

**11.03-1L-04 Local and neighbourhood activity centres**

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Proposed C203port

**Policy application**

This policy applies to the local and neighbourhood activity centres, as shown on the map to this clause.

**Objective**

To reinforce the role and character of local and neighbourhood centres to provide goods, services and employment opportunities that serve the needs of the surrounding community.

**Strategies****Centre Avenue Neighbourhood Activity Centre, Port Melbourne**

Support the development of the centre by encouraging:

- A convenience goods and services role.
- Community facilities and services.

Build upon the centre's role as public transport terminus.

Maintain an attractive, streetscape with a high level of amenity for users of the centre.

**Bridport Street / Victoria Avenue Neighbourhood Activity Centre, Albert Park**

Support new licenced and entertainment premises provided there is on site car parking adequate to meet the needs of patrons and staff, and the use will complement the primary retail role of the centre.

Encourage community uses to establish in the centre.

Design development to respect the following elements:

- The predominant one and two storey scale of Victorian buildings, with higher development setback from the principle street to minimise its visibility.
- The prominence of landmark buildings including the 'Biltmore' (152 Bridport Street), the Windsor Hotel (107 Victoria Avenue), the Albert Park Hotel (85 Dundas Place) and the former ES&A Bank (95 Dundas Place).
- The consistent streetscape frontage widths to buildings.
- Views to Albert Park toward the Bay from Victoria Avenue.
- The island open space reserve (Broadway Tree Reserve) in Albert Park Village.

Support the reinstatement of original verandah forms to the commercial buildings on Bridport Street and Victoria Avenue.

**Armstrong Street Neighbourhood Activity Centre, Middle Park**

Support the daily and weekly retail goods and services role, and local entertainment role of the centre.

Design development to respect the following elements:

- The predominant 1 and 2 storey scale of Victorian buildings, with higher development setback from the principal street to minimise its visibility.
- The regular streetscape pattern created by consistent frontage widths to buildings.
- Views to Albert Park.

**Ormond / Glen Huntly Road Neighbourhood Activity Centre, Elwood**

Reinforce the primary daily / weekly retail goods and services role of Elwood Junction and Elwood Village.

Support new local entertainment premises in Elwood Junction and Elwood Village, provided there is on site car parking adequate to meet the needs of patrons and staff, and the use will complement the primary retail role of the centre.

Encourage moderate intensification of housing.

**Tennyson Street Neighbourhood Activity Centre, Elwood**

Support the daily and weekly retail goods and services role of the centre.

Design development to respect the following elements:

- The two storey scale of buildings.
- The zero frontage setbacks.
- The mature street trees.

**Glen Eira Road Neighbourhood Activity Centre, Ripponlea**

Support the daily and weekly retail goods and services role of the centre.

Support new local entertainment uses provided there is adequate on site car parking, and the use will complement the primary retail role of this centre.

Design development to respect the following elements:

- The consistent two storey scale of the centre, architectural style and streetscape pattern of Federation and Inter-war buildings.
- The zero frontage setbacks of buildings.
- The Ripponlea Railway Station and surrounding reserve that defines the western end of the centre.

**Brighton Road Local Activity Centre, St Kilda (Elwood)**

Support a convenience retail goods and services role for the centre, that maximises opportunities to improve the economic viability of the centre and strengthen its appeal to passing trade.

Design development to respect the predominant two storey scale of development in Brighton Road, and the consistent streetscape pattern and grain created by the inter-war shop fronts.

**Inkerman Street / Grey Street Local Activity Centre, St Kilda**

Encourage a convenience retail goods and services role for the centre.

Encourage a zero street setback from front boundaries in Barkly, Vale and Inkerman Streets.

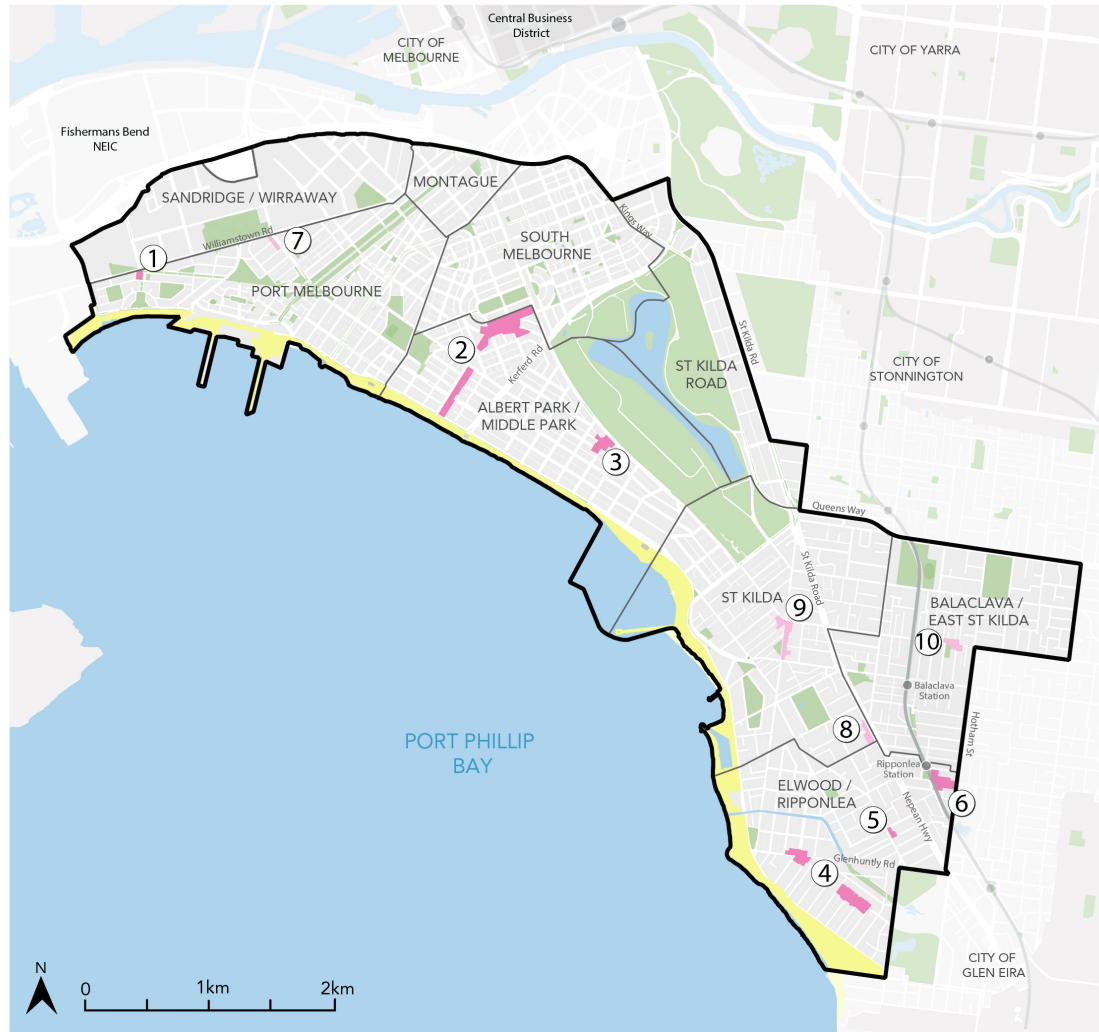
**Inkerman Street Local Activity Centre, St Kilda East**

Encourage a convenience retailing, and personal / business services role for the centre.

Design development to respect the following elements:

- The predominant two storey building scale of the centre.
- The zero frontage setbacks of buildings.
- The park at the corner of Orange Grove and Inkerman Street.

## Local and neighbourhood activity centres



### LEGEND

Municipal boundary

Neighbourhood Activity Centre

Local Activity Centre

- ① Centre Avenue Neighbourhood Activity Centre (Port Melbourne)
- ② Bridport Street / Victoria Avenue Neighbourhood Activity Centre (Albert Park)
- ③ Armstrong Street Neighbourhood Activity Centre (Middle Park)
- ④ Ormond / Glen Huntly Road Neighbourhood Activity Centre (Elwood)
- ⑤ Tennyson Street Neighbourhood Activity Centre (Elwood)
- ⑥ Glen Eira Road Neighbourhood Activity Centre (Ripponlea)
- ⑦ Graham Street Local Activity Centre (Port Melbourne)
- ⑧ Brighton Road Local Activity Centre, St Kilda (Elwood)
- ⑨ Inkerman Street / Grey Street Local Activity Centre (St Kilda)
- ⑩ Inkerman Street Local Activity Centre (St Kilda East)