

Rye Urban Design Guidelines

Final Guidelines

Prepared by
Mornington Peninsula Shire

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MORNINGTON
PENINSULA
Shire

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The Mornington Peninsula Shire Council has undertaken a review of the existing conditions of the Rye Commercial Core and prepare a series of urban design guidelines capable of guiding the future evolution and development of the township's core.

1.1 Purpose

The fundamental purpose of Rye Urban Design Guidelines project is to build upon the strategic intent, community aspirations and specific recommendations of the recent strategic 'Rye Township Plan (2017)' (the 'Township Plan') by undertaking a first-principles urban design analysis in determining appropriate built form design guidance for the private realm of the Rye Commercial Core. The project intends to provide greater built form design certainty for residents and developers alike through best-practice, place-specific urban design. Ultimately, the intent of the project is to form the strategic urban design basis for a future amendment to the Mornington Peninsula Planning Scheme (the 'Planning Scheme') to formally introduce the provisions of the urban design guidelines into local planning statute.

Within this broader context, the purpose of this document is to provide the specific urban design guidelines for the Rye Commercial Core, along with the rationale upon which they are based (including the existing physical conditions of the Rye Commercial Core, and the key existing relevant policy provisions and aspirations for the future of Rye). Importantly, the guidelines contained within this document are based upon the recent community consultation undertaken as part of the Township Plan.

This document builds upon the 'Rye Urban Design Guidelines – Background Report (October 2018)' (the 'Background Report') prepared by SJB Urban. It is therefore not necessary to read this document in conjunction with the Background Report.

1.2 Structure

This document is structured as follows:

- Section 2.0 – Study Area outlines the geographic boundaries of the Rye Commercial Core, as well as the role and location of Rye within a broader context.
- Section 3.0 – Policy Context documents the nexus between this report and the Township Plan, encapsulates the broad policy spectrum relevant to Rye, and distils the community's aspirations and concerns for the future of Rye.
- Section 4.0 – Urban Context provides an analysis of the existing conditions of Rye's commercial core, including existing building height, use, movement networks, topography, views/vistas and development propensity. A 3D model has been prepared.
- Section 5.0 – Vision, Principles and Precincts distils Section 4.0's analysis into a series of opportunities and challenges, identifies a vision to guide the future design of Rye's commercial core, and introduces design principles, objectives and character precincts upon which the urban design guidelines are based.
- Section 6.0 – Design Testing explores potential built form outcomes for each of the Rye Commercial Core's constituent precincts.
- Section 7.0 – Urban Design Guidelines translates the key outcomes and design testing of Sections 5.0 and 6.0 into a series of concise urban guidelines.
- Section 8.0 – Implementation outlines a preferred statutory Planning Scheme translation.
- Section 9.0 – Conclusion summarises the Rye Urban Design Guidelines document.

For this purpose of this document, the project's study area is referred to as the 'Rye Commercial Core' and incorporates all privately-owned land on the southern side of Point Nepean Road between Weeroona Street (to the east), Dundas Street (to the west) and Nelson Street/Grace Street (to the south).

2.1 Macro Context

The township of Rye is located close to the southern terminus of the Mornington Peninsula, and is approximately 85km south of Melbourne. Rye forms part of a linear strip of coastal commercial 'hubs' on the southern coastline of Port Phillip Bay (which includes the towns of Dromana, Rosebud, Blairgowrie, Sorrento and Portsea) and is designated as a 'large township' within the Mornington Peninsula Planning Scheme's local strategic framework.

2.2 Local Context

Rye is bordered by the localities of Tootgarook and Fingal to the east and Blairgowrie to the west, and is the easternmost locality within the Mornington Peninsula to feature two coastal interfaces (Port Phillip Bay to the north and Bass Strait to the south). Consequently, the township features a strong coastal connection that has historically influenced the township's existing urban morphology and underlying economic base. The township is a significant holiday and recreation destination during the Summer months, when the township's local resident population of approximately 8,500 increases significantly.

The broader existing urban morphology of Rye is tripartite and comprises three distinct 'character areas': a distinctly 'suburban' residential hinterland that forms the majority of the Rye locale (predominantly single and double storey detached dwellings set within established coastal landscaping), areas of ecological value/natural amenity (such as the Rye back beach, foreshore and Dunes Golf Links), and the commercial core of Rye itself (located within the north of Rye on the southern coast of Port Phillip Bay).

Figure 3 (right) - Macro context diagram showing the Rye suburb outline (green) in relation to Mornington Peninsula Shire Council (light blue) and surrounding Victoria (dark blue)



Figure 2 (far right) - Site context plan outlining the existing built form and vegetation condition of the study area and surrounding context



INTRODUCTION



INTRODUCTION



Image Legend

Note: All images have been sequenced to spatially correspond to the study area

1. Northwestern corner of Dundas Street and Point Nepean Road, looking east
2. Rye Pier, looking south toward the Rye commercial core study area
3. Double storey commercial built form on Point Nepean Road,
4. Three storey mixed-use development under construction at 2221-2225 Point Nepean Road
5. Existing pavement condition, Point Nepean Road
6. Existing built form character of Point Nepean Road, noting the juxtaposition between north (Foreshore) and south (commercial core study area)
7. Existing built form condition of the Rye Yacht Club
8. Existing built form condition of the Rye Hotel, within the west of the study area
9. Sculpture within Napier Street Plaza, at the intersection of Napier Street and Point Nepean Road
10. Double storey commercial built form on Point Nepean Road
11. Existing at-grade car park to the rear of commercial built form on Point Nepean Road
12. Double storey commercial built form on the corner of Ozone Street and Point Nepean Road
13. Existing built form condition of the Woolworths supermarket site
14. Double storey development at corner of Point Nepean Road and Weeroona St
15. Existing scale of residential built form within the west of the study area, on Dundas Street
16. View from Nelson Street looking north along Rye Pier axis
17. Recent double-storey residential infill development, Grace Street
18. Existing single storey detached dwelling toward the south of the study area, Grace Street
19. Existing character of the northern end of Ozone Street, looking south from Point Nepean Road
20. Existing residential streetscape character of the residential hinterland south of the study area
21. Existing built form condition east of the study area, at the intersection of Weeroona Street and Point Nepean Road

Existing strategic and planning policy is important to the future design and development of the Rye Commercial Core - particularly the provisions of the recent 'Rye Township Plan 2017'.

Section 3.0 summarises planning and strategic policies of relevance to the future design of the Rye Commercial Core, and focuses on the key aspirations of the Rye community as captured through recent community consultation during the formulation of the Rye Township Plan.



Figure 4 - The Rye Township Plan

3.1 Rye Township Plan 2017

Adopted by Council in December 2017, the Township Plan is a wide-ranging strategic plan that articulates a number of recently-identified objectives and strategies for the future design and development of the township. Fundamental to the Township Plan is the need to adopt an integrated approach that responds to the extreme fluctuations and demands of the township between seasons, and the Township Plan is focused on the achievement of a shared community vision predicated on four key principles:

- Preserving the natural environment ('People and Environment');
- Improving pedestrian and cyclist connections ('People and Movement');
- Capitalising upon Rye's existing culture and heritage to promote a 'sense of place' and local identity ('People and Economy'); and
- Improving the quality of the public domain regardless of season ('People and Place').

With respect to the future of Rye's commercial core and the design of its urban fabric, the Township Plan outlines nine (9) key projects that are critical to the achievement of a new, preferred character for Rye:

1. Foreshore Promenade – Facilitation of an enhanced public realm foreshore linkage between the Rye pier and proposed Napier Street plaza;
2. Foreshore Park - Enhancement of the Rye foreshore park public realm as a key place-making opportunity that enhances connectivity between the foreshore and Rye township;
3. Town Square – Conversion of an existing at-grade carpark along the existing Napier Street 'civic axis' into a public square within the centre of the Rye commercial core;
4. Point Nepean Road – Improving the public realm quality

and safety of Point Nepean Road as a key mechanism to better integrate the commercial core of Rye with the Rye foreshore. Traffic calming devices (including lane reduction), additional cycling lanes, landscaped central pedestrian refuge medians and tactile materiality are among the suite of public realm upgrades envisioned;

5. Rye Camping – Maximisation of the foreshore park as a high quality public realm component through retention and relocation of the valued foreshore camping use, including the creation of opportunities for rationalised access, increased buffer landscaping and substantial foreshore reserve re-vegetation;
6. Napier Street Plaza – Creation of a main pedestrian promenade within Rye's commercial core, as an extension of the historic pier axis that re-integrates the civic heart of the township with the Bay;
7. Campbell Laneway – Revitalisation of an existing east-west ROW linkage through enhanced commercial activation, public realm upgrades, tactile pavement materiality and maximised solar access;
8. Bimble/Collingwood/Sullivan Streetscape: Enhancement of Rye's secondary east-west collector road through streetscape planting and traffic calming; and
9. Gateway into Rye – Creation of a gateway 'arrival/ departure' experience at the eastern and western peripheries of the Rye commercial centre on Point Nepean Road, through place-specific visual markers and/or gateway entry statements.

- 10.
- 11.

POLICY CONTEXT

Importantly, the Township Plan employed extensive community consultation in the inception and prioritisation of the Township Plan's aspirations. The 'Rye Township Plan – Community Engagement Report (June 2017)' is contained at Appendix C of the Township Plan, and identifies the following as key messages and observations received from the Rye community during the consultation process:

- Protect and enhance Rye's natural environment;
- Resolve the future of Foreshore camping in Rye;
- Solve Rye's traffic and parking challenges;
- Enhance the existing character of Rye; and
- Keep the Rye community involved in the conversation.

Of most relevance to the aspirations of this project are the Rye community's desire to 'enhance the existing character of Rye', where a communal desire was identified to protect the existing 'local' and 'village feel' character of the township in future development. Streetscape and Foreshore improvements were seen by the community as being integral to enhancing the character of Rye.

Community consultation also identified a community aspiration for the following points (of specific relevance):

Town Centre

- Set building height to a maximum height of 2-3 storeys;
- Upgrade 'unsightly' commercial buildings;
- Introduce design guidelines to preserve character;
- Create a continuous design that links the whole shopping strip;
- Expand the laneway concept;
- Plant indigenous vegetation in main streets;
- Encourage business visitation through the creation of 'hang out' spaces away from the foreshore; and

- Design should reflect the beach culture.
- Streetscape
- Create pedestrian friendly streets through public realm upgrades and weather protection;
 - Remove car parking on main streets and encourage 'backstreet' car parking linked to main streets by pathways;
 - Use vegetation to screen cars and create a sense of place; and
 - Create a continuous streetscape.

The Rye community also prioritised the following design principles for the broader township:

- Preserve the natural environment;
- [Create a] safe and happy place for all to enjoy;
- Integrate the shops and Foreshore/improve connections;
- Maintain and build on existing culture; and
- Create a thriving destination.

Finally, the Rye community identified the following 'big ideas' for the specific township core of Rye ('big ideas' generally being projects that are 'potential long term ideas' rather than priority initiatives per se):

- Upgrade the local park and community garden;
- [Create/enhance the] Promenade/Napier Street shared zone;
- Expand the laneway network;
- Replace the existing car park on Nelson Street with a town square/park; and
- Implement mixed use zoning to promote Ground Floor activation (including to Campbell Lane).

Figure 5 - Rye Township Plan Strategic Directions Plan (top), Pedestrian Movement Plan (middle) and Key Spaces Plan (bottom)
(Source: Realm Design Studio in conjunction with Mornington Peninsula Shire Council)



POLICY CONTEXT

3.2 Mornington Peninsula Planning Scheme

Zones

Commercial 1 Zone (C1Z) – The majority of the Rye commercial core is zoned C1Z, which seeks to ‘create vibrant mixed use commercial centres’ and ‘provide for residential uses at densities complementary to the role and scale of the commercial centre’. No maximum m² LFA for commercial uses in Rye is identified within the Schedule to the C1Z.

Public Park and Recreation Zone (PPRZ) – The entirety of the Rye foreshore (between Point Nepean Road and the low water mark of Port Phillip Bay, including the Rye pier) is zoned PPRZ, which seeks to recognise areas for public recreation and open space, protect and conserve areas of significance (where appropriate), and provide for commercial uses (where appropriate).

General Residential Zone Schedule 1 (GRZ1 – Mornington Peninsula Town Areas) – Pockets of the Rye commercial core study area are zoned GRZ1, which predominantly seeks to encourage a diversity of housing types and housing growth in locations proximate to services and transport in a manner consistent with neighbourhood character. Schedule 1 to the GRZ does not identify any specific built form guidelines or character aspirations, and the Parent Clause outlines a mandatory Garden Area requirements and maximum building heights (three storeys/11m).

Public Use Zone Schedule 6 (PUZ6 – Local Government) – A number of at-grade car park allotments within the Rye commercial core study area are zoned PUZ6, which seeks to recognise land reserved for public uses and provide for associated uses and development that are consistent with the intent of the public reservation.

Road Zone Category 1 and Category 2 (RDZ1 and RDZ2) – Key collector roads within the Rye commercial core study area are zoned RDZ1 and RDZ2, which seeks to identify existing roads in which the State road management agency has an interest.

Overlays

Vegetation Protection Overlay Schedule 1 (VPO1 – Township Vegetation) – All properties within and adjacent to the Rye

commercial core study area are included within the VPO1, which fundamentally seeks to control the removal of significant vegetation as a means of preserving the role of vegetation cover as a contributing visual and environmental feature of the township.

Environmental Significance Overlay Schedule 25 (ESO25 – Port Phillip Coastal Area) – All study area properties with an interface to Point Nepean Road are included in the ESO25, whose fundamental purpose is to ensure that future development is compatible with identified values. Of relevance, the ESO25 seeks to achieve the environmental objectives of protecting and enhancing natural features and promoting excellence in the design of buildings.

Design and Development Overlay Schedules 1 and 2 (DDO1 – Township Design) (DDO2 – Bayside and Village Design) – DDOs seek to identify areas affected by specific requirements pertaining to the design and built form of new development, and residentially-zoned properties within and adjacent to the Rye commercial core have specific built form guidance by way of DDO1 and DDO2. The provisions of each of relevance from an urban design perspective are as follows:

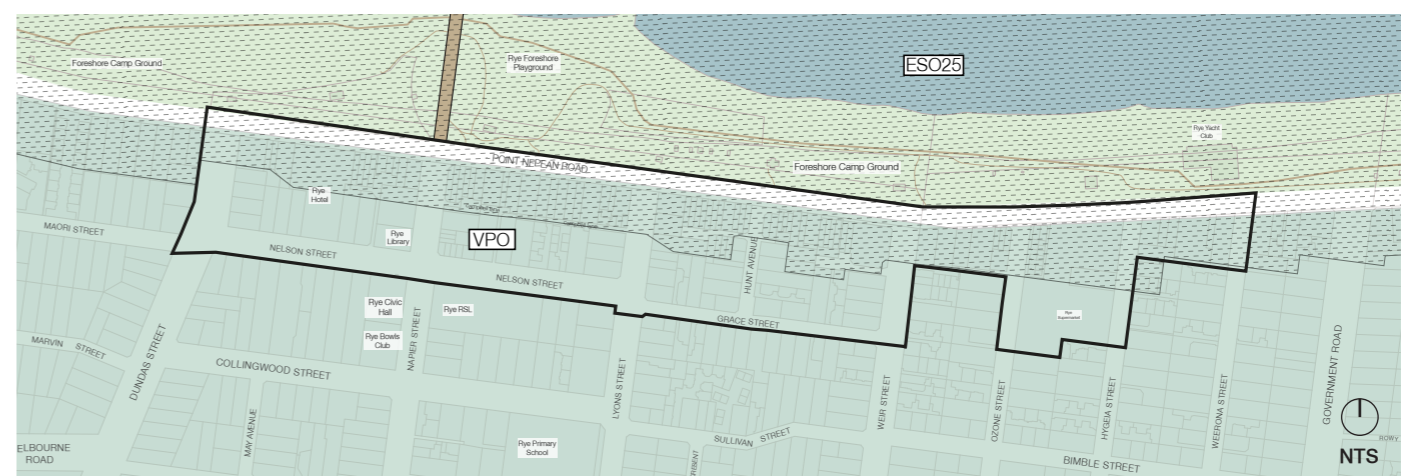
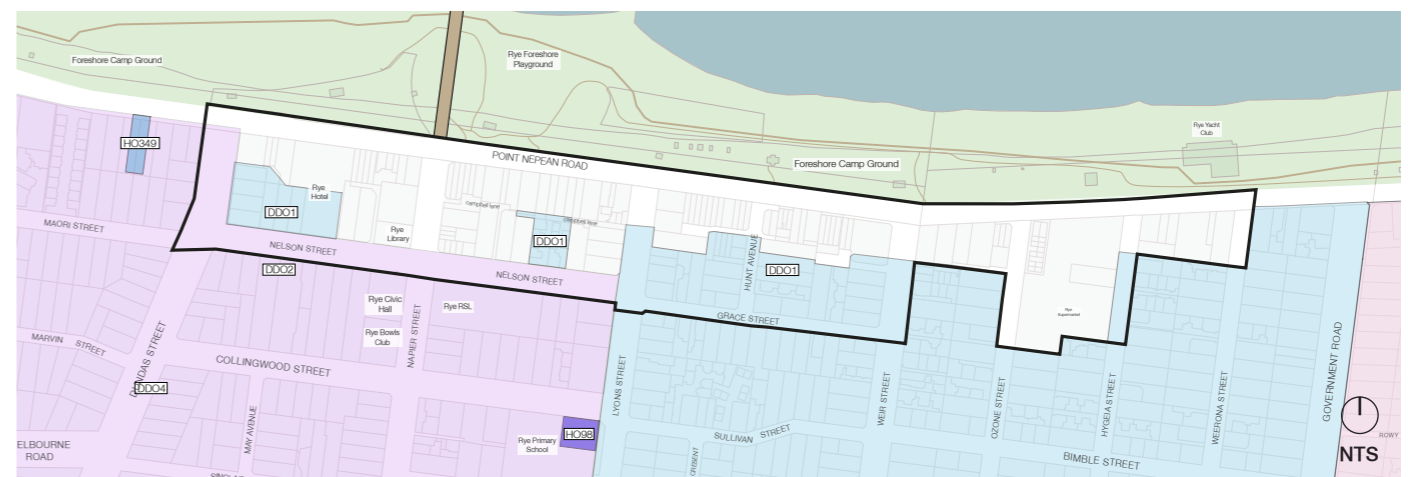
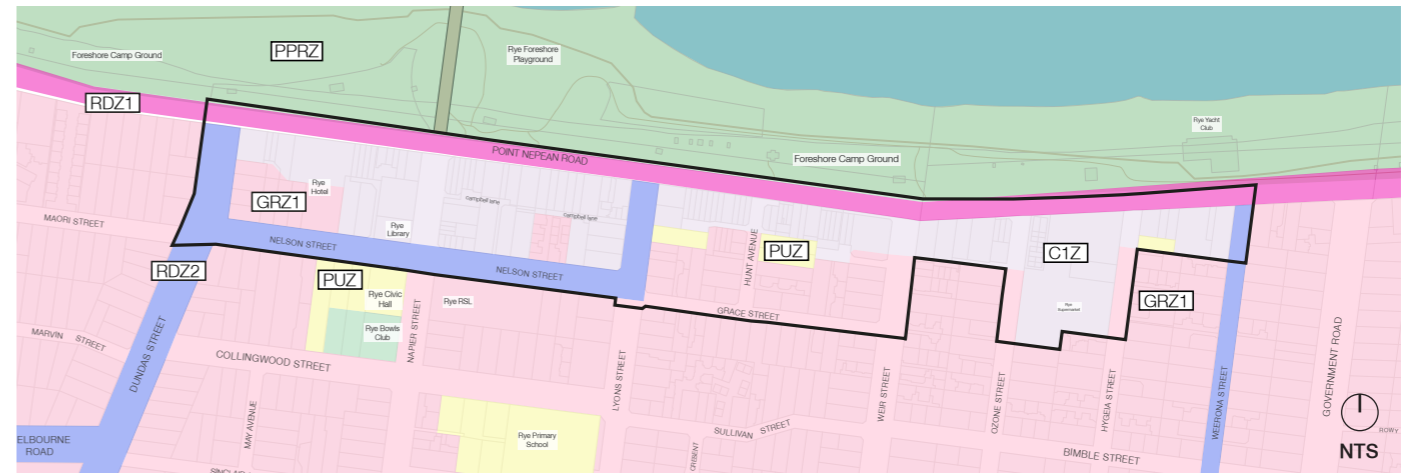


Figure 6 (top right) - Study area zoning plan (Source: Mornington Peninsula Planning Scheme)

Figure 7 (mid right) - Design and development overlays in relation to the study area (Source: Mornington Peninsula Planning Scheme)

Figure 8 (bottom right) - Environmental overlays in relation to the study area (Source: Mornington Peninsula Planning Scheme)

POLICY CONTEXT

DDO1 – Township Design	
Design Objectives	<ul style="list-style-type: none"> To ensure that new development has proper regard for the established streetscape and development pattern in terms of building height, scale and siting; To protect shared viewlines where reasonable and practical; To ensure that buildings are designed and sited to avoid being visually obtrusive, particularly in terms of creating a silhouette above a skyline or existing tree canopy line when viewed from surrounding streets and properties; To ensure that subdivision proposals will enable new buildings to be integrated with their site and the surrounding area in terms of the relationship to existing buildings, open space areas and the coastal landscape; To ensure that subdivision and development proposals have proper regard to heritage values, including those of adjoining foreshore areas; To ensure that buildings do not encroach visually on foreshore areas or main roads; To ensure that the traffic generated by medium density residential development does not detrimentally affect the safety, efficiency or amenity of existing residential streets or main roads; and To indicate residential areas adjacent to the foreshore and commercial centres of Rosebud and Dromana that will provide for a range of medium density residential living in conjunction with a limited range of service and leisure based commercial uses.
Mandatory Requirements	<ul style="list-style-type: none"> Maximum building height of 2 storeys (10m) above NGL. Exemptions for development associated with public uses apply.
Discretionary Requirements	<ul style="list-style-type: none"> Minimum 10m setback from PPRZ-zoned land, or from the Nepean Highway. The first 5m must be landscaped. No building may exceed a wall height of 5.5m or a building height of 6m.

DDO2 – Bayside and Village Design	
Design Objectives	<ul style="list-style-type: none"> To ensure that the design of subdivision and housing is responsive to the environment, landform, site conditions and character of coastal and bayside residential areas and rural villages; To recognise areas where substantial vegetation cover is a dominant visual and environmental feature of the local area by ensuring site areas are large enough to accommodate development while retaining natural or established vegetation cover and to provide substantial areas for new landscaping and open space; To ensure that new development has proper regard for the established streetscape and development pattern in terms of building height, scale and siting; To protect shared viewlines where reasonable and practical; To ensure that buildings are designed and sited to avoid being visually obtrusive, particularly in terms of creating a silhouette above a skyline or existing tree canopy line when viewed from surrounding streets and properties; To ensure that subdivision proposals will enable new buildings to be integrated with their site and the surrounding area in terms of the relationship to existing buildings, open space areas and the coastal landscape; To recognise areas where a lower intensity of residential activity and traffic movement contributes to the amenity of the area; and To recognise areas with limited access to infrastructure, services and facilities (including public transport) that are considered inappropriate for higher densities of occupation.
Mandatory Requirements	<ul style="list-style-type: none"> Maximum building height of 2 storeys (8m) above NGL. Exemptions for development associated with public uses apply; No more than one dwelling is permitted on a lot. Exemptions apply for larger lots, where dwellings per 1,300m² of site area are permissible; and Average lot area for subdivisions is 1,300m² with minimum rectangular dimensions of 20m x 30m. Exemptions apply.
Discretionary Requirements	<ul style="list-style-type: none"> Minimum 10m setback from PPRZ, CRZ, SUZ and RDZ-zoned land; Minimum 6m setback from any cliff edge; Minimum 7.5m setback from a road frontage and 3m from any side boundary; No roof decks for double storey development; More than 50% of dwelling external materiality to comprise of brick, masonry, timber or simulated weatherboards; All cladding and trim to be coloured in muted tones of green, brown or beige; and A building must not be a relocated building or moveable structure.

Local Planning Policy Framework

Clause 21.07 – Guiding Future Township Development - Clause 21.07 provides the overarching strategic direction for the growth and development of the municipality's activity centres by seeking to fundamentally 'contain' projected municipal population growth within the Peninsula's major townships of Mornington, Hastings, Somerville, Dromana and Rosebud. 'Large Township Centres' (such as Rye) are intended to evolve to continue to complement the role of the Peninsula's major townships, but in a way that is cognisant of local character. 'Large Township Centres' are identified as having a combined total leasable floor area of between 10,000m²-25,000m² and typically include a major supermarket.

Clause 22.02 – Activity Centres - Clause 22.02 applies to all commercially zoned land within the municipality, and provides local guidance that builds upon the strategic intent of Clause 21.07. Of particular relevance are the fundamental objectives of the Clause that seek to achieve urban design excellence in all centres, as well as the express support for 'shoptop' residential accommodation uses within the Peninsula's activity centre network. Clause 22.02 also provides overarching 'design standards' for all new development across the municipality, comprised of a preferred maximum building height of 8m (or as specified in any adopted local centre plan), a retention of the existing building line to the street, and a setback of 5m from any residentially-zoned boundary.

3.3 Other Policy Considerations

Rye-Specific Policies

Rye Town Centre Urban Design Framework (2002)

Prepared in 2002, the Rye Town Centre UDF provided the framework for the future development and evolution of Rye's commercial precinct prior to the development of the Rye Township Plan. The 2002 UDF is predicated on urban design analysis, and provides a number of urban design guidelines for built form within Section 4.5 that can be generally summarised as follows:

- Define a commercial core for Rye through concentrating commercial uses between Point Nepean Road and Nelson Street between Dundas Street and Lyons Street, and to Point Nepean Road only where between Lyons Street and Hygeia Street;
- Encourage development to make use of an agreed material palette of thematic 'coastal' colours;
- Encourage signage within building elements, such as awnings;
- Encourage greater transparency within commercial Ground Floor frontages;
- Require corner blocks to provide two street addresses and 'turn the corner' in terms of activation and edges;
- Generally encourage zero lot lines;
- Assess building heights for their impact on adjoining properties and the impact on the overall streetscape, and ensure they do not diminish view lines;
- Generally encourage single storey buildings to Point Nepean Road (maximum 6.0m height) that graduates to two storeys (maximum 8.0m height) at the rear;
- Allow a maximum three storey building height (10.0m) on land that does not front Point Nepean Road;
- Require development to integrate landscape within their envelopes; and
- Require car parking to be provided at the rear, off street.

Whilst the provisions of the Rye Town Centre UDF are useful in forming an understanding of previous urban design strategies for the township of Rye, the provisions of the 2002 UDF are exceptionally old at the time of this report.

Mornington Peninsula Township Profiles (2017)

The Mornington Peninsula Township Profiles have been prepared by Council to provide a statistical 'snapshot' of each of the Peninsula's individual townships and locales. Of particular relevance to the future of design of Rye's commercial core are the following key indicators:

- The population of Rye is envisioned to grow at a rate of 0.35% until 2031, resulting in an increase of 481 local residents;
- An additional 509 dwellings are required to accommodate Rye's 2031 forecast population increase;
- 47.31% of Rye's dwelling stock is in excess of 30 years old, which is significant more than the Shire average of 38.3%; and
- Approximately two thirds of Rye's 2016 15,806m² commercial floorspace is utilised for retail uses (10,783m²).

Rye Foreshore Reserve – Landscape Masterplan Report (2008)

The 2008 Rye Foreshore Reserve Masterplan Report applies to a 2km linear 'stretch' of Crown Land within Rye, between White Cliffs (to the west) and Government Road (to the east). The purpose of the master plan is to prepare a landscape concept plan (excluding the camping and caravan areas), and proposes a range of initiatives such as pathway formalisation, replanting, vegetation removal and car park formalisation. The provisions of the 2008 foreshore masterplan have been largely superseded by the draft Rye Foreshore Landscape Masterplan 2015.

Draft Rye Foreshore Landscape Master Plan (2015)

The 2015 draft Rye Foreshore Landscape Masterplan (prepared by Mark Travers Landscape Architects) refreshes the vision and plan for

the future development and management of the Rye foreshore. The Rye Foreshore Landscape Masterplan is yet to be finalised at the time of this report.

POLICY CONTEXT

Peninsula-Specific Policies

Mornington Peninsula Localised Planning Statement (July 2014)

Localised planning statements are state policies for preserving and enhancing significant natural and tourist values considered vital to the function of Melbourne and regional Victoria. The Mornington Peninsula Localised Planning Statement identifies the Peninsula as an area of 'special character and importance with a role clearly distinct from and complementary to metropolitan Melbourne and designated growth areas', and identifies the following of particular relevance from an urban design perspective:

- Strategy 7 - The establishment of a strong... overall policy framework for future land use and development is essential, including the use of mandatory controls and standards where necessary, due to the particular pressures on the peninsula's rural landscapes, coasts, towns and villages, and the risk of unintended and unplanned change through cumulative impacts.
- Strategy 18 – The hierarchy of settlements on the Mornington Peninsula will be recognised and maintained, with provisions to reinforce the distinction between major activity centres and other townships through appropriate density, height and built form controls and provisions to avoid out of centre commercial development.
- Strategy 19 – The townships of the Mornington Peninsula are expected to be accommodated at most moderate and generally low levels of housing growth, with many smaller towns and villages intended to accommodate very limited future development.
- Strategy 20 – Development within the Urban Growth Boundary - whether within residential, commercial or other areas – will be of a type and scale that either maintains the existing valued character of each town or settlement, or supports a change to a preferred future character that is clearly established through community consultation and the adoption of a relevant local plan.
- Strategy 25 – The character of the Peninsula's.... coastlines and seascapes will be protected, including... provisions to

ensure the appropriate siting and appearance of buildings and works.

'Our Peninsula 2021' - Mornington Peninsula Shire Council Plan 2017-2021

The 'Our Peninsula 2021' is Council's current overarching Council plan, that provides the fundamental framework required by statute to articulate how Council intends to achieve its strategic objectives and aspirations. Of relevance are the plan's four key themes (place, connectivity, wellbeing, prosperity) within which Strategy 1(d) of 'Place' outlines the aspiration of 'enhanc[ing] the character of townships and villages through development and maintenance of public spaces and reflecting local character'.

Mornington Peninsula Activity Centres Strategy (2018)

Completed by Essential Economics in May 2018, the Mornington Peninsula Activity Centres Strategy updates the previous 2005 strategy and provides a contemporary review of the Peninsula's activity centre framework. The Strategy identifies that the linear, discontinuous alignment of Rye's commercial core hinders the maximisation of the township's economic performance due to limited walkability, an absence of effective multipliers, and a lack of a 'clearly defined' core area. The Strategy also states that evidence exists that suggests Rye's Woolworths supermarket is at over-capacity during peak tourist season, and recommends redevelopment of vacant and under-utilised landholdings within the township as a means of improving the physical continuity of the township's commercial core over time.

State-wide Policies

Victorian Urban Design Guidelines (November 2017)

The Victorian Urban Design Guidelines synthesise the previous Activity Centre Design Guidelines (2005), GHDRD (2004) and Safer Design Guidelines for Victoria (2005), and outline a range of high level urban design guidance regarding urban structure, movement network, public spaces, public transport environment, buildings, and objects in the public realm.

Planning Practice Note 59 (PPN59): The Role of Mandatory Provisions in Planning Schemes

PPN59 identifies that local planning policies are the key planning tool for the guidance of the application of discretion within Victoria, and states that mandatory planning controls are to be applied only in exceptional circumstances (such as coastal environments).

Planning Practice Note 60 (PPN60): Height and Setback Controls for Activity Centres

PPN60 identifies that activity centres are ideally places to provide for growth in household numbers, and states that height controls to be based on comprehensive built form analysis that identifies significant opportunities for change, explore alternative objectives and outcomes, and selects appropriate heights and built form outcomes at a precinct level. The Practice Note clearly articulates that mandatory height and setback controls will only be considered in exceptional circumstances, such as – of relevance - sensitive coastal environments (where exceeding height will unreasonably detract from the significance of the coastal environment).

Better Apartment Design Standards (2017)

The Better Apartment Design Standards (BADS) were introduced into the Planning Scheme in April 2017, and predominantly provide design guidance for apartment developments of five or more storeys by way of Clause 58. Despite this, Clause 55.07 provides internal built form guidance for apartment developments up to five storeys in height, regarding aspects such as energy efficiency, ventilation, window size, private open space dimensions, landscaping and communal spaces.

Siting and Design Guidelines for the Victorian Coast (1998)

The purpose of the 'Siting and Design Guidelines for the Victorian Coast (SDGVC)' is to define the issues to be considered in the siting and design of new development in Victoria's coastal areas. Although 20 years old at the time of this report, the SDGVC outlines a number of general design principles of relevance to the future development of Rye:

- New development should be concentrated to avoid 'scattering' in the landscape, and should be sited within the envelope formed by existing buildings (Guideline 3.1.3);
- New development in existing settlements should respond to their context and be of an appropriate scale and form (Guideline 3.1.5);
- All materials and finishes should be durable in the coastal environment, and should include timber, galvanised steel, sheet cementing, concrete and glass (Guideline 3.1.10);
- In predominantly culturally modified areas, the form of surrounding structures should be used as a basis for the design of new developments where they contribute to landscape character (Guideline 3.2.2);
- In predominantly culturally modified areas, the height line of existing development should be maintained (Guideline 3.2.3);
- Colours and textures used in surrounding development should be used as a basis for new development where these contribute to the landscaped character of an area (Guideline 3.2.4); and
- Key views should be maintained and controlled from inappropriate development that may reduce or impinge on the setting (Guideline 3.2.5).

A first-principles urban design analysis of the existing physical conditions of the Rye Commercial Core is fundamental to identifying potential opportunities to be capitalised upon in the formulation of design guidance.

Section 4.0 analyses the existing urban context of the Rye Commercial Core and places a particular emphasis on the following urban design considerations:

- **Built Form**
- **Activities and Land Uses**
- **Urban Integration**
- **Places and Spaces**
- **Topography and Natural Morphology**
- **Views and Vistas**
- **Development Propensity**

The outcomes of the urban context analysis underpins the identification of the separate character precincts within later sections of this

4.1 Built Form

The existing built form condition of Rye's commercial core is typically low-set, contains no fabric of identified heritage value, and is prevailingly one to two storeys in height massed within a fine-grained subdivision pattern.

As this relates to Point Nepean Road, existing built form makes use of a prevailingly commercial Ground Floor program and 'shoptop' residences/offices above (where existent) to achieve a prevailing overall building height of approximately 4-8m above natural ground level. A recently-approved three storey mixed use development at 2217-2231 Point Nepean Road (under construction at the time of this report) exceeds this prevailing height datum by one storey, and is massed in a manner in which the uppermost storey is significantly set back from the site's boundaries. The commercial use of existing built form to Point Nepean Road (refer to Section 4.2) also manifests in a number of other built form outcomes, including prevailing zero lot lines, highly-glazed and activated Ground Floor street frontages, integrated non-illuminated business identification/advertising signage, sheer side-boundary construction and the general provision canopy weather protection to the public realm. As a result, vehicle access is typically relegated to the rear of Point Nepean Road-fronting properties, accessible by way of right-of-ways and laneways (such as Campbell Lane). The palette of existing materials in Point Nepean Road is typically comprised of pre-cast concrete, glazing and brickwork finished in muted 'earthy' and 'coastal' tones.

Conversely, existing built form within the south of the Rye Commercial Core (i.e. Nelson Street and Grace Street properties) exhibits a more residential built form character comprised of landscaped street setbacks, a landscaped backyard character, side setbacks, crossovers and distinctly residential architecture (including pitched roofs and eaves). Small pockets of on-boundary commercial built form disrupt the complete continuity of this existing built form character along Nelson Street and Grace Street (such as that which exists at the corner of Napier and Nelson Street).

Finally, the north-south 'side streets' that intersect the Rye Commercial Core (including Napier Street, Lyons Street, Hunt

Avenue and Weir Street) typically exhibit built form that 'transitions' from the distinctly commercial form of Point Nepean Road (within the north of each side street) to the detached, residential character existent within the south (within the balance of each streetscape).

An opportunity exists to respond to the existing built form character of Rye's commercial core through concise design guidance that balances well-considered, contemporary future development with valued aspects of Rye's existing urban fabric.

URBAN CONTEXT

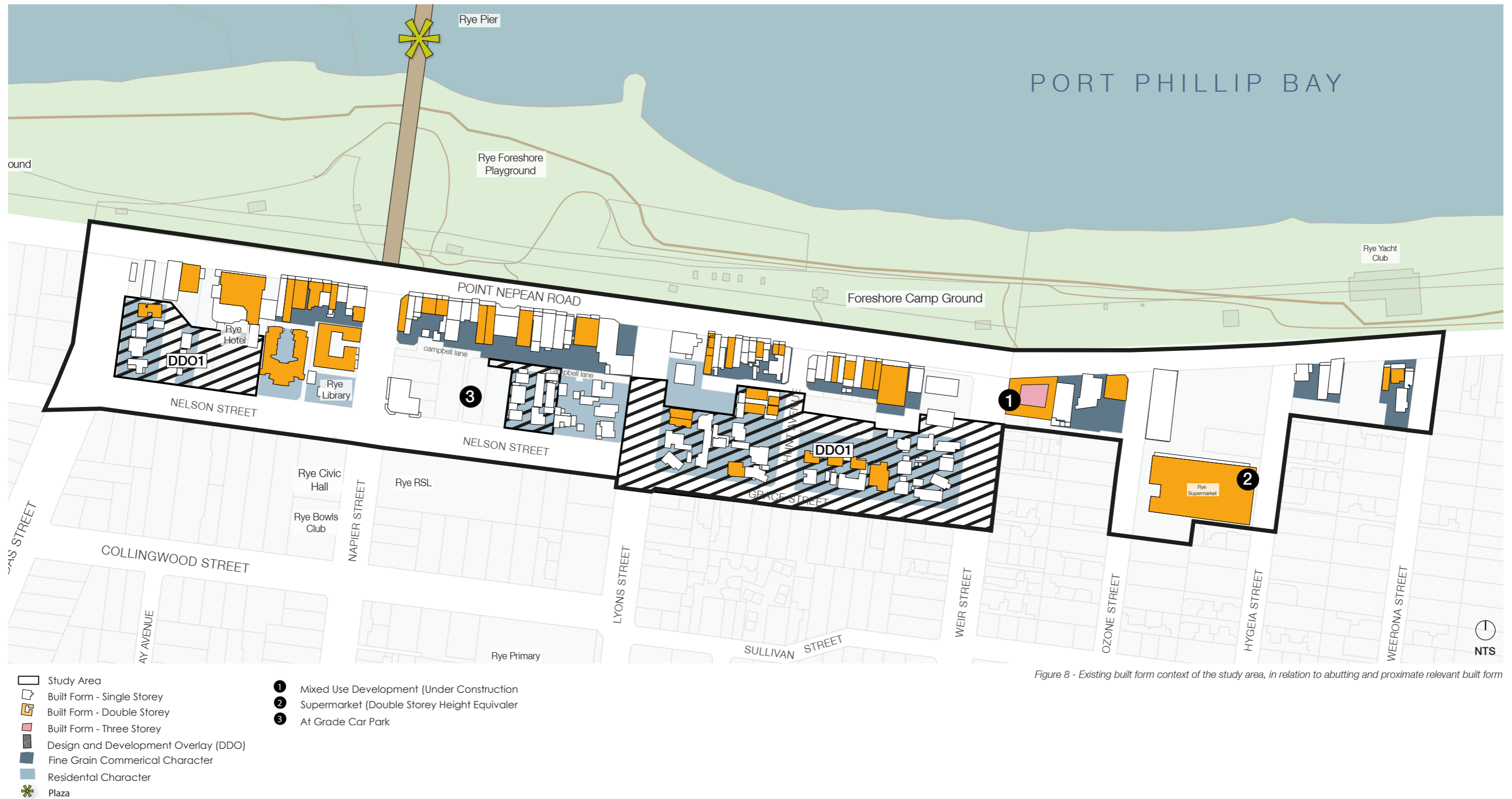
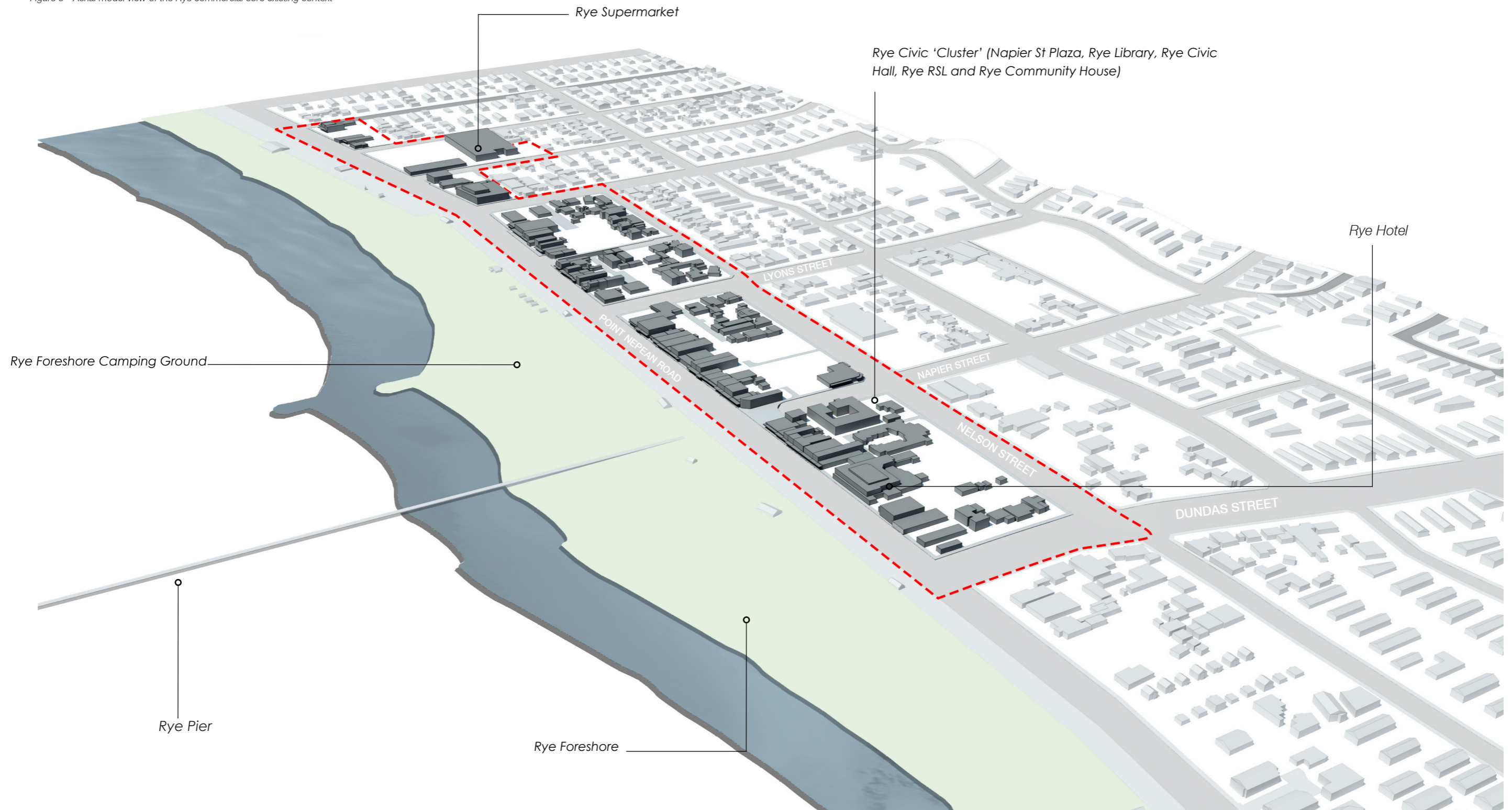


Figure 8 - Existing built form context of the study area, in relation to abutting and proximate relevant built form

URBAN CONTEXT

Figure 9 - Aerial model view of the Rye commercial core existing context



URBAN CONTEXT

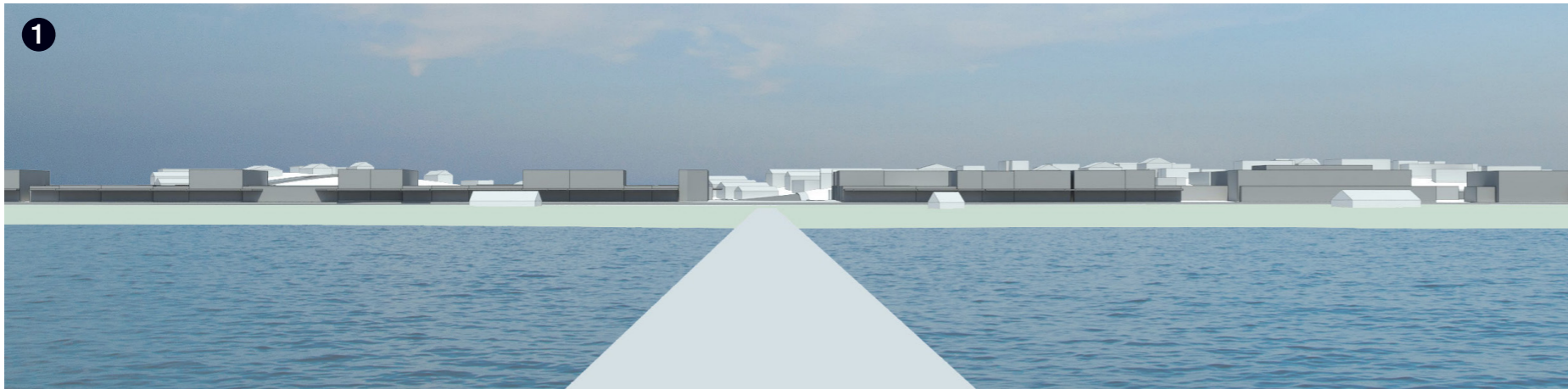


Figure 10 (above) - Comparative panoramic southerly view from Rye Pier of existing Rye built form condition



Figure 11 (left) - View locations

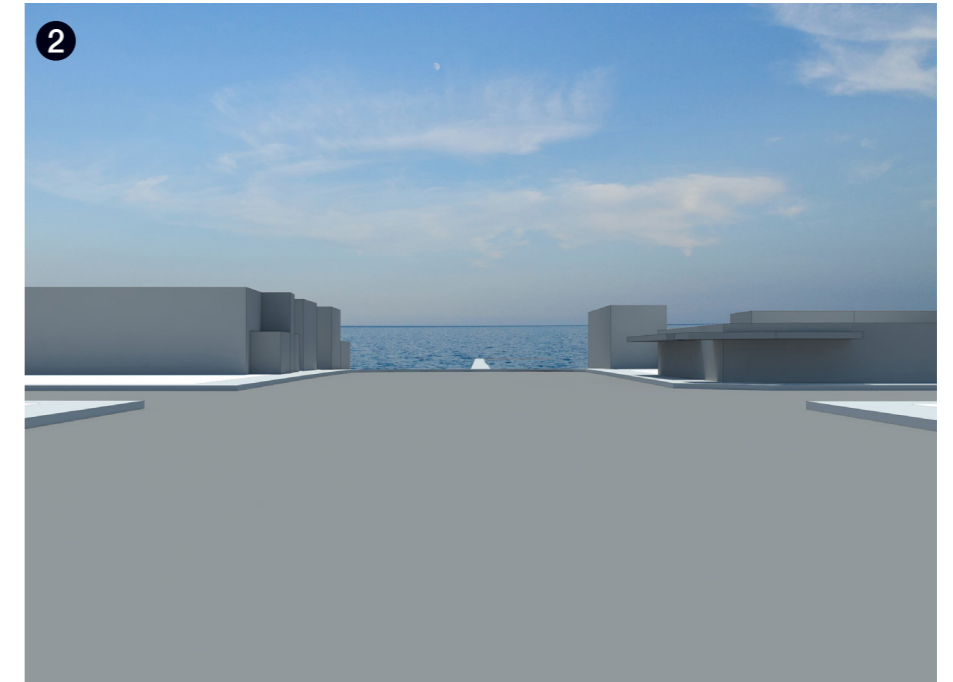


Figure 12 - Axis Napier Street view, looking toward Rye Pier

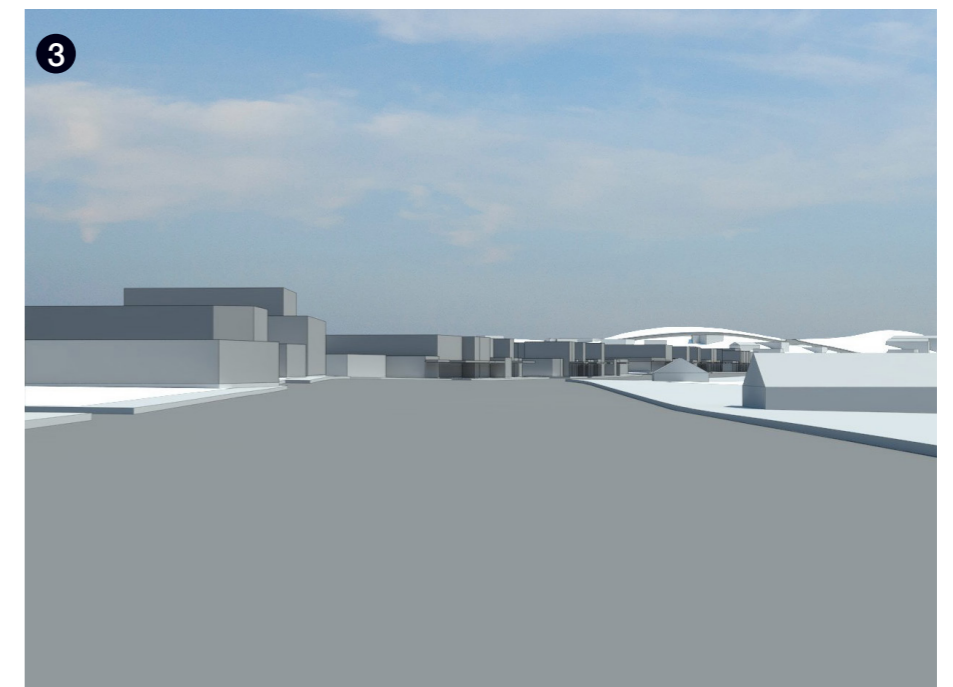


Figure 13 - Model view of existing built form condition looking west along Point Nepean Road, from Weeroona Street

URBAN CONTEXT

4.2 Activities and Land Uses

As is to be expected of a 'commercial core', the existing land use within central Rye is prevalently commercial and is typically comprised of a mix of small retail shopfronts, food and beverage premises, service stations and professional consulting suites that primarily front Point Nepean Road. Rye's only large-floorplate anchor supermarket (Woolworths) exists within the eastern periphery of the study area, whilst Rye's largest licenced venue – the Rye Hotel – exists within the western periphery.

Away from Point Nepean Road, the mix of land uses within the balance of the Rye Commercial Core (where fronting Nelson Street, Grace Street and each of the study area's intersecting north-south local streets) is distinctly more residential and public, and is comprised of a mix of dwellings (such as at 1-7 Dundas Street), commercial accommodation (such as the Rye Hotel at 16-18 Nelson Street) and both private and Council-owned at-grade car parking (such as at 5 Napier Street).

A small pedestrian plaza exists at the northern terminus of Napier Street (at the intersection of Point Nepean Road) in a manner that perpetuates the axis of the Rye Pier through the commercial core of Rye. This plaza currently serves as a key community focal point within the linear commercial strip of Rye's commercial core, and an important opportunity exists to encourage future development to reinforce the potential of this location as a focal point for the Rye community through design guidance.

Finally, the Rye Library is located within the south of the study area on the north-western corner of Nelson Street and Napier Street, and combines with a number of other public land uses external to the Rye Commercial Core (such as the Rye Civic Hall, Rye RSL and Rye Community House) to form a distinctly civic/public use cluster. An opportunity exists to enhance the identity, efficiency and urban legibility of the Rye Commercial Core through design guidance predicated on existing use-based subprecincts.



Figure 14 - Existing land uses within the study area



URBAN CONTEXT

4.3 Urban Integration

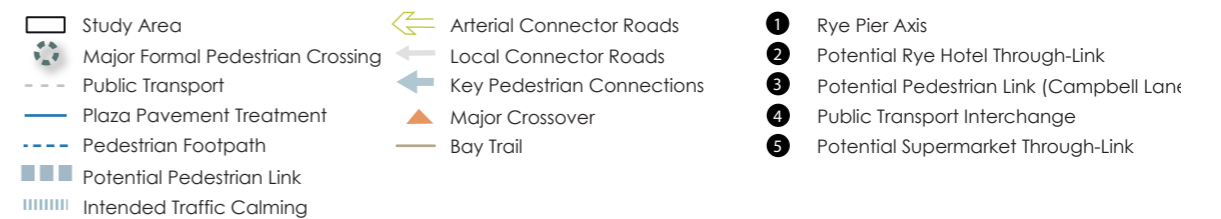
As with many of Mornington Peninsula's coastal communities, the existing movement network of the Rye Commercial Core is heavily dominated by roads and vehicle access, with Point Nepean Road itself being a Peninsula-significant coastal east-west connection that acts as a physical and perceived barrier to meaningful integration between the commercial core of Rye and the Rye Foreshore. Point Nepean Road's position at the top of Rye's local road hierarchy is supplemented by the role of Dundas Street (at the western boundary of the commercial core study area), which acts as a regionally-significant collector road for north-south vehicle movements of a greater magnitude than Weeroona Street (at the eastern boundary). The balance of roads within the Rye Commercial Core typically serve more of a 'local access' role. An opportunity exists to encourage future development to respond to (and reinforce) the role of existing roads in the Rye Commercial Core road hierarchy through design guidance as a means of enhancing urban legibility.

The road hierarchy within Rye's commercial core is also supplemented by a network of formalised pedestrian linkages comprised primarily of sealed footpaths. Point Nepean Road is the premiere pedestrian experience within the commercial core study area within this context, whose 'main road' character and tactile formal footpath paving is juxtaposed by the informality of pedestrian permeability within the opposing Rye Foreshore. Opportunities exist to further enhance Rye's pedestrian movement network through formalisation and upgrading of the pedestrian experiences through rear laneways and right-of-way linkages, such as Campbell Lane and that which currently exists along the southern boundary of the Woolworths/Safeway supermarket (between Hygeia Street and Ozone Street).

Finally, public transportation within Rye is limited to bus networks only, and is comprised of Route 788 (linking Rye to all Peninsula bayside coastal communities by way of Point Nepean Road), Route 787 (linking the residential hinterlands of the Peninsula's bayside coastal communities through hinterland road networks) and Route 786 (linking the commercial core of Rye with the Rye back beach/St Andrews Beach, via Dundas Street).



Figure 15 - Prevailing movement networks and patterns within the study area



URBAN CONTEXT

4.4 Places and Spaces

Whilst the Rye Commercial Core was historically concentrated on Point Nepean Road between Dundas Street (to the west) and Lyons Street (to the east), the township's core has since evolved eastward in more recent times through the introduction of anchor commercial tenancies to extend as far east as Weeroona Street. The resultant spatial outcome is one of an 'extrapolated' and disconnected linear township that spans approximately 1.1km, and which contributes to a 'blurring' of a sense of a distinct separation between the Mornington Peninsula's bayside coastal communities. An opportunity exists to enhance the identity of Rye as a separate and unique coastal village through place-making initiatives at 'gateway' arrival locations into the Rye Commercial Core through considered design and massing guidance.

The amenity of the township's spatial pedestrian experience is also hindered by the state of pedestrian infrastructure, with the quality of paving and landscaping being generally 'tired' and dilapidated. Variations in building alignment and street setback creates a sense of ambiguity between public and private, and infrastructure within high-circulation areas (such as public seating) is generally 'ad hoc', in varying states of repair and is generally located in locations that prevent maximisation of use (such as in locations along Point Nepean Road that are close to traffic and parked vehicles). An opportunity exists to encourage consideration of the quality of the public realm and the impact of development upon the public domain through concise design guidance.

The individuality of Rye as a 'place' is reinforced by the presence of local landmarks such as the Rye Pier, Rye Foreshore and Rye Camping Grounds. An opportunity exists to celebrate these local landmarks through design guidance that responds to and supports Rye's local landmark spaces.

It is also noteworthy that a 'civic plaza/square' exists within the west of the commercial core study area, formed by way of the closure of Napier Street at Point Nepean Road. However, the public realm quality of this space is low in its current form and is hindered by its proximity to Point Nepean Road. An opportunity exists to enhance this precinct to create a public realm focal point through considered design in the creation of an emerging 'civic hub' precinct that serves as an extrusion of the Rye Pier axis.

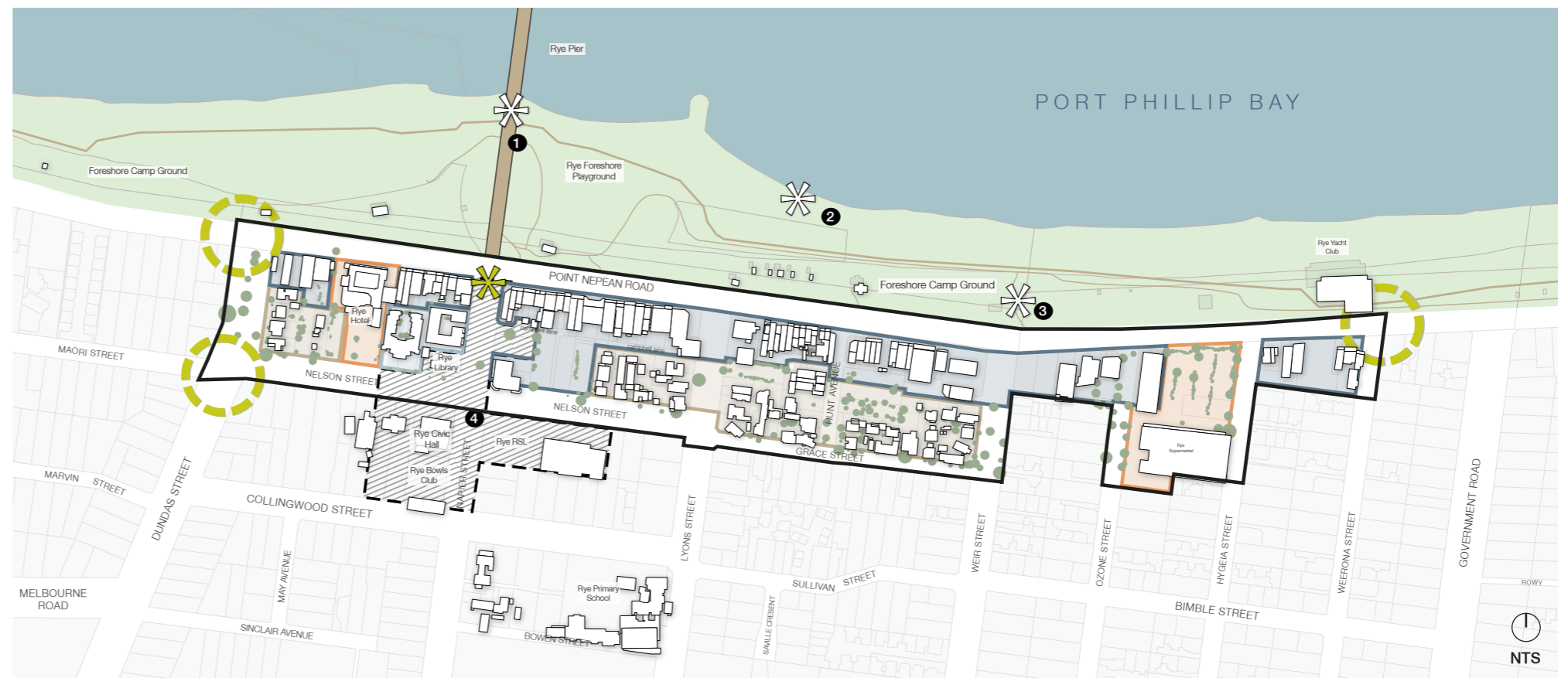


Figure 16 - Existing pattern of place and space within the study area

- | | | |
|--------------------------------|-----------------------|----------------------------|
| Study Area | Commercial Precinct | Rye Pier |
| Plaza | Residential Precinct | Rye Foreshore |
| External Landmark Place | Accomodation Precinct | Rye Foreshore Camp Grounds |
| Gateways | Anchor Precincts | Civic/ Public Cluster |
| Building Footprint | Civic Precinct | |
| Existing Study Area Vegetation | | |

URBAN CONTEXT

4.5 Topography and Natural Morphology

Like many coastal communities, the natural morphology and broader topography of Rye has heavily influenced the evolution and physical character of the township and - within this context - the Rye Foreshore is the single most significant natural morphological influence upon the evolution of Rye and its commercial core whose landscape, visual amenity and 'coastal character' is manifested in the spatial evolution of the township's commercial core. Importantly, it is also a significant attractor of residents and visitors alike (particularly during the Summer tourist season) and is effectively a determinative factor in the commercial success and viability of many businesses and enterprises within Rye. An opportunity exists to ensure that future development of the Rye Commercial Core contributes to the amenity and experience of the Rye Foreshore.

The exposed location of Rye's commercial core on the foreshore of Port Phillip Bay also results in influential microclimatic conditions, such as strong wind events (as evidenced by continual 'sand drifting' along the Rye Foreshore) and excessive sun exposure. Whilst planting has a role to play in buffeting the impact of strong wind events upon the commercial core of Rye and providing shade for solar respite, the design of Rye's built form can equally play a role in facilitating comfortable micro-climatic conditions. An opportunity exists to encourage future development within Rye to meaningfully respond to micro-climatic considerations through weather protection - particularly in high-circulation pedestrian areas.

With respect to topography, Rye does not exhibit the same 'dramatic' topography as other bayside coastal locations within the municipality such as Dromana and McRae (in which Arthurs Seat contributes a 'dramatic' natural backdrop to the commercial core). Whilst the 'residential hinterland' of Rye south of the commercial core exhibits a level of undulation due to the coastal dunes of the Rye back beaches (generally south of Collingwood Street/Bimble Street), the commercial core of Rye itself is effectively flat and exhibits very little variation in topography.

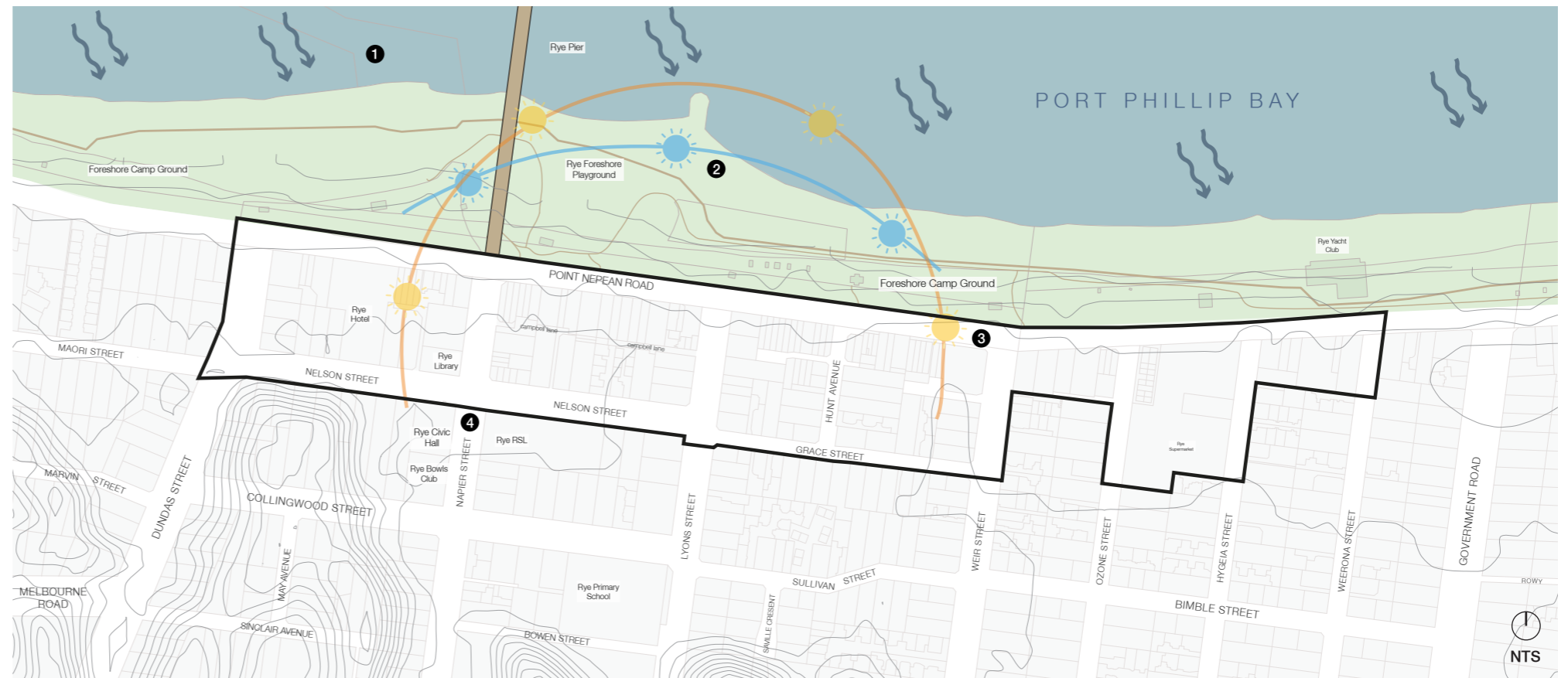


Figure 17 - Topographic and natural morphological conditions of the study area

- Study Area
- Topography Contours
- Summer Sun Path (Indicative)
- Winter Sun Path (Indicative)
- Prevailing Bay Wind
- ① Northwesterly Winds
- ② Indicative Winter Sun Path
- ③ Indicative Summer Sun Path
- ④ Slope

URBAN CONTEXT

4.6 Views and Vistas

Rye is relatively unique in the sense that it is one of a small number of coastal communities in Victoria that has a predominantly northerly aspect. For this reason, the commercial core of Rye is inherently positioned to enjoy spectacular year-round amenity in terms of solar access and views and an opportunity exists to capitalise upon this through considered design that responds accordingly.

Given the relatively flat topography of the Rye Commercial Core, the consideration of private realm viewsharing and vistas is of lesser importance than other Victorian coastal communities. Elevated residences within the residential hinterland south of Rye's commercial core generally receive long-range views toward Port Phillip Bay of which any significant future development within would obscure only marginally.

However, a far greater vista and viewline consideration is that of the public realm – particularly the visibility of built form within the Rye Commercial Core from the Rye Foreshore and pier terminus (noting that existing vegetation within the Rye Foreshore [and planned vegetation within the draft Rye Foreshore Landscape Plan] plays a role in 'softening' and 'dscaling' the presence of commercial built form as experienced from this aspect). The prevailing current vista of the commercial core from the Rye Foreshore/Pier is one of built form set within a prevailing 'backdrop' of canopy vegetation, with the skyline silhouette defined almost exclusively by vegetation (rather than built form or signage). An opportunity exists to ensure that future design and development within the Rye Commercial Core is sufficiently cognisant of (and responsive to) significant public realm views and vistas from the Rye Foreshore, including enhancement of the pier 'axis' through Napier Street.

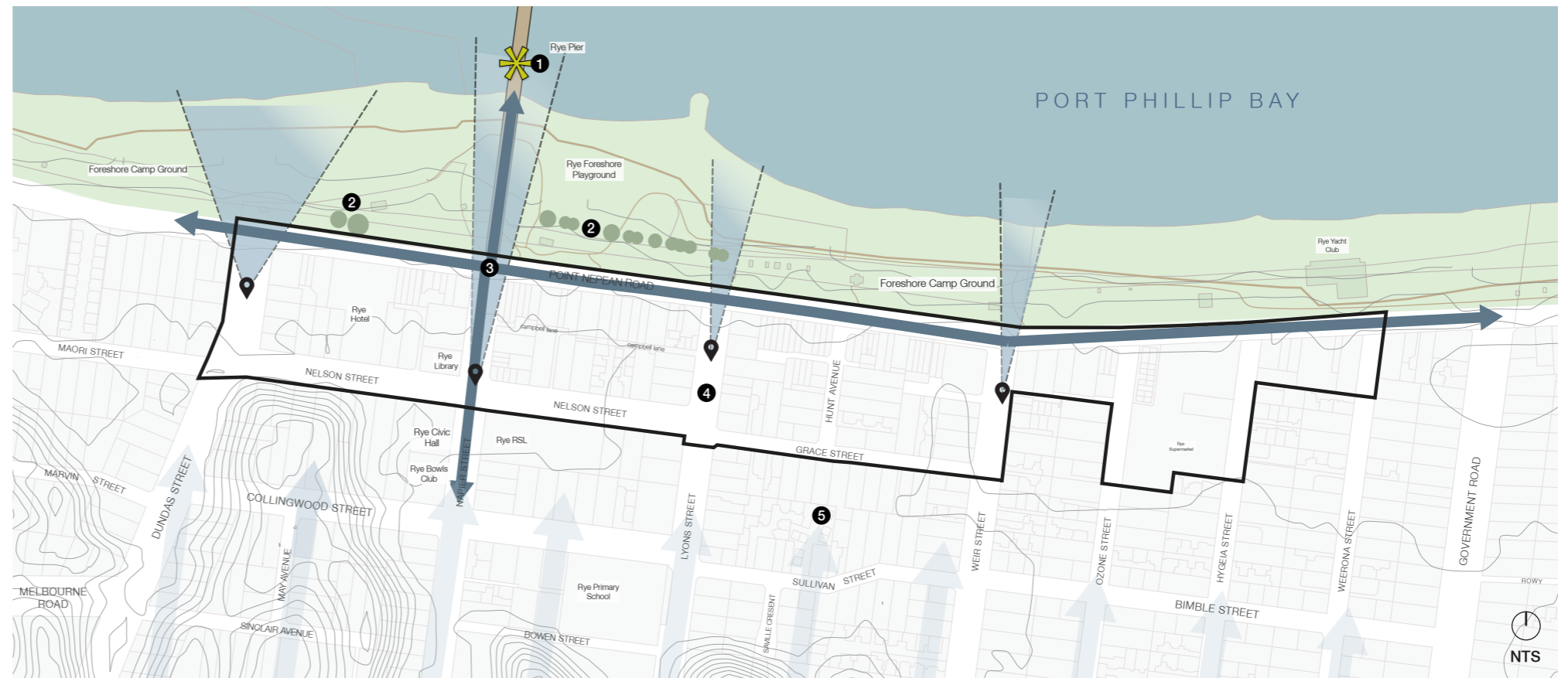


Figure 18 - Key vista, view and viewsharing considerations of the study area

- | | | | |
|--|--------------------------------------|--|---|
| | Study Area | | 1 Rye Pier Panoramic Vista |
| | Topography Contours | | 2 Significant Skyline Vegetation |
| | Key Northerly Foreshore Views | | 3 Primary Vistas |
| | Public Realm Viewpoints (Indicative) | | 4 Northerly Public Realm Views to Foreshore |
| | Rye Pier | | 5 Residential Hinterland Viewsharing |
| | Significant Skyline Vegetation | | |
| | Viewsharing | | |

URBAN CONTEXT

4.7 Development Propensity

There are a number of considerations that influence the development propensity of privately-owned land, including market conditions, land size, number of existing strata land-owners, the age of on-site building stock, physical proximities and planning statute. Strategic projections for local population growth also directly impact upon demand for dwellings and commercial floor area within the Rye commercial core, and the future development of Council-owned land can also act as a catalyst for private investment.

Within this context, larger privately-owned landholdings have a far greater likelihood of short term development, and the commercial core of Rye features a number of likely short term development sites (such as the Rye Hotel in the western periphery of the Study Area, and the Woolworths/Safeway within the east). An opportunity exists to respond to the likely short, medium and long term development propensity of properties within the Rye Commercial Core through considered and robust forward-thinking design guidance. An opportunity also exists to 'value capture' upon potential development of public land through design consideration, and incentivise public benefit in private investment through design guidance.

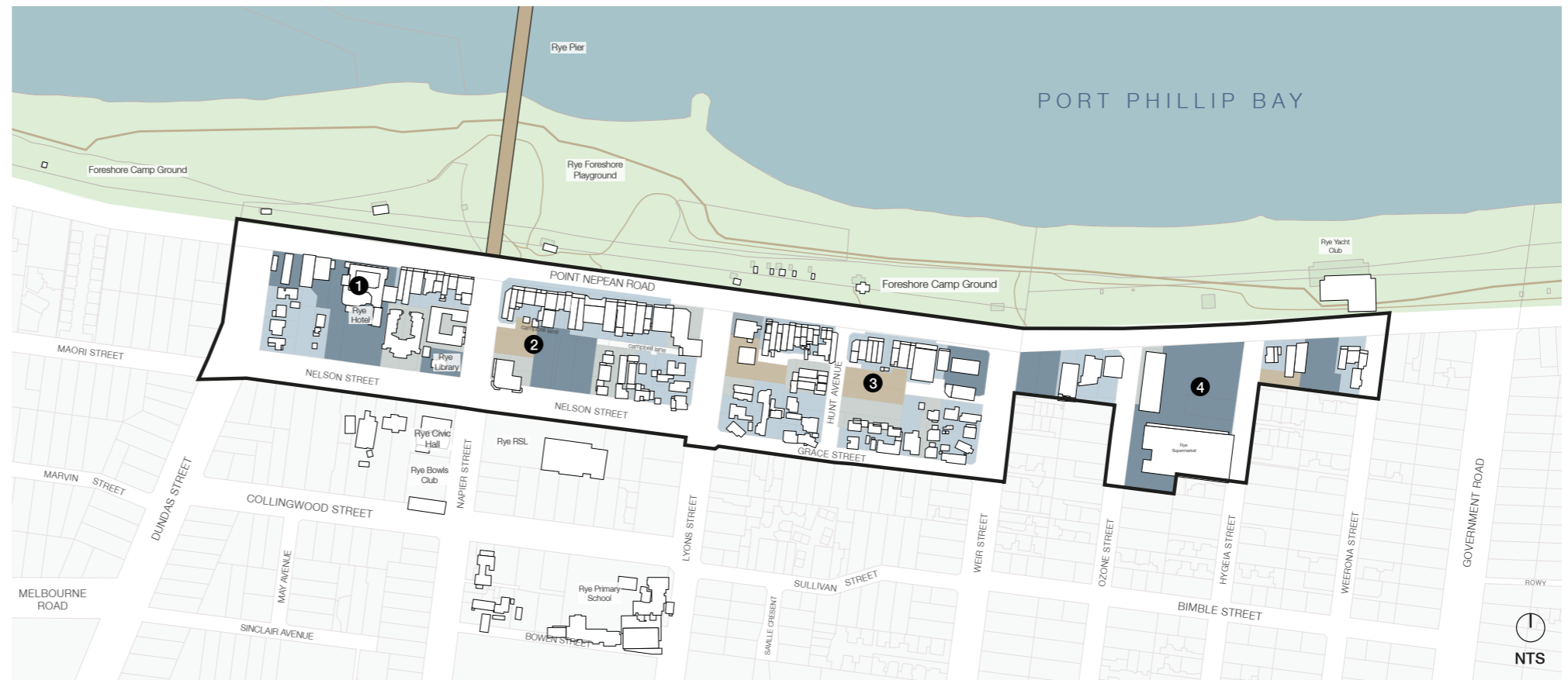


Figure 19 - Likely development propensity of the study area, taking into account land size, patterns of land ownership, site location and existing building stock

- | | |
|-------------------------------|---|
| Study Area | 1 Rye Hotel Potential Development Site |
| Building Footprint | 2 Town Square (Rye Township Plan) |
| Low Development Propensity | 3 Public Land Potential Development Site |
| Medium Development Propensity | 4 Supermarket Potential Development Site |
| High Development Propensity | |
| Special/Public | |

Section 5.0 distils the preceeding urban context, consultation and policy analysis into a series of parameters that will inform the urban design guidance outlined in later sections of this document, including opportunities and challenges, an overarching vision, design principles, design objectives and character precincts.

5.1 Key Opportunities

Based on the urban context, policy and consultation analysis undertaken within this background report, future design guidance for private land within the commercial core of Rye holds the potential to capitalise upon the following specific urban design opportunities:

- Retaining the valued 'village feel' character of the Rye Commercial Core through directing future growth and change to appropriate locations;
- Enhancing the quality and calibre of architectural design within the Rye Commercial Core;
- Creating a 'sense of arrival' and reinforcing township identity at key gateway arrival precincts within the Rye Commercial Core;
- Ensuring that future development is cognisant of the impact of built form upon key views and vistas;
- Improving the amenity of the public realm through considered design, including (but not limited to) enhanced weather protection, greater Ground Floor activation and/or enhanced laneway usage;
- Encouraging a palette of built form materials and design that reinforces Rye's individual township character (whether existing or preferred);
- Ensuring that development of private land within the Rye Commercial Core contributes to the aspirations and capital work intent of the Township Plan;
- Creating a series of recognisable 'character precincts' to assist in urban legibility and wayfinding. Consider the role of the private sector in contributing to the success of public spaces, such as the Napier Street plaza; and
- Exploring the role of private realm landscaping within the commercial core of Rye as a means 'breaking down' the divide between the Rye Foreshore and commercial township.

5.2 Key Challenges

Similarly, the analysis in this background report has identified the following challenges in the formulation of future urban design guidance:

- Ensuring that future design guidance is both technically sound and responsive to the aspirations of the local Rye community;
- Balancing the necessity of rear-loaded vehicle access for Point Nepean Road properties with the 'laneway enhancement' aspirations of the community and Township Plan;
- Ensuring that key development sites suitable for making significant contributions to Rye's forecast population and commercial floor area projection requirements are able to do so in a manner that also respects valued aspects of existing character;
- Incentivising development of private land to contribute toward improvements of the public realm (such as footpath widening, physical public realm upgrades, rear activation etc.);
- Instilling a sense of placemaking individual township identity utilising the community's aspirations for 'coastal' material and architecture, within the context of Rye's macro location in a series of similarly coastal townships; and
- Ensuring that any future development guidance for Rye's commercial core is sufficiently robust so as to be relevant in the long-term, but sufficiently detailed to be relevant in the short-term.

5.3 Vision

Identifying a vision for the Rye Commercial Core is also critical to ensuring that future urban design guidance is relevant and purposeful, and responsive to the physical context of the study area and the aspirations of the local community.

The following vision has been prepared to guide future urban design guidance for the Rye Commercial Core, and has been prepared in consultation with aspects of the Rye community (including the Rye Community Group Alliance). It is based on the urban context of the study area and the identified opportunities and challenges, and builds upon the community aspirations for Rye as espoused within the Township Plan:

‘The commercial core of Rye will continue to evolve as the economic, civic and social heart of the community through built form and design that builds upon the township’s culture and heritage.

High quality architectural development will complement and celebrate the township’s coastal context, in a manner that enhances Rye’s connection with the Foreshore and which positions Rye as ‘uniquely distinct’ within the Peninsula’s broader chain of bayside villages.

Future development will enhance the public realm of Rye’s commercial core through high-quality public/private interfaces to achieve a thriving year-round destination that embeds the wellbeing and aspirations of its community at its very core.’

5.4 Design Principles

Within this, the following principles and objectives distil the vision for the Rye Commercial Core within the broader urban design themes identified within this report, and provide the platform for detailed urban design guidance:

Built Form



Principle

Achieve exemplary architecture and context-responsive design.

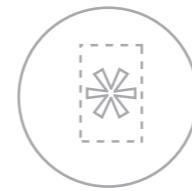
Objectives

- BF1 – Ensure that the height of new development is responsive to existing character;
- BF2 – Employ built form massing that responds to existing streetscape qualities;
- BF3 – Encourage exemplary contemporary architectural design within all new development;
- BF4 – Ensure building materiality is suitably robust within the context of Rye’s exposed coastal context; and
- BF5 – Ensure that commercial development does not result in unreasonable amenity impacts upon existing abutting sensitivities.

Why are these required?

The principle of achieving exemplary architecture and context-responsive design in the Rye Commercial Core is directly consistent with the aspirations of the Rye Township Plan, the intent of the Victorian Urban Design Guidelines, and existing aspects of the Planning Scheme (such as Clause 22.02 – Activity Centres). The specific objectives seek to ensure that new development does not come at the total expense of valued aspects of existing character, which is consistent with the designation of Rye as a ‘Large Township’ within the Planning Scheme where more incremental levels of contextually-responsive built form change is envisioned (rather than a complete transformation of existing built form character).

Activities and Uses



Principle

Ensure built form supports a diversity of inter-related and complementary uses, in the achievement of a commercial core that thrives across all seasons.

Objectives

- AU1 – Pursue a distinctly commercial form of architecture for development located in commercial zones;
- AU2 – Pursue a distinctly ‘residential’ form of architecture for development located within a residential zone; and
- AU3 – Carefully consider the manner in which the detailed design of mixed use developments respond to the prevailing use of the streetscape at Ground Floor.

Why are these required?

A key theme within the Rye Township Plan is the need to create a sense of cohesion and identity within the Rye Commercial Core, and facilitate a level of seasonable resilience within the community. The principle builds upon this and underpins a series of objectives that seek to reinforce the role and identity of various land uses within the Commercial Core, and create high quality public realm environments consistent with aspects of the Victorian Urban Design Guidelines and Clause 22.02 of the Planning Scheme.

Urban Integration



Principle

Facilitate an active and healthy community and reinforce urban legibility and wayfinding.

Objectives

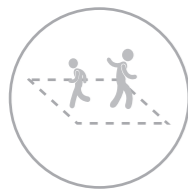
- UI1 – Ensure vehicular access is taken from appropriate locations;
- UI2 – Provide sufficient public realm footpath weather protection for all commercial development with zero lot lines;
- UI3 – Carefully consider the location of servicing infrastructure within all new development; and
- UI4 – Ensure business identification and advertising signage is context-responsive and appropriately integrated within the architecture of the host building.

Why are these required?

The principle of facilitating enhanced urban integration and wayfinding is directly consistent with aspects of the Victorian Urban Design Guidelines, with the specific design objectives achieving this in a manner that enhances the quality of the public realm as per the aspirations of the Rye Township Plan.

VISION, PRINCIPLES AND PRECINCTS

Places and Spaces



Principle

Promote local sense of place and identity in both a macro and micro context.

Objectives

- PS1 – Achieve high quality public realm activation outcomes where development interfaces with the existing street network (including ‘side streets’ for corner allotments);
- PS2 – Encourage gateway built form design outcomes to distinguish Rye from the balance of the Peninsula’s bayside villages;
- PS3 – Encourage new development to provide a particularly high level of activation and passive surveillance to existing and proposed civic spaces (including the Napier Street Plaza and potential town square);
- PS4 – Carefully consider the location and design of car parking within all new development; and
- PS5 – Ensure future development does not result in any unreasonable public realm overshadowing.

Why are these required?

The principle of promoting a local ‘sense of place’ responds to the aspirations of the Rye Township Plan for a greater sense of local identity within Rye, as a place that is unique within the Mornington Peninsula’s broader chain of bayside villages. The identified objectives simply translate this aspiration in a manner that achieves best-practice urban design outcomes.

Topography and Natural Morphology



Principle

Integrate the commercial core of Rye with the Rye Foreshore and surrounding natural context.

Objectives

- TNM1 -Ensure an exemplary public/private interface within Point Nepean Road-abutting development, as a contribution toward a ‘premier boulevard’ public realm outcome;
- TNM2 – Consider the impact of new development upon the quality, amenity and experience of the Rye Foreshore; and
- TNM3 – Encourage context-responsive landscaping in appropriate locations.

Why are these required?

The urban context analysis undertaken within this document has reinforced the importance of the physical natural context surrounding the Rye Commercial Core and the role that it is to play in influencing future built form outcomes. The identified principle acknowledges the relationship between the natural environment and the built form of the Rye Commercial Core, and the design objectives articulate specific considerations as to how this can be considered within future development.

Views and Vistas



Principle

Ensure future development reinforces key axes, responds to key vistas, and is cognisant of viewsharing.

Objectives

- VV1 - Carefully consider the design of new development in panoramic views toward the commercial core from Rye Pier;
- VV2 - Ensure development appropriately ‘frames’ axis views to the Rye Pier along Napier Street;
- VV3 - Ensure new development is sufficiently responsive to reasonable viewsharing expectations; and
- VV4 - Facilitate placemaking and wayfinding through carefully designed development that responds to key views from the public realm.

Why are these required?

The physical context analysis undertaken within earlier sections of this document combines with the consultation undertaken as part of the Rye Township Plan to identify a series of place-specific physical design parameters able to be capitalised upon through future development of the private realm within the Rye Commercial Core. The design principle identified acknowledges this and the importance of reasonable viewsharing in coastal contexts such as Rye, and the design principles translate this to specific considerations in a manner consistent with the ‘Siting and Design Guidelines for Structures on the Victorian Coast’ overarching policy.

Development Propensity



Principle

Ensure that key redevelopment sites achieve an appropriate balance between existing character and development propensity.

Objectives

- DP1 - Encourage the retention of valued aspects of existing on-site built form fabric; and
- DP2 - Ensure that larger development sites balance their development potential with valued aspects of existing character.
- DP3 – Facilitate the equitable development of abutting future development sites through considered built form siting and design.

Why are these required?

Design guidance for any precinct-wide future change precinct needs to be based upon an acute understanding of development drivers and propensity in a triple-bottom-line context. The design principle seeks to acknowledge this in a manner that is cognizant of the varying propensity of individual properties within the Rye Commercial Core to redevelop, and the design objectives provide specific guidance for key development propensity considerations.

5.5 Character Precincts

The Rye Commercial Core is a linear center comprised of a number of individual constituent precincts that – whilst related – are not the same. The following character precincts recognizes this, and have been identified as a means of ensuring that the overarching vision, objectives and principles of this document are applied in a manner that is responsive to the physical realities of each of the study area’s constituent areas:

- Precinct 1 – Commercial Spine
- Precinct 2 – Residential Periphery
- Precinct 3 – Civic Core
- Precinct 4 – Strategic Development Sites

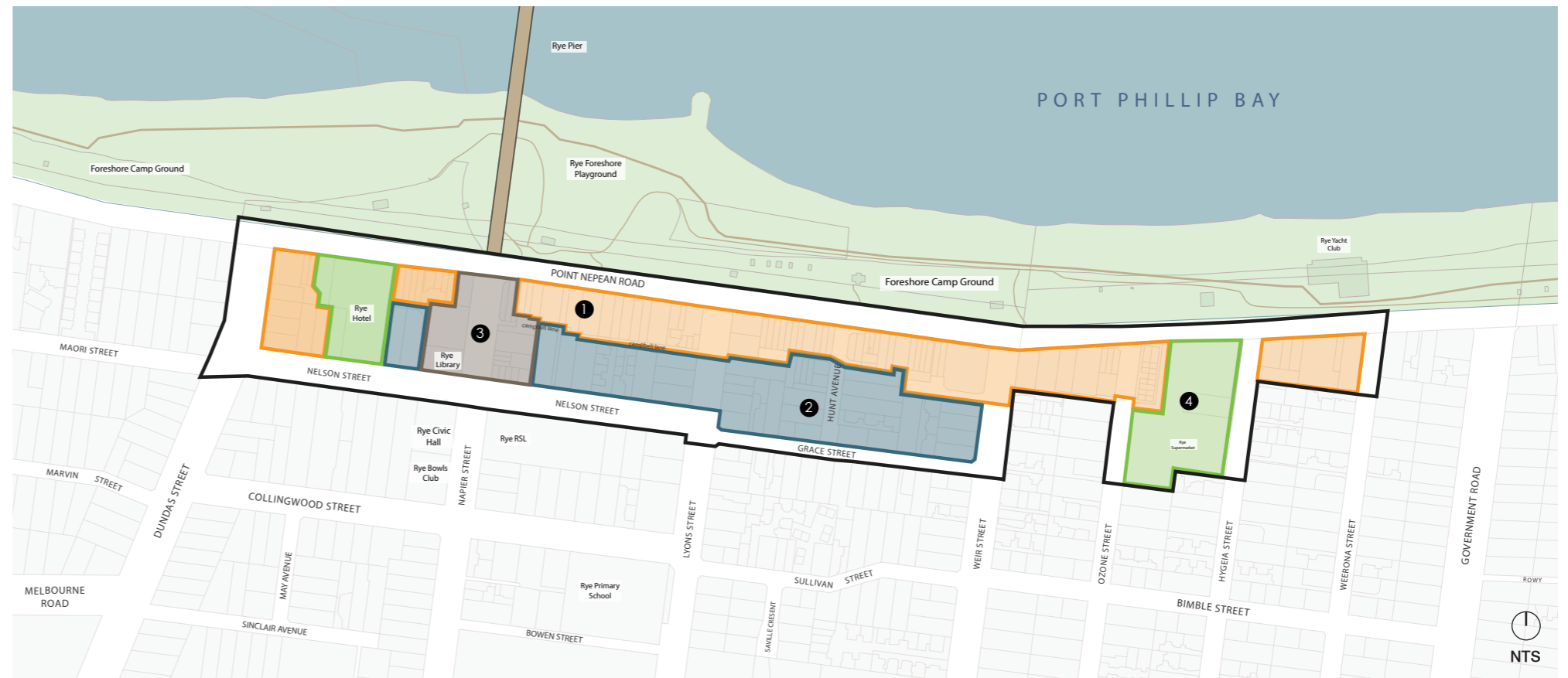


Figure 20 - Rye commercial core study area character precincts



Precinct 1 – Commercial Spine



Figure 21 - Commercial Spine

Character Statement

'The Commercial Spine precinct of Rye will continue to remain as the fundamental retail and service heart of Rye, and will continue to host distinctly commercial built form in a manner that enhances the architectural quality of Rye's existing commercial building stock. Future development within this precinct will introduce incrementally taller building heights in a manner that is cognisant of – and sympathetic to – the predominant interface of the Commercial Spine Precinct with the Rye Foreshore. Future development will encourage retention of the prevailing 0m lot line to the public realm, and incorporate distinctly commercial design features (including Ground Floor glazing, architecturally-integrated signage, canopy weather protection and rear-loaded vehicle access [where available]). Upper level uses will provide passive surveillance and activation to all interfaces (including rear laneway interfaces), and explicit consideration will be given to equitable development.

The Commercial Spine precinct will also incorporate existing appropriately-located non-commercial land on Dundas Street deemed suitable for more intensive forms of development, as a means of responding to the robustness of the Dundas Street streetscape and accommodating a portion of long-term projected commercial floorspace requirements in a logical and coordinated manner.'

Envisioned Design Qualities

The Commercial Spine precinct will evolve to reflect existing elements of the precinct and is therefore envisioned to have the following future design qualities:

- Commercial uses at Ground Floor, with a mix of residential and commercial uses at upper levels;
- On-boundary construction to all boundaries (except in exceptional circumstances and at sensitive residential interfaces);
- A predominantly double storey 'street wall' in response to existing character;
- Setbacks at upper levels to render them 'recessive' in views from primary street frontages; and
- High quality distinctly commercial architecture (including footpath canopy weather protection and advertising signage).

Precinct 2 – Residential Periphery



Figure 22 - Residential Periphery

Character Statement

'The Residential Periphery precinct of Rye will host incrementally greater densities of residential built form proximate to services and amenities, as well as a number of appropriate non-residential uses (such as professional suites and formal short-stay accommodation). Future development within this precinct will be cognisant of the existing residential character of the precinct's streetscape and respond accordingly through street setbacks, landscaping and distinctly residential forms of high-quality architecture.'

Envisioned Design Qualities

The Residential Periphery precinct will similarly evolve in a manner that is cognizant of the existing character of the precinct, and it is therefore envisioned to have the following future design qualities:

- A predominant land use mix of residential and accommodation uses;
- Landscaped setbacks to all boundaries;
- Incrementally greater proportions of double storey building heights that respond to surrounding context;
- A distinctly residential architectural vernacular (regardless of land use), including eaves, materials and proportions that reflect the qualities of the existing streetscape;
- Modest amounts of business identification signage in comparison to the Commercial Spine precinct.

Precinct 3 – Civic Core

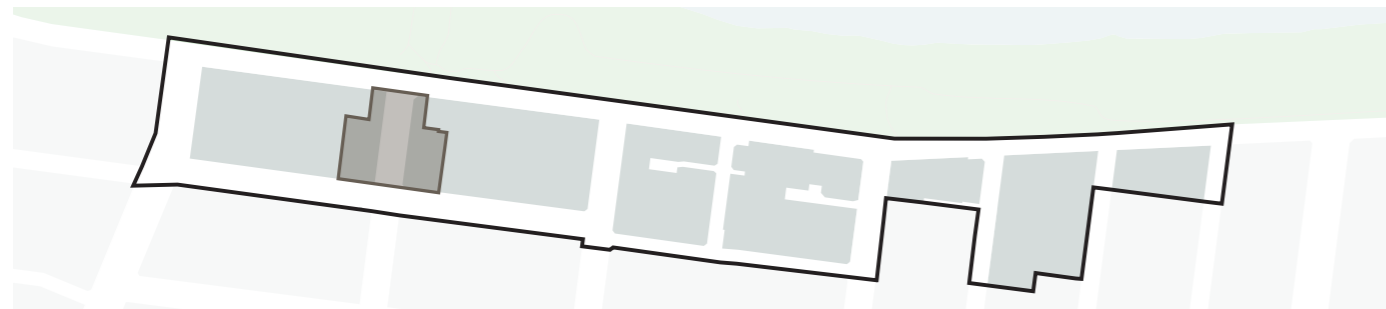


Figure 23 - Civic Core

Character Statement

'The Civic Core precinct will continue to evolve as the focus for civic and public uses, and future development of private land within this precinct will be required to respond to existing and proposed civic spaces through exemplary standards of urban design that dramatically enhance public realm amenity.

Development will be cognisant of its location at the nexus between commercial and residential streetscapes through appropriate built form siting that also maintains a comfortable 'human scale' to the public realm, and development will reinforce the locally-significant Rye Pier axis as a key placemaking mechanism for the township of Rye.'

Envisioned Design Qualities

The Civic Core precinct will continue to be the 'urban' focus for community life, in a manner that both complements and contrasts with the 'natural' focus for community life of the Rye Foreshore. The Civic Core precinct is envisioned to have the following future design qualities:

- A mix of land uses that promotes the civic quality of the precinct, including public uses;
- 0m setbacks to Napier Street and Point Nepean Road, and modest landscaped street setbacks to Nelson Street;
- Incrementally greater building heights;
- High quality distinctly civic and commercial architecture;
- The highest quality and benchmark of public/private realm interface outcomes, including exemplary activation and passive surveillance.

Precinct 4 – Strategic Development Sites

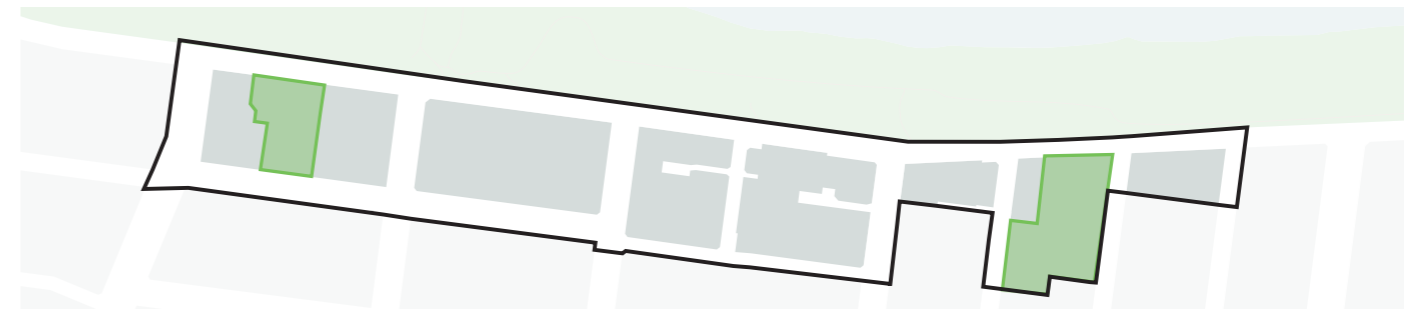


Figure 24 - Strategic Development Sites

Character Statement

'The Strategic Development Sites precinct host the existing Rye Hotel and Rye supermarket, and have been identified as large landholdings in single ownership that hold the potential to make meaningful contributions to Rye's forecast population and commercial floor-area growth projections in a manner that allows other elements of Rye to host more incremental change. Future development within this precinct will reinforce a distinct sense of arrival and departure within Rye's commercial core through high quality context-responsive design and gateway built form outcomes that reinforce a distinct sense of township identity.

Development will be encouraged to retain and adaptively re-use valued existing building fabric and uses (such as the Rye Hotel fabric and publicly-accessible car park use), and will provide for appropriate built form responses to sensitive interfaces and appropriate streetscape character responses.'

Envisioned Design Qualities

The Strategic Development Sites precinct is envisioned to host the greatest degree of built form change within the Rye commercial core, and is therefore envisioned to evolve to have the following future design qualities:

- The highest levels of built form and land use change within Rye;
- A mix of commercial and residential land uses;
- Street setbacks that respond to the existing prevailing existing street setback condition, including 0m setbacks to Point Nepean Road and landscaped street setbacks to residential streets;
- Gateway architectural built form outcomes that assist in demarcating key entry/exit points into the Rye Commercial Core;
- High-quality, best-practice and contextually-responsive architectural outcomes; and
- An express encouragement to retained existing valued building fabric.

In order to provide meaningful and appropriate urban design guidance, it is necessary to test a range of potential design scenarios as a ‘process of elimination’.

Section 6.0 therefore builds upon the previous vision, design objectives and precincts identified earlier for the Rye Commercial Core by simulating a number of potential design outcomes, and concludes with preferred design options that will form the basis for detailed urban design guidance.

Importantly, the design testing of varying built form options within Section 6.0 of this document is consistent with the provisions of Planning Practice Notes 59 (PPN59) and 60 (PPN60) that seek comprehensive testing of built form for mandatory height and setback controls within Activity Centres.

6.1 Parameters and Methodology

Parameters

The design testing section of this document seeks to translate the strategic aspirations of the aforementioned vision, design principles, design objectives and precincts into specific built form outcomes for the Rye Commercial Core. It does this in a manner that also responds to the relevant physical and policy parameters identified within earlier sections of this document, and which also comprehensively explores height and setback options consistent with the provisions of Planning Practice Notes 59 (‘PPN59 - The Role of Mandatory Provisions in Planning Schemes’) and 60 (‘PPN60 - Height and Setback Controls for Activity Centres’).

All design tests make use of scaled 3D perspective modelled views to fully understanding the impact of each potential built form scenario, which allows for a design-based and evidence-based analytical platform upon which the specific urban design guidelines (in later sections of this document) are to be based.

It is important to note that the greatest level of future built form change is expected to manifest within Precinct 1 (Commercial Spine), Precinct 3 (Civic Core) and Precinct 4 (Strategic Development Sites) of the Rye Commercial Core. Significant built form change is not expected to occur in Precinct 2 – Residential Periphery. Therefore, this analysis focuses specifically on Precincts 1, 3 and 4 and consequently makes assumptions around commercial and mixed-use building typologies regarding aspects such as site coverage (full site coverage), private realm landscaping (limited allowance for landscaping) and building composition (ie. ‘street wall/upper form’ built form outcomes).

Methodology

The design testing focuses on the following specific built form elements:

- Street Wall Height
- Street Wall Setback
- Upper Form Setback
- Overall Height
- Height Siting
- Side Street Interfaces
- Design Detail

Within each, three scenarios are tested, which can be generally classed as either ‘Limited Change’ (Option 1), ‘Moderate Change’ (Option 2) or ‘Significant Change’ (Option 3). The existing built form condition of the Rye Commercial Core should be regarded as the ‘benchmark’ for these classifications of change.

Analytical commentary is provided for each option tested, which has specific regard to the strategic aspirations of earlier sections of this document (including the aforementioned character statements and objectives/principles) and is provided as part of the rationale behind the specific conclusions made.

Further, the 3D modelling is ‘evolutionary’ in the sense that it sequentially builds upon the recommended design outcomes for each individual built form element. For example, the testing of ‘upper form setbacks’ is undertaken in relation to the preceding outcome of preferred street wall height testing. Accordingly, the specific element being tested is shown in red, and that which has previously been tested and recommended is shown in blue.

Finally, the viewing locations for each tested 3D model scenario are shown within each scenario.

DESIGN TESTING

6.2 Street Wall Height

Street wall height is the first design parameter tested for Precincts 1, 3 and 4 of the Rye Commercial Core, which - for the purpose of this analysis - is defined as the height of the front façade of a building above NGL where built on or close to the street boundary of a development site. It includes features such as parapets.

Determining an appropriate street wall height is the first step in providing meaningful built form guidance, as it is the street wall that typically forms the principal built form reference of a development from the public realm and which typically forms the primary relationship to adjoining built form contexts in commercial 'high street' contexts (such as that which is found within the Rye Commercial Core).

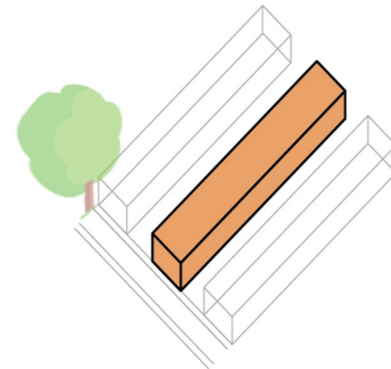
The following street wall height scenarios are tested:

- Option 1: A single commercial storey street wall (ie. 4.5m high, comprised of a 4m commercial floor-to-floor height and 0.5m parapet)
- Option 2: A double storey commercial street wall (ie. 8.5m high, comprised of two commercial 4m floor-to-floor storeys and a 0.5m high parapet)
- Option 3: A triple storey mixed-use street wall (ie. 11.5m high, comprised of two commercial 4m floor-to-floor storeys, a single residential 3m floor-to-floor storey, and a 0.5m parapet)

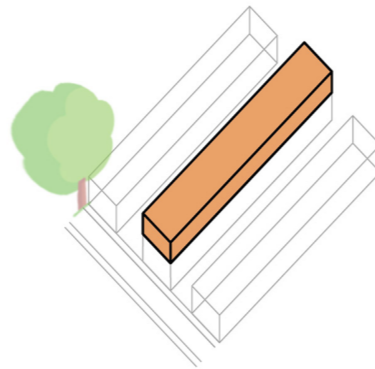
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Design Options

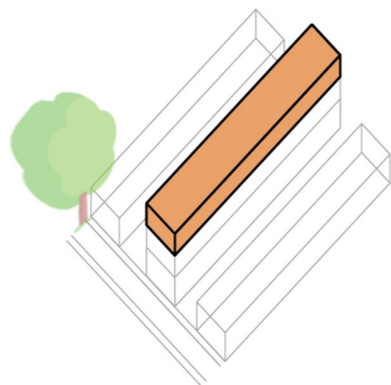
Single Storey Street Wall (4.5m)



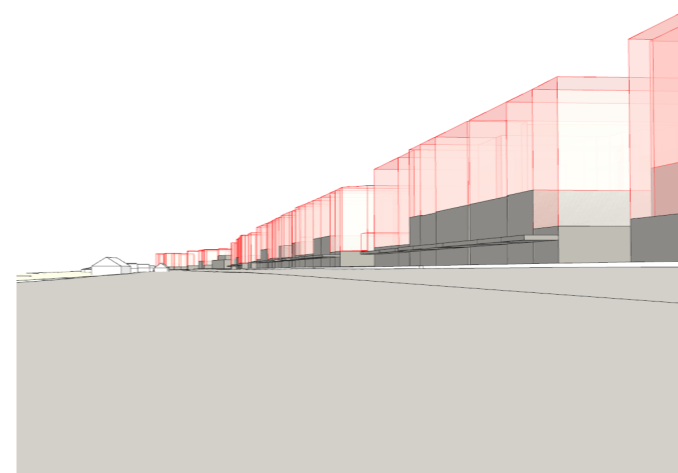
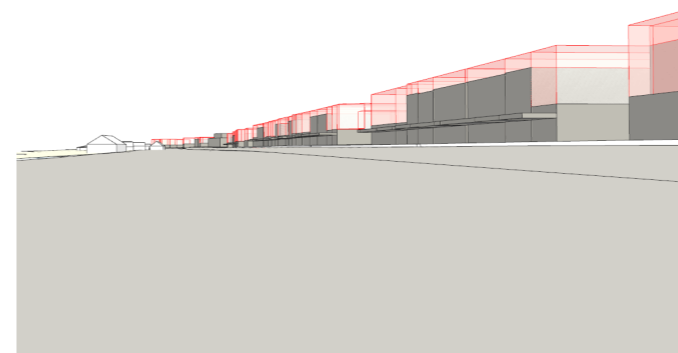
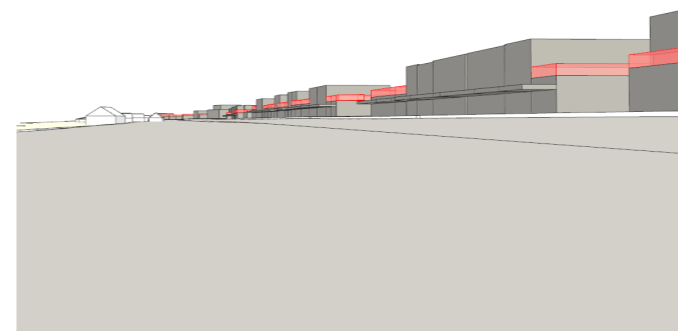
Double Storey Street Wall (8.5m)



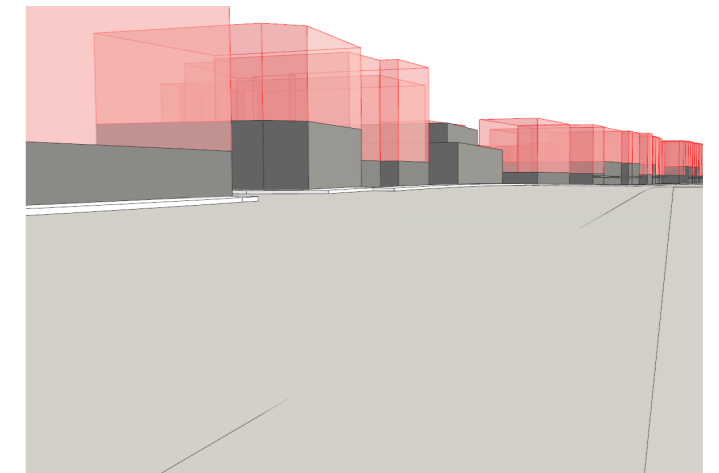
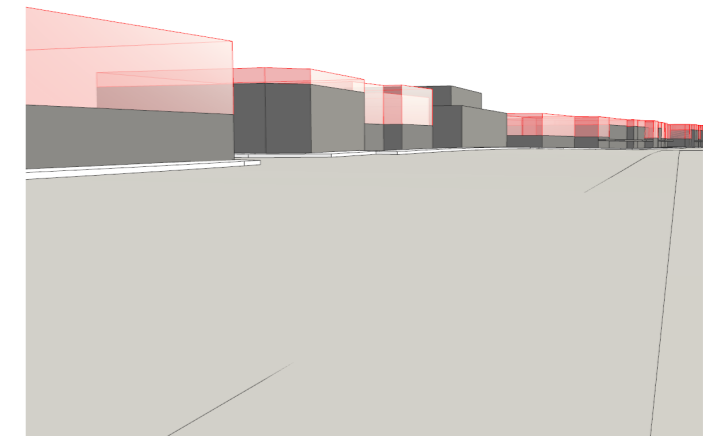
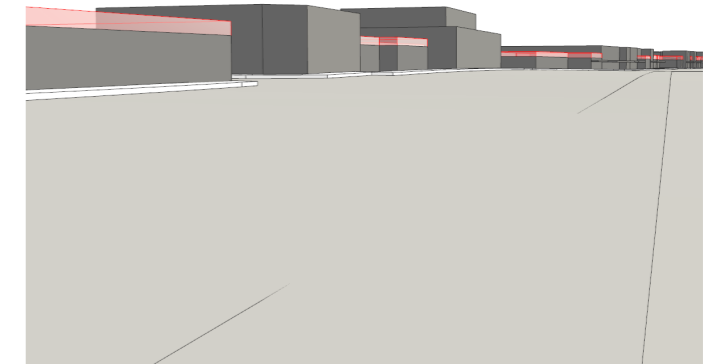
Triple Storey Street Wall (11.5m)



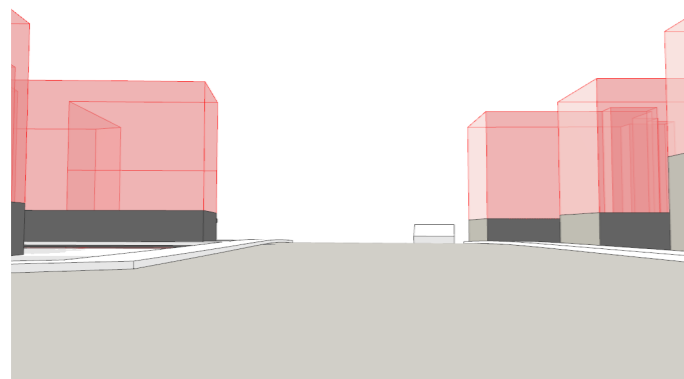
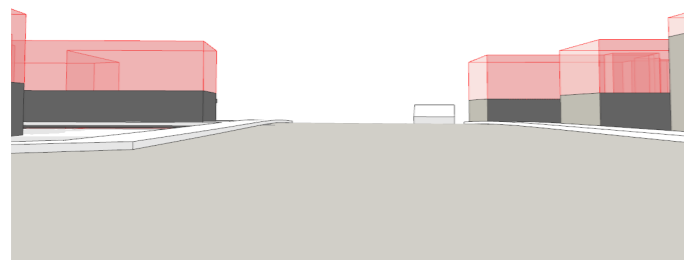
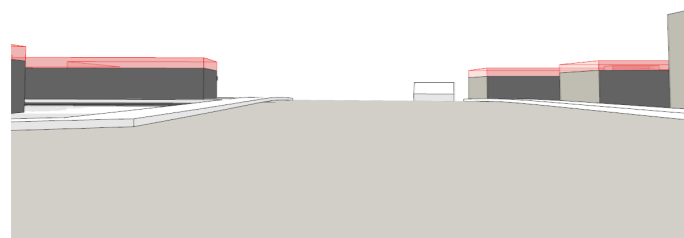
View A



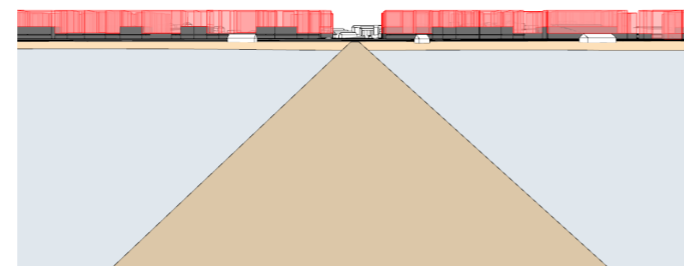
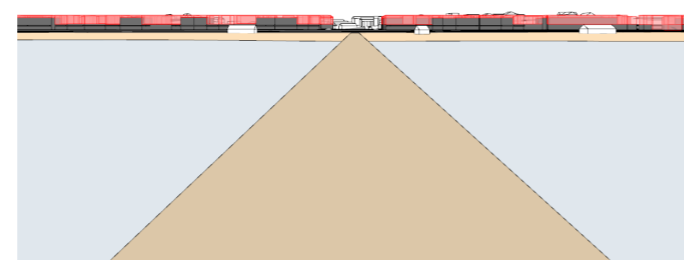
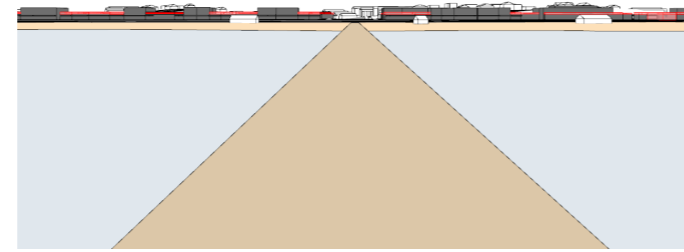
View B



View C



View D



Analysis

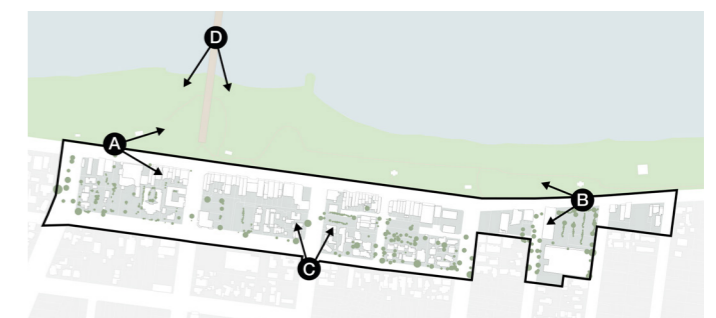
A single storey street wall is a scale that generally departs from the prevailing existing and emerging character of double storey street walls within the Rye Commercial Core, particularly along Point Nepean Road. It fails to provide an appropriate level of spatial definition to the Rye Foreshore and fails to capitalise upon the clear capability of the Rye Commercial Core to accommodate taller street wall heights.

A double storey street wall is consistent with the scale and character of emerging street walls within the Rye Commercial Core. It provides a comfortable 'streetscape insertion' relationship where in abuttal to existing single storey street walls, and allows for a greater concentration of upper level uses sited in closer proximity to the public realm. Whilst the Rye Foreshore could potentially accommodate taller street walls in-principle (given the broad, robust, open nature of the reserve), a double storey street wall balances preferred future character with aspects of existing character, which is a more appropriate design outcome for identified 'Large Township' localities (such as Rye) where the extent of envisioned built form change is of a lesser magnitude than that identified for 'Major Townships' (such as Mornington or Rosebud).

Whilst a triple storey street wall responds in-principle to the capacity for greater spatial definition to the Rye Foreshore, it is dismissive of existing built form context and results in an overtly prominent and dominating built form outcome that runs counter to the primary role of street walls (ie. to provide a comfortable principal perception of an overall building, and modulate the height of development in relation to surrounding context). A triple storey street wall typology is also more characteristic of existing built form in the Mornington Peninsula's higher-order Major Township Activity Centres (such as Mornington) rather than a 'Large Township' centre such as Rye.

Recommendation

A preferred maximum street wall height of 8.5m should apply to all future development in Precinct 1 (Commercial Spine), Precinct 3 (Civic Core) and Precinct 4 (Strategic Redevelopment Sites) of the Rye Commercial Core to all street interfaces, unless specifically stated otherwise. An 8.5m high street wall provides for a sufficient level of flexibility in the use of each storey, as it allows for entirely commercial uses (assuming standard 4m commercial floor-to-floor heights, plus a 0.5m parapet allowance) or mixed-use outcomes (assuming a standard 4m Ground Floor floor-to-floor height, 3m residential First Floor floor-to-floor height, and a ~1.5m balustrade allowance for the level above). Importantly, 8.5m high street walls preclude the creation of three storey residential street walls based on conventional 3m residential floor-to-floor heights (ie. 9m).



DESIGN TESTING

6.3 Street Wall Setbacks

The street setback of street walls are also a key contributing factor to the pedestrian experience. They have a significant impact on the spatial definition of the public realm by providing delineation between the public realms, and have the potential to provide for sightlines and visibility. Importantly, they are integral to creating an appropriate 'sense of enclosure' within the street and are critical in reinforcing existing and preferred neighbourhood character outcomes.

For the purpose of this analysis, 'street wall setback' adopts the same definition of setback as that found within Clause 73 of the Planning Scheme (ie. the distance between a development's street wall and the title boundary of its street interface). It therefore does not include external publicly-owned land such as footpaths or laneways. Further, whilst 0m street setbacks are both characteristic of the prevailing existing condition of the Rye Commercial Core and consistent with reasonable built form expectations for commercially-zoned property, street walls by definition do not need to necessarily adopt 0m street setbacks.

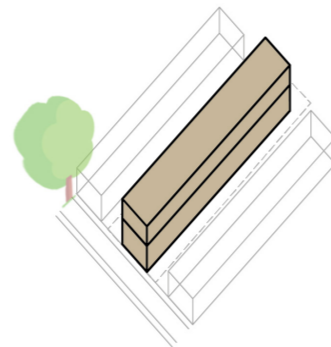
Three design options are again tested:

- Option 1: 0m street setbacks (consistent with the prevailing existing character of the Rye commercial core)
- Option 2: A modest street setback (for the purpose of this analysis, 'modest' is defined as a street setback of 1m – 3m)
- Option 3: A significant street setback (for the purpose of this analysis, 'significant' is defined as a street setback in excess of 3m).

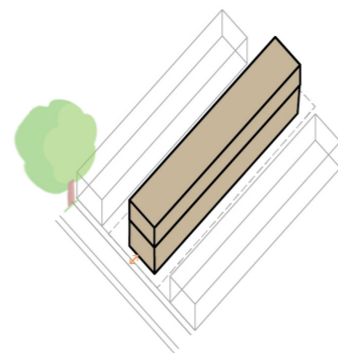
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Design Options

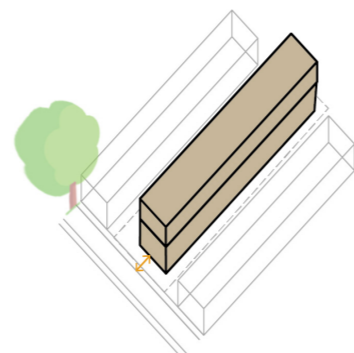
No Street Setback (0m)



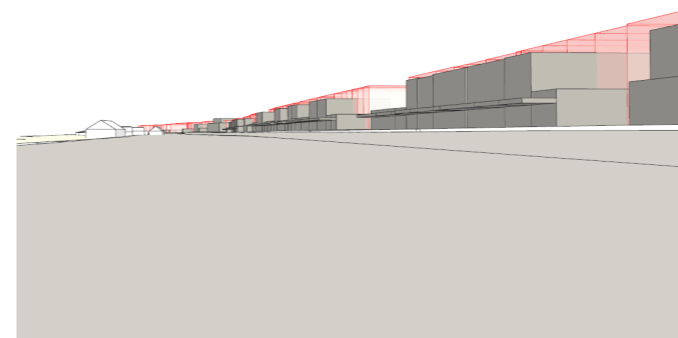
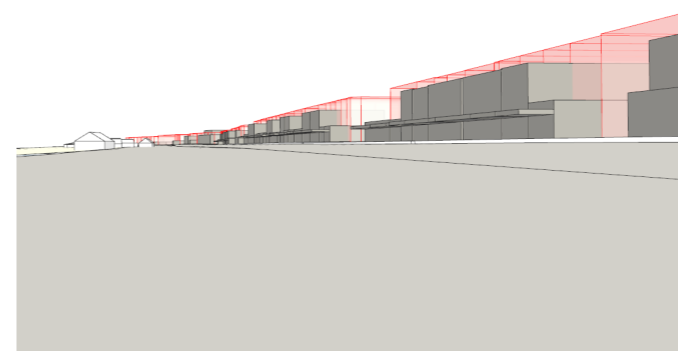
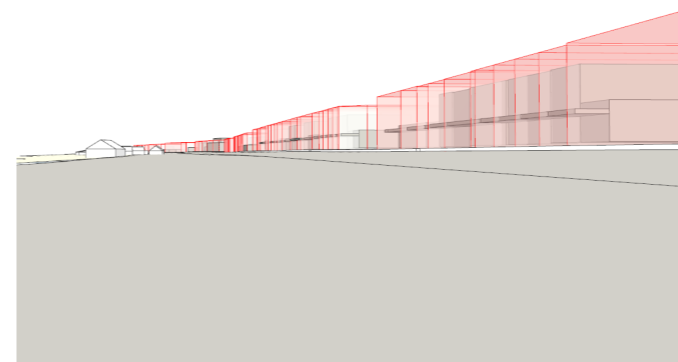
Modest Street Setback (1-3m)



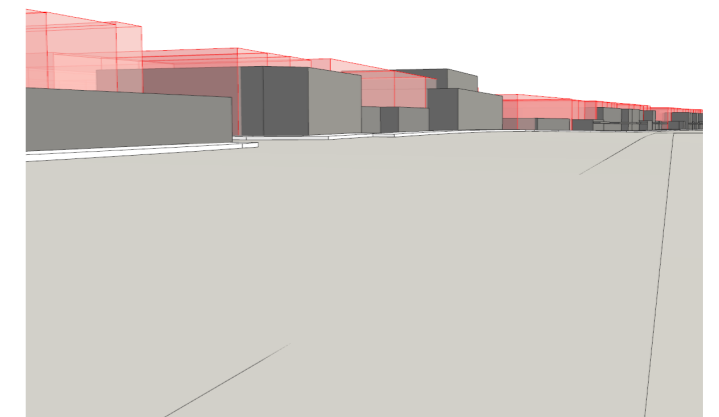
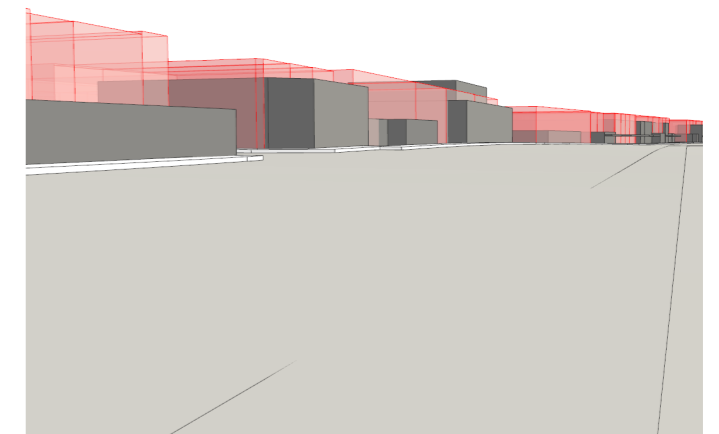
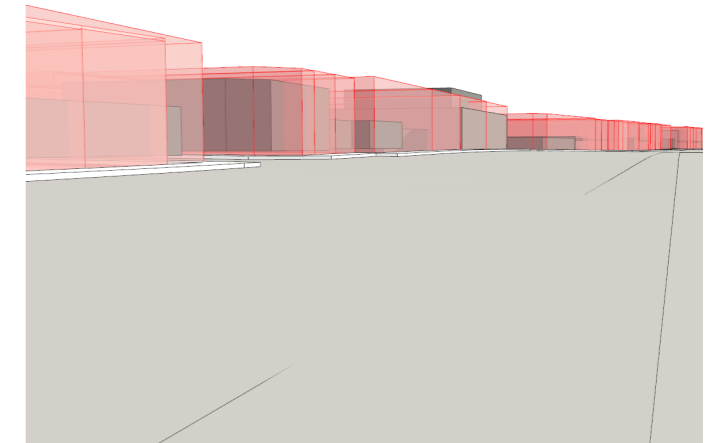
Large Street Setback (>3m)



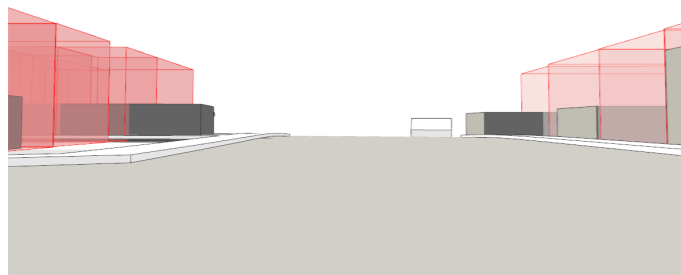
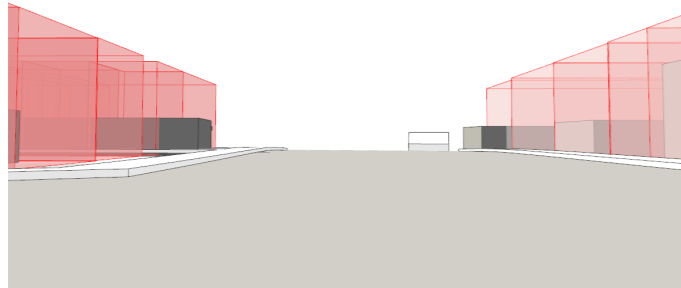
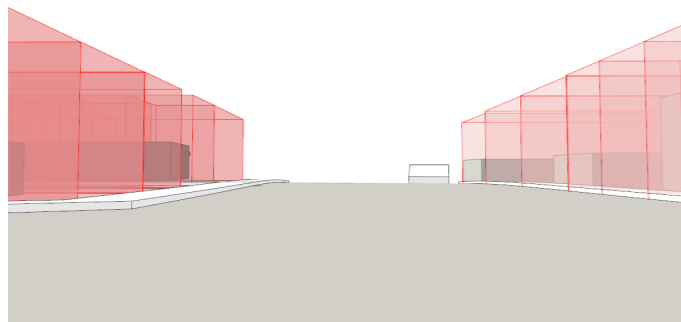
View A



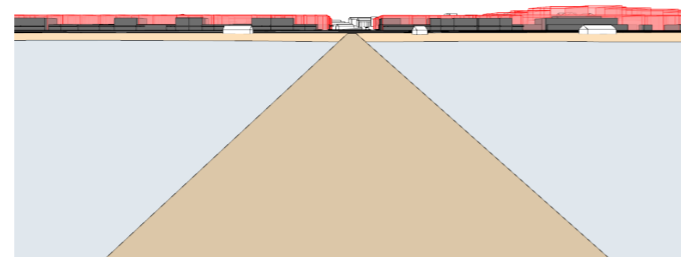
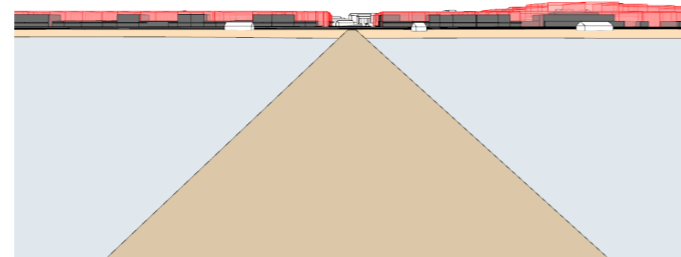
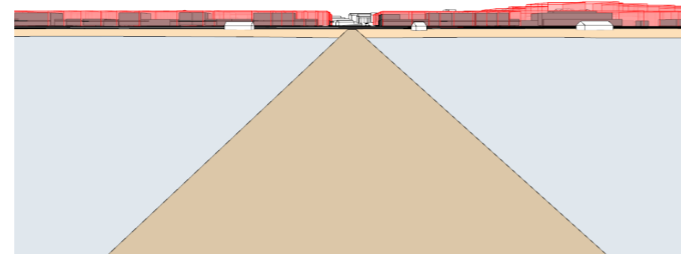
View B



View C



View D



Analysis

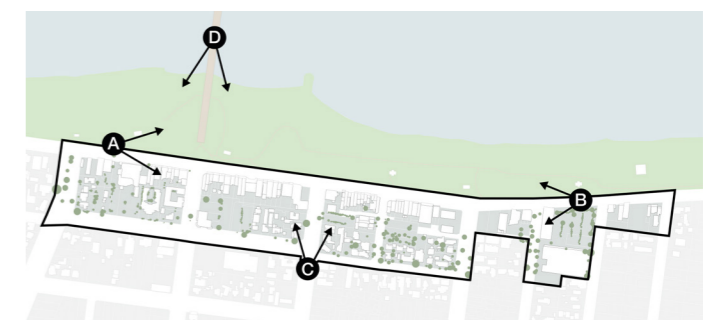
A 0m street wall setback responds to the prevailing existing condition of the Rye Commercial Core. It provides clear definition between the public realm and private realm, facilitates public realm activation (by siting commercial uses 'on' the street), assists in stimulating economic activity, and is consistent with reasonable built form expectations for commercially zoned property. Importantly, a 0m street wall setback avoids the emergence of benign, visible 'sideages' in instances in which future street walls elect to set back from the street in abuttal to existing built form that does not. It is acknowledged that there may be a limited number of situations in which a Ground Floor setback is necessary, such as Nelson Street interfaces within Precinct 3 and Precinct 4.

Whilst a modest street wall setback responds to aspects of the existing condition of the Rye Commercial Core, it fails to provide a clear distinction between the public realm and private realm, fails to locate those aspects of the street wall capable of activating the public realm closest to the public realm (such as balconies, windows and shopfronts), and fails to capitalise upon the potential of built form and urban design to contribute to the economic vitality of commercial cores. A modest street wall setback would also result in a 'haphazard' and 'disjointed' built form character outcome within the Rye Commercial Core, as newer developments that adopt a street wall setback emerge in abuttal to existing developments that have not. That said, there may be exceptional circumstances that would warrant a modest street wall setback in new development, such as retaining existing vegetation or providing a new public plaza to Point Nepean Road in future redevelopment of the Rye supermarket site.

A significant street wall setback in no way responds to the existing character of commercial precincts in the Rye Commercial Core. It results in significant design issues with respect to public/private spatial definition, passive surveillance, activation, economic facilitation and built form continuity, and is a design outcome that is far more suited to Precinct 2 of the Rye Commercial Core (rather than Precinct 1, 3 or 4), or at interfaces of Precincts 3 and 4 with Nelson Street.

Recommendation

A preferred street wall setback of 0m should apply to all future development within Precinct 1, Precinct 3 and Precinct 4 of the Rye Commercial Core. Doing so will respond to the prevailing character of all commercial precincts of the Rye Commercial Core in a manner that capitalises upon the potential of urban design to contribute to the economic and social vitality of commercial centres. A 0m street setback will also clearly delineate the public realm from the private, and result in a tangible continuity and consistency in street wall character as newer development emerge and integrates alongside existing built form in Rye. Discretion should be provided for exceptional circumstances (such as retaining vegetation or creating new public plazas in appropriate locations), or for properties that have direct interfaces to streets in which on-boundary construction is not characteristic (such as for those properties in Precinct 3 and Precinct 4 that have street interfaces to Nelson Street).



6.4 Upper Level Street Setbacks

A principal purpose of a street wall is to assist in modulating the visual impact of an overall development by forming the 'base' of a broader development invariably higher than the street wall itself, with the resultant built form outcome typically consisting of a 'base' (ie. the street wall) and 'upper form' (ie. the balance of a building). Upper level street setbacks are therefore a crucial design consideration; if the siting and setback of a development's upper form is poorly executed, the distinction between the two constituent elements of the building's composition becomes diluted and the visual primacy of the street wall becomes lost.

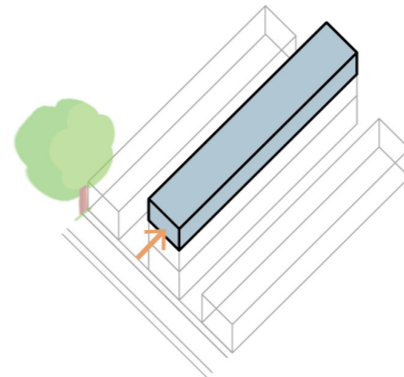
Consideration of upper level setbacks are therefore a fundamental component of the success of the street wall as a design response, and a logical progression for design testing. Three design options for upper level street setbacks are tested:

- Option 1: A modest 1m upper level street setback
- Option 2: A typical 3m upper level street setback
- Option 3: A significant 5m upper level street setback

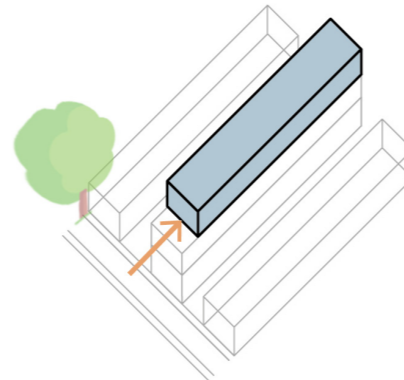
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Design Options

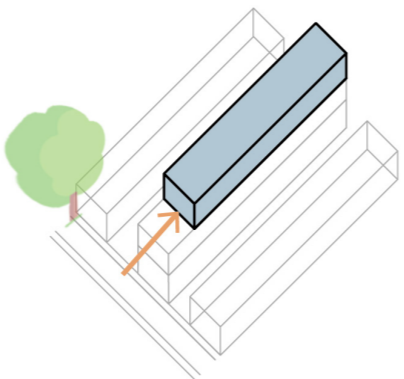
Modest Upper Level Street Setback (1m)



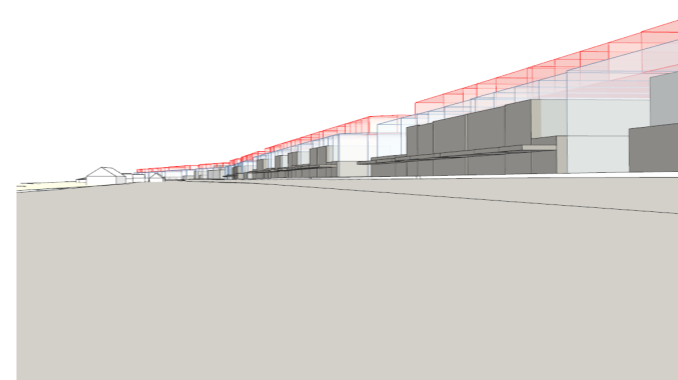
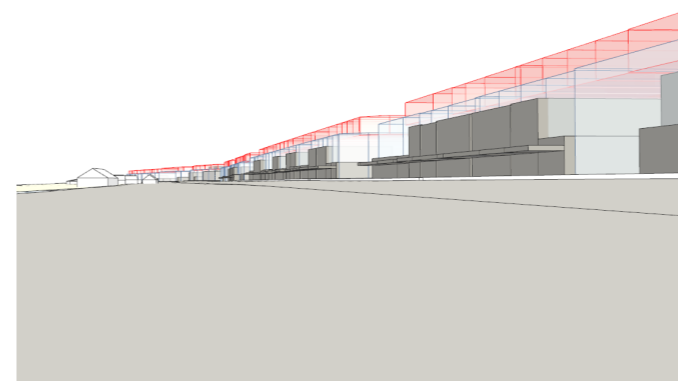
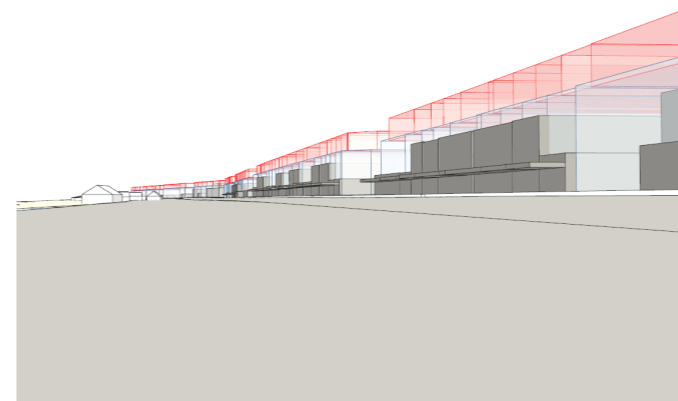
Typical Upper Level Street Setback (3m)



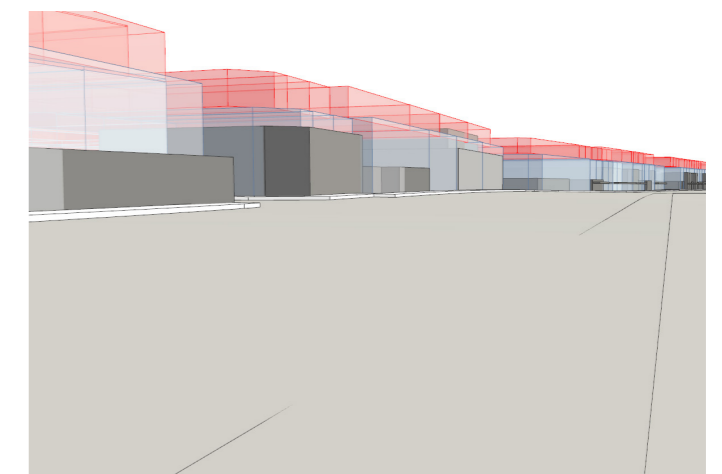
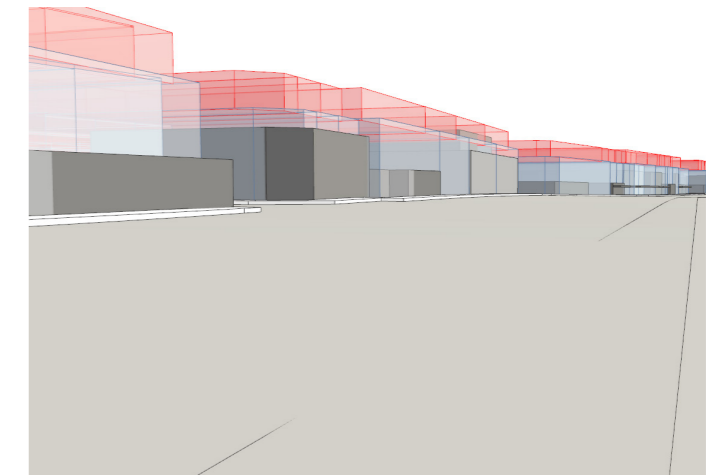
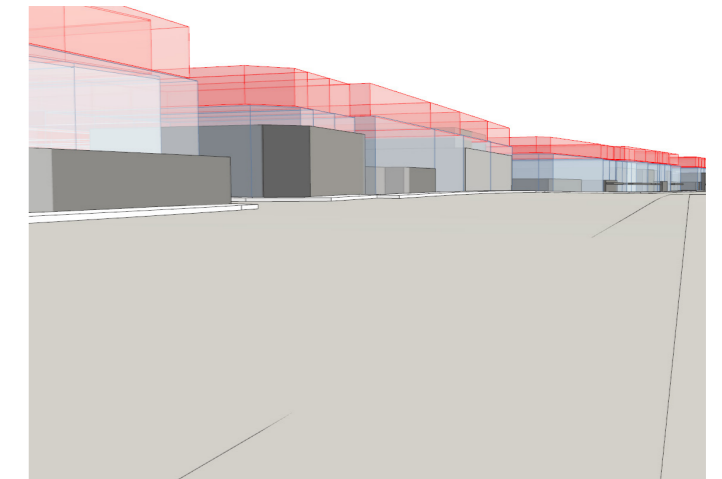
Significant Upper Level Street Setback (5m)



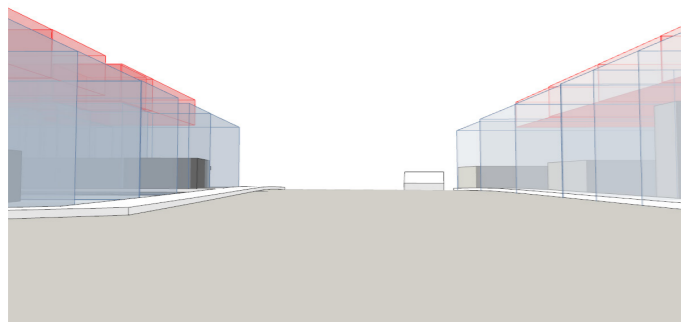
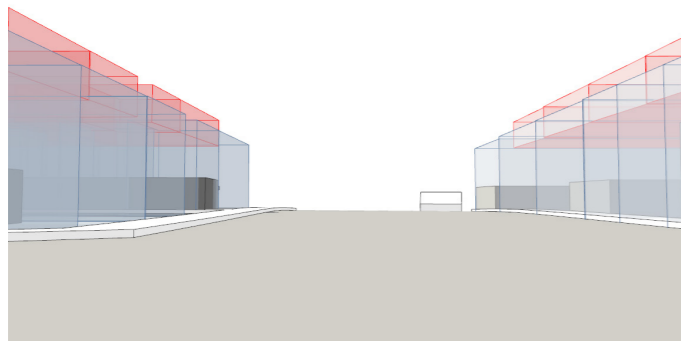
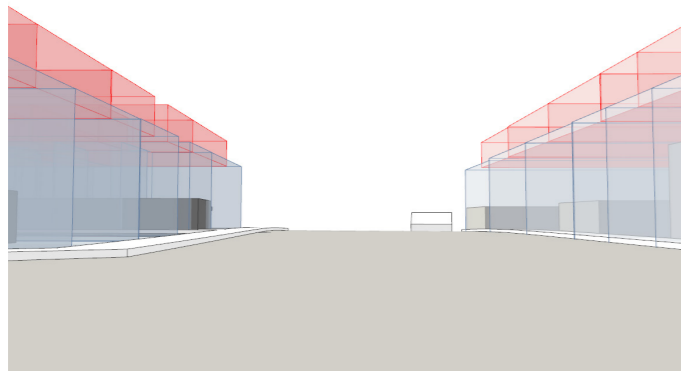
View A



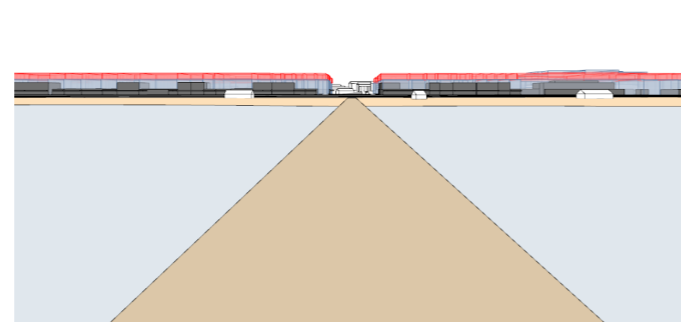
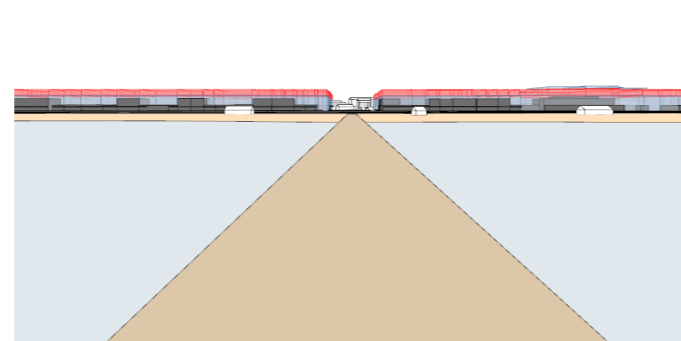
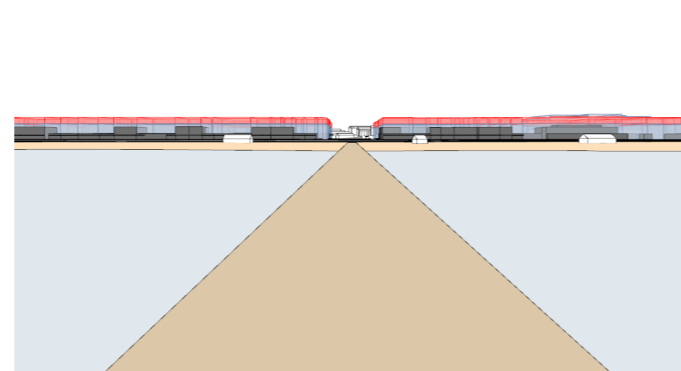
View B



View C



View D



Analysis

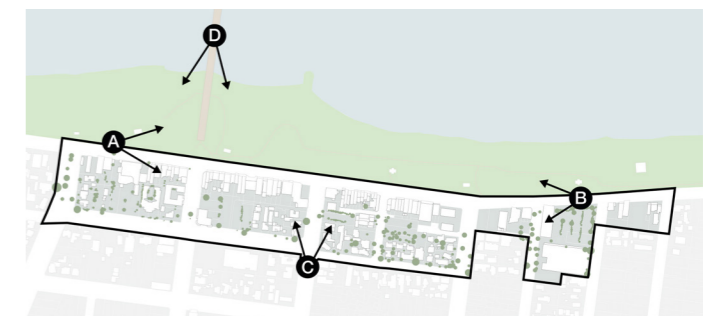
A 1m upper level street setback is insufficient to promote the visual primacy of the street wall as the principal visual reference point of future development in the Rye Commercial Core. It creates the perception of a taller street wall height, dilutes the distinction between 'base' and 'upper form', and results in a largely unusable remnant dimension for use of the setback for terracing or balconies. The inadequacy of a 1m upper level setback also commensurately increases in direct proportion to the overall height of a building, as upper level setbacks and overall building height are intrinsically related.

A 3m upper level street setback is a sufficient dimension to clearly promote the street wall as the principal visual reference point of new development, where viewed from the public realm. A 3m upper level street setback positions any third storey as 'visually recessive' in relation to the street wall, and – by doing so – achieves a clear and elegant two-part architectural composition. A 3m upper level setback also results in a highly usable dimension for terracing/private open space within the setback dimension, does not jeopardise the efficiency of the remnant floorplate dimensions for double-loaded corridor development (when combined with the prevailing ~35m lot depth of properties in the Rye Commercial Core), and perpetuates the emerging character of upper level street setbacks (by way of the emerging mixed use development at 2221-2225 Point Nepean Road). Rear upper level setbacks of a comparable dimension will also assist in reducing perceptions of visual bulk to sensitive residential interfaces.

If a 3m upper form is considered sufficient to clearly promote the street wall as the principal visual reference point, it follows that a 5m upper level street would only further reinforce this distinction. However, whilst a 5m upper form setback could be considered appropriate in certain circumstances (and would be consistent with the extent of other upper form setbacks within other comparable municipal Activity Centres), care should be taken to ensure that 5m upper level setbacks do not unnecessarily 'push' the activation and passive surveillance of upper levels further back from the public realm or preclude the potential for glimpses of high quality upper level architecture to contribute to the future character of the Rye Commercial Core.

Recommendation

Future development within Precinct 1, Precinct 3 and Precinct 4 of the Rye Commercial Core should adopt a preferred upper level setback of 5m and a mandatory minimum upper form setback of 3m. Exceptions should apply to side interfaces to Napier Street Plaza (refer to the relevant subsection of this assessment), and a discretionary rear upper form setback of 2m should apply at any third storey with an opposing residential use/zone (in addition to the provisions of ResCode Standard B17).



DESIGN TESTING

6.5 Overall Height

Overall building heights are of paramount importance to the 'look and feel' of a neighbourhood, and - within this context - the starting point for the consideration of overall height in the Rye Commercial Core stems from the physical and policy analysis undertaken in earlier sections of this document.

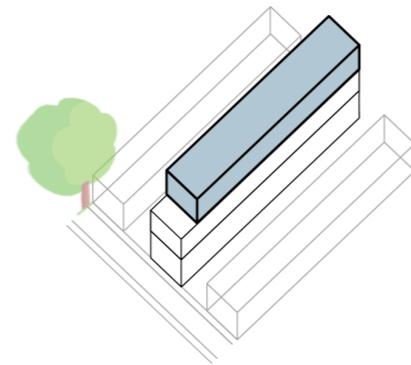
With respect to physical considerations, it is clear that a prevailing double storey height datum currently exists in the commercial core of Rye and that recent developments are introducing an emerging character of three storeys (2221-2225 Point Nepean Road). It is also clear that building heights within the commercial core of Rye will need to be carefully designed in response to the high level of visibility of the Rye Commercial Core from the Rye Foreshore and Pier. With respect to policy considerations, the Planning Scheme clearly positions Rye as subservient to other higher order Activity Centres on the Peninsula (such as Mornington and Rosebud, of which both are 'Major Township' Activity Centres currently experiencing development pressure for a maximum building height of four storeys) and DDO1 and DDO2 also articulate a mandatory maximum building height of two storeys for abutting residentially-zoned hinterland contexts (10m and 8m respectively).

Both considerations combine to support a notion of a maximum building height of three storeys for the commercially portions of the Rye Commercial Core, in-principle. Therefore, three storeys overall heights form the starting point for the consideration of height under the three design options tested below - all of which are measured above NGL:

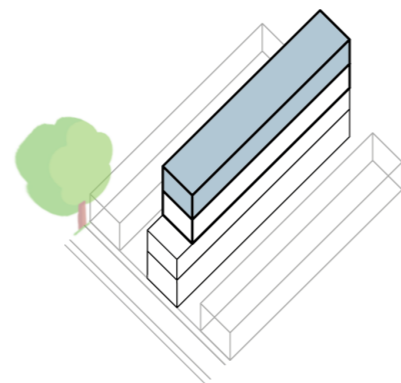
- Option 1: Three storeys (ie. 11.5m, based on one residential 3m floor-to-floor storey above the aforementioned street wall height of 8.5m)
- Option 2: Four storeys (ie. 14.5m, based on two residential 3m floor-to-floor storeys above the aforementioned street wall height of 8.5m)
- Option 3: Five storeys (ie. 17.5m, based on three residential 3m floor-to-floor storeys above the aforementioned street wall height of 8.5m)

Design Options

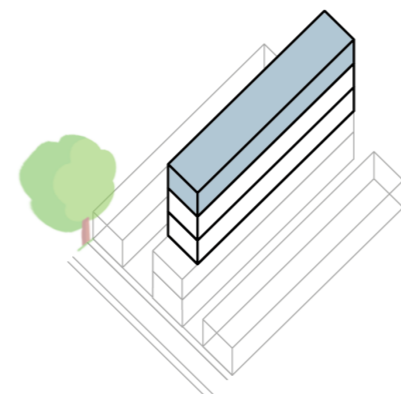
Three Storey Overall Height (11.5m)



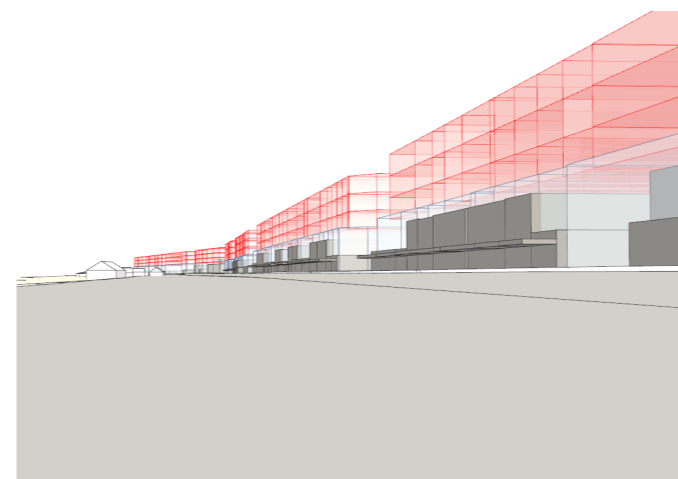
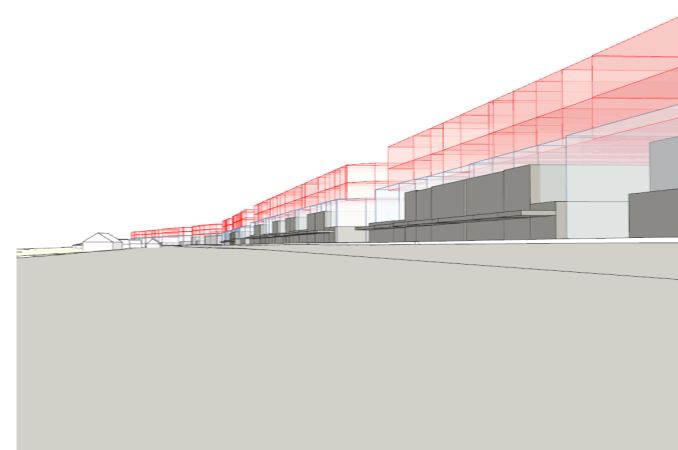
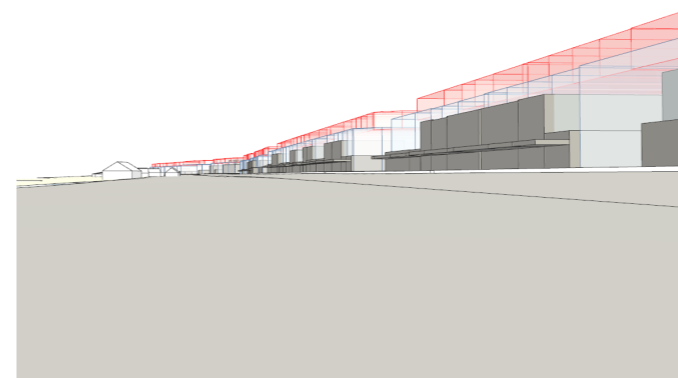
Four Storey Overall Height (14.5m)



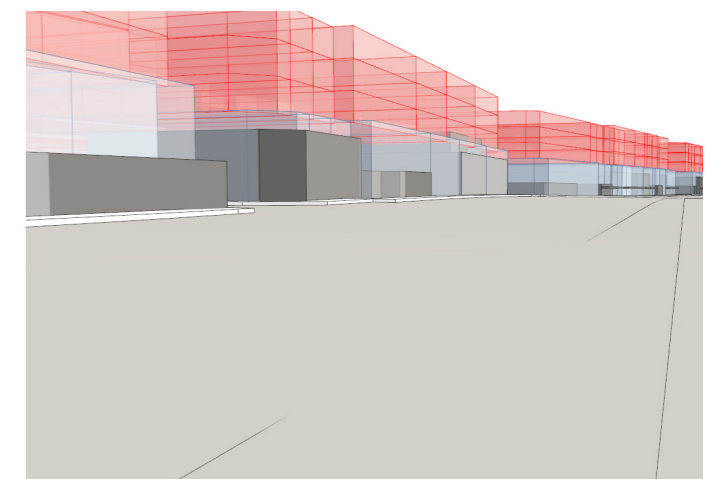
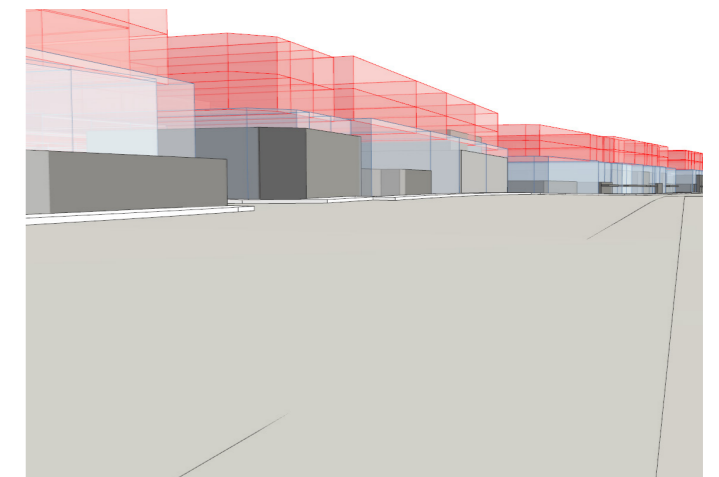
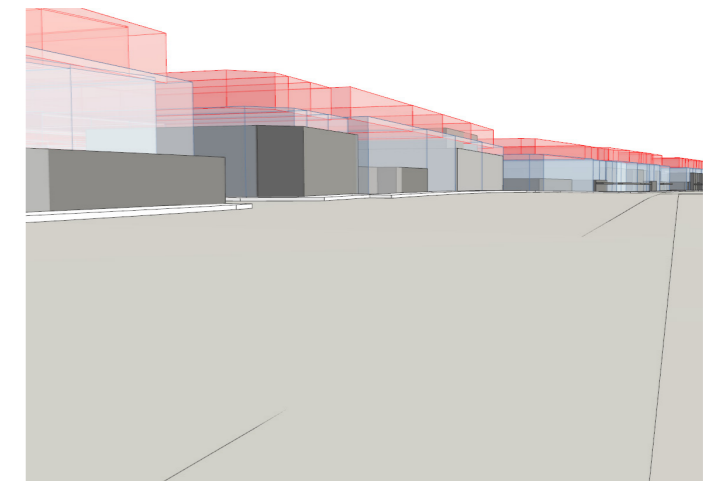
Five Storey Overall Height (17.5m)



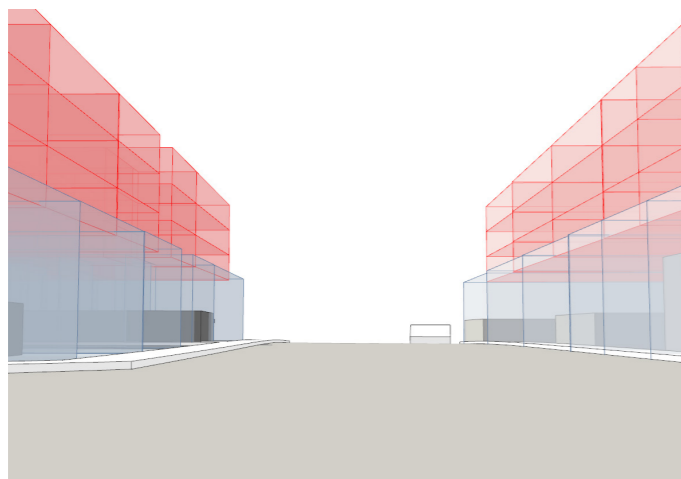
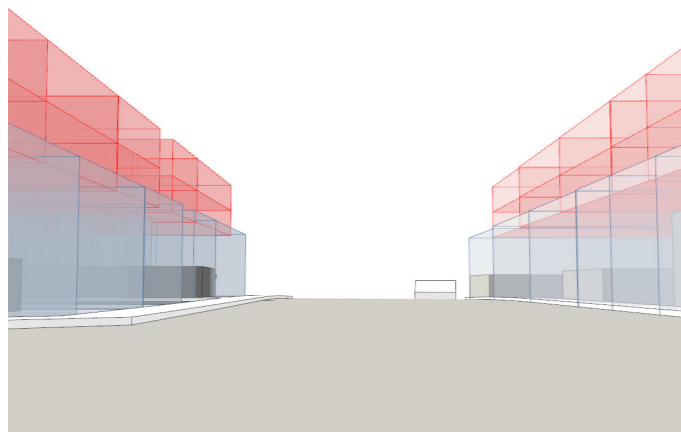
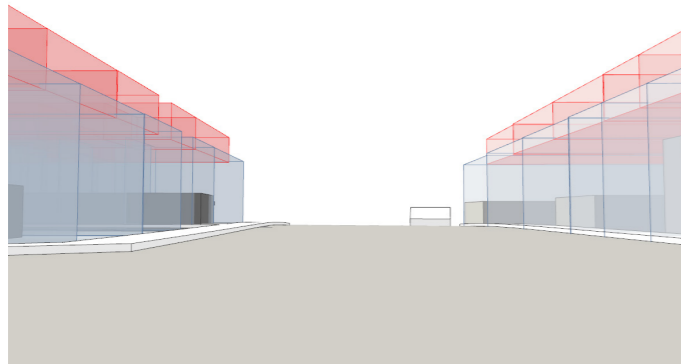
View A



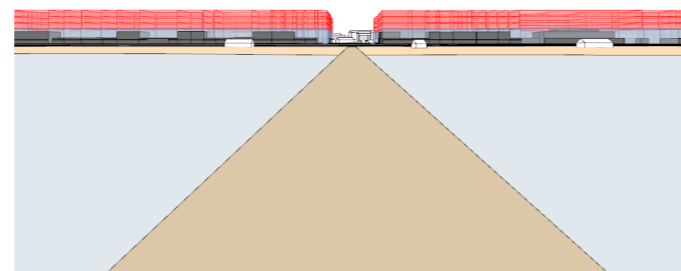
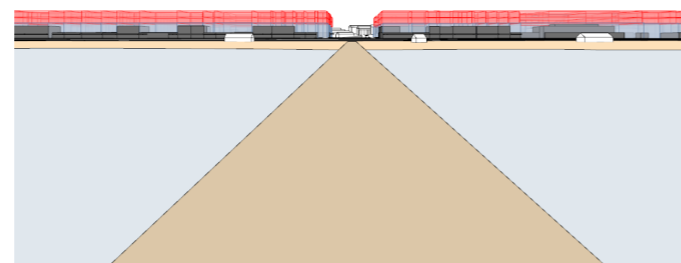
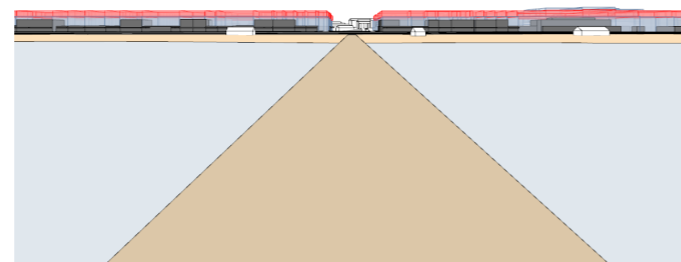
View B



View C



View D



Analysis

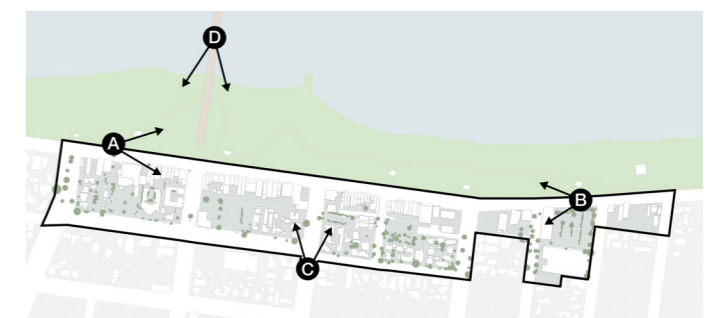
An overall height datum of three storeys (11.5m) within the majority of the Rye Commercial Core achieves a built form outcome that moderately intensifies the built form character of Rye without dominating or overwhelming the 'natural' experience of the Rye Foreshore and Pier. Strategically, a height datum of three storeys responds to reasonable future built form expectation set by the explicit role of Rye as a 'Large Township' Activity Centre within a broader network and hierarchy of municipal Activity Centres, and – importantly – a prevailing height datum of three storeys achieves a cumulative built form outcome that maintains a comfortable proportionate relationship to the existing built form condition of the Rye Commercial Core.

An overall height datum of four storeys (14.5m) represents an effective 'doubling' of the prevailing existing built form height of the Rye Commercial Core, and results in a built form outcome that consequently begins to exert an increasing sense of built form dominance as experienced from the public realm (including Rye Foreshore and Pier). An overall height datum of four storeys is also more representative of the emerging height datum in other higher-order municipal Activity Centres.

An overall height datum of five storeys (17.5m) significantly impacts upon the experience of the Rye public realm (including Rye Foreshore and Rye Pier) and results in a transformative built form change within Rye in a manner that diverges from the strategic identification of Rye as a 'Large Township' within the broader hierarchy of municipal Activity Centres. Five storey development within the Rye Commercial Core also represents a quantum and magnitude of development not necessary for projected floorspace and dwelling requirements, and – in a macro context - is a magnitude of height that stands in excess of the tallest forms of development found in the Shire (including Major Activity Centres or strategically-located sites).

Recommendation

Future development in Precinct 1, 3 and 4 should be restricted to a mandatory maximum building height of three storeys (11.5m), with exceptions for considerations such as plant, rooftop decking and roof access infrastructure.



DESIGN TESTING

DESIGN IDEA

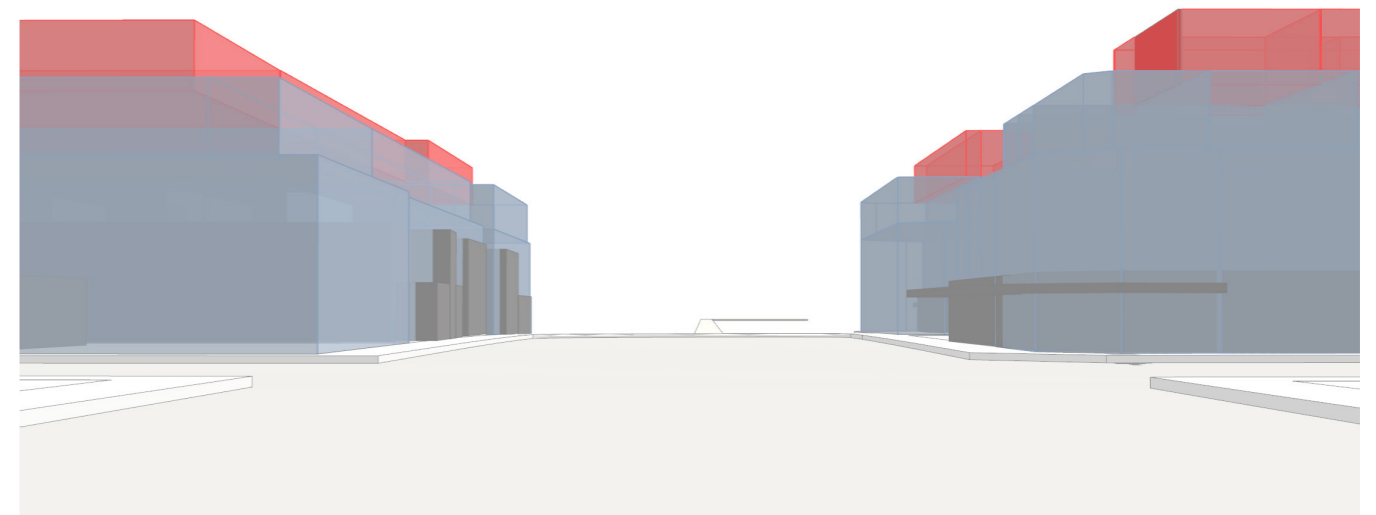
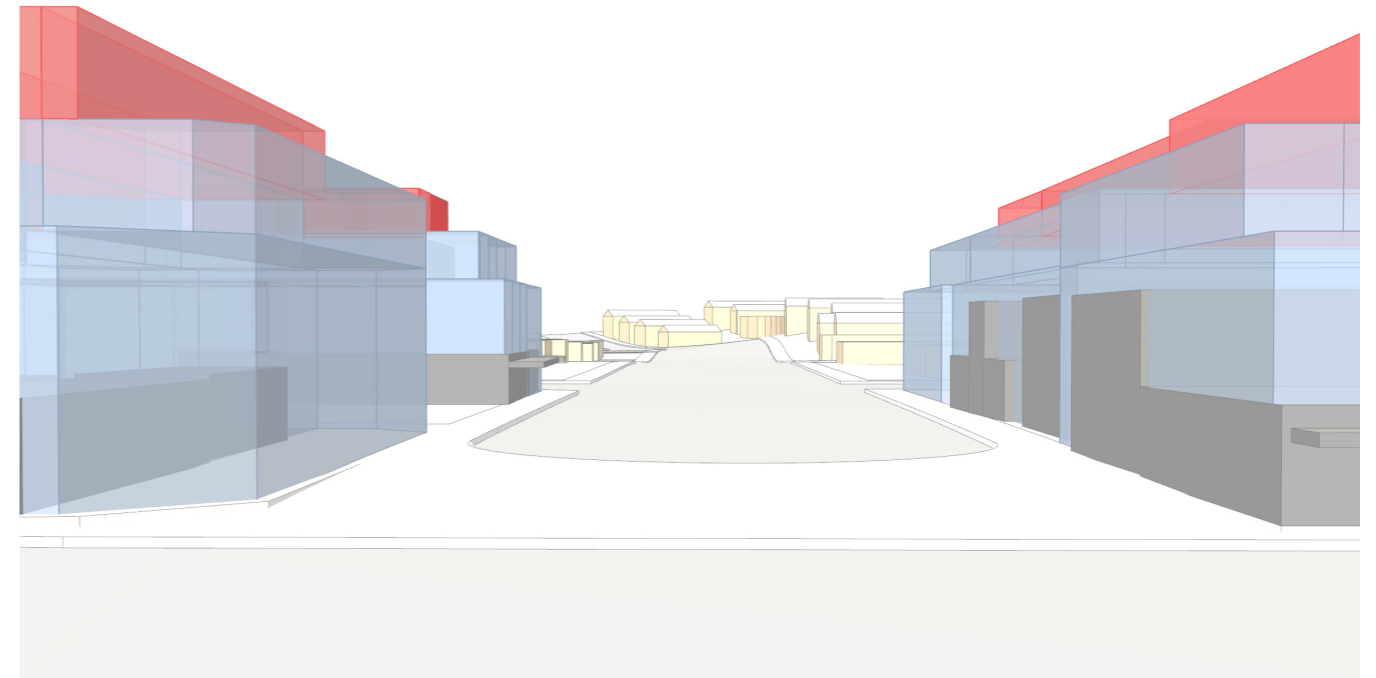
Higher built form densities and intensities (including taller building heights) hold the potential to bring greater amounts of activity and vibrancy to the public realm by concentrating larger numbers of workers, residents and visitors in specific areas. As a result of this, there is a certain logic in contemplating whether Precinct 3 (Civic Core) could be an appropriate candidate for taller forms of development in-principle as a means of providing greater activity and vibrancy to the 'heart' of Rye.

The images opposite and overleaf test the design possibility for four storey development in Precinct 3, centered primarily on Napier Street. The models do this in a 'top down' aerial view, and in an indicative pedestrian perspective view along Napier Street and the Rye Pier axis. The models make use of the same height and setback assumptions determined previously in this document.

From this design exercise, four storey development is not recommended for Precinct 3, as:

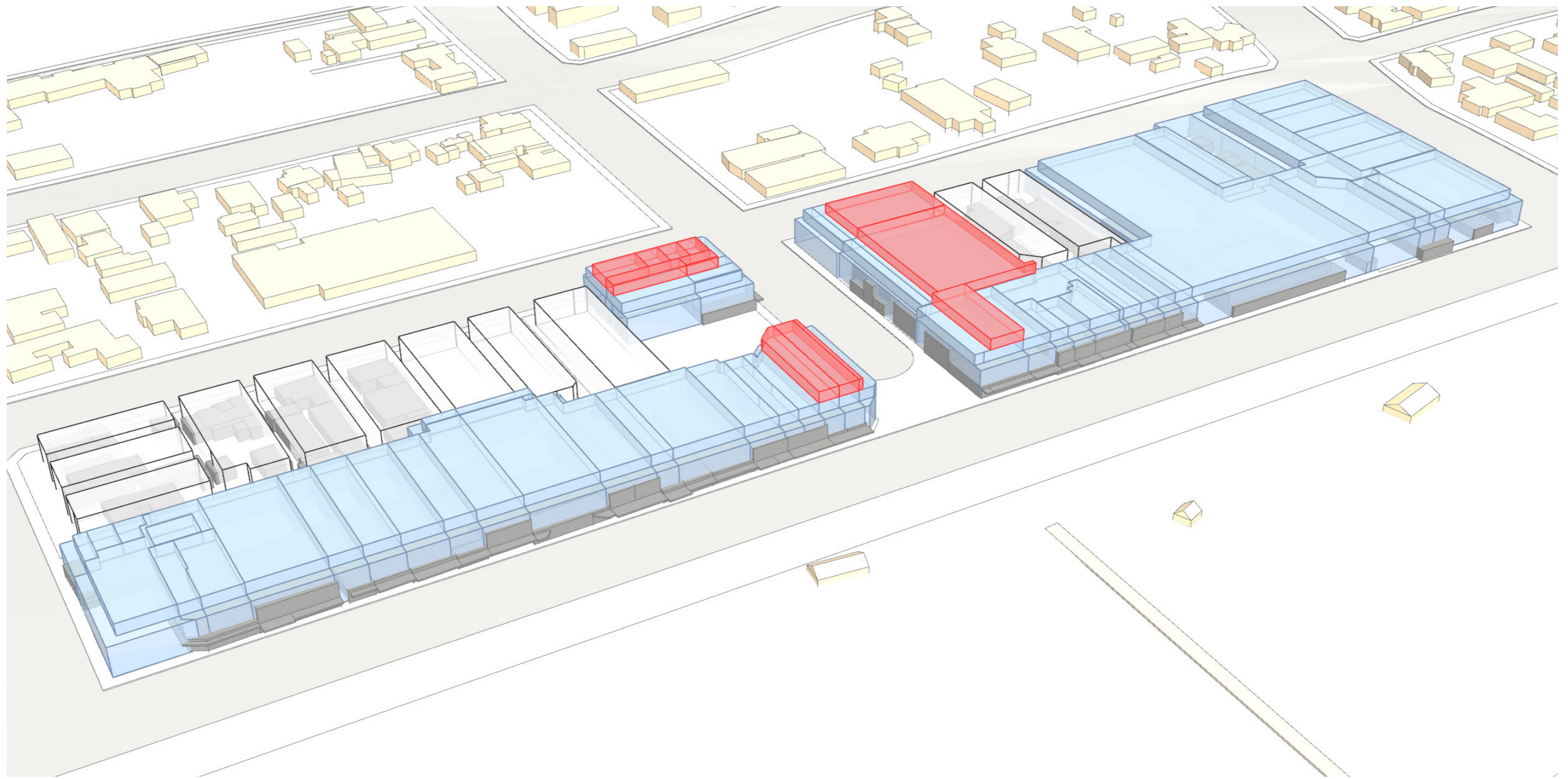
- Many properties in Precinct 3 (including those on Point Nepean Road) are fine-grained shopfronts, including many who are only approximately 7.5m in width (refer to 2387A Point Nepean Road as an example). Without the benefit of lot amalgamation to create larger development parcels capable of accommodating sufficient setbacks, four storey development on narrow allotments would create 'jarring' and disjointed built form outcomes.
- The Napier Street Plaza already functions as a formal plaza space for the Rye community, and there is an aspiration in the Rye Township Plan to enhance this and supplement this with further plaza development on existing Napier Street car parks. Solar access and microclimatic conditions are important contributions to the 'feel' and patronage of public plaza spaces, and four storey development on certain sites in Precinct 3 would cast greater amounts of shadow upon existing and future public spaces year round (including in the cooler months, when the importance of solar access for thermal comfort and physical health becomes increasingly important).
- Napier Street is perhaps the most visible aspect of the Rye Commercial core, as it the first part of the Rye Commercial Core that is experienced on 'return trips' from Rye Pier (ie. southward movements along the pier). It is also highly visible from aspects of the Rye Foreshore. As a result, there is a risk that four storey development in Precinct 3 would be highly-visible and contribute to an overwhelming built form presence upon aspects of the Rye Foreshore (including pier) that are most frequently used.

Figure 21 (right) - 3D massing view of potential four storey development along Napier Street, from Point Nepean Road (top) and from the south toward Collingwood Street (bottom)



DESIGN TESTING

Figure 22 - Aerial 3D massing view of potential four storey development along Napier Street



DESIGN TESTING

6.6 Side Street Interfaces

The Rye Commercial Core is a linear strip primarily predicated on Point Nepean Road, and - as a result - much of the aforementioned massing and height guidance primarily pertains to this interface. However, it is important to consider the manner in which this guidance 'turns the corner' on corner allotments by responding to the various 'side streets' that intersect with Point Nepean Road - including Napier Street, Lyons Street, Hunt Avenue, Weir Street, Ozone Street, Hygeia Street and Weeroona Street.

It is also important to note that each is different to Point Nepean Road, as each has a distinctly more 'residential' character, has opposing streetscape interfaces (and are therefore more 'intimate' in enclosure), and are narrower in dimension than Point Nepean Road. Each also differs in width from one another, noting that the width of Hunt Avenue (approximately 15m) is very different to the width of Napier Street (approximately 30m). Therefore, consideration of side street interfaces for corner allotments is of paramount importance.

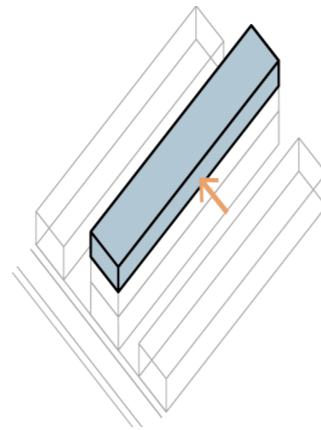
Three options are tested as follows:

- Option 1: A double storey street wall built sheer to the side street, with 0m upper level setback (ie. 'sheerer' side street interfaces that give the impression of a three storey street wall)
- Option 2: A double storey street wall built sheer to the side street, with 3m upper level setback (ie. aforementioned design guidance)
- Option 3: A double storey street wall built sheer to the side street, with 5m upper level setback (ie. significant recession of upper form)

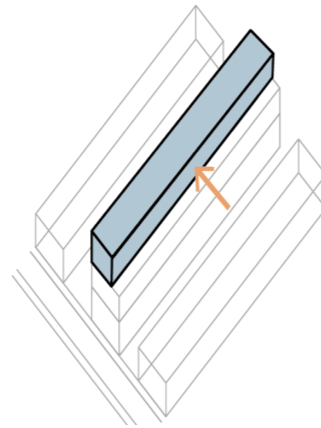
Finally, Napier Street adds to the complexity of side street interface conditions given it is an existing public plaza that is envisioned to evolve further as such (under the relevant provisions of the Township Plan). It would be illogical to apply 'blanket' side street interface guidance for the Rye Commercial Core that does not consider the potential and individuality of the Napier Street Plaza interface.

Design Options

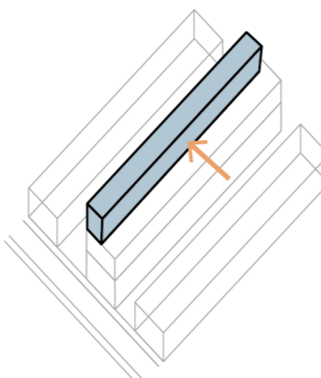
Sheer Side Street Interfaces



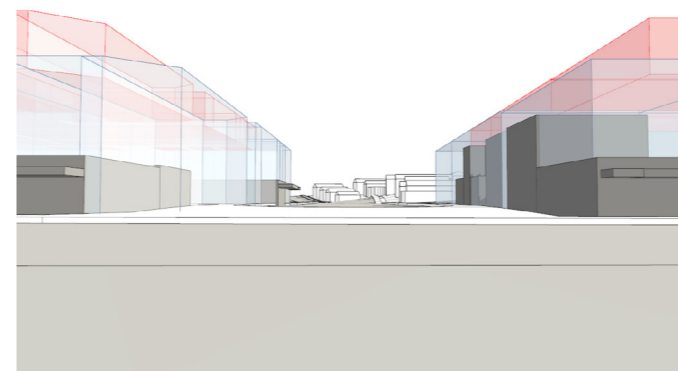
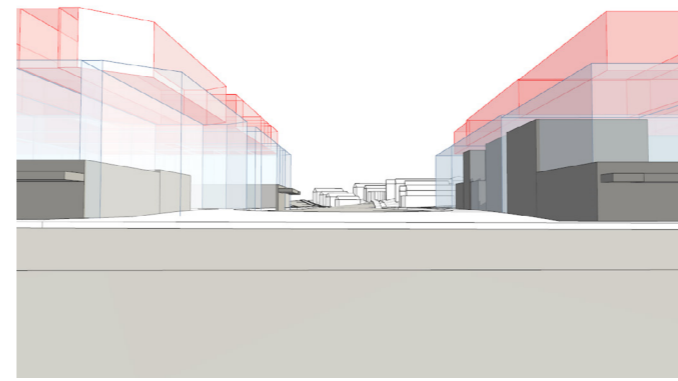
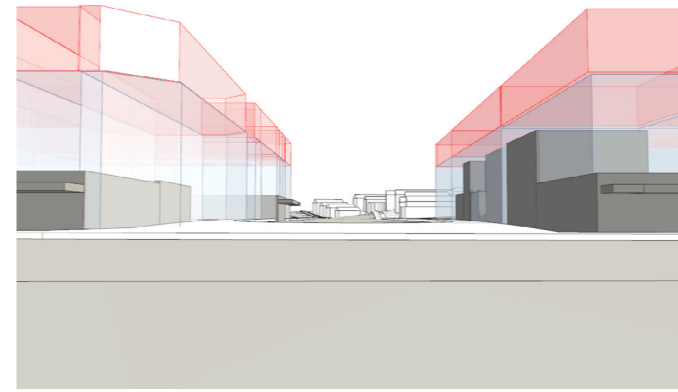
3m Upper Level Side Street Setbacks



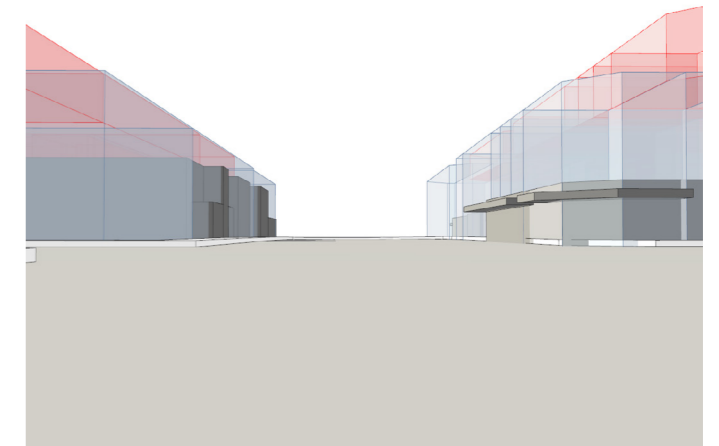
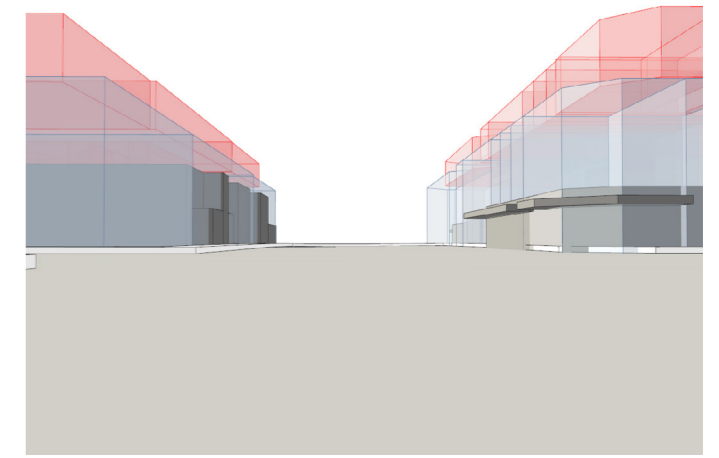
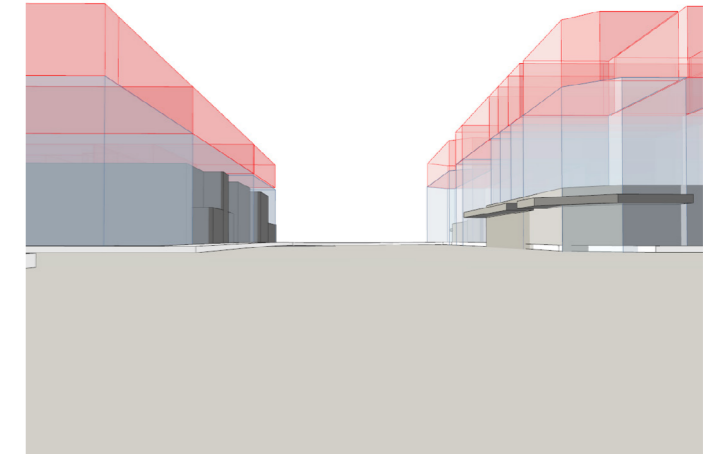
5m Upper Level Side Street Setbacks



View A (From Foreshore to Napier Street)

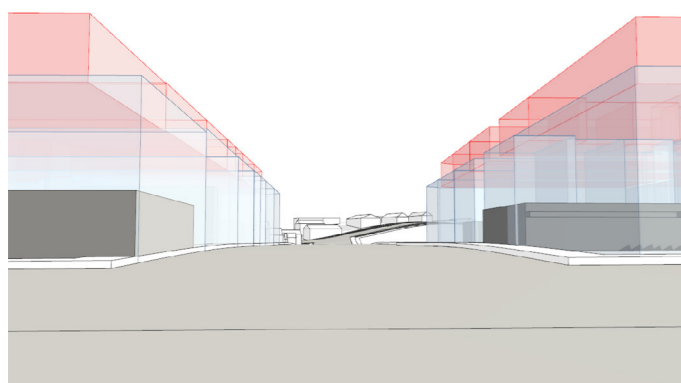
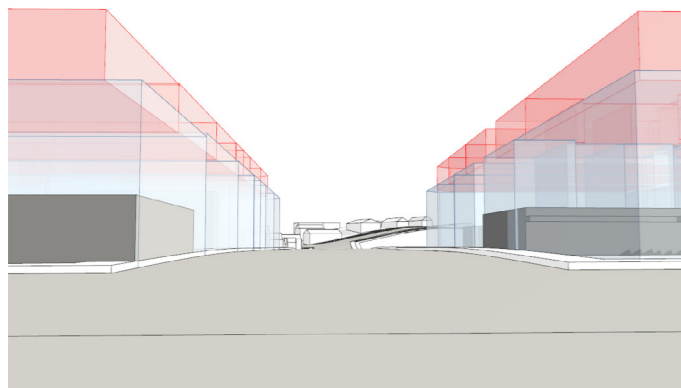
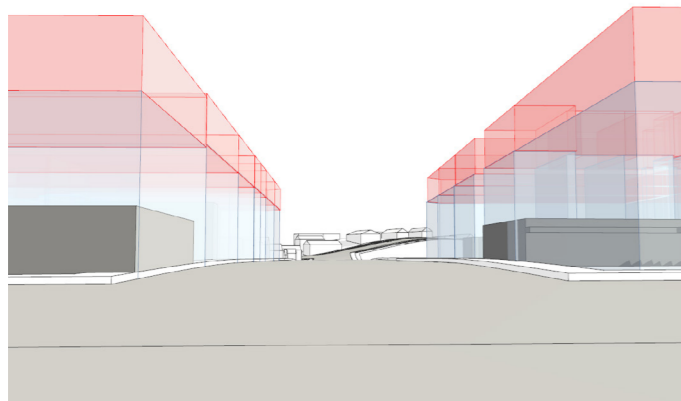


View B (To Foreshore from Napier Street)

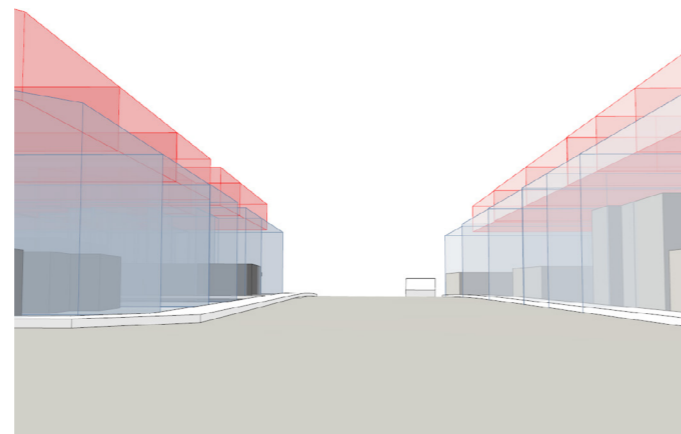
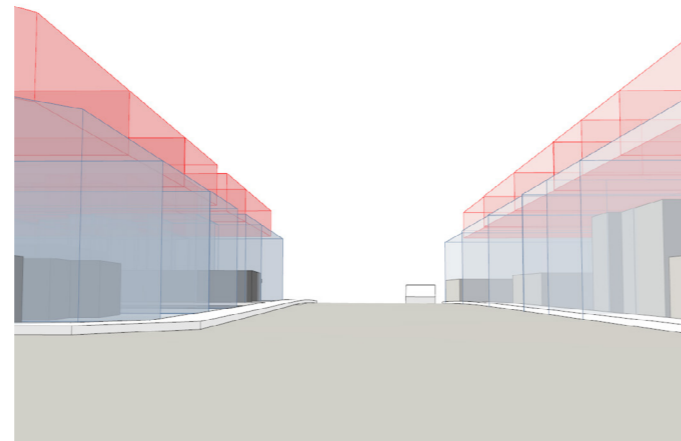
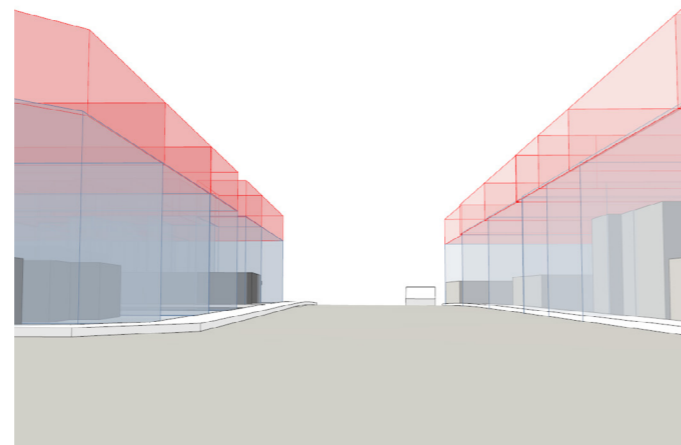


DESIGN TESTING

View C (From Foreshore to Lyons Street)



View D (To Foreshore from Lyons Street)



Analysis

Whilst sheer upper level setbacks for side street interfaces maximise the spatial usability of narrower corner allotments (some of which are as narrow as approximately 7m in width, such as 2281 Point Nepean Road), sheer upper level setbacks result in an 'abrupt' massing outcome that creates a perceived 'barrier' between the surrounding residential hinterland (south of the Rye Commercial Core) and the Rye Foreshore. It also creates an overbearing relationship to the scale and form of the predominantly residential built form that typically forms the balance of each side street streetscape. The caveat to this is for the Napier Street Plaza, where robust side street interfaces such as this help 'frame' axis views along the Rye Pier, help define the edge condition of the plaza itself, and respond to the predominantly civic and commercial character of the side street streetscape.

A 3m upper level side street setback for corner allotments achieves consistency with the preferred future character aspirations of previous analysis for the bulk of the Rye Commercial Core in a manner that promotes a double storey streetwall as the principal built form response to the prevailing residential scale and character of existing side street conditions. A 3m upper level setback to side street interfaces for corner allotments also results in a remnant internal dimension of 4m for narrower properties on Point Nepean Road, which is the bare minimum necessary for residential upper levels (2.8m wide bedroom with 1.2m internal corridor) without lot amalgamation.

A 5m upper level setback to side street interfaces effectively mandates lot amalgamation for narrower corner allotments, as the remnant dimension of 2m is unworkable as a usable floorplate dimension. A 5m upper level setback to side street interfaces is also excessive for the promotion of the visual primacy of the street wall.

Recommendation

Corner allotments within Precinct 3 of the Rye Commercial Core that have a side-street interface to the Napier Street Plaza are encouraged to adopt a 0m setback up to the preferred maximum building height of 11.5m. Outside of this, the aforementioned design guidance for street walls and upper level setbacks (including a preferred 3m upper level setback) apply for all remaining side street conditions within Precinct 1, 3 and 4 of the Rye Commercial Core.



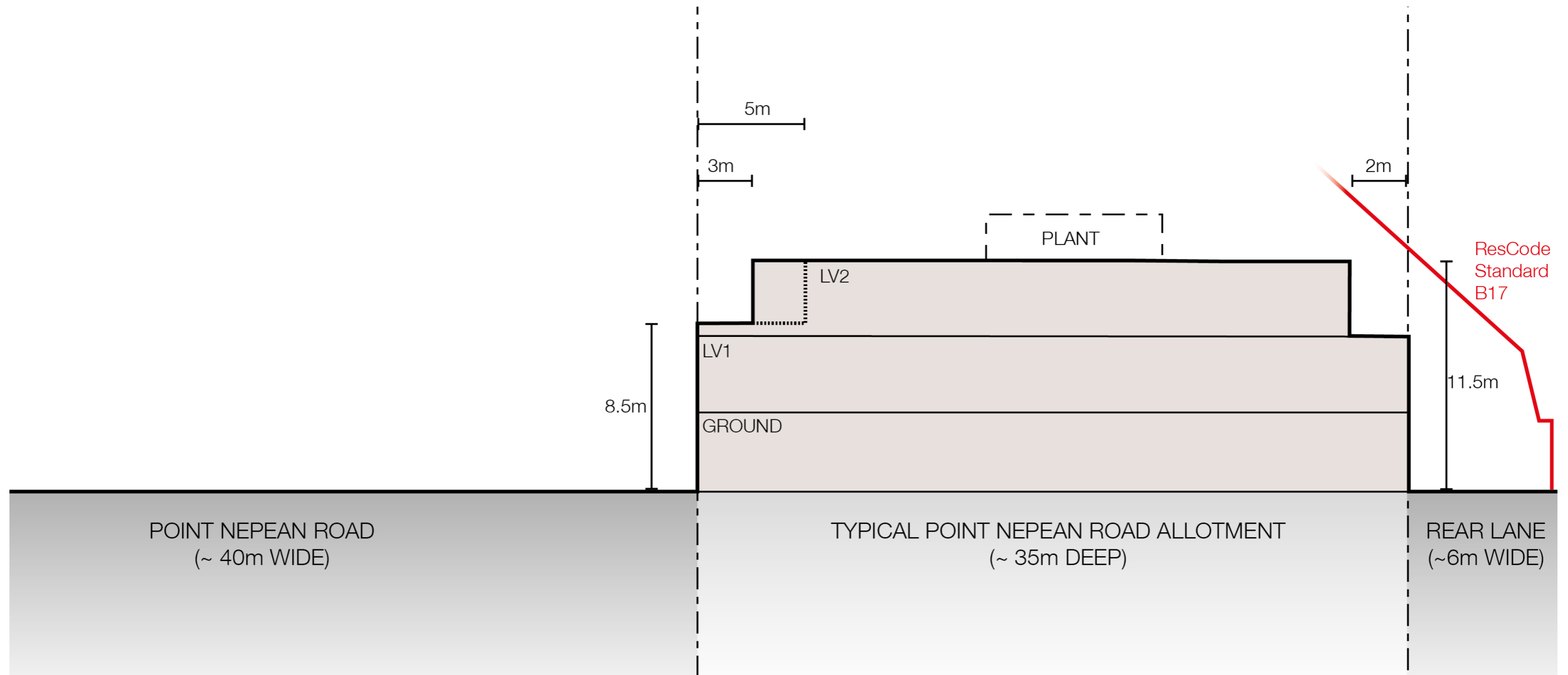


Figure 23 - Section diagram of typical massing response to Point Nepean Road for a property within Precinct 1 - Commercial Spine

Note the preferred 5m third storey setback from Point Nepean Road, and the preferred 2m rear setback to a sensitive rear interface at the third storey (in addition to Standard B17).

DESIGN TESTING

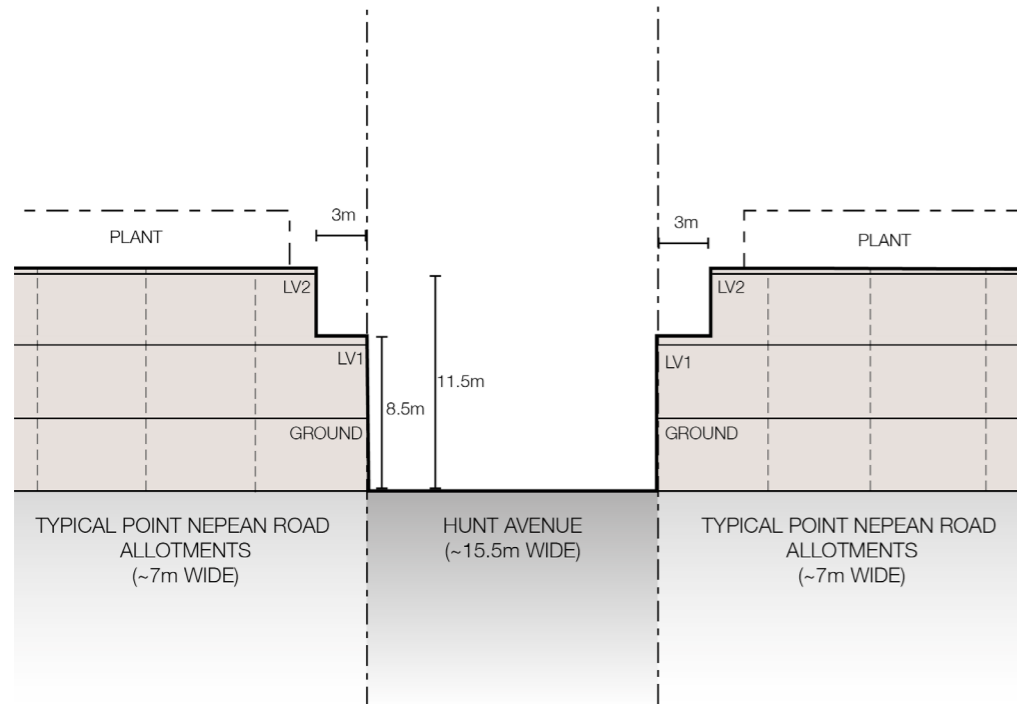


Figure 24 (left) -Section diagram of a typical 'side street' built form response (in this case to Hunt Street) showing the massing of height above a preferred double storey street wall.

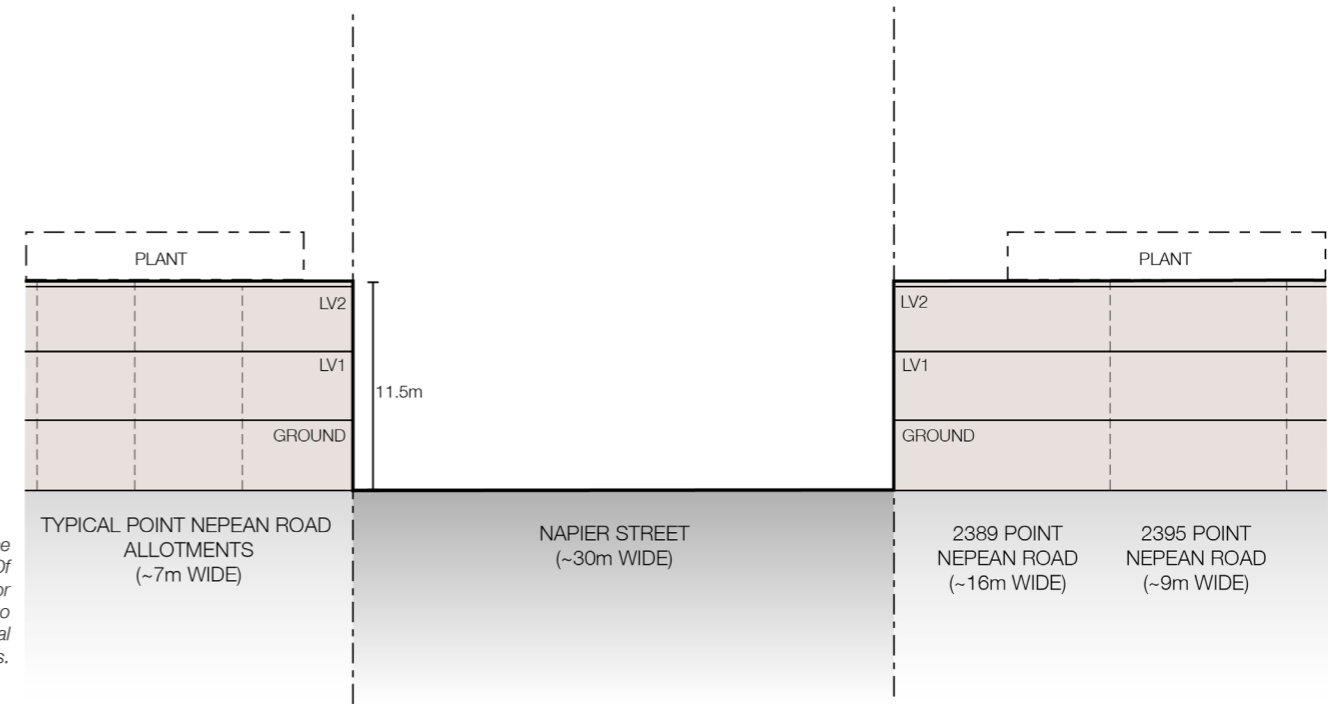


Figure 25 (right) -Section diagram of a side interface built form responses to the Napier Street Plaza. Of particular note at this interface is the preference for 11.5m high (three storey) street walls built sheer to the plaza, which will result in a greater sense of spatial definition to the plaza and along the Rye Pier Axis.

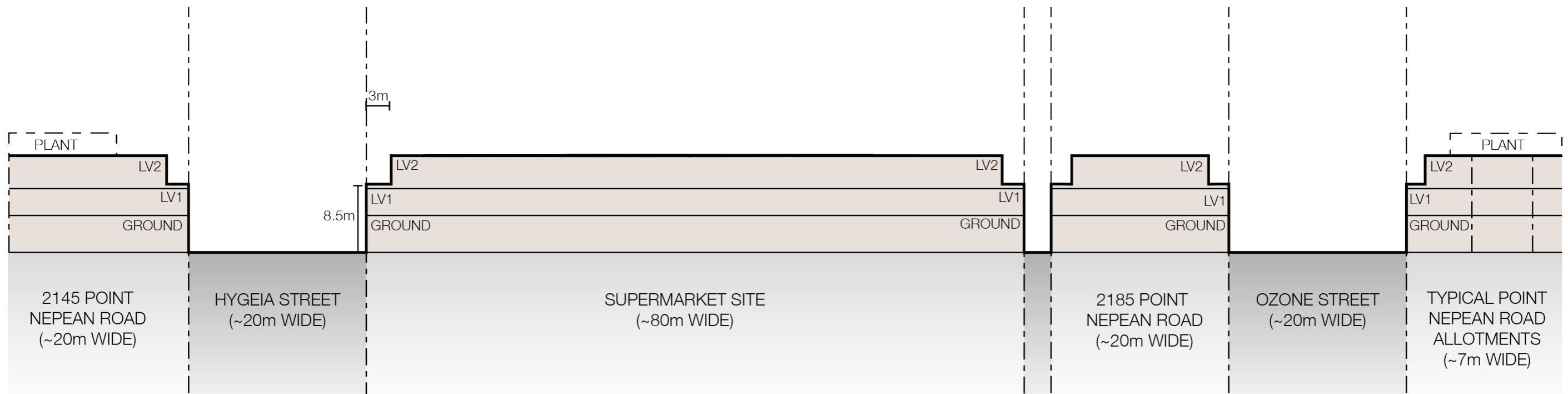


Figure 26 -Extrapolated section diagram of recommended massing to Point Nepean Road side streets.

DESIGN TESTING

6.7 Design Detail

Finally, the manner in which building envelopes are architecturally resolved are fundamental to the 'look and feel' of an area and consequent perceptions of neighbourhood character. Consideration should therefore be given to the architectural design resolution of preferred massing outcomes, noting that the architectural style and design detail of existing development does not necessarily need to be replicated or referenced as part of the 'preferred future character' for future change contexts such as the Rye Commercial Core.

A primary policy driver for design detail and architecture in coastal environments stems from both Section 3.1.10 of the 'Victorian Siting and Design Guidelines for Structures on the Victorian Coast (1999)' and from various place-specific overlays within the Planning Scheme (such as DDO1, DDO2, DDO3 and ESO25) – all of which combine to facilitate high-quality 'coastal architecture' of suitably robust materials finished in an 'earthy palette' of blues, greens, greys and browns. Primary physical drivers for architecture include the need to respond to harsh coastal conditions (such as salt and wind spray), the need to create built form outcomes that visually complement the natural character of the Rye Foreshore (rather than compete), and the need to integrate the commercial realities of business and advertising signage into built form within commercial cores.

Within this context, precedent testing is a useful mechanism for articulating preferred architectural outcomes and detailed design materials. The images at right build upon the physical and policy drivers for coastal architecture and materiality as possible design outcome precedents capable of meaningfully contributing to the preferred quality of design detail and architecture within the Rye Commercial Core:

1. St Kilda Stokehouse, St Kilda (Robert Simeoni Architects) – In this example, a restrained, muted material palette

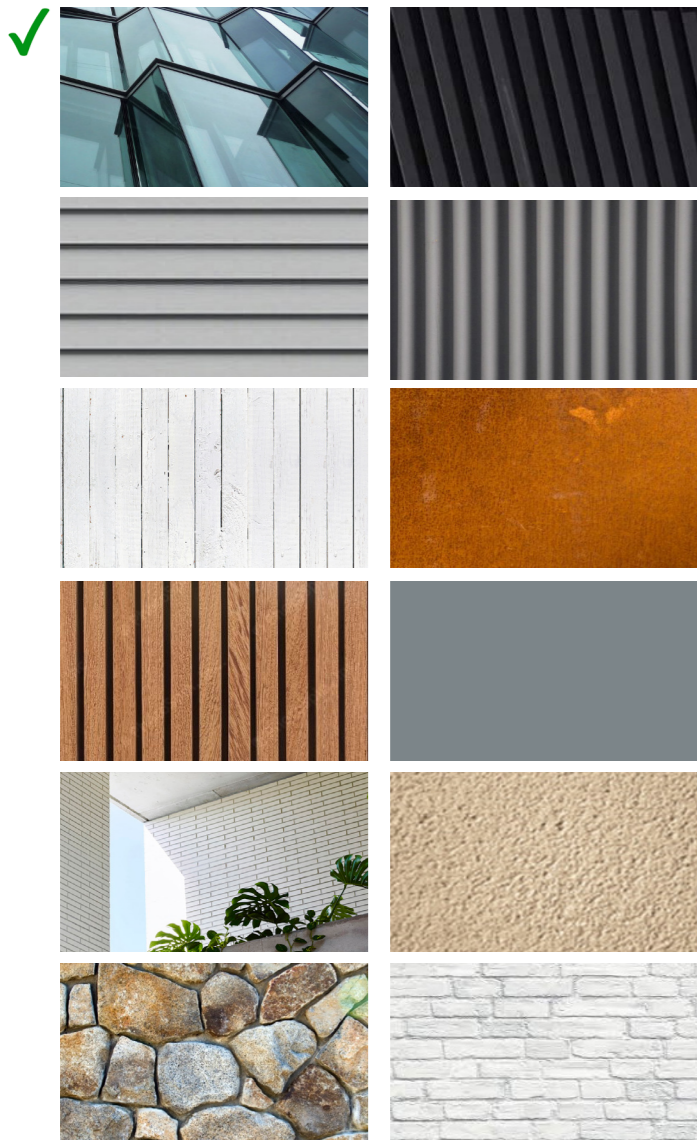
contributes to a simple, elegant and 'sculptural' architectural outcome that blends with the surrounding landscape.

2. Warrnambool Pavilion (Perkins Architects) – Whilst civic, the Warrnambool Pavilion highlights how a simple, authentic, coastal palette of materials can create visual interest and modulation in a manner that integrates with a broader coastal context. Use of setbacks and contrasting materials creates emphasis and recession in the primary façade, and development is 'outward facing' to provide activation to the foreshore.
3. St Kilda Sea Baths Concept, St Kilda (Cera Stribley Architects) – The St Kilda Sea Baths concept outlines how dramatic architectural features can assist in defining gateway and landmark locations. The palette of materials within the 'new' complements the 'old' without necessarily dominating or competing.
4. Third Wave Kiosk, Torquay (Hobba Architects) – The Third Wave Kiosk makes use of solid, robust rusted corten material to achieve a simple, 'weathered' architectural outcome that complements the site's highly-visible and sensitive foreshore location.
5. Silverwater Resort, San Remo (DKO Architecture) – In this example, a restrained mix of simple and robust materials (timber cladding, steel and glazing) are combined to achieve a contemporary and high-quality architectural expression.
6. Fletcher Street, Byron Bay (architect unknown) – The Byron Bay example demonstrates how similar built form compositions to that recommended for the Rye Commercial Core can be architecturally resolved in a manner that is muted and restrained, yet visually interesting.



DESIGN TESTING

Each design example typically makes use of a suitably robust palette of materials specifically identified as sufficiently robust for harsh coastal environments, including (clockwise from top left) glazing, colourbond cladding, corrugated iron, corten, neutral painted finishes, 'sand finished' rendering, brickwork, stonework, masonry, treated-timber battens, precast concrete, and treated-timber weatherboards.

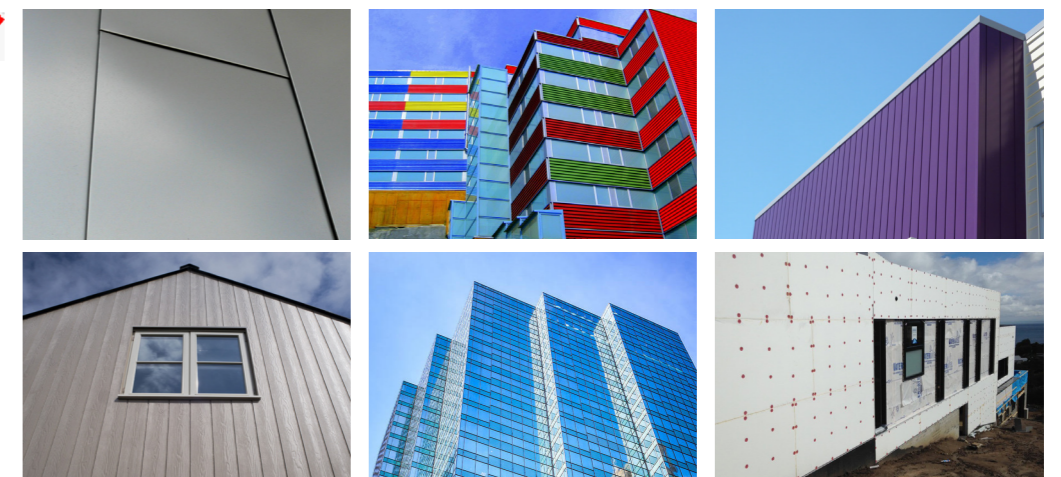


In the same vein, precedent testing of 'non-preferred' options is also a useful exercise in articulating design outcomes to avoid. The images at right outline built form outcomes that are considered to be expressly contrary to the aforementioned physical and policy considerations for the future of the Rye Commercial Core, and which are representative of the type of prosaic coastal architecture that this urban design guidance seeks to avoid in the Rye Commercial Core. They include examples of unimaginative, literal interpretations of coastal design motifs (such as the 'bubble' applied finish in Image 7 [22 Main Street, Mornington]), an absence of architectural cohesion or elegance (such as that shown in Image 8 [159 Marine Parade, San Remo]), a uniform 'resort-esque' approach to architectural resolution (as shown in Image 9 [1-3 The Esplanade, Cowes]) and design outcomes that fail to respond to existing patterns of 'fine grained' streetscape character and rhythm (such as that shown in Image 10 [2-4 Thomas Street, Noosaville]).

The accompanying materials palette also highlights a range of coastal design motifs that are typically encountered in Australian coastal environments, and which contrast with the preferred design outcomes for the Rye Commercial Core in the relevant aforementioned policy and physical contexts. They include (clockwise from top left) sheet pressed-metal cladding, primary colour applied finishes, 'loud' treated finishes, foam/polystyrene walling, excessive glazing, and 'timber look' PVC (plastic) weatherboard cladding.

Recommendation

Future development within the Rye Commercial Core should make use of a muted palette of robust and durable materials that achieve longevity in exposed coastal conditions, and which 'complement' the natural landscaped values of the Rye Foreshore through recessive, muted, 'earthy' tones. Simple, elegant, cohesive architectural compositions that respond to the prevailing fine-grained character of the Rye Commercial Core are expressly encouraged in preference to convoluted, incoherent and overtly-complex architectural resolutions.



DESIGN TESTING

6.8 Summary

In summary, design testing of potential design scenarios assists in translating the overarching strategic vision, design principles and design objectives identified for the Rye Commercial Core into a series of appropriate built form outcomes. The resultant recommendations form a design-based and evidence-based analytical platform upon which the specific urban design guidelines of this document are to be based.

Through undertaking this analysis, the following parameters have been identified as preferred translations of the strategic design intent for the Rye Commercial Core:

- **Street Wall Height:** Future development within Precinct 1, Precinct 3 and Precinct 4 of the Rye Commercial Core should adopt a double storey street wall to a maximum height of 8.5m.
- **Street Wall Setback:** 0m street wall setbacks are preferred within Precinct 1, Precinct 3 and Precinct 4 of the Rye Commercial Core. Exceptions apply to interfaces of development within these precincts to Nelson Street, or to allow opportunities for landscape retention or creating new public plazas in appropriate locations.
- **Upper Level Setbacks:** Above the street wall, future development within Precinct 1, Precinct 3 and Precinct 4 of the Rye Commercial Core should incorporate a preferred minimum 5m upper level setback at the third storey (Level 2), and a mandatory minimum upper level setback of 3m. A preferred 2m rear setback at the third storey applies at rear interfaces to residential zones/uses.
- **Overall Height:** Future development within Precinct 1, 3 and 4 of the Rye Commercial Core is to adopt a mandatory maximum building height of three storeys (11.5m – excluding plant, roof deck, roof access and the like).
- **Side Street Interfaces:** Corner allotments within Precinct 3 of the Rye Commercial Core that have a direct side-street

interface to the Napier Street Plaza should provide a three storey (11.5m) sheer street wall. All other side-street interfaces within Precinct 1 and 3 of the Rye Commercial Core should provide for a 3m upper level setback at the third storey (Level 2).

- **Design Detail:** Future development within the Rye Commercial Core should make use of a muted palette of robust and durable materials that achieve longevity in exposed coastal conditions, and which 'complement' the natural landscaped values of the Rye Foreshore through recessive, muted, 'earthy' tones. Simple, elegant, cohesive architectural compositions that respond to the prevailing fine-grained character of the Rye Commercial Core are expressly encouraged over convoluted, incoherent and complex architectural resolutions.

Figure 27 - 3D massing view of the Rye Commercial Core at maximum development, showing universal adoption of the built form outcomes of the previous design testing (colour coded according to precinct). Note that this is a 'ultimate development' scenario, and that not every property within the Rye Commercial Core is likely to develop or capable of developing



The fundamental purpose of the Rye Urban Design Guidelines project is to provide clear design guidance for future development of private land within the Rye Commercial Core.

Section 7.0 provides this urban design guidance, which is based upon the strategic analysis and design testing undertaken and identified in earlier sections of this document.

7.1 Context

Section 7 translates the recommended design testing outcomes into a series of urban design guidelines that have been categorized according to precinct, along with a series of universal design guidelines that apply holistically to the Rye Commercial Core. All guidelines are either a direct translation of the recommended design outcomes of design testing (where such outcomes were tested), or are a logical translation of 'higher level' design objective aspirations (in the event that these were not specifically tested). Importantly, all guidelines make use of terminology suitable for direct translation into statutory planning policy and - for this reason - it is to be assumed that the underpinning definition of key terms used (such as 'discretionary' and 'mandatory') is as per Clause 73 of the Planning Scheme.

7.2 Precinct 1 - Commercial Spine

Preferred Future Character Statement

'The Commercial Spine precinct of Rye will continue to remain as the fundamental retail and service heart of Rye, and will continue to host distinctly commercial built form in a manner that enhances the architectural quality of Rye's existing commercial building stock. Future development within this precinct will introduce incrementally taller building heights in a manner that is cognisant of – and sympathetic to – the predominant interface of the Commercial Spine Precinct with the Rye Foreshore. Future development will encourage retention of the prevailing 0m lot line to the public realm, and incorporate distinctly commercial design features (including Ground Floor glazing, architecturally-integrated signage, canopy weather protection and rear-loaded vehicle access [where available]). Upper level uses will provide passive surveillance and activation to all interfaces (including rear laneway interfaces), and explicit consideration will be given to equitable development.

The Commercial Spine precinct will also incorporate existing appropriately-located non-commercial land deemed suitable for more intensive forms of development as a means of containing long-term projected commercial floorspace requirements in a logical and coordinated manner.'



Precinct-Specific Urban Design Guidelines

Design Parameter	Requirements	Underpinning Urban Design Principle
Street Wall Height	<ul style="list-style-type: none"> 8.5m maximum street wall height (discretionary) 	<ul style="list-style-type: none"> Built Form: BF1, BF2
Street Setback	<ul style="list-style-type: none"> 0m preferred street wall and side boundary setbacks (discretionary) Street setbacks to Nelson Street should reflect the prevailing streetscape setback (discretionary) 	<ul style="list-style-type: none"> Built Form: BF2 Activities and Uses: AU1 Places and Spaces: PS2 Topography and Natural Morphology: TNM1
Upper Form Setback	<ul style="list-style-type: none"> 5m preferred minimum street setback above the street wall (discretionary) 3m minimum setback above the street wall (mandatory) 	<ul style="list-style-type: none"> Built Form: BF1, BF2 Views and Vistas: VV4
Maximum Building Height	<ul style="list-style-type: none"> 11.5m maximum building height (mandatory)* 	<ul style="list-style-type: none"> Built Form: BF1, BF2 Topography and Natural Morphology: TNM2 Views and Vistas: VV4
Other	<ul style="list-style-type: none"> Where opposite a residential use/zone, a minimum 2m rear setback is required at the third storey, along with compliance with Standard B17 of Clause 55.04-1 as measured from the far side of any adjoining laneway (discretionary) 	<ul style="list-style-type: none"> Built Form: BF5

* with the exception of plant, roof decks and roof access hatches that do not exceed a height of 2.4m and which are sited and located so as to have minimal visible impact upon the street and adjoining properties, and which do not enclose any usable floor space

7.3 Precinct 2 - Residential Periphery

Preferred Future Character Statement

'The Residential Periphery precinct of Rye will host incrementally greater densities of residential built form proximate to services and amenities, as well as a number of appropriate non-residential uses (such as professional suites and formal short-stay accommodation). Future development within this precinct will be cognisant of the existing residential character of the precinct's streetscape and respond accordingly through street setbacks, landscaping and distinctly residential forms of high-quality architecture.'



Precinct-Specific Urban Design Guidelines

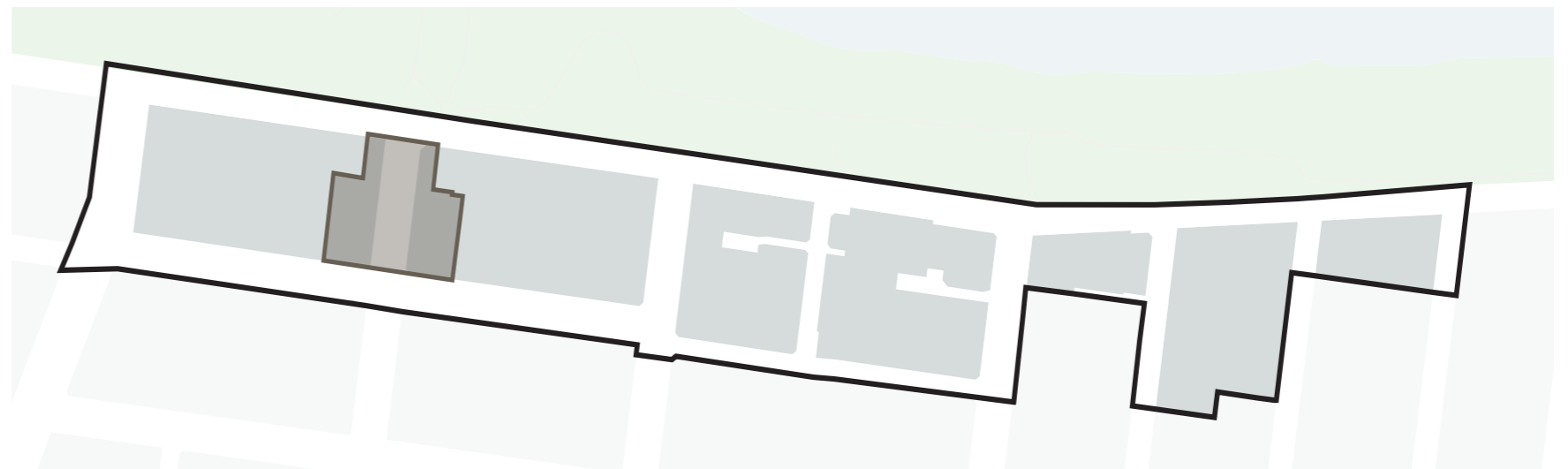
Design Parameter	Requirements	Underpinning Urban Design Principle
Street Setback	<ul style="list-style-type: none"> Street setbacks as per Standard B6 of Clause 55 (or equivalent of Clause 54) (discretionary) 	<ul style="list-style-type: none"> Built Form: BF2 Activities and Uses: AU2
Maximum Building Height	<ul style="list-style-type: none"> 6.5m preferred maximum building height (discretionary) (generally as per DDO1) 9m maximum building height (two storeys) (mandatory) (generally as per the NRZ) 	<ul style="list-style-type: none"> Built Form: BF1, BF2
Other	<ul style="list-style-type: none"> Design guidance generally as per Clause 55 (or Clause 54 equivalent) (discretionary) 	<ul style="list-style-type: none"> Built Form: BF2 Activities and Uses: AU2

7.4 Precinct 3 - Civic Core

Preferred Future Character Statement

'The Civic Core precinct will continue to evolve as the focus for civic and public uses, and future development of private land within this precinct will be required to respond to existing and proposed civic spaces through exemplary standards of urban design that dramatically enhance public realm amenity.

Development will be cognisant of its location at the nexus between commercial and residential streetscapes through appropriate built form siting that also maintains a comfortable 'human scale' to the public realm, and development will reinforce the locally-significant Rye Pier axis as a key placemaking mechanism for the township of Rye.'



Precinct-Specific Urban Design Guidelines

Design Parameter	Requirements	Underpinning Urban Design Principle
Street Wall Height	<ul style="list-style-type: none"> 8.5m maximum street wall height (discretionary) 	<ul style="list-style-type: none"> Built Form: BF1, BF2
Street Setback	<ul style="list-style-type: none"> 0m preferred street wall and side boundary setbacks (discretionary) 2m minimum street setback to Nelson Street (discretionary) 	<ul style="list-style-type: none"> Built Form: BF2 Activities and Uses: AU1 Places and Spaces: PS2 Topography and Natural Morphology: TNM1
Upper Form Setback	<ul style="list-style-type: none"> 5m preferred minimum street setback above the street wall (discretionary) 3m minimum setback above the street wall (mandatory) 	<ul style="list-style-type: none"> Built Form: BF1, BF2 Views and Vistas: VV4
Maximum Building Height	<ul style="list-style-type: none"> 11.5m maximum building height (mandatory)* 	<ul style="list-style-type: none"> Built Form: BF1, BF2 Topography and Natural Morphology: TNM2 Views and Vistas: VV4
Other	<ul style="list-style-type: none"> Where opposite a residential use/zone, a minimum 2m rear setback is required at the third storey, along with compliance with Standard B17 of Clause 55.04-1 as measured from the far side of any adjoining laneway (discretionary) 0m side street setback for the full height of a development where in direct abuttal to Napier Street Plaza (discretionary) 	<ul style="list-style-type: none"> Built Form: BF5 Views and Vistas: V2

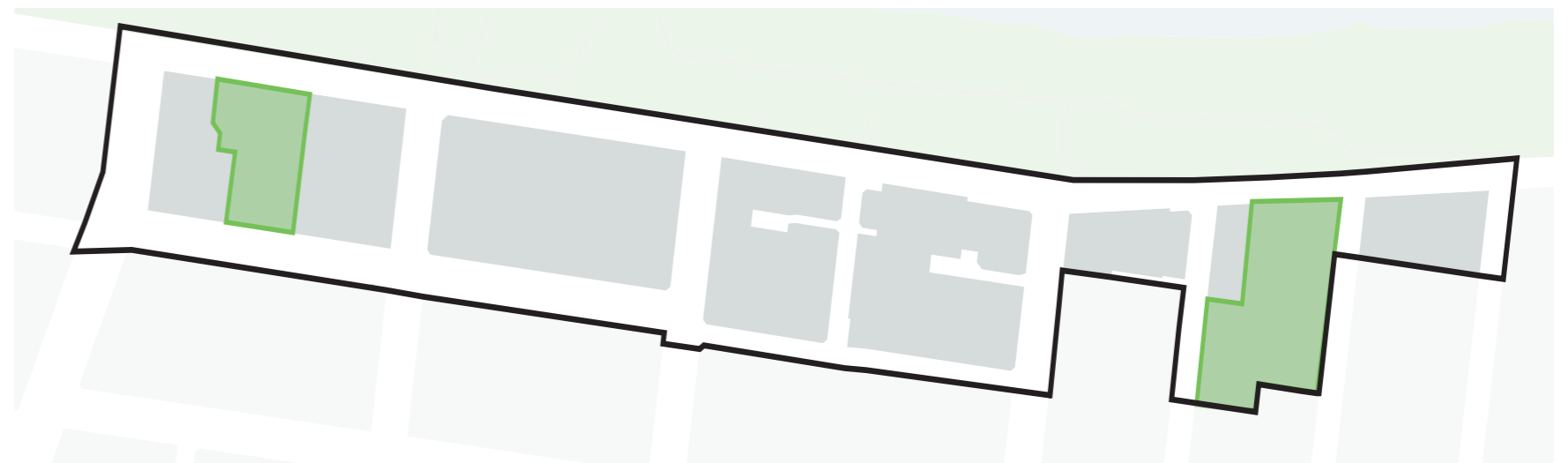
* with the exception of plant, roof decks and roof access hatches that do not exceed a height of 2.4m and which are sited and located so as to have minimal visible impact upon the street and adjoining properties, and which do not enclose any usable floor space

7.5 Precinct 4 - Strategic Development Sites

Preferred Future Character Statement

'The Strategic Development Sites precinct host the existing Rye Hotel and Rye supermarket, and have been identified as large landholdings in single ownership that hold the potential to make meaningful contributions to Rye's forecast population and commercial floor-area growth projections in a manner that allows other elements of Rye to host more incremental change. Future development within this precinct will reinforce a distinct sense of arrival and departure within Rye's commercial core through high quality context-responsive design and gateway built form outcomes that reinforce a distinct sense of township identity.

Development will be encouraged to retain and adaptively re-use valued existing building fabric and uses (such as the Rye Hotel fabric and publicly-accessible car park use), and will provide for appropriate built form responses to sensitive interfaces and appropriate streetscape character responses.'



Precinct-Specific Urban Design Guidelines

Design Parameter	Requirements	Underpinning Urban Design Principle
Street Wall Height	<ul style="list-style-type: none"> 8.5m maximum street wall height (discretionary) 	<ul style="list-style-type: none"> Built Form: BF1, BF2
Street Setback	<ul style="list-style-type: none"> 0m preferred street wall and side boundary setbacks (discretionary) Street setbacks to Nelson Street should reflect the prevailing streetscape setback (discretionary) 	<ul style="list-style-type: none"> Built Form: BF2 Activities and Uses: AU1 Places and Spaces: PS2 Topography and Natural Morphology: TNM1
Upper Form Setback	<ul style="list-style-type: none"> 5m preferred minimum street setback above the street wall at the third storey (discretionary) 3m minimum setback above the street wall at the third storey (mandatory) 	<ul style="list-style-type: none"> Built Form: BF1, BF2 Views and Vistas: VV4
Maximum Building Height	<ul style="list-style-type: none"> 11.5m maximum building height (mandatory)* 	<ul style="list-style-type: none"> Built Form: BF1, BF2 Topography and Natural Morphology: TNM2 Views and Vistas: VV4
Other	<ul style="list-style-type: none"> Where opposite a residential use/zone, a minimum 2m rear setback is required at the third storey, along with compliance with Standard B17 of Clause 55.04-1 as measured from the far side of any adjoining laneway (discretionary). A landscaped buffer should also be provided at the Ground Floor (including canopy trees) 	<ul style="list-style-type: none"> Built Form: BF5

* with the exception of plant, roof decks and roof access hatches that do not exceed a height of 2.4m and which are sited and located so as to have minimal visible impact upon the street and adjoining properties, and which do not enclose any usable floor space

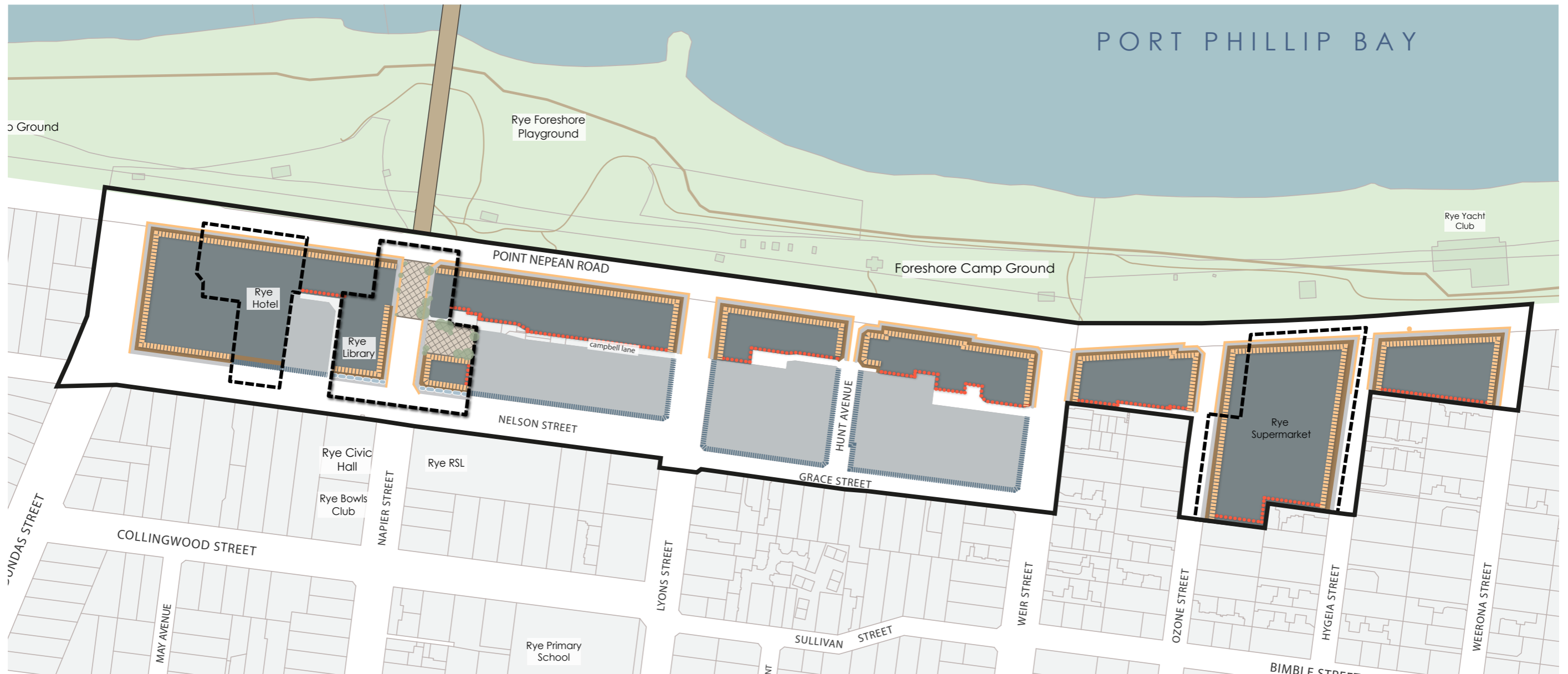
URBAN DESIGN GUIDELINES

7.6 Universal Design Guidelines

Finally, the following universal urban design guidelines apply to all commercial aspects of the Rye Commercial Core (Precincts 1, 3 and 4) or all residential aspects of the Rye Commercial Core (Precinct 2) respectively.

Design Parameter	Requirements	Underpinning Urban Design Principle
Design Detail and Architecture	<ul style="list-style-type: none"> All development is to exhibit high quality architecture New development that occupies a larger street frontage (such as through lot amalgamation) should employ design mechanisms that respond to the prevailing grain of the streetscape Encourage all new development to make use of suitably robust and coastal materials, such as brickwork, steel, glazing, colourbond, stonework, treated timber, corten or concrete in suitably 'earthy' and muted finishes Any upper level balcony balustrade to the public realm should be glazed and visually permeable Discourage new development from making use of materials that may deteriorate in coastal conditions, such as foam walling, PVC cladding, sheet metal and untreated timber Encourage exceptionally high quality architecture within Precinct 4, in response to the gateway potential for each of these sites 	<ul style="list-style-type: none"> Built Form: BF3, BF4 Activities and Uses: AU1 Places and Spaces: PS1, PS2
Public Realm Interface	<ul style="list-style-type: none"> Shoptop residential uses should position resident access points to secondary street frontages (for corner lots), or should not occupy more than a maximum width of 2m for primary street frontages Ground Floor residential uses are strongly discouraged in commercial streetscapes All new development in a commercial zone is required to provide weather protection to the public realm. Canopies should generally be no higher than 3.6m above footpath NGL and extend no less than 750mm from the kerbline Services cabinets should be located to side streets or rear laneways (where available), or be designed to integrate with a primary façade where no alternative is available Ground Floor commercial uses should interface to the public realm with a ratio of 4:1 glazing-to-solid Upper level commercial uses should maximise glazing to the public realm, and upper level residential uses should maximise balconies and fenestration to the public realm 	<ul style="list-style-type: none"> Activities and Uses: AU1, AU3 Urban Integration: UI1, UI2, UI3 Topography and Natural Morphology: TNM1
Vehicle Infrastructure	<ul style="list-style-type: none"> New vehicle crossovers are prohibited to Point Nepean Road where alternative access locations are available Existing vehicle crossovers to Point Nepean Road are strongly encouraged to be repaired and reinstated where alternative vehicle access is available Basement car parking is strongly encouraged (subject to coastal soil conditions) Above-ground car parking should be located to the rear of a property. Upper level car parking is strongly discouraged. 	<ul style="list-style-type: none"> Places and Spaces: PS1, PS4
Equitable Development	<ul style="list-style-type: none"> Ensure all new dwellings take their primary amenity from the public realm wherever possible Encourage all development to interface with a sheer wall to an abutting commercially-zoned future development site (with the exception of light courts) Require all new development to provide for balconies within title boundaries. Balconies that cantilever over the public realm (including above-awning balconies) are expressly prohibited. 	<ul style="list-style-type: none"> Views and Vistas: VV3 Development Propensity: DP2, DP3
Signage	<ul style="list-style-type: none"> In addition to Clause 52.04, all advertising and business identification signage should be architecturally integrate into the host façade, or confined to the awning (including under-awning signage) 	<ul style="list-style-type: none"> Urban Integration: UI4
Other	<ul style="list-style-type: none"> Development should not cumulatively overshadow more than 20% of the Napier Street plaza and future town square between 11am and 2pm at the Winter Solstice Encourage new development to contribute toward enhancing the Point Nepean Road public realm through mechanisms such as on-street trading and pavement upgrades Encourage retention of valued aspects of existing building fabric, where this can be demonstrated as valued In addition to ResCode Standard B17, all new development in a commercial zone should achieve the provisions of ResCode Standard B21 (POS overshadowing) and ResCode Standard B22 (overlooking) at the interface with any adjoining residentially-zoned property 	<ul style="list-style-type: none"> Places and Spaces: PS5 Topography and Natural Morphology: TNM1 Development Propensity: DP1

7.7 Overarching Guideline Map



<p>General</p> <ul style="list-style-type: none"> Study Area Key Areas of Change Active Frontages Weather Canopy Civic Spaces 	<p>Street Walls & Setbacks</p> <ul style="list-style-type: none"> 8.5m High Street Wall (Preferred) 2m Street Wall Setback (Preferred) ResCode Standard B21, Standard B22 and Standard B17 (+ 2m Rear Setback at Third Storey) ResCode Standard B6 Landscaped Setback 3m Third Storey Street Setback (Mandatory) 5m Third Storey Street Setback (Preferred) 	<p>Maximum Heights</p> <ul style="list-style-type: none"> 2 Storey (9m Mandatory) 3 Storey (11.5m Mandatory) 	<p>Key Change Areas</p> <ul style="list-style-type: none"> Rye Hotel Civic Precinct Rye Supermarket
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Figure 28 - Overarching context map highlighting the provisions of the Rye Urban Design Guidelines as they apply across the Rye Commercial Core

Figure 29 (overleaf) - Sketch view of Rye Commercial Core at full development, under the guidelines of this document

RYE COMMERCIAL CORE

Precinct 1 (Commercial Spine)

- Two storey preferred street wall height (8.5m)
- No street setback preferred (0m)
- Three storey mandatory maximum building height (11.5m)
- 3m minimum mandatory third storey street setbacks (5m preferred)

Precinct 2 (Residential Periphery)

- Street setbacks to match existing streetscape (ResCode Standard B6)
- Two storey maximum building height (6.5m preferred, 9m mandatory)
- Landscaped street, side and rear setbacks
- Preferred location for hotel land uses



Precinct 4 (Strategic Redevelopment Sites)

- Two storey preferred street wall height (8.5m)
- Three storey mandatory maximum building height (11.5m)
- 3m minimum mandatory third storey street setbacks (5m preferred)
- Landscape buffers along residential edges
- No requirement for 0m setback to Point Nepean Road

Precinct 3 (Civic Core)

- Two storey preferred street wall height (8.5m)
- Three storey preferred street wall height to Napier Street Plaza (11.5m)
- 2m street setback preferred to Nelson Street, 0m to remaining streets
- Three storey mandatory maximum building height (11.5m)
- 3m minimum mandatory third storey street setbacks (5m preferred), where outside Napier Street

In order to give weight to the Rye Urban Design Guidelines in planning permit decision-making, it is necessary to translate the provisions of the guidelines into statutory planning policy within the Mornington Peninsula Planning Scheme.

Section 8.0 articulates preferred approaches to translating the Rye Urban Design Guidelines into statutory town planning policy by way of a Planning Scheme Amendment.

PPN60 is clear in its preference for statutory implementation of height and setback controls to be either by way of the Activity Centre Zone (ACZ) or by way of the Design and Development Overlay (DDO) in conjunction with a mix of land use zones. However, the ACZ is the preferred tool for Metropolitan and Major Activity Centres where there is a strong nexus between place-specific land use outcomes and built form, and is a planning tool that is yet to be introduced into the Mornington Peninsula municipality (including higher-order Activity Centres). Both considerations make the ACZ invalid to Rye.

Therefore, the application of the DDO is the preferred tool for translating the provisions of the Rye Urban Design Guidelines into planning statute. The DDO is a useful built-form planning control for large areas with large amounts of fragmented land ownership (such as the Rye Commercial Core), allows for advertising of planning permit applications (unlike other mechanisms, such as the Development Plan Overlay), and perpetuates similar approaches to built form control in other municipal Activity Centres. It is therefore recommended that a new Schedule to the DDO apply to those areas identified as within Precinct 1, 3 and 4 of the Rye Urban Design Guidelines in conjunction with the general retention existing suite of land use zones within the Rye Commercial Core (C1Z, GRZ1 an PUZ) and overlays (ESO25, VPO and DDO1), subject to minor amendments.

Mornington Peninsula Shire Council has undertaken a review of the existing conditions of the Rye Commercial Core and prepared a series of urban design guidelines capable of guiding the future evolution and development of the township's core.

The fundamental purpose of Rye Urban Design Guidelines project is to build upon the strategic intent, community aspirations and specific recommendations of the recent strategic 'Rye Township Plan (2017)' by undertaking a first-principles urban design analysis in determining appropriate built form design guidance for the private realm of the Rye Commercial Core. The intention of the project is to provide greater built form design certainty for residents and developers alike through best-practice, place-specific urban design capable of forming the statutory basis for future planning statute within the Mornington Peninsula Planning Scheme.

Within this context, this document undertakes a first-principles design analysis of the physical and policy condition of the Rye Commercial Core, and identifies preferred built form character outcomes based on shared visioning, design objectives, design principles and subprecincts. By comprehensively testing potential design scenarios in response to the strategic intent of the Rye Commercial Core, a robust and evidence-based design framework has been prepared that underpins the specific urban design guidelines of this document.

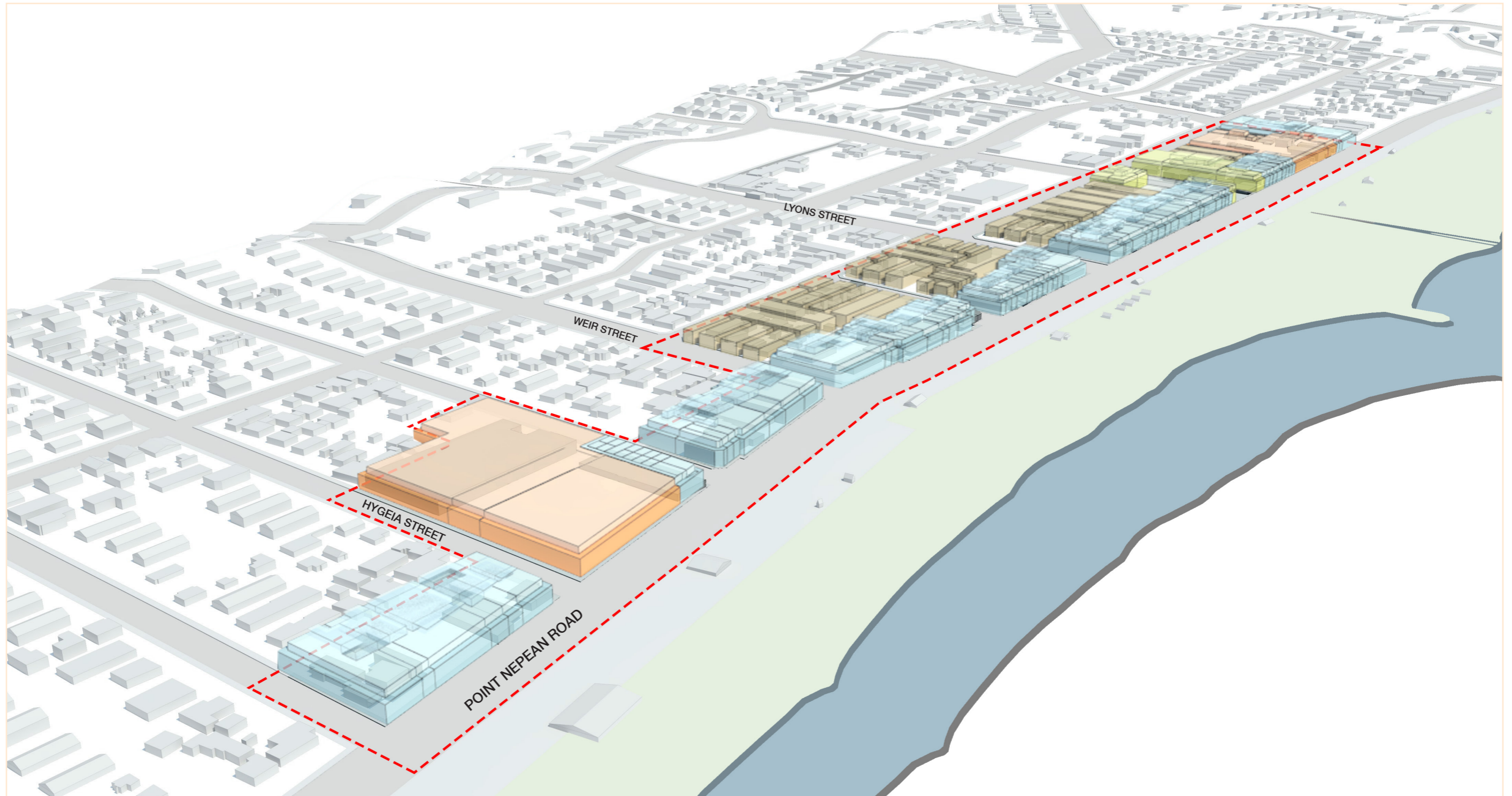
Through adoption of the evidence-based design guidelines of this document, the Rye Commercial Core will continue to evolve as the economic, civic and social heart of the local community in a manner that employs high quality architecture to position Rye as 'uniquely distinct' within the Peninsula's broader chain of bayside villages.

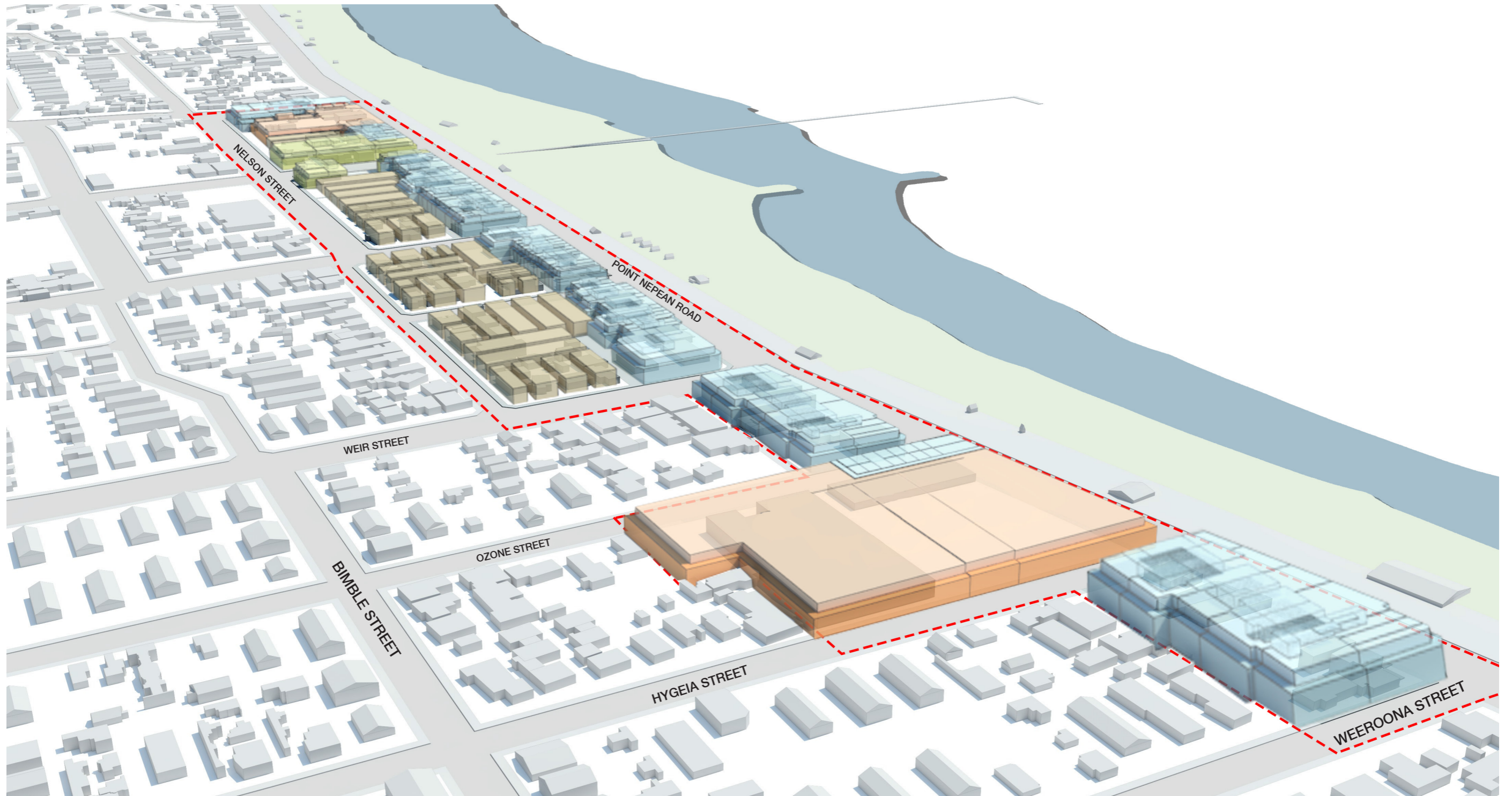
APPENDIX

A

3D Modelling









MORNINGTON
PENINSULA
Shire