bayside small neighbourhood activity centres
urban design profiles & guidelines

DRAFT

east brighton shopping centre, brighton east

development capacity ★★★

existing conditions

typology
- local cluster (LC)
- double sided (DS)
- one sided (OS)

setting
- public transport oriented
- main road & junctions
- coastal context
- suburban hinterland

age/style
- victorian
- federation
- inter war
- post war

hierarchy
orientation
building grain

primary activities
retail

general building height
1-2 storeys

area
4,020sqm

interface treatments/features
rear laneway for car park access

percentage of active frontage
east 20%, west 100%

discussion
Brighton East is adjacent to tram route 64 terminus. It is a mixed retail precinct servicing local needs including a small supermarket (east side Hawthorn Road) which has a largely inactive edge. A low scale mostly detached dwelling form in garden setting is typical of areas to the north. Street trees are limited, however consistent weather protection canopies are provided. A mix of parallel and perpendicular car parking is available on Hawthorn Road. Nepean Highway is less convenient for car parking.

SNAC
small neighbourhood activity centre

east brighton shopping centre,
brighton east

bayside city council
opportunities and constraints

implications

- State planning policy promotes consolidation within activity centres which are well serviced by public transport. 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.

- The angular alignment of Hawthorn Rd and Nepean Hwy creates an atypical street network with limited permeability. Laneways provide rear vehicle and service access, as well as acting as a buffer to residential interfaces.

- A misalignment in the street wall along the western side of Hawthorn Rd creates a disjointed pedestrian view line.

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

- Changes in grain through consolidation can negatively affect the fine grain character of this centre.

- There is capacity for change in rear setbacks abutting laneways. Appropriate management of the residential interface is necessary having regard to overlooking, overshadowing and visual bulk effects.

[Map with legend and annotations indicating study area, main road, secondary roads, tertiary road, rear laneways, tram route, tram terminus, kerbside parking, street setback alignment, shadowing, sensitive residential interfaces, opportunities for infill, strengthened forms on the corners, sunpath, key view to commercial façade, and development opportunity.
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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**Legend**
- Study area
- 3 storey street wall
- Transitional setbacks
- Transitional setbacks to direct residential abutal
- 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
- Pedestrian thoroughfare
- New connections/extend laneways

**Length of Primary Active Frontage**
170m (including proposed primary active frontages as shown in plan.)
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.
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.