

**11.03-1L-01 Activity centres**

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Proposed C203port

**Objective**

To maintain and strengthen a network of distinct, diverse, and viable activity centres that facilitate appropriate housing and economic growth.

**Strategies**

Ensure land use supports the strategic role and function of the activity centre.

Support land uses that contribute to the provision of goods and services for the local community in Major Activity Centres and Neighbourhood Activity Centres.

Intensify retail development within existing retail strips (Commercial 1 Zone), subject to heritage and character considerations.

Support commercial land uses beyond retail strips (Commercial 1 Zone) provided the use would:

- Improve the integration of the activity centre with the surrounding area.
- Respond to known retail gaps or shortfalls.
- Provide for additional or improved public space.

Support development within activity centres that positively contributes to the built form character of the centre whilst conserving heritage buildings, and streetscapes, and the distinctive and valued character of the traditional retail strips.

Encourage greater consistency in land use and built form intensity at the interface of activity centres and surrounding residential areas, including a transition in building scale to adjoining low-rise development.

Create continuous active frontages within core retail areas of Major Activity Centres and Neighbourhood Activity Centres with non-core retail uses located above or behind ground floor frontages.

Support residential development within Major Activity Centres and on key sites and precincts, as defined by Structure Plans.

Ensure residential development within activity centres does not diminish future opportunities for retail expansion, particularly within core retail areas.

Encourage retail development (including reformatting of retail space) that integrates with the established retail strip in response to a demonstrated increase in consumer demand.

Ensure that the heritage scale and form of buildings in the Bridport Street / Victoria Avenue, Albert Park; Armstrong Street, Middle Park; and Glen Eira Road, Ripponlea Neighbourhood Activity Centres, is respected.

Encourage residential use and development above or behind ground floor premises in Major Activity Centres and the Ormond Road / Glen Huntly Road Neighbourhood Activity Centre.

Limit residential development in the Neighbourhood Activity Centres of Tennyson Street, Elwood and Centre Avenue, Port Melbourne, being locations that do not offer direct access to the Principal Public Transport Network.

**Policy guideline**

Consider as relevant:

- Supporting new retail floor space exceeding 2000 square metres (Gross Leasable Floor Area) where there would be no adverse economic impacts.

**Objective**

To support in-centre cultural tourism that reflects each individual centre whilst minimising adverse amenity impacts.

### Strategies

Direct larger scale regional entertainment uses to the Bay Street Major Activity Centre, Port Melbourne and the St Kilda Major Activity Centre.

Support smaller scale local entertainment uses in Major Activity Centres and Neighbourhood Activity Centres provided there are no adverse impacts on residential amenity.

Allow bar uses in association with existing ground floor restaurants and cafes.

Support entertainment uses located outside designated activity centres, provided:

- There are no adverse amenity impacts on adjoining properties, including noise, hours or operation, traffic and car parking.
- There is convenient access to public transport or other transport means (for example taxi ranks).

### Policy documents

Consider as relevant:

*Bay St Activity Centre Structure Plan Parts 1 and 2* (City of Port Phillip, May 2014)

*Carlisle Street Activity Centre Structure Plan* (City of Port Phillip, 2009)

*Carlisle Street Activity Centre Urban Design Framework* (City of Port Phillip, 2009)

*City of Port Phillip Activity Centres Strategy* (City of Port Phillip, 2006)

*City of Port Phillip Activity Centres Strategy Implementation Plan* (City of Port Phillip, 2007)

*Ormond Road Urban Design Guidelines* (City of Port Phillip, 2007)

*South Melbourne Central Structure Plan* (City of Port Phillip, August 2007)