

22.15 BRIDGE STREET BUSINESS AREA POLICY

25/09/2014
C51

This policy applies to land in the Bridge Street Business Area, which comprises land in Precincts 8 to 11 of the Eltham Activity Centre as shown in the map attached to this policy.

Policy Basis

The central area of the Eltham township is one of the primary community and commercial focal points within the Shire of Nillumbik, providing a diverse range commercial activities, community services, recreational facilities and housing opportunities, as well as containing a substantial public transport hub. In recognition of these qualities the area is designated as an Activity Centre under Plan Melbourne.

To provide greater direction and certainty for managing change, the *Eltham Major Activity Centre Structure Plan (August 2004)* divides the area into eleven distinct precincts, which are grouped into three local policy areas:

- *The Eltham Town Centre*: which consists of Precincts 1 to 4 and contains the commercial and community core of the activity centre, including the public transport hub.
- *The Eltham Town Park*: which consists of Precincts 5 to 7 and includes those areas of public open space within the activity centre, as well as a number of recreational facilities.
- *The Bridge Street Business Area*: which consists of Precincts 8 to 11 and comprises those industrial and commercial areas generally bounded by the railway line and Bolton, Susan and Brougham streets.

The Eltham MAC Structure Plan seeks to ensure that the Eltham Activity Centre (Precincts 1-11) continues to be the focus of community life, and provides a wide range of residences, shopping and professional services, and places to meet and recreate. Further, residents, workers and visitors will enjoy an attractive, distinctive, indigenous, safe and highly accessible urban environment.

This policy implements those objectives and strategies in the *Eltham Major Activity Centre Structure Plan (August 2004)* pertaining to precincts 8 to 11 (The Bridge Street Business Area). To this end, this policy encourages an improvement in the visual amenity and functionality of the Bridge Street Business Area and a change in the range of land uses from being primarily industrial to include peripheral sales, light industry, commercial offices, health and fitness centres, indoor sports and recreation centres.

Objectives

- To implement the *Eltham Major Activity Centre Structure Plan (August 2004)*.
- To provide bulky goods retailing, light industry, commercial offices, health and fitness centres and indoor sports and recreation centres in the Bridge Street Business Area.
- To promote within the Bridge Street Business Area a transport and circulation network that enhances convenient access to destinations, encourages people to walk and cycle safely, balances the needs of pedestrians, cyclists and vehicles, assists the movement of public transport and provides convenient and accessible parking.
- To provide the Bridge Street Business Area with quality built buildings that:
 - Are modest and compact in scale.
 - Are distinct in design.
 - Utilise materials and styles reflecting local character and landscape.

- Create a sensitive transition in uses and built form scale between the Bridge Street Business Areas and surrounding land uses (e.g. park land and residential areas).
- To ensure that the Bridge Street Business Area is landscaped with indigenous vegetation and integrated street furniture.
- To optimise the development potential of sites within the Bridge Street Business Area.

Policy

It is policy to:

Land Use

Refer to precinct areas on the map attached to this policy

Precinct 8

- Support medium and small scale offices and indoor recreation/health facilities.

Precinct 9

- Support bulky goods and showroom type retailing, including by encouraging site consolidation to enable larger stores to locate in the precinct.

Precinct 10

- Support bulky goods retailing.

Precinct 11

- Encourage the provision of an attractive and functional business park for small and medium scale light industrial activities, primarily servicing local community needs.
- Encourage the area to continue to be the preferred location for light industrial activities.

Environment and Built Form

- Development should have a high standard of urban design and provide planting of indigenous trees where possible.
- Development should be well designed, contemporary and employ site responsive architecture.
- Consolidation of lots for well-designed integrated developments is encouraged.
- New development should not present a blank facade to a pedestrian activity area or street.
- New developments should have a built form which respects adjacent and related developments.

Amenity

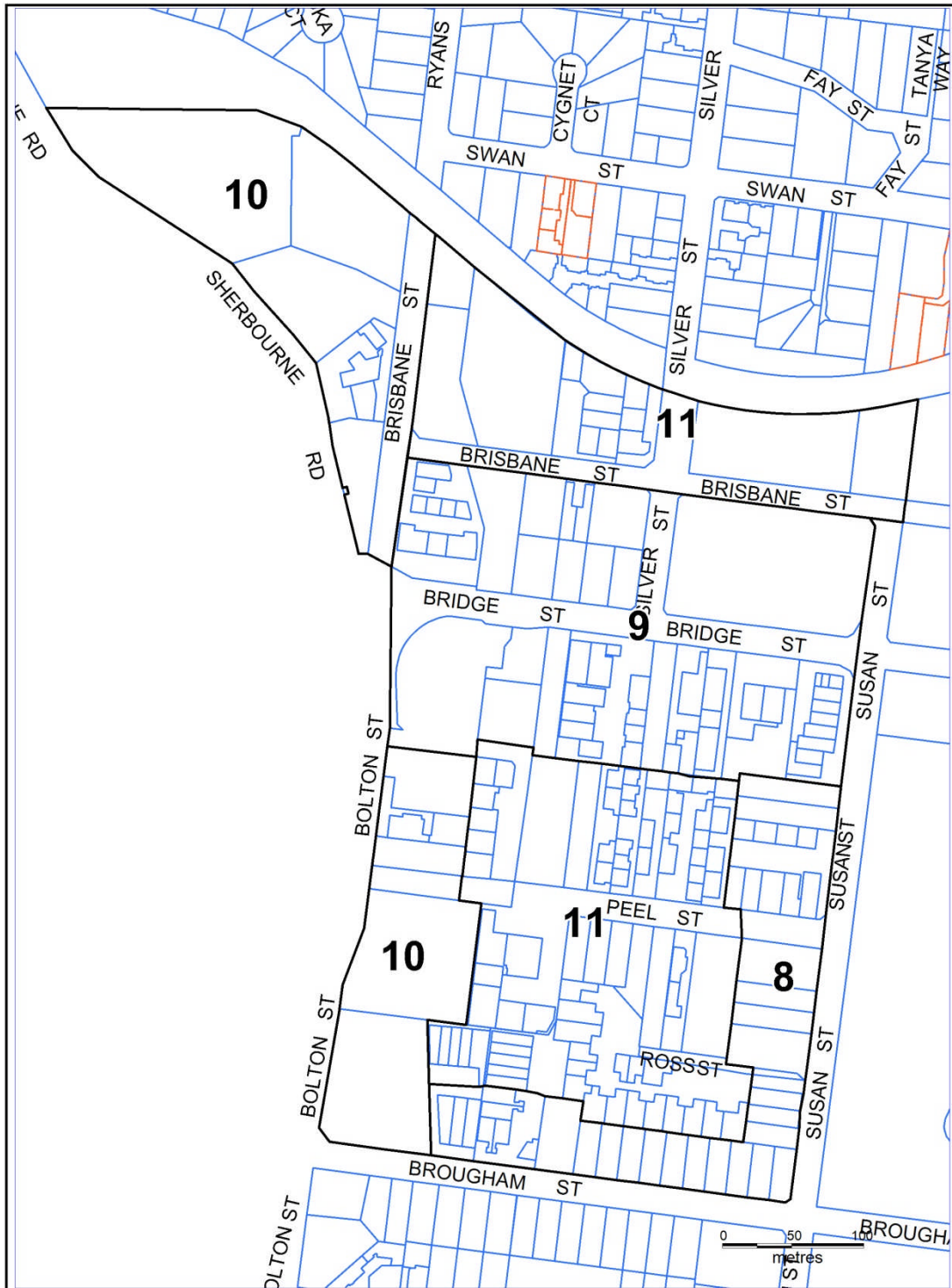
- Encourage improvement of visitor amenity through such facilities as open and sheltered rest areas, meeting places, crossing facilities, pedestrian links to car parks and pedestrian weather protection.
- Reduce conflict between vehicular traffic and major pedestrian areas through separation, design treatments and materials, traffic calming and reducing conflict points.
- Ensure design provides for the needs of all users, including people with a disability.

Parking

- Encourage the provision of bicycle facilities and access to support greater use of bicycles as the means of transport to and from the Eltham Activity Centre.
- Support car parking rates that provide for 6 car spaces per 100 square metres of gross leasable retail floor space and 3 spaces per 100 square metres of gross leasable office floor space.

Policy References

- *Eltham Major Activity Centre Structure Plan, August 2004.*
- *Bridge Street Business Precinct Urban Design Framework, December 2003.*



**THE BRIDGE STREET BUSINESS AREA
(PRECINCTS 8-11 OF THE ELTHAM ACTIVITY CENTRE)**