

bayside small neighbourhood activity centres

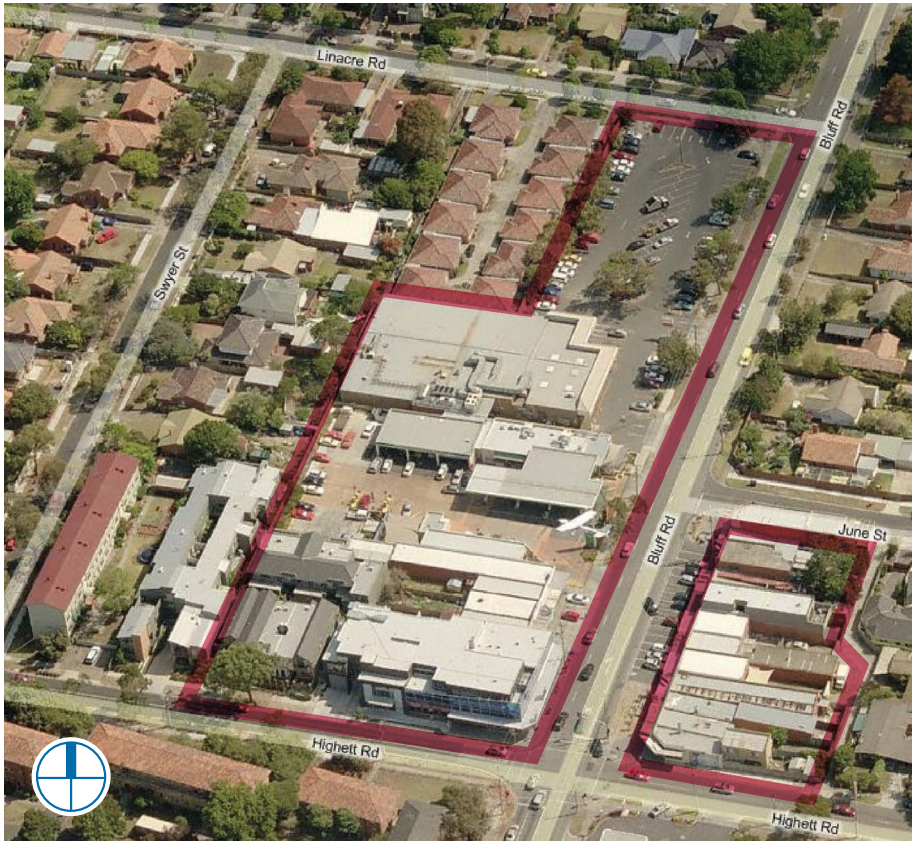
urban design profiles & guidelines



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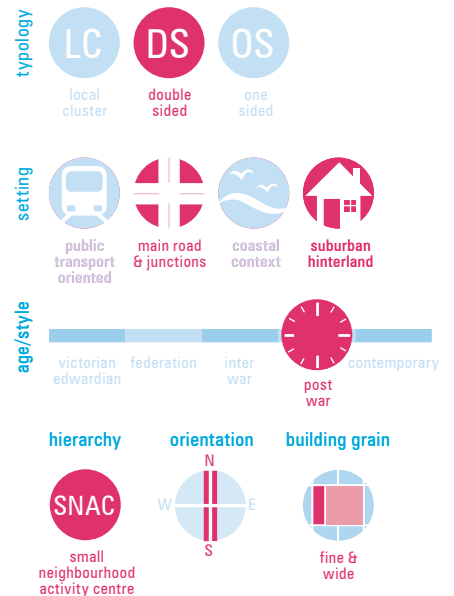
DRAFT

bluff road & highett road centre, hampton east



development capacity ★★

existing conditions



primary activities

retail (restaurants, clinics, pharmacy, service business) and large format retail (coles)

general building height

1-3 storeys

area

1.38 hectares

interface treatments/features

rear to side abuttal laneways for car park access

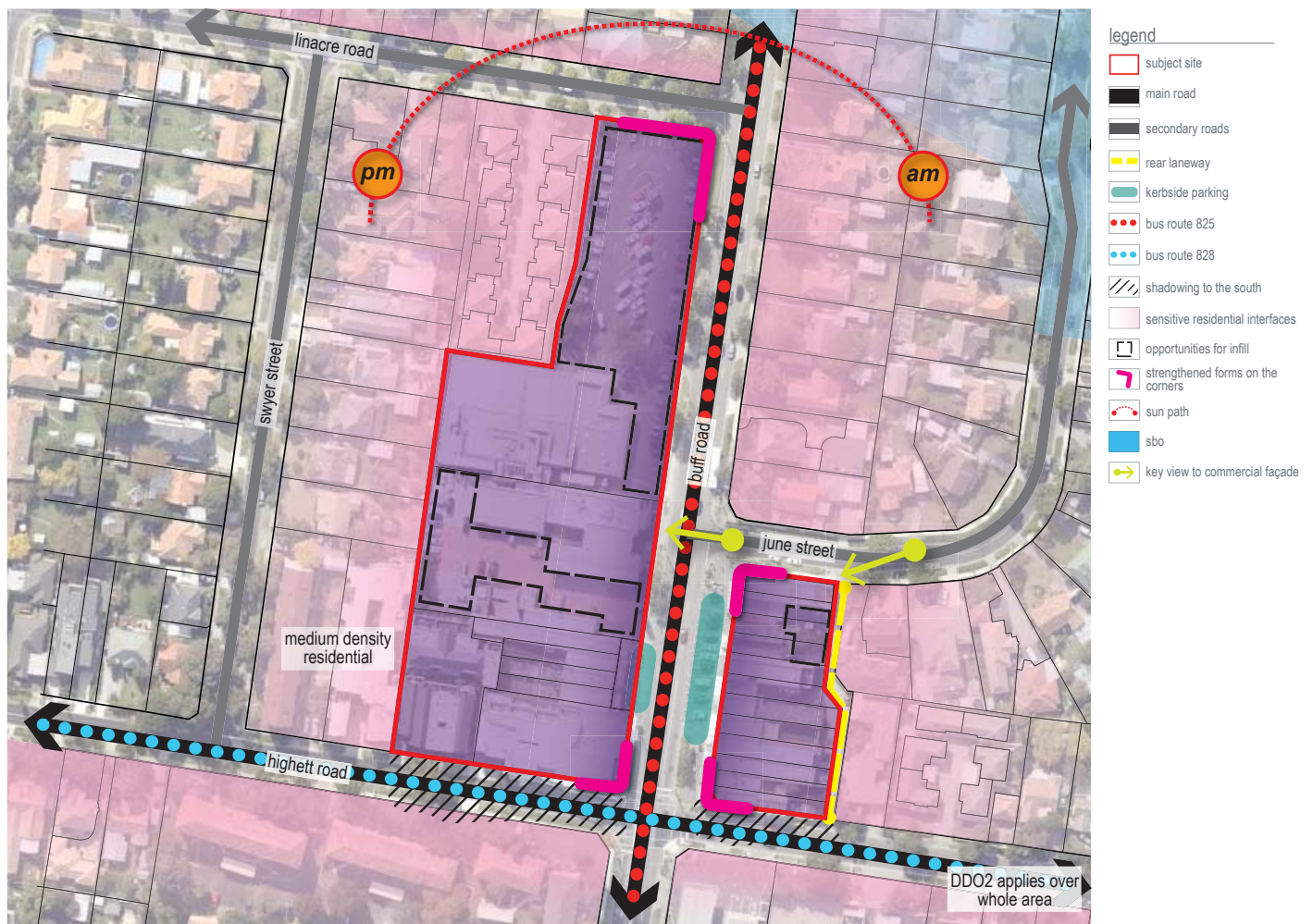
percentage of active frontage

90%

discussion

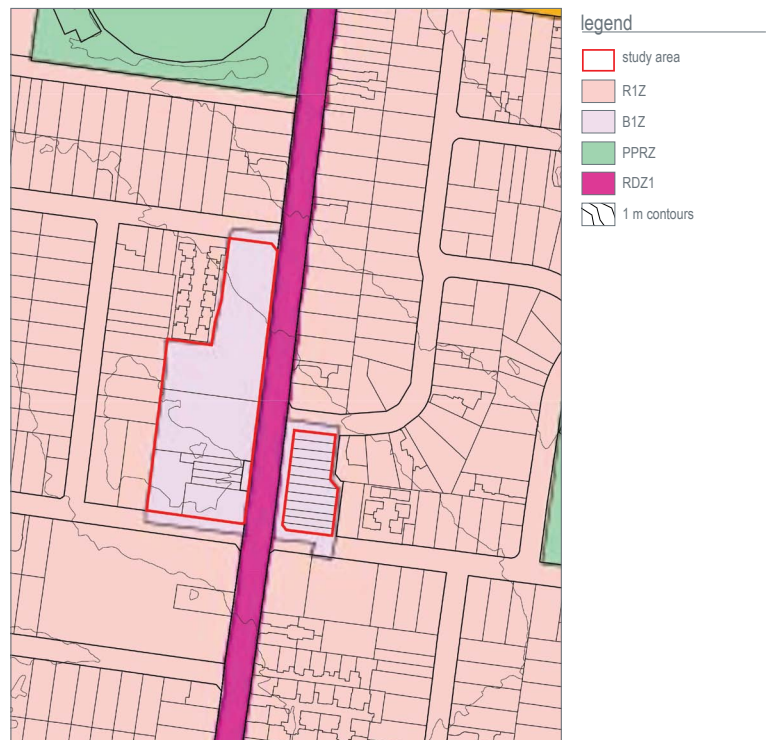
Hampton East has a notable presence of recent development up to 3 storeys. It is prominent in axial views from residential streets and has a notable lack of street tree planting or landscape character. Parallel car parking lines the west side of Bluff Road whilst inset car parking perpendicular to Bluff Road and setback shopfronts line the east side. Outdoor dining activity is present.

opportunities and constraints



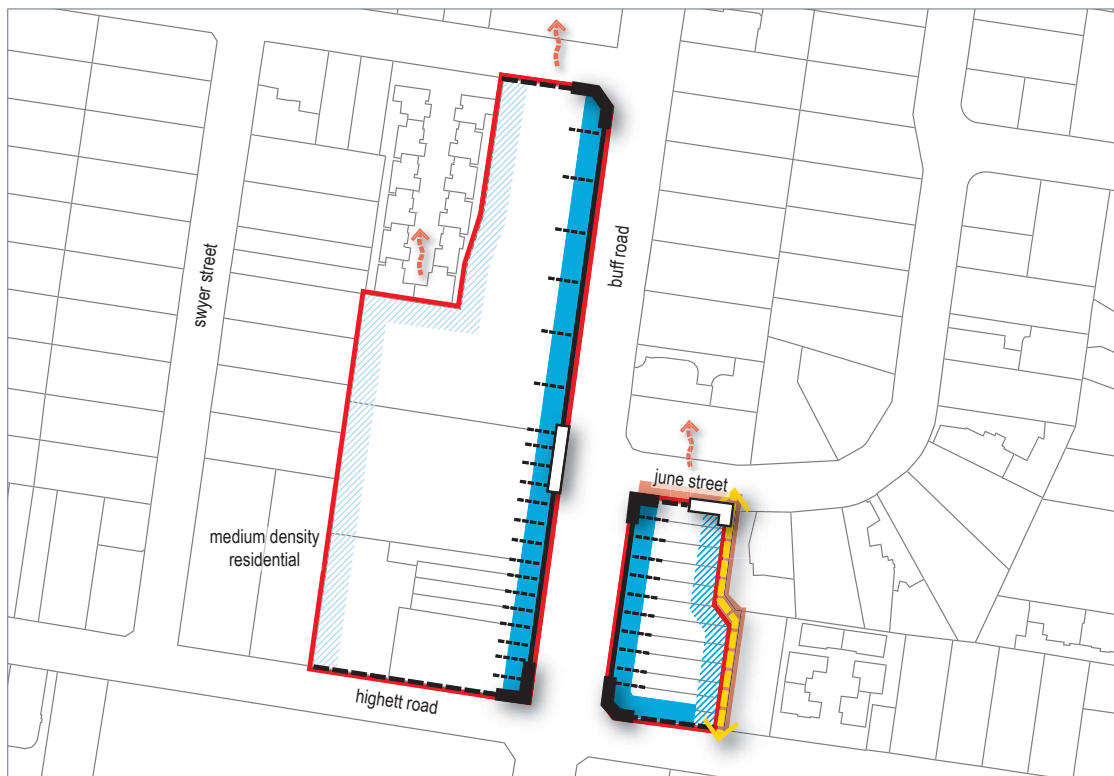
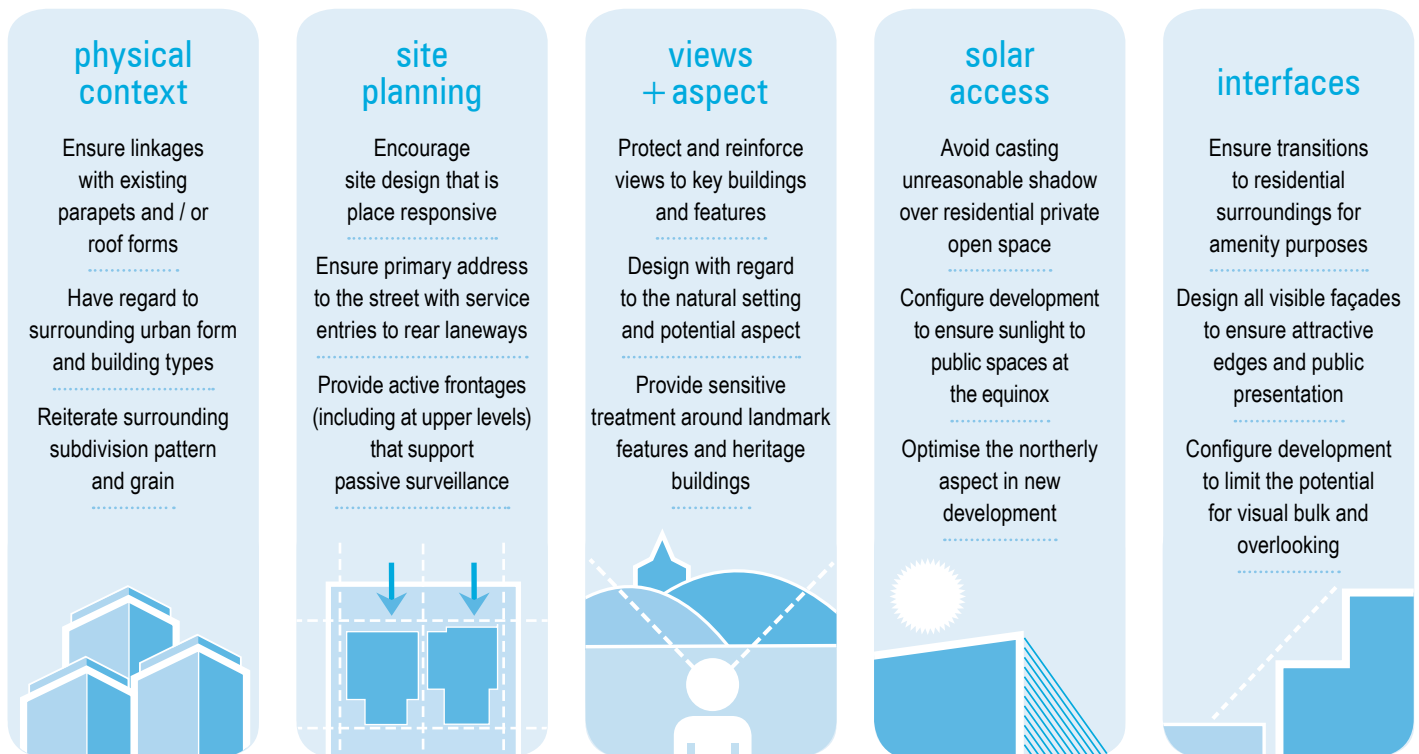
implications

- State planning policy promotes consolidation within activity centres which are well serviced by public transport. Sites fronting Road Zone 1 land typically have a greater capacity to accommodate a more robust built form. DDO2 seeks to maintain the prevailing streetscape rhythm, building scale and height of the neighbourhood, requiring a permit to be sought for development of more than 2 storeys.
- Laneways provide rear vehicle and service access, as well as acting as a buffer to residential interfaces.
- Prominent corners are an opportunity to distinguish the centre's identity and are key local orientation marks.
- Several sites fronting west of Bluff Rd present wider street frontages. Redevelopment of these sites provides the opportunity to establish a finer grain and human scale streetscape.
- The site at the western corner of Highett and Bluff Roads has been developed recently so is unlikely to be redeveloped in the near future. Surface car parking areas have capacity for significant change. Appropriate management of the residential interface is necessary having regard to overlooking, overshadowing and visual bulk effects.



key urban design criteria

Small Neighbourhood Activity Centres & Strategic Redevelopment Sites are places for residential consolidation and change. Redevelopment of these precincts is actively supported and should be influenced by the following factors:



proposed urban form concept plan

legend	
	study area
	3 storey street wall
	transitional setbacks
	transitional setbacks to direct residential abuttal
	announce corner through design treatments
	design detail at street vista termination point
	reflect subdivision grain
	primary active frontage
	secondary active frontage
	provide passive surveillance
	maximise northerly aspect
	new connections/extend laneways

length of primary active frontage
306m (including proposed primary active frontages as shown in plan)

design guidelines

building height

The overall building height should not exceed 3 storeys (up to 11m).

street wall

Buildings should present a street wall of up to 3 storeys (up to 11m) with a zero street setback to maintain consistent commercial frontage at ground level.

rear/side setback

Buildings abutting business zoned land should not be setback from abutting business zoned land except above the street wall.

Buildings should be setback from a residential title boundary as follows:

- 3m at ground level*
- 5m at 2nd storey level
- 10m at 3rd storey level

* Where a through laneway separates new development from a residential title boundary, the laneway width can form part of the setback measurement at ground level.

Setbacks may be reduced if a building abuts a residential title to the side boundary, provided that development can maintain adequate sunlight access to the dwelling's private open space in accordance with Clause 55.04-5.

Development with direct abuttal to a no-through access laneway will need to consider the provision of appropriate access as part of any development proposal.

public realm

Encourage active uses at ground floor oriented towards and engaging with the street.

Incorporate human activity and passive surveillance opportunities (e.g. windows, balconies) to all public frontages including use of perforated screens and visually permeable wall surface treatments to laneways.

access

Prioritise pedestrian access and ensure a good sense of building address.

Encourage concealment of car parking at basement or the rear of buildings.

Encourage use of existing laneways for vehicle access from the side and rear of buildings.

Provision of bicycle parking and access should be legible and convenient.

design detail

Retain fine grain frontages and street rhythm with regular vertical divisions.

Building massing and detail should demarcate key street corners and key street viewlines through the following techniques:

- variations in parapet details.
- incorporating more intricate detail and visual interest (e.g. colour, material variations)
- maintaining human scale proportions
- incorporating focal points of activity and building entries
- wrapping design treatments around building corners or alterations in building alignment

Ensure all elevations visible to the public realm are fully designed.

Architectural detailing and building form should provide for a balance of horizontal and vertical elements.

esd

Encourage buildings to maximise natural light access and ventilation including orientation of offices, habitable room windows and balconies to the northerly aspect.

