22.09

ST KILDA FORESHORE AREA POLICY

This policy applies to the St Kilda Foreshore area, as defined in the St Kilda Foreshore Urban Design Framework, 2002, and shown on the attached map.

22.09-1

Policy Basis

This policy:

- applies Clause 15.02 Urban Design Principles and Clause 12.02 – Coastal Areas of the State Planning Policy Framework;

- builds on Clauses 21.04-2, 21.04-5, 21.04-6, 21.05-3 and 21.06-6 of the MSS;

- applies the Incorporated Document – 'St Kilda Foreshore Urban Design Framework 2002', and

- implements the 'St Kilda Foreshore Urban Design Framework, 2002', which establishes strategic directions for revitalisation of (primarily public) land within the St Kilda Foreshore area. Relevant objectives and strategies relating to activity mix, the design of buildings and spaces, access, landscaping themes and ecological processes have been included in this policy.

22.09-2

Objectives

- To reposition St Kilda for the future based on its threefold seaside residential, leisure and entertainment, and marine recreational roles.

- To create an equitable balance between local community needs and the regional tourism role of the St Kilda Foreshore area.

- To maintain and reinforce the unique cultural heritage of St Kilda Foreshore area embodied in iconic buildings, spaces and attractions.

- To enable the viable use and development of buildings, spaces, facilities and services, which benefit the community.

- To encourage design excellence in buildings, structures and spaces, to achieve:

  · Responsiveness to the site and its context, and respect for the architectural themes of the locality.

  · A positive impact on the public realm.

- To ensure design outcomes which maximise the safety and perception of safety in all public spaces.

- To enhance the quality and connectivity of the public space network within the Foreshore area, and provide a variety of leisure opportunities and experiences.

- To improve the legibility and amenity of pedestrian connections within and to the Foreshore area.

- To maintain and enhance views and vistas and, where appropriate, create new views and vistas.

- To enable the sustainable use and development of the St Kilda Harbour whilst protecting the environmental values of the Harbour and Foreshore.

- To promote non-car based transport and minimise the impact of cars.

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General Policies

Cultural Heritage and Activity Mix

It is policy to:

- Encourage new use and development that contributes to the diverse character and builds on the principal role of the St Kilda Foreshore area as a leisure and entertainment precinct.

- Ensure new development improves the attractiveness and supports the viability of existing iconic buildings, spaces, landmarks and attractions, identified in the 'St Kilda Foreshore Urban Design Framework, 2002' as contributing to the cultural heritage of St Kilda.

- Encourage the co-location of uses within defined activity nodes, and new uses and facilities that compliment existing attractions, assets and facilities.

- Balance the provision of well-defined visitor attractions with the provision of appropriate services, facilities and spaces for use by the local community.

- Ensure urban art is incorporated into new development to add to the cultural layering of the St Kilda Foreshore area, and contribute to its legibility, meaningful associations and use.

- Enhance the function of specific sites by:

  · Consolidating yacht support services at the Royal Melbourne Yacht Squadron.

  · Encouraging the development of new public facilities at the St Kilda Pier entry area.

  · Encouraging the refurbishment of the West Beach Pavilion for community use with some complementary commercial use(s).

  · Consolidating and encouraging the use of the Veg Out site at the Peanut Farm Reserve as a community open space site, including the retention of community gardens as a vital community activity, which maximises public access and accommodates a variety of community based uses.

Foreshore Structure

It is policy to:

- Ensure new development and landscape design respects the integrity of the linear topographic structure of the foreshore by:

  · retaining the distinctiveness of the four different Foreshore zones; the sea, the beach, the back dune and the promontory (St Kilda Hill), and

  · maintaining the level differentiation between The Upper Esplanade and the lower foreshore.

Built Form

It is policy to:

- Ensure new development retains the dominant built form typology of the Foreshore, characterised by buildings in space, as described in the 'St Kilda Foreshore Urban Design Framework, 2002'.

- Ensure that significant heritage and iconic buildings and places are conserved and that any new development around them respects the existing built form.

- Maximise the potential of existing vista termination points to provide visual identification along the Foreshore, and create new ones at key locations, including The Triangle Site.

- Ensure future building heights and forms maintain and enhance the view structure defined in the 'St Kilda Foreshore Urban Design Framework, 2002' including; views from the Upper Esplanade to the horizon, Williamstown, Marine lighthouse, the Stokehouse and Catani Arch; and from South Beach to the entrance of Luna Park.

- Ensure future building heights and forms do not detract from the amenity of the public realm by overshadowing or causing wind tunnel effects on public space.

- Maintain the low-rise, 1 to 2 storey character of the Foreshore Reserve, excepting the potential for a limited increase in height at the Royal Melbourne Yacht Squadron to create a stronger termination point for the Fitzroy Street vista.

- Encourage high quality, innovative design of buildings and spaces that:

  · respect the cultural values and architectural themes of St Kilda, and

  · integrate with and enhance the public realm by incorporating useable community space, ground level activity and maximising solar access.

- Protect the water quality of Port Phillip Bay from adverse environmental impacts of new development through application of the City of Port Phillip Stormwater Management Plan.

- Require the preparation of a site management plan, in association with new development proposals which have the potential to impact on the environment, with particular emphasis on the management of storm water and sediment control (the former both during and post construction) to protect and improve water quality.

Public Space Network and Connections

It is policy to:

- Create an integrated network of public spaces which support a variety of activities and incorporate a balance of:

  · activity nodes (West Beach north end, West Beach Pavilion area, end of Fitzroy Street / Royal Melbourne Yacht Squadron area, St Kilda Pier Entry, Seabaths area, St Kilda Triangle site, Shakespeare Grove / Veg Out area and Marina Reserve); and

  · quiet contemplative spaces (Catani Gardens, Marina Reserve, St Kilda Pier and Alfred Square).

- Improve linear connectivity between and across existing public spaces by enhancing pedestrian permeability, attractiveness and visual guidance at key locations including:

  · along the Foreshore Promontory,

  · around the Seabaths and to Catani Gardens,

  · between Catani Gardens and West Beach, and

  · between Marina Reserve and St Kilda Beach.

- Improve cross connectivity between the built urban area and the Foreshore Reserve by establishing Shakespeare Grove and the Cowderoy Street – Pier Road link as safe and attractive pedestrian routes, supplemented by further pedestrian crossings of Beach Road at locations identified in the 'St Kilda Foreshore Urban Design Framework, 2002'.

- Encourage visual integration of the Foreshore Reserve by:

- · Restoring and reinforcing established landscape themes.

- · Co-ordinating street furniture and street design details.

- Maximise personal safety and a sense of security in all public spaces.

Transport Networks

It is policy to:

- Encourage public transport, along with walking, cycling and water based transport, as the preferred modes of travel to the Foreshore area.

- Encourage improved bicycle, pedestrian and rollerblade paths and facilities, which contribute to a safe, comprehensive and useable network.

- Encourage improvements to public transport infrastructure and facilities to serve the Foreshore area.

- Limit the extent of additional car parking in the area.

- Encourage new development to contain on-site car parking underground, or be designed so as not to be visible from public spaces.

- Enhance the useability, access and safety for pedestrians and cyclists, through the appropriate design of road spaces.

- Reduce the adverse impacts of through traffic, particularly on Jacka Boulevard, Marine Parade, The Upper Esplanade and residential streets.

KEY SITES

In addition to the general policies, the following policies apply to key sites within the Foreshore area.

St Kilda Triangle Site

It is policy to:

- Encourage an integrated renewal of the site as a key activity node within the Foreshore, emphasising the provision of a new public space, a revitalised Palais Theatre, and a variety of indoor and outdoor entertainment and cultural venues.

- Maximise the public benefit through private investment in facilities that maintain the traditional cultural use of the site and allow for new contemporary leisure activities.

- Investigate a new building at the western end of the site, which would repeat the Foreshore pattern of buildings in space.

- Encourage the creation of a public plaza on the site to link new and existing buildings, and provide community space capable of use for a range of purposes.

- Determine design parameters, including the height of new buildings, on the Triangle site based on the need to maintain:

  - · the iconic landmark status of the Palais Theatre and Luna Park

  - · the level differentiation between the Upper Esplanade and the lower foreshore, and

  - · views and vistas, including views from The Upper Esplanade.

- Ensure new development is constructed to minimise noise transference by high quality facility design, landscaping and buffer zones.

- Encourage the relocation of existing car parking on the St Kilda Triangle site underground, in association with any new development.

Jacka Boulevard

It is policy to:

- Encourage the development of Jacka Boulevard as an attractive seaside boulevard with a multi-functional role – arterial and local access road, and scenic route – with emphasis on the creation of active frontages, ease of pedestrian crossing and reduced impacts from traffic.

- Improve direct pedestrian connection to the beach at the intersection with Fitzroy Street.

- Encourage new pedestrian links to the Foreshore Reserve:
  - From the Triangle Site.
  - Between the Esplanade Hotel and St Kilda Pier.

St Kilda Harbour

It is policy to:

- Ensure the design and implementation of a safe recreational harbour.

- Ensure sustainable boat usage of the Harbour, consistent with the principles and requirements of the Designated Recreational Boat Zone and the Wildlife Management Conservation Area.

- Design and implement all maritime structures (land and sea based) in accordance with best practice principles in environmental management.

- Protect and manage access to habitat areas.

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Decision Guidelines

It is policy that the Responsible Authority consider as appropriate:

- Whether a proposed use or development is consistent with the 'St Kilda Foreshore Urban Design Framework, 2002'.

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Incorporated Documents

St Kilda Foreshore Urban Design Framework (City of Port Phillip, 2002).

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Reference Documents

Port Phillip Urban Art Strategy (City of Port Phillip, 2002)

Port Phillip Urban Iconography Study (City of Port Phillip, 2001)

Recreational Boating Strategy (State Boating Council, 1997)

St Kilda Breakwater Management Plan (Parks Victoria, 2002)

Victorian Coastal Strategy (2014)

**St Kilda Foreshore
Local Policy Plan**

Beaconsfield Pde

Armstrong St

Langridge St

Canterbury Rd

Fraser St

Light Rail

Park St

Fitzroy St

St Kilda Pier

**Alfred
Square**

Grey St

Acland St

The Esplanade

Barkly St

Port Phillip Bay

Shakespeare Gv

Carlisle St

NORTH

**VegOut
Gardens**

Blessington St

Barkly St

St Kilda Foreshore Urban Design Framework Area

Tennyson St

This is not a Planning Scheme map. Please check the Planning
Scheme maps for accurate zone and overlay information.

Map to Clause 22.10

Marine Pde