

# MORNINGTON ACTIVITY CENTRE Structure Plan

*A Plan for a Coastal Town*

July 2007



COMMITTED TO A  
SUSTAINABLE  
PENINSULA



ratio

## aerial view of mornington activity centre



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## about the structure plan

This Structure Plan has been prepared to provide a planning policy framework that guides land use, development, transport and public and private investment in the Mornington Activity Centre over the next twenty-five years. The Structure Plan has been undertaken in the context of *Melbourne 2030 - Planning for Sustainable Growth*.

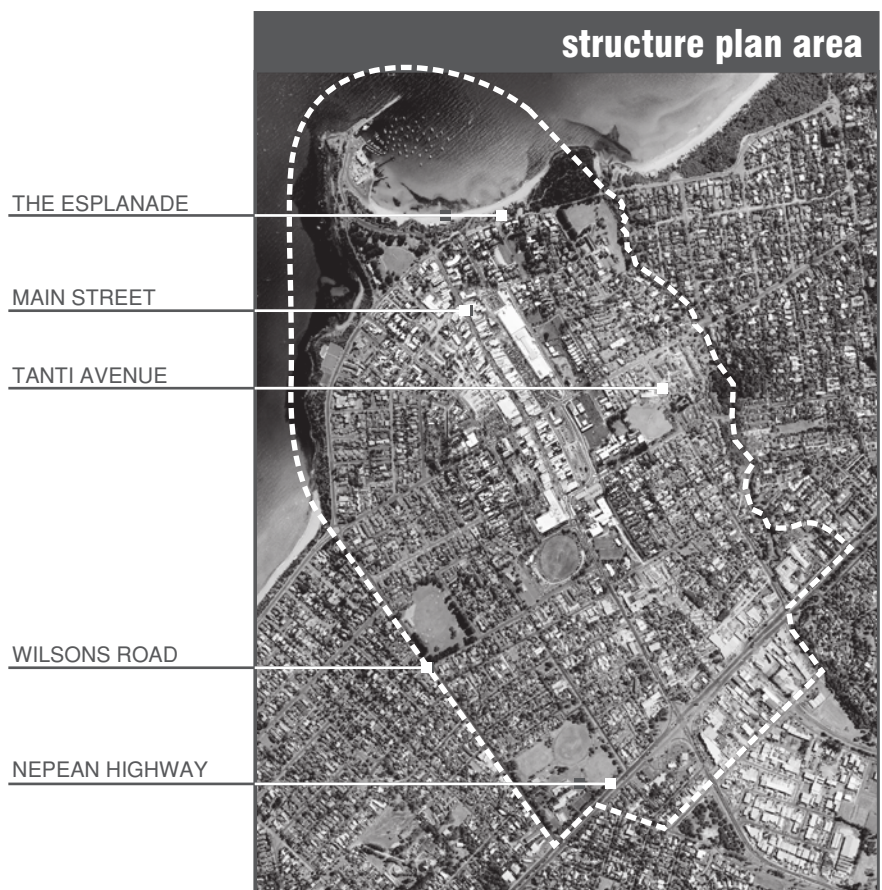
The Mornington Activity Centre is shown on the aerial photo (opposite). The Structure Plan Area is generally bounded by Port Phillip Bay to the north, the Nepean Highway to the south, the Tanti Creek to the east and Wilsons Road to the west.

The Mornington Activity Centre has five functional precincts, generally discernable by location, types of uses and the intensity of activity. The precincts (outlined in detail in Section 6) include: -

- the **retail core precinct**, focused on Main Street and generally bordered by the 'Ring Road';
- the **professional services precinct**, located on Main Street, south of the retail core precinct and north of the Nepean Highway;
- the **foreshore precinct**, including the foreshore area between Wilsons Road and Tanti Creek and incorporating Mornington Park and Mornington harbour;
- the **highway precinct**, which accommodates larger-format commercial facilities and is generally located near the intersection of the Highway and Main Street; and
- two **residential precincts**, located to the east and west of the retail core and bounded by Tanti Creek to the east and Wilsons Road to the west.

The Structure Plan principally focuses on the retail core precinct. It has the highest intensity and diversity of uses and is the heart of the Mornington Activity Centre. Therefore, most policy directions in the Structure Plan apply to the retail core, although directions for the other precincts are included where appropriate.

This 2007 Structure Plan outlines a vision for the Mornington Activity Centre towards the year 2030 and will be reviewed every five years. Previous Structure Plans for the Mornington Activity Centre were prepared in 1972 and 1987, and an update of the 1987 Structure Plan was undertaken in 2001.



# 1 introduction

## structure of the document

The Structure Plan includes a range of maps, photographs and policy statements that together provide an interconnected and comprehensive framework for the evolution of the Mornington Activity Centre. It is structured as follows: -

### Key Issues and Opportunities (Section 2)

- Summary of background research.
- Review of key planning policies .

### Vision and Objectives Statement (Section 3)

- Vision for the long term future of the activity centre.
- Objectives and strategies for achieving the vision.

### Framework Plan (Section 4)

The main planning policy directions for the activity centre as a whole are expressed in three frameworks: -

- Strategic Land Use Framework.
- Urban Design Framework.
- Integrated Transport Framework.

### Elements (Section 5)

This section is the core of the Structure Plan. It comprises ten key elements (or themes) that link to the framework plan, united by the central theme of sustainability. The Elements seek to articulate specific policy directions for the following: -

- Sense of Place
- Main Street Focus
- Active Frontages and Safe Interfaces
- Pedestrian Network and Open Spaces
- A Diversity of Activity
- Built Form and Heritage
- Public Realm and Landscape Character
- Bicycle and Public Transport Networks
- Traffic and Car Parking
- Accessibility and Safety by Design

The ten Elements are based on the strategic and design principles that were adopted for the Structure Plan.

### Precinct plans (Section 6)

These plans provide more detailed policy directions and put thematic policies in the context of smaller geographic areas. The precincts include: -

- Retail core precinct.
- Professional services precinct.
- Foreshore precinct.
- Highway precinct.
- Residential precincts.

### Implementation Framework (Section 7)

- Leadership and responsibilities.
- Planning actions and projects.

### General

The maps and drawings in the Structure Plan are part of the policy framework and are not blue-prints for future development. They express long term policy directions to achieve what is outlined in the Vision and Objectives Statement. They are conceptual in nature and need to be considered in the context of the policy statements in the text.

Photos and sketches shown in this structure plan are included as illustrations of policy directions. They do not provide policy directions themselves and are of an indicative nature only.

## structure planning process

The Structure Plan has been built on the foundations of the preceding process outcomes and community consultation. The process is illustrated in the diagram (right), and discussed below:-

- The **Key Issues and Opportunities Report** provides a detailed analysis and review of the structure and function of the Mornington Activity Centre, in order to set the context for the development of the Structure Plan.
- The **Vision and Objectives Statement** is the starting point for the development of plans for the Mornington Activity Centre. It is based on an expression of the views, values and ideas put to Council and the consultant team during the community and stakeholder visioning workshops.
- **Strategic and design principles** link the vision and objectives statement and the preparation of development scenarios. The strategic design principles were established to provide a common set of “planning rules” for the preparation of the scenarios and represent strategic planning, urban design and integrated access objectives and relationships for the centre. They are expressed in the Structure Plan as a set of ten policy Elements (refer Section 5 of this report).
- Three **development scenarios** were prepared for consideration by the community and stakeholders. These were 'concept plans' that indicate potential directions for how the vision and objectives statement could be translated into different plans for the Activity Centre.
- The **interim structure plan** was adopted by Council for two reasons. Firstly, it was a means to obtain temporary development controls for new planning applications in the structure plan area whilst the structure planning process was being completed. Secondly, it gave certainty to the community about adopted key aspects of the preferred scenario. In particular, the interim structure plan incorporates guidance on the overall layout of the centre and its appearance, expressed in basic height and setback provisions.

- The **Draft Framework Plan** depicted the preferred scenario in greater detail and outlined the draft Strategic Land Use Framework, Urban Design Framework and Integrated Transport Framework.

- **Community consultation and communication** has taken place during all stages of the process.

A Community Reference Group was formed early in the process and provided regular advice to Council on draft documents including the Vision and Objectives Statement, the development scenarios and the Framework Plan. The Reference Group included 13 people from various sections of the community. It was assisted by an independent facilitator and provided detailed community input during the process. The members contributed a lot of their time, expertise and knowledge of wider community feedback to provide advice to consultants, officers and Council.

The wider community was consulted at three milestone stages of the project: -

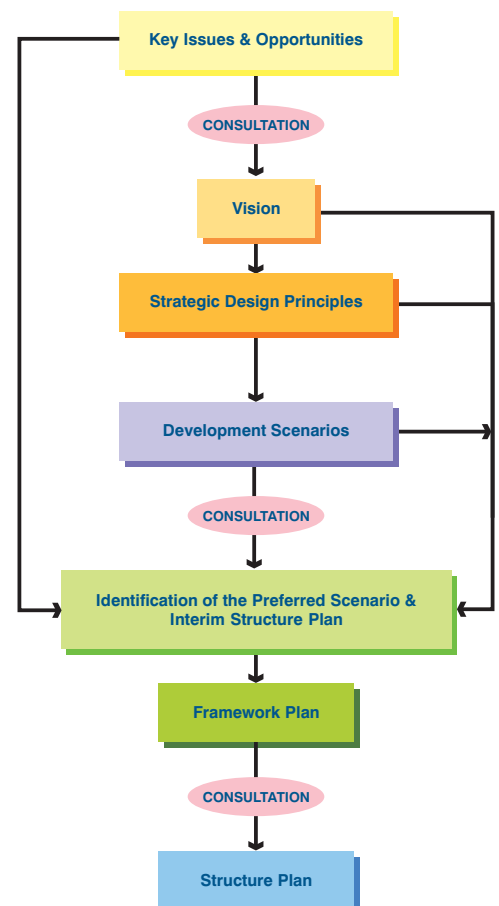
- Visioning – this provided the basis for the Vision and Objectives Statement.
- Development scenarios - identified main growth options underlying the structure plan.
- Draft Framework Plan – to enable input on the more detailed aspects of the preferred development scenario.

Within these milestone stages, consultation for the main stages was undertaken via: -

- Community and focus group workshops
- Exhibition of plans, policies and open days
- Submission of written feedback and standard 'feedback forms'.

Communication about the process was managed through regular newsletter updates, information posted on a special page on Council's web site and in the local press.

In addition, the consultation and communication process was assisted by a computer based 'virtual reality' model of Main Street and surrounds. This model made it possible to illustrate development scenarios and to clarify the impact of development proposals that Council considered during the process.





## summary of key issues and opportunities 2

### mornington activity centre setting and location

The Mornington Activity Centre sits within the Mornington township area at the northern end of Mornington Peninsula Shire.

The coastal setting of Mornington has been an enduring feature of the town's identity and is an important element in the Structure Plan's development. Commanding bay views from the centre of town, Mornington has retained its historic and 'salty' village-by-the-sea atmosphere, which is highly valued by locals and visitors alike.

The surrounding landform is undulating with a gradual fall to the east from Main Street to Tanti Creek and to the north towards the bay. Whilst the landform is distinctive in terms of visual and topographical interest, it may also support the opportunity for attractive 'under croft' style car parking areas in the future.

### activity centre context

The Mornington Activity Centre sits within a wider system of activity centres in the south-eastern region of metropolitan Melbourne.

The location of the Activity Centre enables it to intercept trade from outbound trips by Peninsula residents, but also places the centre within the trade shadow of larger metropolitan centres (in particular the nearby centre of Frankston). The Activity Centre also faces competition from centres on the Peninsula, in particular the major centres of Rosebud and Hastings, as well as the nearby Township centres of Mt Eliza and Bentons Square. However, this competition is generally for lower-order (day-to-day) goods and services. The wider range of services at Mornington means that it draws a broad catchment within the Shire for higher-order goods (occasional purchases).

In summary, there are significant competition issues that face the Mornington Activity Centre in terms of escape expenditure to Frankston and Melbourne. This is reinforced by the centre's relative proximity to Frankston and the south-eastern suburbs of Melbourne.

In this context, there are opportunities for Mornington to strengthen its role in the activity centre hierarchy, particularly by capitalising upon its role in the sale of higher-order goods; increasing the availability of lower-order goods, including fresh food; and building upon opportunities to attract visitors and develop the potential of the tourism market.

View from the pier.



Blake Street, Mornington presents a high-quality public realm.



## 2 summary of key issues and opportunities

### activities and land use

The Mornington Activity Centre is focused on a linear commercial strip extending approximately 1.5 kilometres northward along Main Street from the intersection with the Nepean Highway to The Esplanade.

The northern section of Main Street (between the Esplanade and Cromwell Street) accommodates the highest intensity of use and pedestrian visitation. This area has been defined as the **core retail precinct**. The core retail precinct is supplemented by two enclosed malls 'Centro Mornington' (adjacent to Main Street) and the Mornington Village (located at the corner of Main and Cromwell Streets).

A **professional services precinct** extends southwards along to Nepean Highway from Cromwell Street. It includes a mix of office buildings for a range of financial and professional services, together with a range of community and public services.

The **highway precinct** extends along Nepean Highway, between the Tanti Creek and Wilsons Road. This area comprises a mix of land uses typically located on the edge of large activity centres, and includes fast food and automotive retailers.

**Residential precincts** encircle the retail core and extend to the Activity Centre's road boundaries. Bounded by the Tanti Creek to the east, Wilsons Road to the west, Nepean Highway to the south and the Esplanade to the north, the residential precincts contain a mix of established housing, modern townhouses and other types of medium-density development. The residential precincts are punctuated by open spaces and public reserves, including Alexandra Park, Memorial Park, CB Wilson Reserve, the Mornington Primary School and Morell Reserve.

The northern-most precinct in the Activity Centre is the **foreshore precinct**, which encompasses the area to the north of the Esplanade. This precinct includes the foreshore reserve to Schnapper Point, the Mornington Harbour, the historic pier, the Mornington Yacht Club, Mothers Beach, Scout Beach, Shire Hall Beach and Royal Beach.

More information on each of the precincts is included in Section 6.

The economic and employment role of the Activity Centre is also important to understand. In 2001, approximately 11,200 jobs were provided in the wider Mornington area. It is estimated that at least 30% of these jobs are provided within the study boundaries of the Mornington Activity Centre. To this end, it is acknowledged that the Mornington Activity Centre is the dominant employment node in the district, and it is a priority of the structure planning process to explore development opportunities that can reinforce this role.



## summary of key issues and opportunities

2

### retail and commercial floorspace structure

The total Leaseable Floor Area (LFA) of retail and commercial floorspace at the Mornington Activity Centre is estimated to be in the order of 67,000 square metres and accounts for approximately 25% of all retail and commercial floorspace in the Mornington Peninsula Shire.

The floorspace structure is dominated by retail activities, contributing approximately 85% of all retail and commercial floorspace in the Mornington Activity Centre. This is broken up into four retail classifications; 'Retail Food' (24%), 'Retail Non-Food' (32%), 'Retail Services' (12%) and 'Large Format Retail' (18%).

The remaining floorspace is occupied by 'professional and commercial services' (approximately 11% of all retail and commercial floorspace). This is generally made up of office-based activities, including real estate agents, insurance agents and solicitors.

Retail and commercial vacancies in the Mornington Activity Centre are extremely low at approximately 3%. The generally accepted optimal rate for floorspace vacancy is 5%, at which point demand and supply are regarded as being in balance. A floorspace vacancy of 3% indicates that there is intense competition for the leasing of floorspace, which can push lease prices and goods and services prices up.

Mornington has a very high proportion of retail floorspace. A greater diversity of uses, including more community, office, open space and residential uses will reinforce the long term sustainability of the activity centre.

### future growth of the centre

#### Population and Housing

The Mornington Peninsula has undergone significant population and household growth within the last fifteen years, which is likely to continue albeit at a slower rate into the foreseeable future.

Projections (prepared by Ratio Consultants, based on work by i.d Consultants) indicate that for the period 2001-2016, the population within the Mornington Activity Centre's primary catchment is forecast to grow from 50,500 to approximately 59,500 persons. This represents an additional 9,000 persons over the fifteen-year period (an overall growth rate of 18% or an average 1.2% per year).

For the same period, households in the primary catchment are forecast to grow from 19,000 to approximately 23,000. This represents an additional 4,000 households over the period (an overall growth rate of 21% or an average of 1.4% per year). It is

recognised that the continued ageing of the population and the significant number of single person households in the Mornington area are key factors in the rising number of households. These factors also indicate that the demand for smaller housing units (or medium-density housing) is likely to continue to grow.

Overall population growth will strengthen the role of the Mornington Activity Centre and increase demand for new and existing services. Household growth will similarly increase demand for new housing opportunities.

The Southern Regional Housing Statement indicates that, in the context of the expected population growth for the Mornington Peninsula as a whole, in the order of 4,300 additional dwellings could be accommodated in and around major and township activity centres.

To this end, it is resolved that a proportion of housing growth should be accommodated within the Mornington Activity Centre (particularly at medium-density).

#### Retail Floorspace Requirements

Based on the allocation strategy developed by Ratio Consultants for the Mornington Peninsula Activity Centres Strategy (2005) and projected household growth: -

- the projected level of additional retail floorspace take-up in the Mornington Activity Centre for the period 2004-2021 is estimated to be in the order of 17,000m<sup>2</sup> LFA; and
- the projected level of additional office floorspace take-up in the Mornington Activity Centre for the period 2004-2021 is estimated to be in the order of 6,700m<sup>2</sup> LFA.

## 2 summary of key issues and opportunities

### urban design: public realm and built form

Heritage values and landscapes are very important for Mornington's community and village ambience. The Activity Centre has a range of heritage places and Main Street in particular retains evidence of the various periods of development along its length. To its north, remnants of the earliest small community survive clustered around the intersection with the Esplanade. To the south of this, evidence of boom period development survives as substantial retail, commercial and recreational buildings such as the prominent Grand Coffee Palace (1889). Subsequent pre-WWII retail development is evident between Queen to Barkly Streets with the post war development further to the south.

The Activity Centre is characterised by generally low-rise built form of between one and three storeys, punctuated by the Grand Hotel, which is the most significant visual landmark within the centre. Key view lines in Main Street are at Empire Mall, looking north to the bay; or south towards the Grand Hotel. Beleura Hill also forms an attractive backdrop to the town. The need to retain these iconic views is a major influence in determining design guidelines for the Activity Centre.

Mornington Activity Centre has a generally attractive and safe pedestrian environment and public realm pattern. Street furniture and landscaping are well maintained and are generally of a high standard. A key element of this is the shop front environment, which is dominated by attractive, active facades and sheltered footpaths. The high-quality environment in Mornington is a good indicator of the Centre's strong performance, reflecting that business owners are actively re-investing in their stores.

The rear of shop environment is an exception. Generally, Main Street's shops back on to large at-grade car parks, located to the east and west of the shopping strip. The car parks are devoid of footpaths and contain few trees or other public realm elements. The rear of shop environment is therefore rather desolate and potentially unsafe for pedestrians, particularly at night. It is considered that the existing car park and rear of shop environment is a poor interface for the surrounding residential areas.

Other public realm elements that require improvement include: -

- the interfaces between Centro Mornington (which has large, blank walls) and Main Street;
- the foreshore interface (at the Esplanade) which is physically divorced from the retail core precinct by traffic movement and insufficient interface activities; and
- unattractive and potentially unsafe pedestrian walkways linking Main Street with at-grade car parks.

It is also noted that as a tourist hub, Mornington has few examples of directional and interpretative signs.

The Activity Centre supports a range of open spaces and recreational facilities. However, apart from footpaths, there are few public spaces in the retail core precinct. It is considered that additional parks and open spaces, particularly within the core retail precinct, would help to balance future development and provide much-needed meeting and gathering spaces at the centre's heart.

Wide footpaths in Main Street are a major strength of the Activity Centre.



## summary of key issues and opportunities

### transport

#### Road Network and Traffic

The presence of a transport spine along the retail core precinct (Main Street) in association with the developed Ring Road network provides the basis of an excellent road network to service the traffic needs of an activity centre. The key measure of the network will be its ability to continue to provide high levels of performance in terms of convenience, accessibility, and safety during peak periods in a more intensely developed activity centre.

The continued reliance on Main Street to access the ring road network from the Nepean Highway will place significant stress on this road and in particular its intersection with the Nepean Highway.

The following traffic issues have been identified at the centre: -

- congestion along Main Street at its primary intersections;
- poor pedestrian safety and accessibility across the northern end of Main Street and parts of Barkly Street;
- the unsealed nature of some off-street public car parks;
- lack of parking controls within car parks;
- spillover parking into unsuitable locations during peak periods; and
- pedestrian/ vehicle conflicts at key roundabouts along Main Street (eg. Barkly Street and Cromwell Street).

The development of the 'Eastern' and 'Western' ring road network has supported the strong economic growth of the Mornington Activity Centre. It also places stress on the 'feeder' role of Main Street (south) to provide primary access to the town centre.

To relieve traffic pressure at Main Street and foster the sustainable growth of the centre, greater reliance could be placed on supporting routes for access to/from the centre. In particular, Tanti Avenue-Barkly Street to the east and Wilsons Road-Barkly Street and Wilsons Road/Hampden Street to the west could function as designated secondary access routes to the centre in the future.

#### Car Parking

The Mornington Activity Centre accommodates in the order of 3,000 car parking spaces, which are mainly distributed within large, at-grade car parks to the rear of Main Street.

Car parking surveys on a typical Saturday in 2004 show that the on and off-street parking spaces in close proximity to core retail activities experienced high parking demands, whilst there is spare capacity during typical weekend and evening periods in the more remote car parks.

During periods of peak activity (Wednesday 'Market Days'), summer and other holiday periods, most available off-street car parking in the area is at or close to capacity.

In comparison to the previous surveys during February 2001, there has been a marked increase in parking demand, from a peak of 72% to about 95% on the Wednesday and from 50% to 71% on the Saturday.

Given the expected ongoing growth of the Mornington Activity Centre and continuing development pressures in the precinct, additional parking opportunities should be identified.

#### Public Transport

The Activity Centre has relatively poor access to public transport services and is reliant on public bus services and taxi services. The nearest railway station is the Frankston Railway Station. It is recognised that the frequency and duration of public bus services needs to be increased to provide a better service to the community and facilitate an increase in patronage.

Taxis provide an important transport service in Mornington and taxi ranks are conveniently positioned at four locations throughout the centre.

# 2 summary of key issues and opportunities

## summary issues & opportunities



THERE IS AN IMPORTANT OPPORTUNITY FOR BETTER INTEGRATION BETWEEN THE FORESHORE & RETAIL CORE AREAS.

MORNINGTON IS A HUMAN-SCALE ENVIRONMENT, IDEALLY SUITED TO WALKING AND CYCLING TRIPS. IMPROVEMENT AND EXPANSION OF THE PEDESTRIAN/ CYCLIST NETWORK & OPEN SPACES IS A KEY OPPORTUNITY.

MAIN STREET IS THE PRIMARY FOCUS FOR BUSINESS, LEISURE & STREET LIFE IN MORNINGTON. THERE ARE OPPORTUNITIES TO REINFORCE THE PRIMACY OF MAIN STREET & TO ENHANCE AMENITY, EQUITABLE ACCESS & THE UNIQUE SENSE OF PLACE.

A GREATER DIVERSITY OF ACTIVITIES, ENVIRONMENTS AND SPACES WILL CONTRIBUTE TO LONG-TERM SUSTAINABILITY IN MORNINGTON. EXISTING AT-GRADE CAR PARKS (MANY OF WHICH ARE COUNCIL-OWNED) REPRESENT EXCELLENT OPPORTUNITIES TO ACHIEVE THIS.

THE EXISTING MOVEMENT NETWORK DRAWS TRAFFIC INTO THE ACTIVITY CENTRE THROUGH MAIN STREET IN LARGE VOLUMES, WHICH COMPROMISES AMENITY & SAFETY. THERE IS A CRITICAL NEED TO REDISTRIBUTE TRAFFIC AWAY FROM MAIN STREET & INTO THE RING ROAD.

THE RESIDENTIAL PRECINCTS THAT ENCIRCLE THE ACTIVITY CENTRE ARE IMPORTANT & THERE IS A NEED TO RETAIN THEIR SPECIAL CHARACTER. NEW MEDIUM-DENSITY RESIDENTIAL ACTIVITY SHOULD BE FOCUSED WITHIN THE RETAIL CORE AREA, CLOSE TO SERVICES & PUBLIC TRANSPORT.

# vision and objectives statement 3

## vision

In 2030 the Mornington Activity Centre will be:-

- The heart of the district. A place that retains its distinct village ambience and seaside atmosphere;
- A centre that people in the district identify with. It gives them a sense of place and belonging. It is their favourite destination to meet, shop, be entertained, work and do business;
- An exciting place to live that is integrated with surrounding residential areas; and
- A reflection of ongoing community consultation and sustainability principles.

## objectives

### Objectives - Retail Core Precinct

Objectives for activities and land use in the retail core precinct are to:-

- Enhance the precinct's role as a heart for the district and to strengthen its place in the network of activity centres on the Peninsula, via carefully managed growth and development. In essence, the retail core precinct will be the hub of a socially, environmentally and economically sustainable Activity Centre, which continues to meet the needs of the growing community;
- Enhance the precinct's Main Street focus, distinct village ambience and sea-side atmosphere;
- Diversify the mix of activities in the precinct to contribute to its long-term success;
- Strengthen Main Street as the iconic, functional and geographic heart of the precinct and district;
- Support an economic environment in which businesses flourish and additional jobs are created;
- Enable the precinct to develop as an attractive place to live, close to shops, restaurants and the bay; and
- Improve integration between the retail core precinct and the foreshore precinct.

Objectives for urban design in the retail core precinct are to:-

- Protect the existing scale and character of Main Street;
- Protect heritage places and landmarks, as well as the historic street pattern and alignment;
- Ensure that the scale and design of new development in Main Street will be compatible with the existing built form and respectful of heritage places;
- Integrate environmental sustainability principles into new building design;
- Maintain and enhance the pedestrian environment via the application of safety-by-design principles and active edges;
- Ensure that new development within the precinct is respectful of the existing low-scale, village ambience and sea-side atmosphere;
- Design new residential development in a way that contributes to the character of the precinct, with an appropriate diversity of dwelling types (including size and affordability);
- Increase the range and quality of public open spaces in and near Main Street as places to rest, meet and use for community activities and special events; and
- Improve the interface between the retail core precinct and the surrounding residential areas.

Objectives for integrated transport in the retail core precinct are to:-

- Ensure the precinct is accessible and safe, and supportive of a range of sustainable transport options;
- Provide convenient, safe and free car parking to meet the needs of the Activity Centre;
- Provide safe pedestrian and bicycle pathways and an interesting network of pedestrian connections; and
- Support improved access to public transport for users of the activity centre.

# 3 vision and objectives statement

## objectives

### Objectives – Professional Services Precinct

Objectives for the professional services precinct are to: -

- Facilitate on-going investment, development and consolidation of the precinct, particularly for employment generating uses;
- Ensure that the precinct develops a built form pattern that is consistent with the existing office-style development;
- Promote the precinct as a desirable business address that is an attractive gateway the Activity Centre; and
- Facilitate good access principles between the retail core precinct and the Nepean Highway.

### Objectives – Highway Precinct

Objectives for the highway precinct are to: -

- Facilitate on-going development that complements the existing role of the precinct and utilises the high level of exposure and access the precinct offers;
- Enhance the precinct as a welcoming entry and edge environment for the Activity Centre; and
- Enable the precinct to develop as a service centre for travellers heading deeper into the Mornington Peninsula.

### Objectives – Residential Precincts

Objectives for the residential precincts are to: -

- Discourage non-residential uses 'spilling over' into residential areas;
- Protect the existing low-rise character residential areas, particularly in the vicinity of the commercial precincts of the Activity Centre;
- Ensure additional traffic is managed in a way that protects and maintains the amenity of residential streets; and
- Improve pedestrian and bicycle connections from the precinct to the retail core and surrounding areas.

### Objectives – Foreshore Precinct

Objectives for the foreshore precinct are to: -

- Improve the linkages and synergies with the retail core precinct and so further promote the iconic values of the foreshore and its role as a premier recreational facility;
- Enhance view lines between the foreshore and the retail core precinct; and
- Ensure adequate access for various modes of transport (including water-based transport) and the coordinated provision of car parking facilities.



This section of the Structure Plan comprises policy directions for the activity centre as a whole. These are expressed in three frameworks: strategic land use; urban design and integrated transport.

More detail is provided in both Section 5 'Elements' and Section 6 'Precinct Plans'.

### Strategic Land Use Framework (Figure 4.1)

This plan (figure 4.1) includes a range of policy directions, which are: -

- strengthen Mornington's role as a Major Activity Centre by providing opportunities for long-term economic development in the form of additional retail, commercial and residential activity;
- enhance the diversity of activity in Mornington, in order to broaden the Activity Centre's attraction and contribute to sustainability objectives;
- reinforce Mornington as a Main Street-based activity centre, supported by strategically located major retail stores;
- support and enhance Main Street's village ambience and seaside atmosphere;
- achieve the optimal use of under-used land within the Activity Centre;
- enhance the existing pedestrian network and reinforce the Main Street "spine". Develop Main Street as a pedestrian-based environment, with the opportunity to create a shared walking and traffic zone between Queen and Barkly Streets;
- create a more comprehensive network of pedestrian linkages through the centre and to surrounding residential neighbourhoods, linked by high quality open spaces and squares;
- consolidate public car parking in conveniently located parking buildings;
- over the next 25 years, accommodate within the ring road additional retail floor area commensurate with forecast demand. This will enable the centre to provide a high level of services for the growing population within its catchment;
- over the next 25 years, accommodate within and immediately east of the ring road new in-centre housing, commensurate with forecast demand. This will contribute to the mix of uses in the centre, provide additional housing opportunities and improve the overall design of the centre and its interface with the surrounding residential areas;
- provide a centrally located facility for a range of community services;
- Improve recreational opportunities along the foreshore and the interface between the foreshore and the commercial sections of the centre;
- develop supporting areas for services, economic development and employment opportunities south of Cromwell Street and along the Nepean Highway; and
- protect residential neighbourhoods outside the Ring Road from the encroachment of commercial activity.

# 4 thematic framework

## Urban Design Framework (Figure 4.2)

This plan (figure 4.2) includes a range of policy directions, which are: -

- protect the scale, character and heritage value of Main Street;
- respect and enhance the historic street layout of the centre;
- restrict the overall scale of the built form to a limit of up to three storeys within the ring road. Some sites immediately east of the ring road may be developed up to four storeys;
- support development proposals that enhance the character and heritage values of the centre;
- limit the scale of development in Main Street south of Cromwell Street (professional services precinct) to three storeys with generous setbacks and avenue tree planting;
- retain a built form of up to two storeys in the residential precincts; and
- create a range of strategically located public spaces/public squares that facilitate community activities and interaction and that have pedestrian links to Main Street.

## Integrated Transport Framework (Figure 4.3)

This plan (figure 4.3) includes a range of policy directions, which are: -

- retain Main Street as the main transport link between the retail core and the Nepean Highway;
- Improve a secondary road system that includes Wilsons Road, Tanti Avenue, Barkly Street and Esplanade;
- provide major intersection treatments to enable additional traffic to be accommodated;
- enhance the ring road as the main distributor of vehicular traffic around the centre and into parking facilities;
- provide a network of pedestrian and bicycle routes to encourage non-vehicular transport modes;
- facilitate improvements to the public transport services linking the centre with its catchment; and
- arrange for additional public parking to accommodate the additional commercial development, whilst requiring that residential development provides adequate on-site parking.

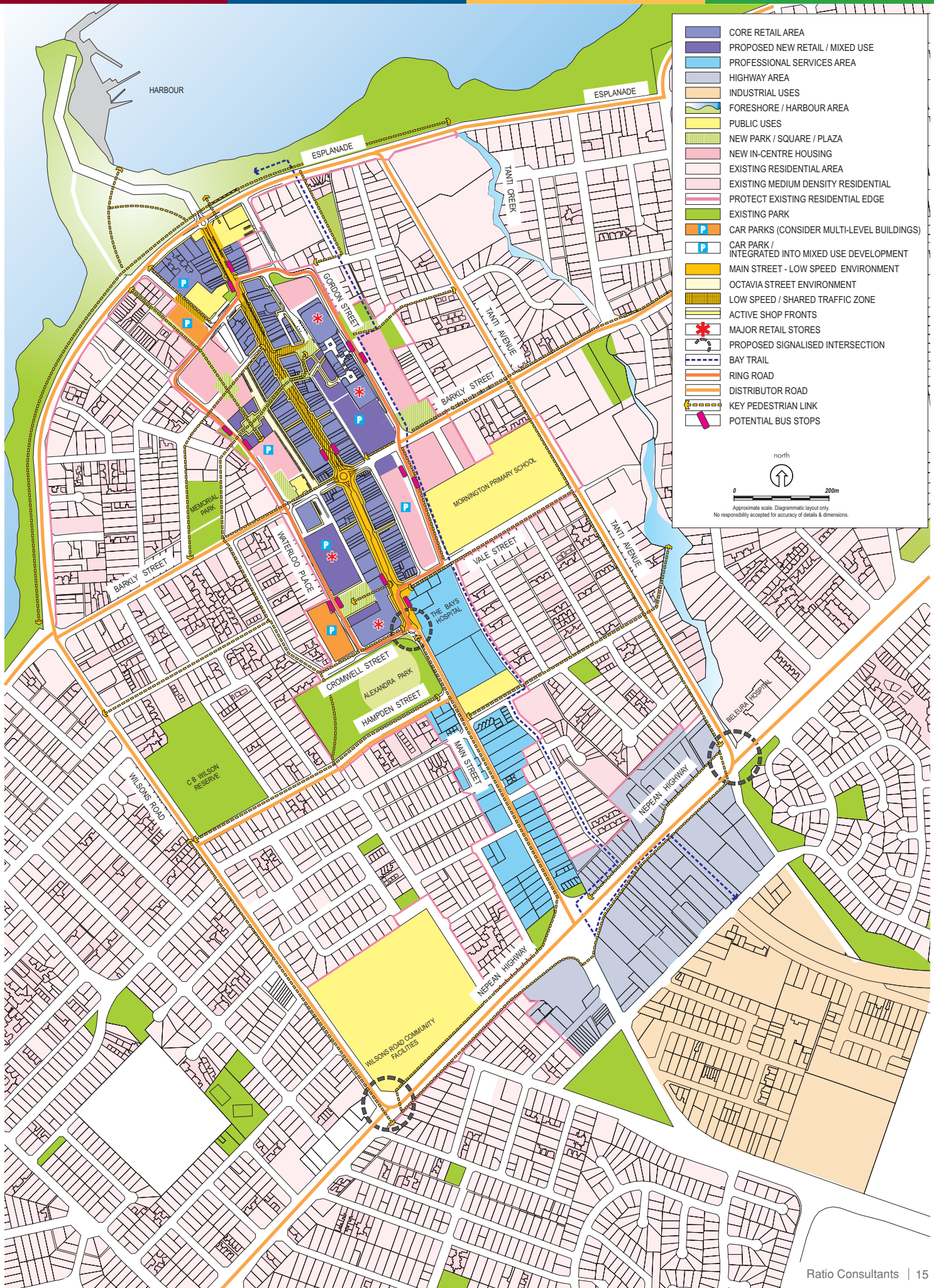
# MORNINGTON ACTIVITY CENTRE Structure Plan

## Strategic Land Use Framework

A Plan for a Coastal Town

Figure 4.1

Planning and development consultants  
Traffic and transportation engineers  
Urban designers



- CORE RETAIL AREA
- PROPOSED NEW RETAIL / MIXED USE
- PROFESSIONAL SERVICES AREA
- HIGHWAY AREA
- INDUSTRIAL USES
- FORESHORE / HARBOUR AREA
- PUBLIC USES
- NEW PARK / SQUARE / PLAZA
- NEW IN-CENTRE HOUSING
- EXISTING RESIDENTIAL AREA
- EXISTING MEDIUM DENSITY RESIDENTIAL
- PROTECT EXISTING RESIDENTIAL EDGE
- EXISTING PARK
- CAR PARKS (CONSIDER MULTI-LEVEL BUILDINGS)
- CAR PARK / INTEGRATED INTO MIXED USE DEVELOPMENT
- MAIN STREET - LOW SPEED ENVIRONMENT
- OCTAVIA STREET ENVIRONMENT
- LOW SPEED / SHARED TRAFFIC ZONE
- ACTIVE SHOP FRONTS
- MAJOR RETAIL STORES
- PROPOSED SIGNALISED INTERSECTION
- BAY TRAIL
- RING ROAD
- DISTRIBUTOR ROAD
- KEY PEDESTRIAN LINK
- POTENTIAL BUS STOPS

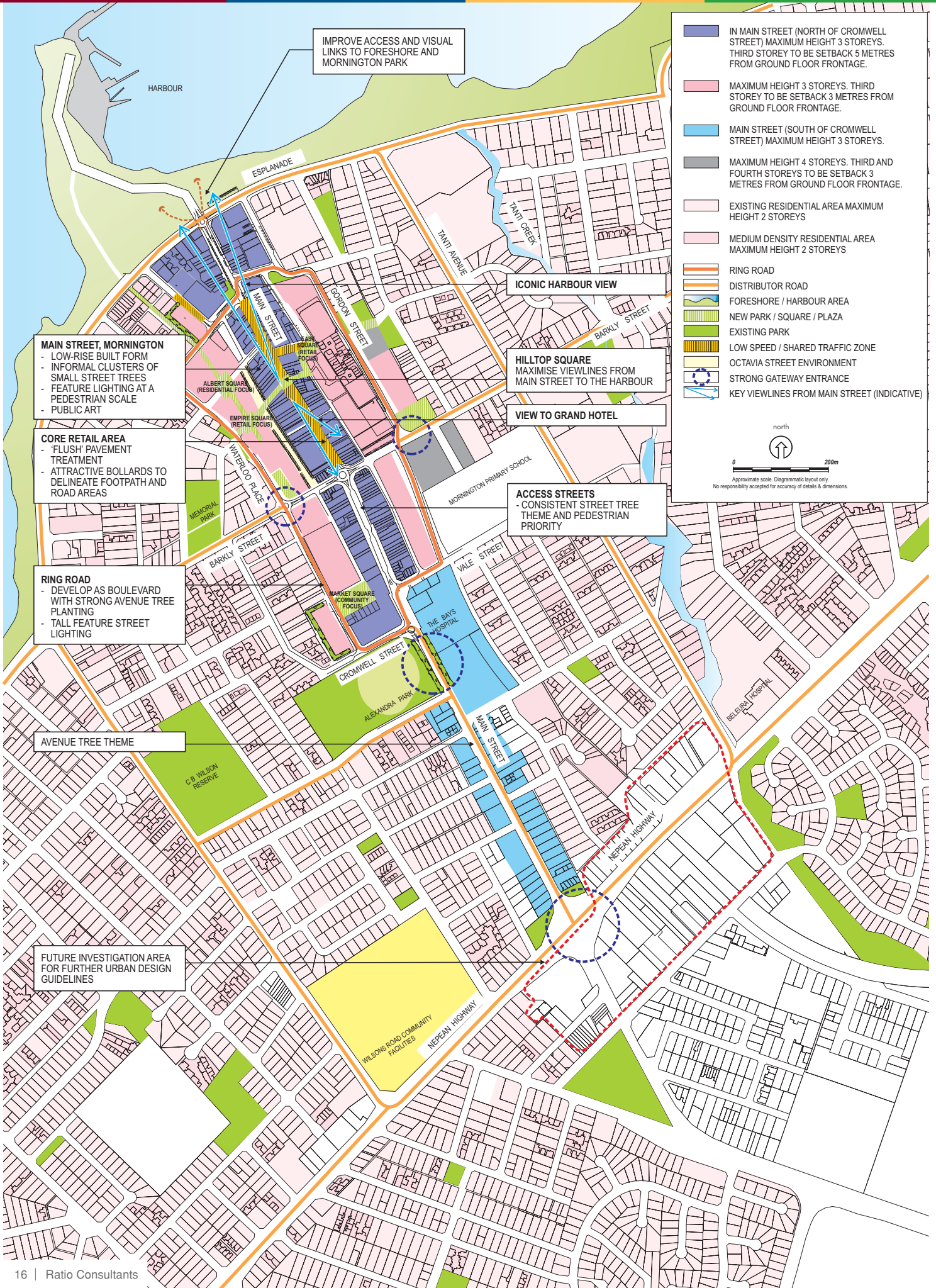
north  
0 200m  
Approximate scale. Diagrammatic layout only.  
No responsibility accepted for accuracy of details & dimensions.

**MORNINGTON ACTIVITY CENTRE Structure Plan**  
**Urban Design Framework**

*A Plan for a Coastal Town*

**Figure 4.2**

Landscape Architects



IMPROVE ACCESS AND VISUAL LINKS TO FORESHORE AND MORNINGTON PARK

- IN MAIN STREET (NORTH OF CROMWELL STREET) MAXIMUM HEIGHT 3 STOREYS. THIRD STOREY TO BE SETBACK 5 METRES FROM GROUND FLOOR FRONTAGE.
  - MAXIMUM HEIGHT 3 STOREYS. THIRD STOREY TO BE SETBACK 3 METRES FROM GROUND FLOOR FRONTAGE.
  - MAIN STREET (SOUTH OF CROMWELL STREET) MAXIMUM HEIGHT 3 STOREYS.
  - MAXIMUM HEIGHT 4 STOREYS. THIRD AND FOURTH STOREYS TO BE SETBACK 3 METRES FROM GROUND FLOOR FRONTAGE.
  - EXISTING RESIDENTIAL AREA MAXIMUM HEIGHT 2 STOREYS
  - MEDIUM DENSITY RESIDENTIAL AREA MAXIMUM HEIGHT 2 STOREYS
  - RING ROAD
  - DISTRIBUTOR ROAD
  - FORESHORE / HARBOUR AREA
  - NEW PARK / SQUARE / PLAZA
  - EXISTING PARK
  - LOW SPEED / SHARED TRAFFIC ZONE
  - OCTAVIA STREET ENVIRONMENT
  - STRONG GATEWAY ENTRANCE
  - KEY VIEWLINES FROM MAIN STREET (INDICATIVE)
- 0 200m  
 Approximate scale. Diagrammatic layout only.  
 No responsibility accepted for accuracy of details & dimensions.

**MAIN STREET, MORNINGTON**  
 - LOW-RISE BUILT FORM  
 - INFORMAL CLUSTERS OF SMALL STREET TREES  
 - FEATURE LIGHTING AT A PEDESTRIAN SCALE  
 - PUBLIC ART

**CORE RETAIL AREA**  
 - 'FLUSH' PAVEMENT TREATMENT  
 - ATTRACTIVE BOLLARDS TO DELINEATE FOOTPATH AND ROAD AREAS

**RING ROAD**  
 - DEVELOP AS BOULEVARD WITH STRONG AVENUE TREE PLANTING  
 - TALL FEATURE STREET LIGHTING

**AVENUE TREE THEME**

**FUTURE INVESTIGATION AREA FOR FURTHER URBAN DESIGN GUIDELINES**

**ACCESS STREETS**  
 - CONSISTENT STREET TREE THEME AND PEDESTRIAN PRIORITY

**HILLTOP SQUARE**  
 MAXIMISE VIEWLINES FROM MAIN STREET TO THE HARBOUR

**VIEW TO GRAND HOTEL**

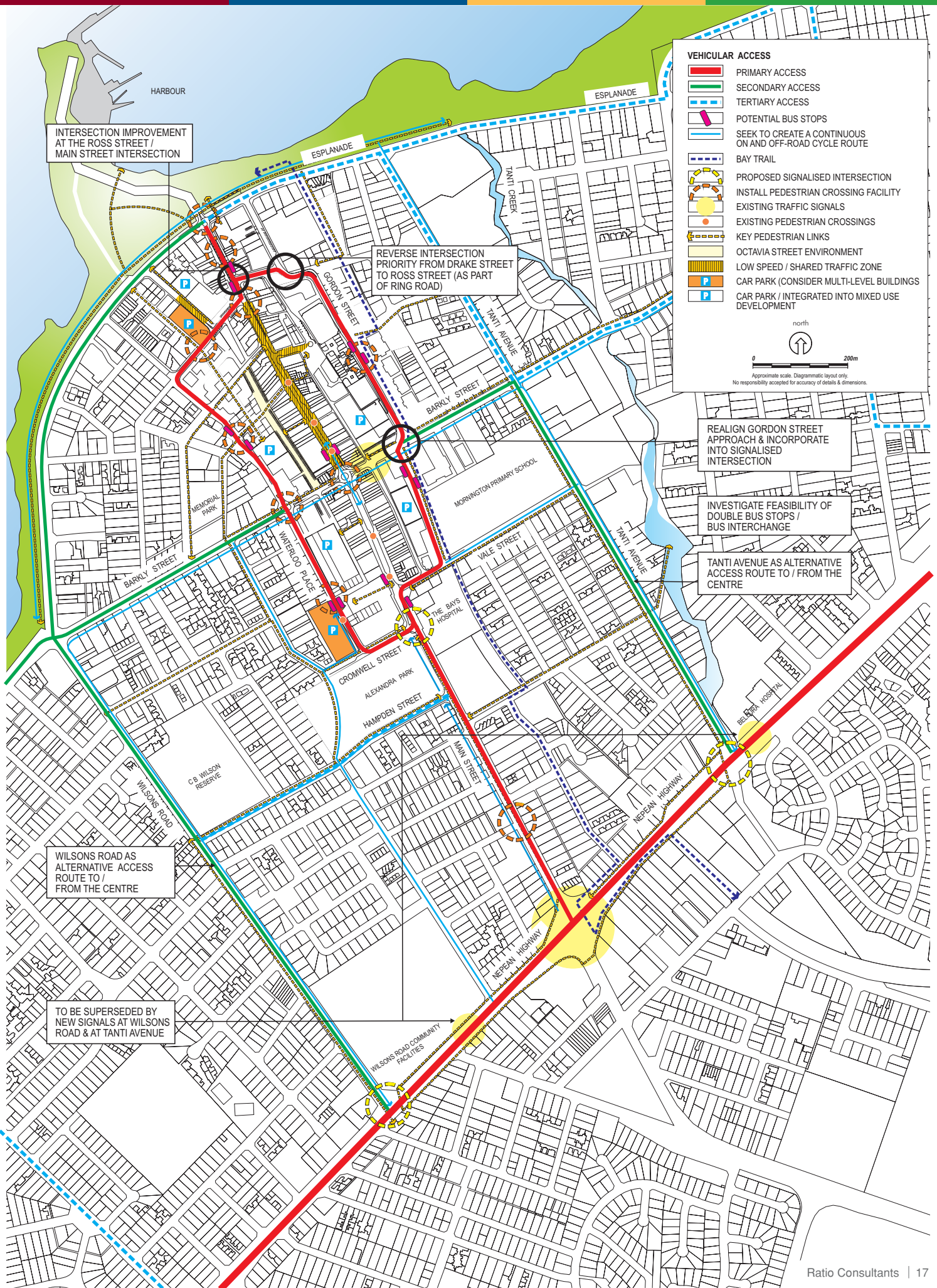
**ICONIC HARBOUR VIEW**

# MORNINGTON ACTIVITY CENTRE Structure Plan Integrated Transport Framework

A Plan for a Coastal Town

Figure 4.3

Planning and development consultants  
Traffic and transportation engineers  
Urban designers





# 5 elements

sense of place



main street focus



active frontages & safe interfaces



pedestrian network & open space



a diversity of activity



built form & heritage



public realm & landscape character



bicycle & public transport networks



traffic & car parking



accessibility & safety by design



# 5 elements

## a sustainability framework

All of the following policy 'Elements' respond directly to the Mornington Peninsula Shire Council's commitment to 'A Sustainable Peninsula', which includes specifically: -

- *'Servicing and developing communities – Council is totally committed to its community and will encourage citizen participation and promote equity of access to a broad range of quality services and programs that foster physical, social and cultural well being.*
- *Enhancing our environment – Council will work in partnership with the community in responsibly managing the distinctive natural and built environment.*
- *Facilitating a robust economy – Council will actively support economic development in the agricultural, rural and commercial sectors which encourages employment opportunities and which are compatible with the special character of the Peninsula'.*

In line with Council's commitment to triple-bottom-line sustainability, this Structure Plan is directed to provide a framework for the sustainable planning and development of the Mornington Activity Centre, including: -

- **society and culture;**
- the built and natural **environment;** and
- the **economy.**

At a broad level, the following policy directions represent the Structure Plan's response to Council's commitment to sustainability. In summary, the Structure Plan has sought to: -

- consolidate the Activity Centre to provide a wider range of activities within a more compact area; strengthening the economy and social role of Mornington; reducing vehicle trips; and promoting walkability and a healthy lifestyle;
- promote and facilitate greater opportunities for the use of sustainable transport, including walking, cycling and public transport;
- encourage the use of Environmentally Sustainable Design (ESD) and equitable access principles within the Structure Plan area; and
- pursue additional residential development to include affordable housing.

## 1: sense of place

One of the most pertinent outcomes of the community and stakeholder visioning workshops was the importance of Mornington's 'sense of place'. This point was made with particular reference to the Activity Centre's proximity to the harbour, human-scale architecture and 'seaside village' ambience.

Main Street in particular is characterised by sweeping views of the foreshore and its historic landmarks, including the Grand Hotel.

The Structure Plan aims to balance demand for additional development, whilst upholding the valued 'sense of place' that underlies the Vision.

It is a policy direction to protect and enhance Mornington's valued sense of place by maintaining iconic viewlines down Main Street to the spire of the Grand Hotel and to the harbour. This will be achieved through the application of design guidelines for Main Street, including height restrictions and setbacks for upper levels. Another strategy of the Plan is to enhance the central section of Main Street between Blake Street and the Empire Street Mall, where visitors are afforded their first glimpses of the harbour down Main Street, through the introduction of a new Hilltop Square and pedestrian priority environment. This will help to strengthen Mornington's visual connection to the foreshore and emphasise the sense of place associated with this.

Finally, and most importantly, all new development and redevelopment should be planned and designed within the spirit of maintaining and enhancing **what is special** about Mornington: its historic village ambience; seaside atmosphere; views and access to the coast and the sense of community.

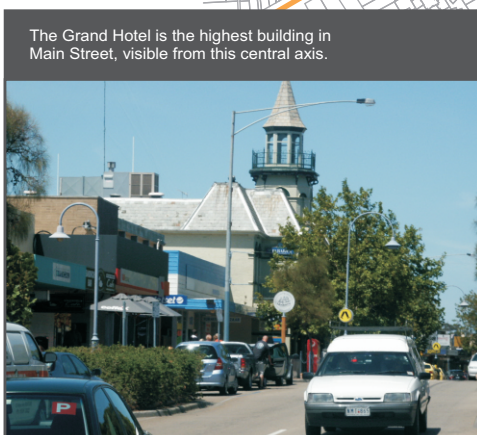
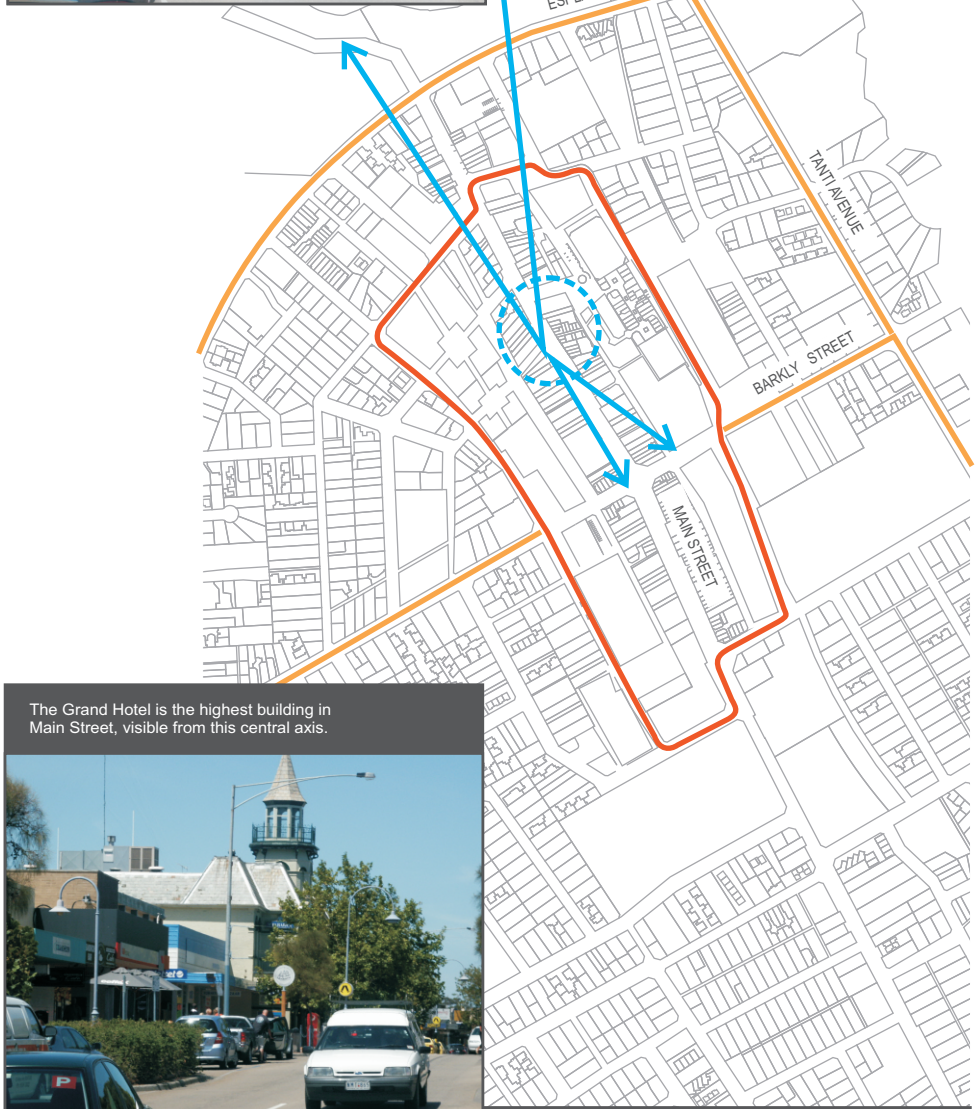
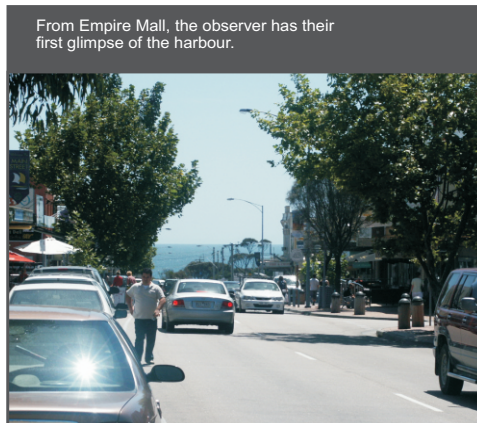


Figure 5.1 ICONIC VIEWLINES

# 5 elements

## 2: main street focus

With its elegant north-south alignment and commanding views of the bay, Main Street forms the heart of the Mornington Activity Centre. Historically a vital hub for trade, transport and administration in the north-western region of the Peninsula, Main Street will continue to be reinforced as the focus of the Activity Centre and the district.

Policy Directions (also expressed in figure 5.2, opposite):-

- protect the historic form of Main Street, through the application of design guidelines and height controls for new developments and modifications;
- promote a high quality retail and service role for Main Street, relevant to the local community and visitors;
- better integrate the northern and southern sections of Main Street (loosely divided by Barkly Street) and improve linkages to Centro Mornington and surrounding areas;
- ensure that all new development reinforces Main Street as the heart of the Activity Centre;
- develop pedestrian and bicycle networks that focus on Main Street as a destination;
- create opportunities for more bicycle parking in Main Street; and
- promote “street life” in Main Street, with opportunities for meeting, gathering and kerbside dining.

Views to the Grand Hotel in Main Street.



A variety of facade treatments and tenancies add visual interest to the street environment.



## 2: main street focus

Shelter and well-defined pedestrian spaces are key features of Main Street.



MAIN STREET SPINE,  
PRINCIPAL PEDESTRIAN SPACE

THE NETWORK OF STREETS  
THAT INTERSECT MAIN STREET  
REINFORCE THE SPINE AND  
ADD DIVERSITY

COMMERCIAL LINK BETWEEN MAIN STREET  
AND CENTRO MORNINGTON

POTENTIAL  
"MAJOR RETAIL STORE"

EXISTING  
"MAJOR RETAIL STORES"

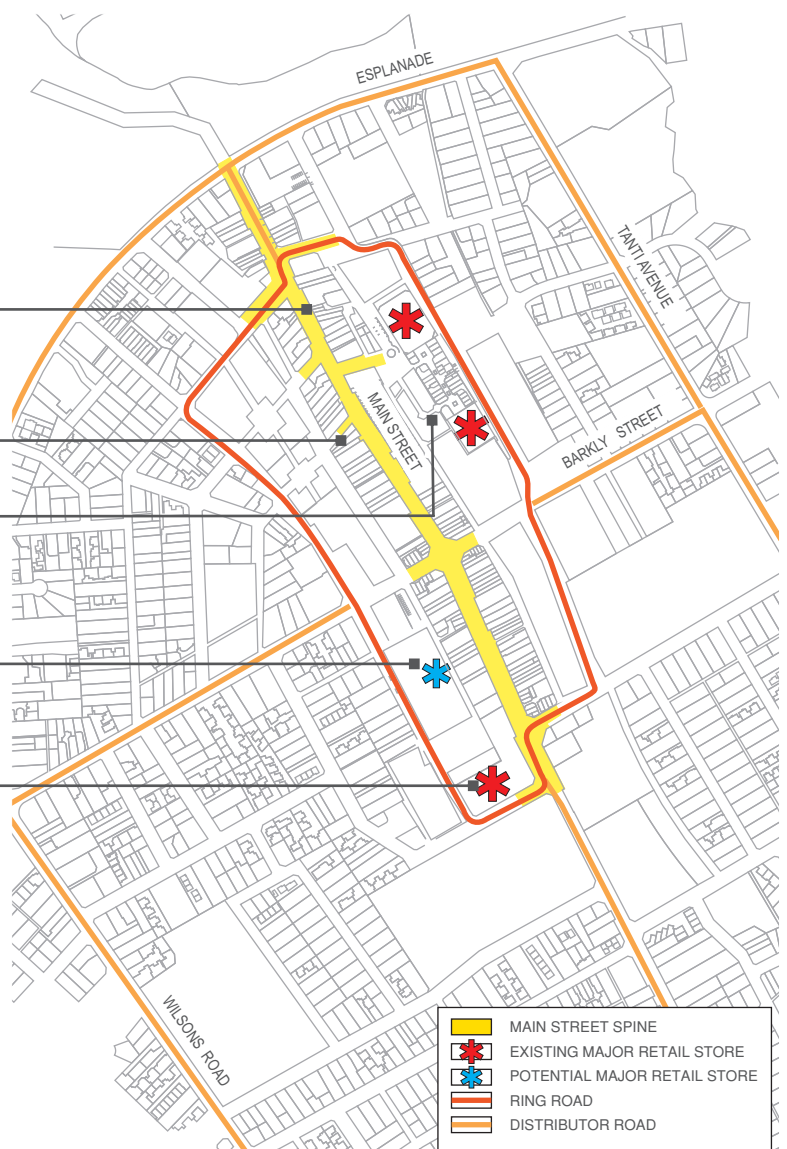


Figure 5.2 MAIN STREET FOCUS

# 5 elements

## 3: active frontages and safe interfaces

### Commercial

**Active commercial frontages** are typically defined as transparent glazed surfaces with attractive, engaging window displays. Active frontages at ground level, together with appropriate shelter are essential for maintaining safe and attractive pedestrian interfaces in the Activity Centre, providing colour, interest and maximising opportunities for passive surveillance.

**Passive frontages** are non-active frontages that can still make a positive contribution to street life. Typically passive frontages include historic facades (such as the historic post office on The Esplanade); office or administrative buildings (such as the police station in Main Street); or residential properties within the Activity Centre.

**Blank frontages** are unarticulated elevations of buildings typically found at the sides and rear of shops. Blank frontages are commonly associated with large malls or freestanding shopping centres, supermarkets and discount department stores. Blank frontages generally make a negative contribution to activity centres in that they have the potential to be unattractive and un-engaging for pedestrians and vehicles; inhibit passive surveillance; create potential places of concealment and restrict light penetration to the street.

### Residential

Active and safe interfaces also refer to the integration of the Activity Centre with the surrounding residential areas. Whilst Mornington's Ring Road provides a clear boundary for the retail core precinct, the extensive at-grade car parks encircled by the ring road provide an unattractive interface to the adjacent residential areas. Built form with active or passive frontages to the ring road better integrate the Activity Centre with the surrounding uses.



### 3: active frontages and safe interfaces

A range of facade treatments, particularly active frontages, create an attractive, safe and lively environment. Enhancement of all facade treatments is a key strategic and design objective for the Mornington Activity Centre.

Policy directions (also expressed in figure 5.3, right):-

- encourage continuous active commercial frontages to key pedestrian links and public spaces in the retail core precinct; including in laneways that link to Main Street;
- encourage active (or at least partially active) non-commercial frontages to streets;
- encourage frontage treatments that enhance safety, security and (along key pedestrian links) continuous shelter within the retail core precinct;
- minimise blank frontages wherever possible, particularly in the retail core precinct; and
- ensure appropriate frontage setback requirements for new residential development, to facilitate landscaping that contributes to active, safe and attractive streetscapes.

ENCOURAGE SAFE BUILT-FORM INTERFACES TO DEVELOP IN AREAS ENCIRCLED BY THE RING ROAD

ENCOURAGE ACTIVE COMMERCIAL FRONTAGES IN MAIN STREET AND IN KEY PEDESTRIAN AREAS

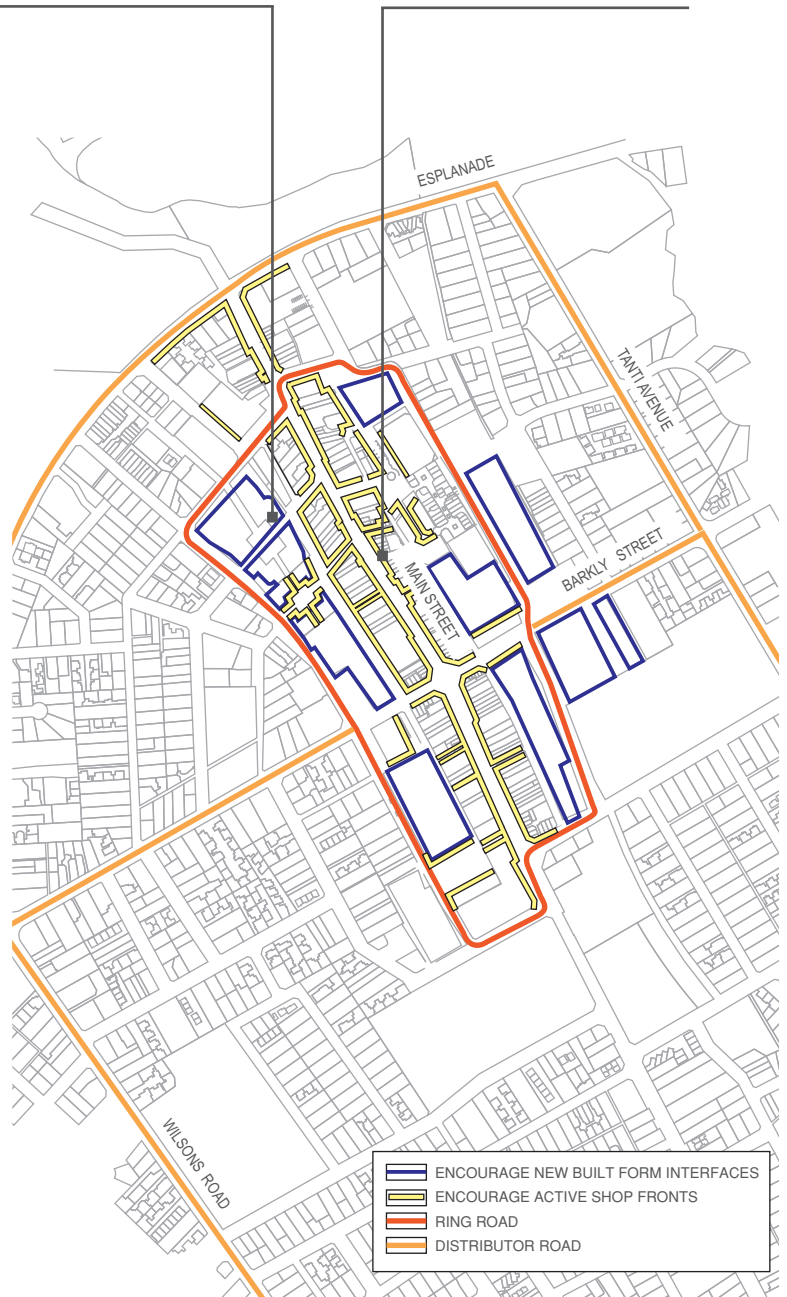


Figure 5.3 ACTIVE FRONTAGES

# 5 elements

## 4: pedestrian network and open space

The Mornington Activity Centre is a human scale environment with a network of well established pedestrian links. The dominant north-south pedestrian route in the Activity Centre is the Main Street 'spine', supported by a hierarchy of pathways intersecting Main Street and linking it with nearby open space, community facilities and residential areas.

Part of Mornington's commitment to 'a more sustainable Peninsula' is the emphasis upon walking trips to and around the Mornington Activity Centre. The Structure Plan identifies opportunities for clear, permeable and safe routes to local destinations through signage, lighting, appropriate landscaping and edge treatments. In particular, close attention has been paid to linking pedestrian pathways with high quality open spaces.

A central aspect of the Structure Plan is the provision of new quality open spaces within the retail core precinct. Open spaces within the retail core will contribute to the valued pedestrian scale of Mornington and places for formal or informal activities.

Policy Directions (also expressed in figure 5.4, opposite):-

- establish new pedestrian routes to better link the foreshore to the wider Activity Centre area;
- create quality pedestrian routes and spaces between surrounding residential areas and the retail core precinct;
- establish a range of new open space environments throughout the Activity Centre;
- link the pedestrian network with new and existing open spaces to improve the quality of walking experiences within the Activity Centre;
- expand opportunities for recreation and public activities, events and celebrations; and
- ensure that the new pedestrian space network focuses upon Main Street.



## 4: pedestrian network and open space

High-quality off-street pedestrian link and linear open space  
West Perth, WA.



IMPROVE PARK AND PICNIC FACILITIES

NEW NORTH-SOUTH  
PEDESTRIAN  
LINK TO FORESHORE

MAIN STREET:  
PEDESTRIAN CORE

ENHANCE EAST-WEST  
CONNECTIONS THROUGH  
MAIN STREET

A SERIES OF NEW TOWN  
SQUARES LINKED BY  
PEDESTRIAN PATHWAYS

NEW LINK FROM MAIN  
STREET TO MARKET  
SQUARE

CONNECTIONS TO THE  
RESIDENTIAL AREAS



Figure 5.4 PEDESTRIAN LINKS & OPEN SPACE

# 5 elements

## 5: diversity of activity

Major activity centres such as Mornington are characterised by a diversity of uses, including retail and service activities, community activities, employment activities, residential living and open spaces.

In order to ensure its long-term economic and social sustainability, Mornington will continue to accommodate a range of different activities in the retail core precinct, with a growing emphasis upon introducing new residential accommodation to meet demand for housing. Residential activities close to the Activity Centre's heart will also help to increase the proportion of walking trips and help to support more services that will benefit the wider community.

Policy Directions (also expressed in Figure 5.5, opposite): -

- encourage a mix of activities within the Activity Centre, including commercial uses, residential uses, hospitality/entertainment/tourism uses, recreational uses and professional and other office-based services;
- facilitate the development of new apartment, townhouse-style and shop-top housing within walking distance to commercial activities and public transport nodes;
- encourage new residential development to provide a range of housing opportunities, including affordable housing, retirement accommodation and dwellings suitable for small households;
- encourage mixed-use buildings within the retail core precinct, comprising retail/commercial at ground level, commercial residential at first level and residential at additional levels;
- interface existing residential development on the outside of the ring road with new housing, to improve integration of residential uses within the overall fabric of the Activity Centre; and
- facilitate the provision of additional community services and facilities, commensurate with the needs of the future population.



## 5: diversity of activity

This arcade integrates a variety of retail and hospitality services in a safe and attractive pedestrian environment.



MAIN STREET: RETAIN VALUED ACTIVITIES MIX AND DIVERSE RANGE OF SHOP SIZES

NEW RESIDENTIAL AND MIXED USE ACTIVITY INJECTS NEW LIFE INTO OLD CAR PARKS

NEW INTEGRATED COMMUNITY FACILITY TO ENHANCE THE SENSE OF VILLAGE LIFE

A RANGE OF NEW OPEN SPACES CONTRIBUTES TO THE DIVERSITY OF EXPERIENCES IN THE ACTIVITY CENTRE

New mixed-use residential and retail development in Mornington.

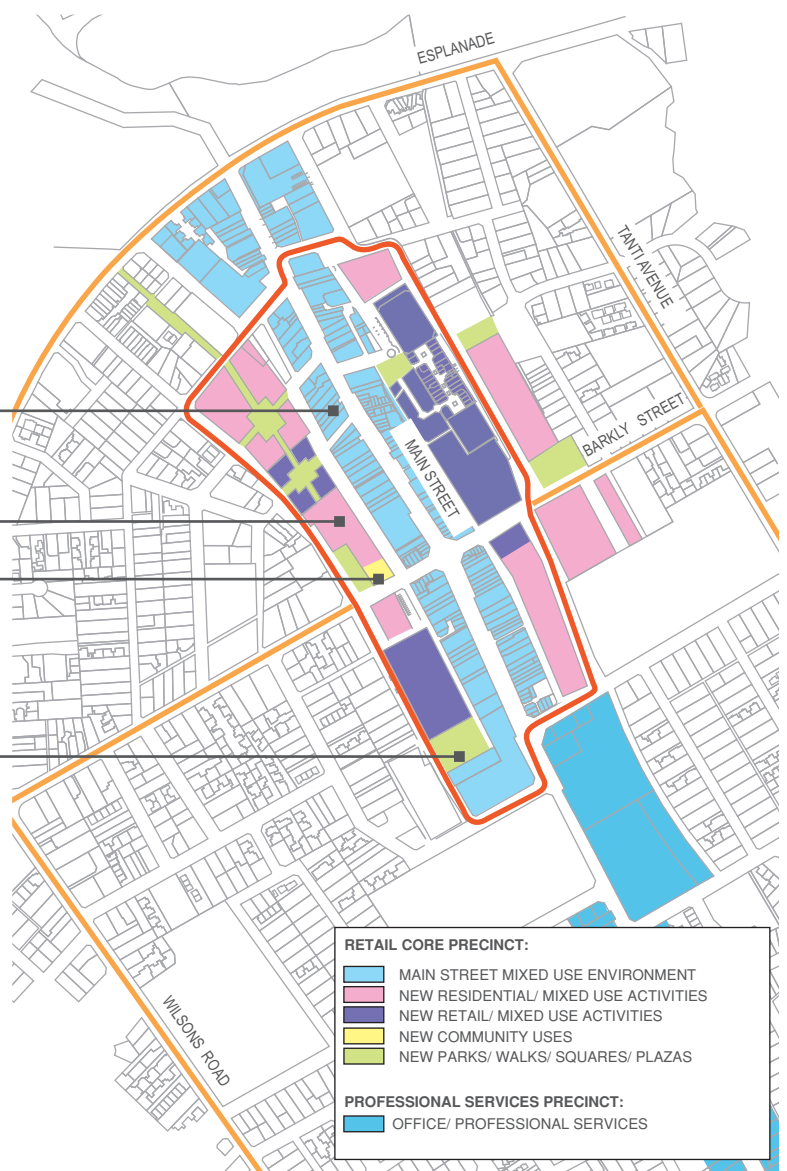


Figure 5.5 A DIVERSITY OF ACTIVITY

# 5 elements

## 6: built form and heritage

The built form character of Mornington Activity Centre is influenced by the low-rise form of Main Street, and punctuated by the Victorian-era Grand Hotel. The highest structures in the Activity Centre reach two to three-storeys (dependent upon the fall of the land). Within Main Street, this limit is appropriate in order to retain the historic and valued character, although it is recognised that land immediately east of the Ring Road (on Gordon Street) could accommodate an additional level.

Use or activity will have an important influence on building design, particularly with regard to facade treatment and setbacks. To this end, the design guidelines included in this Section are ordered by major land-use categories.

Policy directions for built form are expressed here as Design Principles. It should be noted that as an overarching guide, all new development should respond to the Activity Centre Design Guidelines and Guidelines for Higher Density Residential Development published by the Department of Sustainability and Environment.

### Design Principles for New Medium-Density Residential Development

New medium-density residential development should be: -

- generally between two and three storeys (and potentially up to four storeys), subject to location and site assessment. Where development exceeds two storeys, any additional levels must be setback at least three metres from the equivalent ground-level frontage (five metres in Main Street);
- generally setback six metres from the property boundary to allow a landscape buffer/ attractive forecourt, contributing to the creation of a uniform and attractive street character on the Ring Road. Setbacks on other streets may be less than six metres. Front fences are discouraged. If front fences are required for security purposes, they should be no more than 1.2m in height if solid or 1.8m in height if the fence has openings or materials that make it not less than 50% transparent;
- supportive of casual surveillance opportunities, incorporating active uses and clear glazed frontages to the street at the ground level where appropriate;
- supportive of public safety, providing adequate lighting between the building and the street;
- accessed via single entry, shared driveway access or basement parking. Encourage rear access car parking to reduce the number of access points from streets, and to limit the visual disruption of multiple front garages;
- of high quality, site responsive design, avoiding 'replicas' in multi dwelling developments, i.e. repetition of housing style; 'mock heritage' design and replication of older housing styles. Innovative design should be encouraged, including a variety of building forms and envelopes, detailing of facades, incorporation of a variety of materials, colours and design elements;
- inclusive of a range of building materials, including local and recycled materials, energy efficient and sustainable materials;
- supportive of environmentally sustainable design and site planning, including: -
  - opportunities for northern orientation;
  - opportunities for daylight penetration and natural ventilation. Use of atriums is an appropriate response;
  - glazing or providing shading devices, to east and west facades to reduce heat loss and gain; and
  - double glazing to help attenuate noise, as well as improve energy efficiency of facades.

## 6: built form and heritage



SITE PHOTO PANORAMA LOOKING NORTHWARDS



Illustration: P. Edgeley

INDICATIVE SKETCH OF FUTURE STREET VIEW LOOKING NORTHWARDS ALONG MAIN STREET

# 5 elements

## 6: built form and heritage

### Design Principles for New Retail/ Mixed Use Development

All new retail/ mixed use development should be: -

- generally between two to three storeys in height, subject to a site assessment. Where development exceeds two storeys, the third level must be setback at least three metres (five metres in Main Street) from the ground-level frontage;
- supportive of casual surveillance opportunities and an engaging pedestrian environment, providing active, attractive glazed frontages at ground level. Where development exceeds one storey, additional levels should accommodate non-retail uses, including office or residential activity;
- setback zero metres from the property boundary;
- “double fronted”, where appropriate;
- designed to address both street frontages on corner blocks, with zero setback to both frontages;
- designed to reduce visual bulk to the street through detailing and articulation of facades. This can be achieved with the use of materials, colours, design elements and public art.

Larger developments should be required to break down building mass by creating the appearance of several smaller buildings, or a series of building elements, such as rooflines and articulated facades.

- supportive of a high amenity street environment through the use of cantilever verandahs or similar shade and weather protection devices, of a height and form consistent with the rest of the street;
- easily 'read' and accessed, through the appropriate location and design of building entries and exits;



- supportive of environmentally sustainable design and site planning; and
- designed in consideration of viewlines from new pedestrian squares and along pedestrian links. The use of buildings to form an attractive and enticing closure to such vistas will be a fundamental design consideration in Mornington.

### Design Principles for Main Street - Built Form Typology

A 'built form typology' is used to reflect the important relationship that exists between land use and building levels. In particular, rather than to just provide height guidelines, this approach seeks to also maintain the valued street environment in Main Street. This discussion refers to Figure 5.6, overleaf.

The existing conditions elevation (refer overleaf) illustrates that Main Street is a low-rise commercial environment, characterised by a mix of uses including retail and non-retail activities. Importantly, there are contiguous active facades to the street level, which is a critical element of safe, attractive activity centres. What has helped to maintain this attractive and safe environment is an inherent built-form typology that exists here and in other similar centres.

The ground floor has an attractive, active shopfront, and can include shops, cafés and other services accessible to the public.

The upper floor (only present on some buildings in Main Street) is occupied by different types of uses that do not require ground floor exposure, including professional offices, shop-top housing and restaurants.

The potential development scenario (refer overleaf) formalises the built form typology for Main Street. It is entirely based upon the existing conditions, in that ground floor uses must be active shopfronts and the second floor may be used for other uses. What is introduced however, is the option of a third level, to be setback at least five metres from the ground floor frontage.

The uses encouraged at the third level (similar to those at the second level) would be residential or office uses and not require ground floor exposure. The five-metre setback will ensure that the third level will not be readily visible from the street.

6: built form and heritage



SITE PHOTO PANORAMA LOOKING NORTHWARDS



INDICATIVE SKETCH OF FUTURE BAY VISTA LOOKING NORTHWARDS ALONG MAIN STREET

Illustration: P. Edgeley

# 5 elements

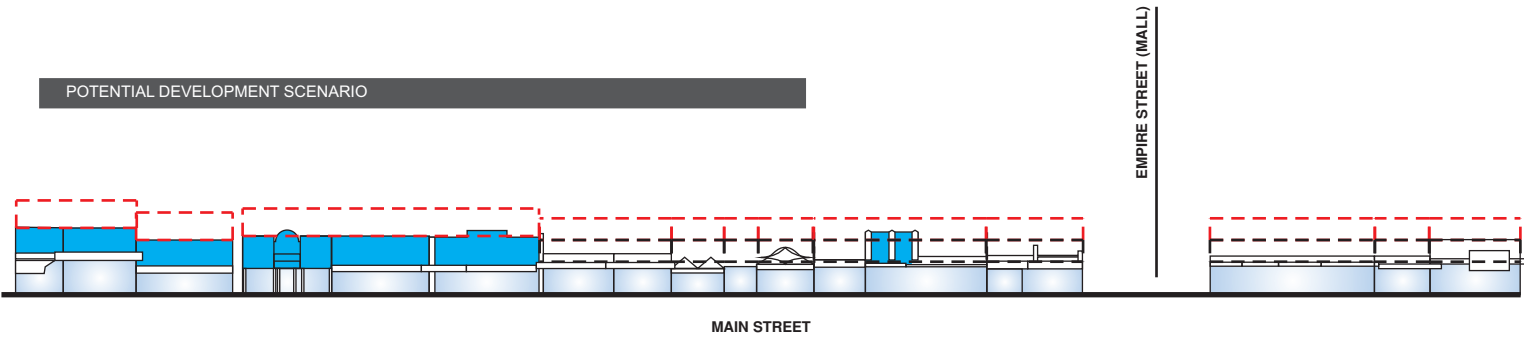
## 6: built form and heritage

The following diagrams illustrate the general design principles that apply to Main Street, north of Cromwell Street

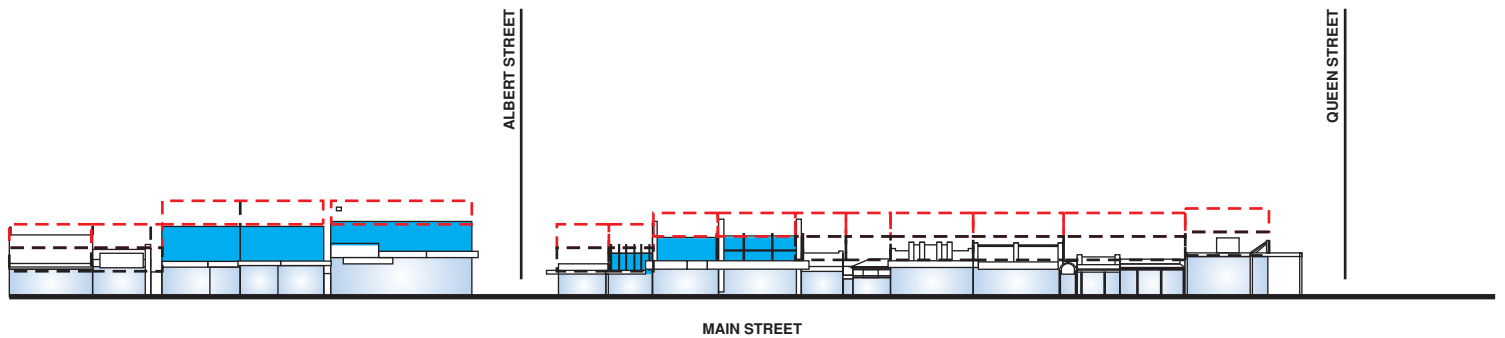
EXISTING CONDITIONS



POTENTIAL DEVELOPMENT SCENARIO



6: built form and heritage



- EXISTING GROUND LEVEL**  
 ACTIVE "SHOPFRONT" ZONE INCLUDES SHOPS, CAFES AND OTHER SERVICES ACCESSIBLE TO THE PUBLIC
- PROPOSED FIRST FLOOR LEVEL:**  
 PROFESSIONAL OFFICES, SHOP-TOP HOUSING, RESTAURANTS
- EXISTING FIRST FLOOR LEVEL:**  
 PROFESSIONAL OFFICES, SHOP-TOP HOUSING, RESTAURANTS
- PROPOSED SECOND FLOOR LEVEL**  
 FOR SECOND FLOOR: USES  
 MAY INCLUDE OFFICES, RESIDENTIAL

Figure 5.6 MAIN STREET BUILT FORM ANALYSIS

# 5 elements

## 6: built form and heritage

### Design Principles for New Freestanding Car Parking Building

All new mixed use and car parking development should be: -

- integrated into mixed-use development, wherever possible;
- in the case of a mixed use development incorporating car parking, buildings should be generally between two and four 'car parking levels' (the equivalent to between two and three storeys) in height, subject to a site assessment. Where development exceeds two storeys, any additional levels must be setback at least three metres from the equivalent ground-level frontage;
- in the case of freestanding car parking development, buildings should not exceed two storeys (or two to three car parking levels), subject to site assessment;
- designed with minimal exposure of car parking building interface to street;
- supportive of casual surveillance opportunities and street level activity, providing clear glazed frontages to the street at the ground level in the form of compatible retail, commercial or office uses. Car park buildings should also incorporate the same approach to the street space as other commercial buildings; e.g. through shading by verandahs;
- supportive of public safety, providing adequate lighting between the building and the street as well as internally, through the use of glazed windows; skylights and light wells;
- responsive to the surrounding streetscape through façade detailing that treats car park levels as a traditional building in its presentation;
- highly permeable and accessible at the ground level, with pedestrian access at all building frontages; and
- provide new public conveniences in a safe environment during daylight hours.

## 6: built form and heritage

The following plan illustrates the building heights that apply to the retail core precinct and professional services precinct.

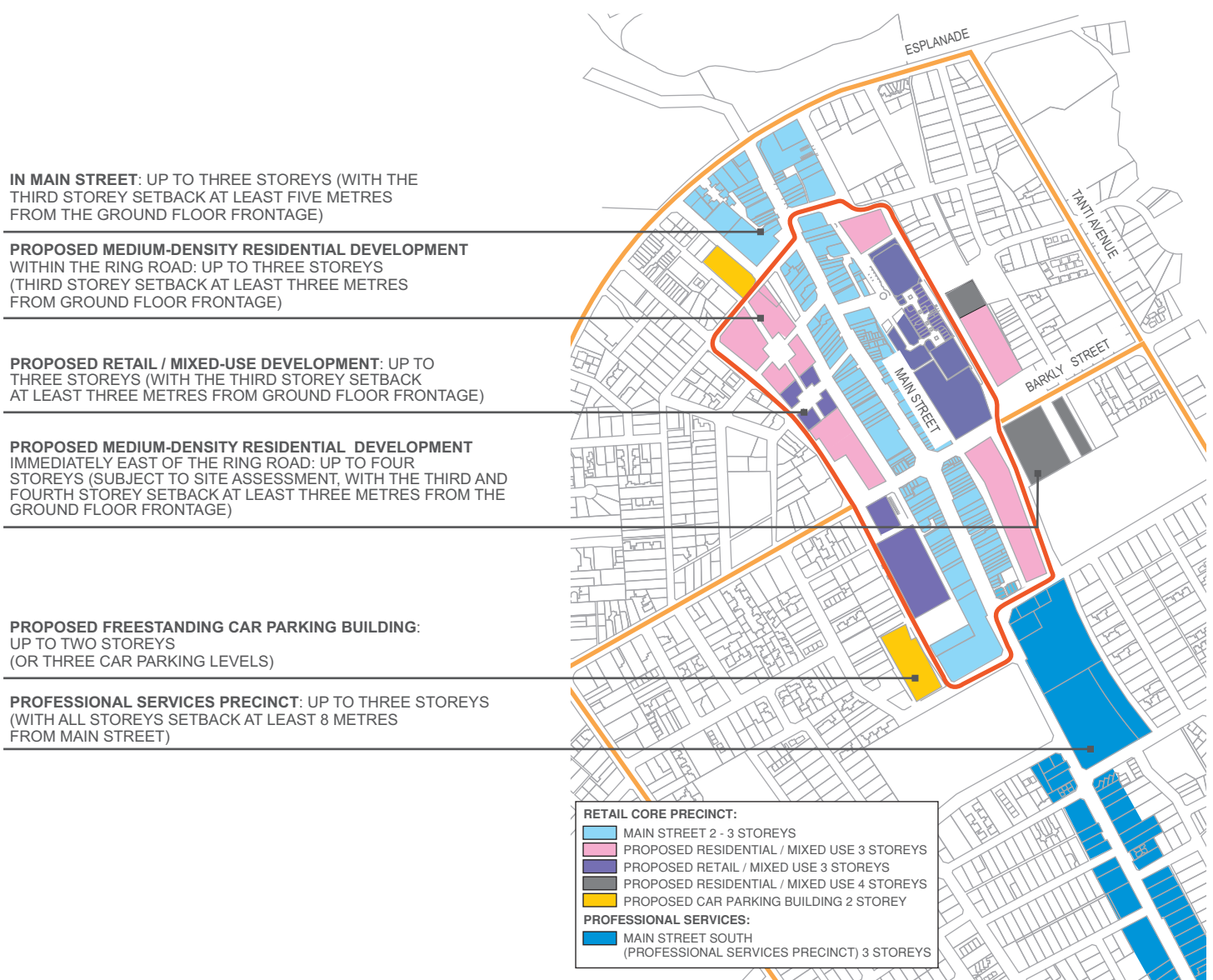


Figure 5.7 BUILDING HEIGHTS

# 5 elements

## 6: built form and heritage

### Heritage

Many culturally significant sites, precincts and places have been identified and documented through heritage studies of the Mornington Peninsula. These places contribute to the distinctive character of the Peninsula and assist residents and visitors to appreciate the history of their local area. A number of these sites are protected by Heritage Overlays in the Planning Scheme.

The Structure Plan recognises the potential for heritage protection to be extended to The Bays Private Hospital (Former Bush Nursing Hospital) and the Blake/ Queen Street heritage precinct (also expressed in figure 5.8, opposite) following more detailed studies.

Policy directions: -

- ensure that new development respects the historic street layout and the scale and shape of the existing built form;
- continue the process of identifying heritage places and pursue heritage protection as appropriate;
- ensure that new development nearby designated heritage places (as shown on the plan on the following page) is respectful of the heritage values of those places;
- investigate the justification of heritage protection for the 'Blake Street/Queen Street' precinct; and
- investigate the justification of heritage protection for the former Bush Nursing Hospital building.

Magnificent heritage facade, The Bay Hotel.



Historic Mornington Post Office.



## 6: built form and heritage

The following plan illustrates the existing and proposed heritage controls that apply to the retail core precinct.

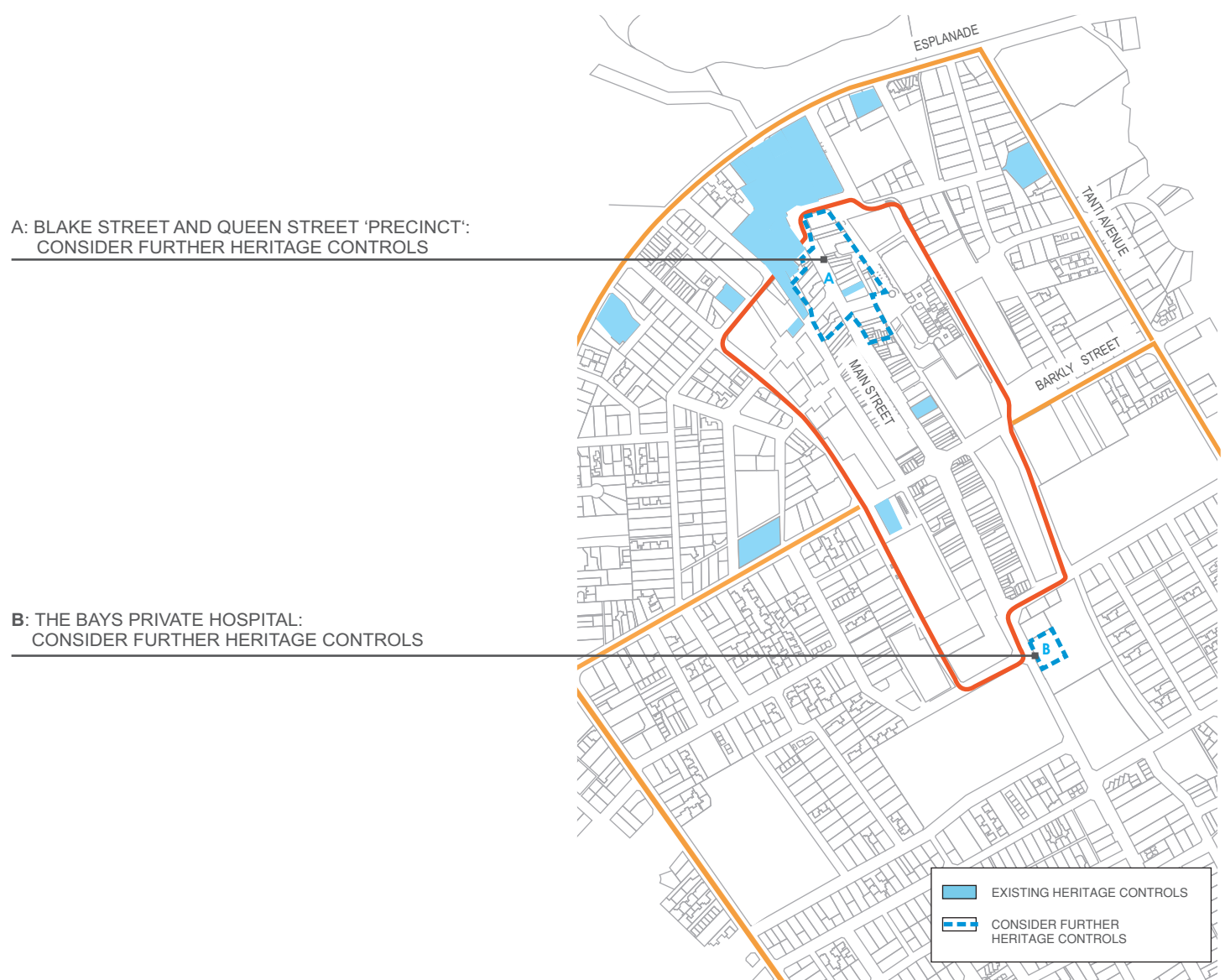


Figure 5.8 EXISTING & PROPOSED HERITAGE CONTROLS

# 5 elements

## 7: public realm and landscape character

The Structure Plan uses the term 'public realm' to describe public places, including streets, open spaces and other areas accessible to pedestrians. In Mornington, the public realm comprises: -

- the street system; and
- a network of existing and proposed squares and parks, connected by pedestrian links.

For urban design purposes, the Structure Plan has identified a hierarchy of street types, according to the role each street plays in the public realm. The hierarchy is as follows: -

- Main Street (between Barkly Street and Queen Street), which accommodates the mainstay of pedestrian activity;
- Access Streets, providing connection between Main Street and the Ring Road, which are conducive to pedestrian activity; and
- the Ring Road, which is important for vehicular traffic but plays only a minor pedestrian role.

The network of new squares and parks includes: -

- a 'Hilltop Square' in Main Street, in the vicinity of Empire Mall;
- 'East Square' between Mornington Centro and Main Street;
- a 'Market Square' mixed-use environment, bounded by Mornington Village and the proposed new major retail development in Waterloo Place;
- an extension of Empire Mall to the west (Empire Square);
- a residential square ('Albert Square') as part of the proposed residential development in Albert Street, west of Main Street;
- a gateway park at the intersection of Barkly Street and the western ring road; and
- a gateway park at the intersection of Barkly Street and the eastern ring road.

Please note that the names of new parks and squares given here are indicative only and subject to change.

Broad objectives for urban design elements in the public realm include: -

- the need to apply landscaping themes along streets appropriate to their role in the system;
- the need to enhance the 'green' appearance of the centre; and
- the need to establish a network of public squares and parks that complements the linear nature of Main Street and contributes to a more attractive public realm environment.

### Street System

Policy Directions (also expressed in Figure 5.9, opposite): -

For Main Street (low speed/ shared traffic zone between Queen Street and Barkly Street): -

- create in the long term (and in stages) a low speed/ shared traffic zone;
- introduce 'flush' pavement treatment in the core retail precinct, together the use of bollards (with reduced kerbing) to delineate pedestrian areas and traffic/ parking areas;
- maintain informal clusters of small street trees;
- introduce feature lighting at a pedestrian scale, supplemented by under verandah lighting; and
- provide opportunities for the display of public art.

For the Access Streets: -

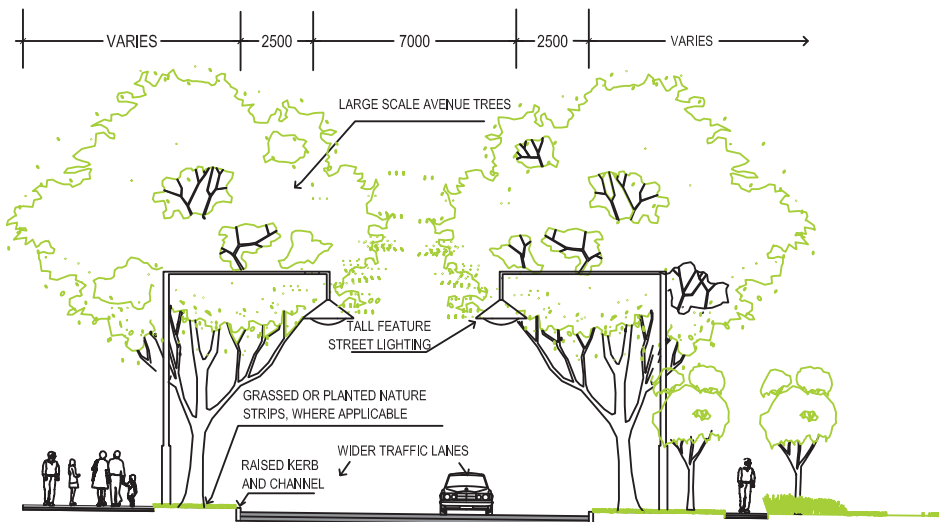
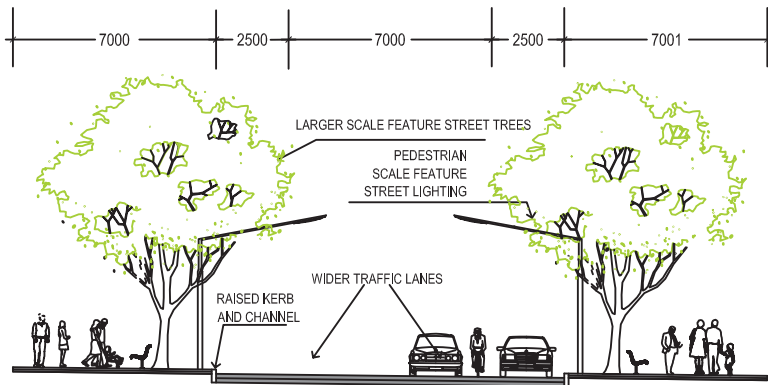
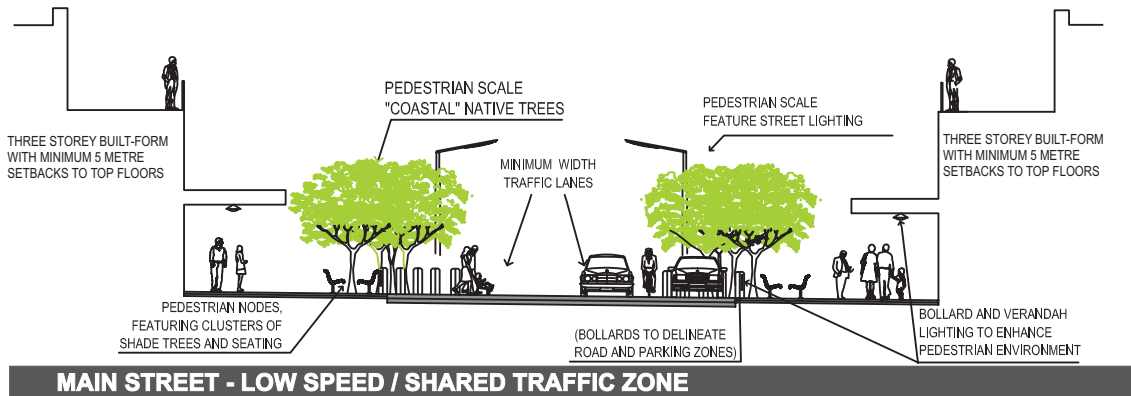
- maintain evenly spaced tree planting;
- maintain wide pedestrian pavements; and
- introduce feature street lighting.

For the Ring Road: -

- introduce boulevard-style tree planting, with large scale trees;
- introduce tall feature street lighting; and
- discourage on-street parking.

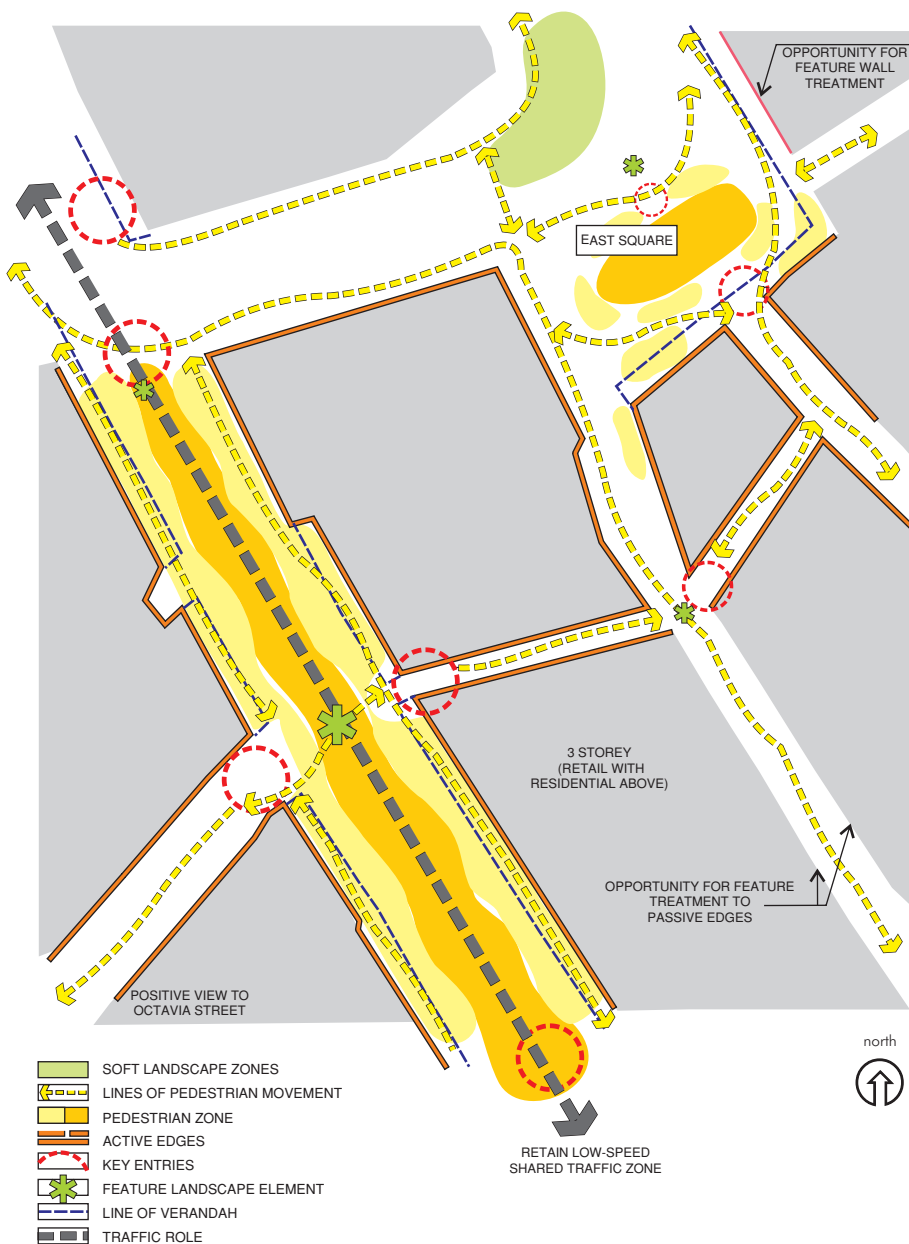
## 7: public realm and landscape character

Figure 5.9 CROSS SECTIONS: STREET SYSTEM



# 5 elements

## 7: public realm and landscape character



### New Squares and Parks

Main Street, between Empire Street mall and Blake Street, is particularly important to the character of Mornington. It is at this point that the top of the gentle rise from the south is reached and the subtle curve in the street reveals views to Port Phillip Bay. In order to maximise the iconic views and design potential of this area, it is proposed to develop it as a 'Hilltop Square'. Linking to the Hilltop Square will be East Square, a new open space focus for Mornington's north-east. East Square will also seek to enhance the interface between Blake Street, the rear of shop environment in McLaren Place and Centro Mornington.

Policy Directions (also expressed in Figure 5.10):-

For the Hilltop Square: -

- further widen pedestrian zones and extend facilities for pedestrian crossings;
- introduce new feature lighting, both as a sculptural element and to intensify the level of lighting within this important space;
- introduce sculptural features at the northern and southern ends of the space; and
- introduce distinctive tree planting, perhaps with a more columnar character than the planting used elsewhere on Main Street.

For East Square: -

- encourage all new retail development fronting the square to incorporate active edges, providing for interaction with adjoining retail development on the western and south-eastern edges of the space;
- create a central gathering space, with associated seating areas distinct from the retail edge; and
- improve pedestrian connection between Centro, Blake Street and Railway Place.

Figure 5.10 MAIN STREET & EAST SQUARE - LAYOUT CONCEPT



SITE PHOTO PANORAMA LOOKING EASTWARDS



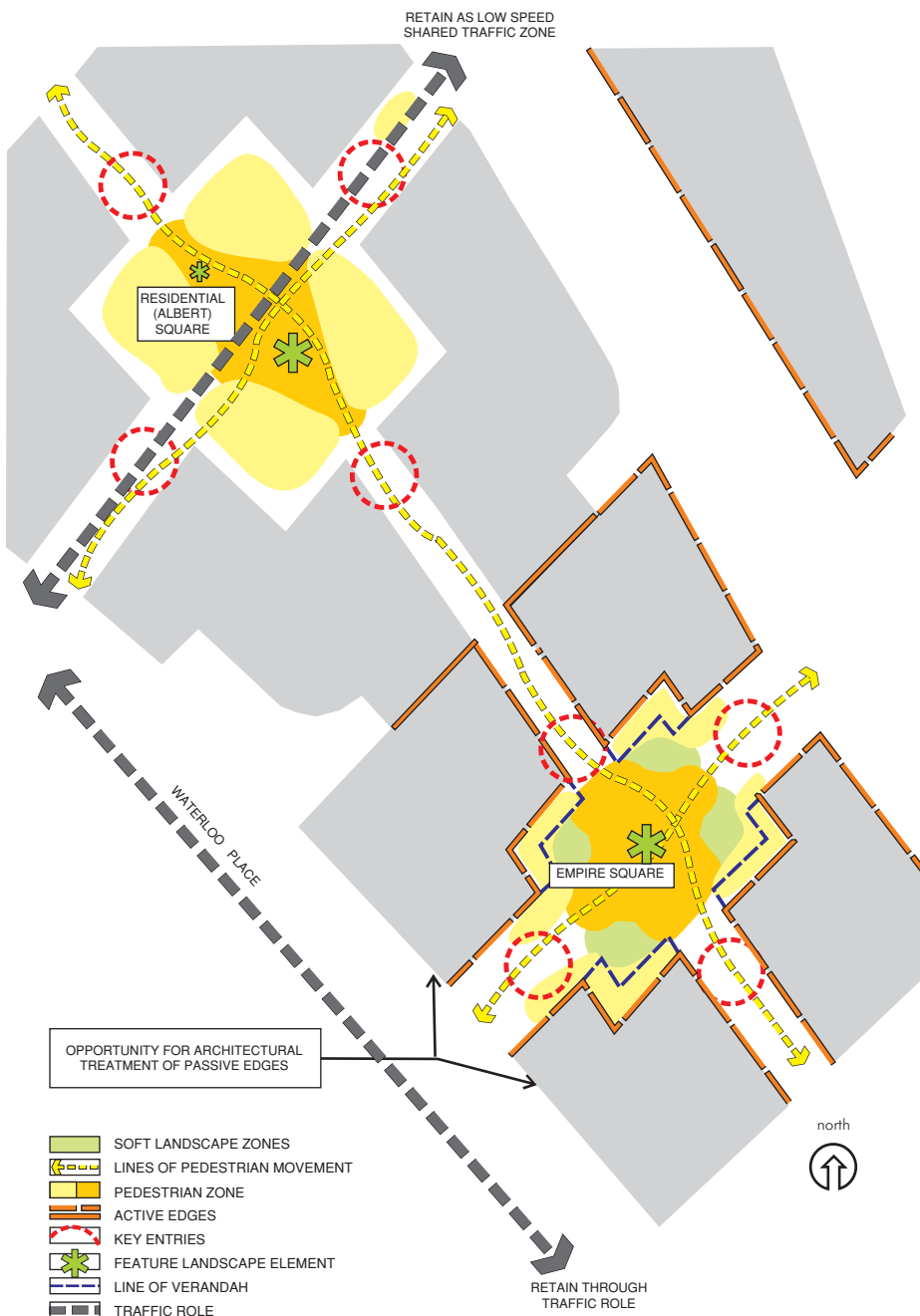
INDICATIVE SKETCH OF FUTURE EAST SQUARE LOOKING EASTWARDS TOWARDS 'CENTRO'

Illustration: P. Edgeley

# 5 elements

## 7: public realm and landscape character

Figure 5.11 ALBERT SQUARE & EMPIRE SQUARE - LAYOUT CONCEPT



Albert Square and Empire Square will both play an important dual role as destinations and as part of an important pedestrian movement network.

Policy Directions (also expressed in Figure 5.11): -

- provide clear, comfortable and enticing 'through ways', facilitating pedestrian connection with Main Street and the foreshore reserve;
- create distinct points of visual focus for vistas into the spaces;
- encourage active pedestrian edges associated with new development defining Empire Square; and
- encourage semi-private spaces in Albert Square, as a focus for new residential development. These spaces should be clearly independent of nearby public spaces and access ways, while not being completely separated from them.

7: public realm and landscape character



SITE PHOTO PANORAMA LOOKING SOUTHWESTWARDS



2 - 3 STOREY APARTMENTS  
WITH SETBACKS  
OVER GROUND FLOOR  
RETAIL

FEATURE ARTWORKS  
PROPOSED IN EMPIRE MALL

MOSAIC PATTERNS TO GIVE  
VARIETY IN ROAD / PATHWAY

Illustration: P. Edgeley

INDICATIVE SKETCH OF FUTURE  
EMPIRE MALL LOOKING SOUTHWESTWARDS TO SQUARE BEYOND FROM MAIN STREET

# 5 elements

## 7: public realm and landscape character



Market Square will be located towards the southern end of the core retail precinct, on Waterloo Place, integrated with the Mornington Village shopping centre. Market Square will provide a civic space to balance the new spaces to be developed towards the northern end of Main Street.

Policy Directions (also expressed in Figure 5.12: -

- encourage active edges to be incorporated within all new retail developments, particularly those that will define the square along its northern, southern and western edges;
- ensure that the square incorporates a central space suitable for a range of activities, for example, outdoor markets. Such a space would operate independently from the pedestrian zones located at its edges, but would be clearly connected to them, allowing for the interaction of formal retail uses and the occasional activities which would occur in the central space;
- maintain clear and safe pedestrian connection between the car park to the west of Waterloo Place and Market Square; and
- ensure that the space incorporates visual and spatial interest, perhaps through the installation of planting or lawn areas to 'soften' the pavement, or a central architectural or sculptural feature.

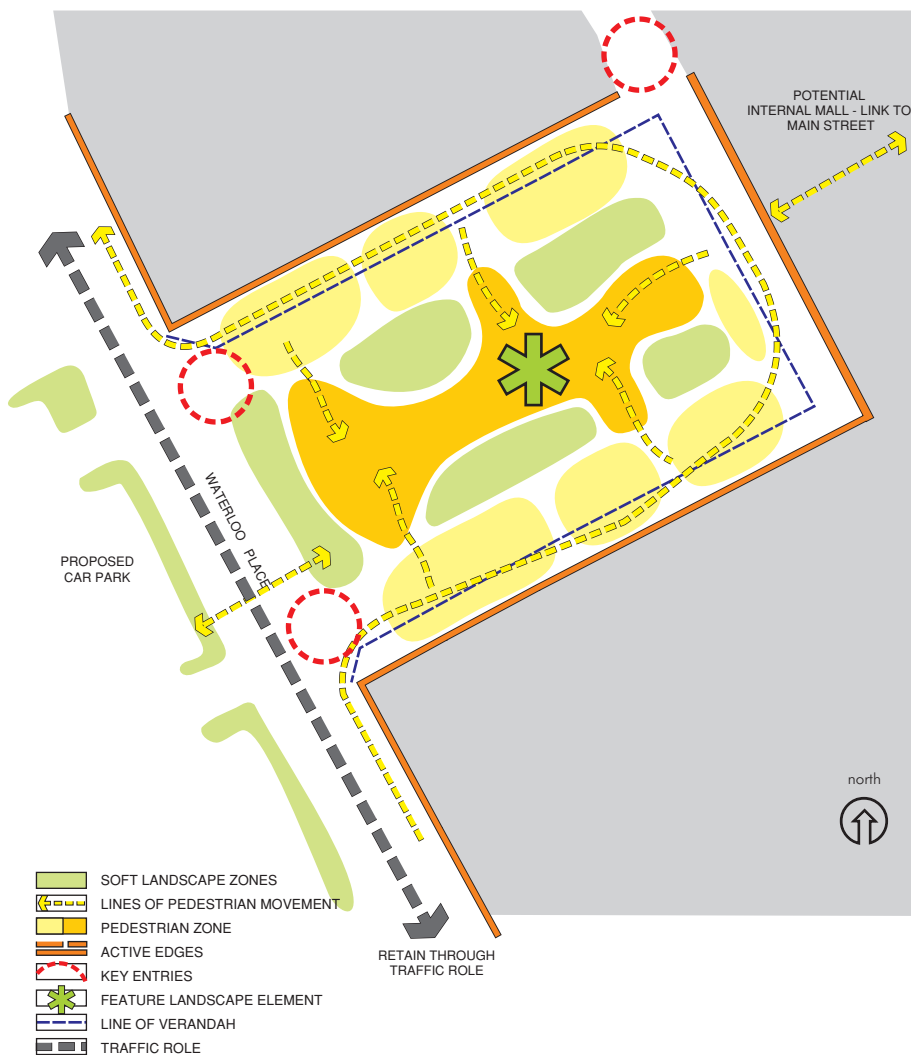


Figure 5.12 MARKET SQUARE - LAYOUT CONCEPT

## 8: bicycle and public transport networks

### Bicycling Facilities

At present there are limited facilities to encourage cycling to and around the Activity Centre. Existing sections of on-road bicycle lanes tend to be isolated and minimal provision is made for bicycle parking.

Cycling is a mode of transport that is sustainable in the long term and one that the Structure Plan seeks to support. The relatively flat topography in the southern and western sections of the activity centre area provide opportunities for the increased use of bicycles to access the retail core in the future.

Cycling is also increasingly a popular recreational pursuit, with Mornington being located along an attractive scenic route along the bay.

Policy directions:-

- install on-road bicycle lanes along Main Street, Tanti Avenue and Barkly Street (these are already available in Wilsons Road);
- create an on-road/off-road route/path along Separation Street, the sealed section of Alexandra Park (netball courts) and Wellington Street;
- provide a continuous shared path along the foreshore adjacent to the Esplanade to function as a tourist/recreation route;
- provide bicycle parking in key public places, including proposed town squares, key locations along Main Street and within the ground floor of new parking stations;
- provide directional signs for bicycle routes and parking;
- over time, and subject to demand, replace on-road bicycle lanes with off-road or protected bicycle paths; and
- formalise the section of the Bay Trail between the Nepean Highway and the Esplanade.

### Public Transport

The Mornington Activity Centre currently has a relatively poor level of public transport services and is reliant on buses.

Improved bus services and complementary public transport services provide a real long term opportunity for the reduction of vehicle trips to and from the activity centre.

Policy directions:-

- pursue an increase in the frequency of the bus services to the main residential catchments of the activity centre from a 1 hour service to a 30 minutes service (State Government funding required);
- consider in the longer term the bus services around the ring road, complementing bus routes through the heart of Main Street;
- facilitate the creation of bus stops strategically located along the ring road, with high quality shelters and adequate travel information;
- investigate the feasibility of introducing a bus-interchange, to facilitate the efficient transfer of passengers between different services;
- Investigate the feasibility in the longer term of a frequent shuttle-bus service for the residential areas surrounding the retail core; and
- Investigate the feasibility of a 'dial-a-bus' service for residents with impaired mobility.

## 9: traffic and car parking

### Road Network

Adequate and safe vehicular access is crucial for the health of the commercial activities in the centre and must be safeguarded. The effectiveness of the secondary road network (eg Tanti Ave, Wilsons Rd) in relieving traffic pressure off Main Street and assisting the operation of the ring road network will be dependent on the installation of supportive intersection works. By the same token for the longer term an increased use of pedestrian/bicycle access and public transport use needs to be envisaged, consistent with *Melbourne 2030*.

Policy directions:-

- ensure the installation of supporting intersection works is linked with any major approval of additional commercial or residential development in the retail core (in other words: any major retail or apartment development cannot proceed until appropriate traffic management measures have been implemented);
- pursue as a first priority the installation of traffic signals at the Wilsons Road / Nepean Highway intersection (this is a VicRoads project and requires State Government funding). This would facilitate safe and convenient right turns from Wilsons Road into Nepean Highway;
- pursue the installation of traffic signals at the Tanti Avenue / Nepean Highway intersection, which would be required as the Framework Plan is progressively implemented (State Government funding required);
- review traffic management measures for Main Street (in the professional services precinct) to optimise its capacity as an access route to the retail core precinct;
- replace the existing roundabout at the Cromwell Street/Main Street intersection in the longer term with traffic signals and pursue options to increase the flow of traffic from the south to the west and improve conditions for pedestrians. (State Government funding required as Main Street is also a responsibility of VicRoads);

- review the operation of the Vale Street/Main Street intersection with the aim of giving priority to the southbound movement of traffic from Vale Street into Main Street to promote traffic flows on the eastern ring road;
- remove parking along the ring road in stages to improve traffic flows and increase the attractiveness of this route for safe and efficient traffic movement;
- install intersection treatment at the Ross Street / Main Street to improve the ring road link with Queen Street, whilst safeguarding the north-south pedestrian links to the foreshore;
- realign Gordon Street on the northern approach to Barkly Street and create a signalised intersection to improve the operation of the ring road link;
- reverse the intersection priority at the Drake Street / Ross Street intersection to favour movements along the ring road;
- ensure that laneways at the rear of Main Street can continue their main function as access for deliveries and for loading/unloading to properties in Main Street;
- ensure that the design of new development respects the amenity of existing buildings in laneways at the rear of Main street that have a frontage to those laneways; and
- improve directional signs that assist in an efficient distribution of traffic on access roads and the ring road.

### Parking

Adequate, convenient and safe vehicle parking is crucial for the health of the commercial activities in the centre and must be safeguarded.

The effectiveness of the additional retail and commercial floor space will be dependent on the timely provision of additional public car spaces and adequate management of available spaces. It is also important that pressure of overflow parking does not detract from the amenity of the foreshore or surrounding residential areas.

Policy directions:-

- ensure the provision of additional parking spaces in parking stations is linked to any approval of additional development in the retail core (in other words: any major shopping extension cannot proceed until adequate additional public parking is available);
- ensure the provision of additional car spaces in the retail core is commensurate with the extent of additional commercial floor space;
- ensure the distribution of car spaces in the retail core is commensurate with the distribution of commercial floor space and linked to the location of major retail stores;
- instigate car parking restrictions (other than parking fees, as parking is to remain free of charge) to facilitate the efficient use of car spaces, respond to the need for short term visitors and to protect the amenity of the foreshore and surrounding residential areas as required; and
- improve directional signs to assist visitors navigate pedestrian networks and links to car parking.

## 10: accessibility & safety by design

An aging population brings with it challenges and opportunities that respond to issues of accessibility and safety by design.

In broader terms, accessibility and safety also relates to the wider population. Safer, more accessible places improves the quality of the urban environment, minimises opportunities for crime and contributes to greater community participation. Indeed, as a matter of equity it is imperative that the Mornington Activity Centre is safe and accessible for all the various groups in our society, including those with specific needs.

Policy directions (these are generally interwoven in earlier policy directions, with some major ones highlighted below): -

- avoid the creation of 'unclaimed spaces' and ensure clear delineation of public and private space throughout the Activity Centre, particularly in streets, parks, building forecourts and pedestrian areas;
  - ensure all new public spaces are regularly maintained and cleaned to encourage the community to take responsibility and pride in their environment;
  - provide attractive and accessible pedestrian links to promote walking, including as a means to increase social interaction and passive surveillance;
  - improve access to the centre for cyclists, including the provision of safely located bicycle racks;
  - ensure that key pedestrian links provide a clear accessible path of travel (CAPT) for people with specific access requirements and limited mobility;
  - facilitate the removal of kerbing (which is not conducive to CAPT); and the development of 'flush' pavement treatment in Main Street within the core retail precinct, including the use of bollards to define pedestrian and vehicle areas;
  - ensure new development and the redevelopment of existing buildings considers the access requirements of all users, including those with limited mobility; and
  - create safe and accessible car parks and bus stops, with adequate lighting and shelter.
- maximise casual public surveillance opportunities through active frontages at street level and 'overlooking' of streets from upper levels of buildings;
  - facilitate opportunities for street activities including kerbside dining in order to activate pedestrian environments;
  - create accessible public spaces, to broaden access and meeting opportunities for people with reduced mobility;
  - ensure adequate shade and shelter is provided in new open spaces and parks;
  - maintain clear sightlines through all public spaces and within basement or multi-level car parking buildings;

The use of 'flush' pavements and bollards to delineate traffic and pedestrian areas promotes continuous accessible paths of travel.



Blank walls fronting pedestrian walkway must be activated.



Safe, glazed pedestrian walkway provides light and passive surveillance.



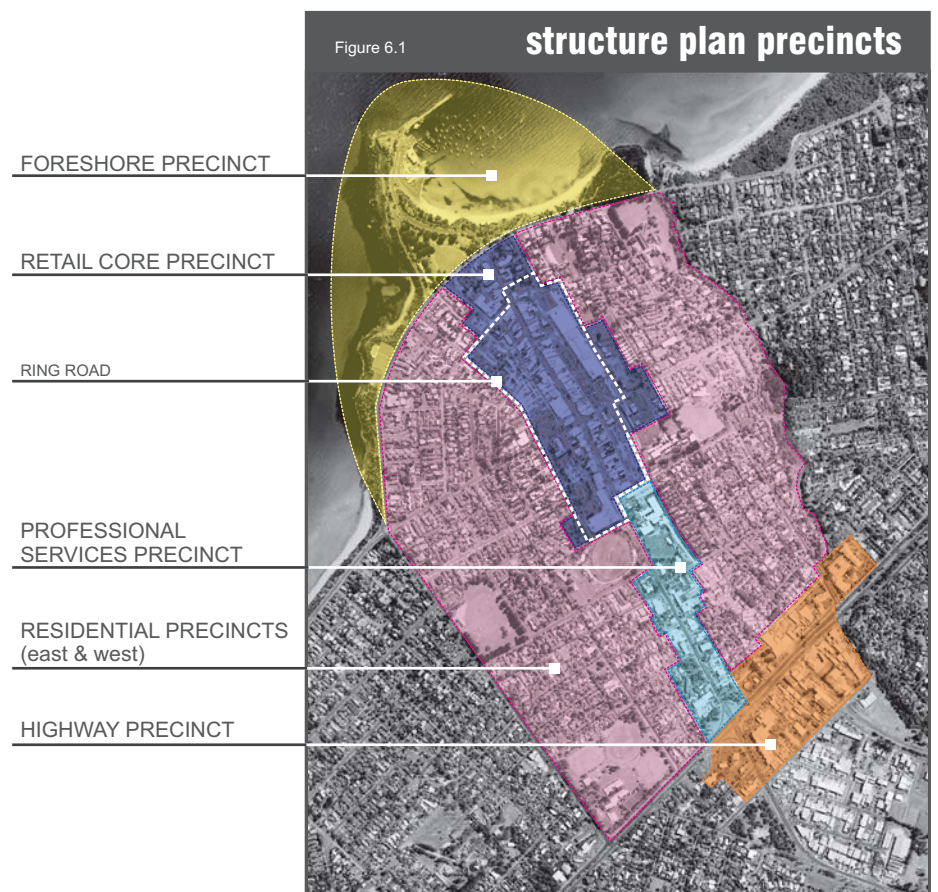
Outdoor dining throughout the day and night provides active edges and passive surveillance.



# 6 structure plan precincts

## Precinct Plans

The structure plan area includes five distinctive precincts which play a range of different roles in the activity centre. The precinct plans are complementary to the framework plan and elements in Sections 4 and 5. They provide a coordinated overview of the combined effect of policy directions for smaller functional areas. They also enable more detailed policy directions that only affect these particular areas.



# 6 structure plan precincts

## foreshore precinct

Mornington's 'seaside setting' is one of the Activity Centre's most important strengths.

Key aspects of this setting are Mornington Park, the iconic harbour, the historic pier and the beaches; all against the expansive backdrop of the bay, coastline and distant silhouette of the Melbourne CBD.

Whilst the foreshore is a key identifier for the town, it interfaces poorly with the Activity Centre, particularly in terms of pedestrian connections. Better integration between the core retail and foreshore precincts is an important objective for the Structure Plan.

Policy Directions (also expressed in Figure 6.2): -

- enhance the environmental qualities, recreational functions and iconic values of the foreshore and harbour;
- improve opportunities for views to the harbour and pier;
- protect views from the foreshore, harbour and pier back to the retail core precinct;
- enhance and extend the small park/picnic area on the corner of the Esplanade and Schnapper Point Drive;
- establish a new pedestrian route to the foreshore, through Tasma Lane via the new north-south pedestrian pathway;
- encourage pedestrian access between Main Street and the foreshore reserve through the instalment of zebra-style crossings on either side of the roundabout; at Tasma Lane; and midblock on Schnapper Drive between Flinders Drive and the Esplanade;
- retain Schnapper Drive as the key vehicular route through the precinct;
- retain the foreshore reserve as Mornington's most extensive open space resource; and
- investigate opportunity to further develop the playground in Mornington Park as a regional facility.



FORESHORE PRECINCT



# 6 structure plan precincts

## foreshore precinct



Consider improvement and extension of picnic area

Foreshore bicycle and pedestrian routes

Proposed pedestrian crossings: facilitating safe pedestrian access between Main Street and foreshore

Formalised pedestrian links to foreshore

Pedestrian-scaled "gateways" to activity centre

Figure 6.2 FORESHORE PRECINCT

# 6 structure plan precincts

## retail core precinct

The retail core precinct, centred on Main Street, is the most consolidated and diverse area in the centre. Main Street north of Barkly Street forms the more intensive half, accommodating supermarkets, cafés, restaurants and essential retail facilities such as banks and clothing stores that act as attractors for the centre. This northern area is also reinforced by the enclosed mall development; “Centro Mornington”, located to the rear of Main Street. Significant pedestrian movement is generated between Main Street and Centro, which is anchored by a Coles supermarket and a Target Discount Department Store.

The most intensive section of this Main Street north area is between Blake Street and the Empire Street Mall. This is also the point where the visitor first has harbour views down Main Street through to the foreshore precinct.

Main Street, south of Barkly Street, accommodates a number of peripheral and supporting retailers with a number of take-away outlets, bargain stores and professional services. This southern area is reinforced by an older mall development; Mornington Village, which is anchored by a Safeway supermarket.

A key feature of the activities core precinct is the weekly Wednesday Market Day, which operates throughout Main Street as a popular local craft and produce market. As a result, Wednesday is Mornington’s busiest day of the week, often causing vehicular and pedestrian congestion throughout Main Street. Car parking is also most in demand on these days.

At present, the precinct is dominated by retail activities. It is a key recommendation of the plan to diversify the range of uses in the precinct to include open space; public uses and residential uses, whilst consolidating existing commercial uses. There are also key recommendations with regard to pedestrian and bicycle movement; interfacing issues; car parking and provision for people with specific access requirements.



# 6 structure plan precincts

## retail core precinct

Policy Directions (also expressed in Figure 6.3):-

- consolidate the retail core precinct as the focus for commercial activities in Mornington;
- strengthen Main Street as the focus for retail activities in the Activity Centre;
- balance the distribution of “major retail attractors” in Main Street south by consolidating the existing Mornington Village shopping centre with a new Discount Department Store and specialty stores in a market square setting;
- consolidate and extend pedestrian networks to emphasise Main Street as the main activities hub;
- plan for active frontages at the interface with pedestrian environments such as the Empire Street Mall and the new town squares;
- “wrap” large stores with the propensity for blank frontages with smaller specialty stores;
- minimise blank frontages within pedestrian favoured areas and create opportunities for “double fronted” shops in Octavia Street;
- create safe built form interfaces to the ring road, favouring new residential development at interfaces with existing residential properties;
- create car parking buildings with active or passive frontages to replace large at-grade car parks at the activity centre periphery;
- enhance north-south connectivity throughout Main Street between key shopping and service areas;
- establish a range of high-quality open spaces within the activity centre heart, including: -
  - low-speed shared pedestrian and traffic zones in Main Street, between Queen Street and Barkly Street and in Vancouver Street, adjacent to the municipal library;
  - a new 'residential square' and 'retail square' within the north-west quarter of the core retail precinct;
  - an improved 'east square' at the entry of Centro Mornington;
  - a series of new gateway parks in the residential east precinct; and
  - a new 'market square' adjacent to the Mornington Village shopping centre in the south-western quarter of the activities core precinct.
- create a diversity of environments within open spaces, including a variety of hard and soft landscaped surfaces;
- establish a new cruciform link between the foreshore precinct, the new urban squares (as noted above) and Main Street;
- consolidate the retail core precinct (and Main Street in particular) as the focus for commercial activity within the Mornington Activity Centre;
- introduce a diverse range of activities within the centre, including residential activity, a greater range of retail and commercial activities; services; open spaces; recreation; tourism activities and car parking;
- strengthen Main Street “south” with new major attractors (identified as supporting retail area);
- re-develop the narrow laneways perpendicular to Main Street to include attractive landscaping; even gradients and lighting;
- encourage properties on either side of the laneways to create windows to the walkway, activating passive surveillance opportunities;
- plan for active frontages at the interface with pedestrian environments such as the Empire Street Mall and the new town squares (refer 'Active Frontages and Safe Interfaces');
- improve pedestrian safety in new and existing open spaces, through the introduction of built form interfaces; active frontages (where possible); lighting and signs (refer 'Pedestrian Links and Open Space'); and
- design open spaces with a range of landscaping treatments to minimise extensive hard surfaces.

# 6 structure plan precincts

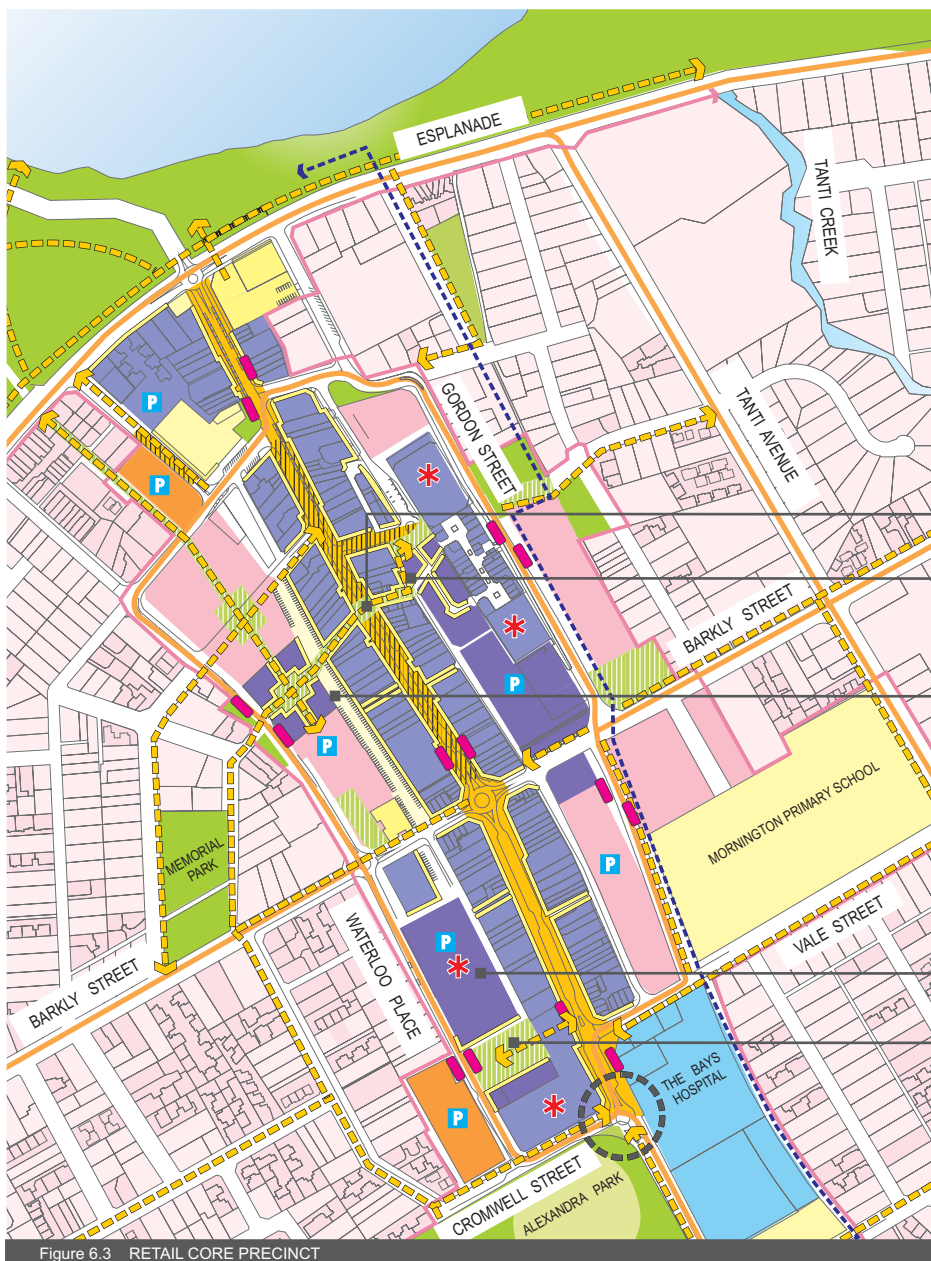
## retail core precinct

RETAIL CORE PRECINCT



# 6 structure plan precincts

## retail core precinct



Pedestrian core area: possible temporary road closure for festivals and market days

Enhanced central open space, linking Main Street to Mornington Centre

Proposed Octavia Street widening: landscaped parking street

Possible location for a new major retail store

Proposed market square

Figure 6.3 RETAIL CORE PRECINCT

# 6 structure plan precincts

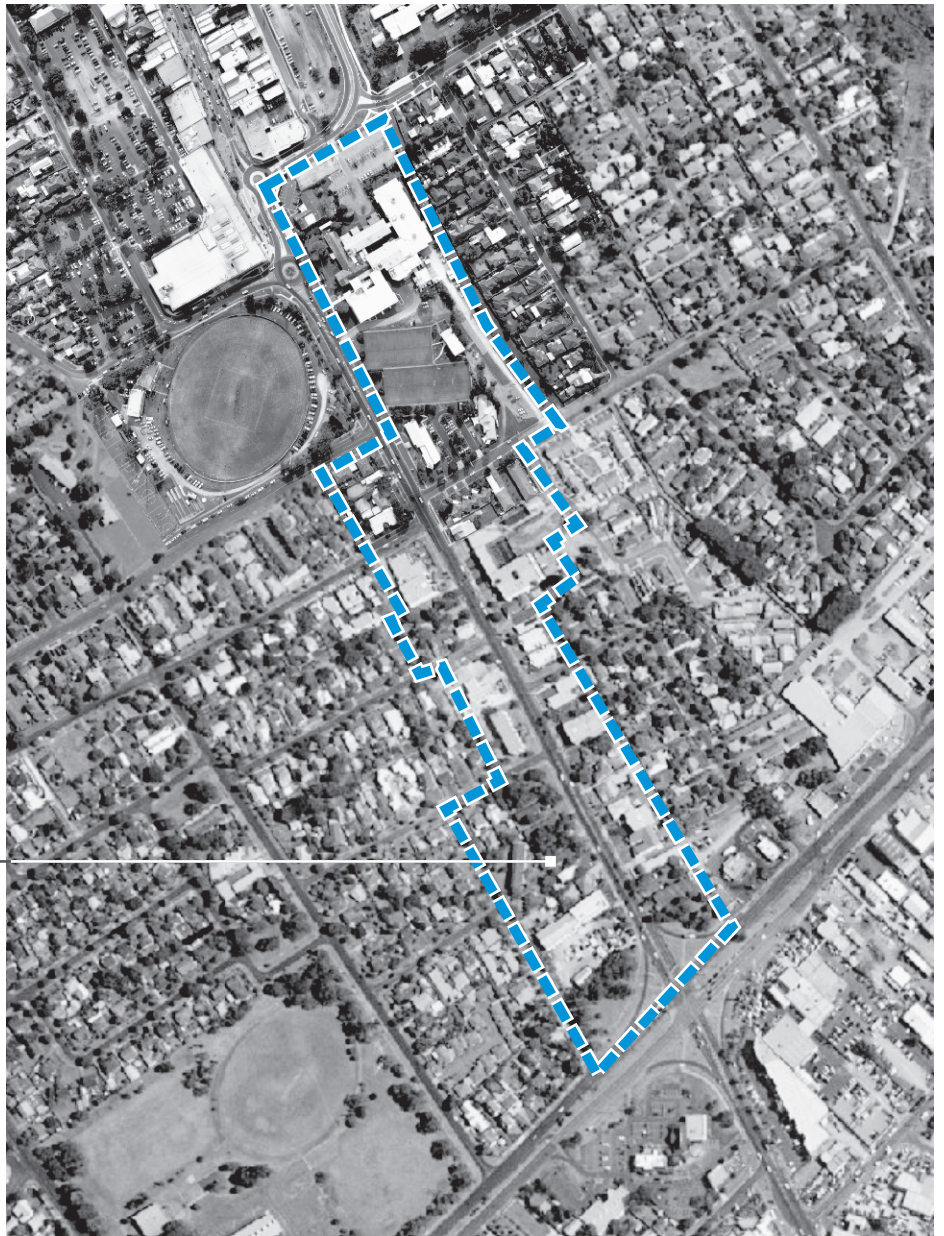
## professional services precinct

The professional services precinct is the services/ office focus of the Activity Centre, hosting several major companies and a range of smaller businesses. It has a low-density built form character and generous set-backs from the street. The precinct plays an important gateway role, being the entry point of the Activity Centre from the Nepean Highway.

Policy Directions (also expressed in Figure 6.4):-

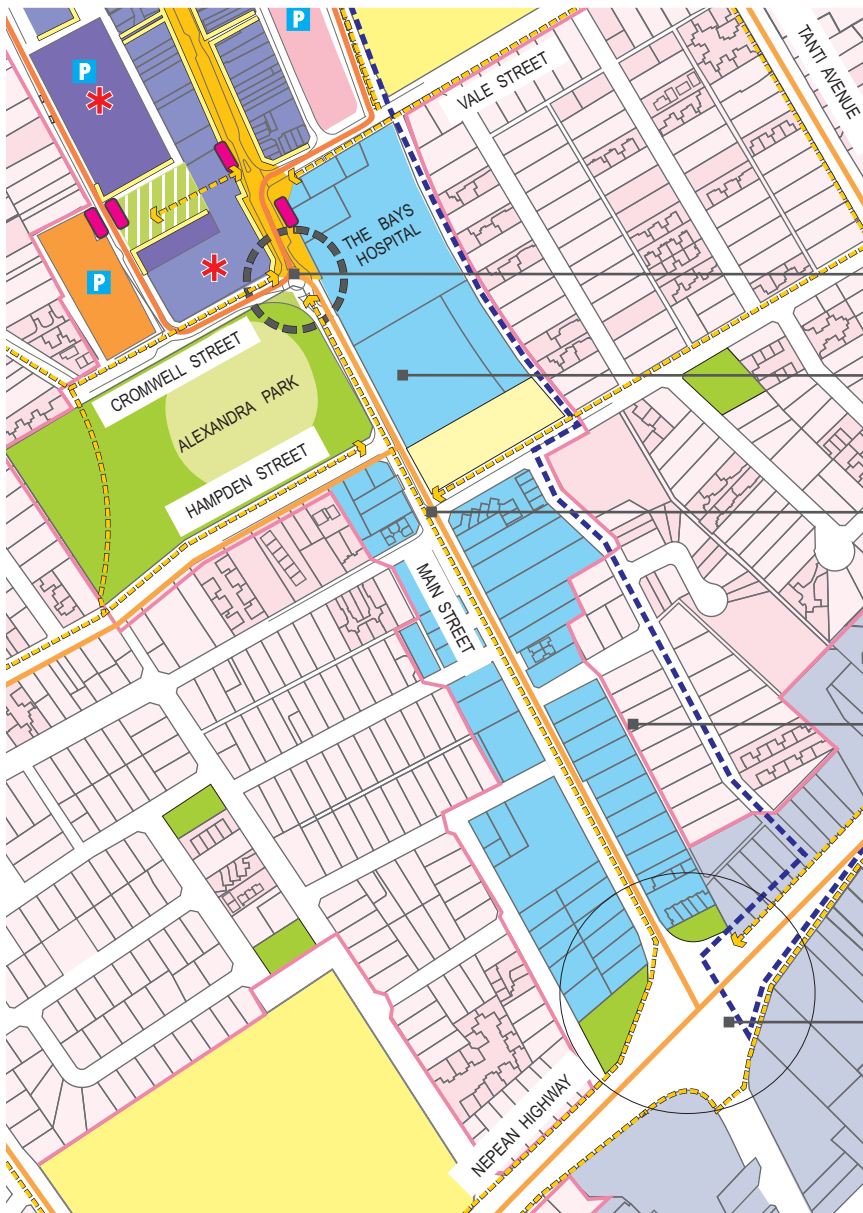
- encourage new office development to locate in the precinct, maximising site coverage and employment densities;
- enhance pedestrian access between the Retail Core Precinct and the Professional Services Precinct;
- maintain consistent built form character to Main Street with generous setbacks of at least eight metres from the street frontage;
- establish a consistent street tree theme to create an attractive 'gateway' environment to the retail core;
- discourage outward expansion of the professional services precinct into adjoining residential areas;
- create on-road bicycle lane to extend to Main Street as the principal local cycle route; and
- present active/ glazed frontages at ground level/s to Main Street.

PROFESSIONAL SERVICES PRECINCT



# 6 structure plan precincts

## professional services precinct



Upgrade gateway intersection and establish boulevard tree theme. Consider traffic lights to assist Ring Road entry

Option to relocate tennis courts and re-develop site

Pedestrian and bicycle network. Consider additional pedestrian crossing in Main Street

Protect existing residential edge from encroachment of commercial activity

Landscaped major gateway to activity centre

Figure 6.4 PROFESSIONAL SERVICES PRECINCT

# 6 structure plan precincts

## highway precinct

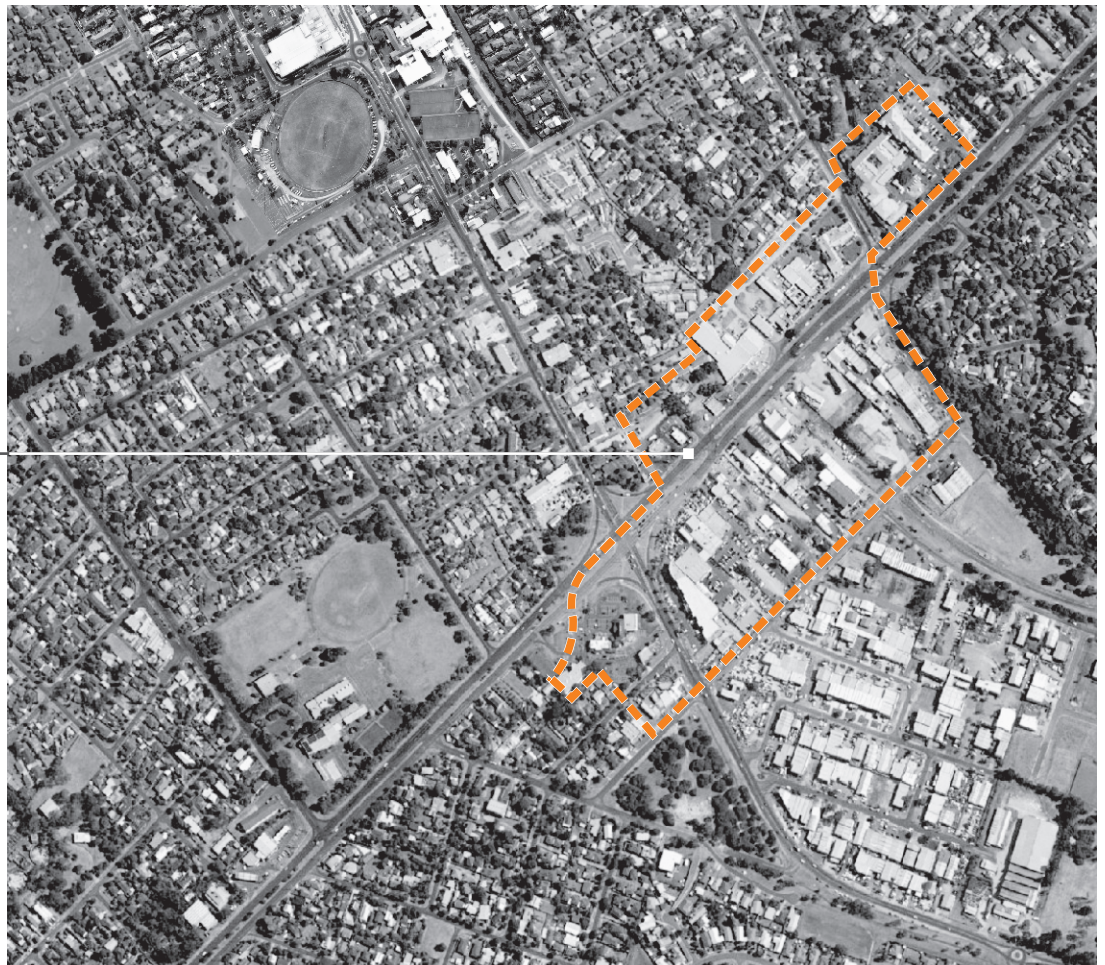
The Nepean Highway is a primary regional access route on the Peninsula and the Highway Precinct forms part of a larger stretch of land uses along this road. It is characterised by a mix of large format/restricted retailing uses; fast food retailing uses and car sales yards, as well as trade-supplies uses including automotive services and repairs; timber sales yards and the like.

The precinct has seen little change over the past decade other than the redevelopment of the Tanti Hotel, yet includes a number of larger, potentially under-utilised sites that may provide long-term development opportunities. The establishment of a large home-maker centre on the corner of the Nepean Highway and Bungower Road has precluded further opportunities for the

expansion of the restricted retailing function of the precinct, although there may be opportunities for similar "peripheral" uses in the future.

In this context, there are two overarching objectives for the highway retail precinct, including: -

- maintain primary access role of the Highway; and
- improve pedestrian safety and retail environment to ensure best possible outcome for the preferred mix of uses.



HIGHWAY PRECINCT

# 6 structure plan precincts

## highway precinct

Policy Directions (also expressed in Figure 6.5) :-

- protect existing residential edge from encroachment of commercial activity at northern and eastern boundaries;
- review the longer-term boundaries and desirable mix of uses in the precinct;
- install pedestrian crossings at Tanti Avenue and Wilsons Road;
- create defined pedestrian system throughout precinct with connections to adjacent residential, industrial and commercial precincts;
- create a major entry gateway at intersection of Main Street and Nepean Highway; and
- encourage consolidation of vacant or under-used sites for larger scale uses.



Figure 6.5 HIGHWAY PRECINCT

# 6 structure plan precincts

## residential precincts

Mornington's Main Street is flanked by two residential precincts. These have a low-scale character that is protected by a two-storey height limit.

In the five year-period 1996 - 2001, the residential precincts witnessed a change in total dwelling stock as the number of separate houses decreased and the number of multiple units (flats, townhouses, apartments and the like) grew by approximately 20%. This reflects significant growth in the number of multi-unit dwellings within the area.

A detailed analysis of the historic change in housing stock indicates that over the next thirty years it is likely that the residential precincts will see an ongoing fall in the stock of separate houses and an increase in multi unit dwellings. The growth in the total dwelling stock is forecast to be approximately 700 additional dwellings to 2021 and a further 200 dwellings between 2021 and 2031.

The continuing gradual intensification of the residential precincts will contribute to a compact design for the overall activity centre, accommodating more households close to facilities and public transport. It is important that such growth is facilitated on the basis that neighbourhood character values are not compromised.

Based on the facilitation of commercial growth opportunities in other precincts, the residential precincts are to be protected from 'infiltration' of non-residential uses that may jeopardise neighbourhood character. One exception is the area along Tanti Avenue, between Barkly Street and the Nepean Highway. Here, residential properties have been increasingly converted to medical practices. This is complementary to both Beleura and The Bays hospitals and provides a high level of specialist medical services to the community.

The low-scale nature of the built form of the residential precincts is already protected through a two storey height limit. The precincts would benefit from further protection of their character and undesirable spill-over effects from the retail core in terms of non-residential uses and additional traffic.

RESIDENTIAL PRECINCTS  
(east & west)



# 6 structure plan precincts

## residential precincts

Policy Directions (also expressed in Figure 6.6) :-

- minimise the occurrence of “rat runs” through the precincts, by clearly defining network of distributor roads through the use of landscaping, lighting and signs;
- upgrade the distributor routes to the activity centre, complemented with defined bicycle routes and pedestrian crossings; and
- encourage private health/ medical uses to Tanti Avenue through a planning policy;
- develop high quality pedestrian and cycling routes, using the network of parkland as a guide for links between the residential precincts and the activity centre.
- protect existing residential edge from encroachment of commercial activities;

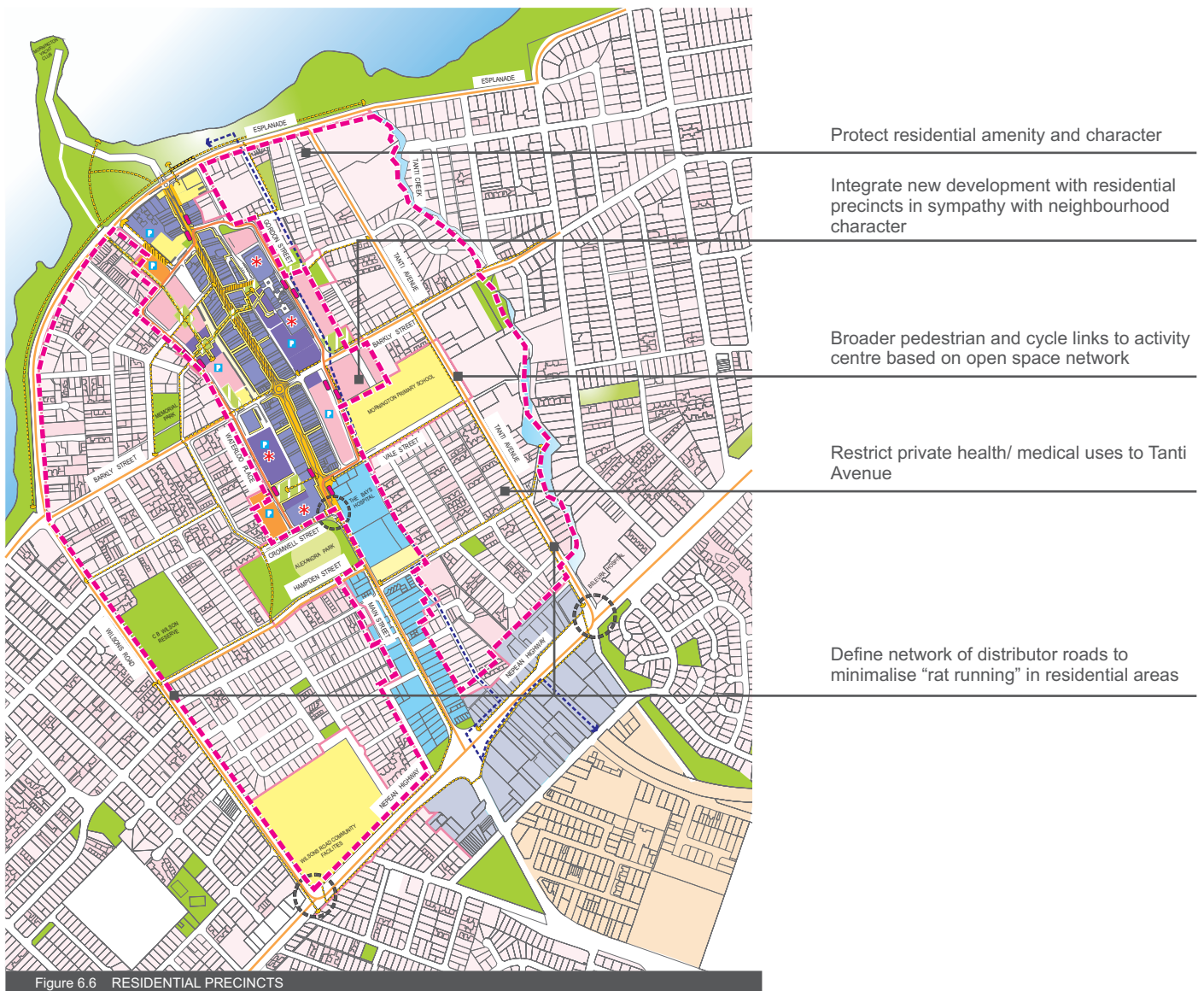


Figure 6.6 RESIDENTIAL PRECINCTS



# 7 implementation framework

The implementation framework provides a coordinated series of actions to implement the Structure Plan. It comprises a three-tiered approach: -

- **Leadership and Responsibilities**, which is at the top of the framework and identifies affected stakeholders and lead agents to coordinate implementation and their key responsibilities.
- **Planning Actions**, which are the broad planning processes required for delivery of the Plan.
- **Projects**, which form the detailed steps of the implementation plan, based upon the 'Elements' of the Structure Plan.

Within each of the projects, a series of objectives and actions are specified, together with the lead agent and priority status for the project, as appropriate.

# 7 implementation framework

## leadership and responsibilities

A range of stakeholders and leaders will be responsible for the implementation of the Structure Plan. These include: -

- The wider Mornington community and visitors;
- Community groups, organisations and clubs;
- The Chamber of Commerce and individual traders;
- Property owners and developers;
- State Government departments, authorities and service providers; and
- Mornington Peninsula Shire Council and a range of its departments.

### The Role of the Council

The Mornington Peninsula Shire Council, in partnership with State Government departments, authorities and service providers, will be principally responsible for coordinating implementation and overseeing the Planning Actions. The Council will undertake the following actions: -

- Establish: -
  - a Council Project Officer;
  - an Implementation E-Team, comprising relevant Council officers; and
  - an Implementation Liaison Group that includes members of the community and the Chamber of Commerce;

- Regular consultation with affected State Government departments, authorities and service providers to discuss progress of projects (as relevant);
- An annual progress report to be tabled to a public Council meeting; and
- Five-yearly reviews of the Structure Plan.

The various stakeholders and leaders, together with their role and relationship to the Structure Plan are outlined in Figure 7.1.

## planning actions

The Structure Plan will be delivered via a range of inter-related planning and governance processes, which will overlay the Projects. The Planning Actions include: -

- Planning Scheme Amendment
- Public works
- Funding measures (grant applications, special rates schemes, DCPs)

- Comprehensive development projects that require a range of implementation actions in cooperation with the private sector
- Further studies

## projects

The projects embody an 'actions' based approach to implementation, designed to provide practical planning outcomes for the Structure Plan 'Elements'. They are discussed in terms of the Planning Action required (refer above), objectives for the project, key actions, lead agent and priority. The priority status suggested for each project is indicative and subject to funding availability. The following priority statuses are given: -

- High: 0 – 5 years
- Medium: 5 – 10 years
- Low: > 10 years

The projects are outlined in Figure 7.2. All projects will involve community consultation processes.

# 7 implementation framework

Figure 7.1 **TABLE OF LEADERSHIP AND RESPONSIBILITIES**

Authority/ Group		Primary Role	Key Responsibilities
<b>Lead Agents</b>	Department of Sustainability and Environment (DSE)	State Government Planning Authority	<ul style="list-style-type: none"> <li>■ On-going support and advice to Mornington Peninsula Shire Council</li> <li>■ State-level decisions</li> <li>■ Potential funding source</li> </ul>
	VicRoads	State Roads Authority	
	Department of Infrastructure	State Government Infrastructure Authority	
	Mornington Peninsula Shire Council	Local Planning Authority	<ul style="list-style-type: none"> <li>■ Supervise Structure Plan coordination and progress of implementation</li> <li>■ Local-level decisions</li> <li>■ Review of annual progress report</li> <li>■ Potential funding source</li> </ul>
	Structure Plan Project Officer	Coordinator of Structure Planning Actions	<ul style="list-style-type: none"> <li>■ Day-to-day co-ordination of implementation</li> <li>■ Chair implementation E-Team</li> <li>■ Coordination of quarterly meetings for Implementation Liaison Group</li> <li>■ Management of communication and marketing processes and liaison between Council and community</li> <li>■ Project management of five-yearly Structure Plan Reviews</li> <li>■ Coordination of annual progress report to Council</li> </ul>
	Implementation E-Team	Internal Coordination	<ul style="list-style-type: none"> <li>■ Representatives of key areas of expertise within Council (e.g. Strategic, Statutory and Social Planning, Traffic Engineering, Urban Design etc.)</li> <li>■ Coordination of day-to-day implementation of the Projects, based upon areas of expertise</li> <li>■ Input into annual progress report to Council</li> <li>■ Attendance at quarterly meetings of Implementation Liaison Group, as appropriate</li> </ul>
	Implementation Liaison Group	Stakeholder/ Community Level Management	<ul style="list-style-type: none"> <li>■ Reference/ liaison group between Stakeholders/ community and Council</li> <li>■ Regular assistance and advice to Structure Plan Project Officer</li> <li>■ Input into annual progress report to Council</li> </ul>
<b>Stakeholders/ community</b>	Property owners and developers	Stakeholders/ Community	<ul style="list-style-type: none"> <li>■ Undertaking development projects in way that is consistent with the Structure Plan</li> </ul>
	The Chamber of Commerce and individual traders		<ul style="list-style-type: none"> <li>■ Setup/ operating business in a way that is consistent with the Structure Plan</li> </ul>
	Community groups, organisations and clubs		<ul style="list-style-type: none"> <li>■ Advice to Council and to the Implementation Liaison Group</li> </ul>
	The wider Mornington community and visitors		

# 7 implementation framework

Figure 7.2 Project	Planning Action	Objectives
<b>Overarching Implementation into the Planning Scheme</b>		
Implement Structure Plan into Planning Scheme	Planning Scheme Amendment	<ul style="list-style-type: none"> <li>Apply the vision and objectives of the Structure Plan to the planning and design of all new development and redevelopment in the Mornington Activity Centre</li> </ul>
<b>Element 1 : Sense of Place</b>		
Main Street Hilltop Square Project	Public Works	<ul style="list-style-type: none"> <li>Create a strong sense of place in the heart of Main Street</li> <li>Maximise passive recreational opportunities and viewlines in Main Street</li> <li>Create a new focus for east-west pedestrian movement through the Activity Centre</li> </ul>
Management, Marketing and Place Making	Further Studies	<ul style="list-style-type: none"> <li>Adopt a coordinated approach to Activity Centre marketing and place management</li> </ul>

<b>Element 2 : Main Street Focus</b>		
Incremental Improvements of the public realm in Main Street	Public Works	<ul style="list-style-type: none"> <li>At a broad-scale, improve overall pedestrian connectivity and amenity throughout Main Street, in particular in the section between Barkly Street and Queen Street</li> </ul>
Redevelopment of Mornington Village Precinct	Comprehensive Development Project	<ul style="list-style-type: none"> <li>Balance the distribution of major attractors in Main Street;</li> <li>Provide a new retail and open space focus for the 'southern half' of Main Street</li> <li>Create a new, functional market square to accommodate street trading activities, recreational activities and events</li> <li>Replace car parking as required</li> </ul>

# 7 implementation framework

Actions	Lead Agents	Priority
<b>Overarching Implementation into the Planning Scheme</b>		
<ul style="list-style-type: none"> <li>■ Preparation of a Local Policy to link the Structure Plan formally to the Planning Scheme, together with appropriate height controls</li> </ul>	Council	High
<b>Element 1 : Sense of Place</b>		
<ul style="list-style-type: none"> <li>■ Refinement of design approach for new Hilltop Square in Main Street, between Empire Mall and Blake Street (to be based upon principles outlined in the Structure Plan)</li> <li>■ Preparation of detailed landscape plan for Hilltop Square, to be linked with adjacent works at East Square and Empire Square</li> </ul>	Council	High
<ul style="list-style-type: none"> <li>■ Review other models for the management and marketing of other street-based activity centres</li> <li>■ Investigate potential funding sources for establishing a full-time 'place manager' for the Mornington Activity Centre</li> <li>■ Identify other opportunities to improve the overall management and marketing of the Activity Centre, from both a local and tourism perspective</li> </ul>	Council	Medium

<b>Element 2 : Main Street Focus</b>		
<ul style="list-style-type: none"> <li>■ Identify key areas for improvement through public works and traffic management</li> <li>■ Design works, landscaping and other public realm elements in a way that contributes to the identity of the centre</li> </ul>	Council	Medium
<ul style="list-style-type: none"> <li>■ Feasibility Study</li> <li>■ Consultation with the community and land owners</li> <li>■ Refinement of design approach and proposed activities mix (to be based upon principles outlined in the Structure Plan)</li> <li>■ Preparation of Project Plan encompassing: -               <ul style="list-style-type: none"> <li>□ Redevelopment of Mornington Village centre (retain supermarket and specialties)</li> <li>□ Development of a new mixed use facility, comprising a new major attractor, roof-top car parking and residential (townhouses)</li> <li>□ Creation of a market square (public open space)</li> <li>□ Development of integrated multi-level car parking building and bicycle storage unit</li> <li>□ Traffic management measures as required</li> <li>□ Development of new bus stops on the Ring Road</li> <li>□ Provision of public infrastructure</li> </ul> </li> </ul>	Council and Property Owner	Medium

# 7 implementation framework

Project	Planning Action	Objectives
<b>Element 3 : Active Frontages and Safe Interfaces</b>		
East Square and Centro Mornington Galleria	Comprehensive Development Project	<ul style="list-style-type: none"> <li>■ Activate the existing blank frontage of Centro Mornington</li> <li>■ Improve the functional integration of Centro Mornington into the Main Street environment</li> <li>■ Create an active open space focus for the Activity Centre's north-east</li> <li>■ Improvement of intersection at Eastern Ring Road and Barkly Street</li> <li>■ Replace car parking as required</li> </ul>

# 7 implementation framework

Actions	Lead Agents	Priority
<ul style="list-style-type: none"> <li>■ Feasibility Study</li> <li>■ Consultation with community and land owners</li> <li>■ Refinement of design approach and proposed activities mix (to be based upon principles outlined in the Structure Plan)</li> <li>■ Preparation of Project Plan encompassing: -                             <ul style="list-style-type: none"> <li>□ Realignment of the intersection at Barkly and Gordon Street</li> <li>□ Development of new galleria style entrance to Centro Shopping Centre (retail/ commercial uses)</li> <li>□ Creation of a new square linking the new galleria entrance and Centro to Main Street;</li> <li>□ Development of integrated multi-level car parking building and bicycle storage unit</li> <li>□ Development of a new retail facility fronting Barkly Street</li> <li>□ Traffic management measures as required</li> <li>□ Development of new bus stops on the ring road</li> <li>□ Provision of public infrastructure</li> </ul> </li> </ul>	Council and Property Owner	Medium

# 7 implementation framework

Project	Planning Action	Objectives
<b>Element 4: Pedestrian Network and Open Space</b>		
Albert and Empire Squares Project	Comprehensive Development Project	<ul style="list-style-type: none"> <li>■ Create a high-quality focus for pedestrian activity in the north-west of the Activity Centre</li> <li>■ Provide a range of new open spaces and pedestrian walks, each having its own character, function and design objectives</li> <li>■ Improve north-south connectivity and pedestrian linkages between the foreshore and the Activity Centre</li> <li>■ Create safe and attractive pedestrian links between new car parking areas and Main Street</li> <li>■ Balance the need for new uses in the Activity Centre with net community benefit</li> <li>■ Facilitate the long-term consolidation of the Mornington Activity Centre in order to strengthen its role as an activities and community hub and ensure its long term sustainability</li> <li>■ Broaden the base of activity to include mixed-use development consistent with <i>Melbourne 2030</i> principles</li> </ul>
Open Space Maintenance Project	Further Studies	<ul style="list-style-type: none"> <li>■ Ensure that all new open space is regularly maintained and cleaned</li> <li>■ Encourage the community to take responsibility and pride in the Activity Centre environment</li> </ul>
Directional Signage Project	Public Works/ Further Studies	<ul style="list-style-type: none"> <li>■ Improve pedestrian navigation of the Activity Centre</li> <li>■ Encourage walking trips to and around the Activity Centre</li> <li>■ Encourage visitors to 'explore' Mornington - provide interpretive signs at points of interest</li> </ul>
Incremental improvements to the pedestrian network	Public Works/ Further Studies	<ul style="list-style-type: none"> <li>■ On a broad-scale, improve overall pedestrian connectivity and amenity throughout the Activity Centre</li> </ul>
Foreshore Park Improvement	Public Works	<ul style="list-style-type: none"> <li>■ Improve existing recreational facilities on the foreshore</li> <li>■ Improve visual and functional links between the foreshore and the retail core</li> </ul>

# 7 implementation framework

Actions	Lead Agents	Priority
<ul style="list-style-type: none"> <li>■ Feasibility Study</li> <li>■ Consultation with community</li> <li>■ Refinement of design approach and proposed activities mix (to be based upon principles outlined in the Structure Plan)</li> <li>■ Preparation of Project Plan encompassing: -</li> </ul> <p>Albert Square: -</p> <ul style="list-style-type: none"> <li>■ Development of a new square as a heart for surrounding residential activity and as part of a new cruciform pedestrian walk linking Main Street, Empire Street, Albert Street and the foreshore</li> <li>■ Development of 3 storey residential apartments focused on the new square and pedestrian linkages</li> <li>■ Traffic management and infrastructure provision as required</li> <li>■ Renovation of heritage property at 8 Albert Street</li> </ul> <p>Empire Square: -</p> <ul style="list-style-type: none"> <li>■ Development of a new square as an extension of the Empire Mall and to link pedestrian pathways between car parking facilities, the foreshore and Main Street</li> <li>■ Development of a retail/ mixed use facility, focused upon the new Empire Square, comprising smaller tenants, extending the café-style activity in the Empire Mall precinct</li> <li>■ Development of new bus stops on the Ring Road</li> <li>■ Development of new mixed use building, comprising 3-4 levels of public car parking building and bicycle storage, together with residential uses, adjacent</li> <li>■ Development of a new community services facility</li> <li>■ Creation of a new 'gateway park' at the intersection of Barkly Street and Waterloo Place as a focus for surrounding residential and community activity</li> <li>■ Traffic management and infrastructure provision as required</li> </ul>	Council	Medium
<ul style="list-style-type: none"> <li>■ Develop inventory of responsibilities for maintenance of open spaces</li> </ul>	Council	Low
<ul style="list-style-type: none"> <li>■ Develop functional and design principles for pedestrian-scale directional signs</li> <li>■ Identify locations for the placement of signs, both for the short and long-term</li> </ul>	Council	Medium
<ul style="list-style-type: none"> <li>■ Within the pedestrian network outlined in the Structure Plan, identify key areas for improvement through public works (footpath maintenance, route widening, landscaping etc.)</li> </ul>	Council	Low - Long term
<ul style="list-style-type: none"> <li>■ Develop functional and design principles for the foreshore park</li> <li>■ Undertake planning and design process</li> </ul>	Council	High

# 7 implementation framework

Project	Planning Action	Objectives
<b>Element 5 : Diversity of Activity</b>		
Gordon Street Residential Project	Comprehensive Development Project	<ul style="list-style-type: none"> <li>■ Facilitate the long-term consolidation of the Mornington Activity Centre in order to strengthen its role as an activities and community hub and ensure its long term sustainability</li> <li>■ Broaden the base of activity to include mixed-use development consistent with <i>Melbourne 2030</i> principles</li> <li>■ Accommodate demand for residential activity in the Activity Centre</li> <li>■ Provide a range of housing choices for the growing population</li> <li>■ Incorporate open space into new development</li> </ul>
Eastern Ring Road Residential Project	Comprehensive Development Project	<ul style="list-style-type: none"> <li>■ Facilitate the long-term consolidation of the Mornington Activity Centre in order to strengthen its role as an activities and community hub and ensure its long term sustainability</li> <li>■ Broaden the base of activity to include mixed-use development consistent with <i>Melbourne 2030</i> principles</li> <li>■ Accommodate demand for residential activity in the Activity Centre</li> <li>■ Provide a range of housing choices for the growing population</li> </ul>
Incorporating a mix of uses into Main Street	Further Studies	<ul style="list-style-type: none"> <li>■ Facilitate the long-term consolidation of Main Street</li> <li>■ Broaden the base of activity to include mixed-use development consistent with <i>Melbourne 2030</i> principles</li> <li>■ Protect the existing built form typology in Main Street and low-rise built form</li> </ul>
Precinct Structure Plan for the Highway Precinct Investigation Area	Further Studies	<ul style="list-style-type: none"> <li>■ Facilitate the consolidation of the highway activities precinct</li> <li>■ Identify a preferred built form pattern for the precinct</li> <li>■ Ensure a safe pedestrian environment for the precinct</li> </ul>

# 7 implementation framework

Actions	Lead Agents	Priority
<ul style="list-style-type: none"> <li>■ Feasibility Study</li> <li>■ Consultation with community and land owners</li> <li>■ Refinement of design approach and proposed activities mix (to be based upon principles outlined in the Structure Plan)</li> <li>■ Preparation of Project Plan encompassing: -               <ul style="list-style-type: none"> <li>□ Development of 3 - 4 storey residential/ mixed use accommodation (either apartments, retirement village or similar)</li> <li>□ Development of two new 'gateway parks' to "bookend" the new residential activity, located at the intersection of Barkly Street and Gordon Street and at the intersection of Phillip Street and Gordon Street (includes closure of Phillip Street)</li> <li>□ Formalise pedestrian access on Phillip Street to Gordon Street and along Barkly Street</li> <li>□ Formalise section of the Bay Trail</li> <li>□ Traffic management and infrastructure provision as required</li> </ul> </li> </ul>	Council/ Property Owners	Medium
<ul style="list-style-type: none"> <li>■ Feasibility study</li> <li>■ Consultation with community and land owners</li> <li>■ Refinement of design approach and proposed activities mix (to be based upon principles outlined in the Structure Plan)</li> <li>■ Preparation of Project Plan encompassing: -               <ul style="list-style-type: none"> <li>□ Development of new retail facility fronting Barkly Street</li> <li>□ Development of residential apartments up to 3 storeys</li> <li>□ Integrated multi-level public car parking building and bicycle storage facility;</li> <li>□ New / improved bus stops</li> <li>□ Traffic management and infrastructure provision as required</li> </ul> </li> </ul>	Council/ Property Owners	Low
<ul style="list-style-type: none"> <li>■ Undertake a review to assess the potential for residential and office activity to be accommodated at the upper-levels of existing shops in Main Street (within the built form typology outlined in the Structure Plan)</li> </ul>	Council	Low
<ul style="list-style-type: none"> <li>■ Design a brief for the preparation of a Project Plan, which includes the need to: -               <ul style="list-style-type: none"> <li>□ Undertake a detailed review of the existing activities role of the precinct and likely future floorspace demand</li> <li>□ Identify the preferred activities mix for the precinct until 2030</li> <li>□ Design a safe and attractive pedestrian environment, which links into the pedestrian network and the Bay Trail as identified in the Structure Plan</li> <li>□ Identify the preferred built form pattern for the precinct</li> <li>□ Outline any traffic engineering works to be undertaken</li> <li>□ Outline landscaping and public realm works to be undertaken</li> </ul> </li> </ul>	Council	High

# 7 implementation framework

Project	Planning Action	Objectives
<b>Element 6 : Built Form and Heritage</b>		
Incorporate Design Principles for the retail core precinct into the Planning Scheme	Planning Scheme Amendment	<ul style="list-style-type: none"> <li>Ensure a consistent standard of design and appropriate height controls for the retail core precinct and the professional services precinct</li> </ul>
Pursue further Heritage Controls in the retail core precinct	Planning Scheme Amendment	<ul style="list-style-type: none"> <li>Ensure heritage places are protected within the planning scheme</li> </ul>

<b>Element 7 : Public Realm and Landscape Character</b>		
Street System Landscaping Project	Public Works	<ul style="list-style-type: none"> <li>Clearly define hierarchy of streets in design terms</li> <li>Provide gateways and avenues in key approach streets</li> <li>Contribute to 'greening' of the Activity Centre</li> <li>Ensure a consistent approach to landscaping and lighting throughout the Activity Centre</li> </ul>
Landscape Design for new public spaces (in conjunction with Comprehensive Redevelopment Projects)	Further Studies	<ul style="list-style-type: none"> <li>Apply a consistent and high-quality approach to open space and public realm design (to be undertaken separately from comprehensive development projects), in order to ensure that new open spaces included in comprehensive development projects are designed consistent with the principles outlined in 'Public Realm and Landscape Character'</li> </ul>

# 7 implementation framework

Actions	Lead Agents	Priority
<ul style="list-style-type: none"> <li>■ Preparation of a Design and Development Overlay to link the built form requirements of the structure plan formally to the Planning Scheme</li> </ul>	Council	High
<ul style="list-style-type: none"> <li>■ Apply for Planning Scheme Amendment to introduce Heritage Overlays for the retail core precinct (where not already covered), consistent with the heritage recommendations in the Structure Plan</li> </ul>	Council	High

<ul style="list-style-type: none"> <li>■ Refinement of design approach and identification of preferred species for street system (to be based upon principles outlined in the Structure Plan)</li> <li>■ Development of a detailed landscape plan for the street system</li> </ul>	Council	Medium
<ul style="list-style-type: none"> <li>■ Refinement of design approach for new parks/ squares / plazas (to be based upon principles outlined in the Structure Plan)</li> <li>■ Preparation of detailed landscape plans for new parks/ squares / plazas, to be linked to comprehensive redevelopment projects</li> </ul>	Council	Medium

# 7 implementation framework

Project	Planning Action	Objectives
<b>Element 8 : Bicycle and Public Transport Networks</b>		
Improved bicycle networks	Public Works	<ul style="list-style-type: none"> <li>■ Facilitate increased cycling activity to and around the Activity Centre</li> <li>■ Create further incentives for cycling through the improvement of amenity and safety on principal bicycle routes</li> </ul>
Bus system improvements	Further Studies	<ul style="list-style-type: none"> <li>■ Facilitate increased public transport trips to the Activity Centre</li> <li>■ Create further incentives for public transport use through the improvement of services and through improvements to amenity and safety at bus stops</li> </ul>
Public Transport Interchange	Further Studies	<ul style="list-style-type: none"> <li>■ Development of an integrated public transport interchange</li> <li>■ Improved connection between bus services and taxi services</li> </ul>

# 7 implementation framework

Actions	Lead Agents	Priority
<ul style="list-style-type: none"> <li>■ Undertake improvements to principal bicycle network as outlined in 'Bicycle and Public Transport Networks'</li> </ul>	Council	Medium
<ul style="list-style-type: none"> <li>■ Further consultation with bus companies as required</li> <li>■ Prepare a local public transport plan that outlines the overall provision of services in the long term</li> <li>■ Apply for State Government funding for improvements to public transport network as outlined in 'Bicycle and Public Transport Networks'</li> <li>■ Investigate options for shuttle bus and other specialised small bus services</li> </ul>	Council/ bus companies/ Department of Infrastructure	High
<ul style="list-style-type: none"> <li>■ Investigate feasibility of new public transport interchange, comprising bus services, taxi services and bicycle and car parking</li> </ul>	Council/ bus companies/ Department of Infrastructure	Medium

# 7 implementation framework

Project	Planning Action	Objectives
<b>Element 9 : Traffic and Car Parking</b>		
Secondary Access System Improvement Project	Funding Measures	<ul style="list-style-type: none"> <li>Strengthen the role of the Activity Centre secondary access system</li> <li>Facilitate safe in-out turns at the Nepean Highway</li> </ul>
Main Street South Access Improvement	Further Studies/ Funding Measures	<ul style="list-style-type: none"> <li>Optimise the capacity of Main street (within the professional services precinct) to act as an access route to the retail core precinct</li> </ul>
Ring Road Improvement Project	Public Works	<ul style="list-style-type: none"> <li>Improve connectivity of the east and west sections of the Ring Road</li> <li>Improve the circulation role of the Ring Road to encourage vehicles off Main Street</li> <li>Enhance navigation of the Activity Centre circulation system</li> </ul>
Improving Car Park Navigation	Public Works	<ul style="list-style-type: none"> <li>Enhance navigation of the retail core precinct car parking system</li> </ul>
Car Parking Precinct Plans (PPP)	Further Studies	<ul style="list-style-type: none"> <li>Provide a comprehensive picture of current parking demand and supply in the PPP areas;</li> <li>Provide strategies and policies for car parking which are fully integrated with, and supportive of, the broader land use and other strategic planning policies;</li> <li>Provide Council with a precise mechanism for dealing effectively with new development or redevelopment applications;</li> <li>Where appropriate, provide a practical management and financial framework for the provision by Council of additional consolidated public parking to support additional commercial development (eg. via a separate rate scheme for existing business, plus cash-in-lieu from new developments)</li> </ul>
Octavia Street on-street parking Project	Public Works	<ul style="list-style-type: none"> <li>Create an attractive on-street car parking facility and improve the 'back-of-shop' environment of Octavia Street</li> </ul>

# 7 implementation framework

Actions	Lead Agents	Priority
<ul style="list-style-type: none"> <li>■ Seek State Government funding for the installation of traffic signals at: - <ul style="list-style-type: none"> <li>□ Wilsons Road/ Nepean Highway intersection (first priority)</li> <li>□ Tanti Avenue/ Nepean Highway intersection</li> </ul> </li> </ul>	Council	High
<ul style="list-style-type: none"> <li>■ Review traffic management measures for this road</li> <li>■ Replace the existing roundabout at the Cromwell/ Main Street intersection with traffic lights</li> </ul>	Council/ Vic Roads	Medium
<ul style="list-style-type: none"> <li>■ Review the operation of the Vale Street/Main Street intersection with the aim of giving priority to the southbound movement of traffic from Vale Street into Main Street to promote traffic flows on the eastern ring road</li> <li>■ Remove parking along the ring road in stages to improve traffic flows and increase the attractiveness of this route for safe and efficient traffic movement</li> <li>■ Install intersection treatment at the Ross Street / Main Street to improve the ring road link with Queen Street, whilst safeguarding the north-south pedestrian links to the foreshore</li> <li>■ Realign Gordon Street on the northern approach to Barkly Street and create a signalised intersection to improve the operation of the ring road link</li> <li>■ Reverse the intersection priority at the Drake Street / Ross Street intersection to favour movements along the ring road</li> <li>■ Investigate the need for new directional signs for the Ring Road</li> <li>■ Ensure all new off-street car parking is accessible from the Ring Road</li> </ul>	Council	Medium
<ul style="list-style-type: none"> <li>■ Identify locations for the placement of signs, to encourage road users to access off-street car parks from the Ring Road and reduce dependence on Main Street's on-street parking</li> </ul>	Council	Medium
<ul style="list-style-type: none"> <li>■ Design a brief for the preparation of Parking Precinct Plans, which includes the need to:- <ul style="list-style-type: none"> <li>□ Review of current Council policies relevant to parking supply/demand (i.e. land use, traffic, public transport, parking)</li> <li>□ Data collection and analysis to establish existing parking supply and demand conditions</li> <li>□ Formulation of options for future parking provision and management (including specific proposals for possible commercial and residential development additions)</li> <li>□ Formulation of recommendations in a form suitable for inclusion in the Bayside Planning Scheme as a Parking Precinct Plan</li> </ul> </li> </ul>	Council	Medium
<ul style="list-style-type: none"> <li>■ Realignment and widening of Octavia Street (between Albert Street and Barkly Street) to facilitate 90-degree angle parking on either side and landscaping improvements</li> </ul>	Council	Medium

# 7 implementation framework

Project	Planning Action	Objectives
<b>Element 10 : Accessibility and Safety by Design</b>		
Main Street Pavements Project	Public Works	<ul style="list-style-type: none"> <li>■ Ensure a Continuous Accessible Path of Travel (CAPT) in Main Street for pedestrians with limited mobility, particularly for access between car spaces and the footpath</li> </ul>
Mobility Review	Further Studies	<ul style="list-style-type: none"> <li>■ Ensure existing and potential development within the Activity Centre is accessible for all users</li> </ul>

# 7 implementation framework

Actions	Lead Agents	Priority
<ul style="list-style-type: none"> <li>■ Reduce kerbing in Main Street (within the core retail precinct) and replace with 'flush' pavements and bollards</li> <li>■ Ensure adequate Disabled Car Parking spaces in this area</li> </ul>	Council	Medium
<ul style="list-style-type: none"> <li>■ Employ the assistance of interest groups including the Disability Consultative Committee to design a brief for the preparation of a Precinct Plan, which includes the need to undertake a comprehensive Mobility Review of the Activity Centre (precinct-by-precinct)</li> </ul>	Council	Medium



**KEY PROJECT STAFF**

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Thank you to all who have contributed to the production of this document

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COMMITTED TO A  
SUSTAINABLE  
PENINSULA

