02.03 STRATEGIC DIRECTIONS

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02.03-1 Settlement

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Activity centres

Port Phillip has an established network of distinct and diverse activity centres:

- Four Major Activity Centres in Port Melbourne (Bay Street), South Melbourne (South Melbourne Central), Balaclava (Carlisle Street), and St Kilda (Fitzroy/Acland Streets). These provide a wide range of goods, community facilities and services, some serving regional catchments.
- Six Neighbourhood Activity Centres in Port Melbourne (Centre Avenue), Albert Park (Bridport Street/Victoria Avenue), Middle Park (Armstrong Street), Ripponlea (Glen Eira Road), and Elwood (Tennyson Street, and Ormond/Glen Huntly Roads). These provide a range of goods and services to the local catchment.
- Four Local Activity Centres in St Kilda (Inkerman/Grey Streets, and Inkerman Street), East St Kilda (Inkerman Street), Elwood (Brighton Road), and Port Melbourne (Graham Street). These provide a limited range of convenience goods and services to the local community.
- Emerging activity centres in Fishermans Bend Urban Renewal Area (FBURA) within the Montague, Sandridge and Wirraway precincts. These are of different scales and functions.

These activity centres perform a range of retail, commercial, entertainment and housing functions and will continue to provide community hub roles for their catchments. Their individual distinctiveness and diversity are an important part of Port Phillip's identity, which needs to be protected and reinforced.

Port Phillip's activity centres also play an important role in supporting and hosting visitation, including local and regional entertainment. Cultural tourism should continue to be provided for within activity centres and managed to minimise adverse effects on the amenity of the area.

Council supports:

- Reinforcing a diverse network of economically viable activity centres across Port Phillip by promoting development that:
  - Is of a scale appropriate to the role and capacity of the centre.
  - Supports the distinct identity and social and cultural role of each centre.
  - Provides a diverse mix of uses, including employment generating ones, that service the catchment of each centre.
  - Provides for residential development at a scale appropriate to the role, capacity and economic function of each centre.

Neighbourhoods

Albert Park / Middle Park

Known for its Victorian and Edwardian era development, wide, tree-lined streets, beach and recreational facilities in Albert Park, this neighbourhood also includes part of St Kilda West. A -0.02 per cent population change is forecast by 2031.

Council supports:

- Maintaining the heritage character and low-rise scale of existing residential areas.
- Providing a range of passive and active recreational and sporting activities in attractive and accessible public spaces.

Balaclava / East St Kilda

This neighbourhood is primarily a residential area with diverse housing types and population. Key features include the Carlisle Street Major Activity Centre, Balaclava Station and Alma Park. A 4 per cent population growth is forecast by 2031.

Council supports:

- Reinforcing the generally mixed architectural character within the existing residential areas, featuring setbacks and garden characteristics.
- Retaining the eclectic, bohemian and distinctly local character of the Carlisle Street Activity Centre, its range of independent businesses, convenience and weekly shopping role, and civic and community focus.
- Facilitating increased use of Balaclava Station.
- Maximising access to safe and direct pedestrian routes, due to the high rates of walking and the specific cultural needs of the Jewish community.
- Addressing the shortage of public open space, especially between Hotham Street and Orrong Road.

Elwood / Ripponlea

This neighbourhood is known for its leafy streets and suburban character, proximity to the Port Phillip Bay, the Elwood Canal and Ripponlea Station. Significant development occurred during the post-war years, with new apartment developments in the area from 2001. A 1.7 per cent population growth is forecast by 2031.

Council supports:

- Reinforcing the green, suburban character of the existing residential areas.
- Retaining the character and prominence of Marine Parade and Ormond Esplanade as seaside boulevards.
- Improving amenity and safety along the interface of Elwood Canal and abutting land uses.
- Facilitating safe and direct walking routes, recognising the specific cultural needs of the significant Jewish community in Ripponlea.

Port Melbourne

This neighbourhood includes Station Pier and the Waterfront Place Precinct, foreshore and beaches, and the Bay Street Major Activity Centre. It is marked by traditional residential heritage precincts, contrasting with the distinctive areas of Garden City, Beacon Cove and contemporary apartment development in the Bay Street Major Activity Centre. A 1.3 per cent population growth is forecast by 2031.

Council supports:

- Retaining Station Pier as a trade and freight gateway.
- Developing Station Pier and the Waterfront Place Precinct as a world class passenger shipping gateway to Melbourne.
- Strengthening the Bay Street Activity Centre as the hub of Port Melbourne, and a mixed use, sustainable and diverse bayside centre that has a strong sense of identity and community.
- Maintaining the consistent neighbourhood character of Beacon Cove.
- Managing the foreshore interface (including Station Pier) to minimise conflicts.

South Melbourne

This neighbourhood includes the South Melbourne Major Activity Centre including Clarendon Street, the South Melbourne Market, and significant established business precincts which are experiencing residential and commercial development pressure. A 5.7 per cent population growth is forecast by 2031, along with an increase in workers.

Council supports:

- Developing a sustainable mixed use precinct focussed on the South Melbourne Major Activity Centre.
- Developing the Emerald Hill precinct as a major focus of cultural activity for the local and wider community.
- Maintaining high quality residential environments in established residential areas.
- Addressing the shortage of public open space, especially north of Park Street.

St Kilda Road

With a grand landscape setting that is flanked by the Shrine of Remembrance (in the City of Melbourne), St Kilda Road is one of Melbourne's most famous boulevards. The new Anzac Station will enhance access to the area, and catalyse residential and commercial development and public realm improvements.

The area has a diverse population and is a significant employment hub with a workforce of over 20,000. A 37 per cent population growth is forecast by 2031, along with significant growth in worker numbers.

Council supports:

- Maintaining the role of St Kilda Road as a preferred location for premier office accommodation and well-designed, higher density residential development.
- Reinforcing the St Kilda Road North Precinct as a dynamic, highly connected, beautiful, integrated, safe and inclusive place to live, work and visit.
- Protecting the significance and landmark quality of the Shrine of Remembrance.

St Kilda

This neighbourhood contains the iconic Acland Street and Fitzroy Street retail strips, significant open spaces, the St Kilda foreshore and other significant open spaces such as the St Kilda Botanical Gardens and the Peanut Farm.

St Kilda attracts millions of visitors each year with its famous attractions including Luna Park, the Palais Theatre and St Kilda Beach. The neighbourhood contains an eclectic mix of architectural styles, eras and building typologies. A 10 per cent population growth is forecast by 2031, predominately in the St Kilda Road South Precinct.

Council supports:

- Maintaining the sense of community and cultural diversity that contribute to the unique character of St Kilda.
- Revitalising the St Kilda Foreshore (including the development of the 'Triangle' site).
- Retaining the unique heritage, character and generally low-rise built form of the established residential areas.
- Improving the liveability of the St Kilda Road South Precinct and strengthening its sense of place as it transitions to increased residential densities.

Fishermans Bend Urban Renewal Area

The Fishermans Bend Urban Renewal Area (FBURA) is a declared project of State significance. It includes the major urban renewal precincts of Montague, Sandridge and Wirraway in the City of Port Phillip, and Lorimer and the Fishermans Bend NEIC (Employment Precinct) in the City of Melbourne.

The vision for FBURA is " *a thriving place that is a leading example for environmental sustainability, liveability, connectivity, diversity and innovation* " that will by 2050, accommodate 80,000 residents and 80,000 jobs and be Australia's largest urban renewal *Green Star – Community* . FBURA is striving for a 6 Star *Green Star – Community* rating.

Council supports:

- Create thriving, lively, mixed-use neighbourhoods and a place of design excellence with highest densities of employment opportunities close to existing and planned public transport.
- Provide housing opportunities for a diverse community including at least six per cent of dwellings as Affordable Housing, with additional Social Housing dwellings provided as part of a Social Housing uplift scheme.
- Create a benchmark for sustainable and resilient urban transformation that supports the creation of a climate adept, water sensitive, low carbon, low waste community, addresses potential flood impacts with measures which maintain activity at ground level, and is designed to provide best practice waste and resource recovery management.
- Create a connected, permeable and accessible community that prioritises walking, cycling, and public transport use and supports 80 per cent of movements via active and public transport.

02.03-2 Environmental and landscape values

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Port Phillip is a highly modified urban environment with remnant areas of indigenous vegetation confined to the Port Phillip Bay foreshore and Ripponlea area. Replanting efforts have led to a number of significant sites of indigenous vegetation.

The foreshore is Port Phillip's most outstanding natural and cultural asset and provides a number of functions including providing habitat for local flora and fauna and managing stormwater. Environmental management is essential in supporting the health of the Port Phillip Bay and ensuring that the foreshore remains an attractive destination that continues to support local biodiversity.

The City's public open spaces and landscaping within road reserves, transport corridors and on private land provide an essential balance to Port Phillip's urban environment and have a positive impact on the liveability and biodiversity of the City.

Council supports:

- Protecting Port Phillip's natural environment and landscape values.
- Protecting and enhancing Port Phillip's urban forest, including large canopy trees and vegetation.
- Protecting and enhancing Port Phillip's green spaces and corridors to provide habitat to native flora and fauna.
- Reducing the environmental impact of urban areas on waterways and receiving bodies by managing stormwater quality and quantity.

02.03-3 Environmental risks and amenity

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Climate change

Port Phillip is subject to the impacts of climate change, including increased heat, more extreme weather events, changed rainfall patterns, greater flooding due to overland flow and sea level rise, and increased erosion of the foreshore.

Designing and managing built form and physical infrastructure to better respond to a changing climate will contribute to improving the liveability and sustainability of the City for the benefit of the community. Reduced emissions and achieving sustainable land use and development within the built environment will help achieve a City that is adaptive and resilient to climate change.

Council supports:

- Ensuring development responds to a changing climate and helps mitigate against its impacts by:
  - Incorporating environmentally sustainable design.
  - Prioritising walking, cycling and use of public transport, shared transport modes and low-emissions vehicles.
  - Providing new housing and employment in locations close to activity centres and public transport.
- Creating a greener, cooler City that reduces urban heat island effect by:
  - Increasing canopy cover and diversity of tree species in public open spaces, road reserves and transport corridors.
  - Protecting and enhancing vegetation on private land and in development.
- Use and development of the foreshore that responds to the impacts of climate change.
- Use of sustainable and low energy infrastructure and renewable energy.
- Integrating water sensitive urban design in development to improve water quality to Port Phillip Bay and other receiving water bodies, reduce the impacts of localised flooding and sea level rise and to facilitate water conservation.
- Reducing potable water consumption through more efficient water use and establishing alternative water sources.
- Facilitating the maximisation of recycling and diversion from landfill, reduction in waste generation and the circular economy.

02.03-4 Built environment and heritage

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The Victorian Aboriginal Heritage Council have advised that they consider that the traditional owners of the land of Port Phillip are represented by the Bunurong Land Council Aboriginal Corporation (BLCAC) and Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation (WWWCHAC). The traditional owners' continued connection to the land is reflected through intangible cultural heritage values and in sacred sites.

Port Phillip's built and natural heritage places are among the earliest and most significant in Melbourne, including buildings and structures, landscapes, streetscapes, precincts, subdivision patterns (comprising the layout of streets, lanes and boulevards) and cultural heritage.

Protecting, revealing and embracing the valued heritage and character of the City is a priority for Port Phillip.

The diversity of built form and valued elements of Port Phillip's urban structure and character make a valuable contribution to the attractiveness of the City as a place to live, work and visit.

A key challenge for Port Phillip is to enable development that responds to the context of the area, including its valued heritage and character, and that positively contributes to the public realm. A high quality, liveable and inclusive urban environment is critical to support the vitality and wellbeing of the City.

The character of areas planned for substantial growth will significantly change, being the FBURA urban renewal areas, parts of the Major Activity Centres and along St Kilda Road. Development in these areas needs to be managed to achieve a high-quality public realm to support the new higher-density mixed-use environment.

Development within Major Activity Centres needs to be managed to ensure that the unique and valued character of each centre is retained and enhanced.

The established residential areas and lower order activity centres are distinguished by their low-rise urban form and highly valued character. Development within and adjoining these areas needs to be managed to ensure that the existing neighbourhood character and amenity is not eroded.

Port Phillip also has a role in providing a setting for significant heritage buildings located in adjoining municipalities, including the Shrine of Remembrance.

Council supports:

- Protecting and enhancing the varied, distinctive and valued character of neighbourhoods across Port Phillip, and the physical elements therein.
- A new built form character within FBURA that transitions to surrounding established areas.
- Supporting development along the foreshore that enhances its significance as a natural, recreational and tourism asset by reinforcing the predominately low-rise scale of development (except where directed by a Design and Development Overlay) and avoids overshadowing the foreshore.
- Protecting Aboriginal cultural heritage and incorporating interpretive elements into built form and the public realm.
- Protecting and conserving valued heritage places and precincts by:
  - Retaining and conserving heritage places.
  - Development that respects and complements heritage places by using a contextual design approach that retains and enhances the significance of a heritage place.
  - Supporting adaptive reuse of heritage places that are no longer used for their original purpose, such as industrial buildings.
- Balancing sustainability outcomes and heritage conservation.

02.03-5 Housing

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Managing the impact of housing growth on the City's character and urban form is a key challenge for Port Phillip. Well-located strategic redevelopment sites and precincts provide the key opportunity to accommodate a large proportion of Port Phillip's new housing growth which will continue to bring change to the scale and density of those areas. Moderate residential growth may also be achieved in activity centres as part of shop-top housing or as larger mixed-use developments on strategic sites. Meeting the demand for new housing within Port Phillip's established residential areas, including around activity centres, must be carefully managed to protect the heritage value, neighbourhood character and amenity of those areas.

As a part of housing growth, provision must be made for a variety of dwellings to meet the diverse needs of Port Phillip's community and ensuring that in terms of household size, lifestyles, abilities, income levels and lifecycle stages. This includes households of varying sizes including shared, sole person, couple and family (including larger family) households. As well as ensuring accessible, visitable and adaptable housing for persons with disability or changing household life-cycle needs including the need to work from home, and older persons needing to age in place or have access to retirement housing and residential care accommodation.

With increasing land values and housing costs and the closure of private rooming houses and subdivision of rental flats, home ownership and private renting are increasingly unaffordable. Greater supply of affordable and social housing is needed to address priority local housing need, including for the most disadvantaged and marginalised residents.

Council supports:

- Providing significant opportunities for housing growth within designated strategic locations such as FBURA, that offer greatest accessibility to shops, services and public transport.
- Increasing residential densities within existing activity centres where the intensity and scale are appropriate to their scale, character and heritage values and does not detract from the centres' economic capacity.
- Providing affordable housing for very low, low and moderate-income households in locations across the municipality, including strategic redevelopment sites, activity centres and Fishermans Bend.
- Providing a diverse range of affordable housing types, such as supported social housing, social (public and community) housing, and private affordable housing that address local housing need.
- Providing a diverse range of accessible, visitable and adaptable housing that meet the needs of the community.

02.03-6 Economic development

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Port Phillip is strategically positioned between the Central City and Port Phillip Bay and has a strong and mixed economy with significant areas suitable for industrial and varied employment uses and a strong tourism industry.

Key employment areas are shown on the Strategic Framework Plan at Clause 02.04-1 and include:

- Activity Centres that are largely based on retail strips with new centres planned to be established in FBURA.
- Office and Mixed-Use Areas located within and outside of activity centres, including the St Kilda Road Corridor (identified within the expanded Central City Area), South Melbourne Business Precincts and FBURA.
- Industrial Areas located in Port Melbourne, South Melbourne and Balaclava provide for existing and emerging industrial activities. FBURA has historically accommodated significant industrial activity within the City. Strategically important existing industrial uses that provide services to the construction industry will continue to operate as the area transitions to a mixed-use precinct.

Port Phillip will need to retain an adequate supply of employment land in key precincts for growing job sectors, particularly office space for the 'knowledge economy' which is experiencing increased pressure for new residential development, and to strengthen existing creative industry clusters.

Port Phillip has a strong tourism industry, with Port Melbourne's waterfront and St Kilda's foreshore as key tourist attractors. The range of entertainment uses, facilities and festivals provided across key precincts are an important part of the local economy and contribute to the municipality's strong cultural identity. A key challenge is in balancing the social, economic and cultural benefits of tourism and entertainment uses (particularly live music venues, licensed premises and gaming venues) with minimising social harm and protecting residential amenity to ensure that Port Phillip continues to be a desirable place to visit and to live.

Port Phillip has a vibrant arts scene, and it is important that arts and cultural activities are supported. A key challenge in Port Phillip is retaining affordable and flexible creative workspaces.

Council supports:

- Planning for adequate employment land across the City to facilitate local employment and support the diversity of resident, business and visitor needs.
- Maintaining and strengthening the economic role of Port Phillip's commercial and, mixed use and industrial areas by:
  - Facilitating the transition of FBURA from an industrial to mixed-use area.
  - Supporting opportunities for high-intensity commercial uses within the Sandridge Precinct, and ancillary commercial and retail uses in the other precincts in FBURA.
  - Supporting urban manufacturing through industrial uses with limited amenity impacts.
  - Maintaining the role of St Kilda Road as the City's premier commercial strip.
  - Maintaining and strengthening creative industry clusters in South Melbourne and FBURA.
- Supporting an environment in which arts and creative industries can flourish.
- Supporting a local tourism industry and entertainment precincts that respect safety, amenity and the natural environment.
- Designing and locating sensitive land uses (such as residential uses) to minimise the potential conflict with existing and future employment uses.
- Managing the interfaces between industrial and residential areas (including the interface between Garden City, FBURA and the Port of Melbourne) to limit amenity impacts while ensuring ongoing viability and efficiency of industrial uses.

02.03-7 Transport

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Port Phillip is built on a walking scale with shopping, parks and local facilities within walking distances of most residential properties.

The City's well-established public transport network adequately serves the needs of most residents, however, there are some parts of the municipality where convenient access to public transport is limited. Providing more transport choices and managing parking is a key focus for Port Phillip as its population grows.

Road network congestion continues to be an issue with high rates of private vehicle ownership and car dependency placing pressure on the City's road infrastructure, creating high parking demand and congested road space.

To reduce car-based travel, walking, bicycle riding and public transport use should be promoted as the preferred modes of transport. Widespread use of more sustainable modes of transport will support the health and wellbeing of Port Phillip's community and provide environmental benefits.

Council supports:

- Creating 10-minute walkable neighbourhoods by integrating land use and transport planning to direct housing and employment growth close to high quality pedestrian routes and public transport services.
- Prioritising and facilitating sustainable transport modes, including active transport and public transport, over private vehicle use.
- Facilitating an integrated, safe and accessible walking and bicycle network that encourages more people to walk or cycle more often.
- Alternative transport options and technology that makes it more convenient for the community to move around.

02.03-8 Infrastructure

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Key challenges facing the City are meeting the physical and community infrastructure needs of a growing and changing community across established and urban renewal areas, including the impacts of substantial growth in FBURA.

Council supports:

- Facilitating sustainable physical and community infrastructure that will support the needs of the existing and future community and respond to the demands of development.
- Strengthening the network of community facility 'clusters' by locating community facilities together or close to each other and within activity centres.

02.03-9 Open space

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There are a range of open space areas in Port Phillip, including parks, gardens, beach and Port Phillip Bay foreshore. Many of Port Phillip's parks and gardens are of heritage significance, particularly those with formal landscapes such as St Kilda Botanical Gardens and St Vincent Gardens in South Melbourne.

The foreshore and Albert Park reserve are significant public open space assets and host a wide range of entertainment, sport and recreational activities. This influences the infrastructure needs of these areas and can impact public access and use.

The demand for existing open space in Port Phillip from residents, visitors and workers is increasing as the population grows and the provision of private open space declines.

Council supports:

- Establishing and improving open space linkages to connect public open space throughout Port Phillip and to the wider regional open space network.
- Pursuing opportunities to increase the amount of useable open space particularly in neighbourhoods identified as being deficient of open space.
- Ensuring the heritage significance of parks and gardens is protected and balanced with their role as places for leisure.
- Ensuring open spaces are safe, inclusive and accessible to all users.
- Maintaining the foreshore as an important social and recreational destination without diminishing its environmental conservation.
- Ensuring development on or adjacent to the foreshore is sympathetic to the surrounding coastal landscape and does not diminish its environmental, amenity, social or recreational values.
- Ensuring development does not detrimentally impact on the amenity, landscape and environmental values of public open space.