WHO IS THE PLANNING AUTHORITY?
This amendment has been prepared by the Bayside City Council, who is the planning authority for this amendment.
The amendment has been made at the request of Bayside City Council.

LAND AFFECTED BY THE AMENDMENT
The amendment applies to the land shown in attachment 1 and described as follows:

SMALL NEIGHBOURHOOD ACTIVITY CENTRES (SNAC)
1. Hawthorn Road Shopping Centre, Brighton East – All the land within the Commercial 1 Zone at the corner of Hawthorn Road and North Road.
2. East Brighton Shopping Centre, Brighton East – All the land within the Commercial 1 Zone at the corner of Hawthorn Road and Nepean Highway.
3. South Road Plaza, Hampton – All the land within the Commercial 1 Zone at the corner of Bluff Road and South Road.
4. Dendy Village, Brighton – All the land within the Commercial 1 Zone at the corner of Hampton Street and Marriage Road/Pine Street and 767A Hampton Street.
5. Bluff Road and Higlett Road, Hampton – All the land within the Commercial 1 Zone generally at the corner of Bluff Road and Higlett Road.
6. Bluff Road and Bay Road, Sandringham – All the land within the Commercial 1 Zone at the corner of Bluff Road and Bay Road.
7. Bay Road and Avoca Street, Higlett – All the land within the Commercial 1 Zone at the corner of Bay Road and Avoca Street/Tibrockney Street.
8. Bay Road and Jack Road, Cheltenham – All the land within the Commercial 1 Zone at the corner of Bay Road and Jack Road/Mernda Avenue and 338 Bay Road Cheltenham.
9. Bluff Road and Love Street, Black Rock – All the land within the Mixed Use Zone fronting Bluff Road between Love and Eliza Streets.
10. Seaview Shopping Centre, Beaumaris – All the land within the Commercial 1 Zone fronting Balcombe Road generally between Tramway Parade and Cromer Road and Michael and Church Streets and 352 Balcombe Road.
11. Balcombe Road and Charman Road, Beaumaris – All the land within the Commercial 1 Zone at the corner of Balcombe and Charman Road.
12. Balcombe Park, Beaumaris – All the land within the Mixed Use Zone at the corner of Balcombe Road and Haydens Road.
13. Bluff Road and Edward Street, Black Rock/Sandringham – All the land within the Commercial 1 Zone at the corner of Bluff Road and Edward Street and 184 Bluff Road, Black Rock.
14. Thomas and Egan Street, Brighton East – All the land within the Commercial 1 Zone at the corner of Thomas Street and Egan Street, Brighton East.
15. Brighton Beach (Were Street), Brighton – All the land within the Commercial 1 Zone generally at the corners of Were Street and Hanby/Arthur Street and Cavendish Place.

16. Ludstone Street, Hampton – All the land within the Commercial 1 Zone at the corner of Ludstone and Kingston Streets.

17. Keith Street and Widdop Crescent, Hampton East – Numbers 1-17 Keith Street, Hampton East.

18. Highett and Spring Road (Little Highett Village), Highett – All the land within the Commercial 1 Zone at the corner of Highett Road and Spring Road.

19. Keys Street Shopping Centre, Beaumaris – All the land within the Commercial 1 Zone generally at the corner of Keys Street and Beach Road/Keys Street and Tramway Parade.

20. New Street and Bay Street, Brighton – All the land within the Commercial 1 Zone generally at the corner of New Street, Bay Street and Barkly Street, as well as 298 New Street, 311 New Street, and 331 New Street Brighton.

21. Esplanade & Grosvenor Street, Middle Brighton – All the land within the Commercial 1 Zone between Grosvenor Street and Chelsea Street.

22. Bluff Road and Spring Street, Sandringham – All the land within the Mixed Use Zone at the corner of Bluff Road and Spring Street.

23. Bluff Road and Arranmore Avenue, Black Rock – All the land within the Mixed Use Zone at the corner of Bluff Road and Arranmore Avenue.

24. Weatherall Road Shopping Centre, Cheltenham – All the land within the Mixed Use Zone fronting Weatherall Road between Parkside Street and McNamara Street.

**Small Commercial Activity Centres (SCAC) – Mixed Use**

25. South Road and Esplanade Avenue, Brighton – All the land within the Mixed Use Zone generally between Brighton Beach Station and Canterbury Place, land within the Commercial 1 Zone at the corner of South Road and Esplanade Avenue.

26. Beach Road and Georgiana Street, Sandringham/Hampton – All the land fronting Beach Road within the Commercial 1 Zone between Georgiana Street and Bridge Street and 72-75 Beach Road, Hampton.

27. New Street and Martin Street Brighton – All the land within the Commercial 1 Zone to the north of Martin Street (410-432 New Street and 59 Martin Street).

**Small Commercial Activity Centres (SCAC) – Highway Oriented**

28. Nepean Highway and Milroy Street, Brighton East – All the land within the Commercial 1 Zone at the corner of Nepean Highway and Milroy Street, including 2A Cambridge Street, Brighton East.

29. Nepean Highway and Union Street, Brighton East – All the land in the Commercial 1 Zone between Milroy Street and Hurlingham Park, the land within the Neighbourhood Residential Zone at 479 Nepean Highway and land within the Public Use Zone 1 at 411 Nepean Highway Brighton East.

30. Nepean Highway and Centre Road, Brighton East – All land within the Commercial 1 zone between Charlotte Street and 643 Nepean Highway, Brighton East.
What the amendment does

The amendment implements the recommendations of the Bayside Small Activity Centres Strategy (2014). Specifically it:

- Amends the Municipal Strategic Statement at Clause 21.02 to include reference to Small Neighbourhood Activity Centres and Small Commercial Activity Centres.
- Amends the Municipal Strategic Statement at Clause 21.06 to identify new strategies to guide development of Small Neighbourhood and Small Commercial Activity Centres.
- Amends the Municipal Strategic Statement at Clause 21.07 to update the description of activity centres and include a list of Small Neighbourhood and Small Commercial Activity Centres. Introduces new Key Issues, Objectives and Strategies relevant to Small Neighbourhood and Small Commercial Activity Centres.
- Amends the Municipal Strategic Statement at Clause 21.11 to introduce the role and vision for Small Neighbourhood and Small Commercial Activity Centres.
- Inserts a new reference document titled Bayside Small Activity Centre Strategy (June 2014) at Clauses 21.02, 21.06, 21.07 and 21.11.
- Deletes the Design and Development Overlay Schedules 1, 2 and 3 from a number of centres (see Table 1).
- Applies the Design and Development Overlay Schedule 13, 14, 15, 16, 17 and 19 to a number of centres (see Table 1).
- Rezones a number of parcels of land (see Table 1).
- Amends the Schedule to Clause 52.28-4 to include Small Neighbourhood Activity Centres in the list of centres where gaming is prohibited.

Table 1 – Proposed Overlay and zoning changes

<table>
<thead>
<tr>
<th>Small Neighbourhood Activity Centre</th>
<th>Proposed change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Hawthorn Road Shopping Centre</td>
<td>Delete the Design and Development Overlay Schedule 2 (DDO2)</td>
</tr>
<tr>
<td>All land within the Commercial 1 Zone at the corner of Hawthorn Road and North Road.</td>
<td>Apply a Design and Development Overlay Schedule 14 (DDO14)</td>
</tr>
<tr>
<td>2. East Brighton Shopping Centre</td>
<td>Delete the DDO2</td>
</tr>
<tr>
<td>All the land within the Commercial 1 Zone at the corner of Hawthorn Road and Nepean Highway.</td>
<td>Apply a DDO16</td>
</tr>
<tr>
<td>3. South Road Plaza, Hampton</td>
<td>Delete the DDO2</td>
</tr>
<tr>
<td>All the land within the Commercial 1 Zone at the corner of Bluff Road and South Road.</td>
<td>Apply a DDO15</td>
</tr>
<tr>
<td>4. Dendy Village, Brighton</td>
<td>Delete the DDO2 from the Commercial 1 Zone</td>
</tr>
<tr>
<td>All the land within the Commercial 1 Zone at the corner of Hampton Street and Marriage Road/Pine Street and 767A Hampton Street.</td>
<td>Delete the DDO3 from 767A Hampton Street</td>
</tr>
<tr>
<td></td>
<td>Apply a DDO14</td>
</tr>
<tr>
<td></td>
<td>Rezone 767A Hampton Street (the land used for a car park associated with the Dendy Village</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>
| 5. | **Bluff Road and Hightett Road, Hampton**  
*All the land within the Commercial 1 Zone generally at the corner of Bluff Road and Hightett Road.* | Delete the DDO2  
Apply a DDO14 to all land within the C1Z, except 361-371 Bluff Road, Hampton.  
Apply a DDO15 to 357-371 Bluff Road, Hampton. |
| 6. | **Bluff Road and Bay Road, Sandringham/Hightett**  
*All the land within the Commercial 1 Zone at the corner of Bluff Road and Bay Road.* | Delete the DDO2  
Apply a DDO14 |
| 7. | **Bay Road and Avoca Street, Hightett**  
*All the land within the Commercial 1 Zone at the corner of Bay Road and Avoca Street/Tibrockney Street.* | Delete the DDO2  
Apply a DDO14 |
| 8. | **Bay Road and Jack Road, Cheltenham**  
*All the land within the Commercial 1 Zone at the corner of Bay Road and Jack Road/Mernda Avenue (except 338 Bay Road).* | Delete the DDO2  
Apply a DDO14  
Rezone 338 Bay Road from Commercial 1 Zone (C1Z) to General Residential Zone 1 (GRZ1). |
| 9. | **Bluff Road and Love Street, Black Rock**  
*All the land within the Mixed Use Zone fronting Bluff Road between Love and Eliza Streets.* | Delete the DDO2  
Apply a DDO14  
Rezone the land from MUZ to C1Z. |
| 10. | **Seaview Shopping Centre, Beaumaris**  
*All the land within the Commercial 1 Zone fronting Balcombe Road generally between Tramway Parade and Cromer Road and Michael and Church Streets and 352 Balcombe Road.* | Delete the DDO2  
Apply a DDO14 |
| 11. | **Balcombe Road and Charman Road, Beaumaris**  
*All the land within the Commercial 1 Zone at the corner of Balcombe and Charman Road.* | Delete the DDO2  
Apply a DDO14 |
<table>
<thead>
<tr>
<th></th>
<th>Location Description</th>
<th>Action Details</th>
</tr>
</thead>
</table>
| 12. | Balcombe Park, Beaumaris All the land within the Mixed Use Zone at the corner of Balcombe Road and Haydens Road | Delete the DDO2  
Apply a DDO14  
Rezone the land from MUZ to C1Z |
| 13. | Bluff Road and Edward Street, Black Rock/Sandringham  
All the land within the Commercial 1 Zone at the corner of Bluff Road and Edward Street and 184 Bluff Road, Black Rock. | Delete the DDO2 and DDO3  
Apply a DDO14 on the land at 177, 179,181,183,185, 187 and 189 Bluff Road  
Apply a DDO13 on 184 Bluff Road |
| 14. | Thomas Street and Egan Street, Brighton East  
All the land within the Commercial 1 Zone. | Delete the DDO2  
Apply a DDO14 |
| 15. | Brighton Beach (Were Street), Brighton  
All the land within the Commercial 1 Zone generally at the corners of Were Street and Hanby/Arthur Street and Cavendish Place. | Delete the DDO2  
Apply a DDO14 |
| 16. | Ludstone Street, Hampton  
All the land within the Commercial 1 Zone at the corner of Ludstone and Kingston Streets. | Delete the DDO2  
Apply a DDO13 |
| 17. | Keith Street and Widdop Crescent, Hampton East  
Numbers 1-17 Keith Street, Hampton East | Delete the DDO2  
Apply a DDO13 |
| 18. | Highett Road and Spring Road (Little Highett Village), Highett  
All the land within the Commercial 1 Zone at the corner of Highett Road and Spring Road. | Delete the DDO2  
Apply a DDO13 |
| 19. | Keys Street Shopping Centre, Beaumaris  
All the land within the Commercial 1 Zone generally at the corner of Keys Street and Beach Road/Keys Street and Tramway Parade. | Delete the DDO1  
Apply a DDO17 |
| 20. | New Street and Bay Street, Brighton  
All the land within the Commercial 1 Zone generally at the corner of New Street, Bay Street and Barkly Street. | Delete the DDO2  
Apply a DDO15  
Rezone 298-300 New Street, Brighton; 81-89 Bay Street, Brighton; 101 Bay Street, Brighton and 331 New Street, Brighton from the Neighbourhood Residential Zone to the Commercial 1 Zone.  
Rezone 311 New Street, Brighton from the Commercial 1 Zone to the Neighbourhood Residential Zone.  
Amend the Design and Development Overlay Schedule 3 boundaries to correspond with the Neighbourhood Residential Zone. |
| 21. | Esplanade and Grosvenor Street, Middle Brighton  
All the land within the Commercial 1 Zone between Grosvenor Street and Chelsea Street. | Delete the DDO1  
Apply a DDO17 |
| 22. | Bluff Road and Spring Street, Sandringham  
All the land within the Mixed Use Zone at the corner of Bluff Road and Spring Street. | Delete the DDO2  
Apply a DDO14  
Rezone the land from MUZ to C1Z. |
| 23. | Bluff Road and Arranmore Avenue, Black Rock  
All the land within the Mixed Use Zone at the corner of Bluff Road and Arranmore Avenue | Delete the DDO2  
Apply a DDO14  
Rezone the land from MUZ to C1Z. |
| 24. | Weatherall Road Shopping Centre, Cheltenham  
All the land within the Mixed Use Zone fronting Weatherall Road between Parkside Street and McNamara Street. | Delete the DDO2  
Apply a DDO14  
Rezone the land from MUZ to C1Z. |
| 25. | South Road and Esplanade Avenue, Brighton  
All the land within the Mixed Use Zone generally between Brighton Beach Station and Canterbury Place, land within the Commercial 1 Zone at the corner of South Road and Esplanade Avenue (except 1A Esplanade Avenue). | Delete the DDO1  
Apply a DDO19 |
| 26. | Beach Road and Georgiana Street, Sandringham  
*All the land fronting Beach Road within the Commercial 1 Zone between Georgiana Street and Bridge Street and 72-75 Beach Road, Hampton.* | Delete the DDO1  
Apply a DDO14  
Rezone 72 - 75 Beach Road (a petrol station) to from NRZ3 to C1Z. |
| 27. | New and Martin Street, Brighton  
*All the land within the Commercial 1 Zone to the north of Martin Street (410-432 New Street and 59 Martin Street).* | Delete the DDO2  
Apply a DDO14 |
| 28. | Weatherall Road and Morey Road, Cheltenham  
*All the land within the Commercial 1 Zone at the corner of Weatherall Road and Morey Road* | Delete the DDO2  
Apply a DDO13 |

**Small Commercial Activity Centre – Highway Oriented**

| 29. | Nepean Highway and Milroy Street, Brighton East  
*All the land within the Commercial 1 Zone at the corner of Nepean Highway and Milroy Street.* | Delete the DDO2  
Apply a DDO15 |
| 30. | Nepean Highway and Union Street, Brighton East  
*All the land in the Commercial 1 Zone between Milroy Street and Hurlingham Park, the land within the Neighbourhood Residential Zone at 479 Nepean Highway and land within the Public Use Zone 1 at 411 Nepean Highway Brighton East.* | Delete the DDO2 and the DDO3  
Apply a DDO15  
Rezone the portion of land along the eastern boundary of 479 Nepean Highway zoned Neighbourhood Residential 3 (NRZ3) to Commercial 1 Zone (C1Z). |
| 31. | Nepean Highway and Centre Road, Brighton East  
*All land within the Commercial 1 zone between Charlotte Street and 643 Nepean Highway, Brighton East.* | Delete the DDO2  
Apply a DDO15 |
### Declassified centres

<table>
<thead>
<tr>
<th>Number</th>
<th>Location</th>
<th>Proposed change</th>
</tr>
</thead>
<tbody>
<tr>
<td>32.</td>
<td>Nepean Highway and North Road, Brighton East</td>
<td>Rezone the land from General Residential Zone Schedule 1 to General Residential Zone Schedule 7</td>
</tr>
<tr>
<td></td>
<td>Numbers 301-307 Nepean Highway and 172, 178-188 North Road, Brighton East</td>
<td></td>
</tr>
</tbody>
</table>

### Strategic assessment of the amendment

#### Why is the amendment required?

The amendment is required to implement the *Bayside Small Activity Centre Strategy (2014)* (SAC Strategy).

The SAC Strategy recommends planning controls and policies in Bayside’s small activity centres in order to:

- Support the commercial role of centres
- Support convenience retailing and the social role that the centres play;
- Better define the role and function of the centres; and
- Guide built form within the centres.

These controls include a mix of mandatory and discretionary building height and setback requirements as well as design objective’s that recognise the role and function of each centre and capacity for development. Rezoning of some centres is also proposed to support their identified role.

The amendment also seeks to implement the recommendations of the *Bayside Small Activity Centres Urban Design and Built Form Review* (December 2017) and *Small Activity Centres Strategy - Economic Analysis* (September 2017). These documents are the result of a review of the SAC Strategy and provide recommendations that have informed further refinements to the Amendment.

Changes to the Schedule to Clause 52.28-4 are also proposed to ensure gaming is prohibited in all Small Neighbourhood Activity Centres. This supports Clause 22.09 Gaming Policy in the Bayside Planning Scheme which seeks to ensure that gaming machines are not located in Neighbourhood Activity Centres so that the opportunities for convenience gaming are minimised.

The amendment follows on from the *Bayside Housing Strategy 2012*, which identified a number of smaller order activity centres in Bayside as locations where additional small scale residential development can be located. Currently there is limited policy guidance in the Bayside Planning Scheme for these activity centres.

#### How does the amendment implement the objectives of planning in Victoria?

The amendment implements the objectives of planning in Victoria as outlined in Section 4 of the *Planning and Environment Act 1987* to;

a) Provide for the fair, orderly, economic and sustainable use and development of the land;
b) Secure a pleasant, efficient and safe working, living and recreational environment for all Victorians and visitors to Victoria;
c) Conserve and enhance those buildings, areas or other places which are of scientific, aesthetic, architectural or historical interest, or otherwise of special cultural value; and
d) Balance the present and future interests of all Victorians.

The Amendment implements these objectives by introducing land use and built form controls to the Bayside Planning Scheme in the form of planning policies, zones and overlays that better manage the smaller order activity centres in Bayside.

The amendment gives effect to the policies and objectives set out for Neighbourhood Activity Centres in Plan Melbourne. Plan Melbourne and the State Planning Policy Framework promotes the concept of the '20 minute neighbourhood', where all residents have excellent access to a wide range of local amenities and services, including shops, schools, public transport, parks and community services.

Plan Melbourne outlines a set of initiatives promoting density in defined locations to support a 20 minute neighbourhood (Direction 2.1). In particular, Policy 2.1.2 supports a network of vibrant Neighbourhood Activity Centres. The application of mandatory controls in Neighbourhood Activity Centres is given a level of strategic support by directions and initiatives in Plan Melbourne (Policy 5.1.2).

**How does the amendment address any environmental, social and economic effects?**

It is considered that the amendment will deliver positive environmental effects by encouraging appropriate development in small activity centres and strategic redevelopment sites to optimise the use of existing infrastructure.

The amendment also seeks to reduce car dependency and support public transport use by increasing the number and diversity of dwellings in the form of shop-top housing within Small Neighbourhood Activity Centres and Small Commercial Activity Centres which have also been identified as Strategic Redevelopment Sites, centres where services and public transport exist.

The Amendment will have positive social effects because it encourages community interaction through the provision of local services and cafes. Shop-top housing is also encouraged in Small Neighbourhood Activity Centres and identified Strategic Redevelopment Sites which provides opportunities to increase the supply of more affordable housing options within Bayside. In addition, prohibiting gaming machines in Small Neighbourhood Activity Centres will minimise the opportunities for convenience gaming and reduce the risk of harm from gaming and the incidence of problem gambling.

The Amendment also encourages active ground floor frontages within small activity centres which helps to create a safe and attractive pedestrian environment whilst shop-top housing, in keeping with the surrounding residential context, will provide activity and passive surveillance to the public realm.

The Amendment will have positive economic effects because it provides planning controls and policies for Bayside’s small activity centres where there is currently no direction or guidelines provided. These planning policies and controls seek to support the important role these centres play in accommodating smaller retail and commercial premises, supporting local jobs and enterprise and community interaction. In addition, encouraging shop-top housing in Small Neighbourhood Activity Centres and identified as Strategic Redevelopment Sites will increase the number of people in the centre, supporting existing convenience retailing.

**Does the amendment address relevant bushfire risk?**

The land affected by this Amendment is not covered by the Bushfire Management Overlay. It is not considered that this Amendment will have any implications for bushfire risk.

**Does the amendment comply with the requirements of any Minister’s Direction applicable to the amendment?**
Ministerial Direction No. 7

The Amendment is consistent with the Ministerial Direction on the Form and Content of Planning Schemes pursuant to Section 7(5) of the Planning and Environment Act 1987 (the Act).

Section 12(2)(a) of the Act requires that in preparing a planning scheme amendment a planning authority must have regard to the Minister’s directions.

Ministerial Direction No. 9

The Amendment has been prepared with regard to Ministerial Direction No. 9 - Metropolitan Planning Strategy. The Amendment is consistent with the following principles and directions within Plan Melbourne:

- **Direction 1.2** which aims to plan for jobs closer to where people live and includes an policy to support local government to plan for their activity centres. The Amendment supports the development of a hierarchical network of activity centres in Bayside. The policy ensures a balance between protecting their commercial activity and encouraging residential growth around the centres, which in turn strengthens the centres’ economic viability and employment providing role. The policy will allow these centres to contribute to the development of 20-minute neighbourhoods by reinforcing their economic role in providing convenience retail, specialised services and additional employment opportunities.

- **Direction 2.1** which seeks to understand and plan for expected housing needs. This direction includes a policy to facilitate an increased percentage of new housing in established areas to create city of ‘20-minute’ neighbourhoods close to existing services, jobs and public transport. The direction also includes a policy to provide certainty about the scale of growth in the suburbs. The Amendment follows on from the Bayside Housing Strategy 2012, which set out how expected housing needs would be planned and managed over a 20 year period. It identified a number of smaller order activity centres in Bayside as locations where additional small scale residential development can be located. This Amendment provides guidance on the type and scale of development that is appropriate in these smaller order activity centres in addition to clarifying their role in Bayside’s activity centre hierarchy. The Amendment provides a level of certainty with some flexibility by specifying a combination of preferred and mandatory height controls. Design objectives set out in each new Design and Development Overlay clarify built form outcomes, including how new development provides an appropriate transition to and interface with adjoining and nearby residential development.

- **Direction 2.2** which aims to reduce the cost of living by increasing new housing supply in places that offer good access to employment opportunities, services and public transport. This direction highlights the role of local government in identifying locations that can accommodate new housing. By encouraging appropriate development in defined locations, the Amendment ensures that additional development within Bayside is located within walking distance from services and public transport.

- **Direction 2.3** which seeks to increase the supply of affordable housing. By implementing policy which seeks to encourage shop-top housing, this provides opportunities to increase the supply of more affordable housing options within Bayside.

- **Direction 2.5** which seeks to provide greater choice and diversity of housing. By implementing policy that encourages shop-top housing, this provides opportunities for the construction of dwellings which encourage choice. Further, this policy enables a response to changing demographic needs, in particular the continued increase of lone person households in Bayside and the broader metropolitan Melbourne area.
• **Direction 4.3** aims to achieve and promote design excellence. The Amendment contains design objectives and built form guidelines to ensure that new development will demonstrate design excellence and make a positive contribution to the built environment.

• **Direction 4.4** seeks to ensure that Melbourne’s heritage is respected as we build for the future. The Amendment introduces Design and Development – Schedule 16 (East Brighton Shopping Centre – Small Neighbourhood Activity Centre) which contains specific guidance about how development should respond to heritage interfaces.

• **Direction 5.1** which seeks to create a city of 20-minute neighbourhoods, which contains policies to support a network of vibrant neighbourhood centres and to support local governments to plan and manage their neighbourhoods. The Amendment supports these directions by implementing policy to encourage the increased provision of shop-top housing. In turn, the amendment aims to improve access to shopping and services and increase the vibrancy of Bayside’s smaller activity centres. The amendment also supports this direction by encouraging small scale development within defined locations that seeks to improve housing choice and diversity, improve local economic opportunities and ensure access to public transport.

**Ministerial Direction No. 11**

The requirements of Ministerial Direction No. 11 - Strategic Assessment of Amendments have been considered as part of the preparation of Amendment C126 and form the basis of this Explanatory Report.

**Ministerial Direction No. 15**

The requirements of Ministerial Direction 15 – the planning scheme amendment process have been considered in the course of preparing Amendment C126 and form the basis of this report.

**How does the amendment support or implement the State Planning Policy Framework and any adopted State policy?**

The State Planning Policy Framework (SPPF) seeks to ensure that planning authorities consider all relevant issues and achieve a balanced outcome that has a net community benefit for current and future generations.

The clauses of the SPPF of most relevance to this amendment include:

• **Clause 11.02 (Urban growth)** which seeks to ensure that a sufficient supply of land is available for residential, commercial and retail uses. The amendment supports this clause by introducing planning controls and policies that enhance the employment and economic role of smaller activity centres and by providing built form controls which encourage the provision of shop-top housing.

• **Clause 11.03 (Activity Centres)** which seeks to develop and support a range of centres with different functions and sizes. The amendment supports this clause by clarifying the role and function the small activity centres play in the Bayside activity centre hierarchy and introducing planning controls and policies to support their role and function.

• **Clause 11.06 (Metropolitan Melbourne)** which states that planning must consider the policy objectives and strategies set out in Plan Melbourne 2017-2050. Amendment C126 supports the implementation of Plan Melbourne by introducing planning controls that clarify the role of Bayside’s smaller activity centres, in addition to improving the economic vitality of each centre. Specifically, Amendment C126 seeks to improve employment opportunities and housing choice by encouraging shop-top housing in Bayside’s smaller activity centres.
The proposed planning controls balance the need to provide certainty regarding future development while also ensuring that densities increase in specified locations to support the economic and social role of each centre and contribute to the creation of the 20-minute city. The controls proposed by Amendment C126 seek to promote urban design excellence by providing guidance on the height and scale of new development.

- **Clause 15.01 (Built Environment and Heritage)** which seeks to ensure that land use and development appropriately responds to its context, create built environments that support the wellbeing of communities and achieve high quality urban design, while maintaining neighbourhood character and existing amenity. The amendment introduces planning controls that encourage high quality urban design outcomes, contribute positively to neighbourhood character and enhance amenity. The proposed planning controls are based on a site specific review of each centre.

- **Clause 15.01-5 (Cultural identity and neighbourhood character)** which seeks to recognise and protect neighbourhood character and sense of place. The amendment supports this clause by introducing mandatory height controls which will protect the neighbourhood character of small activity centres.

- **Clause 16 (Housing)** which aims to improve housing diversity and the provision of affordable housing in addition to ensuring that new housing has access to services. By introducing planning controls that encourage shop-top housing, the Amendment will improve housing diversity and provide more affordable housing options in locations with good access to services and public transport.

- **Clause 17.01 (Commercial)** which encourages development that meets communities’ needs for retail, entertainment, office and other commercial services. The Amendment will contribute to the revitalisation of Bayside’s smaller activity centres and enhance their role.

**How does the amendment support or implement the Local Planning Policy Framework, and specifically the Municipal Strategic Statement?**

The Local Planning Policy Framework within the Bayside Planning Scheme provides limited guidance in relation to small order activity centres in Bayside. Such centres are recognised in Clauses 21.06 and 21.07, primarily in relation to their role in serving the day to day convenience needs of surrounding residents. The amendment proposes to strengthen local planning policy with respect to the function, role and appropriate built form for these small order activity centres, recognising not only their role in providing convenience retailing, but also the important role they play in providing business premises for small businesses.

In addition, Clause 22.09 Gaming Policy within the Bayside Planning Scheme seeks, amongst other objectives, to ensure the location of venues containing gaming machines minimises opportunities for convenience gaming. Prohibiting gaming machines in all Small Neighbourhood Activity Centres by including them in the Schedule to Clause 52.28-4 will support this objective.

**Does the amendment make proper use of the Victoria Planning Provisions?**

The amendment makes proper use of the Victoria Planning Provisions (VPPs) by applying controls consistent with the form and content of the VPPs to define the role and function of Small Neighbourhood Activity Centres and Small Commercial Activity Centres and facilitate, direct and manage the built form and density of development within these centres. The amendment is consistent with the Minister’s Directions on the Form and Content of Planning Schemes.
How does the amendment address the views of any relevant agency?

The views of relevant agencies which own/manage land within the designated small activity centre were sought during the consultation on the draft strategy. The relevant agencies did not provide the planning authority with any comment.

The exhibition of the Amendment will provide a further opportunity for relevant agencies to make submissions on the proposed changes and how they might be affected.

Does the amendment address relevant requirements of the Transport Integration Act 2010?

Amendment C126 is not likely to have a significant impact on the transport system because it will not modify any physical, service, labour or management components of the existing system. The amendment focuses on the provision of housing and built form within small order centres in Bayside and on clarifying the role of these centres within a broader activity centre framework. The expected traffic increase within these centres is expected to be modest and within the carrying capacity of the roads.

The amendment addresses the transport system, objectives and decision making principles set out in the Transport Integration Act 2010 by:

- Focusing modest residential development around transport nodes, therefore providing people the opportunity to use public transport rather than private vehicles;
- Implementing policy that seeks to support the financial sustainability of smaller activity centres in Bayside through the provision of housing above shops;
- Implementing policy that seeks to encourage the provision of convenience retailing which is easily accessible by walking and cycling, therefore promoting health and wellbeing and environmental sustainability; and
- Maintaining the location of small order activity centres along locally significant transport routes.

The amendment is consistent with the principles and policy objectives contained within the Bayside Integrated Transport Strategy 2013, Bayside Walking Strategy 2015 and Bayside Bicycle Strategy 2013 by implementing policy that seeks to improve the accessibility of small order activity centres within Bayside. Increasing the provision of shop-top housing seeks to reduce reliance on private vehicles by locating dwellings near shops and services.

Resource and administrative costs

- What impact will the new planning provisions have on the resource and administrative costs of the responsible authority?

It is considered that the Amendment will not have any significant impact on the resource and administrative costs of the responsible authority other than consideration of additional requirements for developments which would have already triggered a planning permit.

Where you may inspect this Amendment

The amendment is available for public inspection, free of charge, during office hours at the following places:

Bayside City Council
Corporate Centre
76 Royal Avenue
SANDRINGHAM VIC 3191
Brighton Library  Sandringham Library  
14 Wilson Street  2-8 Waltham Street  
BRIGHTON 3186  SANDRINGHAM 3191

Beaumaris Library  Hampton Library  
96 Reserve Road  1D Service Street  
BEAUMARIS 3193  HAMPTON 3188

The amendment can also be inspected free of charge at the Department of Transport, Planning, and Local Infrastructure website at www.delwp.vic.gov.au/public-inspection.

Submissions

Any person who may be affected by the Amendment may make a submission to the planning authority. Submissions about the Amendment must be received by 16 July 2018.

Submissions can be made by:
- Post to - Urban Strategy - Amendment C126, Bayside City Council, PO Box 27, Sandringham VIC 3191
- Email to – amendmentc126@bayside.vic.gov.au. (please use ‘Amendment C126’ in the subject line)

Panel hearing dates

In accordance with clause 4(2) of Ministerial Direction No.15 the following panel hearing dates have been set for this amendment:
- Directions hearing: 17 September 2018
- Panel hearing: 22 October 2018

Panel Hearing dates are subject to change, however confirmation will be provided to any person who makes a submission to the planning authority.
Attachment 1 – Land affected by Amendment C126

Summary of changes by map (also shows centre boundary – blue line)

Small Neighbourhood Activity Centres (SNAC)

1 Hawthorn Road Shopping Centre, Brighton East

2 East Brighton Shopping Centre
3  South Road Plaza, Hampton

4  Dendy Village, Brighton

Rezone site from NRZ3 to C1Z
5 Bluff Road & Highbury Road Centre, Hampton

6 Bluff Road & Bay Road, Sandringham
7  Bay Road & Avoca Street, Highett

8  Bay Road & Jack Road, Cheltenham

Rezone site from C1Z to GRZ1
Not part of centre
Rezone centre from MUZ to C1Z
Rezone centre from MUZ to C1Z

This side of the centre not included in Amendment C126 as it is in Kingston

Balcombe Road & Charman Road, Beaumaris

Balcombe Park, Beaumaris
Bluff Road & Edward Street, Black Rock/Sandringham

Thomas Street & Egan Street, Brighton East
15  Brighton Beach (Were Street) Centre, Brighton

16  Ludstone Street, Hampton
17 Keith Street and Widdop Crescent, Hampton East

18 Highton Road & Spring Road (Little Highton Village), Highton
19  Keys Street Shopping Centre, Beaumaris

20  New Street & Bay Street, Brighton

Boundary changes
21 Esplanade & Grosvenor Street, Middle Brighton

Rezone centre from MUZ to C1Z

22 Bluff Road & Spring Street, Sandringham

Rezone centre from MUZ to C1Z
23  Bluff Road & Arranmore Avenue, Black Rock

Rezone centre from MUZ to C1Z

24  Weatherall Road Shopping Centre, Cheltenham

Rezone centre from MUZ to C1Z
Small Commercial Activity Centres (SCAC) – Mixed Use

South Road & Esplanade Avenue, Brighton

Beach Road & Georgiana Street, Sandringham/Hampton

Rezone site from NRZ3 to C1Z
New Street & Martin Street, Brighton
Small Commercial Activity Centres (SCAC) – Highway Oriented

28
Nepean Highway & Milroy Street, Brighton East

29
Nepean Highway & Union Street, Brighton East

Rezone site from NRZ3 to C1Z
30 Nepean Highway & Centre Road, Brighton East

31 Weatherall Road and Morey Road, Cheltenham
Declassified centre
Nepean Highway and North Road, Brighton East
Planning and Environment Act 1987

BAYSIDE PLANNING SCHEME

AMENDMENT C126

INSTRUCTION SHEET

The planning authority for this amendment is the Bayside City Council.

The Bayside Planning Scheme is amended as follows:

Planning Scheme Maps

The Planning Scheme Maps are amended by a total of 16 attached map sheets.

Zoning Maps

1. Amend Planning Scheme Map Nos 1, 2, 3, 4 and 5 in the manner shown on the 5 attached maps marked “Bayside Planning Scheme, Amendment C126”.

Overlay Maps

2. Amend Planning Scheme Map Nos 1DDO, 2DDO, 3DDO, 4DDO, and 5DDO in the manner shown on the 6 attached maps marked “Bayside Planning Scheme, Amendment C126”.

Planning Scheme Ordinance

The Planning Scheme Ordinance is amended as follows:


7. In the Local Planning Policy Framework – amend Clause 22.09 in the form of the attached.

8. In Overlays – Clause 43.02, insert new Schedules 13, 14, 15, 16, 17 and 19 and 17 in the form of the attached documents.

9. Amend the Schedule to Clause 52.28-4 in the form of the attached document.

End of document
SCHEDULE 13 TO CLAUSE 43.02 DESIGN AND DEVELOPMENT OVERLAY

Shown on the planning scheme map as DDO13.

SMALL NEIGHBOURHOOD ACTIVITY CENTRES

1.0 Design objectives

To ensure that new development is consistent with the relevant urban form concept plan at subclause 6.0 of this schedule.

To ensure that new development respects the preferred urban form and building types within the activity centre.

To ensure that new development is designed to provide an appropriate transition to and interface with adjoining and nearby residential development.

To ensure that new development contributes to safe and active streets with prioritised pedestrian environments.

To ensure that environmentally sustainable design is incorporated into new development.

2.0 Buildings and works

Permit not required

A permit is not required for:

- The installation of an automatic teller machine.
- An alteration to an existing building façade provided:
  - The alteration does not include the installation of an external roller shutter.
  - At least 80 per cent of the building façade at ground floor level is maintained as an entry or window with clear glazing.
- An awning that projects over a road if authorised by the relevant public land manager.

Building height

A building must not exceed 9 metres above natural ground level and must be no more than 2 storeys (excluding basement). Building height may extend to 10 metres where the slope of the natural ground level at any cross section of the site of the building wider than 8.0 metres is 2.5 degrees or more.

The height of buildings within the Special Building Overlay is to be measured from the applicable flood level (to Australian Height Datum) for the site as advised by the floodplain management authority.

An application to vary preferred building heights in this schedule must:

- Include an assessment of how any departure from a preferred building height in this schedule assists in achieving the design objectives and design detail to be achieved for the proposal as specified in this schedule and how it responds to the decision guidelines.
- Demonstrate that the proposal will achieve the following outcomes to the maximum extent possible (as appropriate):
  - A high standard of architectural design.
  - Innovative environmental design.
  - Enhancement of the public realm including minimal overshadowing of adjoining streets and public spaces.
• Minimal impact on the amenity of adjoining residential properties.
• Respect for places subject to the Heritage Overlay.
• Transitions in scale to lower building forms.

An application to vary the requirements in this schedule should identify (where relevant) whether the site has any particular characteristics or features that warrant the variation and an alternative design response, including lot size or consolidation.

**Setbacks**

*Primary street frontage*

A building should achieve a two storey street wall height with zero setback to the primary street frontage.

This does not apply to land at 184 Bluff Road, Black Rock where the street setback should be consistent with the adjoining property to the north.

*Setbacks from a side or rear boundary*

Side and rear setbacks to residential zoned land should be in accordance with the Standard B17 at Clause 55.04-1.

Where a side or rear boundary is separated from a boundary of a property in a Residential Zone by a laneway, the laneway width can form part of the setback distance at ground floor level.

Land within the Keith Street and Widdop Crescent Centre should be built to the rear boundary and should be designed to provide surveillance over the public realm, including Widdop Crescent Reserve.

**Design detail**

A building should be designed to:

- Provide active street frontages at ground level through:
  - Orienting the front façade of a building and the main entrance to the primary street frontage.
  - Applying clear glazing to windows and entrances, particularly along the primary street frontage.
- Providing passive surveillance from upper floors to the public realm, including laneways, footpaths and open space.
- Building massing and detail should demarcate key street corners and key street view lines through the following techniques:
  - Variations in parapet detail;
  - Suitable mix of complementary colours and materials;
  - Maintaining activation of ground floor;
  - Passive surveillance opportunities from upper floors;
  - Maintaining human scale proportions;
  - Incorporating focal points at building entrances;
  - Screening ancillary structures from public view;
  - Wrapping design treatments around building corners.
- Retain and reinforce the pattern and rhythm of narrow building frontages within the streetscape and maintain human scale proportions.
- Distinguish key street corners and key street view lines as identified in the urban form concept plans through building massing and design.
- Acknowledge the parapets and roof forms of existing buildings on adjacent lots.
- Maximise views and connections to nearby public open space.
- Maximise access to natural light, including orienting offices, habitable room windows and balconies to the northerly aspect where possible.
- Provide natural ventilation, including cross ventilation where possible.
- Include external shading of windows where possible.
- Locate vehicle access to avoid or minimise disruption of pedestrian movement along a street by locating vehicle access to a property from a laneway or secondary street frontage where possible.
- Car parking should be located within a basement level at the rear of the building, or otherwise screened from view.
- Create continuous laneway connections where land abuts a no-through access laneway.
- Ensure developments are sympathetic in their design to the emerging and preferred character of the centre and respond suitably to surrounding residential buildings.
- Architectural detailing and building form should provide for a balance of horizontal and vertical elements.
- Utilise laneways as a physical break from future developments to adjoining residential areas.

3.0 Subdivision
None specified.

4.0 Advertising signs
None specified.

5.0 Decision guidelines
Before deciding on an application the responsible authority must consider, in addition to the decision guidelines elsewhere in the scheme which must be considered, as appropriate:
- Whether the layout, siting and design of new development is consistent with the urban form concept plan for the activity centre.
- Whether the development meets the design objectives and design detail requirements of this schedule.
- The impact of the building form on any existing dwelling in a residential zone on an adjacent lot.
- Whether the development provides appropriate setbacks to nearby sensitive uses.
- Whether the development prevents the ability to extend laneways serving the activity centre.
6.0 Urban form concept plans

Bluff Road and Edward Street Centre (part)

Highett Road and Spring Street Centre (Little Highett Village)
SCHEDULE 14 TO CLAUSE 43.02 DESIGN AND DEVELOPMENT OVERLAY

Shown on the planning scheme map as DDO14.

SMALL NEIGHBOURHOOD ACTIVITY CENTRES AND SMALL COMMERCIAL ACTIVITY CENTRES

1.0 Design objectives

To ensure that new development is consistent with the relevant urban form concept plan at subclause 6.0 of this schedule.

To ensure that new development respects the preferred urban form and building types within the activity centre.

To ensure that new development is designed to provide an appropriate transition to and interface with adjoining and nearby residential development.

To ensure that new development contributes to safe and active streets with prioritised pedestrian environments.

To ensure that environmentally sustainable design is incorporated into new development.

2.0 Buildings and works

Permit not required

A permit is not required for:

- The installation of an automatic teller machine.
- An alteration to an existing building façade provided:
  - The alteration does not include the installation of an external roller shutter.
  - At least 80 per cent of the building façade at ground floor level is maintained as an entry or window with clear glazing.
- An awning that projects over a road if authorised by the relevant public land manager.

Building height

A building must not exceed 11 metres above natural ground level and must be no more than 3 storeys (excluding basement). Building height may extend to 12 metres where the slope of the natural ground level at any cross section of the site of the building wider than 8.0 metres is 2.5 degrees or more.

The height of buildings within the Special Building Overlay is to be measured from the applicable flood level (to Australian Height Datum) for the site as advised by the floodplain management authority.

An application to vary preferred building heights in this schedule must:

- Include an assessment of how any departure from a preferred building height in this schedule assists in achieving the design objectives and design detail to be achieved for the proposal as specified in this schedule and how it responds to the decision guidelines.
- Demonstrate that the proposal will achieve the following outcomes to the maximum extent possible (as appropriate):
  - A high standard of architectural design.
  - Innovative environmental design.
  - Enhancement of the public realm including minimal overshadowing of adjoining streets and public spaces.
  - Minimal impact on the amenity of adjoining residential properties.
Respect for places subject to the Heritage Overlay.

Transitions in scale to lower building forms.

An application to vary the requirements in this schedule should identify (where relevant) whether the site has any particular characteristics or features that warrant the variation and an alternative design response, including lot size or consolidation.

**Setbacks**

*Primary street frontage*

A building should achieve a 3 storey street wall height with zero setback to the primary street frontage where a three storey building is proposed.

*Setbacks from a side or rear boundary*

Side and rear setbacks to residential zoned land should be in accordance with the Standard B17 at Clause 55.04-1 except where a street wall height for a secondary street is specified in the urban form concept plan.

Where a side or rear boundary is separated from a boundary of a property in a Residential Zone by a laneway, the laneway width can form part of the setback distance at ground floor level.

**Design detail**

A building should be designed to:

- Provide active street frontages at ground level through:
  - Orienting the front façade of a building and the main entrance to the face of the primary street frontage.
  - Applying clear glazing to windows and entrances, particularly along the primary street frontage.
  - Providing passive surveillance from upper floors to the public realm, including laneways, footpaths and open space.

- Building massing and detail should demarcate key street corners and key street view lines through the following techniques:
  - Variations in parapet detail;
  - Suitable mix of complementary colours and materials;
  - Maintaining activation of ground floor;
  - Passive surveillance opportunities from upper floors;
  - Maintaining human scale proportions;
  - Incorporating focal points at building entrances;
  - Screening ancillary structures from public view;
  - Wrapping design treatments around building corners.

- Retain and reinforce the pattern and rhythm of narrow building frontages within the streetscape and maintain human scale proportions.

- Distinguish key street corners and key street view lines as identified in the urban form concept plans through building massing and design.

- Acknowledge the parapets and roof forms of existing buildings on adjacent lots.

- Maximise views and connections to nearby public open space.

- Maximise access to natural light, including orienting offices, habitable room windows and balconies to the northerly aspect where possible.

- Provide natural ventilation, including cross ventilation where possible.

- Include external shading of windows where possible.
- Locate vehicle access to avoid or minimise disruption of pedestrian movement along a street by locating vehicle access to a property from a laneway or secondary street frontage.
- Car parking should be located within a basement level at the rear of the building, or otherwise screened from view.
- Create continuous laneway connections where land abuts a no-through access laneway.
- Ensure developments sympathetic in their design to the emerging and preferred character of the centre and respond suitably to surrounding residential buildings.
- Architectural detailing and building form should provide for a balance of horizontal and vertical elements.
- Utilise laneways as a physical break from future developments to adjoining residential areas.

### 3.0 Subdivision

None specified.

### 4.0 Advertising signs

None specified.

### 5.0 Decision guidelines

Before deciding on an application the responsible authority must consider, in addition to the decision guidelines elsewhere in the scheme which must be considered, as appropriate:

- Whether the layout, siting and design of new development is consistent with the urban form concept plan for the activity centre.
- Whether the development meets the design objectives and design detail requirements of this schedule.
- The impact of the use or development on any existing dwelling in a residential zone on an adjacent lot, including parking, traffic or building form.
- Whether the development provides appropriate setbacks to nearby sensitive uses.
- Whether the development creates the new pedestrian thoroughfares outlined in the urban form concept plans.
- Whether the development prevents the ability to extend laneways serving the activity centre.
6.0 Urban form concept plans

Balcombe Park Centre

Balcombe Road and Charman Road Centre
Beach Road and Georgiana Street Centre

Bluff Road and Arranmore Avenue Centre
Bluff Road and Bay Road Centre

Bluff Road and Edward Street Centre
Bluff Road and Highett Road Centre (applies to all land within the centre, except 361-371 Bluff Road, Hampton)

Bluff Road and Love Street Centre
Bluff Road and Spring Street Centre

Brighton Beach (Were Street) Centre
New Street and Martin Street Centre

Seaview Shopping Centre
Thomas Street and Egan Street Centre

Weatherall Road Shopping Centre
SCHEDULE 15 TO CLAUSE 43.02 DESIGN AND DEVELOPMENT OVERLAY

Shown on the planning scheme map as DDO15.

SMALL NEIGHBOURHOOD ACTIVITY CENTRES AND SMALL COMMERCIAL ACTIVITY CENTRES – HIGHWAY ORIENTED

1.0 Design objectives

To ensure that new development is consistent with the relevant urban form concept plan at subclause 6.0 of this schedule.

To ensure that new development respects the preferred urban form and building types within the activity centre.

To ensure that new development is designed to provide an appropriate transition to and interface with adjoining and nearby residential development.

To ensure that new development contributes to safe and active streets with prioritised pedestrian environments.

To ensure that environmentally sustainable design is incorporated into new development.

2.0 Buildings and works

Permit not required

A permit is not required for:

- The installation of an automatic teller machine.
- An alteration to an existing building façade provided:
  - The alteration does not include the installation of an external roller shutter.
  - At least 80 per cent of the building façade at ground floor level is maintained as an entry or window with clear glazing.
- An awning that projects over a road if authorised by the relevant public land manager.

Building height

A building must not exceed 13.5 metres above natural ground level and should be no more than 4 storeys (excluding basement). Building height may extend to 14.5 metres where the slope of the natural ground level at any cross section of the site of the building wider than 8.0 metres is 2.5 degrees or more.

An application to vary preferred building heights in this schedule must:

- Include an assessment of how any departure from a preferred building height in this schedule assists in achieving the design objectives and design detail to be achieved for the proposal as specified in this schedule and how it responds to the decision guidelines.
- Demonstrate that the proposal will achieve the following outcomes to the maximum extent possible (as appropriate):
  - A high standard of architectural design.
  - Innovative environmental design.
  - Enhancement of the public realm including minimal overshadowing of adjoining streets and public spaces.
  - Minimal impact on the amenity of adjoining residential properties.
Respect for places subject to the Heritage Overlay.

Transitions in scale to lower building forms.

- Whether the proposal retains the large ground floor floorplates for commercial development for Nepean Highway centres.

An application to vary the requirements in this schedule should identify (where relevant) whether the site has any particular characteristics or features that warrant the variation and an alternative design response, including lot size or consolidation.

Within the New Street and Bay Street Centre, a two storey building height must be present along Barkly Street to provide an appropriate residential interface to the surrounding residential environment.

Land within the Nepean Highway and Milroy Street Centre at 357 – 361 Nepean Highway and 2A Cambridge Street must not exceed 11 metres (3 storeys) unless consolidated to form a site area of over 600 square metres.

Land within the Nepean Highway and Centre Road Centre which is north of Centre Road must not exceed 11 metres (3 storeys) unless consolidated to form a site area of over 900 square metres.

The height of buildings within the Special Building Overlay is to be measured from the applicable flood level (to Australian Height Datum) for the site as advised by the floodplain management authority.

Setbacks

Primary street frontage

In centres other than New Street and Bay Street centre, a 3 storey street wall should be provided for new development, with a fourth level recessed from the site boundary.

Setbacks from a side or rear boundary

Where a side or rear boundary is separated from a boundary of a property in a Residential Zone by a laneway, the laneway width can form part of the setback distance at ground floor level.

Design detail

A building should be designed to:

- Provide active street frontages at ground level through:

- Orienting the front façade of a building and the main entrance to the face of the primary street frontage.

- Applying clear glazing to windows and entrances, particularly along the primary street frontage.

- Providing passive surveillance from upper floors to the public realm, including laneways, footpaths and open space.

- Building massing and detail should demarcate key street corners and key street view lines through the following techniques:
  - Variations in parapet detail;
  - Suitable mix of complementary colours and materials;
  - Maintaining activation of ground floor;
  - Passive surveillance opportunities from upper floors;
  - Maintaining human scale proportions;
  - Incorporating focal points at building entrances;
  - Screening ancillary structures from public view;
  - Wrapping design treatments around building corners.
• Retain and reinforce the pattern and rhythm of narrow building frontages within the streetscape and maintain human scale proportions.
• Distinguish key street corners and key street view lines as identified in the urban form concept plans through building massing and design.
• Acknowledge the parapets and roof forms of existing buildings on adjacent lots.
• Maximise views and connections to nearby public open space.
• Maximise access to natural light, including orienting offices, habitable room windows and balconies to the northerly aspect wherever possible.
• Provide natural ventilation, including cross ventilation where possible.
• Include external shading of windows where possible.
• Locate vehicle access to avoid or minimise disruption of pedestrian movement along a street by locating vehicle access to a property from a laneway or secondary street frontage.
• Car parking should be located within a basement level at the rear of the building, or otherwise screened from view.
• Create continuous laneway connections where land abuts a no-through access laneway.
• Ensure developments sympathetic in their design to the emerging and preferred character of the centre and respond suitably to surrounding residential buildings.
• Architectural detailing and building form should provide for a balance of horizontal and vertical elements.
• Utilise laneways as a physical break from future developments to adjoining residential areas.

3.0 Subdivision

None specified.

4.0 Advertising signs

None specified.

5.0 Decision guidelines

Before deciding on an application the responsible authority must consider, in addition to the decision guidelines elsewhere in the scheme which must be considered, as appropriate:

• Whether the layout, siting and design of new development is consistent with the urban form concept plan for the activity centre.
• Whether the development meets the design objectives and design detail requirements of this schedule.
• The impact of the use or development on any existing dwelling in a residential zone on an adjacent lot, including parking, traffic or building form.
• Whether the upper floors are sufficiently recessed.
• Whether the development provides appropriate setbacks to nearby sensitive uses.
• Whether the development creates the new pedestrian thoroughfares outlined in the urban form concept plans.
• Whether the development prevents the ability to extend laneways serving the activity centre.
6.0 Urban form concept plans

Small Commercial Activity Centres – Highway Oriented

Nepean Highway and Centre Road Centre

Nepean Highway and Milroy Street Centre
Nepean Highway and Union Street Centre

Small Neighbourhood Activity Centres

New Street and Bay Street Centre
Bluff Road and Highett Road Centre (applies to 361-371 Bluff Road, Hampton)

South Road Plaza
SCHEDULE 16 TO CLAUSE 43.02 DESIGN AND DEVELOPMENT OVERLAY

Shown on the planning scheme map as DDO16.

EAST BRIGHTON SHOPPING CENTRE – SMALL NEIGHBOURHOOD ACTIVITY CENTRE

1.0 Design objectives

To ensure that new development is consistent with the relevant urban form concept plan at clause 7.0 of this schedule.

To ensure that new development respects the preferred urban form and building types within the activity centre.

To ensure that new development is designed to provide an appropriate transition to and interface with adjoining and nearby residential development and heritage properties.

To ensure that new development contributes to safe and active streets with prioritised pedestrian environments.

To ensure that environmentally sustainable design is incorporated into new development.

2.0 Buildings and works

Permit not required

A permit is not required for the construction of:

- The installation of an automatic teller machine.
- An alteration to an existing building façade provided:
  - The alteration does not include the installation of an external roller shutter.
  - At least 80 per cent of the building façade at ground floor level is maintained as an entry window with clear glazing.
- An awning that projects over a road if it is authorised by the relevant public land manager.

Building height

Building height must be in accordance with the heights outlined in the preferred urban form concept plan.

Any building located at 755-765 Hawthorn Road must not exceed 9 metres and must be no more than 2 storeys (excluding basement). This applies to only the odd numbered properties. A planning permit may not be granted to vary this requirement.

An application to vary preferred building heights in this schedule must:

- Include an assessment of how any departure from a preferred building height in this schedule assists in achieving the design objectives and design detail to be achieved for the proposal as specified in this schedule and how it responds to the decision guidelines.
- Demonstrate that the proposal will achieve the following outcomes to the maximum extent possible (as appropriate):
  - A high standard of architectural design.
  - Innovative environmental design.
• Enhancement of the public realm including minimal overshadowing of adjoining streets and public spaces.
• Minimal impact on the amenity of adjoining residential properties.
• Respect for places subject to the Heritage Overlay.
• Transitions in scale to lower building forms.

An application to vary the requirements in this schedule should identify (where relevant) whether the site has any particular characteristics or features that warrant the variation and an alternative design response, including lot size or consolidation.

Setbacks

Primary street frontage
A building should achieve a 2 storey street wall height with zero setback to the primary street frontage.

Setbacks from a side or rear boundary
Side and rear setbacks to residential zoned land should be in accordance with the Standard B17 at Clause 55.04-1.

Where a side or rear boundary is separated from a boundary of a property in a Residential Zone by a laneway, the laneway width can form part of the setback distance at ground floor level.

For land on the eastern side of Hawthorn Road, a building must be set back from the boundary of the heritage property ‘Otley’ at 1 Clive Street a minimum of:

- 3.5 metres at ground floor level.
- 5.5 metres at first floor level.

A planning permit may not be granted to vary the building setback requirements interfacing with 1 Clive Street.

Design detail

A building should be designed to:

- Provide active street frontages at ground level through:
  • Orienting the front façade of a building and the main entrance to the face of the primary street frontage.
  • Applying clear glazing to windows and entrances, particularly along the primary street frontage.
- Providing passive surveillance from upper floors to the public realm.
- Building massing and detail should demarcate key street corners and key street view lines through the following techniques:
  • Variations in parapet detail;
  • Suitable mix of complementary colours and materials;
  • Maintaining activation of ground floor;
  • Passive surveillance opportunities from upper floors;
  • Maintaining human scale proportions;
  • Incorporating focal points at building entrances;
  • Screening ancillary structures from public view;
  • Wrapping design treatments around building corners.
- Retain and reinforce the pattern and rhythm of narrow building frontages within the streetscape and maintain human scale proportions.
Distinguish key street corners and key street view lines as identified in the urban form concept plans through building massing and design.

- Acknowledge the parapets and roof forms of existing buildings on adjacent lots.
- Maximise surveillance of the public realm.
- Maximise access to natural light, including orienting offices, habitable room windows and balconies to the northerly aspect where possible.
- Provide natural ventilation, including cross ventilation where possible.
- Include external shading of windows where possible.
- Locate vehicle access to avoid or minimise disruption of pedestrian movement along a street by locating vehicle access to a property from a laneway or secondary street frontage where possible.
- Car parking should be located within a basement level at the rear of the building, or otherwise screened from view.
- Ensure new developments are sympathetic in their design to the emerging and preferred future character of the centre and respond suitably to surrounding residential buildings.
- Architectural detailing and building form should provide for a balance of horizontal and vertical elements.
- Utilise laneways as a physical break from future developments to adjoining residential areas.

### 3.0 Subdivision

None specified.

### 4.0 Advertising signs

None specified.

### 5.0 Application requirements

None specified.

### 6.0 Decision guidelines

Before deciding on an application the responsible authority must consider, in addition to the decision guidelines elsewhere in the scheme which must be considered, as appropriate:

- Whether the layout, siting and design of new development is consistent with the urban form concept plan for the activity centre.
- Whether the development meets the design objectives and design detail requirements of this schedule.
- The impact of the building form on any existing dwelling in a residential zone on an adjacent lot.
- Whether the proposal has a detrimental impact on the ‘Otley’ property at 1 Clive Street, Brighton East.
- Whether the development provides the appropriate setbacks to nearby residential uses.
- Whether the development creates the new pedestrian thoroughfares outlined in the urban form concept plans.
7.0 Urban form concept plan
SCHEDULE 17 TO CLAUSE 43.02 DESIGN AND DEVELOPMENT OVERLAY

Shown on the planning scheme map as DDO17.

COASTAL SMALL NEIGHBOURHOOD ACTIVITY CENTRES

1.0 Design objectives

To ensure that new development is consistent with the relevant urban form concept plan at clause 7.0 of this schedule.
To ensure that new development respects the preferred urban form and low rise character envisaged for the activity centre.
To respond to and enhance the foreshore environment of Port Phillip Bay.
To ensure that new development is designed to provide an appropriate transition to and interface with adjoining and nearby residential development.
To ensure that new development contributes to safe and active streets with prioritised pedestrian environments.
To ensure that environmentally sustainable design is incorporated into new development.

2.0 Buildings and works

Permit not required

A permit is not required for the construction of:

- The installation of an automatic teller machine.
- An alteration to an existing building façade provided:
  - The alteration does not include the installation of an external roller shutter.
  - At least 80 per cent of the building façade at ground floor level is maintained as an entry window with clear glazing.
- An awning that projects over a road if it is authorised by the relevant public land manager.

Building height

A building must not exceed 11 metres above natural ground level and must be no more than 3 storeys (excluding basement). Building height may extend to 12 metres where the slope of the natural ground level at any cross section of the site of the building wider than 8.0 metres is 2.5 degrees or more. A planning permit cannot be granted to vary this requirement.

The height of buildings within the Special Building Overlay is to be measured from the applicable flood level (to Australian Height Datum) for the site as advised by the floodplain management authority.

Non-structural elements and service equipment including plant rooms, lift overruns, structures associated with green roof areas and other such equipment may exceed the maximum building height where designed to the satisfaction of the responsible authority.

Setbacks

Primary street frontage

A building should achieve a 2 storey street wall height with zero setback to the primary street frontage.

Setbacks from a side or rear boundary
Side and rear setbacks to residential zoned land should be in accordance with the Standard B17 at Clause 55.04-1 except where a street wall height for a secondary street is specified in the urban form concept plan.

Where a side or rear boundary is separated from a boundary of a property in a Residential Zone by a laneway, the laneway width can form part of the setback distance at ground floor level.

Where a third storey is proposed it should be recessed or set back from the front boundary of the site a minimum of 5 metres.

**Design detail**

A building should be designed to:

- Provide active street frontages at ground level through:
  - Orienting the front façade of a building and the main entrance to the face of the primary street frontage.
  - Applying clear glazing to windows and entrances, particularly along the primary street frontage.
  - Providing passive surveillance from upper floors to the public realm, including laneways, footpaths and open space.

- Building massing and detail should demarcate key street corners and key street view lines through the following techniques:
  - Variations in parapet detail;
  - Suitable mix of complementary colours and materials;
  - Maintaining activation of ground floor;
  - Passive surveillance opportunities from upper floors;
  - Maintaining human scale proportions;
  - Incorporating focal points at building entrances;
  - Screening ancillary structures from public view;
  - Wrapping design treatments around building corners.

- Retain and reinforce the pattern and rhythm of narrow building frontages within the streetscape and maintain human scale proportions.

- Distinguish key street corners and key street view lines as identified in the urban form concept plans through building massing and design.

- Acknowledge the parapets and roof forms of existing buildings on adjacent lots.

- Maximise views and connections to nearby public open space.

- Maximise access to natural light, including orienting offices, habitable room windows and balconies to the northerly aspect where possible.

- Provide natural ventilation, including cross ventilation where possible.

- Include external shading of windows where possible.

- Locate vehicle access to avoid or minimise disruption of pedestrian movement along a street by locating vehicle access to a property from a laneway or secondary street frontage.

- Car parking should be located within a basement level at the rear of the building, or otherwise screened from view.

- Create continuous laneway connections where land abuts a no-through access laneway.

- Ensure developments are sympathetic in their design to the emerging and preferred character of the centre and respond suitably to surrounding residential buildings.

- Architectural detailing and building form should provide for a balance of horizontal and vertical elements.
- Utilise laneways as a physical break from future developments to adjoining residential areas.

3.0 **Subdivision**

None specified.

4.0 **Advertising signs**

None specified.

5.0 **Application requirements**

None specified.

6.0 **Decision guidelines**

Before deciding on an application the responsible authority must consider, in addition to the decision guidelines elsewhere in the scheme which must be considered, as appropriate:

- Whether the layout, siting and design of new development is consistent with the urban form concept plan for the activity centre.
- Whether the development meets the design objectives and design detail requirements of this schedule.
- The impact of the use or development on any existing dwelling in a residential zone on an adjacent lot, including parking, traffic or building form.
- Whether the proposal will detrimentally affect adjacent land within a Heritage Overlay.
- Whether the development provides appropriate setbacks to nearby sensitive uses.
- Whether the development creates the new pedestrian thoroughfares outlined in the urban form concept plans.
- Whether the development prevents the ability to extend laneways serving the activity centre.
7.0 Urban form concept plans

Esplanade and Grosvenor Street Centre

Keys Street Centre
SCHEDULE 19 TO CLAUSE 43.02 DESIGN AND DEVELOPMENT OVERLAY

Shown on the planning scheme map as DDO19.

SOUTH ROAD AND ESPLANADE AVENUE SMALL COMMERCIAL ACTIVITY CENTRE – MIXED USE

1.0 Design objectives

To ensure that new development is consistent with the urban form concept plan at subclause 6.0 of this schedule.

To ensure that new development respects the preferred urban form and low rise character envisaged for the activity centre.

To ensure that new development is designed to provide an appropriate transition to and interface with adjoining and nearby residential development.

To ensure that new development contributes to safe and active streets with prioritised pedestrian environments.

To ensure that environmentally sustainable design is incorporated into new development.

2.0 Buildings and works

Permit not required

A permit is not required for:

- The installation of an automatic teller machine.
- An alteration to an existing building façade provided:
  - The alteration does not include the installation of an external roller shutter.
  - At least 80 per cent of the building façade at ground floor level is maintained as an entry or window with clear glazing.
- An awning that projects over a road if authorised by the relevant public land manager.

Building height

Building height must be in accordance with the built form precinct provisions of this schedule. A permit cannot be granted to vary this requirement.

Table to built form precinct provisions

<table>
<thead>
<tr>
<th>Precinct</th>
<th>Maximum building height</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>13.5m (4 storeys)</td>
</tr>
<tr>
<td>B</td>
<td>11.0m (3 storeys)</td>
</tr>
</tbody>
</table>

Building height may extend 1 metre beyond this where the slope of the natural ground level at any cross section of the site of the building wider than 8.0 metres is 2.5 degrees or more. A planning permit cannot be granted to vary this requirement.

Non-structural elements and service equipment including plant rooms, lift overruns, structures associated with green roof areas and other such equipment may exceed the maximum building height where designed to the satisfaction of the responsible authority.
**Setbacks**

A building should achieve a three storey street wall height with zero setback to the primary street frontage.

New buildings adjacent to the heritage building at 2-6 Esplanade must incorporate setbacks which are sympathetic to the significance and character of the building.

**Design detail**

A building should be designed to:

- Provide active street frontages at ground level through:
  - Orienting the front façade of a building and the main entrance to face the primary street frontage.
  - Applying clear glazing to windows and entrances, particularly along the primary street frontage.
  - Providing passive surveillance from upper floors to the public realm.
- Building massing and detail should demarcate key street corners and key street view lines through the following techniques:
  - Variations in parapet detail;
  - Suitable mix of complementary colours and materials;
  - Maintaining activation of ground floor;
  - Passive surveillance opportunities from upper floors;
  - Maintaining human scale proportions;
  - Incorporating focal points at building entrances;
  - Screening ancillary structures from public view;
  - Wrapping design treatments around building corners.
- Retain and reinforce the pattern and rhythm of narrow building frontages within the streetscape and maintain human scale proportions.
- Distinguish key street corners and key street view lines as identified in the urban form concept plans through building massing and design.
- Acknowledge the parapets and roof forms of existing buildings on adjacent lots.
- Maximise views and connections to nearby public open space.
- Maximise access to natural light, including orienting offices, habitable room windows and balconies to the northerly aspect where possible.
- Provide natural ventilation, including cross ventilation where possible.
- Include external shading of windows where possible.
- Locate vehicle access to avoid or minimise disruption of pedestrian movement along a street by locating vehicle access to a property from a laneway or secondary street frontage.
- Car parking should be located within a basement level at the rear of the building, or otherwise screened from view.
- Ensure developments are sympathetic in their design to the emerging and preferred character of the centre and respond suitably to surrounding residential buildings.
- Architectural detailing and building form should provide for a balance of horizontal and vertical elements.

**3.0 Subdivision**

None specified.
4.0 Advertising signs

None specified.

5.0 Application requirements

None specified.

6.0 Decision guidelines

The following decision guidelines apply to an application for a permit under Clause 43.02, in addition to those specified in Clause 43.02 and elsewhere in the scheme which must be considered, as appropriate, by the responsible authority:

- Whether the layout, siting and design of new development is consistent with the urban form concept plan for the activity centre.
- The impact of the use or development on any existing dwelling in a residential zone on an adjacent lot, including parking, traffic or building form.
- Whether the proposal will detrimentally affect land within a Heritage Overlay.
- Whether the development provides appropriate setbacks to nearby sensitive uses.

Map 1 to Clause 2.0
SCHEDULE TO CLAUSE 52.28 GAMING

Prohibition of a gaming machine in a shopping complex

Installation or use of a gaming machine as specified in Clause 52.28-3 is prohibited on land described in Table 1 below.

Table 1

<table>
<thead>
<tr>
<th>Name of shopping complex and locality</th>
<th>Land description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dendy Plaza, Brighton</td>
<td>26-34 Church St, Brighton</td>
</tr>
</tbody>
</table>

Prohibition of a gaming machine in a strip shopping centre

A gaming machine as specified in Clause 52.28-4 is prohibited in a strip shopping centre specified in Table 2 below.

Table 2

<table>
<thead>
<tr>
<th>Name of strip shopping centre and locality</th>
<th>Land description</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Brighton Shopping Centre, Brighton East</td>
<td>758-778 Hawthorn Road &amp; 763-765D Hawthorn Road, East Brighton</td>
</tr>
<tr>
<td>Dendy Village, Brighton East</td>
<td>757-767 Hampton Street, Brighton &amp; 736-770 Hampton Street, Brighton East</td>
</tr>
<tr>
<td>Brighton Beach (Were Street) Centre, Brighton</td>
<td>108-122 Were Street, 117-135 Were Street &amp; 5 Davie Lane, Brighton</td>
</tr>
<tr>
<td>Bluff Road and Highett Road Centre, Hampton</td>
<td>349-361 Bluff Road, Hampton, 404-424 Bluff Road &amp; 95-97 Highett Road, Highett</td>
</tr>
<tr>
<td>Seaview Shopping Centre, Beaumaris</td>
<td>326-350 Balcombe Road, 333-359 Balcombe Road &amp; 121 Cromer Road, Beaumaris</td>
</tr>
<tr>
<td>Balcombe Road and Charman Road, Beaumaris</td>
<td>99-115 Charman Road &amp; 268 Balcombe Road, Beaumaris</td>
</tr>
<tr>
<td>Thomas and Egan Street, East Brighton</td>
<td>123-135 Thomas Street, East Brighton</td>
</tr>
<tr>
<td>South Road Plaza, Hampton</td>
<td>507-533 Bluff Road, Hampton</td>
</tr>
<tr>
<td>Highett Village Shopping Centre, Highett</td>
<td>487-501 Highett Road, 260-286 Highett Road &amp; 72-82 Graham Road, Highett</td>
</tr>
<tr>
<td>Little Highett Village, Highett</td>
<td>1-23 Spring Street, Highett</td>
</tr>
<tr>
<td>Bluff Road and Bay Road, Sandringham/Hightt</td>
<td>257-267 Bluff Road, Sandringham &amp; 302-320C Bluff Road, Hightt</td>
</tr>
<tr>
<td>Bay Road and Jack Road, Cheltenham</td>
<td>340-362 Bay Road, Cheltenham</td>
</tr>
<tr>
<td>Ludstone Street, Hampton</td>
<td>75-87 Ludstone Street, Hampton</td>
</tr>
<tr>
<td>Bluff Road and Edward Street, Sandringham</td>
<td>177-189 Bluff Road, Sandringham &amp; 184 Bluff Road, Sandringham</td>
</tr>
<tr>
<td>New Street and Martin Street, Brighton</td>
<td>410-432 New Street &amp; 59 Martin Street, Brighton</td>
</tr>
<tr>
<td>South Road and Esplanade Avenue, Brighton</td>
<td>1 Esplanade Avenue, 2-10 Station Walk &amp; 5-13 South Road, Brighton</td>
</tr>
<tr>
<td>Hawthorn Road Shopping Centre, Brighton East</td>
<td>600-624 Hawthorn Road &amp; 601-629 Hawthorn Road, East Brighton</td>
</tr>
<tr>
<td>Name of strip shopping centre and locality</td>
<td>Land description</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Bay Road and Avoca Street, Highton</td>
<td>257-277 Bay Road, Highton</td>
</tr>
<tr>
<td>Moorabbin Major Activity Centre, Nepean Highway and South Road, Hampton East</td>
<td>324-354 South Road, 18-20 Katoomba Street, 18-26 Keiller Street &amp; 844-934 Nepean Highway, Hampton East</td>
</tr>
<tr>
<td>Black Rock Neighbourhood Activity Centre, Black Rock</td>
<td>1-41 Bluff Road, 2-42 Bluff Road, 588-606 Balcombe Road, 581-613 Balcombe Road &amp; 297-307 Beach Road, Black Rock</td>
</tr>
<tr>
<td>Beaumaris Neighbourhood Activity Centre, Beaumaris</td>
<td>1-31A North Concourse, 2-22 North Concourse, 1-23 South Concourse, 2-36 South Concourse, 1-5 East Concourse &amp; 2-62 East Concourse, Beaumaris</td>
</tr>
<tr>
<td>Martin Street, Gardenvale Neighbourhood Activity Centre, Gardenvale</td>
<td>112-172 Martin Street, 115-175 Martin Street, 2a &amp; 2b Hamilton Street, 75-81 Asling Street, 90 Asling Street, 1a Rose Street &amp; 2-20 Spink Street, Gardenvale</td>
</tr>
<tr>
<td>Sandringham Major Activity Centre, Sandringham</td>
<td>1-15 Waltham Street, 2-34 Waltham Street, 18-24 Abbott Street, 18-98 Station Street, 67-95 Station Street, 1-39 Melrose Street, 12-16 Melrose Street, 116-118 Beach Road, 7-31 Bay Road &amp; 10-76 Bay Road, Sandringham</td>
</tr>
<tr>
<td>Church Street Major Activity Centre, Brighton</td>
<td>2-154 Church Street, 3-147 Church Street, 3-5, 8 St Andrews Street, 196-208 New Street, 19-31.26, 36 Carpenter Street, 21-37 Well Street, 1-15 Male Street &amp; 1-4 Railway Walk, Brighton</td>
</tr>
<tr>
<td>Bay Street Major Activity Centre, Brighton</td>
<td>181-447 Bay Street, 198-386 Bay Street, 8 Cochrane Street, 26 Outer Crescent, 10-14 Warleigh Grove &amp; 163 Male Street, Brighton</td>
</tr>
<tr>
<td>Hampton Major Activity Centre, Hampton</td>
<td>600-630 Hampton Street Brighton East, 601-633 Hampton Street Brighton, 100 South Road, 249-599 Hampton Street, 350-570 Hampton Street, 1 Mills Street, 20-22, 36 Willis Street, 33-35 Willis Street, 1, 2 Grants Lane, 1, 2 Willis Lane, 2-6 Railway Walk, 7-31 Small Street, 2-14 Small Street, 7-13, 24 Railway Crescent, 1 Crisp Street &amp; 1 Service Street, Hampton</td>
</tr>
<tr>
<td>Keys Street Shopping Centre, Beaumaris</td>
<td>464, 467, 468-469, 470, 471 472 Beach Road, 1-22 Keys Street, 46A and 48-50 Keys Street, Beaumaris</td>
</tr>
<tr>
<td>Bluff Road and Love Street, Black Rock</td>
<td>111, 113, 115, 119, 121, 123, 125, 127, 127A, 129, 129A, 131, 143 Bluff Road, Black Rock</td>
</tr>
<tr>
<td>Keith Street and Widdop Crescent Centre, Hampton East</td>
<td>1-17 Keith Street, Hampton East</td>
</tr>
<tr>
<td>Nepean Highway and Milroy Street Centre, Brighton East</td>
<td>357 - 363 Nepean Highway and 2A Cambridge Street, Brighton East</td>
</tr>
<tr>
<td>Nepean Highway and Centre Road Centre, Brighton East</td>
<td>643-675 Nepean Highway and 681 – 721 Nepean Highway, Brighton East</td>
</tr>
<tr>
<td>Name of strip shopping centre and locality</td>
<td>Land description</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Nepean Highway and Union Street Centre,</td>
<td>429 – 533 Nepean Highway and 17 Union Street, Brighton East</td>
</tr>
<tr>
<td>Brighton East</td>
<td></td>
</tr>
<tr>
<td>Beach Road and Georgiana Street Centre,</td>
<td>72-81 Beach Road, Sandringham</td>
</tr>
<tr>
<td>Sandringham</td>
<td></td>
</tr>
<tr>
<td>Bluff Road and Spring Street Centre,</td>
<td>210-232 Bluff Road, Sandringham</td>
</tr>
<tr>
<td>Sandringham</td>
<td></td>
</tr>
<tr>
<td>Weatherall Road Centre, Cheltenham</td>
<td>152-176 Weatherall Road, Cheltenham</td>
</tr>
</tbody>
</table>

**Note:** Unless specified, property addresses include all unit numbers and letters of land zoned business.
Municipal Profile

Bayside City Council is located eight kilometres south east of Melbourne. The municipality is largely characterised by its proximity to Port Phillip Bay and its 17 kilometres of coast line. It is this proximity to the coast that has been most influential in the development of Bayside, both historically and today.

Bayside was originally settled in 1841 and used for agricultural purposes, however with the 1850’s boom associated with the gold rush, it soon emerged as a popular destination for holiday makers and day trippers from Melbourne, including many wealthy citizens who constructed grand homes on large allotments with substantial gardens. This early settlement, particularly in the northern part of the municipality has influenced the development of Bayside today and many of the features and buildings of that period remain and have heritage significance. This historic settlement also influenced the coastal areas around Beaumaris, which developed a more low scale development and retained a significant portion of the coastal vegetation that defines the southern parts of the municipality.

Development of Bayside has historically centred around defined ‘villages’ or activity centres which are a focus for retail, entertainment, employment and are accessible by public transport. This development pattern continues today. Each of these ‘villages’ has a defined character which is highly regarded by the local community. In **Bayside the activity centre hierarchy consists of Major Activity Centres, Large Neighbourhood Activity Centres, Small Neighbourhood Activity Centres and Small Commercial Activity Centres.**

The remainder of the residential areas are focused around larger allotments, enabling the establishment of private gardens which have matured and now dominate streetscapes. Housing styles range from grand old homes, Victorian and interwar homes, modern architect homes, an increasing number of apartments and also a range of public housing.

The municipality is experiencing increased development pressure for higher density residential development due to urban consolidation policies, its proximity to Melbourne and its attractiveness as a coastal location. This increasing density of residential development is reducing the size of allotments, often resulting in the loss of mature gardens and impacting on the character of the municipality.

The majority of economic activity in Bayside is associated with the commercial activities in the Major Activity Centres in Brighton, Hampton and Sandringham, as well as the **Large Neighbourhood, Small Neighbourhood and Small Commercial Activity Centres** smaller activity centres dispersed throughout the municipality. Bayside also has a significant employment area in Cheltenham, which, whilst once having a traditional industrial focus, is being transformed into high quality business area. Tourism is also a significant economic contributor to Bayside, focused primarily around the Bay and the opportunities that it offers.

Bayside has significant areas of open space ranging from the coastal foreshore to significant bushland, extensive golf courses, sporting grounds and passive recreational parks, which not only provide for a range of recreational activities but also contain significant bushlands/heathlands which range from State to Local significance. Not only do these areas provide important habitat, but they also contribute to the landscape quality of the municipality and are highly regarded by the community.

Bayside is a largely car dependent municipality. It is reasonably well serviced by public transport in the northern sector, principally by the Sandringham and Frankston railway lines as well as bus services, although in some cases these bus services are of limited frequency and duration (for example, hourly service during commuter hours only), meaning public transport is not a viable option. The area to the south around Beaumaris is not as well serviced by public transport.
The municipality is reasonably well serviced by public transport in the northern sector, principally by the Sandringham and Frankston railway lines as well as bus services, however the area to the south around Beaumaris is not as well serviced.

21.02-2  Key influences

The key influences on the Bayside municipality are:-

- Increasing development pressure and the impact this has on the urban environment.
- Environmentally significant areas.
- The coastal foreshore.
- Environmental risks associated with flooding, stormwater management and climate change.
- The local economy, including future development opportunities.
- Tourism and its associated opportunities and impacts.
- The quality and character of the built environment.
- Areas and sites of heritage significance, both aboriginal and European.
- A variety of open space opportunities.
- Transport, both in the public and private realm.
- Infrastructure to meet the needs of the existing and future community.
- Environmental performance of buildings.

21.02-3  Key issues

The key issues facing Bayside are focused around nine strategic themes:

**Settlement and Housing**

- The need to manage growth associated with population growth and its impacts.
- The need to direct population growth into appropriate locations.
- The provision of housing to meet the changing needs of the community.

**Environmental values**

- The protection of environmentally significant areas.
- The important habitat role of vegetation, including established trees and gardens on private property.
- The protection and enhancement of the foreshore as a natural, environmental and cultural resource is key to the ecological and economic viability of the Bayside municipality.
- The need to balance protection of the natural environment and recreational opportunities and demand presents a challenge, particularly along the coast.

**Environmental risks**

- The need to manage the impacts of drainage associated with urban consolidation on water quality within Port Phillip Bay.
The need to manage the flow of water from new or intensified development which can cause potential flooding.

**Economic development**

- The need to support and strengthen economic development within appropriate locations.
- The need to retain and strengthen the Bayside Business Employment Area as a business employment area of quality and profile within the south east region of Melbourne.
- The need to retain core retail function and appropriate retail mix within Major Activity Centres and Large Neighbourhood Activity Centres despite significant competition from outside centres.
- The need to support Small Neighbourhood Activity Centres and Small Commercial Activity Centres in providing local employment, services and a meeting point for the Bayside community.
- The role of tourism in the local economy.

**Built form and heritage**

- The need to provide certainty in relation to the expected built form in Small Neighbourhood and Small Commercial Activity Centres.
- The need to protect the quality and character of the urban environment.
- The need to provide certainty in relation to the preferred future character for residential areas.
- The need to protect vegetation within the urban environment, both on public and private land.
- The need to ensure that development is undertaken in an environmentally sustainable manner.
- The need to protect areas and places of heritage significance.

**Open space**

- The need to provide open space and recreational opportunities that meet the changing needs of the community.
- The protection and enhancement of open space is key to the economic and environmental viability of the municipality.

**Transport and access**

- Bayside is a largely car dependent municipality, with the majority of Bayside residents using a motor vehicle to travel to work.
- A high proportion of short trips are undertaken by car. This increases congestion on the roads and has negative environmental consequences.
- Bayside has a higher proportion of older persons and people with disabilities than the metropolitan average. Appropriate transport options need to be available for all people, including those with specific mobility requirements and those without access to a car.
- There are increasing parking pressures around railway stations, activity centres and the foreshore.
- There are conflicts between different types of street users in activity centres and on major corridors, such as Beach Road.
The different transport options, for example, bus and train, are often not well integrated which means they are not an attractive alternative to the private car.

Infrastructure

- The provision of infrastructure to meet the needs of the existing and future community.
- The need to manage the impacts associated with major community infrastructure.

21.02-4 Strategic Vision

“Bayside will be a city which protects and enhances the quality and character of the natural and built environment through environmentally sustainable development and management of land.

Bayside will be an environmentally focussed city in which its natural resources are valued by all the community, present needs are met and development is responsibly managed for the benefit of this and future generations.

In relation to housing, future medium and high density development will be directed to activity centres identified as Housing Growth Areas; and areas well served by public transport, open space and community facilities identified as Moderate Housing Growth Areas.

The identified Major Activity Centres: Church Street, Brighton; Bay Street, Brighton; Hampton Street, Hampton; Hampton East (Moorabbin), Sandringham Village; Cheltenham and Elsternwick will play a secondary role in accommodating future medium and high density residential development, ensuring the ‘village’ feel of each centre is maintained and enhanced.

Identified Large Neighbourhood Activity Centres of Highett; Martin Street, Brighton; Beaumaris Concourse; and Black Rock will assist in accommodating medium density development.

Identified Small Neighbourhood Activity Centres will accommodate additional housing which respects the local built form context, providing an opportunity for minimal to moderate growth. Growing these centres to provide convenience retailing will support their role as areas for local residents to meet.

Identified Small Commercial Activity Centres and the remainder of the established residential areas within the municipality, those areas identified as Minimal Residential Growth Areas, will experience minimal change and maintain their existing low density character.”

21.02-5 Strategic Framework Thematic Plans

Council’s key strategic directions are illustrated through a series of thematic plans.

The location of existing land use types is shown in Map 1 of this clause.

The Strategic Residential Framework Plan is shown in Map 2 of this clause.
Map 1 – Existing Land Use Types
Map 2 – Residential Strategic Framework Plan
21.02-6  Reference document

- Bayside Housing Strategy (September 2012)
- Bayside Integrated Transport Strategy (2013)
- Bayside Bicycle Strategy (2013)
Bayside Walking Strategy (2015)

Bayside Small Activity Centres Strategy (June 2014)
21.06 BUILT ENVIRONMENT AND HERITAGE

This Clause provides local content to support Clause 15 (Built Environment and Heritage) of the State Planning Policy Framework.

21.06-1 Character and Identity

Overview

Bayside is predominantly residential and defined by the character of its residential areas. Bayside is renowned for its ‘village’ environment with distinct community precincts along the foreshore and based on local shopping centres. Bayside is characterised by low density and low rise residential suburbs, which have ample outdoor living space with predominantly tree lined streets, premium real estate and historic homes, much of it in a seaside setting.

Housing styles vary from fine examples of grand period homes to older villas, modern architect designed homes and public housing. The style and density of housing has enabled the establishment of private gardens that have matured and now dominate streetscapes. These features of the character of Bayside’s residential areas are valued by the community and are intended to be retained and enhanced as the preferred character in most areas.

Bayside is experiencing increasing development pressure due to its attractiveness as a place to live, its coastal location and its accessibility to Melbourne. In-fill development in recent years has transformed many ‘quarter acre blocks’ to medium density housing or larger single dwellings, which has often resulted in the loss of mature gardens and landscaping, impacting on the character and environmental values of Bayside’s residential areas.

The coastal foreshore with associated beaches, cliffs and cliff tops, coastal landscape and coastal vegetation is also a major contributor to the character of the municipality and is one of Bayside’s most highly valued features.

The golf courses which cover large tracts of land also have intrinsic value and contribute to the surrounding areas and the character of Bayside.

21.06-1.1 Residential Areas

Key Issues

- The community place high value on residential character and the environment, particularly vegetation.
- There is a need to provide certainty in relation to the preferred future character for residential areas.
- Development pressures and poorly designed and sited medium density housing and inappropriately designed new single dwellings, can erode the preferred character and quality of some residential areas.
- Development and subdivision outside of residential opportunity areas should not significantly erode the prevailing scale and density of housing.
- Habitat provided by established trees and gardens on private property is being reduced by increased medium density housing and larger scale single dwellings, thereby impacting the character and environmental values of residential areas.
- The visual amenity of main roads and streets is critical in determining the overall sense of identity and character of the City.

Objective 1

To achieve quality design outcomes which improve the image of land use and development in Bayside and contribute to a sense of place appropriate to Bayside’s character and maintains, strengthens and enhances local character.
Strategies

- Protect and enhance the quality and local character of the built and natural environment, including leafy streetscapes.
- Ensure that development and subdivision of land in the residential areas of the municipality contribute to preferred future neighbourhood character.
- Ensure that safety and security remain key elements in how development responds to the streetscape.
- Ensure that redevelopment and subdivision outside residential opportunity areas does not significantly erode the prevailing scale and density of housing.

Objective 2

To facilitate quality design outcomes which make a positive contribution to the character of residential areas.

Strategies

- Ensure that new medium density housing is designed to be site responsive and respectful of its surroundings.

Objective 3

To provide greater certainty to both residents and developers in relation to the preferred character of residential areas and areas that require special treatment or greater protection.

Strategies

- Ensure development and subdivision responds to neighbourhood character.

21.06.1.2 Activity Centres

Key Issues

- Ensuring sufficient land is provided within activity centres for future retail and commercial development.
- The viability of Activity Centres is strongly linked to the functionality and physical appearance of buildings and streetscape.
- Facilitating commercial and housing development within activity centres in a manner which supports the vision for the centre and avoids conflict with surrounding land uses.
- Road crossings and buildings entries need to be designed to meet the needs of the community, particularly those members with limited mobility.

Objective 1

To achieve high quality built form and public realm design that conserves and enhances valued urban character and heritage places.

Strategies

- Require a neighbourhood and site description and a design response for all new buildings and façade alterations and additions.
- Conserve and restore Victorian-era buildings, buildings of architectural significance and buildings identified as having heritage significance.
- Ensure new development is compatible with the vision for the centre and avoids materially altering the scale of the centre.
Maintain and enhance the traditional, fine grain streetscape rhythm and building scale of activity centres.
- Enhance the ‘village’ focus of neighbourhood Activity Centres.

**Ensure that development within Small Neighbourhood Activity Centres and Small Commercial Activity Centres reflects the role and vision for the centre as well as any relevant urban design guidelines.**
- Ensure that the interface between activity centres and adjacent residential areas is appropriate in terms of built form and amenity.
- Ensure appropriate, good quality signage compatible with the style of buildings and the streetscape.
- Promote the incorporation of art in public places and creative advertising in appropriate locations.
- Encourage underground cabling, cable bundling or co-location of services and telecommunications infrastructure.

- **Encourage the integration of the supermarket and associated car parking and service station in the Bluff Road and Highett Road Centre, Hampton East with the rest of the centre.**
- **Encourage the development of South Road and Esplanade Avenue Centre, Brighton as a ‘gateway’ to the iconic Brighton Beach bathing boxes**
- **For South Road and Esplanade Avenue Centre, Brighton, improve connections between the Mixed Use Zone around Milano’s and the strip shopping centre and encourage more cafes, restaurants and local convenience retailing to service visitors and new residential development in the area.**
- **Encourage the provision of active land uses and frontages wherever possible to encourage street activity and to provide passive surveillance.**
- **In Small Commercial Activity Centres – Highway Oriented, ensure that proposals for the redevelopment of new highway based retailing seek to achieve high standards of landscaping and urban design which positively contribute to the character of the surrounding urban environment.**

**Objective 2**

To provide vibrant, attractive pedestrian environments that are safe and accessible for people with all levels of mobility.

**Strategies**

- Ensure that new buildings and streetscape works are designed to enhance the public realm and promote safety and access.
- Encourage building design which provides visual surveillance of streets and public spaces.
- Ensure that safety and security remain key elements in determining streetscape design.
- Maintain safety and security through lighting of pedestrian areas used at night, the location and height of planting, the orientation of buildings and type of fencing.

- **Encourage upgrading and beautification of streetscapes in Small Neighbourhood Activity Centres and Small Commercial Activity Centres through urban design to promote high levels of pedestrian accessibility.**
- Consider the mobility of all community members in the design of the streetscape, particularly those using motorised scooters for disabled use, wheel chairs and prams.

**Objective 3**

To protect the amenity of dwellings within and adjacent to activity centres.
Strategies

- Ensure that buildings are designed to provide a transition in built form at the interface between business and residential precincts.
- Ensure that commercial buildings at the interface between business and residential precincts are designed to respect the amenity of existing residential uses, particularly in relation to *overlooking, overshadowing*, noise generating uses and equipment.
- Ensure all non-residential uses in Small Neighbourhood Activity Centres and Small Commercial Activity Centres to manage off-site impacts such as noise, traffic generation and parking to limit the effect on residential amenity.
- Ensure that buildings and accessways are located and designed to protect significant street trees.
- Maintain - Ensure development responds to the spacious, low scale landscaped character of residential precincts, with residential buildings set back within vegetated front gardens and streetscapes.

21.06-1.3 Gateways

26/05/2011
C99

Key Issues

- The City’s gateways require special treatment in recognition of their impact on first impressions and the image they project of the City.

Objective

To improve the character and amenity of gateways through to roads and streets in Bayside.

Strategies

- Enhance the scenic and landscape qualities of main roads.
- Improve urban design and landscaping adjacent to main roads.
- Ensure appropriate, good quality signage compatible with the style of buildings and the streetscape.
- Integrate urban design principles into infrastructure design and streetscape improvements.
- Provide a sense of arrival at ‘gateways’ to the City.

21.06-1.4 Coastal Design

01/12/2016
C129

Key Issues

- Much of the character and appeal of Bayside is attributed to the foreshore and its assets including the beach, bushland, cliffs, coastal landscape and scenery as well as the native flora and fauna.
- Views of the Bay are critical in relation to the public benefit derived from the coast.
- Beach Road and The Esplanade are scenic routes and there is a need to ensure that built form addresses these routes.
- Inappropriate development and overshadowing have an adverse impact on the character of the coast, including vistas, landform and activities.
- The foreshore has strong ties and similarities with abutting properties and much of the hinterland.
- Views of the coast along the Esplanade/Beach Road can be impacted upon by changes in topography and curvature of the road.
Objective

To strengthen and reinforce the role of Beach Road/The Esplanade as a scenic boulevard.

Strategies

- Ensure that developments abutting Beach Road/The Esplanade complement the foreshore environment and reinforce their scenic boulevard role.
- Ensure a consistent approach to the design of Beach Road/The Esplanade infrastructure.
- Provide a sense of arrival at main foreshore intersections along Beach Road.
- Facilitate safe movement of vehicles, pedestrians, cyclists and other users along Beach Road/The Esplanade and related paths.
- Improve the management of urban design and landscaping adjacent to Beach Road/The Esplanade.
- Enhance the scenic and landscape qualities of the Beach Road/Esplanade.
- Protect areas where a high value of natural environment is a dominant attribute of the foreshore.
- Identify and protect key public viewing along the foreshore.

21.06-2 Sustainability

Key Issues

- Achieving a more sustainable urban built form by reducing greenhouse gas emissions and car dependence.
- Ecological and environmental sustainability in relation to development and natural resource management benefits current and future generations.
- Sustainable development incorporates the principles of integrated water management.

Objective

To enhance the sustainability of the built environment.

Strategies

- Require development to demonstrate best practice Environmentally Sustainable Design.

Development as a minimum should:

- Be energy and water efficient: including considering solar access and utilising sustainable energy and construction techniques;
- Allow for adaptive re-use in the future;
- Maximise retention of existing vegetation;
- Utilise landscape design to assist in passive solar heating and cooling;
- Make use of buildings and materials with minimal environmental impact, such as recycled materials and re-use of existing buildings;
- Incorporate water sensitive urban design techniques; and
- Include communal open space areas in larger residential developments.
- Encourage the use of environmental management plans and green travel plans for larger development proposals to encourage more innovative solutions for achieving Environmentally Sustainable Design.
Heritage

Overview

Bayside has a rich and varied heritage, starting with the Bunurong Aboriginals and later European settlement through to the twenty first century.

Given the history of Bayside, the municipality has a high proportion of sites and buildings which are recognised as being of State, Regional and Local heritage and archaeological significance. Sites range from aboriginal archaeological sites and the internationally recognised Beaumaris cliffs fossil site, to the shipwreck of the HMVS Cerberus and a range of historic buildings including Billilla, Kamesburgh, Black Rock House and the Brighton bathing boxes, as well as a number of significant trees.

Key Issues

- A number of buildings identified in heritage studies have been demolished and there is increasing concern that the City’s heritage is under serious threat.
- The protection of heritage buildings for present and future generations requires the implementation of effective planning controls.
- There is a need for clear design guidelines for new development adjacent to heritage buildings or within heritage precincts.
- Restrictions on the use of some heritage buildings are undermining their cultural significance.
- There is a need for Aboriginal heritage places along the foreshore to be identified and protected.

Objective 1

To protect and enhance the City’s buildings, trees and structures of cultural significance for present and future generations.

Strategies

- Recognise the cultural significance of important ‘heritage’ buildings, sites and precincts.
- Recognise the varying degrees to which individual buildings contribute to the significance of a heritage area.
- Encourage restoration of heritage buildings, sympathetic alterations/additions and contemporary infill development that is in harmony with characteristics of the area and appropriate street treatment/fencing.

Objective 2

To facilitate a use that would otherwise be prohibited where the nature and built form of the heritage place requires a greater range of options.

Strategies

- Ensure that the non-conforming use of buildings of heritage significance does not adversely affect the amenity of the area.

Implementation

The strategies contained in this clause will be implemented through the planning scheme through the following:-
Policy guidelines

Residential Areas

- Apply the Neighbourhood Character local planning policy, Clause 22.06, the findings of the Bayside Neighbourhood Character Review and the Highett Neighbourhood Character Review to ensure new development respects and enhances the preferred future character of residential areas.
- Implement the recommendations of adopted urban character studies for residential locations to protect and enhance Bayside’s residential amenity.

Activity Centres

- Use local policy to ensure new housing in and around Activity Centres is consistent with urban design performance standards.
- Provide detailed guidance on the development of Major Activity Centres, Large Neighbourhood Activity Centres, Small Neighbourhood Activity Centres and Small Commercial Activity Centres in a Local Area Plan contained in Clause 21.11 where available.
- Implement the recommendations of adopted urban character studies for Major Activity Centres, Large Neighbourhood Activity Centres, Small Neighbourhood Activity Centres and Small Commercial Activity Centres to protect and enhance Bayside’s residential character.

Bayside Business Employment Area

- Provide detailed guidance on the development of the Bayside Business Employment Area in a Local Area Plan contained in Clause 21.11.
- Use local planning policy to guide the built form and landscape design of development within the Bayside Business Employment Area (Business Employment Area Policy, Clause 22.05).

Coastal Design

- Implement the Bayside Coastal Management Plan 2014.

Tourism

- Use the Bayside Coastal Management Plan 2014 to guide use and development along Beach Road/The Esplanade.

Sustainability

- Implement Sustainable Design Assessment in the Planning Process (SDAPP) on a voluntary basis to developments for residential, commercial, industrial and mixed use developments that require a planning permit.
- Implement the Water Sensitive Urban Design (Stormwater Management) Policy (Clause 22.10) in considering relevant applications.

Heritage

- Use local policy to guide decisions about conservation, demolition and adaptation of heritage places (Heritage Policy, Clause 22.06)
Application of zones and overlays

Residential Areas

- Apply the Design and Development Overlay to facilitate the protection of the residential environs.
- Apply the Development Plan Overlay to large new residential developments to manage the form of development.
- Apply the Neighbourhood Character Overlay or the Design and Development Overlay to areas of significant neighbourhood character.
- Apply the Significant Landscape Overlay to residential areas of landscape significance.
- Apply the Neighbourhood Character Overlay to two areas of Hightett formerly zoned industrial and now zoned for residential purposes.

Activity Centres

- Apply Design and Development Overlays to Major Activity Centres to facilitate high quality urban design and built form.
- Apply the Design and Development Overlay to the Beaumaris Concourse Activity Centre in order to guide the built form of development in the centre.
- Apply the Design and Development Overlay to the Hightett Neighbourhood Activity Centre to restrict the height of commercial properties to three storeys.
- Apply the Design and Development Overlay to Small Neighbourhood Activity Centres and Small Commercial Activity Centres to guide the height, design and off-site amenity impacts of new development.

Coastal Design

- Apply the Design and Development Overlay to protect and enhance the built form and landscapes within the coastal hinterland and residential environs and views from Port Phillip Bay.
- Apply the Design and Development Overlay to protect and enhance the foreshore environment.

Heritage

- Apply the Heritage Overlay to preserve buildings, structures and natural features identified as having cultural significance.

Further strategic work

Residential Areas

- Identify areas of significant urban character which have limited capacity for higher density development.
- Assess the feasibility of tree controls over front setback areas to retain and enhance residential character.
- Investigate the need for options for medium density housing provisions.

Activity Centres

- Prepare design and development guidelines for Activity Centres.
- Develop a Bayside signature in keeping with its identity as a seaside location.
Bayside Business Employment Area

- Prepare an urban design strategy for the streets and public places throughout the area and its surrounds.
- Prepare design and development guidelines for private development in the area.

Coastal Design

- Identify and protect key public viewing points.
- Develop a Precinct Master Plan that defines the key character elements of the foreshore in each precinct and provides for their protection.
- Prepare and implement a planting and landscaping renewal program to maintain foreshore landscape character.
- Develop a local character based design policy for new buildings and infrastructure on the foreshore.
- Prepare and implement building and infrastructure guidelines for the Bayside foreshore area, which includes sustainable design principles.
- Conduct research into Aboriginal Heritage places and activities on the foreshore and protect significant sites.

Tourism

- Develop a Bayside Tourism Strategy.

Sustainability

- Prepare an Environment Sustainability Strategy aimed at identifying ways to achieve more sustainable development outcomes within the municipality.

Heritage

- Identify buildings of heritage significance that would benefit from allowing a use that is otherwise prohibited in the zone.
- Prepare design guidelines for restoration of and extensions to heritage buildings, new infill development, street treatment and fencing.
- Identify and protect sites of Aboriginal Heritage along the coast.

Reference Documents

Residential Areas

City of Bayside Highett Neighbourhood Character Review, Planisphere, March 2011.
Vegetation Character Assessment report, City of Bayside, John Patrick and Associates 1999.
Activity Centres

Bayside Small Activity Centres Strategy (June 2014)
Sandringham Village – Final Structure Plan (November 2006)
Bay Street Centre – Final Structure Plan (November 2006)
Church Street Centre – Final Structure Plan (November 2006)
Hampton Street Centre – Final Structure Plan (November 2006)
Sandringham Urban Village Strategy, August 2007
Hampton Shopping Centre Strategy Plan 1994
Beaumaris Concourse Structure Plan, February 2005
Highett Structure Plan, 2004
Outline Development Plan for the Martin Street Commercial Activity Centre
The Black Rock Village Business Strategy, 1994

Bayside Business Employment Area

Bayside Industrial Area Strategy 2004
Construction Techniques for Sediment Control, EPA 1991
Bay Road Heathland Master Plan.
Flora and Fauna Assessment of CSIRO Land, Highett, Victoria, 2004
Graham Road, Highett: Traffic Management Plan, 2004

Coastal Design

Bayside Coastal Management Plan 2014
Bayside Cultural Plan, 1998

Tourism

Bayside Coastal Strategy, 1997
Bayside Cultural Plan, 1998

Heritage

City of Brighton Urban Character and Conservation Study, 1986
City of Sandringham Heritage and Conservation Study, 1989
City of Brighton Heritage Review, February 1999
City of Bayside Heritage Review (Revision 1), 2003
City of Brighton Review of Heritage Precincts
City of Bayside Heritage Review: Brighton Town Hall Precinct (June 2013)
Heritage Review ‘Greenfield’ (‘Tullavin’), 453 New Street, Brighton, David Helms
Heritage Planning (April 2014)
Heritage Review Lindsay House, 9 Boxhall Street Brighton, David Helms Heritage
Planning (May 2014)
Inter-War and Post-War Heritage Study
Bayside Cultural Plan, 1998
Bayside Arts Strategy 1997
Bayside Coastal Management Plan 2014
**ECONOMIC DEVELOPMENT**

This Clause provides local content to support Clause 11.01 (Activity Centres) and Clause 17 (Economic Development) of the State Planning Policy Framework.

### Activity Centres

**Overview**

Bayside has eight large commercial centres focused around traditional shopping strips, including Bay Street, Church Street, Hampton Street, Sandringham, Martin Street, Highett (part) Black Rock and Beaumaris Concourse, which are largely established around public transport. As well as providing a commercial, entertainment, administrative and employment focus for local residents, these centres provide a niche market around food, fashion, antiques, cafes, personal and professional services. Four of these centres, Bay Street, Church Street, Hampton Street and Sandringham, are Major Activity Centres and are major focal points for future commercial and residential development. The remaining four, Martin Street, Highett (part) Black Rock and Beaumaris Concourse are large Neighbourhood Activity Centres. In addition to these larger centres, there are numerous smaller Neighbourhood Activity Centres dispersed across Bayside, which provide convenience retailing for the daily convenience and "top-up" needs of local residents and passing motorists. These centres play an important role providing residents with access to local convenience retail and hospitality uses to service day-to-day needs and facilitate community building and social interaction.

Bayside’s other form of smaller activity centres are Small Commercial Activity Centres (Mixed Use and Highway Oriented) which do not play a convenience role. These centres accommodate retail and commercial uses which supplement the economic and employment function of higher order centres.

**Key Issues**

- Ensuring there is a sufficient capacity and a range of commercial services to meet the needs of the Bayside population.
- The role and viability of activity centres will be strengthened by residential development, however it is important to ensure this residential development does not occur at the expense of commercial activities.
- Activity Centres are valuable for the employment and service provision they provide in the local economy.
- The viability of shopping activity centres and the potential for tourism is strongly linked to functionality and the physical appearance of buildings and the streetscape.
Balancing the need to serve local demands for retail and associated services, while developing the opportunity to serve visitors/tourists.

The ‘village feel’ and variety of goods and services in strip shopping activity centres is a strength of commercial activity in Bayside.

Maintaining vibrant activity centres with core retail functions and an appropriate retail mix in the context of competition from larger centres and new forms of retailing.

Supporting a range of commercial, retail and service activities that serve the needs of both local residents and tourists.

With vast improvements in communication and information technology, increasing competition and more sophisticated consumers, it is now recognised that a holistic approach with greater emphasis on sustainability principles and net community benefits of urban village development is required.

The role and viability of Activity Centres will be strengthened by residential development.

Objective 1

To support the economic and social sustainability of activity centres. To promote sustainable development of activity centres within a local and regional context.

Strategies

Identify and strengthen the roles of Major Activity Centres within the regional and municipal hierarchies.

Encourage a diversity of retail, commercial and community activities to serve the needs of the local community and support tourism.

Retain, strengthen and diversify the retail core in each Major Activity Centre and large Neighbourhood Activity Centre.

Locate major retail developments that may serve a wider catchment area in the retail core of Major Activity Centres.

Facilitate high quality commercial, residential and mixed use development within and adjacent to the retail core and on large sites in Major Activity Centres.

Encourage community services that cater to the needs of residents and visitors to be located in activity centres.

Ensure the individual strengths of each centre are maintained.

Retain a retail core area in the Major Activity Centres and large Neighbourhood Activity Centres.

Enhance opportunities for appropriate services catering to needs of residents.

Ensure all office development in a Major Activity Centre is of a high quality.

Prohibit the establishment of gaming machines in activity centres.

Objective 2

To encourage new economic development which maintains and enhances the supply of and access to a range of employment and training opportunities.
Objective 3

To ensure residential development within Housing Growth Areas contribute to and do not compromise the economic viability and vibrancy of activity centres.

Strategies

- **Ensure commercial development in smaller activity centres provides incremental increases in commercial floorspace at the ground floor.**
- **Retain an active commercial street frontage at ground floor level with residential above providing passive surveillance of public areas.**
- **Support the local convenience retailing role of Small Neighbourhood Activity Centres by facilitating commercial floorspace growth.**
- **Encourage uses and development that facilitates day and evening activities.**
- **Encourage uses which provide for community interaction at a local level.**
- **For Small Commercial Activity Centres – Mixed Use, encourage the provision of local commercial and retail space for small businesses, specialist retail and local services.**

21.07-2 Bayside Business Employment Area

Overview

The Bay Road/Reserve Road area of Sandringham, Highett and Cheltenham is the major focal point for future business development and employment. It is centrally located within the south-eastern metropolitan region and has ready access to Nepean Highway and the Melbourne-Frankston train line.

Once considered a regionally significant traditional industrial location to the south-east of Melbourne, residential development in surrounding areas has increased the potential for land use conflicts. This, along with economic restructuring has resulted in a shift in emphasis from a purely ‘industrial area’ to that of a ‘wider business area’. An area that not only accommodates the needs of modern industry, but also office and other associated business activities of quality and profile which will enable this employment area to fulfil an identifiable niche in the south-east region of Melbourne.

Key Issues

- The Bay Road Business Employment Area contributes significantly to the economic diversity of the municipality.
- There is a need to facilitate and promote the development of this employment area as a mixed use node that complements rather than competes with nearby activity centres.
- There is an identified need to broaden the industrial base by focussing on high technology industries with global market appeal and export appeal if the long term viability of the area is to be ensured.
- There is a need to shift the emphasis of the area from that of a purely ‘industrial area’ to that of a ‘wider business area’; one that accommodates the needs of modern industry, but also office and other associated business activity.
- The business employment area is to integrate seamlessly into the urban fabric of the municipality.
- Economic restructuring is changing the profile of industry and the proportion of businesses and jobs in the traditional ‘industrial’ sector of the economy is declining,
whilst the proportion in the ‘non-industrial’ sector is increasing. This will continue to have significant implications for the long-term viability of business activity in traditional industrial areas.

Objective

- To transform the former Bayside Industrial Area from a traditional industrial precinct into a key Business Employment Area of a quality and profile which will enable it to fulfil an identifiable niche in the south-east region of Melbourne.

Strategies

- Provide for redevelopment opportunities for high-tech businesses and development which create significant employment opportunities for a skilled resident workforce that will benefit from proximity to employment and various local recreation facilities.
- Restrict the establishment of gaming machines in the Bayside Business Employment Area as defined under Figure 1 Clause 22.04.

Tourism

Overview

Tourism has been associated with Bayside since Sandringham, Brighton and Beaumaris were established as coastal holiday towns shortly following European settlement of Melbourne. The tourist attractions primarily relate to the bay, with the iconic bathing boxes, swimming, cycling, walking and sailing activities, as well as shopping, heritage homes and sites of natural significance. Bayside has a significant focus on golfing, with seven golf courses, both public and private, some of international significance.

Key Issues

- Tourism has the potential to become one of Bayside’s principal industries tied to the city’s natural strengths and the projected growth of the tourism industry in Victoria.
- Tourism is emerging as a significant industry in Bayside, and contributes to both the economic and social development of the community, as well as having other environmental, social and cultural benefits.
- As the tourism industry grows, new and expanded infrastructure, services, facilities and attractions are developed which not only service the needs of tourists, but also residents.
- Poor management of tourism may result in overcrowding, environmental degradation, stressed car parking/road networks and loss of an area’s traditional identity; particularly along the coast, in Bayside’s remnant natural vegetation reserves and in retail precincts.
- Potential impacts associated with tourism need to be carefully managed to ensure that environmentally sensitive coastal areas and the inherent character of Bayside are retained and enhanced. This requires quality management of property and open space development.
- Bayside’s strength as a regional tourist destination is based on the range of environmental, recreational and educational activities along the coast.
- Capturing the tourism potential of Beach Road as a scenic boulevard together with opportunities for accommodation, entertainment and shopping associated with beach activities.
Objective 1

To maximise the economic, social and cultural benefits of tourism for Bayside.

Strategies

- Encourage development of tourist facilities and services which are compatible with and add value to existing built form and natural attractions.

Objective 2

To strengthen and reinforce the role of Beach Road/Esplanade as a tourist boulevard.

Strategies

- Enhance the scenic and landscape qualities of Beach Road/Esplanade.
- Improve the management of urban design and landscaping adjacent to Beach Road/Esplanade.
- Ensure a consistent approach to the design of Beach Road/Esplanade infrastructure.
- Improve the management of local/regional traffic issues associated with the function of Beach Road/Esplanade as a main road.
- Encourage the diversion of freight/heavy traffic from Beach Road to the Nepean Highway.

Objective 3

To minimise the impact of tourism on the natural environment and inherent character of an area.

Strategies

- Facilitate tourism that respects the residential, heritage, leisure and environmental goals for the municipality.
- Facilitate tourism that respects the residential, heritage, leisure and environmental goals for the municipality.
- Encourage development of tourist facilities and services which are compatible with and add value to existing built form and natural attractions.
- Improve the management of urban design and landscaping adjacent to Beach Road.

21.07-4

Discretionary Uses in residential areas

Objective

To ensure the proper integration of appropriate discretionary uses into residential areas.

Strategies

- Ensure the integration of appropriate discretionary uses into preferred locations in residential areas.
Implementation

The strategies contained in this clause will be implemented through the planning scheme through the following:-

Policy guidelines

Activity Centres

- Provide detailed guidance on the use and development of the Activity Centres in a Local Area Plan contained in Clause 21.11 where available.
- Use the Highett Structure Plan 2004 to guide the preferred future pattern of development in and surrounding the Highett Shopping Centre.
- Use the Beaumaris Concourse Structure Plan, February 2005 to guide future development.
- Use the Bayside Small Activity Centres Strategy 2014 to guide the future development of the smaller order centres within Bayside.

Bayside Business Employment Area

- Use local policy to guide use and development within the Bayside Business Employment Area (Business Employment Area Policy, Clause 22.05).

Tourism

- Use the Bayside Coastal Strategy, 1997 to guide use and development along Beach Road/The Esplanade.
- Implement the Bayside Arts Strategy, 1998
- Assess applications for discretionary uses in residential areas against the ‘Discretionary Uses in Residential Areas’ Policy (Clause 22.07).

Application of zones and overlays

Activity Centres

- Apply the Commercial 1 Zone (C1Z) to the core of activity centres to encourage a concentration of complementary retail, commercial, community and residential uses.
- Apply the Commercial 1 Zone (C1Z) to activity centre precincts where commercial uses, such as offices and consulting rooms, as well as upper level dwellings, are encouraged.
- Apply the Commercial 1 Zone (C1Z) to activity centre precincts where it is appropriate to encourage the development of offices or multi-dwelling units with common access from the street.
Apply the Mixed Use Zone to activity centre precincts where a variety of retail, commercial and residential uses is encouraged.

- Apply the Mixed Use Zone to selected neighbourhood centres to encourage conversion to residential use.
- Apply the Design and Development Overlay to Small Neighbourhood Activity Centres and Small Commercial Activity Centres to ensure the sustainable development of these centres.

Bayside Business Employment Area

- Apply the Mixed Use Zone to land on the south-west corner of Bay Road and George Street.
- Apply the Mixed Use Zone to land with frontage to the northern side of Bay Road in the vicinity of Noyes and Sydenham Streets.
- Apply the Mixed Use Zone to land with frontage to the southern side of Bay Road to the west of Heathland Reserve.
- Apply the Commercial 2 Zone to all remaining land that was formerly in an Industrial 1 Zone or an Industrial 3 Zone to the north of Bay Road from the vicinity of Advantage Road to Graham Road and to the south of Bay Road to Park Road and Tulip Street.

Apply the Environmental Audit Overlay to all land in a residential zone or a Mixed Use Zone in Highett and Sandringham that was formerly in an Industrial 1 or Industrial 3 Zone.

Tourism

- Apply the Public Park and Recreation Zone to the coastal reserve.

Other actions

Activity Centres

- Adopt special rating schemes to promote Major Activity Centres.

Tourism

- Encourage the promotion of Bayside as a visitor destination by identifying and marketing the unique and popular aspects of the municipality.
- Continue to support the Bayside Business Network.

Further strategic work

Activity Centres

- Identify the role and function of activity centres in terms of servicing the needs of the local community and demand for tourism.
- Identify opportunities for quality office development.
- Determine the relevance of strategies documented in the Black Rock and Hampton Street Shopping Centre studies completed in 1992 and 1994.
Develop a policy to reinforce the roles and functions of main activity centres.

Undertake public realm improvements in Bayside’s small activity centres to promote Council’s urban design objectives.

**Bayside Business Employment Area**

- Review the Southland / Cheltenham Activity Centre Study to incorporate the future planning and development of the new Bayside Business Employment Area.
- Review local planning policies and controls for Sandringham, Highett and Cheltenham to recognise the new role identified for the former Bayside Industrial Area.

**Tourism**

- Develop and implement a Bayside Tourism Strategy in partnership with key stakeholders.
- Prepare coastal master plans to provide details of park layout and facilities.
- Prepare a master plan to better integrate the South Road and Esplanade Avenue Centre, Brighton with both components of the centre and with the foreshore.
- Investigate opportunities to better integrate the Esplanade and Grosvenor Street Centre, Brighton with the Brighton Baths precinct.

**Reference Documents**

**Activity Centres**

- Sandringham Village – Final Structure Plan (November 2006)
- Bay Street Centre – Final Structure Plan (November 2006)
- Church Street Centre – Final Structure Plan (November 2006)
- Hampton Street Centre – Final Structure Plan (November 2006)

  - Bayside Small Activity Centres Strategy (2014)
  - A Strategy for Brighton Shopping Centres, 1993
  - The Black Rock Village Business Strategy, 1994
  - Bayside City Council, Retail Monitor, August 1997
  - Highett Structure Plan, 2004
  - Outline Development Plan for Martin Street Commercial Activity Centre.

**Bayside Business Employment Area**

- Bayside Industrial Area Strategy 2004

**Tourism**

- City of Bayside – Draft Municipal Tourism Direction, July 1997
This Clause focuses on the local area implementation of the objectives and strategies set out earlier in the Bayside Planning Scheme. Each section relates to a particular precinct or key strategic development site with the municipality, and should be read in conjunction with the rest of the Municipal Strategic Statement and not in isolation.

The sections are organised under the following Local Area headings:

**Major Activity Centres**

- 21.11-1 - Sandringham Village
- 21.11-2 - Bay Street, Brighton
- 21.11-3 - Church Street, Brighton
- 21.11-4 - Hampton Street

**Large Neighbourhood Activity Centres**

- 21.11-5 - Beaumaris Concourse
- 21.11-6 - Highett
- 21.11-7 - Martin Street, Gardenvale
- 21.11-8 - Black Rock

**Small Neighbourhood Activity Centres**

- 21.11-9 - Small Neighbourhood Activity Centres

**Small Commercial Activity Centres – Mixed Use**

- 21.11-10 - Small Commercial Activity Centres – Mixed Use

**Small Commercial Activity Centres – Highway Oriented**

- 21.11-11 - Small Commercial Activity Centres – Highway Oriented

**Other areas**

- 21.11-129 - Bayside Business Employment Area

**Major Activity Centres**

- **Sandringham Village**

  **Vision**

  In Sandringham Village, activity will be focused around the transport interchange, Waltham Street, Bay Road, Melrose Street and Beach Road. Buildings fronting onto these areas will have active frontages. The Sandringham Hotel continues its role as a landmark building.
providing a gateway to the centre. Redevelopment of the hotel site emphasises this in its urban design response in a manner consistent with the seaside context. The mixed use of the hotel provides a focus for activity with active uses on the ground level. Housing above shops will feature throughout the centre to provide residents with convenient access to services and amenities and provide a human presence for informal surveillance in the centre during the day and evening.

The heritage character of Sandringham’s two storey shopfronts will remain, with modern buildings respecting the traditional height of the existing buildings.

The distinctive layout of the shopping area will be retained and enhanced with an integrated streetscape upgrade that relates to the seaside setting and reinforces the streets as important areas of open space. The village will be easy to walk around, with safe, attractive and direct routes throughout the centre and to the bay. The transport interchange located near the station will ensure the connection between the train and the bus, encouraging people to use public transport. The centre will continue to provide a range of community services and facilities.

Existing residential areas will remain highly valued by the community, and will retain their current seaside character. New housing will integrate with the existing streetscape and provide additional opportunities for people to live near the centre. Existing views and vistas will be protected where possible in all new development and streetscape improvements.

Objectives and Strategies

Objective 1

To strengthen the role of Sandringham Village as a multi-use centre offering retail, office, entertainment and community services.

Strategies

- Ensure that new development and public realm improvements support the Sandringham Village Framework Plan and Vision.

In Precinct 1: ‘Retail Core’

- Consolidate retail activity within this precinct.
- Encourage continuous active shopfronts at street level with residential above.
- Maintain the community facility role of this precinct, particularly in Waltham Street.
- Provide small retail and office uses along Station Street and Bay Road.
- Encourage cafes, restaurants and entertainment uses.
- Encourage the redevelopment of the Station car park in Harston Street and the adjacent bus depot for housing.
- Design new development of the bus depot and railway station car park to provide for the duplication of rail platforms; the replacement of public car parking; and the creation of pedestrian links between the station and Sandringham and Bay Roads.
- Design new development adjacent to Sandringham Railway Station to include windows at ground and upper floor levels that overlook the station.
- Maintain housing for older persons and residential aged care.
- Encourage active uses in Melrose Street such as cafes and restaurants.
- Expand the range of non food retail on offer.
In Precinct 2: ‘Sandringham Hotel’
- Facilitate the development of the Sandringham Hotel site to make better use of this key gateway location.
- Encourage a mix of uses with active street frontages.

In Precinct 3: ‘Bay Road Offices’
- Maintain the office role.
- Encourage residential uses on upper levels.

In Precinct 4: ‘Residential Areas’
- Encourage residential development close to shops and services to provide a transition from business precincts to low scale residential areas.
- Encourage redevelopment of larger sites and grade level car parks for residential with basement car parking.
- Retain the residential focus of this precinct.
- Provide adequate off-street parking for all new dwellings.

Objective 2
To provide a high quality, vibrant, attractive and safe public realm environment.

Strategies
- Redevelop properties in Melrose Street with 90 degree angle car parking to provide shops built to the footpath edge and parking provided behind the development.
- Provide a transition in front setbacks between All Souls Church in Bay Road and new development to its east.

Objective 3
To improve physical and visual connections between Sandringham Village and the foreshore reserve.

Strategies
- Provide active frontages along Beach Road to address the foreshore reserve.
- Protect existing views from the public domain to Port Phillip Bay through the siting and massing of buildings, structures, signage and the selection of vegetation species.
- Incorporate a mid-block pedestrian link into the redevelopment of land between Sim and Bay Streets.
- Improve Melrose Street as a link from the village and station area to the foreshore reserve.

Objective 4
To improve vehicle and pedestrian circulation throughout the centre.
Strategy

- Improve pedestrian access to the business precincts from surrounding residential streets, in line with the framework plan.

Local Area Implementation

Ensure that proposed uses and developments within the Sandringham Village Major Activity Centre are consistent with the Framework Plan contained in Map 1 to this Clause.
Map 1 to Clause 21.11-1

Reference Documents

Sandringham Village - Final Structure Plan (November 2006)
Bay Street, Brighton

Vision

In the Bay Street Centre, activity will be focused in the existing shopping area between Hillcrest Avenue and Asling Street. Buildings will address this area with active frontages. Office activity will be focused in the western end of Bay Street where the upgraded streetscape provides places to sit and meet and an attractive setting for businesses. Housing above the shops and offices will feature strongly throughout the centre to provide residents with convenient access to services and amenities and provide a human presence for informal surveillance in the centre during the day and evening.

The heritage character and streetscape scale created by Bay Street’s traditional two storey shopfronts will be maintained with modern buildings respecting the traditional height of those older buildings. The pattern of narrow shopfronts that is a feature of the shopping strip will be reflected in vertically articulated facades in new commercial and retail buildings throughout the centre.

The complementary role of the centre as a focus for community activity will be supported. This will be done through both the provision of community facilities/services and the good urban design of and interfaces with public spaces to support community interaction. The centre will be easy to walk around, with safe, attractive and direct routes throughout the centre and to the railway station. The attractive spaces around the station will encourage people to use public transport.

The surrounding residential precinct will retain its spacious and leafy character and new housing will integrate with the existing streetscape and provide additional opportunities for people to live near the centre. The interface of the commercial and residential precincts will be marked by sensitive urban design treatments.

Objectives and Strategies

Objective 1

To strengthen the role of Bay Street, Brighton as a multi-use centre offering retail, office, entertainment and community services.

Strategies

- Ensure that new development and public realm improvements support the Bay Street Centre Framework Plan and Vision.

In Precinct 1: ‘Retail Core’

- Locate major retail developments that may serve a wider catchment area, such as a supermarket, in this area.
- Encourage development of shop top housing.
- Discourage ground floor uses that do not provide an active frontage to the street.

In Precinct 2: ‘Western Office Area’:

- Promote office uses at ground level and above.
- Accommodate uses that generate pedestrian activity such as cafes, restaurants and entertainment uses without stifling office development.
- Encourage residential uses above ground floor level.
Encourage redevelopment of larger sites for mixed use developments with basement car parking, commercial uses at ground level and residential above.

*In Precinct 3: ‘Medical Centres, Office and Residential’*
- Maintain the mixed use role of this precinct.
- Facilitate a mix of residential, medical centres and small office uses, and active uses at the street frontage where appropriate.
- Discourage activities that may cause detriment to the amenity of the area due to noise, appearance, parking, loading or hours of operation.

*In Precinct 4: ‘Residential Areas’*
- Increase the number of dwellings and the variety of dwelling types in this area.
- Encourage redevelopment of larger sites for higher density residential dwelling types.
- Provide adequate off-street parking for all new dwellings.
- Extend public activity, social interaction and public realm treatments to the western end of Bay Street.

**Objective 2**

To improve vehicle and pedestrian circulation throughout the centre.

**Strategies**
- Encourage access to off-street car parking via Bay Street to limit traffic impacts on local residential streets.
- Improve pedestrian access in line with the framework plan.
- Ensure that new development between Bay Street and Outer Crescent incorporates pedestrian links between the two streets.
- Improve the small landscaped areas of open space around the railway station to provide an attractive and safe pedestrian link.
- Improve the amenity and safety of pedestrian access through the laneway adjacent to Warleigh Grove and surrounding residential streets.
- Support the development of a new car parking facility over the existing Council owned parking lot located between Marion Street and Willansby Avenue, to provide between 80-120 additional car spaces.

**Local Area Implementation**
- Ensure that proposed uses and developments within the Bay Street Major Activity Centre are consistent with the Framework Plan contained in Map 1 to this Clause.
Reference Documents

Bay Street Centre - Final Structure Plan (November 2006)
Church Street, Brighton

Vision

In the Church Street Centre activity will be focused in the existing shopping area between St Andrews and Male Street. Buildings fronting onto these areas will have active frontages. The large at-grade level car parks behind the shops in Well Street will be replaced with a mixed use development which will provide additional car parking, a small public open space and a residential interface with Well Street. Housing above the shops will feature strongly throughout the centre to provide residents with convenient access to shops and services and provide a human presence for informal surveillance in the centre during the day and evening.

The heritage character and streetscape scale created by Church Street’s traditional two storey shopfronts will be maintained with modern buildings respecting the traditional height of those older buildings. The pattern of narrow shopfronts will be reflected in vertically articulated facades in new buildings.

The centre will be easy to walk around, with safe, attractive and direct routes throughout, particularly to the railway station. Attractive spaces around the station will encourage people to use public transport.

The surrounding residential precinct will retain its spacious and leafy character and new housing will integrate with the existing streetscape and provide additional opportunities for people to live near the centre. The interface of the commercial and residential precincts will be marked by sensitive urban design treatments.

Objective 1

To strengthen the role of Church Street, Brighton as a multi-use centre offering high quality retail (particularly fashion, homewares and other comparison shopping), office, entertainment and community services.

Strategies

Ensure that new development and public realm improvements support the Church Street Centre Framework Plan and Vision.

In Precinct 1: ‘Retail Core’

- Maintain continuous active uses, such as shop fronts, at street level.
- Support the expansion of the Safeway/Woolworths supermarket to full line status (approximately 3,000 sqm) to serve as a stronger anchor for the centre. Ensure that building frontages have a high degree of visual connection to the street.
- Encourage mixed use development throughout the precinct and in particular around the railway station.
- Continue to allow secondary services supporting the Centre (including retail) to locate at ground floor level in the Commercial 1 zoned area to the south east of the railway.
- Encourage development of shop top housing.

In Precinct 2: ‘Office and Mixed Use’

- Encourage office uses at ground level.
- Encourage the development or adaptation of upper levels for housing.
- Encourage redevelopment of larger sites and grade level car parks for mixed use developments with basement car parking, office uses (residential in Well Street) at ground level and residential above.
- Support the provision of an additional car parking facility over the existing parking lot located off the north side of Well Street, between Carpenter Street and the railway line, to provide, along with the redeveloped car park on the corner of Carpenter and Black Street, between 120-160 additional car spaces.

**In Precinct 3: ‘Church, St Andrews and New Street Triangle’:**

- Encourage mixed use developments, with small shop, office or other appropriate non-residential uses at ground level (such as medical services) and residential on upper levels.

**In Precinct 4: ‘Residential Areas’:**

- Encourage residential development close to shops and services to provide a transition from the business precinct to low scale residential areas.
- Encourage redevelopment of larger sites and grade level car parks for residential with basement car parking.
- Provide adequate off-street parking for all new dwellings.
- Support the provision of an additional car parking facility over the existing parking lot located on the corner of Carpenter and Black streets to provide, along with the redeveloped Well Street car park, between 120-160 additional car spaces.

**Objective 2**

To provide a high quality, vibrant, attractive and safe public realm environment.

**Strategies**

- Integrate the open space on the St Andrew’s Church grounds (fronting Church Street between New and St Andrews streets) into the centre.
- Design development opposite the St Andrews Church to provide for buildings with windows overlooking the church grounds.
- Design new development adjacent to Middle Brighton Railway Station to include windows at ground and upper floor levels that overlook the station and access lanes.

**Objective 3**

To improve vehicle and pedestrian circulation throughout the centre.

**Strategies**

- Create new pedestrian links between Church Street and Well Street, as detailed in the framework plan.
- Create a new pedestrian link between Lindsay Street and the railway footpath as part of any redevelopment of the car park.

**Local Area Implementation**

- Ensure that proposed uses and developments within the Church Street Major Activity Centre are consistent with the Framework Plan contained in Map 1 to this Clause.
Reference Documents

Church Street Centre - Final Structure Plan (November 2006)

Hampton Street

Vision

In the Hampton Street Centre, activity will be focused between Willis Street and the railway line and extending behind to the revamped Willis Street precinct. The existing grade level car park will be replaced with a mixed use development incorporating community facilities, housing on upper levels, a new public space and basement car parking for commuters and residents. Housing above the shops will feature throughout the centre.

The modest scale of Hampton Street’s two storey shopfronts will be maintained with modern buildings respecting the height of those existing buildings. The Willis Street Precinct site will be promoted as a significant redevelopment site in the heart of the centre.

The centre will be easy to walk around, with safe, attractive and direct routes throughout the centre and between the buses and trains. Hampton Street will become an important space with new landscaping and urban design treatments providing places to sit and meet. The revamped Willis Street Precinct will provide improved waiting spaces and a public open space, which will be a focus for the centre and encourage people to use public transport.

The centre will continue to provide a range of community services and facilities. These will incorporate functions such as library services and flexible meeting spaces for social, recreational and community educational opportunities for all ages and abilities.

The surrounding residential precinct will retain its spacious and leafy character. New housing in this precinct will integrate with the existing streetscape and provide additional opportunities for people to live near the centre. The interface of the business and surrounding residential precincts will be marked by sensitive urban design treatments.

Objectives and Strategies

Objective 1

To strengthen the role of the Hampton Street Centre as a multi-use centre offering retail, office, entertainment and community services.

Strategy

- Ensure that new development and public realm improvements support the Hampton Street Centre Framework Plan and Vision.

In Precinct 1: ‘Retail Core’

- Develop a high activity, retail and mixed use core between the railway line and Willis Street.

- Facilitate redevelopment of the Willis Street Precinct and railway car park to a mixed use development with basement car parking, integrated community facilities, improved links to the station and between transport modes, improved station facilities and a public space incorporating the existing large eucalypts.

- Support the redevelopment of the station car park in Railway Crescent to provide housing that fronts the street and also looks onto the station.

- Design new development adjacent to Hampton Railway Station to include windows at ground and upper floor levels that overlook the station and access lanes.
Ensure that the redevelopment of the Willis Street Precinct includes additional car parking spaces to replace those lost due to the redevelopment of the Railway Crescent car park.

Ensure that building frontages have a high degree of visual connection to the street.

Provide a pedestrian link to the Willis Street Precinct from Hampton Street.

Encourage development of shop top housing.

Discourage ground floor uses that do not provide an active frontage to the street.

**In Precinct 2: ‘Peripheral Business and Local Shopping Area’**

Encourage mixed use developments with shop, office and other non-residential uses on the ground floor and residential on upper levels.

Encourage uses that contribute to the separate local shopping centre role of the business area north of South Road.

**In Precinct 3: ‘Office and Multi-dwelling Residential’**

Maintain continuous retail shop fronts at street level.

Encourage the growth of office activity in Small Street and Railway Crescent.

Encourage development of shop top housing.

Discourage the location in this precinct of shopping development with a potential to attract high pedestrian volumes.

**In Precinct 4: ‘Residential Areas’**

Provide for increased housing densities and diversity of housing types within the centre and direct larger developments to larger sites within or immediately adjoining the business precincts.

Provide adequate off-street parking for all new dwellings.

**Objective 2**

To maintain the retail strip and street life on Hampton Street between Ratho Avenue and Crisp Street.

**Strategies**

- Redevelop existing shopping areas between Ludstone and Villeroy streets, and between Grenville and Hollyrood streets, to provide shops built to the footpath edge and car parking behind the development.
- Consolidate the commercial area north of South Road as a local shopping centre.
- Maintain and consolidate community service functions in the centre.

**Objective 3**

To improve vehicle and pedestrian circulation throughout the centre.

**Strategies**

- Improve the amenity of pocket parks adjacent to the railway line and pedestrian access to these parks so that they form a green treed corridor dissecting the Centre.
Strengthen pedestrian links as shown on the framework plan, including:

- Between Orlando and Grenville Streets across the rail line.
- From the station to Willis Street.
- Along Willis Lane
- Between Service Street and Hampton Street
- Along the rail lane reserve

**Local Area Implementation**

Ensure that proposed uses and developments within the Hampton Major Activity Centre are consistent with the Framework Plan contained in Map 1 to this Clause.
Map 1 to Clause 21.11-4

Reference Documents

Hampton Street Centre - Final Structure Plan (November 2006)
Neighbourhood Activity Centres

21.11-5

Beaumaris Concourse

Vision

The survival and vitality of local shopping centres is becoming more than just a simple marketing exercise of identifying needs and targeting a particular product or service. It is now recognised that a holistic approach with greater emphasis on sustainability principles and the net community benefits of urban village development is required.

To this end it is critical to ensure this activity centre maintains a good mix of uses and vital core retail areas.

Objectives

- To encourage a diverse mix of uses within the centre.
- To maintain a core retail role for the centre.
- To intensify active uses along street frontages identified as being part of the core retail area.
- To encourage a range of eating and entertainment facilities outside the core retail area.
- To encourage residential development within the centre.
- To ensure that offices do not undermine the active street life of the centre.

Local Area Implementation

- Ensure that proposed uses and developments within the Beaumaris Concourse Activity Centre are generally consistent with the Beaumaris Concourse Activity Centre Framework Plan contained in Map 1 to this Clause.

Residential development

- Encourage shop top housing that is designed to acknowledge the use of ground floor retail and entertainment uses of the centre.
- Require new residential development to incorporate appropriate use of noise attenuation measures to address conflict with adjoining retail or entertainment uses.
- Protect the existing and future amenity of the land and the surrounding area, including abutting residential uses.

Economic development

- Control the hours of operation of new restaurant or entertainment uses to protect the amenity of existing and future residents of the centre.
- Require night time entertainment uses to adopt appropriate noise attenuation to reduce any existing or potential conflict with adjoining residential uses of the centre.

Built form

- Ensure the continuity of shop frontages in the retail core area is maintained or extended.
- Ensure new restaurants do not reduce the existing floor area of shop floor space, or interrupt street level shop frontages within the core retail area.
- Discourage conversion of ground floor shop fronts to non-retail uses, particularly office and restaurant uses in the core retail area.
- Encourage the use of active frontage to streets through use of appropriate design materials selection in new buildings and works.

Reference Documents

Beaumaris Concourse Activity Centre Structure Plan

Map 1 to Clause 21.11-5

21.11-6 Highbett

Vision

To revitalise the Highbett Road shopping centre as an attractive, vibrant and well used main street and community focal point that provides a wide range of local shopping, business and community services suited to the needs of people living and working in the area.
To provide the opportunity for a mix of retail, employment, other associated activities and residential in that part of the Highett Shopping Centre to the west of the railway, in a form that complements the core of the centre located to the east of the railway, and to better link the two parts of the centre for pedestrians.

To provide an opportunity for as many people as is appropriate given the character of the area and the opportunities for change to live and work in Highett, with access to public transport and within walking and cycling distance of activity centres, and hence to provide a real transport option for people other than the private car.

To recognise the character of Highett’s established residential areas and managing change in a way that responds to their character qualities, and to the proximity of the some parts of the residential area to public transport and activity centres.

There are limited large scale vacant sites available for residential development in Bayside. The largest remaining site is the CSIRO land, currently in operation and located within the Highett Activity Centre. Should this land become available, it will present a significant development opportunity for Bayside.

Objectives

- To establish a built form that respects the existing one and two storey character of the Highett Shopping Centre, while providing some limited opportunity for a higher built form to increase the intensity of activity in the centre and to facilitate residential uses in upper levels of buildings and the rear of shops.
- To recognise the character of Highett’s established residential areas and to manage change in those areas in a way that responds to their character qualities, and to their proximity to public transport and Activity Centres.
- To improve pedestrian access throughout the area and to overcome the barrier presented by the railway line.
- To improve the provision of public open space and provide improved connections to existing open space in the area.
- To improve the appearance, amenity, attractiveness, safety and sense of security throughout the entire Highett area.
- To manage traffic issues in Graham Road.
- To maximise the development opportunities that exist on vacant and underutilised land with respect to the precinct’s urban quality and proximity to transport and activity centres.
- To redevelop the CSIRO site for medium density residential use, with the opportunity for compatible education campus related uses, in a way that responds to the existing character of the residential area in which it is located, existing vegetation on the site and which integrates with the surrounding street and open space networks.

Local Area Implementation

- Ensure that proposed uses and developments within the Highett Neighbourhood Activity Centre are consistent with the Highett Strategic Framework Plan contained in Map 2 to this Clause.

Residential development

- Encourage well designed medium density apartment style developments on consolidated lots in preferred residential development areas. Preference is for multi-level developments that include basement or in-building car parking.
- Manage residential redevelopment in areas not identified as preferred areas for medium density housing, pursuant to existing Council policies and ResCode.

**Economic development**

- Support the establishment of a mixed use development on land at the south-west corner of Highett Road and Graham Road.
- Support the establishment of a mixed use development on the triangular site at the south-east corner of Graham Road and Highett Road, with ground level retail and upper level residential or employment uses: and to explore the possibility of a pedestrian underpass under the railway line as part of any redevelopment that occurs on this site.
- Encourage the establishment of offices and dwellings above and at the rear of shops fronting Highett Road within the Highett shopping centre.
- Encourage the redevelopment of ground level car parks for integrated mixed use developments including office, residential and car parking within the Highett shopping centre.
- Realise opportunities for mixed use developments with retail or business uses at ground level on Highett Road to the west of Middleton Street (south side of Highett Road) and west of Train Street (north side Highett Road).
- Improve linkages between the Highett Community Hub in Livingstone Street and the Highett Shopping Centre, and define the role and function of the Livingstone Street centre to complement a possible expanded range of community services and facilities within the core of the Highett Shopping centre.

**Built form**

- Define a strong and positive identity and image for the Highett area and create a strong sense of community pride and belonging.
- Restrict the height of commercial properties in the Highett Neighbourhood Activity Centre to three storeys.
- Allow sufficient space around new multi-level developments at ground level to provide the opportunity for landscaping that will create a garden appearance to streets and soften the building form from adjoining buildings.
- Open up views and access to the Lyle Anderson Reserve from Graham Road on properties west of Lyall Anderson Reserve.
- Improve the appearance, amenity, attractiveness, safety and sense of security throughout the entire Highett area.

**Environmental values**

- Recognising the Highett Grassy Woodland as making a substantial contribution to biodiversity on a local and regional level.

**Open space**

- Upgrade the Sir William Fry Reserve to create a major open space feature and central parkland element.
- Provide an open space connection between future public open space to be provided on the CSIRO site and the Lyle Anderson Reserve for properties on the west of Lyall Anderson Reserve.
Provide an open space link on privately owned land to the west of the Lyle Anderson reserve, to create a connection between the Reserve and open space to be provided in the CSIRO site.

**Transport and access**

- Improve pedestrian safety on Highett Road through improved road crossings of Highett Road and of side streets.
- Manage traffic flows in Graham Road to improve residential amenity and safety.
- Provide new pedestrian access across the railway line and across Nepean Highway to reduce barriers to pedestrian movement through the area.

**CSIRO site**

- Achieve a site layout that responds to the existing features of the site in terms of internal road pattern, configuration of buildings, pattern of significant vegetation and open spaces.
- Achieve a built form that respects the character and amenity of surrounding one and two storey residential areas.
- Consider the potential to reuse existing buildings.
- Create a conservation reserve to protect the Highett Grassy Woodland.
- Retain existing significant vegetation on the site and other vegetation that makes a positive contribution to the character of the area and to the internal amenity of the site.
- Provide a significant area of open space on the site.
- Create an open space connection between future public open space and the Lyle Anderson Reserve.
- Establish an open road and pedestrian network within the site that connects to and integrates with the local street system both to the east and west of the site.
- Incorporate water sensitive urban design in the future redevelopment of the site.

**Further strategic work**

- Prior to the zoning of the CSIRO site, vegetation, archaeological and geological studies are to be undertaken to determine the appropriate zone and overlay controls to be applied to the site.

**Reference Documents**

Highett Structure Plan 2004
Graham Road, Highett: Traffic Management Plan 2004
Flora and Fauna Assessment of CSIRO Land, Highett, Victoria 2004
Martin Street, Gardenvale

Vision

To create a vibrant shopping centre which recognises and builds on the character and streetscape features of the centre.

Objectives

- To maintain the Edwardian design theme including paving, exotic street trees, seating, tree guards, grates and street lights.
- To ensure that advertising signs do not contribute to visual clutter or conflict with the lighting theme.
- To promote attractive, well designed development that complements surrounding residential character and the bayside location.
- To ensure that development takes place in an orderly and proper manner having regard to character and amenity of the area.
- To encourage urban design improvements which offer variety, interest and convenience to shoppers.
- To promote attractive, well-designed development that complements surrounding residential character and bayside location.
- Ensure that the location of offices in vacant shops does not result in a reduction in the retail floor spaces at the ground floor level.

Local Area Implementation

- Ensure that proposed uses and developments within Commercial 1 zoned areas in the Martin Street Activity Centre are generally consistent with the Outline Development Plan for the Martin Street activity centre contained in Map 3 to this Clause.

Economic development

- Encourage office, peripheral sales (ground floor only) and other showroom (ground floor only) uses between Spinks Street and the Nepean Highway.
- Encourage offices at the first floor on the Nepean Highway south of Martin Street with a maximum height of 8 metres.
- Discourage outdoor car yard areas between Spinks Street and the Nepean Highway.

Built form

- Retain attractive buildings and well landscaped front garden areas on the north side of Martin Street, west of Asling Street as focal image elements. (see Area 4 on Map 3 to this Clause)
- Retain existing buildings on the north side of Martin Street, west of Asling Street as an important focal built-form element for the centre. (see Area 5 on Map 3 to this Clause)
- Retain signs to shop facade awning edges and below awnings and project from upper floor facades or fixed at an angle above awnings.
- Between Spinks Street and Nepean Highway:
• Apply a maximum building height of 12 metres to establish a strong streetscape presence for the area;
• Apply a maximum façade height at approximately the parapet heights of the existing two storey Victorian and Edwardian era buildings within the streetscape. (see area 17 on Map 3)

□ Encourage offices at the first floor level and apply a maximum building height of 8 metres on Nepean Highway, south of Martin Street.

□ Maintain uniform asphalt paving and provide continuous weather protection through installation of shop verandahs or awnings throughout the centre.

□ Landscape the private car parking area on the south west corner of Martin and Asling Streets along the street edges, with suitable planting to improve the visual appearance, screen the parking area and provide greater visual continuity between the adjacent streetscape components. (see area 3 on Map 3 to this Clause)

□ Retain the eastern vista to Nepean Highway and the western vista to the mature street tree plantings in the residential areas.

Reference Documents

Outline Development Plan for the Martin Street commercial activity centre
Map 1 to Clause 21.11-7

CITY OF BRIGHTON
OUTLINE DEVELOPMENT PLAN
MARTIN STREET CENTRE
KEY PLAN

Not to scale.
Vision

The Black Neighbourhood Activity Centre will be a safe, attractive pedestrian orientated environment with a vibrant shopping centre that supports a wide range of retail and service uses to serve the needs of the local and broader community and which contribute to the functioning of the centre as a community focal point.

The centre will strengthen its association with the foreshore area to increase its tourism role.

Objectives

- To protect and reinforce the Centre’s local convenience function.
- To encourage a mix of active retail and commercial uses at ground floor level, with residential and office uses above.
- In appropriate locations, to provide for higher density residential developments with active commercial uses at ground floor level.
- To encourage design and built form which is responsive to – and seeks to enhance – the unique character and amenity of the Centre and provides appropriate separation between the centre and adjoining residential areas.
- To encourage built form that provides a visual connection with Port Phillip Bay.
- To encourage improvements to the public realm which enhance the visual interest of the Centre, reinforce its unique local character and incorporates the principles of water sensitive urban design (WSUD).
- To ensure the Centre remains walkable with pedestrian safety, access and amenity as the main priority and to improve pedestrian connectivity between the Centre and the foreshore.
- To encourage public transport and cycling as alternative means of access to the Centre.
- To ensure the Centre maintains an adequate supply of appropriately designed and managed on and off-street multi-purpose car parking.

Local Area Implementation

- Ensure that proposed uses and developments within the Black Rock Neighbourhood Activity Centre are generally consistent with the requirements of the Black Rock Neighbourhood Activity Centre Map contained in Figure 1 to this Clause.
- Ensure the built form is consistent with the requirements of Schedule 1 to the Design and Development Overlay.

Residential development

- Encourage new residential uses above ground floor level in the form of shop-top housing.

Economic development

- Encourage new retail and commercial uses within the Black Rock Village Activity Centre that complement the local convenience function of the Centre.
- Ensure uses locating at ground floor within the Village do not undermine the vibrancy of the public realm.
- Discourage the conversion of ground floor shopfronts to non-retail uses, unless it can be demonstrated that the proposed use makes a positive contribution to street life within the Centre.
- Promote high levels of pedestrian activity and engagement along ground floor street frontages.

Built form

- Ensure new developments provide articulated built form at both ground and upper levels and an appropriate interface is provided between the Village and adjoining residential areas.
- Ensure new development provides appropriate solar access to new and existing dwellings and the amenity of adjoining buildings is not unreasonably impacted by visual bulk, overlooking or overshadowing.
- Commercial street frontages should;
  - provide at least 5 metres or 80%, whichever is the greater, as an entry, display window or customer service area;
  - minimise the extent of blank walls, vehicle entrances and service utilities; and
  - provide transparent glazing, window coverings and security grills that do not obscure views into premises.
- New development must protect and enhance key views of the foreshore Reserve as viewed from Bluff Road, Balcombe Road and along Beach Road.

Transport and access

- Maintain and improve pedestrian linkages throughout the Centre and between the Centre and the foreshore.
- Maintain the supply of publicly available car parking spaces.
- Seek the creation of an easement of carriageway for laneways to achieve;
  - a 5.5m wide access lane along the rear of properties at 4-18 Bluff Road, 592-606 Balcombe Road and 1-35 Bluff Road; and
  - a suitable width for other access lanes determined by the number of properties likely to require future access.
- Consider applying a one-way requirement (or other safety treatment) on the use of the laneways at 1-35 Bluff Road and 592-606 Balcombe Road when warranted by future development and use of those properties.
- Require survey evidence indicating that the entrance to any basement car park is not located at the low point of the street.

Reference Documents

Map 1 to Clause 21.11-8: Black Rock Village Neighbourhood Activity Centre
Small Neighbourhood Activity Centres

Role

Small Neighbourhood Activity Centres are small centres with limited retailing that provide a local convenience to their immediate area. To be a Small Neighbourhood Activity Centre, they must have some form of convenience retailing either in the form of a small supermarket, milk bar or grocer, with a number of other retail premises.

These centres play an important role in providing local convenience shopping which helps build the social capital of neighbourhoods and provides the opportunity to access by walking or cycling.

Vision

Small Neighbourhood Activity Centres will play an important role in Bayside’s economy by providing for the daily convenience and ‘top-up’ needs of local residents as well as passing motorists. Re-establishing convenience retailing in centres where it has been lost is encouraged.

In Small Neighbourhood Activity Centres, community interaction is encouraged by the provision of local services and cafés. Active ground floor frontages help to create a safe and attractive pedestrian environment whilst additional housing, in keeping with the surrounding residential context, provides activity and passive surveillance for the centre.

The following centres are classified as Small Neighbourhood Activity Centres:

- Balcombe Park, Beaumaris
- Balcombe Road and Charman Road Centre, Beaumaris
- Bay Road and Avoca Street Centre, Cheltenham
- Bay Road and Jack Road Centre, Cheltenham
- Bluff Road and Arranmore Avenue Centre, Black Rock
- Bluff Road and Bay Road Centre, Sandringham
- Bluff Road and Edward Street Centre, Black Rock
- Bluff Road and Higghett Road Centre, Hampton
- Bluff Road and Love Street Centre, Black Rock
- Bluff Road and Spring Street Centre, Sandringham
- Brighton Beach (Were Street) Centre, Brighton
- Dendy Village, Brighton
- East Brighton Shopping Centre, Brighton East
- Esplanade and Grosvenor Street Centre, Brighton
- Hawthorn Road Shopping Centre, Brighton East
- Higghett Road and Spring Street (Little Higghtt Village) Centre, Higghet
- Keith Street and Widdop Crescent Centre, Hampton East
- Keys Street Shopping Centre, Beaumaris
- Ludstone Street Centre, Hampton
- New Street and Bay Street Centre, Brighton
- Seaview Shopping Centre, Beaumaris
• South Road Plaza, Hampton
• Thomas Street and Egan Street Centre, Brighton East
• Weatherall Road Shopping Centre, Cheltenham

The majority of Bayside’s Small Neighbourhood Activity Centres serve the local demand of their resident population. Most centres do not require any large or urgent increases and expansion is expected to be incremental and largely contained within the existing centre boundaries.

Centres with a larger format supermarket or other large tenant have the largest geographic catchments and have a wider area to serve incoming demand growth.

If the supermarket in the Bluff Road and Highett Road Centre is to be redeveloped, it is likely to grow the floorspace of this centre to over 6,500 square metres, comparable to Neighbourhood Activity Centres like Martin Street and Highett.

Objectives

• To encourage minimal to moderate levels of residential growth in each of the centres.
• To encourage incremental commercial floorspace growth through ground floor extensions and at the first floor.

Strategies

• Ensure residential development does not occur at the expense of commercial floorspace.
• Expand Small Neighbourhood Activity Centres in a manner which maintains the individual urban character of the centres and recognises the centres context.
• Ensure new uses are consistent with the specialist role of the centre, where appropriate.
• Ensure the continued viability of convenience retailing and associated uses in the centres.
• Ensure a range of uses which contribute to centres being key destinations for Bayside residents.
• Provide landscaping opportunities in the public realm and at key locations in the centres.
• Strengthen pedestrian connections to open space, health and community uses and existing bus stops.
• Ensure development does not provide vehicle access from the activity centre frontage.
• Encourage the retention of laneways to provide vehicle access to centres.
• Prioritise pedestrian and cycle activity through design of the public realm to slow vehicle speeds.
• Investigate opportunities to provide safe pedestrian crossing points.
• Ensure new development is consistent with the urban form concept plans for each centre.
• Ensure new development provides an incremental increase in commercial floorspace where required.
• Ensure new development provides an appropriate transition to nearby residential land and recognises its residential context.
Local Area Implementation

- Ensure that proposed uses and development within Small Neighbourhood Activity Centres are consistent with the urban design guidelines specified in the relevant Design and Development Overlay schedule.

- Retain the size and function of the Balcombe Park, Esplanade and Grosvenor Street and Ludstone Street centres.

- Expand the supermarket use in the Bluff Road and Highett Road Centre to increase the supermarket floorspace available in Bayside.

- Encourage a small supermarket to locate in the Dendy Village Centre.

- Encourage the New Street and Bay Street Centre to transition to a mix of uses oriented towards convenience and boutique retailing, to complement the Bay Street Major Activity Centre.

- Encourage retail uses to establish in the Bluff Road and Arranmore Avenue Centre to grow its role as a local convenience centre.

- Ensure new residential development in the Bay Road and Avoca Street Centre does not detrimentally affect existing Commercial 2 Zoned uses in the nearby Bayside Business District.

Further strategic work

- Consider reducing the slip lane to Royal Avenue in the Bluff Road and Spring Street Centre to increase the adjoining open space and create a safer pedestrian environment.

- Monitor the growth and trends in Small Neighbourhood Activity Centres to identify any changes to the activity centre hierarchy over time.

- Investigate ways of better connecting coastal small activity centres with the foreshore.

Reference Documents

Bayside Small Activity Centres Strategy (2014)

21.11-9 Small Commercial Activity Centres – Mixed Use

Role

Small Commercial Activity Centres – Mixed Use are smaller commercial areas comprising services, offices and limited retail uses but lacking a convenience retail function.

Vision

Small Commercial Activity Centres – Mixed Use will provide offices and business accommodation and specialist retail services. The commercial role of these centres is valued and supported as is the provision of local convenience services that support these uses.

Active ground floor frontages help to create a safe and attractive pedestrian environment, whilst additional housing in keeping with the surrounding residential context is encouraged, and provides activity and passive surveillance for the centre.

The following centres are classified as Small Commercial Activity Centres – Mixed Use:

- Beach Road and Georgiana Street, Sandringham

- New Street and Martin Street, Brighton
South Road and Esplanade, Brighton
Weatherall Road and Morey Road, Cheltenham.

Objectives

- To encourage uses which provide for community interaction at a local level.
- To ensure new development appropriately manages amenity and interface issues with adjoining residential development.
- To provide an attractive pedestrian environment to encourage walking and cycling.

Strategies

- Retain fine grain street frontages and street rhythm.
- Encourage active frontages at the ground floor.
- Encourage large windows and balconies on upper floors to provide passive surveillance of the public realm.

Local Area Implementation

- Improve connections between both parts of the South Road and Esplanade Centre on either side of the railway line.
- Encourage more cafes, restaurants and convenience retailing in the South Road and Esplanade Centre to service new residential development, tourists to the area and commuters.
- Encourage the development of South Road and Esplanade Centre as a ‘gateway’ to the iconic Brighton Beach bathing boxes.
- Encourage the upgrading and beautification of streetscapes through urban design works to provide high levels of pedestrian activity.

Further strategic work

- Prepare a Master Plan for the public realm around the South Road and Esplanade Centre to better integrate the centre with the foreshore.
- Advocate to the State Government for improved pedestrian connectivity from the Brighton Beach Railway Station to the foreshore.

Reference Documents

Bayside Small Activity Centres Strategy (2014)

Small Commercial Activity Centres – Highway Oriented

Role

Small Commercial Activity Centres – Highway Oriented are smaller commercial areas located along the Nepean Highway typically comprising smaller-scale homemaker and peripheral sales, retail uses, services and small offices which benefit from highway exposure.
Vision

These centres provide opportunities for retail and commercial uses that require a high exposure, main road location. Given the stability of tenure in these centres, and the limited supply of bulky goods provision in Bayside, these centres will continue to play a specialised role in the economy.

The following centres are identified as Small Commercial Activity Centres – Highway Oriented:

- Nepean Highway and Centre Road Centre, Brighton East
- Nepean Highway and Milroy Street Centre, Brighton East
- Nepean Highway and Union Street Centre, Brighton East

Objectives

- To provide highway based bulky good retail uses with larger floorspace requirements.
- To improve the overall presentation of the built form and public realm along the Nepean Highway.
- To provide medium density housing on upper floors where it does not detrimentally affect ground floor commercial uses.

Strategies

- Ensure development manages amenity and interface issues with nearby residential development.
- Ensure new residential development provides for large format retail uses on the ground floor.
- Minimise vehicle accessways and loading areas occupying building frontages along the Nepean Highway.
- Ensure signage does not obscure or dominate the appearance of new development.
- Require new development or highway based retailing to achieve high standards of landscaping and urban design which positively contribute to the character of the surrounding urban environment.
- Require all non-residential uses to manage off-site impacts including noise, traffic generation and parking to limit the effect on residential amenity.
- Ensure new development provides its car parking requirements.
- Ensure new commercial development provides adequate space for vehicle deliveries and unloading within the site.

Reference Documents

- Bayside Small Activity Centres Strategy (2014)
Other areas

**21.11-912 Bayside Business Employment Area**

**Vision**

The Bayside Business Employment Area will be a business employment area of a quality and profile to enable it to fulfil an identifiable niche in the south-east region of Melbourne. Rather than being an isolated enclave, it will be a business precinct integrated seamlessly into the urban fabric of the municipality. It will retain its existing physical and economic strengths, whilst concurrently eroding exhibited weaknesses to provide an effective and unique working environment, one in which a highly skilled workforce and diverse business community can work in an attractive environmental setting, whilst accessing the recreational, leisure and entertainment facilities available in the area.

**Key Issues**

- Employment opportunities within the area are poorly aligned with the local skill base of Bayside.
- The Jack Road area includes a significant number of large and small businesses. As with other areas within the precinct, industrial use and activity in the area should be supported and diversified via the infusion of broader business-related activities, however the amenity of abutting and nearby residential areas needs to be protected. This is especially the case for those industrial operations that front or have access to Jack Road.
- The Jack Road area comprises the eastern boundary of the Bayside Business Employment Area, it has an important transitional role and should be planned to provide an acceptable interface between commercial and residential areas, particularly those fronting Jack Road.
- Jack Road was designed and constructed primarily as a residential street, rather than an industrial or commercial street.
- Jack Road is used extensively as access between Bay Road and Park Road and is near its maximum recommended vehicle capacity for a residential street.
- To enable full utilisation of land assets between Reserve and Jack Roads and achieve effective management of vehicular traffic, an effective road system is needed. This could encompass extending Chandos Street southwards to Charlton Avenue and / or extend a realigned Charlton Avenue through to Reserve Road or an alternative that achieves the same strategic outcomes.
- The appearance, amenity and functionality of the area needs to be improved.
- The business employment area is to complement, and not conflict with the development opportunities available in nearby Activity Centres by fulfilling a clearly defined, business / employment focussed role.
- The character and amenity of the residential areas that surround the Bayside Industrial Area have evolved. The areas are now fully developed and have become suburbs of high value, amenity and desirability. There is a need for the amenity and appearance of the industrial area to complement rather than conflict with the surrounding urban form.
- The Bay Road Business Employment Area abuts the Bay Road Heathland Sanctuary and there is a need to ensure that the development addresses this environmentally significant site.
Objectives

- To transform the Bayside Business Employment Area from a traditional industrial precinct into a key Business Employment Area in the south-east region of Melbourne.
- To provide for an ongoing mix of industrial, office and other related business activities in high quality buildings with landscaped setbacks and improved and safe access consistent with the evolution of former industrial areas into a modern diversified business area.
- To create a world’s best practice business environment in order to facilitate and enhance the economic base and employment opportunities in the area.
- To establish a consistent and unifying landscape and urban design theme to the area which presents it as a single identifiable precinct consistent with a modern, high amenity business environment.
- To enhance the amenity and appearance of the business employment area to a high level, consistent with the overall amenity of the wider City of Bayside.

Local Area Implementation

- Ensure that proposed uses and developments within the Bayside Business Employment Area are undertaken in accordance with the established strategic planning framework. The boundary of the Bayside Business Employment Area is shown in Map 1 to this Clause.

Residential development

- Discourage residential uses from locating at ground level fronting Bay Road to maintain the business/commercial focus of the area.

Environmental values

- Protect the flora and fauna values of the Bay Road Heathland Sanctuary and complement the conservation measures outlined in the current Bay Road Heathland Masterplan. To achieve this:
  - Apply performance standards (addressing building height, setbacks, lighting, design and landscape treatments) to regulate the form of development on adjoining properties that may impact directly on the Heathland Reserve.
  - Apply a 3 metre wide buffer zone around the perimeter of the Heathland Reserve on adjoining properties.
  - Ensure that landscaping treatments and flora species utilised on adjoining properties are compatible with the Bay Road Heathland Masterplan, particularly by prohibiting environmental weeds.
  - Ensure appropriate physical interfaces exist between commercial/employment areas and residential uses.
  - Ensure that parking and streetscape improvements are undertaken to improve the appearance, amenity and functionality of the area.
  - Ensure that business operations do not adversely affect neighbouring residential uses.
  - Undertake landscaping and streetscape beautification works that complement the business employment character identified for the area.
Economic development

- Encourage the clustering of complementary uses that concurrently safeguard the amenity of residential areas to strengthen existing industrial and business activities.
- Ensure all industries operate so as to be compatible with offices and other non-industrial uses, as well as nearby residential areas where they exist.
- Ensure that the business employment area fulfils a clearly defined business/employment focussed role and complements, rather than conflicts with the development opportunities available in nearby activity centres.
- Encourage a mix of complementary business and industrial activities in high quality buildings with landscaped setbacks and improved and safe access. A mix of businesses should be encouraged and facilitated. Particular encouragement is given to the following uses:
  - Manufacturing/warehousing/offices.
  - Storage/distribution.
  - Export oriented businesses.
  - High technology businesses (especially those with a global focus).
  - Other forms of clean, non-polluting, environmentally friendly businesses.
  - Businesses that are prepared to invest in establishing and maintaining a high quality environment.
- Ensure the mix of business activity is sustainable in economic, social and environmental terms.
- Recognise the legitimate role of industry and associated uses to remain in the area, expand and upgrade and for new industries and associated uses to establish.
- Ensure appropriate physical interfaces exist between commercial and residential uses.
- Encourage offices and other associated businesses to establish.
- Ensure that any development within the Mixed Use Zone on the corner of Bay Road and George Street contains a range of residential, commercial, industrial and other uses which complement the mixed use function of the Business Employment Area.
- Provide opportunities for more intense development occupied by a range of uses including commercial, industrial, warehouse and medium density residential uses within the Mixed Use Zone on the south side of Bay Road to the west of the Heathland Reserve.

Built form

- Ensure that parking and streetscape improvements are undertaken to improve the appearance, amenity and functionality of the area.
- Ensure that all private redevelopment includes appropriate landscaping, built form and a quality of development that complements the business employment character identified for the area.
- Encourage state of the art environmental management through all aspects of design, building development and business processes.
- Ensure appropriate interfaces are provided between commercial and residential properties in order to improve residential amenity and reduce land use conflicts.

**Transport and access**

- Ensure appropriate management of business-related activity such as vehicular traffic.

**Reference Documents**

Bayside Industrial Area Strategy 2004


**Map 1 to Clause 21.11-9**

![Bayside Business Employment Area Map](image-url)