bayside small neighbourhood activity centres
urban design profiles & guidelines

DRAFT
bay road & jack road, cheltenham

existing conditions

primary activities
retail (milk bar, hairdresser, restaurants, bottle shop, accountant etc)
general building height
1-3 storeys
area
5,824sqm
interface treatments/features
rear laneways for car park access
percentage of active frontage
90%
discussion
With a consistent hard edge active frontage, the buildings are fine grained and occupied by convenience retail servicing the local area. Car parking is perpendicular to the kerb at the shopfronts. A signalised crossing provides safe pedestrian access from the north. Recent redevelopment of shopfronts with two and three storey buildings demonstrate articulated building forms that step down to the southern laneway.
opportunities and constraints

implications

▪ State planning policy promotes consolidation within activity centres which are well serviced by public transport and are in close proximity to open space, retail and economic opportunities. Sites fronting Road Zone 1 land typically have a greater capacity to accommodate a more robust built form. 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.

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

▪ Corner sites can incorporate massing and detailed to announce the corners, as key orientation marks.

▪ To the east of Jack Rd the centre presents a consistent subdivision grain. Changes in grain through consolidation can negatively affect the fine grain character of the centre.

▪ Several sites within the centre have been recently developed so are unlikely to be redevelopment in the near future. There is capacity for change in rear setbacks of the abutting laneway. Appropriate management of the residential interface is necessary having regard to overlooking, overshadowing and visual bulk effects.

▪ West of Jack Road the B1Z land is developed by a 2 storey apartment building with no active retail uses.
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

**Legend**
- Study area
- 3 storey street wall
- Transitional setbacks
- Announce corner through design treatments
- Design detail at street vista termination point
- Reflect subdivision grain
- Primary active frontage
- Secondary active frontage
- Provide passive surveillance
- Maximise northerly aspect
- New connections/extend laneways

**Length of Primary Active Frontage**
145m (including proposed primary active frontages as shown in plan)

**Proposed Urban Form Concept Plan**

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8 | bay road & jack road, cheltenham | bayside housing strategy 3
design guidelines

building height
The overall building height should not exceed 3 storeys (up to 11m).

street wall
Buildings should present a street wall of up to 3 storeys (up to 11m) 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
- 10m at 3rd 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.

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.

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