

**11.03-1L-06 St Kilda Major Activity Centre**

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Proposed C203port

**Policy application**

This policy applies to all land in the St Kilda Major Activity Centre as defined by the boundaries of the Commercial 1 Zone along Fitzroy and Acland Streets, St Kilda.

**Objective**

To reinforce the St Kilda Major Activity Centre as a significant retail, recreational, tourism, entertainment and leisure destination, whilst managing the cumulative impacts on local amenity and community safety.

**Fitzroy Street**

**Strategies**

Retain the spacious boulevard atmosphere of Fitzroy Street.

Promote the tourism and entertainment role of Fitzroy Street, while maintaining the local retail servicing role, including core retail along Fitzroy Street between Princes and Acland Streets.

Encourage office and non-retail commercial uses north of Princes Street and facilitate a transition to St Kilda Junction.

Encourage non-retail commercial uses and residential development on the north-west side of Fitzroy Street, between Beaconsfield Parade and Canterbury Road.

Ensure the design of new development respects:

- The slope of the street toward the sea.
- The wide pavements and spacious character of Fitzroy Street.

**Acland Street**

**Strategies**

Promote the tourism and entertainment role of Acland Street, while retaining the distinctive village atmosphere and local retailing services role.

Ensure new development respects the strong seaside location and the low scale, fine grain built form at the street edge.

## St Kilda Major Activity Centre



- St Kilda Major Activity Centre
- Foreshore
- Foreshore parks
- Open space
- Landmarks
- Existing tram line / tram stop