BAYSIDE BUSINESS DISTRICT POLICY

This policy applies to the land in a Commercial 2 Zone and a Mixed Use Zone as shown in Figure 1 to this clause.

Policy basis

Council recognises the social and economic importance of Bayside’s Business District (BBD) and wishes to retain existing businesses, attract new businesses and foster increased employment opportunities, especially for local residents.

To capture the shift in the economy from manufacturing to professional services, the Bayside Business District needs to transition to a business services hub to provide future employment opportunities suited to the local skill base.

A significant proportion of the area is obsolete, run down and in need of improvements. To assist the area to transition, desired improvements, include:

- Upgrading to provide better access, parking and amenity for business owners, customers and employees.
- Encouraging existing businesses to invest and expand within the area.
- Encouraging new businesses to locate in the area, particularly those which are clean, modern, high-tech, innovative, job rich and adept at applying advanced infrastructure and systems (environmental, telecommunications) to business processes.

Parts of the Bayside Business District are adjacent to established residential areas. There needs to be appropriate strategies in place to ensure the compatibility of residential interfaces in close proximity so they can continue to coexist with minimal disruption or detriment to the long-term viability of either use.

The primary economic role of the BBD can be protected by continuing to accommodate businesses unable to locate in activity centres due to their spatial or infrastructure needs. Many commercial businesses still require a solely commercial location which is unique to the BBD in Bayside.

The preferences and priorities detailed in this policy derive from recommendations of the Bayside Retail, Commercial and Employment Strategy (August 2016) and the Bayside Industrial Area Strategy 2004.

Objectives

- To promote the comparative locational advantages of the area for professional services.
- To transform the area from a primarily industrial precinct into a key advanced business services node within the south-east region of Melbourne.
- To help nurture and grow local businesses and industries.
- To encourage improvement of built form and broader urban design outcomes within the area.
- To maximise local employment opportunities.
- To encourage and support the redevelopment of vacant sites and underutilised sites with appropriate businesses.
- To consolidate and intensify business uses within the Bayside Business District.
- To facilitate developments which incorporate a mix of compatible commercial and industrial uses.
- To ensure that built form leasable floor areas are of an appropriate size and diversity and capable of accommodating a diverse range of active, job rich industries.
- To encourage the development of home based businesses, clean/non-polluting industry, export-oriented and high-tech businesses in appropriate locations.
To facilitate upgrading and regeneration of obsolete assets, improve access and car parking, improve streetscapes and protect environmentally significant flora and fauna assets.

- To discourage industrial uses that have the potential to conflict with adjacent residential land.
- To discourage the dilution of core business activities by the influx of retail uses and limit the scale of such developments to that suitable for servicing localised needs.
- To raise the profile of Bay Road in particular as a key, high profile corridor for business.
- To apply appropriate planning controls to minimise land use conflict at the interface between commercial and residential areas.

**Policy**

**General**

It is policy to:

- Encourage the upgrading and regeneration of built form and use.
- Ensure that land proposed to be used for a sensitive use undergoes a Preliminary Site Investigation consistent with Schedule B2 of the National Environment Protection (Assessment of Site Contamination) Measure 1999, where appropriate.
- Require high standards for provision of off-street car parking and additional landscaping.
- Require all vehicular access to commercial properties to be via roads other than primarily residential thoroughfares, unless exceptional circumstances apply (eg. no other legal means of vehicle access to the land is available).
- Strongly discourage access to commercial properties via Jack Road, unless exceptional circumstances apply.
- Maintain the existing supply of large lots to attract a substantial business anchor or corporate offices.
- Discourage new industrial/warehouse units of less than 300 square metres and limit the proportion of smaller units in any development.
- Strongly discourage developments with leasable retail unit floor areas above 80 square metres.
- Discourage subdivision of vacant land where no development application is included.
- Ensure that within mixed use areas an appropriate interface between uses is achieved in terms of built form and amenity.
- Ensure that any development within the Mixed Use Zone on the corner of Bay Rd and George St contains a range of residential, commercial, industrial and other uses.
- Encourage a mix of commercial and non-offensive industrial activities in the Mixed Use Zone to the west of Bay Road Heathland Reserve on the south side of Bay Road, which complement the future character and diversity of the area. This will be achieved by promoting business and employment consistent with the Bayside Industrial Area Strategy 2004.
- Ensure that any residential development does not detrimentally impact on commercial and business activities.

**Mixed Use Zone (corner of Bay Road and George Street, Sandringham)**

On lots within the Mixed Use Zone, it is policy to:

- Apply height and setback limits as indicated in S1 and H1.
- Maintain business/commercial frontages at ground level along the full length of Bay Road to maintain the business/commercial function of the Bayside Business District.
- Maintain business/commercial frontages at ground level along George Street for a minimum of 65 metres from Bay Road to maintain the business/commercial function of the Bayside Business District.

- Ensure that any non-commercial frontage at ground floor level within the business/commercial frontages of Bay Road and George Street does not exceed 2 metres.

- Provide an appropriate mix of residential, commercial, industrial and other uses that reflect the objectives of the Bayside Business District.

**Mixed Use Zone (to the west of the Bay Road Heathland Reserve on the south side of Bay Road)**

On lots within the Mixed Use Zone, it is policy to:

- Ensure that the business and employment objectives of the Bayside Industrial Area Strategy 2004 are met.

- Encourage a diversity of uses on each site, including commercial, industrial, warehouse and medium density residential uses.

- Encourage more intensive development.

- Encourage high quality building design and landscaping carried out to standards of design and construction that will enhance the character and amenity of the surrounding area, such as acoustic design.

- Encourage development that incorporates ecologically sustainable development (ESD) principles into building and site design, such as energy efficiency, stormwater provisions and alternative forms of energy.

- Ensure that the design of buildings fronting Bay Road incorporate an active interface with Bay Road through articulation of building facades and landscaping within the building setback.

- Apply height and setback limits as indicated in S1.

- Ensure that uses and developments are complementary and avoid adverse traffic and amenity impacts on other uses and developments.

- Strongly encourage business/commercial uses at ground level fronting Bay Road.

- Discourage residential uses from locating at ground level fronting Bay Road to maintain the business/commercial focus of the area.

- Encourage residential development at upper levels in areas that will avoid conflict with other uses within the site or on adjacent sites.

- Discourage retail uses that do not directly support or service businesses within the Bayside Business District.

- Ensure that traffic management is consistent with the safe and efficient operation of Bay Road as the key business corridor.

- Ensure that traffic management plans demonstrate vehicle access and movement, and separation of residential and commercial traffic as far as practical.

- Avoid more than one vehicle crossing per site onto Bay Road.

- Ensure car spaces are provided on-site for employees, occupants and visitors to prevent adverse off-site impacts.

- Encourage signage to be integrated into the design of buildings and, where there are multiple occupancies on a site, consolidated into a single sign within the frontage of the site.

In addition to the requirements of Clause 55, the design response submitted with an application for a residential development must explain how the proposal addresses:

- Storage and collection of garbage.
- Provision for mail delivery.
- Acoustic protection from noise which may be associated with other uses on the site or adjacent sites.
- Incorporation of ESD principles into the design and during construction.
- Incorporation of a landscaped setting at ground level, capable of accommodating trees with spreading canopies.
- Minimisation of conflict with any other uses on the site or adjacent sites.

### Performance standards

It is policy to apply the following performance standards to defined areas within the Bayside Business District.

### General urban design guidelines

<table>
<thead>
<tr>
<th>Element</th>
<th>Objective</th>
<th>Design Response</th>
<th>Avoid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building Form and Detailing</td>
<td>To encourage high quality, individually designed buildings that improve the appearance and amenity of the street environment.</td>
<td>• Use building forms, or changes of surface treatment, or a combination of these, to provide visually interesting buildings, and to diminish visual bulk.</td>
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<td></td>
<td></td>
<td>• Design ground floor street frontages to provide pedestrian/human scaled elements at street level.</td>
<td>• Buildings that present a poor quality frontage/interface with the street or an adjacent reserve.</td>
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<td></td>
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<td>• Locate habitable spaces along the street frontage with windows overlooking the street.</td>
<td>• Buildings with blank walls that detract from the perception of a safe street environment.</td>
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<td></td>
<td>• Locate the main building entrance on the street frontage.</td>
<td>• Main entrances at the side or rear of the buildings.</td>
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<td></td>
<td></td>
<td>• Ensure that underground car parking areas do not dominate the building frontage.</td>
<td>• Building frontages dominated by underground car parking.</td>
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<tr>
<td>Landscaping</td>
<td>To include a substantial proportion of landscaping within the front setback that provides an attractive setting for the buildings and relates to the native vegetation theme in the area.</td>
<td>• Retain large established native trees and provide for the planting of new wide spreading native canopy trees within the front setback where possible.</td>
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<td>To recognise the comparatively limited scale of landscaping possible on lots in Advantage Road and small lots to the north and south of Bay Road due to physical constraints.</td>
<td>• Provide sufficient permeable surfacing around trees that ensures their continual survival.</td>
<td>• Excessive shading of an adjacent reserve.</td>
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<td>• Provide access paths to building entrances.</td>
<td>• Illumination that will impact on significant indigenous vegetation in an adjacent reserve.</td>
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<td>Vehicle Parking and Loading Areas</td>
<td>To minimise the visual and physical dominance of vehicles, car parking</td>
<td>• Minimise vehicle parking within the front setback.</td>
<td>• Loss of native canopy trees.</td>
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<td></td>
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<td>• Large areas of impervious surfaces.</td>
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<td>• Buildings that provide poor pedestrian access.</td>
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|         | surfaces and service areas in the streetscape or from an adjacent reserve. | • Locate permanent parking to the side or rear of the building, or below the ground floor of the building.  
• Locate storage yards and loading docks to the side or rear of the building.  
• Minimise interruption of footpaths by crossovers. | • Excessive paving in the front setback area to accommodate vehicles.  
• Large vehicles and loading structures that dominate the streetscape or an adjacent reserve.  
• Excessive interruption of footpaths by driveways and crossovers. |

**Urban design guidelines for specific areas**

**Large lots south of Bay Road**

The preferred built form on large lots to the south of Bay Road is:

- A maximum building height of 14 metres.
- A minimum building setback of 15 metres from the street frontage.

![S1 - Large lots south of Bay Road (including southern side of Bay Road)](image)

**Northern side of Bay Road**

The preferred built form on lots on the northern side of Bay Road is:

- A maximum building height of 10.5 metres.
- A minimum building setback of 11 metres from the street frontage.
Advantage Road and small lots north of Bay Road

The preferred built form on lots in Advantage Road and small lots to the north of Bay Road is:

- A maximum building height of 10.5 metres.
- A minimum building setback of 6 metres from the street frontage.
Small lots south of Bay Road

The preferred built form on small lots to the south of Bay Road is:

- A maximum building height of 14 metres.
- A minimum building setback of 6 metres from the street frontage.

Residential interfaces (side and rear) north of Bay Road

The preferred built form on lots with residential interfaces to the north of Bay Road is:

- A maximum building height of 10.5 metres.
- A building setback having characteristics as detailed in the diagram below.
Interface with residential (rear) south of Bay Road

The preferred built form on lots with residential interfaces to the south of Bay Road is:

- A maximum building height of 14 metres.
- A building setback having characteristics as detailed in the diagram below.

Highett Grassy Woodland

The preferred built form on lots adjoining the Highett Grassy Woodland is:

- A maximum building height of 10.5 metres.
- A building setback that allows a 3 metre wide buffer zone along the perimeter of the Highett Grassy Woodland.
- A building setback having characteristics as detailed in the diagram below.
**Bay Road Heathland Sanctuary**

The preferred built form on lots adjoining the Bay Road Heathland Sanctuary is:

- A maximum building height of 14 metres.
- A building setback that allows a 3 metre wide buffer zone around the perimeter of the Heathland Reserve.
- A building setback having characteristics as detailed in the diagram below.
Reference documents

- Bayside Industrial Area Strategy 2004
- Bayside Retail Commercial and Employment Strategy (August 2016)