

**22.06**19/01/2006  
VC37**MIXED USE POLICY – ALTONA ACTIVITY CENTRE**

This policy applies to the land contained within the Mixed Use Zone (MUZ) in Pier Street Altona on the north side of the railway line and in Blyth and Sargood Streets, Altona as shown on the attached MAP – ALTONA ACTIVITY CENTRE.

**Policy basis**

The Pier Street activity centre is one of the largest traditional strip centres in the municipality. In the Municipal Strategic Statement (MSS) such centres are recognised as a focus for ‘vibrant villages’ and places for community ‘interaction’ that meet everyday needs.

The shopping centre provides a compact and diverse neighbourhood activity centre for commercial activity with a range of facilities including, retail outlets, specialised food retailing, services, offices, light industry and other mixed uses. The centre benefits from a number of community facilities including the public library, parklands and several churches. The surrounding streets comprise an older established residential area.

In the MSS the specific objective relating to the Pier Street activity centre is ‘to maintain and enhance the role of the existing Pier Street precinct activity centre’. The strategies identified to achieve this objective include

- Encourage a centre with a positive identity and strong sense of place, defined retail/commercial precincts and a focus for community activity.
- Utilise the Pier Street, Altona Shopping Centre Outline Development Plan to guide the use and development of land in and around Altona shopping centre.
- Enhance and reinforce the visual amenity of the Pier Street centre via urban design, landscape and built form guidelines.
- Protect the amenity of adjacent residential areas.

Future development and planning decisions are in part to be guided by the Pier Street Altona Shopping Centre Outline Development Plan (ODP). The ODP ‘seeks to create a vibrant village with a sustainable future. It encourages a centre with a positive identity and strong sense of place, defined retail /commercial precincts, a focus for community activity, a well defined residential area with a variety of housing types, and strong integration of the Centre with the foreshore and Cherry Lake’.

The ‘Urban Village’ concept has been adopted as a key thread of the ‘hobsons bay strategy: charting our future’ and is incorporated into the MSS. Pier Street Shopping Precinct as a designated ‘urban village’ is seen as mixed-use centre, with a mix of housing, community facilities and activities.

- Pier Street Altona, Northern Precinct

The Outline Development Plan (ODP) prepared for the Pier Street shopping centre has identified that the retail/commercial activity along Pier Street ‘is sharply divided by the railway line into two distinct areas, the northern precinct and the southern precinct

While the southern precinct which contains the core retail activities including offices, services and the Coles supermarket has an attractive streetscape, the northern precinct suffers from poor visual amenity. This impedes its ability to attract new investment.

The northern precinct which lies between Railway Street North and Civic Parade comprises mixed uses, including light industrial, service industry, community hall and other commercial activities. This stretch of land on both sides of Pier Street is zoned Mixed Use Zone (MUZ) in the Planning Scheme.

This policy is intended to achieve the vision articulated in the MSS and to implement the strategic principles of the ODP particularly for the land zoned Mixed Use on the north side of the railway line.

### **Blyth Street, Altona**

The subject area that is zoned MUZ along Blyth and Sargood Streets, Altona contains a mix of uses – dwellings, a medical centre, telephone exchange and a church and acts as a transition zone between the western core retail area of the shopping centre and residential area. It is flanked by the Council car park on the north and the Council library and the Logan Reserve on the south.

The MUZ belongs to the suite of residential zones. While one of the purposes of a MUZ is to encourage the development of a range of commercial, retail, industrial and other uses which complement the existing mixed use function of the area, it is important that the type and nature of activities that are permitted to be established at this location, because of its interface with the residential area to the west, have minimal impact on the residential amenity. This MUZ should act as a buffer between the core retail area and the residential area. Care must be taken in selecting and siting uses to minimise loss of privacy, amenity and convenience to residents living nearby.

This policy sets the context and basis for the implementation of the ‘Pier Street, Altona Shopping Centre, Outline Development Plan’ and is intended to encourage appropriate mix of uses that would provide a transition between the commercial area and the residential areas and be compatible with residential amenity. In the Schedule to the MUZ, restrictions placed on floor area for shops would complement in achieving the above objective.

### **Objectives**

- To develop a positive image for the Mixed Use Precinct which provides strong links to other precincts and which will positively contribute to the development of Pier Street activity centre as a vibrant village with a sustainable future.
- To facilitate a range of residential, commercial, office, limited industrial and other uses which complement the existing mixed use function of the precinct.
- To ensure that non-residential activity is compatible with dwellings in the zone and in adjacent residential zones.
- To develop a more consistent built form and streetscape to successfully integrate this area with other precincts within the Pier Street activity centre.

### **Policy**

It is policy to:

- Take into consideration the intent and recommendations contained in the document Pier St, Altona Shopping Centre – Outline Development Plan 1999, when assessing an application for the use and development land in the Mixed Use Zone Precinct.
- Encourage only service type industries that are complementary to the existing industries in the Pier Street, Northern Precinct.
- Encourage consolidation of sites to permit larger scale commercial/office developments.
- Encourage uses that are compatible with adjacent residential and retail activities.
- Ensure each site provides for sufficient parking, loading and unloading and vehicle maneuvering.
- Encourage the provision of on site staff parking at the rear of mixed use developments.

- Discourage uses or new developments, which will be incompatible with continued residential presence through off-site environmental or amenity impacts.
- Ensure street planting and urban design treatments complement those in the retail core area.

**Policy references**

- Pier Street, Altona Shopping Centre – Outline Development Plan, 1999.
- Hobsons Bay City Council Landscape Design Guidelines, 1999.



ALTONA ACTIVITY CENTRE