existing conditions

primary activities
mix of retail (restaurants, milk bar etc), service business (offices, accountants, studios, advertisement offices etc) and residential frontages.

general building height
1-2 storeys

area
1.7 hectares

interface treatments/features
large surface car parks at the rear

percentage of active frontage
20%

discussion
This centre comprises a few parts including Keys Street which is the main retail focus while Bodley Street and Beach Road are mixed in their format and uses. Beaumaris Hotel is a key anchor in this centre with large surface car parks. Surrounding residential area features 1-2 storey large residential buildings and recreational facilities.

development capacity

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

▪ State planning policy promotes consolidation within activity centres which are well serviced by public transport and open space. Sites fronting Road Zone 1 land typically have a greater capacity to accommodate a more robust built form. DDO1 seeks to protect and enhance the foreshore environs of Port Phillip Bay, limiting development along the coastline to a maximum of 2 storeys.

▪ Laneways provide rear vehicle and service access, as well as acting as a buffer to residential interfaces. Surface car parks buffer residential interfaces.

▪ Prominent corners are an opportunity to distinguish the centre’s identity and are key local orientation marks.

▪ There is a fairly consistent subdivision grain within the centre, with the exception of some larger sites at key corner positions. Reinforcing a fine grain streetscape and human scale forms in redevelopment is important.

▪ There is considerable capacity for change to rear setbacks and surface car parks such as at Beaumaris Hotel. Appropriate management of the residential interface is necessary having regard to overlooking, overshadowing and visual bulk effects.

implications

- Study area
- main road
- secondary roads
- rear laneway
- kerbside parking
- bus route 507
- bus route 600
- shadowing to the south
- sensitive residential interfaces
- opportunities for infill
- strengthened forms on the corners
- sun path
- consistent street edge
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:

**physical context**
- Ensure linkages with existing parapets and/or roof forms
- Have regard to surrounding urban form and building types
- Reiterate surrounding subdivision pattern and grain

**site planning**
- Encourage site design that is place responsive
- Ensure primary address to the street with service entries to rear laneways
- Provide active frontages (including at upper levels) that support passive surveillance

**views + aspect**
- Protect and reinforce views to key buildings and features
- Design with regard to the natural setting and potential aspect
- Provide sensitive treatment around landmark features and heritage buildings

**solar access**
- Avoid casting unreasonable shadow over residential private open space
- Configure development to ensure sunlight to public spaces at the equinox
- Optimise the northerly aspect in new development

**interfaces**
- Ensure transitions to residential surroundings for amenity purposes
- Design all visible façades to ensure attractive edges and public presentation
- Configure development to limit the potential for visual bulk and overlooking

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Proposed urban form concept plan:
- Maximise northerly aspect
- Provide passive surveillance
- Ensure transitions to residential surroundings
- Reflect subdivision grain
- Announce corner through design treatments
- Ensure linkages with existing parapets and/or roof forms

Legend:
- Study area
- 2-storey street wall
- Transitional setbacks
- Transitional setbacks to direct residential abutting
- Announce corner through design treatments
- Design detail at street vista termination point
- Reflect subdivision grain
- Primary active frontage
- Secondary active frontage
- Provide passive surveillance
- Maximize northerly aspect
- Maximize outlook
- New connections/extend laneways

Potential for redevelopment of the Beaumaris Hotel car park

Length of primary active frontage:
429m (including proposed primary active frontages as shown in plan)
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**
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.