

22.14 MORDIALLOC ACTIVITY CENTRE POLICY31/03/2011
C113

This policy applies to all land shown on the Precinct Plan which forms part of this clause.

22.14-1 Policy basis19/01/2006
VC37

This policy:

- Applies the following SPPF objectives to local circumstances:
 - Settlement (Clause 14)
 - Coastal areas (Clause 15.08)
 - Heritage (Clause 15.11)
 - Medium density housing (Clause 16.02)
 - Activity centres (Clause 17.01)
 - Design and built form (Clause 19.03)
- Builds on the MSS objectives in Clause 21.05 relating to the need to increase housing diversity and cater for changing housing needs while taking into account the differential capacity of local areas to accommodate different types and rates of housing change.
- Builds on the MSS objectives in Clause 21.06 relating to encouraging and accommodating new types of retailing.
- Builds on the MSS objectives in Clause 21.08 relating to promoting a wide range of social, recreational, tourist and coastal experiences.
- Builds on the MSS objectives in Clause 21.12 relating to integrating public transport, road, pedestrian and cycle systems to provide safe access and movement.
- Applies the objectives of the *Mordialloc Pride of the Bay: A Structure Plan for the Future of Mordialloc, 2004*.
- Provides design guidance to implement the *Mordialloc Pride of the Bay: A Structure Plan for the Future of Mordialloc, 2004*.

Mordialloc is a unique coastal village comprising of the foreshore, extensive areas of open space and heritage elements including early buildings, memorials, boulevard landscaping and maritime attributes. This policy is intended to optimise synergies between retail, commercial, residential, recreation and foreshore activities whilst protecting the low rise form of development within the Mordialloc Activity Centre.

The purpose of this policy is to implement the objectives and principles of the *Mordialloc Pride of the Bay: A Structure Plan for the Future of Mordialloc, 2004* and to provide policy guidance on how land use, siting and design should respond to meet the desired objectives.

The *Mordialloc Pride of the Bay: A Structure Plan for the Future of Mordialloc, 2004* sets a vision for the future of Mordialloc over the next 20 years. It establishes a sustainable long term future role for Mordialloc directed towards preserving what is highly valued and unique within the centre, whilst capitalising on identified opportunities to achieve wider community benefit.

This policy is based on the principles outlined in the *Mordialloc Pride of the Bay: A Structure Plan for the Future of Mordialloc, 2004* and draws upon some elements of the *Kingston Foreshore Strategy, 1999* and *Siting and Design Guidelines for Structures on the Victorian Coast, 1998*.

22.14-2 Objectives19/01/2006
VC37

- To implement the vision for land use, development and infrastructure within Mordialloc based on the *Mordialloc Pride of the Bay: A Structure Plan for the Future of Mordialloc, 2004*.

- To protect and enhance the existing character, streetscape and heritage of Mordialloc.
- To encourage responsive and sensitively designed development.
- To protect and enhance places that reflect Mordialloc's historic maritime, boating and recreational activities.
- To protect and enhance current vistas, views and landmarks and where possible and appropriate, to create new views, vistas and landmarks.
- To protect the foreshore, dwellings, public and private open space, and pedestrian areas from overshadowing.
- To ensure development will contribute to the lively and commercial function of the activity centre.
- To improve and enhance existing pedestrian routes and connectivity throughout the centre, residential areas and foreshore.

22.14-319/01/2006
VC37**General policy****Land use**

Where a permit is required for the use of land within the policy area, it is policy to:

- Encourage active commercial premises at ground level and inactive uses such as offices, and residential at upper levels.
- Provide housing opportunities within the Activity Centre to capitalise on the area's transport, open space and retail assets.
- Promote a diverse range of housing types and sizes within areas identified for increased residential and mixed development.
- Encourage the provision of service and commercial accommodation to address the needs of visitors to Mordialloc and the surrounding region.
- Encourage the provision of aged care accommodation.

Built form

Where a permit is required for the development of land within the policy area, it is policy to:

- Ensure development is designed to reinforce Mordialloc's coastal village attributes, heritage features and environmental qualities.
- Ensure development preserves important views, vistas and landmarks currently enjoyed of existing heritage built forms and natural attributes.
- Encourage buildings to interact with the street by providing entrances, windows and other details that maximise movement and surveillance.
- Require balconies and roof decks to integrate with the building and provide minimal visual impact when viewed from the street and surrounding area.

Balconies and roof decks should not overlook into surrounding private open space areas, habitable room windows or cause overshadowing.

- Encourage all development to:
 - Be of a high architectural and urban design standard that presents integrated building forms, that have a sense of address and clearly articulated facades, and sensitively designed building form.
 - Apply design techniques and detail that will integrate a building with its surrounding streetscape, natural landscape and heritage without replicating or mimicking historical detailing.
 - Highlight key corners, entries or landmarks through design projection, detailing and massing that presents to both street frontages and the site's surroundings.

- Ensure that service infrastructure is appropriately sited into the design and obscured from the public domain.
- development and design including solar orientation, use of storm water management systems and natural ventilation.
- Ensure building heights, setbacks and massing achieves solar access to pathways, public open spaces and forecourt areas.
- Require developments, where relevant, to respond to the principles, siting and design guidelines set out in the *Siting and Design Guidelines for Structures on the Victorian Coast, 1998*.

Access

Where a permit is required for the use and development of land within the policy area, it is policy to:

- Encourage the development of an interchange between modes of transport including buses and the station area, commuter drop off points, park and ride, and bike locker facilities.
- Rationalise private vehicle and traffic access through, to and within the Mordialloc Activity Centre.
- Consolidate and simplify vehicular points of access to and off-street car parking facilities.
- Reinforce east-west pedestrian connection between the foreshore area, Main Street and established area east of Albert Street.
- Provide a series of safe and highly amenable pedestrian routes.

22.14-4

21/06/2007
C52

Precinct policies

Precinct policies relate to precincts shown on the Precinct Plan.

Precinct 1: Mordialloc Railway Station

In addition to the general policies, in the Mordialloc Railway Station Precinct it is policy to:

- Promote land use and development that reinforces the presence of the heritage railway station.
- Encourage premises addressing the Mordialloc Station Forecourt to accommodate a range of retail and commercial services that address commuter needs at the ground floor. Upper levels should provide for residential and office uses.
- Encourage premises facing Main Street east to provide a dual store frontage onto the car park.
- Encourage consolidation of the car park between the railway line and rear of the Main Street shops.

Precinct 2: Centreway Gateway

In addition to the general policies, in the Centreway Gateway Precinct it is policy to:

- Encourage an active mixed use environment.
- Ensure development provides a zero setback to the street frontage.
- Promote the provision of shelter by providing continuous awnings, verandas and canopies.
- Promote development that reinforces a gateway to the commercial core at the Centreway and Beach Road intersection.
- Encourage sidewalls of buildings at the intersection of Centreway and Main Street to open up onto Safeway.

- Encourage an east west principle pedestrian linkage between the Main Street commercial core and the foreshore area.
- Encourage the development of additional car park areas.

Precinct 3: Timber Yard Redevelopment

In addition to the general policies, in the Timber Yard Redevelopment Precinct it is policy to:

- Draw the commercial core east across Main Street and the railway line through the provision of a new approximately 2000-3000 square metre retail attractor.
- Encourage linked retail and commuter trips through the co-location of commuter and retail parking with an upper level deck above the new retail attractor with ramp access from Albert Street.
- Promote the development of a mixed use commercial development on the south west corner of the intersection of Bear Street and Albert Street that creates an identifiable gateway.
- Ensure the provision of an 8-12 metre reservation east of the railway line to accommodate a future 3rd railway line.
- Encourage the provision of aged care housing.
- Encourage surveillance of Park Street through the provision of balconies, bays, porches or colonnades from the residences and the provision of individual entrances to the pathway.
- Discourage the number of vehicular access points to Park Street.
- Encourage the extension of the pedestrian footpath on the west side of Park Street to provide access to the adjoining open space areas.

Precinct 4: Pier, Creek & Foreshore

In addition to the general policies, in the Pier, Creek & Foreshore Precinct it is policy to:

- Encourage the continuation and upgrade of the pathway system to provide access through the extensive open space network to the commercial area.
- Ensure that mooring and commercial and community recreational boating will continue to be provided within the creek and Mordialloc Island.
- Recognise the relationship between the adjacent Bridge Hotel and its interface and functional relationship with recreational and community activities conducted within this Precinct. A detailed urban design review is required as part of any consideration of the potential of the site to provide for serviced accommodation.

Precinct 5: Pompei's Landing

In addition to the general policies, in the Pompei's Landing Precinct it is policy to:

- Reinforce and further encourage the development of the precinct into a maritime village fostering the boating history of Mordialloc.
- Encourage the development of a restaurant, educational and interpretive museum, and new boat building shed on the northern bank of Mordialloc creek to provide an anchor for the precinct. The facility should draw on the environmental and local historic characteristics of the site.
- Encourage a mixed use residential development on the existing boat building yard. The development should be generally of a scale of the existing workshop.
- Encourage pedestrian and bike paths and open space linkages throughout the precinct to be maintained and upgraded to encourage permeability and visitation.

Precinct 6: Main Street Precinct

In addition to the general policies, in the Main Street Precinct it is policy to:

- Promote specialised retail and commercial services to continue to address Main Street at the street level, contributing to an attractive and active commercial promenade.

- Enable the activation of upper level Main Street buildings through discreet setback additions behind the primary parapet.
- Reinforce the historic rhythm of commercial street frontages within Main Street through the incorporation of vertical elements, materials and details that reflect these elements but do not replicate or mimic them.
- Ensure buildings provide a zero lot alignment to the street frontage and physically address the street through permeable fenestration and points of entry.
- Promote the provision of shelter by providing continuous awnings, verandas and canopies.
- Encourage development to reflect the rhythm of storefronts facing Main Street through the provision of 7-9 metre store width frontages and the incorporation of building elements that reinforce this pattern of development at upper floors. Tenancies requiring large store frontages should reinforce the 7 – 9 metre spacing, through the use of columns or breaks in fenestration.
- Promote treatment to Safeway's façade to reinforce the rhythm of storefronts fronting Main Street through the incorporation of vertical elements and materials.
- Reinforce the northern gateway of the Main Street Precinct through the redevelopment of the site west of the junction of McDonald Street and Nepean Highway, south of Epsom for a mixed use development comprising of retail and commercial street activity and upper level residential and/or service accommodation.

Precinct 7: Central Mordialloc

In addition to the general policies, in the Central Mordialloc Precinct it is policy to:

- Strengthen the form, image and presence of Beach Road terminal 'arc' at its meeting with the Nepean Highway, overlooking the Mordialloc Creek and coastline.
- Promote a mixed use environment, providing a transition between the core commercial activities along Main Street and the foreshore environment.
- Encourage site consolidation of residential sites adjacent to Beach Road to enable integrated redevelopment. The development should:
 - Enable flexible ground floor uses such as residential, home office or small scale commercial or retail to encourage a lively mixed used streetscape.
 - Establish a rhythm of consolidated and attached built forms along Beach Road with discreet building breaks that emphasise intersecting openings and the laneway.
 - Be built hard to the Beach Road frontage.
 - Improve pedestrian perception of safety and activity on the street by providing direct points of access for individual dwellings from Beach Road and the laneway.
 - Provide undercroft car parking within new development.
 - Seek to restrict vehicular access to new development via a single entry/exit point to Beach Road and an additional vehicular access point via the existing laneway to Main Street.

Precinct 8: Eastern Fringe

In addition to the general policies, in the Eastern Fringe Precinct it is policy to:

- Ensure development provides a gradual shift in building scale from the low rise residential properties to the taller buildings in the commercial core.
- Encourage the retention and establishment of community facilities and institutional uses around the intersection of Albert Street and Lewis Street.
- Encourage the redevelopment of existing commercial premises for medical and health related services around the intersection of McDonald Street and Albert Street.

22.14-5 Incorporated document

19/01/2006
VC37

Siting and Design Guidelines for Structures on the Victorian Coast, 1998

22.14-6 Policy reference

15/01/2009
C75

Mordialloc Pride of the Bay: A Structure Plan for the Future of Mordialloc, 2004
Retail and Commercial Development Strategy, 2006

31/03/2011
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Mordialloc Activity Centre Precinct Plan

