

BRIGHTON LOCAL SECTION

**OUTLINE DEVELOPMENT PLAN
FOR THE
BAY STREET COMMERCIAL
AND
COMMUNITY ACTIVITY CENTRE**

URB

URB
711.
5522
09
BAY

**Bayside Planning Scheme
REFERENCE DOCUMENT**
Planning Library Copy Do Not Remove

BRIGHTON LOCAL SECTION

OUTLINE DEVELOPMENT PLAN FOR THE BAY STREET CENTRE

The most prominent character components of the Bay Street Centre are:

1. The strong impact of the street trees (Golden Elms) in the central section of the Centre.
2. The length of this strip centre.
3. The Retail Core area of the Centre.
4. The attractive, often Victorian era, two storey facades and parapets dotted along the length of the Centre which contribute to the visual quality and character of this Centre.
5. The at-grade rail crossing and associated buildings.
6. The existing number of arcade links.

BRIGHTON LOCAL SECTION

RECOMMENDATIONS

1. Actions as noted on the Outline Development Plan. Some actions are site specific and others are applicable throughout the Centre or portions of the Centre.
2. Development of a design theme for the Centre. A garden/landscape image or theme for the Centre is suitable due to the established attractive street trees. An appropriate paving material throughout the Centre is required to give a soft informal garden character and to enhance the image of the street trees. Street furniture should be light metal framed "garden style" benches curved around the tree trunks or in park bench form. Rubbish bins should match and be located close to, but not attached to the seats. The retention, restoration or reinstatement of Victorian style post supported verandahs is encouraged to reinforce the historic character and charm of the Centre.

ACTIONS

General

1. Pedestrian image/priority for footpath areas need to be highlighted using different paving materials and treatments.
2. Provide attractive tree surrounds to existing trees (tree grates, metal barriers, etc.) integrated with the overall street furniture design for the Centre. Tree growth potential should also be enhanced through use of tree grates.
3. Establish "garden/landscape" oriented character for the Centre to consolidate its strong visual character as provided by the existing street trees.
4. The dominant Victorian era buildings should be enhanced with sympathetic streetscape treatments.
5. Encourage recessed entrance areas to shops to help widen actual and perceived footpath/pedestrian area.
6. Provide seating at appropriate locations sympathetic with the character of the streetscape.
7. Implement Council's Advertising sign policy by co-ordinating the size and location of under-verandah signs. The under-verandah signs are important in this Centre, as the street trees restrict vision to upper floor facade signs.

The under-verandah signs should be internally illuminated to focus attention to the under-verandah area and adjacent to retail frontages. It is recommended that the bottom-edge of signs align at 2.8 metres above footpath level and be centred on the footpath width.

BRIGHTON LOCAL SECTION

8. Full width verandahs to be encouraged to all frontages to maintain continuity of weather protection.
9. Non-retail frontages to be minimised in width and where possible replaced by retail frontages adding detail and interest at street level.
10. Footpath widenings should be improved to include seating and display areas. Purpose designed display trolleys with canopies, etc., could be included in these widenings with their design reinforcing the Centre's street furniture design.
11. Side lanes throughout the Centre should be screened with a solid fence and gate to focus attention on the street frontage.
12. Advertising boards should not be permitted on the footpath area due to the restricted width of the footpath and interference to pedestrian movement.
13. Black is not recommended as an under-verandah soffit lining colour due to its oppressive nature. Lighter colours are recommended for light reflection. Uniformity in verandah soffit colours would also be desirable to assist in focusing shopper attention on shopfront areas.
14. Provide appropriate species of trees in side streets that intersect with Bay Street, with the aim of improving landscape quality of adjacent streets.
15. The vistas in both directions along the street include mature landscaping. These vistas are to be retained as contributory to the landscape context of the Centre.
16. Encourage uniformity of paint colours to upper floor facades that complement the dominant Victorian era of the Centre.
17. Provide directional signage to the Railway Station.
18. Lighting appropriate to the era of the streetscape should be provided.
19. Encourage setbacks and seating areas adjacent to portions of the footpath in new developments to improve streetscape appearance and amenity.
20. Co-ordinate front setback landscaping to a common theme to help strengthen the Centre's visual quality and appeal.
21. Provide seating areas at the base of trees where appropriate but less frequently than in the Retail Core area of Centre to the east.

BRIGHTON LOCAL SECTION

ACTIONS (Cont'd)

22. Punctuate length of street by providing specific tree planting contrasting to the Golden Elms at key nodal locations, eg. Post Office, arcade link, etc. A suitable tree is a Jacaranda due to its different form and colour and soft garden/park like character.

Specific: Refer to Outline Development Plan for the Bay Street Centre

1. Extend street trees in side streets to the intersection to reinforce presence and attractiveness of this entrance.
2. Existing commercial building at the corner is an important "Gateway" element to the Retail Core area of Bay Street to the east.
3. Redevelopment of this site is desirable to establish a more attractive and commercially oriented entrance element to the Centre.
4. Retain two storey Victorian era buildings as contributory streetscape built form character elements.
5. Encourage redevelopment in this area for high quality designed small office uses.
6. Encourage retention of Bank building as significant built form streetscape element.
7. Encourage redevelopment of this large area for more intensive use with greater streetscape presence to link the two storey streetscape to each side.
8. Retain off-street parking area. An attractive arcade link to Bay Street would be desirable.
9. Extend the Golden Elm street tree planting in Bay Street at a similar spacing for the full length (westward extent) of the commercial area to integrate the total area, to define its physical extent and to upgrade the character of this western section. Co-ordination to street furniture items is also important.
10. Provide canopy street tree planting to St. Andrews Street south of Bay Street, to improve visual quality, to define an edge to the Centre and to reflect the existing planting in Asling Street (the north side of Bay Street).
11. Retain corner buildings for the significant image/built form component they provide for the Centre.
12. Provide shade trees to parking area.

BRIGHTON LOCAL SECTION

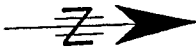
**Specific: Refer to Outline Development Plan for the Bay Street Centre
(Cont'd)**

13. Improve appearance at rear of shop by encouraging uniform fencing materials and screen planting.
14. Provide new fencing to rail area to enhance the character of the station buildings.
15. Retention of arcade and plaza leading to off-street parking space is desirable. This entrance should be highlighted with a footpath widening adjacent to the tree and a seating area included.
16. Retain significant corner Bank building.
17. Fencing to all footpath crossing points of rail line and ramps to the Railway Station should be made similar and co-ordinated in design with the other street furniture items.
18. An at-grade well-defined pedestrian crossing area should be provided for each side of Bay Street.
19. Provide landscape screen to rail line area with tall columnar planting in railway reserve area, and/or shade trees planted in parallel parking area.
20. Canopy street planting should be provided in Warleigh Grove to improve the image of this area and to provide a more defined edge to the Centre.
21. Ensure retention of these significant two storey facades which are well located between two street trees.
22. Public toilet location should be clearly signposted from Bay Street.
23. Ensure parking areas are attractively landscaped with shade trees and landscape screening to fences.
24. Provide focal seating area at Willansby Avenue.
25. Encourage the utilisation of these rear yard areas for car parking in conjunction with the adjacent existing off-street parking areas.
26. Additional off-street parking at the eastern end of the Centre would be desirable to rectify imbalance in distribution of parking facilities and to link through to Bay Street frontage via arcade. The area to the rear of the Post Office utilising the lane to the side of the Post Office should also be considered in terms of additional car parking.
27. Paving to the Post Office setback area to be the same as the footpath area. In addition, a more attractively designed seating area using the standard seat design for the Centre should be developed in this setback area.

BRIGHTON LOCAL SECTION

**Specific: Refer to Outline Development Plan for the Bay Street Centre
(Cont'd)**

28. Relocate setback area parking to improve pedestrian safety and convenience. Landscaped seating areas could be incorporated as part of the existing asphalt area.
29. Retention of attractive taller two storey building facades as they form an important built form linking element along the streetscape.
30. Encourage renovation of these buildings including the restoration of verandahs, as they are a key commercial image element at the entrance to the Centre.
31. Landscape upgrading to this property frontage is desirable to help enhance the strong attractive private landscape quality of this area.
32. Extend the Golden Elm street tree planting to Warriston Street thus reinforcing a strong image element at this entrance way to the Centre.
33. Retention of the Church building is desirable as a landmark element and entrance feature to the Centre.
34. Re-use of residential buildings for commercial use is appropriate if residential character and scale is maintained. Two Storey commercial scale buildings should not be constructed as they would detract from the existing character of the area.



Not to scale.

**CITY OF BRIGHTON
OUTLINE DEVELOPMENT
BAY STREET CENTRE
KEY PLAN**

