

### **11.03-1L-02 Bay Street Major Activity Centre**

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Proposed C203port

#### **Policy application**

This applies to the Bay Street Major Activity Centre, and environs, as shown on the map to this clause.

#### **General**

#### **Objective**

To ensure the continued development of the Bay Street Major Activity Centre as a multi-functional and sustainable bayside activity centre, a local civic and community hub with a strong sense of identity and community, and a wide range of goods and services, for locals and visitors.

#### **Strategies**

Reinforce the distinct and contrasting urban character of the different precincts of the Bay Street Major Activity Centre as shown on the map to this clause.

Encourage complementary land use clusters around key anchors including:

- The foreshore (for visitation).

- The supermarket (for grocery needs).

- The Library and Town Hall (for complementary retail, business and personal services).

Encourage use and development that leverage off the Port Melbourne waterfront as a visitor destination, particularly hospitality uses that support visitation to the activity centre, including after hours and at weekends.

Create a cultural, tourism, leisure and retail gateway and pedestrian environment in the Bay Street Southern Gateway (Precinct 4 on the map to this clause).

Support the provision of school facilities for primary and secondary school aged children and early childhood education and child-care services.

Support the redevelopment or reuse of larger sites south of Bridge Street that include retail anchors at ground level.

Facilitate the renewal of under-utilised sites and precincts across the centre including the desired future outcomes for the key strategic sites listed in Table 1 and shown on the map to this clause.

**Table 1 – Strategic renewal sites**

Key strategic site		Desired future outcome
A	<b>Corner Bay Street and Liardet Street</b> (Coles supermarket)	Residential, community and / or commercial uses above the existing retail anchor at ground level.  Existing car parking is to be retained with additional car parking for any new land use.
B	<b>7-33 Bay Street</b> (Mitchell Crescent Public Housing Estate)	Redevelopment should include social housing on upper levels and to the rear of the site, with no net loss of social housing.  Potential for a future retail anchor with active land uses along the Bay Street frontage.
C	<b>160 and 162 Bay Street</b> (church and manse)	Office or residential uses to the rear of the existing place of worship and manse.
D	<b>420 Bay Street</b> (service station site)	Residential development (dwellings).
E	<b>86 Crockford Street</b> (service station site)	Residential development (dwellings) and office based commercial activity.

## Housing

### Objective

To concentrate new housing growth opportunities in identified strategic precincts within the activity centre.

### Strategies

Concentrate housing growth (with some at higher densities) in the following listed areas:

The mixed use area (south of Graham Street).

Land on the north-western side of Crockford Street.

The under-utilised residential sites on the south-eastern side of Crockford Street and Bay Street, north of Spring Street.

Facilitate remaining opportunities for housing growth within the activity centre that responds to the heritage, low-rise character and amenity of the surrounding established residential areas.

Support development designed to either:

Protect and reinforce the existing character in areas with an identified highly consistent neighbourhood character.

Respond to the preferred neighbourhood character in areas identified as having a mixed character.

Facilitate a new contemporary higher-rise character in the mixed use area south of Graham Street while respecting remaining significant heritage places.

Protect residential amenity and character at the interface between the mixed use 'growth' area and established 'sensitive' residential areas south of Graham Street (generally between Dow Street and Stokes Street) through a transition down in building scale as indicated on the *Built Form Framework Plan* in the *Bay Street Activity Centre Structure Plan* (City of Port Phillip, 2014).

Encourage medium scale infill residential development on the southern side of Crockford Street.

### **Policy guideline**

Consider as relevant:

Designing development in residential areas to respond to neighbourhood character as identified in the *Bay Street Activity Centre Structure Plan* (City of Port Phillip, 2014) and the neighbourhood character statements for the Bay Street Major Activity Environs in the *Port Phillip Design Manual* (City of Port Phillip, 2000).

### **Urban structure and built form**

#### **Objective**

To reinforce the identity of Bay Street including its 'village' feel, urban structure and unique built form elements.

#### **Strategies**

Reinforce the low scale, heritage character of the traditional retail strip north of Graham Street.

Encourage street wall heights consistent with the prevailing streetscape context.

Maintain public view lines as identified on the *Built Form Framework Plan* in the *Bay Street Activity Centre Structure Plan* (City of Port Phillip, 2014), by limiting the height of development fronting Bay, Heath and Lalor Streets.

Create well articulated development (through variations in form and materials, openings and the inclusion of vertical design elements) on larger or consolidated sites (with a frontage over 10 metres).

Encourage development along Bay Street, north of Graham Street, to respect the scale of heritage buildings and continue the consistent street wall parapet height.

Design buildings to limit overshadowing and preserve core hours of sunlight access to public paths and foreshore areas.

### **Policy guideline**

Consider as relevant:

Designing development so that it avoids diminishing sunlight access on 21 June (winter solstice) to:

- The eastern footpath of Bay Street – between 10.00am and 3.00pm.
- The south-western side of Rouse Street – between 11.00am and 2.00pm.
- The foreshore area including bicycle and pedestrian paths.

## **Sustainable transport**

### **Objective**

To facilitate an integrated and sustainable transport network that supports Bay Street's primary role as a shopping street.

### **Strategies**

Enhance Bay Street and Beach Street as the primary spines of pedestrian activity.

Support improved walking and cycling links within Port Melbourne, particularly between Station Pier, Bay Street and the foreshore.

Reduce the impact of traffic along Bay Street to support a primary shopping street and pedestrian priority area.

### **Public realm**

### **Objective**

To strengthen the identity, connectivity and cohesion of the activity centre through enhancements to the public realm.

### **Strategies**

Reinforce the spatial definition, safety, convenience, and pedestrian accessibility and activation of streets, lanes and public spaces within the activity centre through development that:

- Provides cantilevered verandas over footpaths along the length of Bay Street and along 30 metre wide streets in the mixed use area.

- Creates a sense of street enclosure.

- Creates well-articulated, attractive and detailed facades on all visible elevations, including exposed boundary walls.

- Limits posted verandahs or other fixed structures at ground level unless strongly respectful of heritage conservation objectives.

- Minimises vehicle crossovers along Bay Street or Beach Street and along 'priority pedestrian' routes as identified on the *Pedestrian Network Framework Plan* in the *Bay Street Activity Centre Structure Plan* (City of Port Phillip, 2014).

- Encourages the provision and extension of canopies to offer weather protection and preserve footpath space for pedestrians throughout the retail core.

- Ensures that the floor levels of commercial premises development along Bay Street are level with the street.

Activate existing laneways through active land use edges and use the footpaths for street trading activities in main streets south of Graham Street.

Provide 'Active Retail Edges':

- Through the design of ground level premises:

- Along both sides of Bay Street south of Bridge Street.
- On the north-western side of Bay Street between Bridge and Raglan Streets.

- In locations identified on the *Pedestrian Network Framework Plan* in the *Bay Street Activity Centre Structure Plan* (City of Port Phillip, 2014) including:

- At the north- west corner of Bay Street and Pool Street.

- At the corners of Bay Street and Beach Street.
- Along both sides of Bay Street between Beach Street and Rouse Street.

Enable visual connections between building occupants and persons in the public realm through the creation of other 'Active Edges' along all other identified priority pedestrian spines or streets.

### **Crockford Street Precinct (DDO25)**

#### **Objective**

To facilitate the renewal of the Crockford Street precinct with commercial and residential land use.

#### **Strategies**

Ensure new use provides a sensitive interface, which is of a scale and nature that will not significantly impact the amenity of adjacent residential areas including development stepped down to the adjoining low scale residential context.

Support a vertical mix of uses to achieve active commercial frontages at ground level through office-based commercial activity with and residential uses at upper levels.

### **Lalor and Heath Street Precinct**

#### **Objective**

To create 'infill' residential development along the eastern side of Heath and Lalor Streets (Precinct 2 on the map to this clause).

#### **Strategies**

Maintain the residential character and amenity of Heath Street and limit commercial encroachment.

Support development that reinstates a residential edge in Heath, Lalor and Garton Streets with development at the rear of properties on Bay Street creating improved interfaces with existing residential properties.

Avoid commercial or industrial use development forms that may detrimentally impact the amenity of established residential areas.

Ensure that development on the Bay Street retail strip:

- Maintains the visual integrity of the street wall parapet along Bay Street.

- Is recessed from the Bay Street frontage so that it is not visible from the opposite side (property line) of Bay Street.

- Achieves a transition down in height to the established residential area opposite.

Reflect the fine grain building character of the precinct through vertical design elements in development.

Limit vehicle access and parking entrances in ground floor level façades.

#### **Policy guidelines**

Consider as relevant:

- Maintaining a 7 metre (equivalent to a two storey street wall) street-wall parapet to Heath and Lalor Streets.

- Maintaining a maximum overall building height of 14 metres (four storey four storey equivalent).

- Setting back upper levels from the Heath / Lalor Street front property boundary as follows:

- Any third level by a minimum of 3 metres.
- Any fourth level so that it is not visible from the opposite side of Heath / Lalor Streets, or from Bay Street when viewed from the opposite side of the street at standing eye level (1.6 metres).

A building form for development on corner sites with a principal frontage to Bridge, Spring, or Raglan streets that is:

- Setback behind the principal frontage so it is not visible when viewed from the opposite street frontage at standing eye level (1.6 metres) above the footpath level.
- A maximum overall height of two storeys / 7 metres.
- Designed to address all street frontages.

### **Town Hall Business Precinct**

#### **Objective**

To support use and development of a broad range of commercial uses that respect existing environs in the Town Hall Business Precinct (Precinct 3 on the map to this clause).

#### **Strategies**

Support office-based business and residential uses north of Bridge Street.

Create a business services node along Bay Street, between Bridge Street and Raglan Street.

Encourage street level and upper level residential and office uses in existing residential properties between Bridge Street and Spring Street East.

Encourage development of Bay Street, north of Spring Street East, to act as a transitional precinct providing for a mix of office and residential uses.

Ensure development on sites outside the Heritage Overlay:

Respects the scale of heritage properties opposite and further south along Bay Street.

Achieves a transition in scale to a site located directly adjacent to a heritage place and to the established residential area to the rear.

Creates a strong built form connection across underutilised sites.

Ensure that development to the rear of the Bay Street retail strip:

Maintains the visual integrity of the street wall parapet along Bay Street.

Achieves a transition down in height to the established residential area opposite.

#### **Policy guidelines**

Consider as relevant:

A street wall height of 2 storeys in Bay Street and 3 storeys in Lyons Street, with a maximum overall height of 4 storeys.

An 8 metre minimum parapet height with a 9.5 metre maximum street wall height along Bay Street.

Limiting development at the rear of 'significant' and 'contributory' heritage places that is visible within a view line taken from the opposite side of Bay Street (at 1.6 metres from street level).

Designing development on sites outside the Heritage Overlay to have a height no more than one storey above the prevailing heritage streetscape of Bay Street.

**Policy documents**

Consider as relevant:

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

*Port Phillip Design Manual – Chapter 8: Neighbourhood Character Statements – Bay Street Activity Centre Environs* (City of Port Phillip, 2000)

*Sustainable Transport Policy and Parking Rates Report* (Ratio, March 2007)

## Bay Street Major Activity Centre study area plan



### Precinct/Character Areas

- ① Crockford Street Precinct
- ② Lalor and Heath Street Edge
- ③ Town Hall Business Precinct
- ④ Bay Street Southern Gateway

### Key Strategic Sites

- Ⓐ Corner of Bay Street and Liardet Street
- Ⓑ 7-33 Bay Street
- Ⓒ 160 and 162 Bay Street
- Ⓓ 420 Bay Street
- Ⓔ 86 Crockford Street
- [Red dashed box] Study area boundary
- [Black outline] Activity Centre
- [Green fill] Open space
- [Dashed line with circle] Existing tram line / tram stop

- [Blue dashed line] Key walking links
- [Thick blue line] Highest priority pedestrian spines
- [Blue line] Priority pedestrian streets
- [Blue dotted line] Pedestrian laneways (retain existing access)
- [Pink dotted line] Pedestrian laneways (proposed new access)
- [Orange dashed line] Improve street level activation
- [Teal fill] Crockford St mixed office / residential renewal precinct
- [Purple fill] Facilitate commercial / residential land uses
- [Blue-grey fill] Facilitate business services and supporting niche retail
- [Yellow fill] Core retail with commercial
- [Orange fill] Mixed use, with emphasis on residential
- [Brown fill] Complementary tourism and leisure uses
- [Pink fill] Specialty retail
- [Hatched fill] Sensitive interface