

Southland-Pennydale Urban Design Advice

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Bayside City Council

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Southland-Pennydale Urban Design Advice

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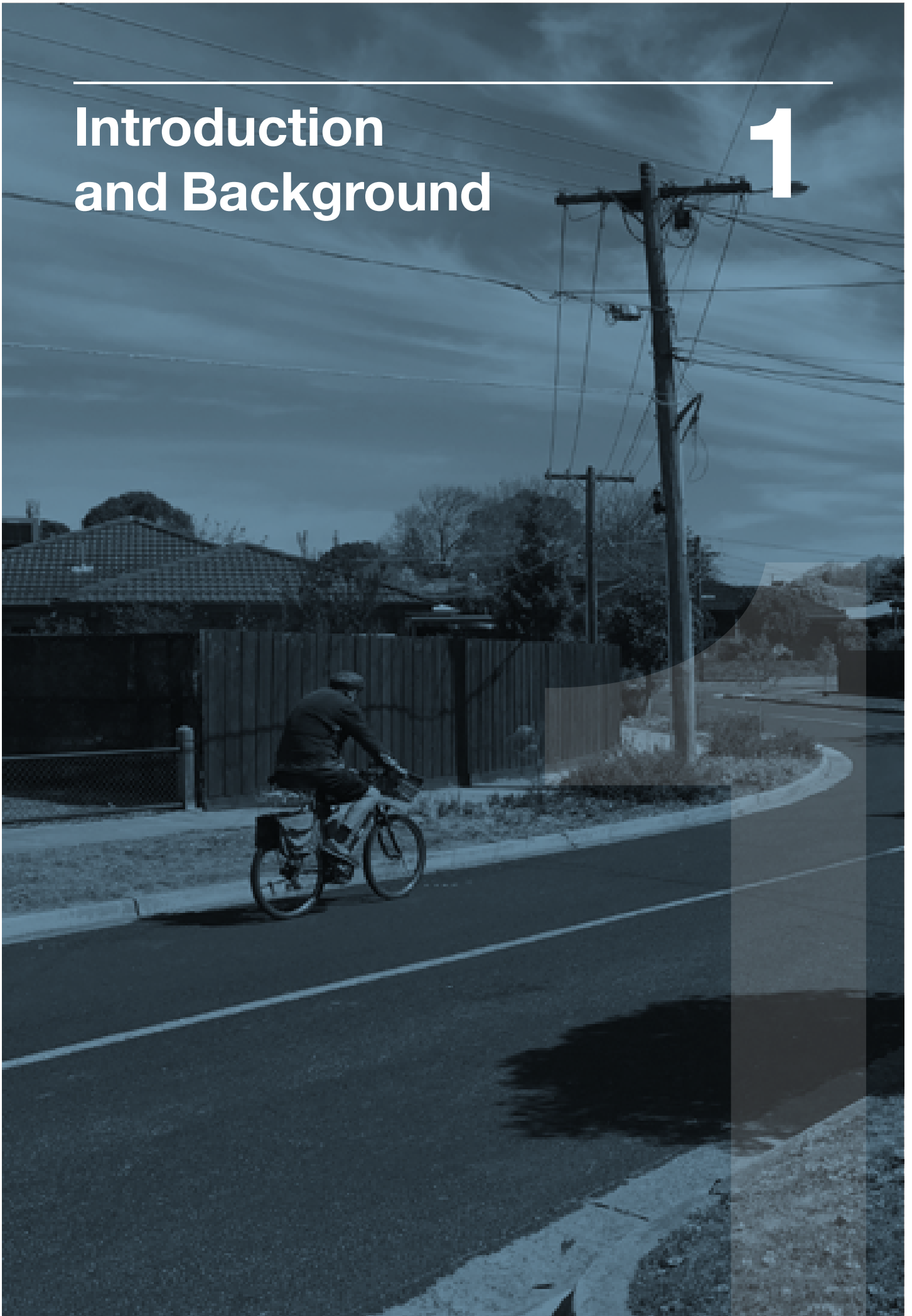
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Introduction and Background

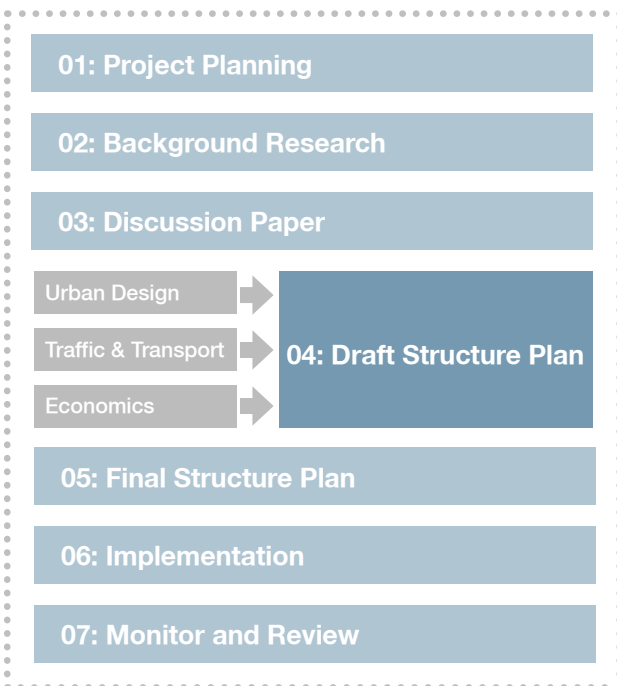
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1.1 Structure Plan Process

The purpose of this project is to inform the preparation of a Structure Plan for the Bayside portion of the Southland-Cheltenham Activity Centre. Activity Centres are nominated in both State and Local planning policy as preferred locations for medium and higher density development as they benefit from proximity to employment and transport. The purpose Structure Plan is to help guide change and development, providing a clear framework for the future growth.

SJB Urban have been engaged by Bayside City Council to provide urban design advice to inform the development of the Structure Plan. Cardno Traffic and SGS Economics were also engaged by Council to provide technical traffic and transport, and economic inputs.



1.2 How to Use this Document

This Report should be read in conjunction with the Southland-Pennydale Background Report. The Background Report provides analysis of the key issues and opportunities, and provides strategic and contextual supporting information.

This Report consists of the following sections:

Part 01: INTRODUCTION

Provides an overview of the documents, purpose, background and structure.

Part 02: ABOUT THE STUDY AREA

Provides a description of the study area's physical characteristics.

Part 03: THE VISION

Outlines the study areas 20 year Vision and guiding Principles for Growth.

Part 04: STRATEGIC RESPONSE

Outlines the Objectives, Strategies and Actions applying to the study area. These are broken down into four key Themes:

- 1. Built Form*
- 2. Activities and Land Use*
- 3. Public Realm*
- 4. Movement and Transport*

Part 05: PRECINCT PLANS

This chapter outlines the Objectives, Strategies and Actions applying to individual Precincts, including:

- Precinct 01 - Bay Road Interface*
- Precinct 02 - Jack Road*
- Precinct 03 - Park Road Interface*
- Precinct 04 - Station Interface*
- Precinct 05 - Residential Core*

Part 06: IMPLEMENTATION

Outlines an overview of next steps required for implementation of the Structure Plan.

Introduction

1.3 Context and Background

The Study Area for the Structure Plan has been defined by Council and encompasses the residential neighbourhood known as Pennydale and the Bay Road - Jack Road Small Neighbourhood Activity Centre. The Study Area is directly adjacent to the new Southland Station and Southland Shopping Centre.

The Southland-Cheltenham Activity Centre is identified in State and Local planning policy as an area for more intensive development, including higher density residential development. It is up to Council to define the Activity Centre boundary through the Structure Planning process and provide a considered framework that facilitates ongoing development, while recognising and seeking to manage the impacts.

Supporting Policies

Plan Melbourne (2017)

Plan Melbourne 2017-2050 is Victoria's Metropolitan Planning Strategy that sets the vision and policy direction for the growth of Melbourne for the next 35 years. Plan Melbourne was introduced in March 2017 and replaced the previous Plan from 2014.

Plan Melbourne broadly seeks to increase density and activity in established areas, well serviced by public transport, employment opportunities and existing infrastructure. A network of Metropolitan and Major and Neighbourhood Activity Centres is central to achieving consolidation and housing choice outcomes.

Cheltenham-Southland is identified as one of 121 MACs by Plan Melbourne. The following outcomes, directions and policies outlined in Plan Melbourne are relevant to Major Activity Centres:

Outcome 1: Melbourne is a productive city that attracts investment, supports innovation and creates jobs

- *Direction 1.2 Improve access to jobs across Melbourne and closer to where people live.*
 - Policy 1.2.1 Support the development of a network of activity centres linked by transport.*

Outcome 2: Melbourne provides housing choice in locations close to jobs and services

- *Direction 2.1 Manage the supply of new housing in the right locations to meet population growth and create a sustainable city.*
- *Direction 2.2 Deliver more housing close to jobs and public transport.*
 - Policy 2.2.3 Support new housing in activity centres and other places that offer good access to jobs, services and public transport.*
- *Direction 2.5 Provide greater choice and diversity of housing.*

Outcome 3: Melbourne has an integrated transport system that connects people to jobs and services and goods to market.

- *Direction 3.3 Improve local travel options to support 20-minute neighbourhoods.*
 - Policy 3.3.1 Create pedestrian friendly neighbourhoods.*
 - Policy 3.3.2 Create a network of cycling links for local trips.*
 - Policy 3.3.3 Improve transport choice.*

Bayside Housing Strategy (2012)

Adopted by Council in September 2012 the Housing Strategy provides a framework for how residential development in Bayside will be planned and managed over the next twenty years to meet the housing needs of the community. The Housing Strategy recommends that Bayside's Major and Neighbourhood Activity Centres with existing infrastructure and transport connections should be the focus for future medium and high density residential development.

Bayside Integrated Transport Strategy (2013)

The Strategy acknowledges that Activity Centres, supported by public transport are identified for future growth and recognises the need for Structure Plans to ensure the ongoing improvement of the sustainable transport network within these Centres.

1.4 The Study Area

Retail, Commercial and Employment Strategy (2016)

The Retail, Commercial and Employment (RCE) Strategy provides a vision for the future of Bayside's Activity Centres and Employment Precincts and provides policy direction. The Strategy explores precinct specific opportunities and strategies, those relevant to the Structure Plan include:

Strategy 4 – Attract innovative advanced business services to the Bayside Business Employment Area through the creation of an economic triangle between Southland Activity Centre, Highett Activity Centre and the BBEA.

Action 4J - Investigate opportunities to strengthen connections between the Southland Railway Station, Highett Activity Centre and BBEA through the Highett Structure Plan review process and development of the Southland Structure Plan.

The municipal boundary between Bayside and Kingston follows the Frankston Railway Line and Charman Road (south). Both the Southland and Highett Activity Centres are shared with the City of Kingston. The City of Kingston is not undertaking strategic planning work for these Activity Centres.

The Study Area for the Structure Plan has been defined by Council (Figure 1) and encompasses the residential neighbourhood known as Pennydale and the Bay Road - Jack Road Small Neighbourhood Activity Centre.

The Study Area is bound by Bay Road to the north, the Frankston Railway corridor to the east, Park Road to the south and Jack Road to the west. The boundary of the Activity Centre has not yet been determined.



Figure 01: The Structure Plan Study Area

About the Study Area

2



2.1 Regional Context

The Southland Activity Centre is located approximately 19km southeast of Central Melbourne. The Frankston Railway line forms the municipal boundary separating the City of Kingston to the east and the City of Bayside to the west. Southland is one of three Major Activity Centres (along with Moorabbin - Hampton East and Cheltenham) located on the Municipal boundary, with another four located within the City (Brighton - Bay Street, Brighton - Church Street, Hampton and Sandringham).

Anchored by Southland Shopping Centre and Southland Railway Station, the Kingston portion of the Activity Centre includes the Shopping Centre and surrounding residential land to the south. The boundary of the Bayside portion of the Activity Centre is to be determined in the final Structure Plan.

Southland Shopping Centre

Westfield Southland is a regional centre located within the City of Kingston. Southland spans across two sites on the south-east and south-west corners of Nepean Highway and Bay Road connected via a retail bridge. It is one of Melbourne's largest shopping centres, with over 125,000sqm of retail and approximately 400 retailers.

The eastern portion, adjacent to the Railway Line is characterised by at-grade car parking and ramps to upper level car parking. Pedestrian access to the station is via the existing car park, connecting to the Southland Shopping Centre pedestrian entrance and Bay Road signalised intersection. Southland Shopping Centre can currently be accessed by bus however is mainly accessed by car. The opening of Southland Station increases opportunities to access the Activity Centre via public transport.

Bayside Business District

The Bayside Business District (BBD) or Bayside Business Employment Area (BBEA) is a major focal point for business development and employment in the City of Bayside and provides the largest concentration of employment within the municipality. The area is undergoing transition and diversification, from a traditional industrial base to an array of activities including warehousing, offices and large format bulky goods retailing evidenced by the recent development typologies along Bay Road.



Figure 02: Bayside Activity Centre Location

About the Study Area

2.2 Local Context

Road Network

The Study Area is bound by Bay Road, Park Road and Jack Road and is within proximity to Nepean Highway. Nepean Highway is a major arterial route which extends from central Melbourne to the Mornington Peninsula. Bay Road and Park Road provide direct access to Nepean Highway. The Highway is a movement barrier and limits easy pedestrian access to the Southland bus interchange from the west.

Bus Routes

The Study Area is serviced by Routes 828 (Hampton – Berwick Station) 822 (Chadstone – Sandringham). Route 828 runs at 20 minute intervals Monday-Friday and 60 minute intervals Saturday-Sunday. Route 822 runs at 30 minute intervals Monday-Friday, 40 minute intervals Saturday and 60 minute intervals Sunday. Southland Bus Interchange is located east of Nepean Highway, off Karen Street within the Shopping Centre undercroft. There are no plans to relocate the bus interchange to integrate with Southland Station.

Car Parking

Council implemented 4-hour parking restrictions in November 2017 as a measure to prevent all day parking by commuters and Southland visitors and employees. Southland also recently reviewed their car parking provision, now charging for durations longer than 3 hours.

Parking congestion and dangerous or unsafe intersections have been raised by community, as well as the impact of development on these conditions. Cardno have undertaken car parking occupancy and traffic surveys within the Study Area to gain an understanding of the existing conditions, identify locations where traffic volumes are above typical ranges and any car parking shortfalls.



Figure 03: Local Transport Networks

Open Space

There are two open space areas within the Study Area; Pennydale Park and Tulip Grove Playground. Generally, the spaces are well planted, maintained and valued community resources. Pennydale Park is a local park with an area of 0.64 Ha. The space is suited to both passive and active recreation, offering open lawn areas, established vegetation, seating, paths, playground and basketball facilities. With the exception of Olympic Avenue Kindergarten, the surrounding residential allotments present high back fences to the space, limiting passive surveillance opportunities. The Park is located central to the Study Area and is accessible from Olympic Avenue and Paul Street via a narrow pedestrian Accessway.

Sir William Fry Reserve (within the City of Kingston) and Cheltenham Park are located immediately adjacent to the Study Area. However, Bay Road and Park Road traffic volumes and insufficient safe crossing points are barriers to access. The topography and location of designated entry points of Sir William Fry Reserve also do not enable ease of access. Cheltenham also provides large tracts of open space with limited access; i.e. private and public golf courses (Victoria Golf Club and Cheltenham Golf Club) and cemeteries (Cheltenham Pioneer Cemetery and Cheltenham Cemetery).

Pedestrians

Traffic volumes, lack of provision for safe pedestrian crossing and provision of footpaths significantly impact the pedestrian experience along the two key movement corridors, Bay Road and Park Road. The southern **side** of Park Road for a long portion of the streetscape is without a footpath. Footpaths are also absent from both sides of Erskine Avenue and Correa Avenue.

Cycling

There is no designated bicycle infrastructure within the Study Area. Bay Road and Park Road are strategic corridors nominated by VicRoads and Bayside City Council as priority routes. Bay Road is a major arterial road with heavy traffic and no dedicated bicycle infrastructure. As part of the Principal Bicycle Network (PBN) and a designated Bicycle Priority Route (BPR), on-road lanes are proposed.

Land Use

The Study Area is predominantly residential with the following exceptions; Bay and Jack Road Small Neighbourhood Activity Centre, Olympic Avenue Kindergarten adjacent to Pennydale Park and Nepean Dental Surgery on Bay Road. The Study Area is adjacent to Cheltenham Major Activity Centre (south east), Bayside Business District (west), Highett Large Neighbourhood Activity Centre (north).

Bay and Jack Road Small Neighbourhood Activity Centre a mixed local convenience shopping strip on the corner of Bay and Jack Roads, with top shop housing, providing convenience store, dining options and personal service businesses. Allotments are setback from the carriageway allowing for parallel car parking and widened footpaths. A laneway, approximately 3 metres wide provides rear access to allotments. The western portion of the strip contains newer development with shop top housing in recessed upper levels.

The Laminex site (332-336 Bay Road) sits partly within the Study Area. This portion of the site is zoned General Residential (GRZ1) unlike the part of the site within the BBEA which is zoned Commercial 2 Zone. The portion within the Study Area is currently utilised as a buffer zone, and largely consists of at grade car parking and vacant grassed areas. While the current industrial use continues the buffer zone will remain.

Neighbourhood Character

Neighbourhood character considers the relationship between physical features and characteristics of an area including but not limited to the pattern of development, built form scale, materiality, landscaping (public and private). The Study Area is located within Character Precinct H5. Low scale dwellings, within a landscaped setting, with consistent front and side setbacks.

Heritage

Heritage sites are dispersed along Park Road between higher density multi-unit developments. 109-111 Park Road (Stokeaville) constructed in 1889 is also recognised by the National Trust for its historical and aesthetic significance.

About the Study Area



Figure 04: Movement Network

- | | | |
|----------------------------|---------------------------|---------------------------------------|
| Study Area Boundary | Existing Rail Bridge | Public Open Space |
| Frankston Railway Line | Pedestrian Connection | Public Open Space (Restricted Access) |
| Railway Station | Signalised Intersection | Private Open Space |
| Potential Station Entrance | Bus Routes | Existing On Road Cycle Lanes |
| 60 Tulip Grove | Bus Stops | Proposed On Road Cycle Lanes |
| Level Crossing Removal | Southland Bus Interchange | |

About the Study Area

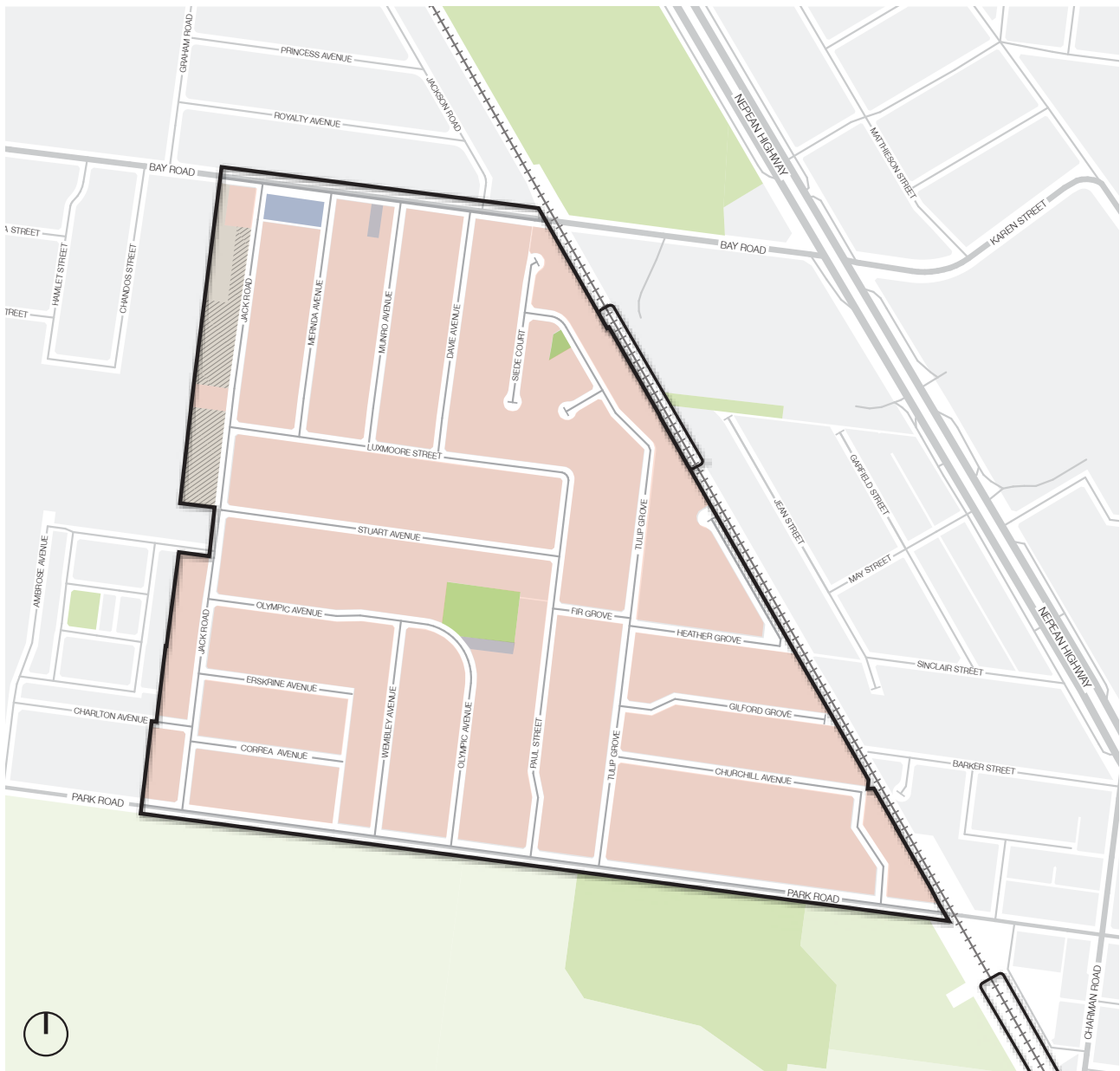
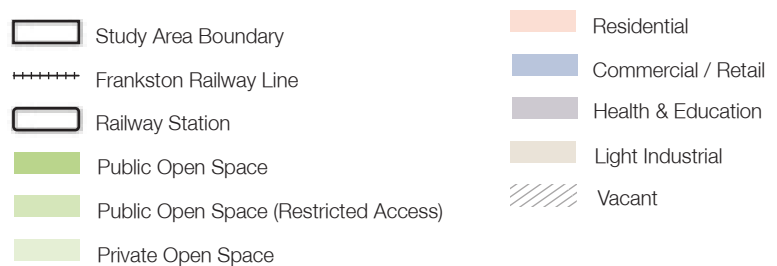


Figure 05: Structure Plan Study Area - Land Uses



About the Study Area

2.3 Major Projects and Infrastructure

Southland Station

The new Southland Station was recently completed, opening on November 26 2017. Public Transport Victoria's modelling predicts up to 4,400 passengers utilising the station per day, making the Station the fourth busiest on the Frankston line. The Station entrance is located on the eastern side of the station within the Southland car park. The overarching design for the Station identifies two potential future entrances via 60 Tulip Grove to the west and Garfield Lane to the south east. No commuter car parking has been provided.

Level Crossing Removal

The Level Crossing Removal Authority (LXRA) are proposing to lower the railway line into a trench at Park Road and Charman Road, Cheltenham. A new Cheltenham Station and commuter car park (up to four storeys) are also proposed. Construction is expected to begin in 2018. The Cheltenham level crossing removal and station upgrade design proposed by LXRA has the following features:

- Trench the rail line allowing for the removal of the Park Road and Charman Road level crossings
- Construct a new station that provides lift and stair access to the underground platforms
- Deck over part of the trench to allow for development opportunities and the creation of car parking
- Create a shared path for pedestrian and cyclists along the western side of the rail trench extending north to Heather Grove
- Construct a multi-level commuter car park (no net loss)



Figure 06: Artists Impression of Southland Station

2.4 Key Issues and Opportunities

Issues

- As the Frankston Railway corridor forms the municipal boundary, this Structure Plan is being undertaken solely by the City of Bayside, not in conjunction with the adjacent municipality and context of the City of Kingston.
- Single access point to Southland Station from Southland Shopping Centre car park, means pedestrians must navigate through Southland car park (approximately 130 metres to reach Bay Road). Current Council position is to advocate for Tulip Grove not be utilised for pedestrian access.
- Limited access to existing Southland Bus Interchange (east of Nepean Highway) and lack of integration with the recently completed Southland Station. Bus Route 828 is the only route that services the proposed Southland Railway Station and the nearest stop (Munro Avenue/Bay Road) is approximately 400 metres from station access.
- Bay Road has a limited cross section and a multitude of competing demands, being nominated as part of the Principal Pedestrian Network, Principal Bicycle Network and a Bus Priority Route. Noting, Bay Road is managed by VicRoads.
- Slope of the land associated with the road under rail bridge at Bay Road combined with the width of the footpath create access and mobility issues to the station along Bay Road.
- Walkability catchment is significantly impacted by the limited station access, requiring a walk of 150 metres through the at-grade Southland car park to reach Bay Road.
- Growth and density within the Study Area may potentially add to traffic volumes.
- Any significant development within the Study Area will rely heavily upon lot consolidation, with no strategic sites available for redevelopment.

Opportunities

- Significant investment in transport infrastructure (Southland Station and Level Crossing Removal and Cheltenham Station redevelopment), presents opportunities for transport orientated development in line with State Planning Policy.
- Provide for increased safe crossing points of Bay Road and Park Road to enhance access to public open space and public transport.
- The provision of housing close to employment is a key State planning strategy. The Study Area is strategically located near significant local employment opportunities including BBD, Cheltenham Activity Centre, Kingston portion of the Southland Activity Centre and Highett Activity Centre.
- Opportunity for the Study Area to accommodate new dwelling typologies, and increased densities, particularly within a 400m radius of Southland and Cheltenham Stations.
- There is longer-term potential for the redevelopment of the existing buffer site along Jack Road, should the industrial use change in the future.
- Seek to improve movement and access throughout the site and to surrounding amenities and public open spaces.
- Enhance the existing landscaped streetscape character of the Study Area.
- Potential for the implementation of bicycle infrastructure along Bay Road, Park Road and Jack Road to strengthen connections.
- Longer-term opportunity to open Southland Station from the west, accessed from Tulip Grove, which would increase access and enhance walkability for residents.

The Vision

3



Pennydale is a **place that feels like home** – local, comfortable, accessible, with a sense of belonging. A place which people want to call home. However, we need to plan for and deliver a place for the future.

Framed by an integrated network of streets, spaces and links, connecting beyond the Structure Plan areas boundaries, it is **characterised by its green and leafy streetscapes**, which are further enhanced by access to nature in the local public open spaces.

While responding to the established Policy for the area, growth will be based on **best practice urban design**, which starts from the public realm, and encompasses the nature of public spaces, building forms and landscape.

Built form will **reflect the locality**, and be diverse yet integrated across the precinct, within a contemporary architectural language.

Activation and vibrancy of Pennydale will be ensured through careful planning and management, which must **support a safe, enjoyable and attractive public environment**.

The Vision

01

Principle 01:
Cultivate a vibrant and distinct neighbourhood, connected to its surrounds

The Southland-Pennydale Study Area has its own distinct character and appeal, which needs should be protected and enhanced while accommodating growth in a considered manner. Future change should be focussed around the key movement corridors, adjacent to areas of higher density and within an easy walk of retail, commercial and transport amenities.

02

Principle 02:
Retain the locally valued neighbourhood characteristics

The leafy, residential feel of the Study Area is a well-loved feature of the local urban environment. Future growth needs to ensure that its intimate, intricate, charming and layered character flourishes as the area grows, and is respected and protected as the area redevelops.

03

Principle 03:
Enhance pedestrian links and desire lines

Understanding movement patterns between established and future origins and destinations should be a key driver for the layout of pedestrian movement routes into and throughout the Study Area. It is vital that accessways are provided which facilitate relatively direct, safe and legible access, and which provide a high level of choice in terms of routes and destinations.

04

Principle 04:
Upgrade and enhance the public realm network

The streets and open spaces are welcoming and attractive and provide places for people to meet each other and connect with nature. There is the potential to provide upgraded facilities for pedestrians within the Study Area.

05

Principle 05:
Manage parking requirements and impacts

As growth occurs within the Study Area, careful consideration should be given to the allocation of parking within new developments. Further, if access to the Station is to open from within the Study Area in the future, parking restrictions should be managed to avoid negative impacts on residential amenity.

06

**Principle 06:
Enhance housing
choice and
diversity**

Develop high quality dwellings that house a growing, diverse and inclusive community. Provide housing choice which continues to support the local family demographic of the area, but that also allows people to age-in-place within their community.

07

**Principle 07:
Integrating with
the Station
environment**

The delivery of Southland Station presents the opportunity to establish legible connections between these two environments – Southland to the east and the residential area to the west – across the railway corridor. The location of the Station is expected to influence the future configuration of the Southland car park as well as act as a catalyst for increased development around the Station. The opportunities and impact of this potential higher density form on the east of the rail line should be considered when considering higher density options around the Station in the Study Area.

08

**Principle 08:
Protecting and
responding to the
heritage**

Within the Study Area there are a small number of heritage registered buildings. The Study Area is expected to undergo growth in the coming years, but it is important that the integrity and structure of heritage buildings is retained.

09

**Principle 09:
Providing
additional access
to Southland
Station**

The new Southland Station presents the opportunity to connect residents directly to the city-Frankston rail line, increasing the accessibility to sustainable and equitable transport modes. The Station underpass also provides increased ease of access and permeability to the Southland Shopping Centre.

The Structure Plan should allow for the provision of future access points from within the Study Area, which could be implemented either in the short or longer term.

Strategic Response

4



The Structure Plan for Southland-Cheltenham will provide a strategic and integrated land use and development plan for the Area, and help to inform Council's decision making about development proposals, strategic planning policies, public realm improvements and development facilitation.

The Structure Plan will:

- define the boundary of the area
- identify areas of change and how the change will be managed and facilitated
- identify strategic redevelopment opportunities
- provide for a mix of uses that will enhance the area and meet the needs of the community
- identify a preferred structure and built form for the area that enhances the area's character, amenity, safety and vitality and provides for a permeable and legible street network
- provide for safe vehicle movements and the efficient use of car parking
- identify a comprehensive and well-connected walking, cycling and public transport network
- ensure future development enhances the environmental performance of the area
- provide for safe, high amenity, attractive public spaces that encourage social interaction

The strategic urban design response is outlined in more detail within this section and will inform Council's preparation of the Structure Plan. The response is broken into four themes:

Built Form

Land Use

Public Realm

**Movement
and Transport**

Strategic Response

4.1 Built Form

This theme outlines initiatives to achieve excellence in design and promote high quality built form across the Study Area that respects its existing character. While accommodating development to support population growth.

Preferred Building Heights

A maximum building height of three (3) storeys is proposed, in keeping with the current height permitted under the General Residential Zone. The key driver of this maximum preferred height was the local community and the main output of their extensive engagement, which clearly advocated for:

- the retention of the established local character of Pennydale neighbourhood, peaceful, leafy, low scale, with detached dwellings and back yards.
- the protection and enhancement of the public realm – more trees, landscaping and open space.
- minimal sub-division and redevelopment of land into multiple lots.
- minimising the traffic volumes on the road.
- protecting the heritage elements and built form character of the Area.
- no higher-density, medium-rise development, but maintaining low-scale development outcomes and high-quality streets and spaces.

New and future residential development within the Study Area will comprise diverse dwelling types such as detached houses, townhouses, terraces and some apartments. It is proposed that these incorporate a range of dwelling configurations, types and sizes, to suit a diverse local population and a range of household sizes and preferences, accommodating families, singles, couples, students, share households and other types.

The Study Area contains a small number of heritage buildings, of important local character. The development framework for the Study Area seeks to retain and enhance these heritage features by encouraging maintenance and renovation.

Built Form Objectives

Objective 01.

Create streets which are enjoyable, active and contribute to the vitality of the neighbourhood.

- Enable housing development that enhances the existing character of the area while contributing positively to streets and public spaces.
- Enable development that promotes a positive relationship with people, allowing people to wander, play and participate in an active neighbourhood:
 - Building frontages should provide interesting roof lines, which give the streetscape an interesting and diverse profile.
 - Buildings should provide private spaces for residents, and should accordingly have proportionate site coverages.
 - Corners are landmark sites and need to be interesting and memorable, with distinct architectural features and building forms.
 - Development should interact with, and contribute positively to, the surroundings at street level, with frontage entries, windows and appropriate landscaping.
- Promote design in line with Crime Prevention Through Environmental Design (CPTED) principles.
 - All built form upper levels should provide passive surveillance over the street, through windows, balconies and entries.
 - Car parking and garages should not be dominant in street frontages, and should also be calculated to reduce the impact of car parking on the public realm.

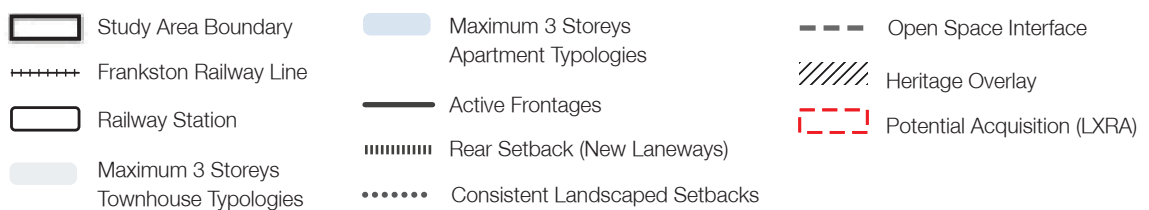
Objective 02.

Cultivate a vibrant and distinct neighbourhood, whilst retaining its intimacy and charm.

- Promote increased building density along the primary streets (Bay Road, Park Road and Jack Road) to enhance the stature of these streetscapes.
- Introduce suitable building scale, heights and setbacks considering the existing character, context and immediate amenity.
- Ensure that new developments contribute to the 'buildings-in-landscape' character of the existing residential neighbourhood, through mature tree planting in front, side and rear setbacks.
- Retain and enhance heritage features, appropriate to their character and future use.



Figure 07: Strategic Response - Built Form



Strategic Response

Objective 03.

Create high quality, liveable dwellings that include housing choice.

- New development should achieve higher densities through a mix of housing sizes, types and tenures at appropriate scales, without compromising space standards and access to natural daylight and ventilation.
- New development should ensure that all households are accessible, easily adaptable and age friendly.
- Open space should be accommodated for all dwellings, including green permeable open space and using green roof infrastructure.
 - Green roofs and walls are an opportunity to increase the provision of vegetated spaces in urban areas.
 - Green roofs can also improve visual amenity through considered design.

Objective 04.

Promote excellence in architectural and design quality across the study centre.

- Strengthen Pennydale's sense of place by providing buildings of exemplary architectural quality on prominent sites and in locations adjacent to existing and proposed public spaces.
- Ensure buildings integrate with and contribute positively to the street life and public realm, by providing a continuous network of fine-grain frontages.
- Where possible, ensure that development supports a sustainable Study Area through high ESD standards, including energy efficiency, water management and use of low embodied energy materials.
- Define a clear edge to the Study Area to delineate it from adjoining higher intensity retail and commercial uses.
- Ensure that future development provides shared amenity and equitable access to ensure the impacts of new development on adjoining existing uses are considered.

Objective 05.

Ensure specific built form characteristics for the Study Area are designed and implemented.

- Heights throughout the entirety of the study are to be a maximum of three (3) storeys.
- Built form frontages should be characterised by their streetscape typology.
 - Bay Road should have three (3) storey street wall height, and provide front setbacks of 3-5m from lot boundaries.
 - Park Road should have three (3) storey street wall height, and provide front setbacks of 3-5m from lot boundaries.
 - Jack Road should have three (3) storey street wall height, and provide front setbacks of 4-6m from lot boundaries.
 - Tulip Grove should have three (3) storey street wall height, and provide front setbacks of 6m from lot boundaries.
 - All other internal streets should provide a two-storey street wall height with a third storey setback to upper levels, and provide front setbacks of 6-8m from lot boundaries.
- Side and rear setbacks in accordance with the requirements (A10 and B17) of the General Residential Zones – Schedule 1.

Objective 06.

Promote considered built form typologies that reinforce the existing characteristics of the Study Area.

- Primary movement corridors (including Bay Road, Park Road, Jack Road and Tulip Grove) should seek to accommodate denser built form typologies, such as apartments and terraces.
- Quieter internal streets should seek to accommodate more medium-density built form typologies, such as townhouses.



Figure 08: Built Form Typologies - Townhouses of 2-3 Storeys (source: SJB Architecture)



Figure 09: Built Form Typologies - Apartment Buildings of 3 Storeys (source: SJB Architecture)

Strategic Response

4.2 Land Use

This theme outlines initiatives to achieve greater opportunities for the Study Areas residential development to be enhanced and expanded. Complementary to the predominant residential land use, is the possible expansion of the neighbourhood shopping precinct and medical uses that already exist.

Preferred Land Uses

The preferred land uses proposed within this framework plan seek to facilitate:

- the retention of the established and predominant local residential character of Pennydale.
- mixed-use development along Bay Road.
- the protection and enhancement of the public realm – more trees, landscaping and open space.
- The potential for future access to Southland Station from Tulip Grove, and mixed-use development to accompany it.

Land Use Objectives

The Study Area should be designed and configured to primarily accommodate residential population growth and increased density, along with some mixed-use development to meet the short- and longer-term demands of the resident population.

Objective 07.

Cultivate a vibrant and distinct precinct connected to its context.

- Focus more intense residential development typologies on existing primary corridors, including Bay Road, Park Road and Jack Road.
- Future residential intensity can be accommodated on Tulip Grove, should access to the Station be opened.
- Promote further increased residential density throughout the Study Area, with well designed, accessible and affordable housing, to foster a diverse and inclusive local neighbourhood.

Objective 08.

Provide community, civic and cultural facilities and services that cater to the needs of existing and future populations.

- Provide for a stronger civic and community presence in Pennydale Park and on future sites within the Study Area.

- Retain the current role of Olympic Avenue Kindergarten and allow for future expansion into neighbouring properties when required.
- Promote local community events throughout the year.

Objective 09.

To reinforce: Bay Road as a key connector between the Southland major retail destination and the Bayside Business District; and Park Road as a connector between the Cheltenham Activity Centre and the Bayside Business District with mixed-use, active development.

- Support the retention and expansion of the Bay Road Shopping Strip with additional uses that complement the existing balance.
- Support the Bay Road corridor as a key redevelopment opportunity for better integration between Southland and the Business District.
- Support the Park Road corridor as a key redevelopment opportunity for better integration between the Cheltenham Activity Centre and the Business District.
- Support mixed-use development along Bay Road and the eastern part of Park Road to create improved pedestrian connections, with active frontages and improved interfaces.
- Improve the economic viability of Bay Road by increasing the local population.
- Support a vertical and horizontal mix of uses within development, including retail, office, health, and personal services.

Objective 10.

Provide a range of housing typologies to cater to all ages and circumstances, and meet expected population growth demands.

- Cater to the needs of the changing population by providing a diversity of housing choices for families, singles and older people.
- Promote residential uses within the upper levels of mixed-use development, to provide for additional local population and add to natural surveillance of the public realm.
- Support the development of adaptable housing typologies, that can change to meet the needs of multiple users.
- Encourage opportunities for affordable housing.
- Encourage the consolidation of lots to provide for greater efficiency in housing development, particularly along primary road corridors.

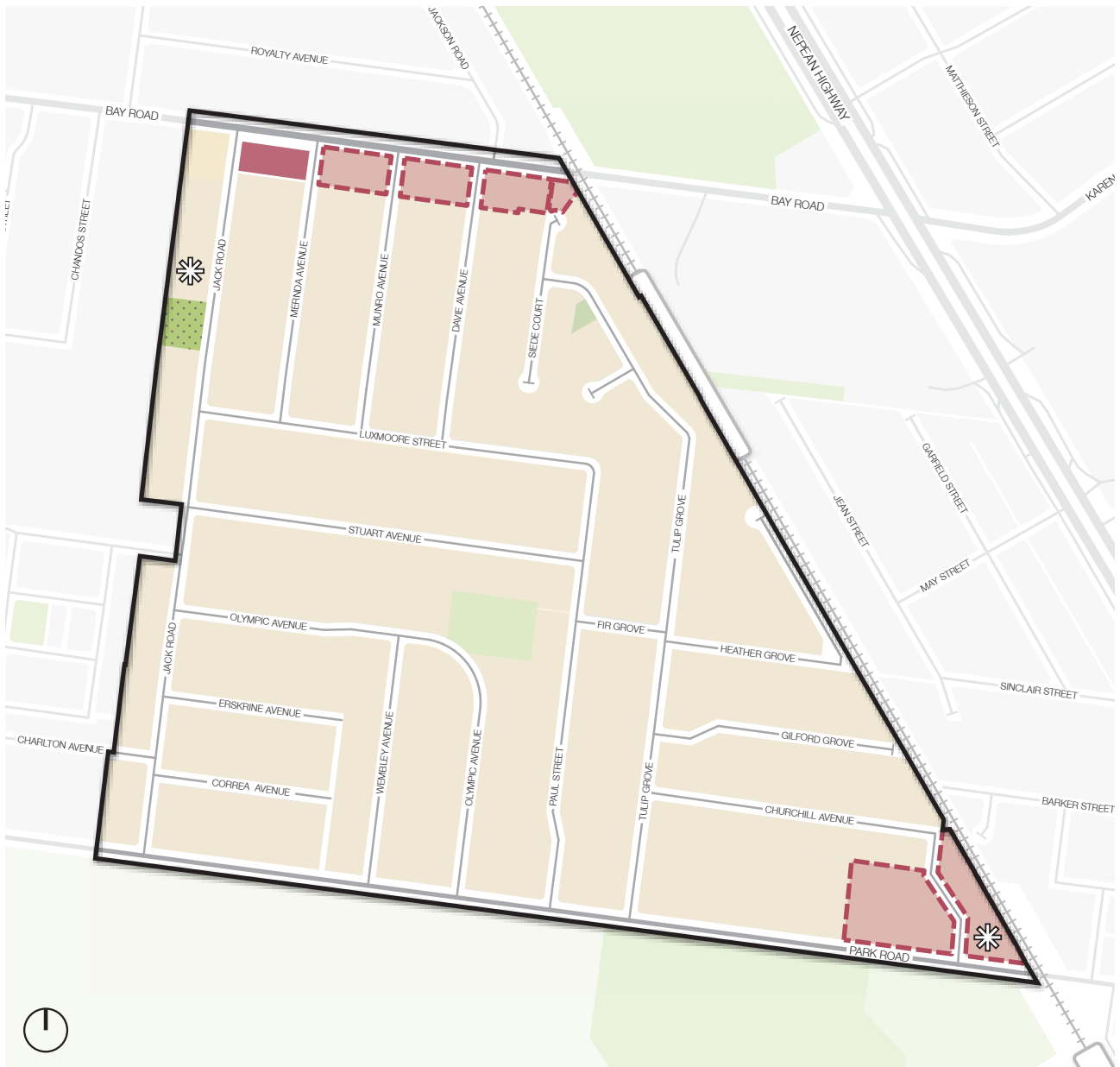
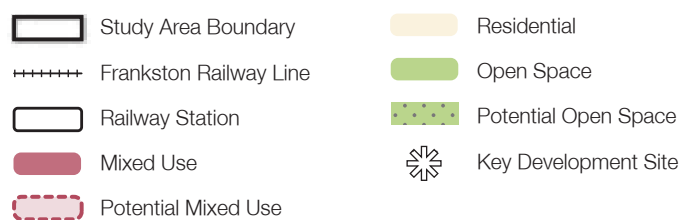


Figure 10: Strategic Response - Activities and Land Use



Strategic Response

4.3 Public Realm

This theme outlines initiatives to achieve greater opportunities for the public realm to be enhanced and expanded, whilst being responsive to development change and growth.

Preferred Public Realm Approach

The public realm approach proposed within this framework plan seeks to facilitate:

- upgrades to the established and predominant local streetscape character of Pennydale, through planting and landscaping.
- the protection and enhancement of Pennydale Park.
- the potential for additional public realm space located on Jack Road.

Public Realm Objectives

The Study Area should be designed and configured to respond positively and productively to the public realm to meet the short- and longer-term demands of the growing resident population.

Objective 11.

Provide for streetscapes throughout the Study Area that are lively, green and contribute to the social vitality of the neighbourhood.

- Improve all streetscapes within the Study Area to enhance and strengthen the pedestrian experience, reinforcing its cohesive image and defined character.
- Enhance all primary road corridors (Bay Road, Park Road and Jack Road) that connect to the Southland Shopping Centre, the Bayside Business District and the Cheltenham Activity Centre, to encourage walking and promote healthy lifestyles. Public realm improvement may include widened footpaths, street furniture, lighting and wayfinding signage.
- Improve key streets within the Study Area to strengthen cyclist priority, with new dedicated infrastructure.
- Enhance greening throughout the streetscapes within the neighbourhood, through large tree planting and landscaping, particularly along the primary road corridors (Bay Road, Park Road and Jack Road).
- Ensure streetscapes provide a safe environment for all its users, and are well lit.
- Ensure streetscape upgrades utilise sustainable infrastructure, including water sensitive urban design (WSUD) strategies, and solar capture in their design.

Objective 12.

Provide a range of public realm spaces that positively promote community gathering and interaction, reflecting the neighbourhoods character.

- Provide for a clear hierarchy of public realm spaces – these will range from formal public spaces within and outside the study area, through to streetscapes.
- Pursue opportunities for the creation of new green, open, public realm spaces, to improve the overall amenity of the neighbourhood, such as on Jack Road.
- Enhance and upgrade Pennydale Park as a key public space within the Study Area and improve connections for pedestrians and cyclists to and from it.
- Provide opportunities for people of all ages to use public realm spaces through the provision of diverse infrastructure such as playgrounds, BBQ's, seating and meeting spaces etc.
- Ensure that public realm spaces utilise sustainable infrastructure, including water sensitive urban design (WSUD) strategies, and solar capture in their design.
- Pursue opportunities for the redevelopment of residential lots around Pennydale Park, to ensure that this public open space is given a 'frontage' by buildings to activate the space and facilitate natural surveillance.

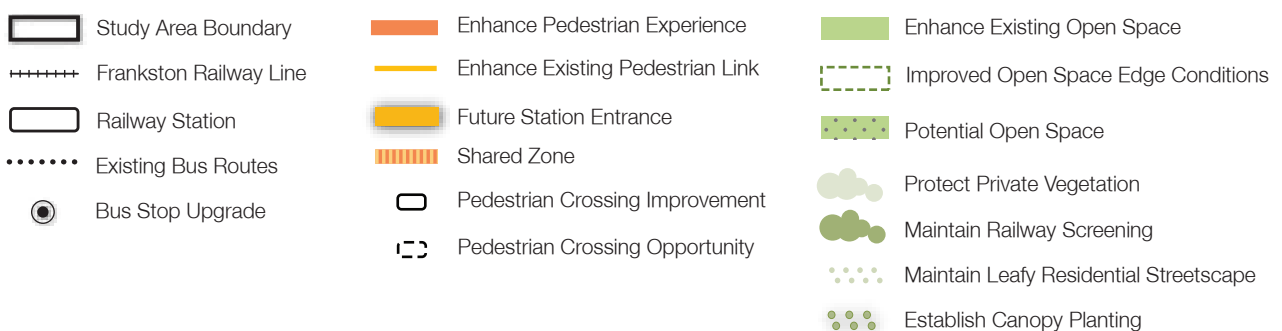
Objective 13.

Provide for a considered public realm response to possible future opening of Southland Station on Tulip Grove, that promotes pedestrians and cyclists and minimises conflict with vehicles.

- Prioritise a new shared space on Tulip Grove to reprioritise the way the street is used, to redistribute more of the width to pedestrian activity and enhance the provision of large canopy trees. Shared spaces are typically 10km/h and use surface textures and traffic calming features to indicate different driving conditions and prioritise pedestrian movement and safety.
- Access to the Station from Tulip Grove could also create the opportunity for a mini public plaza / arrival space, adding another public realm space for people to meet and congregate.



Figure 11: Strategic Response - Public Realm



Strategic Response

4.4 Movement and Transport

The Study Area will enjoy an integrated and affordable network of public transport, with well-planned, well maintained streets and pathways for pedestrians, cyclists and drivers.

Preferred Movement and Transport Approach

The movement and transport approach proposed within this framework plan seeks to facilitate:

- pedestrian and cyclist priority on all streets – streets will be designed to calm traffic movements and prioritise pedestrian and cycling movement.
- further integration and promotion of public transport access.
- the management of vehicle movement and on-street parking.

Movement and Transport Objectives

This theme outlines initiatives to achieve a place where pedestrians and cyclists have priority on key streets and residents can easily access public transport. This theme outlines objectives for achieving an integrated transport network across all modes - walking, cycling, public transport and vehicles.

Objective 14.

Prioritise walking and cycling throughout the neighbourhood, within a convenient, comfortable, safe and connected local infrastructure network.

- Strengthen pedestrian links between key land use nodes in and around the neighbourhood, including Southland Shopping Centre, Southland Station, Cheltenham Activity Centre, bayside Business District and Pennydale Park.
- Enhance existing pedestrian amenity and experience on all streets through the provision of improved street lighting, greening, and nodes to stop and rest.
- Provide a high level of pedestrian priority on all streets within the neighbourhood, but particularly along:
 - the Bay Road corridor;
 - the Park Street corridor;
 - Jack Road, via new public green space;
 - Luxmoore Street and potential future connection over Jack Road and connecting to Wangara Road;
 - Olympic Avenue to Pennydale Park; and
 - Tulip Grove to potential future Southland Station access

- Provide a high level of cyclist priority on all streets within the neighbourhood, but particularly along:
 - new east-west connections identified on Bay Road and Park Road, with enhanced north-south access for cyclists along Jack Road.
 - the longer-term potential for an additional north-south cyclist route if the Station is opened to access from Tulip Grove. This could also include opportunities for the location of bicycle parking and end of trip facilities.
- Encourage new bicycle users within the neighbourhood through:
 - connecting into existing cycle networks.
 - provision of end of trip facilities, within new development and potentially at any future access point to the Station from Tulip Grove.
- Provide for universal access to accommodate all levels of mobility.

Objective 15.

Support integrated public transport access across the neighbourhood.

- Improve public transport frequency, integration and amenity on all key streets.
- Support bus priority along primary movement corridors including Bay Road and Park Road.
- Encourage the opening of access to Southland Station to promote access for residents.

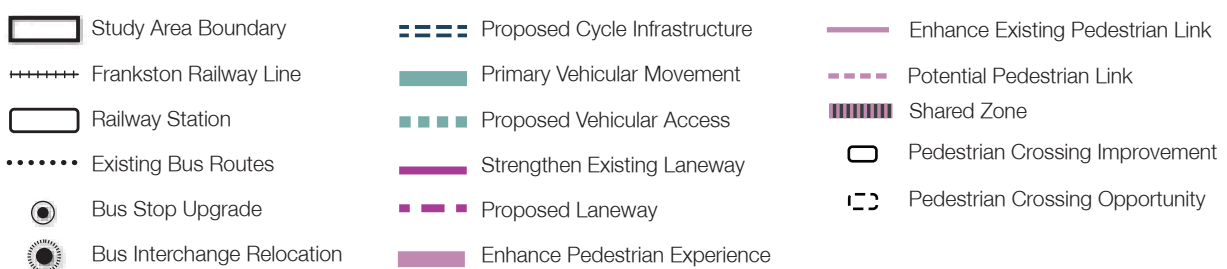
Objective 16.

Provide a clear vehicle hierarchy across the Study Area whilst encouraging a shift to public or active transport modes.

- Encourage new development on primary movement corridors to provide access to car parking from rear laneways to minimise vehicle crossovers and movements on Bay Road and Park Road.
- Reduce vehicle speeds and provide traffic calming within internal streets, particularly on Jack Road, Tulip Grove and Olympic Avenue.
- Provide car parking on local streets that is easy to access with minimal disruption to residents, pedestrians, cyclists and public transport.



Figure 12: Strategic Response - Movement and Transport

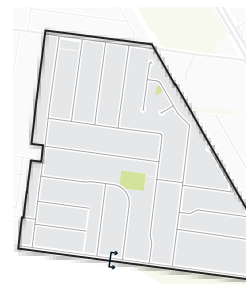


Strategic Response

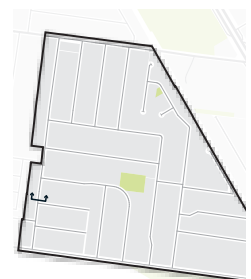
Bay Road Sectional Study



Park Road Sectional Study



Jack Road Sectional Study



Precincts

5



5.1 Precincts Overview

The Pennydale Study Area has been divided into five (5) precincts as listed below, and will outline the objectives and key strategies for the future growth of each:

- Precinct 01 – Bay Road Interface
- Precinct 02 – Jack Road
- Precinct 03 – Park Road Interface
- Precinct 04 – Station Interface
- Precinct 05 – Residential Core



Figure 13: Precinct Plan

Precincts

5.2 Precinct 01: Bay Road Interface

Objectives

- Increase medium density mixed-use development, to establish stronger connections between Southland Shopping Centre, Southland Station and the Bayside Business District on Bay Road. Extending economic activities along this portion of Bay Road is longer term and will likely follow the activation of the eastern Kingston Southland portion of Bay Road.
- Remove crossovers to Bay Road and replace with vehicle access taken from rear laneways.
- Increase pedestrian amenity, foot traffic and economic viability for proposed mixed-use on Bay Road.
- Improve bicycle infrastructure and support public transport and bicycle access to and from the Study Area.

Strategies

- Encourage and facilitate incremental infill, medium-density redevelopment in this Precinct.
- Encourage development proposals to reinforce the status of the road corridor, through minimal setbacks and defined built form and streetscapes.
- Consult with current landowners, to assess interest in redevelopment and/or site consolidation.
- Investigate and design new bicycle lanes on Bay Road.

Built Form Outcomes

- Heights up to three (3) storeys.
- Street frontages should present as three (3) storeys, with smaller setbacks of 3m.
- Side and rear setbacks in accordance with the requirements (A10 and B17) of the General Residential Zones – Schedule 1.

- Precinct Boundary
- Existing Bus Routes
- ⦿ Bus Stop Upgrade
- Longer Term Future Mixed Use
- Residential
- === Proposed Cycle Infrastructure
- ↔ Enhance Existing Pedestrian Link
- Enhance Pedestrian Experience
- Pedestrian Crossing Improvement
- Active Frontages
- ||||| Rear Setback (New Laneways)
- Consistent Landscaped Setbacks
- Maintain Leafy Residential Streetscape
- Establish Canopy Planting

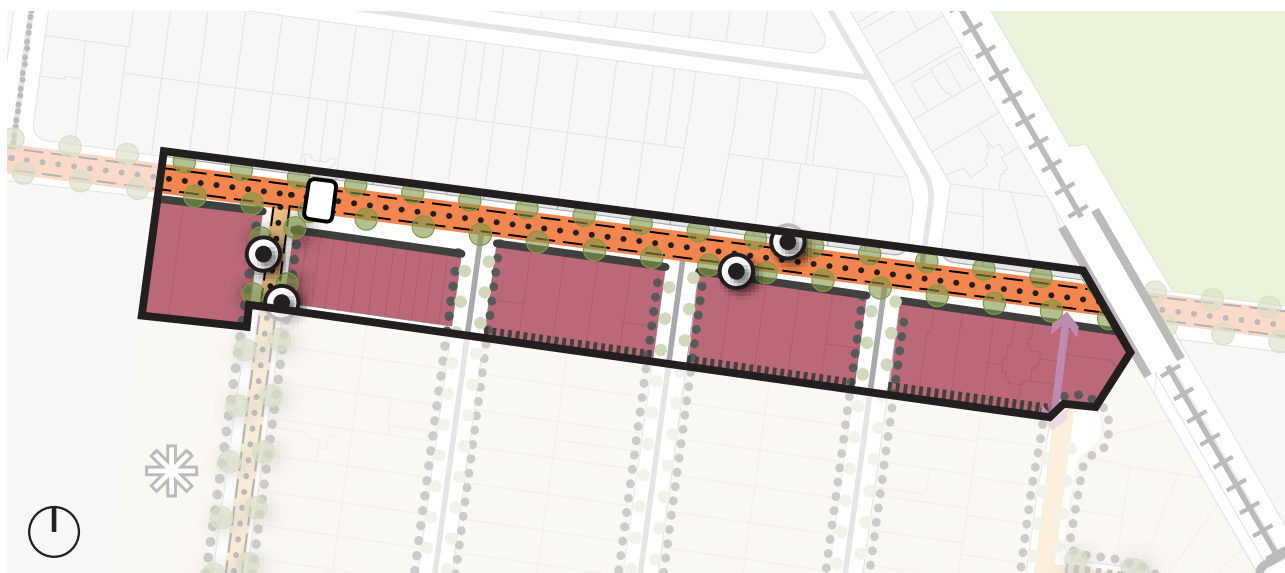


Figure 14: Precinct 01 - Bay Road Interface

5.3 Precinct 02: Jack Road

Objectives

- Increase medium density residential development, to establish a stronger north-south connection between Bay Road and Park Road.
- Increase pedestrian amenity on Jack Road.
- Improve bicycle infrastructure and support public transport and bicycle access to and from the Study Area.

Strategies

- Encourage and facilitate incremental infill, medium-density redevelopment in this Precinct.
- Encourage development proposals to reinforce the busy and high speed nature of the road corridor, through moderate setbacks and defined built form and streetscapes.
- Investigate and design new bicycle lanes on Jack Road.
- Design and implement new pedestrian crossing point over Jack Road, adjacent to proposed new open space.

Built Form Outcomes

- Heights up to three (3) storeys.
- Street frontages should present as three (3) storeys, with moderate setbacks of up to 4-6m.
- Side and rear setbacks in accordance with the requirements (A10 and B17) of the General Residential Zones – Schedule 1.
- Retain the residential grain street rhythm to all frontages.

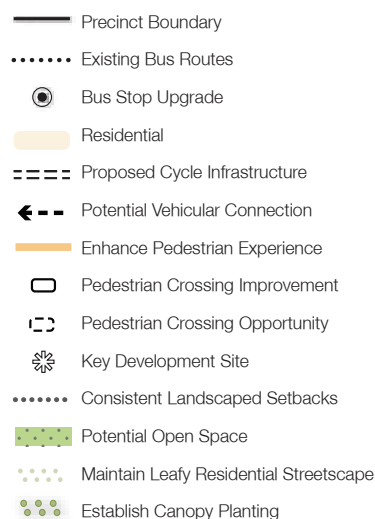


Figure 15: Precinct 02 - Jack Road

Precincts

5.4 Precinct 03: Park Road Interface

Objectives

- Increase medium density residential development, between the Bayside Business District and Cheltenham Activity Centre on Park Road.
- Increase medium density mixed-use development at the east end of the Study Area, to establish stronger connections between the Study Area and the Cheltenham Activity Centre.
- Establish 'gateway' built form gestures on large sites at the east end of the Study Area, to help draw pedestrians along Park Road – these include buildings that are memorable and have distinct architectural qualities.
- Increase pedestrian amenity on Park Road.
- Improve bicycle infrastructure and support public transport and bicycle access to and from the Study Area.

Strategies

- Encourage and facilitate incremental infill, medium-density redevelopment in this Precinct.
- Encourage development proposals to reinforce the busy and high speed nature of the road corridor, through minimal setbacks and defined built form and streetscapes.
- Consult with current landowners, to assess interest in redevelopment and/or site consolidation.
- Investigate and design new bicycle lanes on Park Road.
- Design and implement new pedestrian crossing point over Park Road, for access into Cheltenham Park Reserve.

Built Form Outcomes

- Heights up to three (3) storeys.
- Street frontages should present as three (3) storeys, with smaller setbacks of up to 3m.
- Side and rear setbacks in accordance with the requirements (A10 and B17) of the General Residential Zones – Schedule 1.

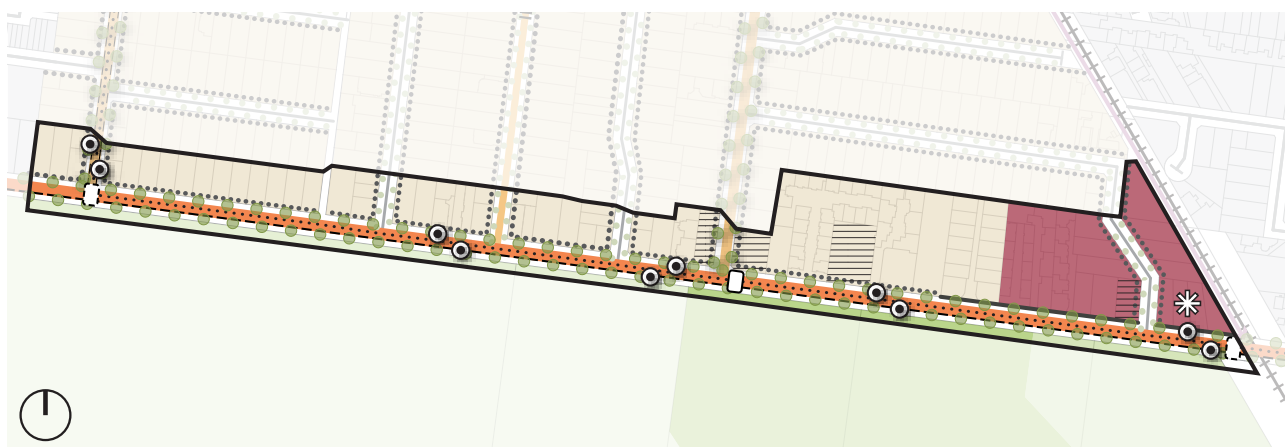


Figure 16: Precinct 03 - Park Road Interface

- | | | |
|--------------------------------|-----------------------------------|--|
| — Precinct Boundary | --- Proposed Cycle Infrastructure | — Active Frontages |
| Existing Bus Routes | — Enhance Pedestrian Experience | Consistent Landscaped Setbacks |
| ● Bus Stop Upgrade | □ Pedestrian Crossing Improvement | ●●●●● Maintain Leafy Residential Streetscape |
| ■ Longer Term Future Mixed Use | □ Pedestrian Crossing Opportunity | ●●● Establish Canopy Planting |
| ■ Residential | | //// Heritage Overlay |

5.5 Precinct 04: Station Interface

Objectives

- Improve integration of the Station with the Study Area.
- Increase east-west accessibility for pedestrians in the Study Area, particularly across the railway corridor.
- Improve the streetscape and urban environment, and increase pedestrian amenity on Tulip Grove.
- Seek strategic opportunities to enhance future Station environment and accessibility.

Strategies

- Encourage and facilitate incremental infill, medium-density redevelopment in this Precinct.
- Design and implement new pedestrian shared zone on Tulip Grove in proximity with the future access to the Station.

Built Form Outcomes

- Heights up to three (3) storeys.
- Street frontages should present as two (2) storeys, with a third recessed level, and residential setbacks of up to 6m.
- Side and rear setbacks in accordance with the requirements (A10 and B17) of the General Residential Zones – Schedule 1.
- Retain the residential grain street rhythm to all frontages.

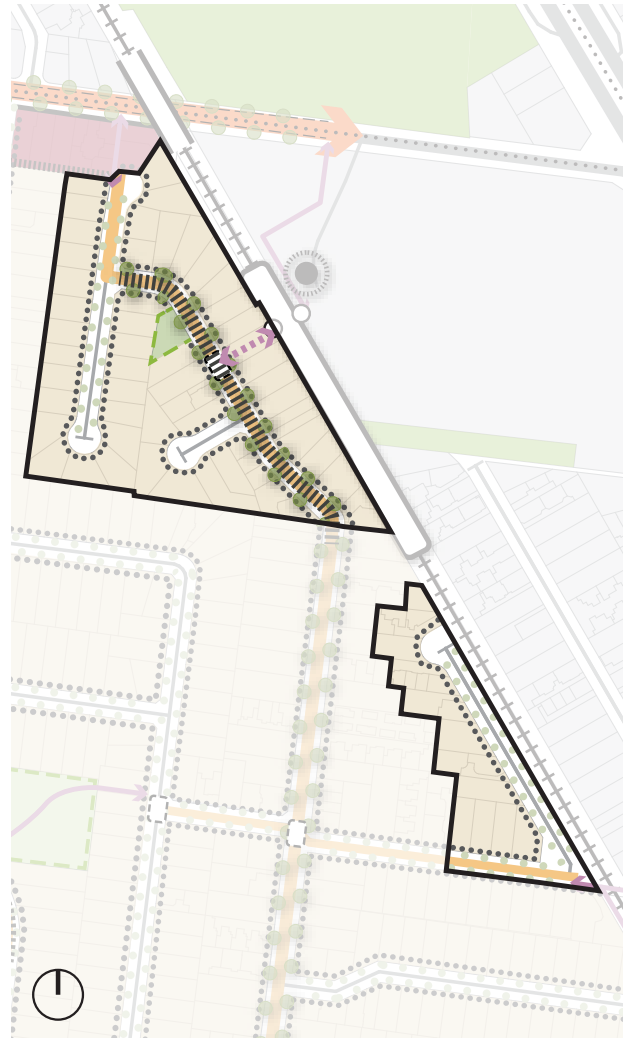


Figure 17: Precinct 04 - Station Interface

- Precinct Boundary
- ⊙ Bus Interchange Relocation
- Station Access
- Residential
- ↔ Enhance Existing Pedestrian Link
- ↔ Potential Pedestrian Access
- Enhance Pedestrian Experience
- Shared Zone
- ⊞ Pedestrian Crossing Opportunity
- Consistent Landscaped Setbacks
- Maintain Leafy Residential Streetscape
- Enhance Existing Open Space
- Improved Open Space Edge Conditions

Precincts

5.6 Precinct 05: Residential Core

Objectives

- Increase east-west accessibility for pedestrians in the Study Area, particularly to and from open space and civic infrastructure, such as Pennydale Park, and the Olympic Avenue Kindergarten.
- Improve integration of Pennydale Park with its surrounds.
- Improve the streetscape and urban environment, and increase pedestrian amenity on Tulip Grove.
- Retain the leafy residential feel of the Precinct.

Strategies

- New development abutting Pennydale Park should ensure that this public open space is given a 'frontage' by buildings to activate the space and facilitate natural surveillance. This could include lower fence lines and responsive landscaping to allow for a secondary pedestrian access and enable visual permeability and natural surveillance.
- Retain and enhance existing areas of 'fine-grain' subdivision pattern and narrow frontages.
- Improve physical and visual links to Pennydale Park and Olympic Avenue Kindergarten, with enhanced streetscapes to these destinations.

Built Form Outcomes

- Heights up to three (3) storeys.
- Street frontages should present as two (2) storeys, with a third recessed level, and residential setbacks of up to 6-8m, to provide for low scale, open streets.
- Side and rear setbacks in accordance with the requirements (A10 and B17) of the General Residential Zones – Schedule 1.
- Retain the residential grain street rhythm to all frontages.



Figure 18: Precinct 05 - Residential Core

- | | |
|------------------------|---------------------------------|
| Precinct Boundary | Pedestrian Crossing Opportunity |
| Residential | Consistent Landscaped Setbacks |
| Enhance Pedestrian Exi | Enhance Existing Open Space |
| Enhance Existing Pede | Improved Open Space Edge Condi |
| Shared Zone | |

Next Steps

6



Implementation

An indicative sequence of actions and outcomes based on the urban design objectives and strategies is provided to inform the preparation of the Southland-Cheltenham Structure Plan. There are many variables that affect development in urban areas, and many outcomes will rely on other initiatives and actions, as well as changing circumstances over time (economic, social and environmental). Overarching factors affecting implementation of the Structure Plan include:

- Commercial development feasibility: the economic feasibility of certain types of development is key to achieving private-sector investment and redevelopment. It is expected that mixed-use and medium-density development will increase in viability over a longer time period.
- Local growth: Southland Shopping Centre, the Bayside Business District and Cheltenham Activity Centre are locally-based land uses identified for potential expansion, which could increase the local demand for dwellings, as well as commercial, retail and community spaces.
- External strategic influences: factors such as population increase, housing demand, affordability issues, transport infrastructure developments, demographic change and the political context can significantly alter the context for urban growth.

Given the extensive nature of objectives and strategies included under the Precinct areas 1-5, the table represents a summary of key actions to be pursued over the short term and will be updated each four years when the Structure Plan is reviewed. The delivery of any strategy or action in the Structure Plan is subject to Council's annual budget process and capital works program.

Monitoring and Review

Bayside City Council will provide regular reports on the implementation of the Structure Plan. This process will enable Council to measure progress, to ensure an appropriate application of resources and to ensure the delivery of key priorities. Council will use this reporting progress to adjust the implementation program and ensure that the Structure Plan is achieving its Vision.

Review of the Structure Plan should occur every two-four years to ensure that it remains relevant and consistent with Council's strategic policies, MSS and the Council and Community Plans, and to identify any changes required to respond to new trends, policies or changing circumstances.

Development	Access and Movement	Public Realm
<ul style="list-style-type: none"> ▪ Implement planning controls to deliver on the objectives of the Final Structure Plan. ▪ Review the Final Structure Plan every two-four years, or as a major change in circumstance permits. ▪ Facilitate the planning permit approval of the vacant land on Jack Road as soon as it is not required as a 'buffer' space. ▪ Implement a performance monitoring system to monitor social, economic and environment changes in the Study Area and track that they are in accordance with the Structure Plan. ▪ Actively facilitate redevelopment of the primary road corridors to deliver mixed use outcomes consistent with the Structure Plan. 	<ul style="list-style-type: none"> ▪ Actively engage with the State Government to pursue access to Southland Station. ▪ Actively engage with the State Government in the design and construction of access to Southland Station to maximise the social, environmental and economic benefits to the community in line with the Structure Plan. ▪ Pursue intersection improvements on Bay Road and Park Road. ▪ Pursue delivery of planned bicycle infrastructure improvements including continuous bicycle infrastructure. ▪ Undertake further strategic work to determine Council's approach to the provision and management of car parking in Cheltenham. 	<ul style="list-style-type: none"> ▪ Pursue public realm improvements in conjunction with and integrated to private development. ▪ Pursue public realm initiatives around the Southland Station in parallel with the possible opening of access from the Study Area. ▪ Continue to program and pursue implementation of public realm improvements across the Study Area including initiatives that enhance the pedestrian experience. ▪ Pursue delivery of a new green open space on Jack Road.

Figure 19: Actions to Implementation

The first of these is the *Journal of the American Medical Association* (JAMA), which has been a leading voice in the medical profession since its founding in 1847. It has long been known for its rigorous standards and its commitment to the advancement of medical knowledge. In recent years, JAMA has become increasingly vocal in its criticism of the pharmaceutical industry, particularly in the area of drug pricing. This has led to a number of high-profile lawsuits and a growing reputation as a champion of the patient.

Another prominent voice in the medical community is the *New England Journal of Medicine* (NEJM). Founded in 1812, NEJM has a long history of publishing high-quality research and clinical studies. It is widely regarded as one of the most influential medical journals in the world. In recent years, NEJM has also become a leading voice in the debate over medical ethics and the role of the physician.

The *Lancet* is another major medical journal, known for its comprehensive coverage of medical research and its commitment to public health. It has a long history of publishing groundbreaking research and has been instrumental in shaping medical policy and practice. In recent years, the *Lancet* has become increasingly vocal in its criticism of the pharmaceutical industry and its role in the global health crisis.

Finally, the *British Medical Journal* (BMJ) is a leading voice in the medical profession in the United Kingdom. It has a long history of publishing high-quality research and clinical studies, and it is widely regarded as one of the most influential medical journals in the world. In recent years, the BMJ has become increasingly vocal in its criticism of the pharmaceutical industry and its role in the global health crisis.