

11.03-1L Activity Centres

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ProposedC271yara

Objective

To manage a sustainable network of activity centres that facilitate appropriate economic and housing growth and provide attractive places for social and community interaction.

Strategies

Encourage uses and development in activity centres that support the employment areas and health and education precincts shown on the Strategic Framework Plan in clause 02.04 by providing retail, service and hospitality offers to their workforces.

Support development within activity centres that is consistent with the capacity for each centre as identified in the Strategic Housing Framework Plan at clause 16.01-1L.

Support high quality mid-rise buildings in major and neighbourhood activity centres as specified in a Design and Development Overlay.

Support development that improves the built form character of activity centres, whilst conserving heritage places, streetscapes and views to identified landmarks.

Support use and development, that make a positive contribution to the night-time economies of activity centres, whilst limiting adverse amenity impacts within the centres and surrounding residential neighbourhoods.

Support development that transitions to and is sensitive to the interfaces with low-rise residential neighbourhoods.

Encourage the sensitive, adaptive re-use and restoration of heritage buildings in activity centres.

Promote use and development that support street level activation and passive surveillance of the public realm.

Support development that improves the public realm and positively contributes to the streetscape environment within activity centres.

MAJOR ACTIVITY CENTRES

Brunswick Street, Fitzroy

Promote the metropolitan and local retail, food, entertainment and commercial role of the activity centre.

Facilitate opportunities for a variety of commercial and residential uses and creative industries throughout the centre.

Ensure development provides for adaptable and functional floor plan layouts that would suit a variety of uses to strengthen the activity centre in the long-term.

Manage licensed premises and support the precinct's prominent night-time economy including the core entertainment precinct of bars and night-clubs between Alexandra Parade and Gertrude Street.

Ensure development respects the consistency and intactness of the heritage streetscapes and the unique architectural form and qualities of heritage buildings that help define the Brunswick Street Activity Centre.

Support development that responds to the scale and character distinctions between the precincts, commercial land with frontage to Brunswick Street and the Mixed Use zone behind.

Retain the visual prominence of the consistent Victorian and Edwardian heritage streetscapes, including municipal and local landmarks and street corner sites, with the exception of the Atherton Gardens precinct.

DRAFT AMENDMENT C271YARA –VERSION FOR EXHIBITION

~~Promote development that retains the consistent low-rise built form and fine grain pattern of the highly intact heritage streetscape and heritage buildings in the precinct between Johnston Street and Leicester Street.~~

~~Promote development that supports a low to mid-rise character south of Johnston Street to Gertrude Street.~~

~~Promote development that supports a mid-rise character above a consistent street wall north of Leicester Street.~~

~~Ensure development retains the dominance and integrity of the ‘grand’ residential buildings south of Gertrude Street.~~ Protect primary views along Brunswick Street to St Patrick’s Cathedral and St Luke’s Church.

Maintain daylight and sunlight to the opposite footpaths of streets (other than lanes and unless specified otherwise in a Design and Development Overlay) and public spaces.

Support opportunities for outdoor trading and dining, shared zones and footpaths improvements to promote activity across the centre.

Prioritise pedestrian and bicycle movement throughout the activity centre.

Facilitate safe and accessible walking and cycle routes for all ages within / through the centre ensuring they are integrated into the design of the public realm and any development.

Support development that provides rear lane or side street access to maintain functional spaces for non-residential uses at ground level.

Avoid direct vehicular access onto Brunswick Street.

Precinct 1 Brunswick Street Shops

Support retail, live music, cafes and restaurants and commercial uses at ground and first floor and residential uses above.

Promote development that supports a low to mid-rise ~~character~~ development above a consistent street wall north of Leicester Street.

~~Promote development that retains the consistent low-rise built form and fine grain pattern of the highly intact heritage streetscape and heritage buildings in the precinct between Johnston Street and Leicester Street.~~

~~Promote development that supports a low to mid-rise character~~ development on Brunswick Street, south of Johnston Street to Gertrude Street.

Maintain an intimate pedestrian scale at street level along Brunswick Street and side streets with low street walls and upper-level setbacks.

Ensure that new development provides adequate weather protection for footpaths along Brunswick Street.

Precinct 2 Fitzroy West

Support a mix of office, creative industries, retail, cafes and restaurants at ground level and residential above.

Support lower mid-rise development along Rose Street, Nicholson Street and along the north side of Argyle Street.

Support low-rise development elsewhere in the precinct.

Maintain a low street edge with upper-level setbacks above moderate street walls towards Rose Street and Nicholson Street and above lower street walls elsewhere.

Ensure that development reflects the mix of industrial and residential character of the precinct.

Precinct 3 Fitzroy Town Hall and Back Blocks

Support a mix of community services, offices and creative industries at ground level and residential uses above ground level.

Support low to mid-rise development and maintain a low street wall throughout the precinct.

Ensure development reflects the mixed industrial and residential character around Fitzroy Town Hall.

Retain views towards Fitzroy Town Hall.

Ensure development is sensitive towards the low-rise forms along Fitzroy Street and Palmer Street.

Precinct 4 Grand Residential

Support a mix of educational, health, hospitality and residential uses.

Ensure lower mid-rise development retains the dominance and integrity of the ‘grand’ residential buildings south of Gertrude Street in the precinct.

Precinct 5 Health and Education

Supports the employment and servicing role of St Vincent’s Hospital and Australian Catholic University.

Ensure redevelopment of St Vincent’s Hospital and Australian Catholic University:

- Provides moderate street walls and upper level setbacks above to maintain pedestrian scale.
- Locates taller form towards centre and eastern edges, transitioning down towards Nicholson Street.
- Avoids creating a wall of buildings by articulating and separating higher forms.
- Recognises the heritage setting and appropriately transitions to heritage buildings.
- In the case of the St Vincent's Hospital site, reflects the height of existing hospital buildings.

Smith Street, Collingwood / Fitzroy

Promote the metropolitan and local retail and business roles of the activity centre.

~~Encourage development that responds to the different built form conditions in Collingwood South precinct, with taller built form towards Wellington St and south of Peel Street and retain the visual dominance and integrity of the existing industrial warehouse buildings north of Peel Street.~~

~~Encourage taller built form at the northern end (generally north of Hotham and Kerr Streets) and the southern end (generally south of Mason Street) of Smith Street.~~

~~Encourage low to mid rise development in the traditional retail core that responds to the varied existing heritage conditions and reinforces the visual prominence of the heritage streetscape, generally between Hotham and Kerr Streets in the north and Mason Street in the south.~~

Encourage employment through mixed use and commercial development, including in the mixed use zoned land behind Smith Street.

Facilitate opportunities for a variety of commercial and residential uses and creative industries throughout the centre.

Ensure development provides for adaptable and functional floor plan layouts that would suit a variety of uses to strengthen the activity centre in the long-term.

Manage licensed premises and support the precinct’s prominent night-time economy including the core entertainment precinct of bars and night-clubs between Alexandra Parade and Gertrude Street.

Support development that responds to the scale and character distinctions between the precincts.

Retain the visual prominence of the Victorian and Edwardian heritage streetscape, including local landmarks, street corner sites and former department stores, particularly in the traditional retail core.

~~Encourage employment through mixed use and commercial development, including in the mixed use zoned land behind Smith Street.~~

~~Manage licensed premises and support the precinct’s prominent night time economy including the core entertainment precinct of bars and night-clubs between Alexandra Parade and Gertrude Street.~~

Retain the visual prominence of industrial heritage buildings.

Maintain daylight and sunlight to the opposite footpaths of streets (other than lanes and unless specified otherwise in a Design and Development Overlay) and public spaces.

Support opportunities for outdoor trading and dining and footpath improvements to promote activity across the centre.

Prioritise pedestrian and bicycle movement throughout the activity centre, including through the development of shared zones.

Facilitate safe and accessible walking and cycle routes for all ages within / through the centre ensuring they are integrated into the design of the public realm and any development.

Support development that provides rear lane or side street access to maintain functional spaces for non-residential uses at ground level.

Avoid direct vehicular access onto Smith Street.

Precinct 1 Smith Street Shops

Support retail, live music, cafes, restaurants and commercial uses at ground and first floor and residential uses above.

Encourage low to mid-rise development on Smith Street north of Johnston Street (west side) and Otter Street (east side) and south of the former department stores (west side) and Peel Street (east side).

~~Encourage low to mid-rise development~~ development on Smith Street between the former department stores and Johnston Street (west side) and Peel Street and Otter Street (east side). ~~in the traditional retail core~~

Maintain an intimate pedestrian scale at street level along Smith Street and side streets with low street walls where north of Johnston Street (west side) and Otter Street (east side) and south of the former department stores (west side) and Peel Street (east side).

Maintain a lower street edge with heritage facades and new lower to moderate street walls between the former department stores and Johnston Street (west side) and Peel Street and Otter Street (east side).

~~that~~ Ensure development responds to the varied existing heritage conditions and reinforces the visual prominence of the consistent sections of heritage streetscapes, former department stores and industrial factories that help define Smith Street. ~~generally between Hotham and Kerr Streets in the north and Mason Street in the south~~

Ensure new development provides adequate weather protection for footpaths along Smith Street.

Precinct 2 Smith Street North and South

Support retail, office and other commercial uses at ground and first floors and residential uses above to strengthen the activities in the precinct.

~~Encourage taller~~ a taller mid-rise built form development, ~~at the northern end (generally north of Hotham and Kerr Streets) and the southern end (generally south of Mason Street) of Smith Street.~~

Maintain a lower street edge with heritage facades and new lower to moderate street walls.

Ensure development transitions to the fine-grain, pedestrian scale character of Smith Street and respects the mixed heritage buildings of the precinct.

Ensure that new development provides adequate weather protection for footpaths along Smith Street.

Precinct 3 Fitzroy East

Support a mix of creative industries, low-impact manufacturing, office, café and restaurant uses at ground level and residential above.

Encourage taller mid-rise development towards Argyle Street and transition down to low- to mid-rise development towards the northern and western boundaries of the precinct.

Maintain a lower street edge with heritage facades and new lower to moderate street walls.

Ensure development reflects the mix of industrial and residential character of the precinct.

Precinct 4 Collingwood South

Support a mix of office, low-impact manufacturing, creative industries, café and restaurant uses at ground level and residential uses above.

Encourage taller mid-rise development towards the intersection of Wellington and Langridge Streets.

Encourage low to mid-rise development in other areas of the precinct.

Maintain a lower street edge with heritage facades and new lower to moderate street walls

~~Encourage~~Ensure development that responds to the different built form conditions in Collingwood South precinct, with taller built form towards Wellington St and south of Peel Street and retains the visual dominance and integrity of the existing industrial warehouse buildings north of Peel Street.

Ensure development reflects the mixed industrial and residential character south of Peel Street.

Precinct 5 Alexandra Parade

Support a mix of employment uses in the Commercial 2 Zone areas.

Support a mix of commercial uses at ground and first floor and residential uses above to support the Smith Street activity centre.

Encourage mid-rise development towards the Smith Street intersection and former Fitzroy Gasworks site, transitioning down to low to mid-rise development towards the north, east of Smith Street and along Cecil Street.

Maintain a lower street edge with heritage facades and new moderate street walls

Ensure development creates a finer-grain, pedestrian scale commercial character towards Alexandra Parade, Smith Street and Hoddle Street.

Ensure development transitions sensitively into the residential character of side streets, such as Cecil and Hilton Streets.

Precinct 6 Victoria Parade

Support a mix of commercial uses at ground and first floor and residential uses above.

Encourage taller mid-rise development on Victoria Parade east of Wellington Street, mid-rise development between Smith and Wellington Streets and low to mid-rise development west of Smith Street.

Maintain a lower street edge with heritage facades and new moderate street walls east of Wellington Street and low street walls west of Wellington Street.

Ensure development creates a finer-grain, pedestrian scale commercial character east of Wellington Street.

Ensure development reinforces the predominantly fine-grain heritage character on Victoria Parade, west of Wellington Street.

Major and Neighbourhood Activity Centres in Fitzroy / Collingwood Plan (NB WILL BE UPDATED TO SHOW PRECINCTS)



NEIGHBOURHOOD ACTIVITY CENTRES

Reinforce the role of the neighbourhood activity centres as the local community’s destination for services, facilities and social interaction.

Gertrude Street, Fitzroy

Promote the retail role of the activity centre defined in the Major and Neighbourhood Activity Centres in Fitzroy/Collingwood Plan.

Ensure development provides for adaptable and functional floor plan layouts that would suit a variety of uses to strengthen the activity centre in the long-term.

Manage licensed premises and interface and amenity impacts with adjacent residential areas.

Retain the low-rise form and the fine grain pattern of the highly intact heritage streetscape and the

heritage buildings in the activity centre.

Retain the visual prominence of the existing Victorian and Edwardian heritage streetscape, including local landmarks, and corner sites.

Protect views to the drum dome lantern and flagpole of the Royal Exhibition Building and Carlton Gardens.

Ensure that new development provides adequate weather protection for footpaths along Gertrude Street.

Maintain daylight and sunlight to the opposite footpaths of streets (other than lanes and unless specified otherwise in a Design and Development Overlay) and public spaces.

Prioritise pedestrian and bicycle movement throughout the activity centre.

Facilitate safe and accessible walking and cycle routes for all ages within / through the centre ensuring they are integrated into the design of the public realm and any development.

Support development that provides rear lane or side street access to maintain functional spaces for non-residential uses at ground level.

Avoid direct vehicular access onto Gertrude Street.

Johnston Street (west of Smith Street, Fitzroy)

Promote the retail and service role of the activity centre defined in the Major and Neighbourhood Activity Centres in Fitzroy/Collingwood Plan.

Facilitate opportunities for a variety of commercial and residential uses and creative industries throughout the centre.

Ensure development provides for adaptable and functional floor plan layouts that would suit a variety of uses to strengthen the activity centre in the long-term.

Manage licensed premises and support the precinct's night-time economy including the many bars, cafes and restaurants.

~~West of Brunswick Street, retain the visual prominence of the Victorian and Edwardian heritage streetscape and street corner sites, through appropriate upper level setbacks and mid-rise scale. Between Smith and Brunswick Street, support mid-rise development on the north side of Johnston Street, where there is less heritage constraints.~~

~~Between Smith and Brunswick Street, encourage lower rise mid-rise development on the south side of Johnston Street that responds to the heritage forms and sensitive residential interface.~~ Ensure that new development provides adequate weather protection for footpaths along Johnston Street.

Maintain daylight and sunlight to the opposite footpaths of streets (other than lanes and unless specified otherwise in a Design and Development Overlay) and public spaces.

Prioritise pedestrian and bicycle movement throughout the activity centre.

Facilitate safe and accessible walking and cycle routes for all ages within / through the centre ensuring they are integrated into the design of the public realm and any development.

Support development that provides rear lane or side street access to maintain functional spaces for non-residential uses at ground level.

Avoid direct vehicular access onto Johnston Street.

Precinct 1 Johnston Street North

Support a mix of retail, office, creative industries and low-impact manufacturing at ground and first floor and residential uses above.

~~Between Smith and Brunswick Street, support mid-rise development along the north side of Johnston Street, where there is less heritage constraints.~~

Maintain a lower street edge with new moderate street walls.

Ensure development creates a sense of openness towards Argyle Street.

Ensure development creates a fine-grain, pedestrian scale that resembles the mixed industrial character

and building forms to lead into the Fitzroy East precinct.

Precinct 2 Johnston Street South and Victoria Street

Support a mix of retail, office, creative industries and low-impact manufacturing at ground and first floor and residential uses above.

~~Between Smith and Brunswick Street, e~~Encourage lower rise mid-rise development on the south side of Johnston Street and along Victoria Street that responds to the unique heritage forms and sensitive residential interfaces.

Maintain a lower street edge with new low to moderate street walls.

Ensure development reflects the fine-grain, mixed industrial and residential character between Brunswick and Smith Streets.

Ensure development responds sensitively to the unique character of heritage factories along Victoria Street.

Precinct 3 Johnston Street West

Support retail, live music, cafe and restaurant and commercial uses at ground and first floor and residential uses above.

Support mid-rise development behind a moderate street wall along the north side of Johnston Street and towards Nicholson Street.

~~West of Brunswick Street, re~~Retain the visual prominence of the Victorian and Edwardian heritage streetscape and street corner sites, through appropriate upper level setbacks, low street walls and lower mid-rise scale development.

Ensure development creates a fine-grain, pedestrian-scale street edge at the north side of Johnston Street that complements the heritage buildings on the south side.