

**11.03-1L-03 Carlisle Street Major Activity Centre**

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Proposed C203port

**Policy application**

This policy applies to all land in the Carlisle Street Major Activity Centre area, and environs, as shown on the map to this clause.

**General****Objective**

To enhance the Carlisle Street Major Activity Centre as a focus for the local community, with a diverse mix of retail, commercial, civic and community services (west of Chapel Street) and leisure and living opportunities.

**Strategies**

Encourage significant new residential and mixed use development at increased densities within the activity centre to meet growth objectives, whilst ensuring that the heritage and neighbourhood character of established residential areas is retained.

Facilitate significant land use change and development on identified strategic sites and precincts in the Carlisle Street Activity Centre Structure Plan.

Discourage the under-development of strategic sites and precincts within the activity centre that are identified for substantial change.

Reinforce Carlisle Street Activity Centre's primary convenience retailing (daily and weekly goods and services), and personal and business services roles, and eclectic, bohemian and distinctly local character.

Facilitate the centre to retain its metropolitan role in the provision of specialist continental and kosher goods.

Increase night-time presence within the centre through a mix of activities, including residential, that contributes to the ongoing passive surveillance of streets and public spaces.

Ensure entertainment uses and restaurants and bars are of a smaller scale and limited concentration to provide for local needs whilst discouraging the centre's development as a regional entertainment destination.

Encourage uses that reinforce the civic and community services role of the centre, particularly west of Chapel Street.

Support and retain a range of community services and spaces (including smaller scale cafes and restaurants outside the retail core) that meet local community needs, including higher needs groups.

Ensure community spaces are provided within larger-scale mixed use developments.

Ensure development on sites included in a Heritage Overlay maintains the two storey scale along Carlisle Street, with recessed upper level development.

Incorporate culturally relevant public art in new development that contributes to place making in the activity centre.

Design development to respect the following elements:

- The predominant two storey heritage streetscape, human scale, and fine grain streetscape pattern of Carlisle Street.
- The zero frontage setbacks of buildings.
- The civic precinct west of Chapel Street, characterised by public buildings in a landscape setting including the Town Hall, library and state school.
- The established network of streets and laneways, to improve legibility, permeability and connections between activities.

Provide for incremental change, including well-designed medium density development, in remaining areas outside of the heritage overlay, surrounding the activity centre.

Facilitate land use change and new development within Alfred and Marlborough Streets that improves the interface of the activity centre with adjacent residential areas.

Ensure a pedestrian focussed public realm through the design of streets and adjoining development, and management of car parking.

Reinforce and support the role of the activity centre as a sustainable transport hub focused on Balaclava Station, with increased usage, improved integration with other sustainable transport modes (including trams) and as part of a safe, convenient and connected pedestrian environment.

### Policy guidelines

Consider as relevant:

- Consolidating sites and supporting three storey residential development in Alfred Street, Nelson Street (eastern side) and Camden Street (south of Edward Street) to improve the interface with the activity centre.
- Encouraging the progressive development of large 'at grade' car parks (through their underground relocation) as key opportunities to consolidate growth within the activity centre.
- Designing development to be self-sufficient in on-site car parking and providing on-site car parking based on the 'empirical rate' specified below.

Use	Empirical rate
Supermarket	4 spaces per 100m <sup>2</sup> net floor area
Restaurant	0.3 per seat
Office	3.5 spaces per 100m <sup>2</sup> net floor area (unshared) 3.0 spaces per 100m <sup>2</sup> net floor area (shared)

A reduction (or waiver) of car parking from the empirical rate, where conditions that would result in a lower demand for car parking can be demonstrated.

- Encouraging at least 10 per cent of new dwellings within the activity centre to be affordable (private and community) housing.

### Precinct strategies

#### Precinct 1 - Carlisle Street Retail Precinct (DDO21)

Consolidate a legible, compact and walkable retail core between Chapel Street and the Rail Bridge.

Concentrate retail activity within the retail core through the retention and integrated renewal of the existing supermarket sites and adjacent at grade car parks.

Ensure larger-scale retail premises maintain and reinstate the fine grain retail frontages along Carlisle, Nelson and Camden Streets.

Ensure new use and development contributes to continuous retail activity at street level, with new retail floor space to enhance and integrate with the existing retail strip, and residential and/or commercial uses located above or behind retail premises.

#### Precinct 2 - St Kilda Road Commercial Precinct (DDO21)

Support commercial (office) as the primary use.

Encourage land uses that benefit from main road exposure.

Discourage shop uses, except restricted retail premises, unless the activity is secondary to another commercial use on the site.

Encourage a continuous active commercial edge along the St Kilda Road frontage.

Discourage bar, restaurant and nightclub uses that do not provide daytime activity from occupying street level premises where these may adversely impact on residential uses.

**Precinct 3 - Civic and Community Precinct**

Encourage ongoing community support services at the St Kilda Parish Mission site (corner Carlisle Street and Chapel Street).

Develop the St Kilda Library as a key cultural hub and learning centre.

Support the development of a contemporary 'Family and Children's Services Hub' at 171 Chapel Street.

**Precinct 4 - William Street Industrial Precinct**

Retain the William Street industrial precinct as a vibrant industrial / service industrial and specialist business cluster in the short term (1 – 5 years).

Support office uses only in association with an industrial, warehouse or specialist business activity.

Ensure new use and development contributes to the creation of new pedestrian links along Stuart and Charles Streets, to connect William Street to Balaclava Station.

**Precinct 5 - Inkerman / Pakington Streets Mixed Use Precinct (DDO21)**

Encourage the establishment of home-based businesses.

Discourage shop uses, except where ancillary to another business use on the site.

Facilitate the renewal of the Inkerman / Pakington Street precinct as a preferred location for housing growth within the activity centre.

Support the transition of this precinct to a mixed residential and commercial (office) area, to provide new housing and employment opportunities.

Discourage licensed premises (bars, restaurants and nightclubs).

**Precinct 6 - Chapel Street Mixed Use and Residential Precinct (DDO21)**

Encourage high-quality redevelopment of the Australia Post site (corner of Chapel Street and Brighton Road) that contributes to the site's role as a key 'entry' to the activity centre, with significant new housing with potential for commercial use or display-based retailing at ground level.

Support the transition of the Chapel Street precinct to predominantly residential use, with active commercial frontages to Chapel Street.

Limit shop uses south of Marlborough Street, except where ancillary to another business use on the site.

Discourage licensed premises (bars/taverns, restaurant and nightclubs).

**Precinct 7 - Marlborough Street Interface Precinct (DDO21)**

Ensure that redevelopment of the station car park (44-60 Marlborough Street) respects the heritage values and low-rise, fine-grain built form on the south-side of Marlborough Street.

Facilitate redevelopment of the station car park (44-60 Marlborough Street) for affordable (social) housing, with a range of dwelling types suitable for older persons, singles and family households, and a component of private housing addressing Marlborough Street.

Ensure any future use and development of the site at 4-20 Marlborough Street reinstates residential use (or entries) on the north side of the street.

**Precinct 8 – Established Residential Areas**

Ensure any new residential development in established residential areas proximate to the Carlisle Street Major Activity Centre is consistent with the level of change and the preferred neighbourhood character, as identified in the *Carlisle Street Activity Centre Structure Plan* (City of Port Phillip, 2009).

Ensure established residential areas retain their generally mixed architectural character and diverse housing stock, while heritage buildings and streetscapes are conserved and enhanced.

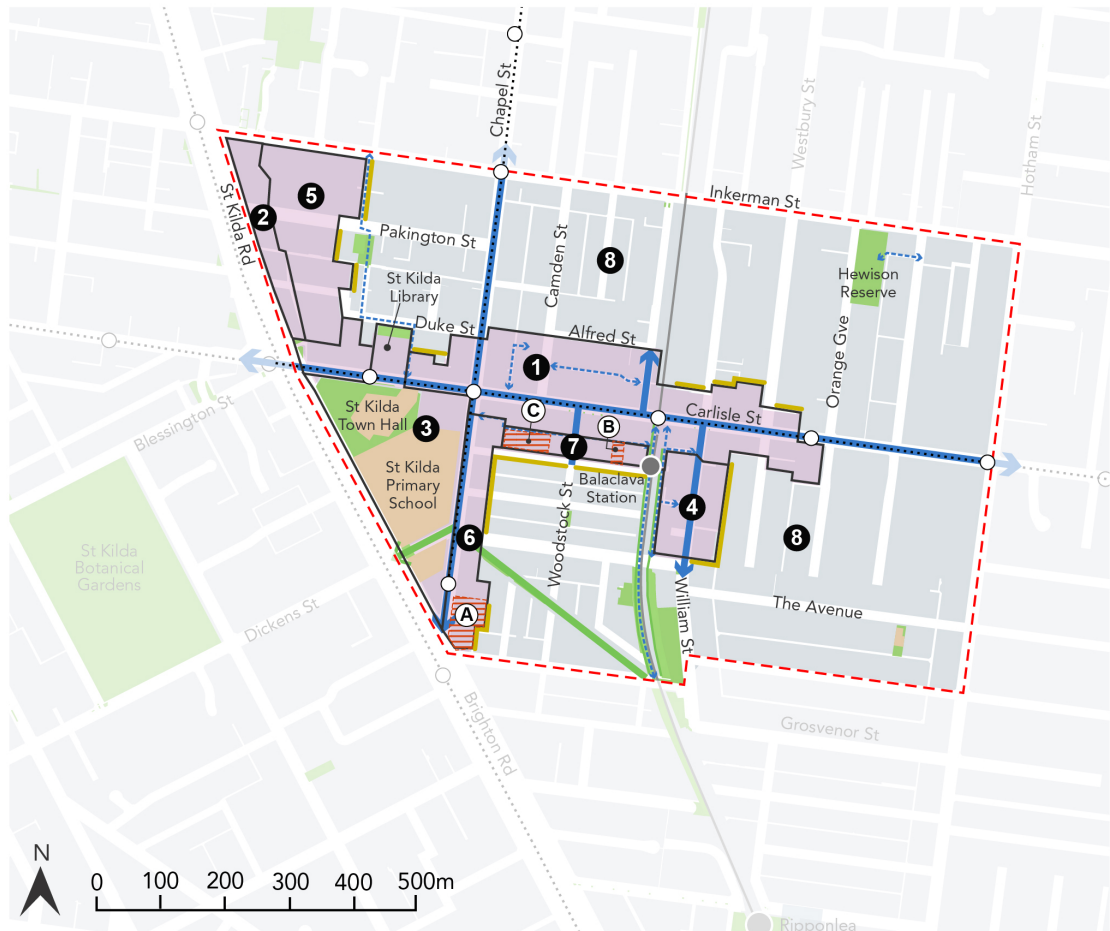
Ensure development within Balston Street, Carlisle Avenue, Marlborough Street, Rosamond Street, Nightingale Street and Bothwell Street maintains the highly consistent neighbourhood character.

**Policy documents**

Consider as relevant:

- *Carlisle Street Activity Centre Structure Plan* (City of Port Phillip, 2009)
- *Carlisle Street Urban Design Framework* (City of Port Phillip and David Lock Associates, 2009)
- *Port Phillip Design Manual* (City of Port Phillip, 2000)
- *Sustainable Transport Policy and Parking Rates Report* (Ratio, 2007)

## Carlisle Street Major Activity Centre and study area



  Study area boundary

  Activity Centre

  Open space

  Principle Activity Centre streets

  Laneway connections

  Existing green link

  Residential interface

  Existing tram line / tram stop

  Existing train line / station

### Precinct/Character Areas

- 1** Carlisle Street Retail Precinct
- 2** St Kilda Road Commercial Precinct
- 3** Civic & Community Precinct
- 4** William Industrial Street Precinct
- 5** Inkerman/Pakington Mixed Use Precinct
- 6** Chapel Street Mixed Use & Residential Precinct
- 7** Marlborough Street Interface Precinct
- 8** Established Residential Areas

### Key Strategic Sites

- (A)** Australia Post site
- (B)** 44-60 Marlborough Street, Balclava
- (C)** 4-20 Marlborough Street, Balclava