

Amendment C25 to the Port Phillip Planning Scheme (as modified by City of Port Phillip on 22 October 2001)

Changes proposed by Becton Corporation 25 March 2002

Note to readers of this document

To assist you in identifying where Becton submits that there should be changes to the Council's Amendment C25, please note that in the documentation which follows:

- All words appearing with a horizontal line through them are words which are proposed to be **deleted** from the Amendment.

Example Extensions ~~and alterations~~ to buildings... |

- All words underlined are proposed to be **introduced** to the Amendment.

Example Extensions and alterations to buildings... |

- All sentences, paragraphs and tables which are modified in some way in the Amendment are readily identified by a vertical line which runs parallel with the right hand margin of the page.

Example Higher residential densities are encouraged in ~~and around~~ activity centres and fixed public transports nodes. |

21.03 KEY ISSUES

21.03-1 Municipal-Wide Issues

The key issues arising throughout the municipality are:

- Maintaining a diverse population mix. This is contingent upon retaining and encouraging housing diversity including large dwellings suitable for families, affordable housing, housing for elderly and singles and non-traditional and non suburban housing alternatives.
- Pressure for higher density and multi unit and multi storey development that does not reflect the existing built form and scale. Such development can overshadow and compromise the sensitive foreshore setting and other important public areas. It can also increase traffic congestion and noise as well as demands for public facilities and on-street parking thereby exacerbating the scarcity of on-street parking.
- Inappropriate design and siting of medium density development that is inconsistent with existing character and that generates adverse amenity impacts on adjacent properties and the public realm (eg. footpaths and public open space) including overshadowing and overlooking; loss of vegetation; increased stormwater run-offs and reduced front, side and rear setbacks.
- The continued loss of single dwellings on larger lots that are an important part of the suburban character of parts of the municipality, in particular Elwood, East St Kilda and Port Melbourne, and provide housing choice and opportunities for larger households, shared housing and traditional family lifestyles and life cycles. This is particularly important given that over 70% of the municipality's housing stock is medium density and most new unit developments provide smaller units catering to only one or two person households.
- Loss of the landscape character of the residential areas.
- Demolition of heritage buildings to make way for new development, inappropriate extensions and alterations to these buildings and poorly designed new development that adversely affects the significance of heritage places.
- Pressure for inappropriate development and uses along the foreshore that threaten its established cultural, heritage, recreational and environmental values.
- Impacts of increased through traffic in residential areas including the impacts of CityLink and Webb Dock.
- Limited access of parts of Port Phillip to public transport and public open space.
- Limited access of parts of Port Phillip to local shopping facilities, and community facilities such as child care and health services.
- Impacts of tourism such as the loss of local convenience retailing and other services as well as increased traffic and on street visitor parking.
- Problems associated with car-parking. These include the problems of achieving sufficient car parking for restaurant developments and the objective of self-sufficient off-street parking for new residential and commercial developments.
- Problems generally created by satisfying current car-parking demands such as creating huge car-parking areas, impacts on design of new buildings, and the like.

- Pressure for conversion of buildings in industrial and commercial areas for residential purposes and flow-on impacts on the ongoing viability of these areas for industrial and commercial purposes.
- Residential amenity impacts associated with proximity of residential areas to areas of commercial, industrial, retail, entertainment and recreational activity.
- The poor urban design and appearance of St Kilda junction, particularly the failure to terminate the vista along the section of St Kilda Road extending from Toorak Road to the junction.

21.03-2 Additional Port Melbourne and Garden City Neighbourhood Issues

- Managing new development in the mixed use area so that it does not overshadow key public spaces including the foreshore.
- Retail and restaurant components of some major new developments that may compete with the retail core area of the Bay Street Shopping Centre.

21.03-3 Additional Elwood and Ripponlea Neighbourhood Issues

The loss of existing single dwellings on larger garden allotments that are an important component of the suburban character of Elwood and Ripponlea.

21.03.4 Additional South Melbourne, Albert Park and Middle Park Neighbourhood Issues

- Inappropriate design of new buildings and alterations and additions to buildings in heritage areas that do not respect the historic, low rise Victorian and early 20th century character of the area.
- Amenity impacts associated with development on and adjacent to small residential allotments.
- Poor design of multi unit buildings with limited open space and poor noise containment, particularly from balcony open spaces.
- Pressure for new development along Beaconsfield Parade that does not respect the predominant low rise scale of the streetscape and existing heritage places.
- Impacts of seasonal tourism activity such as the Grand Prix.

21.03-5 Additional St Kilda Road and Queens Road Neighbourhood Issues

Poorly designed new development that threatens to diminish the special character of the area by:

- Eroding the spacious 'boulevard' character of St Kilda Road and Queens Road, by not maintaining the landscaped front setbacks, view lines and separation between buildings, and by intruding upon key vistas to the Shrine and adjacent parklands; and
- Undermining the important residential role of areas including Queens Road south of Arthur Street by contributing to wind tunnelling, overshadowing and other adverse amenity impacts.

21.03-6 Additional St Kilda Neighbourhood Issues

- The pressure for high density multi storey development on The Esplanade that may adversely affect the historic character of the foreshore and diminish residential amenity of the surrounding area and negatively impact on views from the Bay.
- The need to preserve the social and cultural diversity of the neighbourhood by offering a range of housing choices including low-income housing, and ~~supporting~~ recognise a range of cultural activities and associated venues which are widely accessible, especially for people on low incomes.

21.03-7 Additional East St Kilda Neighbourhood Issues

Impact of further medium density development in some areas which have a high population density and the loss of larger dwellings has compromised the character and amenity of the area.

21.04 PORT PHILLIP'S VISION

21.04-1 The Municipality

Port Phillip acknowledges that it is a city for residents, visitors and workers of distinct neighbourhoods where an understanding of local character and history help achieve environmental sustainability; a city that is reaching out to the future with innovative design and development, high environmental awareness and a vibrant culture; and, a city that respects and values its past, its diversity and its links with traditional owners.

Port Phillip's vision for future land use planning and development is expressed around a number of key land use themes. These themes provide a basis for the more detailed objectives, strategies and implementation measures in Clause 21.05.

For these key land use themes, the Council envisages that:

Attractive residential areas:

- Are desirable places to live, capable of attracting and accommodating a constant population with population growth in appropriate growth areas.
- Offer a high level of amenity - including adequate open space, protection of privacy, maximised solar access, sufficient parking and access to public transport, local shopping and open space.
- Are protected from inappropriate development with new development designed to complement the built and natural environment as well as meet different housing needs, including the need for low-cost housing.

New development on the foreshore reserve does not:

- Lead to increased traffic congestion or parking problems.
- Reduce the net volume of public open space on the foreshore.
- Create air, water or noise pollution or any other threat to the sensitive natural environment.

Heritage places, neighbourhood character and natural systems are protected by:

- Ensuring that all significant heritage places receive adequate protection from demolition or unsympathetic alterations.
- The restoration and recycling of heritage buildings and new development which contributes positively to the heritage value and local neighbourhood character of the place and its natural systems.
- Fostering design processes and outcomes which emphasise the value of Port Phillip's heritage places, the complexity of its local ecology and the elements which define local neighbourhood character.
- Managing development in a way which is environmentally sustainable - in terms of air and water quality, energy and resource consumption, waste minimisation and protection of natural systems.

A vibrant, well managed local tourism industry:

- Co-exists harmoniously with local residents, businesses and traders.
- Maintains and enhances Port Phillip's main tourist assets.
- Offers a range of infrastructure and facilities providing safety, security and comfort, which are integrated into the fabric of Port Phillip in a sympathetic way.
- Is ecologically and environmentally responsible.
- Makes a significant contribution to local employment and the enhancement of community infrastructure.
- Makes maximum use of public transport and infrastructure.

High quality parklands and public open spaces:

- Offer a range of facilities tailored to meet the recreational needs of the local community.
- Are protected and enhanced by Council and the community and are enjoyed by their users.

Lively and viable retail centres:

- Serve the local needs of shoppers and offer safety, security, comfort and convenience to all users.
- Balance parking demands generated by different users.
- Encourage a village atmosphere, public life and social and cultural activity.
- Provide good opportunities for residential land use in close proximity to retail centres to support strong economic activity, environmentally sustainable living and maximum use of public transport infrastructure.
- Retain and emphasise their local character, heritage and culture and provide good access for pedestrians, cyclists and public transport users, as well as motorists.

Strong commercial and industrial precincts:

- Maximise job opportunities by emphasising Port Phillip's competitive industry strengths.
- Offer a high level of amenity, good transport connections, and adequate services and facilities for workers.
- Operate in environmentally sustainable ways and co-exist harmoniously with nearby residential areas.

A transport and pedestrian network:

- Serves the needs of residents, businesses and tourists by providing a range of alternatives, including improved public transport services and enhanced facilities for cyclists and pedestrians.
- Is integrated, safe, efficient, environmentally sound and minimises the impacts of through traffic.

- Is integrated into the local neighbourhoods and discourages vehicular through traffic in residential and tourist areas.

21.04-2 Port Melbourne and Garden City

In Port Melbourne and Garden City the Council envisages:

- Established residential areas retain their high quality residential environments distinguished by strong heritage character and predominantly low rise built form. New residential development in these areas are limited. However, there is significant residential development of former industrial sites in mixed use areas such as has occurred at Beacon Cove.
- The area attracts increasing numbers of visitors who wish to experience its distinctive waterfront heritage and character and who increasingly access the area on foot, public transport or bicycle. As a result, there is an increase in retail and tourist related uses, particularly in areas abutting the foreshore.
- The needs of visitors are balanced with those of residents, and new development and activities are managed in a way that acknowledges capacity limitations such as traffic and parking, with new development integrated into the fabric of the existing community and the sensitive foreshore environment. Many traditional buildings and key heritage buildings remain, providing a historical context for new development, and maintain continuity of character with the 'old' Port Melbourne.
- The important role of the Bay Street Shopping Centre is strengthened through the redevelopment of various infill sites that provide opportunities for additional retail and restaurant facilities, as well as increased residential densities that enhance the economic viability of the centre. New development respects and responds to the existing low rise Victorian character of the centre.
- The traditional focus on industrial land use at Fishermans Bend continues, although the nature of land use in the area is changing with more low key uses such as offices, warehousing and high technology manufacturing uses. There is some opportunity for an increased level of office use along Williamstown Road that takes advantage of the main road exposure and acts as a buffer between industrial and residential land uses.
- Additionally, opportunities for vehicular access to the area via roads other than Williamstown Road are maximised and new development is low rise with adequate setbacks that achieve a landscaped edge along public roads.

21.04-3 Elwood and Ripponlea

In Elwood and Ripponlea the Council envisages:

- Established residential areas retain their distinctive suburban character including large front and rear setbacks, established gardens and low rise building form. There is limited new development and established homes are encouraged to be retained and refurbished to ensure that a range of housing choices are available.
- Marine Parade and Ormond Esplanade retain their residential character. Existing dwellings and apartment buildings are upgraded and, except for identified heritage places replaced with new single houses and multi-unit developments. A high standard of design that responds to the character of the area is achieved in recognition of the prominence of this area along one of the major seaside boulevards in the municipality.

- The Elwood Junction, Elwood Village, Ripponlea and Tennyson Street retail centers continue to be key hubs of local community activity offering a balanced range of retail shops and some eating premises. New residential development is encouraged in all centres above and behind retail frontages, respectful of the existing scale and character of these areas. The interface between the retail centres and surrounding residential areas is carefully managed to minimise loss of amenity to nearby residents.

21.04-4 South Melbourne, Albert Park and Middle Park

In South Melbourne, Albert Park and Middle Park the Council envisages:

- Established residential areas retain their strong heritage character and substantially low rise form. Only limited opportunities exist for new low rise development and modest growth occurs in these areas in a carefully managed way to ensure that the high quality residential environment is maintained and enhanced.
- New development, including alterations to existing buildings, are encouraged only where it can be achieved without adversely affecting the character of the area, or the amenity of adjoining properties.
- Beaconsfield Parade retains its strong residential role and character. Sites of identified heritage significance are conserved and the boulevard qualities of Beaconsfield Parade are enhanced. Some new development occurs, provided it is of a scale, height and form that does not overshadow the foreshore (including the seaside promenade on the south side of Beaconsfield Parade), does not undermine the integrity of any heritage building on the site or on an adjacent site, and models the bulk and mass in a manner that retains the predominant low rise pattern of development without loss of amenity to neighbouring properties.
- Clarendon Street, Bridport Street, Victoria Avenue and Armstrong Street retail centers retain their low rise, Victorian character. These centres continue to be key hubs of local community activity offering a balanced range of retail shops and eating premises, with some new residential dwellings and shop-top housing, in appropriate areas. The South Melbourne Market is upgraded and continues to operate as an important community market serving the municipality's population.
- The South Melbourne industrial areas continue to have a mixed use industrial and commercial character but increasingly accommodate more lower impact uses such as offices, service businesses and high technology manufacturing uses. These areas continue to be a significant source of employment for Port Phillip, add to the diverse economic base of the municipality and provide economic support to the Clarendon Street retail centre and South Melbourne Market.
- St Kilda Road and Kings Way are key 'gateways' to the Melbourne CAD from the south eastern suburbs and comprise high quality medium to high rise commercial development that enhance the important metropolitan role of this area as Melbourne's premier commercial precinct outside the CAD, with ancillary residential development ensuring that the area is vital and active at all times of the day.
- St Kilda Road and Albert Road retain their boulevard character and important views and vistas to the Shrine of Remembrance and Albert Park Reserve respectively. Albert Park Reserve continues to provide a range of recreational and sporting activities set within an attractive parkland setting that are accessible to the local and wider community.

21.04-5

St Kilda Road and Queens Road

In the St Kilda Road and Queens Road neighbourhood the Council envisages:

- The important metropolitan role of this area as Melbourne's premier commercial precinct outside the CAD continues, with ancillary residential development ensuring the area is vital and active at all times of the day.
- The high standard of front setback landscaping along St Kilda Road is maintained and enhanced with more active frontages at street level, including convenience shops and restaurants that create a greater level of pedestrian activity and interest at the street level.
- The boulevard character of St Kilda Road is retained and important views and vistas to the Shrine of Remembrance in particular are protected.
- Queens Road continues to be a high quality residential area with development at higher densities than in the established residential areas of Port Phillip. New development in the area around High Street and Punt Road consolidates this as an area of medium density development and also improves the streetscape amenity. Non-residential uses are limited, apart from an improved range of local convenience retail and other services that are provided to serve the needs of residents.

21.04-6

St Kilda

In St Kilda the Council envisages:

- The established residential areas retain their unique heritage and urban character and generally low rise built form. Limited new development occurs in these areas that are carefully and imaginatively designed to ensure that the distinctive character and high quality residential environment is conserved and enhanced.
- The properties along the foreshore retain their residential role. Limited new development occurs in this area provided it is of comparable bulk and height to the dominant built form.
- That places having local cultural value icons, such as the Esplanade Hotel, are protected and be supported as they make an important for the contribution they make to the vitality, character and identity of the area.
- The important history of the Acland Street and Fitzroy Street retail centres as part of the earliest seaside resort in Melbourne that is reflected in its heritage places and urban character is conserved and enhanced. They continue to be regionally important activity centres that provide a balance of retail and tourism facilities with complementary residential and commercial uses as follows:
 - Fitzroy Street retains its spacious 'boulevard' atmosphere with the section between Grey Street and the Esplanade remaining low rise, maintaining the pedestrian scale, maximising sunlight access to the south eastern side and preserving landmark buildings. Additional local convenience retail is encouraged, particularly in the retail core between Grey Street and the Esplanade, and on the St Kilda Station site to support the needs of the increasing residential population in the area.
 - Acland Street retains its distinctive 'village' atmosphere created by the predominantly low rise, fine grain built form of the centre and the balance of local convenience retail and tourist facilities is maintained.

- The Brighton Road retail centre continues to provide a range of goods and services to the local community. New residential development is encouraged above and behind retail frontages, taking advantage of the centre's excellent proximity to main roads and public transport, and strengthening the viability of the centre.
- St Kilda Road south becomes a 'gateway' of high quality office and commercial development with some residential uses. New development is designed in a manner that upgrades and develops the appearance of the boulevard by responding to the consistent scale, form and "hard-edge" of the buildings along the east side of St Kilda Road.
- The appearance and amenity of the areas zoned Mixed Use is upgraded and more residential in character with compatible commercial and light industrial uses. Development on the St Kilda Depot site and on the north side of Inkerman Street for medium rise residential development consistent with the higher built form in this area provides a catalyst for new residential and mixed use development in other areas.
- Wellington Street is a mixed precinct of office, residential and other compatible uses, with high quality buildings that are consistent with the predominant scale and form of existing buildings in the area.

21.04-7

East St Kilda

In East St Kilda the Council envisages

- The established residential areas retain their mixed architectural character and diverse housing stock while heritage places or areas are conserved and enhanced. Any new residential development respects the important setback and garden characteristics of the area but are generally located in areas that have already undergone significant redevelopment in the 1960s and 1970s.
- New development, including alterations to existing buildings, are encouraged only where it can be achieved without adversely affecting the character of the area, or the amenity of adjoining properties.

21.04-8

Strategic Land Use Framework Plan

Council's key strategic directions for future land use planning and development are illustrated in the Strategic Land Use Framework Plan. The purpose of the framework plan is to illustrate Council's vision for the municipality and in particular identify locations where broad land use outcomes will be supported and promoted.

21.05 OBJECTIVES, STRATEGIES AND IMPLEMENTATION

21.05-1 Residential Land Use

Overview

The residential areas of Port Phillip are amongst Melbourne's most attractive and highly sought after living environments. Many established residential areas are undergoing change and experiencing pressure from new development due to strong demand for new dwellings in Port Phillip. A variety of housing styles is needed to ensure the housing diversity of Port Phillip is maintained. It is important that the livability and character of the residential areas is retained and enhanced, and that new development is well designed, compatible with its locality and utilises principles of energy efficiency.

Objectives

To protect the important heritage and streetscape characteristics of the established residential areas.

To ensure a high level of amenity for residents, including adequate open space, privacy, sunlight and daylight, parking and transport options.

To achieve a constant residential population level by compensating for losses caused by falling household sizes with population growth.

To encourage the retention and construction of larger dwellings to cater for larger households.

Encourage design excellence for all residential development, with an emphasis on preserving and enhancing the built and natural environment of Port Phillip, and conserving resources and energy.

Encourage a range of housing types to suit the diverse needs of Port Phillip's community and to provide reasonable access to low-cost housing for low-income households.

Strategies

Municipal wide

- Ensure new development (particularly that which will increase density) in established residential areas only takes place where it can be achieved without adversely affecting the amenity and character of the neighbourhood.
- Ensure new development is located within an appropriate traffic and transport network.
- Encourage medium density residential development to be located on sites that:
 - have frontage to a main road or public transport routes as indicated on the Framework Plan, or
 - are located within an identified growth area on the Framework Plan.
- Encourage residents to work from home where this can be achieved without adversely affecting the amenity of the neighbourhood.
- Encourage applicants to be involved in pre-application consultations and provide ongoing advice during the design and application stages to assist the dissemination of information and promote better design outcomes.

- Encourage energy-efficient housing design, construction materials and techniques that minimise environmental impacts and landscape design that reduces water consumption and maximises biodiversity.
- Support the restoration and renovation (rather than replacement) of older dwellings to encourage their retention and to ensure that they meet current-day housing standards.
- Encourage and facilitate private, public and community sector involvement in the provision of housing to ensure that a range of housing choices is available.
- Ensure that non-residential uses (such as service stations and medical centres) continue to be limited in established residential areas and located on main roads.
- Ensure that new non-residential uses, where permitted, do not result in a loss of amenity for residential properties, particularly as a result of increased traffic and parking demand.
- Consider whether any new land use, or change to an existing land use, within an area in transition to residential will have a detrimental effect on the range of services and residential opportunities in the area.

In addition to the municipal wide strategies the following strategies also apply in the following neighbourhoods:

Elwood and Ripponlea Neighbourhood

- Discourage new medium density development in established residential areas, except in appropriate locations such as on main roads or public transport routes if no other constraints exist such as heritage considerations.
- Protect the remaining stock of large dwellings and single dwelling lots in order to offer a range of housing options to the community.
- Protect the residential character of Marine Parade and Ormond Esplanade.

St Kilda Neighbourhood

- Support the retention of low cost housing stock and rooming houses so that a range of housing options are available to the community.
- Carefully manage the future development of major non-residential uses within the area such as St Michael's Grammar to ensure that the amenity of surrounding residential properties is not compromised.
- Retain the residential role of existing residential properties fronting the St Kilda foreshore.
- ~~Support the ongoing use and operation of the Esplanade Hotel, 11 the Esplanade, St Kilda, as an incubator of independent local music and comedy talent.~~
- ~~Encourage appropriate cultural and arts related uses that complement the traditional and evolving use and operation of the Esplanade Hotel.~~
- ~~Ensure that any use of the upper levels of the Esplanade Hotel building will support and be compatible with the traditional and evolving use and operation of the Hotel.~~
- ~~Ensure that any development of the upper levels of the Esplanade Hotel building and on the balance of the site at 11-12 The Esplanade and 6 Victoria Street, St Kilda does not create an amenity conflict with the traditional and evolving use and operation of the hotel.~~
- Encourage the preparation of a management plan for the Esplanade Hotel that supports the on-going cultural significance of the Hotel.

East St Kilda Neighbourhood

- Maintain and enhance the current diversity of housing stock in the area.

Implementation

These strategies will be implemented by:

Using policy and the exercise of discretion

- Encourage medium density residential development to be located on sites that:
 - have frontage to a main road or public transport routes as indicated on the Framework Plan, or
 - are located within an identified growth area on the Framework Plan.
- Using the Housing Policy (Clause 22.09) to promote housing choice.
- Using the Residential Neighbourhood Character Policy (Clause 22.01) to encourage new residential development covered by the Good Design Guide to respond to important elements of neighbourhood character.
- Using the Urban Design For New Residential Development Policy (Clause 22.05) or Urban Design For Non-Residential and Multi-Unit Residential Development Policy (Clause 22.06) to encourage new development to respond to the site and its context, contribute positively to neighbourhood character, be energy efficient and minimise detrimental impacts on neighbouring properties.
- Using the Heritage Policy (Clause 22.04) to manage new development (including additions and alterations and demolition of all or part of a heritage place) in all areas covered by the Heritage Overlay.

Applying zones and overlays

- Applying the Residential 1 Zone to established residential areas.
- Applying the Mixed Use and Business 2 and Business 5 (Except along St Kilda Road south of St Kilda Junction) Zone to areas where a diversity of land uses is encouraged including residential use.
- Applying the Business 1 Zone where residential use is to be encouraged as part of mixed use development and shop top housing.
- Applying the Design and Development Overlay to achieve Council's strategic planning objectives for the design and built form of new development.
- Applying the Heritage Overlay to protect heritage places.
- Applying an Environment Audit Overlay to ensure that potentially contaminated land that may be used for a sensitive use is identified.

Undertaking further strategic work

- Develop detailed neighbourhood character policies for the Elwood and Ripponlea and East St Kilda Neighbourhoods.

Other actions

- Encourage applicants to use the information contained in the Port Phillip Design Manual, Version 3, 2000.

- Encourage applicants to use the information contained in the Port Phillip Urban Character Study 1998.

Reference Documents

Port Phillip Sustainable Development Strategy (City of Port Phillip, 1996)

Port Phillip Housing Strategy (City of Port Phillip, 1997)

Port Phillip Design Manual, Version 3, 2000

Port Phillip Urban Character Study (City of Port Phillip, 1998)

21.05-2 Foreshore

Overview

The foreshore from Webb Dock in Port Melbourne to Head Street in Elwood is Port Phillip's – as well as Central Melbourne's – most outstanding natural and cultural asset and plays a very important social and recreational role for the local and wider population. While the foreshore is a popular tourist destination, it also supports a range of local flora and fauna and must be carefully managed. Sensitive environmental management is essential in ensuring that the foreshore remains an attractive destination. An economic benefit such as local employment can then continue to be derived from the host of tourist and recreational activities associated with the foreshore. The foreshore is shown on the Foreshore Framework Plan.

Objectives

To protect, manage and enhance the Port Phillip foreshore as an important natural, recreational and tourism asset and as the premier stretch of foreshore in inner Melbourne.

To achieve a sustainable balance between preserving the physical and environmental attributes of the foreshore, meeting the needs of users and minimising adverse amenity impacts on the local area.

To maximise enjoyment, use of and access to the foreshore by the community.

To integrate coastal management and development across public and private land.

To establish a management and maintenance regime for the foreshore based on sound environmental principles and designed to ensure that these assets are kept clean and safe.

To ensure all development within the viewshed of the foreshore is designed to respect the established cultural, heritage, recreational and environmental values of the foreshore public realm.

Strategies

Municipal wide

- Ensure that new use and development on the foreshore reserve will:
 - be located in an existing building or in a new building that replaces an existing building, is sympathetic to the surrounding coastal landscape and built environment and does not disrupt important views and vistas,
 - not reduce the net volume of public open space available to the general public on the foreshore,
 - complement and enhance the prevailing land uses in the area and not disadvantage existing foreshore users,
 - not increase traffic congestion, parking, pedestrian or cyclist circulation problems, and
 - not increase air, water, or noise pollution, result in the removal of significant vegetation or pose any other threat to the sensitive natural environment.
- Ensure there is no overshadowing of any part of the foreshore reserve between 10:00am and 4:00pm on 22 June (winter solstice). This will ensure all parts of the foreshore receive maximum sunlight all year round.
- Enhance and protect flora and fauna, water quality and ecosystems on the foreshore, particularly on sites that have identified significance or are environmentally sensitive.

- Explore innovative approaches to landscape design and construction, including the greater use of indigenous plant species and recycled materials.
- Effectively manage traffic, bicycle, and pedestrian movements to, from and along the foreshore.
- Enhance the physical environment of the foreshore to provide a range of services and facilities to meet the needs of users and to maintain or establish a high quality setting for recreation – having regard to user safety, usage patterns and the physical attributes of the foreshore.
- Support measures to improve coordination between the various state and local authorities responsible for managing the foreshore and waters of Port Phillip Bay.
- Consider any relevant Management Plans (such as the St Kilda Breakwater Management Plan) when assessing applications for new development.
- Consider any proposed expansion of Webb Dock and any other Dock activities or other water based activities against the potential impact on local residents and the needs of business.
- Encourage land uses that support links between the foreshore, Bay Street and other parts of Port Phillip.
- Protect the Point Ormond area.
- ☐ ~~Support the role of the St Kilda foreshore area as a historically and regionally significant tourist destination and maintain key cultural icons, including the Esplanade Hotel.~~
- Protect St Kilda Pier and St Kilda Marina as notable physical features.
- Protect and manage the impacts from any activities or further development of Station Pier and Princes Pier.

Implementation

These strategies will be implemented by:

Applying zones and overlays

- Applying the Design and Development Overlay (Schedules 1, 5, 6, 7 and 11) which specifies absolute maximum heights to all areas within the viewshed of, and which may impact on the Port Phillip foreshore.
- Applying the Design and Development Overlay (Schedule 10) to the Port Phillip Coastal Area to manage all development to respect identified foreshore values.

Undertaking further strategic work

- Finalise and implement the Marine Coastal Strategy.
- Finalise the St Kilda Foreshore Framework Plan.

Reference Documents

Victorian Coastal Strategy (Victorian Coastal Council, 1997)

St Kilda Breakwater Management Plan (Department of Conservation and Environment, 1992)

Port Phillip Sustainable Development Strategy (City of Port Phillip, 1996)

Port Melbourne Foreshore Strategy (City of Port Phillip, 1995)

South Melbourne Foreshore Masterplan (City of South Melbourne, 1994)

St Kilda Foreshore and Environs Strategy (City of St Kilda, 1991)

Elwood Canal Strategy Plan (City of Port Phillip, 1996)

Elwood Foreshore Management Plan (City of Port Phillip, 1995)

Port Phillip Review of Height and Development Controls (City of Port Phillip 1998)

21.05-3 Neighbourhood Character

Overview

Port Phillip's neighbourhoods each have a distinctive character. Heritage places are an important component of this neighbourhood character as well as other physical elements such as streetscapes, building types, original building style, landscape features, public open spaces and the more contemporary buildings which reinforce the eclectic qualities and identity of Port Phillip. This diversity of character makes an important contribution to the attractiveness of Port Phillip as a place to live, work and visit. It is important that neighbourhood character is conserved in order to maintain the high amenity, economic value and social identity attached to Port Phillip's current physical form. New development must protect and enhance valued neighbourhood character through appropriate design.

Objectives

To protect and enhance the distinctive and valued character of each of the neighbourhoods within Port Phillip, and particularly those elements that contribute to a sense of place, community, and identity.

To conserve and enhance the rich architectural and cultural heritage of Port Phillip.

To encourage development that is responsive to the site and its context, integrates with and enhances the prevailing neighbourhood character.

Strategies

Municipal wide

- Retain and enhance the established mature trees that line Port Phillip's streets and attractive landscape elements in both the public and private realms.
- Ensure the formal road and subdivision patterns that help define and characterise the neighbourhoods are reflected in new development.
- Protect the heritage places and streetscapes throughout Port Phillip and ensure that new development respects and enhances the scale, form and setbacks of nearby heritage buildings.
- Seek to retain the differentiation in building scale between various areas and achieve a graduation in building scale between areas of medium and high rise development to the traditional low-rise scale.
- Retain the low-rise scale of established residential areas.
- Encourage the design of new buildings, and alterations or additions to existing buildings to respond to the characteristics of existing buildings adjacent to and in the immediate vicinity of the site including the prevailing scale, orientation, side and rear setbacks, and to enhance the character of the surrounding area.
- Encourage the retention of existing street trees.
- Encourage the retention of established trees and vegetation in the front and side setback where these elements are an important part of the streetscape character.
- Encourage the retention of mature trees on private property in established residential areas.

Implementation

These strategies will be implemented by:

Using policy and the exercise of discretion

- Using the Residential Neighbourhood Character Policy (Clause 22.01) to encourage new residential development covered by the Good Design Guide for Medium Density Housing Revision No 2 to respond to neighbourhood character.
- Using the Urban Design For New Residential Development Policy (Clause 22.05) or the Urban Design For Non-Residential and Multi-Unit Residential Development Policy to encourage new development to respond to the site and its context, contribute positively to neighbourhood character, be energy efficient and minimise detrimental impacts on neighbouring properties.
- Using the Heritage Policy (Clause 22.04) to manage new development (including additions and alterations and demolition of all or part of a heritage place) in all areas covered by the Heritage Overlay.

Applying zones and overlays

- Including areas of local and regional significance such as the foreshore, residential growth areas, and key activity centres in a Design and Development Overlay to ensure that the design and built form of new development will achieve strategic objectives for these areas.

Undertaking further strategic work

- Develop detailed neighbourhood character policies for the Elwood and Ripponlea and East St Kilda Neighbourhoods.
- Prepare an Urban Character Strategy.

Other actions

- Encourage applicants to use the information contained in the Port Phillip Design Manual, Version 3, 2000.
- Encourage applicants to use the information contained in the Port Phillip Urban Character Study 1998.
- Adopting a coordinated approach to works and physical improvements in public areas.

Reference Documents

Port Phillip Sustainable Development Strategy (City of Port Phillip, 1996)

Port Phillip Urban Character Study (City of Port Phillip, 1998)

Review of Height and Development Controls (City of Port Phillip, 1998)

Port Phillip Design Manual, Version 3, 2000

Port Phillip Housing Strategy (1997)

21.05-4 Urban Design

Overview

Urban design includes the form, scale, siting and setting of buildings and urban spaces. These factors impact on the general appearance and attractiveness of an area. Port Phillip relies upon the attractiveness of all parts of its city to ensure a pleasant living, working and recreation environment.

Objectives

To ensure new development provides a net improvement in the public realm, including minimising impacts such as overshadowing, wind tunnelling and appearance.

To ensure new development minimises any detrimental impacts on neighbouring properties.

To ensure that the design of new development is of a high quality and will enhance the visual and streetscape amenity of the area and will enhance neighbourhood character.

To encourage new development in areas of regional and metropolitan significance to reinforce the strategic significance of Port Phillip as an inner urban municipality fulfilling local and metropolitan roles.

To encourage development of specific areas with opportunities for new growth or areas where a higher built form occurs, in accordance with specific design and development guidelines and controls.

To encourage a gradual stepping up of built form at the interface of existing low-rise development and proposed higher rise development.

To improve the function, built form and configuration of St Kilda Junction.

To encourage energy efficient development.

Strategies

Municipal wide

- Retain the long stretches of sandy beach combined with the seaside resort and maritime architecture of its environs to reflect Port Phillip's traditional role as a seaside destination, and a major metropolitan recreational and environmental resource.
- Protect the panoramic views of Port Phillip Bay and the coastline, long range views from the Bay, distant views of high rise buildings in Melbourne's CAD, Southbank and along St Kilda Road and other local views important to the community.
- Ensure development reflects the change in topography from the rise at St Kilda Hill to the flatness of South Melbourne and Port Melbourne to the northwest and Elwood to the south.
- Encourage developers of land in all areas to make a contribution towards streetscape improvements.
- Retain the contrast of central Melbourne's higher 'city form' against the traditional low-rise built form of Port Phillip and the role these distant high rise towers play in defining the edge of the municipality.
- Encourage the articulation of built form to present an appropriate scale and detail to the street frontage.

- Retain and enhance key landmarks that terminate important vistas, accentuate corner sites and provide points of interest and orientation for the community.
- Enhance Port Phillip's attractive boulevards such as St Kilda Road, Brighton Road, Queens Road, The Boulevard, Beach Street, Beaconsfield Parade, Jacka Boulevard, The Esplanade, Marine Parade, Ormond Esplanade, Bay Street and Fitzroy Street, which add grandeur and spaciousness to the townscape and contribute to the landscape quality of the area.
- Encourage opportunity for social interaction at interfaces between the public and private realms, and spaces and facilities within multi storey residential developments.
- Retain and enhance the low rise scale of established residential areas which significantly contribute to their amenity and character and provide a contrast to other medium rise mixed use, commercial and residential areas which are characterised by their own distinctive amenity and character.
- Maintain and enhance the vibrancy and vitality of the retail centres, many of which include heritage places and streetscapes, offer active street frontages as well as weather protected pedestrian spaces for promenading and outdoor dining.
- Retain the variety of industrial building styles and forms evident in the mixed use areas of South Melbourne and Port Melbourne with a backdrop of the Melbourne City skyline and the elevated Westgate Freeway.
- Encourage active street frontages and outdoor dining areas within the retail centres and mixed use areas which enable social interaction, add to the vibrant atmosphere and appeal of these places, as well as introduce new contemporary forms and artistic, playful, innovative elements into these streetscapes.
- Encourage new development to site solar panels, satellite dishes, air conditioning units and other building equipment to be inconspicuous from public view.
- Encourage new development to sensitively site and design plumbing and servicing equipment (eg. sewer drain pipes and meters) to be as visually and unobtrusive as possible.
- Protect important public realm areas from overshadowing in mid winter including the foreshore, Bay Street and Rouse Street in Port Melbourne and the Esplanade and Fitzroy Street in St Kilda.

Implementation

These strategies will be implemented by:

Using policy and the exercise of discretion

- Using the Urban Design For New Residential Development Policy (Clause 22.05) or the Urban Design For Non-Residential and Multi-Unit Residential Development Policy (Clause 22.06) to encourage new development to respond to the site and its context, contribute positively to neighbourhood character, be energy efficient and minimise detrimental impacts on neighbouring properties.

Applying zones and overlays

- Including areas of local and regional significance such as the foreshore, residential growth areas, and key activity centres in a Design and Development Overlay to ensure that the design and built form of new development will achieve strategic objectives for these areas.

Undertaking further strategic work

- Prepare the St Kilda Foreshore Urban Design Framework
- Prepare a Strategic Urban Design Plan for St Kilda Junction and St Kilda Road, South Precinct
- Prepare a Municipal Urban Art Strategy

Other actions

- Encourage applicants to use the information contained in the Port Phillip Design Manual, Version 3, 2000.
- Adopt a coordinated approach to works and physical improvements in public areas.

Reference Documents

Port Phillip Sustainable Development Strategy (City of Port Phillip, 1996)

Port Phillip Urban Character Study (City of Port Phillip, 1998)

Review of Height and Development Controls (City of Port Phillip, 1998)

Port Phillip Design Manual, Version 3, 2000

Port Phillip Housing Strategy (1997)

21.05-5 Heritage Conservation

Overview

Port Phillip's heritage places are among the most significant in Melbourne and include both built form elements and the natural environment. These places provide a strong reference to the rich social and cultural history of the area and contribute greatly to the attractiveness of Port Phillip and its sense of place. It is important that heritage places are recognised, protected, retained and celebrated, and that new development is sympathetically integrated and makes a positive contribution to the heritage value of the area.

Objectives

To retain, protect and enhance buildings, places, trees, streetscapes and areas of identified historical, architectural, cultural, social, scientific or environmental significance.

To encourage new development that is sympathetic and respectful to heritage places and encourage high quality design that positively contributes to identified heritage values.

To encourage the retention of heritage places through restoration or sympathetic recycling.

To raise awareness among the community and key stakeholders about the significance of Port Phillip's heritage places and the need to protect these heritage assets.

To identify, protect and sensitively manage Aboriginal cultural heritage.

To preserve the exemplary heritage character of the Victorian and early 20th Century Precinct located around South Melbourne, Albert Park and Middle Park as a showcase of Victoria's heritage.

Strategies

Municipal wide

- Encourage all new development within a Heritage Overlay to respectfully and harmoniously integrate with the surrounding neighbourhood character.
- Encourage all heritage places in a Heritage Overlay to be restored, recycled and/or renovated in a sympathetic manner that will enhance the heritage value of the place.
- Encourage a conservative approach to urban consolidation in Heritage Overlay areas by supporting increased residential densities on sites where it can be achieved without adversely affecting the identified significance of a Heritage Overlay.
- Carry out development in public spaces that are consistent with the identified heritage characteristics of Port Phillip's heritage places.
- Provide information about and raise awareness of the value of heritage places and their significance within Port Phillip.
- Offer design advice to owners and occupiers of historic buildings who wish to undertake improvements.
- Protect, rehabilitate and enhance identified places of environmental and archaeological significance.
- Ensure that applications to develop or re-zone land in areas where there is a known site or the potential for Aboriginal archaeological sites to occur:

- are referred to Aboriginal Affairs Victoria for comment, and
- include a report from a suitably qualified archaeologist that demonstrates that the impact of the proposal on Aboriginal cultural heritage values has been addressed.

Refer to the relevant Statement of Significance in the Port Phillip Heritage Review to assess all applications within Heritage Overlay areas including separately listed heritage places in the Schedule to the Heritage Overlay. Identified elements that contribute to the area's heritage significance should be respected and conserved.

Implementation

These strategies will be implemented by:

Using policy and the exercise of discretion

- Using the Heritage Policy (Clause 22.04) to manage new development (including additions and alterations and demolition of all or part of a heritage place) in all areas covered by the Heritage Overlay.

Applying zones and overlays

- Using the Heritage Overlay to protect all heritage places including heritage overlay areas, buildings, trees, monuments and sites.
- Using the Heritage Overlay and the Environmental Significance Overlay to protect areas and features of special aboriginal cultural heritage significance.

Other actions

- Encourage applicants to use the information contained in the Port Phillip Design Manual, Version 3, 2000, including the Design And Development Guidelines For The Conservation Of Garden City [Bank House Estate], May 1997.

Undertaking further strategic work

- Develop Guidelines for the remainder of the Garden City areas covered by HO2.
- Develop Land Management Agreement to protect indigenous land interests on publicly managed and owned land.

Incorporated Documents

Port Phillip Heritage Review, Version 2, 2000

Reference Documents

Port Phillip Sustainable Development Strategy (City of Port Phillip, 1996)

Port Phillip Design Manual, Version 3, 2000

Archaeological and Aboriginal Relics Preservation Act 1972

Commonwealth Aboriginal and Torres Strait Islander Heritage Act 1984

21.05-6 Tourism

Overview

Tourism is one of Port Phillip's most significant industries. It supports the local economy and acts as a catalyst for residential development and the provision of new services. Port Phillip's extensive foreshore, high neighbourhood amenity and inner city location and dining and recreation facilities make it an attractive destination for tourists and visitors. Additionally, tourism enlivens the local community, supporting arts and recreational facilities and activities that might not be viable if they depended solely on local patronage.

Objectives

To balance and cater for the needs of local residents, businesses and visitors to Port Phillip.

To maintain and enhance the vibrancy and excitement of Port Phillip, which appeals to local, national and international visitors.

To maintain and increase community benefits from visitor activities.

To provide access to Port Phillip's attractions.

To encourage ecologically focussed tourism as part of a broader commitment to ecologically sustainable development.

To protect residential amenity from the impacts of high level visitation.

Strategies

Municipal wide

- Minimise the exposure of residential areas to the negative impacts of tourism such as late night noise generated by entertainment and restaurant premises and traffic and parking congestion.
- Promote Port Phillip as a visitor destination and encourage the development of new attractions and tourism ventures which are located in suitable areas and which provide a contribution back to the local community.
- Promote the use of Port Phillip's natural assets for leisure, tourism, recreation, cultural activities and sport.
- Develop and implement a high quality interpretation plan for Port Phillip's significant natural environmental and heritage features.
- Encourage the provision of a range of facilities to satisfy tourism and infrastructure needs.
- Encourage the development of public transport links and alternatives to private motor vehicle transport in appropriate places around Port Phillip's major tourist nodes.
- Provide physical links between the main activity areas (eg. Port Melbourne and St Kilda).
- Encourage ecologically focused tourism.

In addition to the municipal wide strategies the following strategies also apply in the following neighbourhoods:

Port Melbourne and Garden City Neighbourhood

- Encourage new uses that support the tourism and recreational role of the area that is of metropolitan importance.
- Support an increase in retail and tourist related uses, particularly in areas abutting the foreshore.
- Encourage links between Bay Street, Station Pier and the foreshore and support land uses that will encourage more people to walk and cycle from Station Pier, Beacon Cove and St Kilda to Bay Street along Beach Street, the foreshore promenade and Rouse Street.

Elwood and Ripponlea

- Support tourist and special interest uses within the Ripponlea retail centre, and encourage links between the centre and the historic Ripponlea property and the Railway Station precinct.

St Kilda Neighbourhood

- Support and manage the amenity impacts of the growing number of backpacker lodges arising from the location of several hostels in the area.
- Support the Sunday Art and Craft Market held on the Upper Esplanade that complements and links the tourism and retail role of Acland and Fitzroy Streets.
- ~~Support the Esplanade Hotel in its established role as an incubator of independent local music and comedy talent and as a venue accessible to a broad and diverse public.~~
- ~~Support the Esplanade Hotel as one of the key publicly accessible facilities in the St Kilda foreshore recreation and entertainment precinct.~~
- Support the future redevelopment of the St Kilda Triangle Precinct that will further enhance the range of tourist and recreational facilities in the area.
- Support the important role of Acland Street as a location for cosmopolitan food outlets that enhances the centre's tourist appeal.
- Support the role of Fitzroy Street as a significant tourist destination.

Implementation

These strategies will be implemented by:

Future Work

- Develop a Tourism and Visitor strategy.
- Introduce a local policy on backpacker lodges into the Planning Scheme.

Reference Documents

Port Phillip Commercial Land Use Strategy (City of Port Phillip, 1996)

Port Phillip Sustainable Development Strategy (City of Port Phillip, 1996)

21.05-7 Parkland and Open Space

Overview

Port Phillip's network of public open spaces is an important local resource that offers the community active and passive recreation opportunities. It provides an important part of Port Phillip's cultural heritage, contributes to the role of Port Phillip as a tourist destination and is vital in protecting the amenity of a high density residential population. These public open spaces must be protected and enhanced by ensuring that only sustainable uses with manageable impacts are allowed in Port Phillip's open spaces.

Objectives

To enhance and maintain a range of open space facilities that are easily accessible and match the needs of the local community.

To balance the needs of parkland users with the need to preserve the physical and cultural heritage values and environmental attributes of public open space.

To continue a management and maintenance regime for Port Phillip's parklands and public open spaces based on sound environmental principles and designed to ensure that these assets are kept clean and safe.

Strategies

Municipal wide

- Only permit new commercial facilities in public open spaces where:
 - the facility is located in an existing building or an existing building is replaced with one of a scale and character which is sympathetic to the surrounding landscape or built from,
 - the facility will enhance the range of facilities available and not disadvantage existing users,
 - environmental issues such as waste management, traffic movement and parking can be satisfactorily addressed.
- Require open space contributions for new residential subdivisions.
- Protect Port Phillip's parks and open spaces from overshadowing by private development.
- Protect the identified significant heritage features and qualities of our gardens and parks.
- Maintain and enhance the physical environment of parks and open spaces to provide a high quality setting for recreation – having regard to user safety, usage patterns and the physical attributes of these spaces.
- Enhance and protect environmentally sensitive sites, flora and fauna, water quality and ecosystems in Port Phillip.
- Maintain parks and open spaces to a high standard and ensure that a range of services and facilities is available to meet the needs of users.
- Promote greater community use of Port Phillip's parks and open spaces and greater awareness of their significance.
- Explore innovative and environmentally sustainable development approaches to landscape design and construction, including the greater use of indigenous plant species, recycled materials and low water use and recycling, and
- Ensure than open space assets such as Albert Park Reserve, which are not managed by Council, but which are highly significant to the local community, are protected, enhanced and well maintained.

In addition to the municipal wide strategies the following strategies also apply in the following neighbourhoods:

Elwood and Ripponlea Neighbourhood

- Promote the Elwood Canal Linear Park as an important recreational asset for the local community.
- Encourage new development adjoining the Elwood Canal to address and provide visual surveillance over the Canal.
- Ensure that new development does not overshadow the Elwood Canal Reserve.
- Discourage vehicle access directly from the Elwood canal.

Implementation

These strategies will be implemented by:

Applying Zones and Overlays

- Applying the Public Park and Recreation Zone to all areas of open space and parklands.
- Applying the Environmental Significance Overlay to identify areas where the development of land may be affected by environmental constraints and to ensure that any development is compatible with identified environmental values.
- Applying the Design and Development Overlay (Schedules 1, 5, 6, 7 and 11) to protect foreshore areas from overshadowing in mid winter.

Other actions

- Implement the Elwood Canal Master Plan

Undertaking further strategic work

- Incorporate the findings of the Port Phillip Open Space Strategy 1998 into the Planning Scheme.
- Prepare an amendment on environmental sustainability.
- Prepare and exhibit the Green Amendment C21 to protect significant trees, vegetation and parklands.

Reference Documents

Port Phillip Sustainable Development Strategy (City of Port Phillip, 1996)

Elwood Canal Masterplan (City of Port Phillip, 1998)

Open Space Strategy (City of Port Phillip, 1998)

Sport and Recreation Strategy (City of Port Phillip, 1998)

21.05-8 Commercial Land Use

Overview

Port Phillip's commercial areas are an important part of the local economy, generating substantial rate revenue, jobs and trade for local business. The commercial use of land in Port Phillip maximises the municipality's proximity to the CAD, its major road and other transport networks, and the high level of amenity it can offer businesses, their clients and their staff.

Objectives

To encourage viable commercial precincts that:

- Maintain the important role of the St Kilda Road precinct as Melbourne's pre-eminent commercial boulevard outside the CAD.
- Co-exist harmoniously with adjoining residential and other land-use precincts.
- Emphasise Port Phillip's competitive commercial strengths.
- Maximise job opportunities.
- Ensure that commercial operations are environmentally sustainable, particularly in relation to resource use and waste management.
- Offer a high level of amenity and adequate services and facilities for workers.
- Are adequately served by public and private transport and pedestrian networks.

Strategies

Municipal wide

- Maintain and enhance public and private infrastructure in commercial areas, such as roads, parking, public transport, drainage, street trees and public open space as part of the Council's budget as necessary.
- Encourage new commercial businesses to establish in Port Phillip, particularly those that build on Port Phillip's industry strengths and cater for growing demand in the property and business services, cultural and recreation services, printing, publishing and media sectors.
- Ensure that new uses at the ground floor level contribute to an 'active' street frontage to encourage pedestrian activity.
- Promote the use of shop-tops, or areas above or behind a retail frontage for residential, office or other commercial purposes.
- Act as an advocate for local businesses; keeping abreast of changes in market conditions, government policy and other aspects of the business environment; and ensuring that Council services are effective and responsive to the needs of local businesses.
- Encourage a range of uses to be provided within commercial areas for the convenience retail needs and other requirements of people who live and work in these areas.
- Support small businesses and encourage home businesses where there is no adverse impact on the amenity of neighbours.
- Encourage resource-efficient and best-practice environmental management.

- Ensure that new use and development provides adequate car parking, storage and loading facilities.
- Encourage the provision of generous ground floor to ceiling heights to provide for current or future commercial land uses.

In addition to the municipal wide strategies the following strategies also apply in the following neighbourhoods:

Port Melbourne and Garden City Neighbourhood

- Facilitate the transition of the Mixed Use Growth Area around Port Melbourne foreshore from industrial to residential mixed use by encouraging residential land uses, with limited office, retail and commercial uses in appropriate locations.
- Retain and expand the existing retail and commercial role of the Bay Street shopping centre.
- Encourage new office and non-retail commercial uses to be located above or behind ground floor frontages with the exception of uses that have a customer service area accessible to the public.

Elwood and Ripponlea Neighbourhood

- Support the commercial and retail roles of the Elwood Junction, Elwood Village, Ripponlea and Tennyson Street retail centres.

South Melbourne, Albert Park and Middle Park Neighbourhood

- Encourage new development in the Business 2 zone to include a mix of office and residential uses.
- Encourage office uses to be located in:
 - the Business 2 zone in Park Street,
 - the Business 5 zone,
 - the Business 1 zone south of Park Street and north of Coventry Street, South Melbourne and between Merton and Moubay Streets, Albert Park, and
 - above or behind ground floor frontages in the Business 1 zone in other areas.
- Encourage some limited office development in the Mixed Use zone and in the South Melbourne East Industrial and Commercial area.
- Support the strategic commercial and retail role of the Clarendon Street retail centre.
- Ensure that new uses located in the St Kilda Road, Kings Way and Albert Road Commercial and Residential Area will support and enhance the strategic role of the area as:
 - a key location for major office and related commercial development in the municipality, particularly in the Business 5 zone, and
 - a location for residential use at a higher density and larger scale than in the established residential areas.

St Kilda Rd and Queens Road Neighbourhood

- Ensure that new uses will support and enhance the strategic role of this area as:
 - the primary location for major office and related commercial development in the municipality, and
 - a location for high density residential use.

- Encourage office and residential uses, including in mixed developments on the same site.

St Kilda Neighbourhood

- Support the role of Fitzroy Street and Acland Street retail centres as commercial precincts of regional and state significance.
- Encourage new office or non-retail commercial uses in Fitzroy Street to be located in the Business 5 zone or the Business 2 zone.
- Maximise opportunities to improve the commercial role of the Brighton Road retail centre.
- Ensure that new uses support the strategic role of:
 - the Business 2 zone in St Kilda Road in providing a location for smaller offices and commercial premises that is an extension to the St Kilda Road commercial precinct north of St Kilda Junction, and
 - the Business 2 zone in Wellington Street in providing a location for a mix of smaller offices, other commercial premises, and residential uses.
- Support the transition of the St Kilda Central Mixed Use area from industrial to mixed use by encouraging a diversity of land uses in the area including residential, office and compatible light industrial uses.

East St Kilda Neighbourhood

- Ensure that new uses support the transition of the Mixed Use zone in Chapel Street to a predominantly mixed office and residential area, with limited retail and industrial uses.
- Encourage mixed commercial and residential developments in appropriate locations.

Implementation

These strategies will be implemented by:

Applying Zones and Overlays

- Applying Business 2 and 5 zones to appropriate areas.
- Applying the Mixed Use, Business 1 and Industrial 1 zones to allow for limited new commercial uses in retail locations.

Reference Documents

Creating Prosperity – Victoria's Capital City Policy (Government of Victoria and City of Melbourne, 1994)

Port Phillip Commercial Land Use Strategy (City of Port Phillip, 1996)

Port Phillip Sustainable Development Strategy (City of Port Phillip, 1996)

Overview

The industrial areas of Port Phillip represent one of the largest concentrations of industrial land in inner Melbourne and play an important role – both local and regional – in generating employment, production and economic activity. It is important that industrial activities are consolidated in order to make the most of the area's competitive industry strengths such as proximity to the CAD, Docklands, major transport networks such as City Link and major infrastructure such as Webb Dock. Port Phillip's industrial areas should be governed by best-practice environmental standards, and be compatible with the existing character and amenity of the municipality.

Objectives

To maintain and enhance industrial areas that:

- Co-exist harmoniously with adjoining residential and other land-use precincts and do not compromise the amenity of surrounding areas.
- Emphasise Port Phillip's competitive industry strengths.
- Maximise job opportunities.
- Are environmentally sustainable, particularly in relation to minimal air, water, land, noise and visual pollution.
- Offer a high level of amenity and adequate services and facilities for workers.
- Are well serviced by adequate public and private transport and pedestrian networks.
- Support the important role of the Fishermans Bend area as the industrial hub of Port Phillip.

Strategies***Municipal wide***

- Encourage sufficient buffer distances between industrial and non-industrial land uses to minimise the potential for conflict.
- Encourage new industrial businesses to establish in Port Phillip, particularly those which build on Port Phillip's industry strengths and maximise job opportunities.
- Encourage a variety of subdivision layouts and lot sizes to be provided to accommodate a range of industrial and commercial uses.
- Encourage industry to employ environmental best practice methods of operation.
- Maintain and enhance public and encourage private infrastructure in industrial areas, such as roads, parking, public transport, drainage, street trees and public open space as part of the Council's budget as necessary.
- Ensure that as caretakers' houses are a minor or ancillary component of any building that will not unduly constrain industrial or business use and development on adjoining land.
- Resist market pressures to allow industrial land in the Fishermans Bend area of Port and South Melbourne to be redeveloped for commercial and residential land uses.

- Ensure that new use and development of land has regard to the Docklands Development Area and does not have the potential to adversely affect the amenity of future development in that area.

In addition to the municipal wide strategies the following strategies also apply in the following neighbourhoods:

Port Melbourne and Garden City Neighbourhood

Fishermans Bend Industrial Area:

- Support its continued role as the largest and most important industrial area within Port Phillip.
- Support traditional viable existing industrial uses.
- Encourage a transition from the traditional manufacturing role of the area to employment-intensive, clean and sustainable industrial activity, including high technology uses, offices and other labour intensive industries.
- Encourage the construction of Dockside Road as a priority.
- Retain Todd Road rail infrastructure.

South Melbourne, Albert Park and Middle Park Neighbourhood

South Melbourne Industrial Area:

- Maintain the area's strong industrial focus as well as the mix of large general industrial uses in the west and smaller lots with less intensive industrial uses in the east.
- Encourage new industrial uses in appropriate locations where they will not impact upon the amenity of adjoining residential areas.

South Melbourne East Industrial and Commercial Area

- Support the mixed use role of the area as a location for light industrial and commercial development (including manufacturing, motor vehicle repairers and a limited number of offices) with the potential for a range of mixed commercial and office uses along the Kings Way corridor.

East St Kilda Neighbourhood

Support the retention of the William Street area in East St Kilda as the only industrially zoned area within the municipality outside South Melbourne and Port Melbourne.

Implementation

These strategies will be implemented by:

Using Policy and the exercise of discretion

- Applying the Industrial Areas Policy (Clause 22.03) to the consideration of applications in these zones.

Applying Zones and Overlays

- Applying the Industrial 1 and 3 zones as appropriate.
- Applying the Mixed Use and Business 1 zone to allow limited industrial uses.
- Applying the DDO (Schedule 9 Docklands Buffer Overlay) to areas within proximity to Docklands.

Undertaking Future Strategic Work

- Review industrial areas in South and Port Melbourne

Reference Documents

Port Phillip Commercial Land Use Strategy (City of Port Phillip, 1996)

Port Phillip Sustainable Development Strategy (City of Port Phillip, 1996)

21.05-10 Retail Land Use

Overview

Port Phillip's retail centres offer a range of goods, services and public amenities to the community and provide opportunities for business operators large and small. They provide a sense of place for the community as each is a product of its unique local community and culture. All centres provide important services and facilities for the local community and some also provide tourist and entertainment activities with a regional or metropolitan catchment. The retail use of land in the municipality generates significant employment and investment. Additionally, Port Phillip's retail centres each have a unique character that adds to the vitality and diversity of the municipality and increases the desirability of Port Phillip as a place to live, work and do business.

Objectives

Maintain and enhance retail centres that:

- Are economically viable, environmentally sustainable and socially vibrant.
- Serve the local shopping needs of Port Phillip's residents, workers, visitors and businesses.
- Offer safety, security, comfort, convenience and a high level of physical and visual amenity to all users.
- Provide local services such as banking, Australia Post and medical.
- Encourage public life and social and cultural activity.
- Retain and emphasise their local character and heritage.
- Provide good access for pedestrians, cyclists and public transport users, as well as motorists.
- Do not adversely affect the amenity of adjacent residential areas.
- Provide good opportunities for residential land use in close proximity to retail centres to support strong economic activity, environmentally sustainable living and maximum use of public transport infrastructure.

Strategies

Municipal wide

- Assist in the development of a retail trading environment that is conducive to business growth and success.
- Maintain physical infrastructure and undertake selected capital works that will promote economic sustainability, safety, comfort and access.
- Raise awareness and commitment within the retail sector regarding waste minimisation, recycling, energy and water conservation.
- Encourage the provision of many different goods and services within retail centres to meet the needs of the local community and visitors.
- Encourage new development that is consistent with the local character of retail centres, strengthens their existing roles and enhances their heritage qualities and physical attributes.

- Support residential land use and development above and behind shop premises and in proximity to retail centres to support economic activity, environmentally sustainable living and maximum use of public transport infrastructure.
- Discourage land uses in retail centres that may adversely affect the range of community services and residential opportunities available in these areas.
- Discourage new development which may result in adverse amenity impacts resulting from increased traffic and car-parking demand.

In addition to the municipal wide strategies the following strategies also apply in the following neighbourhoods:

Port Melbourne and Garden City Neighbourhood

Bay Street

- Strengthen the role of the Bay Street shopping centre as the major retail and commercial centre within Port Melbourne.
- Capitalise upon the centre's strategic location in proximity to the emerging tourist and recreation areas along the foreshore and actively promote the centre as a viable and socially vibrant urban village.

Centre Avenue

- Retain and enhance the local convenience retail role of the Centre Avenue shopping centre to serve the local Garden City neighbourhood, and workers from the adjacent Fishermans Bend industrial precinct.
- Build upon the centre's role as a public transport terminus.

Elwood and Ripponlea Neighbourhood

Elwood Junction, Elwood Village, Ripponlea and Tennyson Street

- Encourage the Elwood and Ripponlea shopping centres to continue as key hubs of community activity offering a balanced range of retail shops, services and some eating premises.

South Melbourne, Albert Park and Middle Park Neighbourhood

Clarendon Street, South Melbourne, Bridport Street and Victoria Avenue, Albert Park and Armstrong Street, Middle Park

- Support the important role of the Clarendon Street shopping centre in providing a range of retail uses for the whole neighbourhood, nearby workers and also the increasing residential communities in the adjoining St Kilda Road neighbourhood.
- Capitalise upon Clarendon Street's proximity to the South Melbourne Market.
- Encourage the Albert Park and Middle Park centres to retain their local convenience retailing role and continue as key hubs of community activity with a balance of retail, service uses and eating premises.

St Kilda Neighbourhood

Fitzroy Street and Acland Street

- Support the tourist and entertainment role of both centres while addressing the issues of car parking and noise generated by such uses.
- Retain the local convenience retail role of the Acland and the Fitzroy Street Centres.

Brighton Road

- Support the local convenience retail and service role of the centre while maximising opportunities to improve the economic viability of the centre and strengthen its appeal to passing trade.

East St Kilda Neighbourhood

Carlisle Street

- Encourage the Carlisle Street shopping centre to continue as a key hub of local community activity by maintaining its local retail and employment role and promote it as an urban village.
- Encourage the centre to retain its important metropolitan role in the provision of continental and kosher goods.

Inkerman Street

- Encourage the Inkerman Street shopping centre to maintain its limited local retailing role, and continue as a location for smaller service businesses and light industrial uses.

Implementation

These strategies will be implemented by:

Using Policy and the exercise of discretion

- Apply the Retail Centres Policy (Clause 22.02) to the consideration of applications.

Applying Zones and Overlays

- Applying the Business 1 zone to the shopping centres.
- Applying the Business 2 and 5 zones where small scale retail activity will be encouraged to meet the local needs of residents, workers and tourists.

Undertaking further strategic work

- Prepare Parking Precinct Plans for all major retail centres and incorporate into the Port Phillip Planning Scheme.

Other Actions

Adopting a coordinated approach to works, physical improvements, kerbside dining and shopping centre promotion in retail centres through the implementation of Urban Village Maintenance and Master Plans.

Reference Documents

The Urban Villages Project (Government of Victoria, 1996)

Port Phillip Commercial Land Use Strategy (City of Port Phillip, 1996)

Port Phillip Sustainable Development Strategy (City of Port Phillip, 1996)

21.05-11 Traffic and Transport

Overview

Port Phillip's well established traffic and transport network adequately services the municipality. However, there is considerable scope to increase transport efficiency through better management and coordination, including measures to reduce car dependency and encourage the use of other transport modes. The accessibility of an area's public facilities inevitably affects its economic performance, so it is important that the Council gauge the transport impacts of new developments and land uses.

Objectives

To support a safe, efficient and integrated traffic, transport and pedestrian network that adequately serves the needs of residents, workers, visitors and businesses.

To increase the use of environmentally friendly forms of transport such as walking, recreational and commuter cycling, public transport and car pools to achieve greater mobility and safety for the community and positive outcomes for the environment.

To reduce the amount of freight and heavy traffic, and through commuter traffic using the foreshore roads.

To encourage the provision of adequate parking facilities which are convenient, safe and sustainable.

To improve pedestrian and transport links between Port Melbourne and St Kilda.

Strategies

Municipal wide

- Advocate for and work toward an integrated transport system
- Identify and rectify road safety issues.
- Identify and address parking issues.
- Encourage the use of public transport and lobby for improved public transport services and facilities.
- Improve information, signage and promotion about accessing key tourist areas such as Port Melbourne and St Kilda by public transport, walking, cycling and other non-motorised means of transport.
- Encourage cycling and walking for recreational and commuter purposes and provide improved facilities that are safe and convenient for cyclists and pedestrians.
- Monitor the impact of development outside of the municipality on traffic movement within the municipality and represent the interests of the community for improvement to these traffic flows.
- Support the residential and tourism role of roads along the beach (such as Beaconsfield Parade, Marine Parade, Beach Street and Ormond Esplanade) and take steps to minimise the use of these roads by heavy vehicles.
- Require all applications that will result in an increase in car parking requirements and through traffic in the area, or that will seek a dispensation in car parking, to be accompanied by a parking analysis prepared by a suitably qualified consultant. The analysis should identify:

- what the increase in car parking demand will be,
- what impact this will have upon car parking demand in the area,
- whether the car parking demand can be accommodated on site, and what the impact of this will be upon street parking, and
- where applicable, how the site will be accessed by heavy vehicles including the likely type and frequency of such vehicles, and the routes that they may use to access the site.

In addition to the municipal wide strategies the following strategies also apply in the following neighbourhoods:

Port Melbourne and Garden City Neighbourhood

- Manage heavy traffic in a manner that minimises the impact on residential areas.
- Discourage use of Williamstown Road by additional traffic and heavy vehicles and instead promote vehicular access to industrial sites fronting Williamstown Road from adjacent streets where possible.
- Require new development to make contributions to streetscape works in the Port Melbourne Mixed Use Area.

Elwood and Ripponlea Neighbourhood

- Encourage pedestrian and bicycle movement between the Elwood Junction and Elwood Village retail centres, the foreshore and along the Elwood Canal.

South Melbourne, Albert Park and Middle Park Neighbourhood

- Discourage the use of residential streets in South Melbourne, Albert Park and Middle Park as access routes for trucks and other heavy vehicles.
- Discourage the use of residential streets for commuter parking

St Kilda Neighbourhood

- Maintain local traffic and car parking management strategies in the local residential streets in St Kilda to address problems of through traffic and intrusion of tourist and visitor parking in established residential areas especially at night and on weekends.

Implementation

These strategies will be implemented by:

Applying Zones and Overlays

- Applying the Development Contributions Plan Overlay to the Port Melbourne Mixed Use Area.

Undertaking further strategic work

- Develop and incorporate Parking Precinct Plans for Ormond Road, Armstrong Street, Bridport Street, Fitzroy Street, Carlisle Street, Bay Street, St Kilda Road and Acland Street and other areas where there are undue parking pressures.
- Develop Parking Strategy for all areas within the municipality.
- Develop appropriate traffic management plans

Reference Documents

Port Phillip Sustainable Development Strategy (City of Port Phillip, 1996)
Integrated Transport Strategy (City of Port Phillip, 1998)

21.05-12 Mixed Use Areas

Overview

The mixed use areas provide for a range of residential, commercial, industrial and other uses that complement the mixed use function of the locality.

Objectives

To ensure that new land uses are compatible with existing nearby land uses and that a mix of land uses co-exist without significant amenity impacts upon residential uses and areas.

To ensure that new uses support the strategic role of the Mixed Use zone in providing an opportunity for increased residential use that supports urban consolidation objectives and addresses issues of population growth.

To ensure that new use and development provides adequate on site parking and where appropriate, loading/unloading and storage facilities.

To ensure that pedestrian activity increases in certain areas.

To encourage high quality and innovative architecture and urban design to create a high quality pedestrian environment in these growth areas.

To encourage new development to provide options for future flexibility and change in land use.

To support the Port Melbourne Mixed Use Growth area's successful transition to a predominantly residential and mixed use area.

Strategies

Municipal wide

- Support for commercial and light industrial uses that are compatible with residential uses within the zone.
- Encourage mixed use developments on the same site.
- Discourage replacement of residential uses for single office use.
- Discourage an industrial or warehouse use if it will have an adverse amenity impact upon surrounding residential uses, or if the site is currently used for a dwelling.
- Encourage the conversion of existing buildings (eg. warehouses) for residential purposes and home occupation where appropriate.
- Ensure that new uses at the ground floor level contribute to an "active" street frontage attractive to pedestrians.

In addition to the municipal wide strategies the following strategies also apply in the following neighbourhoods:

Port Melbourne and Garden City Neighbourhood

Port Melbourne Mixed Use Growth Area

- Encourage retail and tourist related uses in areas abutting the foreshore, although new use and development should complement the foreshore location.
- Encourage uses and development that enhance the tourist gateway and recreation role of the area.
- Facilitate the transition from industrial to residential land use, by encouraging limited office, retail and commercial uses, with residential uses.
- Ensure new uses complement, but do not compete with, the primary retail core of the Bay Street shopping centre north of Graham Street.
- Encourage new hotels and serviced apartments.
- Encourage the recycling of buildings such as former industrial and warehouse properties.
- Ensure new development responds to the following neighbourhood character elements that contribute to the amenity of the area:
 - the context of the foreshore, Bay and environs, including views and vistas, sunlight to the foreshore, and the Lagoon Reserve,
 - the mixed built form that ranges from low rise one and two storey scale, small setbacks, and consistent architectural style of buildings to the new residential developments along Beach and Bay Streets,
 - the former Australasian Sugar Refinery that is a prominent landmark in the local area and as far away as St Kilda and Williamstown,
 - the maritime and industrial history of the area created by important historic buildings and proximity to the foreshore and Station Pier, and
 - the wide streets, some with central medians.
- Maximise accessibility to the area for visitors and minimise further traffic congestion by encouraging the dispersal of land use activities along the foreshore and Bay Street.
- Make provision for sufficient car parking and access to preserve the attractiveness of the area as a residential and tourist environment.
- Encourage ground floor uses that are attractive to visitors and complement the foreshore environment, in Rouse Street between Nott and Dow Streets.
- Require new development to contribute towards streetscape improvements.

South Melbourne, Albert Park and Middle Park Neighbourhood

Kings Way and Albert Road Commercial and Residential Area

- Support offices, if the site has frontage to Kings Way, Park Street or Dorcas Street.
- Encourage the use of ground floor frontages in Kings Way, Park Street, Dorcas Street, Albert Road and St Kilda Road as convenience shops, food and drink premises, and offices that have a customer service area accessible to the public such as banks, real estate agencies and travel agencies.
- Encourage new commercial and office uses along the Kings Way corridor.
- Discourage new industrial or warehouse uses, except for a Laundromat.
- Support a dry cleaner where it will not have an adverse impact on surrounding uses.

St Kilda Neighbourhood

Wellington Street Commercial and Mixed Use Area

- Support the area's development as a "gateway" to the Melbourne CAD that provides a combination of office, light industry and service business and limited residential uses.
- Upgrade the appearance and amenity of the areas so they are more residential in character, with compatible commercial and light industrial uses.
- Ensure new development responds to the following neighbourhood character elements that contribute to the amenity of the area:
 - the consistent two storey scale and setbacks of buildings along the east side of St Kilda Road, and
 - the varied scale of two to four stories along the north side of Wellington Street and two stories on the south with varied setbacks (Wellington Street has a more diverse character and new development should respond to and be compatible with the character of development on adjoining sites and in the immediate area).

St Kilda Central Mixed Use Area

- Support the transition of the area from industrial to mixed use by encouraging a diversity of land uses in the area including residential, office and compatible light industrial uses.
- Encourage the redevelopment of this area for medium density residential uses in order to achieve urban consolidation objectives and develop the existing shopping centre as an urban village.
- Encourage local convenience retailing centred on the intersection of Barkly, Grey and Inkerman Streets.
- Ensure new development respects the medium four and five storey scale of development in Inkerman Street and the lower one and two storey scale of development in other streets.
- Encourage buildings in Barkly, Vale and Inkerman Streets to have a zero setback and in other streets, buildings should have the same setback as the average of immediately adjoining buildings.

East St Kilda Neighbourhood

Chapel Street south of Carlisle Street

- Support the transition of the area to a predominantly mixed office and residential area, with limited retail and industrial uses.
- Encourage the redevelopment of this area for medium density residential uses, provided it does not result in any detrimental amenity impacts on existing residential properties nearby.
- Discourage retail uses that would compete with the primary retail role of Carlisle Street.

Implementation

These strategies will be implemented by:

Applying Zones and Overlays

- Applying Mixed Use and Business zones to appropriate areas.

- Applying the Design and Development Overlay (Schedule 1) to the Port Melbourne mixed use Growth area.
- Applying the Development Contribution Overlay to the Port Melbourne Mixed Use Growth area.

Incorporated Document

Port Melbourne Mixed Use Area Development Contribution Plan (Streetscape Works July 1999)

Reference Documents

Port Phillip Commercial Land Use Strategy (City of Port Phillip, 1996)

SCHEDULE 12 TO THE DESIGN AND DEVELOPMENT OVERLAY

Shown on the planning scheme map as DDO12

ESPLANADE HOTEL SITE

11-12 THE ESPLANADE AND 6 VICTORIA STREET, ST KILDA

1.0

Design objectives

To recognise the ~~aesthetic contribution central landmark value~~ of the Esplanade Hotel ~~makes to and secure its pre-eminent place among the landmark buildings of~~ The Esplanade.

To ~~recognise~~ ~~enhance~~ the experience of The Esplanade as a pedestrian and vehicular promenade.

To ~~recognise~~ ~~strengthen and enhance~~ pedestrian links between The Esplanade and Fitzroy and Acland Streets and the St Kilda foreshore.

To ~~recognise~~ ~~maintain~~ the character and amenity of the local residential area and the integrated relationship between the residential area and its broader foreshore context.

To ensure that new development will positively contribute to the multiplicity and diversity of the built form of the Esplanade, ~~and will not overwhelm or imbalance these qualities by the introduction of any excessively dominant built element(s).~~

To ~~ensure new development is of a height responsive to~~ ~~strengthen and consolidate the preferred prevailing massing and the varied~~ skyline profile of The Esplanade and St Kilda Hill as seen from a variety of relevant vantage points.

To ~~protect and enhance the character and amenity of the St Kilda Foreshore by ensuring that new development does not overpower or dominate the foreshore.~~

To ~~take into account~~ ~~protect and enhance~~ key views including:

- To the front façade and main section ~~and silhouette~~ of the Esplanade Hotel from:
 - St Kilda Pier and the foreshore area between the pier and The Esplanade.
 - The Esplanade, including from the south-west corner of the Arrandale property, 8-10 The Esplanade and from the north-west corner of the Bayview property, 13 The Esplanade.
- Towards landmark buildings and structures on and adjacent to the foreshore, including the St Kilda pier, Catani clocktower and monuments.
- Along Victoria Street and Pollington Street (north) towards Port Phillip Bay.
- To The Esplanade and St Kilda Hill from St Kilda pier and the foreshore.

To ensure ~~site planning and design are demonstrative of St Kilda's~~ ~~that the architecture and development of the site responds to the~~ diverse and layered history and the culture of the area.

To ~~maintain the significant role that the Baymor Flats building plays in the form and imagery of the streetscape and local vistas along Victoria Street.~~

To ~~acknowledge and respond to the presence of open spaces within the site and the opportunity to move around and between some of the key existing parts of the buildings.~~

To respect and respond to the ~~domestic varied~~ scale and ambience of buildings in the residential nearby streets in the vicinity of the site and the denser residential character of The Esplanade. To reinforce the essential significance of the heritage buildings on the site.

To respect and respond to the scale and variety of the significant heritage buildings on the Esplanade Hotel site and in the surrounding residential area.

To reinforce the essential significance of the heritage buildings on the site.

To ensure that the reasonable access, operational and service needs of the Esplanade Hotel are appropriately addressed, and that the cultural significance of the Hotel is not compromised.

To ~~protect sunlight access to public open spaces in midwinter and, in particular, to ensure that new development will~~ does not unreasonably overshadow detract from the amenity of the foreshore reserve, The Esplanade and Alfred Square Gardens ~~due to overshadowing throughout the year.~~

To ensure buildings do not significantly unreasonably overshadow existing secluded private open space of neighbouring residential properties.

To ensure that new development exhibits architectural innovation and excellence, and an imaginative design response in the skilful and subtle resolution of the design objectives in Schedule 12 to the Design and Development Overlay.

2.0 Buildings and works

2.1 Height

~~Buildings and works are considered to meet the design objectives for height if~~

- ~~They do not exceed the preferred maximum height specified in the table to this schedule.~~
- ~~Architectural features such as domes, towers, masts and building services do not exceed the maximum height by more than 4 metres and do not exceed 10% of the gross floor area of the top building level.~~

~~The responsible authority will only consider a permit to exceed the preferred maximum height up to the absolute maximum height where it can be clearly demonstrated that the proposed development will continue to meet the relevant design objectives and achieve all the outcomes specified in the table to this schedule.~~

A permit cannot be granted for buildings and works exceeding the maximum height specified in the plan forming part of this clause other than:

- Architectural features such as domes, towers, masts and building services may exceed the maximum height by up to 4 metres and providing they do not exceed 10% of the gross floor area of the top building level; and/or
- Minor buildings and works, such as architectural features, balconies, shelters, sunshades, artworks, street furniture and fences may be constructed at a height greater than the maximum height specified in the plan forming part of this clause.

Setbacks

~~Buildings and works are considered to meet the design objectives for setbacks if they are no less than the setback distance from a boundary specified in the table to this schedule.~~

~~Minor buildings and works, such as architectural features, balconies, shelters, sunshades, art works, street furniture, fences, and also basements which do not project above ground level, may be constructed within the setback distance from boundaries specified in the table to this clause.~~

A permit may be granted to vary the setback distances from the boundary specified in the table to this schedule where it can be demonstrated to the satisfaction of the responsible authority that the variation will achieve the design objectives.

2.2

Overshadowing

All buildings and works should be designed to:

- ~~Ensure that there is no overshadowing~~ Minimise shadows beyond the kerbline on the southern side of Jacka Boulevard road reserve adjoining the Port Phillip Bay foreshore between the hours of 10.00 A.M. and 4.00 P.M. on 22 June (the winter solstice).
- ~~Generally avoid casting~~ Minimise shadows beyond the western kerbline of The Esplanade between the hours of 11.00 A.M. and 2.00 P.M. on 22 June (the winter solstice).
- ~~Generally not further~~ Not unreasonably overshadow the Alfred Square Gardens having regard to the extent of sunlight which would continue to be available during between the 6 hour period between 10.00 A.M. and 4.00 P.M. on 22 June (the winter solstice).

Building Design

Buildings and works are considered to meet the design objectives for building design if the following requirements are met:

- The design of new buildings on the site should:
 - avoid monolithic tower or slab block forms,
 - provide a sense of human scale in the relationship between ground and upper levels and new and existing buildings,
 - provide a mix of clearly articulated building forms with the only portion of these rising to the Preferred Maximum Building Height,
 - provide a mix of clearly articulated building forms with the only a very limited portion rising to the Absolute Building Height,
 - ensure that the front building elevation of any new development on the existing bottle shop site (12 The Esplanade) and the core area of the site is orientated to The Esplanade and the foreshore,
 - provide a massing of building forms that allows a substantial portion of the roof ridge line of the front section of the Esplanade Hotel to be seen against open sky when viewed from The Esplanade and St Kilda Pier.
- The design of any new building on the site should respect and respond to the significant heritage buildings that are to be conserved on the site and:
 - provide new layers of appropriate related building types, uses and forms that will enhance rather than replicated the significant heritage buildings,
 - where a new building from a backdrop to a significant heritage buildings, the scale, proportion, colour and visual complexity of the new building are important consideration so the the backdrop gives visual dominance to the forms and profile of the heritage building,
 - recognises that where any new development demonstrates high quality architectural planning, design and detailing that respects the value of adjacent heritage fabric rather than imitating it.

2.3 Additional Decision Guidelines

In addition to the decision guidelines at Clause 43.02-5 the responsible authority must consider where appropriate, whether:

- The most significant parts of the Esplanade Hotel are retained and incorporated with new buildings and works.
- The lower levels of buildings interacting with surrounding streets have a pedestrian scale and are detailed for visual interest.
- The front elevation/s of any new buildings on the bottle shop site are of a scale that is complementary to the Esplanade Hotel.
- The architecture complements rather than replicates the Esplanade Hotel.
- The design is composed and finished in a manner that is respectful of the most significant parts of the Esplanade Hotel.

Table to Schedule 12

DDO12				
DDO12				
	Variable distance from The Esplanade boundary that area of the site that provides a forecourt to the Esplanade Hotel.	No buildings and works to be constructed.	No buildings and works to be constructed.	<p>The existing open forecourt setting to the front facade and main section of the Esplanade Hotel is maintained.</p> <p>An important element of the essential heritage significance of the Esplanade Hotel is protected.</p>
	Variable distance from The Esplanade boundary that area of the site occupied by the Esplanade Hotel building to be retained.	No higher than the existing Esplanade Hotel building.	15 metres (5 storeys)	<p>The cultural significance and the central landmark value of the Esplanade Hotel is maintained.</p> <p>The profile and silhouette of the existing building is maintained which is an important feature of the building and of the site when viewed from St Kilda Pier, St Kilda foreshore and The Esplanade.</p> <p>The essential heritage significance of the Esplanade Hotel is protected.</p>
	0—8 metres from The Esplanade boundary (view cone)*.	No buildings and works to be constructed.	No buildings and works to be constructed.	<p>The existing open forecourt setting to the front facade of the Esplanade Hotel building and view from the south east is maintained unimpeded consistent with the Hotel's identified heritage significance.</p>

	<p>From 8 metres from The Esplanade boundary to a line joining the north-west corner of No. 13 The Esplanade property boundary with a point on the south-east elevation of the Esplanade Hotel being 18 metres from The Esplanade boundary (view cone line) *.</p>	<p>4 metres (1-storey)</p>	<p>7 metres (2-storeys)</p>	<p>The cultural significance and central landmark value of the Esplanade Hotel is reinforced.</p> <p>That part of the south-east elevation of the Esplanade Hotel, characterised by expressed string courses and eaves brackets, is visible to a person standing on the north-west corner of No. 13 The Esplanade property boundary.</p> <p>Potential new development adjacent to the Esplanade Hotel and fronting The Esplanade, is of a setback, scale and mass that complements the adjacent Esplanade Hotel building.</p> <p>The essential heritage significance of the Esplanade Hotel is protected.</p>
	<p>Between the view cone line and a line up to 25 metres from and parallel to The Esplanade boundary</p>	<p>13 metres (4-storeys)</p>	<p>15 metres (5-storeys)</p>	<p>The cultural significance and central landmark value of the Esplanade Hotel and its pre-eminent place among the significant buildings of The Esplanade is enhanced.</p> <p>The eaves and all of the leading hipped roof of the Hotel's south-east elevation are visible to a person standing on the north-west corner of No. 13 The Esplanade property boundary.</p> <p>Potential new development adjacent to the Esplanade Hotel and fronting The Esplanade, is of a setback, scale and mass that complements the adjacent Esplanade Hotel building.</p>

	<p>10 metres from the Pollington Street (north-east boundary) **.</p>	<p>9 metres (3 storeys)</p>	<p>12 metres (4 storeys)</p>	<p>The building scale along Pollington Street (north-east boundary) is compatible with the:</p> <ul style="list-style-type: none"> <input type="checkbox"/> One and two-storey dwellings in this section of Pollington Street and nearby Victoria Street. <input type="checkbox"/> Esplanade Hotel and Baymor Flats on the site. <p>Potential new development is of a scale that allows a substantial portion of the roof ridge line of the front section of the Esplanade Hotel to be seen against open sky when viewed from The Esplanade and St Kilda Pier.</p>
	<p>8.2 metres from the Pollington Street (north-west boundary) **.</p>	<p>12 metres (4 Storeys)</p>	<p>15 metres (5 Storeys)</p>	<p>The building scale along the Pollington Street (north-west boundary) is compatible with the height and width of the north-east wing of the Esplanade Hotel and provides an appropriate transition in scale to the adjacent residential area.</p> <p>Potential new development is of a scale and mass that allows a substantial portion of the roof ridge line of the front section of the Esplanade Hotel to be seen against open sky when viewed from The Esplanade and St Kilda Pier.</p>
	<p>9.5 metres from the Victoria Street boundary **.</p>	<p>12 metres (4 storeys)</p>	<p>15 metres (5 storeys)</p>	<p>The building scale and massing along the Victoria Street boundary is compatible with the height and width of the main wing of the Baymor Flats and the Esplanade Hotel and provides an appropriate transition in scale to the adjacent residential area.</p>

	Variable distance from boundary that area of the site not included in the areas above.	24 metres (8 storeys)	30 metres (10 Storeys)	<p>There is an appropriate transition in scale and massing between:</p> <ul style="list-style-type: none"> <input type="checkbox"/> The perimeter and core areas of the site <input type="checkbox"/> The variable scale of buildings surrounding the site and potential new development on the core area of the site. <p>Monolithic tower or slab-block building forms are avoided.</p> <p>Development reinforces and complements the urban design, built form and amenity qualities of the site's context.</p> <p>Reasonable solar access is provided to The Esplanade promenade (western footpath), nearby public open spaces, including the foreshore reserve and Alfred Square, and private open spaces of neighbouring dwellings.</p>
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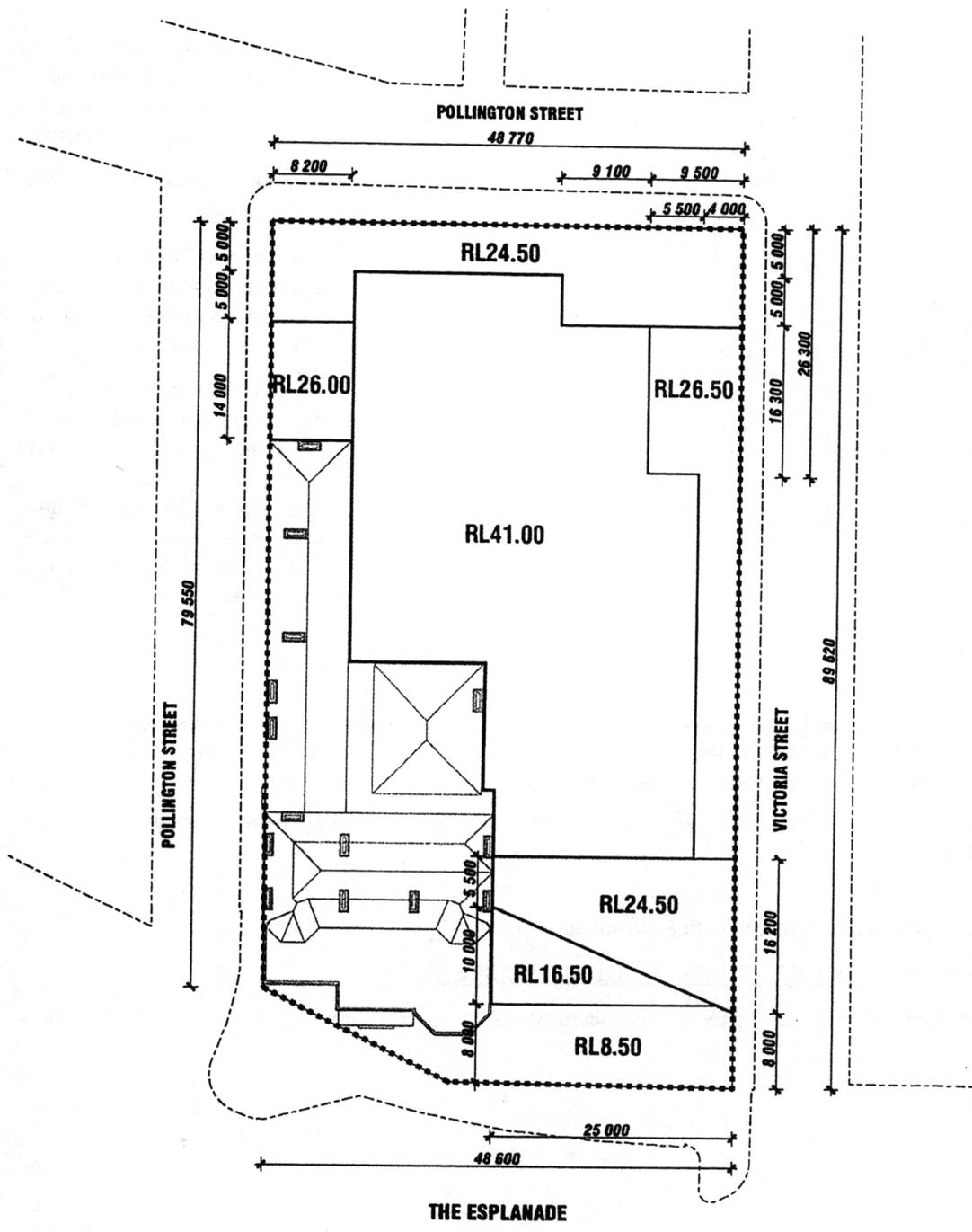
* ~~The view cone and view cone line relate to that portion of the site known as the bottle shop site and described in Certificate of Title as Vol. 8061, Folio 417, Lot 3 on Plan of Subdivision No. 27811, being part of Crown Allotment 3 at St Kilda Parish of Melbourne South, County of Bourke.~~

** ~~At the corners of the site or where two maximum heights may overlap, the lower maximum height shall apply.~~

The table deleted above is replaced with a plan titled

PLAN FORMING PART OF CLAUSE 2.0 OF SCHEDULE 12

A copy of this plan is on the next page in this document.



SCALE
1:500 @ A4

levels shown thus RL0.00 are in metres
to australian height datum

PORT PHILLIP PLANNING SCHEME
DESIGN & DEVELOPMENT OVERLAY - SCHEDULE 12

PLAN FORMING PART OF CLAUSE 2.0 OF SCHEDULE 12