

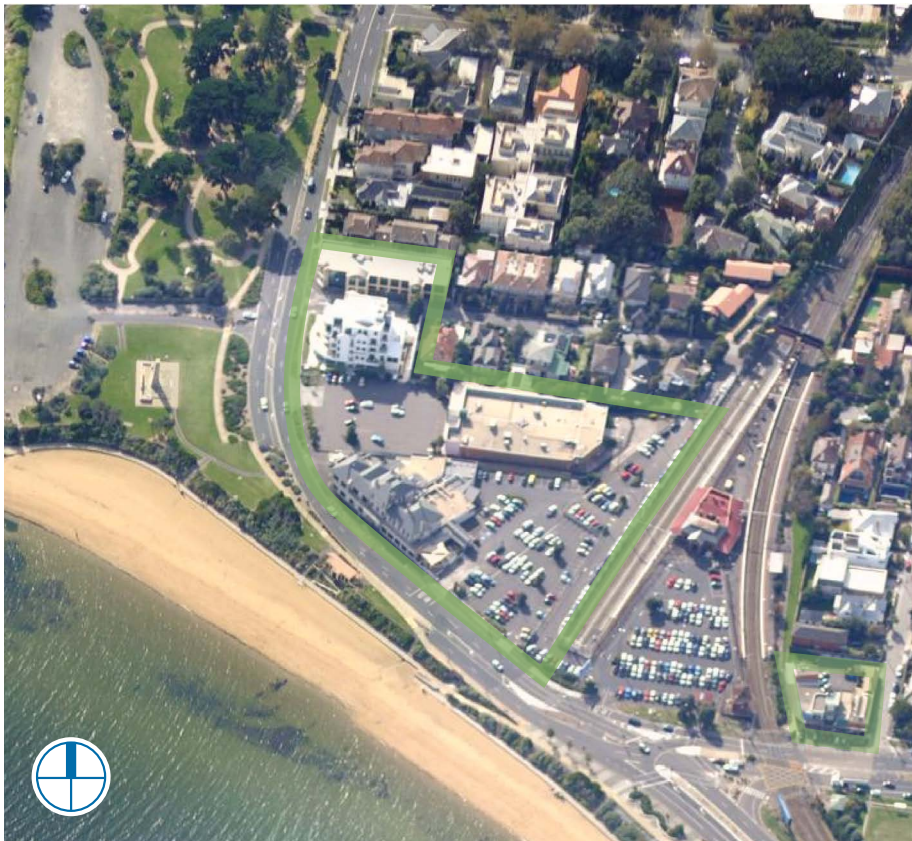
bayside small neighbourhood activity centres

urban design profiles & guidelines



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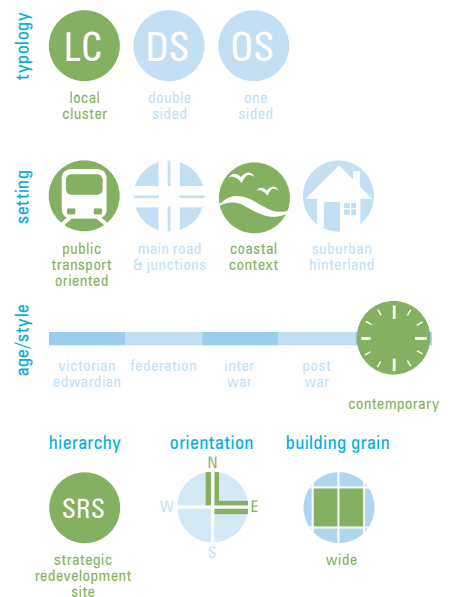
south road & esplanade avenue and around milano's, brighton



development capacity ★⁺

⁺ This centre is located within the coastal DDO1 and therefore mandatory height limits apply.

existing conditions



primary activities

other (milano's restaurant, health club, surface car parks and office buildings)

general building height

3-5 storeys

area

1.45 hectares

interface treatments/features

rear and side laneways for car park access

percentage of active frontage

inactive frontage (there are restaurant and office uses at ground floor but invisible and inactive in perception)

discussion

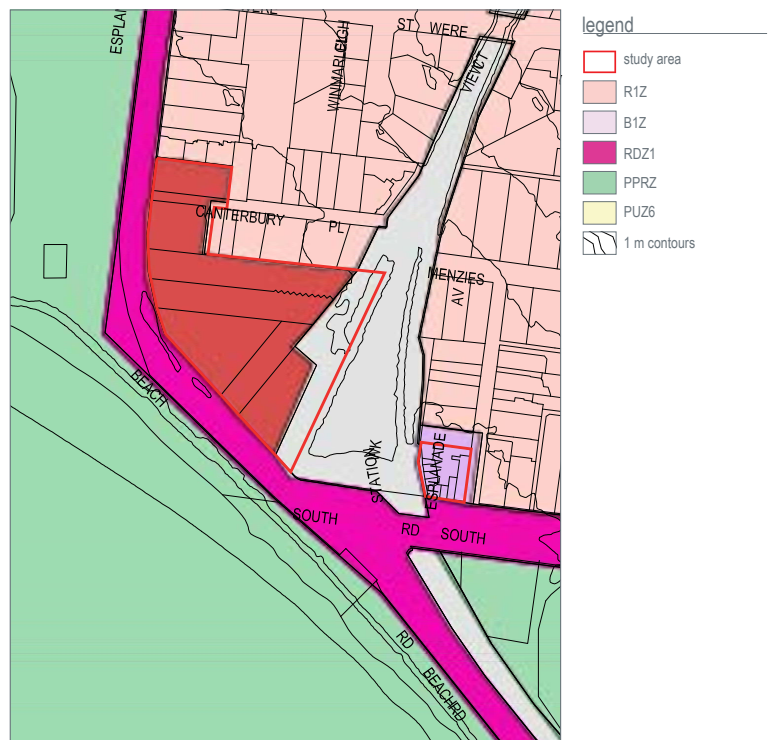
The centre has a number of robust buildings including heritage forms and apartment/office buildings. Brighton Beach Station (heritage buildings) immediately abut the centre to its eastern edge. It's position at a bend in The Esplanade and proximity to foreshore and reserves result in a high profile location and prominence in the local urban form. Substantial areas of surface car park detract from the overall presentation of the centre.

opportunities and constraints



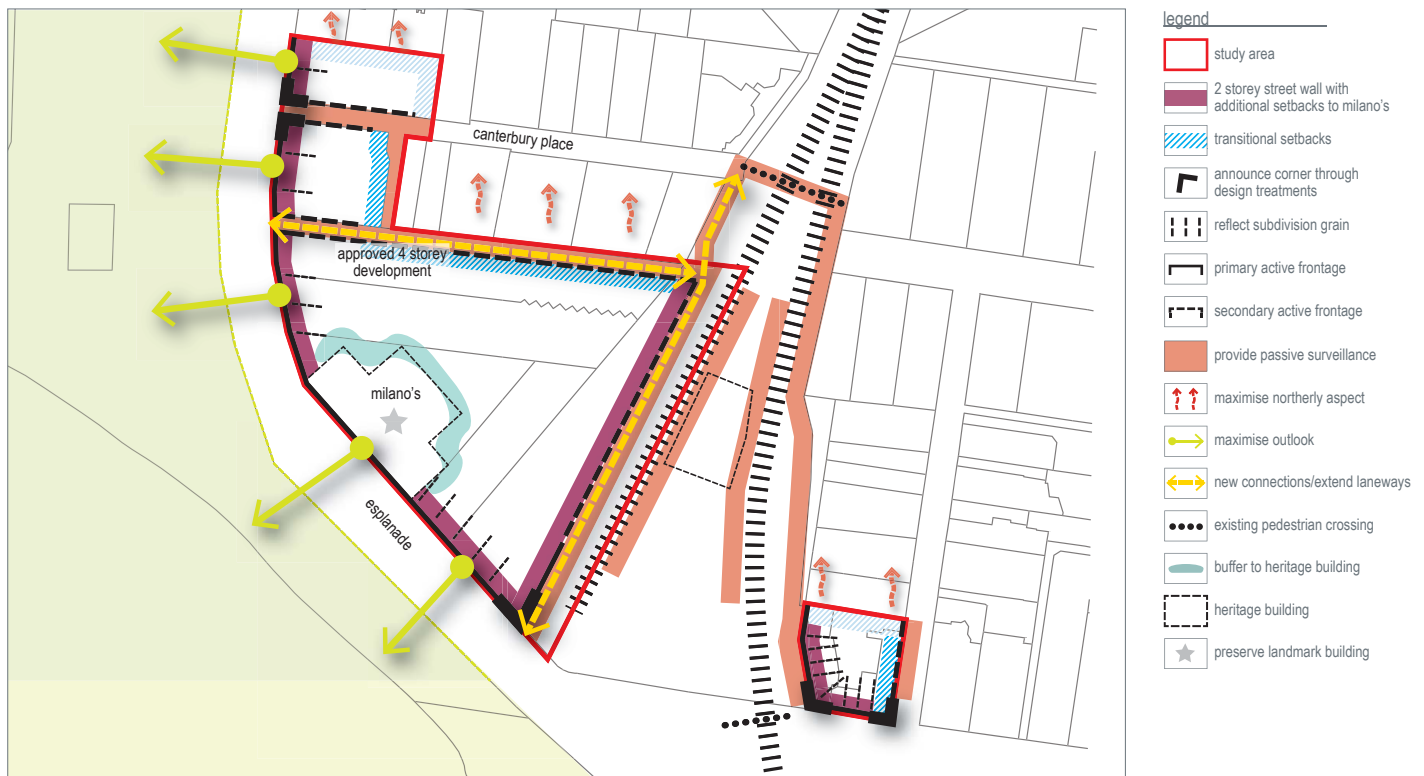
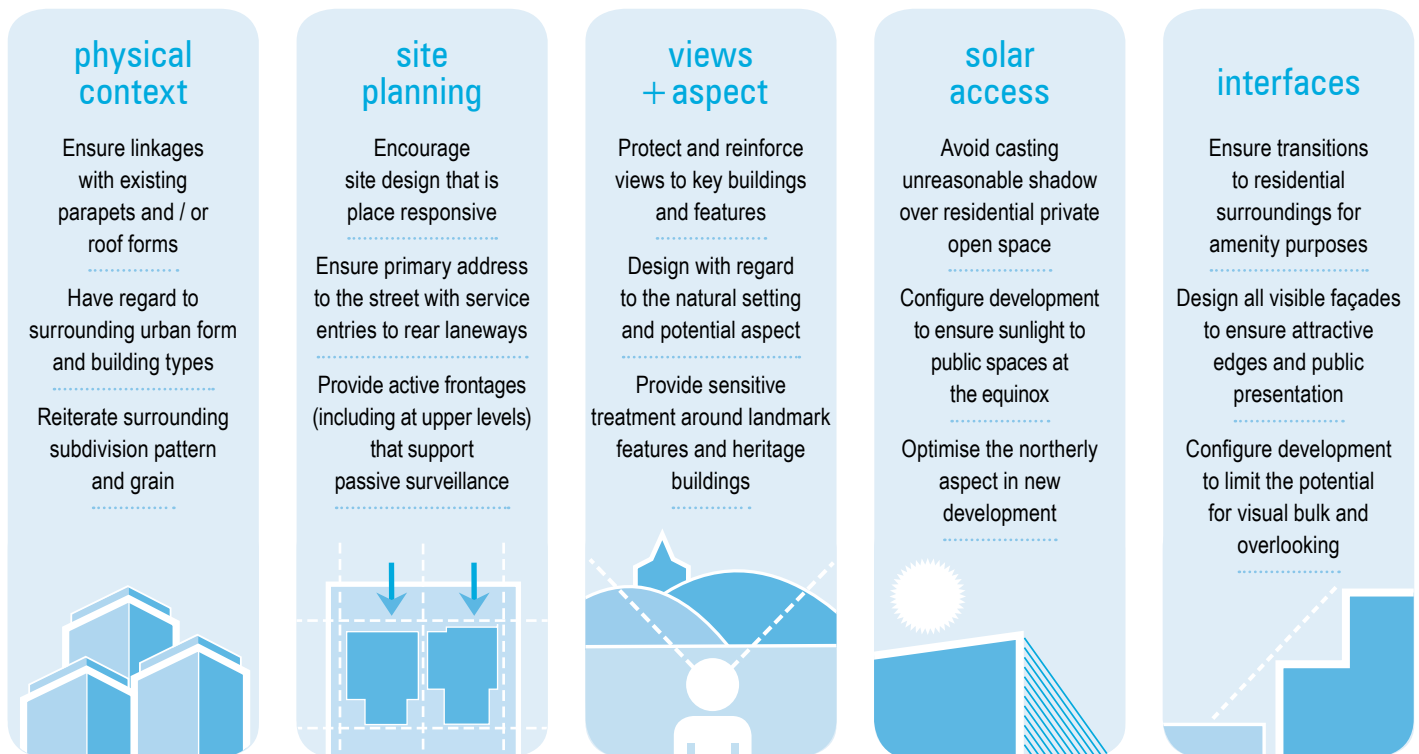
implications

- State planning policy promotes consolidation within activity centres which are along key arterial roads that are well serviced by open space. Sites fronting Road Zone 1 land typically have a greater capacity to accommodate a more robust built form. The DDO1 seeks to protect and enhance the foreshore environs of Port Phillip Bay, limiting development along the coastline to a maximum of 2 storeys.
- The irregular alignment of The Esplanade / Beach Rd and the railway line creates an atypical and impermeable street network resulting in large irregular shaped lots.
- Milano's (listed on Victorian Heritage Register) two storey Victorian era building is a key character asset of this precinct. Maintaining viewlines and an appropriate physical relationship in the curtilage of the building is important.
- Future infill development should seek to; create a human scale streetscape, reflect fine grain detailing, provide improved passive surveillance, provide improved street edge integration and generate a stronger pedestrian and visual connection between the centres either side of the railway lines
- Approved/existing mid rise buildings of 4-5 storeys are within the precinct.



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

length of primary active frontage
342m (including proposed primary active frontages as shown in plan)

design guidelines

This centre is located within the coastal DDO1 and therefore mandatory height limits apply.

building height

The overall building height should not exceed 2 storeys in accordance with DDO1.

street wall

Buildings should present a street wall of up to 2 storeys 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

* 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.

Buildings interfacing parkland should maximise outlook from balconies and windows.

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.

