

ACTIVITY CENTRE
STRUCTURE PLAN

Adopted
26th August 2014

BAY STREET

THE HUB OF PORT MELBOURNE



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EXECUTIVE SUMMARY

The purpose of this structure plan

Bay Street, Port Melbourne is identified as a 'Major Activity Centre' under State Planning Policy. Preparing a structure plan is a key response to this policy, and provides an integrated framework for guiding change and development through planning controls.

This structure plan also provides a strategic context and framework for delivering public realm improvements, traffic management, and provision of community services to support the integration of the centre in order to strengthen its activity mix, place identity, accessibility and sense of community.

Heritage and Context

Bay Street, Port Melbourne and its surrounding area is historically significant as part of the nineteenth century township of Sandridge. The area had a strong maritime and industrial role until the late twentieth century, after which the area has been and continues to be a focus for urban renewal and change.

The Bay Street retail strip remains a focus for community life, retailing and entertainment, providing a highly valued 'village' atmosphere. The activity centre also plays a sub-regional role for surrounding areas and this role will grow in importance as renewal of surrounding areas occurs. It is important that the essential role and character of the centre is retained.

In the last 20 years, the population of the suburb of Port Melbourne has grown by 88% and the number of dwellings has increased by 130%, greatly outstripping growth rates in both the municipality and Melbourne. Further growth will place additional pressure on existing infrastructure.

Process

Preparation of the structure plan has included:

- An analysis of existing conditions and the identification of issues and opportunities relating to land use and built form, community / demographic profile, transport and access, and the public realm.
- Consultation with centre users, landowners, businesses and key stakeholders, including in-centre discussion tents and surveys.
- Internal consultation with other functions of Council to ensure an integrated place management approach.

Also, a number of detailed background studies have been completed to inform key elements of the structure plan, including:

- An access and movement study
- Review of *Design and Development Overlay 1* (DDO1)
- A public realm strategy
- A review of *Heritage Overlay 1* (HO1) south of Graham Street, and
- A detailed land use and built form analysis.

What the plan does

Development of the structure plan recognises that the activity centre has already experienced transformational change through renewal of the mixed use area at the southern end of Bay Street, and consequential changes throughout the remainder of the centre. The size and profile of the local community has also changed.

The focus of structure plan is on improving the integration of key elements of the centre (streetscapes, movement networks, land use clusters) and reinforcing the essential character of the place, rather than identifying further opportunity for substantial growth and change.

This is achieved through a range of strategies and initiatives that operate at a discreet level rather than proposing significant interventions or changes to the centre.

Seven Strategic Directions and what we want to achieve

A suite of emerging *Strategic Directions* was considered by Councillors in 2010 following broad community consultation in 2009 and 2010. The strategic directions provided a skeletal framework and priority directions for the structure plan, and the main strategic content of the structure plan now fit underneath these directions.

The Strategic Directions seek to achieve the following:

1. *Activity and Business Mix*
Diversify the business mix and facilitate the integration of land use activities and clusters along Bay Street, with a continued emphasis on local convenience shopping for the Port Melbourne community.
2. *Housing Opportunities*
Facilitate remaining opportunities for housing growth within the activity centre whilst protecting the heritage, low-rise character and amenity of the surrounding established residential areas.
3. *Connecting the Community*
Strengthen Bay Street's 'sense of place', its role as a local civic and community 'hub', and build connections across the local community.
4. *Reinforcing Urban Character*
Maintain and reinforce the distinct and contrasting urban character of different precincts to form a sequence of urban experiences across the activity centre (ie retain the contrast between the heritage of the traditional retail strip and recent contemporary mixed use development).
5. *Sustainable Access and Movement*
Create an integrated and sustainable transport network which supports Bay Street's primary role as a 'shopping street' for people (with an emphasis on enhanced pedestrian, cycle and public transport networks).
6. *An Integrated Public Realm*
Strengthen the identity, connectivity and cohesion of the activity centre through enhancements to the public realm.
7. *A Sustainable Precinct.*
Facilitate an ecologically sustainable precinct that achieves a progressive reduction in local energy and water consumption.

Each Strategic Direction has been developed to comprise a contextual discussion and a key objective, and strategies, detailed actions and framework plans to provide a clear framework approach to address the key strategic issues for the activity centre.

Key initiatives in the Structure Plan that support achievement of the strategic directions include:

- Rezoning of Crockford Street properties (north-west side) to facilitate renewal of underutilised industrial land at the northern gateway of the activity centre.
- Working with the Port Melbourne business association to strengthen the retail mix, emphasise retail specialties and address retail 'gaps'.
- Changes to *Design and Development Overlay 1 (DDO1)* to emphasise the preferred character of different areas, clarify heights and remove the DDO1 from sensitive residential areas / heritage precincts where intensive renewal is not envisaged.
- Improved heritage protection of significant heritage places at the southern end of Bay Street, through replacing the precinct based heritage overlay with individual heritage controls.
- Delivery of Preferred Neighbourhood Character Statements to guide future development within residential precincts adjacent to the activity centre where incremental change is anticipated.
- Improvements to pedestrian and cycle routes, including enhanced connections to the light rail, foreshore and residential areas.
- Advocacy around mitigating the impact of through traffic, including freight traffic, and reducing traffic speeds along declared main roads.
- Review of on-street parking, to provide short and medium term parking, and discourage all day / commuter and employee parking.
- An integrated landscape theme which reinforces the street hierarchy and the streetscape character of different areas (consistent with urban forest approach).
- Reinforcing the three established clusters of community facilities, and their connections to open space and the retail strip.

- An integrated series of small-scale public realm projects which emphasise walkability and landscape improvements, including the creation of a well- defined ‘walking circuit’ (based on the former lagoon) that links key destinations.

Implementation

This section provides a detailed implementation plan setting out how the strategies and actions will be delivered. Key mechanisms for implementation include an amendment to the Port Phillip Planning Scheme, Council’s capital works program and other programs and services, and partnerships with traders, community organisations and other government bodies.

The planning related strategies and actions will be implemented through a planning scheme amendment which will provide planning controls to guide change and development. The amendment will consist of:

- A local policy for the activity centre that reflects the strategic content of the plan.
- Rezoning of selected precincts to give effect to land use directions for the centre.
- New and revised built form and heritage controls (DDOI and HOI).
- Implementation of Preferred Neighbourhood Character Statements.

A number of catalyst place making projects are listed as priorities, as well as key opportunity sites that can support the strategic directions of the structure plan.

Initiatives and actions that fall outside of the scope of planning will be delivered through Council capital and non-capital projects and programs, in relation to economic development, community development and community services, sustainability, place making, parks and open space, transport and traffic, and waste management.

The strategic directions and initiatives of the structure plan are to be monitored and reviewed, with scope for the plan to be updated in 5 to 10 years, particularly to take into account the changing sub-regional context of the activity centre.

Precincts and projects

Precincts and Projects is a separate document that supports the structure plan by providing a higher level of design detail for key precincts and places. It builds on key aspects of the strategic directions, and proposes planning and design frameworks to guide new land use and development, and improvements to the public realm.

Precincts and Projects includes:

1. *Opportunity precincts* - Initiatives for four precincts identified as requiring or having the potential for land use change and / or new development. There are two ‘gateway’ precincts that can provide improved northern and southern entrances to the activity centre, and two in-centre precincts that have the capacity for further infill development.
2. *Established Residential Precincts* – There are four residential areas adjacent to the activity centre that have capacity for incremental housing growth, based on a lack of heritage controls and a diverse neighbourhood character. This section provides ‘Preferred neighbourhood character statements’ to guide future development of these precincts.
3. *Place Making Projects* - A suite of ten small to medium scale public realm improvement projects to assist in defining a ‘sense of place’, and improve pedestrian connections.

The planning directions contained in ‘Opportunity Precincts’ and ‘Established Residential Precincts’ will be implemented through the planning scheme amendment. ‘Place Making Projects’ are to be implemented through Council’s capital works program.

PART I - INTRODUCTION

Bay Street, Port Melbourne is identified as a 'Major Activity Centre' in State Planning Policy, as part of a strategic approach to the planning and development of the Melbourne metropolitan area.

Bay Street, Port Melbourne has evolved as a mixed use activity centre that is strongly defined by nineteenth century streetscapes contrasting with the contemporary high-density residential development that has occurred over the last 15 years. The traditional retail strip along Bay Street has a strong local convenience shopping offer and functions as a major community hub. It is also home to a range of office based land uses as well as remnant industrial activity.

This Structure Plan provides a local response to State Planning Policy, and will guide and manage change to achieve outcomes that are consistent with clearly defined economic, social, cultural and environmental objectives, based on the aspirations of Council and the local community.

Major Activity Centres such as Bay Street are expected to achieve:

- A broader mix of activities (shops, services and community facilities) operating over longer hours;
- Increased residential development and intensity, in and around the centre;
- Improved access by public transport, walking and cycling.

The Activity Centre has already experienced transformational change as a result of the renewal of the former industrial precinct at the southern end of Bay Street. This has delivered significant residential growth with consequential changes to the size and profile of the local community, and physically extended the traditional retail strip,

The focus of this structure plan is on enhancing the integration of the activity centre (its land use clusters and interfaces, streetscapes and landscape, and movement networks) in order to strengthen its activity mix, place identity, accessibility and sense of community.

History and change

Port Melbourne is located on the old town of Sandridge, one of the first 'suburbs' of Melbourne. Strategically located next to the early water based 'gateways' to Melbourne, Port Melbourne's development was closely tied to nineteenth century shipping and industrial activity.

The former lagoon and railway line defined the early layout of the township. Early communities were accommodated in small cottages, amongst a diversity of other buildings and activity.

Originally there was a direct working and economic association with the former Town Pier located at the southern end of Bay Street, which served as an important terminal for passenger shipping and light cargo during the settlement of Melbourne.

Station Pier was constructed shortly after the construction of Town Pier, with Princes Pier constructed early in the 20th century. All three piers are historically significant as arrival and departure points, in terms of military history, immigration, and cargo, although Town Pier no longer exists.

Many of the key elements of the fabric of this significant bay side village have been retained and stand juxtaposed alongside the fabric of more recent periods of development. The Bay Street shopping strip is one of these retained elements, having developed as a shopping street and including hotels and other forms of accommodation for new arrivals.

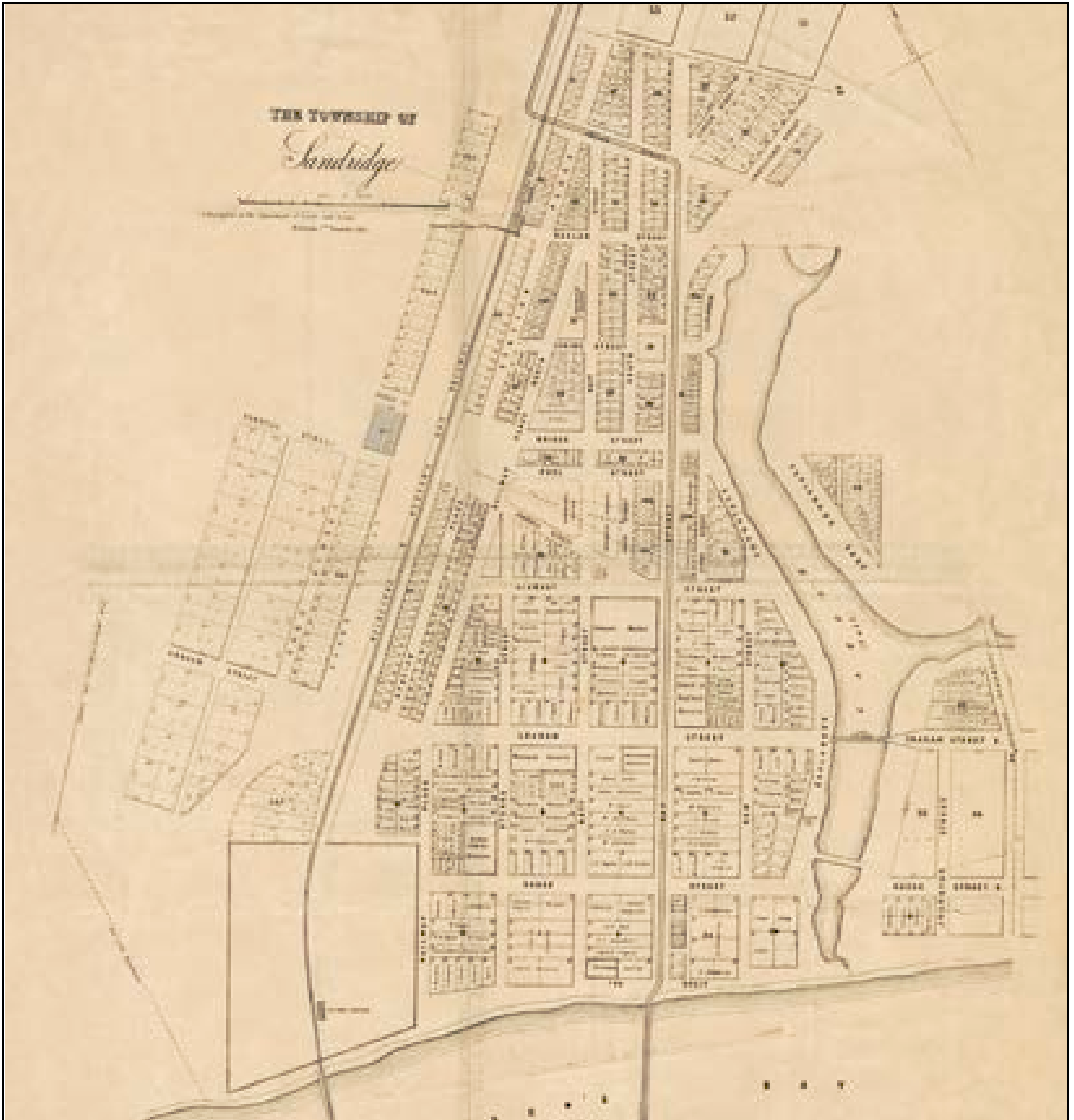


Figure 1: 1860 Township plan of Sandridge (Source: Port Phillip City Collection)

As the railway line closed and industry moved out, Port Melbourne experienced residential development during the 1990's and 2000's in Beacon Cove and the precinct south of Graham Street, contributing to a significant increase in the local population.

The Beacon Cove waterfront area still maintains an interstate and international port function with Station Pier, being the berthing point for the *Spirit of Tasmania* ferry ship and cruise ships. The foreshore area continues to play a significant public role as a series of spaces for recreation, ambling and cycling.

With the transformation of the southern end of Bay Street into a mixed use / residential precinct, the relationship between the foreshore and Bay Street has strengthened, and there is potential for Bay Street to become a stronger attractor for visitors and tourists.

Strategic location

The activity centre is supported by good access to public open space and direct access to central Melbourne. The centre also plays a regional role by catering to visitors and tourists with pubs, cafes and restaurants which is further reinforced by the tourism and leisure precinct along the waterfront. The centre provides an important retail and business focus for the Port Melbourne community

Bay Street has a strategic and visible location adjacent to the foreshore and Station Pier, the main port of entry / departure for interstate and international visitors, as well as excellent access to the CBD yet, in the context of the inner metropolitan area, the centre has maintained a relatively low profile which contributes to its highly valued 'village' atmosphere.

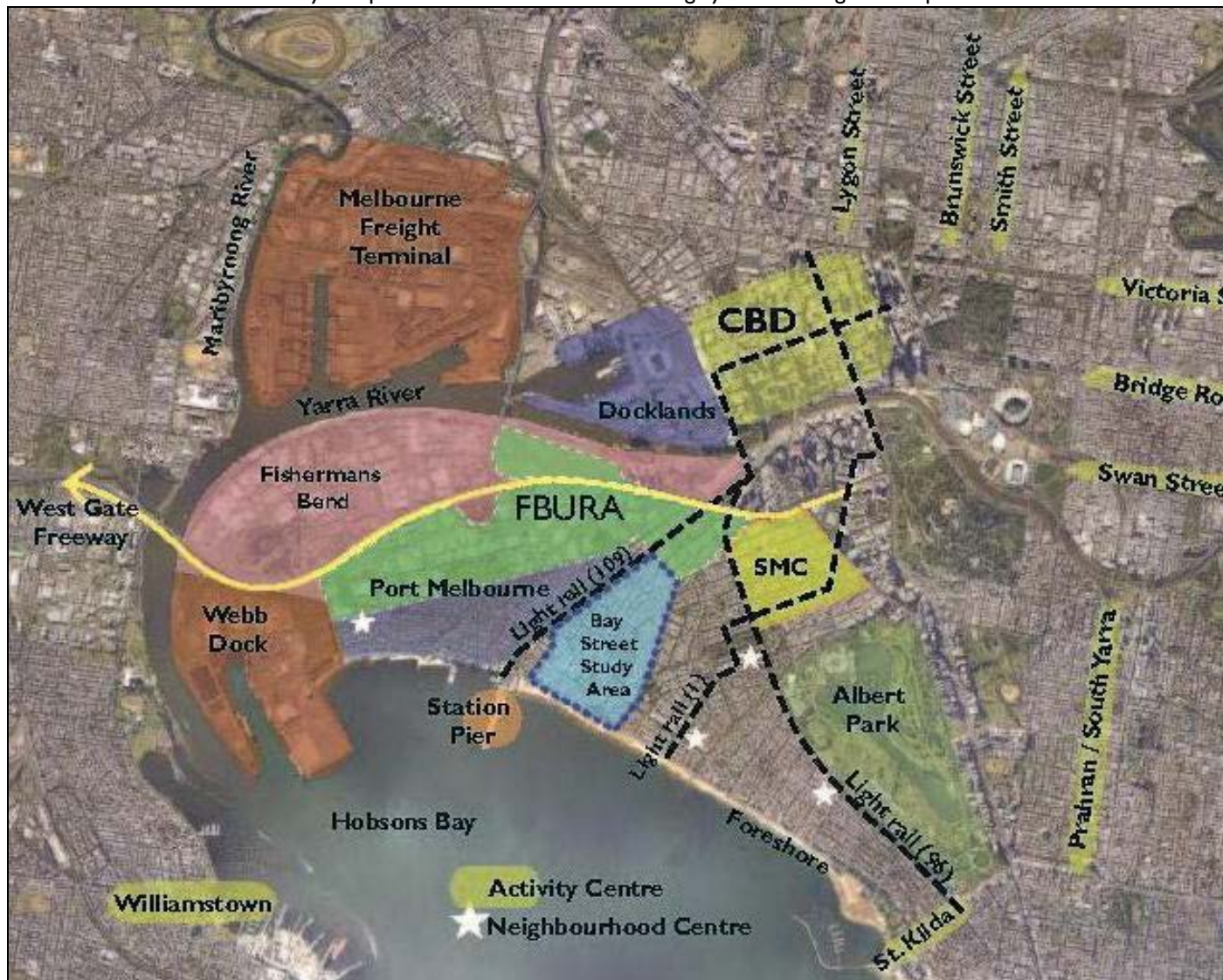


Figure 2: Sub-regional context of the Bay Street Major Activity Centre Study Area

The Fishermans Bend Urban Renewal Area (FBURA) is located within the Port Melbourne and South Melbourne area, proximate to Bay Street. The recent rezoning of over 200Ha of land to allow residential and a broad range of commercial uses will ultimately see up to 80,000 new residents and 40,000 workers with consequential demand for goods and services to further support the viability of the Bay Street Activity Centre. Whilst the FBURA will ultimately include retail precincts, Bay Streets will present an established centre in the early stages of development and in the longer term a centre offering a more traditional retail strip experience.

Planning timeframe

The Structure Plan has been prepared with a 15 year outlook, which provides the scope to articulate a medium to longer-term vision for the *Activity Centre*, whilst developing strategies and actions that can progressively occur over a 10 year timeframe.

It is likely that there will be a need to revisit the Structure Plan in the short to medium term (5 – 10 years) recognising that strategic planning of the Fisherman's Bend Urban Renewal Area is underway which may involve significant changes in land uses and alter demand for services in the *Study Area* and *Activity Centre*.

Concurrent with the preparation of this Structure Plan, the *Port Waterfront Urban Design Framework (PMWUDF)* has been prepared. The two documents have been prepared in consultation with each other to ensure integration of the plans. The PMWUDF has now been adopted. Where there is a spatial overlap (ie: Beach Street and any foreshore area) the PMWUDF will take the lead role in recommending initiatives and detailed designs for public realm and access improvements.

Study Area

The *Study Area* comprises a broad catchment area centred on the Bay Street retail strip, and includes surrounding residential areas within a reasonable walking distance of the retail strip (approximately 400 metres).

The boundaries of the *Study Area* are the light rail reserve to the west, Beach and Pickles Streets to the south and east, and Boundary Street to the north. The *Study Area* does not include the foreshore open space areas.

Activity Centre

The boundary of the *Activity Centre* has been defined to include:

- The existing strip shopping centre along Bay Street.
- The mixed use area at the southern end of Bay Street, which has a strong inter-relationship with the retail centre and has a number of remaining development opportunities.
- Key community and civic facilities, including the Port Melbourne Town Hall and Library.
- Crockford Street, the northern extension of Bay Street, which is the entry point to the activity centre and has potential for redevelopment.

The *Activity Centre* generally excludes foreshore open space areas and the established residential areas on the south-east and north-west sides of the centre. The residential areas have a low scale and fine grain character and are predominantly covered by a heritage controls (*Heritage Overlay 1 – Port Melbourne*). Opportunities for future development and change are limited and the priority is to retain their value as a reflection of the historical development of Port Melbourne.

The *Study Area* and *Activity Centre* are shown overleaf.

Study Area and Activity Centre boundaries

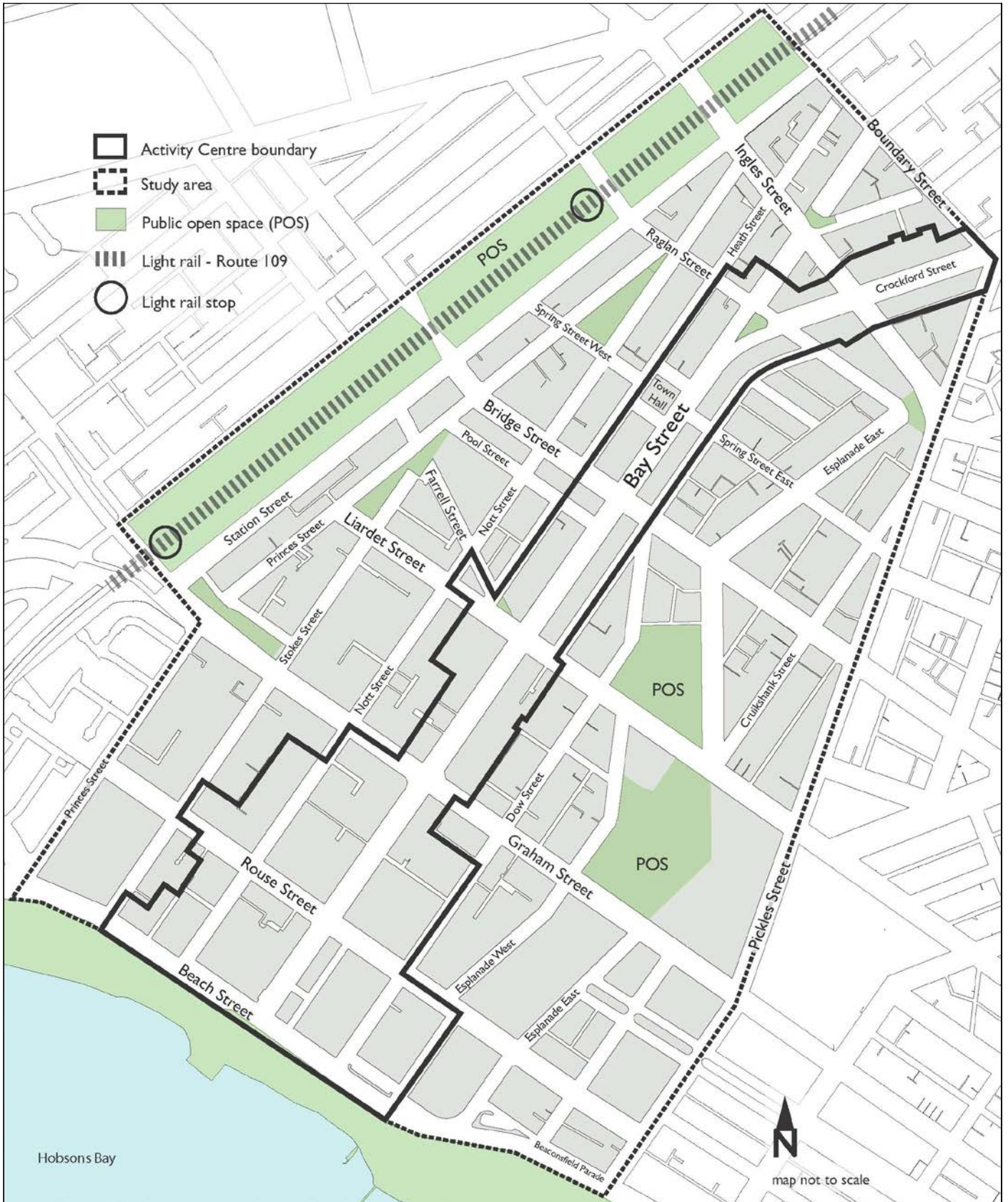


Figure 3: Study Area and Activity Centre boundaries

Context and Background

Policy context

The overall policy context is established largely from State Planning Policy, with a detailed context provided by the Council Plan and Local Planning Policy (which forms part of the Port Phillip Planning Scheme).

Both these documents reflect the broad directions of other key Council policy documents including; the *Sustainable Transport Strategy*, *Activity Centres Strategy*, *Housing Strategy*, *Open Space Strategy*, *Towards Zero*, *Health and Wellbeing Plan* and the *Community Hubs Strategy*.

The following *Council Plan 2009 – 2013* strategies set the framework for this Structure Plan:

- 'A sense of place' through building on the unique character of neighbourhoods, improving streetscapes, activating laneways and developing a strong sense of public safety.
- 'Shaping the future of our city' through encouraging sustainable design, ensuring new development contributes to the public realm, and improving safety of walking and cycling.
- 'Caring for our natural environment' through implementing a greening strategy and incorporating WSUD into streetscape works.
- 'Reducing consumption and emissions' through Council reductions in energy and water use, supporting the community in environmental management and awareness.
- 'Changing transport priorities' through promoting sustainable transport modes that minimise energy use.
- 'Adapting to climate change' through building resilience to climate change, facilitating adoption of sustainability initiatives, encouraging local food production and increasing resource recovery/recycling.
- 'Supporting a creative, active and culturally diverse life' through creating opportunities for local events and supporting local neighbourhood learning and libraries.
- 'Pursuing social equity' through affordable housing opportunities, support for ageing well, encouraging community networking, supporting events, and ensuring equitable access to services.

The ***Municipal Strategic Statement*** expresses key planning objectives and strategies for activity centres and for Port Melbourne and the Bay Street Activity Centre. Direction is provided specifically for the Bay Street shopping strip, the mixed use precinct at the southern end of Bay Street, and also the surrounding residential areas.

Activity Centres must be balanced places which provide for social and community needs, offer cultural vitality, achieve economic (retail and commercial) growth and contribute to environmental sustainability.

The policy directions for activity centres are based on the ***City of Port Phillip Activity Centre Strategy*** (2006) which articulates a set of 'principles' that should underpin their future planning and development.

Activity Centres should:

- Promote retail self-sufficiency
- Achieve local self-containment in personal services
- Nurture the distinction between places; the social sense of place and the aesthetic sense of place
- Promote cultural tourism
- Offer principle access via public transport, walking and cycling
- Be established as places of work as well as retail centres
- Ensure the public realm embraces all community members (safe, child friendly, accessible)
- Promote housing affordability – recognising they maximise access to shops, services and transport
- Be examples of environmental sustainability.

Background documents

A suite of background reports have prepared to informed development of the structure plan and provide greater detail on key issues and outcomes for the centre.

Specific background documents

Design and Development Overlay 1 Review (David Lock Associates)
Bay Street Access and Movement Plan (Ratio Consultants)
Public Realm Strategy (Jones and Whitehead Pty Ltd)
Review of Heritage Overlay 1 – Port Melbourne (Lovell Chen)
Directions for Bay Street - Review of Retail Floorspace Demand (SGS Economics and Planning)
Land Use and Built Form Analysis (City of Port Phillip)

All documents are available on Council's website and upon request.

Key issues and opportunities

The key issues and opportunities for the activity centre are set out in the planning context discussion of each of the seven 'Strategic Directions' that form the main body of this document. This planning context describes existing conditions, identifies current issues facing the centre, and highlights the opportunities to address these issues and to build upon the centre's many existing attributes.

Who are we planning for?

Port Melbourne has experienced significant land use and demographic change since the early 1990's which is attributed to significant amounts of residential development in both Beacon Cove and the former industrial area at the southern end of Bay Street.

Between 1991 and 2011, the population of Port Melbourne grew by 6,664 people (from 7,509 to 14,173 people), an increase of 88%. The number of dwellings constructed in Port Melbourne in the same period was 4,570 (from 3,511 to 8,081 dwellings), an increase of 130%. This is faster growth than experienced in the whole municipality and also the Melbourne statistical division.

Development at the southern end of the activity centre (south of Graham Street, between Princes and Pickles Streets) between 1991 and 2011 has resulted in:

- A population increase from 852 to 4,635 persons (444%).
- The number of dwellings increasing from 398 to 3,006 (655%).
- A decrease in the number of separate houses from 112 to 31 (-72%), an increase in the number of medium density dwellings from 200 to 538 (169%), and a substantial increase in high density dwellings from 41 to 2791 (6,707%).

Between 2011 and 2031, Port Melbourne is forecast to continue to grow by 13%, however the rate of population growth is expected to peak in 2011-12, then slow until 2018 at which point growth will remain steady until 2031.

Further growth will place additional pressure on existing infrastructure. An adequate level of service to meet the needs of the community will be required, particularly in key service areas of families with children, and older people. Further growth in the centre and in surrounding renewal precincts (Fishermans Bend Urban Renewal Area) need to be planned carefully to ensure that existing community services are not overwhelmed.

Community involvement

This (draft) Structure Plan has been prepared through research and analysis, consideration of key issues and opportunities, and the development of planning strategies that will achieve desired future outcomes for the centre.

The Structure Plan has built on the community's issues, aspirations and priorities for the area, expressed during a range of community and stakeholder consultations. Participation of the local community has been central to the process of defining the issues and strategic priorities for the centre.

These were expressed during a range of community and stakeholder consultations which included:

- Distribution of postcards to all residents and businesses within the Study Area.
- ‘In centre’ conversation tents with information and displays along Bay Street.
- An ‘on-line’ survey used to prompt discussion and gather submissions.
- Consultations and meetings with specific stakeholders.

The top issues and priorities identified through community consultation are as follows:

Likes	Dislikes
- Retail mix	- Traffic speed and noise
- Village feel	- Lack of parking
- Mix of heritage and contemporary development	- Poor landscaping
- Local accessibility	- Lack of street furniture/seating
- Proximity to bay and city	- Retail ‘gaps’ (such as butcher and greengrocer)
- Wide streets	- The intersection of Bay and Liardet Streets.

Key priorities emerging from the consultation include:

- The importance of retaining and enhancing the convenience role (daily and weekly shopping) of the centre.
- Reducing the impact of traffic, particularly on Bay Street south of Graham Street and along Beach Street, that detracts from the amenity of Bay Street and is perceived to be a safety issue.
- Improving the convenience and amenity of linkages between Bay Street and the beach.
- Improving pedestrian and cycling access to and around the centre.
- Create a better pedestrian environment and more community interaction points through streetscape works, street furniture and landscaping.

Vision and strategic directions

Vision

To effectively guide change, the Structure Plan for Bay Street needs to be anchored by a ‘Vision’ and set of core ‘Strategic Directions’. The vision must be locally relevant, focused on priority and achievable outcomes, and represent a shared view of the future.

The Vision and Strategic Directions for the Bay Street Activity Centre have been informed by:

- An understanding of the centre’s defining characteristics – its attributes, opportunities and challenges.
- Community aspirations (as expressed during consultations).
- Established policy drivers.

Strategic Directions

A set of ‘Strategic Directions’ have been developed out of the vision for Bay Street to guide future land use, the design of buildings and the public realm, transport and access, and the provision of community facilities and open spaces.

Seven Strategic Directions are set out in the following section and each includes a discussion of the planning context, and detailed strategies and actions.

VISION

The Bay Street Major Activity Centre will strengthen its role as the hub of Port Melbourne. It will be a mixed use, sustainable and diverse bayside centre that has a strong sense of identity and community, that builds on a rich mosaic of new and old through interventions that integrate and connect people and spaces.



STRATEGIC DIRECTIONS

Extend the business mix and integration of land use activities in Bay Street, with an emphasis on local convenience shopping for the Port Melbourne community.

Facilitate remaining opportunities for housing growth within the activity centre whilst protecting the heritage, low-rise character and amenity of surrounding established residential areas.

Strengthen Bay Streets 'sense of place' and its role as a local civic and community 'hub'.

Maintain and reinforce the distinct and contrasting urban character of different precincts to form a sequence of urban experiences across the activity centre.

Enhance the connectivity, cohesion and identity of Bay Street through ensuring the public realm and continuous 'active' edges act as integrating elements.

Strengthen the physical, visual and activity connections between Bay Street, and the foreshore and Station Pier.

Enhance the amenity, safety and function of the activity centre through reducing the impact of traffic.

Facilitate the evolution of the Activity Centre as an ecologically sustainable precinct which achieves a progressive reduction in local energy consumption.

PART 2 – STRATEGIC DIRECTIONS

This structure plan identifies seven strategic directions that are the core element of this structure plan, and articulate preferred directions for the activity centre through a series of 'objectives' and 'strategies'.

The seven strategic directions are supported by framework plans.

The 'objectives' and 'strategies' are also supported by detailed 'actions' which provide the next steps to implementation. These should be referred to for further detail on how the strategies will be achieved.

Objective

I.1 Strengthen the convenience retail offer (daily and weekly shopping) as Bay Street's primary role.

Strategies:

- I.1.1 Ensure supermarket / grocery facilities continue to 'anchor' the centre's convenience retail offer.
- I.1.2 Facilitate the establishment of more 'food for the home' businesses to further reinforce this established retail niche.
- I.1.3 Work in partnership with the Port Melbourne Business Association to target identified retail gaps (including hardware store and butcher) and continue to monitor the retail / business mix overtime.
- I.1.4 Facilitate opportunities for retail growth and reformatting of retail space which respond to a demonstrated increasing consumer demand.

Objective

I.2 Ensure the continued development of a vibrant multi-functional activity centre which provides convenient access to a wide range of goods and services, for locals and visitors.

Strategies:

- I.2.1 Facilitate established and emerging retail / business niches, to create and maintain a point of difference in Bay Street's retail offer, including:
 - A strong business services cluster.
 - A comprehensive personal services offer, including health and well-being.
 - Hospitality for local and visitor markets, including cafés, local 'pubs' and foreshore restaurants.
 - Quality fashion and footwear.
- I.2.2 Leverage off the Port Melbourne waterfront as a visitor destination (ie: foreshore / bike trails / cruise shipping).
- I.2.3 Encourage further residential use within the activity centre to promote after hours activity whilst:
 - Ensuring new residential development does not diminish the future capacity for retail / commercial growth.
 - Ensuring residential uses are located above street-level, to maximise active retail frontages to Bay Street.

Objective

I.3 Further reinforce the distinct activity precincts which have emerged along Bay Street, and develop complementary activity clusters around key land use 'anchors'.

Strategies:

- I.3.1 Reinforce the 'core retail area' of the centre between Rouse Street and Bridge Street, by promoting a concentration of convenience retail and personal/household services, and placing a strong emphasis on the pedestrian amenity of this area.
- I.3.2 Consolidate extension of the core retail area south of Graham Street to Rouse Street.
- I.3.3 Encourage the east side of Bay Street, between Bridge Street and Raglan Street, to develop as a business services node.
- I.3.4 Encourage the west side of Bay Street, between Bridge and Raglan Streets to develop as a specialty / niche retail node.
- I.3.5 Focus tourism and leisure activities along Bay Street (south of Graham Street) and along Beach Street to capitalise on the foreshore destination / visitation.

- I.3.6 Encourage the establishment of complementary activity clusters around key ‘anchors’ within the activity centre, including the foreshore (destination and visitation), the Coles supermarket (food for the home, extended trading hours), and the Library and Town Hall (complementary retail, and business and personal services).

Objective

- I.4 Facilitate the renewal of underutilised sites and precincts to support desired land use change and facilitate a vibrant activity mix across the centre**

Strategies:

- I.4.1 Facilitate renewal of the Crockford Street industrial precinct to provide new opportunities for commercial (office) and residential activity, and to create an improved northern ‘entry point’ to the activity centre.
- I.4.2 Facilitate reuse of the existing cluster of residential properties on the eastern side of Bay Street (between Bridge and Spring Street East) for commercial (office) activities.
- I.4.3 Facilitate new development north of Spring Street East (eastern side of Bay Street) to act as a transitional precinct providing for a mix of office and residential uses.
- I.4.4 Facilitate opportunities to reinforce land use clusters and achieve desired land use change through the redevelopment / reuse of strategic sites across the activity centre including:

Strategic Sites	
Site	Desired Future Outcome
Cnr Bay and Liardet Street (Coles supermarket)	Potential to achieve residential, community and / or commercial uses above the existing retail anchor at ground level. Existing car parking provision is to be retained; and additional car parking is to be provided to cater for new floor space relevant to the proposed land use.
40 Bay Street (Naval Drill Hall and Former Post Office)	Facilitate reuse and sensitive adaptation of this heritage building to increase interaction with / activation of the street frontage with potential land uses including café/restaurant, education or community purposes.
7-33 Bay Street (Mitchell Crescent Public Housing Estate)	Redevelopment should include social housing on upper levels / to rear of site, and result in no net loss of social housing. Potential to accommodate future retail anchor on this large site and ensure active land uses at the street frontage to Bay Street as part of any redevelopment (medium or long term prospect).
160 and 162 Bay Street (Church and Manse)	Potential to achieve office or residential uses to the rear of the existing place of worship and manse.
420 Bay Street (Service Station Site)	Potential for residential development (dwellings).
86 Crockford Street (Service Station Site)	Potential for residential development (dwellings) and office based commercial activity.

Activity and Business Mix Framework Plan

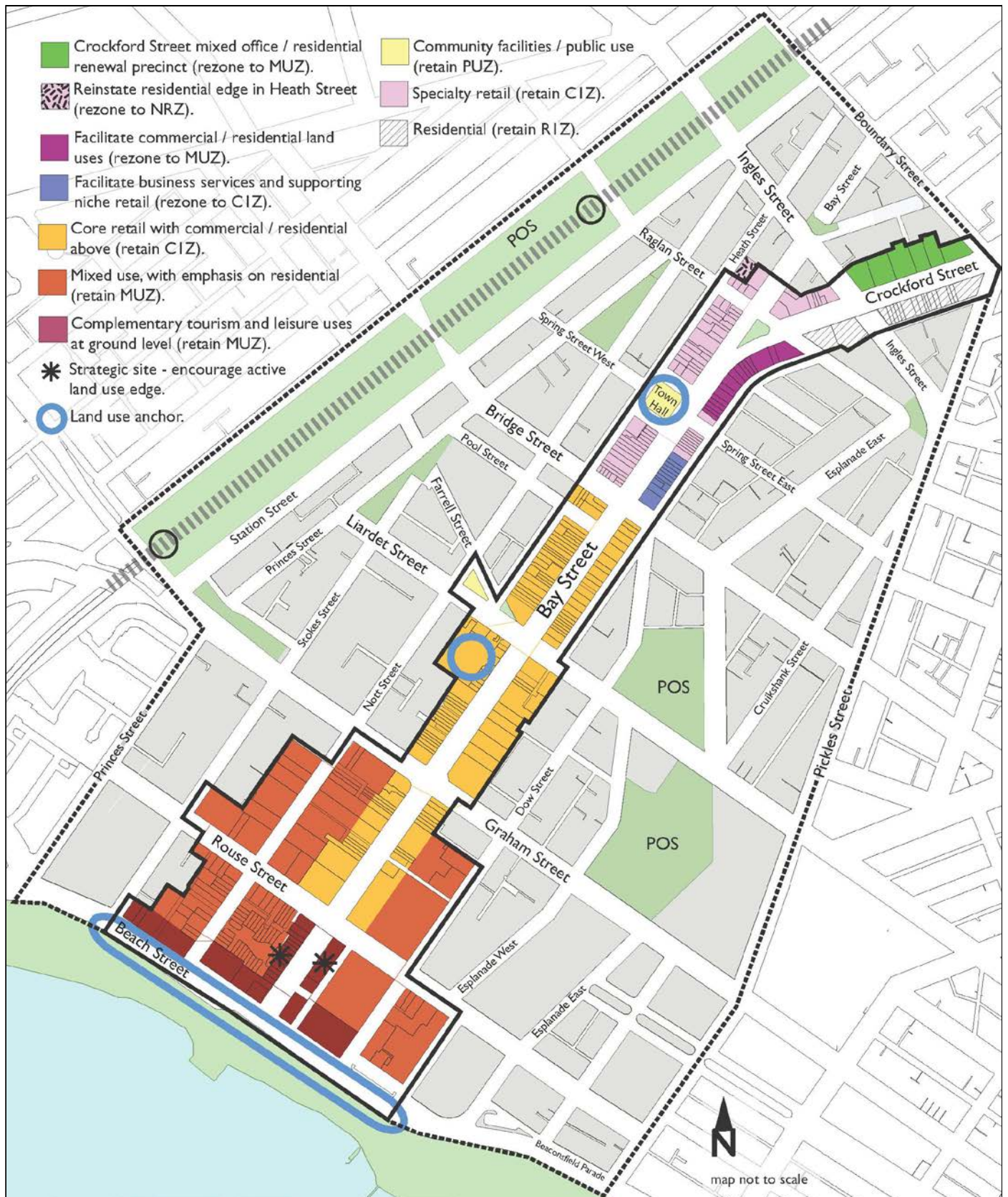


Figure 4: Activity and Business Mix Framework Plan

Actions

The strategies will be implemented through the following actions:

Planning

- Require planning proposals for redevelopment or reuse of larger sites within the activity centre (south of Bridge Street) to accommodate new retail ‘anchors’ at ground level.
(Strategy: 1.1.1.)
- Require new retail floorspace to be located and designed to integrate with the established retail strip.
(Strategy: 1.1.1.)
- Support planning proposals for hospitality uses which support visitation (including after hours and weekends).
(Strategy: 1.2.2.)
- Support planning proposals for use and development of upper level and ‘rear of shop’ premises along Bay Street for housing and offices, subject to heritage considerations.
(Strategy: 1.2.3.)
- Retain the existing *Commercial 1 Zone* between Rouse Street and Bridge Street, and support land use proposals for convenience retail and personal/household services in this area.
(Strategies: 1.3.1, 1.3.6.)
- Retain the existing *Mixed Use Zone* between Graham and Rouse Streets, and require new development to contribute to a continuous retail frontage at ground level in this area.
(Strategy: 1.3.2.)
- Rezone land on the east side of Bay Street, between Bridge Street and Spring Street East from *Residential 1 Zone* to *Commercial 1 Zone*.
(Strategies: 1.3.3, 1.3.6, 1.4.3.)
- Rezone land on the east side of Bay Street, between Spring Street East and Raglan Street from *Residential 1 Zone* to *Mixed Use Zone* to facilitate new development comprising a mix of office and residential uses.
(Strategies: 1.3.3, 1.3.6, 1.4.3.)
- Retain the existing *Mixed Use Zone* along Bay Street (south of Graham Street) and Beach Street, and support tourism and leisure activities, and cafes and restaurants.
(Strategies: 1.2.1, 1.3.5, 1.3.6.)

- Rezone land on the east side of Crockford Street, between Ingles and Boundary Streets, from *Industrial 3 Zone* to *Mixed Use Zone*.
(Strategy: 1.4.1.)
- Support land use proposals for identified strategic sites which respond to the listed ‘*Desired Future Outcome*’.
(Strategy: 1.4.4.)

Other

- Work in partnership with the Port Melbourne Business Association, and support a Special Rates Scheme to enable preparation of a Business Plan for the centre and undertake tenant search and centre promotion.
(Strategies: 1.1.2, 1.1.3, 1.2.1, 1.3.1, 1.3.6.)
- Investigate the potential to establish a market within the activity centre. Potential locations include the vicinity of Olives Corner / Liardet Community Centre, or the foreshore area.
(Strategies: 1.1.2, 3.2.5.)
- Work with the Port Melbourne Business Association to encourage a ‘food for the home’ cluster around the Coles supermarket, including extended trading hours.
(Strategy: 1.3.6.)
- Work with the Port Melbourne Business Association to encourage complementary retail activities (ie: computers, books/magazines, stationary) and a cluster of business / professional services in the vicinity of the Library and Town Hall.
(Strategy: 1.3.6.)
- Encourage temporary / “pop-up” uses that support the activation of public spaces and vacant premises where consistent with the provisions of the Port Phillip Planning Scheme.
(Strategy: 1.2.1.)

Objective

2.1 Concentrate new housing growth opportunities in identified strategic precincts within the activity centre

Strategies

- 2.1.1 Direct the majority of new residential development and development at higher densities to the areas identified on the *Activity Centre Housing Opportunities Framework Plan*. This includes:
- The mixed use precinct (south of Graham Street)
 - Land on the western side of Crockford Street (currently Industrial 3 Zone)
 - Underutilised residential sites on the south-eastern side of Crockford / Bay Streets (north of Spring Street).
- 2.1.2 Encourage residential ‘infill’ opportunities within the established retail strip, which do not compromise Bay Street’s commercial role or heritage streetscape, as identified on the *Activity Centre Housing Opportunities Framework Plan*.

Objective

2.2 Protect heritage and neighbourhood character values of the low-rise, fine grain residential areas surrounding the activity centre.

Strategies

- 2.2.2 Manage the level of change (extent and scale of new housing development) within established residential precincts in line with neighbourhood character (not housing growth) objectives.
- 2.2.3 Minimise new development in residential areas covered by the Heritage Overlay in order to protect recognised heritage streetscapes.
- 2.2.4 Limit new development within areas of a highly consistent neighbourhood character to forms which protect and reinforce the existing character of the area, in areas identified on the *Established Residential Areas Housing Framework Plan* (includes Davies Street, and Pickles Street between Ingles and Crockford Streets).
- 2.2.5 Provide for incremental housing growth (replacement dwellings or well-designed multi-unit development) in residential areas proximate to the activity centre that has existing diverse neighbourhood character, as identified on the *Established Residential Areas Housing Framework Plan*. Development is to respond to the *Preferred Neighbourhood Character Statements for Established Residential Precincts 1 to 4* (see Part 2 – Precincts and Projects).
- 2.2.6 Protect the fine grain residential character of Heath Street from future commercial encroachment.

Objective

2.3 Ensure new residential development contributes to a diversity of housing choice (size, type and tenure) and to the supply of ‘accessible’ and ‘adaptable’ housing

Strategies

- 2.3.1 Encourage new development to provide a diversity of dwelling sizes (number of bedrooms), and provide for changing life-stages through adaptable dwelling layouts.
- 2.3.2 Encourage the provision of ‘universally accessible’ housing and require that all new dwellings are at least ‘visitable’.
- 2.3.3 Encourage the provision of aged care accommodation within and proximate to the activity centre, to provide opportunities for Port Melbourne residents to age in place.

Objective

2.4 Encourage an increase in the provision of well-located affordable housing, including social (public and community) housing

Strategies

- 2.4.1 Ensure new development within the activity centre provides affordable housing units, as a combination of community and private housing.
- 2.4.2 Identify suitable site opportunities for affordable housing delivery at an early stage in the land disposal and development process.
- 2.4.3 Pursue innovative 'models of provision' and partnership arrangements which enable the successful delivery of community housing as part of larger scale private residential developments. Potential options include Community Land Trusts and the National Rental Affordability Scheme (NRAS).
- 2.4.4 Ensure that there is no net reduction in social (public and community) housing units within the activity centre and proximate residential areas.

Objective

2.5 Minimise amenity impacts and the potential for conflict between residential and commercial land uses

Strategies

- 2.5.1 Adopt a 'preventative approach' to noise and other impacts as new residential uses establish within and at the edge of the activity centre through noise attenuation and managing amenity expectations.
- 2.5.2 Improve residential amenity at sensitive 'interfaces' with the activity centre, through encouraging development to achieve greater consistency in land use and built form scale with existing residential development.

Interface areas include Heath, Lalor Streets and Garton Street (reinstate residential edge); and Stokes and Dow Street - south of Graham (transition down in scale of adjoining development)

Activity Centre Housing Opportunities Framework Plan

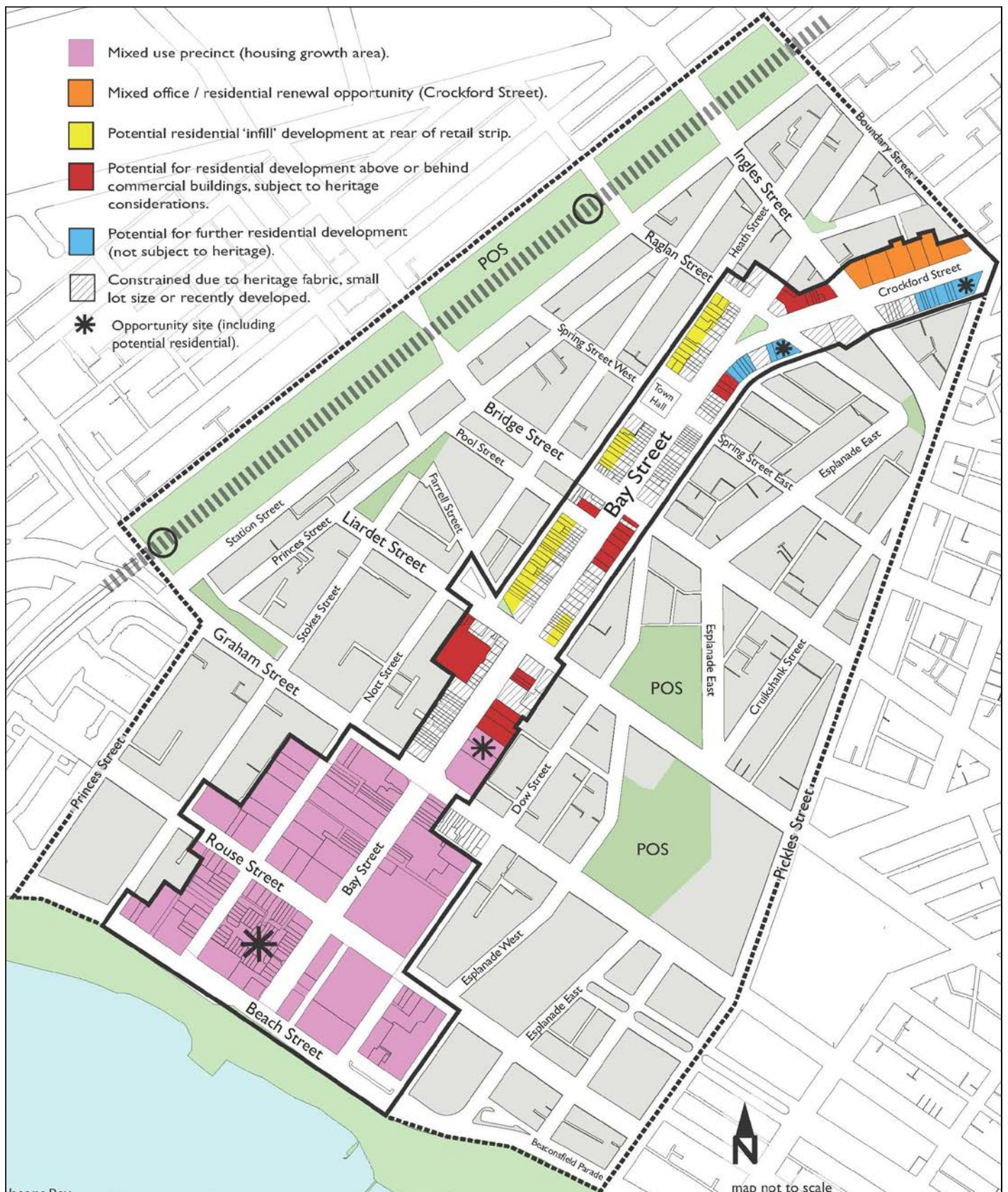


Figure 5: Activity Centre Housing Opportunities Framework Plan

Established Residential Areas Housing Framework Plan

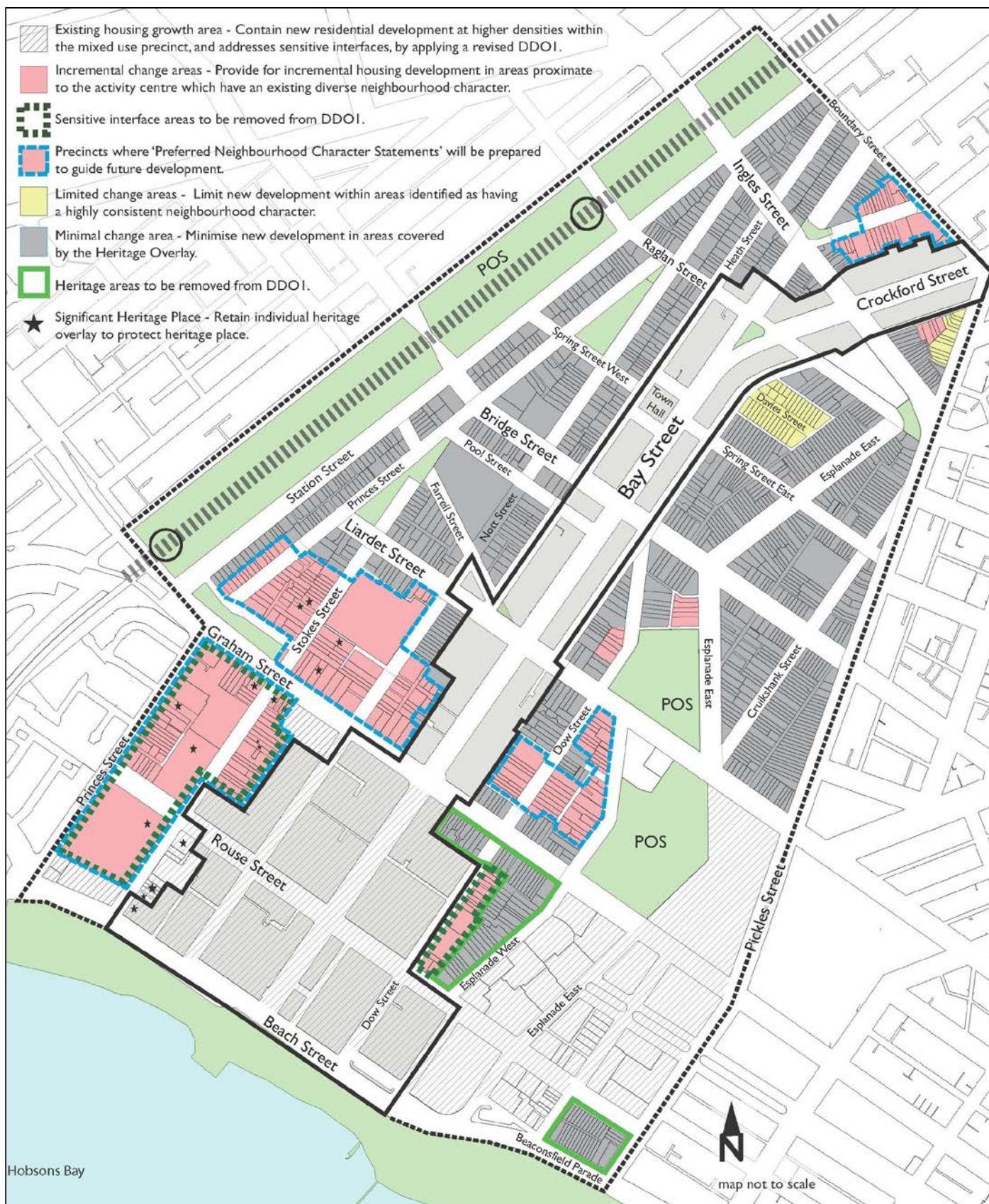


Figure 6: Established Residential Areas Housing Framework Plan

Strategic Direction 2: Housing Opportunities

Actions

The strategies will be implemented through the following actions:

Planning

- Support remaining opportunities for residential development within the mixed use precinct south of Graham Street.
(Strategy: 2.1.1.)
- Retain modified built form controls (through a revised *Design and Development Overlay 1*) in the mixed use precinct to accommodate housing growth.
(Strategy: 2.1.1.)
- Rezone land in Crockford Street (*Opportunity Precinct 1*) from *Industrial 3* to *Mixed Use Zone* and apply built form controls (a new *Design and Development Overlay*) to facilitate renewal.
(Strategy: 2.1.1.)
- Provide built form guidance to direct residential ‘infill’ development at the rear of Bay Street properties with dual address to Lalor or Heath Streets (*Opportunity Precinct 2*).
(Strategy: 2.1.2.)
- Encourage ‘shop-top’ housing across the retail centre using existing upper level floor space or through sensitive additions to existing buildings.
(Strategy: 2.1.2.)
- Modify existing built form controls (*Design and Development Overlay 1*) that apply south of Graham Street to protect the heritage and character of residential areas adjacent to the activity centre.
(Strategy: 2.2.2.)
- Limit new development within areas of a highly consistent neighbourhood character.
(Strategy: 2.2.4.)
- Include the ‘Preferred Character Statements’ prepared for identified incremental areas (*Residential Precincts 1 to 4*) in the *Port Phillip Design Manual*, and apply through Local Policy.
(Strategies: 2.1.2, 2.2.5, 2.5.2.)
- Rezone residential properties at 124-136 Heath Street from *Commercial 1 Zone* to the *Neighbourhood Residential Zone* in recognition of the existing residential use of these properties.
(Strategy: 2.2.6.)
- Require residential developments in excess of 10 dwellings to provide a diversity of dwelling sizes (number of bedrooms) and dwelling layouts.
(Strategy: 2.3.1.)
- Support planning proposals to use land for the purpose of aged care accommodation.
(Strategies: 2.3.3, 3.3.8.)
- Require new development to provide at least 10% of new dwellings as affordable units.
(Strategy: 2.4.1.)
- Encourage the provision of one-bedroom units and bed-sits within private residential development, and consider reducing the car parking requirement to reduce housing costs.
(Strategy: 2.4.1.)
- Require new dwellings constructed within the activity centre, adjacent the light rail, along main roads and at the interface with the activity centre, to incorporate appropriate acoustic attenuation measures.
(Strategy: 2.5.1.)
- Manage the amenity expectations of residents, acknowledging that the level of amenity experienced within the activity centre and in mixed use areas will be lower as a consequence of proximity to business operations.
(Strategy: 2.5.1.)
- Provide land use direction and built form guidance to address interface issues in Heath and Lalor Streets (*Opportunity Precinct 2*).
(Strategy: 2.5.2.)
- Remove *Design and Development Overlay 1* from Stokes and Dow Streets (south of Graham Street).
(Strategy: 2.5.2.)

Other

- Work in collaboration with local community housing organisations and private developers to identify suitable site opportunities for affordable housing.
(Strategies: 2.4.2, 3.4.1.)
- Ensure future renewal of existing public housing estates in Mitchell Crescent (7-33 Bay Street) and Nott Street maintains the existing social housing component, with potential for an increased dwelling yield and mix of tenures.
(Strategies: 2.4.4, 3.4.1.)

CONNECTING THE COMMUNITY

Strengthen Bay Streets 'sense of place' and its role as a local civic and community 'hub' to build connections across the local community

The Bay Street activity centre is valued by locals for its 'village feel' contributed to by local traders, its human scale and heritage fabric, and accessible pedestrian environment. The strip shopping centre has a unique 'sense of place' and provides opportunities for social interaction, and instils a feeling of belonging, personal connection and contributes to a vibrant community life.

Bay Street also has a long established role as a civic and 'community hub', having an important role in providing a range of accessible services and facilities that have become important places for the local community to meet and interact. Sporting and recreation clubs outside Activity Centre such as Port Melbourne Yacht Club and Port Melbourne Football Club also have an important contribution to make in supporting community connections and instilling a sense of place.

A number of important community facilities exist within three key clusters, and offer a diversity of services, programs and meeting spaces. The clusters include:

- The Town Hall and Library, which highlight the community services profile of the activity centre. The Library is co-located with the Town Hall and offers Council services and a range of meeting spaces.
- The Liardet Community Centre and Port Melbourne Community Room, close to 'Olives Corner'.
- The Port Melbourne Community Centre and Trugo Club in Edwards Park, the new Liardet Family and Children's Centre, and Lagoon Reserve which is home to a range of sporting clubs.

Other facilities in the broader area that play a significant community role include the Port Melbourne Primary School and Gasworks Park.

The clustering of civic and community services within and close to the activity centre offers many advantages which can be reinforced through the Structure Plan:

- Facilities and services can be accessed by a wide range of people, including those with special needs.
- Opportunities for social connections and community engagement are increased.
- The potential for partnerships and resource sharing between service providers is strengthened.

The Bay Street Activity Centre also acts as a sub-regional service provider servicing residents from Beacon Cove and Garden City, and also attracting residents from Middle Park, Southbank and Docklands.

Over the past two decades, new development has seen Port Melbourne experience considerable population growth (88% between 1991 and 2011) and a change in its social-demographic profile. This is exacerbated by growth in nearby areas (Southbank and Docklands), and there is potential for future growth in Fishermans Bend. Forecasts also indicate that the population will grow by 13% between 2011 and 2031.

As demand from the local and neighbouring communities increases, priorities will include:

- Re-establishing and strengthening the 'place identity' of Bay Street.
- Integrating the 'new' (generally wealthy younger households and 'empty nesters') with the 'traditional' community including those living in social housing, and responding to differing needs.
- Ensuring optimal use of existing facilities by ensuring programs and services cater to diverse needs.
- Projecting future needs; including an aging community and a growth in young families.
- Planning for additional facilities to meet an existing shortfall, and cater for additional demands as population increases - Maternal and Child Health, Childcare and education services are under pressure.
- Enhancing the role of public spaces and streets as social places.

The following strategies and initiatives are reflected on the *Community Facilities Framework Plan*.

Objective

3.1 Reinforce Bay Street's role as the local community's destination for services, facilities and information

Strategies

- 3.1.1 Ensure the retention and upgrade (where required) of existing community facilities within the activity centre and study area, in recognition of the significant increase in demand for services and facilities from a growing population.
- 3.1.2 Investigate opportunities to increase the availability of community facilities to meet growing demand.
- 3.1.3 Ensure optimal use of community facilities and services by providing a range of accessible and affordable community meeting / multi-purpose spaces.
- 3.1.4 Identify opportunities to build relationships between businesses operating within the activity centre and local community groups.
- 3.1.5 Foster strong relationships between Council and community based service providers.
- 3.1.6 Incorporate community information displays and notice boards into the design of public spaces.

Objective

3.2 Strengthen existing 'clusters' and promote the co-location of community facilities and services

Strategies

- 3.2.1 Reinforce the clustering of community facilities and the co-location of community-based organisations within the activity centre, to facilitate partnerships and integration between service providers, optimise use of infrastructure, and maximise the accessibility of services for users. This includes facilitating a 'campus style' approach to the delivery of programs.
- 3.2.2 Reinforce the following existing clusters:
 - A) *Port Melbourne Town Hall and Library Cluster*
 - Maintain the established 'civic' role of the Port Melbourne Town Hall.
 - Maximise the potential of the Port Melbourne Library to function as a key destination and cultural hub, and a lifelong learning centre.
 - B) *Liardet Street West Cluster*
 - Extend the role of the Liardet Community Centre as a community focus for social and community support services, and for recreation and learning activities.
 - C) *Liardet Street East Cluster*
 - Encourage a more diverse user profile of the Port Melbourne Community Centre and Trugo Club.
 - Improve walking connections between the new Family and Children's Centre, the Port Melbourne Community Centre and Trugo Club and adjacent open space areas.
 - Ensure facilities at Lagoon Reserve support active and passive sports and recreation now and in the future.
 - Ensure facilities and plantings in Edwards Reserve align with community needs.
- 3.2.3 Prioritise safe, attractive and direct walking routes (with associated directional signage) that improve connections between community facilities and the Bay Street retail strip.

Objective

3.3 Target existing service gaps, emerging demands and specific needs groups within the community

Strategies

- 3.3.1 Ensure services are responsive to the changing needs of the Port Melbourne community.
- 3.3.2 Recognise need for additional services to meet current and increasing future needs of the Port Melbourne community, especially in the areas of:
- Family and Children's Services
 - Senior and aged care services

Family and Children's Services

- 3.3.3 Advocate for and ensure that there are adequate school facilities for primary and secondary school aged children in Port Melbourne, now and in the future.
- 3.3.4 Facilitate the development of additional and flexible early childhood education and child-care services within Port Melbourne, through both the community sector and private sector.
- 3.3.5 Develop a clear understanding of the profile of users and potential users of these services, and their current and future needs. This should include working with the population projections for Port Melbourne, and providers of early childhood education and care services in Port Melbourne.

Senior and aged care services

- 3.3.6 Emphasise programs suited to older persons that encourage 'life-long learning' and participation in local community life.
- 3.3.7 Facilitate programs which assist in connecting older persons, particularly those living alone.
- 3.3.8 Encourage new housing development within and proximate to the activity centre, which provide quality accommodation suitable for older persons to 'age in place', including supported accommodation, aged care facilities, and 'accessible' dwellings.

Objective

3.4 Ensure lower income members of the Port Melbourne community continue to have access to affordable goods, services and housing

Strategies & Initiatives:

- 3.4.1 Seek to increase the supply of affordable (social) housing within and in close proximity to the activity centre, to maximise opportunities for lower income locals to remain in Port Melbourne as housing costs (private rental and purchase) increase.
- 3.4.2 Ensure equitable and affordable access to goods and services, including food, shops, established concentrations of community support services, and accessible / low cost specialist services.

Objective

3.5 Increase opportunities and improve spaces for cultural and community activity and social interaction

Strategies

- 3.5.1 Facilitate community development activities and events aimed at bringing the whole community together.

- 3.5.2 Support a range of programs and encourage activities that build a sense of community and facilitate the inclusion and interaction between people from diverse background, including Op Shops.
- 3.5.3 Capitalise on Port Melbourne's rich heritage and encourage the local community to embrace and participate in community events focused around a shared local history.
- 3.5.4 Ensure the upgrade and redesign of public spaces facilitates their increase use as accessible community meeting spaces, and places for community events (such as festivals and markets).

Strategic Direction 3: Connecting the Community

Actions

The strategies will be implemented through the following actions:

Facilities and services

- Retain and upgrade existing community facilities. (Strategies: 3.1.1, 7.6.2.)
- Optimise the use of existing facilities and identify potential for additional spaces. (Strategy: 3.1.2.)
- Ensure community facilities (including Council buildings) are designed and upgraded to maximise flexibility and use by numerous community groups. (Strategy: 3.13.)
- Review the provision of community information displays and notice boards, fill any identified gaps, and ensure content relevance. (Strategy: 3.1.6.)
- Adopt a 'campus' style approach to the planning and delivery of community programs across different community spaces. (Strategy: 3.2.1.)
- Locate new community services / agencies adjacent to or within existing clusters in the activity centre. (Strategies: 3.2.1, 7.6.2.)
- Maintain the existing governance function at the Town Hall, including Council meetings, provision of 'front-line' Council information and availability of spaces for use by community groups. (Strategy: 3.2.2(A).)
- Promote the Library as a key 'destination', and aim Library programs at encouraging a diversity of users, and providing increased opportunities for people to gather and learn. (Strategy: 3.2.2(A).)
- Promote increased use of the Port Melbourne Community Room. (Strategy: 3.2.2(B).)
- Broaden the range of programs delivered at the Port Melbourne Community Centre and Trugo Club. (Strategy: 3.2.2(C).)

- Regularly undertake 'needs analysis' of the current and projected Port Melbourne community for access to services, particularly in relation to:
 - o Family and Children's services
 - o Aged-care and disability services
 - o Youth services
 - o Sport and recreation
 - o Services to support persons / households on lower incomes
 - o Culturally and linguistically diverse communities. (Strategy: 3.3.1.)
- Investigate opportunities to increase the availability of community facilities to meet growing demand. (Strategy: 3.3.1.)
- Collaborate with the Department of Education and Early Childhood Development to explore sites for an additional primary school to service Port Melbourne and surrounding areas. (Strategy: 3.3.3.)
- Work with Albert Park Secondary College, Port Melbourne Primary School and the Department of Education and Early Childhood Development to explore the possibility of opening a middle school in Port Melbourne or immediate surrounds. (Strategy: 3.3.3.)
- Develop a Family and Children Services strategic plan and capital works program for the next 10 – 20 years. (Strategy: 3.3.5.)
- Continue to provide recreational activities for senior citizens in local spaces, including the Trugo Club and Liardet Community Centre. (Strategies: 3.3.6, 3.3.7.)
- Continue to provide support services for senior citizens, including through programs such as the Linking Neighbours Project. (Strategy: 3.3.7.)

Community strengthening

- Work with the Port Melbourne Business Association to support and strengthen community linkages and further their interest in sponsorship and partnership arrangements. (Strategies: 3.1.4, 7.6.3.)

- Continue building relationships with the service providers (including Port Phillip Community Group, South Port Daylinks, Port Melbourne Neighbourhood House and the Inner South Community Health Service), and local churches (including South Port Uniting Church and St Joseph's Catholic Church).
(Strategy: 3.1.5.)
- Investigate the establishment of an annual or biennial Port Melbourne Community Festival.
(Strategy: 3.5.2.)
- Continue to provide Council funding and grant opportunities for activities that support community strengthening (such as the Community Grants Program, Small Poppy Neighbourhood Grants and the Cultural Development Fund).
(Strategy: 3.5.2.)
- Engage the local community through an 'Asset Based Community Development' ('ABCD') approach to developing community events.
(Strategy: 3.5.3.)

Community access

- Investigate the potential for an additional farmers or arts market in the Liardet Street West Cluster area.
(Strategy: 3.2.2(B).)
- Work with community services providers to better define access barriers and establish priorities for intervention.
(Strategy: 3.4.2.)
- Investigate the development of low cost or free food options such as:
 - o A community garden;
 - o Planting of edible plants and trees in Council reserves and nature strips;
 - o Establishment of a food co-operative;
 - o Establishment of a low cost farmers market.
 (Strategy: 3.4.2.)
- Maintain Community Bus links to shops and established concentrations of community support services located in South Melbourne (Coventry, Danks and Richardson Streets) and St Kilda (Carlisle Street).
(Strategy: 3.4.2.)
- Encourage the provision of accessible / low cost specialist services by the private or community sector (eg: bulk billing medical practitioners / health services, housing and legal services).
(Strategy: 3.4.2.)

- Work with traders and community service providers to identify and implement initiatives which improve access to affordable goods and services for lower income households.
(Strategy: 3.4.2.)

Other

- Review facilities and plantings in Edwards Reserve.
(Strategy: 3.2.2(C).)

REINFORCING URBAN CHARACTER

Maintain and reinforce the distinct and contrasting urban character of different precincts to form a sequence of urban experiences across the activity centre.

Bay Street and its surrounding area display a rich diversity within the urban fabric, brought about by varying eras of development. The contrast of Victorian and Federation heritage buildings (including the iconic Town Hall, corner hotels and industrial buildings) against contemporary twentieth and twenty-first century higher density development, creates a range of urban experiences and a distinctive character for the activity centre.

The Bay Street retail strip, particularly north of Graham Street is defined by iconic nineteenth century buildings of a uniform scale and fine grain, which contributes to its valued 'village' feel and human scale. It has good solar orientation on its eastern side due to the north-south orientation of Bay Street, although the western footpath is subject to shadowing through the day.

Further south the 'mixed use' precinct has witnessed a transformation from a low rise industrial area to contemporary residential development at a higher scale and density. Importantly, key industrial buildings within this precinct have been adapted and reused to retain these significant heritage places and contribute to the layering of the urban fabric which reflects the valued history of Port Melbourne.

Whilst substantial new development within the activity centre has already occurred, future planning must ensure that further development makes a positive contribution through:

- Reinforcing Bay Streets place identity, including the distinct and contrasting urban fabric across different parts of the activity centre.
- Contributing to the definition, safety and functionality of public streets and spaces.
- Preserving solar access to priority pedestrian streets and public spaces.
- The retention and reuse of significant heritage places and sensitive development of adjacent sites.
- Establishing clearer parameters for new development in interface areas, by ensuring planning controls provide for appropriate transitions in scale and protect the amenity and character of low-scale, fine grain residential areas, particularly adjacent to the higher built form of the mixed use precinct.

At a broader scale, Bay Street is situated on a key sight line between Melbourne's CBD and Port Phillip Bay. There is an opportunity to redefine the important 'entry points' to the activity centre, to reinforce its relationship both with the Bay and as an entry point to central Melbourne.

Relevant background reports:

DDO1 Review (David Lock Associates)

Review of Heritage Overlay 1- Stage 2 (Lovell Chen)

The following strategies are reflected on the:

- *Built Form Framework Plan*
- *Building Heights Framework Plan*

Objective

4.1 Reinforce the 'urban structure' and unique 'built form elements' which contribute to the identity and legibility of Bay Street

Strategies

- 4.1.1 Reinforce the strong linear streetscape pattern and characteristic 'hard edge' alignment of built form to the street.
- 4.1.2 Continue to promote a consistent street wall height as a unifying element within precincts and across the activity centre.
- 4.1.3 Ensure new development expresses the fine grain of the wider streetscape.
- 4.1.4 Protect key public view lines as identified on the *Built Form Framework Plan*, in particular views to Port Phillip Bay, the CBD and Port Melbourne Town Hall.
- 4.1.5 Protect key iconic buildings as identified on the *Built Form Framework Plan*, which represent the historical development of the centre and contribute to its sense of place.
- 4.1.6 Ensure new development achieve standards of excellence in architectural and urban design.

Objective

4.2 Protect Bay Street's 'village' feel through reinforcing the low scale, fine grain heritage character of the traditional retail strip north of Graham Street

Strategies

- 4.2.1 Retain and facilitate the sensitive restoration / reuse of 'Significant' or 'Contributory' graded heritage places.
- 4.2.2 Ensure that new development respects the scale of heritage buildings and continues the consistent street wall parapet height along this section of Bay Street.
- 4.2.3 Ensure that where new development is encouraged to the rear of the Bay Street retail strip (ie Lalor, Heath and Lyons Streets as indicated on the *Built Form Framework Plan*) this:
 - Maintains the visual integrity of the street wall parapet along Bay Street.
 - Achieves a transition down in height to the established residential area opposite.
- 4.2.4 Ensure new development on sites outside the Heritage Overlay on the south-east side of Bay Street between Spring and Ingles Streets:
 - Respects the scale of heritage properties opposite and further south along Bay Street. An appropriate transition in scale must be achieved where new development is on a site located directly adjacent to a heritage place. New development must be no more than one storey above the prevailing heritage streetscape of Bay Street.
 - Creates a strong built form connection across underutilised sites.
 - Achieves a transition down in height to the established residential area to the rear.

Objective

- 4.3 Consolidate the new contemporary higher-rise character of the Port Melbourne mixed use area south of Graham Street whilst:**
- Respecting remaining ‘significant’ heritage places, and
 - Protecting the neighbourhood character values and amenity of the adjoining low rise, fine grain residential areas.

Strategies

- 4.3.1 Revise current planning scheme provisions applying to the *Mixed Use Zone* and adjacent areas in the *Residential 1 Zone*, to resolve tensions between urban consolidation and heritage / neighbourhood character objectives and provide clear parameters for future development. Planning controls to be revised include *Design and Development Overlay (DDOI)* and *Heritage Overlay 1 (HO1 – Port Melbourne)*.
- 4.3.2 Emphasise the importance of individually significant heritage places and their contribution to the layering of the urban fabric in this precinct, through changes to HO1 and additional heritage controls.
- 4.3.3 Remove established residential areas (south of Graham Street) which are outside of the designated activity centre from the *Design and Development Overlay (DDOI)* as indicated on the *Built Form Framework Plan*.
- 4.3.4 Revise DDOI to guide and facilitate remaining development opportunities.
- 4.3.5 Increase the protection of residential amenity and character at the interface between the mixed use ‘growth’ area and established ‘sensitive’ residential areas, as indicated on the *Built Form Framework Plan*.

Objective

- 4.4 Strengthen the built form character at key entry points to the activity centre, to enhance the ‘sense of arrival’ and ‘identity’ of the centre**

Strategies

- 4.4.1 Investigate the potential for public realm improvements at ‘entry points’ to define and convey a sense of arrival to the centre (streetscape works, signage etc).
- 4.4.2 Capitalise on the renewal potential of the Crockford Street precinct (*Opportunity Precinct 1*) to redefine and recreate the northern entry point to the activity centre through new development which:
- Provides for an increase in building scale (up to 5 storeys, with a 3 storey street wall height).
 - Create a sensitive interface and an appropriate transition to the lower scale of adjoining residential development.
- 4.4.3 Redefine and strengthen the southern side of Crockford Street, in association with renewal on the northern side (*Opportunity Precinct 1*) as part of the ‘entry point’ to Bay Street, by encouraging medium scale ‘infill’ residential development.
- 4.4.4 Create a well defined ‘entry point’ at the southern end of Bay Street which also improves the integration and connection with the foreshore, through public realm improvements, facilitating the retention and adaptive reuse of significant heritage buildings, and promoting the reinstatement of active street edges.
- 4.4.5 Encourage redevelopment of individual ‘opportunity sites’ as identified on the *Built Form Framework Plan* to support the growth of the centre by recognising particular opportunities for more intense development, and preventing underdevelopment of sites.

Objective

4.5 Ensure new development contributes positively to the public realm through reinforcing the spatial definition, safety and activation of streets, lanes and public spaces within the activity centre

Strategies

- 4.5.1 Ensure that new development does not diminish sunlight access to Bay and Rouse Street, and the foreshore area.
- 4.5.2 Ensure new buildings contribute to well defined public streets and spaces.
- 4.5.3 Ensure new development makes a positive contribution to the activity centre as a vibrant, safe and attractive place for pedestrian activity.

Building Heights Framework Plan

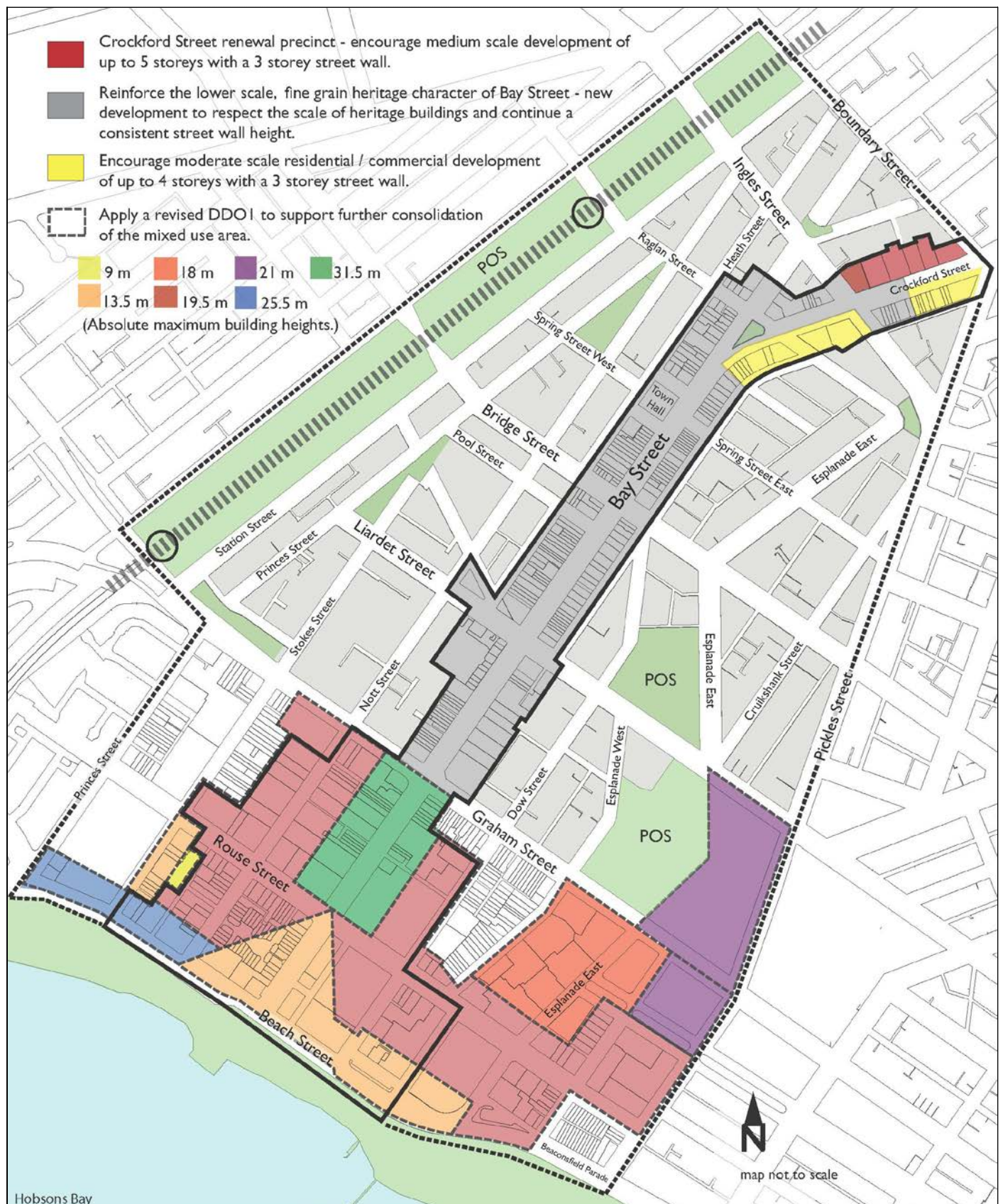


Figure 9: Building Heights Framework Plan

Strategic Direction 4: Reinforcing Urban Character

Actions

The strategies will be implemented through the following actions:

Planning

- Require new development to provide a street wall height that is consistent with the prevailing streetscape context.
(Strategies: 4.1.1, 4.1.2.)
- Require development on larger sites or consolidated sites (with a frontage over 10 metres) to be well articulated through variations in form and materials, openings and the inclusion of vertical design elements.
(Strategy: 4.1.3.)
- Prevent development from intruding into key identified public view lines, including through retaining the 'view cone' provision in Design and Development Overlay 1 and limiting the height of development fronting Bay, Heath and Lalor Streets (in Opportunity Precinct 2).
(Strategy: 4.1.4.)
- Retain the existing heritage controls over iconic buildings, and apply Heritage Policy at Clause 22.04 of the Port Phillip Planning Scheme.
(Strategies: 4.1.5, 4.4.1.)
- Apply the *Heritage Policy* at Clause 22.04 of the *Port Phillip Planning Scheme*.
(Strategies: 2.2.3, 4.2.1, 4.2.2.)
- Ensure that:
 - o New development contributes positively to the character of the activity centre through contemporary best practice architecture.
 - o The form, scale, massing, articulation and materials of new development responds appropriately to the streetscape context of the site.
 - o Building designs enable adaptation for a variety of uses.
 - o New development incorporates Crime Prevention through Environmental Design (CPTED) principles and achieves the intent of the Safer Design Guidelines (DSE 2005).
(Strategy: 4.1.6.)
- Apply the following built form requirements to new development in the retail strip, north of Graham Street:
 - o Buildings must have a zero setback to the street.
 - o The street wall parapet height must not exceed 9.5 metres or 2 storeys whichever is the lesser.
 - o The street wall should include a parapet that is well articulated and detailed to reflect the character of nearby properties.
 - o Above the street wall, additional storeys must be set back so as not to be visible when viewed from standing eye level (1.6 metres) at the street frontage directly opposite.
 - o The street wall should have a veranda for the full width of the frontage to match the height and width of those on adjoining properties.
(Strategy: 4.1.3.)
- Apply detailed built form requirements to *Opportunity Precinct 2*.
(Strategies: 4.1.4, 4.2.3.)
- Apply detailed built form requirements to *Opportunity Precinct 3*.
(Strategy: 4.2.4.)
- Implement changes to *Design and Development Overlay 1* (DDO1) and local planning policy to give effect to the following recommendations of the *DDO1 Review* (2010):
 - o Removing the following established residential areas from DDO1:
 - Land within the Residential 1 Zone west of the activity centre (generally in the area of Stokes and Princes Streets).
 - Land within the Residential 1 Zone east of the activity centre (generally in the area of Dow Street, Graham Street and Esplanade West).
 - Land bounded by Beaconsfield Parade, Pickles, Graham, and Johnston Street.
 - o Consolidating and refining precinct boundaries to better reflect the emerging differences in built form character.
 - o Introducing 'preferred character statements' to more clearly reflect the desired character of different precincts.
 - o Simplifying the existing height controls for each precinct by removing the preferred maximum height controls but retaining the absolute maximum height controls.
 - o Preparing planning policy and 'preferred character statements' which provide clear guidance that new development must respond to the 'preferred character' of the residential precinct and not of the adjoining mixed use 'growth' area.

- Introducing a requirement that development in the Mixed Use Zone is to meet the objectives of Clause 55.04 of the Port Phillip Planning Scheme (provisions for multi-unit developments) in relation to side and rear setbacks and overshadowing of private open space.

(Strategies: 4.1.4, 4.3.1, 4.3.2, 4.3.3, 4.3.4, 4.3.5)

- Implement changes to *Heritage Overlay 1* (HO1) and *Design and Development Overlay 1* (DDO1) to give effect to the following recommendations of the *Heritage Overlay 1 – Stage 2 Review* (2012):

- Replacing the existing precinct based *Heritage Overlay* south of Graham Street with site-specific *Heritage Overlay* controls.
- Establishing new planning policy, design objectives and design requirements (within *Design and Development Overlay 1*) that manage development on sites adjacent to significant heritage places.

(Strategies: 4.1.5, 4.3.1, 4.3.2)

- Apply detailed built form requirements to *Opportunity Precinct 1* through a new schedule to the *Design and Development Overlay*.

(Strategy: 4.4.2)

- Support new development on the southern side of Crockford Street to:

- Reinforce a 3 storey street wall height, with upper floors setback behind the street wall to a maximum overall height of four storeys.
- Provide an appropriate transition to the lower scale of residential development to the rear.

(Strategy: 4.4.3)

- Support development proposals that are consistent with the land use and built form outcomes sought in *Opportunity Precinct 4*.

(Strategy: 4.4.4)

- Encourage redevelopment of individual 'Opportunity sites' whilst retaining and respecting heritage places.

(Strategy: 4.4.5)

- Require that new development does not diminish sunlight access on 21 June (winter solstice) to:

- The eastern footpath of Bay Street – between 10.00am and 3.00pm.
- The south-western side of Rouse Street – between 11.00am and 2.00 pm.
- The foreshore area including bicycle and pedestrian paths.

(Strategy: 4.5.1)

- Require new development to:

- Create a sense of street enclosure.
- Provide cantilevered verandas over footpaths (along the length of Bay Street and along 30m wide streets in the mixed use precinct).
- Create well articulated, attractive and detailed facades on all visible elevations, including exposed boundary walls.

(Strategy: 4.5.2)

- Require new development to:

- Maximise the activation of ground level frontages, through appropriate land use and orientation of window and door openings to the street. Sites / areas where street level activation is to be improved are identified on the *Built Form Framework Plan*.
- Maximise opportunities for passive surveillance of streets and public spaces from upper levels via balconies and windows orientated to the street.
- 'Wrap' the edges of larger stores with smaller scale uses that have active frontages.
- Ensure that pedestrian entries are clearly visible from the public domain.
- Minimise vehicle cross-overs (including the removal of redundant crossovers) and require rear lane access where available.
- Avoid car parking and loading bays from facing public streets.
- Require the floor levels of commercial premises along Bay Street to be level with the street.

(Strategy: 4.5.3)

Other

- Support detailed restoration of heritage building elements which make a contribution to the identity of the Activity Centre, such as heritage verandas, potentially through the establishment of a local heritage incentive scheme.

(Strategy 4.2.1.)

SUSTAINABLE ACCESS & MOVEMENT

An integrated and sustainable transport network which supports Bay Street's primary role as a 'shopping street' for people

Bay Street faces the challenge of managing its through traffic route and a pedestrian oriented shopping street. The activity centre experiences high pedestrian and cycling demands, yet is dominated by vehicles most notably at the southern end of Bay Street where the road network functions as a designated freight route.

A balanced approach to sharing road space and the prioritisation of sustainable modes in the allocation of resources is required. 'Reclaiming' streets as active living spaces, rather than places dominated by cars, creates a more attractive, vital and viable activity centre.

This southern end of the activity centre has transformed from an industrial hub to a mixed use / residential area with the expectation for increased amenity, and it has a vital role of connecting the retail strip to the foreshore. The presence of truck traffic and high levels of through traffic in this location is at odds with its desired strategic role as an active and pedestrian friendly part of the activity centre. However, the broader context of the Activity Centre is changing with potential for renewal of the Fishermans Bend Urban Renewal Area to alter the role of Plummer Street and limit alternate freight routes.

This is in contrast to the improved conditions between Graham and Bridge Streets, where wide footpaths and single lane traffic have contributed to a vibrant pedestrian environment.

Traffic speed remains an issue and there is a perception that where Bay Street widens to two lanes in the north the speed of traffic is higher, making it unsafe for pedestrians and inhibiting pedestrian movements.

Encouraging more people to use sustainable transport modes – walking, cycling and public transport – is a strategic priority of the Council and integral to Bay Street's success as a Major Activity Centre.

Improvements to enhance the definition, safety and connectivity of walking routes are a priority, including improving pedestrian access to the light rail stops, increasing permeability, and upgrading key pedestrian routes and crossing points.

Improved bike connections to the activity centre are also crucial, with the focus on ensuring the continuity, legibility and safety of links, particularly east-west routes. Connections to the major off-street bike routes in the areas are also vital.

Unlike other major activity centres in Port Phillip, Bay Street is not directly serviced by fixed rail transport, with the light rail service located between 150 and 500 metres from the main retail strip at various points. Whilst providing a direct service to Melbourne's CBD, the distance from the centre limits its accessibility and appeal to some users. There are opportunities to improve the visual and physical connections to the light rail.

The operation of a bus service along Bay Street also provides a direct connection to the CBD, however the service is considered slow due to traffic congestion, with buses having difficulty re-entering traffic from bus stops. Opportunities to improve this situation need to be investigated.

Relevant background reports: *Bay Street Activity Centre Access and Movement Plan* (Ratio Consultants)

Objectives and Strategies

The following strategies and initiatives are reflected on the:

- *Access and Movement Framework Plan* and
- *Pedestrian Network Framework Plan*.

Objective

5.1 Reduce the impact of traffic along Bay Street recognising its primary role as a 'shopping' street and pedestrian priority area.

Strategies

- 5.1.1 Reduce traffic speeds throughout the activity centre and its environs including:
- A 40km/hour speed limit through the Bay Street retail precinct, between Graham Street and Ingles Street as an immediate priority.
 - A 40km speed limit along the southern end of Bay Street, between Graham Street and Beach Street, in the medium term.
 - A 40km 'precinct' speed limit on residential streets connecting to and surrounding the activity centre to improve pedestrian safety and amenity and encourage walking.
- 5.1.2 Continuing to invest in infrastructure works that enhance pedestrian, bicycle and public transport priority along Bay Street.
- 5.1.3 Investigating medium term options to reduce the impact of traffic and improve the amenity of Bay Street.
- 5.1.4 Investigate traffic calming measures (road space allocation or streetscape design) which modify driver behaviour to improve pedestrian safety at key locations, including the northern and southern entry points to the retail strip, and existing conflict points.

Objective

5.2 Develop a walk-friendly environment across the activity centre, through improving the safety, connectedness and comfort of pedestrian spaces and paths

Strategies

- 5.2.1 Ensure key walking routes are improved and maintained (as indicated on the *Access and Movement Framework Plan*) to a high standard and are free from obstructions and hazards.
- 5.2.2 Prioritise improvements to the legibility, safety and convenience of connections between Bay Street and the Light Rail.
- 5.2.3 Prioritise enhanced pedestrian connections to the Foreshore and Station Pier.
- 5.2.4 Work towards all walking paths being DDA compliant – including footpath conditions and crossing designs.
- 5.2.5 Extend canopies to offer weather protection and preserve footpath space for pedestrians throughout the retail core:
- 5.2.6 Provide a network of pedestrian 'way-finding' signage across the activity centre to direct pedestrians along priority walking routes and to key destinations.
- 5.2.7 Ensure footpath conditions are maintained to a reasonable standard in construction zones.

Objective

5.3 Provide pedestrians with priority at key desired crossing points along Bay Street and across the activity centre

Strategies

- 5.3.1 Create additional crossing opportunities and upgrade existing crossing points throughout the activity centre as shown on the *Access and Movement Framework Plan*.

5.3.2 Ensure new or improved crossings at signalised intersections provide sufficient 'green time' for pedestrians.

Objective

5.4 Enhance the legibility and continuity of the bicycle network and improve facilities available for cyclists

Strategies

- 5.4.1 Address 'gaps' in connections across the regional and local cycling network as highlighted on the *Access and Movement Framework Plan* including:
- Defining local on-road route connections.
 - Advocating for delineation / upgrade to regional on-road cycle routes.
- 5.4.2 Encourage developers to contribute toward the installation of on-street bicycle parking facilities and to increase provision of on-site bicycle parking and end of trip facilities.
- 5.4.3 Develop the south-eastern end of Raglan Street as a local cyclist short-cut for access to Dorcas Street (PBN route).

Objective

5.5 Enhance access to public transport and promote improved levels of service

Strategies

- 5.5.1 Increase priority for bus movements in Bay Street and improve user amenities/access, including lane treatments, kerb extensions to allow buses uninterrupted access, and evenly spaced bus stops.
- 5.5.2 Improve bus travel time, service efficiency and reliability.
- 5.5.3 Pursue the provision of a public transport services along Pickles Street.

Objective

5.6 Maintain an efficient supply of car parking to support the viability of the activity centre as a shopping destination, whilst facilitating a reduction in the reliance on car based travel.

Strategies

- 5.6.1 Provide a mixture of short term (such as half-hour / hour time restriction) on-street parking spaces along Bay Street to facilitate short-term parking needs of customers and turnover of spaces.
- 5.6.2 Provide short to medium term (typically a mixture of 1–2 hour time restricted) parking along immediate intersecting streets to Bay Street (generally within 150 metres).
- 5.6.3 Extend the coverage of the parking permit scheme to enable the introduction of parking restrictions and/or paid parking.
- 5.6.4 Discourage all day / commuter and employee car parking.
- 5.6.5 Regularly review on-street car parking restrictions to ensure an appropriate type and mix of parking controls.
- 5.6.6 Ensure new land use and development proposals are 'self-sufficient' in on-site car parking.
- 5.6.7 Minimise traffic congestion by directing motorists to off-street public / commercial car parks.

Sustainable Access and Movement Framework Plan



Figure 10: Sustainable Access and Movement Framework Plan

Strategic Direction 5: Sustainable Access and Movement

Actions

The strategies will be implemented through the following actions:

Transport

- Advocate to VicRoads to immediately implement a 40km/hour speed limit along Bay Street between Graham and Ingles Streets.
(Strategy: 5.1.1)
- Advocate to VicRoads to implement a 40km/hour speed limit along Bay Street between Graham and Beach Streets in the medium term.
(Strategy: 5.1.1)
- Reduce the speed limit to a 40km/hour speed limit in residential streets within the broader *Study Area* (area bounded by the foreshore, Pickles Street, the light rail and Boundary Street).
(Strategy: 5.1.1)
- Work with VicRoads and other stakeholders to investigate medium term options to reduce the impact of traffic and improve the amenity of Bay Street.
(Strategy: 5.1.3)
- Monitor the redesign of the intersection of Bay and Liardet Streets to ensure this has improved the priority and safety of pedestrians and cyclists (and the safety of vehicle movements).
(Strategy: 5.1.3)
- Implement and maintain a network of pedestrian 'way-finding' signage (based on figure 8.2 of the *Bay Street Activity Centre Access and Movement Plan (2010)*).
(Strategy: 5.2.6)
- Provide new or improve pedestrian crossings in Bay, Beach, Bridge and Liardet Streets, and on both sides of the light rail stops. Options include refuges, pram crossings, kerb extensions, zebra and signalised crossings subject to location and need.
(Strategies: 5.3.1, 6.1.3)
- Define local on-road cycle route connections west of Bay Street along Rouse, Liardet, Bridge and Raglan Streets.
(Strategy: 5.4.1)
- Advocate for delineation / upgrade to regional on-road cycle routes along Bay / Crockford Streets north of Spring Street to City Road, and Ingles Street to both Normanby Road and Dorcas Street.
(Strategy: 5.4.1)
- Improve the safety of the crossing for cyclists at the intersection of Crockford and Raglan Streets in both directions.
(Strategy: 5.4.1)
- Investigate the provision of grouped bicycle parking facilities at key locations including the Town Hall, Coles supermarket, light rail stops, foreshore and Station Pier, Lagoon Reserve, and the 'mixed use' precinct.
(Strategy: 5.4.2)
- Provide cyclist-activated signals from Raglan Street at the Pickles Street intersection.
(Strategy: 5.4.4)
- Investigate options to redesign or reallocate road space in Bay Street, including:
 - o Signalised bus priority lane treatments at intersections along Bay Street.
 - o Kerb extensions at stops to prevent cars parking and allow buses uninterrupted access to the traffic lane.
 - o Evenly spaced bus stops along Bay Street (about 400 metres apart).
(Strategy: 5.5.1)
- Install 'SmartBus' style totems to improve information for bus users.
(Strategy: 5.5.1)
- Investigate the introduction of a Bus Rapid Transit style system.
(Strategy: 5.5.2)
- Monitor the effectiveness (in conjunction with Public Transport Victoria) of recent Route 606 improvements to service hours, frequencies, and route extension to Elsternwick station and ensure these upgrades are maintained.
(Strategy: 5.5.2)
- Advocate to Public Transport Victoria for further improvements to the Route 235 bus service, in particular increasing service frequency on week-ends (noting some improvements to service frequency will commence July 2014).
(Strategy: 5.5.2)
- Work with Public Transport Victoria to introduce of a new bus service along Pickles Street.
(Strategy: 5.5.3)

- Undertake the Port Melbourne Neighbourhood Parking Precinct Plan to review and implement changes to on-street car parking in the structure plan Study Area (including time restrictions, loading zones and accessible parking), in consultation with traders, businesses and residents.

(Strategies: 5.6.1 - 5.6.5)

- Investigate implementation of a parking guidance system in conjunction with car park operators.

(Strategy: 5.6.7)

Capital projects

- Improve footpath conditions in Rouse Street.

(Strategy: 5.2.1)

- Investigate opportunities to reduce the road width in Raglan Street between Crockford Street and Bay Street, to improve pedestrian space.

(Strategy: 5.2.1)

- Prioritise the following improvements:

- o Improve pedestrian crossing points to each of the Light Rail stops (Graham and Raglan) across both Station Street and Evans Streets.
- o Improve the pedestrian environment between Bay Street and the Graham Street stop focusing on the routes along Liardet / Princes Street, Graham Street, and Rouse / Princes Streets.
- o Improve conditions along Raglan Street between Bay Street and the North Port (Raglan Street) stop, including the footpath conditions, width and lighting.
- o Improve lighting along the shared path and at intersections within close proximity to the Graham Street stop.
- o Improve lighting along residential streets in the vicinity of the Light Rail line.
- o Upgrade the shared path and the footpath leading to the Graham Street tram stop (western side).
- o Resolve conflict points along the shared path (including adjacent to the Graham Street light rail stop).
- o Advocate to Yarra Trams to update and improve tram stop shelters.

(Strategy: 5.2.2)

- Prioritise the following improvements:

- o Provide improved pedestrian crossing points along Beach Street, immediately west of Bay Street and east of Bay Street (in the vicinity of Esplanade East).
- o Provide pedestrian amenities between the Foreshore / Station Pier and Bay Street that support access and movement, such as seats, signage and shelter.

- o Establish an information signage scheme around the Foreshore / Station Pier precinct to encourage pedestrian / visitor movement toward and along Bay Street.

(Strategy: 5.2.3)

Planning

- Apply empirical parking rates for 'Shop', 'Restaurant', 'Office' and 'Dwelling' land use proposals in accordance with Council's *Sustainable Transport Policy and Parking Rates Report (2007)*.

(Strategy: 5.6.6)

- Further reduce the rate of car parking provision for 'Dwelling' and 'Office' land uses where proposals meet criteria defined in Council's *Sustainable Transport Policy and Parking Rates Report (2007)*.

(Strategy: 5.6.6)

- Apply the requirements of *Clause 52.34 – Bicycle Facilities* of the *Port Phillip Planning Scheme* to new development as a minimum standard, and require additional provision in association with proposals for reduced on-site car parking.

(Strategy: 5.4.2)

- Encouraging new development to provide canopies that extend over a significant section of the footpath.

(Strategy: 5.2.5)

Other

- Improve pedestrian spaces through:

- o Assisting trader compliance with kerbside guidelines through measures such as physical demarcation (e.g. discs set in asphalt footpaths and paving treatments).
- o Monitoring trader compliance of kerbside trading areas.

(Strategy: 5.2.5)

AN INTEGRATED PUBLIC REALM

Strengthen the identity, connectivity and cohesion of the activity centre through enhancements to the public realm

The existing urban structure of the activity centre is largely defined by the layout of the street grid (with a clear hierarchy in street width and function), key natural and cultural landscape features, and activity patterns associated with various types of land uses. Whilst many attributes have been established historically, others such as higher density residential development have been more recent and have had a significant effect on the fabric and identity of the activity centre.

Whilst well-established, these structural attributes also present opportunities to undertake centre wide and precinct specific improvements that will enhance the connectivity, cohesion and identity of the activity centre, in some cases to redress the effects of recent change and intensification.

The public realm plays a significant role in supporting the functioning of an activity centre, enabling people to move around and interact, as well as establishing its local sense of place and identity. Improvements to the public realm present the opportunity to:

- Maintain the prominence and qualities of natural and cultural landscape features, views and vistas which are inherent to the centres image and reflect its historical development.
- Reinforce the well-defined street grid, including Bay Street and Beach Street as the key 'spines' of the activity centre. through to the small laneways which contribute to both the character and permeability of the centre.
- Strengthen the physical, functional and visual connections between the different parts of the activity centre, and nearby destinations such as the foreshore.
- Enhance accessibility through reinforcing a network of safer and more convenient pedestrian and cycle routes.
- Provide a series of public spaces that support a wide range of public uses and encourage social interaction and participation in community life.

In some cases public realm improvements will need to be supported by advocacy for change in traffic management priorities where Council is not the road management authority, with a view to improving pedestrian facilities and experiences along Bay Street.

Relevant background reports: *Public Realm Strategy* (Jones and Whitehead)

The following strategies are reflected on the:

- *Pedestrian Network Framework Plan*
- *Streetscape Improvement Framework Plan*
- *Place Making Projects Framework Plan*

Objective

6.1 Ensure activity centre streets and lanes provide legible, safe and direct connections between key destinations and from surrounding residential areas

Strategies

- 6.1.1 Enhance Bay and Beach Streets as the primary spines of pedestrian activity that link all parts of the activity centre.
- 6.1.2 Continue to enhance the amenity of streets throughout the higher density 'mixed use precinct' and enhance their role as connections to the foreshore and to Bay Street.
- 6.1.3 Ensure safe, convenient and amenable pedestrian access along defined 'priority pedestrian streets' and at key intersections throughout the activity centre through:
 - Increasing usable pedestrian space.
 - Ensuring continuous weather protection along priority pedestrian routes through requiring cantilevered verandahs.
 - Providing crossings at regular intervals and allow pedestrians to be able to cross all legs of the intersection.
 - Using traffic calming techniques as an integral part of all streetscape designs, to reduce vehicle speeds, the volume of through traffic and give priority to pedestrians.
 - Minimising the impact of vehicle crossovers on the pedestrian environment.
 - Ensuring the integrated delivery of public realm improvements with access and movement initiatives including in Raglan and Farrell Streets.

Objective

6.2 Develop an integrated landscape 'theme' across the activity centre which reinforces the street hierarchy and the streetscape character of different precincts

Strategies

- 6.2.1 Maximise tree canopy cover, the efficiency of parking layouts and circulation space for pedestrians.
- 6.2.2 Respect the street hierarchy and traditional formal patterns of street tree planting in the design of streetscapes.
- 6.2.3 Incorporate sound horticultural and WSUD principles in the detailed design of planting areas to support tree health and improve rainwater infiltration.

Objective

6.3 Continue to improve community safety and perceptions of safety throughout the activity centre

Strategies

- 6.3.1 Provide high standards of public lighting (consistency in illumination quality and levels) along priority pedestrian streets and near public transport nodes for safe 24 hour access.
- 6.3.2 Incorporate Crime Prevention through Environmental Design (CEPTED) principles and the Safer Design Guidelines in the design and development of public spaces.

Objective

6.4 Enhance the 'quality' of the public realm experience through design detail

Strategies

- 6.4.1 Achieve consistency in design treatments throughout the centre to create and reinforce a 'sense of place'.
- 6.4.2 Select street tree species for use in specific streets and to give a distinctive character to inter-related public spaces as shown of the *Public Realm Framework – Streetscape Improvement Plan*.
- 6.4.3 Incorporate the highly valued historical development of Port Melbourne into the design of the public realm. Key opportunities include: maritime and industrial heritage, the original layout of Sandridge, the former Lagoon, interpretive heritage markers, and framing of views to historic landmark buildings.
- 6.4.4 Encourage the use of art – including events, performances and temporary installations as well as fixed objects – to contribute to the identity and activation of key off street spaces, in particular those associated with hubs of community activity.
- 6.4.5 Investigate lighting schemes for landmark buildings, including the Town Hall.

Objective

6.5 Create a network of connected and diverse public spaces across and adjacent the activity centre

Strategies

- 6.5.1 Co-ordinate the design of small public spaces and parks to achieve visual integration and to create attractive, connected walking routes. This should include:
 - Co-ordinating the planting schemes and design treatments of inter-related parks and associated street spaces, to create a precinct-wide landscape character.
 - Prioritising improvements to walking routes that link existing small spaces.
- 6.5.2 Expand public spaces into superfluous road space, to create more usable spaces, larger areas for planting and to allow greater infiltration of rainwater / WUSD initiatives (particularly in areas subject to inundation).
- 6.5.3 Ensure a diverse network of public / open spaces through planning for the provision of facilities, such as playgrounds, with regard to local needs and the opportunity to create a range of active and passive recreational opportunities.
- 6.5.4 Use small public spaces that have a relatively low profile and few heritage constraints to experiment with innovative design and types of facilities that expand the range of local recreational opportunities.

Objective

6.6 Facilitate 'active edges' across the activity centre to promote a safe and vibrant street-life

Strategies

- 6.6.1 Establish a continuous 'Active Retail Edge' along both sides of Bay Street (south of Bridge Street), and on the north-western side of Bay Street (between Bridge and Raglan Streets).
- 6.6.2 Prioritise improved street level activation in locations indicated on the *Pedestrian Network Framework plan* through the establishment of an 'Active Retail Edge'.
- 6.6.3 Encourage other 'Active Edges' along all other priority pedestrian routes, to enable a visual connection between building occupants and persons in the public realm.

6.6.4 Facilitate passive surveillance of streets and public spaces from upper levels of all buildings.

ACTIVE EDGES

Active frontages allow a high degree of connection between the public realm and the interior of the building, providing a vibrant and interesting public realm. Active frontages contribute to casual surveillance and perceptions of improved safety through 'more eyes on the street'. Across the activity centre, there will be three different degrees of 'activeness' depending on the ground floor uses. These active edges are defined as:

Active 'Retail' Edge – Characterised by a predominantly clear-glazed facade from footpath level to a height of 2 metres with pedestrian entries at least every 15 metres.

Active 'Commercial' Edge – at least 50% clear-glazed between a height of 1 metre and 2 metres above footpath level with pedestrian entries at least every 30 metres.

Active 'Residential' Edge – many entries to individual dwellings from the public realm and clear glazing. Entries should be set back from the street and may be within private open space, or elevated above street level to provide privacy whilst still allowing surveillance.

Streetscape Improvement Framework Plan

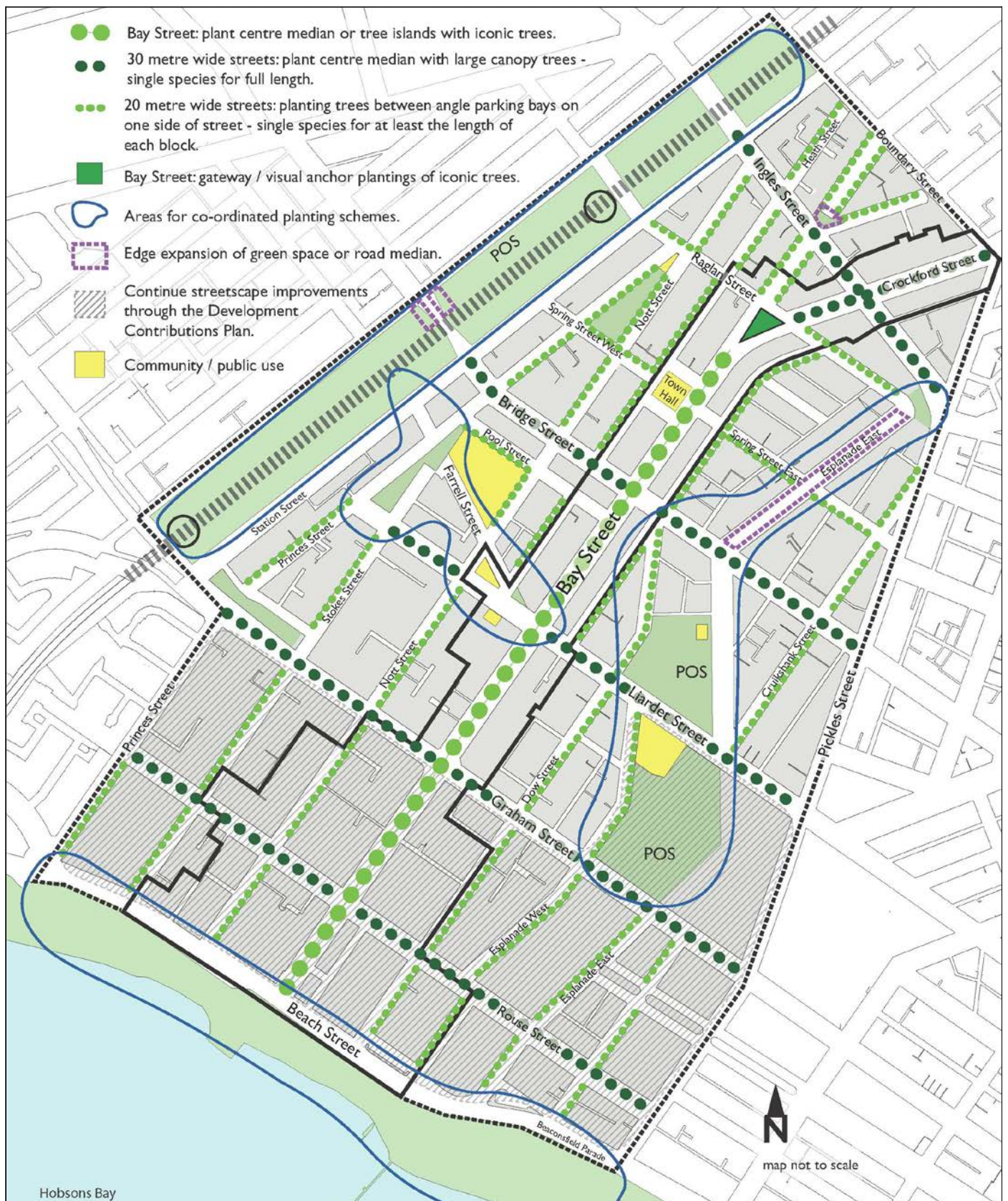


Figure 12: Streetscape Improvement Framework Plan

Place Making Projects Framework Plan

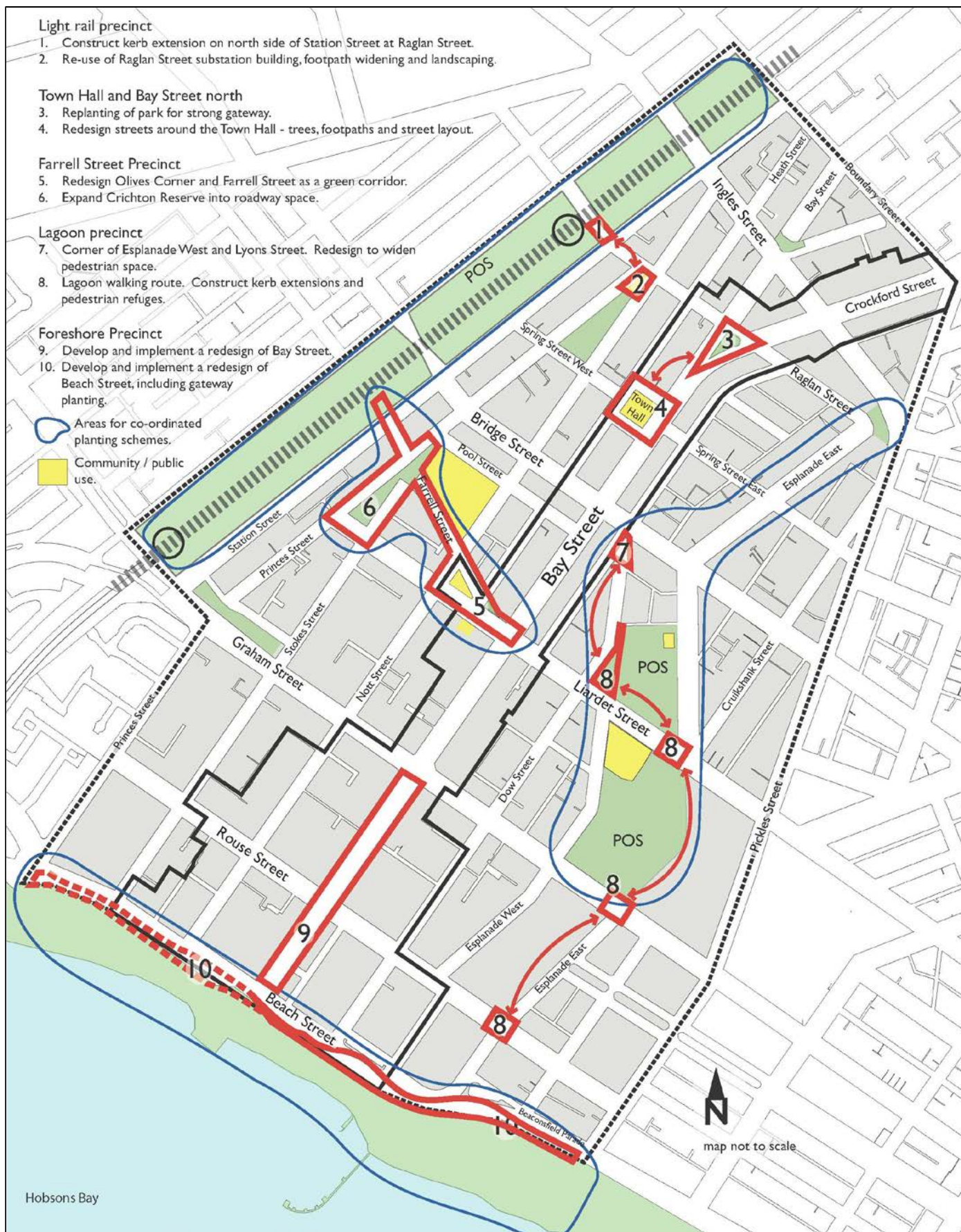


Figure 13: Place Making Projects Framework Plan

Strategic Direction 6: An Integrated Public Realm

Actions

The strategies will be implemented through the following actions:

Streets

- Complete implementation of the *Port Melbourne Landscape and Streetscape Master Plan (2011)* including new median and street plantings, and upgrades to footpaths / street parking configuration.
(Strategy: 6.1.2)
- Improve existing laneways between Graham and Beach Street.
(Strategy: 6.1.2)
- Widen footpaths throughout the activity centre in future street improvements.
(Strategy: 6.1.3)
- Remove unnecessary obstructions (signage, bins, inappropriate street trading) throughout the activity centre in future street improvements.
(Strategy: 6.1.3)
- Adopt the following street tree planting principles:
 - o Centre median or tree island plantings in 30m wide streets
 - o Planting between angle parking bays on one side of 20m streets*
 - o Planting of large canopy trees spaced so their canopies will touch to shade the full length of the street.
(Strategy: 6.2.1)
- Undertake a detailed survey and design review of all 20m streets and establish a program of enhancement works.
(Strategy: 6.2.1)
- Develop standard construction details for medians and trees between parking bays, incorporating water sensitive urban design principles.
(Strategy: 6.2.1)
- Undertake street tree planting in the following manner:
 - o Plant trees in a regular formal pattern along most streets (except where alternative arrangements are called for in streets connected with major green spaces)
 - o Plant a single species for the length of 30m wide streets, and a single species for at least the length of each block in 20m streets

- o Introducing visual anchor planting of iconic trees on the island park in Bay Street near the intersection of Raglan Street.

(Strategy: 6.2.2)

- Adopt the following principles in the design of tree planting areas:
 - o Maximise permeable surfaces near tree plantings.
 - o Support tree plantings (location and design) which utilise rainwater runoff / rain gardens to provide irrigation.
 - o Select tree species carefully to ensure hardiness in the local climate, microclimates, soil and planting conditions for particular sites.
(Strategy: 6.2.3)
- Review and improve (where necessary) lighting along priority pedestrian routes.
(Strategies: 6.3.1, 5.2.2)
- Revisit the lighting improvements identified in the Bay Street and Raglan Street Port Melbourne Lighting Audit.
(Strategy: 6.3.1)
- Periodically review and rationalise signs, furniture and other features to ensure assets are in optimal locations to support street uses and to reduce clutter in footpaths.
(Strategy: 6.4.1)
- Widen the Esplanade East median north of Edwards Park.
(Strategy: 6.5.2)
- Narrow the roadway crossings of the light rail reserve.
(Strategy: 6.5.2)

Design

- Select a suite of coordinated paving materials, street furniture, light fittings, etc and prepare guidelines indicating where and how the items should be used, for application to across all small-scale projects, maintenance and replacement programs.
(Strategy: 6.4.1)
- Develop a list of preferred tree species for use in streets and other spaces throughout the activity centre, including preferred footpath planting.
(Strategy: 6.4.3)

- Incorporate heritage elements into the design of public realm improvements, in consultation with local heritage groups, residents, businesses and traders.
(Strategy: 6.4.4)
- Identify landmark buildings suitable for illumination, and facilitate and implement lighting schemes in association with land owners, businesses and traders.
(Strategy: 6.4.5)
- Redevelop the area of the Graham Street overpass to include facilities that enhance its role as a community hub connected to the light rail stop.
(Strategies: 6.5.3, 6.5.4)
- Preparing an integrated and co-ordinated planting scheme for the lagoon area open spaces and associated streetscapes including Esplanade East, to guide incremental replanting.
(Strategy: 6.5.1)
- Redesign the street closure at Garton, Bay and Ingles Streets to enlarge the green space.
(Strategies: 6.5.2, 6.5.4)

Place making

- Undertake a detailed study of design options for Bay Street between Graham and Beach Streets, including assessment of impacts and benefits and associated works necessary to deal with reallocation of through traffic functions (Place Making Project #9).
(Strategies: 6.1.1, 6.1.3)
- Develop and implement a design for the Beach Street esplanade (Place Making Project #10). (Beach Street west of Bay Street is addressed through the PMWUDF which will take the lead role in public realm and access improvements in this area).
(Strategy: 6.1.1)
- Investigating the narrowing of Beach St to incorporate more of the (beach side) roadway into the foreshore reserve (Place Making Project #10). (Beach Street west of Bay Street is addressed through the PMWUDF which will take the lead role in public realm and access improvements in this area).
(Strategy: 6.5.2)
- Review the design of road closures around Crichton Reserve and expand the reserve into surrounding roadways (Place Making Project #6).
(Strategies: 6.5.1, 6.5.2, 6.5.5)

- Redesign Farrell Street and Olive's Corner to provide a linked green corridor from Bay Street via Crichton Reserve to the light rail reserve (Place Making Project #5).
(Strategies: 6.5.1, 6.5.2)
- Expand the footpath space around the substation at Raglan Street and develop as a pocket park in association with potential new community uses of the substation (Place Making Project #2).
(Strategies: 6.5.2, 6.5.4)
- Co-ordinate planting schemes between Place Making Projects #5 and #6.
(Strategy: 6.5.1)
- Improving pedestrian crossing of Liardet Street between Edwards Park and Lagoon Oval (Place Making Project #8).
(Strategy: 6.5.1)

Planning

- Encourage land uses and new buildings to activate existing laneways, south of Graham Street.
(Strategy: 6.1.2)
- Encourage the creation of new mid-block pedestrian links and the extension of existing laneways in new development.
(Strategy: 6.1.2)
- Encourage active land use edges and the use of the footpaths for street trading activities in main streets south of Graham Street.
(Strategy: 6.1.2)
- Require new development to provide cantilevered verandahs over footpaths (along the length of Bay Street and along 30m wide streets in the mixed use precinct south of Graham Street).
(Strategy: 6.1.3)
- Discourage posted verandahs or other fixed structures at ground level, unless strongly supported by heritage conservation objectives.
(Strategy: 6.1.3)
- Require that new development:
 - o Does not create any new crossovers along Bay Street or Beach Street.
 - o Limits the construction of any new crossover/s along identified 'priority pedestrian' routes.
 - o Removes redundant crossovers.
(Strategy: 6.1.3)

- Require the design of ground level premises along both sides of Bay Street (south of Bridge Street), and on the north-western side of Bay Street (between Bridge and Raglan Streets) to provide an 'Active Retail Edge'.
(Strategies: 6.6.1, 6.6.2)
- Require the design of ground level premises along priority pedestrian routes (excluding Bay Street) to provide an 'Active Edge'.
(Strategy: 6.6.3)
- Require all new buildings (and building modifications) across the activity centre to provide an active edge at upper levels, by using windows and balconies.
(Strategy: 6.6.4)

Other

- Support proposals to use off-street spaces for art and performance
(Strategy: 6.4.5)

SUSTAINABLE PRECINCT

Facilitate the evolution of the activity centre as an sustainable precinct, which achieves a progressive reduction in local energy and water consumption.

A key objective of this planning strategy is that the use, development and management of the activity centre be guided by ecologically sustainable principles, so that the centre's ecological footprint can be reduced and a stronger resilience to climate change established.

A precinct-based approach has been adopted to guide the activity centre to become a 'sustainable precinct' through a set of place specific initiatives that address energy, water and stormwater, waste, transport, and design.

The 'sustainable precinct' concept applies the same principles as a sustainable system or sustainable city but at a smaller scale. The key principles include minimising material and energy inputs, and minimising outputs to achieve a negligible environmental impact. At a precinct level, a combination of infrastructure, design and behaviour can be used to achieve a place-based approach to urban sustainability.

A sustainable precinct aims to be an example of best practice in sustainable higher density urban living, supported by best practice water sensitive urban design (WSUD), energy and transport infrastructure, sustainable buildings and urban design. Also, as our climate progressively changes, a sustainable precinct also aims to become climate resilient to more frequent flooding and hotter temperatures.

A precinct-based approach responds to the development attributes of the specific place, and the particular needs of a community. Implementation is then targeted at core needs, through infrastructure and community based projects (including seed funding).

This approach is consciously focused on ecological sustainability, with less emphasis on social and economic sustainability which have been addressed through other sections of this Structure Plan (specifically: *Activity and Business Mix*, *Connecting the Community*, and *Reinforcing Urban Character*). *Sustainable Access and Movement* plays a key role in prioritising and promoting walking, cycling, and access to public transport, and reducing the need for cars.

This strategy aims towards:

- Creating a self reliant activity centre that becomes a low emissions, water sensitive and climate adept precinct.
- Being an example of what can be achieved in terms of 'best practice' ecological sustainability, through changes to the design of the urban environment, transport improvements, and community infrastructure.
- Providing continued and additional programs to the local community to support and influence behaviour.

The following strategies are reflected on the:

- *Sustainable Precinct Framework Plan*

Objective

7.1 Facilitate the local community's adoption of emissions reduction and water conservation targets

Strategies

- 7.1.1 Continue to engage the community on local sustainability issues, and encourage participation in related decision-making processes.
- 7.1.2 Continue to demonstrate environmental leadership and support local sustainable living.
- 7.1.3 Support the community to be leaders and partners in local water conservation activities.
- 7.1.4 Develop a precinct based environmental indicators program in partnership with the community.
- 7.1.5 Encourage businesses and traders to take a lead community role in developing and implementing local environmental projects.
- 7.1.6 Promote resources for greater sustainability in apartment buildings throughout the Activity Centre,
- 7.1.7 Ensure new development achieves a range of sustainable built form and public realm outcomes, including adaptive reuse of existing buildings, sustainable buildings, and water sensitive urban design (WSUD).
- 7.1.8 Work to improve the energy and water efficiency of low income households.

Objective

7.2 Investigate and implement precinct scale sustainable infrastructure.

Strategies

- 7.2.1 Identifying opportunities for delivering precinct-scale distributed renewable energy supply systems, and potential to service council assets, significant landholdings, and other institutions.
- 7.2.2 Identify precinct scale opportunities to respond to food access and security issues, reduce food miles, and encourage local food production including a community garden, edible planting in public spaces, a food co-operative, and a low-cost farmers market (as recommended in *Strategic Direction 3: Connecting the Community*).
- 7.2.3 Ensure that public street lighting in the *Activity Centre* and *Study Area* is upgraded to energy efficient lighting systems.
- 7.2.4 Investigate opportunities to improve community waste streams, including communal composting and green / organic waste management.
- 7.2.5 Implement public place recycling by providing recycling bins in Bay Street, and consider reducing the number of standard waste bins.

Objective

7.3 Implement best practice integrated water management strategies at a precinct level given Bay Street's adjacency to Port Phillip Bay

Strategies

- 7.3.1 Identify and implement water efficiency measures for Council facilities and open spaces, including parks and gardens.
- 7.3.2 Investigate opportunities for precinct scale water sensitive design initiatives.

- 7.3.3 Implement water sensitive urban design in road, drainage and streetscape works throughout the *Activity Centre and Study Area*, through the Capital Works Program.
- 7.3.4 Facilitate the application of water sensitive urban design by the community.

Objective

7.4 Maximise the use of sustainable transport modes to access the activity centre through prioritising walking, cycling and public transport

Strategies

- 7.4.1 Improve the convenience, safety, accessibility and range of sustainable travel choices within and proximate to the activity centre.

Objective

7.5 Position the activity centre to respond and adapt to the impacts of a changing climate

Strategies

- 7.5.1 Assess the coastal hazard vulnerability of the Activity Centre and surrounding area.
- 7.5.2 Ensure that development responds to identified coastal hazards.
- 7.5.3 Ensure that new development responds to hotter temperatures.
- 7.5.4 Provide greater shading of streets and public spaces to counter local urban heat island effects.

Objective

7.6 Ensure Bay Street continues to function as a true ‘mixed use’ centre providing the opportunity to live, work, shop and recreate locally

Strategies

- 7.6.1 Aim for local self-sufficiency in the provision of goods and services within the activity centre to facilitate multi-purpose trips and the ability to shop and access services locally.
- 7.6.2 Encourage a wide range of community services, particularly those supporting local needs, to locate within and proximate to the activity centre.
- 7.6.3 Promote an integrated and inclusive local community in partnership with businesses and community to strengthen opportunities for local employment and social inclusion, and local supply of goods and services.

Strategic Direction 7: Sustainable Precinct

Actions

The strategies will be implemented through the following actions:

Assets

- Use and develop Council assets and community facilities to provide information, resources and programs supporting environmental awareness and sustainable living.
(Strategy: 7.1.2)
- Work with utility providers to replace existing street lights in the *Activity Centre* and *Study Area* is upgraded to energy efficient lighting systems.
(Strategy: 7.2.3)
- Provide recycling bins in Bay Street, and consider reducing the number of standard waste bins.
(Strategy: 7.2.5)
- Implement stormwater harvesting schemes to irrigate public open spaces within the *Activity Centre* and surrounding area, including parks, gardens, sportsfields and new trees.
(Strategy: 7.3.1)
- Include raingardens, bioretention tree pits and passive irrigation (including gross pollution prevention measures) in road, drainage and streetscape works.
(Strategy: 7.3.3)

Programs

- Expand the existing 'Port Phillip Community Pulse' program to include a local environment indicators program.
(Strategy: 7.1.4)
- Implement a local 'sustainable business program' (in partnership with businesses and traders to support water, waste, and energy efficiency).
(Strategy: 7.1.5)
- Continue to develop and deliver environmental resources/programs for owners corporations, including Council's 'SOCS and Blocks' program.
(Strategy: 7.1.6)
- Continue to promote and deliver energy and water efficiency programs to low income households, including in partnership with social housing service

providers, community and non-government organizations.
(Strategy: 7.1.8)

Research

- Undertake a scoping study aimed at implementing precinct-scale distributed renewable energy supply systems.
(Strategy: 7.2.1)
- Undertake a precinct scale assessment of opportunities to improve food access and security issues, reduce food miles, and encourage local food production.
(Strategy: 7.2.2)
- Undertake an assessment of opportunities to improve community waste streams, including communal composting and green / organic waste management.
(Strategy: 7.2.4)
- Undertake an assessment of precinct-based water sensitive urban design opportunities (*Study area*).
(Strategy: 7.3.2)
- Undertake an assessment of local coastal hazard vulnerability, as part of a regional investigation.
(Strategy: 7.5.1)

Planning

- Continue to apply strategy at *Clause 21.03 – Ecologically Sustainable Development* of the *Port Phillip Planning Scheme* to encourage best practice sustainable design outcomes.
(Strategy: 7.1.7)
- Include sustainable design objectives and requirements in a revised DDO1 and new *Design and Development Overlays* to be applied within the activity centre and broader study area.
(Strategy: 7.1.7)
- Require new development to incorporate application of water sensitive urban design.
(Strategy: 7.3.4)
- Prepare planning controls in response to identified coastal hazards.
(Strategy: 7.5.2)

- Encourage new development to integrate adaptive design to address flood resilience, maximise permeability and onsite detention of stormwater.
(Strategy: 7.5.2)
- Encourage new development to provide a high standard of building thermal comfort.
(Strategy: 7.5.3)
- Encourage new development to include tree planting, rooftop and vertical greening to counter local urban heat island effects.
(Strategy: 7.5.3)

Other

- Undertake local transport improvements recommended in *Strategic Direction 5: Sustainable Access and Movement*.
(Strategy: 7.4.1)
- Implement water sensitive urban design principles in the design of planting areas and expansion of public spaces (as recommended in *Strategic Direction 6: An Integrated Public Realm*).
(Strategy: 7.3.3)
- Implement street tree planting as recommended in *Strategic Direction 6: An Integrated Public Realm*.
(Strategy: 7.5.4)

PART 3 - IMPLEMENTATION

Implementation Process

Implementation of this Structure Plan requires a multi-faceted approach, led by Council with the cooperation and shared responsibility of the State Government, private sector and community stakeholders.

A detailed Implementation Plan will be prepared following the adoption of this Structure Plan. This will include prioritised initiatives with defined timelines, resources and responsibilities. The Implementation Plan will be closely linked (and updated annually) with Council's Strategic Business Plan, detailed Service Planning and Capital Works Program. The following framework establishes an outline of this Plan.

Some initiatives reflected in the Structure Plan are already in the process of being implemented. This reflects existing Council programs and priorities and the highly dynamic nature of activity centres.

1. Key Implementation Mechanisms

The Structure Plan will be implemented through a range of programs and initiatives of the Council, including:

- Amending the *Port Phillip Planning Scheme* – A new statutory planning framework will be developed to incorporate Local Policy and Provisions which reflect and implement the strategic directions of the Structure Plan. Planning Scheme Policy and Provisions will essentially manage and influence the land use and development proposals 'initiated' by the private sector.

The following mechanisms provide for initiatives that will be 'initiated' by Council:

- Council Programs and Services - including Economic Development, Sustainability, Community Housing, Community Development, Library Services, and Children's and Family Services.
- Council's Capital Works Program - Council's 10 Year Plan and Annual Program.
- Partnerships - with State Government agencies, traders, key land owners, service providers and community organisations.

2. Timing and Funding

The intent of the Structure Plan is to provide long term strategic direction for ongoing delivery of Council programs and services, opportunities low scale public realm improvements, and facilitate built form and land use change.

The Structure Plan is a long-term plan, and the capacity to deliver particularly on physical improvements will depend on prioritisation and allocation of resources across the municipality through the annual budget and business plan. A planning scheme amendment will be prepared following Councils adoption of the Structure Plan.

Implementation of the Structure Plan will require appropriate financial resources. A range of funding opportunities exists, in addition to Councils existing budget:

- Federal and State Government Funding Programs (including funding for capital works, public transport and social infrastructure, and public / social housing).
- Development Contributions – monies or works 'in kind' (including: 5% open space contributions, and negotiated contributions towards streetscape improvements and community housing).
- Special Rates Schemes / Special Charges (potentially for marketing / promotions and capital works projects).

3. Implementation Framework

The following provides an outline of the major 'opportunities' and initiatives' outlined in the Structure Plan, and the means by which they will be achieved:

3.1 Statutory Planning Framework (Local Planning Policy and Provisions)

The statutory planning framework, provided by the *Port Phillip Planning Scheme*, is an integral part of the implementation of this Structure Plan.

State Planning Policy

The existing State Planning Policy Framework (SPPF), in particular *Clause 11 – Settlement* establishes key policy directions for all activity centres. *Clause 15 – Built Environment and Heritage* of the SPPF sets out ‘principles’ that must be addressed in the design of urban spaces and buildings.

The SPPF gives effect to a number of key design guidelines which will influence built form outcomes within the Activity Centre:

1. *Activity Centre Design Guidelines (2005)*.
2. *Guidelines for Higher Density Residential Development (2004)*.
3. *Safer Design Guidelines for Victoria (2005)*.

Local Policy and Provisions

The Port Phillip Planning Scheme will require changes to the existing statutory controls and new local policy directions, in order to achieve the strategic directions and outcomes sought for land use change and new development.

Guiding the use of ‘discretion’

A Local Planning Policy will be prepared and give effect to the strategic directions of the Structure Plan. Policy will guide the use of planning discretion in decision making on planning permit applications for permissible (ie: ‘Section 2’) land uses under the relevant Planning Scheme Zone, to encourage preferred land use outcomes or discourage undesirable outcomes.

Application of Planning Scheme ‘Zones’

Planning Scheme Zones define the purpose for which land is to be used. By defining the types of uses which are ‘as of right’ (no permit required), ‘discretionary’ (permit required) and ‘prohibited’, zoning will play a major role in influencing the future activity mix of the centre (and its individual precincts) in line with guiding principles and themes of the Structure Plan.

Application of new Planning ‘Overlays’

Planning Scheme Overlays provide detailed controls over new development, such as building height controls or protection of heritage places.

The Structure Plan proposes the following changes to the Planning Scheme Overlays:

- *Schedule 1 to the Design and Development Overlay (DDOI - Port Melbourne Mixed Use Growth Area)* – The DDOI ordinance text and map will be amended to reflect the key recommendations of the *DDOI Review* (David Lock Associates, 2010), which include removing established residential areas from the DDOI, and revising the DDOI to guide and facilitate remaining development opportunities.
- *Schedule to the Heritage Overlay (HOI – Port Melbourne)* – The HOI ordinance text and map will be amended to replace the existing precinct based Heritage Overlay south of Graham Street with site-specific Heritage Overlay controls.

Reference Documents

Reference Documents provide context to decision making under the Planning Scheme. The following documents will become Reference Documents to the scheme:

- *Bay Street Activity Centre Structure Plan (Month, 201X)*
- *Established Residential Precincts - Preferred Character Statements (Month, 201X)* (to be added to the existing *Port Phillip Design Manual (2000)*).

3.2 Catalyst Projects / Strategic Site Opportunities

The Structure Plan includes a number of key projects that have the greatest ability to 'value add' as catalysts for positive change in the Activity Centre. These will be progressed as 'priority projects':

1. Town Hall Precinct (Place making project # 4)
2. Lagoon Precinct walking route (Place making project # 8)
3. Olives Corner / Farrell Street (Place making project #5)
4. Bay Street (Place making project #9)
5. Gateway planting at Crockford Street entry (Place making project #3)

The Activity Centre also includes a number of Opportunity Sites that are in private ownership but which present key opportunities to support the strategic directions of the Structure Plan. Council will be proactive in working with land owners to achieve outcomes on these sites which deliver a net community benefit to the Activity Centre and to the local community. Opportunity Sites include:

1. Corner Bay and Liardet Street, Coles Supermarket: retain retail anchor, development above.
2. 40 Bay Street, Post Office and Naval Drill Hall: key 'entry-point' (better activation).
3. 7-33 Bay Street, Mitchell Crescent Public Housing Estate: key 'entry-point' (better activation).
4. 160 – 162 Bay Street - Church and Manse: scope for development at rear.
5. 420 Bay Street - Service Station Site: key 'entry-point' (residential).
6. 86 Crockford Street - Service Station Site: key 'entry-point' (residential).

3.3 Council Programs and Services

Key initiatives to be achieved through existing Council programs and services (often in partnership with others) include:

Economic Development Program

- Ongoing management of the Special Rate Levy.
- Business support to Port Melbourne Inc. (Port Melbourne Business Association).
- Promote retail diversity and address retail gaps in partnership with Port Melbourne Inc.
- Encouraging Visitors /Tourism to Bay Street

Community Development Program

- Needs analysis of Port Melbourne community
- Facilitate 'Campus' approach to program delivery across community facilities
- Planning for relocation of Port Melbourne Family & Children's Hub
- Facilitating the clustering / multi-purpose use of established community facilities
- Life-long Learning Programs / Linking Neighbours Programs / Community Events
- Food Security / Access Initiatives
- Community Facilities Upgrades / Renewal / New Community Facilities
- Community relationships and community development activities.

Family and Children's Services

- Advocacy for additional Primary School
- Complete delivery of Liardet Street Family and Childrens Centre.

Sustainability Program

- Investigate a Precinct Based Renewable Energy Supply System
- Community Participation in Sustainable Programs
- Establishment of Eco-Resource Centre within existing community facility.

Places and Projects

- Management and delivery of place making projects.

Parks and Open Spaces

- Street Tree Planting Initiatives
- Lighting Initiative
- Design and implementation of public realm improvements
- WSUD / Water reuse – open spaces and streetscapes.

Strategic Planning Program / Statutory Planning Services

- Amendment to Port Phillip Planning Scheme to implement land use and built form initiatives
- Planning Scheme Implementation (Planning Permits).

Community Housing Program

- Facilitation of Community Housing / private sector affordable housing.

Sustainable Transport and Traffic and Parking Programs

- Traffic / Parking initiatives
- Public transport advocacy
- Walking Initiatives via implementation of Walk Plan
- Bike Initiatives via implementation of Bike Plan
- Public transport initiatives.

Waste Management Services

- Waste stream initiatives.

3.4 Key Capital Works Projects

Key projects to be achieved through Council's Capital Works Program include:

Movement and Access Initiatives

- Improved crossing points
- Links between Community facilities
- Links to Light Rail stops / footpath upgrades
- 'Way Finding' signage
- Bicycle route markings –local network gaps
- Bicycle route signage
- Bike parking at key locations
- Bus access improvements / road space redesign
- Parking guidance system

Public Realm Initiatives

- Street tree planting initiatives
- Improved lighting – light rail stops / reserve
- Improved street lighting –safety & energy efficiency
- Feature lighting - landmark buildings
- Place making projects.

(Note: Funding for the above initiatives will be achieved through a range of mechanisms as outlined in Section 2.)

4. Key Partnerships

Implementation of the Structure Plan will require Council to work in partnership with key Stakeholders including:

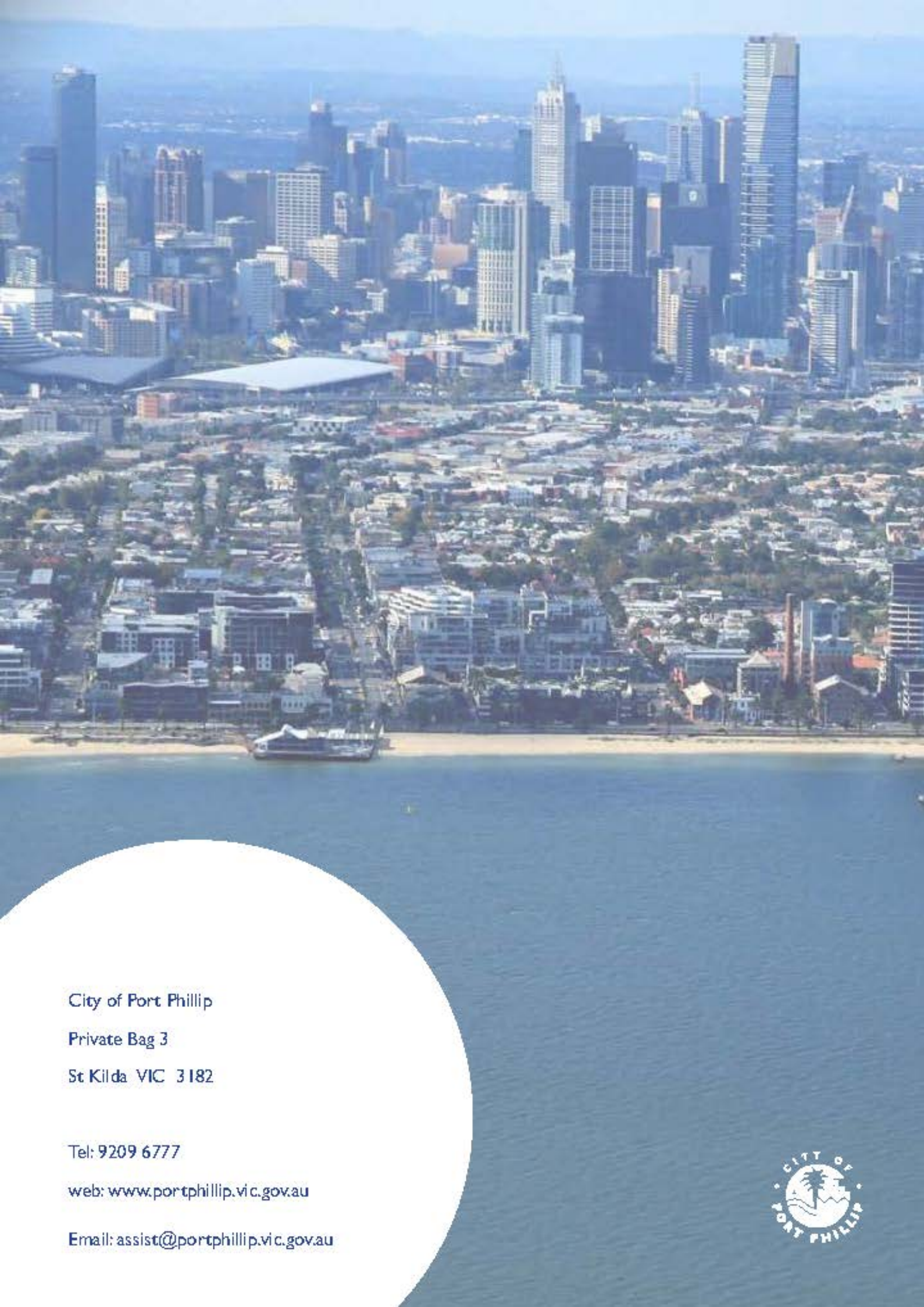
- Port Melbourne Inc (Port Melbourne Business Association)
- Department of Planning and Community Development (Statutory Planning Framework / Activity Centre Facilitation Programs)
- Department of Transport / Public Transport Victoria / VicRoads (Public Transport / Road Space Initiatives)
- Department of Human Services / Office of Housing (Community Housing Projects)
- Private Land Owners (Opportunity Precincts and Sites).
- Owners' corporations.

5. Monitoring and Review

Monitoring of the strategic directions and initiatives outlined in the Structure Plan is an essential part of the Implementation Program. This will include:

- Monitoring the increase in residential dwellings within the Activity Centre.
- Monitoring of the business mix and employment base of the Activity Centre.
- An on-going assessment of community needs and services, including affordable housing.
- Reviewing the effectiveness of Local Planning Policy and Provisions incorporated into the Port Phillip Planning Scheme (i.e. in achieving the intent the Structure Plan).

It is envisaged that the Structure Plan will be updated within a 5 to 10 year time frame - to ensure its fundamental Strategic Directions remain relevant, and new opportunities can be identified and incorporated into the Plan.



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