

11.03-1L-06 St Kilda Major Activity Centre [new]

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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. [21.04-2 Table 2]. [new]

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. [21.06-6s6.6.8] [21.06-6V1, amended]

Fitzroy Street**Strategies**

Retain the spacious boulevard atmosphere of Fitzroy Street. [21.06-6V4, amended]

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. [21.06-6s6.6.9, amended] [blended]

Encourage office and non-retail commercial uses north of Princes Street and facilitate a transition to St Kilda Junction. [21.06-6s6.6.11, amended]

Encourage non-retail commercial uses and residential development on the north-west side of Fitzroy Street, between Beaconsfield Parade and Canterbury Road. [21.06-6s6.6.13, amended]

Ensure the design of new development respects: [21.06-6s6.6.15]

- The slope of the street toward the sea. [21.06-6s6.6.15dp2]
- The wide pavements and spacious character of Fitzroy Street. [21.06-6s6.6.15dp4, amended]

Acland Street**Strategies**

Promote the tourism and entertainment role of Acland Street, while retaining the distinctive village atmosphere and local retailing services role. [21.06-6V5, amended]

Ensure new development respects the strong seaside location and the low scale, fine grain built form [21.06-6V5] at the street edge. [21.06-6s6.6.20, amended]

St Kilda Major Activity Centre

