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.
- 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 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 Urban Character Study (City of Port Phillip, 1998)
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.
- Protect and manage the impacts from any activities or further development of Station Pier and Princes Pier.

**St Kilda Foreshore Area**

- Support and consolidate the role of the St Kilda Foreshore area as a historically and regionally significant cultural and recreational destination.
- Ensure an integrated approach to the revitalisation of the St Kilda Foreshore area in relation to activity mix, built form and improvements to the public realm.
- Retain and reinforce the unique cultural heritage of the St Kilda Foreshore area through ensuring new uses and development complement and enhance established iconic buildings, spaces and attractions.
- Reinforce the role of key activity destinations within the Foreshore area including St Kilda Pier, St Kilda Harbour, West Beach area and the Triangle site.
- Enhance the Foreshore area’s network of public spaces through emphasis on design quality, connectivity, and the provision of diverse recreational opportunities and experiences.
- Ensure that the Foreshore area’s important metropolitan tourism and recreational roles are balanced with the needs of local residents, the ecological health of the Bay and the environmental values of the Foreshore.

**Implementation**

These strategies will be implemented by:

*Using policy and the exercise of discretion*
• Using the St Kilda Foreshore Area Policy (Clause 22.10) to ensure that new development and use achieves the objectives and strategies set out in the ‘St Kilda Foreshore Urban Design Framework, 2002’.

**Applying zones and overlays**

• Applying the Design and Development Overlay (Schedules 1, 5, 6, 7, 11 and 12) 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.

• Applying the Special Use Zone to The St Kilda Triangle Site to facilitate renewal of this strategic location as a cultural and recreational activity node, consistent with the ‘St Kilda Foreshore Urban Design Framework, 2002’.

**Undertaking further strategic work**

• Finalise and implement the Marine Coastal Strategy.

**Incorporated Documents**

St Kilda Foreshore Urban Design Framework (City of Port Phillip, 2002)

**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)
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 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 Housing Strategy (1997)
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 (e.g., 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.
- Ensure an integrated approach to the future development of the St Kilda Foreshore area, through improvements to the public domain, and managing the interface of the public domain and private realm.

**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.
- Using the St Kilda Foreshore Area Policy (Clause 22.10) to ensure that new development and use achieves the objectives and strategies set out in the ‘St Kilda Foreshore Urban Design Framework, 2002’.

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

**Other actions**

- Adopt a coordinated approach to works and physical improvements in public areas.

**Incorporated Documents**

St Kilda Foreshore Urban Design Framework (City of Port Phillip, 2002)

**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 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**


**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)
Archaeological and Aboriginal Relics Preservation Act 1972
Commonwealth Aboriginal and Torres Strait Islander Heritage Act 1984
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 on-going use and operation of established hotels as incubators of independent local music and comedy talent.
- Support renewal of the St Kilda Triangle Site to offer a range of cultural tourism and recreational facilities, and establish the site as a principal activity node within the St Kilda Foreshore 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.

**Incorporated Documents**

St Kilda Foreshore Urban Design Framework (City of Port Phillip, 2002)
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 that 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)
Port Phillip Planning Scheme

Sport and Recreation Strategy (City of Port Phillip, 1998)
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 Moubray 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)
21.05-9

Industrial Areas

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)
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.
- Encourage the potential of ferries and boats to provide visitor transportation to the St Kilda Foreshore area.

**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, expect 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)