fabric along Carlisle Street.
 - Provides development opportunities for larger scale retail / commercial and residential growth outside the Heritage Overlay (to reduce pressure on the heritage fabric).
- Encourage contemporary and innovative design responses, which respects the existing heritage fabric whilst contributing to the layering of the centre's built form character.

3.3.4 Protect and (where necessary) provide for the interpretation of identified 'landmark' buildings and urban 'icons', as identified in the *Carlisle Street - Urban Design Framework, 2009* (Section 2.0).

3.3.5 Protect important view lines to landmark buildings and features as identified in the *Carlisle Street - Urban Design Framework, 2009* (Section 2.0) - through the implementation of appropriate Design and Development Overlay provisions.

3.3.6 Investigate the potential for urban design treatments at key 'entry points' to the activity centre, to help define and convey a sense of arrival to the centre (streetscape works, signage etc).

3.3.7 Ensure that the design of new public spaces within the activity centre integrate seamlessly with the existing 'hard-edged', 'gritty' street character of Carlisle Street. Spaces should have an intimate, incidental and understated feel, rather than create a new 'stand-out' character.

3.3.8 Ensure an integrated design approach to the installation of street furniture, and streetscape plantings / treatments, throughout the public streets and spaces of the activity centre to reinforce its identity. The chosen 'design palette' should reinforce the existing eclectic and 'gritty' image which is highly valued by the local community.

3.3.9 Extend the role of Urban Art in reflecting, and reinforcing, the 'sense of place' within the activity centre:

- Make provision for integrated urban art within existing and new public spaces.
- Require an Urban Art Contribution in association with new private development where the value exceeds \$2 Million (in accordance with Council's Urban Art Strategy, 2002).
- Identify opportunities to enhance blank walls within the activity centre through urban art, in association with Graffiti Management strategies.
- Provide opportunities for artist display spaces to create engaging edges to buildings adjoining the public realm where there is limited space for active uses.

Strategic Direction 4 - STREET-LIFE & THE PUBLIC RELAM

Street-activity and social interaction are maximised – day and night – to enhance the activity centre as a focus for community life

Planning Context

Activity centres play a crucial role as meeting places and public areas provide the setting for this social activity and interaction.

The identity of public spaces enriches public life and civic consciousness, and the quality of the physical environment will greatly influence activity levels. Essentially, the public realm – streets and spaces – should invite people to walk and to spend time in the activity centre.

The public streets and spaces within the Carlisle Street Activity Centre can be enhanced to support the following aspects of public life:

- 'Essential' economic and movement needs - throughout streets, footpaths and laneways, at transit interchanges, and along the retail strip.
- The 'optional' social and cultural activities of the community - through quality open space (parks, playgrounds, public spaces), designated community meeting spaces, and opportunities for eating out and recreational shopping.



Carlisle Street currently lacks a 'town centre', however opportunities exist to redress this and create a series of connected public spaces focused on major destinations – the Town Hall and Library, the 'Retail Core' and Balaclava Station.

Enhancing the streets and laneways as connectors throughout the activity centre will rely heavily on reducing the dominance of cars and enhancing walkability. Reinstatement of continuous 'active' edges, particularly throughout the retail core, and maximising sunlight access to footpaths and public spaces will also be key priorities.

Currently, night-time use of the Carlisle Street Activity Centre is limited. This includes both the retail strip (particularly to the east of the rail line) and nearby business precincts. Diversifying the activity base of the centre will support extended hours use and contribute significantly to the perceptions of public safety throughout the public realm.

Desired Outcomes

Quality Public Realm

- A vibrant street-life is achieved through creating an attractive, comfortable and functional public realm – one that encourages people to visit, enjoy and stay longer in the activity centre.
- A network of linked, high quality public spaces.
- Streets and laneways are reinforced as the principle agents that integrate activities, creating a coherent and walkable activity centre.

Public Safety

- People feel safe in all parts of the centre, day and night.

Social and Cultural Interaction

- The activity centre offers increased opportunities and spaces for social interaction and participation in community life.
- An increase in active 'night-time' land uses and people using the centre after hours.

Strategies and Opportunities

The following strategies and opportunities are shown on and will be supported through implementation of the *Urban Design Framework Plans*:

- FIGURE 3.4 – Public Realm Framework

3.4.1 Reinforce the fine grain 'grid' of streets and laneways, to maximise the legibility and permeability of the activity centre:

- Enhance, and where necessary reinstate, the laneways parallel to Carlisle Street between the existing shops and car parks.
- Encourage new development to create active and attractive edges to these laneways.
- Encourage existing shop premises along Carlisle Street to create new rear shop fronts and / or provide 'walk-through' access.

3.4.2 Create a pedestrian focused public realm through ensuring the design of streets and adjoining developments seek to:

- Maintain the human-scale of the retail strip,
- Create continuous 'active edges' to all public spaces, streets and laneways.
- Maximise solar access to public streets and laneways.
- Maximise weather protection through continuous verandas.
- Minimise vehicle access points.
(Refer also Strategy 3.6.4 – for detailed 'walking' initiatives.)

3.4.3 Create a series of connected public space 'destinations' along Carlisle Street.

Particular opportunities include;

- A street level space along Carlisle Street at the entrance to Balaclava Station. This space would open up and reinforce the station entry and function as a major transit interchange.

- Renewal of the St Kilda Town Hall Public Plaza to providing opportunities for informal meeting and performance space.
- The redesign of Camden Street as a 'Shared Zone' – prioritising pedestrian movement and creating an opportunity for streetscape treatments (planting / public seating / lighting).
- Potential for a public space to be incorporated into the design of future redevelopment on the Coles / Car Park site.

3.4.4 Enhance the 'quality' of the public realm experience through attention to design detail.

- Ensure public realm treatments reflect a high standard of detailing, materials and finishes.
- Provide comfortable, durable and well-designed street furniture.
- Achieve consistency in design treatments throughout the centre to create and reinforce a 'sense of place'.
- Ensure public spaces, principle walking routes, public transport stops and public car parks are well-lit, to enhance public safety and contribute to the night time ambience within the activity centre.
- Consider lighting schemes for landmark buildings and heritage streetscapes.

3.4.5 Enhance the network of 'green' open spaces and links, within the Activity Centre and nearby residential areas.

- Require a mandatory 5% open space contribution in association with future subdivision, recognising that substantial new residential development at higher densities will increase the demand for quality public open space within and proximate to the activity centre.

- Secure existing open spaces, through including the following sites in a Public Park and Recreation (or Public Use) zone;
 - St Kilda Town Hall historic garden space
 - Hewison Reserve
 - Williams Street Reserve
 - Packington Street Reserve
 - Woodstock Reserve
- Investigate opportunities to extend existing open space reserves to improve their quality and functionality, including future acquisition of the site immediately west of the Packington Street Reserve (which is already zoned for open space purposes).
- Define 'Priority Walking Routes' which link open space to the activity centre and maximise accessibility from surrounding residential areas.
- Enhance walking links to major open spaces outside the study area, in particular, the St Kilda Botanic Gardens and Alma Park.
- Retain and improve 'linear' parks and plantings including; the median planting in Bothwell Street, and avenue plantings along Brighton Road and Dickens Street.

3.4.6 Reconnect the surrounding residential areas to the activity centre

- Relocate extensive 'at grade' car parks underground.
- Encourage new residential development within the activity centre to orientate towards established residential areas, particularly along the Alfred and Marlborough Street 'interfaces'.

3.4.7 Improve community safety and perceptions of safety throughout the activity centre.

- Incorporate *Crime Prevention through Environmental Design* (CEPTED) principles and the *Safer Design Guidelines* in the design of new buildings and the development of public spaces within the activity centre.
- Encourage land uses that contribute to the casual surveillance of streets and public spaces - day and night.
- Ensure that new development is designed and sited to maximise casual surveillance of the public realm.
- Ensure that public transport stops are located where possible adjacent active night-time uses, and are well lit.
- Progressively upgrade the standard (and maintenance) of lighting in public areas (in accordance with Council's Public Lighting Strategy), with immediate priorities being adjacent the station, off-street car parks, and side streets / laneways connecting Carlisle Street to car parking areas.
- Encourage the internal lighting of premises outside of business hours.

- Pursue a high standard of maintenance throughout public areas and private property, with particular attention to street cleaning and graffiti management.
- Support development that uses materials that are least susceptible to vandalism and graffiti (subject to the materials being respectful to the prevailing and desired built form character of the precinct).

3.4.8 Facilitate an 'activity mix' which encourages people to meet and stay in the centre, particularly 'after hours'.

- Provide increased opportunities for living throughout the activity centre, to increase day and night-time occupation, in particular:
 - Above shops.
 - Within new mixed use developments to the rear of the Carlisle Street retail strip.
- Encourage extended hours (evening) operation of businesses within the centre, particularly east of the railway station and west of Chapel Street where after hours activity is currently limited (subject to amenity considerations).

Strategic Direction 5 - MANAGING NEW DEVELOPMENT

New development will make a positive contribution to the built environment; ensuring an activity centre that is attractive, functional and sustainable, whilst providing opportunities for new development that support the desired activity mix and emerging land use directions for the centre

Planning Context

Carlisle Street Activity Centre exhibits a rich and diverse built environment. The centre has experienced waves of development, resulting in a distinct layering of the urban fabric. Future change within the activity centre will be managed to protect and reinforce the valued elements of the urban fabric that contribute to its place identity, whilst providing scope to renew and enhance other parts of the centre where the built environment is less functional and attractive, or under-utilised.

Changes in built form are necessary to support the desired future role and function of the activity centre, and to facilitate emerging land use directions for different precincts and strategic sites. Opportunities for concentrated change and intensification are required to support the growth necessary to sustain retail viability, and to increase the number of people living in the activity centre.

The activity centre is surrounded by well established residential areas. The heritage and neighbourhood character values of these areas will prevent any significant expansion outwards of the activity centre and, as a



result, pressure for growth will need to be accommodated through an increase in the intensity of development within the existing activity centre boundaries. Undeveloped sites within the activity centre are generally limited to the 'at-grade' car parks to the rear of the existing retail strip with these sites having the greatest capacity to accommodate more intensive development. New development must not, however, detract from the heritage values and human scale of Carlisle Street – taller buildings must not dominate the streetscape or overshadow it.

Given these conditions, levels of change will vary across the activity centre with areas of limited, moderate and concentrated growth defined, based upon the capacity of sites to accommodate new development.

Two companion documents to this Structure Plan have been prepared which provide detailed guidance on the requirements of future development. The *Carlisle Street - Urban Design Framework* (DLA 2009) establishes parameters for development within the Activity Centre, whilst the *Carlisle Street - Neighbourhood Character Framework* (Planisphere, 2007) has been prepared to manage change in the established residential areas. These documents clearly define the 'Desired Future Character' for

individual precincts and establish 'Design Objectives' and 'Requirements' to guide future development.

New development also provides the opportunity to make a positive contribution to an accessible, safe and engaging public realm. The *Carlisle Street - Urban Design Framework 2009*, makes specific recommendations as to how new development will be expected to relate to and enhance the public streets and spaces of the activity centre.

Desired Outcomes

New development has been managed to:

- Reinforce the centre's traditional urban form of 'streets and laneways' - ensuring its legibility, permeability and connectedness.
- Ensure that the heritage, place identity, and human scale of the activity centre is not compromised.
- Ensure new development is responsive to the site and streetscape.
- Reinforce the diverse and distinct built form character of individual precincts across the activity centre.
- Provide a 'transition' between areas of varying built form intensity.
- Ensure new development contributes to a high quality public realm: - maximising solar access, protecting view lines, providing weather protection and maximising natural surveillance of public areas to enhance their safety.
- Deliver environmentally sustainable buildings as the cornerstone to a more sustainable urban area.
- Reinforce and enhance the valued heritage and neighbourhood character of established residential areas.

Strategies and Opportunities

The following strategies and opportunities are reflected on the *Urban Design Framework Plans*:

- FIGURE 3.1 - Heritage Framework
- FIGURE 3.2 - Level of Change
- FIGURE 3.3 - Built Form Framework (Preferred Building Heights)
- FIGURE 3.4 – Public Realm Framework

General

3.5.1 Ensure the design of buildings and spaces within the Activity Centre supports the Vision, Strategic Directions and Desired Outcomes of the Structure Plan:

- Provide clearly defined opportunities for intensification of built form (on larger 'strategic sites' and within defined precincts) to facilitate diversification of the centre's activity mix; including additional retail, office and community uses and significant new residential development.
- Prevent the 'underdevelopment' of key strategic sites within the activity centre, recognising their potential to achieve the desired change across the activity centre.

3.5.2 Manage the ‘degree of change’ across the activity centre and surrounding residential areas, based on the following principles (refer FIGURE 3.2 – Level of Change and FIGURE 5.2 – Framework for Managing Residential Change):

Within the Activity Centre:

1. Ensure only *‘incremental’ change* - in areas covered by a Heritage Overlay to protect and reinforce the existing built form character.

The prevailing two storey, human scale of heritage shop fronts along Carlisle Street will be protected, with opportunities for recessed upper level development (at 3-4 storeys).
2. Enable *‘moderate’ change* – on sites outside the Heritage Overlay - to strengthen the existing built form character, and to provide scope for new development land use change.

These areas will generally consolidate existing commercial land uses but will provide opportunities for new development / replacement buildings at an increased 3-4 storeys.
3. Facilitate *‘Significant’ Change* - in Mixed Use Zones and on defined ‘strategic renewal sites and precincts’ – to create a new built form character that supports commercial and / or residential growth.

These areas provide for change in both land use (new residential opportunities) and for the intensification of built form (from an existing 1-2 levels to 4-5 levels).
4. Ensure new intensive development provides a *transition down to adjoining low scale buildings*, in areas where the existing built form character will be maintained (ie at the ‘interface’ with established residential areas and the heritage fabric of the retail strip).

Within the Established Residential Areas:

1. Ensure new residential development contributes to the defined ‘Preferred Character’ and the associated capacity for change (Refer Strategy 7.3).

Built Form Character

3.5.3 Reinforce the fundamental ‘urban structure’ and ‘built form elements’ which underpin the identity and legibility of the activity centre:

- Maintain the ‘linear’ heritage streetscape, fine grain, and ‘human scale’ of the traditional shopping strip along Carlisle Street.
- Use the opportunity of new development to reinforce, reinstate and extend the fine grain ‘grid’ pattern of streets and laneways within the retail precinct, with emphasis on ‘active edges’ throughout.
- Maintain the characteristic ‘hard edged’ alignment of built form to the street.
- Promote a consistent street-wall height as a unifying element within precincts across the activity centre.
- Ensure that development on larger or consolidated sites expresses the predominant scale / grain of the wider streetscape.
- Identify important ‘corner’ and ‘entry’ sites and ensure development contributes to a sense of arrival to the activity centre.
- Protect important ‘view lines’ identified in the *Carlisle Street Urban Design Framework, 2009*.

3.5.4 Build upon the unique built form character and cultural heritage of individual precincts across the activity centre, through ensuring new development contributes to character of the precinct and the layering of the urban fabric:

- Ensure new development in a heritage overlay area complies with the Port Phillip Heritage Policy at Clause 22.04 of the Planning Scheme.
- Manage the height and form of new development through introducing development provisions (Design and Development Overlays) into the Port Phillip Planning Scheme which define a 'Preferred Future Character', 'Design Objectives' and 'Design Requirements' (refer FIGURE 3.3 - Built Form Framework - Preferred Building Heights).
- Encourage new development to creatively reinterpret existing architectural themes.
- Encourage new contemporary development that continues the eclectic mix of building styles characteristic of the activity centre.
- Encourage the adaptive reuse of buildings that contribute to the heritage or built form character of a precinct.

Public Realm

3.5.5 Ensure new development optimises the footpaths, laneways and public spaces of the activity centre as vibrant, safe and attractive places for pedestrian activity:

Solar access

- Ensure year round solar access to key pedestrian spaces, in particular the southern footpath along Carlisle Street.

- Maximise the use of natural light in internal spaces to assist in integrating pedestrian laneways / arcades with the external street.

Relationship to Public Space

- Ensure new development is of a scale and form that does not overwhelm to public realm.
- Ensure that buildings provide a clear definition between public and private space, and contribute to a sense of street enclosure.
- Ensure the design of new development incorporates awnings, verandas, vegetation etc which creates a micro-climate that promotes pedestrian activity.

*Active edges***

- Promote 'active edges' throughout the activity centre, through ensuring new development incorporates active frontages at ground level that enliven public streets and spaces.
- Maintain, extend and reinstate 'active retail edges' along Carlisle Street, and up side streets within the core retail precinct, (including Camden, Nelson and Woodstock Streets, and along 'Balaclava Walk' adjacent the station).
- 'Wrap' the edges of new larger scale stores with smaller scale uses that have active frontages.
- Orientate development (at ground and upper levels) towards public streets and spaces, to maximise passive surveillance.
- Ensure pedestrian entries are clearly visible from the public domain.

- Avoid car parking and service loading bays from facing public streets and spaces.

****Note:** The *Carlisle Street – Urban Design Framework 2009* defines and establishes the detailed requirements for ‘active retail edges’, ‘active commercial edges’, and ‘active residential edges’ respectively (refer also Glossary).

Design Quality and Sustainability

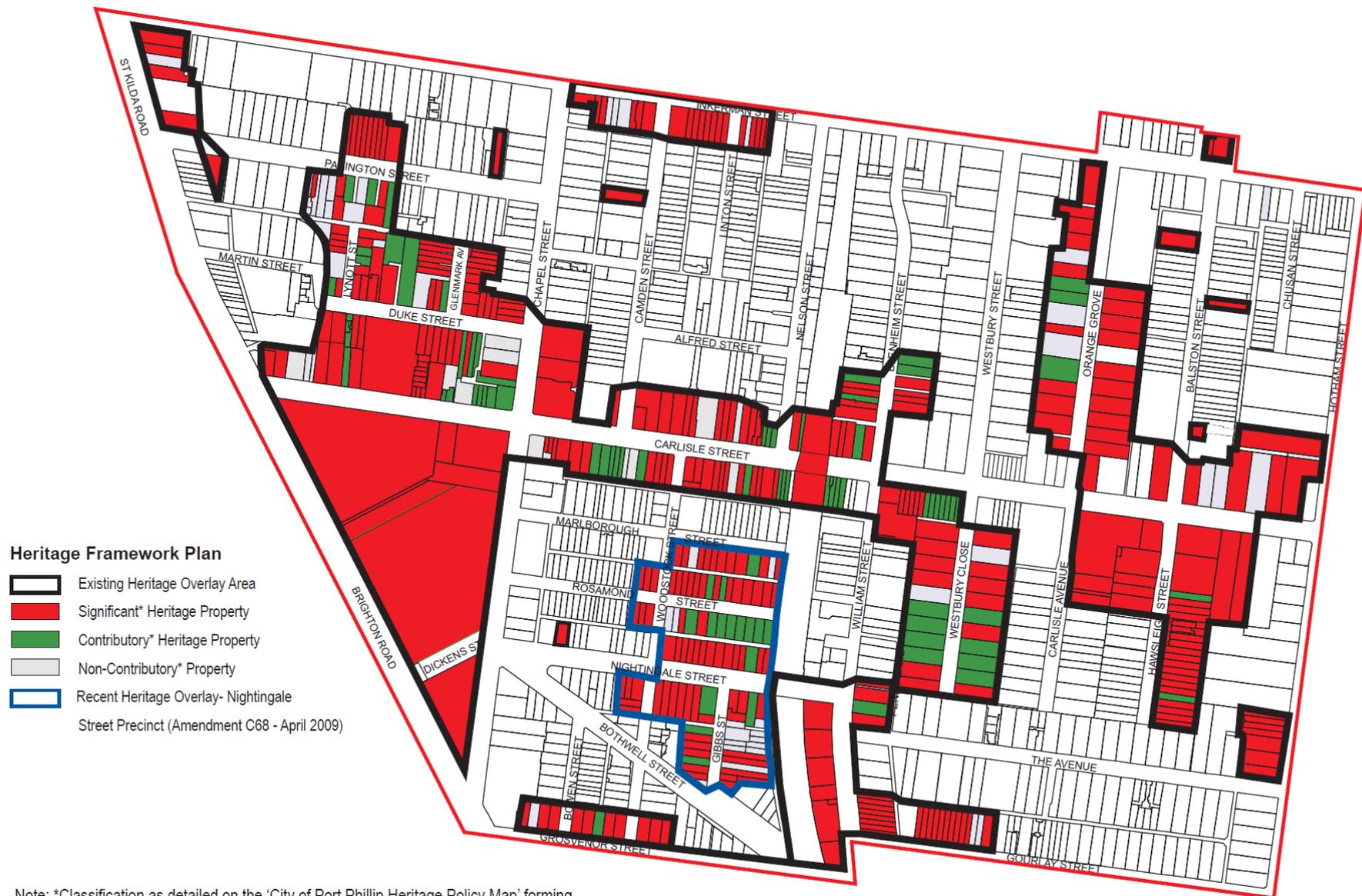
3.5.6 Promote architectural and urban design excellence:

- Ensure new development contributes positively to the character of the activity centre through contemporary best practice architecture.
- Ensure that the form, scale, massing, articulation, roof profile and materials of new development respond appropriately to the streetscape context.

3.5.7 Ensure new development achieves a range of sustainable and safe built form outcomes, including a design that:

- Enables future adaptation for a variety of uses.
- Applies Ecologically Sustainable Design Principles.
- Incorporates Water Sensitive Urban Design Principles; to manage storm-water, and promote opportunities for water reuse and reduced consumption in new buildings.
- Incorporates Crime Prevention through Environmental Design (CPTED) Principles, and achieves the intent of the *Safer Design Guidelines (DSE 2005)*.

Figure 3.1 Heritage Framework



Note: *Classification as detailed on the 'City of Port Phillip Heritage Policy Map' forming



Figure 3.2 Level of Change

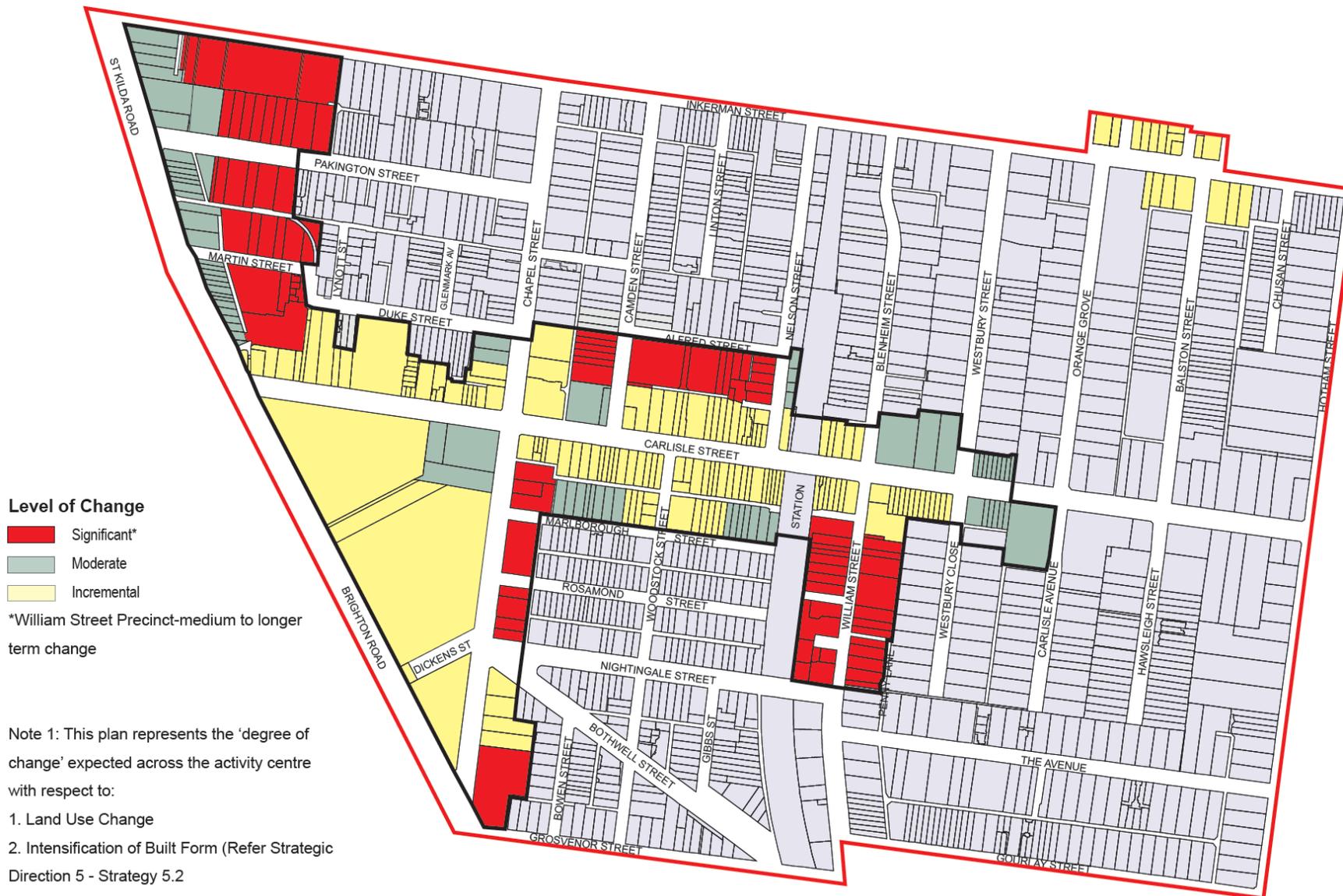
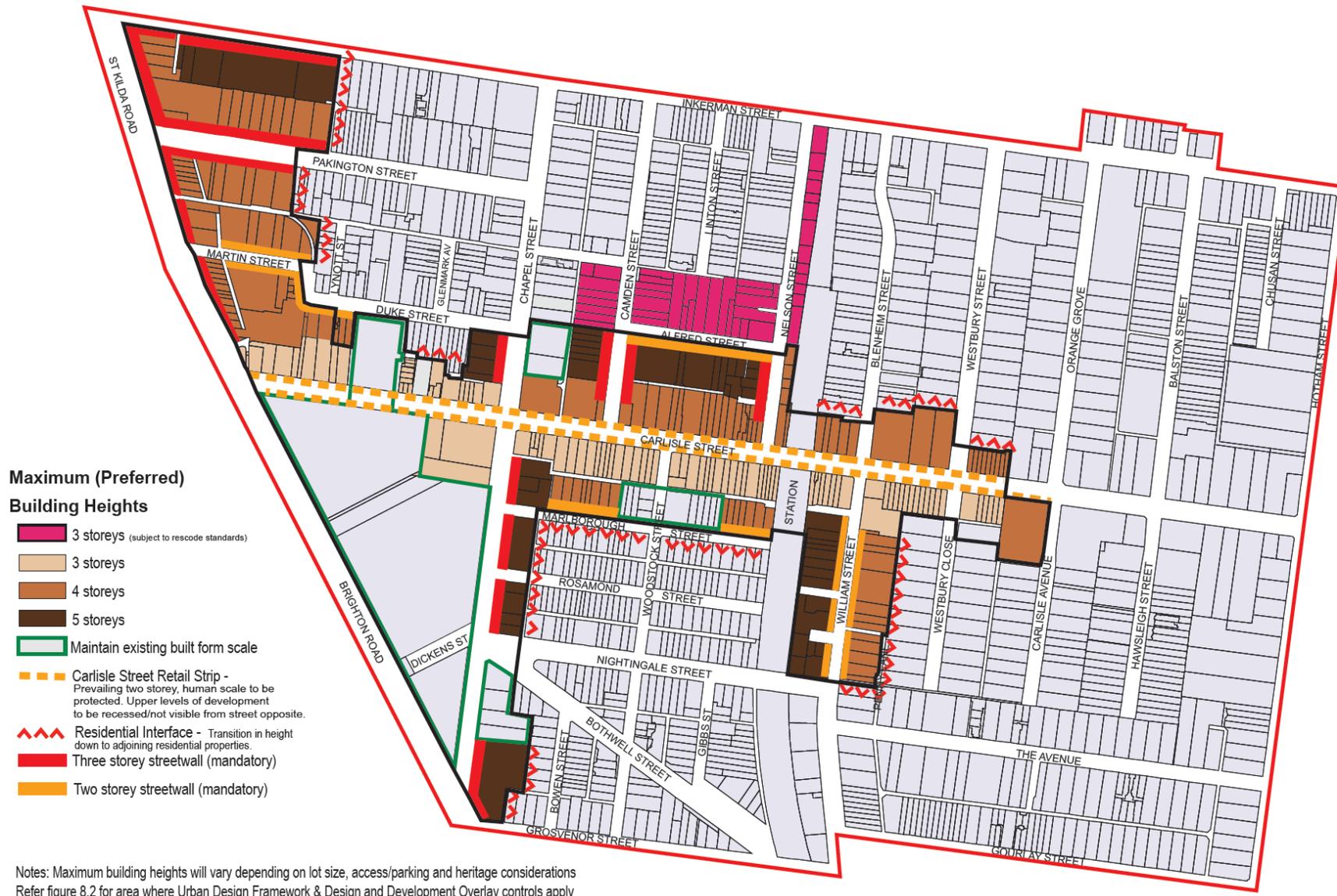


Figure 3.3 Built Form Framework (Activity Centre)



Notes: Maximum building heights will vary depending on lot size, access/parking and heritage considerations. Refer figure 8.2 for area where Urban Design Framework & Design and Development Overlay controls apply.



Figure 3.4 Public Realm Framework



Note: Refer also *Carlisle Street Urban Design Framework (2008)* -Section 2-for location of icons / Landmarks and key Viewlines to be retained.



Strategic Direction 6 - ACCESS AND MOVEMENT

Maximise accessibility to and throughout the activity centre via sustainable transport modes, to enhance the centre's liveability and vitality

Planning Context

Accessibility is one of the Carlisle Street Activity Centre's greatest assets. Proximity to major arterial roads and a range of public transport services, including Balaclava Station and three primary tram routes, makes the centre easy to access from all directions. Carlisle Street is also part of the Principle Bicycle Network (PBN) and an important connection to the St Kilda Foreshore.

Encouraging more people to use sustainable transport modes – walking, cycling and public transport – is a strategic priority of the Council and integral to Carlisle Street's success as a Major Activity Centre.

With the expected increase in people visiting, living and working in the activity centre, there is a need to ensure that transport and movement networks are integrated, safe and efficient.

Key issues and opportunities include:

- Building on the high proportion of shoppers (40%) who currently walk to the centre, through creating a more legible and comfortable walking environment, particularly within the centre's 'retail core'.
- Addressing Carlisle Street's designation as a 'black length', reflecting above average pedestrian accident rates.



- Providing safer access at tram stops and facilitating the transfer of people between public transport modes and routes.
- Minimising the impact of vehicles on residential streets (particularly, Woodstock, Nelson, Alfred and Camden Streets) whilst maintaining local access to the activity centre, and to major off-street car parks.
- Ensuring efficient use of the centre's car parking resources, recognising that existing 'off street' car parks represent the major redevelopment opportunities in the activity centre and their long-term retention 'at grade' is unlikely.

Streets and their associated traffic, have a major impact on the activity centre environment. By 'reclaiming' streets as active living spaces, rather than places dominated by cars, we can create a more attractive, vital and viable activity centre. This requires a balanced approach to sharing 'road space' and the prioritisation of sustainable modes in the allocation of resources.

Desired Outcomes

A safe, sustainable, efficient and equitable transport network which:

- Reinforces the role of the Carlisle Street Activity Centre as a 'Sustainable Transport Hub' – for locals, visitors and commuters.
- Provides the increasing number of residents, workers and visitors in the activity centre with access to a range of convenient transport options, and reduces the reliance on car trips.
- Is based on a network of 'active' streets which provide for safe and efficient vehicle access but which are no longer dominated by cars.
- Is highly integrated - offering 'continuity' and 'legibility' along transport routes, and 'connectivity' between travel modes.
- Influences travel choice in favour of sustainable modes to;
 - Encourage more people to walk and cycle to the centre, more often.
 - Promote an increase in Public Transport patronage.
- Enables access to and around the centre by persons of all abilities.

Strategies and Opportunities

The following strategies and opportunities are shown on and will be supported through implementation of the *Movement and Access Framework Plans*:

- FIGURE 4.1 - Walking Framework
- FIGURE 4.2 - Transport Framework

Prioritising Sustainable Transport

- 3.6.1 Facilitate a reduction in 'travel demand'**, though ensuring the activity centre continues to provide access to a concentrated and diverse mix of goods and services to:
- increase the incidence of 'multi-purpose' trips, and
 - meet a wide range of local needs within walking and cycling distance to the centre.

- 3.6.2 Reassess 'road-space allocation' within the activity centre to reduce the dominance of car movements and afford greater priority to pedestrians and cyclists.**

Specific opportunities include:

- Creation of a 'shared zone' in Camden Street – where traffic movement and speed is reduced, on-street parking is eliminated, and pedestrians are afforded priority and improved safety.
- Provision of a dedicated bicycle lane along Carlisle Street.

Walking

- 3.6.3 Plan, design and develop a walk-friendly environment within the activity centre with emphasis on safety, legibility, connectedness and comfort.**

- Define and upgrade 'Priority Walking Routes' (to key destinations) as part of an integrated network of pedestrian links to and through the activity centre:

- Ensure the legibility of Priority Walking Routes through signage and / or consistent surface treatments.
- Develop a program of priority improvements, and an on-going maintenance regime, to ensure Priority Walking Routes have appropriate infrastructure standards and are free from avoidable obstructions (inappropriately located signage, street furniture, footpath trading).
- Work towards a pedestrian environment that is fully accessible to those with reduced mobility and visual impairment.
- Improve public safety along Priority Walking Routes through ensuring a high standard of public lighting and the application of Crime Prevention Through Environmental Design (CPTED) principles to all new development.
- *Re-activate laneways* to increase the permeability of the centre for walkers, particularly within the 'core retail' area.
- Install *'threshold treatments'* (raise side-road crossings to footpath level) along Carlisle Street (at Camden, Nelson, Blenheim, Woodstock, William and Westbury Streets) providing priority to pedestrian movement over vehicles.

3.6.4 Install 'pedestrian signage' at key locations to assist way-finding throughout the activity centre and to nearby attractions (eg St Kilda Foreshore).

3.6.5 Introduce reduced speed limits to make streets safer and more conducive to walking:

- Implement a 40km/hr limit on Carlisle and Chapel Streets as an immediate priority.

- Pursue a 10km/hr limit on Camden Street (and potentially on Nelson Street), consistent with the concept of a shared zone.
- Pursue a 40km/hr 'precinct' in the area bounded by Hotham, Inkerman, Chapel and Grosvenor / Gourlay Streets (note: reduced limits not applicable to Hotham / Inkerman).
- Consider a 40km/hr 'precinct' in the area bounded by Inkerman, Carlisle, Chapel Streets and St Kilda Road as residential becomes a more predominant land use in this location.

3.6.6 Provide pedestrians with priority at key 'desired' crossing points within the activity centre:

- Install new designated crossings:
 - On Carlisle Street - under the rail bridge providing a direct link to the station and tram stops.
 - On Camden Street - facilitating movement between supermarkets and associated car parks.
 - On Inkerman Street - proximate to the Aldi supermarket.
- Improve the delineation / visibility of the school crossing on Chapel Street.
- Investigate the application of the *'Green-Light project'* (extended green time for crossing) at key intersections.

Cycling

3.6.7 Encourage safe and convenient cycling to and through the Activity Centre, recognising Carlisle Street's role as a part of Inner Melbourne's Principle Bicycle Network (PBN) and an important link to the St Kilda Foreshore:

- Designate road space along Carlisle Street specifically for cyclists, and clearly delineate through line-marking and signage consistent with the remainder of the PBN.
- Ensure cycle routes are continuous and connected to areas beyond the Activity Centre, in particular; St Kilda Road (to the CBD), Chapel Street (to Prahran), and Carlisle Street east of Brighton Road (to Acland Street and the St Kilda Foreshore).
- Ensure the provision of bicycle storage (and, where appropriate, end of trip facilities) in association with new larger scale commercial and residential developments within the Activity Centre.
- Improve the capacity and security of bicycle parking facilities in association with Balaclava Station.

Public Transport

3.6.8 Improve the visibility, comfort and safety of key public transport interchanges

- Pursue the upgrade of Balaclava Station and environs ('Balaclava Walk' project) including; disability access to the station platform, a tram / train interchange facility on Carlisle Street, and improved pedestrian connections to the station.

- Pursue the installation of accessible 'raised platform' tram stops within the Activity Centre, with priority to stops at key route intersections; Chapel / Carlisle Streets, Carlisle Street / Brighton Road (Library) and Balaclava Station.

Parking

3.6.9 Provide adequate parking to maintain the viability of the activity centre as a shopping destination, whilst supporting a reduction in the reliance on car based travel:

- Require new use and development proposals to be 'self-sufficient' in on-site car parking.
- Introduce policy and provisions in the Port Phillip Planning Scheme to:
 - Apply empirical parking rates (which reflect actual demand) in accordance with Council's *Sustainable Transport Policy and Parking Rates Report (2007)* for the following uses; 'Shop', 'Restaurant', 'Office' and 'Dwelling'.
 - Provide scope to further reduce the rate of car parking provision for 'Dwelling' and 'Office' uses (ie application of 'sustainable parking rates') – where proposals meet the criteria defined in Council's *Sustainable Transport Policy and Parking Rates Report (2007)*. This includes a requirement for development contributions to support the improvement of sustainable transport infrastructure and services within the activity centre.

3.6.10 Maximise the efficient use of existing parking resources throughout the activity centre:

- Continuously review existing on-street and off-street car parking restrictions (time limits) to support a range of visitor needs – short and limited medium term stays.
- Discourage 'all day' commuter parking.
- Consolidate parking resources and maximising the supply in locations subject to greatest parking demand (ie in association with the redevelopment of existing 'at grade' car parks).

3.6.11 Minimise the impact of vehicles trips in residential streets which provide access to the activity centre:

- Reduce (and potentially eliminate) the use of Alfred Street and Marlborough Street (east of Woodstock) for access to off-street car parking.
- Maintain 'one way' traffic flows in Nelson and Camden Streets (north of Alfred Street).

Figure 4.1 Walking Framework

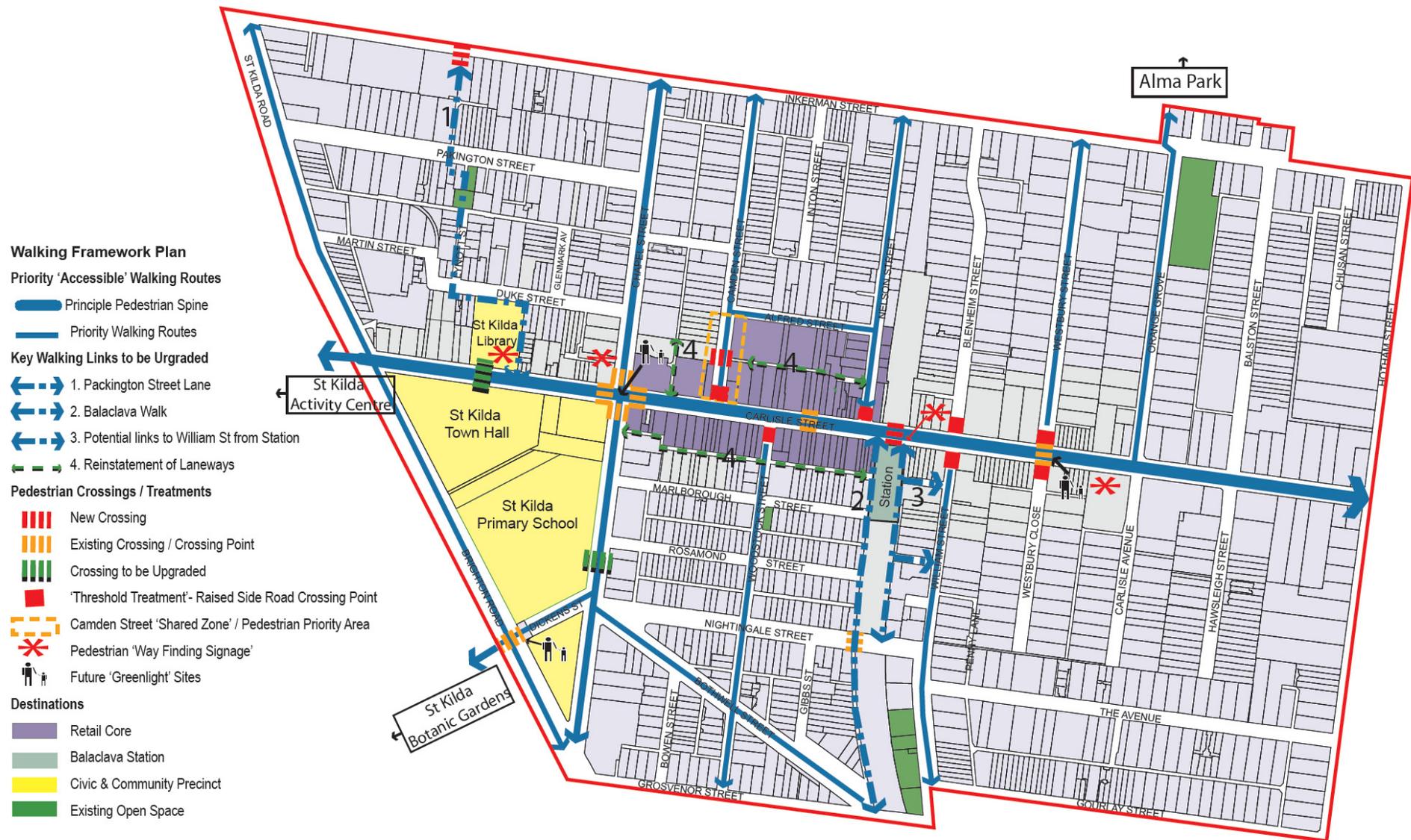
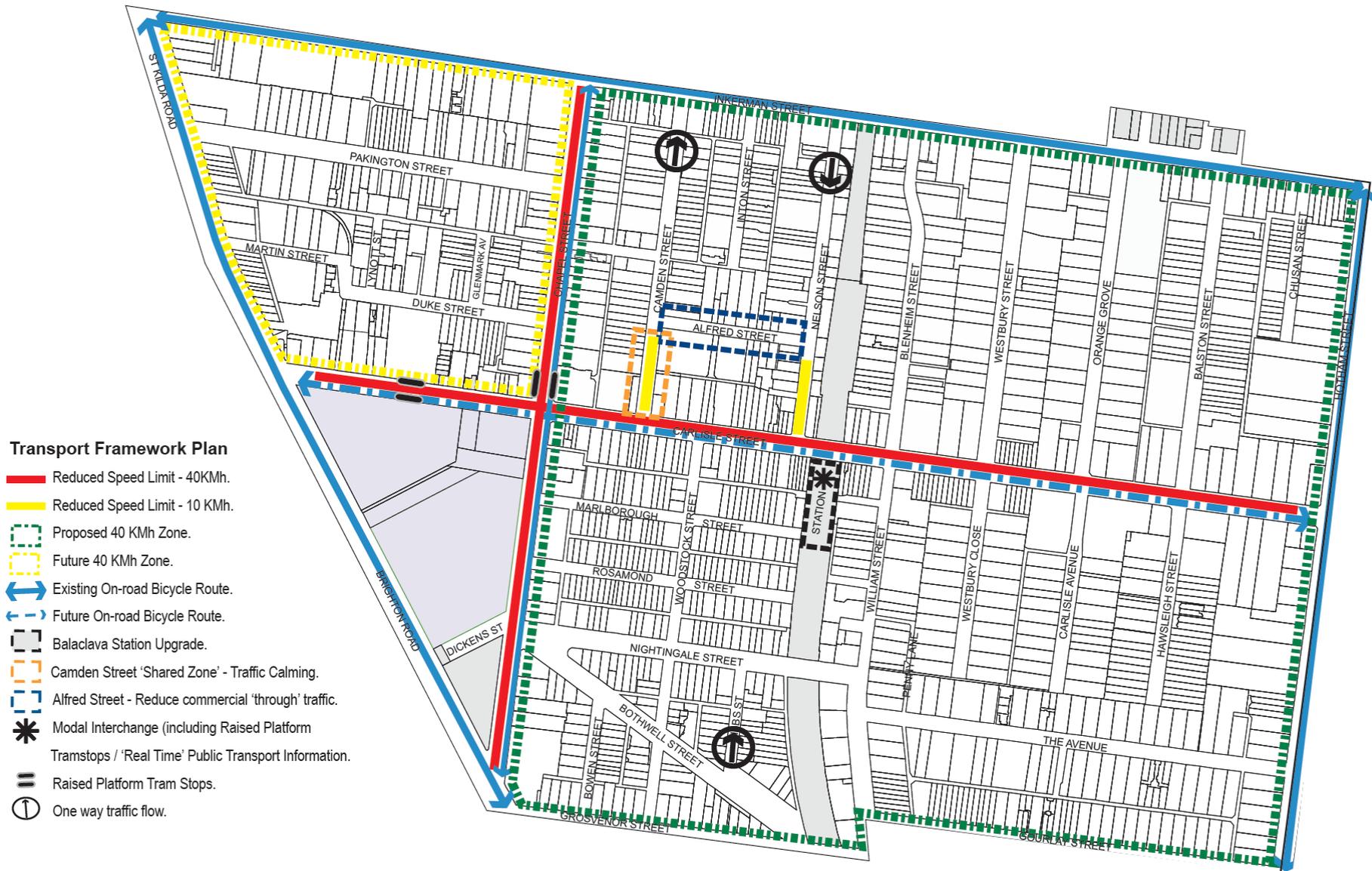


Figure 4.1 Transport Framework



Strategic Direction 7 - RESIDENTIAL OPPORTUNITIES

Provide significant new residential opportunities within the Activity Centre, to balance more limited development within established residential areas where heritage and neighbourhood character will be protected and enhanced.

Planning Context

Significant new residential growth 'in and around' activity centres is a key directive of *Melbourne 2030*, given the high accessibility to goods, services, jobs and transport. In turn, residential activity brings life and vitality into activity centres.

Residential growth 'in and around' the Carlisle Street Activity Centre must be managed and sustainable; providing housing for an increasing population, whilst protecting liveability, social diversity and the economic capacity of the activity centre.

The established residential areas surrounding the activity centre are highly sought after, and significant renovation and redevelopment is already occurring. The rich urban fabric reflects different waves of development – from original cottages (Victorian / Edwardian / Interwar), 1960/70's walk-up flats, to recent contemporary development. The extent of new residential development in these locations will vary, but must be limited to that which can protect and enhance the area's valued heritage and established neighbourhood character.

Significant capacity for new residential development does exist within the activity centre, with opportunities ranging from large scale mixed use developments on strategic sites, the conversion of former industrial areas, through to shop top housing.



New housing must provide for a wide range of housing choice in terms of affordability and type, to support the area's diverse household types and different life-stage needs. Social and cultural diversity are essential elements of sustainable communities and innovative economies.

Housing type will play an important role in enabling a diverse, creative and sustainable community to exist and thrive in and around the Carlisle Street Activity Centre. In particular, accessibility to shops, transport and a wide range of community support services makes Carlisle Street an ideal location to actively facilitate the 'on ground' delivery of more affordable housing.

In planning for residential growth, protecting and enhancing residential amenity will also be a key priority to ensure liveability. The amenity that can be achieved will vary across the activity centre and surrounding residential areas. The amenity expectations of residents within the activity centre itself, must acknowledge the proximity of business activities and take protective measures to minimise future impacts. New development also creates the opportunity to redesign and improve amenity at the 'interface' between the activity centre and residential areas.

Desired Outcomes

Residential Growth

- A significant increase in residential development within the activity centre - resulting in a broader 'land use mix', street life 'after hours', and support for existing businesses and services.
- New housing is concentrated where the proximity to shops, personal and community services, and public transport is greatest.
- Intensive housing development occurs where it contributes to a desired new built-form character.

Heritage and Neighbourhood Character

- New medium density development within established residential areas contributes positively to neighbourhood character.
- New housing development is limited within significant heritage and consistent neighbourhood character areas.

Housing Affordability and Diversity

- The diversity of the area's housing stock is progressively increased – with new residential developments targeted towards increasing housing choice, in relation to cost, tenure and size.
- 'Accessibility' and 'adaptability' is a feature of the design and construction of new dwellings.

Residential Amenity

- The amenity of established residential areas is protected.
- The amenity of residential areas at the 'interface' of the activity centre is improved.

- The amenity 'expectations' of residents living within the activity centre acknowledges the proximity of business operations.
- New residential development within and adjacent the activity centre includes design measures to minimise impacts from business uses.

Strategies and Opportunities

The following strategies and opportunities are shown on and will be supported through implementation of the *Residential Development Framework Plans*:

- FIGURE 5.1 - Residential Development Opportunities (Activity Centre).
- FIGURE 5.2 – Framework for Managing Residential Change (Established Residential Areas).

Managing Residential Growth

3.7.1 Implement a balanced strategy for delivering housing growth whilst maintaining liveability, based on:

- Providing significant new residential opportunities at higher densities within the activity centre to meet growth objectives.
- Ensuring the degree of change (extent and scale of new housing development) within established residential areas is driven by neighbourhood character.

3.7.2 Direct residential development to key sites and precincts within (and directly adjoining) the Activity Centre (refer FIGURE 5.1):

- Retail 'Renewal' Precinct ('at grade' car park / supermarket sites) – where significant new housing can be achieved above street level, as a part of large scale mixed-use developments.
- Mixed Use Precincts – (Pakington Street and Chapel Street Mixed Use Zones) – where new residential development and residential reuse of existing buildings will occur within former industrial precincts, along side on-going business activities. Whilst a transition to residential use has commenced, significant capacity for housing growth remains.
- Retail Precinct (within the Heritage Overlay) - where there is opportunity to create shop top housing using existing upper floor spaces or through sensitive additions to existing buildings.
- Retail Precinct (outside the Heritage Overlay) – where the increased potential for redevelopment provides the opportunity to require new housing above ground floor retail premises.
- Key Strategic Sites – Large sites (currently in non-residential use) with significant potential for a future transition to housing:
 - Short to medium term opportunities: Car Park adjacent Balaclava Station (Marlborough Street); Australian Post Site (Crn Chapel Street / Brighton Road).
 - Longer-term opportunity: Marlborough Street Car Park (west of Woodstock) – site to be retained as 'at grade' car parking in the short to medium term, to preserve the opportunity for future retail expansion. If and when developed, the site would be expected to have a major residential component.

- Residential 'Renewal' Precinct (Alfred Street and Nelson Street east side) – where site consolidation and comprehensive residential redevelopment will be encouraged throughout, to provide the opportunity for increased housing densities and a design response which addresses the 'interface' with the activity centre and the rail-line respectively.

3.7.3 Limit residential development in established residential areas surrounding the activity centre, to that which is consistent with a clearly defined 'preferred character' (refer FIGURE 5.2):

The 'Preferred Character' statements recognise that there is greater propensity and capacity for development in some established areas and will manage growth based on the following principles:

1. Minimal Change in residential areas covered by the Heritage Overlay
2. Limited Change in areas identified as having a highly consistent neighbourhood character
3. Incremental Change in areas of varied character and along Main Roads.

Housing Affordability and Diversity

3.7.4 Ensure at least 10% of new dwellings within the activity centre are affordable - delivered as a combination of community and private housing stock.

3.7.5 Maintain Council's proactive role in the delivery of social and affordable housing, recognising that the Carlisle Street Activity Centre offers particular locational advantages (high proximity to transport, shops and community support services).

- Use the opportunity presented by Council's substantial land ownership within the activity centre to achieve certainty over the delivery of affordable housing – through direct allocation of land / airspace to community housing providers, and / or leveraging of private development.
- Work in collaboration with housing associations and private developers to determine suitable opportunities for affordable housing delivery, at an early stage in both the land disposal and development process.
- Investigate best-practice 'models of provision' which enable the successful delivery of community housing as part of larger scale private residential development.

3.7.6 Identify 'on ground' opportunities to deliver affordable well-located housing within the Activity Centre.

- Nominate specific sites and precincts where the provision of social housing and/or the construction of affordable housing through private development is envisaged (refer Figures 2.5 and 5.1).
- Specifically encourage the provision of 1 bedroom units and bed-sits within private residential development, with consideration to reducing the requirement for on-site car parking and provision of shared open space areas, as means to reduce housing costs.

3.7.7 Ensure new residential development within the activity centre contributes specifically to the delivery of a more 'diverse' and 'accessible' housing stock.

- Require that residential developments in excess of 10 dwellings provide a diversity of dwelling sizes (number of

bedrooms) and that designs promote flexibility to accommodate changing life-stages.

- Encourage the provision of 'universally accessible' housing and require that all new dwellings are at least 'visitable'.

Residential 'Interface'

3.7.8 Improve residential amenity at the 'interface' of the activity centre through designing changes in land use, built form and traffic movement, with emphasis on the following locations:

- *Alfred Street 'Interface'* (Refer Land Use Opportunities – Precinct 1).
- *Marlborough Street 'Interface'* (Refer Land Use Opportunities – Precinct 7).

Residential Amenity

3.7.9 Adopt a preventative approach to amenity impacts, as new residential uses establish within and at the edge of the activity centre:

- Manage the amenity expectations of residents, acknowledging that highest standards of residential amenity can be expected in established residential areas, whilst the level of amenity experienced within the activity centre itself will be lower as a consequence of proximity to business operations.
- Require that new dwellings constructed within the activity centre, adjacent rail line, along major roads and at the interface with the activity centre, incorporate appropriate acoustic attenuation and other amenity protection measures.

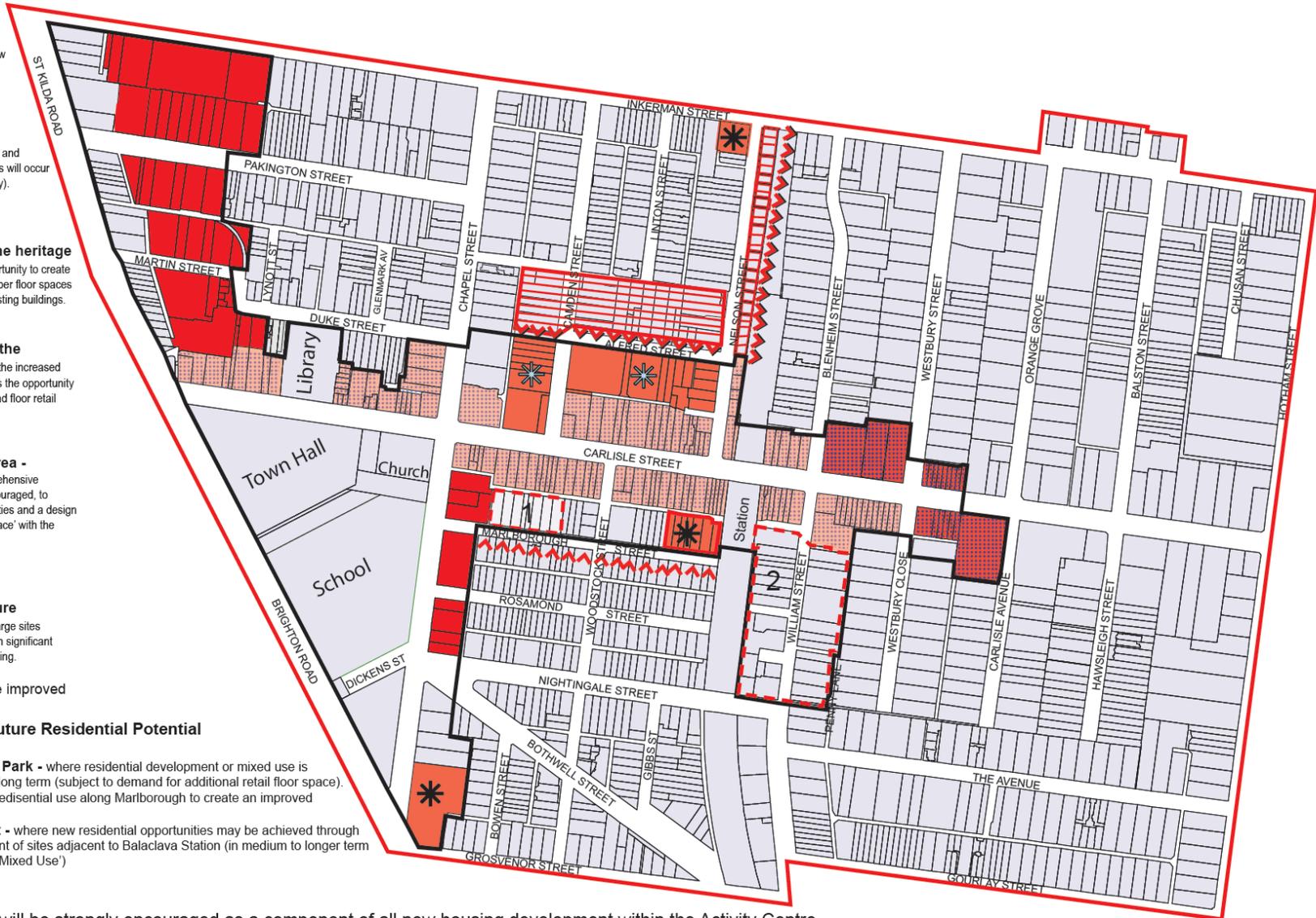
Figure 5.1 Residential Development Opportunities – Activity Centre

Residential Opportunities

-  **Retail Renewal Precinct** - Where significant new housing can be achieved on upper levels of mixed use development.
-  **Mixed Use Precincts** - Where new residential development and residential reuse of existing buildings will occur (along side ongoing business activity).
-  **Retail Precinct (within the heritage Overlay)** - Where there is opportunity to create 'shop top' housing using existing upper floor spaces or through sensitive additions to existing buildings.
-  **Retail Precinct (outside the Heritage Overlay)** - where the increased potential for redevelopment provides the opportunity to provide new housing above ground floor retail premises.
-  **Residential 'Renewal' Area** - where site consolidation and comprehensive residential development will be encouraged, to provide for increased housing densities and a design response which improves the 'interface' with the activity centre and rail line.
-  **Strategic Sites with Future Residential Potential** - Large sites (currently in non residential use) with significant potential for future transition to housing.
-  Residential Interface to be improved

Strategic Site / Precinct with Future Residential Potential

-  **1 Marlborough Street Car Park** - where residential development or mixed use is anticipated in the medium to long term (subject to demand for additional retail floor space). Development would include residential use along Marlborough to create an improved interface
-  **2 Williams Street Precinct** - where new residential opportunities may be achieved through comprehensive redevelopment of sites adjacent to Balaclava Station (in medium to longer term subject to future rezoning to 'Mixed Use')



Note: 1. Affordable Housing will be strongly encouraged as a component of all new housing development within the Activity Centre
 2. Social Housing opportunities defined on Figure 2.5



Figure 5.2 Framework for Managing Change – Established Residential Areas



Note: Significant Change sites and precincts are located within the defined activity centre



Section 4.0 PRECINCT DIRECTIONS



4.1 ACTIVITY CENTRE PRECINCTS

The boundary of the Carlisle Street 'Activity Centre' is defined by Figure 1 and generally incorporates the non-residential* areas along and adjoining Carlisle Street as follows:

- Precinct 1. The Carlisle Street Retail Precinct
- Precinct 2. The St Kilda Road Commercial Precinct
- Precinct 3. The Civic and Community Precinct – generally west of Chapel Street and south of Carlisle
- Precinct 4. The William Street Industrial and Commercial Precinct
- Precinct 5. The Pakington Street Mixed Use Precinct
- Precinct 6. The Chapel Street Mixed Use and Residential Precinct, and
- Precinct 7. The Marlborough Street 'Interface' Precinct.

(*Note: The activity centre boundary incorporates existing 'mixed use zones' which provide for residential use, and a small number of existing residential properties located within retail / commercial areas.)



Precinct 1 –

CARLISLE STREET RETAIL PRECINCT

4.1.1 Precinct Description

The Retail Precinct is centred on Carlisle Street and extends from Brighton Road through to Carlisle Avenue. A diverse retail base includes two supermarkets, a wide selection of specialty food and clothing stores, a growing number of cafés and restaurants, and a range of personal and business services.

Extensive 'at grade' car parks are included within the precinct, servicing both the northern and southern sides of the retail strip. In addition to two arcades, a number of premises have developed 'rear' shop entries which facilitate the connection of car parks to the Carlisle Street strip.

The existing supermarkets (Coles and Safeway) act as major drawcards to the centre however, neither are contemporary 'full-line' facilities and both would benefit from improved presentation. Their location adjacent the extensive off street car parks present as a key strategic opportunity within precinct to improve the centres' 'retail offer' and to address a range of existing design issues (including extensive blank walls and a poor interface with the residential area north of Alfred Street). Major renewal within this precinct will act as a catalyst to improvements in the wider activity centre.

The relative consistency of the Carlisle Street streetscape is derived from its prevailing two storey height and strong heritage influences. Contrasting this are the large unarticulated facades of the two supermarkets which dominate Camden Street. Overall the existing built fabric reflects a layering of development which contributes to the 'eclectic' and 'cosmopolitan' identity of the retail precinct and provides scope for new contemporary development.



The tram route along Carlisle Street has strongly influenced the linear development of the retail strip. Similarly, the presence of Balaclava Station centrally within the precinct presents a key future opportunity to build on the accessibility of the retail strip and the activity centre overall.

4.1.2 Strategic Directions

- The Carlisle Street Retail Strip will continue to be the 'hub' of the activity centre and will remain its retail focus.
- Its identity as a traditional 'village' shopping strip will be reinforced through retention of its heritage streetscape, human scale, and an increased focus on streets as public spaces.
- Urban design treatments at key 'entry points', and a consistency of design detail throughout the public realm, will further develop the 'place identity' of the strip.
- The three distinct retail sub-precincts which have emerged along the length of Carlisle Street will be reinforced:
 - I. The area between Chapel Street and the rail bridge will be consolidated as the '*Retail Core*' of the Carlisle Street Activity Centre through ensuring the concentration of shops (including supermarket magnets) and personal services to create a compact, highly walkable retail area.

- II. The 'Eastern Retail Precinct' (Rail Bridge to Carlisle Avenue) will remain the focus for specialty foods (continental and kosher) together with an increased concentration of personal and business services, and cafe / restaurant uses.
- III. The 'Western Retail Precinct' (Brighton Road to Chapel Street) will continue to service nearby clusters of community and commercial uses through a growing number of restaurant / cafe uses and , in addition, will provide locational opportunities for a range of more specialised retail activities.

- New retail floor space will be concentrated within the designated 'retail core' and will be highly integrated with the existing retail strip.
- The profile and integration of Balaclava Station within the retail strip will be significantly enhanced, reinforcing the important role of the activity centre as a 'public transport hub'.
- The precinct will achieve an increase in residential activity contributing to greater housing choice within the activity centre and creating vitality through a greater night time presence. Housing will be delivered (above street level) through 'shop top' dwellings and as part of larger mixed use developments.

4.1.3 Precinct Opportunities

Refer Precinct Map (FIGURE 6.1).

Land Use / Strategic Sites

- **Retain the existing Business 1 Zoning and extend west along Carlisle Street**, between the Library and St Kilda Road.
- **Facilitate Redevelopment of the existing Coles / Safeway Supermarket / Car Park sites** - Use Council's strategic land

holdings (at grade car parks) within the precinct to facilitate redevelopment of the two major supermarket facilities (ie in partnership with other land owners and business operators) to deliver:

- Contemporary 'full-line' supermarket facilities.
 - Additional specialty retail floor-space at street level.
 - Potential for additional commercial and / or community space.
 - The capacity for new higher density affordable (public and private) housing on upper levels, with emphasis on dwelling diversity.
 - A high level of physical integration with the Carlisle Street retail strip and re-establishment of 'active retail edges' along Camden Street, Nelson Streets and laneways.
 - Replacement of existing car parking at basement level, with scope to consolidate car parking from Council's underutilised 'station car park' (off Marlborough Street). (Refer Strategic Opportunity 2).
- **Create a renewed 'interface' along Albert Street** - through ensuring the redevelopment of the coles / car park site opposite:
 - Requires the residential frontage of new dwellings above the retail space to 'address' and 'access' Alfred Street to re-establish a residential character to the street.
 - Eliminates vehicular access to the car park and loading bays from Alfred Street, and redirects access via Nelson and Camden Streets.
- In association:
- Encourage the renewal of residential properties along Alfred Street (and adjacent properties in Camden and Nelson Streets) to achieve higher densities which provide a more gradual transition in built form (height / bulk) between the commercial area and established residential areas.

- **Facilitate the establishment of a Carlisle Street Traders Association** and work in partnership with both traders and land owners to **prepare a Strategic Business Plan** which:
 - Monitors the centres 'business mix' and identifies critical 'gaps' in the retail offer;
 - Identifies potential redevelopment of sites and premises, where these present opportunities for further enhancement of the centre;
 - Establishes a 'pro-active' approach with property owners / managers to influence and target prospective businesses establishing within the centre.
 - Promotes the centres' independent traders and 'niche' retail roles, and
 - Establishes a co-ordinated marketing and events program.

- **Use Council's planning discretion under the Business 1 zone** to:
 - Achieve a continuous 'active retail edge' through promoting 'shop' use only and discouraging offices, residential and other non-retail uses at ground level within the retail core.
 - Encourage dwellings and / or small scale office uses above shops throughout the retail precinct.
 - Discourage any new residential uses from occupying street level premises within the precinct, excepting access to upper level dwellings where this does not create a break in the retail frontage of more than 2 meters.
 - Encourage personal services east of the rail bridge, and business services (office uses) east of Westbury Street / Westbury Close at street level.

- Encourage ancillary retail and office uses along the eastern side of Nelson Street, including; medical and business services, café / restaurant and speciality retailing.
- Discourage larger-scale (and the concentration of) late night entertainment based uses (bars / taverns and nightclubs), particularly adjacent established residential areas.

Public Realm / Access

- **Implement the 'Balaclava Walk' (Station) Project** (Refer Strategic Opportunity 1) to achieve:
 - A new public space and combined 'modal interchange' on Carlisle Street
 - Improved visibility and safety of the station entry at Carlisle Street
 - Extension of 'active retail / commercial edges' along Balaclava Walk leading to the station and residential areas beyond.

- **Review Council's Footpath Trading Policy** to discourage café / restaurant uses seeking outdoor dining from locating within the 'retail core', and to reduce the non-essential display of merchandise on footpaths.

This will support the strategic objective to achieve a highly walkable 'retail core' and reduce footpath congestion along key sections of Carlisle Street.

- **Encourage new development along Carlisle Street to incorporate 'walk throughs' and 'rear shop fronts'** in order to activate and improve the presentation of rear laneways.

- **Complete a range of ‘on ground’ initiatives which work together to create a direct, safe and comfortable pedestrian experience linking key destinations** within the retail precinct and beyond (ie Coles and Safeway supermarkets, Balaclava Station, off-street car parks, St Kilda Library and other nearby civic / community facilities). These include:
 - Creation of a ‘shared zone’ in Camden Street;
 - An additional pedestrian crossing adjacent the station;
 - Threshold treatments (raised side road crossings) along Carlisle Street;
 - Reduced traffic speed to 40km/hour;
 - Installation of pedestrian ‘way-finding’ signage; and
 - Improved street lighting and surface treatments.

NOTE (applies to all precincts):

The *Design Principles* of the UDF are reflected in *Strategy 5 – Managing New Development*, and apply across all activity centre precincts.

Key *Design Requirements* for each Precinct and for Strategic Sites are reflected on the *Built Form Framework – Preferred Building Heights* (Refer FIGURE 3.3).

Built Form

- **Prepare and incorporate a *Design and Development Overlay (DDO)* into the Port Phillip Planning Scheme**, to establish clear parameters for new development within the precinct in support of the strategic directions outlined in Section 4.1.2.

Preferred built form outcomes for the Carlisle Street Retail Precinct are set out in the *Carlisle Street Urban Design Framework* (UDF) which has been prepared as a companion document to this Structure Plan. The UDF provides the strategic basis for the DDO and establishes:

- A Preferred Future Character Statement
- Design Objectives
- Design Requirements (including maximum street-wall height, preferred overall height limits and setback requirements).

Figure 6.1 Carlisle Street Retail Precinct



Note: Refer also Framework Plans (in Section 3) for detailed Land Use, Built Form, Transport / Access and Public Realm Initiatives relating to this precinct.

Precinct 2 – ST KILDA ROAD COMMERCIAL PRECINCT

4.2.1 Precinct Description

The St Kilda Road Commercial Strip forms the western edge of the activity centre and incorporates properties directly fronting St Kilda Road, between Inkerman Street and Carlisle Street.

Land use activity within the precinct is dominated by offices (accommodating small scale professional and businesses services) and a number of larger retail showrooms (lighting and plumbing supplies). A variety of smaller specialised retail uses also operate within the strip, including an internet café, art gallery, florist and computer sales. Most recently, the precinct has seen the emergence of a number of small, discrete late-night entertainment venues.

The precinct benefits from excellent road access and the associated business profile of a St Kilda Road address. Similarly, proximity to three tram routes and Balaclava Station offer direct access to central Melbourne, and other inner region destinations (notably Acland St Kilda and Chapel Street, Prahran). The quality of the street environment for users is however poor, with public realm improvements for pedestrians a priority.

The precinct exhibits a mixed built-form character influenced by both significant heritage buildings and considerable evidence of unsympathetic 1970's / 1980's redevelopment. Its frontage to St Kilda Road offers the potential for more intensive development however, this may be limited by small lots and remaining heritage fabric. Properties between Pakington Street and Carlisle Street are generally narrow and lack depth, however, do benefit from rear laneway access. Heritage controls affect properties north of



Pakington Street, with the former St Kilda post office building providing an important corner landmark which assists in defining an 'entry point' to the activity centre.

4.2.2 Strategic Directions

- The St Kilda Road Commercial Precinct will maintain its role in providing a location for smaller scale offices and commercial premises, as an extension to the primary St Kilda Road office precinct north of St Kilda Junction.
- Street level premises will continue to provide the opportunity for specialised, display based retailing which capitalises on the profile and exposure offered by St Kilda Road. It will complement but not compete with the primary retail strip along Carlisle Street. In turn these uses will be required to provide an 'active' street frontage to encourage pedestrian activity.
- The role of the precinct as a principal 'entry point' and high profile 'edge' to the activity centre will be enhanced through:
 - retention of significant heritage buildings, in particular, the landmark former St Kilda Post office building, and
 - attracting new investment which achieves excellence in design to replace existing buildings of limited architectural merit.

4.2.3 Precinct Opportunities

Refer Precinct Map (FIGURE 6.2).

Land Use

- **Use Council's planning discretion under the Business 2 zone to:**
 - Consider residential an alternative to office use, above street level only. The design of new dwellings will be required to incorporate appropriate acoustic attenuation measures to limit the impacts of noise from St Kilda Road.
 - Discourage primary retail uses ('shop') excepting 'restricted retail premises' (ie display based retailing / showrooms) except where the activity is ancillary to another business use on the site.
 - Discourage late-night entertainment uses - bars / taverns and nightclubs, (which do not present an active daytime frontage) from occupying street level premises.
 - Discourage the concentration of late night entertainment uses (bars / taverns and nightclubs), where these may adversely impact on residential uses.

Public Realm / Access

- **Use Council's planning discretion under the Business 2 zone to:**
 - Ensure a continuous 'active retail edge' (through encouraging 'restricted retail premises' at ground floor) and / or 'active commercial edge' (through minimum 50% glazing) along the St Kilda Road frontage.

- Investigate the opportunity for additional planting within the road reserve to complement and extend the 'boulevard character' further south along Brighton Road, to soften the hard-edged built form, and to create a more comfortable, conducive walking environment.

Built Form

- **Prepare and incorporate a *Design and Development Overlay (DDO)* into the Port Phillip Planning Scheme**, to establish clear parameters for new development within the precinct in support of the strategic directions outlined in Section 4.2.2.

Preferred built form outcomes for the St Kilda Road Commercial Precinct are set out in the *Carlisle Street Urban Design Framework* (UDF) which has been prepared as a companion document to this Structure Plan. The UDF provides the strategic basis for the DDO and establishes:

- A Preferred Future Character Statement
- Design Objectives
- Design Requirements (including maximum street-wall heights, preferred overall height limits and setback requirements).

Figure 6.2 St Kilda Road Commercial Precinct



Note: Refer also Framework Plans (in Section 3) for detailed Land Use, Built Form, Transport / Access and Public Realm Initiatives relating to this precinct.

Precinct 3 – CIVIC AND COMMUNITY PRECINCT

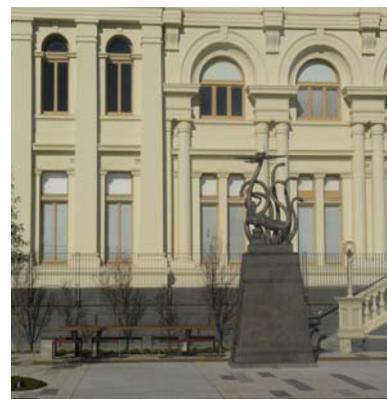
4.3.1 Precinct Description

The 'Civic and Community Precinct' presents as a well defined triangle at the south-western corner of the activity centre; bounded by Brighton Road to the west, Chapel Street to the east and Carlisle Street to the north. The identity and role of the precinct is derived from:

1. The presence of highly significant heritage and 'iconic' buildings.
2. The concentration of (and almost exclusive occupation by) civic and community related land uses; notably the St Kilda Primary School, the St Kilda Town Hall / Municipal Offices, St Kilda Library and the Uniting and Anglican Churches.
3. Its prominent location and function as a 'gateway' into the activity centre – at both the Chapel Street and St Kilda / Brighton Road entries.
4. Its proximity to public transport services, including the junction of major tram routes at the intersections of Carlisle Street / Chapel Street, and St Kilda Road / Carlisle Street.

Since the 1890's the St Kilda Town Hall has provided a dominant architectural and social 'landmark' at the intersection of St Kilda Road and Carlisle Street. The imposing Italianate style of the Town Hall is contrasted by the iconic 1970's 'brutalist' architecture of the St Kilda Library opposite.

Further along Brighton Road, the gothic style of the St Kilda Primary School, Holy Trinity Church and associated church hall buildings



complete what is acknowledged as one of St Kilda's most important streetscapes. The cultural heritage value of the precinct relates strongly to the unique 'island' grouping of these public use buildings, evolving from its initial designation as a market reserve.

The existence of these landmark buildings, each within a landscaped setting, provides a significant contrast to the fine grain and intense built form character which prevails throughout the remainder of the activity centre.

In addition to the primary school, churches, town hall and library, the precinct offers a complementary range of community services, including Council's St Kilda Children's Centre (childcare facility) and Maternal & Child Health centre, and a range of community support services provided from the St Kilda Parish Mission site (St Kilda 'drop in' centre, Port Phillip Community Group and St Kilda Legal Service).

4.3.2 Strategic Directions

- Reinforce the role and identity of the precinct as a 'civic and community services hub' – a focus for governance, civic activity and spaces, and service delivery to the local and wider communities.
- Facilitate the further clustering of community facilities and the co-location of community-based organisations within the precinct, to facilitate partnerships and integration between service providers, optimise use of infrastructure, and maximise the accessibility of services for users.

- Enhance the coherence and physical interrelationships between buildings, the functional links between services, and the integration of the precinct with the wider activity centre.
- Create a safe, comfortable and convenient pedestrian environment – recognising the precinct’s vital role as a service ‘destination’ and public transit node.
- Enhance public spaces associated with the ‘renewed’ St Kilda Town Hall to reinforce the civic role of the precinct, and to create inviting, interesting and vibrant places for people to meet and participate in community life.
- Maintain and extend the ‘landscaped / boulevard’ character of the precinct, to reinforce its identity and to reflect the importance of its civic and community functions.
- Protect highly significant heritage and ‘iconic’ buildings within the precinct, whilst ensuring the culturally significant ‘public use’ focus of the precinct as a whole is reinforced.

4.3.3 Precinct Opportunities

Refer Precinct Map (FIGURE 6.3).

Land Use / Strategic Sites

- **Support the continued and enhanced provision of community support services from the St Kilda Parish Mission site** (corner of Chapel and Carlisle Streets) either in a new building or through reuse / extension of the current premises (note: both options are subject to heritage considerations).

Key considerations are to:

- Ensure the long term feasibility of integrated service delivery from the site, by providers which support a diverse community.
 - Provide additional floor-area to address current space limitations, and to facilitate further the co-location of related service providers.
 - Ensure spaces which meet the requirements of current resident organizations, whilst being flexibly designed to adapt to future needs.
- **Create a contemporary ‘Family and Children’s Hub’** (through redevelopment of Council’s Maternal and Child Health Facility and the adjacent St Kilda Children’s Centre) with the capacity to deliver:
 - Integrated care, education and health services to children and their families.
 - Additional childcare places.
 - Improved maternal and child health, and playgroup facilities.
 - Office space for related Council services (eg. home care, family support and vacation care).
 - After-school and school transition programs in association with the neighbouring St Kilda Primary School
 - **Upgrade the St Kilda Library as a key cultural hub and lifelong learning centre in St Kilda**, as part of Council’s ‘Creative Futures Strategy’. This is aimed at increasing opportunities – both formal and informal - for people to gather, create and learn in diverse ways.

Use opportunities presented by the increased visitation to an upgraded St Kilda Library to connect people with council services and information available within the renewed Town Hall building opposite.

- **Activate the public spaces associated with the Town Hall through use for performances and events**, to reinforce the cultural role of the precinct.

Public Realm / Access

- **Investigate the potential for public realm improvements to reinforce key entry points to the activity centre at:**
 1. The Chapel Street / Brighton Road Intersection.
 2. The St Kilda Road / Carlisle Street Intersection.
- **Complete Public Realm Improvements to reinforce the 'Civic Node'** (of the St Kilda Town Hall and Library) including:
 - A well-defined public plaza at the entry to the renewed Town Hall.
 - Consistent pavement treatments on both sides of Carlisle Street, to integrate the public plaza and Library Forecourt.
 - A widened (and potentially raised) pedestrian crossing on Carlisle Street.
 - A creative public lighting scheme.
 - 'Avenue' style planting along Carlisle Street.
- **Maintain the 'historic' green space and plantings which frame the St Kilda Town Hall building**, and investigate initiatives to promote greater public use and access to the space. Landscaping should remain formal and retain the axial

vista to the main portico, but with a clearer sense of enclosure and well defined edges to make the space more inviting.

- **Establish an 'active retail edge' along the south side of Carlisle Street - west of Chapel** (in particular on the St Kilda Parish Mission site) to strengthen the relationship between the 'Civic Node' (Town Hall / Library) and the Carlisle Street retail strip,
- **Install 'accessible' raised platform tram stops and providing 'real time' public transport information** to enhance the transit 'interchange' function of the precinct (at the intersection of the Chapel Street / Carlisle Street and Carlisle Street / Brighton Road tram routes).

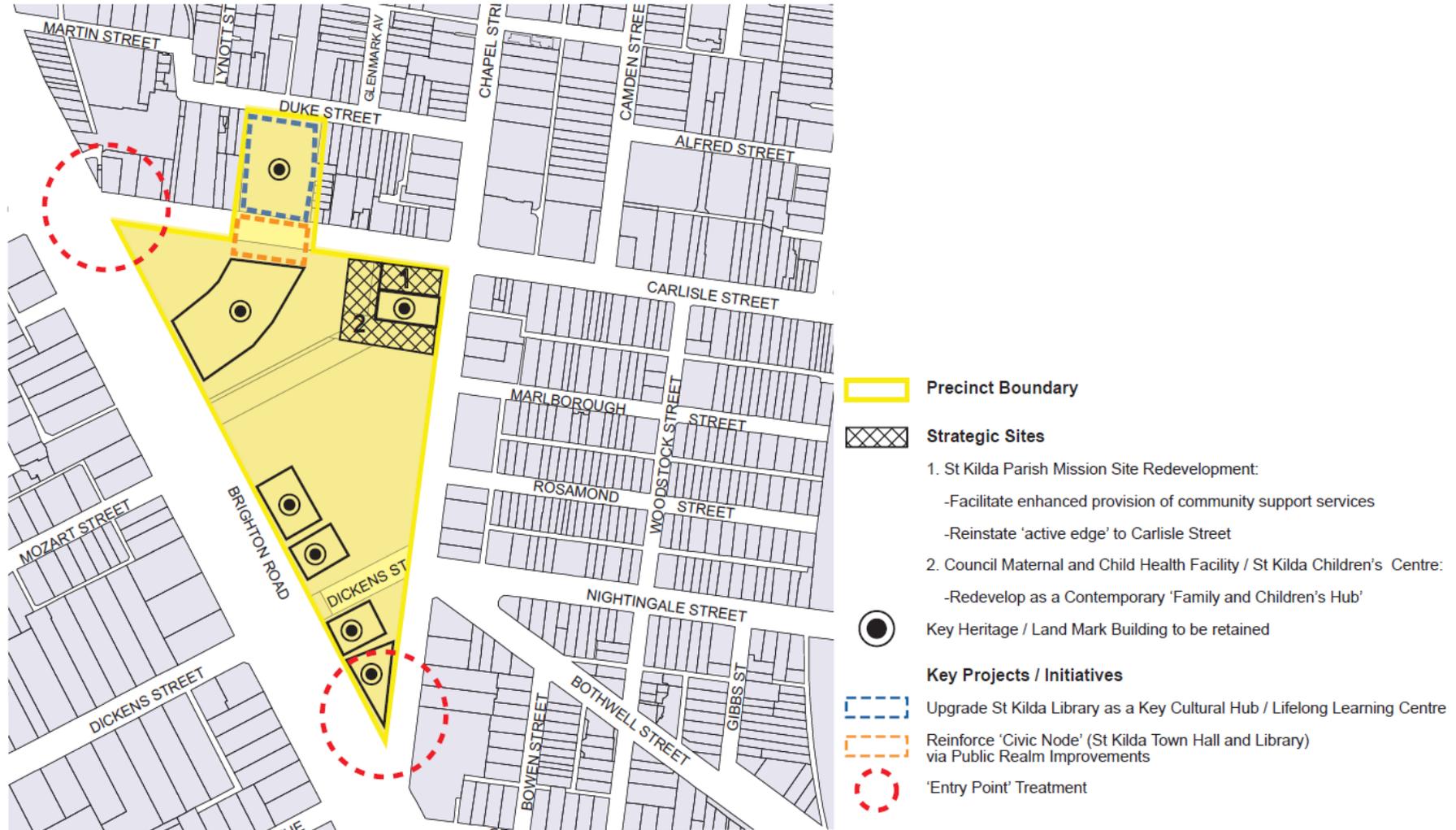
Built Form

- **Prepare and incorporate a *Design and Development Overlay (DDO)* into the Port Phillip Planning Scheme**, to establish clear parameters for new development (on selected sites) within the precinct, in support of the strategic directions outlined in Section 4.3.2.

Preferred built form outcomes are set out in the *Carlisle Street Urban Design Framework (UDF)* which has been prepared as a companion document to this Structure Plan. The UDF provides the strategic basis for the DDO and establishes:

- Design Objectives
- Design Requirements (including maximum street-wall height, preferred overall height limits and setback requirements).

Figure 6.3 Civic and Community Precinct



Note: Refer also Framework Plans (in Section 3) for detailed Land Use, Built Form, Transport / Access and Public Realm Initiatives relating to this precinct.

Precinct 4 -

WILLIAM STREET INDUSTRIAL PRECINCT

4.4.1 Precinct Description

The William Street Industrial Precinct is situated immediately south of Carlisle Street and directly adjacent the Sandringham rail-line. This area is currently one of the few remaining small pockets of industrial land in Melbourne's inner south region, comprising some twenty (20) properties of varying size.

Land uses traditionally associated with industrial areas remain dominant, including small-scale manufacturing, warehousing, wholesaling and automotive repairs, however, a transition in the business mix has become evident over the last decade. Establishing businesses include offices and specialised uses such as an art gallery, personal training studio and the 'red scooter' function centre. The precinct also includes specialised retailing (kosher wholesale supermarket and Jewish bookstore).

Pedestrian activity within the precinct is high as a result of these specialist businesses, and the offer of a convenient route between the station, retail strip and the residential areas to the south of the activity centre. Narrow footpaths, multiple vehicle crossovers and significant car and truck movements all detract from the pedestrian experience.

Existing built form within the precinct is varied, comprising a mix of single and two storey premises with many built to the street frontage. Small setbacks along the eastern side of the street are dominated by car parking. Development activity, limited until recently, includes newly constructed buildings, and refurbishments / additional levels



to existing premises. A significant portion of the building stock however, remains in original condition. This, combined with the industrial nature of businesses operating within the precinct, presents an environment that lacks aesthetic appeal. There is significant opportunity to renew this precinct through private investment in the building stock brought about by a change in the business and land use types operating within the area.

4.4.2 Future Land Use Options

The William's Street precinct boasts a location which directly adjoins the Carlisle Street retail strip and the Balaclava rail-station. It is therefore strategically placed to both support and benefit from high public transport accessibility, and the growth and vitality of the activity centre. Capitalising on these locational attributes are primary considerations in determining future directions for this precinct.

The William's Street precinct presents a number of prospective 'land use futures':

Option 1 - Continued Service Industrial Activity

The precinct is unique in that it is one of the last remaining industrially zoned areas within Melbourne's inner south region and, as a result, is sought after by businesses servicing local resident and 1business markets. Given the scarcity of industrial land within the surrounding region, and the progressive redevelopment of nearby 'mixed use zones' for residential uses (formerly industrial areas)

there is expected to be an ongoing demand for industrial space within this precinct (CKC, 2007).

This option would be achieved through retention of the current 'Industrial 3' Zoning.

Option 2 - A Diverse Business Cluster (Industrial and Commercial Activity)

Continued industrial activity with new opportunities for business services and knowledge based 'creative' industries.

William Street presents a viable economic future as a 'business only' precinct. Whilst small, it is evident that the William Street precinct fulfils a locally significant service industrial function, one that could be maintained and strengthened through facilitating a broader range of business types (in particular, office use which is restricted under the current industrial zoning).

The precinct is well placed to capture some of the growth in creative, knowledge rich businesses. Such firms are attracted to locations such as Carlisle Street, which offer cultural and community diversity, public transport accessibility, availability of services and the café 'lifestyle' associated with traditional retail strips, and the potential for people to live and work in the same locality. These business types offer the potential for increasing employment and promoting reinvestment in the precinct, and for new business operations which minimise impacts on adjoining residential areas.

This option would be achieved through a 'Business 3' zone which allows office uses greater than 500m², in addition to industrial activities.

Option 3 - Mixed Use: Residential and Business Activities

The residential property market potentially offers the greatest catalyst for renewal of the William Street precinct and presents significant

opportunities with respect to the location and potential synergies with the Carlisle Street retail strip and public transport services.

There is potential for new housing in this location to specifically emphasise the delivery of a diverse and affordable residential stock.

A mix of residential and business activities (with an increased focus on smaller-scale businesses services and knowledge based industries) presents a prime opportunity to capitalise on the proximity of the precinct to both the station and the retail strip, through achieving an increase in both employment and residential densities.

If a mixed land use future is deemed appropriate, renewal of the precinct should be carefully managed to ensure:

- A comprehensive, planned redevelopment of the precinct occurs.
- Public realm improvements are undertaken as a catalyst for investment and high quality new development.
- An appropriate 'mix' of land uses is achieved, with the expectation for:
 - Business activities (industrial or commercial) at street level to provide 'active' frontages.
 - Predominantly residential use on upper levels.
- The extent of development intensification (and associated residential and employment densities) maximises the benefits offered by proximity to the station and the retail strip.
- The opportunity to deliver well-located affordable housing is realised, as part of a diverse housing mix.
- A preventative approach is taken to minimise the potential amenity issues arising from the proximity of residential uses to business activities and the rail line.

This option could be achieved through a range of planning controls, including a 'Mixed Use' zone or 'Comprehensive Development' zone with associated overlays.

Assessment of Options

Option 3 - mixed residential and business use - presents the greatest potential to capitalise on the locational attributes of William Street, however, the propensity for comprehensive redevelopment to occur in the short term is limited due to:

- Strong (current and projected future) demand for industrial premises.
- Current feasibility of residential redevelopment being limited to sites greater than 1000m² (of which there are only 3 within the precinct) (CKC, 2007).
- The slow take-up rate of sites for residential conversion / redevelopment within Chapel Street and Pakington Street mixed use zones, and accordingly, the significant residual supply of new residential opportunities that exists within the activity centre.
- Limited land owner interest in facilitating renewal of the precinct at this stage.

Option 1 - retention of the existing industrial zone - provides the best opportunity to 'preserve' future options for this precinct. Through maintaining the current land use and associated building stock, new use or development which could prejudice or reduce the propensity for future change is less likely.

4.4.3 Strategic Directions

Short Term (1-5 years)

- The William Street Precinct will be retained as a vibrant industrial and specialist business cluster, serving the needs of the local resident and business communities.

- Acknowledge the William Street precinct as a 'Future Investigation Area' and preserve the range of future land use opportunities.

Medium Term (5-10 years)

- Further investigate and review the land use options identified for this precinct including;
 - retention as industrial;
 - a broader industrial / commercial business mix;
 - 'mixed' residential / business use.
- Ensure future investigations consider:
 - The opportunity to maximise urban sustainability, through the intensification of development and land use activity in this well-located and highly accessible precinct.
 - The importance of private investment in building stock and public realm improvements to enhance the identity, walkability and safety of the precinct.
 - The potential for development of up to five storeys along the western side of William Street, adjacent the rail-line, and the opportunity for new development to be integrated with the station.
 - The need to ensure new use and development is sensitive to the residential 'interface' directly to the east and south of the precinct.

4.4.4 Precinct Opportunities

Refer Precinct Map (FIGURE 6.4).

Land Use

- **Retain the Industrial 3 zone across the William Street Precinct in the short term to:**
 - Support the retention of existing business operations, recognising their contribution to the local economy.
 - Support the retention of businesses which reflect cultural influences in the business offer (i.e. a destination for Jewish book / literary supplies and wholesale kosher foods).

Public Realm / Access

- **Enhance the walkability, safety and public amenity of William Street** through encouraging 'active edges' throughout the precinct, minimising crossovers, and through public realm improvements (with particular attention to street lighting and footpaths).
- **Investigate opportunities to create a new pedestrian link/s along Stuart and / or Charles Streets**, to improve the connection between William Street and Balaclava Station and nearby residential areas.

Built Form

- **Prepare and incorporate a *Design and Development Overlay (DDO)* into the Port Phillip Planning Scheme** to establish clear parameters for new development within the

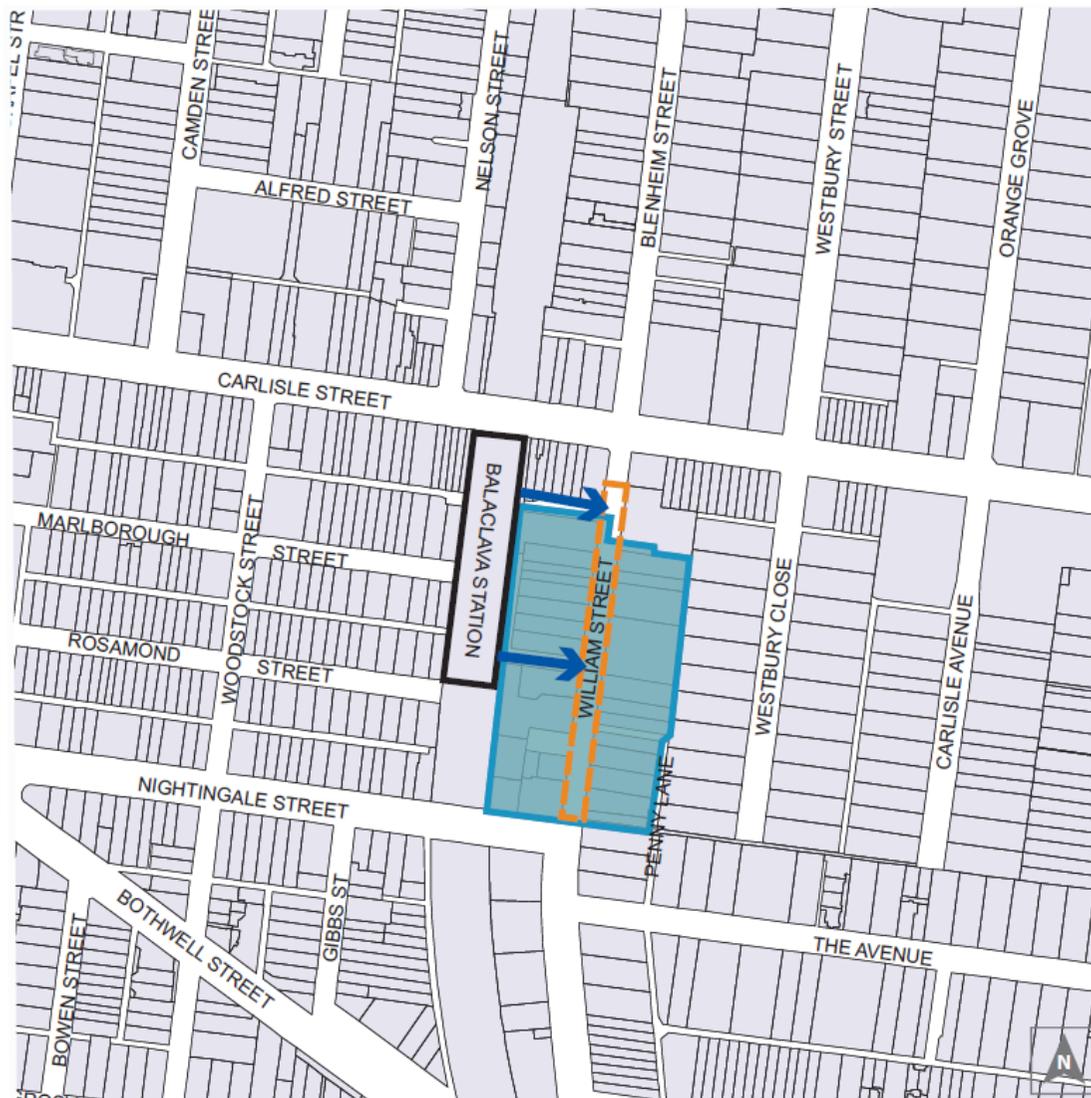
precinct, following a decision on the long term land use future for this precinct.

The *Carlisle Street Urban Design Framework (UDF)*, which has been prepared as a companion document to this Structure Plan, establishes preliminary built form considerations for the William Street Precinct including:

- A Preferred Future Character Statement
- Design Objectives
- Design Requirements (including maximum street-wall height, preferred overall height limits and setback requirements).

These will be reviewed in association with the future assessment of land use options.

Figure 6.4 Williams Street Industrial Precinct



Note: Refer also Framework Plans (in Section 3) for detailed Land Use, Built Form, Transport / Access and Public Realm Initiatives relating to this precinct.

-  **Precinct Boundary**
-  **Precinct Directions**
- 1. Maintain 'Industrial 3' Zone in the short term, allowing for a range of service and industrial uses
- 2. Improve Built Form Quality (via renewal)
- Strategic Opportunities**
- 'Future Investigation Area' - Potential for comprehensive renewal of precinct (medium to long term) - commercial uses at street level / residential above, with an affordable housing emphasis
- Key Projects / Initiatives**
-  Enhance pedestrian Environment (Active Frontages / Upgrade Street Lighting and Footpaths)
-  New Pedestrian Link (Station to William Street)

Precinct 5 – PAKINGTON STREET MIXED USE PRECINCT

4.5.1 Precinct Description

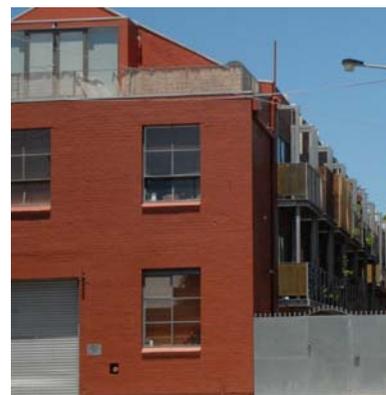
The Pakington Street Mixed Use Precinct forms the northern edge of the activity centre, extending from Inkerman Street down to Martin and Duke Streets. The precinct forms a transition from the St Kilda Road commercial strip to the immediate west and the fine grain established residential area to the east.

This precinct comprises two segments:

1. A former industrial area which has been rezoned to a mixed use zone to provide for new residential development and on-going business activity.

Recent five level developments along Inkerman Street, with retail (an Aldi Supermarket) and commercial uses at ground level and residential apartments above, have helped define a contemporary mixed use identity for this area.

Internally within the precinct, Packington and Martin Streets retain a significant portion of industrial uses, with office activity and the conversion of former warehouses to apartments reflective of more recent development. The established built form is utilitarian, typically ground level car parking to the building setback, with cantilevered upper levels. There is significant future potential for intensification of development and reinstatement of a more traditional 'hard-edged' industrial character. New development will need to respect the fine grain, low rise residential area immediately to the east of the precinct.



2. Properties directly to the rear of commercial premises fronting St Kilda Road, which have frontage to Packington, Martin and Duke Streets.

Whilst zoned for office purposes (Business 2), their limited exposure has seen a strong market preference for residential conversions over the past decade. Accordingly, this area relates more strongly to the adjacent mixed use zone, in terms of both land use and built form.

Established businesses within the precinct are diverse, ranging from traditional manufacturing and warehouse uses to new 'creative' industries (including printing firms, film production studio, a gallery and artist studio and, several design / architectural offices).

Whilst residents and workers are less than 400 meters from Balaclava Station and the retail core of the activity centre, connections are indirect and generally offer a poor pedestrian environment (due to the dominance of car parking, limited street lighting and the presence of rubbish and graffiti). The establishment of quality, direct walking links to the Carlisle Street strip will become a priority.

4.5.2 Strategic Directions

- The Packington Street Mixed Use precinct will deliver significant additional residential opportunities within the activity centre; through the conversion of existing buildings or new contemporary apartment development.
- A diverse business base will be maintained throughout the precinct, with an increasing tendency towards professional offices, creative industries and business services, offering greater compatibility with new residential uses.
- An increase in the intensity of new development will contribute to higher residential and employment densities, recognising the strategic location of the precinct in relation to the Carlisle Street retail strip and multiple public transport routes.
- The physical and functional linkages with the remainder of the activity centre will be strengthened, in particular with the Carlisle Street Retail Precinct and the Civic and Community Precinct.
- The precinct will become more conducive to walking through emphasising pedestrian safety and encouraging 'active commercial and residential edges'.

4.5.3 Precinct Opportunities

Refer Precinct Map (FIGURE 6.5).

Land Use / Strategic Sites

- **Rezone properties to the rear of the St Kilda Road Commercial Strip to a Mixed Use Zone** (currently Business

2) to reflect residential as the dominant land use opportunity, whilst maintaining the potential for business operations.

- **Use Council's planning discretion under the mixed use zone** to:
 - Ensure that proposals for reuse / redevelopment contribute sufficiently to residential and / or employment growth within the activity centre.
 - Require larger scale developments (10 dwellings or greater) to incorporate a diversity of dwelling types (eg bed-sits / one bedroom apartments / studio offices) to support a range of household types.
 - Encourage business activities, in particular at the street frontage, to support a vibrant land use mix and achieve 'active edges' throughout the precinct.
 - Ensure new business activities are compatible with the increasing residential function of the precinct and the amenity of nearby residential areas.
 - Encourage the establishment of 'home-based' businesses to contribute to the land use mixed use of the precinct and capitalise on the locational advantages of the Activity Centre.
 - Discourage primary retail uses (i.e. shops) from locating in the precinct, except where the activity is ancillary to another business use on the site.
 - Discourage late-night entertainment uses (bars / taverns and nightclubs) which may adversely impact on residential uses.
 - Encourage all new ground level residences to be universally accessible.

Public Realm / Access

- **Upgrade the 'Packington Street Link' - connecting Inkerman Street through to Carlisle Street** (via Packington Lane / Lynott Street / Lynott Street Open Space Reserve / Duke Street and the St Kilda Library).

This link will enhance the connection from the Packington Street Mixed Use Precinct (of benefit to increasing resident and worker populations) and residential areas to the north of Inkerman Street, to a range of destinations on Carlisle Street (ie shops, library and community services). Similarly, the link will improve pedestrian access to the Aldi supermarket facility on Inkerman Street.

Improved definition and walkability of the link can be achieved through; the enhanced lighting, installation of directional signage, landscaping, relaying of the bluestone laneway to minimise trip hazards, and potentially a graffiti 'gallery' as a means to reduce future vandalism. (The latter could be created in partnership with the nearby St Kilda Youth Services Network).

- **Encourage new development that improves the safety and walkability of the precinct** through:
 - Incorporating building elements, such as windows and balconies / terraces that offer passive surveillance of public space (roads, laneway or footpaths).
 - Consolidating existing and minimising new vehicle crossovers (and use of rear laneway access where possible) in order to create uninterrupted pedestrian movement on footpaths.

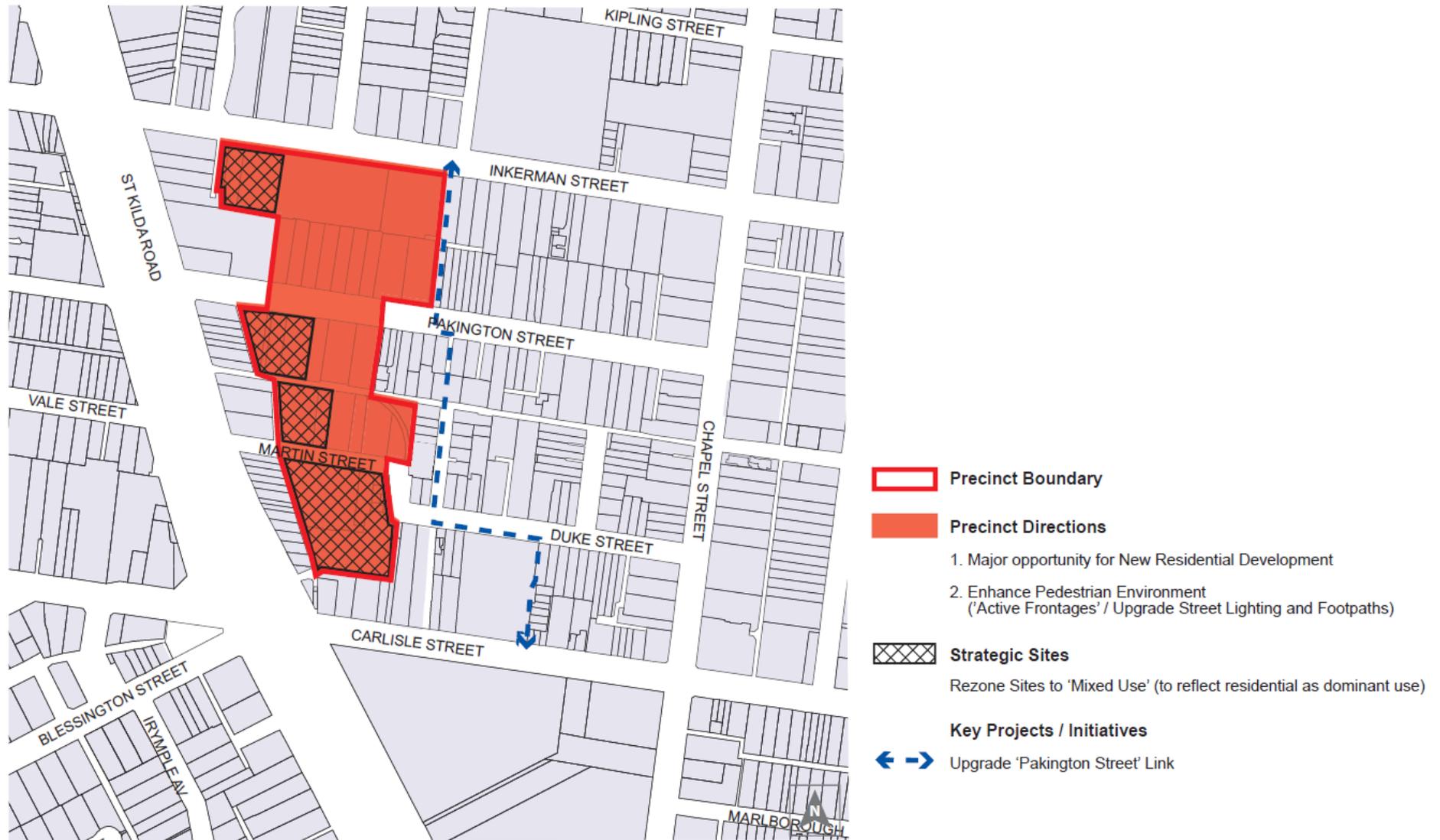
Built Form

- **Prepare and incorporate a *Design and Development Overlay (DDO)* into the Port Phillip Planning Scheme**, to establish clear parameters for new development within the precinct in support of the strategic directions outlined in Section 4.5.2.

Preferred built form outcomes for the Packington Mixed Use Precinct are set out in the *Carlisle Street Urban Design Framework* (UDF) which has been prepared as a companion document to this Structure Plan. The UDF provides the strategic basis for the DDO and establishes:

- A Preferred Future Character Statement
- Design Objectives
- Design Requirements (including maximum street-wall height, preferred overall height limits and setback requirements).

Figure 6.5 Pakington Street Mixed Use Precinct



Note: Refer also Framework Plans (in Section 3) for detailed Land Use, Built Form, Transport / Access and Public Realm Initiatives relating to this precinct.

Precinct 6 - CHAPEL STREET MIXED USE AND RESIDENTIAL PRECINCT

4.6.1 Precinct Description

The Chapel Street Mixed Use / Residential Precinct is located on the eastern side of Chapel Street, commencing directly south of Carlisle Street retail strip and extending to the south-west corner of the activity centre at Brighton Road.

The area between Carlisle Street and Marlborough Street was rezoned 'mixed use' from an industrial zone in 1998, providing opportunity for new residential development. The majority of sites however, still support business activities (car repairs, manufacturing and offices) and retain the original low rise (single and two level) industrial built form.

The exception is a recent 6 level residential apartment building, located between Rosamond and Marlborough Streets, which presents a substantial building mass to Chapel Street whilst transitioning down to the established low rise, fine grain residential areas directly to the east.

The precinct includes the existing Australia Post distribution centre on the corner of Brighton Road and Chapel Street which provides a strategic redevelopment opportunity at this important entry-point to the activity centre.

A range of 20th century sub-divided flat developments exist along Chapel Street, between the mixed use zone and the Australia Post site. Whilst not anticipated to redevelop, these properties already



contribute to the diversity of housing opportunities within the activity centre.

The precinct is exceptionally well-located in relation to shopping, public transport and community facilities and services. As such it presents a primary opportunity for housing intensification within the activity centre.

4.6.2 Strategic Directions

- The Chapel Street Mixed Use / Residential Precinct will deliver significant new residential opportunities within the activity centre, principally in the form of high quality contemporary apartment development.
- The role of the precinct as a principal 'entry point' to and key access 'spine' through the Carlisle Street Activity Centre will be enhanced through excellence in the design and architecture of new development, in particular where Chapel Street intersects Brighton Road.
- The traditional 'hard edged' industrial character of the precinct will be reflected in new development that abuts the street edge and establishes a coherent street wall along Chapel Street. Where appropriate, reuse of existing building facades will contribute to the industrial character of the precinct.

- The precinct will achieve an increase in the scale of built form along Chapel Street, from the existing 1-2 levels, however developments will be progressively scaled down at the interface with the established low-rise residential areas in Marlborough, Rosamond and Nightingale Streets.
- The precinct will become more conducive to walking with an emphasis on enhancing pedestrian connections between the precinct; and the Carlisle Street retail strip, the Civic and Community Precinct opposite and the St Kilda Botanic Gardens.

4.6.3 Precinct Opportunities

Refer Precinct Map (FIGURE 6.6).

Land Use / Strategic Sites

- **Facilitate a high quality development on the Australian Post site (corner Chapel Street and Brighton Road) which contributes to the sites' role as a key 'entry point' to the activity centre.**

The site offers capacity to deliver significant residential growth and has potential for commercial use or display based retailing at ground level.

The site is currently zoned Residential 1. It is envisaged that rezoning (to enable non-residential use) would only occur in response to specific development proposal (combined Permit / Amendment process pursuant to section 96 of the Planning and Environment Act).

Potential zoning under the Port Phillip Planning Scheme includes a *Mixed Use Zone* and associated *Development Plan Overlay*.

- **Retain the existing Residential 1 zoning of properties between Nightingale Street and the Australia Post Site**, recognising their established contribution to the diversity of housing opportunities within the activity centre.
- **Use Council's planning discretion under the mixed use zone** (ie north of Rosamond Street) to:
 - Ensure that proposals for reuse / redevelopment contribute sufficiently to residential growth within the activity centre.
 - Require larger scale developments (10 dwellings or greater) to incorporate a diversity of dwelling types (eg bed-sits / 1 bedroom apartments) to support a range of household types.
 - Encourage all new ground level residences to be universally accessible.
 - Ensure an 'active (commercial or residential) edge' at ground level along Chapel Street.
 - Discourage primary retail uses (i.e. shops) from locating south of Marlborough Street, except where the activity is ancillary to another business use on the site.
 - Discourage late-night entertainment uses (bars / taverns and nightclubs) which may adversely impact on residential uses.

Public Realm / Access

- **Improve the visibility and definition of the school crossing point on Chapel Street**, including investigating the opportunity for a curb realignment and permanent crossing point.

- **Encourage new development that improves the safety and walkability of the precinct through:**
 - Incorporating building elements, such as windows and balconies / terraces that offer passive surveillance of public space (roads, laneway or footpaths).

 - Consolidating existing and minimising new vehicle crossovers (and use of rear laneway access where possible) in order to create uninterrupted pedestrian movement on footpaths.

Built Form

- **Prepare and incorporate a *Design and Development Overlay (DDO)* into the Port Phillip Planning Scheme**, to establish clear parameters for new development within the precinct in support of the strategic directions outlined in Section 4.6.2.

Preferred built form outcomes for the Chapel Street Mixed Use Precinct are set out in the *Carlisle Street Urban Design Framework* (UDF) which has been prepared as a companion document to this Structure Plan. The UDF provides the strategic basis for the DDO and establishes:

- A Preferred Future Character Statement
- Design Objectives
- Design Requirements (including maximum street-wall height, preferred overall height limits and setback requirements).

Figure 6.6 Chapel Street Mixed Use Precinct



Precinct 7 -

MARLBOROUGH STREET 'INTERFACE' PRECINCT

4.7.1 Precinct Description

The Marlborough Street 'interface' Precinct incorporates the properties on the north side of Marlborough Street, which acts as a transition between the retail properties along Carlisle Street and the low rise established residential area south of Marlborough Street.

The precinct is dominated by extensive 'at grade' car parks which principally service the retail strip. The largest (95 spaces) and most efficiently used car park is situated west of Woodstock Street immediately to the rear of the Balaclava Hotel. A second (48 space) car park directly adjoins Balaclava Station and connects through to Carlisle Street via the station walkway.

The Woodstock Rooming House has recently been constructed on the corner of Woodstock and Marlborough Streets, above a third public car park (24 spaces), facilitated through a transfer of airspace rights from Council to the Port Phillip Housing Association. The award winning design of Woodstock demonstrates the potential to create a sensitive transition between the intensive built form of the commercial area and the fine grain heritage character of the adjoining residential area.

Two pockets of residential properties remain within the precinct, including the conversion of a former industrial building directly opposite the Woodstock Rooming House. The potential for significant redevelopment of remaining properties would require site consolidation.



At grade car parks have been identified as the key strategic opportunities to accommodate future commercial and housing development within the activity centre, in an otherwise intensively developed urban area. Located between the retail strip and established residential areas, the redevelopment of these sites also presents the opportunity to create a more sensitive 'interface'.

Whilst the redevelopment of car park sites must ensure the long term supply of car parking in the centre overall, there is potential to consolidate these resources to promote more efficient use. The car park adjacent the station is currently underutilised as a result of its limited access, poor visibility and surveillance, and associated safety and security issues.

4.7.2 Strategic Directions

- The precinct will continue to function as a 'transition' between the Carlisle Street retail strip and the established residential area south of Marlborough Street.
- This 'interface' will be improved (based on the principle that streets should be used to join activities rather than to establish boundaries between different uses and densities) through facilitating:
 - Well-designed new development that provides a transition in scale down to the low rise, fine grain built form of the

residential area, whilst achieving more intensive development adjacent the retail strip and elevated station.

- Consolidation of residential land use on the north of Marlborough Street.
- The opportunity for future (medium to long term) retail / commercial expansion of the activity centre will be preserved within the precinct, if required to augment retail growth planned for car parks north of the retail strip in the short term.
- The precinct will deliver significant new residential opportunities, with a diversity of housing types encouraged to capitalise on the proximity to the station and retail strip.
- Redevelopment of the 'at grade' car parks will 'reconnect' the residential area with the activity centre and present the opportunity to enhance the amenity and safety of the station environs.

4.7.3 Precinct Opportunities

Land Use / Strategic Sites

- **Retain the 'at grade' Marlborough Street Car Park, west of Woodstock Street (4-20 Marlborough Street) as a 'land bank'.**

This recognises the sites' potential importance to accommodating future retail growth to maintain the long term economic viability of the activity centre.

Future development of the site will deliver a 'mix' of land uses including:

- Potential for additional retail / commercial floor space (subject to a future assessment of demand) to be highly integrated with established retail premises along Carlisle Street.
- An appropriately scaled residential component which 'addresses' the Marlborough Street frontage.
- Reinstatement of the laneway to the rear of the Carlisle Street shops, to contribute to the permeability and walkability of the activity centre.
- **Facilitate redevelopment of the Station Car Park (at 44–60 Marlborough Street) for Affordable (Community) Housing by the Port Philip Housing Association.** The development would include:
 - A range of 'self contained' affordable housing units, including dwellings suited to older persons and family households.
 - Higher scale built form to address the elevated station / rail line, whilst transitioning down in height / bulk where the site interfaces with existing dwellings.
 - An 'active' commercial frontage along the walkway adjoining the station.
 - Setback from the station walkway to achieve an informal public space and potential for landscaping.
 - Design of upper levels to provide natural surveillance of the station environs.
 - Relocation of the currently underutilised public car park to facilitate an improved design outcome and reduced traffic impact along Marlborough Street. The existing parking spaces would be relocated to the north side of Carlisle Street and consolidated with parking associated with the redevelopment of the Supermarket Precinct(Refer Strategic Opportunity 1)

- **Create a renewed ‘interface’ along Marlborough Street.**

Ensure that the redevelopment of Station Car Park:

- Respects the heritage and neighbourhood character values of properties on the south side of Marlborough Street, and their prevailing low rise and fine grain built form.
- Require that the residential component of new development on the north side ‘address’ and ‘access’ Marlborough to re-establish a residential character to the street.

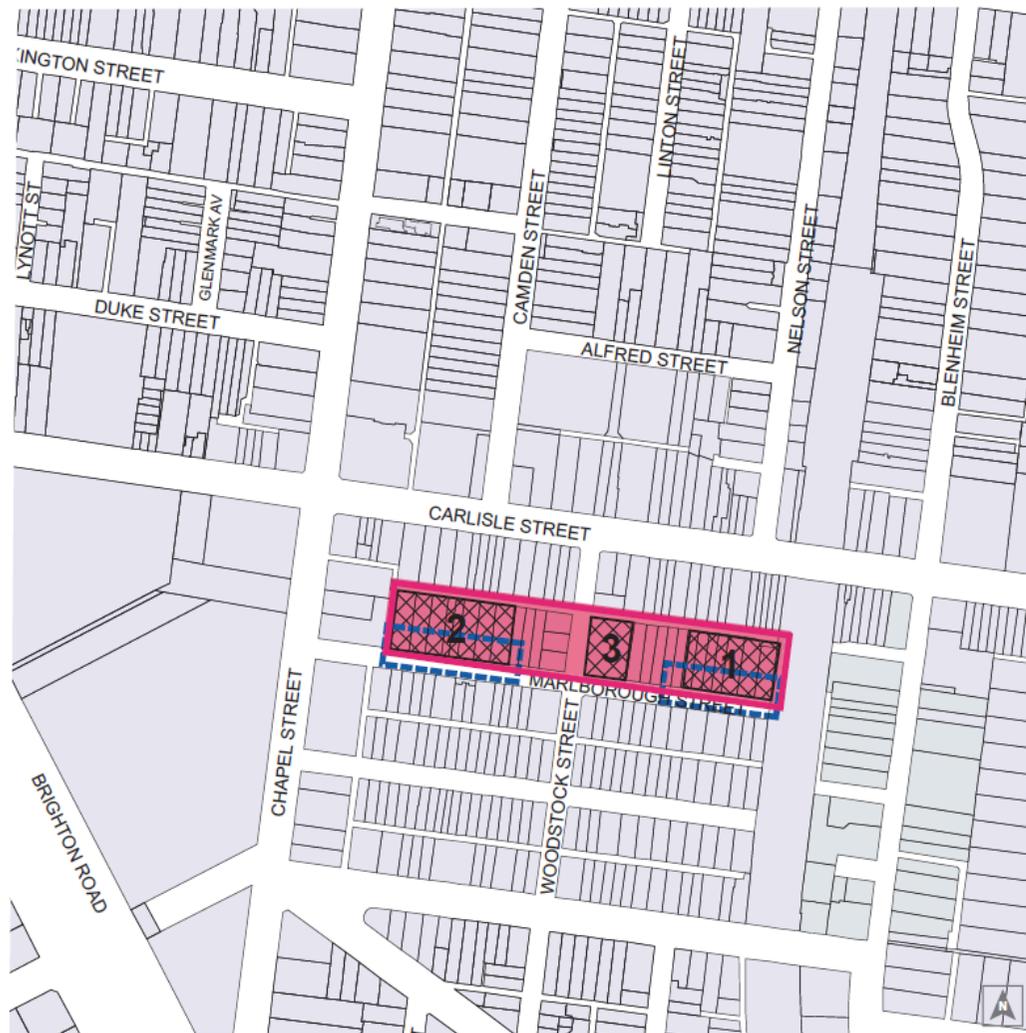
Built Form

- **Prepare and incorporate a *Design and Development Overlay (DDO)* into the Port Phillip Planning Scheme**, to establish clear parameters for new development (on selected sites) within the precinct, in support of the strategic directions outlined in Section 4.7.2.

Preferred built form outcomes are set out in the *Carlisle Street Urban Design Framework (UDF)* which has been prepared as a companion document to this Structure Plan. The UDF provides the strategic basis for the DDO and establishes:

- Design Objectives
- Design Requirements (including maximum street-wall height, preferred overall height limits and setback requirements).

Figure 6.7 Marlborough Street 'Interface' Precinct



-  **Precinct Boundary**
-  **Strategic Sites**
 1. Station Car Park Site - Facilitate Redevelopment for Affordable Housing / Commercial Frontage to Station Walkway. (refer Strategic Opportunity 2)
 2. Marlborough Street Car Park Site – 'Land Bank' for future Residential / Retail Development
 3. Existing 'Woodstock' Rooming House over Public Car Park
-  **Key Projects / Initiatives**
 - Renewed 'Interface' Opportunities (Reinstate residential use to north side of street)

Note: Refer also Framework Plans (in Section 3) for detailed Land Use, Built Form, Transport / Access and Public Realm Initiatives relating to this precinct.

4.2 ESTABLISHED RESIDENTIAL PRECINCTS

As part of a balanced approach to delivering housing growth whilst maintaining liveability, Strategy 7.0 directs significant new residential development to locations within the activity centre, whilst ensuring the degree of change (extent and scale of new housing development) within established residential areas is driven by a clearly defined 'preferred neighbourhood character'.

Essentially, residential development within the activity centre will be 'growth driven' whilst further development within established residential areas will be 'character driven'.

'Preferred Neighbourhood Character' statements have been developed for each residential precinct surrounding the activity centre. (Note: Heritage Overlay precincts have been excluded due to the adequacy of existing Planning Scheme controls that apply to these areas). These character statements recognise that the capacity for residential development varies across the established areas based on the following principles:

1. Minimal Change in residential areas covered by the Heritage Overlay
2. Limited Change in areas identified as having a highly consistent neighbourhood character
3. Incremental Change in areas of varied character and along Main Roads. In these locations, further medium density 'infill' development is envisaged, but the scale and design must contribute positively to the 'Preferred Neighbourhood Character'.

Note: The capacity for further development in some incremental change areas will be constrained by small allotments and / or high levels of existing redevelopment (refer Table 1).

4. Residential Renewal – in a selected area where residential redevelopment is encourage to create an improved 'interface' with the activity centre.



The *category of change* applied to each residential precinct is shown by FIGURE 5.2.

For each precinct - TABLE 1 defines:

1. The Existing Character Type
2. The Residential Change Category

The table also articulates:

3. A Future Residential Development Statement, and
4. A Preferred Character Statement

In addition, detailed Design Guidelines have been prepared for each precinct, which articulate how new development should achieve the 'Preferred Character' (APPENDIX 1). These guidelines set out objectives and a suggested design response for each character element (eg siting, height and building form, front boundary treatment / fencing and landscaping / vegetation). These Design Guidelines will be referred to in the *Port Phillip Planning Scheme* and will be used to inform the assessment of future development proposals.

Table 1
Established Residential Precincts – Future Development and Preferred Character Statements

| Precinct Reference (Refer Figure 5.2) | Existing Character Type / Future Residential Change Category: | Future Residential Development Statement | Preferred Future Character Statement |
|--|---|--|--|
| Inkerman Street / Chapel Street North Precinct - R1 | Existing Character Type <i>Main Road Diverse Character</i> | <ul style="list-style-type: none"> ▪ The precinct includes a wide range of dwelling styles including Victorian, Edwardian and Interwar along-side 60's / 70's flats and new contemporary developments. ▪ The varied existing neighbourhood character and Main Road location of both Inkerman and Chapel Streets provides scope for further residential redevelopment. ▪ Site consolidation of smaller lots would need to occur to facilitate more intensive development. ▪ Post war residential (flat) developments are typically two and three levels. ▪ New multi-storey developments adjoining lower scaled period dwellings will be required to respect the height of the existing dwelling through the use of transitional scaling (recessing upper levels). | <ul style="list-style-type: none"> ▪ Replacement of buildings in poor condition will occur in the form of new contemporary development that is a high standard of design. ▪ New single dwellings and medium density housing, will sit alongside restored and renovated original dwellings. ▪ Whilst the building scale of the precinct will be varied, new development will provide a transitional scale to adjoining buildings. ▪ Front boundaries will continue to be either open or lined with fences that allow views through or over the fence into the front garden. ▪ Garden areas will be landscaped with vegetation suited to small or limited landscaping areas. |
| | Future Residential Change Category <i>Incremental Change</i> | | |
| Pakington Street Precinct - R2 | Existing Character Type <i>Victorian / Edwardian / Interwar / Post War with Modern Overbuilding</i> | <ul style="list-style-type: none"> ▪ The precinct contains a range of building styles including Victorian, Edwardian and Interwar and post war dwellings with 1960's / 70's flats, some of which have been recently updated. ▪ The varied character of Pakington Street provides scope for future residential redevelopment. ▪ The degree of change will however be constrained by the extent of existing multi-unit/ flat development and the small lot size of remaining single dwelling sites many of which have been renovated. ▪ Site consolidation of smaller lots would need to occur to facilitate redevelopment, with the opportunity for change largely confined to sites on the north side of the street. | <ul style="list-style-type: none"> ▪ Replacement or updating of existing blocks of flats, and replacement of existing dwellings in poor condition, could occur in the form of new contemporary development. ▪ New development that is located next to a period dwelling will respect the scale of the existing dwelling. ▪ New medium density housing will be surrounded by landscaping that combines with the existing street trees to add to a leafier character. ▪ New buildings will be articulated with architectural features such as balconies and variations in wall treatments. ▪ On-site car parking will be located beneath or to the rear of buildings to reduce its dominance and provide landscaping space. |
| | Future Residential Change Category <i>Incremental Change - (Constrained)</i> | | |

| Precinct Reference (Refer Figure 5.2) | Existing Character Type / Future Residential Change Category: | Future Residential Development Statement | Preferred Future Character Statement |
|--|---|--|--|
| Camden, Linton and Nelson Streets Precinct - R3 | Existing Character Type <i>Victorian / Interwar / Post War Garden Suburban</i> | <ul style="list-style-type: none"> ▪ This precinct has a strong base of double fronted Victorian cottages, however significant overbuilding has occurred throughout the interwar and post war eras. ▪ The streetscapes have a prevailing small-scale, single level character, however groups of consistent era dwellings are interrupted by larger two and three storey flat developments. ▪ Pockets of moderately intact character within Camden and Linton Streets, combined with a high proportion of small lot sizes, will limit redevelopment potential within these streets. ▪ There is some opportunity for development on the west side of Camden Street, where larger single dwelling sites prevail ▪ Nelson Street acts as a key access route to the activity centre and has a more varied character. Again the degree of change will be constrained by small lot sizes. ▪ Properties on the east side of Nelson Street directly abut the rail line providing opportunity for new more intensive development to create address the amenity implications of this interface. | <ul style="list-style-type: none"> ▪ Existing Victorian and Interwar dwellings will be maintained and restored. ▪ Post-war development will be updated or replaced with buildings that respect the predominant scale of existing buildings. ▪ The consistent character elements of this precinct, such as front and side setbacks and height and building form will be reflected in new development. ▪ Front gardens will be lined with low to medium height front fences that are suited to the era of development. ▪ Garden spaces will be enhanced with vegetation suited to small areas, and will combine with street trees to create a leafy character. |
| | Future Residential Change Category <i>Incremental Change (Constrained)</i> | | |
| Alfred Street (north side) / Camden and Nelson Streets (part) Precinct - R4 | Existing Character Type <i>Victorian / Edwardian / Interwar / Post War with Modern Overbuilding</i> | <ul style="list-style-type: none"> ▪ The precinct has a direct interface to the core retail area of the activity centre, facing onto car parks and the rear of businesses located on Carlisle Street. ▪ Building styles are mixed however, with a strong base of Edwardian dwellings. The varied character of the precinct and interface with the commercial car parks, provides significant scope for residential redevelopment, with a number of recent developments / approvals evident. ▪ Consolidation of small lots will be required to maximise development potential. ▪ Redevelopment within this precinct presents the opportunity to 'recreate' an improved interface with the business area to the south. An increase in building height and intensity (potentially to three levels) can be anticipated and will assist in achieving greater consistency in built form across Alfred Street recognising future redevelopment of the car parks / supermarket sites opposite is likely. | <ul style="list-style-type: none"> ▪ The precinct will continue to be comprised of a mix of building styles. ▪ Building replacement may occur along Alfred Street, in the form of new medium density housing, and will provide a transitional scale to the existing dwellings to the north. On larger or consolidated lots, development should maintain the rhythm of the street through providing the perception of a ground floor dwelling every six to eight metres. ▪ The interface between the commercial and residential areas will appear seamless, with transitional building scales and inclusion of landscaping space. ▪ Existing Edwardian and Interwar dwellings in good condition along Camden and Nelson Streets will be retained and enhanced through restoration. Any redevelopment in these streets will respect the scale and built form of adjoining areas. |
| | Future Residential Change Category <i>Comprehensive Change (Redevelopment)</i> | | |

| Precinct Reference (Refer Figure 5.2) | Existing Character Type / Future Residential Change Category: | Future Residential Development Statement | Preferred Future Character Statement |
|--|---|---|--|
| Blenheim and Westbury Streets Precinct R5 | Existing Character Type <i>Victorian / Interwar / Post War Garden Suburban</i> | <ul style="list-style-type: none"> ▪ Originally this precinct would have been dominated by larger Victorian homes, however significant overbuilding occurred throughout the inter-war and post-war eras, in the form of blocks of flats, duplexes and larger single dwellings. ▪ The varied character of Blenheim and Westbury Streets, combined with larger lot sizes, offers opportunity for further residential redevelopment. ▪ The degree of change will be reduced in some areas by the existing high number of multi-unit / flat developments, and the occurrence of pockets of intact single storey period dwellings. | <ul style="list-style-type: none"> ▪ The mixed character of this precinct will continue to attract different styles of development, including medium density housing, that sit alongside dwellings from various eras. ▪ The large lots sizes will attract medium density housing development of high architectural standard. New development will interpret feature of adjoining period buildings in a contemporary manner, and will reflect the existing pattern of setbacks. ▪ Existing post-war flats will be redeveloped or renovated in order to revitalise streetscapes. ▪ Limited garden spaces will be innovatively landscaped to soften the existing hard-edged built form. |
| | Future Residential Change Category <i>Incremental Change</i> | | |
| Balston Street Precinct - R6 | Existing Character Type <i>Victorian / Edwardian / Interwar Garden Suburban</i> | <ul style="list-style-type: none"> ▪ Building style is dominated by Victorian and Edwardian single dwellings. Some interwar dwellings are also present. Very limited infill (flats / contemporary development) has occurred and is generally located at the edge of the precinct. ▪ The consistent character of Balston Street (including a high prevalence of single storey dwellings and a fine grain lot size) limits the opportunity and suitability for new development. ▪ Despite the main road location and more varied streetscape character of Inkerman Street, the small lot sizes again limit the opportunity for change. (Existing large lots have already been redeveloped for multi-units / flats). | <ul style="list-style-type: none"> ▪ The consistent character displayed by existing Victorian, Edwardian and Interwar dwellings in Balston Street will be maintained and enhanced through careful restoration and, where applicable, appropriate adaptation. ▪ Some buildings in poor condition may result in new development which respects the existing scale of the precinct and provides a contemporary interpretation of existing period dwellings. ▪ New development will continue to reflect the existing pattern of front setbacks. ▪ Gardens will become a more established feature of Balston Street, with increased plantings of medium sized canopy trees and shrubs. ▪ Front fences will be low or transparent to allow views through or over the fence into front garden areas. ▪ Along Inkerman Street, garden areas will be landscaped with vegetation suited to small areas to soften the built form. |
| | Future Residential Change Category <i>Limited Change</i> | | |

| Precinct Reference (Refer Figure 5.2) | Existing Character Type / Future Residential Change Category: | Future Residential Development Statement | Preferred Future Character Statement |
|--|--|---|---|
| Hotham Street Precinct - R7 | Existing Character Type <i>Victorian / Interwar / Post War Garden Suburban</i> | <ul style="list-style-type: none"> ▪ Hotham Street is a heavily trafficked Main Road with many buildings protected from the impact of the road through the use of vegetation and high front fences. ▪ There is a strong base of Victorian dwellings with examples also of immediate post-war dwellings from the late 1940's and 1950's. Larger lots have attracted 1960's / 70's blocks of flats to the precinct. ▪ Despite the varied character of Hotham Street and the main road location, most lots have already been redeveloped for multi-units / flats which are unlikely to see further change. ▪ Redevelopment potential within the precinct is also constrained by a number of lots containing large renovated period dwellings (some of Heritage significance) also unlikely to undergo redevelopment. | <ul style="list-style-type: none"> ▪ Existing Victorian dwellings in good condition will be retained. ▪ Some larger lot sizes may attract further redevelopment including medium density housing. ▪ New development will be well articulated with variations in wall treatments, and through the composition of openings and setbacks. ▪ Where a new development adjoins an existing Victorian dwelling, it will provide an innovative design response that respects the scale, form and setbacks of the existing dwelling. ▪ The built form and dominance of hard surfaces will be lessened through landscaping suited to the size of garden spaces. ▪ High front fences will be avoided in favour of other measures, such as vegetation screening, to enhance privacy and reduce noise impacts. |
| | Future Residential Change Category <i>Incremental Change (Constrained)</i> | | |
| The Avenue / Gourlay Street Precinct - R8 | Existing Character Type <i>Victorian / Interwar / Post War Garden Suburban</i> | <ul style="list-style-type: none"> ▪ The precinct is dominated by Victorian dwellings and post-war 1960's / 70's buildings. More recent development has seen the introduction of duplexes and contemporary medium density housing. ▪ The varied character of both The Avenue and Gourlay Street, combined with large lot sizes, provide the propensity for further redevelopment. ▪ There is already a high prevalence of multi-unit / flats in multiple ownerships, which will limit the extent of further change within the precinct. | <ul style="list-style-type: none"> ▪ Walk-up flats and contemporary development in the form of apartments and duplexes will become the most dominant building styles through the precinct. ▪ 1960s-70s walk up flats will be updated to revitalise streetscapes, and Victorian dwellings will be maintained and carefully restored where necessary. ▪ Where located next to a Victorian dwelling in good condition, new development will provide an innovative design response that respects the scale, form and setbacks of the existing dwelling. ▪ New development will be well articulated with variations in wall treatments, and through the composition of openings and setbacks. ▪ Landscaping will play a greater role in new development, with carefully considered garden spaces and vegetation that reduces the impact of the built form on the streetscape. |
| | Future Residential Change Category <i>Incremental Change</i> | | |

| Precinct Reference (Refer Figure 5.2) | Existing Character Type / Future Residential Change Category: | Future Residential Development Statement | Preferred Future Character Statement |
|---|---|---|---|
| Carlisle Avenue Precinct - R9 | Existing Character Type <i>Victorian / Edwardian / Interwar / Post War with Modern Overbuilding</i> | <ul style="list-style-type: none"> ▪ This precinct is dominated by Edwardian dwellings, with some examples of inter-war dwellings and post-war 1960's / 70's flats ▪ Although the precinct exhibits a varied character overall, the west side of Hawsleigh Avenue is particularly consistent, limiting the potential for development intensification in this area. ▪ The remainder of the precinct comprises medium sized lots, which suggests some potential for redevelopment however, this will be constrained by the number of existing multi-units / flats and the renovated condition of most remaining single dwellings. | <ul style="list-style-type: none"> ▪ Edwardian dwellings will continue to provide a strong base for this precinct and will be well maintained and, where necessary, appropriately restored. ▪ Post-war flat development will be updated with contemporary materials and finishes that complement those of period dwellings. ▪ New development will be respectful of the scale and form of period dwellings, and will provide adequate space for landscaping to contribute to the leafy atmosphere of the precinct. ▪ Car parking and associated structures will be avoided in the front setback in order to maximise space for landscaping and enhance the spacious feel of the streetscape ▪ Front fences will be low or absent altogether in order to retain views to buildings. |
| | Future Residential Change Category <i>Incremental Change (Constrained)</i> | | |
| Nightingale / Marlborough / Rosamond / Nightingale / Gibbs / Bothwell / Bowan Precinct - R10 | Existing Character Type <i>Victorian / Edwardian Inner Urban</i> | <ul style="list-style-type: none"> ▪ This precinct is a particularly consistent neighbourhood character areas, which has (in part) been covered by an interim heritage controls (Heritage Overlay). ▪ The precinct is dominated by single-fronted Victorian dwellings. There are also limited examples of dwellings from other eras, including those from the Edwardian, Inter-war, post-war and contemporary periods. ▪ Most streetscapes have a fine grain character due to narrow roadways, narrow lots and correspondingly small scale buildings with limited setbacks. ▪ Despite its proximity to the retail strip of Carlisle Street, the highly consistent character and small lot sizes limits the opportunity for change in this precinct. ▪ Future development will be predominantly in the form of sensitive additions to existing dwellings. | <ul style="list-style-type: none"> ▪ The precinct will retain the key character elements that contribute to its high level of consistency. ▪ Existing Victorian, Edwardian and Interwar dwellings will be well maintained and carefully restored where necessary. ▪ The small scale inner urban character will be retained with new development respecting the height, form and setback of existing buildings. ▪ New development will adopt simple design details that respect but do not replicate period detailing. ▪ Building materials and finishes will continue to contribute to the lightness of the streetscapes created by existing lightly coloured timber finishes. ▪ Front setbacks will be innovatively landscaped and front boundaries will be lined with low fences that suit the era of development and maintain the relationship between the street and buildings. |
| | Future Residential Change Category <i>Limited Change</i> | | |

Section 5.0 - STRATEGIC OPPORTUNITIES

A number of key locations within the Carlisle Street Activity Centre present strategic opportunities to:

- Improve Carlisle Street's activity mix and retail offer
- Enhance the quality of the public realm and provide new public spaces
- Make the centre more accessible by public transport and more walkable
- Achieve additional residential uses within the activity centre

These opportunities will be progressed against the 'backdrop' of centre-wide initiatives which enhance the function and presentation of the centre overall.

Two projects which present the greatest opportunities for redevelopment and concentrated change are:

Opportunity 1:

The *Balaclava Walk (Station) Project* - including the station, railway reserve and Council's adjacent 'at grade car park.

Opportunity 2:

The *Retail Renewal Project* - north of the Carlisle Street strip, incorporating the Safeway and Coles supermarket sites and associated 'at grade' car parks.



Strategic Opportunity 1 - BALACLAVA WALK (STATION) PROJECT

Introduction

The Balaclava Walk Project was initiated through a 'Pride of Place' grant which funded a concept design and feasibility assessment for a renewed walkway and station upgrade. Key stakeholders were represented on a Steering Committee and through consultation with resident and local business interests.

The project reflects a clear need and opportunity to deliver a range of community benefits thorough redesign, investment and redevelopment of the Balaclava Station and environs, including the adjoining Council owned station car park. Priority deliverables include:

- An improved Station Entry and 'Modal' Interchange.
- Access to the station / trams for persons of all abilities.
- A new public space within the activity centre.
- Safe, activated walkways, connecting the station to the retail strip and surrounding residential areas.
- Additional 'well-located' Community Housing.

Project Context

The need and the opportunities presented by the Balaclava Walk Project are reflected in the following analysis:

Issues

- Lack of exposure of the station entry to Carlisle Street, and a poor interchange area with Carlisle Street Trams.

- A need for revitalisation of sub-standard station infrastructure. The station offers poor commuter amenity in terms of weather protection, congestion at peak times, and steep pedestrian ramps which reduce access to the station for persons of limited mobility.
- Poor perceptions of safety and security around the station, particularly at night, as a consequence of interrupted sight lines, graffiti and litter, and inappropriate landscaping on the railway embankments.
- Under-utilisation of the Station car park, arising from limited access, poor visibility and associated security issues.
- Reduced residential amenity along Marlborough Street resulting from the 'at grade' car park.

Opportunities

- Government Ownership of strategic sites: State (Victrack) / Port Phillip Council.
- Increasing patronage of Balaclava Station.
- Delivery of improved sustainable transport options within an Activity Centre which offers significant capacity for housing / employment growth.
- An area experiencing rapid gentrification, with a growing need for more affordable housing.
- Established Council commitment to transfer the station car park site to Port Phillip Housing Association (PPHA).
- Available State Government funding for Community Housing Projects.
- Well-established Social Support Services in the area – potential to enhance public transport access for services users and to ensure availability of support for community housing residents.

What the Project Can Deliver

A New Station Entry Building which creates an address to Carlisle Street and removes the existing west side ramp to widen and provide a direct line of sight along the adjacent walkway. A replacement stairway would provide a more direct access to the station platform with the potential for lift access to be provided for persons of limited mobility.

Improved Modal Interchange – (tram / train) centrally located within the Balaclava ‘Major’ Activity Centre including:

- A DDA compliant ‘Raised Platform’ Tram Stop adjacent the station.
- An additional pedestrian crossing of Carlisle Street, adjacent the station, acknowledging this key desire line with a high incidence of pedestrian accidents.
- ‘Real-time’ public transport signage / directional signage.

Creation of a New Public Space ‘Node’ within the activity centre, adjacent the station. Removal of the existing real estate building (205 Carlisle Street) will provide additional space and improve visibility of the station at its connection to Carlisle Street. The ‘heritage’ bluestone bridge abutment will be exposed as a backdrop to the space. This area will function as an entry to Balaclava Walkway and the Station, and as a waiting area for the tram stop.

An Enhanced Pedestrian Link - ‘Balaclava Walk’ The walkway will provide a safer and more direct access from the Carlisle Street retail strip to the Station, and to residential areas south of the activity centre.

Key features include:

- Definition of the public space and connecting walkway through an integrated pavement treatment.

- Recessed development on the station car park site to provide for a landscaped edge.
- Integrated Urban Art – featuring a linear history of Balaclava– which will contribute to an enhanced ‘sense of place’.
- Opportunity for the existing café to address and establish an ‘active edge’ to the walkway.
- Additional ‘active’ uses adjacent the walkway providing interest and natural surveillance (commercial tenancies / artist studios).
- Additional planting at the southern end of the walkway to soften the interface with residential properties in Marlborough street.

New Investment and Economic Opportunities presented through improved use of the railway reserve land:

- Two commercial tenancies (combined 112 m²) incorporated into a new station entry building.
- Potential for affordable Artist Studios towards the southern end of Balaclava Walk.

Provision of additional Affordable (Community) Housing that is well serviced by public transport (rail and tram) and centrally located with the Carlisle Street retail strip. Redevelopment of the station car park offers:

- Capacity for approximately 100 residents with an emphasis on housing for families and aged persons.
- Capacity to achieve a mix of private and community housing.
- Potential for an active commercial edge to Balaclava Walk.
- Ability to re-establish a well-designed residential ‘interface’ to Marlborough Street.

Project Partners*

Major Partners

City of Port Phillip

Interest / Responsibility

Transfer of Land (station car park)
for Community Housing
Public Realm Improvements
Walking / Directional Signage
Planning Authority / Responsible
Authority role (P&E Act)

Major Projects Victoria

Project Co-ordination and
Facilitation

Department of Infrastructure

Balaclava Station Upgrade

Vic Track

Land assets associated with station
/ adjoining walkways
Ownership of Commercial
Tenancies

Yarra Trams

DDA Tram Stop
'Real Time' Public Transport
Signage

Vic Roads

DDA Tram Stop
Designated on-road bike lanes
Pedestrian Crossing at Station

Office of Housing

Co-funding for Community Housing
Project

Port Phillip Housing Assoc.

Co-funding / Management of
Community Housing

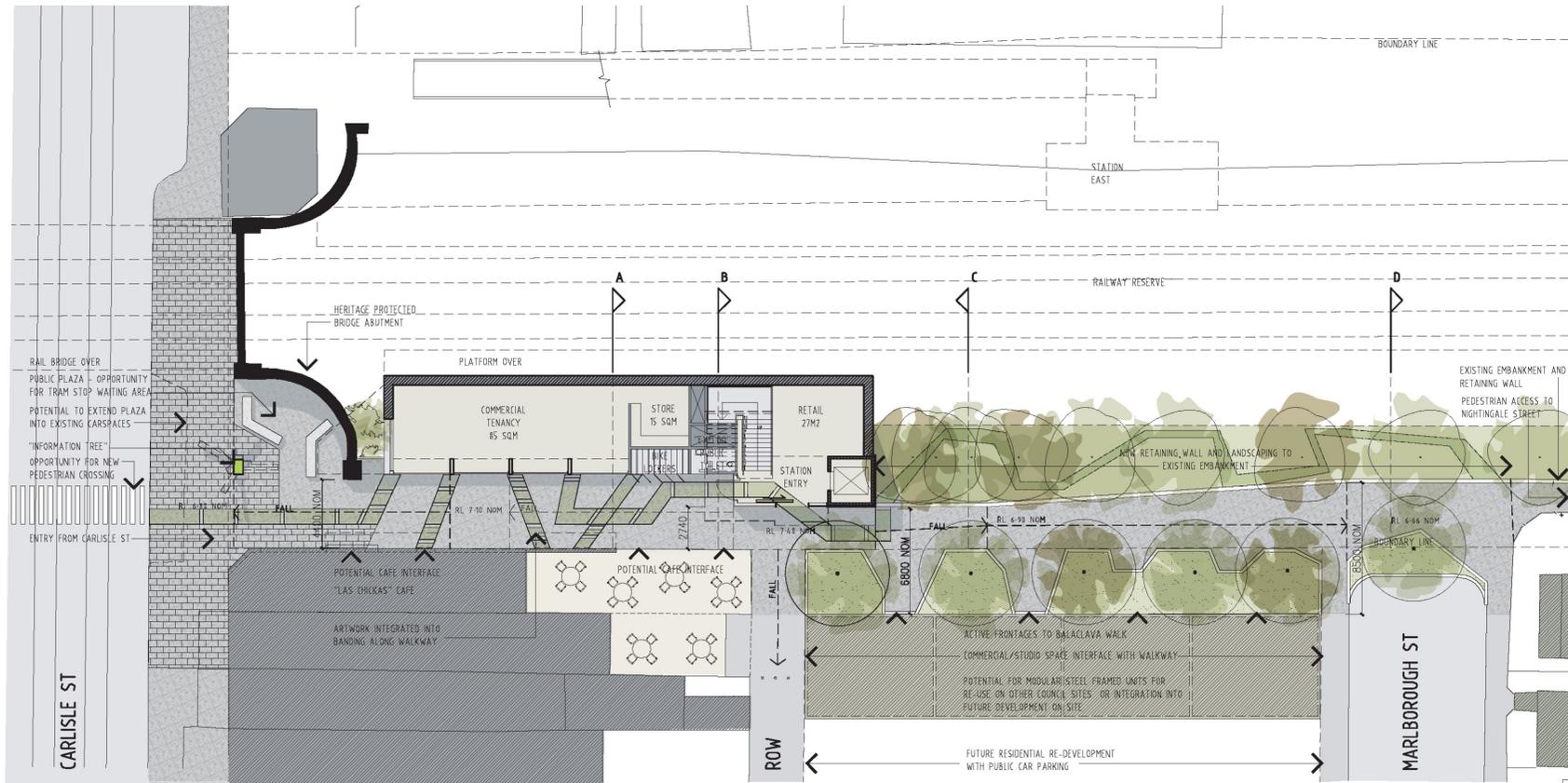
*A Project Steering Group with Council and State Government representation has been established to facilitate the delivery of the Balaclava Walk Project.

Design Concept

The Design Concept overleaf illustrates how the key project elements can be delivered.



BALACLAVA WALK PROJECT - CONCEPT PLAN



STREET LEVEL PLAN

balaclava

WALK CLIENT CITY OF PORT PHILIP
 SCALE 1:250 @ A3

DRAWING DESIGN DEVELOPMENT

DATE DECEMBER 2005



Strategic Opportunity 2 – RETAIL RENEWAL PROJECT

Introduction

The supermarket precinct (Camden, Alfred and Nelson Street area) presents as the major urban renewal 'project' within the Carlisle Street Activity Centre. The precinct includes the centre's two major retail stores, extensive 'at grade' car parking and, accordingly, is a focus of the activity centre.

The renewal of key public and privately owned sites within the precinct offers a strategic opportunity, not only to enhance the economic viability of the centre, but also to significantly improve the quality of the public realm (streets and spaces), and to reinforce the centre's unique 'sense of place' for the local community. Redevelopment within the precinct will act as a catalyst to improvements in the wider centre.

Council land holdings are located strategically within the precinct and hence, provide the opportunity to ensure community benefit of any redevelopment is maximised from economic, social, cultural and environment perspectives.

Project Context

Issues

- Existing supermarket facilities are aging and poorly presented. There is no contemporary 'full-line' facility.
- 'At grade' car parks provide a low amenity 'interface' with the residential area to the north, especially along Alfred Street.

- There is very limited usable public space with precinct and no sense of a 'town center'.
- The existing Safeway supermarket presents as blank wall ('dead space') to Carlisle Street.
- The existing Coles supermarket building presents 'inactive edges' to Camden St, Alfred Street and the existing car park.
- There is poor integration between Carlisle Street and the Coles Supermarket facility. The 'legibility' and the quality of connections through to car parks behind shops is poor and laneway patterns have been lost.
- There is a high level of traffic and irregular traffic circulation (in the vicinity of Camden / Alfred / Nelson Streets and within car parks) – creating a poor pedestrian environment.

Opportunities

- Existing 'at grade' car parks are considered an under-utilised land resource and offer greatest scope for new development within the activity centre.
- Council ownership of strategic sites: Safeway car park / Coles car park (in part).
- There is potential to provide significant new investment in this prime location within the activity centre, whilst protecting the low rise, fine grain heritage character of buildings along Carlisle Street.
- Residential properties north of Alfred offer potential for redevelopment at higher densities, improving compatibility with redevelopment of the car park opposite.
- The area presents a prime opportunity for well-located affordable housing – given proximity to shops, public transport and community services.

What the Project Can Deliver

An Enhanced 'Retail Offer' for Carlisle Street, consolidating the centres' primary weekly shopping role, and accommodating the projected demand for additional retail floor-space, through:

- Two modern 'full line' supermarket facilities (each 2,500 - 3,500m²).
- Additional floor-space for smaller scale retail, retail services, commercial premises and community facilities – to facilitate a rich mix of shops and services that:
 - extend hours of activity within the precinct, and
 - promote multi-purpose trips.

Improved Integration with the Carlisle Street Retail Strip

- Opportunities existing to 'reactivate' and engage rear laneways and / or existing arcades to ensure a high level of integration between new retail development and existing shops (ensuring appropriate access / loading is maintained for retail premises fronting Carlisle Street).
- The upgrade and extension of shops fronting Carlisle Street will increase the number of 'rear' entrances, to improve pedestrian permeability and the presentation of laneways.
- Existing 'in-active edges' will be replaced with continuous retail frontages. The edges of the large supermarket stores can be 'wrapped' with smaller scale uses to maintain and extend active edges up side streets – particularly along Camden and Nelson Streets.

A Renewed and Improved 'Interface' to Alfred Street

- Removal of the 'at grade' car park will reconnect the activity centre to the surrounding residential area.

- Provision of a 'residential edge' along the Alfred Street boundary of the Coles site, potentially as entrances to housing above street level, will significantly improve the amenity of Alfred Street. The form and articulation of new development will reflect a residential scale at this interface.
- Redevelopment of existing properties on the north (residential) side of Alfred Street will be facilitated (to three storeys) to achieve a more consistent scale with new development opposite.

Significant Opportunities for New and Diverse Housing

- The precinct offers significant potential for higher density housing as part of mixed use developments, with the benefit of increasing night-time activity and surveillance of the commercial area at night.

New housing development should be diverse and include:

- Opportunities for affordable (private and community) housing.
- Innovative housing types: home business premises, studio offices, flexible housing (adaptable to life-stages) and universally accessible housing.

- New Housing Opportunities should be secured, either through:
 - Including housing as part of new mixed development.

OR

- Ensuring an 'inbuilt' carrying capacity of any new retail redevelopment enables future upper level residential development.

Creation of a 'Shared Zone' in Camden Street

- The redesign of the 'road space' in Camden Street will afford priority to walking and cycling, whilst accommodating vehicle access to car parks (ie "Shared Zone" concept). This could include:
 - Reduced Traffic Speed (10km/hr).
 - Reduction in on-street parking.
 - Provision of street planting for shade, buffering and street enclosure. (This should including the potential for WSUD treatments which redirect storm-water to street plantings).
 - Quality street lighting to enhance safety and contribute to the vitality of the precinct.
 - Contextual Public / Urban Art.
 - Renewed Street Furniture - Seating etc.

Retention and consolidation of Car parking

- New development would ensure retention of the existing supply of car parking (whilst relocated to basements). There is potential to maximise the efficiency of car parking, for example, through 'shared' parking resources.
- Additional car parking would be provided to cater for the expansion of retail floor area.
- Relocation of car parking spaces from the under-utilised Station Car Park will be considered, to centralise and create a more efficient supply of car parking where shopper demand is greatest.
- Safer, more efficient loading facilities would be incorporated into the design of new development; including the separation of service vehicle access and loading areas from pedestrian paths, and siting to obscure loading areas from public view.

Project Partners

Major Partners City of Port Phillip

Interest / Responsibility
Key and owner (car parks)
Public Realm Improvements
Responsible (Planning) Authority
Role

Supermarket Operators

Coles Supermarket Interests
Safeway Supermarket Interests

Private Land Interests

Redevelopment Supermarket / Car Park sites
Existing Arcades – Integration / renewal potential

Potential Partners Major Projects Victoria

Project Co-ordination and Facilitation

Office of Housing

Co-funding for Community Housing Projects

Port Phillip Housing Association

Co-funding / Management of Community Housing

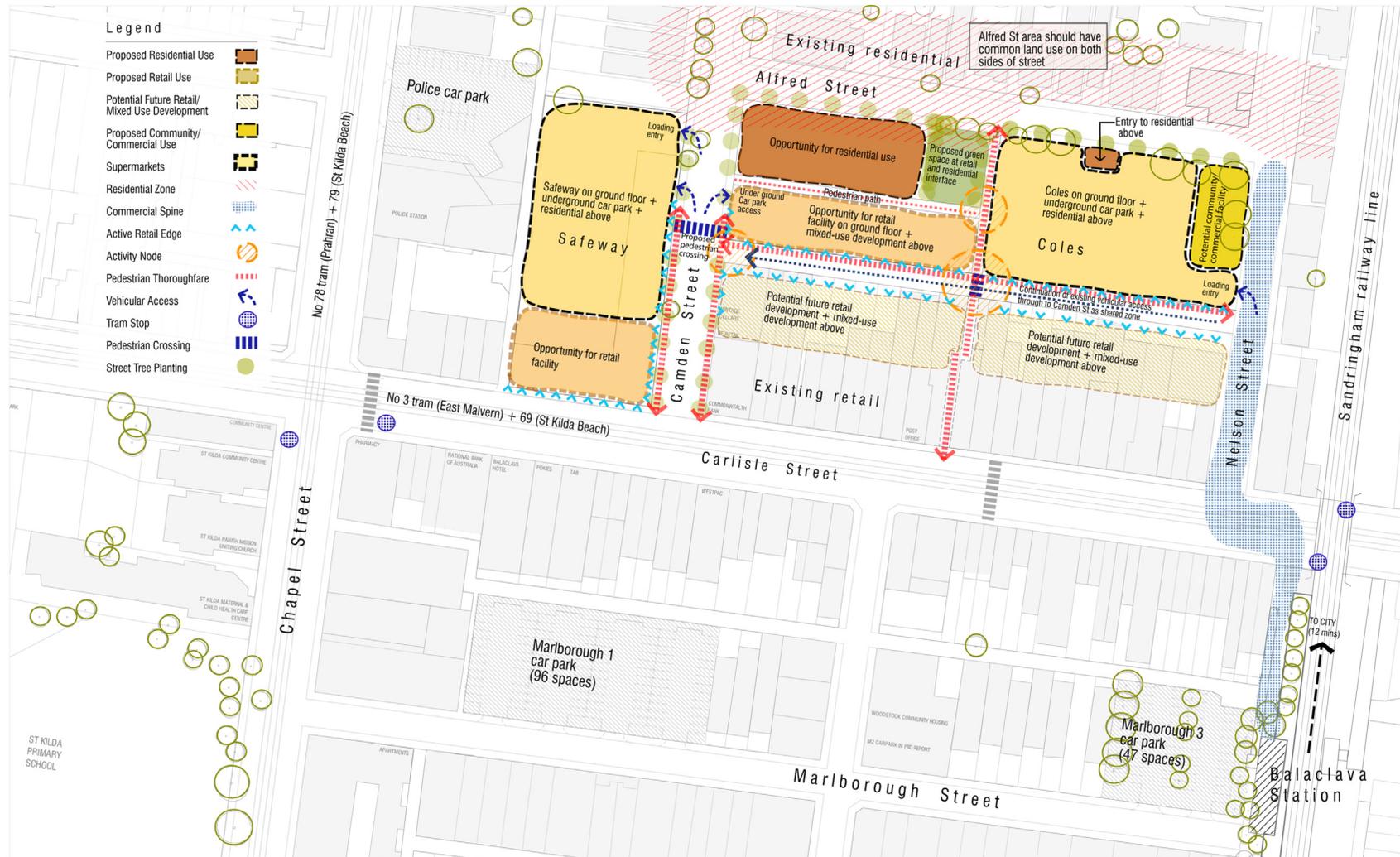
Other Stakeholders Traders

Business Mix – Viability
Improved Streetscapes

Design Concepts

Two 'Potential Design Concepts' have been prepared which illustrate how the above project elements could be delivered. The final design outcome is likely to incorporate elements from each of these concepts.

Figure 7.2 Retail Renewal Project – Concept 1

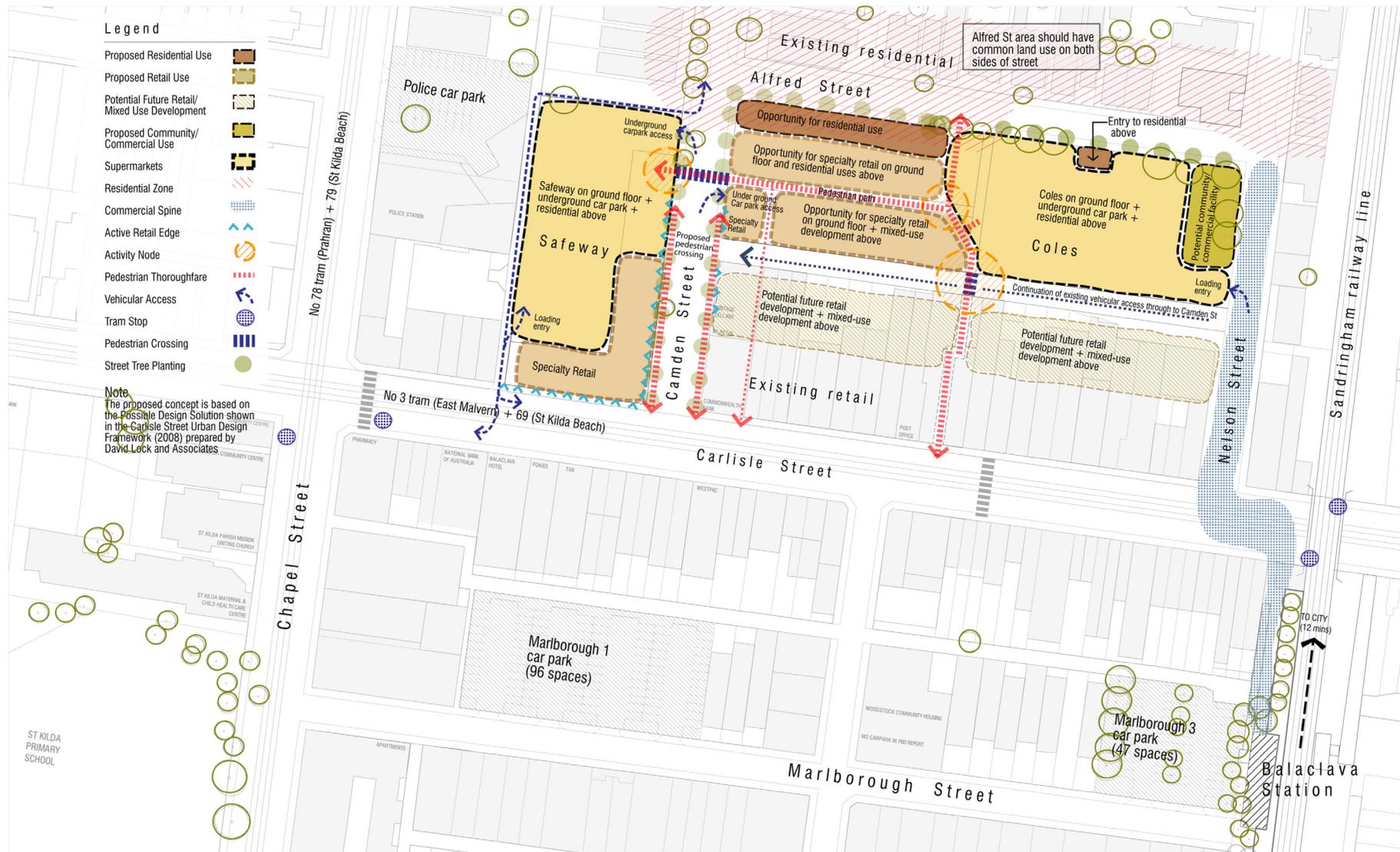


CARLISLE STREET ACTIVITY CENTRE
CITY OF PORT PHILIP

retail renewal project - concept 1
proposal - plan



Figure 7.3 Retail Renewal Project – Concept 2



CARLISLE STREET ACTIVITY CENTRE
CITY OF PORT PHILIP

retail renewal project - concept 2
proposal - plan



Section 6.0 – IMPLEMENTATION

6.1 Introduction

Implementation Process

Implementation of the *Carlisle Street Activity Centre Structure Plan* requires a multi-faceted approach, led by Council with the co-operation and shared responsibility of the State Government, private sector and community stakeholders.

A detailed Implementation Plan will be prepared, following the adoption of this Structure Plan. This will include prioritised initiatives with defined timelines, resources and responsibilities. The Implementation Plan will be closely linked (and updated annually) with Council's Strategic Business Plan, detailed Service Planning and Capital Works Program. The following Implementation Framework establishes an outline of this Plan.

It should be noted that some initiatives reflected in the Structure Plan are already in the process of being implemented. This reflects existing Council programs and priorities and the highly dynamic nature of activity centres.

Key Implementation Mechanisms

The Structure Plan will be implemented through a range of programs and initiatives of the Council, including:

1. *Amending the Port Phillip Planning Scheme* – A new Statutory Planning Framework will be developed to incorporate Local

Policy and Provisions which reflect and implement the strategic directions of the Structure Plan.

Planning Scheme Policy and Provisions will essentially manage and influence the land use and development proposals 'initiated' by the private sector.

The following mechanisms provide for initiatives that will be 'initiated' by Council:

2. *Council's Capital Works Program* - (Council's 5 Year Plan and Annual Program).
3. *Council Programs and Services* - (including Economic Development, Sustainable Transport, Social Housing, Library Services, and Children's and Family Services).
4. *Partnerships* - (with State Government Agencies, Traders, Key Land Owners and Community Organisations).

Funding

Implementation of the Structure Plan will require appropriate financial resources. A range of funding opportunities exist, in addition to Councils existing budget:

1. *Federal and State Government Funding Programs* (including; capital works for public transport and social infrastructure, and for community housing).
2. *Development Contributions* – monies or works 'in kind' (including: 5% open space contributions, contributions 'in-lieu' of car parking for sustainable transport initiatives, negotiated contributions towards streetscape improvements and community housing).

3. *Special Rates Schemes / Special Charges* (potentially for marketing / promotions and capital works projects).
4. *Public-private partnerships* on Council-owned land.

6.2 Implementation Framework

The following provides an outline of the major ‘opportunities’ and ‘initiatives’ outlined in the Structure Plan, and the means by which they will be achieved:

6.2.1 Statutory Planning Framework (Local Planning Policy and Provisions)

The statutory planning framework, provided by the Port Phillip Planning Scheme, is an integral part of the implementation of the *Carlisle Street Activity Centre Structure Plan* and the associated *Urban Design Framework*.

State Policy

The existing *State Planning Policy Framework (SPPF)*, in particular Clause 12 – Metropolitan Development, establishes key policy directions for all activity centres which reflect the intent of *Melbourne 2030* including:

- Broadening the mix of land uses, appropriate to the type of centre and community needs.
- Encouraging economic activity and investment.
- Improving access to services by walking, cycling and public transport.
- Providing focal points for the community.
- Supporting the Principle Public Transport Network by concentrating employment and housing in well serviced locations.

Clause 19.03 of the SPPF sets out ‘principles’ that must be addressed in the design of urban spaces and buildings including; context, public realm, view and vistas, heritage and architectural quality.

The SPPF also gives effect to a number of key design guidelines which will influence built form outcomes within the Carlisle Street Activity Centre:

1. *Activity Centre Design Guidelines* (2005).
2. *Guidelines for Higher Density Residential Development* (2004).
3. *Safer Design Guidelines for Victoria* (2005).

Local Policy and Provisions

The Port Phillip Planning Scheme will require changes to the existing statutory controls and new local policy directions, in order to achieve the strategic directions and outcomes sought for land use change and new development.

FIGURE 8.1 over page reflects the proposed statutory framework, which is briefly outlined below:

Application of Planning Scheme ‘Zones’ –

Planning Scheme Zones define the purpose for which land is to be used. By defining the types of uses which are ‘as of right’ (no permit required), ‘discretionary’ (permit required) and ‘prohibited’, zoning will play a major role in influencing the future activity mix of the centre (and its individual precincts) in line with strategic directions of the Structure Plan.

FIGURE 8.2 reflects the changes in Zoning proposed by the Structure Plan.

Figure 8.1

CARLISLE STREET ACTIVITY CENTRE STRUCTURE PLAN PLANNING SCHEME CONTROL FRAMEWORK

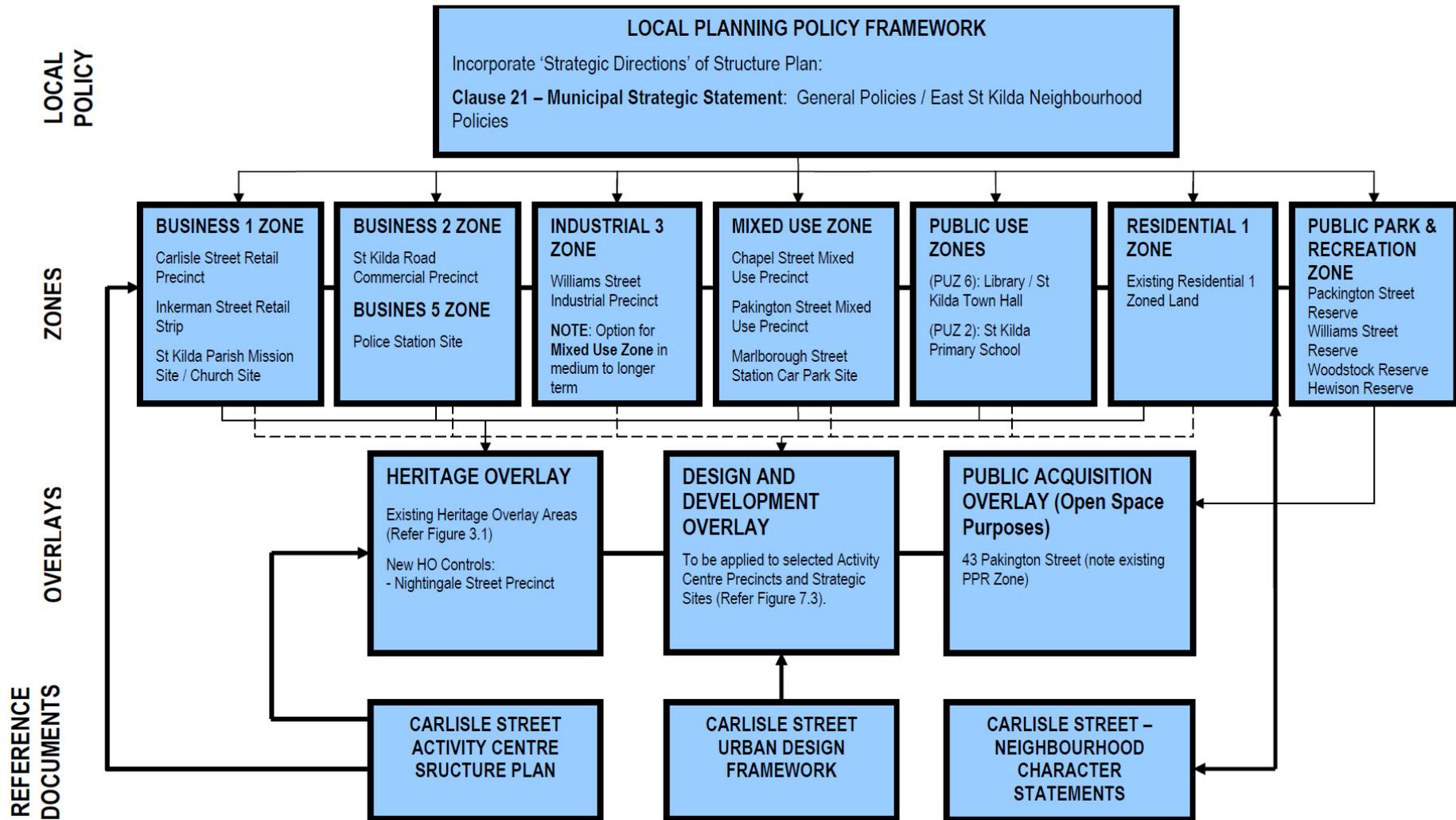
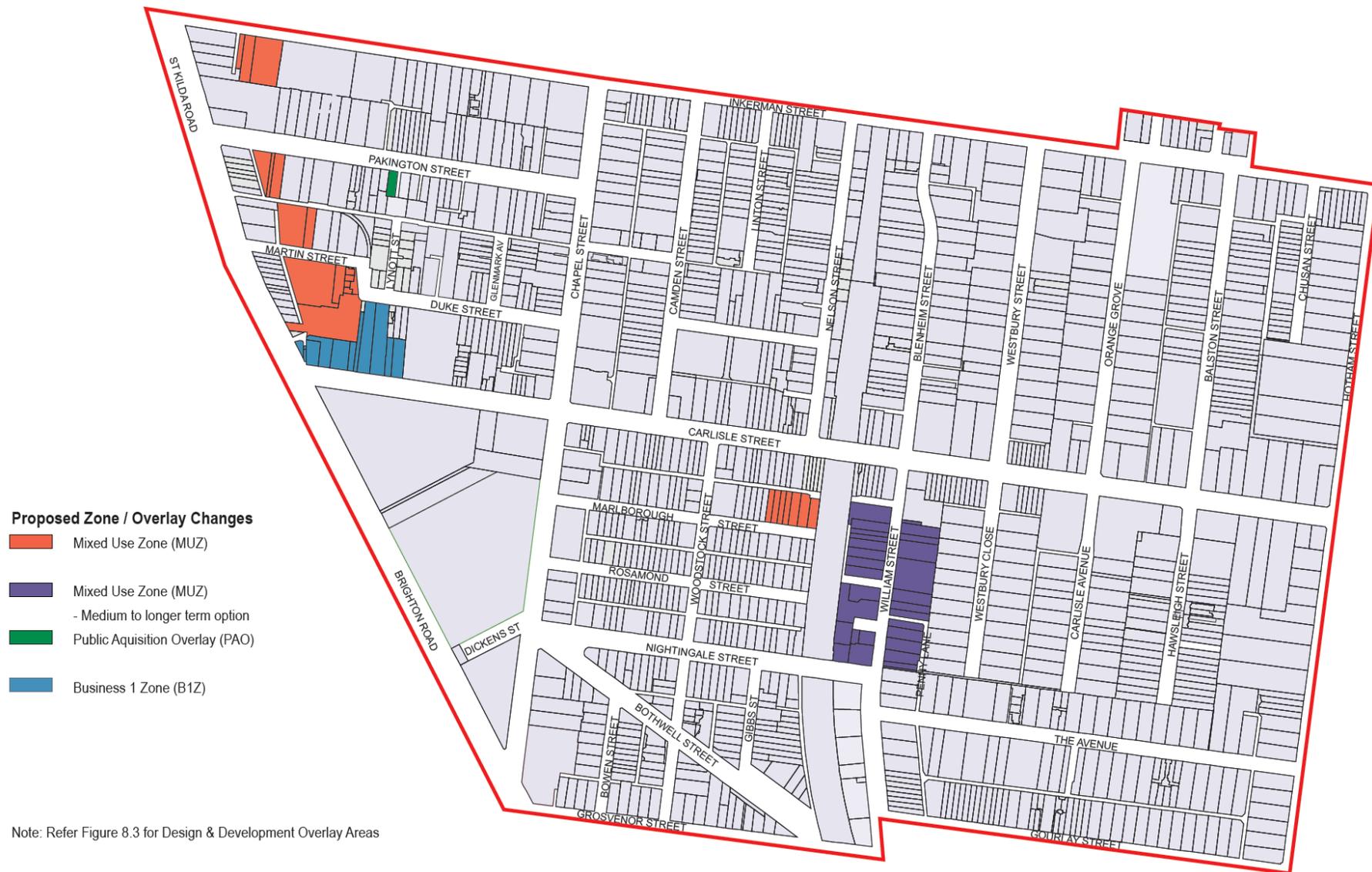


Figure 8.2 Application of New Zones and Overlays



Note: Refer Figure 8.3 for Design & Development Overlay Areas



Application of new Planning 'Overlays' –

Planning Scheme Overlays provide detailed controls over new development, relating to particular aspects of the built form, for example Heritage.

The Structure Plan proposed the following changes to the Overlays in the Port Phillip Planning Scheme:

Heritage Overlay – The existing Heritage Controls have recently been extended to include the Nightingale Street Precinct (via Amendment C68).

Design and Development Overlay – A DDO will be applied to properties within the defined 'Activity Centre' (as shown on FIGURE 8.3). This provision will implement the 'Design Objectives' and 'Design Requirements' of the *Carlisle Street Urban Design Framework 2009*.

Public Acquisition Overlay – A POA will be applied to the site at 43 Pakington Street which is proposed to be acquired for the purpose of Open Space.

Reference Documents -

Reference Documents provide context to decision making under the Port Phillip Planning Scheme.

The following documents will become Reference Documents to the scheme:

1. *The Carlisle Street Activity Centre Structure Plan,*
2. *The Carlisle Street - Urban Design Framework, and*
3. *The Carlisle Street Activity Centre - Neighbourhood Character Statements.*

6.2.2 Catalyst Projects / Strategic Site Opportunities

The Structure Plan includes a number of key projects which are central to the delivery of the Structure Plan and that will act as a catalyst for positive change in the Activity Centre. As such these will be progressed as 'priority projects':

1. The Balaclava Walk Project (Strategic Opportunity 1).
2. Supermarket Renewal Project (Strategic Opportunity 2).
3. St Kilda Children's and Family 'Hub' Project.
4. 'Civic Hub' Project (Integration / Renewal of the Town Hall, St Kilda Library and Public Plaza – current project).

The Activity Centre also includes a number of Strategic Sites that are in private ownership but which present key opportunities to support the strategic directions of the Structure Plan. Council will be proactive in working with land owners to achieve outcomes on these sites which deliver a net community benefit to the Activity Centre and to the local community. Strategic Sites include:

1. St Kilda Parish Mission Site (Expansion / Redevelopment to support service provision)
2. 170-172 Chapel Street - Australia Post Site (Renewal Opportunity / key 'entry-point')
3. William Street - west side sites adjacent Balaclava Station (renewal / affordable housing opportunity)
4. 306 Chapel Street - St Kilda Post Office Site (key 'entry-point')
5. 281-289 Carlisle Street - Crn Carlisle Ave (key 'entry-point')

Figure 8.3 Application of Design and Development Overlay



6.2.3 Council Programs and Services

Key Initiatives to be achieved through existing Council programs and services (often in partnership with others) include:

Economic Development Program -

- Development of a 'Strategic Business Plan' for the Carlisle Street Retail Strip
- Investigation of a Separate Rate Scheme (for Co-ordinated Centre Marketing / Promotions)
- Review of Footpath Trading Policy / Guidelines (to achieve enhanced walkability / retail continuity within the 'retail core')

Open Spaces Program -

- Open Space Acquisition / Development

Arts and Festivals Program

- Facilitation of Artist Display Spaces / Artist Studios
- Urban Art Installations within Public Spaces

Library Services

- Renewal of the St Kilda Library as a 'life long learning centre'

Strategic Planning Program / Statutory Planning Services

- Amendment to Port Phillip Planning Scheme to incorporate directions of the Structure Plan and Urban Design Framework
- Planning Scheme Implementation (Planning Permits)
- 'Interface' Renewal – Alfred and Marlborough Streets

Community Housing Program

- Facilitation of Community Housing / Private Sector Affordable Housing Projects.
- Investigation of Models for Affordable Housing Provision

Sustainable Transport and Traffic and Parking Management Programs

- Implementation of speed limit
- On-going Monitoring & Review of On-Street Parking Supply (time limits)
- Advocacy on Public Transport Improvements to State Government Agencies and Service Providers

6.2.4 Key Capital Works Projects

Key projects to be achieved through Council's Capital Works Program include:

Movement and Access Initiatives -

- Raised Platform Tram 'Accessible' Stops
- Pedestrian Signage Installations
- 'Threshold Treatments' – Carlisle Street
- On-going upgrades / maintenance to 'Priority Walking Routes' – (footpath standards / public lighting)

Public Realm Initiatives -

- Camden Street 'Shared Zone'
- Entry-point Treatments
- Street Tree Planting (St Kilda Road / Carlisle Street / Inkerman Street)
- Urban Art Installations (in association with new / renewed public spaces)

(Note: Funding for the above initiatives will be achieved through a range of mechanisms as outlined in section 6.1)

2.2.4 Key Partnerships

Implementation of the Structure Plan will require Council to work in partnership with key Stakeholders including:

Carlisle Street Traders / Land Owners (Potentially through establishment a Traders Association).

State Government -

- Department of Planning and Community Development (Statutory Planning Framework / Activity Centre Facilitation Programs)
- Major Projects Victoria (Project Facilitation / Feasibilities)
- Department of Transport (Public Transport / Road Space Initiatives)
- Department of Human Services / Office of Housing (Community Housing Projects)

Private Land Owners (Strategic Sites)

- An on-going assessment of community needs and services, particularly in relation to affordable housing.
- Reviewing the effectiveness of Local Planning Policy and Provisions incorporated into the Port Phillip Planning Scheme (ie in achieving the intent the Structure Plan).

It is envisaged that the Structure Plan will be updated within a 5 to 10 year time frame - to ensure its fundamental Strategic Directions remain relevant, and new opportunities can be identified and incorporated into the Plan.

6.3 Monitoring and Review

Monitoring of the strategic directions and initiatives outlined in the Structure Plan is an essential part of the Implementation Program.

This will include:

- Monitoring the increase in Residential Dwellings within the Activity Centre.
- Monitoring of the Business Mix and Employment Base of the Activity Centre.

REFERENCES

Background Documents

- Activity Centre Review – Future Directions Strategy Paper: City of Port Phillip* (SGS Economics, 2006)
- Business Diversity Study* (Planning By Design, 2007)
- Carlisle Street Urban Design Framework* (David Lock Associates, 2009)
- Carlisle Street – Future Directions and Opportunities* (Planning By Design, 2003)
- Neighborhood Character Framework - Carlisle Street Activity Centre* (Planisphere, 2007)
- Industry and Business Strategy City of Port Phillip* (MacroPlan, 2003)
- Port Phillip Heritage Review (Version 13 - 2009)*
- Sustainable Transport Policy and Parking Rates – City of Port Phillip* (final draft) (Ratio, 2007)
- Walking Audit* (Rod Tolley 2005)
- William Street Industrial Precinct: Land Use Analysis* (Charter Keck Cramer, 2007)

Policy References – City of Port Phillip

- Council Plan* (2005-2009) City of Port Phillip
- Community Plan 2007 – 2017* (City of Port Phillip, 2007)
- Port Phillip Planning Scheme* (City of Port Phillip, 2008)
- Social and Cultural Policy Framework* (City of Port Phillip, 2003)
- Towards Zero: The City of Port Phillip's Sustainable Environment Strategy* (2007)
- Sustainable Transport Framework* (2003)
- Economic Development Action Plan* (2005-2009)

State Government / Regional Planning Documents

- Inner Regional Housing Statement* (Cities of Yarra, Melbourne, Stonnington and Port Phillip, 2005)
- Inner Melbourne Action Plan* (IMAP Councils, 2005)
- Melbourne 2030 – Planning For Sustainable Growth* (DOI, 2002)
- Melbourne 2030 – Planning For Sustainable Growth – Implementation Plan 3 Housing* (DOI, 2002a)
- Melbourne 2030 – Planning For Sustainable Growth - Implementation Plan 4 Activity Centres* (DOI, 2002b)
- Melbourne 2030 – Planning For Sustainable Growth - Implementation Plan 6 Integrated Transport* (DOI, 2002c)

GLOSSARY

Accessible

Accessible design refers to dwellings that are designed to reduce barriers and improve access to people with disabilities

Active Edges

Active frontages allow a high degree of connection between the public realm or street and the interior of the building, providing a vibrant and interesting public realm. Active frontages also contribute to casual surveillance and perceptions of improved safety through more eyes on the street. Across the activity centre, there will be three different degrees of activeness depending on the ground floor uses. These active edges are defined as:

Retail Active Edge - Characterised by a predominantly clear glazed façade from footpath level to a height of 2 metres with pedestrian entries at least every 15 metres.

Commercial Active Edge - at least 50% clear-glazed between a height of 1 metre and 2 metres above footpath level with pedestrian entries at least every 30 metres.

Residential Active Edge - many entries to individual dwellings from the public realm and clear glazing. Entries should be set back from the street and may be within private open space or elevated above street level to provide privacy whilst still allowing surveillance.

A building should also provide an active edge at upper levels, using windows and balconies to facilitate a connection between building occupants and persons in the public realm

Activity Centres

Provide 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 centres.

Adaptable

A dwelling structure that has the ability to be modified or extended at minimum cost to suit the changing needs of the occupants

Affordable Housing

Well located housing, appropriate to the needs of a given household, where the cost (whether mortgage repayment or rent) is no more than 30% of that household's income. Exceeding that proportion places households under housing stress, particularly in the lower 40% of the income distribution scale.

Environmentally Sustainable Design

Environmentally Sustainable Design comprises types of economic and social development that protect and enhance the natural environment and social equity.

Established Residential Locations

Existing residential areas where significant change is not desirable. In many instances these locations are identified as having significant heritage value.

Liveability

Liveability relates to human well-being and environmental quality.

Major Activity Centre

Around 79 Major Activity Centres have been identified in Melbourne 2030. Major Activity Centres have a mix of activities including business, retail, services, and entertainment, are generally well served by multiple public transport routes, and on the Principal Public Transport Network (PPTN)

Municipal Strategic Statement (MSS)

Part of the Local Planning Policy Frameworks, these contain the strategic planning land use and development objectives of the relevant planning authority, the strategies for achieving these objectives and the relationship to controls over the use and development of land in the planning scheme.

Principal Public Transport Network (PPTN)

A high quality public transport network that connects Principal and Major Activity Centres, and comprises the existing radial fixed rail network, extensions to this radial network and new cross-town bus routes.

ResCode

A package of provisions for residential development introduced in Victoria in August 2001, and incorporated into planning schemes and the Building Regulations that apply to developments of three storeys or less.

Social housing

Not-for-profit housing owned and managed for the primary purpose of meeting social objectives such as affordable rents, responsible management, security of tenure and good location in relation to employment services. The term encompasses public housing and includes housing owned or managed by the community.

Sustainable Development

Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Universally accessible

The design of products and environments (including housing) usable by all people, to the greatest extent possible, without the need for adaptation or specialised design.

Visitable

Implies that a person in a wheelchair should be able to access a dwelling through the front door, use a toilet on the ground floor and sleep in a bedroom or other room on the ground floor, it provides not only for the accessibility of guests with a disability, but for the future needs of occupants (acquired disability or reduced mobility).

Water Sensitive Urban Design

Water-sensitive urban design is the integration of urban planning and development with the management, protection and conservation of the water cycle as a whole.

Neighbourhood Character Statements -
Established Residential Precincts

Residential Precinct R1

Character Type: Main Road Diverse Character



Key Existing Characteristics

- A range of dwelling styles from different eras are present. There are some limited examples of Victorian dwellings that are generally in an average condition, as well as Edwardian, Interwar, 1960s-70s flats and contemporary dwellings and blocks of flats.
- Smaller single storey dwellings are often dominated by the 2-3 storey blocks of flats present in this precinct.
- These two sections of Inkerman Street and Chapel Street contain varied lot sizes, ranging from medium to large. Front and side setbacks are varied.
- Gardens are generally low maintenance. Where they exist, lawns, garden beds, small trees and shrubs help to soften the built form.
- Both roads are fairly heavily trafficked and some properties have high front fences.

Preferred Character Statement

Replacement of buildings in poor condition will occur in the form of new contemporary development that is of a high standard of design. New single dwellings and medium density housing will sit alongside restored and renovated original dwellings. While the building scale of the precinct will be varied, new development will provide a transitional scale to adjoining buildings. Front boundaries will continue to be either open or lined with fences that allow views through or over the fence into the front garden. Garden areas will be landscaped with vegetation suited to small or limited landscaping areas.

Residential Precinct R1

Design Guidelines

| Character Element | Objective | Design Response | Avoid |
|------------------------------------|---|---|--|
| Existing Buildings | To encourage the replacement, or adaptive reuse/renovation of buildings in poor condition with medium-density, contemporary infill development. | <ul style="list-style-type: none"> > New development should be distinguishable from original dwelling stock through high quality contemporary architecture. | <i>Reproduction styles and detailing.</i> |
| Landscaping and Vegetation | To strengthen the garden settings of dwellings and to create outdoor spaces and landscaping areas wherever possible in new development. | <ul style="list-style-type: none"> > Retain established trees and provide for the planting of new trees and vegetation. > In new multi-dwelling developments, consider the use of more innovative landscaping options such as planter boxes, climbers, creepers and the establishment of roof-top gardens. | <i>Lack of landscaping and vegetation.</i> |
| Siting | To minimise the loss of front garden space and the dominance of car parking structures and vehicle crossovers. | <ul style="list-style-type: none"> > Locate garages and carports behind the line of the dwelling. > Minimise paving in front garden areas including driveways and crossovers. > In new multi-dwelling developments consider the use of underground car parking or car parking that can be accessed from the rear of the site. > Where possible, provide vehicular access from a rear laneway. | <p><i>Car parking structures that dominate the façade or view of the dwelling.</i></p> <p><i>Creation of new crossovers and driveways or wide crossovers.</i></p> <p><i>Front setbacks dominated by impervious surfaces.</i></p> |
| Height and Building Form | To ensure that new development is respectful of existing period buildings. | <ul style="list-style-type: none"> > New multi-storey developments adjoining a lower-scale period dwelling should respect the height of the existing dwelling through the use of design techniques such as transitional scaling (recessing upper levels). | <i>Buildings that dominate period buildings by height, siting or massing.</i> |
| Materials and Design Detail | To encourage innovative architecture and cultural expression through design. | <ul style="list-style-type: none"> > New buildings should be individually designed to respond to the characteristics of the site and adjoining buildings. > Cultural expression through colour, building details and architectural reinterpretation should be employed, including the use of contemporary building materials and the modern interpretation of period features. . > Articulate building façades through the well considered composition of openings and variations in wall surfaces. | <p><i>Large, bulky buildings with unarticulated wall surfaces.</i></p> <p><i>Reproduction heritage styles.</i></p> |
| Front Boundary Treatment | To increase the openness of streetscapes. | <ul style="list-style-type: none"> > Provide a low or transparent front fence that allows views to the front garden and dwelling. > Applications for new development along heavily trafficked roads should investigate other measures for mitigating noise and privacy impacts, such as vegetation screening and double glazing. | <i>High, solid front fences.</i> |

Residential Precinct R2

Character Type: Victorian / Edwardian / Interwar / Post-war with Modern Overbuilding



Key Existing Characteristics

- Pakington Street is quite wide and is lined with consistent native street trees and 90° or angle parking in some parts. These attributes form a strong feature of the precinct and tend to dominate the character of the built form.
- The precinct contains a range of building styles including Victorian, Edwardian, Interwar and Post-war dwellings with 1960s-70s flats, some of which have been more recently updated.
- Single dwellings are between one and two storeys in height, while blocks of flats range in height up to four storeys.
- Lot size is varied, while front and side setbacks are generally consistent and small.
- Gardens are limited by small front setbacks but are generally established with small shrubs and occasional trees. The front setbacks of some blocks of flats are dominated by car parking areas.
- Consistent Paperbark street trees are present along Pakington Street.
- Fences are of mixed heights and styles. In some cases fences are absent altogether.

Preferred Character Statement

This precinct will accommodate further contemporary redevelopment through the replacement or updating of existing blocks of flats and replacement of existing dwellings in poor condition. New development that is located next to a period building will respect the scale of the existing dwelling. Medium density housing will be surrounded by landscaping that combines with street trees to add to a leafier character. New buildings will be articulated with architectural features such as balconies and variations in wall surfaces. Where possible, on-site car parking will be sited beneath or to the rear of buildings to reduce its dominance and allow for visible landscaping space.

Residential Precinct R2

Design Guidelines

| Character Element | Objective | Design Response | Avoid |
|------------------------------------|---|---|--|
| Existing Buildings | To encourage retention of Victorian, Edwardian and Interwar dwellings in good condition, and replacement of buildings in poor condition with contemporary infill development. | <ul style="list-style-type: none"> > Retain Victorian, Edwardian and Interwar dwellings that contribute to the valued character of the area. > Alterations and extensions to Victorian, Edwardian and Interwar buildings should be appropriate to the building era and style. > New development should be distinguishable from original dwelling stock through high quality contemporary architecture. | <p><i>Demolition of visible parts of intact Victorian, Edwardian and Interwar dwellings.</i></p> <p><i>Reproduction styles and detailing.</i></p> |
| Landscaping and Vegetation | To strengthen the garden settings of dwellings and to create outdoor spaces and landscaping areas wherever possible in new development. | <ul style="list-style-type: none"> > Retain established trees and provide for the planting of new canopy trees and vegetation. > | <i>Lack of landscaping and vegetation.</i> |
| Siting | To provide space for front gardens. | <ul style="list-style-type: none"> > Buildings should be set back from the front boundary to accommodate a front garden. | <i>Loss of front garden space.</i> |
| | To minimise the loss of front garden space and the dominance of car parking structures and vehicle crossovers. | <ul style="list-style-type: none"> > Locate garages and carports behind the line of the dwelling. > Minimise paving in front garden areas including driveways and crossovers. > In new multi-dwelling developments consider the use of underground car parking or car parking that can be accessed from the rear of the site. > Where possible, provide vehicular access from a rear laneway. | <p><i>Car parking structures that dominate the façade or view of the dwelling.</i></p> <p><i>Creation of new crossovers and driveways or wide crossovers.</i></p> <p><i>Front setbacks dominated by impervious surfaces.</i></p> |
| Height and Building Form | To ensure that the height and scale of new development is respectful of existing period buildings. | <ul style="list-style-type: none"> > New multi-storey developments adjoining a lower-scale period dwelling should respect the height of the existing dwelling through the use of design techniques such as transitional scaling (recessing upper levels). | <i>Buildings that dominate period buildings by height, siting or massing.</i> |
| Materials and Design Detail | To encourage innovative architecture and cultural expression through design. | <ul style="list-style-type: none"> > New buildings should be individually designed to respond to the characteristics of the site and adjoining buildings. > Cultural expression through colour, building details and architectural reinterpretation should be employed, including the use of contemporary building materials and the modern interpretation of period features. > Articulate building façades through the well considered composition of openings and variations in wall surfaces. > A restrained mix of materials should be used, especially for small sites. | <i>On small sites, the use of several differing materials and colours in building facades.</i> |
| Front Boundary Treatment | To maintain and increase the openness of streetscapes. | <ul style="list-style-type: none"> > Provide a low or transparent front fence that allows views to the front garden and dwelling. > Provide a front fence that is compatible with the era of development. | <i>High, solid front fences.</i> |

Residential Precinct R3

Character Type: Victorian / Interwar / Post-war Garden Suburban



Key Existing Characteristics

- This precinct has a strong base of double fronted Victorian cottages, however significant overbuilding has occurred throughout the Interwar and Post-war eras. There are some limited examples of Edwardian terraces and contemporary buildings.
- Streetscapes generally have a small-scale, single storey atmosphere, however occasional larger buildings between two and three storeys interrupt this pattern.
- Dwellings are often grouped by era with consistent buildings in a row – e.g. Victorian cottages, blocks of flats and occasionally, Edwardian terraces.
- Lot sizes are generally small but some larger blocks occur throughout. Front and side setbacks are also generally small.
- Gardens are limited by small front setbacks, but are generally established with small shrubs and occasional trees.
- Consistent Paperbark street trees are present along Camden and Linton Streets.
- In Linton Street, Paperbark street trees are particularly large and bushy, forming a significant visual element in the streetscape that tends to dominate the built form.
- Front fences are low to medium height and of mixed styles.
- On-street car parking is a dominant feature of the area, with few properties having on-site car parking due to small front setbacks.

Preferred Character Statement

Existing Victorian and Interwar dwellings will be maintained and restored. Post-war development will be updated or replaced with buildings that respect the predominant scale of existing buildings. The consistent character elements of this precinct, such as front and side setbacks and height and building form will be reflected in new development. Gardens spaces will be enhanced with vegetation suited to small areas that combines with street trees to create a leafy character. Front gardens will be lined with low to medium height front fences that are suited to the era of development.

Residential Precinct R3

Design Guidelines

| Character Element | Objective | Design Response | Avoid |
|------------------------------------|---|---|--|
| Existing Buildings | To encourage retention of Victorian and Interwar dwellings in good condition. | <ul style="list-style-type: none"> > Retain Victorian and Interwar dwellings that contribute to the character of the area. > Alterations and extensions to Victorian and Interwar buildings should be appropriate to the building era and style. > New development should be distinguishable from original dwelling stock through the use of contemporary architecture. | <p><i>Demolition of visible parts of intact Victorian and Interwar dwellings.</i></p> <p><i>Reproduction styles and detailing.</i></p> |
| Landscaping and Vegetation | To strengthen the landscape qualities of small garden settings and to create outdoor spaces and landscaping areas wherever possible in new development. | <ul style="list-style-type: none"> > Retain established trees and provide for the planting of new trees and vegetation. > In new multi-dwelling developments, consider the use of more innovative vertical landscaping options such as planter boxes, climbers, creepers and the establishment of roof-top gardens. | <i>Lack of landscaping and vegetation.</i> |
| Siting | To provide space for front gardens. | <ul style="list-style-type: none"> > Buildings should be set back from the front boundary to accommodate a small front garden. | <i>Loss of front garden space.</i> |
| | To minimise the loss of front garden space and the dominance of car parking structures and vehicular crossovers. | <ul style="list-style-type: none"> > Locate garages and carports behind the line of the dwelling. > Minimise paving in front garden areas including driveways and crossovers. > In new multi-dwelling developments consider the use of underground car parking or car parking that can be accessed from the rear of the site. > Where possible, provide vehicular access from a rear laneway. | <p><i>Car parking structures that dominate the façade or view of the dwelling.</i></p> <p><i>Creation of new crossovers and driveways or wide crossovers.</i></p> <p><i>Front setbacks dominated by impervious surfaces.</i></p> |
| Height and Building Form | To ensure that the height and scale of new development is respectful of existing period buildings and the streetscape. | <ul style="list-style-type: none"> > Where a new development abuts existing single storey period dwellings on both sides, set back upper levels so that the higher elements are recessive in the streetscape. > Where a new multi-storey development abuts existing buildings of differing heights (e.g. single storey on one side and two or three storey on the other), a graduated transitional scale should be employed in the design of the new development. | <i>Buildings that dominate period buildings by height, siting or massing.</i> |
| Materials and Design Detail | To encourage innovative architecture and cultural expression through design. | <ul style="list-style-type: none"> > New buildings should be individually designed to respond to the characteristics of the site and adjoining buildings. > Cultural expression through colour, building details and architectural reinterpretation should be employed, including the use of face brick, stucco render and weatherboard. > Articulate building façades through the well considered composition of openings and variations in wall surfaces. | <i>Large, bulky buildings with unarticulated wall surfaces.</i> |
| Front Boundary Treatment | To maintain and increase the openness of streetscapes. | <ul style="list-style-type: none"> > Provide a low front fence that allows views to the front garden and dwelling. > Provide a front fence that is compatible with the era of development. | <i>High, solid front fences.</i> |

Residential Precinct R4

Character Type: Victorian / Edwardian / Interwar / Post-war with Modern Overbuilding



Key Existing Characteristics

- The precinct has a strong interface at the core area of the Carlisle Street Activity Centre, facing onto car parks and the rear of businesses located on Carlisle Street.
- Building style is mixed however the precinct has a strong base of Edwardian dwellings. There are also a very small number of Victorian dwellings towards the west of the precinct.
- Overbuilding has occurred largely in the form of 1960s-70s flats and single dwellings. There are also some examples of Interwar dwellings and, particularly towards the east of the precinct, newer contemporary medium-density dwellings.
- Dwellings are predominantly single storey, while the small number of blocks of flats are two storeys in height.
- Lot sizes are varied. Front and side setbacks are generally small.
- Gardens are limited by small front setbacks and street trees are irregular. Native street trees lining the edge of the car parks south of the precinct help to soften the interface between the residential and commercial area.
- Front fences are of mixed heights and styles.

Preferred Character Statement

This precinct will continue to be comprised of a mix of building styles. Building replacement may occur along Alfred Street in the form of medium density housing, and will provide a transitional scale to the existing dwellings to the north. Any new development along Alfred Street will respond to the design detail of existing Edwardian dwellings, and will provide the perception of a ground floor dwelling every six to eight metres. The interface between the residential and commercial area will appear seamless, with transitional building scales and retention of existing landscaping space. Existing Edwardian and Interwar dwellings in good condition along Camden and Nelson Streets will be retained and enhanced through restoration. Any redevelopment along these streets will reflect the existing scale and built form.

Residential Precinct R4

Design Guidelines

| Character Element | Objective | Design Response | Avoid |
|------------------------------------|---|---|--|
| Existing Buildings | <p>Along Camden and Nelson Streets, to encourage retention of Edwardian and Interwar dwellings in good condition.</p> <p>Along Alfred Street, to encourage the replacement of dwellings in poor condition with medium-density, contemporary infill development.</p> | <ul style="list-style-type: none"> > Retain Edwardian and Interwar dwellings that contribute to the valued character of Camden and Nelson Streets. > Alterations and extensions to Edwardian and Interwar buildings should be appropriate to the building era and style. > New development should be distinguishable from original dwelling stock through the use of contemporary architecture. | <p><i>Demolition of visible parts of intact Edwardian and Interwar dwellings.</i></p> <p><i>Reproduction styles and detailing.</i></p> |
| Landscaping and Vegetation | To strengthen the garden settings of dwellings and to create outdoor spaces and landscaping areas wherever possible in new development. | <ul style="list-style-type: none"> > Retain established trees and provide for the planting of new trees and vegetation. > In new multi-dwelling developments, consider the use of more innovative landscaping options such as planter boxes, climbers, creepers and the establishment of roof-top gardens. | <i>Lack of landscaping and vegetation.</i> |
| Siting | To minimise the dominance of car parking structures and vehicular crossovers. | <ul style="list-style-type: none"> > Minimise paving in front garden areas including driveways and crossovers. > In new multi-dwelling developments consider the use of underground car parking or car parking that can be accessed from the rear of the site. > Where possible, provide vehicular access from a rear laneway. | <p><i>Car parking structures that dominate the façade or view of the dwelling.</i></p> <p><i>Creation of new crossovers and driveways or wide crossovers.</i></p> <p><i>Front setbacks dominated by impervious surfaces.</i></p> |
| | To provide space for front gardens | > Buildings should be set back from the front boundary to accommodate a small front garden. | <i>Loss of front garden space.</i> |
| Height and Building Form | Along Alfred Street, to provide a graduated transition from the established single storey development to the north, and the more intense building forms anticipated in the commercial area to the south. | > New development along Alfred Street should incorporate a higher built form at the street boundary, scaling down to abutting single storey dwellings to the rear. | <p><i>Buildings that dominate the single storey scale of dwellings to the rear of Alfred Street properties.</i></p> <p><i>Underdevelopment of sites at the interface with the commercial precinct (Carlisle Street Activity Centre).</i></p> |
| Materials and Design Detail | <p>Along Alfred Street, to reflect the design detail of existing Edwardian dwellings.</p> <p>To encourage innovative architecture and cultural expression through design.</p> | <ul style="list-style-type: none"> > New buildings should be individually designed to respond to the characteristics of the site and adjoining buildings. > Cultural expression through colour, building details and architectural reinterpretation should be employed. > Articulate building façades through the well | <p><i>Large bulky buildings with unarticulated facades.</i></p> <p><i>Poor composition of openings and setbacks.</i></p> |

considered composition of openings and variations in wall surfaces.

**Front
Boundary
Treatment**

To maintain the strong relationship between buildings and the street environment.

- > Provide a low front fence that allows views to the dwelling and any open space at the front of the dwelling.
- > Provide a front fence that is compatible with the era of development.

High, solid front fences.

Residential Precinct R5

Character Type: Victorian / Interwar / Post-war Garden Suburban



Key Existing Characteristics

- Originally this precinct would have been dominated by larger Victorian homes, however significant overbuilding occurred throughout the Interwar and Post-war eras, particularly in the form of blocks of flats, duplexes and larger single brick dwellings
- Inkerman Street is dominated by blocks of flats from the post-war era, generally between two and three storeys.
- There are some examples of terraces from different eras, in groups of 2-5 dwellings.
- Recent years have seen the renovation and external rendering of 1960s-70s flats as well as the development of some contemporary buildings.
- Freestanding dwellings are generally one or two storeys in height and blocks of flats are generally between two and three storeys in height. The small number of terraces in the precinct are, in contrast, smaller scale and single storey.
- Buildings are generally grouped with other buildings of similar height and built form.
- Larger block sizes are present throughout Blenheim and Westbury Streets.
- Front and side setbacks are varied. Gardens are established, but small in Westbury Street. Streets are lined with bluestone kerbing and asphalt footpaths.
- In Blenheim Street, regular Paperbark trees are planted on the footpath whereas Westbury Street contains irregular plantings of mixed species.
- Front boundary treatment is mixed, however most front fences are low to medium height.

Preferred Character Statement

The mixed character of this precinct will continue to attract different styles of development that sit alongside dwellings from various eras. The large lot sizes will attract medium density housing developments of a high architectural standard. New development will interpret features of any adjoining period buildings in a contemporary manner, and will reflect the existing pattern of setbacks. Existing post-war flats will be redeveloped or renovated in order to revitalise streetscapes. Limited garden spaces will be innovatively landscaped to soften the existing hard-edged built form.

Residential Precinct R5

Design Guidelines

| Character Element | Objective | Design Response | Avoid |
|------------------------------------|---|--|--|
| Existing Buildings | To encourage retention of Victorian and Interwar dwellings in good condition. | <ul style="list-style-type: none"> > Retain Victorian dwellings that contribute to the character of the area. > Alterations and extensions to Victorian and Interwar buildings should be appropriate to the building era and style. > New development should be distinguishable from original dwelling stock through the use of contemporary architecture. | <p><i>Demolition of visible parts of intact Victorian and Interwar dwellings.</i></p> <p><i>Reproduction styles and detailing.</i></p> |
| Landscaping and Vegetation | To strengthen the garden settings of dwellings and to create outdoor spaces and landscaping areas wherever possible in new development. | <ul style="list-style-type: none"> > Retain established trees and provide for the planting of new trees and vegetation. > In new multi-dwelling developments, consider the use of more innovative landscaping options such as planter boxes, climbers, creepers and the establishment of roof-top gardens. | <i>Lack of landscaping and vegetation.</i> |
| Siting | To provide space for front gardens. | <ul style="list-style-type: none"> > Buildings should be set back from the front boundary to accommodate a front garden. | <i>Loss of front garden space.</i> |
| | To minimise the loss of front garden space and the dominance of car parking structures and vehicular crossovers. | <ul style="list-style-type: none"> > Locate garages and carports behind the line of the dwelling. > Minimise paving in front garden areas including driveways and crossovers. > Where required, provide only one vehicular crossover per frontage. > In new multi-dwelling developments consider the use of underground car parking or car parking that can be accessed from the rear of the site. | <p><i>Car parking structures that dominate the façade or view of the dwelling.</i></p> <p><i>Creation of new crossovers and driveways or wide crossovers.</i></p> <p><i>Front setbacks dominated by impervious surfaces.</i></p> |
| Height and Building Form | To ensure that the height and scale of new development is respectful of existing period buildings and the streetscape. | <ul style="list-style-type: none"> > Where a new development abuts existing single storey period dwellings on both sides, set back upper levels so that the higher elements are recessive in the streetscape. > Where a new multi-storey development abuts existing buildings of differing heights (e.g. single storey on one side and two or three storey on the other), a graduated transitional scale should be employed in the design of the new development. | <i>Buildings that dominate period buildings by height, siting or massing.</i> |
| Materials and Design Detail | To encourage innovative architecture and cultural expression through design. | <ul style="list-style-type: none"> > New buildings should be individually designed to respond to the characteristics of the site and adjoining buildings. > Cultural expression through colour, building details and architectural reinterpretation should be employed. > Use of feature materials reflective of Interwar development, including brickwork and polychromatic bricks. > Articulate building façades through the well considered composition of openings and | <i>Large, bulky buildings with unarticulated wall surfaces.</i> |

variations in wall surfaces.

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| Front Boundary Treatment | To maintain and increase the openness of streetscapes. | <ul style="list-style-type: none">> Provide a front fence that allows views to the front garden and dwelling.> Provide a front fence that is compatible with the era of development. | <i>High, solid front fences.</i> |
|---|--|---|----------------------------------|

Residential Precinct R6

Character Type: Victorian / Edwardian / Interwar Garden Suburban



Key Existing Characteristics

- Building style is dominated by Victorian and Edwardian single dwellings. Some Interwar dwellings are also present. Very little infill has occurred throughout the precinct and is generally in the form of 1960s-70s and contemporary flats at the edge of the precinct.
- Buildings are predominantly single storey however blocks of flats at the edge of the precinct are between two and three storeys in height.
- Lot sizes are small to medium (generally less than 500sqm), however there are some larger lots that are occupied by flats.
- Front setbacks are generally small to medium while side setbacks are varied. Buildings are generally set back from one or both side boundaries.
- Gardens are low to medium scale with occasional canopy trees that combine with irregular plantings of street trees in Balston Street to create a leafy character.
- Along Inkerman Street, the lack of street trees and nature strips means that the built form is the dominant characteristic of the street.
- Front boundary treatment is mixed.

Preferred Character Statement

Victorian, Edwardian and Interwar dwellings will be maintained and enhanced through careful restoration, and where applicable, appropriate adaptation. Some buildings in poor condition will provide an opportunity for new development that respects the existing scale of the precinct and provides a contemporary interpretation of existing period dwellings. New development will also continue to reflect the existing pattern of front setbacks. Gardens will become a more established feature of streetscapes, with increased plantings of medium sized canopy trees and shrubs. Front fences will be low or transparent to allow views through or over the fence into the front garden.

Residential Precinct R6

Design Guidelines

| Character Element | Objective | Design Response | Avoid |
|-----------------------------------|--|--|--|
| Existing Buildings | To encourage retention of intact dwellings that contribute to the valued character of the precinct. | <ul style="list-style-type: none"> > Retain Victorian, Edwardian and Interwar dwellings that contribute to the character of the area. > Alterations and extensions to buildings should be appropriate to the building era and style. > New development should be distinguishable from original dwelling stock through the use of contemporary architecture. | <p><i>Demolition of visible parts of intact Victorian, Edwardian and Interwar dwellings.</i></p> <p><i>Reproduction styles and detailing.</i></p> |
| Landscaping and Vegetation | To maintain and increase the garden settings of streetscapes. | <ul style="list-style-type: none"> > Buildings should be sited and designed to retain large, established trees where present and to incorporate space for the planting of substantial vegetation, including canopy trees, on larger sites. | <p><i>Lack of landscaping and substantial vegetation.</i></p> <p><i>Removal of large, established, healthy trees.</i></p> |
| Siting | To provide space for front gardens. | <ul style="list-style-type: none"> > Buildings should be set back from the front boundary to accommodate a front garden. | <p><i>Loss of front garden space.</i></p> |
| | To maintain and reinforce the existing rhythm of spacing between dwellings. | <ul style="list-style-type: none"> > In Balston Street, where dwellings are predominantly detached, new development should reflect the existing pattern of side setbacks. > Where a new development is proposed to be sited on one side boundary, the section of the building on the boundary should be set back further than the facade of the adjoining building to create the appearance of space between buildings. | <p><i>Boundary to boundary development where a detached style predominates.</i></p> |
| | To minimise the loss of front garden space and the dominance of car parking structures and vehicular crossovers. | <ul style="list-style-type: none"> > Locate garages and carports behind the line of the dwelling. > Minimise paving in front garden areas including driveways and crossovers. > In Balston Street, provide vehicular access from a rear laneway. | <p><i>Car parking structures that dominate the façade or view of the dwelling.</i></p> <p><i>Creation of new crossovers and driveways or wide crossovers.</i></p> <p><i>Front setbacks dominated by impervious surfaces.</i></p> |
| Height and Building Form | To ensure that new development is respectful of the dominant height and building form in the streetscape. | <ul style="list-style-type: none"> > The height of the front of new development should match adjoining wall heights. Where adjoining wall heights differ (e.g. single storey on one side and two or three storey on the other), a graduated transitional scale should be employed. | <p><i>Buildings that exceed by more than one storey the predominant building height in the street and nearby properties.</i></p> |
| | To ensure that the height of new development does not overwhelm adjoining single storey period buildings. | <ul style="list-style-type: none"> > Upper levels that exceed the predominant building height in the street should be accommodated in the roof space or recessed from the front façade. > Where a new development abuts single storey dwellings on both sides, setback upper levels so that the higher elements are recessive in the streetscape. > In Balston Street, provide a roof consistent with the predominant roof form in the street. | <p><i>New development that dominates existing single storey dwellings.</i></p> |

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|------------------------------------|--|---|---|
| Materials and Design Detail | To encourage buildings that contribute positively to the streetscape by presenting visually interesting facades to the street. | <ul style="list-style-type: none"> > Articulate the form and facades of buildings through the use of different colours and materials, through the composition of openings and setbacks and through variations in wall surfaces. > Use materials and finishes that complement those evident in the streetscape, including a modern interpretation of period detailing. | <i>Large, bulky buildings with unarticulated facades.</i> |
| Front Boundary Treatment | To maintain the openness of streetscapes. | <ul style="list-style-type: none"> > Provide a front fence that is compatible with the era of development and allows views to the front garden and dwelling. | <i>High, solid front fences.</i> |

Residential Precinct R7

Character Type: Victorian / Interwar / Post-war Garden Suburban



Key Existing Characteristics

- Hotham Street is a busy main road. Many buildings are sheltered from the main road through the use of vegetation or high front fences.
- Whilst the character of the area is mixed, dwellings that are present from earlier eras are particularly intact. Some individual buildings may be of potential heritage value.
- There is a strong base of dwellings from the Victorian era mixed with some examples of Interwar and immediate post war dwellings from the late 1940s and early 1950s. The larger lot sizes have also attracted 1960s-70s blocks of flats to the precinct.
- Building height ranges between one and three storeys.
- Lot sizes range from medium to very large. Building setbacks are varied.
- Paperbark street trees help to soften the built form, while gardens are generally low-maintenance.
- The wide road and relatively low buildings mean that the precinct has a strong horizontal emphasis.

Preferred Character Statement

Existing Victorian dwellings in good condition will be retained. Larger lot sizes will attract further redevelopment including medium density housing. New development will be well articulated with variations in wall surfaces and through the composition of openings and setbacks. Where a new development adjoins an existing Victorian dwelling, it will provide an innovative design response that respects the scale, form and setbacks of the existing building. The built form and dominance of hard surfaces will be lessened through landscaping suited to the size of garden spaces. Where possible, higher front fences will be avoided in favour of other measures, such as vegetation screening, to enhance privacy and reduce noise impacts.

Residential Precinct R7

Design Guidelines

| Character Element | Objective | Design Response | Avoid |
|------------------------------------|---|---|--|
| Existing Buildings | To encourage retention of Victorian and Interwar dwellings in good condition. | <ul style="list-style-type: none"> > Retain Victorian and Interwar dwellings that contribute to the character of the area. > Alterations and extensions to Victorian and Interwar buildings should be appropriate to the building era and style. > New development should be distinguishable from original dwelling stock through the use of contemporary architecture. | <p><i>Demolition of visible parts of intact Victorian and Interwar dwellings.</i></p> <p><i>Reproduction styles and detailing.</i></p> |
| Landscaping and Vegetation | To strengthen the garden settings of dwellings and to create outdoor spaces and landscaping areas wherever possible in new development. | <ul style="list-style-type: none"> > Retain established trees and provide for the planting of new canopy trees and vegetation. > In new multi-dwelling developments, consider the use of more innovative landscaping options such as planter boxes, climbers, creepers and the establishment of roof-top gardens. | <i>Lack of landscaping and vegetation.</i> |
| Siting | To minimise the loss of front garden space and the dominance of car parking structures and vehicular crossovers. | <ul style="list-style-type: none"> > Locate garages and carports behind the line of the dwelling. > Minimise paving in front garden areas including driveways and crossovers. > In new multi-dwelling developments consider the use of underground car parking or car parking that can be accessed from the rear of the site. > Where possible, provide vehicular access from a rear laneway. | <p><i>Car parking structures that dominate the façade or view of the dwelling.</i></p> <p><i>Creation of new crossovers and driveways or wide crossovers.</i></p> <p><i>Front setbacks dominated by impervious surfaces.</i></p> |
| Height and Building Form | To ensure that the height and scale of new development is respectful of existing period buildings. | <ul style="list-style-type: none"> > New multi-storey developments adjoining a lower-scale period dwelling should respect the height of the existing dwelling through the use of design techniques such as transitional scaling (recessing upper levels). | <i>Buildings that dominate period buildings by height, siting or massing.</i> |
| Materials and Design Detail | To encourage innovative architecture and cultural expression through design. | <ul style="list-style-type: none"> > New buildings should be individually designed to respond to the characteristics of the site and adjoining buildings. > Cultural expression through colour, building details and architectural reinterpretation should be employed. > Articulate building façades through the well considered composition of openings and variations in wall surfaces. | <i>Large, bulky buildings with unarticulated wall surfaces.</i> |
| Front Boundary Treatment | To increase the openness of streetscapes. | <ul style="list-style-type: none"> > Provide a front fence that allows views to the front garden and dwelling. > Where high front fences are proposed, the fence should be set back, or should incorporate recesses for planting. > Applications for new development along heavily trafficked roads should investigate other measures for mitigating noise and privacy impacts, such as vegetation screening and double glazed windows. | <i>High, solid front fences.</i> |

Residential Precinct R8

Character Type: Victorian / Interwar / Post-war Garden Suburban



Key Existing Characteristics

- The precinct is predominated by Victorian dwellings and post-war 1960s-70s buildings. There are also some limited examples of Interwar and Edwardian dwellings and some overbuilding has occurred in the form of contemporary units and duplexes.
- 1960s-70s buildings tend to dominate other building styles within the precinct.
- Some Victorian era dwellings are particularly intact and may be of potential heritage value, while others are in relatively poor condition.
- Both the Avenue and Gourlay Street have relatively wide roadways, however characteristics such as on-street car-parking and a high proportion of blocks of flats results in streetscapes that appear to be in proportion.
- Building height ranges between one and three storeys.
- Buildings are generally set back from one or both side boundaries.
- Lot sizes range from medium to large. Front and side setbacks are generally small, however some original Victorian homes have larger setbacks.
- Front gardens are generally limited due to small front setbacks. Street trees are inconsistent.
- Front boundary treatment is mixed.
- Although technically not in the Carlisle Street Activity Centre, the southern side of Gourlay Street is comprised of almost all 1960s-70s flats which are particularly consistent in building scale, form and setbacks. This has a strong impact on the character of the streetscape.

Preferred Character Statement

Walk-up flats and contemporary development in the form of apartments and duplexes will become the most dominant building styles throughout this precinct. 1960s-70s walk-up flats will be updated to revitalise streetscapes, and Victorian dwellings will be maintained and carefully restored where necessary. Where located next to an existing Victorian dwelling in good condition, new development will provide an innovative design response that respects the scale, form and setbacks of the existing dwelling. Buildings will be articulated with features such as variations in wall surfaces and through the composition of openings and setbacks. Landscaping will play a greater role in new development, with carefully considered garden spaces and vegetation that reduces the impact of the built form on the streetscape.

Residential Precinct R8

Design Guidelines

| Character Element | Objective | Design Response | Avoid |
|------------------------------------|---|---|--|
| Existing Buildings | To encourage retention of Victorian and Interwar dwellings in good condition. | <ul style="list-style-type: none"> > Retain Victorian and Interwar dwellings that contribute to the character of the area. > Alterations and extensions to Victorian and Interwar buildings should be appropriate to the building era and style. > New development should be distinguishable from original dwelling stock through the use of contemporary architecture. | <p><i>Demolition of visible parts of intact Victorian and Interwar dwellings.</i></p> <p><i>Reproduction styles and detailing.</i></p> |
| Landscaping and Vegetation | To strengthen the garden settings of dwellings and to create outdoor spaces and landscaping areas wherever possible in new development. | <ul style="list-style-type: none"> > Retain established trees and provide for the planting of new trees and vegetation. > In new multi-dwelling developments, consider the use of more innovative landscaping options such as planter boxes, climbers, creepers and the establishment of roof-top gardens. | <i>Lack of landscaping and vegetation.</i> |
| Siting | To minimise the loss of front garden space and the dominance of car parking structures and vehicular crossovers. | <ul style="list-style-type: none"> > Locate garages and carports behind the line of the dwelling. > Minimise paving in front garden areas including driveways and crossovers. > In new multi-dwelling developments consider the use of underground car parking or car parking that can be accessed from the rear of the site. > Where possible, provide vehicular access from a rear laneway. | <p><i>Car parking structures that dominate the façade or view of the dwelling.</i></p> <p><i>Creation of new crossovers and driveways or wide crossovers.</i></p> <p><i>Front setbacks dominated by impervious surfaces.</i></p> |
| | To maintain and reinforce the existing rhythm of spacing between buildings | <ul style="list-style-type: none"> > New development should reflect the existing pattern of side setbacks. | <i>Boundary-to-boundary development, unless characteristic of a site or adjoining sites.</i> |
| Height and Building Form | To ensure that the height and scale of new development is respectful of existing period buildings. | <ul style="list-style-type: none"> > New multi-storey developments adjoining a lower-scale period dwelling should respect the height of the existing dwelling through the use of design techniques such as transitional scaling (recessing upper levels). | <i>Buildings that dominate period buildings by height, siting or massing.</i> |
| Materials and Design Detail | To encourage innovative architecture and cultural expression through design. | <ul style="list-style-type: none"> > New buildings should be individually designed to respond to the characteristics of the site and adjoining buildings. > Cultural expression through colour, building details and architectural reinterpretation should be employed, including the use of contemporary materials and detailing. > Articulate building façades through the well considered composition of openings and variations in wall surfaces. | <i>Large, bulky buildings with unarticulated wall surfaces.</i> |
| Front Boundary Treatment | To maintain and increase the openness of streetscapes. | <ul style="list-style-type: none"> > Provide a low or transparent front fence that allows views to the front garden and dwelling. > Provide a front fence that is compatible with the era of development. | <i>High, solid front fences.</i> |

Residential Precinct R9

Character Type: Victorian / Edwardian / Interwar / Post-war with Modern Overbuilding



Key Existing Characteristics

- This precinct is dominated by Edwardian dwellings. There are also some examples of Interwar and post-war era buildings, including Californian Bungalows in Hawsleigh Avenue and 1960s-70s flats throughout.
- Buildings are generally set back from both side boundaries.
- The southern end of Carlisle Avenue is dominated by updated flats from the post-war era.
- Building height is predominantly between one and two storeys.
- Lot sizes are small-medium sized in Hawsleigh Avenue and medium sized in Carlisle Avenue. Building setbacks are varied. Older dwellings tend to have more generous front and side setbacks.
- In Carlisle Avenue, large avenue street trees combine with nature strips and bluestone kerbing to create a special character that may be of potential neighbourhood character significance.
- Hawsleigh Avenue is lined with consistent native street trees which also enhance its character.
- Front gardens are small, but well established, and combine with street trees and nature strips to create a leafy character.
- Front boundary treatment is mixed, however, most front boundaries are lined with medium to high fences.

Preferred Character Statement

Edwardian dwellings will continue to provide a strong base for this precinct, and will be well maintained and where necessary, appropriately restored. Post-war flat development will be updated with contemporary materials and finishes that complement those of period homes. Buildings in poor condition will provide opportunities for new replacement development that is respectful of the scale and form of period dwellings. New development will provide adequate space for landscaping that contributes to the leafy atmosphere of the precinct. Car-parking and associated structures will be avoided in the front setback of all properties in order to maximise space for landscaping and enhance the spacious feel of the streetscape. Front fences will be low or absent altogether in order to retain views to buildings.

Residential Precinct R9

Design Guidelines

| Character Element | Objective | Design Response | Avoid |
|------------------------------------|---|---|--|
| Existing Buildings | To encourage retention of Edwardian and Interwar dwellings in good condition. | <ul style="list-style-type: none"> > Retain Edwardian and Interwar dwellings that contribute to the valued character of the area. > Alterations and extensions to Edwardian and Interwar buildings should be appropriate to the building era and style. > New development should be distinguishable from original dwelling stock through the use of contemporary architecture. | <p><i>Demolition of visible parts of intact Edwardian and Interwar dwellings.</i></p> <p><i>Reproduction styles and detailing.</i></p> |
| Landscaping and Vegetation | To strengthen the garden settings of dwellings and to create outdoor spaces and landscaping areas wherever possible in new development. | <ul style="list-style-type: none"> > Retain established trees and provide for the planting of new trees and vegetation. > In new multi-dwelling developments, consider the use of more innovative landscaping options such as planter boxes, climbers, creepers and the establishment of roof-top gardens. | <i>Lack of landscaping and vegetation.</i> |
| Siting | To provide space for front gardens and maintain established setbacks. | <ul style="list-style-type: none"> > Buildings should be set back from the front boundary to accommodate a front garden. > Buildings should be set back from both side boundaries, reflective of existing built form. | <i>Loss of front garden space.</i> |
| | To minimise the loss of front garden space and the dominance of car parking structures and vehicular crossovers. | <ul style="list-style-type: none"> > Locate garages and carports behind the line of the dwelling. > Minimise paving in front garden areas including driveways and crossovers. > In new multi-dwelling developments consider the use of underground car parking or car parking that can be accessed from the rear of the site. > Where possible, provide vehicular access from a rear laneway. | <p><i>Car parking structures that dominate the façade or view of the dwelling.</i></p> <p><i>Creation of new crossovers and driveways or wide crossovers.</i></p> <p><i>Front setbacks dominated by impervious surfaces.</i></p> |
| Height and Building Form | To ensure that the height and scale of new development is respectful of existing period buildings. | <ul style="list-style-type: none"> > The height of the front of new development should match adjoining wall heights. Where adjoining wall heights differ (e.g. single storey on one side and two or three storey on the other), a graduated transitional scale should be employed. > Upper levels that exceed the predominant building height in the street should be accommodated in the roof space or recessed from the front façade. > Where a new development abuts single dwellings on both sides, setback upper levels so that the higher elements are recessive in the streetscape. > In Hawsleigh Avenue, provide a roof consistent with the predominant roof form in the street. | <i>New development that overwhelms the single storey scale of the street.</i> |
| Materials and Design Detail | To encourage buildings that contribute positively to the streetscape by presenting visually interesting facades | <ul style="list-style-type: none"> > Articulate the form and facades of buildings through the use of different colours and materials, through the composition of openings and setbacks and through variations in wall surfaces. | <i>Large, bulky buildings with unarticulated facades.</i> |

to the street.

- > Use materials and finishes that complement those evident in the streetscape, including a modern interpretation of period detailing.
- > A restrained mix of materials should be used, especially for small sites.

On small sites, the use of several differing materials and colours in building facades.

**Front
Boundary
Treatment**

To maintain and increase the openness of streetscapes.

- > Provide a low or transparent front fence that allows views to the front garden and dwelling.
- > Provide a front fence that is compatible with the era of development.

High, solid front fences.

Residential Precinct R10

Character Type: Victorian Edwardian Inner Urban



Key Existing Characteristics

- This precinct is a particularly consistent neighbourhood character area, which has been previously investigated for heritage significance (Heritage Alliance, 2004).
- The precinct is dominated by single-fronted Victorian dwellings. There are also limited examples of buildings from other eras, including those from the Edwardian, Interwar, post-war and contemporary periods.
- Materials are a mix of timber, brick and render. Most streets are dominated by lightly-coloured timber.
- Most streetscapes have a small-scale atmosphere due to narrow roadways, small-scale buildings and limited front setbacks and properties with narrow frontages to the street.
- Buildings are predominantly single storey, although there are some examples of double storey buildings.
- Bothwell Street is noticeably different from the other streets in this precinct. It cuts across the southern half of the precinct in a north-west to south-west direction and the properties that front onto it are of an irregular shape and size.
- The northern side of Bothwell Street is characterised by contemporary infill which is generally two storeys in height, while the southern side is characterised by a single-storey scale and rear fences of properties. A landscaped median strip runs down the centre of the street, creating a more spacious, leafy atmosphere.
- The fine-grain subdivision of this precinct has a strong influence on its overall character. Lot sizes are generally small, with only occasional larger lot sizes. Dwellings have minimal front and side setbacks, and there are some examples of terraced buildings throughout.
- Front gardens are typical of inner urban areas, with landscaping suited to limited planting areas due to small front setbacks. Gardens generally comprise small trees, shrubs and occasional garden beds.
- Streets are lined with bluestone kerbing and narrow asphalt footpaths, with only occasional street trees planted along the footpath. These characteristics add to the small-scale, built form dominated atmosphere of most streetscapes throughout the precinct.
- Rear laneways also influence the character of this precinct and are evidence of the fact that it is an older subdivision dating from the Victorian era.
- On-street car parking is a dominant feature of the area, with few properties having on-site car parking due to small front setbacks.
- Most properties are lined with low picket front fences.

- The car-parks and larger-scale buildings located on the northern side of Marlborough Street have an impact on the character of the northern edge of the precinct and result in a highly varied scale at this interface.

Preferred Character Statement

This precinct will retain the key character elements that contribute to its high level of consistency. Existing Victorian, Edwardian and Interwar dwellings will be well maintained and carefully restored where necessary. The small-scale inner urban atmosphere will be upheld in new development, with new buildings respecting the height, form and setbacks of existing buildings. New development will adopt simple design details that respect but do not replicate period detailing. Building materials and finishes will continue to contribute to the lightness of streetscapes created by lightly coloured timber. Front setbacks will be innovatively landscaped and front boundaries lined with low fences that suit the era of development and maintains the relationship between the street and buildings. New development on the northern side of Marlborough Street may be of a higher scale and more contemporary style, but should respond to the valued character elements of the southern side of the street through careful selection of building materials and modern interpretation of period design elements such as pitched roofs and verandas.

Residential Precinct R10

Design Guidelines

| Character Element | Objective | Design Response | Avoid |
|------------------------------------|---|---|--|
| Existing Buildings | To encourage retention of Victorian and Edwardian dwellings that contribute to the valued character of the area. | > In streets that contain intact groups of Victorian and Edwardian dwellings, consider retaining and/or adapting those buildings that are in good condition wherever possible in new development. | <i>Demolition of visible parts of intact Victorian and Edwardian dwellings.</i> |
| | | > Alterations and extensions to Victorian and Edwardian dwellings should be appropriate to the building era and style. | <i>Reproduction of historic building styles.</i> |
| | | > New development should be distinguishable from original dwelling stock through the use of contemporary architecture. | |
| Landscaping and Vegetation | To strengthen the small scale pattern of garden settings. | > New development should provide for the planting of vegetation suited to small garden areas. | <i>Lack of landscaping and vegetation.</i> |
| | | > | <i>Large areas of impervious surfaces.</i> |
| Siting | To provide space for front gardens. | > Buildings should be set back from the front boundary to accommodate a front garden. | <i>Loss of front garden space.</i> |
| | | To maintain and reinforce the existing rhythm of spacing between dwellings. | > In streets with predominantly terrace style housing, new dwellings should reflect the lack of side setbacks. > Where side setbacks are of a consistent size in the street, new development should reflect the existing pattern. |
| Height and Building Form | To ensure that new development is respectful of the dominant height and building form in the streetscape. To ensure that the height of new development does not overwhelm adjoining single storey period buildings | > The height of the front of new development should match adjoining wall heights. Where adjoining wall heights differ (e.g. single storey on one side and two or three storey on the other), a graduated transitional scale should be employed. | <i>Buildings that exceed by more than one storey the predominant building height in the street and nearby properties.</i> |
| | | > Upper levels that exceed the predominant building height in the street should be accommodated in the roof space or recessed from the front façade. | <i>New development that dominates existing single storey dwellings.</i> |
| | | > Where a new development abuts single storey dwellings on both sides, set back upper levels so that the higher elements are recessive in the streetscape. > Provide a pitched roof . | |
| Materials and Design Detail | To ensure that the use of materials and design detail in new development complements that of the predominant building styles in the street. | > New development should reflect the use of materials and reinterpret the design details of Edwardian and Victorian dwellings in a contemporary manner. | <i>Reproduction styles and detailing.</i> |
| | | > A restrained mix of materials should be used, especially for small sites. | <i>Large buildings with poorly articulated wall surfaces.</i> |
| | | > Articulate the form and façades of buildings through the use of different colours and materials, through the composition of openings and setbacks and through variations in wall surfaces. | <i>On small sites, the use of several differing materials and colours in building facades.</i> |
| | | > New dwellings should incorporate timber (weatherboards) or other non-masonry materials and use subdued colours on external finishes. | |
| Front Boundary Treatment | To maintain the openness of streetscapes. | > Provide a low front fence that allows views to the front garden and dwelling. | <i>High, solid front fences.</i> |
| | | > Provide a front fence that is compatible with the era of development and makes use of timber or other non-masonry materials. | |