Brighton Beach
Were Street, Brighton

Existing conditions

**Typology**
- Local cluster (LC)
- Double-sided (DS)
- One-sided (OS)

**Setting**
- Public transport oriented
- Main road & junctions
- Coastal contact
- Suburban hinterland

**Style**
- Victorian
- Edwardian
- Federation
- Inter-war
- Post-war
- Contemporary

**Hierarchy**

**Orientation**

**Building grain**

**Primary activities**
Retail (mostly convenience)

**General building height**
1-2 storey with high parapets

**Area**
3,356sqm

**Interface treatments/features**
Rear laneways for car park access

**Percentage of active frontage**
90%

**Discussion**
Were Street centre is physically fragmented with housing clusters separating the two key retail clusters. The Federation building stock and canopy street trees provide a consistent image and identity for the centre. Street trees within the retail strips are typically compact and low in height sitting below the continuous canopy overhanging the footpath. Parallel kerbside car parking lines Were Street with a surface car park adjoining the IGA, noting there is also some outdoor dining activity.
opportunities and constraints

▪ State planning policy promotes consolidation within activity centres which have good access to open space. 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.

▪ Alignment of Arthur Ave produces irregular lot frontages however redevelopment of these lots has the opportunity to connect to the rear laneway to increase permeability.

▪ Irregular street wall alignment (for inset kerb parking) to southern side of Were St interrupts pedestrian view line. Redevelopment should seek to correct the misalignment if possible. Prominent corners are an opportunity to distinguish the centre’s identity and are key local orientation marks.

▪ Lots along the north of Were St are very narrow and long, meaning redevelopment may be difficult without lot consolidation. Changes in grain through consolidation can negatively affect the fine grain character of this centre.

▪ There is capacity for change to the south of Were St where lot sizes are much wider. Appropriate management of the residential interface is necessary having regard to overlooking, overshadowing and visual bulk effects.

implications

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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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Length of primary active frontage: 140m (including proposed primary active frontages as shown in plan)
**design guidelines**

**building height**
The overall building height should not exceed 2 storeys (up to 9m).

**street wall**
Buildings should present a street wall of up to 2 storeys (up to 9m) 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.

**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.