Appendix 1 - Essential Economics Report

BAYSIDE MAJOR ACTIVITY CENTRE REVIEW

Input into the Major Activity Centre Structure Plans

Prepared for

Planisphere Consulting on behalf of the City of Bayside

by

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INTRODUCTION

The *Melbourne 2030* metropolitan strategy classifies four centres in the City of Bayside as Major Activity Centres (MACs), namely Bay Street, Church Street, Hampton and Sandringham. These centres are proposed under *Melbourne 2030* to undergo a process of urban consolidation over coming decades that will increase the density of commercial, residential and community infrastructure located within them. As part of the planning process for these centres, Structure Plans and Parking Precinct Plans are to be developed for each MAC. This process is collectively called the Bayside Major Activity Centres Project and is intended to manage the process of growth or change in the four centres over the next 25 years.

As part of the Bayside MACs Project, economic analysis is required as input to the preparation of the Structure Plan, in order to identify the roles of centres and opportunities for growth.

This report is input to the Bayside MACs Project and presents an overview of the retail and commercial hierarchy in the City of Bayside having regard for the Melbourne 2030 classifications. In addition this report examines each of the Bayside MACs and identifies the issues and opportunities faced by each centre. The potential for new retail and commercial development in each centre is also assessed.

1 BAYSIDE ACTIVITY CENTRE HIERARCHY

1.1 Introduction

This section examines the classification of activity centres in the City of Bayside and neighbouring areas according to the *Melbourne 2030* metropolitan strategy. On a more functional level, the hierarchy of these centres is also considered according to a traditional retail and commercial analysis.

1.2 Melbourne 2030 Activity Centre Classification

The *Melbourne 2030* metropolitan strategy classifies metropolitan Melbourne's activity centres according to the following categories:

- Central Activities District;
- Principal Activity Centres;
- Major Activity Centres;
- Specialised Activity Centres; and
- Neighbourhood Activity Centres.

The classification system takes into account the development aspirations for each centre in the context of metropolitan planning outcomes; in particular the preferred uses, scale of development and links to the public transport system.

There are no Principal or Specialised Activity Centres defined for Bayside while *Melbourne 2030* does not specifically define individual neighbourhood centres. There are four Major Activity Centres defined in *Melbourne 2030* for the City of Bayside. These four centres are Brighton – Bay Street, Brighton – Church Street, Hampton and Sandringham.

According to *Melbourne 2030*, the characteristics of Major Activity Centres include:

- a mix of activities that generate high numbers of trips, including business, retail, services and entertainment;
- being generally well served by multiple public transport routes (many being on the rail network), and on the Principal Public Transport Network or capable of being linked to that network;
- a large catchment, and attracting activities that meet metropolitan needs; and
- the potential to grow and support intensive housing developments without conflicting with surrounding land uses. *(Melbourne 2030, Policy 1.1)*

Major Activity Centres have a similar role to Principal Activity Centres but serve a smaller catchment and provide a more localised role.

Principal and Major Activity Centres located in neighbouring local government areas (LGAs) which are of relevance to the City of Bayside include:

- Port Phillip – Balaclava (Major), St Kilda (Major)
- Glen Eira – Elsternwick (Major), Bentleigh (Major)
- Kingston – Southland (Principal), Moorabbin (Major), Cheltenham (Major), Mentone (Major)

1.3 City of Bayside Retail and Commercial Hierarchy

For the purposes of preparing a retail and commercial assessment for individual activity centres, we have assessed the centres according to an Activity Centre hierarchy normally used in retail-economic analysis. The hierarchy is based on the size of the centre, its retail elements (department stores, discount department stores, supermarkets, etc), its geographic catchment, and the role it plays in terms of meeting the convenience and comparison shopping needs of the surrounding population.

Although the presence of a range of community and non-retail commercial functions in most activity centres is inevitable and desirable, the size and nature of retail floorspace in an activity centre is a key determinant of a centre's overall role and relative importance. This is because retail is most often the key activity generator in an activity centre, and the presence of a strong and vibrant retail presence tends to attract other non-retail functions.

The following paragraphs present a description of the retail hierarchy serving Bayside residents. The Bayside retail hierarchy is shown in Map 1.

Central Business District

The Melbourne CBD contains around 500,000m^2 of retail floorspace and provides retail and commercial facilities of metropolitan and state importance. Around 20% employed residents of the City of Bayside work in the inner city, including the CBD.

The Melbourne CBD is located just 7.5km from the northern boundary of the City of Bayside and is readily accessible to residents due to the strong rail and road links, as well as the high share of the City of Bayside population employed in the inner city. The Melbourne CBD is a metropolitan-wide destination for higher-order retail and entertainment.

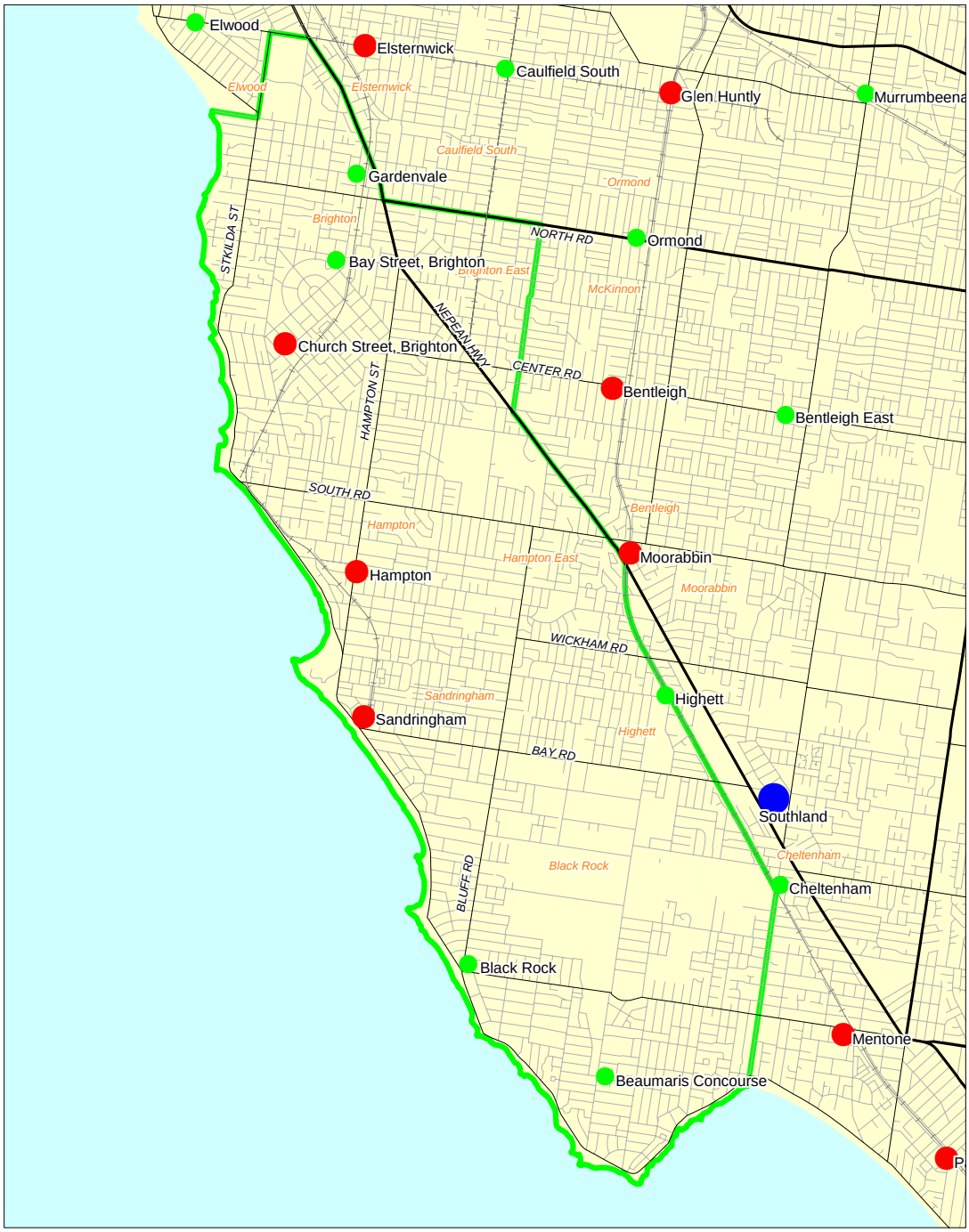
Regional Centres

Regional centres serve a large regional catchment with their higher order shopping requirements. Typically, regional centres will include one or more department stores (e.g. Myers, David Jones), discount department store(s) (e.g. Target, K-mart, etc), major full-line supermarkets and a wide range of specialty stores. Regional centres often contain a substantial range of non-retail commercial and community facilities.

There are <u>no regional centres located in the City of Bayside</u>. The residents of Bayside are well served by regional shopping facilities at the nearby Southland Shopping Centre which is located just to the east of the municipal boundary and is easily accessed via the Nepean Highway. The Chadstone Shopping Centre located 9 km to the north east of the Hampton MAC, and the Prahran shopping precinct (including Chapel Street) located in Melbourne's inner south-southern suburbs, are also reasonably close, and draw some patronage from across the City of Bayside.

These three regional centres would all draw a share of their patronage from the City of Bayside, with Southland in particular exhibiting a strong trading influence across the municipality. Southland is one of the largest integrated shopping centres in Australia and has an extensive range of specialties and major retailers, including two department stores and three discount department stores. The proximity of Southland to the City of Bayside means that Southland would be the higher-order retail destination of choice for many residents, and this limits the potential growth of similar retail development in the Bayside municipality.

The fact that Southland is located just outside the boundary of the City of Bayside means that a significant share of employment at the centre would be for Bayside residents. In this respect, any "escape" spending to Southland does not necessarily represent a significant economic loss to the municipality.



Map 1 City of Bayside Retail/Commercial Hierarchy

Source: CData with MapInfo
Produced by: Essential Economics

Regional Centre
Large Neighbourhood Centre
Small Neighbourhood Centre
City of Bayside

Sub-Regional Centres

Sub-regional centres serve a large catchment stretching across several suburbs and typically include one or more discount department stores and major full-line supermarkets. People frequent sub-regional centres for their weekly and higher order shopping requirements. There are no sub-regional centres in the City of Bayside.

The nearest centres serving a sub-regional role include the St Kilda Major Activity Centre just to the north of the City of Bayside (4km from Bay Street) and Malvern Central/Armadale (5km from Bay Street). Another centre serving a similar sub-regional catchment is the Direct Factory Outlets (DFO) complex at Moorabbin. St Kilda and the DFO at Moorabbin in particular are retail centres located outside the City of Bayside which actually serve Bayside residents.

Large Neighbourhood Centres

Large neighbourhood centres serve the basic day-to-day retail and service needs of the surrounding catchment and typically include a full-line supermarket as well as a variety of specialty stores aimed towards convenience retailing (e.g. food, pharmacy, video hire, hairdressers, cafés, etc) as well as a selection of high order specialty stores (including fashion, shoes, etc). A full-line supermarket contains the full range of products expected by consumers in a large, modern store including a bakery, butcher and comprehensive fruit and vegetable section.

There are three large neighbourhood shopping centres in Bayside comprising the following centres which are the subject of this report:

- Church Street Brighton;
- Hampton; and
- Sandringham.

These large neighbourhood centres provide the surrounding catchment with easy access to a range of retail facilities to undertake their weekly and daily convenience shopping. The retail and commercial offer of these centres and the size of the catchments they serve justifies their “large” neighbourhood activity centre status. These three centres are the major retail destinations located in the City of Bayside.

Outside of the municipality, Large Neighbourhood Centres at Bentleigh, Elsternwick, Moorabbin and Mentone also serve nearby residents of the City of Bayside.

Small Neighbourhood Shopping Centres

Small neighbourhood centres tend to serve a more localised catchment with a smaller retail and commercial offer and an increased focus on convenience retail outlets. These centres may include a small independent supermarket as well as shops selling basic convenience orientated items.

There are four small neighbourhood centres located in the City of Bayside:

- Bay Street Brighton, which is a subject of this report;
- Gardenvale;
- Black Rock; and
- Beaumaris Concourse.

Of these four centres, Bay Street is the most influential in terms of the size and role of the centre. However, the Bay Street Brighton centre is defined as a small neighbourhood centre due to the lack of

a major supermarket and the limited catchment the centre serves. This is not a reflection of the future development opportunities in the centre, nor its classification as Major Activity Centre under *Melbourne 2030,* but merely a reflection of the existing retail role being served by the centre in the context of the shopping centre hierarchy in the City of Bayside.

The small neighbourhood centre of Highett is also located on the eastern boundary between the municipalities of Bayside and Kingston.

Local Shopping Centres

Various local shopping centres are located in Bayside and they serve a very localised catchment. Local shopping centres consist of a small strip of specialty shops (typically from 1 shop up to about 10 shop fronts) which provide day-to-day retail requirements.

Other Centres

There needs to be consideration of other activity centres which do not fit the traditional criteria for an activity centre hierarchy. These centres tend to serve more specific roles and an appropriate example is the Direct Factory Outlets centre at Moorabbin Airport in the neighbouring City of Kingston. However, there is no such specialised activity centre located in the City of Bayside.

Summary

The City of Bayside Activity Centre Hierarchy is summarised in Table 1.1 below. The activity centre hierarchy in the municipality is fairly “flat” as there are no regional, sub-regional or other specialised activity centres located in Bayside, as a result residents are required to travel further afield to centres such as Southland, Chadstone and the Melbourne CBD in order to undertake their higher order shopping. However Church Street does contain a significant component higher-order retailing for a centre of its size and role.

Table1.1: City of Bayside Activity Centre Hierarchy

Retail Hierarchy	Anchor Retail Tenants	Occupied Retail Floorspace	Other Major Tenants	M2030 Classification
Large Neighbourhood Centres				
Church Street Brighton	Safeway and Coles	19,360 m^2	Dendy Brighton Cinema	Major
Hampton	Safeway	20,590 m^2	True Value Hardware	Major
Sandringham	Coles	9,180 m^2	Sandringham Hotel	Major
Small Neighbourhood Centres				
Bay Street Brighton	2 small IGA supermarkets	11,810 m^2	Brighton Bay Cinema	Major
Gardenvale	Small Foodrite Supermarket	3,970 m^2	-	Not identified (Neighbourhood)
Black Rock	Small IGA	na	-	Not identified (Neighbourhood)
Beaumaris Concourse	Supa IGA (limited range)	na	-	Not identified (Neighbourhood)
Highett	Aldi under development	na	-	Not identified (Neighbourhood)
Local				
Various	na	na	-	

Source: Essential Economics Pty Ltd and Melbourne 2030

1.4 Conclusion

The *Melbourne 2030* metropolitan strategy classifies Brighton – Bay Street, Brighton – Church Street, Hampton and Sandringham as Major Activity Centres. This classification system in *Melbourne 2030* reflects the development aspirations for each centre based on metropolitan wide planning policies.

A useful tool in examining the existing role and function of activity centres in a local area such as Bayside is a more traditional retail shopping centre hierarchy. Using this analysis, Church Street Brighton, Hampton and Sandringham are all defined as ***large*** neighbourhood centres due to the size of their retail and commercial floorspace components and the presence of major supermarkets. These centres offer the surrounding catchment with a place to undertake most of their basic weekly shopping and also offer some higher order non-food shopping such as apparel and other specialist retailers.

Bay Street Brighton, while defined as a Major Activity Centre under *Melbourne 2030*, currently fulfils what can be defined as a ***small*** neighbourhood centre role in the context of the City of Bayside's activity centre hierarchy. The lack of a major supermarket and the proximity to the much larger Church Street – Brighton centre means that the Bay Street centre does not serve an extensive catchment and does not generate the patronage levels observed at the three other subject centres.

In the absence of regional or sub-regional shopping centres in the City of Bayside, residents are required to travel to other municipalities in order to visit facilities such as department or discount department stores. The absence of such centres contributes to a significant amount of available retail spending by Bayside residents escaping to other municipalities. However, the economic cost of this is reduced by the relative proximity of these centres to Bayside, particularly Southland which is located just beyond the Bayside boundary.

2 BAY STREET, BRIGHTON

2.1 Introduction

Bay Street Brighton is the northernmost of the *Melbourne 2030* Major Activity Centres in the City of Bayside. The retail and commercial component of the centre stretches along Bay Street from Cochrane Street in the west, across the railway line to Hillcrest Avenue in the east. The North Brighton rail station is located on the northern side of Bay Street.

2.2 Centre Profile

The following analysis provides an overview of the Bay Street Brighton Centre including comments on the tenancy and land use mix, its retail and community function, general centre performance, character and the competitive environment faced by the centre.

Tenancy Mix

There are two small IGA supermarkets operating in the Bay Street Centre. An IGA Everyday store of around 800m^2 is located in Cochrane Street at the western end of the centre, and an IGA Friendly Grocer store of around 500m^2 is located on the southern side of Bay Street between Williansby Avenue and Male Street. These two small stores provide a limited "convenience" food and grocery offer to the surrounding catchment but are insufficient in size to provide a comprehensive range of supermarket products or operate as true "anchor" tenants for the centre.

A centre survey was conducted by Essential Economics Pty Ltd in December 2004. This included a floorspace survey of all retail uses in the centre, the results of which are shown in Table 2.1.

Table 2.1: Bay Street Brighton Retail Floorspace Summary, December 2004.

Category	No. of Businesses	Retail Floorspace (m^2)	% of Retail Floorspace
Food, Liquor and Groceries	14	2,750	23.3%
Café and Restaurant	19	2,400	20.3%
Takeaway Food	4	340	2.9%
Total Food	**37**	**5,490**	**46.5%**
Apparel	14	1,380	11.7%
Homewares	7	560	4.7%
Bulky Goods	5	840	7.1%
Leisure	12	1,260	10.7%
Total Non-Food	**38**	**4,040**	**34.2%**
Services	**20**	**2,280**	**19.3%**
Occupied Retail	**95**	**11,810**	**100.0%**
Vacant (vacancy rate)	6	1,150	8.9%
Total Retail	**101**	**12,960**	

Source: Essential Economics Pty Ltd Floorspace Survey 13th December, 2004

Cafés, restaurants and higher order non-food merchandise provide the focus of the Bay Street Shopping Centre. There are 19 cafés/restaurants in Bay Street which account for approximately 2,400m^2 of retail floorspace, more than 20% of the total retail floorspace of the centre. As a comparison, cafés/restaurants account for 13.5% of total retail floorspace at the Church Street Shopping Centre.

There are also a small range of quality apparel and homewares traders in the strip who appear to be targeting the high income end of the market.

The retail hub of the centre is situated east of the railway line, whilst an entertainment precinct including the Brighton Bay Cinema and Hotel Brighton exists to the immediate west of the railway line. Further west is an office precinct containing a number of small office developments. At the far east of the centre, towards Nepean Highway there is a small concentration of medical suites.

Based on the 2006 Bayside Retail Monitor which provides a count of businesses, there were 54 non-retail commercial businesses in Bay Street at the time of the survey. This is a surprisingly high figure for a centre of this size and is a reflection of the medical uses located at the eastern end of the centre and the substantial office precinct in the west. Another important non-retail facility is the Brighton Swim School.

The results of the survey pertaining to non-retail businesses are reproduced in Table 2.2 below.

Table 2.2: Bay Street Brighton Non-Retail Businesses Count, 2006

Category	No. of Businesses
Health & Community Services	9
Property & Business Services	23
Other	22
Total	**54**

Source: 2006 Bayside Retail Monitor," Charter Keck Cramer

Retail Function

Given the lack of a major supermarket operator in the centre, Bay Street is notable for the importance of its café/restaurant offer and the range of non-food retailers mainly targeting the high end of the market. The retail in the centre is primarily located to the east of the rail line although there are some traders directly to the west of the rail line in the station precinct, as well as the IGA Everyday in Cochrane Street.

The lack of a major anchor tenant at the centre has not prevented the retail at the centre trading successfully. The overall vacancy rate at the centre is around 9% which is at the upper end of the normal range for a centre of this size and type, however this is skewed by a large vacancy at the quiet western end of the strip. Two of the six retail vacancies in the centre are temporary.

Although the centre does not generate the same amount of activity as the nearby Church Street strip, the low levels of vacancies and quality of the traders suggests that on the whole the centre is trading successfully.

In an overall sense of the centre's retail role however, the lack of a major supermarket limits the geographical draw of the centre and its ability to attract additional customers. Bay Street therefore serves a more limited retail role than the three other Major Activity Centres in the City of Bayside which contain large major chain supermarkets and serve larger trade area catchments, despite its niche in some high end non-food specialties.

Commercial and Community Function

The Bay Street Centre includes a substantial commercial office precinct at the western end of the centre. In contrast to the busy retail precinct to the east, the commercial office component is struggling with high vacancy rates. The overall office precinct between Asling Street and Cochrane Street now appears run down and lacks the vibrancy and levels of activity located in the retail and entertainment areas around the rail line and to the east.

There are a number of multi-storey office buildings which do not appear to be fully tenanted while there are also a number of office vacancies located on the ground floor. It appears that there is currently a significant oversupply of office space in the precinct.

The Brighton Bay Cinema located just to the west of the rail line and the Brighton Hotel on the corner of Bay Street and Asling Street forms the backbone of the small entertainment and dining area directly to the west of the rail line. The Brighton Bay Cinema is currently undergoing renovations which will add an additional two screens to the complex.

Competition

The Bay Street Centre operates in a highly competitive environment due to its proximity to the Church Street Centre just a kilometre to the south. Other nearby centres include the small convenience based centre at Gardenvale around a kilometre to the north, as well as centres at Elsternwick, Bentleigh and Ormond located in the neighbouring LGA of Glen Eira.

Table 2.3: Bay Street - Competing Activity Centres

Competing Centre	Retail Floorspace	Distance from Bay Street
Gardenvale	4,000m^2	1 km
Church Street	19,400m^2	1 km
Elsternwick	18,800m^2	2 km
Bentleigh	22,300m^2	3 km
Ormond	5,000m^2	3 km

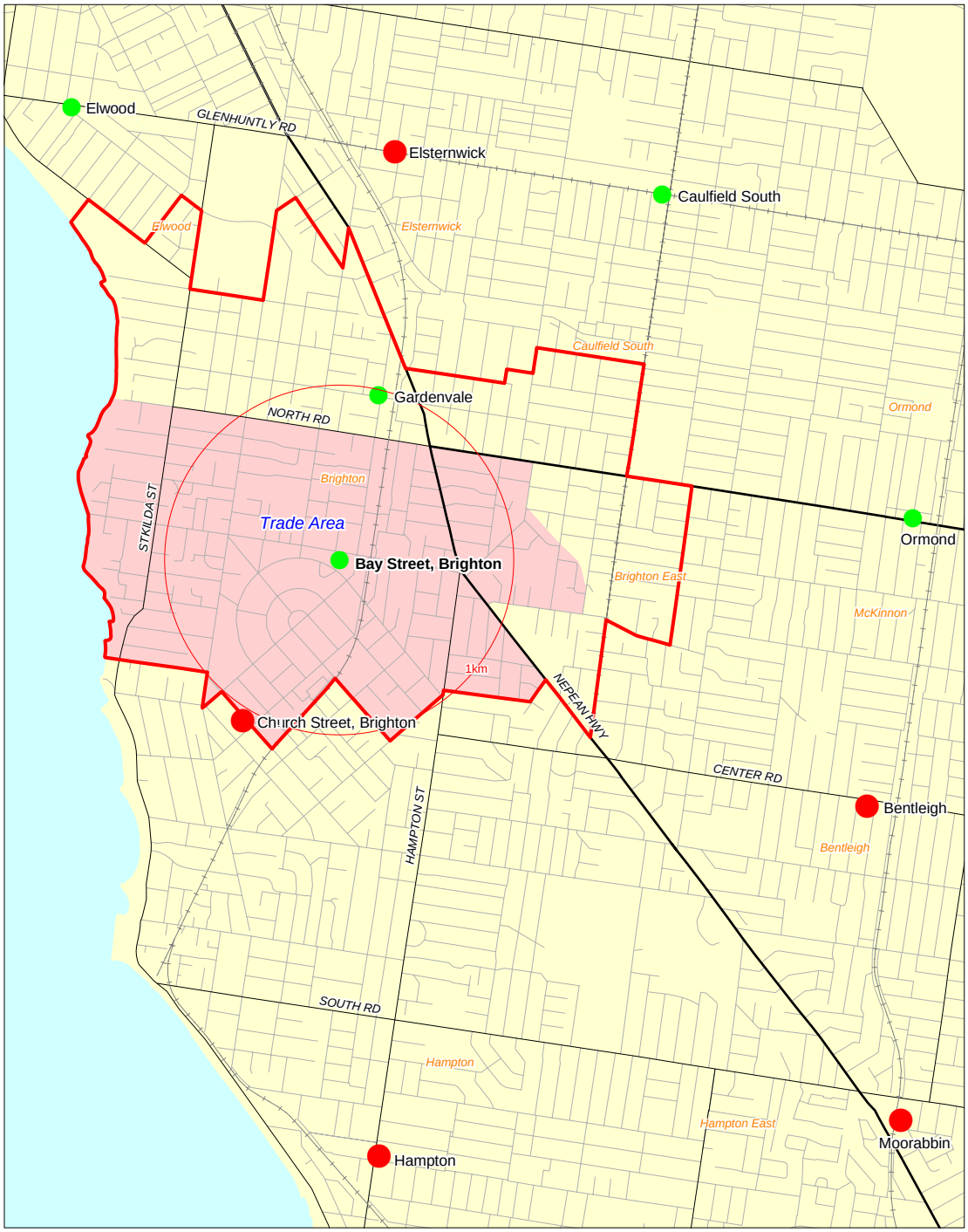
Source: Essential Economics

2.3 Trade Area Analysis

Definition

The trade area currently served by the Bay Street Centre has been defined taking into account the visitor survey conducted in July 2002 as part of the 2003 Retail Monitor, as well as other aspects of the centre and its performance as assessed by Essential Economics.

Shown in Map 2, the trade area is bound in the north by North Road, extends over the Nepean Highway into Brighton East, extends around a kilometre to the south to Church Street and is bound in the west by Port Phillip Bay.



Map 2 Bay Street Trade Area

Source: CData with MapInfo
Produced by: Essential Economics

Large Neighbourhood Centre
Small Neighbourhood Centre
Possible Supermarket Trade Area

Population

The historical and forecast population of the Bay Street trade area between 1996 and 2021 is shown in Table 2.4 below. In 2005, the year for which the latest Estimated Resident Population (ERP) data is available from the ABS, the trade area population was estimated at around 10,700 people. This represents modest growth from the 1996 ERP of around +460 people. In 2006, Essential Economics estimate the trade area population at 10,700 persons.

According to the latest population forecasts prepared by the DSE in the *Victoria in Future 2004* publication and adjusted by Essential Economics to reflect latest trends and the draft *Southern Regional Housing Statement*, the trade area population is forecast to grow to around 11,600 people in 2021. This represents modest population growth of around 0.5% per annum between 2006 and 2021.

Table 2.4: Bay Street - Historical and Forecast Trade Area Population, 1996 to 2021

Year	ERP	Average Annual Growth (pers.)	Average Annual Growth (%)
1996	10,240		
2001	10,450	40	0.4%
2005	10,700	60	0.9%
2006	10,770	70	0.6%
2011	11,150	75	0.7%
2021	11,600	45	0.4%

Source: ABS "Regional Population Growth", DSE "Victoria in Future 2004", Essential Economics, Draft Southern Regional Housing Statement

Socio-Economic Characteristics

Table 2.5 shows the socio-economic characteristics of the population in the Bay Street trade area according to the ABS Census of Population and Housing2001. The income profile of trade area residents is substantially above the Melbourne average. The proportion of employed persons earning over $800 a week (at around 37%) is well above the metropolitan benchmark of 21%.

An important point to note is that the share of the population aged 0 to 24 years (at 29%), is well below the metropolitan Melbourne average of 34%. Meanwhile the share of the population aged 40 years and over is around 50% compared to the Melbourne average of 42%. This older population profile of residents needs to be taken into account when planning for the centre.

Table 2.5 below shows the socio-economic characteristics of the trade area population.

Table 2.5: Bay Street - Socio-Economic Characteristics of the Trade Area Population, 2001

Item	Bay Street, Brighton	Metropolitan Melbourne
Per Capita Income ($)	$39,900	$27,600
Variation from Metropolitan Melbourne average	45%	-
Individual Income - % of persons earning $800+ a week	37.2%	20.8%
Average household size	2.59	2.71
Age Distribution		
0-14	17.5%	19.8%
15-24	11.7%	14.2%
25-39	19.7%	23.9%
40-59	29.8%	26.1%
60+	21.2%	16.1%
Place of Birth		
Australia	71.8%	65.2%
MESC Born	10.0%	7.2%
Other OS Born	18.1%	27.6%
Dwelling Type		
% of detached dwellings	64.0%	74.5%
% of semi detached dwellings	21.1%	10.4%
% of units/apartments	13.5%	14.4%
% of other dwellings	1.4%	0.7%

Source: ABS Census of Population and Housing 2001

Available Retail Spending

Estimates of per capita retail spending have been prepared using “MarketInfo 2004”, a micro-simulation model utilising the latest ABS Household Expenditure Survey (HES, 1998/99) and the ABS Census of Population and Housing 2001. MarketInfo is a respected retail spending model widely used in the property industry.

As shown in Table 2.6 below, per capita retail spending by residents of the Bay Street Centre trade area is around 26% higher than the average for metropolitan Melbourne. This is mainly a reflection of the high income profile of trade area residents as shown in Table 2.5.

Spending is particularly high compared to the Melbourne benchmark on Cafes and Restaurants (+56%), Apparel (+40%), Leisure (+39%) and Services (+44%).

Table 2.6: Bay Street Centre Trade Area, Per Capita Retail Spending 2006 ($2006)

Retail Category	Bay Street Trade Area	Metro Melbourne Ave.	Variation from Metro Melbourne Ave.
Food, Liquor and Groceries	4,670	4,130	+13%
Café and Restaurant	1,030	660	+56%
T'away Food	1,000	830	+20%
Total Food Retail	**6,700**	**5,620**	**+19%**
Apparel	1,960	1,400	+40%
Homewares	1,530	1,160	+32%
Bulky Merchandise	1,490	1,260	+18%
Leisure	1,720	1,240	+39%
Total Non-Food Retail	**6,700**	**5,060**	**+32%**
Total Services	490	340	+44%
Total Retail	**13,890**	**11,020**	**+26%**

Source: MarketInfo, Essential Economics

2.4 Issues and Opportunities

This section briefly raises the issues and opportunities facing the Bay Street Brighton Centre.

General Observations and Issues

- The growing number of Aged Care Facilities and the ageing of the population in the trade area will have implications regarding the composition of retail and community services offered in the area.
- The supermarket offer in the centre is relatively poor for a centre of this size. The Cochrane Street IGA store has little synergy with the balance of the centre while the IGA Friendly Grocer is to small to be an effective anchor for the retail core located to the east of the rail line. There appear to be opportunities to significantly improve the supermarket retail offer in the Bay Street centre.
- The office precinct appears to be struggling with low levels of activity and vibrancy in that part of the centre and a lack of quality office space.

Opportunities and Recommendations

The following is a list of ***potential*** future opportunities for the Bay Street Centre:

- An opportunity improve the supermarket offer in the centre by consolidating the two IGA supermarkets into a larger store in a position which is more central to the centre. A new or renovated supermarket of up to say 1,500m^2 to 2,000m^2 in the retail core would generate additional customer traffic providing greater exposure for the surrounding specialty stores and improving the vibrancy of the centre. A small supermarket would not be expected to compete with those in Church Street, instead would seek to complement the current retail mix and serve a localised convenience role. While at present there may be difficulty in identifying as specific site, over coming years site consolidation and redevelopment opportunities may provide scope for an improved supermarket presence in the heart of the centre and this should be encouraged. A supermarket development of this size would not significantly alter the role or trade area served by the Bay Street centre.

Further detail on the potential for a full line supermarket to locate in Bay Street is shown in Section 2.5.

- Increase the vibrancy of the western end of the centre, which is currently under-performing as an office precinct. Potential measures include:
  - Relocate the Cochrane Street IGA to a position which is on Bay Street and generates customer activity and traffic in the western end of the centre.
  - Continue to promote and support the Bay Street centre as a potential location for office development.
  - Extend the entertainment precinct around the cinemas further to the west, which may help attract new office tenants. A key location criteria for office space is often the presence of supporting retail services and a sense of activity and vibrancy.
  - Consolidate the amount of office space, and ensure new office development when it occurs is of good quality.
  - Examine the potential to attract medical functions to the precinct such as general practitioners and medical suites etc, or other commercial uses which may operate out of the existing vacant office space.
  - Remarket and re-brand the office precinct.
  - Improve the streetscape of the western end of the centre which suffers in comparison with the area of Bay Street to the east of the rail line.
  - Attract medium density residential development, including additional retirement facilities to provide an increased resident population in this part of the centre.

Retail and Commercial Floorspace Growth Potential

Retail

Bay Street has traditionally had a lower-order retail role in comparison with the larger centre at Church Street just a kilometre to the south. A key outcome of the consultation program associated with the MAC project was a perception that Bay Street should *"not try to compete with Church Street"* and as such over time Bay Street should consolidate its existing role in the hierarchy rather than significantly expand.

The trade area population of the Bay Street centre is forecast to increase modestly by around 900 persons by 2021 or an increase of slightly under 10% compared with existing population levels. Population growth is expected to generate only a small increase in supportable retail floorspace at the centre if it maintains its current role in the local activity centre hierarchy. We also note there are currently a number of vacancies in the centre.

Development opportunities will be generated by residential consolidation in the surrounding area. However, we note that residential development in the immediate vicinity is unlikely to significantly alter the overall size of the retail catchment.

Overall, our assessment is that the opportunity to develop new retail floorspace in Bay Street is limited, and may comprise an additional 2,000m^2 or so of retail floorspace space in the period to 2021 assuming the centre continues to serve its existing role in the local activity centre hierarchy and the existing retail floorspace to trade area population ratio is maintained.

This is intended only as a broad estimate of development opportunity, and we note that actual development is likely to be heavily influenced by site availability, opportunity for site consolidation, and other factors.

Commercial Development Opportunities

Bay Street includes a commercial office precinct at the western end of the centre. While this area appears to be rundown and lacking activity and vibrancy, there is longer term potential for this precinct to revitalise given its support in Melbourne 2030 as a Major Activity Centre.

In an overall sense however, Bay Street operates as a small scale suburban office precinct. In the future this type of development is likely to be concentrated in the western end of the centre, although there may be scope for some expansion of the medical facilities at the eastern fringe of the centre near the Nepean Highway.

Amendment C39 and the release of substantial amounts of land for new office development in the Bay Road/ Reserve Road precinct to the south may also moderate commercial floorspace demand in Bay Street over coming years. Overall, the growth potential in Bay Street is only likely to comprise a small amount of additional commercial development, possibly 1,000m^2 to 2,000m^2 or so.

2.5 Major Supermarket Development Option

There is the potential for a major supermarket operator to express interest in locating at the Bay Street centre in the future given its status as a Major Activity Centre and the trading strength of the existing supermarkets at Church Street.

A full line supermarket is typically at least 3,000m^2 in size and contains the full range of products available in a modern supermarket, including fresh food such as a bakery and butcher. Full line supermarkets are key retailing destinations as they offer a comprehensive grocery product range and tend to draw from a significantly larger catchment than smaller limited range supermarket stores.

If a full line supermarket operator was to locate in the Bay Street centre, this would effectively result in the Bay Street centre moving up the local retail activity centre hierarchy and adopting a Large Neighbourhood centre role more closely matched to Church Street in the south. In effect, the degree of competition between the two centres would increase and a competitive impact on the Church Street centre is anticipated. The extent of this likely impact should be the subject of any economic analysis prepared in support of any application for a full line supermarket in Bay Street.

Map 2 shows the outline of the trade area that is likely to be served by Bay Street assuming that a full line supermarket operator is attracted to the Bay Street centre, and compares this with the existing trade area catchment previously analysed. Given the presence of Church Street and its two existing supermarkets to the south, the expansion in the trade area served by Bay Street associated with such a development would be primarily to the east and north to include areas of Brighton East, Gardenvale and Elwood.

Based on the latest ABS population estimates, the supermarket trade area population is currently estimated at around 20,300 persons. This is considered sufficient to support a full line supermarket.

The addition of a full line supermarket to Bay Street would generate significant additional activity in the centre which would impact positively on the amount of supportable specialty floorspace. As a result, should a new full line supermarket in Bay Street be approved, it is also appropriate to consider options for an increased specialty retail floorspace provision in the centre. In a retail-economic sense, overall floorspace growth of up to 6,000m2 (including the supermarket) in the centre or a total long term retail floorspace provision of around 18,000m2 is considered viable for Bay Street. This represents an increase in retail floorspace at the centre of around 50% from existing levels.

Whether this can be achieved in a physical sense is constrained by the established nature of the Bay Street centre and the importance of ensuring that additional floorspace is developed in a manner consistent with the principles of good retail design. Where retail floorspace cannot be provided which meets these principles, a lower floorspace provision is appropriate which maintains the integrity of good planning and design. However, it is important to recognise that unmet demand for additional specialty floorspace associated with the supermarket could result in the “crowding out” of lower-order retail services, and potentially lead to higher commercial rents.

Given the physical constraints present in the centre, it is therefore useful to consider ways in which existing BZ land can be used more efficiently rather than seek major rezonings.

An increase in the role of Bay Street within the retail activity centre hierarchy is also likely to generate a modest boost to the office market in the Bay Street centre. Thus with a full line supermarket, there is the potential to plan for an additional 3,000m2 of office floorspace in the centre over the next 15 years.

3 CHURCH STREET, BRIGHTON

3.1 Introduction

The Church Street, Brighton centre is located just a kilometre to the south of the Bay Street Centre. The retail and commercial functions in the activity centre extend along Church Street from New Street in the west to just beyond Male Street in the east. Middle Brighton rail station is located towards the eastern end of the strip.

3.2 Centre Profile

Tenancy Mix

The Church Street Centre is anchored by a Safeway supermarket of around 2,360m^2 located to the west of the rail line, and a Coles supermarket of around 1,100m^2 located in the Dendy Plaza. The presence of both major supermarket chains in the Church Street Centre is an important generator of customer traffic and activity in the centre. The two supermarkets also help support a range of other fresh food specialties in the strip including bakeries, take-away liquor and fruit and vegetable stores.

The results of the Essential Economics floorspace survey are shown below in Table 3.1.

Table 3.1 Church Street Brighton Retail Floorspace Summary, December 2004

Category	No. of Businesses	Retail Floorspace (m^2)	% of Retail Floorspace
FLG	16	5,660	29.2%
Café and Restaurant	22	2,610	13.5%
Takeaway Food	4	360	1.9%
Total Food	**42**	**8,630**	**44.6%**
Apparel	54	5,450	28.2%
Homewares	21	1,900	9.8%
Bulky Goods	2	180	0.9%
Leisure	12	1,350	7.0%
Total Non-Food	**89**	**8,880**	**46%**
Services	**22**	**1,850**	**9.6%**
Occupied Retail	**153**	**19,360**	**100.0%**
Vacant (vacancy rate)	3	280	1.4%
Total Retail	**156**	**19,640**	

Source: Essential Economics Pty Ltd Floorspace Survey 13th December, 2004

It is important to note the strong presence of non-food retail operators in Church Street. In particular, there are an extremely high number of apparel stores, with over 50 individual traders. The quality of the apparel traders in the centre is also impressive with a selection of “name” national brand tenants including Laura Ashley, Country Road and Rivers. The presence of these traders suggests that the apparel stores in the centre are trading strongly.

Church Street is also notable for its range of homewares traders which include a number of antique stores, giftware shops as well as major chain stores House and Bed, Bath and Table.

The major non-retail tenant in the strip is the Palace cinema complex located in Dendy Plaza. The Half Moon Hotel located just to the east of the rail line is also an important local entertainment venue.

Based on the 2006 Bayside Retail Monitor, there are 30 non-retail commercial businesses located at ground level in Church Street. Despite the obvious retail focus of Church Street, there is a notable office component, particularly towards the western end of the centre near the corner of Church Street and St Andrews Street.

Table 3.2 Church Street Brighton Non-Retail Business Count, 2006

Category	No. of Businesses
Health & Community Services	6
Property & Business Services	12
Other	12
Total	**30**

Source: Charter Keck Cramer "2006 Bayside Retail Monitor"

Retail Function

The Church Street Centre contains a diverse and strongly performing retail sector. The Safeway supermarket appears to be a busy store which successfully anchors the centre by attracting a high level of customer traffic. The store is the only major supermarket located in the northern part of the City of Bayside and therefore serves a relatively large catchment.

The Coles supermarket occupies space that was previously operated by the former Foodchain store by David Jones and before that a Franklins store. The Coles is of an insufficient size to be considered a full sized store but nevertheless also appears to be trading successfully and is an important tenant in the Dendy Plaza complex.

The café and restaurant offer in Church is also strong with a solid range of traders along the strip. However, in a relative sense the proportion of traders in this category is low compared to the other MACs in Bayside. The Church Street share of retail floorspace as cafes and restaurants is 13.5%, compared with up to 20.3% at Bay Street as shown below in Table 3.3. This does not necessarily reflect a weakness of the Church Street Centre, and is likely to reflect the strength of the centre in apparel and homewares retail.

Table 3.3 Bayside MACs - Share of Café and Restaurant Floorspace as Proportion of Total

RETAIL SECTOR	BAY STREET	CHURCH STREET	HAMPTON	SANDRINGHAM
Café and Restaurant	20.3%	13.5%	16.1%	19.7%

Source: Essential Economics

The strength of the apparel and homewares offer in Church Street is due to both the high income profile of the area and the relatively high levels of activity which occur along the strip. Apparel and homewares traders, and in particular the name brands such as Country Road etc., require exposure to substantial numbers of potential customers. This exposure is enhanced when there is a critical mass of apparel traders that generates a sense of "destination". Church Street has this dynamic working strongly with around 75 apparel and homewares operators combined. Most of these traders are also aimed at the high end of the market.

The strong trading position of the Church Street Centre is exemplified by the very low level of retail vacancies in the centre. As of December 2004 there were just three retail vacancies in the centre with two of these vacancies occurring on the fringe of the centre.

The overall centre presents extremely well with a high quality streetscape and a strong degree of integration along the strip, despite the presence of the rail line in the east.

Commercial and Community Function

The Church Street Centre does not have an extensive office precinct as is the case for the Bay Street Centre. However, there is a considerable range of non-retail commercial uses in the centre including real estate and travel agents, banks as well as some office space located at the western fringe of the centre. The St Andrews Hospital is located on the western side of New Street.

In contrast to the office market in Bay Street, the Church Street office market, although smaller in size, appears to be operating effectively with only a low number of vacancies.

Competition

The Church Street Centre, given the strength of its apparel and homewares offer, faces competition from Southland, located around 7km to the south east. Southland is currently trying to establish itself as the key fashion destination in the middle south eastern suburbs of Melbourne (in competition with Church Street and to a lesser extent DFO at Moorabbin) and is therefore directly competing with Church Street for a share of trade area apparel spending.

Other nearby centres include Bay Street, Hampton, Moorabbin, Bentleigh and Ormond.

Table 3.4 Church Street – Competing Activity Centres

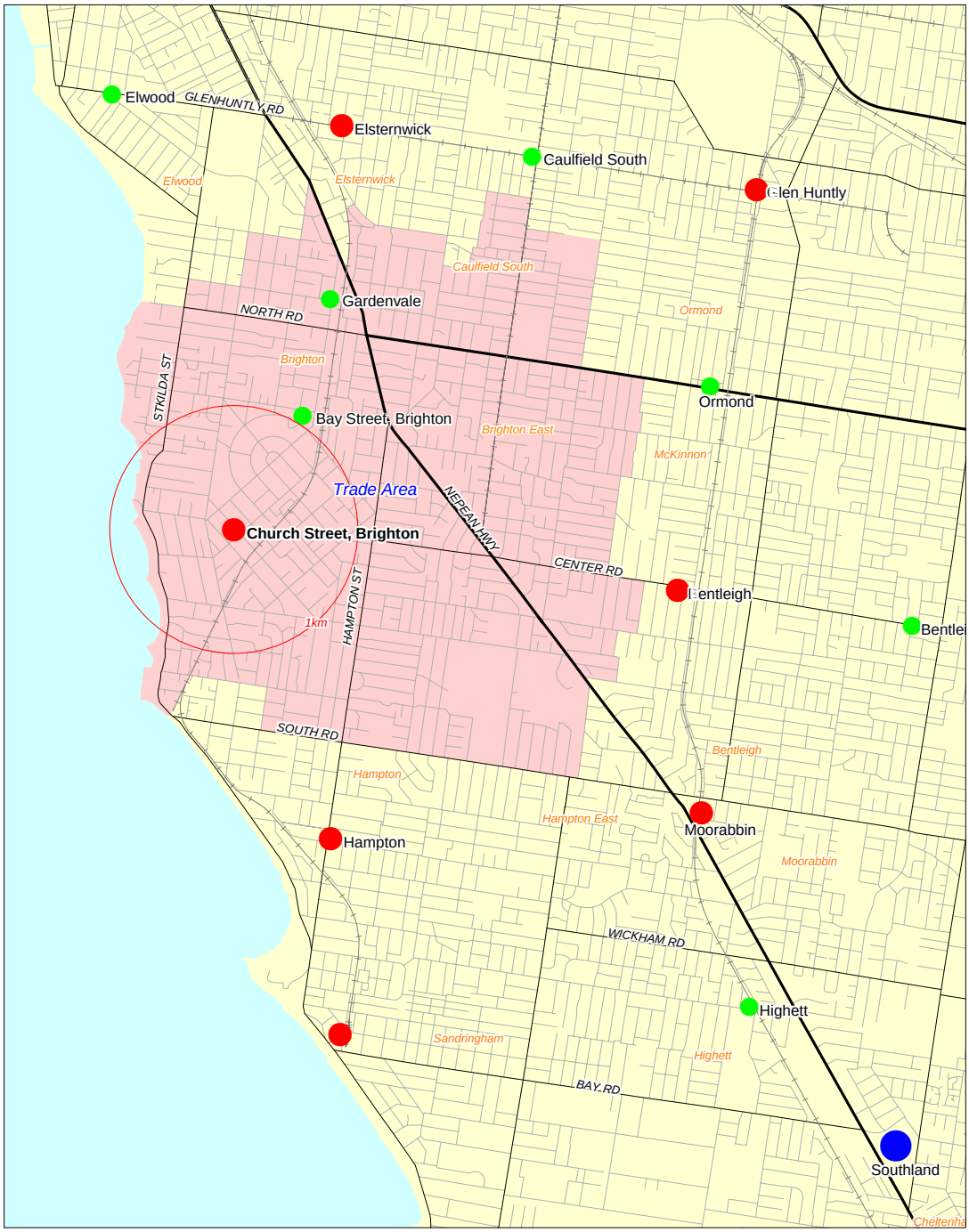
Competing Centre	Retail Floorspace	Distance from Church Street
Bay Street	11,800m^2	1 km
Hampton	20,900m^2	3 km
Moorabbin	12,000m^2	4 km
Bentleigh	22,300m^2	4 km
Ormond	5,000m^2	4 km
Southland	120,000m^2	7 km

Source: Essential Economics

3.3 Trade Area Analysis

Definition

The trade area served by the Church Street Centre extends north of North Road to include parts of Caulfield South and Gardenvale, in the east the trade area includes Brighton East and parts of Bentleigh while in the south the trade area is bounded by South Road. The trade area is shown in Map 3.



Map 3 Church Street Trade Area

Source: CData with MapInfo
Produced by: Essential Economics

- Regional Centre
- Large Neighbourhood Centre
- Small Neighbourhood Centre

Population

The historical and forecast population of the trade area served by Church Street is shown in Table 3.5. In 2005, the trade area population was around 42,380 people. This represents growth of around 1,400 persons since 1996.

According to the latest DSE population forecasts and the Draft Southern Regional Housing Statement, the trade area population is expected to grow to around 44,860 persons by 2021. This represents growth of around 150 persons per annum or 0.4% per annum over the 2006 to 2021 period. Population growth in established suburbs such as those in the Church Street trade area is typically as a result of infill development and urban consolidation.

Table 3.5 Church Street – Historical and Forecast Trade Area Population, 1996 to 2021

Year	ERP	Average Annual Growth (pers.)	Average Annual Growth (%)
1996	40,900		
2001	41,770	174	0.4%
2005	42,380	153	0.4%
2006	42,560	180	0.4%
2011	43,430	174	0.4%
2021	**44,860**	**143**	**0.3%**

Source: ABS Regional Population Growth, DSE Victoria in Future 2004, Essential Economics, Southern Regional Housing Statement

Socio-Economic Characteristics

Table 3.6 shows the socio-economic characteristics of the population in the Church Street trade area according to the ABS Census of Population and Housing2001. As can be seen the income profile of trade area residents is substantially above the Melbourne average. The proportion of employed persons earning over $800 a week (at around 35%) is well above the metropolitan benchmark of 21%.

An important point to note is that the share of the population aged 0 to 24 years (at 30%), is well below the metropolitan Melbourne average of 34%. Meanwhile the share of the population aged 40 years and over is around 50% compared to the Melbourne average of 42%. This older population profile of residents needs to be taken into account when planning for the centre.

Table 3.6 Church Street - Socio-Economic Characteristics of Trade Area Population, 2001

Item	Church Street, Brighton	Metropolitan Melbourne
Per Capita Income ($)	$38,000	$27,600
Variation from Metropolitan Melbourne average	38%	-
Individual Income - % of persons earning $800+ a week	34.8%	20.8%
Average household size	2.55	2.71
Age Distribution		
0-14	19.0%	19.8%
15-24	11.1%	14.2%
25-39	19.9%	23.9%
40-59	29.4%	26.1%
60+	20.7%	16.1%
Place of Birth		
Australia	69.7%	65.2%
MESC Born	9.8%	7.2%
Other OS Born	20.5%	27.6%
Dwelling Type		
% of detached dwellings	68.2%	74.5%
% of semi detached dwellings	17.7%	10.4%
% of units/apartments	13.4%	14.4%
% of other dwellings	0.7%	0.7%

Source: ABS Census of Population and Housing 2001

Available Retail Spending

Table 3.7 shows the per capita retail spending of Church Street trade area residents is around 22% higher than the Melbourne average. The overall spending profile is similar to that of the Bay Street trade area with extremely high levels of per capita spending on Cafes and Restaurants, Apparel, Leisure and Services.

Table 3.7 Church Street - Trade Area Per Capita Retail Spending 2006 ($2006)

Retail Category	Church Street Trade Area	Metro Melbourne Ave.	Variation from Metro Melbourne Ave.
Food, Liquor and Groceries	4,560	4,130	+10%
Café and Restaurant	980	660	+48%
T'away Food	970	830	+17%
Total Food Retail	**6,510**	**5,620**	**+16%**
Apparel	1,840	1,400	+31%
Homewares	1,460	1,160	+26%
Bulky Merchandise	1,480	1,260	+17%
Leisure	1,640	1,240	+32%
Total Non-Food Retail	**6,420**	**5,060**	**+27%**
Total Services	470	340	+38%
Total Retail	13,400	11,020	+22%

Source: MarketInfo, Essential Economics

3.4 Issues and Opportunities

This section identifies the issues and opportunities facing the Church Street Shopping Centre.

Observations and Issues

- Despite the centre's large overall size, Church Street does not currently have a full-line major supermarket. A full line supermarket contains the full range of goods and services available in modern supermarkets and is an important community facility in their own right. The potential for the existing Safeway store to further expand to full line status (i.e. around 3,000m^2 or more) needs to be considered.
- There appears to be some traffic and parking congestion on Church Street, and it is questionable whether the public parking areas on Black Street and Well Street are being utilised effectively.
- There are very few retail vacancies in the centre. Church Street appears to be trading strongly and in an overall sense performing its neighbourhood role very well.

Opportunities and Recommendations

The following is a list of potential future opportunities for the Church Street Centre:

- Currently the centre appears to be trading successfully, however the retail and commercial sector is dynamic and measures will be required over coming years to maintain the centres competitive advantage. Southland is currently trying to establish itself as the key fashion destination in the middle south eastern suburbs of Melbourne; Church Street offers an alternative for fashion shoppers but will face competition for a share of this spending in the future. Church Street should build on its competitive position as a vibrant main street style shopping destination.
- Investigate opportunities for future office development having regard for the impact this may have on the Bay Street office precinct. In existing retail areas, ground floor office activities should be limited to avoid conflict with retail uses.
- Given the lack of existing retail and commercial vacancies and the forecast population growth in the trade area over coming years, there is likely to be strong demand for additional retail and commercial floorspace in the centre over coming years. Without additional retail floorspace, there will be less scope to refine and improve the retail offer in the centre relative to competitors such as Southland, while rents in the strip are likely to increase which may squeeze out some smaller independent traders in food and service retail categories.
- The potential for redevelopment of the Safeway store needs to be considered. The existing store could be expanded to full-line status (i.e. around 3,000m^2) and serve as a stronger anchor tenant for the overall centre. This would benefit Church Street by creating a stronger food offer, in addition to the centres current strong role as a non-food and leisure destination.
- The possible development of a competing full line supermarket at the Bay Street centre needs to be considered in any strategic planning for the Church Street centre given the centre's proximity to each other.

Retail and Commercial Floorspace Growth Potential

Retail

Church Street has a relatively large retail floorspace component of around 19,000m^2 which includes two major chain supermarkets and an extensive range of high quality specialty stores. There is an extremely low vacancy rate in the centre and it appears to be trading very strongly. There also appear to be significant physical constraints to new development in the centre.

Our comments are as follows:

- Given the role of this centre and lack of vacancies, is appropriate to allow for an increase in retail floorspace at the centre. This will however need to be balanced with the physical constraints present in the centre. A priority is the expansion of the Safeway supermarket which should be allowed to expand to a full line store of around 3,000m^2 or larger.

- Other opportunities to expand the specialty retail floorspace in the centre should also be explored, although it is important to make sure that this floorspace meets the criteria of achieving accessibility and visibility. In a physically constrained centre, it is often true that new retail floorspace does not achieve these criteria given the difficulties associated with finding appropriate sites. As a result, even in highly successful centres, poorly located retail tenancies can remain vacant and form “dead spots” in an otherwise busy precinct.

An indicative guide to increased supportable retail floorspace in the centre to 2021 is around 3,000m^2 based on existing rates of per capita floorspace provision, although this is predicated on finding quality locations for this floorspace that achieve both accessibility and visibility. This may be made easier with expansion of the centre to the east of Male Street.

Although there may be some impact associated with the development of a full line supermarket at Bay Street in the future, these impacts will be mitigated somewhat by the present trading strength of the Church Street centre and population and spending growth in the trade area.

Commercial Development Opportunities

The commercial office market in Church Street appears much more vibrant than in the nearby Bay Street centre, with no apparent vacancies and recent examples of investor interest as shown by the proposed development of office space and serviced apartments in Male Street. Office space is not subject to the same site considerations as retail and can be easily accommodated in multi storey development without a shop front.

Growth in the Church Street commercial office sector has to be sensitive to the potential for impacts on the office precinct at Bay Street to the north. Overall, an opportunity may exist for commercial expansion in the order of 2,000m^2 to 3,000m^2 (noting that some of this is likely to be configured in multi-storey development).

4 HAMPTON STREET

4.1 Introduction

The Hampton Street Centre is located approximately 1.5 kilometres north of the Sandringham Shopping Centre and the retail and commercial precinct stretches approximately 1.3 kilometres along Hampton Street from Crisp Street in the south, to South Road in the north. The Hampton Railway Station is situated at the southern end of the strip.

4.2 Centre Profile

The following analysis provides an overview of the Hampton Street Centre including comments on the tenancy and land use mix, its retail and community function, general centre performance and the competitive environment faced by the centre.

Tenancy Mix

Hampton Street is anchored by a poorly configured Safeway Supermarket located in the southern end of the centre. Although in need of a renovation to keep in touch with modern supermarket standards, the Safeway of approximately 2,000m^2 anchors the centre effectively and is an important generator of activity for the centre. This store is currently undergoing a refurbishment and expansion which will bring the supermarket up to modern standards.

The results of a floorspace survey undertaken by Essential Economics in July 2003 are shown below in Table 4.1.

Table 4.1 Hampton Street Retail Floorspace Summary, July 2003

Category	No. of Businesses	Retail Floorspace (m^2)	% of Retail Floorspace
Food, Liquor and Groceries	16	3,190	15.5%
Café and Restaurant	30	3,310	16.1%
Takeaway Food	12	830	4.0%
Total Food	**58**	**7,330**	**35.6%**
Apparel	44	3,250	15.8%
Homewares	42	3,180	15.4%
Bulky Merchandise	13	1,680	8.2%
Leisure	19	2,020	9.8%
Total Non-Food	**118**	**10,130**	**49.2%**
Services	**38**	**3,130**	**15.2%**
Occupied Retail	**214**	**20,590**	**100.0%**
Vacant (vacancy rate)	4	310	1.5%
Total Retail	**218**	**20,900**	

Source: Essential Economics Pty Ltd Floorspace Survey July, 2003

Hampton Street has a strong mix of retailing tenants which provide their customers with their convenience shopping requirements including green grocers, butchers, bakeries, newsagents, pharmacies, etc. In addition there is also a strong presence of retailing tenants offering apparel and homewares. The core retail hub of Hampton Street where the most activity is generated is situated between the railway line and Willis Street to the north.

Due to the length of the overall Hampton strip, the retail and commercial offer is relatively dispersed with a number of distinct individual strips of retail and commercial floorspace.

As would be expected for a centre of the size of Hampton, there is a strong presence of non-retail/commercial businesses including major bank branches (Commonwealth, ANZ, Westpac, National Australia Bank), offices, and medical suites. Based on the 2006 Bayside Retail Monitor, there were 81 non-retail businesses located in Hampton Street.

The results of the survey of non-retail businesses are reproduced in Table 4.2 below.

Table 4.2 Hampton Street Non-Retail Business Count, 2006

Category	No. of Businesses
Health & Community Services	29
Property & Business Services	17
Other	35
Total	**81**

Source: "2006 Bayside Retail Monitor," Charter Keck Cramer 2006

Retail Function

The Hampton Street centre contains the largest retail floorspace component of any of the four Bayside MACs, although in an overall functional sense the centre serves a lower order retail role than that served by Church Street to the north. This is mainly due to the presence of only one supermarket of just 2,000m^2 in size, the dispersed retail and commercial offer and the smaller overall catchment served by the centre.

The retail hub of Hampton Street is located between the railway line and Willis Street. This area generates significant activity and is characterised by the Safeway store, convenience food retailing, cafés and restaurants and apparel traders which all seem to be trading successfully. The presence of the Commonwealth Bank, ANZ and NAB is an indication of the trading success and pedestrian activity in this section of Hampton Street. Overall, the retail hub of Hampton Street provides the surrounding catchment with a good quality shopping location for convenience food retailing, apparel and dining out at cafés and restaurants. It must be noted that the apparel offer in Hampton Street, while substantial in size, is not as extensive as that offered at Church Street Brighton and contains few major national brands.

Beyond the retail hub of Hampton Street, the retail function of the centre includes retail services and non-food retailing such as homewares and bulky merchandise aimed at the lower end of the market although there is a café/restaurant and takeaway food presence along most of the strip. Outside the retail hub, there tends to be lower levels of activity as signified by the presence of lower end traders and a less attractive streetscape and lower quality shopfronts and fittings. At the northern end of the strip there are a number of antique traders, and alternative medicine practitioners.

Overall, the centre is a single storey strip centre which offers a diverse range of retailers which trade successfully as a retail location, as indicated by the low vacancy rate of just 1.5%.

Commercial and Community Function

Hampton Street does not have an extensive office precinct, however the centre does contain a range of small scale business service and health related operators throughout the strip. The centre also contains a library and community centre.

Competition

Hampton Street competes in a highly competitive environment in its core neighbourhood shopping functions due to its close proximity to Sandringham in the south and Church Street Brighton to the north. Other nearby centres include Moorabbin, Bentleigh and Southland.

Table 4.3 Hampton Street – Competing Activity Centres

Competing Centre	Retail Floorspace	Distance from Hampton
Sandringham	9,200m^2	2 km
Church Street	19,400m^2	3 km
Moorabbin	12,000m^2	3 km
Bentleigh	22,300m^2	4 km
Southland	120,000m^2	5 km

Source: Essential Economics

4.3 Trade Area Analysis

Definition

The trade area served by the Hampton Street Centre has been defined taking into account the visitor survey conducted in July 2002 as part of the 2003 Retail Monitor as well as other factors relating to the size and components of the centre.

Shown in Map 4, the trade area is bound in the north by Dendy Street and Were Street (Brighton and Brighton East), extends down to include Sandringham in the south, and across Bluff Road to the east.

Population

The historical and forecast population of the Hampton Street trade area is shown below in Table 4.4. In 2005, the trade area population was estimated by the ABS at 27,430 people. This represented growth of approximately 1,110 people since 1996. In 2006, the trade area population is estimated at 27,540 people.

Based on the latest DSE population forecasts and the Southern Regional Housing Statement, the trade area is forecast to grow to approximately 28,840 people by 2021, which represents modest growth of approximately 1,300 people over the 2006-2021 period, or 0.3% per annum.

Map 4 Hampton Street Trade Area

Source: CData with MapInfo
Produced by: Essential Economics

- Regional Centre
- Large Neighbourhood Centre
- Small Neighbourhood Centre

Table 4.4 Hampton Street – Historical and Forecast Trade Area Population, 1996 to 2021

Year	ERP	Average Annual Growth (pers.)	Average Annual Growth (%)
1996	26,320		
2001	27,170	170	0.6%
2005	27,430	65	0.2%
2006	27,540	110	0.4%
2011	28,090	110	0.4%
2021	28,840	75	0.3%

Source: ABS Regional Population Growth, DSE Victoria in Future 2004, Essential Economics, Southern Regional Housing Statement

Socio-Economic Characteristics

A summary of the socio-economic characteristics of the Hampton Street trade area residents is provided in Table 4.5 below.

As is the case with the residents of the Bay Street and Church Street trade areas, the trade area residents of the Hampton Centre enjoy higher than average incomes, 31% of employed residents earn over $800 a week compared with the metropolitan Melbourne average of 21%.

The Hampton Street trade area also possesses a larger share of residents aged over 60 year (at 20%) compared with the metropolitan Melbourne average (at 16%).

Table 4.5 Hampton Street - Socio-Economic Characteristics of Trade Area Population, 2001

Item	Hampton	Metropolitan Melbourne
Per Capita Income ($)	$36,900	$27,600
Variation from Metropolitan Melbourne average	34%	-
Individual Income - % of persons earning $800+ a week	31.0%	20.8%
Average household size	2.62	2.71
Age Distribution		
0-14	20.7%	19.8%
15-24	11.0%	14.2%
25-39	19.1%	23.9%
40-59	29.2%	26.1%
60+	20.1%	16.1%
Place of Birth		
Australia	74.0%	65.2%
MESC Born	10.6%	7.2%
Other OS Born	15.4%	27.6%
Dwelling Type		
% of detached dwellings	71.5%	74.5%
% of semi detached dwellings	15.5%	10.4%
% of units/apartments	12.2%	14.4%
% of other dwellings	0.8%	0.7%

Source: ABS Census of Population and Housing 2001

Available Retail Spending

Residents of the Hampton Street trade area have higher than average levels of per capita retail spending and this reflects the socio-economic features of the population as described above. Per capita retail spending by trade area residents is estimated to be 15% higher than the metropolitan Melbourne average. Retail sectors with significantly higher levels of per capita spending include cafés and restaurant (30% above the metropolitan Melbourne average), apparel (+23%), leisure (+23%) and retail services (+29%).

Table 4.6 below shows the per capita retail spending of Hampton Street trade area residents compared with the metropolitan Melbourne average.

Table 4.6 Hampton Street - Trade Area Per Capita Retail Spending 2006 ($2006)

Retail Category	Hampton Trade Area	Metro Melbourne Ave.	Variation from Metro Melbourne Ave.
Food, Liquor and Groceries	4,440	4,130	+8%
Café and Restaurant	860	660	+30%
T'away Food	900	830	+8%
Total Food Retail	**6,200**	**5,620**	**+10%**
Apparel	1,720	1,400	+23%
Homewares	1,370	1,160	+18%
Bulky Merchandise	1,420	1,260	+13%
Leisure	1,530	1,240	+23%
Total Non-Food Retail	**6,040**	**5,060**	**+19%**
Total Services	440	340	+29%
Total Retail	**12,680**	**11,020**	**+15%**

Source: MarketInfo, Essential Economics

4.4 Issues and Opportunities

This section identifies the issues and opportunities facing the Hampton Street Centre in terms of its retail role and performance.

Issues and Observations

Based on our analysis of the Hampton Street Centre, we raise the following issues:

- There is a lack of major national brand retailers in the strip. In comparison to Church Street in the north, the Hampton Street centre lacks a range of name retailers who draw from a larger catchment. This is likely to be partly a reflection on existing trading levels in the centre which would be below those experienced in the Church Street centre.
- The current upgrade and expansion to the Safeway store at Hampton and potential for development adjacent to the train station is a significant opportunity for the Hampton centre that will increase levels of customer activity and improve the levels of retail service to existing Hampton Street shoppers.
- The centre extends over 1.3 km along Hampton Street and is divided into a number of precincts with various levels of vibrancy. The overall Hampton Street strip does not have a compact feel and there is little synergy between traders at either end of the centre.

- The Hampton Street centre is a largely single storey low density centre and there appear to be scope to increase the density of development and building heights along the strip to appropriate levels.
- The quality of the streetscape and overall shopping environment in Hampton is generally below that of the other MACs in the City of Bayside.

Opportunities and Recommendations

The following is a list of potential future opportunities for the Hampton Street Centre:

- There is an opportunity to consolidate the retail hub in Hampton Street between the railway line and Willis Street. In this area we advocate intensive redevelopment in order to develop a high activity mixed use core anchored around an enlarged supermarket store. In adjoining areas to the core, say between the southern end of the centre (Crisp Street) and Holyrood Street in the north, development which contributes to the function and role of the core is also encouraged. In areas of the centre north of Holyrood Street, there is a risk that substantial development will further fragment the retail and commercial offer in the centre and reduce the benefits associated with a single consolidated core. Further retail and commercial development in this part of the centre should be sensitive to potential impacts on the areas to the south in and around the core of the centre.

  Consolidating the retail and commercial core of the centre will build on the current levels of activity directly to the north of the rail line and reduce the dilution of activity across the centre. As long as integration along the strip remains strong, areas outside the retail and commercial core will still benefit from the additional activity drawn to the centre.
- The station precinct offers a specific redevelopment opportunity that should be investigated in detail given the importance of the site in the heart of the centre adjacent to the rail station and the Safeway supermarket. We understand VicUrban and Council are currently investigating these opportunities.
- There is scope to improve the streetscape along sections of Hampton Street in order to increase customer amenity and add to the image of the centre.

Retail and Commercial Floorspace Growth Potential

Retail Development Opportunities

Hampton Street has a well performing retail sector with a low vacancy rate and a quality mix of traders. There are apparent opportunities for growth in floorspace as a result of development in the station precinct and through more intensive use of land. Although only marginal population growth is forecast, there is the prospect of some residential development in the centre itself.

Our comments relating to retail development are as follows:

- Expansion of the Safeway will increase the supportable specialty retail floorspace and generate additional activity in the centre.
- At present there is around 18,000m^2 of specialty retail in the Hampton centre; this is a large amount of specialty retail to be anchored by only a single supermarket. Therefore any additional retail floorspace in the Hampton centre should be located in the retail core between the rail line and Willis Street where there will be higher levels of activity and synergies with an expanded Safeway. This should not preclude redevelopment or refurbishment of existing retail elsewhere in the centre.

- On this basis we make a nominal allowance for an additional 2,000m^2 of specialty floorspace in addition to the expanded Safeway supermarket, located in the proposed retail hub between the rail line and Willis Street.

Commercial Development Opportunities

Hampton Street contains a significant number of small scale business services and health related operators. There are relatively few professional services and mid sized office tenancies. Given the low scale nature of the commercial sector in Hampton and its lack of profile as an office location, incremental growth of up to around 1,000m^2 of additional non-retail commercial space may be supported in the period to 2021.

5 SANDRINGHAM

5.1 Introduction

The Sandringham centre is the southern-most MAC in the City of Bayside and is based around the Sandringham rail station which is the terminus for the Sandringham metropolitan rail line.

5.2 Centre Profile

The following analysis provides an overview of the Sandringham Shopping Centre including comments on the tenancy and land use mix, its retail and community function, general centre performance and the competitive environment faced by the centre.

Tenancy Mix

The Sandringham centre is anchored by a Coles supermarket located in Waltham Street opposite the Library. This store is around 2,500m^2 in size and is an important destination for food and grocery shopping in the surrounding southern suburbs of the City of Bayside.

Table 5.1 below shows the results of a floorspace survey undertaken in December 2004.

Table 5.1 Sandringham Retail Floorspace Summary, December 2004

Category	No. of Businesses	Retail Floorspace (m^2)	% of Retail Floorspace
Food, Liquor, Groceries	14	4,050	44.1%
Café and Restaurant	16	1,810	19.7%
Takeaway Food	3	260	2.8%
Total Food	**33**	**6,120**	**66.7%**
Apparel	4	360	3.9%
Homewares	6	560	6.1%
Bulky Goods	1	150	1.6%
Leisure	6	670	7.3%
Total Non-Food	**17**	**1,740**	**19.0%**
Services	**13**	**1,320**	**14.4%**
Occupied Retail	**63**	**9,180**	**100.0%**
Vacant (vacancy rate)	9	760	7.6%
Total Retail	**72**	**9,940**	

Source: Essential Economics Pty Ltd Floorspace Survey 13th December, 2004

Although the centre has the smallest retail floorspace component of the four MACs in Bayside, the overall draw of the centre and its role in the retail hierarchy is enhanced by the presence of the relatively large Coles supermarket. This supermarket operates in conjunction with a modest number of other fresh food specialties including bakeries, liquor stores and delicatessens.

There is also a good mix of Café and Restaurant traders in the centre, particularly in the vicinity of the rail station.

Sandringham has a very limited non-food retail offer, with just 17 non-food traders. Table 5.2 below shows that of the four MACs in Bayside, the share of non-food floorspace in Sandringham at 19% is well below the share for the other three centres. This low level of non-food traders is understandable given Sandringham's close proximity to Hampton Street which has a strong non-food presence with 118 non-food traders, and the centre's own modest retail floorspace component of around 9,200m^2. But it mostly reflects Sandringham's role as a lower order weekly grocery centre.

Table 5.2 Bayside MACs – Share of Non Food Floorspace as Proportion of Total

Retail Sector	BAY STREET	CHURCH STREET	HAMPTON	SANDRINGHAM
Non - Food	34%	46%	49%	19%

Source: Essential Economics

An important non-retail trader in the centre is the Sandringham Hotel. This is an iconic and well known building which occupies a high profile position on Beach Road.

According to the 2006 Bayside Retail Monitor, there are 42 non-retail commercial businesses located in Sandringham, including a Maternal Health Centre and a range of small office uses such as real estate agents.

Table 5.3 Sandringham Non-Retail Business Count, 2006

Category	No. of Businesses
Health & Community Services	12
Property & Business Services	17
Other	13
Total	**42**

Source: Charter Keck Cramer "2006 Bayside Retail Monitor"

Retail Function

The Sandringham Centre is dominated by food retail uses, which make up approximately 67% of retail floorspace, well above the shares of food retail floorspace at the other Bayside MACs.

The Coles supermarket located in Waltham Street is the major activity generator within the centre and appears to be trading well. Other food retailers are situated within close proximity to the Coles including a bakery and fruit shop, as well as the recently opened Duncan's Liquor and a specialty food store which forms part of a recently constructed mixed-used development. The location of these food stores, all within close proximity to each other, allows customers to undertake their weekly grocery shopping within the Waltham Street precinct of the centre.

Sandringham also has a strong presence of cafés and restaurants throughout the centre, particularly along Bay Road and Station Street, which serves the surrounding catchment as well as local businesses.

Overall, the Waltham Street precinct of the centre, situated around the Coles supermarket, appears to be serving the surrounding residents well in terms of their grocery shopping requirements, and the performance of this precinct would be expected to further improve with the completion of the mixed-use development on the corner of Waltham Street and Abbott Street. At December 2004 there was one retail vacancy in Waltham Street. The balance of the centre is not trading as successfully, with 8 retail vacancies as at December 2004.

Commercial and Community Function

Sandringham does not have a dedicated office precinct, an office development is currently under construction on Waltham Street. This development would provide support to the surrounding retailers, particularly in the food and café/restaurant sectors. There is a National Australia Bank and Bendigo Bank located in the centre as well as travel agencies and real estate agents.

There are a number of community and medical facilities in the centre including the library located opposite the Coles Supermarket, dentist and a maternal health centre. The Sandringham Hotel is located on Beach Road.

Competition

In terms of Sandringham's role as a food retailing destination, Hampton Street is the closest competing centre, while Black Rock and Highett are unlikely to compete given their relatively poor supermarket offer.

Table 5.4 Sandringham – Competing Activity Centres

Competing Centre	Retail/Commercial Hierarchy	Distance from Sandringham
Hampton	Large Neighbourhood	2 km
Highett	Small Neighbourhood	3 km
Black Rock	Small Neighbourhood	3 km
Moorabbin	Large Neighbourhood	4 km
Southland	Regional Centre	5 km

Source: Essential Economics

5.3 Trade Area Analysis

Definition

The trade area served by the Sandringham Centre has been defined taking into account the visitor survey conducted in July 2002 as part of the 2003 Retail Monitor and other factors relating to the centre's role, function and performance.

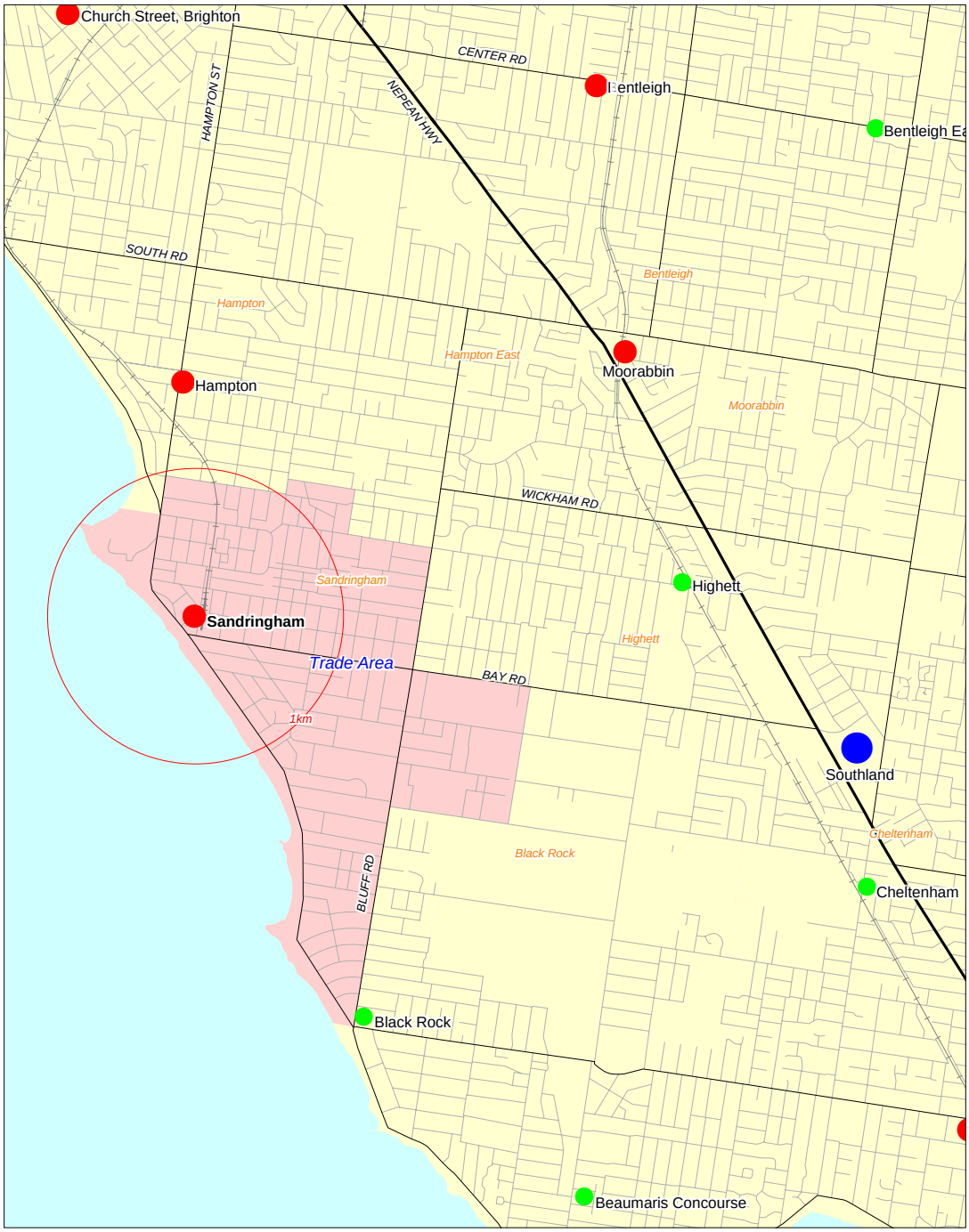
As shown in Map 5, the trade area for the Sandringham centre is bound by the Port Phillip Bay to west, Bluff Road and George Street Sandringham to the east, Linacre Road to the north and down to Black Rock in the south.

Population

In 2005, the trade area served by the Sandringham Centre consisted of approximately 12,050 residents, and this represents moderate growth of approximately 510 residents or 0.5% per annum since 1996.

Based on the latest population forecasts, the trade area population is forecast to grow slowly to approximately 12,610 residents by 2021. This represents growth of approximately 550 residents between 2005 and 2021.

The historical and forecast population of the trade area served by the Sandringham Centre is shown in Table 5.4.



Map 5 Sandringham Trade Area

Source: CData with MapInfo
Produced by: Essential Economics

- Regional Centre
- Large Neighbourhood Centre
- Small Neighbourhood Centre

Table 5.4 Sandringham – Historical and Forecast Trade Area Population, 1996 to 2021

Year	ERP	Average Annual Growth (pers.)	Average Annual Growth (%)
1996	11,540		
2001	11,930	80	0.7%
2005	12,050	30	0.3%
2006	12,090	40	0.3%
2011	12,310	44	0.4%
2021	**12,610**	**30**	**0.2%**

Source: ABS "Regional Population Growth", DSE "Victoria in Future 2004", Essential Economics, Southern Regional Housing Statement

Socio-Economic Characteristics

A summary of the socio-economic characteristics of the Sandringham trade area residents is provided in Table 5.5 below.

Similar to the socio-economic characteristics of the trade areas served by the other Bayside MACs, the socio-economic profile of the Sandringham trade area is typified by higher than average per capita incomes, and an older age profile.

The age profile in the Sandringham trade area is the oldest for the four Bayside MACs with around 52% of the population aged 40 years or over. The income profile of the trade area is also the lowest of the MACs although average incomes remain substantially above the Melbourne average.

Table 5.5 Sandringham - Socio-Economic Characteristics of Trade Area Population, 2001

Item	Sandringham	Metropolitan Melbourne
Per Capita Income ($)	$36,200	$27,600
Variation from Metropolitan Melbourne average	31%	-
Individual Income - % of persons earning $800+ a week	32.4%	20.8%
Average household size	2.59	2.71
Age Distribution		
0-14	19.4%	19.8%
15-24	10.8%	14.2%
25-39	18.0%	23.9%
40-59	29.9%	26.1%
60+	21.8%	16.1%
Place of Birth		
Australia	75.7%	65.2%
MESC Born	11.8%	7.2%
Other OS Born	12.5%	27.6%
Dwelling Type		
% of detached dwellings	67.7%	74.5%
% of semi detached dwellings	17.8%	10.4%
% of units/apartments	13.5%	14.4%
% of other dwellings	1.0%	0.7%

Source: ABS Census of Population and Housing 2001

Available Retail Spending

As indicated above, residents of the Sandringham trade area have higher than average per capita income which is evident in the higher than average levels of per capita retail spending. Per capita retail spending by trade area residents is estimated to be 20% higher than the metropolitan Melbourne average. Retail sectors with significantly higher levels of per capita spending include cafés and restaurant (39% above the metropolitan Melbourne average), apparel (+30%), leisure (+30%) and retail services (+38%).

Table 5.6 below shows the per capita retail spending of Hampton Street trade area residents compared with the metropolitan Melbourne average.

Table 5.6 Sandringham - Trade Area Per Capita Retail Spending 2006 ($2006)

Retail Category	Sandringham Trade Area	Metro Melbourne Ave.	Variation from Metro Melbourne Ave.
Food, Liquor and Groceries	4,550	4,130	+10%
Café and Restaurant	920	660	+39%
T'away Food	930	830	+12%
Total Food Retail	**6,400**	**5,620**	**+14%**
Apparel	1,820	1,400	+30%
Homewares	1,430	1,160	+23%
Bulky Merchandise	1,470	1,260	+17%
Leisure	1,610	1,240	+30%
Total Non-Food Retail	**6,330**	**5,060**	**+25%**
Total Services	470	340	+38%
Total Retail	**13,200**	**11,020**	**+20%**

Source: MarketInfo, Essential Economics

5.4 Issues and Opportunities

This section identifies the issues and opportunities facing the Sandringham Street Centre.

Issues and Observations

Based on our analysis of the Sandringham Street Centre, we raise the following issues and observations:

- The centre is somewhat disjointed due to the location of the railway station and the layout of the road network. The centre does not have the simple “main street” format of the other three Bayside MACs and there are therefore issues associated with the movement of pedestrian and vehicle traffic through the centre and degree of integration and interaction between the areas in the south of the centre around Bay Street and in the north of the centre around Waltham Street.
- There are a number of vacancies in the centre outside the Waltham Street precinct. In the balance of the centre, the retail vacancy rate is approaching 10% and this underlines the need to promote accessibility through the centre and to ensure that there are no retail/commercial “black spots”.

- The centre has exposure to Port Phillip Bay and is a major transport interchange, these are two key advantages that can be further developed for the centre.
- The overall centre presents relatively attractively although there are certain areas in which there could be improvements to the streetscape such as around the Sandringham Hotel. Although the layout of the centre poses certain problems relating to integration between the various components of the centre, it also gives the centre a point of difference with the other main strip based MACs.

Opportunities and Recommendations

The following is a list of potential future opportunities for the Sandringham Centre:

- There may be opportunities to redevelop the Sandringham Hotel in a way that would improve the orientation between the Sandringham Centre and Beach Road as well as the visual amenity of the site. Opportunities to increase the exposure and accessibility of the centre to Beach Road and Port Phillip Bay should be explored.
- There are potential future opportunities to consolidate Bay Road and Station Street as a café/restaurant precinct given its close link with the foreshore and Beach Road.
- There are opportunities to increase the exposure of traders in the centre to train and bus commuters using the Sandringham train station and bus interchange. By improving the patronage levels at the station and maximising the centres role as a transport interchange, retail, commercial and development opportunities in the centre will be improved. This is likely to involve the provision of new infrastructure such as a 2nd platform at the train station.
- There are some vacant sites in Abbott Street in the north of the centre which could be developed for future residential or commercial uses. The presence of a retail component in new developments on the fringe of the centre which have little synergy with the existing retail and commercial area of the centre should be avoided however.
- There is likely to be strong demand for medium and high density housing in Sandringham over coming years given its location as a major public transport interchange and location adjacent to Port Phillip Bay and its designation in Melbourne 2030 as a Major Activity Centre. Given the objectives of *Melbourne 2030* the scope for additional residential development in the centre should be carefully considered.

Retail and Commercial Floorspace Growth Potential

Retail

Sandringham serves a relatively small trade area and is under strong competitive pressure from nearby centres including Hampton and Southland. The population of the trade area served by Sandringham is also expected to grow only marginally over coming years. There is therefore unlikely to be significant demand for increased retail floorspace in the Sandringham Centre over coming years.

Comments in relation to retail development are:

- Redevelopment in and around the station precinct is likely to result in some retail development opportunities in this area, especially where sites have exposure and accessibility to non-commuters as well as commuters.
- As the existing centre already has a fragmented layout, further retail development should seek to consolidate the existing retail/commercial precinct.

- Floorspace growth in the centre over the period to 2021 is likely to be limited, perhaps involving around 1,000m^2 depending on availability of sites and levels of investor interest.

Commercial Development Opportunities

Sandringham has a small commercial office component and this role is not expected to expand significantly in the foreseeable future. Floorspace growth of around 500m^2 is considered supportable in the centre before 2021.

This does not include the Sandringham Hotel site which is suitable for a major commercial redevelopment. There is considered potential for a more substantial hotel/leisure related development on this site in the future although the exact nature of the final development is difficult to determine until specific investor interest is shown.

SUMMARY

Category	Bay Street	Church Street	Hampton Street	Sandringham
Retail/Commercial Role	Small Neighbourhood Centre	Large Neighbourhood Centre	Large Neighbourhood Centre	Large Neighbourhood Centre
Occupied Retail Floorspace	11,810m^2	19,360m^2	20,590m^2	9,180m^2
Trade Area Population 2006	10,770 people	42,560 people	27,540 people	12,090 people
Forecast TA Population 2021	11,600 people	44,860 people	28,840 people	12,610 people
Per Capita TA Retail Spending 2006	$13,890 per person	$13,400 per person	$12,680 per person	$13,200 per person
Trade Area Per Capita Income Compared to Melbourne Average	$39,900 (+45%)	$38,000 (+38%)	$36,900 (+34%)	$36,200 (+31%)
Opportunities and Recommendations	- Improve the supermarket offer in the centre through relocation or consolidation of two existing small supermarkets. - Increase vibrancy at western end of centre by extending entertainment precinct to the west and upgrading streetscape. - Potential to enhance role of centre through addition of a full line supermarket. - Ensure new office space is of a high standard. Support growth of medical related office uses	- The potential for the Safeway to expand to full line status (i.e. 3,000m^2 or larger) - Demand for further office development in the centre is likely although the impact on Bay Street needs to be considered. - There is also scope to increase the provision of retail floorspace in the centre given forecast population and spending growth in the trade area. This will be subject to physical constraints in the centre however.	- Develop a high activity mixed use core between the rail line and Willis Street. An adjacent precinct extending to Crisp Street in the south and Holyrood Street in the north would contain supporting high activity uses. Areas to the north of Holyrood Street would have a lower profile retail/commercial role. - Station Precinct development potential offers significant opportunities for the centre.	- Redevelop the Sandringham Hotel to improve orientation of centre to the beach and visual amenity. - Improve the exposure of the centre to train and bus commuters through improved infrastructure. - Potential development sites in Abbot Street suitable for residential and commercial uses. - Likely future demand for high density housing formats in Sandringham.

Appendix 2 - Background Transport, Traffic and Parking Analysis

Bayside - Activity Centres Structure Plans Background Transport, Traffic and Parking Analysis

Bayside City Council

September 2006

MAUNSELL | AECOM

Background Transport, Traffic and Parking Analysis

Prepared for

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1.0 Introduction

This report has been prepared to provide additional background and analysis to the four Bayside Activity Centre Structure Plans and the accompanying Parking Precinct Plans. The four Activity Centres are:

- Bay Street;
- Church Street;
- Hampton; and
- Sandringham.

The contents of this report include:

- Updated parking survey information relevant to the Parking Precinct Plans;
- Additional background data relevant to the Parking Precinct Plans;
- Updated traffic and parking impacts – utilising revised floorspace figures from Essential Economics and the Council which are based on the latest 3 & 2 Storey built form proposed in the four Centres;
- A review of the necessity and location for additional carparking in each Centre and how it is provided; and
- Review and provision of pedestrian and cyclist data.

2.0 Comparison of Parking Survey Results

2.1 Background

Parking inventories were assembled and parking surveys were originally undertaken by Maunsell in November 2004. This represented the initial data collection phase in the preparation of the Structure Plans and Parking Precinct Plans for the four Activity Centres. The data collected included comprehensive parking occupancy and turnover surveys for both on-street and public off-street parking within a wide area at each Activity Centre. A smaller more compact area has subsequently been defined which covers the public parking spaces that are in convenient proximity to the retail and commercial land uses in each Centre and can realistically be used by local workers, shoppers and visitors. This supply of spaces is referred to as the parking "catchment".

It should be noted that in addition to the publicly available parking spaces identified in the "catchment" there are also private off-street parking spaces – associated with some of the properties in each Activity Centre. Many of these private parking spaces are located on commercial properties, as they are often larger lot sizes compared to retail premises. An exact determination of the number of these private parking spaces is difficult, as many are informal (cars are often parked in poorly surfaced backyard areas that in many cases are not designed as proper parking spaces and/or fail to meet published design standards). Nothwithstanding the informal nature of these parking spaces, their usage was monitored and it was found that occupancies are very high during normal business hours as the majority of the private off-street spaces are used for all-day parking by local office workers and shopkeepers. There is little evidence of the spaces being used for customer / visitor parking. In summary it can be concluded that the high occupancy of these private off-street parking areas, if included in the parking analysis for each Centre, would generate higher empirical parking rates than those quoted in the Parking Precinct Plans – particularly for commercial land uses as many of the private parking spaces appear to be used in association with office-type land uses. However, an exact quantification of this additional empirical demand is difficult and debatable, given the complexity in determining the number of spaces available when many are informal parking spaces unendorsed by Council. Nonetheless, by ignoring this additional demand in the preparation of the Parking Precinct Plans, the Council is in fact adopting a generous position in its assessment of new parking rates by basing its conclusions on an empirical rate that is actually a little lower than exists in each Centre. In practice, during the peak parking demand period (11.00am and 2.00pm depending on the Centre) the private off-street parking spaces are heavily occupied by all-day parkers. However this demand has not been added to the empirical demand established through the parking and interview surveys (which almost entirely relates to visitation of commercial and retail premises rather than the demand generated by workers / shopkeepers). The recommended variations to the Planning Scheme parking rates can therefore be regarded as reasonable, as the private parking demand has not been used to justify higher parking rates than what has been concluded using solely the empirical rates derived from the use of public parking spaces.

Additional parking surveys have now been undertaken, in August 2006, to assess whether parking conditions have changed by any significant amount since the original parking surveys were undertaken. The additional weekday parking occupancy surveys were conducted on Tuesday 22nd August 2006 and Thursday 17th August 2006 at both 11.00am and 2.00pm in each of the four Activity Centres. The initial aim was to cover at least 35 to 40% of parking spaces in each catchment in order to provide a sample of sufficient size to confidently assess the currency of the original findings. In fact at least 50% of the spaces that were surveyed in 2004 were resurveyed in 2006 for each activity centre, thus providing an extremely reliable sample size. The areas that were resurveyed include the "main street" in each centre, together with off-street parking areas and a range of selected "side streets". Surveys were not undertaken in streets and carparks located in the vicinity of areas where circumstances have significantly altered since the time of the original surveys (ie, the renovation works at the Safeway supermarket in Hampton) or where parking restrictions have changed.

2.2 Extent of resurvey

A summary of the parking spaces which were re-surveyed in August 2006 in each Activity Centre is provided below.

Bay Street Activity Centre

A total of approximately 500 parking spaces were surveyed in August 2006 – this represents over 55% of the parking spaces in the broader catchment surveyed in November 2004. The total catchment holds approximately 903 parking spaces. The on-street areas and carparks surveyed were:

- Bay Street
- Asling Street
- Marion Street
- Warleigh Grove
- Willansby Avenue
- Male Street
- Asling Street Carpark
- Marion Street Carpark
- Willansby Avenue Carpark

Church Street Activity Centre

A total of approximately 970 parking spaces were surveyed in August 2006 – this represents over 56% of the parking spaces in the broader catchment surveyed in November 2004. The total catchment holds approximately 1722 parking spaces. The on-street areas and carparks surveyed were:

- Church Street
- Carpenter Street
- Well Street
- Male Street
- Lindsay Street
- Black Street
- Dendy Carpark
- Carpenter Street Carpark
- Well Street Carpark
- Safeway/Well St Carpark.

Hampton Activity Centre

A total of approximately 1,000 parking spaces were surveyed in August 2006 – this represents approximately 50% of the parking spaces in the broader catchment surveyed in November 2004. The total catchment holds approximately 2010 parking spaces. The on-street areas and carparks surveyed were:

- Hampton Street
- Avondale Street
- Thomas Street
- Hamel Street
- Mills Street
- Service Street
- Hampton Street
- Orlando Street
- Ratho Avenue
- Village Car Park
- Crisp Street Car Park
- Service St / Thomas St Carpark
- Mills Street Carpark
- Willis Street Carpark.

Sandringham Activity Centre

A total of approximately 510 parking spaces were surveyed in August 2006 – this represents over 70% of the parking spaces in the broader catchment surveyed in November 2004. The total catchment holds approximately 704 parking spaces. The on-street areas and carparks surveyed were:

- Bay Road
- Beaumont Street
- Melrose Street
- Station Street
- Trentham Street
- Waltham Street
- Bay Road Underground Carpark
- Un-Named Road (north-west and parallel to Melrose Street, running between Waltham Street and Beach Road)
- Chalmers Avenue Carpark
- Melrose St / Chalmers Avenue Carpark.

2.3 Findings

Table 1 compares parking occupancies for the on-street and off-street areas surveyed in August 2006 with the occupancies of these same areas when originally surveyed in November 2004.

Table 1 only displays the occupancy rates of the "'normal" parking areas surveyed (time-limit and unrestricted areas). Small numbers of special purpose zones such as Loading Zones, Taxi Zones, Mail Zones, disabled parking and private parking spaces have not been included.

Table 1: Comparison of Parking Survey Results – November 2004 versus August 2006

		Bay Street			Church Street			Hampton			Sandringham		
		On Street	Off Street	Total	On Street	Off Street	Total	On Street	Off Street	Total	On Street	Off Street	Total
11.00am Survey	Nov 2004	65%	80%	**68%**	76%	72%	**74%**	56%	81%	**63%**	69%	79%	**72%**
	Aug 2006	71%	57%	**68%**	83%	73%	**79%**	53%	78%	**61%**	76%	73%	**75%**
2.00pm Survey	Nov 2004	66%	68%	**66%**	81%	69%	**76%**	52%	69%	**57%**	74%	79%	**76%**
	Aug 2006	76%	86%	**79%**	82%	78%	**81%**	48%	72%	**55%**	72%	71%	**72%**

Table 1 indicates that in most circumstances the total parking occupancies of the on-street and off-street parking spaces which were surveyed in August 2006 are very similar to the surveyed occupancies in November 2004.

Generally, in each of the four Activity Centres, the total occupancies recorded in 2006 are only a few percentage points different from the occupancies recorded in 2004 – for both the 11.00am and 2.00pm survey periods. This would suggest that parking conditions have not changed significantly since the original parking surveys were conducted in November 2004. The 2004 survey results can therefore be confidently used for the purposes of the Parking Precinct Plans.

The only instance where there is some difference between the two survey sets is the 2.00pm period in the Bay Street Activity Centre. The August 2006 survey indicates a higher parking occupancy (79%) compared with the November 2004 survey (66%). In contrast, interestingly, the total parking occupancies surveyed during the 11.00am timeslot were identical in 2004 and 2006. The 2.00pm survey results are therefore possibly a simple reflection of fluctuations that typically occur on a daily, weekly and seasonal basis. Seasonal variations in parking conditions are not unusual – particularly considering that one survey set was collected in late winter while the other was collected in late Spring. Furthermore, some on-street parking restrictions have been changed in Bay Street during the intervening period between the two survey periods and while those spaces were excluded from the comparison, the changes are still likely to have had “flow-on” effects and influenced occupancies in other adjacent parking areas.

In any event, if a small intensification of parking demand has occurred in the Bay Street Activity Centre, it merely provides further endorsement of the strategy outlined in the draft Parking Precinct Plan, namely the need to construct additional off-street parking spaces to cater for future parking demand.

In summary, for the purposes of preparing a Parking Precinct Plan in Bay Street, the use of the complete November 2004 parking survey results is considered reasonable.

3.0 Parking Rates – Methodology and Assumptions

This section outlines the derivation of the recommended parking rates for the Activity Centres in Bayside based on the results of the parking and interview surveys.

In each Centre the interview surveys were conducted across various time periods in order to obtain a wide sample of respondents. The interviews were designed to ascertain the "reasons" for people visiting each centre (or trip purpose) and their method of travel to the centre. The survey results were used with the total parking occupancies recorded in order to determine empirical parking rates for the relevant land uses.

3.1 Parking Demand Weightings

Weighting assumptions were applied to account for the component of parking demand in each Centre that was not associated with the retail/commercial development. (e.g. residential demands, rail commuters etc). Only a percentage of the total parking demand in each Centre was deemed attributable to the Centre's commercial and retail activity and thus taken into consideration for the purposes of determining empirical parking rates. In recognition that not all of the parking occupancy in then Centres was associated with retail and commercial activity, weightings were applied – these effectively set the proportion of parking being used for retail and commercial activity, which was then used to establish an empirical parking rate.

The weightings applied in each centre were as follows:

- 75% Bay Street (e.g. 25% non retail/commercial)
- 80% Church Street (e.g. 20% non retail/commercial)
- 80% Hampton (e.g. 20% non retail/commercial)
- 80% Sandringham (e.g. 20% non retail/commercial).

The derivation of the weightings was based on an assessment which considered the utilisation of parking during non-retail/commercial periods (e.g. 7am) and other factors such as the length of stay, proximity to the railway station, presence of residential properties, etc.

3.2 Purpose of Trip

The "purpose" for visiting the Centre was determined for interviewees who responded they were car drivers. Where more than one trip purpose (or destination) was identified, all purposes were taken into account. Ultimately this information was analysed and the proportion of car drivers (hence number of cars) visiting the centre to visit various land uses was determined.

3.3 Purpose Time Weightings

Time weighting assumptions were also applied based on the different trip purposes. This was undertaken in order to take into account that people attending different land uses would be likely to park for different length of times, depending upon the land use they were visiting. The use of proportional responses by land use would therefore not have given a true indication of the link between parking spaces occupied and land uses.

The weightings applied are shown in Table 2.

Table 2: Purpose Time Weighting Assumptions

Purpose	Time Weighting (minutes)
Supermarket	20
Convenience Store	5
Other Retail	15
Restaurant	20 mins (11.00am), 60 mins (2.00pm)
Work/Business	60
Tavern/Leisure/Social/Pleasure	60
Medical	60
Cinema	150
Community Facility	45
Other	30

By applying the time weightings, the proportions of "trip purpose" for each car driver were modified to account for the average length of stay, resulting in new proportions. Thus the total car parking demand by time period for each land use was also modified to more realistically reflect the actual influence that each land use has on the use of public parking.

3.4 Floorspace Application

By applying the number of cars apportioned to each trip purpose (or land use) against the known floorspace in each Centre, the car parking demand by land use for each time period in each Centre was determined to provide empirical parking rates.

3.5 New Parking Rates and Assumptions

In discussions with Council officers it was determined that no changes could be justified to the standard Planning Scheme rates for dwellings, supermarkets, tavern, leisure and cinema. In each instance Council's experience indicated that the current rates appeared appropriate. Furthermore, after examination of the Essential Economics forecasts of likely future development, it was considered unlikely that major new leisure and cinema uses would be introduced into any the four Activity Centres. In addition, with the possible exception of Bay Street, it was deemed unlikely that new supermarkets would be established. Thus it was considered unnecessary to devote a significant effort into establishing new rates for these uses.

The main components of future development were identified as commercial, retail and, to some extent, restaurant/café uses. Thus the emphasis was placed on comprehensively understanding and reviewing the rates applicable to these land uses, as they would be the principal influence on future parking demands and patterns in the four Activity Centres.

Accordingly, new parking rates were calculated for retail, restaurant/café and office/commercial developments. These are discussed in sections 3.5.1 to 3.5.3.

3.5.1 Retail

The retail parking rates varied by Centre, but all are consistently lower than the current standard Planning Scheme rate. Table 3 summarises the empirical rates and lists the proposed rates for inclusion in the draft Parking Precinct Plans.

Table 3: Retail Parking Rates per 100 square metres of Floor Area

Activity Centre	Observed Empirical Rate			Planning Scheme Rate (spaces/100sqm)	Proposed Rate (spaces/100sqm)
	Time				
	11am	2pm	Total		
Bay St	6	3	4	8	5
Church St	3	3	3	8	5
Hampton	1.2	2.1	2	8	3
Sandringham	2	3	3	8	3

The proposed rates take into consideration the range of observed parking rates observed at each Centre throughout the day, as well as the variation from the standard planning scheme rates. It was considered that a reduction of parking rates was warranted in all Centres. In this regard it is relevant to note that the size of the Centres is such that many visitors attend multiple premises and therefore parking is “shared” between many different land uses. The application of standard parking requirements for individual premises is therefore considered inappropriate and a reduction in rates justified.

The proposed parking rates also take into consideration that it would not be appropriate to have differential parking rates in Church Street and Bay Street due to the proximity of these two Centres, or to have differential parking rates in Hampton and Sandringham due to the proximity of these two Centres. Hence a single parking rate has been chosen for both.

In addition, the different parking rates take into consideration current and future trends for the Centres:

- The likely extent of future development forecast for each Centre (and therefore the ability of this new development to affect parking availability in the Centre) – Bay Street and Church Street are forecast to have significant increases in floor area, whereas Sandringham and Hampton have comparatively more modest future development forecasts.
- The level of existing parking occupancy in the Centre at peak times – Bay Street and Church Street occupancies are currently high, whereas greater spare capacity is already available in the Sandringham and Hampton Centres.

The above factors highlight that Church and Bay Streets are already “at capacity” from a parking perspective whereas far more abundant spare parking capacity exists in Sandringham and Hampton. These circumstances justify why different parking rates have been suggested for Church Street and Sandringham – despite the two Centres having similar empirical rates. The proposed Church Street rate has been kept above the empirical rate (while still much lower than the current Planning Scheme requirement) in order to keep a “factor of safety” given the inability to easily absorb any excess parking demand within the existing public parking stock. The parking rate for Sandringham, in contrast, has been recommended at near the empirical rate given that greater spare parking capacity exists and future development in any event is expected to be modest.

Each Parking Precinct Plan incorporates a review within 5 years of adoption. This review should naturally include an examination of the appropriateness of the parking rates adopted in each Centre and their ongoing relevance.

3.5.2 Restaurant/Cafe

The measured empirical parking rates for restaurant/café uses during the peak demand periods in the Centres (11.00am and 2.00pm) were all extremely low. This is generally attributable to the fact that the peak demands for these land uses (which occur in the evenings) do not generally coincide with the peak demands in the Activity Centres (which occur in the middle of the day). The parking rates can therefore be lowered to account for significant spare parking capacity that exists in the evenings, and the low empirical rates measured during the day. It is relevant to note that by 8.00pm the overall occupancy in the Bay Street catchment is in the order of 41% on-street and 45% off-street. The corresponding figures for the other Activity Centres are Church Street 44% and 34%, Hampton 36% and 35% and Sandringham 46% and 18%,

It should be noted that the data available for this study only gave an indication of the total floor area of restaurant/café land uses, rather than the total number of seats in each Activity Centre. A conservative assumption that there are on average 20 seats per 100 square metres of floor area has been made. Thus, Table 4 provides empirical rates of parking spaces per seat, based on the above assumption.

Table 4: Restaurant/Café Parking Rates Per Seat

Centre	Observed Empirical Rate (spaces per seat)			Planning Scheme Rate (spaces/seat)	Proposed Rate (spaces/ seat)
	Time				
	11am	2pm	Total		
Bay St	0.05	0.10	0.10	0.6	0.3
Church St	0.05	0.25	0.20	0.6	0.3
Hampton	0.00	0.10	0.10	0.6	0.2
Sandringham	0.05	0.10	0.05	0.6	0.2

Given that all Centres exhibit abundant spare parking capacity in the evenings and that empirical rates reflect low demands generated by restaurant uses during the day, a reasonable case exists to recommended lower parking rates than the standard Planning Scheme requirement. The proposed parking rates have been set to keep consistency between Bay Street and Church Street as well as Hampton and Sandringham (given the proximity of the respective pairs of Centres to each other). A greater rate reduction is proposed in Hampton and Sandringham (down to 0.2 from 0.6) despite the fact that empirical rates in these Centres are at similar levels to Bay Street (where the proposed rate is set at 0.3). This course of action is recommended for similar reasons to those used for determining the retail rate, namely after consideration of:

- The likely extent of future development forecast for each Centre (and therefore the ability of this new development to affect parking availability in the Centre) – Bay Street and Church Street are forecast to have significant increases in floor area, whereas Sandringham and Hampton have comparatively more modest future development forecasts.
- The level of existing parking occupancy in the Centre at peak times – Bay Street and Church Street occupancies are currently high, whereas greater spare capacity is already available in the Sandringham and Hampton Centres.

3.5.3 Office/Commercial

The office/commercial empirical parking rates varied across Centres, although Bay Street and Church Street had distinctly higher empirical rates than Sandringham and Hampton – and the rates are certainly higher than the Planning Scheme rates. The proposed rates provide for a small increase to the Planning Scheme requirement, through formulae that particularly target small office areas (in order to address the issue of smaller offices causing parking problems through inadequate off-street parking). As office sizes get bigger the difference from the Planning Scheme rates diminishes. However a requirement for an additional parking space, irrespective of size, has been built in to the formula for Bay Street and Church Street in response to the much higher empirical rates in those Centres and the existing saturated parking conditions during the day.

Table 5: Office Parking Rates per 100 square metres of floor area

Centre	Observed Empirical Rate			Planning Scheme Rate (spaces/100sqm)	Proposed Rate (spaces/100sqm)
	Time				
	11am	2pm	Total		
Bay St	2.7	5.1	4.7	3.5	1 space plus 3.5 spaces/100
Church St	6.8	6.0	6.1	3.5	1 space plus 3.5 spaces/100
Hampton	2.9	3.3	3.2	3.5	The greater of 2 spaces or 3.5 spaces/100
Sandringham	1.6	2.2	2.1	3.5	The greater of 2 spaces or 3.5 spaces/100

It should be noted that the proposed rate for Bay Street and Church Street achieves an additional parking space (on top of the standard Planning Scheme requirements) irrespective of development size. Effectively this ensures that even the smallest developments have at least 2 parking spaces and all other developments provide an additional space on top of the standard Planning Scheme requirement of 3.5 spaces/100sqm. The requirement for the provision of an additional parking space is consistent with the presence of high empirical parking rates in Bay Street and Church Street. The recommended increase in the statutory parking rate is considered modest, bearing in mind that it is still lower than the empirical rates. Importantly, these empirical parking rates are also conservatively lower than the likely actual empirical parking demand given that they are based on the demand recorded in public parking areas. The empirical rates ignore the demand associated with the private off-street parking areas (that are found with some of the commercial properties in the Bay Street and Church Street Centres). If this parking demand had been included it would have generated higher empirical parking rates. In this context, the adoption of the lower rate (based solely on empirical demand recorded in public parking spaces) represents a generous interpretation by the Council of parking demands in the two Centres (as they are being treated as lower than what they actually are).

In contrast, the proposed rate for Hampton and Sandringham achieves a minimum of 2 spaces for all developments. Under the proposed formula, the development sizes affected are the smaller ones (from 0 to 57 square metres) – which will need to provide at least 2 parking spaces. Developments equal to and bigger than 58 square metres are simply subject to the standard Planning Scheme requirement of 3.5 spaces/100sqm.

3.6 Cash-in-lieu Rates

Table 6 summarises the approach for calculating the cash-in-lieu parking rates for each of the Bay Street, Church Street, Hampton and Sandringham Activity Centres. A summary of the adopted "construction" and ancillary costs per parking space is shown in Table 7. Two scenarios are summarised in table 6; the **"100%" scenario** assumes that a **carpark is constructed on new land** and therefore 100% of land costs are included. The **"50%" scenario** assumes that a carparking structure is constructed over an **existing Council at-grade carpark** and only 50% of the land cost is used in determining the cost of each parking space. This represents a situation where the Council may wish to exercise a more generous pricing regime for the cost of carparking by only taking half of the land value into consideration. Furthermore it is relevant to note that the land costs adopted represent the Valuers' lowest land cost estimates even though the Valuers office estimates that land costs can reach values that are twice the minimum levels used for the purposes of this report.

Table 6: Summary of costs – per parking space

	Scenario	Bay Street	Church Street	Hampton	Sandringham
Land Cost ($ per square metre)	100%	1150	2000	1500	2000
	50%	575	1000	750	1000
Land Cost ($ per space)	100%	34500	60000	45000	60000
	50%	17250	30000	22500	30000
Construction Cost ($ per space)		16222	16222	16222	16222
Total Cost ($ per space)	**100%**	**50722**	**76222**	**61222**	**76222**
	50%	33472	46222	38722	46222

Note:

1. *Land cost estimates were obtained from Bayside City Council – Valuers. The costs represent the Valuers' estimated minimum land costs for commercial land within the heart of each Activity Centre (except for Sandringham – see below).*
2. *Land Prices in Sandringham have significant variation and only an average land value was obtained.*
3. *Construction costs have been based on estimates from Rawlinsons Construction Handbook. 2005. The costs are based upon a "Ground + 1 Level Car Park".*
4. *Landscaping, Maintenance & Legal costs are based upon a car park of approximately 100 car spaces*
5. *Maintenance costs represent a "Present Cost" based on $2000 per year, for a 30 year life, discounted at 6%*
6. *Landscaping costs have been estimated at approximately $100,000 for an entire site.*
7. *Legal costs have been estimated at approximately $100,000 for an entire site.*
8. *Costs are based on a car parking space, aisle requirement, ramps etc of approximately 30m^2 per space.*

Table 7: Construction and Ancillary Costs – per parking space

Item	Cost ($)
"Upper" cost per parking space (reflects construction within constraints of a fully built urban environment)	11500
Adjusted Price (Dec 2005)	12075
Adjusted Price (Dec 2006)	12679
Add GST	**13947**
Landscaping	1000
Maintenance	275
Legal Costs	1000
Total	**16222**

3.7 Summary of parking findings

The selection of lower statutory parking rates for Hampton and Sandringham compared with Bay Street and Church Street, reflects a number of factors:

- The Church Street and Bay Street Activity Centres currently experience much heavier parking demands than Hampton and Sandringham
- Hampton and Sandringham exhibit much higher levels of spare parking capacity
- The forecast commercial and retail expansion in Hampton and Sandringham is much lower than the Church Street and Bay Street Activity Centres

In summary, given that there is demonstrably less parking demand in Hampton and Sandringham and much greater levels of spare capacity, the adoption of lower parking rates in these Activity Centres is therefore considered manageable. It is also unlikely to lead to any significant impact on spare parking capacity, given the modest retail and commercial growth expectations in the Centres. Provision of additional off-street parking in the form of new or expanded carparks is hence unwarranted for Hampton and Sandringham. In contrast new off-street parking is recommended for both the Church Street and Bay Street Activity Centres. This is discussed in greater detail in section 4 of this report.

In view of these considerations it is recommended to collect cash-in-lieu funds in both Bay Street and Church Street at the rates of $50,000 and $76,000 per parking space respectively (as derived in section 3.6 of this report). The funds collected are to be set aside for the construction of additional off-street carparking spaces in those Activity Centres, on sites identified in the Parking Precinct Plans. However, in Hampton and Sandringham, the analysis undertaken in section 4 of this report does not reveal the need to construct additional car parking spaces. Therefore it is recommended that a nominal cash-in-lieu rate of $20,000 per parking space be set in each centre (a generous discount on the estimated cost of a parking space) in order to fund a range of sustainable transport initiatives. These should be aimed specifically at pedestrian, cyclist and public transport initiatives – drawing from the list of actions developed in the respective Structure Plans for those Activity Centres.

It is relevant to note that use of the Parking Precinct Plans (PPPs) to pursue measures aimed at aimed at pedestrian, cyclist and public transport improvements initiatives is consistent with the guidance provided in the relevant VPP Practice Note. The Practice Note identifies that PPPs can support the achievement of sustainable development. More specifically they can:

- help to facilitate the use of public transport;
- support measures such as car reduction schemes or the development of alternative modes of transport, including walking and cycling;
- support the efficient use of urban land through the integration of car parking with other forms of development; and
- promote the better environmental performance of car parking areas.

4.0 Traffic & Parking Impacts

4.1 Background & Methodology

The ability of the transport system to accommodate increased demands for movement and parking of traffic was assessed by taking into consideration the increased demands derived from likely future changes in land use in each of the four Activity Centres. In forecasting future transport demands, account has been taken of the provision of public transport and the ability to walk and cycle.

Traffic Demand

In metropolitan Melbourne, the peak activity time of the road network is generally found to be the evening peak period. This is also likely to be the period that coincides with the peak activity time of developments in the Bayside Activity Centres. Therefore, the evening peak traffic period has been examined, for the purposes of evaluating the traffic impacts associated with increased land use in the various Centres.

Parking Demand

The following process will be used to determine potential future parking demand:

- All future residential development would fully satisfy current planning scheme parking requirements for both residents and visitors. Thus it is assumed that new dwellings would entirely provide for their own parking needs off-street and generate no impact in terms of increased demand for on-street parking.
- Using the forecast floorspace areas for future retail and commercial development, parking demand was calculated using the Planning Scheme rates as a starting point.
- Some allowance has been made for achieving the Victorian Government's modal shift target that by the year 2020, 20% of motorised trips will take place on public transport, as well as recognising that some parking provision can and will still occur as part of new development. For the purposes of establishing a possible on-street parking demand target, it has been assumed that in most cases (two thirds of new development) it is impossible or impractical to provide off-street parking; accordingly it is assumed that about one third, (30%) of new development will provide parking to satisfy its needs.

Traffic Rates

The following weekday evening peak hour traffic generation rates have been adopted as a suitable standard for Activity Centres in Bayside. They are based on the *RTA Guide to Traffic Generating Developments (October 2002)* published by the RTA in New South Wales. Appropriate adjustments have been made to account for conditions in metropolitan Melbourne.

Office & Commercial:

2 vehicle trips per 100 square metres of gross floor area

Retail:

7.6 vehicle trips per 100 square metres of gross floor area (where the total retail floor area in the Activity Centre is between 10,000 to 20,000 square metres)

5.9 vehicle trips per 100 square metres of gross floor area (where the total retail floor area in the Activity Centre is between 20,000 to 30,000 square metres)

Residential:

0.4 vehicle trips per dwelling per hour

The residential peak hour rate of 0.4 vehicle trips per hour is 10% of the daily rate of 4 vehicle trips per dwelling – which represents about half of the rate typically found in outer suburban areas in Melbourne. The reason for selecting a lower rate is based on the expectation that the new residential development will be of medium density and be able to capitalise on public transport, walking and cycling opportunities through being located in the heart of the Activity Centre. Evidence around Melbourne indicates that a rate of 4 vehicle trips per dwelling per day is realistic in a medium density context, close to public transport and where reasonable walking and cycling options exist.

Traffic Distribution

In order to establish whether the forecast additional vehicle trips per hour can be managed, it will be necessary to understand the distribution of trips onto the road networks. However given that the exact location and extent of future development is unknown, it will be necessary to make certain conservative assumptions on how traffic will be distributed onto the road network around each Activity Centre to forecast the increase vehicle trips using each of the major roads.

Capacity of Road Network

Having generated traffic volume forecasts on specific streets, it will be necessary to determine – at a broad level – whether the quantity of traffic increases that are predicted have the potential to create significant capacity or congestion problems on streets within each of the four Activity Centres.

The preceding analysis will demonstrate that in each Activity Centre, the traffic volume increases on all of the key roads (at full development) are fairly modest and can be easily absorbed within the road networks. It is important to note that the capacity of urban roads is generally determined by the capacity of the intersections. Nonetheless, given the lack of detail on the specific future pattern of traffic movements at intersections, it is equally useful to consider mid-block capacities as this will provide a reasonable guide to future impacts.

Typical mid-block capacities for urban roads with interrupted flow are in the order of 900 vehicles per lane per hour on undivided roads with an adjacent parking lane that causes little interference to through movements. This level is a reasonable capacity guide for streets in Bayside although the actual capacity will vary between roads depending on the specific circumstances that exist (width of traffic lanes, pedestrian crossings, extent of parking interference, presence of bike lanes – which may help provide separation from the parking lane, presence of buses and delivery vehicles, etc). Sections of the main roads through the heart of each centre could therefore exhibit lower mid-block capacities.

4.2 Bay Street

Parking Analysis and Forecast of Future Needs

The maximum parking occupancy over the entire catchment peaks at around 67% at 11.00am – this represents 603 of the 903 spaces being utilised. At the same time the parking occupancy in the heart of the Activity Centre – Bay Street – peaks at 74%. This finding suggests that peak period parking conditions in the heart of the Activity Centre are close to the level where some sort of intervention may be necessary to better satisfy parking needs. Typically, parking occupancies of 80% or above indicate difficulty in finding parking and reflect reduced accessibility in a precinct. In this regard, it is relevant to note that the occupancy in other streets close to Bay Street, such as Asling, Cochrane and Carpenter Streets averages around 84%. This indicates a strong parking demand “away from the main street”; even an increase compared with Bay Street. It is relevant to note that the occupancy data quoted above refers to the full survey results from November 2004. The percentages therefore differ from the November 2004 percentages shown in table 1 (section 2.3 of this report). The November 2004 data in table 1 was assembled merely for comparison purposes with the new August 2006 data, using a sample of streets and carparks in each Centre (sourced from the complete November 2004 data) in order to establish whether major differences in parking occupancy had occurred.

The surveys did not cover the entire catchment and as such the occupancies from November 2004 represent a reduced area and are not representative of the full catchment. In summary, the table 1 occupancies are not used in this section of the report nor in the subsequent sections 4.3 to 4.5. Full catchment occupancies are used instead.

An economic assessment was undertaken by Essential Economics during the preparation of the Bay Street Structure Plan in order to identify the potential for future retail and commercial development. Possible future increases in floor area in the Bay Street Activity Centre (**scenario 1**) were identified as follows:

- 2000 m^2 Commercial Floorspace
- 2000 m^2 Retail Floorspace

An alternative forecast was also produced based on the possibility that a new supermarket may open in the area. If a supermarket opened, the forecasts for both commercial and retail floor space would also increase, as extra activity is generated within the area. The subsequent total increases in floor area in this scenario (**scenario 2**) would therefore be:

- 3000 m^2 Supermarket
- 3000 m^2 Commercial Floorspace
- 3000 m^2 Retail Floorspace

If the supermarket (scenario 2) development were to proceed, it is assumed that the supermarket parking would be fully provided on-site, and that this parking supply would not therefore need to be considered as part of the broader parking analysis.

The application of the Planning Scheme rates to the forecast retail and commercial development generates a total parking demand of:

- 230 spaces (for scenario 1) or
- 345 spaces (for scenario 2 with the flow-on effects arising from the supermarket development).

In order to determine the on-street share of forecast demand the total is first reduced by one-third (to account for on-site parking) – this leaves a demand for 153 spaces (Scenario 1) and 230 spaces (Scenario 2). In turn this total is reduced by 20% (to reflect the Victorian Government's modal shift target). The final estimated on-street parking demand is therefore 123 spaces (Scenario 1) and 184 spaces (Scenario 2).

The spare parking capacity in the entire catchment at peak time (11.00am) is 300 spaces. While some spare capacity exists, most of these spare parking spaces are located at the extremities of the catchment, as the survey have revealed that occupancies are very high (84%) in the sections of streets nearest Bay Street. A small number of motorists may be prepared to walk longer distances however it is realistic to expect that the majority would wish to park closer to Bay Street. It is therefore considered reasonable to develop a new car parking facility to accommodate between 80 to 120 cars over the existing parking lot located between Marion Street and Williansby Avenue. Such a facility would be able to accommodate the majority of the forecast demand of 123 spaces (Scenario 1) or 184 spaces (Scenario 2). The remainder would be accommodated in a more dispersed manner through the spare capacity that exists across the Activity Centre – consistent with the likely dispersal of new development.

Traffic Rates

Analysis undertaken for Bay Street has revealed the following:

Scenario 1

- The anticipated growth in commercial floorspace is in the order of 2,000 square metres.
- There is 11,800 square metres of existing occupied retail floorspace and a forecast increase of 2,000 square metres. Thus the adopted evening peak hour traffic generation rate will be 7.6 vehicle trips per 100 square metres.
- Various development scenarios have been considered in the structure planning process. New dwellings in the Bay Street Activity Centre could range between 170 to 220. The upper limit of 220 has been adopted in the interests of a conservative analysis.

The application of the standard rates that have been identified above, generates the following traffic volumes in the evening peak period:

Office & Commercial:	40
Retail:	152
Residential:	88
Total:	**280 vehicle trips per hour**

Scenario 2 (With Supermarket Development)

- The anticipated growth in commercial floorspace is in the order of 3,000 square metres.
- There is 11,800 square metres of existing occupied retail floorspace and a forecast increase of 6,000 square metres (Supermarket Complex and other retail development). Thus the adopted evening peak hour traffic generation rate will be 7.6 vehicle trips per 100 square metres.
- Various development scenarios have been considered in the structure planning process. New dwellings in the Bay Street Activity Centre could range between 170 to 220. The upper limit of 220 has been adopted in the interests of a conservative analysis.

The application of the standard rates that have been identified above, generates the following traffic volumes in the evening peak period:

Office & Commercial:	60
Retail:	456
Residential:	88
Total:	**604 vehicle trips per hour**

Traffic Distribution

This analysis will consider the worst case scenario of a forecast increase of 604 vehicle trips per hour onto the road network, assuming that a new supermarket complex is developed with the associated maximum retail and commercial areas. In order to establish whether an additional 604 vehicle trips per hour can be managed, it is necessary to understand the distribution of trips onto the road network. However given that the exact location and extent of future development is unknown, it will be necessary to make certain conservative assumptions on how traffic will be distributed onto the road network around Bay Street.

Bay Street, Asling Street, Cochrane Street, St Andrews Street, Durrant Street and Outer Crescent are the main routes that traffic may utilise into and out of Bay Street. Many trips will only utilise one of these roads and it is also possible that some trips would occur entirely off these routes. For instance motorists bound for the tennis and Bowls Club area may only need to use Male Street if arriving from the south. Similarly shoppers and visitors arriving from the south could utilise the carparking areas located between Williansby Avenue and Marion Street without actually needing to travel onto Bay Street.

In this context it will be conservatively assumed that up to half of the forecast traffic ends up on some section of Bay Street – 50% of the forecast 604 vehicle/hour traffic increase, namely an increase of 302 vehicles per hour. It will also be assumed that this traffic volume increase is split equally in each direction, say 151 vehicle trips per hour each way (just over 2.5 trips per minute). It will also be assumed that each of the five nominated side streets takes 20% of the forecast traffic increase (this is based on an even distribution – naturally the exact amount on each street will be highly dependent on the location and intensity of new development). This is equivalent to around 121 vehicles per hour (total flow) or 61 vehicles per hour in each direction (approximately one vehicles every minute). Recent surveys have revealed that Bay Street carries a two-way traffic flow in the order of 700 vehicles per hour in the evening peak period (roughly split equal in each direction). Asling Street and Cochrane Street carry nearly 550 vehicles per hour in the evening peak period (also fairly evenly split in each direction).

Capacity of Road Network

The maximum forecast traffic volume in Bay Street is 151 vehicles per hour in one direction. This traffic volume increase represents around 17% of the traffic lane capacity on Bay Street (900 vehicles per lane per hour). Interestingly the sum of existing peak hour traffic (350 vehicles per hour in each direction) and forecast increase (151 vehicles per hour in each direction) is still significantly under the optimum mid-block capacity (forecast of 501 vehicles per hour at “full development” compared to a capacity of 900 vehicles per hour).

In summary the forecast traffic volume increase associated with new development in Bay Street is expected to be modest (even with the maximum development scenarios). The traffic increases combined with the existing traffic levels on all the key routes within the Centre, are expected to generate peak hour traffic volumes that are well within the traffic carrying capacity of the roads. Therefore there are not expected to be any significant congestion issues arising from the land development scenarios envisaged in Bay Street.

Conclusion

- The estimated parking demand associated with future development is 123 spaces (Scenario 1) and 184 spaces (Scenario 2 - Supermarket development). While some spare capacity exists (300 spaces) most of these spare parking spaces are located at the extremities of the Activity Centre catchment, as the surveys have revealed that occupancies are very high (84%) in the sections of streets nearest Bay Street. It is therefore considered appropriate to develop a new car parking facility to accommodate between 80 to 120 cars over the existing parking lot located between Marion Street and Williansby Avenue. Such a facility would be able to accommodate the majority of the forecast demand under either scenario. The remainder would be accommodated in a more dispersed manner through the spare capacity that exists across the Activity Centre – consistent with the likely dispersal of new development. The recommendation to establish an additional 80 to 120 car parking spaces represents a reduction from the car parking facility of between 150 and 200 spaces identified in the Draft Structure Plan.
- The forecast traffic volume increase associated with new development in Bay Street is expected to be modest. There are not expected to be any significant congestion issues arising from the land development scenarios envisaged in Bay Street.

4.3 Church Street

Parking Analysis and Forecast of Future Needs

The maximum parking occupancy over the entire catchment peaks at around 66% at 2.00pm – this represents 1137 of the 1722 spaces being utilised. At the same time the parking occupancy in the heart of the Activity Centre – Church Street – peaks at 82%. This finding suggests that peak period parking conditions in the heart of the Activity Centre are already at a critical level where some sort of intervention is necessary to better satisfy parking needs. As previously indicated, parking occupancies of 80% or above indicate difficulty in finding parking and reflect reduced accessibility in a precinct. Furthermore, the occupancy in other streets close to Church Street, such as Male, St Andrews and Carpenter Streets averages around 85% – an occupancy that reflects exceptionally busy conditions and is even higher than Church Street.

The spare parking capacity in the entire catchment at peak time (2.00pm) is 585 spaces.

The application of the Planning Scheme rates to the forecast retail and commercial development generates a total parking demand of 345 spaces. In order to determine the on-street share of forecast demand the total is first reduced by one-third (to account for on-site parking) – this leaves a demand for 230 spaces. In turn this total is reduced by 20% (to reflect the Victorian Government's modal shift target). The final estimated on-street parking demand is therefore 184 spaces.

As with Bay Street, it would appear that the identified spare capacity (585 spaces) could contribute to addressing the new parking demand (184 spaces) although most of the spare parking spaces are located at the extremities of the catchment. Nonetheless, Church Street could also have a small number of motorists that may be prepared to walk longer distances and new development will also be dispersed throughout the Activity Centre thereby offering a range of parking opportunities in areas where the spare capacity may be more concentrated and easier to access.

It is therefore considered reasonable to develop new car parking facilities to accommodate between 120 to 160 cars over the existing parking lots located on the corner of Carpenter and Black Streets and off Well Street between Carpenter Street and the railway line. Such facilities would be able to accommodate the majority of the forecast demand of 184 spaces. Council is also committed to the construction of 29 additional off-street carparking spaces on a site at number 7 Well Street, near the Dendy Plaza, and just to the east of an existing off-street carpark. The establishment of this new parking area is likely to keep the requirement for new car parking facilities closer to 120 spaces rather than 160 spaces.

Traffic Rates

Analysis undertaken for Church Street has revealed the following:

- The anticipated growth in commercial floorspace is in the order of 3,000 square metres.
- There are 19,400 square metres of existing occupied retail floorspace and a forecast increase of 3,000 square metres. Thus the adopted evening peak hour traffic generation rate will be 5.9 vehicle trips per 100 square metres.
- Various development scenarios have been considered in the structure planning process. New dwellings in the Church Street Activity Centre could range between 160 to 220. The upper limit of 220 has been adopted in the interests of a conservative analysis.

The application of the relevant traffic rates generates the following traffic volumes in the evening peak period:

Office & Commercial:	60
Retail:	177
Residential:	88
Total:	**325 vehicle trips per hour**

Traffic Distribution

In order to establish whether an additional 325 vehicle trips per hour can be managed, it is necessary to understand the distribution of trips onto the road network. However given that the exact location and extent of future development is unknown, it will be necessary to make certain conservative assumptions on how traffic will be distributed onto the road network around Church Street. Given the orientation of the Activity Centre there are likely to be a number of roads that will be used by motorists. These include Church Street, Well Street, New Street, Black Street, Carpenter Street, St Andrews Street, Durrant Street and Halifax Street.

Many trips will only utilise one of these roads and it is also possible that some trips would occur entirely off these routes. It is also worth noting that the major off-street parking areas are accessed off Well Street, Black Street and Carpenter Street – thus reducing reliance on actually having to use Church Street when visiting the Activity Centre. In this context it will be conservatively assumed that around 30% of the forecast traffic ends up on some section of Church Street, namely an increase of 98 vehicles per hour. It will also be assumed that this traffic volume increase is split equally in each direction, say 49 vehicle trips per hour each way (less than one trip per minute).

It will also be assumed that each of the seven nominated side streets takes 20% of the forecast traffic increase (this assumes some vehicles using more than one of these streets – naturally the exact amount on each street will be highly dependent on the location and intensity of new development). This is equivalent to around 65 vehicles per hour (total flow) or 33 vehicles per hour in each direction (approximately one vehicle every two minutes).

Capacity of Road Network

The maximum forecast traffic volume in the Activity centre is expected to occur on sections of Church Street with 49 vehicles per hour in one direction. This traffic volume increase is equivalent to less than one vehicle per minute and represents less than 6% of the traffic lane capacity on Church Street.

In summary the forecast traffic volume increase associated with new development in Church Street is expected to be modest. The traffic increases combined with the existing traffic levels on all the key routes within the Centre, are expected to generate peak hour traffic volumes that are well within the traffic carrying capacity of the roads. Therefore there are not expected to be any significant congestion issues arising from the land development scenarios envisaged in Church Street.

Conclusion

- The estimated parking demand associated with future development is 184 spaces. While some spare capacity exists (585 spaces) most of these spare parking spaces are located at the extremities of the Activity Centre catchment, as the surveys have revealed that occupancies are very high (84%) in the sections of streets nearest Church Street. It is therefore considered appropriate to develop new car parking facilities to accommodate between 120 to 160 cars over the existing parking lots located on the corner of Carpenter and Black Streets and off Well Street between Carpenter Street and the railway line. A contribution to this future parking supply will also be made by the already committed Council proposal to provide 29 new parking spaces on a site at 7 Wells Street. Such facilities would be able to accommodate the majority of the forecast demand of 184 spaces (at least around two thirds if 120 spaces were provided). The remainder would be accommodated in a more dispersed manner through the spare capacity that exists across the Activity Centre – consistent with the likely dispersal of new development. The recommendation to establish an additional 120 to 160 car parking spaces represents a reduction from the car parking facility of between 400 and 500 spaces identified in the Draft Structure Plan.
- The forecast traffic volume increase associated with new development in Church Street is expected to be modest. There are not expected to be any significant congestion issues arising from the land development scenarios envisaged in Church Street.

4.4 Hampton

Parking Analysis and Forecast of Future Needs

The maximum parking occupancy over the entire catchment peaks at around 61% at 11.00am – this represents 1230 of the 2010 spaces being utilised. At the same time the parking occupancy in the heart of the Activity Centre – Hampton Street – peaks at 76%. This finding suggests that peak period parking conditions in the heart of the Activity Centre are close to the level where some sort of intervention may be necessary to better satisfy parking needs. The intervention level is typically identified when parking occupancies reach 80% or above. However, it is relevant to note that the occupancy in other streets close to Hampton Street, such as Wills and Littlewood Streets and the Wills Street carpark east of Hampton Street averages around 53%. This indicates a distinct diminution in parking demand “away from the main street” where more generous parking availability is evident.

The spare parking capacity in the entire catchment at peak time (11.00pm) is 780 spaces.

The application of the Planning Scheme rates to the forecast retail and commercial development generates a total parking demand of 195 spaces. In order to determine the on-street share of forecast demand the total is first reduced by one-third (to account for on-site parking) – this leaves a demand for 130 spaces. In turn this total is reduced by 20% (to reflect the Victorian Government’s modal shift target). The final estimated on-street parking demand is therefore 104 spaces. It is considered that this can be adequately accommodated without the need for a new car parking facility given the:

- Length of Hampton Street and the associated likely dispersal of new development and parking demand
- Generous presence of 780 spare parking spaces during the busiest weekday period.
- Availability of many of these parking spaces close to Hampton Street.

In summary, the on-street demand of 104 spaces represents approximately 13% of the available spare capacity. The increased utilisation of on-street and other public parking (assuming demand for all 104 parking spaces is satisfied through use of existing spare capacity) would increase the peak occupancy (at 11.00pm) from 61% to 66%. This is still well below the 80% threshold which indicates serious difficulty in securing a parking space.

Traffic Rates

Analysis undertaken for Hampton has revealed the following:

- The anticipated growth in commercial floorspace is in the order of 1,000 square metres.
- There is 20,600 square metres of existing occupied retail floorspace and a forecast increase of 2,000 square metres. Thus the adopted evening peak hour traffic generation rate will be 5.9 vehicle trips per 100 square metres.
- Various development scenarios have been considered in the structure planning process. New dwellings in Hampton could range between 210 to 280. The upper limit of 280 has been adopted in the interests of a conservative analysis.

The generation of traffic volumes in the evening peak period is therefore:

Office & Commercial:	20
Retail:	118
Residential:	112
Total:	**250 vehicle trips per hour**

Traffic Distribution

In order to establish whether an additional 250 vehicle trips per hour can be managed, it is necessary to understand the distribution of trips onto the road network. However given that the exact location and extent of future development is unknown, it will be necessary to make certain conservative assumptions on how traffic will be distributed onto the road network in Hampton. Given the orientation of the Activity Centre there are likely to be a number of roads that will be used by motorists. These include Hampton Street, South Road, Ludstone Street, Holyrood Street, and Linacre Road. Numerous other smaller local streets may also provide convenient access to the Activity Centre particularly those that provide access to carparks, such as Thomas Street and Willis Street (both of which link into large residential catchments).

Given the multitude of access options that are present in Hampton (numerous east/west streets intersecting Hampton Street), it is likely that traffic generated by new development will be distributed to a far greater extent compared with the other Activity Centres. Hampton Street itself is a very long road and it is therefore unlikely that there will be any significant concentration of traffic in any given section, if new development is evenly dispersed. Accordingly it will be conservatively assumed that around 15% of the forecast traffic ends up on some section of Hampton Street, namely an increase of 38 vehicles per hour. It will also be assumed that this traffic volume increase is split equally in each direction, say 19 vehicle trips per hour each way (around one trip per three minutes).

It will also be assumed that each of the four nominated side streets takes 10% of the forecast traffic increase (this assumes some vehicles will use the numerous smaller streets – albeit in small proportions, which will be dependent on the location and intensity of new development). Each of the nominated side streets is therefore likely to experience a peak traffic increase in the order of 25 vehicles per hour (total flow) or 13 vehicles per hour in each direction (less than one vehicle for every four minutes).

Capacity of Road Network

The maximum forecast traffic volume in the Hampton Activity centre is likely to occur on Hampton Street with 19 vehicles per hour in one direction. This traffic volume increase is equivalent to one vehicle every three minutes and represents approximately 2% of the traffic lane capacity on Hampton Street.

In summary the forecast traffic volume increase associated with new development in Hampton is expected to be modest (consistent with the comparatively modest development scenarios). The traffic increases combined with the existing traffic levels on all the key routes within the Centre, are expected to generate peak hour traffic volumes that are well within the traffic carrying capacity of the roads. Therefore there are not expected to be any significant congestion issues arising from the land development scenarios envisaged in Hampton.

Conclusion

- The estimated parking demand associated with future development is 104 spaces. This represents approximately 13% of the available spare capacity. The increased utilisation of on-street and other public parking (assuming demand for all 104 parking spaces is satisfied through use of existing spare capacity) would increase the peak occupancy (at 11.00am) from 61% to 66%. This is still well below the 80% threshold which indicates serious difficulty in securing a parking space.

- The forecast traffic volume increase associated with new development in Hampton is expected to be modest (consistent with the comparatively modest development scenarios). There are not expected to be any significant congestion issues arising from the land development scenarios envisaged in Hampton.

4.5 Sandringham

Parking Analysis and Forecast of Future Needs

The maximum parking occupancy over the entire catchment peaks at around 69% at 2.00pm – this represents 484 of the 704 spaces being utilised. At the same time the parking occupancy in the heart of the Activity Centre – Station Street – peaks at 77%. This finding suggests that peak period parking conditions in the heart of the Activity Centre are close to the level where some sort of intervention may be necessary to better satisfy parking needs. Typically, parking occupancies of 80% or above indicate difficulty in finding parking and reflect reduced accessibility in a precinct. However, it is relevant to note that the occupancy in other streets close to Station Street, such as Bay Road, Waltham and Trentham Streets and the Beach Road carpark opposite Abbott Street averages around 49%. This indicates a distinct diminution in parking demand “away from the main street” where more generous parking availability is evident.

The spare parking capacity in the entire catchment at peak time (2.00pm) is 220 spaces.

The application of the Planning Scheme rates to the forecast retail and commercial development generates a total parking demand of 98 spaces. In order to determine the on-street share of forecast demand the total is first reduced by one-third (to account for on-site parking) – this leaves a demand for 65 spaces. In turn this total is reduced by 20% (to reflect the Victorian Government’s modal shift target). The final estimated on-street parking demand is therefore 52 spaces. This can be adequately accommodated given the presence of 220 spare parking spaces during the busiest weekday period. In summary, the on-street demand of 52 spaces represents approximately 24% of the available spare capacity. The increased utilisation of on-street and other public parking (assuming demand for all 52 parking spaces is satisfied through use of existing spare capacity) would increase the peak occupancy (at 2.00pm) from 69% to 76%. This is still below the 80% threshold which indicates serious difficulty in securing a parking space.

Traffic Rates

Analysis undertaken for Sandringham has revealed the following:

- The anticipated growth in commercial floorspace is in the order of 500 square metres.
- There is 9,200 square metres of existing occupied retail floorspace and a forecast increase of 1,000 square metres. Thus the adopted evening peak hour traffic generation rate will be 7.6 vehicle trips per 100 square metres.
- Various development scenarios have been considered in the structure planning process. New dwellings in Sandringham could range between 150 to 210. The upper limit of 210 has been adopted in the interests of a conservative analysis.

The generation of traffic volumes in the evening peak period is therefore:

Office & Commercial:	10
Retail:	76
Residential:	84
Total:	**170 vehicle trips per hour**

Traffic Distribution

In order to establish whether an additional 170 vehicle trips per hour can be managed, it is necessary to understand the distribution of trips onto the road network. However given that the exact location and extent of future development is unknown, it will be necessary to make certain conservative assumptions on how traffic will be distributed onto Sandringham's roads.

Beach Road, Bay Road and Station Street are the three main routes that traffic may utilise into and out of Sandringham, although it is also possible that many trips would occur entirely off these routes. For instance shoppers heading for the supermarket from the north may easily access the carpark from Waltham Street.

In this context it will be conservatively assumed that each of the three main routes takes 50% of the forecast traffic increase, namely an increase of 85 vehicles per hour. It will also be assumed that this traffic volume increase is split equally in each direction, say 43 vehicle trips per hour each way (significantly less than one trip per minute).

Capacity of Road Network

The maximum forecast traffic volume in Sandringham is predicted to occur on Beach Road, Bay Road and Station Street and be in the order of 43 vehicles per hour in one direction. This traffic volume increase represents under 5% of the traffic lane capacity on these roads.

In summary the forecast traffic volume increase associated with new development in Sandringham is expected to be modest (consistent with the comparatively modest development scenarios). The traffic increases combined with the existing traffic levels on all the key routes within the Centre, are expected to generate peak hour traffic volumes that are well within the traffic carrying capacity of the roads. Therefore there are not expected to be any significant congestion issues arising from the land development scenarios envisaged in Sandringham.

Conclusion

- The estimated parking demand associated with future development is 52 spaces. This represents approximately 24% of the available spare capacity. The increased utilisation of on-street and other public parking (assuming demand for all 52 parking spaces is satisfied through use of existing spare capacity) would increase the peak occupancy (at 2.00pm) from 69% to 76%. This is still well below the 80% threshold which indicates serious difficulty in securing a parking space.
- The forecast traffic volume increase associated with new development in Sandringham is expected to be modest (consistent with the comparatively modest development scenarios). There are not expected to be any significant congestion issues arising from the land development scenarios envisaged in Sandringham.

5.0 Bicycle and Pedestrian Facilities

5.1 Background

The analysis of transport, traffic and parking issues in the Bay Street Activity Centre was undertaken in the context of a vision for the Centre that is based on the sustainability principles underlying Melbourne 2030. This is a form of urban development that clusters a greater mixture of land uses around high quality transport services. In each of Bayside's Activity Centres, the transport node, combining train and bus services is a clear focus for the Centre and ideally becomes part of the community "heart". The principles underpinning this sustainable vision include:

- Provide direct and inviting links to public transport nodes;
- Enhance connectivity between different travel modes;
- Give public transport a high public profile;
- Create permeable street networks and legible built environments;
- Provide pedestrian and cycling facilities;
- Bring traffic in, carefully; and
- Encourage travel behaviour change.

A survey conducted in December 2003 for the Department of Infrastructure revealed a strong role for walking at North Brighton and Middle Brighton Stations. This survey examined how people catching city bound trains arrived at the station and provides the following insight:

Figure 1: Method of arriving at stations for city bound rail passengers

Mode used to arrive at the station	***North Brighton***	***Middle Brighton***
Walk	53%	50%
Drove	30%	29%
Dropped off	13%	19%
Bus	3%	1%
Bike	1%	1%

These results show a strong reliance on walking, and an almost negligible use of buses and bicycles.

5.2 Bay Street Activity Centre

5.2.1 Overview

The Bay Street Activity Centre features a reasonable network of footpaths providing pedestrian connectivity between Bay Street and the surrounding streets. Additionally, North Brighton Station is centrally located in immediate proximity to the Bay Street shopping strip. The footpath connections to the railway station from Bay Street are of reasonable standard, with paved and well-maintained surfaces, as shown by example in Figure 2. However, there is no formal modal interchange facility at North Brighton Station. The station is linked to Bay Street by uncovered walkways, thus exposing passengers to the elements. Bus stops are provided in Bay Street in proximity to the rail line. Shelter from the elements at the bus stops is provided only by shop awnings, and no seating or formal waiting facilities are provided. There is no directional signage at the station indicating where connecting transport services may be accessed. No real time arrival status information is available at the bus stops.

Figure 2: Pedestrian connection between Bay Street and Railway Station

The pedestrian paths leading to the railway station from the north are relatively narrow, but feature reasonable lighting. The paths run on each side of the rail line connecting to Allard Street. An example of one of these paths is shown in Figure 3.

Figure 3: Pedestrian connection between Rail Station and Allard Street

A rail overpass bridge at Allard Street connects the two pedestrian paths to the north of the station. Accordingly, this bridge forms an important link in the pedestrian network and is used by pedestrians when accessing the rail station from residential areas to the north. However, the bridge lacks any form of footpath facilities. The bridge is shown in Figure 4.

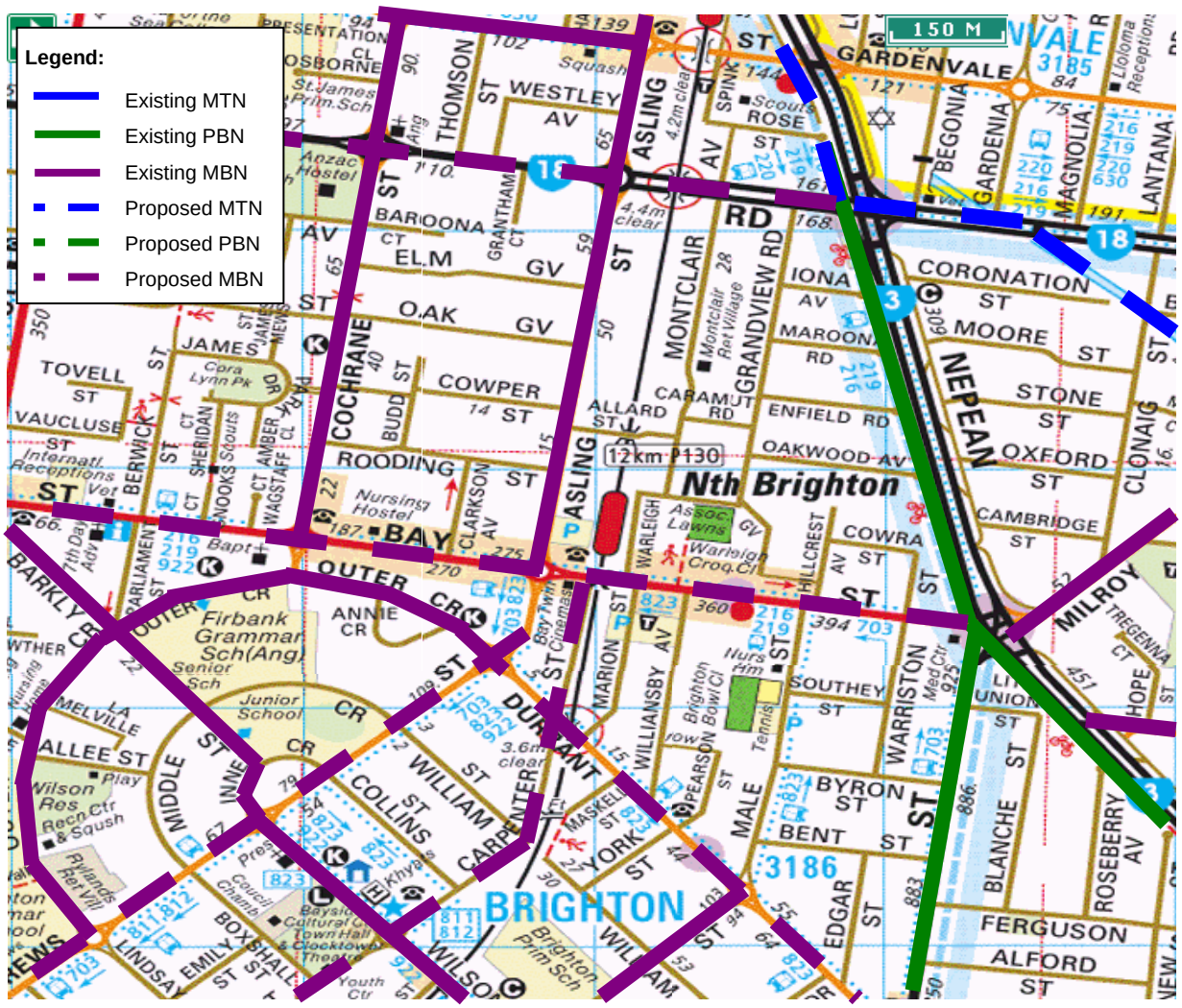
Figure 4: Allard Street Rail Overpass

Footpath conditions in Bay Street itself are also reasonable. A typical section of the Bay Street shopping strip is shown in Figure 5.

Figure 5: Bay Street Shopping Strip

Traffic flow on Bay Street does not pose a significant issue for pedestrians as the carriageway width is not excessive, the number of traffic lanes is confined to single lanes in each direction and traffic management treatments such as roundabouts act to moderate traffic speeds. Other residential streets in the Activity Centre are less utilised by pedestrians (compared with Bay Street and the pathways leading to the station) but all minor local roads nonetheless feature well kept footpaths and collectively provide a fine-grained street grid linking to Bay Street. Footpaths and pathways linking carparks to Bay Street should be maintained at optimum levels. The grid system leading onto Bay Street offers multiple route choices for both pedestrians and cyclists. However, some improvements to pedestrian and cyclist conditions are recommended. These are outlined in Section 5.2.2. The existing and proposed bicycle network is shown in Figure 6.

Figure 6: Bay Street Bicycle Network



MTN – Metropolitan Trail Network, PBN – Principle Bicycle Network, MBN – Metropolitan Bicycle Network

5.2.2 Recommendations

Pedestrian Recommendations

- A good pedestrian environment exists but some improvements are possible particularly at and near public transport facilities.
- Weather protection should be provided, wherever possible, through continuous verandahs.
- Improve Pedestrian Linkages between carparks and Bay Street.
- Improve Pedestrian Paths to the Railway Station.
- Provide covered walkways from the Station to Bay Street.
- Create a future Pedestrian Link between Bay Street and Outer Crescent to improve pedestrian permeability.
- Implement a Street Furniture Strategy.
- Improve Pedestrian Access through the laneway adjacent to Warleigh Grove.
- Adopt a formal Footpath Maintenance Strategy.
- The bus interchange at the train station is generally well located but could benefit from an upgrade of facilities such as shelter and seating.

Cyclist Recommendations

- Bayside Bicycle Strategy – Complete the installation of On-Road & Off-Road Bike Paths and complement with route signage.
- Expand bicycle parking facilities at North Brighton Station.
- Install additional bicycle parking facilities throughout Activity Centre.
- Ensure that parking facilities are installed in new developments to reduce private vehicle reliance.

5.3 Church Street Activity Centre

5.3.1 Overview

The Church Street Activity Centre features a network of footpaths which provides good pedestrian connectivity between the Church Street shopping strip and the surrounding streets. Additionally, Middle Brighton Station is located near the heart of the Church Street shopping strip.

Some of the pedestrian connections to the railway station from Church Street, the rail overpass near Black Street, and Male Street could benefit from improvements. The pedestrian path from Church Street on the north-west side of the rail line is narrow and unappealing as shown in Figure 7. The same characteristics apply to the existing pedestrian path between the railway overpass near Black Street and the railway station which is shown in Figure 8. A laneway connects Male Street directly to the entrance of the southbound platform of the railway station. This access, whilst direct and convenient, may not be suitable or desirable, particularly at night, due to limited lighting and a poor surface as shown in Figure 9.

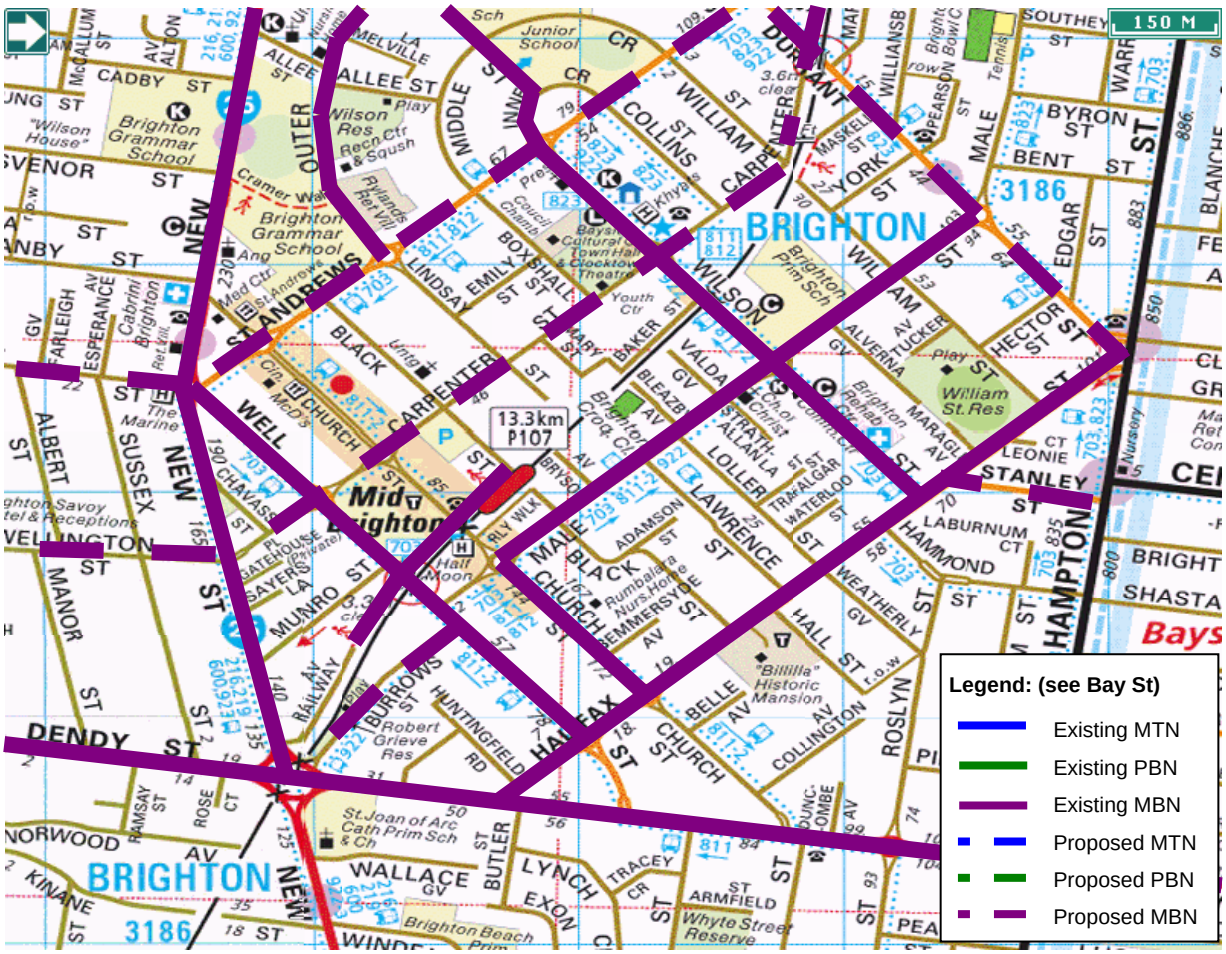
There is no formal modal interchange facility at Middle Brighton Station. The station is linked to Church Street by uncovered walkways. Further uncovered walkways link the platforms to the footbridge and to Black Street, as described above. The main bus stops are provided in Male Street on each side of the Church Street intersection about 100m from the station. There is limited shelter from the elements at the bus stops, and no seating or formal waiting facilities are provided. There is no directional signage at the station indicating where connecting transport services may be accessed. No real time arrival status information is available at the bus stops. The existing and proposed cyclist network is shown in Figure 10.

Figure 7: Pedestrian Path from Church Street to Railway Station

Figure 8: Pedestrian Path from Rail Overpass to Railway Station

Figure 9: Pedestrian Path from Male Street to Railway Station

Figure 10 Church Street Bicycle Network



Some improvements to pedestrian and cyclist conditions are recommended. These are outlined in Section 5.3.2.

5.3.2 Recommendations

Pedestrian Recommendations

- A good pedestrian environment exists but some improvements are possible particularly at and near public transport facilities.
- Weather protection should be provided, wherever possible, through continuous verandahs.
- Improve Pedestrian Linkages between carparks and Church Street.
- The bus interchange at the train station is generally well located but could benefit from an upgrade of facilities such as shelter and seating.
- Improve pedestrian paths to the Rail Station.
- Provide covered walkways from the station to Church Street.
- Create pedestrian links between Well Street and Church Street.
- Create pedestrian links between Lindsay Street and railway footpath.
- Maintain streetscapes with generous pedestrian space and high amenity.
- Develop a street furniture strategy.
- Investigate installation of pedestrian priority crossings at roundabouts.
- Minimise clutter in street spaces to support pedestrian movement.
- Areas where opportunities exist to improve pedestrian amenity are the various off-street carparks. Access within these areas becomes more difficult at night compared with the daytime, as lighting levels are relatively poor.

Cyclist Recommendations

- Bayside Bicycle Strategy – Complete installation of On-Road & Off-Road Bike Paths and complement with route signage.
- Expand bicycle parking facilities at Middle Brighton Station.
- Install bicycle parking facilities throughout the Activity Centre.
- Ensure that Bicycle Facilities are installed in new developments to reduce private vehicle reliance.

5.4 Hampton Activity Centre

5.4.1 Overview

Hampton features excellent pedestrian connectivity to the railway station from Hampton Street, the bus interchange and nearby carparks and connecting streets. A pedestrian overpass located above the station platform provides ready connectivity to an extensive residential catchment south of the railway line and west of Hampton Street. There is a formal bus interchange facility at Hampton Station north of the rail line at the Melbourne end of the platforms. The facility consists of five bus bays and a substantial passenger shelter and is used by all bus routes with the exception of Route 922 (which only stops in Hampton Street).

Although the facility is substantial, there are a number of shortcomings in its layout and operation including:

- Absence of weather protection between the station platforms and the interchange.
- Poor or absent display of timetable and real time information.
- Buses must reverse out of the bays, which is a safety issue.
- There is no directional signage at the station indicating where connecting transport services may be accessed.

Access to the modal interchange for rail users is via uncovered walkways from the platforms and the footbridge. General pedestrian access is also available from the rear of shops in Hampton Street and from Willis Street.

The station is also linked to Hampton Street by uncovered walkways. Bus stops are provided in Hampton Street in the vicinity of the station for the Route 922 bus only. There is limited shelter from the elements at these bus stops.

It should also be noted that Hampton is the first station of the Zone 2 Metcard area. Consequently, patronage demand is expected to be suppressed (based on experience with Metcard zone borders elsewhere) because potential passengers may prefer to travel a small additional distance to Brighton Beach Station where a cheaper ticket can be purchased.

Examples of the pedestrian connectivity to the railway station and conditions along the Hampton Street shopping strip are shown in Figures 11 to 14.

Figure 11: Pedestrian Path from Railway Station to Hampton Street

Figure 12: Pedestrian Connectivity from Railway Station to Bus Interchange

Figure 13: View from Railway Overpass to south-west side of rail line

Figure 14: Hampton Street Shopping Strip

The footpath on Hampton Street is fairly generous and largely uncluttered although there are sections where kerbside tables and chairs and shop displays affect pedestrian amenity. A review of the policies governing the placement of street furniture has been undertaken by Council through 2005 and there is now a Footpath Trading Policy governing this matter. This Policy was developed in response to the increasing use of Bayside's footpaths by businesses and the need to address the Commonwealth Disability Discrimination Act requirements. Progressive implementation and adherence to the Policy's guidelines will improve pedestrian amenity in all Activity Centres.

Traffic flow on Hampton Street does not pose a major issue for pedestrians as the carriageway width is not excessive and the number of traffic lanes is confined to single lanes in each direction. However, unlike other Activity Centres there are no traffic calming treatments such as roundabouts, to moderate traffic speeds. Hampton Street performs an arterial function and therefore the opportunity to restrict traffic flow is limited. A number of pedestrian crossing facilities already exist and operate effectively. Nonetheless, an additional signalised pedestrian crossing is also recommended in Hampton Street, south of the railway line near Small Street. Improvements to crossing opportunities on side streets – at Hampton Street – should also be examined.

Other residential streets in the Activity Centre are less utilised by pedestrians (compared with Hampton Street and the pathways leading to the station) but all minor local roads nonetheless feature well kept footpaths and collectively provide a fine-grained street grid linking to Hampton Street. Surveys undertaken in Hampton have revealed that the majority of trips into the Activity Centre were made by car, as a car driver (64%) or car passenger (3%) followed by a relatively large proportion (22%) made by walking and 8% by public transport. The next most preferred travel mode choice was "car as driver or passenger" (35%) and walk (27%).

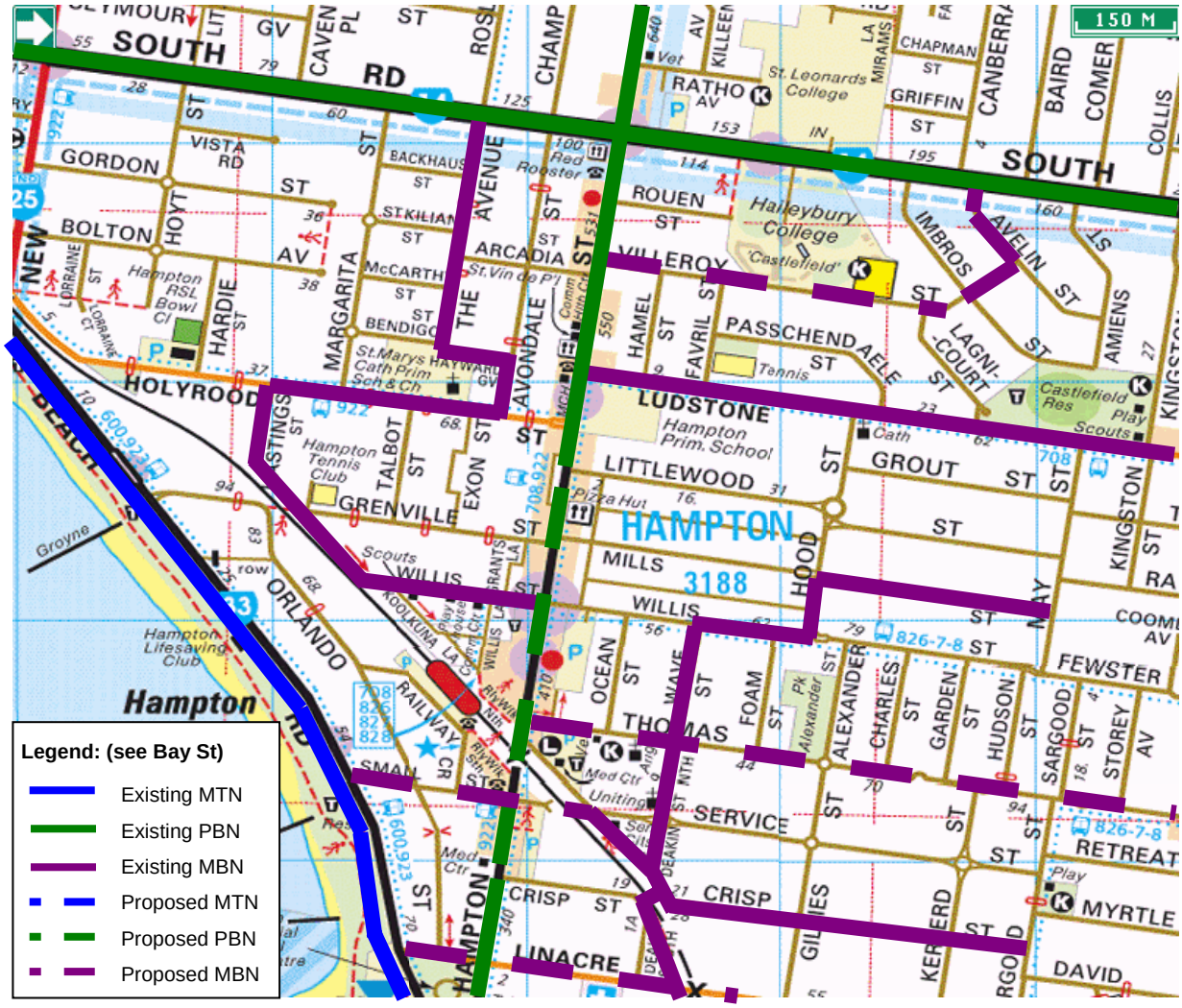
It is important to note that a significant 22% of trips was made on foot. In addition, 27% of respondents indicated that the next most preferred mode choice was walking. Bicycle usage was rather low.

Overall mode split during the survey period was:

• Car (as driver)	64%	• Bike	1%
• Car (as passenger)	3%	• Motorbike	1%
• Bus	3%	• Walk	22%
• Train	5%	• Other	1%

Hampton Street features no on-road bicycle provisions between Crisp Street and Littlewood Street, a distance of approximately 700 metres. To the south of Crisp Street a shared wide parking / bike lane is provided on both sides of the road, which can be considered informal due to the lack of painted bicycle logos. North of Littlewood Street (but to the south of South Road) an informal and narrow exclusive bicycle lane is provided, also on both sides of the road. This bicycle lane is defined by a solid continuous white line adjacent to the parking bays and another solid continuous white line that separates the lane from moving vehicles. However, as per the shared parking / bike lane south of Crisp Street, this bicycle lane however has no painted bicycle logos. Wide and formal shared parking/bicycle lanes have been provided to the north of South Road along Hampton Street and to the east and west of Hampton Street along South Road. Similar formal shared parking/bicycle lanes have also been provided along Ludstone Street. The existing and proposed cyclist network is shown in Figure 15. The recommended improvements to pedestrian and cyclist conditions are outlined in Section 5.4.2.

Figure 15: Hampton Bicycle Network



5.4.2 Recommendations

Pedestrian Recommendations

- Investigate Installing a Signalised Pedestrian Crossing of Hampton Street at Small Street.
- Consider the introduction of pedestrian refuges on non-signalised side streets intersecting Hampton Street. These refuges are to provide protection for pedestrians crossing these side streets and help slow-down and regulate the turning manoeuvres of vehicles.
- Weather protection should be provided, wherever possible, through continuous verandahs.
- The bus interchange near the Station needs improvement in terms of pedestrian connectivity and weather protection, timetable and real time service information. In addition the possibility of more buses using Hampton Street, as part of their route, should be investigated.
- There is some footpath clutter in many areas on Hampton Street due to street trading activities. Develop a strategy to manage the placement of all street furniture.
- Strengthen pedestrian links with improved signage, as opportunities arise:
  - Between Orlando and Grenville Streets across the rail line.
  - From the Station to Willis Street and Hampton Street.
  - Between Willis Street and Hampton Street.
  - Along Willis Lane.
  - Between carparks and Hampton Street, in order to remove the need to “walk around the block”.
  - Between Service Street and Hampton Street.
  - Along the Rail Line Reserve.

Cyclist Recommendations

- Bayside Bicycle Strategy – Complete installation of On-Road & Off-Road Bike Paths and complement with route signage.
- Provide secure bicycle parking facilities at Hampton Station.
- Improve bicycle parking facilities throughout Activity Centre.
- Ensure that Bicycle Facilities are installed in new developments to educe private vehicle reliance.

5.5 Sandringham Activity Centre

5.5.1 Overview

The Sandringham Activity Centre contains an extensive pedestrian network of footpaths and pathways supported by well placed formal pedestrian crossings. These help to provide a good level of pedestrian connectivity throughout the Activity Centre “catchment”.

A number of pedestrian crossings are in the form of zebra crossings and are located in the local streets where traffic is moving at slow speeds, including near the rail station. There are also some signalised pedestrian crossings on the busier streets – Beach Road and Bay Road. Examples of the pedestrian crossing facilities are shown in Figures 16 and 17.

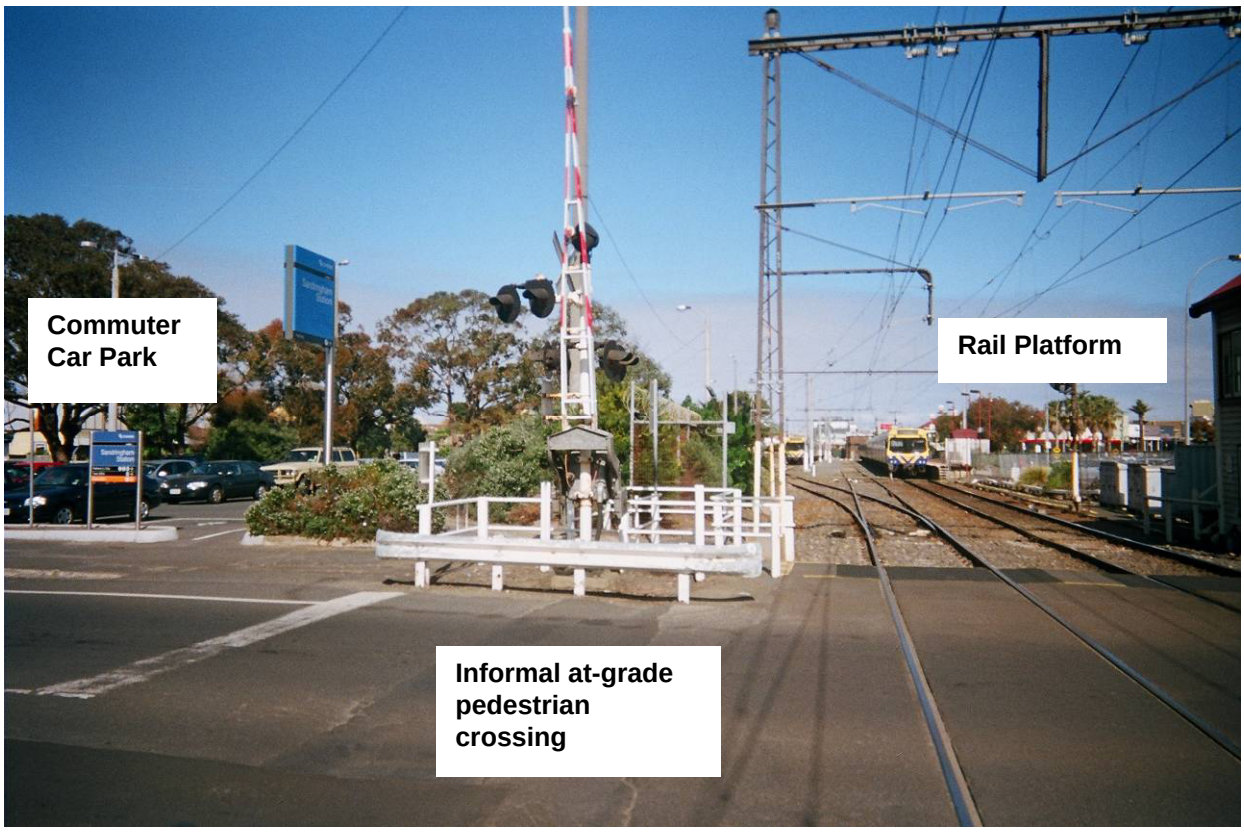
Figure 16: Zebra Crossing from Waltham Street to Rail Station

Figure 17: Zebra Crossing from Station Street to Waltham Street

Sandringham Station is centrally located within the Activity Centre. There is a formal modal interchange facility at Sandringham Station on the western side of the rail line, immediately outside the station entrance along the kerbline of Station Street. The facility was upgraded in recent years as part of the Government's Connecting Transport Services Program. A full canopy connected to the station is provided for weather protection. A car park capable of holding 139 cars is available on the eastern side of the rail line adjacent to Abbott Street at the Melbourne end of the station. This car park is on the opposite side of the tracks to the station therefore passengers need to walk from their car to Abbott Street, across the level crossing and then along Station Street to the station entrance. This distance is approximately 350 to 400 metres from the Sandringham Road end of the car park, without any protection from the weather. Substantial undercover semi-secure bicycle parking is available adjacent to the station entrance.

Figure 18 shows the distance from Abbott Street to the rail platform. The at-grade pedestrian crossing is not controlled by pedestrian gates (which have been provided in Bay Street, Church Street and Hampton Street).

Figure 18: View from Abbott Street Rail Crossing

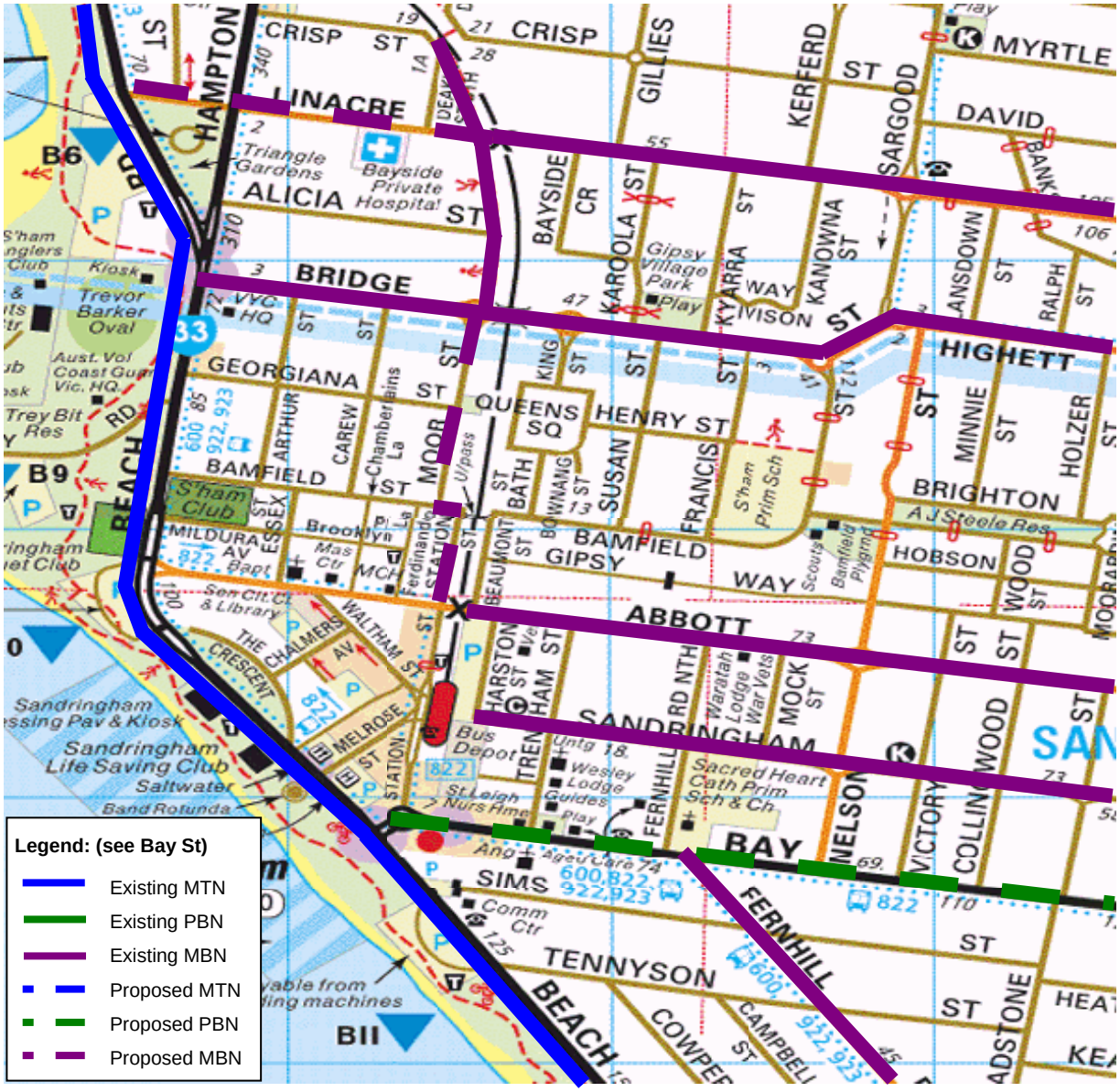


Bay Road contains no formal or informal bicycle lanes between Beach Road and Trentham Street. However, the carriageway in this section does contain some bicycle logos, in an effort to delineate an informal bicycle "space". To the east of Trentham Street an informal shared wide parking / bike lane is provided. This is in the form of dashed continuity lines.

The existing and proposed cyclist network is shown in Figure 19.

A range of improvements to pedestrian and cyclist conditions are recommended. These are outlined in Section 5.5.2.

Figure 19: Sandringham Bicycle Network



5.5.2 Recommendations

Pedestrian Recommendations

- Improve Pedestrian Links between carparks and Retail/Commercial Areas. Access to the carparks between Melrose Street and Chalmers Avenue is particularly poor.
- Weather protection should be provided, wherever possible, through continuous verandahs.
- Create pedestrian links from the railway station to Sandringham Road and Bay Road. This could be provided through the redevelopment of the Bus Depot and station car park.
- Create mid-block pedestrian link between Sims Street and Bay Road.
- Pedestrian access to the station from the carpark and residential areas east of the railway line is limited. The provision of a grade separated pedestrian link from the car park direct to the Station should be investigated.
- Beach Road has high traffic volumes and while pedestrian crossing facilities exist the waiting time can be long during peak periods, making it more difficult for pedestrians to cross to access the beaches and the Bay. Improved pedestrian priority needs to be explored at the existing signalised pedestrian crossings, particularly during periods of high demand in summer and on weekends. The potential / feasibility for a footbridge over Beach Road could be examined. The viability of such a facility should be explored with due regard for urban design considerations.

Cyclist Recommendations

- Bayside Bicycle Strategy – Complete installation of On-Road & Off-Road Bike Paths and complement with route signage.
- Provide secure bicycle lockers to supplement existing semi-secure bicycle parking facilities at Sandringham Station.
- Install bicycle parking facilities throughout Activity Centre.
- Ensure that bicycle facilities are installed in new developments to reduce private vehicle reliance.

Appendix 3 – Parking Precinct Plan

Parking Precinct Plan

Hampton

Bayside City Council

August 2006

MAUNSELL | AECOM

Parking Precinct Plan

Prepared for

Bayside City Council

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1.0 Introduction

This document outlines the Parking Precinct Plan for the Hampton Activity Centre in Brighton.

Under Melbourne 2030, Hampton has been identified as a Major Activity Centre. The Activity Centre comprises a mix of retail, commercial and community facilities including:

- Supermarket
- Food, liquor and grocery outlets
- Retail Outlets
- Community Centres
- Health Facilities
- Offices
- Recreational Facilities.

A Parking Precinct Plan is a locally prepared strategic plan that contains parking provisions for an area or "precinct". It allows all parking issues influencing a precinct to be considered and a strategy to be implemented to address them. It can replace the parking standards in *Clause 52.06 – Car parking* in the Planning Scheme and reduce the need for potentially complex parking investigations to support individual permit applications. Once prepared, the Parking Precinct plan becomes part of the Planning Scheme and can only be changed by a planning scheme amendment.

2.0 Purpose of the Parking Precinct Plan

As part of the preparation of a Structure Plan for the Hampton Activity Centre, parking conditions have been comprehensively reviewed and a strategy has been prepared which recommends actions suitable for inclusion in a Parking Precinct Plan.

The purpose of the Hampton Parking Precinct Plan is to:

- Ensure the supply of car parking for retail and commercial development is responsive to demand and local conditions.
- Set out how car spaces can be provided.
- Specify car parking rates derived from local research, incorporating efficiencies achievable with a precinct-wide approach.
- Simplify the information required to support future individual planning permit applications.
- Provide greater certainty and consistency in decision making and outcome in terms of car parking requirements for retail and commercial developments.

3.0 Area of the Plan

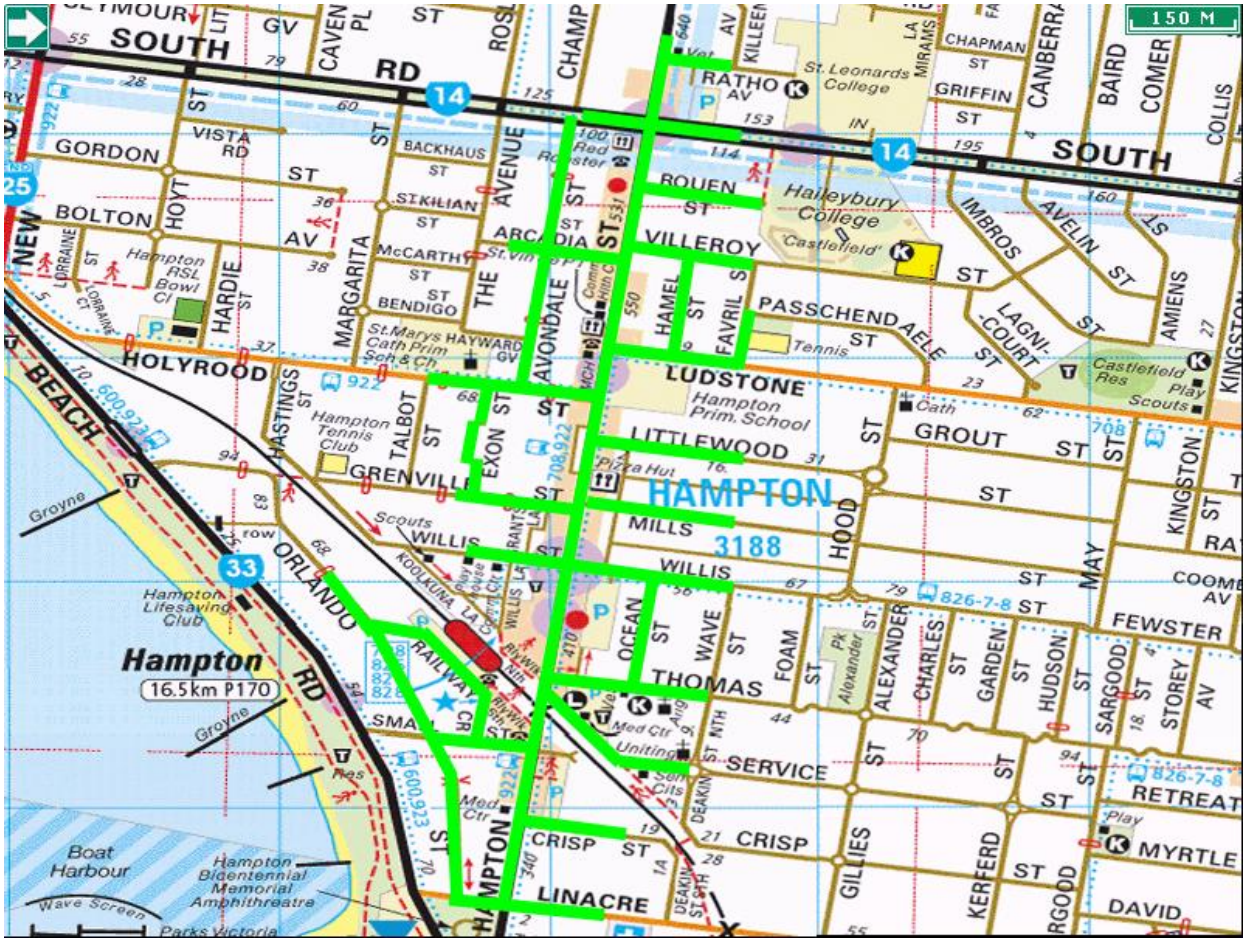
The Parking Precinct Plan for Hampton covers all retail and commercial properties in Hampton Street, between Ratho Avenue (north of South Road) and Crisp Street (south of the railway), as shown in Figure 1.

Figure 1 – Hampton Parking Precinct Plan Area

4.0 Parking Supply and Demand in Hampton

A parking inventory was assembled and comprehensive parking occupancy and turnover surveys undertaken of both on-street and public off-street parking within the Hampton catchment area in November 2004. In conjunction with this, interview surveys were conducted to determine travel modes and the associated parking demands by land-use within the centre. An area wider than the "catchment" was initially surveyed in order to help determine the extent of parking demands associated with activities in Hampton Street. The "catchment" area represents the streets within the Activity Centre typically influenced by non-residential parking demands. The Hampton Activity Centre catchment is shown in Figure 2.

Figure 2 – Hampton Parking Catchment



4.1 On-Street Parking Supply

The inventory of parking spaces identifies there are in the order of 1508 public on-street car parking spaces within the catchment. The location and restrictions are summarised in Table 1.

Table 1 – On-Street Parking Supply

Streets	No. Spaces	1/4P	1/2P	1P	1.5P	2P	4P	Other	Unrestricted
Arcadia Street	**28**					19			9
Avondale Street	**81**			40		19			22
Crisp Street	**35**					6			29
Exon Street	**20**					10		10	
Favril Street	**31**							13	18
Grenville Street	**45**		4	29					12
Hamel Street	**33**			33					
Hampton Street	**299**	3	7	47	127	48		43	24
Holyrood Street	**33**					29		4	
Linacre Road	**75**								75
Littlewood Street	**84**				32				52
Ludstone Street	**32**							21	11
Mills Street	**77**					7			70
Ocean Street	**42**							21	21
Orlando Street	**142**								142
Railway Cres	**55**					36			19
Ratho Avenue	**24**			24					
Rouen Street	**33**					33			
Service Street	**72**					42		9	21
Small Street	**43**					36			7
South Road	**84**						30	7	47
Thomas Street	**34**	9						6	19
Villeroy Street	**31**							11	20
Willis Street	**75**	2				8		35	30
Total On-street	**1508**	**14**	**11**	**173**	**159**	**293**	**30**	**180**	**648**

4.2 Off-Street Parking Supply

There are nine publicly available off-street car parks, providing 502 off-street parking spaces within the catchment. The location and restrictions are summarised in Table 2.

Table 2 – Off-street Parking Supply

Streets	No. Spaces	1P	2P	4P	Unrestricted
Crisp Street carpark	**70**				70
Mills Street carpark	**25**				25
Service Street/Thomas Street carpark	**78**		78		
Village carpark	**69**	69			
Willis Street carpark EAST (of Hampton St)	**60**		60		
Willis Street carpark WEST (of Hampton St)	**55**		55		
Willis Street carpark WEST (of Hampton St)	**15**		15		
Willis Street carpark WEST (of Hampton St)	**50**		50		
Willis Street carpark WEST (of Hampton St)	**10**			10	
Willis Street carpark WEST (of Hampton St)	**70**				70
Total Off-Street	**502**	**69**	**258**	**10**	**165**

4.3 On-Street Parking Utilisation

The results of the weekday on-street parking utilisation surveys show that on-street parking in the Hampton Street catchment experiences moderate use, and that there is ample opportunity to find parking near the centre.

Table 3 – Weekday On-Street Parking Utilisation

Streets	Capacity	% Occupancy				
		7am	11am	2pm	5pm	8pm
Arcadia Street	**28**	25%	50%	43%	32%	32%
Avondale Street	**81**	16%	32%	22%	9%	16%
Crisp Street	**35**	34%	51%	46%	43%	54%
Exon Street	**20**	0%	0%	10%	15%	5%
Favril Street	**31**	23%	48%	45%	35%	23%
Grenville Street	**45**	29%	38%	33%	29%	36%
Hamel Street	**33**	6%	12%	24%	21%	12%
Hampton Street	**299**	12%	71%	71%	52%	63%
Holyrood Street	**33**	15%	39%	36%	52%	24%
Linacre Road	**75**	47%	87%	63%	25%	28%
Littlewood Street	**84**	38%	49%	37%	30%	32%
Ludstone Street	**32**	6%	53%	53%	50%	63%
Mills Street	**77**	32%	58%	45%	32%	29%
Ocean Street	**42**	26%	38%	38%	31%	36%
Orlando Street	**142**	35%	35%	29%	30%	35%
Railway Crescent	**55**	44%	78%	78%	45%	35%
Ratho Avenue	**24**	8%	46%	38%	0%	0%
Rouen Street	**33**	30%	39%	39%	24%	24%
Service Street	**72**	4%	54%	50%	29%	50%
Small Street	**43**	28%	79%	74%	72%	63%
South Road	**84**	19%	55%	57%	30%	14%
Thomas Street	**34**	15%	41%	35%	32%	15%
Villeroy Street	**31**	23%	55%	65%	16%	16%
Willis Street	**75**	12%	36%	40%	33%	23%
Total On-street	**1508**	**22%**	**53%**	**49%**	**35%**	**36%**

Legend:

Occupancy equal to and greater than 90%

Occupancy between 75% and 89%

Occupancy between 65% and 74%

The utilisation of spaces by restriction have also been reviewed, and are provided in Table 4.

Table 4 – On-Street Utilisation by Restriction

Restriction	Capacity	% Occupancy				
		7am	11am	2pm	5pm	8pm
1/4P	14	0%	21%	29%	21%	14%
1/2P	11	18%	36%	82%	64%	55%
1P	173	13%	43%	40%	32%	35%
1.5P	159	8%	65%	62%	51%	64%
2P	293	19%	53%	54%	38%	33%
4P	30	33%	70%	83%	50%	20%
Unrestricted	648	35%	60%	52%	35%	36%
other	180	3%	23%	19%	17%	24%
Total On-street	**1508**	**22%**	**53%**	**49%**	**35%**	**36%**

Legend: *Occupancy equal to and greater than 90%*
Occupancy between 75% and 89%
Occupancy between 65% and 74%

There are relatively few spaces designated ½ hour and ¼ hour parking, nonetheless, the relatively low rates of utilisation during the day suggest there is adequate provision of these spaces and there is generally a good opportunity to find a conveniently located space for very short visits at the centre.

There is moderate utilisation of the 1 to 2 hour limit parking spaces and, combined with the generous supply, this suggests there is ample opportunity for parking for visitors and shoppers in the centre, at all times of the day. Parking in the most convenient locations, such as on Hampton Street, is sometimes busy, nonetheless, adequate spare capacity still exists in all areas of the centre.

There is relatively high utilisation of the 4 hour limit parking spaces, and moderate utilisation of the unrestricted spaces, suggesting there are no major issues in locating car parks for longer stay visits.

Parking turnover surveys were also conducted to determine adherence to restrictions and the suitability of the existing time limits. The key findings were:

- In general, there is very good adherence to parking limit restrictions.
- Where high occupancies exist, these can generally be attributed to high demand, and not extended parking stays, thus the restrictions are considered appropriate.

4.4 Off-Street Parking Utilisation

The utilisation of the off-street car parks in the precinct is shown in Table 5.

Table 5 – Off-Street Parking Utilisation

Car Park	Capacity	% Occupancy				
		7am	11am	2pm	5pm	8pm
Crisp Street carpark	**70**	6%	66%	66%	33%	51%
Mills Street carpark	**25**	30%	70%	77%	20%	13%
Service St/Thomas St carpark	**78**	26%	97%	76%	54%	18%
Village carpark	**69**	5%	89%	76%	58%	62%
Willis Street carpark East	**60**	13%	76%	57%	31%	16%
Willis Street carpark West	**55**	18%	89%	95%	56%	73%
Willis Street carpark West	**15**	73%	80%	67%	20%	27%
Willis Street carpark West	**50**	0%	90%	36%	34%	30%
Willis Street carpark West	**10**	10%	100%	40%	50%	0%
Willis Street carpark West	**70**	43%	97%	90%	59%	17%
Total Off-Street	**502**	**19%**	**86%**	**71%**	**45%**	**35%**

Legend:

Occupancy equal to and greater than 90%

Occupancy between 75% and 89%

Occupancy between 65% and 74%

The utilisation of the off-street carparks is very high, with a minimum of two thirds occupancy in each carpark, and an average occupancy reaching 86% at 11am. This suggests that it may sometimes be difficult to find an off-street carpark, and that visitors to the area favour off-street parking over on-street parking. From the parking turnover surveys, it is evident that compliance to time limit parking restrictions in the carparks is good. Therefore, in carparks where occupancy is slightly lower, parking limits may be extended to encourage use of these carparks, and possibly reduce demand in busiest car parks. This should be considered for the 2 hour limit car park East of Hampton Street on Willis Street, and for the Crisp Street carpark. The utilisation of spaces by restrictions demonstrates that the use of all parking restrictions is consistently high during the 11am survey period.

Table 6 – Off-Street Utilisation by Restriction

Car Park	Capacity	% Occupancy				
		7am	11am	2pm	5pm	8pm
1P	69	5%	89%	76%	58%	62%
2P	258	19%	88%	67%	43%	32%
4P	10	10%	100%	40%	50%	0%
Unrestricted	165	25%	80%	78%	42%	31%
Total Off-Street	**502**	**19%**	**86%**	**71%**	**45%**	**35%**

Legend:

Occupancy equal to and greater than 90%

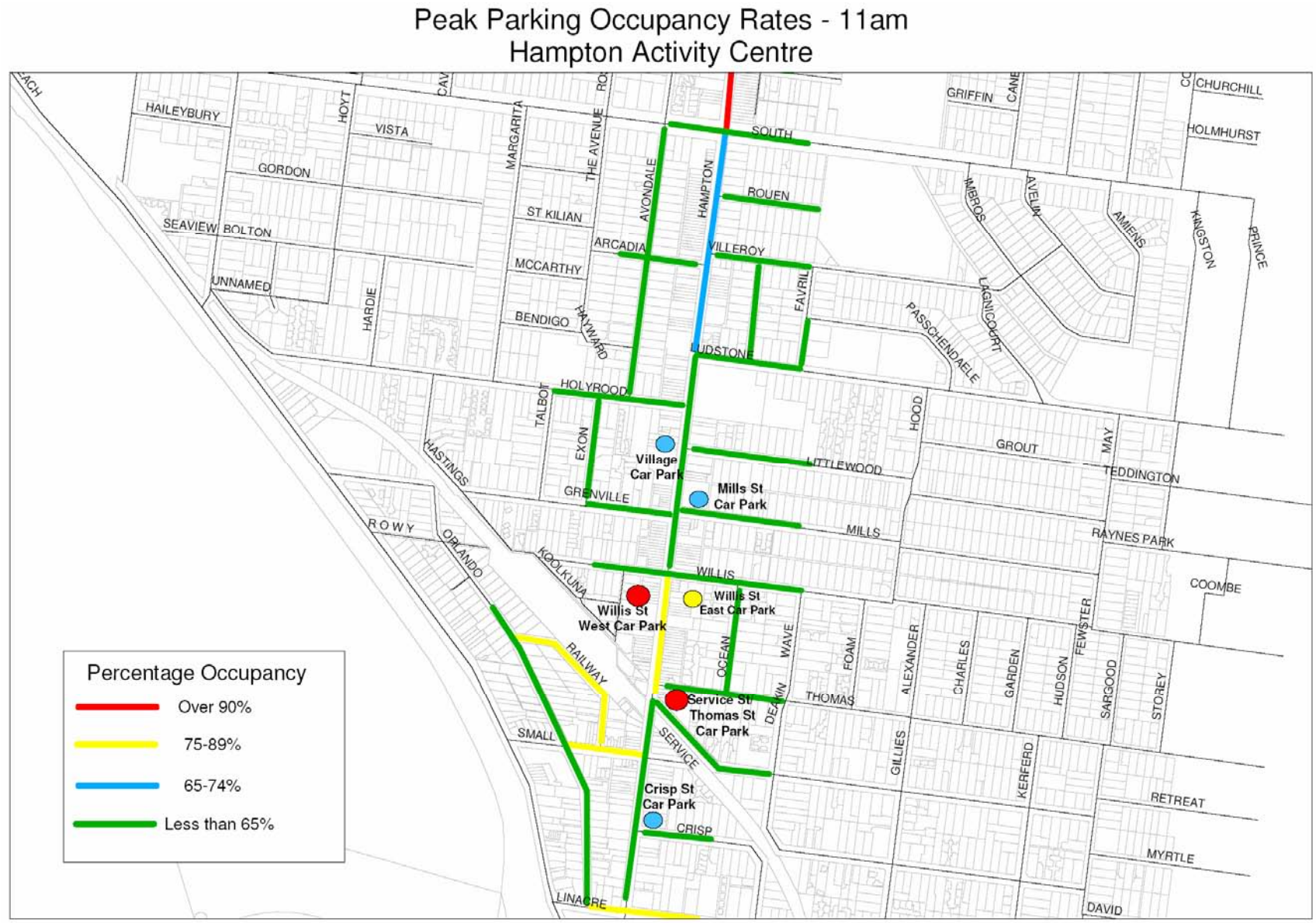
Occupancy between 75% and 89%

Occupancy between 65% and 74%

4.5 Peak Utilisation

The peak for on and off-street parking for the area occurs at 11am. Figure 3 shows the intensity of parking occupancies at this time.

Figure 3 – Peak Parking Utilisation in Activity Centre



4.6 Parking Demand by Land-Use

Interview surveys were conducted with shoppers/visitors to the Activity Centre. The land-uses predominantly visited by car drivers were found to be as follows.

Table 7 – Interview Surveys – Land-Uses visited by Car Drivers

Land-Use	Proportion of Car Drivers who indicated visiting nominated land-use		
	Average	11am	2pm
Supermarket	16%	24%	15%
Convenience Store	1%	0%	1%
Other Retail	45%	27%	48%
Restaurant	5%	1%	5%
Work/Business	10%	9%	10%
Tavern/Leisure/Social/Pleasure	8%	16%	6%
Medical	3%	4%	3%
Community Facility	2%	3%	1%
Other	11%	15%	11%

However, it is relevant to note that each of these land-uses generates a different average "duration of stay", with for example, visitors to a convenience store having a far shorter average stay (for example 5 minutes) than say visitors to a cinema (for example 2 hours). In this context it would take 24 visitors to a convenience store to occupy the same "parking time / space" as one visitor to the cinema. The key factor to consider is therefore the time spent by vehicles occupying parking spaces and in relation to which particular land use. Simply adopting the proportion of respondents for each land use category would therefore be misleading in terms of trying to establish empirical demand. Accordingly, in order to more accurately determine the parking demand generated by each land-use, assumptions were made regarding the average length of stay for visitors to each different use. By applying these duration of stay assumptions (or time weightings), the total parking demand by land-use was estimated as follows:

Table 8 – Calculated Proportion of Visitor Parking Demand by Land-Use

Land-Use	Proportion of Visitor Parking Demand		
	Average	11am	2pm
Supermarket	11%	15%	10%
Convenience Store	0%	0%	0%
Other Retail	23%	12%	25%
Restaurant	9%	1%	11%
Work/Business	20%	16%	21%
Tavern/Leisure/Social/Pleasure	16%	30%	13%
Medical	6%	8%	6%
Community Facility	2%	4%	2%
Other	12%	14%	11%

By using these parking demands, surveyed parking occupancies together with the existing floorspace areas for each land-use in the centre, empirical parking rates have been determined for the peak shopping periods.

The empirically derived and the Planning Scheme parking rates are shown in table 9.

Table 9 – Empirical and Planning Scheme Parking Rates

Land Use	Planning Scheme Rate	Empirical Rate
Supermarket	8 / 100m^2	N/A
Retail/Other Shopping	8 / 100m^2	3 / 100m^2
Restaurant/Café	0.6 spaces/seat	(low rates)
Commercial	3.5 / 100m^2	3.5 / 100m^2
Tavern/Leisure/Social/Pleasure/Cinema	30 / 100m^2	N/A

There are no empirical parking rates quoted for supermarket, tavern, leisure, or cinema facilities, as the data collected at the overall peak parking occupancy periods (11am and 2pm) revealed modest parking activity associated with these land uses. The data was insufficient to justify a change in the Planning Scheme rates. It is evident, in any event, that these land uses generate their peak parking demand in the evenings and / or at weekends when there are significantly higher levels of spare capacity available overall in the Activity Centre.

The empirical parking rates derived for retail premises, restaurants and cafes, and commercial premises suggest that there is justification to pursue changes to the Planning Scheme parking rates. The parking rate changes are described in section 5.

4.7 Forecast Future Land-Use

An economic assessment was undertaken during the preparation of the Hampton Structure Plan in order to identify the potential for future retail and commercial development.

Possible future increases in floor area in the Hampton Activity Centre were identified as follows:

- 1000 m^2 Commercial Floorspace
- 2000 m^2 Retail Floorspace.

Future residential growth has also been envisaged under the Structure Plan. For the purposes of parking demand it has been assumed that all new residential development will comply with the relevant Planning Scheme rates and hence new residential developments will address parking demand through appropriate provision of off-street parking.

5.0 Parking Outcomes

The parking surveys and analysis undertaken during the preparation of the *Hampton Structure Plan* have revealed:

- Moderate demand for parking in Hampton Street and adjoining streets (close to the Centre) and high demand for parking on off-street carparks servicing the Centre.
- Empirical rates for retail uses and restaurants and cafes are different to the Planning Scheme rates. Retail uses and restaurant/cafes generate less demand than suggested by the Planning Scheme.

In response to these findings it is proposed to:

- Amend the standard Planning Scheme parking rates for future developments
- Manage off-street parking to encourage utilisation of under-utilised carparks
- Manage on-street parking to favour short-term usage rather than long-term occupancy
- Promote alternative travel modes to the centre.

5.1 Amend Planning Scheme Parking Rates

The proposed car parking rates for retail and commercial land-uses in the Hampton Precinct are described below.

Table 10 – Recommended Car Parking Rates for Retail and Commercial Premises

Land Use	Planning Scheme Rate	Recommended Rate
Supermarket	8 / 100m^2	no change
Retail/Other Shopping	8 / 100m^2	3 / 100m^2
Restaurant/Café	0.6 spaces/seat	0.2 spaces/seat
Commercial	3.5 / 100m^2	The greater of 2 spaces or 3.5/100 m^2
Tavern/Leisure/Social/Pleasure/Cinema	30 / 100m^2	no change

There are no changes proposed to the Planning Scheme rates for other land-uses not specified in the table above, including residential developments.

More detail on the derivation of these rates is provided below.

5.1.1 Retail

The rates for supermarket remain unchanged, whilst the rates for all other retail uses has been reduced to 3 spaces per 100 square metres of gross floor area, based on the empirical results from the surveys. This reduction reflects the fact that parking resources servicing Hampton shops are shared by multiple retailers and therefore visitors using a single parking space are likely to visit several retail outlets in a single trip. Accordingly, it is unreasonable to stipulate that each new retail development has to fully satisfy the Planning Scheme requirement.

5.1.2 Restaurant/Café

The current Planning Scheme requirement for restaurant/café use is for 0.6 spaces per seat. The empirical surveys suggest that the peak car parking demand of restaurant/cafes within the precinct does not coincide with the overall peak parking demand period for the Activity Centre. During the day the restaurants and cafes generate low parking demands, and visits to cafes/restaurants would generally be multi-purpose visits. Furthermore, as higher levels of spare parking capacity exist in the centre during the restaurant peak periods (in the evenings), a reduction of the standard Planning Scheme rate for restaurant/café uses appears appropriate. The recommended minimum parking rate is for 0.2 spaces per seat, (which equates to 33% of the standard rate currently in the Planning Scheme).

5.1.3 Commercial Premises

The potential increase in commercial development in the Activity Centre is not high, and the empirical rate of parking actually matches the standard Planning Scheme rate. Nonetheless, in Bayside, small office sites prevail, and these can generate a higher rate of parking demand per floor area than larger offices. Furthermore, it is relevant to note that the empirical assessment utilised information from interview surveys – the majority of which were conducted in daytime hours – when most workers would have been in their offices and many of those interviewed would have been “shoppers” or other “visitors” within the precinct. As such, the survey process is likely to have under-estimated the parking demand associated with office-workers. The empirical rate thus derived for commercial properties is likely to largely reflect the parking demand generated by visitors to commercial properties, rather than the workers.

It is therefore proposed that the parking rates for commercial land be retained at current levels while also introducing a minimum parking supply to address the parking demands of “small” offices. The parking rate should therefore be 3.5 spaces per 100 square metres of floor area, or a minimum of 2 spaces per premises, whichever is greater.

5.1.4 Other Land Uses

The parking rates for all other land uses are proposed to remain the same as those specified in the Planning Scheme.

5.2 Future Parking Requirements

5.2.1 Determination of Future Parking Demand

The following process has been used to determine potential future parking demand:

- All future residential development will fully satisfy current planning scheme parking requirements for both residents and visitors. Thus it is assumed that new dwellings would entirely provide for their own parking needs off-street and will not generate an impact in terms of increased demand for on-street parking.
- Using the forecast floorspace areas for future retail (2000 m^2) and commercial (1000 m^2) development, parking demand was calculated using the existing standard planning scheme rates as a starting point.
- Some allowance has been made for achieving the Victorian Government's modal shift target that by the year 2020, 20% of motorised trips will take place on public transport, as well as recognising that some parking provision can and will still occur as part of new development. For the purposes of establishing a possible on-street parking demand target, it has been assumed that in most cases (two thirds of new development) it is impossible or impractical to provide off-street parking; accordingly it is assumed that about one third, (30%) of new development will provide parking to satisfy its needs.

5.2.2 Current Performance & Future Parking Impact

The number of spaces identified in the Hampton catchment is 2010 public parking spaces. The catchment covers the public parking spaces that are in convenient proximity to Hampton's retail and commercial land uses and can realistically be used by local workers, shoppers and visitors.

The maximum parking occupancy over the entire catchment peaks at around 61% at 11.00am – this represents 1231 of the 2010 spaces being utilised. At the same time the parking occupancy in the heart of the Activity Centre – Hampton Street – peaks at 76%. This finding suggests that peak period parking conditions in the heart of the Activity Centre are close to the level where some sort of intervention may be necessary to better satisfy parking needs. The intervention level, as previously discussed is typically identified when parking occupancies reach 80% or above. However, it is relevant to note that the occupancy in other streets close to Hampton Street, such as Willis and Littlewood Streets and the Willis Street carpark east of Hampton Street averages around 53%. This indicates a distinct diminution in parking demand "away from the main street" with more generous parking availability evident.

The spare parking capacity in the entire catchment at peak time (11.00am) is 779 spaces.

The application of the Planning Scheme rates to the forecast retail and commercial development generates a total parking demand of 195 spaces. Alternatively, using the empirically-derived rates identified for Hampton as outlined in sections 5.1.1 and 5.1.3, the total parking demand would be 95 spaces (assuming medium sized commercial premises). In order to determine the on-street share of forecast demand the total is first reduced by one-third (to account for on-site parking) – this leaves a demand ranging between 63 and 130 spaces. In turn this total is reduced by 20% (to reflect the Victorian Government's modal shift target). The final estimated on-street parking demand therefore ranges between 50 and 104 spaces.

It is considered that the demand of between 50 to 104 parking spaces can be adequately accommodated without the need for a new car parking facility given the:

- Length of Hampton Street and the associated likely dispersal of new development and parking demand;
- Generous presence of 779 spare parking spaces during the busiest weekday period; and
- Availability of many of these parking spaces close to Hampton Street.

In summary, the on-street demand of between 50 to 104 spaces represents around 6% to 13% of the available spare capacity. The increased utilisation of on-street and other public parking (assuming demand for the maximum of 104 parking spaces is satisfied through use of existing spare capacity) would increase the peak occupancy (at 11.00am) from 61% to 66%. This is still well below the 80% threshold (the level typically associated with serious difficulty in securing a parking space).

5.3 Manage Parking Supply through Restrictions

The current mix and distribution of on and off-street parking restrictions is generally providing adequate parking opportunities through the Activity Centre. Nonetheless some modifications to parking time limits should be considered for the 2 hour limit car park east of Hampton Street on Willis Street, and for the Crisp Street car park, as the utilisation of these car parks is slightly lower, whilst other car parks have reached capacity. Two hour limit restrictions could be increased to three hours, which could increase utilisation rates and promote more balanced use of the various carparks.

5.4 Promote Alternative Travel Modes

Where carparking for new developments cannot be supplied in accordance with the standard Planning Scheme rates, it is proposed that cash-in-lieu funds be colleted and be used for improvements to encourage alternative travel modes. As the collection of funds is not geared to the provision of additional carparking spaces, the cash-in-lieu fee for each parking space can be lower than the cost of actually providing a new parking space in the Activity Centre. The promotion of alternate travel modes to private cars will help to ensure any shortfalls in parking from future developments do not adversely affect overall parking availability. The promotion and encouragement of alternate travel options will include:

- Public transport;
- Cycling; and
- Walking.

Facilities to encourage travel by alternative modes can be provided with the funds generated from a cash-in-lieu scheme. These funds can be assigned to deliver initiatives such as:

- Improvements at the transport interchange at Hampton Station. This may include provision of additional seating, shelter and dynamic transport route and timetable information etc.
- Improved bus stops through the Activity Centre, including seating, shelters (where applicable) and route and timetable information.
- Provision of “end-of-trip” cycling facilities, such as secure bicycle parking facilities at key locations.
- Provision of improved pedestrian facilities. This may include more seating, drinking fountains and other features to make walking more attractive.

6.0 Implementation

The Hampton Parking Precinct Plan will be implemented by replacing the Schedule to the Clause 52.06-6 of the Bayside Planning Scheme and applying the car parking ratios outlined. The amended Schedule is provided in Appendix A.

The changes to the Schedule in Clause 52.06-6 will be used in assessing applications for retail, commercial and restaurant uses.

This Parking Precinct Plan will become an Incorporated Document under Clause 81 of the Bayside Planning Scheme and shall be taken into account when retail, commercial and restaurant developments are proposed in the Hampton Activity Centre is proposed.

6.1 Payment in Lieu of Parking

Where it is impractical to provide parking spaces on the development land in accordance with the rates specified, (or on another suitable site within the Activity Centre), a payment shall be made in-lieu of the parking. This payment will used to fund facilities to promote alternative travel and transport modes, including pedestrians, cyclists and public transport initiatives.

The shortfall in parking spaces will be charged at a rate of $20,000 per space to fund the alternative travel mode initiatives in the precinct.

6.2 Proposed Alternative Travel Initiatives

Initiatives to be funded from developer cash-in-lieu contributions for parking shortfall include the following:

- Provision of an improved transport interchange at Hampton Station
- Improved bus stop facilities through the centre.
- Provision of improved “end-of-trip” cycling facilities.
- Provision of improved pedestrian facilities.

6.3 Monitoring and Review

The Hampton Parking Precinct Plan responds to the current and future anticipated car parking demand associated with the various land-uses in the Hampton Activity Centre. The amount of new parking to be provided is based on gradual development up to 2030. Accordingly, the full amount of parking may not be required until then. It is anticipated that as a result of changes in land uses, such as increased residential development within the Activity Centre, that car parking characteristics and travel patterns may also alter in the future. In view of these circumstances, it is recommended that the Hampton Parking Precinct Plan be reviewed in 5 years to ensure its continued relevance.

Appendix A: Schedule to Clause 52.06-6

Schedule to Clause 52.06-6

Name of Incorporated Parking Precinct Plan	Requirement
Hampton Activity Centre Parking Precinct Plan	**1.0 Car Parking Rates**

USE	CAR SPACE MEASURE	RATE
Commercial / Office	The greater of either: Car spaces per premises; or Car spaces to each 100 sq m of net floor area	 2 3.5
Retail / Shop other than Supermarket	Car spaces to each 100 sq m of leasable floor area	3
Restaurant	Car spaces to each seat available to the public	0.2

Car parking rates for all other uses are to be provided in accordance with Clause 52.06-5.

2.0 Payment in Lieu of Parking

A cash contribution in the amount of $20,000 in respect of each car parking space or part thereof which is required under this Scheme and which is not provided on the land (but the net of car parking credits) must be paid to the responsible authority.

The amount of $20,000 is to be adjusted annually from 1 July 2007 using CPI (all groups) as the index. **(other inflation options being investigated)**

3.0 Other Requirements

A permit cannot be granted to reduce or waive the car parking requirement for office, retail or restaurant use unless car parking credits exist. A car parking credit is any credit which should be allowed for a car parking demand deemed to have been provided in association with a use which existed before the change of parking requirement.

A permit cannot be granted to reduce or waive the car parking requirement for any use on the basis of:

- The availability of car parking in the locality.
- The availability of public transport in the locality.

Name of Incorporated Parking Precinct Plan	Requirement
	• Any reduction in car parking demand due to the sharing of car spaces by multiple uses, either because of variation of car parking demand over time or because of efficiencies gained from the consolidation of shared car parking spaces. • Any other relevant consideration. Until the responsible authority is paid contributions and/or an agreement has been made under section 173 of the Act guaranteeing future payment of contribution(s) for car parking spaces, any permit for the waiver or reduction of car parking spaces in connection with any use must contain a condition to the following effect: *"Before the use or development begins, a payment of $20,000 must be paid to the responsible authority in respect of each car parking space or part thereof required under this Scheme but which is not provided on the land."* Or: *"Before the use or development begins, the owner of the land must enter into an agreement under section 173 of the Act in which the owner agrees to pay a contribution of $20,000 in respect of each car parking space or part thereof which is required under this Scheme but cannot be provided on the land (net of car spaces provided and parking credits).* *"The agreement may provide for the payment of the contribution in instalments plus an interest component equivalent to the interest rate payable on unpaid rates and charges under the* Local Government Act 1989 *and it must provide that all instalments and accrued interest are paid within 5 years of the first instalment.* *"The agreement must provide that the contribution is to be indexed according to CPI (all groups) from 1 July 2007 until it is paid.* **(other inflation options being investigated)** *"The agreement must also provide for the owner to pay Council's costs of preparing, registering and then upon its ending, de-registering the agreement."*

Appendix 4 – Community Bulletin 1

Community Bulletin No. 1

February 2005

Bayside City Council is preparing a plan for the future of each of its major centres (Bay Street, Church Street, Hampton Street and Sandringham Village). Please see the attached map for the Hampton Street area. The plans will address future development, housing opportunities, transport, economic, and social issues, and will guide Council's decision making about each area during the next 30 years.

The aim of this local planning project is to identify ways to make Hampton Street a safer and more attractive place to visit, work and live – now and into the future. Your ideas and views are important in helping to decide the future direction and priorities in the local area.

The qualities of the Hampton Street Centre

Hampton Street has developed to include opportunities for people to work, shop, relax, live and visit. The look and feel of the Centre is influenced by the buildings, street furniture, vegetation, traffic and activities which take place. In the future Hampton Street could look and feel different from the way it does now.

- *What do you like most about the Hampton Street area?*
- *What concerns do you have about Hampton Street and the way it is changing?*
- *What opportunities would you like Hampton Street to provide in the future (for example, family activities, visitor facilities, housing to meet different needs)?*

People, activities and services

Hampton Street offers a range of facilities and services to support local needs. These services and facilities need to respond to changing community needs over time.

- *What are the main reasons you visit Hampton Street?*
- *What services and facilities would you like to see provided in the future?*
- *How satisfied are you with the parks and other public spaces in your centre?*

Moving around the area

People move around the local area in different ways on foot, by bicycle, in private cars and on public transport.

- *How do you get to and from your local centre?*
- *What would improve your ability to move around safely and easily?*
- *What concerns you most about transport and travelling in and out of the Hampton Street area?*

Our local economy

Hampton Street has a mix of businesses, providing employment opportunities with a strong focus on local retailing. The types of employment and economic activity may change in the future, with new opportunities in home-based businesses, tourism and new types of local services.

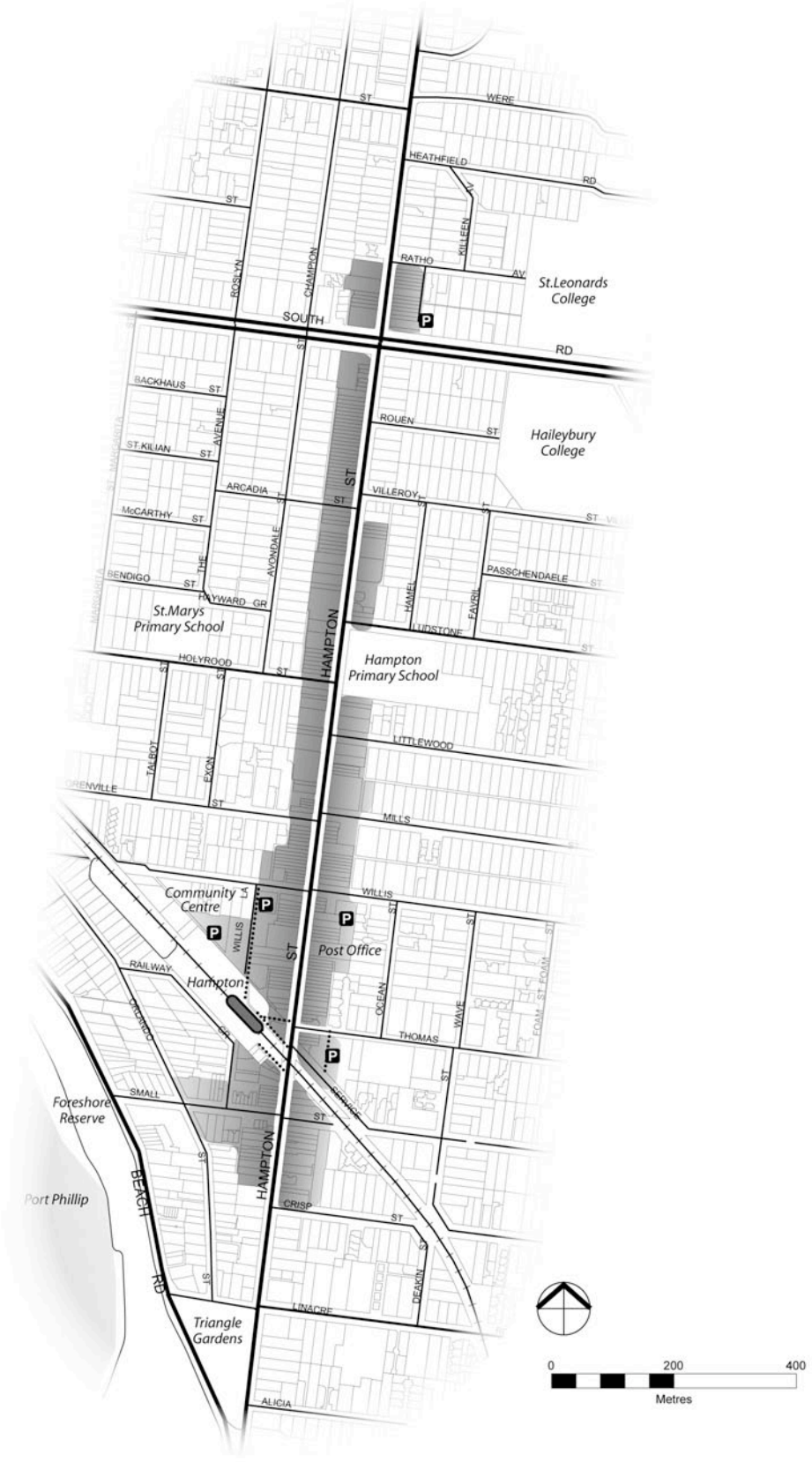
- *How can local shopping areas be improved?*
- *What do you think of the mix of commercial and community facilities?*

How can you have your say?

There will be a number of opportunities for people to have input into this project, which is being carried out from February to September.

Please fill in the attached feedback form with your ideas and return by Friday 18 March 2005.

For more information visit Council's website at *www.bayside.vic.gov.au* or call 9599 4337.



Map of the Hampton Street Centre

Feedback Sheet

TELL US YOUR IDEAS ABOUT YOUR LOCAL CENTRE…….ANSWER AS MANY OR AS FEW OF THESE QUESTIONS AS YOU LIKE. Attach additional sheets if required.

The Qualities of the Hampton Street Centre

1. What do you like most about Hampton Street and the area around the centre?

2. Do you have any concerns about Hampton Street and the way it may be changing? If so, what are they?

3. What opportunities would you like Hampton Street to provide in the future (for example, family activities, visitor facilities, housing to meet different needs)?

People Activities & Services

4. What are the main reasons you visit Hampton Street?

5. What services and facilities would you like to see provided in the future?

6. How satisfied are you with the parks and other public spaces in your centre?

7. Please circle. I am: a) a trader b) area resident, or c) both?

Moving Around the Area

8. How do you get to and from your local centre?

9. What would improve your ability to move around safely and easily?

10. Do you have any concerns about transport and moving in and out of the Hampton Street Centre?

Our local economy

11. How can local shopping areas be improved?

12. What do you think of the mix of commercial and community facilities?

13. Other comments & ideas

Feedback sheets may be returned to Bayside City Council using the instructions on the back page, or Fax to 9598 4474.

(PLEASE PRINT)

Name

Address

Phone No: | Mob No: | Email:

In providing your personal information you are permitting Council to add your name to its mailing list in order to notify you of future strategic planning projects. If you have any queries or wish to gain access to your information, please contact either Urban Strategy & Culture or Council's Privacy Officer on 9599 4444 or at ***privacy@bayside.vic.gov.au***

This project is jointly funded by the Department of Sustainability and Environment.

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Return mail instructions:

Detach the Community Bulletin. Place this sheet face down. Place the survey sheet on top of this sheet and fold the two sheets together along the dotted lines shown. Sticky tape the edges on all three sides to secure. NO POSTAGE IS REQUIRED.

Fold here first

Fold here second

Delivery Address:
PO Box 27
SANDRINGHAM VIC 3191

No stamp required
if posted in Australia

Bayside City Council
Reply Paid 27
PO Box 27
SANDRINGHAM VIC 3191

Appendix 5 - Community Bulletin 2

Community Bulletin No. 2

May 2005

About this Study

Bayside City Council is preparing a 'Structure Plan' for each of its major centres (Bay Street, Church Street, Hampton Street and Sandringham Village). The plans will address future development, housing opportunities, transport, economic and social issues, and will guide Council's decision making about each area over the next 30 years.

The aim of this local planning project is to identify ways to make the centres a safer and more attractive place to visit, work and live – now and into the future.

Your ideas and views are important in helping to decide the future direction and priorities in your local area.

Emerging Ideas Display

There will be an exhibition of the *emerging ideas* that Council is considering for the Hampton Street Centre. The emerging ideas are based on feedback we received from you, the local community, through the questionnaire that was distributed in February, the workshops that were held in each local centre, and your community representatives on the Reference Group for the project.

Through the questionnaire and at the local workshops we asked you what you like most about your local centre, what concerns you may have about the way it is changing and how you would like to see the centre develop. Through this consultation we received a lot of valuable information and suggestions relating to the future of the centres. Some of the feedback we received is summarised in this Bulletin, and all of it has contributed in some way to the emerging ideas for the Hampton Street Centre.

An exhibition of the emerging ideas will be on display in the **Hampton Community Centre, 14 Willis Street, Hampton, from Monday 30 May, until Friday, 24 June.**

How You Can Have Your Say

There is an opportunity to provide your comments by collecting a summary of the emerging ideas at the display and filling in the attached feedback form. You may also download these documents from Council's website at www.bayside.vic.gov.au from 1 June.

Throughout the display period you are also welcome to provide comments and make suggestions via letter, fax or email.

Please direct all correspondence to Mark Chicoine, Senior Strategic Planner, Bayside City Council, PO Box 27, Sandringham, VIC, 3191, or phone (03) 9599 4631 or fax (03) 9598 4474 or email mchicoine@bayside.vic.gov.au.

Next Steps

Following your feedback on the emerging ideas, we will be working on preparing the draft plans for the centres. The draft plans will contain a greater level of detail regarding the boundaries of each centre, the height and form of future buildings and design guidelines for key redevelopment sites.

You will be invited to further contribute to the development of the plans and provide your comments again at the draft plan stage of the project. This will occur in August/September and will involve public information sessions, a staffed display in the local centres and a Community Bulletin with a feedback form.

What you told us

Given the volume of feedback and information provided through the questionnaire and centre workshops it is difficult to summarise the issues raised and do justice to the detailed responses for each centre. This summary covers what you like about the Hampton Street Centre, what concerns you may have about the centre, and how you would like to see the centre develop in the future.

What you like about the Hampton Street Centre

- *Village atmosphere, characterised by it's friendliness, community spirit and ambience.*
- *Variety of shops and businesses and the quality of the retail shops.*
- *Scale and ease of local access/walkability.*
- *Proximity to the beach.*
- *Public transport options.*

Concerns about the Hampton Street Centre and issues that the Structure Plan needs to address

- *Managing 'over development' and the scale of development which some related to deterioration in image and character and a loss of 'village' atmosphere.*
- *Protecting heritage buildings.*
- *Ensuring enforcement of height restrictions on new developments.*
- *Enhancing supermarket facility, or competition for the existing supermarket.*
- *Providing more 'green' open space in the centre and a need for community gathering spaces.*
- *Providing more attention for parks surrounding the centre.*
- *Providing better access and mobility, with traffic volumes/congestion and pedestrian access/footpath condition identified as having the greatest impact.*
- *Providing better delineation of cyclists, pedestrians and cars.*
- *Improving lighting on the rail path and the safety of the station.*
- *Providing better integration of public transport and issues with access to the railway station.*
- *Managing expectations for parking (There were conflicting views on the need for and benefit of on-street parking. Most concerns related to a perceived undersupply of parking).*

Future opportunities for the Hampton Street Centre

- *Deliver a cohesive look and feel for the entire street.*
- *Provide a mix of community and commercial uses to attract a range of people.*
- *Provide a welcoming community feel offering lifestyle choice.*
- *Create lively interaction and entertainment that attracts people outside of business hours.*
- *Provide more opportunities for young people.*
- *Provide a mix of housing including use of existing building stock (eg: shop-top housing).*
- *Provide a local shopping role, including supermarket upgrade or new supermarket.*
- *Improve the range and function of community facilities to appeal to a range of ages and interests.*
- *Create a community focal point in the vacant land behind the shops near the supermarket.*
- *Provide new open space including the use of the railway corridor, and improve the use and appeal of current open space.*
- *Provide access for all - cyclists, drivers and pedestrians.*
- *Improve pedestrian access, in particular, condition of the footpaths and improved pedestrian crossings.*
- *Encourage a more reliable time efficient inter-connected public transport system.*
- *Provide traffic-calming measures and improve traffic flow.*
- *Improve access to parking and optimise parking capacity.*

Residents and visitors like the 'village' atmosphere of Hampton Street centre.

Appendix 6 - Emerging Ideas Display

Emerging Ideas Display – The Future of Hampton Street Centre

About this Study

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The aim of this local planning project is to identify ways to make the centres a safer and more attractive place to visit, work and live – now and into the future.

Your ideas and views are important in helping to decide the future direction and priorities in your local area.

About this Display

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Through the questionnaire and at the local workshops we asked you what you like most about your local centre, what concerns you may have about the way it is changing and how you would like to see the centre develop. Through this consultation we received a lot of valuable information and suggestions relating to the future of the centres. All of the feedback has contributed in some way to these emerging ideas.

The emerging ideas exhibition includes the following information:

- **What You Told Us:** A summary of feedback received from the local community
- **Site Analysis:** A plan and notes outlining existing conditions in the centre
- **Centre Wide Emerging Ideas:** A vision statement and ideas applicable to the whole centre
- **Precinct Based Emerging Ideas:** A plan and ideas that apply to specific areas and sites within the centre
- **Defining a Boundary:** A map and explanation of the characteristics that will help to define the boundary of the centre

This exhibition of the emerging ideas will be on display in the Hampton Community Centre, 14 Willis Street, Hampton, from Monday 30 May, until Friday, 24 June.

How You Can Have Your Say

There is an opportunity to provide your comments by collecting a summary of the emerging ideas at this display and filling in the attached feedback form. You may also download these documents from Council's website at www.bayside.vic.gov.au from 1 June.

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What you told us

Given the volume of feedback and information provided through the questionnaire and centre workshops it is difficult to summarise the issues raised and do justice to the detailed responses for each centre. This summary covers what you like about the Hampton Street Centre, what concerns you may have about the centre, and how you would like to see the centre develop in the future.

What you like about the Hampton Street Centre

- *Village atmosphere, characterised by it's friendliness, community spirit and ambience.*
- *Variety of shops and businesses and the quality of the retail shops.*
- *Scale and ease of local access/walkability.*
- *Proximity to the beach.*
- *Public transport options.*

Concerns about the Hampton Street Centre and issues that the Structure Plan needs to address

- *Managing 'over development' and the scale of development which some related to deterioration in image and character and a loss of 'village' atmosphere.*
- *Protecting heritage buildings.*
- *Ensuring enforcement of height restrictions on new developments.*
- *Enhancing supermarket facility, or competition for the existing supermarket.*
- *Providing more 'green' open space in the centre and a need for community gathering spaces.*
- *Providing more attention for parks surrounding the centre.*
- *Providing better access and mobility, with traffic volumes/congestion and pedestrian access/footpath condition identified as having the greatest impact.*
- *Providing better delineation of cyclists, pedestrians and cars.*
- *Improving lighting on the rail path and the safety of the station.*
- *Providing better integration of public transport and issues with access to the railway station.*
- *Managing expectations for parking (There were conflicting views on the need for and benefit of on-street parking. Most concerns related to a perceived undersupply of parking).*

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- *Provide more opportunities for young people.*
- *Provide a mix of housing including use of existing building stock (eg: shop-top housing).*
- *Provide a local shopping role, including supermarket upgrade or new supermarket.*
- *Improve the range and function of community facilities to appeal to a range of ages and interests.*
- *Create a community focal point in the vacant land behind the shops near the supermarket.*
- *Provide new open space including the use of the railway corridor, and improve the use and appeal of current open space.*
- *Provide access for all - cyclists, drivers and pedestrians.*
- *Improve pedestrian access, in particular, condition of the footpaths and improved pedestrian crossings.*
- *Encourage a more reliable time efficient inter-connected public transport system.*
- *Provide traffic-calming measures and improve traffic flow.*
- *Improve access to parking and optimise parking capacity.*

Residents and visitors like the 'village' atmosphere of Hampton Street centre.

Site Analysis

Hampton Street Precinct Analysis

PRECINCT A - Primary activity area

EXISTING CHARACTERISTICS

- Includes retail uses in close proximity to the train station. Appears to be more active north of the railway station.
- Includes narrow shopfronts all built to the street boundary, the supermarket has a wider frontage.
- Most buildings are single storey. There is a recent development of three storeys with upper levels partly recessed.
- Weather protection is provided throughout.
- Street trees are intermittent and have minimal presence.
- Footpaths are wide and red brick paving is common.

ISSUES

- Allotments interface with residential areas.
- Redevelopment opportunities constrained by the narrow allotments.
- Uneven walking surfaces of some footpaths.
- Lack of a full line supermarket.

PRECINCT B - Small Street and Railway Crescent

EXISTING CHARACTERISTICS

- Includes office and residential buildings whch appear to have little relationship to Hampton Street.
- Mixed building heights between one and three storeys.
- Streetscaping relates to the adjoining residential areas.
- Sense of enclosure in Railway Crescent due to the narrow roadway and substantial street trees.

ISSUES

- Included within the Orlando Street Heritage Area which has interim protection.
- Redevelopment opportunities constrained by the narrow allotments.
- Maintaining residential character of streets.

PRECINCT C - Transport Interchange

EXISTING CHARACTERISTICS

- Public transport interchange which includes the railway station and bus shelter set in a large asphalt car park. There are a number of community use buildings adjacent to this area.
- Rears of shops and service yards face onto this area.
- Minimal visual connection between the bus interchange and railway station.
- Includes small areas of open space adjacent to the railway station.

ISSUES

- Poor visual connection between the bus interchange and the railway station.
- Looks onto the rear of shops.

PRECINCT D - Hampton Street North

EXISTING CHARACTERISTICS

- Comprises stand alone shopping plazas and office / warehouse buildings and some dwellings.
- Street environment is open, due to the minimal presence of street trees, wide footpaths and the varied building setbacks.
- Building styles and heights are mixed but generally 1-2 storeys.
- Two examples of recent three storey development with recessed upper levels.

ISSUES

- Allotments interface with residential areas including heritage areas.
- Redevelopment opportunities constrained by the narrow allotments.
- Lacks a cohesive streetscape with mixed building styles and setbacks and mixed streetscaping.

PRECINCT E - Local neighbourhood centre

EXISTING CHARACTERISTICS

- Small group of shops separated from the Hampton Street Centre by South Road. Includes a recent mixed use development.
- No street trees however weather protection is provided for pedestrians.
- Mix of single and double storey buildings. There is one example of a recent three storey development with apartments at upper levels.

ISSUES

- Separation from the rest of Hampton Street.
- Allotments interface with residential areas.

Parking Survey

- 2,177 parking spaces were surveyed within and in the vicinity of the Hampton Street centre.
- The peak utilisation period within the Hampton Street centre occurs at 11am, with total occupancy rates reaching 59%.
- Higher utilisation of parking spaces closer to the Hampton Street shopping strip. This affects nearby residential streets located close to the shopping strip with some illegal parking in these streets.

Legend

- Built form and land use precincts (Business Zoned areas only)
- Residential Neighbourhood Character Precincts (Bayside Neighbourhood Character Review)
- Existing priority pedestrian links
- Existing Public Open Space
- Heritage Overlay
- Open air carparks
- Existing Laneways
- Existing Building Footprints (Business Zoned Areas)
- Existing Building Footprints (Residential and other areas)
- Existing Street Trees (Business Zoned areas shown only)
- Views to the bay and foreshore reserve

0 200 400
Metres

Centre Wide Emerging Ideas

Vision for the Hampton Street Centre

A centre with its core of activity focused around a sustainable transport interchange. The activity is generated by a mix of shops, new housing and community facilities, all of which are easily accessed by train and bus. The entire centre has a cohesive look and feel with attractive footpath finishes, street furniture, street trees and signage, and a strong, contemporary built form presence.

Centre Wide Emerging Ideas

Strengthen the Commercial Role and Mix of Uses

Local people like a variety of shops and services in their activity centres, and there is often the potential to expand the range further. Providing a wider range of shops and services, could reduce the need to travel to other centres. However, the impact on, and relationship with, neighbouring centres needs to be carefully considered when planning for the future of all of Bayside's activity centres. Some of the emerging ideas in order to strengthen the commercial role and mix of uses in Hampton Street include:

- Consolidate the retail hub in the centre between the railway line and Willis Street
- Support redevelopment of the Safeway supermarket to full-line status (3,000m or more)
- Encourage a range of uses operating throughout the day and night

Provide Opportunities for People to Live in the Centre

As the population grows, the traditional family structure changes and the number of people per household decreases, there is a growing demand for more houses. This growing demand is represented by a need to provide approximately 6,100 additional homes in Bayside by the year 2031. It is envisaged that approximately 40% of these additional households will be accommodated on strategic redevelopment sites, including sites in and close to activity centres. Providing more houses within or close to an activity centre can have numerous benefits, including increased trade, more activity on the street, reduced car dependence and a greater housing choice. A number of opportunities exist to provide additional housing within Bayside's activity centres. Some of the emerging ideas in relation to providing opportunities for people to live in Hampton Street include:

- Maximise opportunities for more residential and mixed use developments within the centre
- Encourage upper floor additions to shops in Hampton Street to accommodate residential apartments
- Encourage higher density housing on large sites
- Investigate potential for additional housing in surrounding residential areas. See ***Defining a Boundary for the Hampton Street Centre*** for more information

Centre Wide Emerging Ideas (continued)

Accommodate Change but Retain Character

The State Government's plan for the future of Metropolitan Melbourne, (Melbourne 2030) emphasises the need to increase opportunities for people to live within activity centres and one potential outcome of increased densities is taller buildings. There are opportunities for taller building forms in Bayside's activity centres; however, increases in height should be directed to locations where impacts on established residential areas are minimised. New buildings need to be of a scale and design that complements the established character of the street and does not detract from the highly valued human or pedestrian scale. Some of the emerging ideas in relation to accommodating change but retaining character in Hampton Street include:

- Provide a scale transition in built form to adjoining residential areas
- Develop design guidelines for potential major residential redevelopment sites
- Encourage the creative adaption and reuse of heritage buildings in the centre
- Encourage innovative and contemporary design in buildings, structures and spaces

Provide Quality Public Spaces and Community Facilities

Shopping centres tend to provide a 'hard urban' contrast to leafy residential areas, but people still look for attractive landscaping and green spaces that provide relief from the bustle of activity. Bayside's activity centres have some parks and green space, but the largest areas of open space are the streets themselves. Some of the emerging ideas relating to providing quality public spaces and community facilities in Hampton Street include:

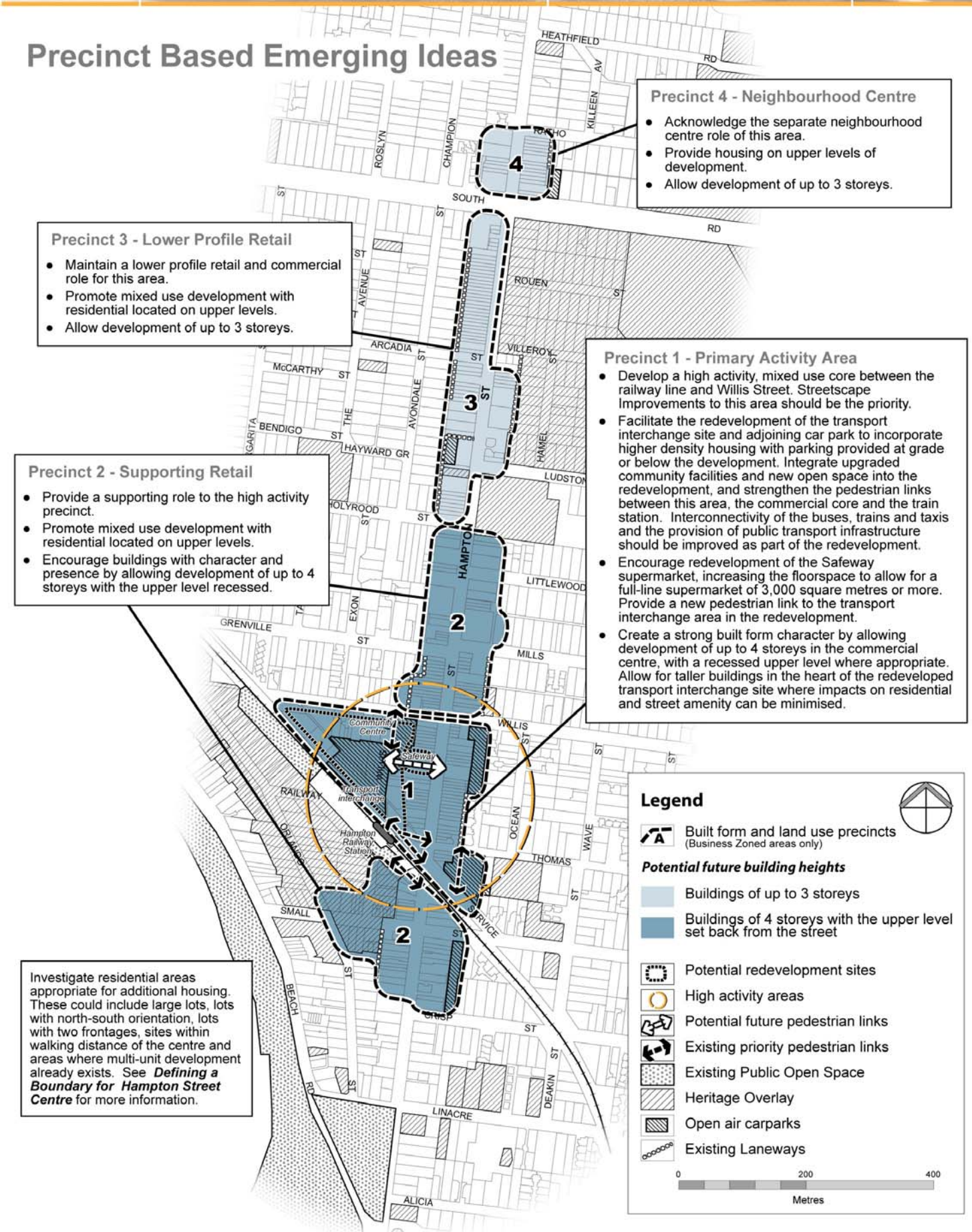
- Improve the amenity, presence and pedestrian links to the pocket parks adjacent to the rail line
- Improve access, including pedestrian signage to the foreshore area
- Implement streetscape works in order to improve customer amenity and add to the image of the centre
- Promote active uses at street level to maintain the vibrancy and attractiveness of the centre

Create a Sustainable Transport Hub

Melbourne 2030 aims to improve sustainability by concentrating shops, services and housing in locations where they can be readily accessed on foot and by public transport. Improving the street environment for pedestrians and cyclists, and providing an interconnected and accessible public transport network, would reduce car dependency and would help to make Bayside's activity centres more sustainable. Some of the emerging ideas in relation to creating a sustainable transport hub in Hampton Street include:

- Provide access for all levels of mobility
- Improve pedestrian links to the train station and other 'precincts' within the activity centre
- Improve bicycle access to and through the centre, including installation of bicycle parking
- Encourage improvements to public transport services and connections
- Implement traffic calming measures to slow vehicle speeds and discourage through traffic
- Improve signage directing traffic to car parks
- Increase car parking turnover by providing shorter term parking within close proximity (100 metres) of the centre to dissuade all-day parking

Precinct Based Emerging Ideas



Precinct 4 - Neighbourhood Centre

- Acknowledge the separate neighbourhood centre role of this area.
- Provide housing on upper levels of development.
- Allow development of up to 3 storeys.

Precinct 3 - Lower Profile Retail

- Maintain a lower profile retail and commercial role for this area.
- Promote mixed use development with residential located on upper levels.
- Allow development of up to 3 storeys.

Precinct 1 - Primary Activity Area

- Develop a high activity, mixed use core between the railway line and Willis Street. Streetscape Improvements to this area should be the priority.
- Facilitate the redevelopment of the transport interchange site and adjoining car park to incorporate higher density housing with parking provided at grade or below the development. Integrate upgraded community facilities and new open space into the redevelopment, and strengthen the pedestrian links between this area, the commercial core and the train station. Interconnectivity of the buses, trains and taxis and the provision of public transport infrastructure should be improved as part of the redevelopment.
- Encourage redevelopment of the Safeway supermarket, increasing the floorspace to allow for a full-line supermarket of 3,000 square metres or more. Provide a new pedestrian link to the transport interchange area in the redevelopment.
- Create a strong built form character by allowing development of up to 4 storeys in the commercial centre, with a recessed upper level where appropriate. Allow for taller buildings in the heart of the redeveloped transport interchange site where impacts on residential and street amenity can be minimised.

Precinct 2 - Supporting Retail

- Provide a supporting role to the high activity precinct.
- Promote mixed use development with residential located on upper levels.
- Encourage buildings with character and presence by allowing development of up to 4 storeys with the upper level recessed.

Investigate residential areas appropriate for additional housing. These could include large lots, lots with north-south orientation, lots with two frontages, sites within walking distance of the centre and areas where multi-unit development already exists. See ***Defining a Boundary for Hampton Street Centre*** for more information.

Legend

Built form and land use precincts
(Business Zoned areas only)

Potential future building heights

- Buildings of up to 3 storeys
- Buildings of 4 storeys with the upper level set back from the street

- Potential redevelopment sites
- High activity areas
- Potential future pedestrian links
- Existing priority pedestrian links
- Existing Public Open Space
- Heritage Overlay
- Open air carparks
- Existing Laneways

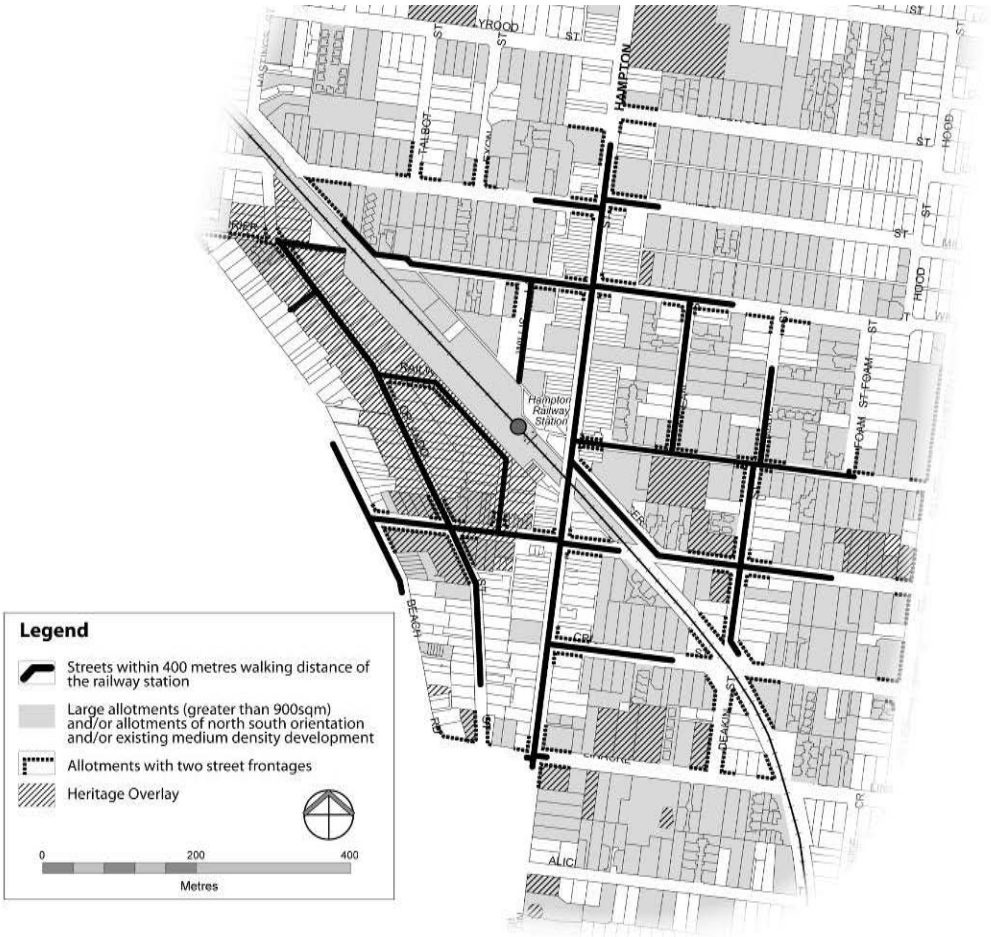
0 200 400
Metres

Defining a Boundary for the Hampton Street Centre

A boundary for the Hampton Street Centre is necessary to identify the extent of the Activity Centre, where the Structure Plan will apply, and where the focus should be for future development, including additional housing. The boundary should be defined to include areas in close proximity to public transport, shops, and services, and it may include sites that have development potential because of their size, orientation and accessibility. The boundary needs to be carefully defined to minimise impacts on heritage buildings and areas. The centre boundary will be defined at the Draft Plan stage of the project

The map below shows a number of characteristics which will inform the location of the Hampton Street Centre Boundary. These are explained below:

- *Walking Distance to the Railway Station* - To create a sustainable centre, additional housing opportunities should be provided within walking distance of the railway station. 400 metres is commonly used as a measure for a convenient walking distance.
- *Large Sites* - Higher densities of housing can be accommodated on larger sites with less impact on the amenity of adjoining areas. This can be achieved by providing height transitions and setbacks to adjoining housing.
- *North south orientated allotments* – The orientation of these allotments provides opportunities for new development to make best use of energy efficient design.
- *Existing medium density development* – In areas where medium density development is a strong characteristic of the area, the introduction of additional medium density housing would be less likely to impact on the character of the area.
- *Allotments with two street frontages* - These allotments can provide vehicle access from each street frontage and when designed well, new dwellings can contribute positively to both street frontages.
- *Heritage Overlay areas and properties* – Heritage areas and places limit opportunities for additional housing because of the contribution they make to the heritage fabric of Bayside.



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Feedback Sheet

TELL US WHAT YOU THINK ABOUT THE EMERGING IDEAS FOR YOUR LOCAL CENTRE… ANSWER AS MANY OR AS FEW OF THESE QUESTIONS AS YOU LIKE. Attach additional sheets if required.

1. Do you agree with the 'vision statement' for the Hampton Street Centre?

2. What do you think about the separation of the Hampton Street commercial area into precincts, each with a different focus?

3. Do you agree with the idea to redevelop the 'transport interchange site', potentially incorporating higher density housing, upgraded community facilities and a safe and interconnected public transport interchange?

4. What do you think about the idea to prepare plans to upgrade Hampton Street, including consistent, low maintenance footpath treatments and uniform street tree planting and street furniture.

5. Is there anything that currently prevents you from walking to the Hampton Street Centre, or catching public transport, such as buses or the train?

6. Generally the Hampton Street Centre is low rise, with buildings predominantly 1 to 2 storeys in height. There are, however, a small number of more recently developed buildings that are 3 to 4 storeys tall. Do you agree that in the proposed 'commercial core' of the centre (Precincts 1 and 2), there is the potential to encourage the development of buildings with more character and presence? Are buildings of up to 4 storeys reasonable in this area, with the potential for a taller building form in the centre of the 'transport interchange site'?

7. Do you agree that a good proportion of the additional houses required in Bayside should be accommodated in, or close to, the four Activity Centres – Bay Street, Church Street, Hampton Street and Sandringham Village? If not, where should the additional dwellings be located?

8. Do you agree with the characteristics that will help us define the final boundary of the Hampton Street Centre, remembering that an 'Activity Centre' must include residential areas beyond Hampton Street as well as commercial areas?

9. Other comments and ideas?

Feedback sheets may be returned to Bayside City Council using the instructions on the back page, or **Fax to 9598 4474.**

(PLEASE PRINT)

Name

Address

Phone No: | Mob No: | Email Address:

In providing your personal information you are permitting Council to add your name to its mailing list in order to notify you of future strategic planning projects. If you have any queries or wish to gain access to your information, please contact either the Urban Strategy & Culture Department or Council's Privacy Officer on 9599 4444 or at ***privacy@bayside.vic.gov.au***

This project is jointly funded by the Department of Sustainability and Environment.

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Return mail instructions:

Detach the Community Bulletin. Place this sheet face down. Place the survey sheet on top of this sheet and fold the two sheets together along the dotted lines shown. Sticky tape the edges on all three sides to secure. NO POSTAGE IS REQUIRED.

Fold here first

Fold here second

Delivery Address:
PO Box 27
SANDRINGHAM VIC 3191

No stamp required
if posted in Australia

Bayside City Council
Reply Paid 27
PO Box 27
SANDRINGHAM VIC 3191

Appendix 7 - Draft Structure Plan

PLANNING OUR FUTURE | Hampton Street Centre | Draft Structure Plan

Draft Structure Plan Summary Document

Closing Date for comments 16 September 2005

Bayside
CITY COUNCIL

Draft Structure Plan Summary Document

About this Study

Bayside City Council is preparing a 'Structure Plan' for each of its major 'Activity Centres' (Bay Street, Church Street, Hampton Street and Sandringham Village). The plans address future development, housing opportunities, transport, economic and social issues, and will guide Council's decision making about each area over the next 30 years.

Your ideas and views are important in helping to decide the future direction and priorities in your local area.

Draft Plan Contents

Draft Plans have been prepared for each Centre, and these plans will form the basis of the final Structure Plans.

The Draft Plans build on the 'emerging ideas' that were displayed in June, but include a greater level of detail.

The Draft Plans cover the following topics:

Activities – the location and intensity of land use activities.

Buildings – the '3D' form of the Centre's buildings into the future.

Spaces – plans for improving the main public spaces in the Centre.

Access – transport, traffic and parking; pedestrian and cyclist access.

How You Can Have Your Say

There is an opportunity to provide your comments by filling in the feedback form attached to this summary.

Throughout the exhibition period you are also welcome to provide comments and make suggestions via letter, fax or email.

Please direct all correspondence to Mark Chicoine, Senior Strategic Planner, Bayside City Council, PO Box 27, Sandringham, VIC, 3191, or fax (03) 9598 4474 or email: tboukis@bayside.vic.gov.au

Enquiries: 9599 4444.

Closing date for comments: Friday 16 September 2005

Exhibition

An exhibition of the Draft Plans for the Hampton Street Centre will be on display in the **Hampton Community Centre, 14 Willis Street, Hampton, from Tuesday 23 August to Friday 16 September 2005.**

Information Session

An 'information session' on the Draft Plans for the Hampton Street Centre will also be held during the exhibition period. This provides you with the opportunity to come along, hear more about the Draft Plans and ask questions of the Project Team.

The **information session** for the Hampton Street Centre will be held on **Tuesday 23 August 2005 from 6:30pm to 8:00pm, at the Bayside City Council Corporate Centre, Royal Avenue, Sandringham.**

Street Stall

Members of the Project Team will also be available to talk to you about the Draft Plans and answer questions at a **'street stall'** to be held **in Hampton Street on Friday 2 September 2005 from 9:00am to 12:00pm.**

Next Steps

Following your feedback on the Draft Plans, the final Structure Plans will be prepared for the Activity Centres. These will be completed in November 2005.

The Structure Plans will then be put to Council in early 2006 for consideration. Following Council adoption, the Structure Plan recommendations will be incorporated into the Bayside Planning Scheme via a planning scheme amendment. The planning scheme amendment process will involve community consultation and will provide a further opportunity for you to have your say.

Vision for the Hampton Street Centre

The vision for the Hampton Street Centre has been reworked following feedback from the display of Emerging Ideas. The vision now comprises a collection of value statements based on contributions by members of the local community gathered throughout the course of the project:

Hampton Street should become a Centre characterised by:

… it's ***friendliness, community spirit and ambience****…*

…a *mix of community and commercial uses to attract a* ***range of people****…*

…a Centre with a ***variety*** *of shops and businesses and* ***lively interaction*** *and entertainment…*

…a *mix of* ***housing choices****…*

*…****cohesive*** *look and feel for the entire street…*

…a Centre with green spaces that provide a **community focal point**. ..

*…****access for all*** *- cyclists, pedestrians, and drivers…*

…improved ***traffic flow and pedestrian safety****…*

*… **reliable, efficient, and interconnected** public transport system…*

Hampton Street as it could be…

View looking north along Hampton Street and to the Transport interchange area from the railway line.

In the 'as it could be' sketch, existing single storey shops have been replaced by buildings matching the scale of the older two storey shops in the Centre. The upper floors of the new buildings contain residential apartments. There is an additional storey in some locations, set back behind the facade and therefore hidden from most viewpoints within Hampton Street itself. The attractive streetscape includes consistent street trees and active shop fronts. Active shopfronts have been added alongside the pedestrian path to the station, to improve amenity and safety. The bus interchange and commuter parking next to the station remain, but have been incorporated below a new commercial and residential development, seen on the left of the sketch. The beautiful large native trees in the bus interchange area have been retained and form the centrepiece of a small public square.

Hampton Street today…

Activities

The location and intensity of land use activities

The Activities Plan

Refer to the Activities Plan on Page 7. The Plan shows the preferred uses for defined precincts within the commercially zoned areas of Hampton Street, as well as the proposed location and intensity of residential uses within the Centre.

What Was Exhibited in 'Emerging Ideas'?

The proposed activity precincts, as described above, have been retained without change on the Activities Plan. However, residential areas, including the proposed intensity of residential use, have been added to the plan. This follows a detailed analysis of residentially zoned areas close to the commercial strip and the determination of the Activity Centre boundary in relation to activities and building form.

What Comments did People Make?

Comments about Activities made in response to Emerging Ideas included:

- Can't plan for the spontaneous opening of businesses that provides interest and diversity along the street.
- Better to be less restrictive rather than designating precincts of activity.
- The office area along Small Street is different from the nearby parts of Hampton Street but it is in the same precinct.
- High density housing at the 'transport interchange site' would enclose the area and diminish it as a good, accessible, safe transport hub.
- Must keep the Community Centre.
- Agree that a good proportion of houses should be located close to the Activity Centre. Also support dual/triple occupancy throughout the Municipality.
- Don't agree with the 400 metres used to define the boundary; it focuses too much on the short-term.
- A reasonable proportion of dwellings, not houses, could be accommodated in the Centre with strong planning controls to provide relevant dwellings.
- The market should decide where new housing should go.

Response to the Comments

Some of the comments appear to support many of the Emerging Ideas that have been developed into the Draft Structure Plan.

A number of comments related to the delineation of land use precincts. The intention of designating 'precincts of activity' is to actively encourage particular uses and redevelopment, especially in areas where there are currently vacancies or where refurbishment is required.

There was a specific comment about the redevelopment of the transport interchange site. The intention of the redevelopment of this site is to significantly improve transport accessibility and connectivity, and the pedestrian amenity of the site, while incorporating additional housing, community facilities and open space. An upgraded Community Centre would be incorporated into the development.

Some comments disagreed with the use of the 400 metre distance from the railway station to define the boundary of the activity Centre. A 400 metre distance equates to roughly 5-minutes walk but often people are likely to walk around 10-minutes or even longer to access public transport and the shops. In order to minimise the extent of change in residential

areas, the measure of 400 metres was used. Concern about increasing densities within the established residential areas has been strong throughout the consultation process.

In relation to the office area in Small Street which has been included in the Hampton Street precinct, this area is to maintain the office role. This fits with the low-key role of the retail area in Hampton Streeet.

Objectives, Strategies and Actions

The high activity, mixed use core is generally located between the railway line and Willis Street, with supporting retail areas immediately to the north and south. The lower profile retail area of the Centre is located north of Holyrood Street, with the small commercial area north of South Road highlighted as a separate neighbourhood centre. Investigations into the economic potential of the Centre (including long term future demand for retail and offices) suggest that no increase is needed in the amount of land zoned for business / commercial purposes.

Higher density residential development is proposed in some areas that directly abut commercially zoned properties, and the remainder of the Centre is proposed to accommodate additional housing with minimal impact on character.

The following Objectives, Strategies and Actions have been developed for the Hampton Street Centre in relation to Activities.

Objectives

- Consolidate the retail hub in the Centre between the railway line and Willis Street.
- Encourage the up-take of vacant premises and rejuvenation of retail frontages.
- Facilitate new residential and mixed use developments within the Centre.
- Provide for increased housing densities and diversity of housing types within the Centre and direct larger developments to larger sites within or immediately adjoining the retail area.

Strategies / Actions

Centre Wide

- Maintain the retail strip and street life on Hampton Street between Ratho Avenue and Crisp Street.
- Encourage the provision of a range of housing types, to meet the needs of the local community into the future and increase activity in the Centre.
- Encourage redevelopment of larger sites and grade level car parks for mixed use developments with basement car parking, commercial uses at ground level and residential above.
- Encourage development of shop top housing.
- Encourage active frontages to Hampton Street.

Precinct 1: Primary Activity Area

- Develop a high activity, mixed use core between the railway line and Willis Street.
- Facilitate redevelopment of the transport interchange and railway car park to a mixed use development with basement car parking, integrated community facilities, improved links to the station and between transport modes, improved station facilities and a public space.
- Support the expansion of the Safeway supermarket to full line status (approximately 3000 sq.m.) to serve as a stronger anchor for the Centre. Ensure that building frontages have a high degree of visual connection to the street. Provide a pedestrian link to the transport interchange.

Precinct 2: Secondary Retail Area (formally known as Supporting Retail)

- Maintain continuous retail shop fronts at street level.
- Allow offices in Small Street and Railway Crescent.

Precinct 3: Peripheral Retail Area (formally known as Lower Profile Retail)

- Allow secondary retailing at ground level.
- Encourage mixed use developments with residential on upper levels.

Precinct 4: Neighbourhood Centre

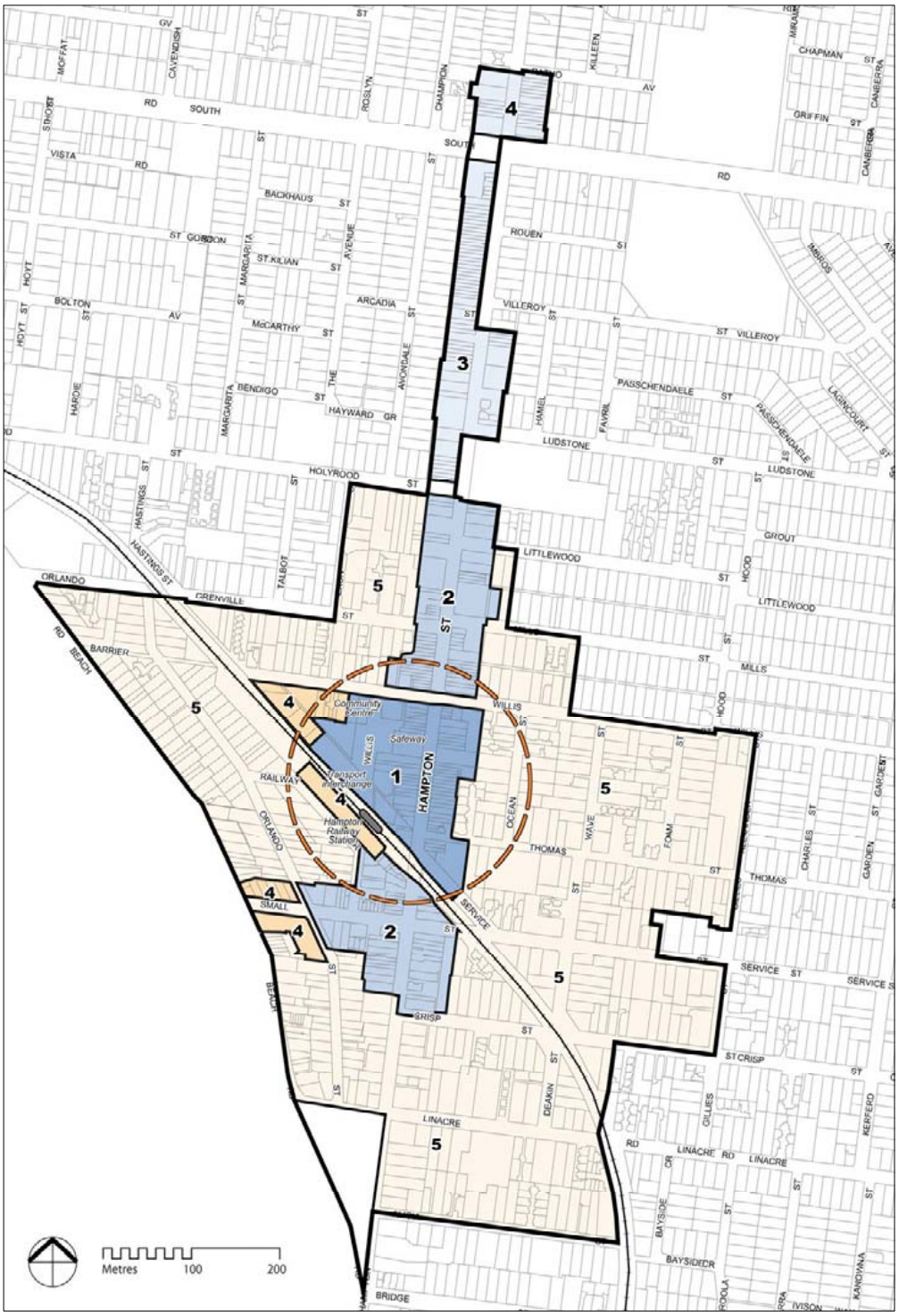
- Acknowledge the separate neighbourhood centre role of the commercial area north of South Road.
- Provide housing on upper levels of development.

Surrounding Residential Areas

- Encourage additional housing in established residential neighbourhoods that is in keeping with the desired future character of the area.
- Provide adequate off-street parking for all new residential units.

Implementation

The Activities Plan and accompanying Objectives, Strategies and Actions will be incorporated into the Bayside Planning Scheme. Any proposed amendment to the Bayside Planning Scheme will be subject to further assessment and scrutiny by the Council, the Department of Sustainability and Environment, and subject to further extensive community consultation.



Commercial and Mixed Use Precincts

- 1 Primary Activity Area
- 2 Supporting Retail
- 3 Lower Profile Retail
- 4 Neighbourhood Centre

Residential Precincts

- 4 Higher density residential areas
- 5 Surrounding residential areas

- High activity area
- Activity Centre Boundary

Activities Plan

Buildings

The '3D' form of the Centre's buildings into the future

The Buildings Plan

Refer to the Buildings Plan on page 13. The Plan shows proposed building envelopes (mainly heights) for areas delineated A, A1, B, C and D. The area denoted as 'E' is constrained it its ability to provide additional housing opportunities because of its recognised heritage value.

What Was Exhibited in 'Emerging Ideas'?

The ideas on Buildings that were displayed in June 2005 included the potential future form of buildings within the commercial areas of the Centre, including height and setbacks. Sites with redevelopment potential, such as the 'transport interchange site' were also highlighted in the Emerging Ideas plans. The Buildings Plan now depicts a greater level of detail, particularly in relation to building heights for specific areas and sites.

What Comments did People Make?

Comments about Buildings made in response to Emerging Ideas included:

- Unsure about "strong, contemporary built form presence" – this is at odds with village character.
- Important that Hampton Street retains its interesting upper storey facades.
- Do not support four storeys.
- Prefer three storey buildings with a recessed upper level.
- Agree with redevelopment of the transport interchange, but not high density and four storeys.

Response to the Comments

Comments from the community predominantly related to height however there was concern about the use of wording 'strong, contemporary built form presence.' Currently in Hampton Street buildings are of mixed heights and designs with many shopfronts that have little in the way of articulation. Promoting a strong and contemporary built form implies that the buildings will be of consistent scaling and articulated to provide more interest to the street.

Another concern was about retaining interesting upper storey facades. We agree that this is important and it is recommended to retain two-storey Victorian buildings and other buildings of architectural interest.

Many of the public comments on Emerging Ideas sought height limits on new development. The aim of these comments, judging from explanations where given, is that people want new development to match the scale and character of valued existing buildings in and around each Centre. Some respondents were explicit in suggesting actual height limits for new buildings, but opinions varied on an acceptable height.

The Victorian planning system requires that height limits are arrived at on the basis of 'performance' – meaning there must be demonstrable reasons for arriving at a chosen height limit. These reasons will be subject to intensive scrutiny, probably including the quasi-legal forum of a planning Panel. The reasons must be logical and defensible, and must take account of government planning policy.

The recommended built form controls have been arrived at by examining the concerns that people have expressed about building height and bulk, and exploring the performance of different building envelopes.

Building Envelope within the Commercial Centre ('A' and 'B' Areas on the Buildings Plan)

Within the commercial heart of each Centre, most older buildings are either one or two storeys in height, set hard against the footpath. Most predominantly single storey shopping centres are in country towns or post 1950s suburbs of Melbourne. The heart of a classic Victorian-era shopping centre usually consists of two storey shops reaching a height of 9-10 metres. This height, which includes a substantial parapet, is equivalent today to three storeys. A modern two storey commercial building would be only about seven metres in height, and would look too small to match the character of the Centre. Therefore a three storey (10.5 metres) frontage height for buildings within the commercial core of a Centre will maintain and add to the existing character. Additional policy guidance will be added to require façade designs to express the vertical rhythms and horizontal divisions of existing buildings. Areas we have judged to be suitable for a maximum building height of 10.5 metres are denoted as 'B' on the Buildings Plan.

In areas denoted as 'A' on the Buildings Plan, we have judged that a recessed additional storey could be added without harming the character of the Centre or creating additional overshadowing or affecting the amenity of residential properties through overlooking. With a minimum setback of 5 metres, a recessed additional storey up to a maximum of 13.5 metres would be hidden from view from most perspectives.

Building Envelope in Residential Areas ('C' and 'D' Areas on the Buildings Plan)

In the residential areas adjoining the Centre, protection of neighbourhood character and residential amenity remain as priorities in future development control. In areas denoted 'D' on the Buildings Plan, a new neighbourhood character precinct will be formed, a revised preferred character statement will be prepared, and normal Rescode standards will apply. The outer boundary of the 'D' area has been arrived at using the criteria published in Emerging Ideas display (walking distance to the railway station, presence of large sites or north south orientated allotments or existing medium density development or allotments with two street frontages; and heritage overlay areas and properties).

Residentially zoned areas located on the main shopping street itself or immediately adjoining the rear or side of commercially zoned properties already have the special attribute of being right next to the heart of the Centre. Where local conditions appear to offer redevelopment potential now or in the future, the area has been denoted as 'C'. In 'C' areas, the aim would be to allow redevelopable sites to take advantage of their proximity to the higher buildings within the commercial core, while limiting their frontage to a height that matches the overall height of existing residential buildings in the area.

While many if not most existing dwellings are single storey, most have pitched roofs or parapets that give them an overall height of at least 6-7 metres, often more. Many Bayside residents have added a second storey to their properties, and probably most would expect to be allowed to do so if the need arose. A two storey house will be at least 6 metres in height, more commonly 7-8 metres with a pitched roof. Therefore we are proposing a maximum frontage height for new development in 'C' areas of between 6.0 and 7.5 metres.

A recessed additional storey would have only a limited impact on the character and scale of an established residential street, as Diagram 1 illustrates. An envelope of 9 metres would provide for this opportunity (residential storeys are usually less in height than commercial storeys). Appropriate design controls will be needed to ensure consistency with existing character. This envelope would apply in the 'C' areas to provide a worthwhile potential to provide residential opportunities for people who like to live 'close to the action', and in turn to

contribute to the long term vitality of the Centre. It is also likely that a similar envelope could apply to large sites in area 'D'.

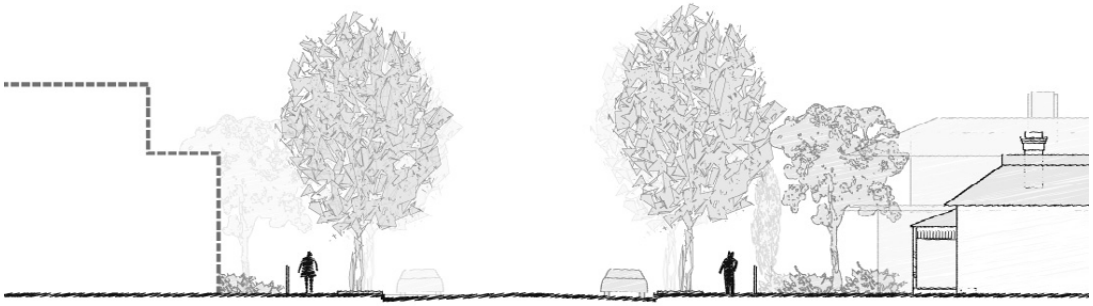


Diagram 1

Objectives

- Protect heritage buildings and other buildings that add to the character of the Centre.
- Enhance Hampton Street's streetscape character and the pattern of narrow retail shopfronts while encouraging increased land-use intensity.
- Encourage innovative and contemporary design in buildings, structures and spaces.
- Encourage more intense development in suitable locations within the commercial core, immediately next to the commercial core, and on large sites.
- Maintain the spacious and low scale character of residential areas and promote the development of a range of housing types and increased densities in suitable locations.
- Protect the amenity of residential areas adjacent to the commercial core of the Centre.
- Encourage new buildings and alterations to existing buildings to be designed to maximise energy efficiency.

Strategies / Actions

Built Form Character

- Encourage conservation and restoration of existing Victorian two-storey buildings and other two-storey buildings of architectural significance.
- Conserve and restore buildings having heritage significance.
- Encourage additions to, or replacement of, one-storey buildings with new multi-storey buildings to provide additional housing opportunities in the Centre.
- Ensure that alterations and additions to heritage buildings in the Centre are undertaken in a way that respects their design, appearance and significance in accordance with Council's Heritage Policy.

Building Frontages

- Design new buildings with well articulated facades, fenestration, parapet treatments, other detailing and materials to provide interest at street level and reinforce the human scale.
- Ensure that facades of new buildings maintain the vertical and horizontal design rhythm of buildings along Hampton Street.
- For properties with wide frontages, design facades to reflect the pattern of narrow shopfronts that exist in Hampton Street.

- Provide continuous weather protection along the Hampton Street footpaths between Crisp Street and Ratho Avenue using cantilever awnings/ canopies, unless conflicting with the architectural character and significance of existing buildings.
- On corner allotments, ensure buildings address both streets frontages with shopfront windows at street level.
- Design new buildings with the ground floor located at ground level.
- Minimise the width of driveway entrances and the impact of garage doors on building frontages, and provide vehicle access through the rear of the property wherever possible.
- Ensure new buildings in the redeveloped transport interchange area look onto future public open space and the railway station.
- Encourage the redevelopment of the station car park in Railway Crescent to provide housing that fronts to the street and also looks onto the station.
- Encourage the redevelopment of shopping areas with angled parking between Ludstone Street and Villeroy Street and shops with drive-in parking between Grenville and Holyrood Street to provide shops built to the footpath edge and parking provided behind the development.

Heights

- New buildings in '**A**' areas should match the height of existing two storey buildings (10.5m) at the street frontage and can include a recessed upper level (up to 13.5m) provided it is set back from the front street boundary by at least 5 metres.
- New buildings in '**A1**' areas can extend up to 16 metres provided that overshadowing and overlooking impacts on surrounding residential areas can be minimised.
- New buildings in '**B**' areas should match the height of existing two storey buildings (10.5m) at the street frontage.
- New residential buildings in '**C**' areas should have a height of up to 7.5 metres at the street frontage. An increase in height to 9 metres is permitted provided the additional height is recessed 3 metres from the front façade. On larger sites buildings of up to 12 metres may be permitted away from the edges of the site if overlooking and overshadowing impacts within the site and to adjoining residential areas will be minimised.
- New residential buildings in '**D**' areas should have a preferred total building height of no more than 7.5m. Total building heights of up to 9 metres may be permitted if it can be demonstrated that overshadowing and overlooking impacts on adjoining residential areas will be minimised.
- Allow additional storeys to be added to existing single storey buildings in '**B**' areas and existing double storey buildings in '**A**' areas, provided they meet the height and setback requirements for these areas.

Setbacks

- Ensure new buildings are built to the street alignment with no side setbacks along Hampton Street between Crisp Street Ratho Avenue with the exception of residential properties between Villeroy Street and South Road which should match the prevailing setbacks.
- For properties that interface with residential areas and where there is no service lane existing or proposed, provide a rear landscaped setback of at least 3 metres to protect residential amenity.
- For new residential buildings in '**C**' areas, provide a front setback of 3 metres and no side setbacks.
- For new residential buildings in '**D**' areas, provide front, side and rear setbacks in accordance with the ResCode standards.

Residential Interface

- Ensure that new buildings do not significantly overshadow the private open space of adjoining residential properties. This should be achieved by applying the ResCode overshadowing standard to commercial properties that abut residential areas.
- Ensure that new buildings in commercial areas do not significantly overlook the private open space and habitable room windows of adjoining residential properties. This should be achieved by applying the ResCode overlooking standard to commercial properties that abut residential areas.
- Locate uses that may generate noise away from adjacent residential development.

Energy Efficiency

- Design buildings for energy efficiency, considering solar access and utilising sustainable energy and construction techniques wherever possible.
- Encourage new development to incorporate water sensitive urban design techniques wherever possible.

Implementation

The Buildings Plan and accompanying Objectives, Strategies and Actions, and building envelopes (heights and setbacks) will be incorporated into the Bayside Planning Scheme.

Any proposed amendment to the Bayside Planning Scheme will be subject to further assessment and scrutiny by the Council, the Department of Sustainability and Environment, and subject to further extensive community consultation.

A-D	Built Form Areas (see Strategies / Actions)
E	Endorsed Heritage Precinct as part of Amendment C37
	Provide a transition in building height with setbacks to minimise overshadowing and protect the amenity of adjoining residential areas
	Areas of no front or side setbacks
	Areas of small landscaped front setback of at least 3 metres and no side setbacks
	Shopfronts to be built to Hampton Street boundary if redeveloped
	Activity Centre Boundary
	Existing Heritage Overlays

Buildings Plan

Spaces

Plans for improving the main public spaces in the Centre

The Spaces Plan

Refer to the Spaces Plan on page 16. The Plan shows areas for future streetscape and open spaces improvements, weather protection and active frontages. It also highlights existing and future pedestrian links.

What Was Exhibited in 'Emerging Ideas'?

The ideas on Spaces that were displayed in June 2005 included suggestions for how the public spaces within the Centre could be improved, including suggestions for upgrading the streetscape. The plans have not been altered since the Emerging Ideas display.

What Comments did People Make?

Comments about Spaces made in response to Emerging Ideas included:

- Seating must be available in all precincts.
- Agree with streetscape upgrade and the idea of green, leafy streets with seating, but concerned about cost.
- Agree with streetscape upgrade, but should give consideration to traffic flows.
- Some variety in the streetscape upgrade would be sensible to reflect the precincts.

Response to the Comments

The Spaces Plan reflects community sentiments in relation to the streetscape upgrade. It is agreed that any streetscape works will have to consider traffic flows; in fact, a reduction in traffic speed is a key objective of the street space plans.

In relation to the comment about providing a variety in streetscaping to reflect the precincts, it is considered that a cohesive look to the entire street would be more desirable. The building heights and land uses will help to delineate the precincts of activity.

Objectives, Strategies and Actions

Streetscape improvements are proposed for the entire length of Hampton Street to make the environment more pedestrian friendly. It is proposed that this involves street trees, furniture and consistent footpath treatments. The linear parks adjacent to the railway line are also proposed to be improved and extended.

The following Objectives, Strategies and Actions have been developed for the Hampton Street Centre in relation to Spaces.

Objectives

- Implement streetscape works in order to improve pedestrian amenity and add to the image of the Centre.
- Improve the pedestrian amenity, safety and appearance of the street space and other open spaces in Hampton Street.
- Promote active uses at street level to maintain the vibrancy and attractiveness of the Centre.

Strategies / Actions

Open Space

- Improve the amenity, presence and pedestrian links to the pocket parks adjacent to the railway line and station and extend the parks so that they link and form a green treed corridor dissecting the Centre.
- Provide a new public open space within the Centre of the redeveloped transport interchange site that incorporates the existing large eucalypts.

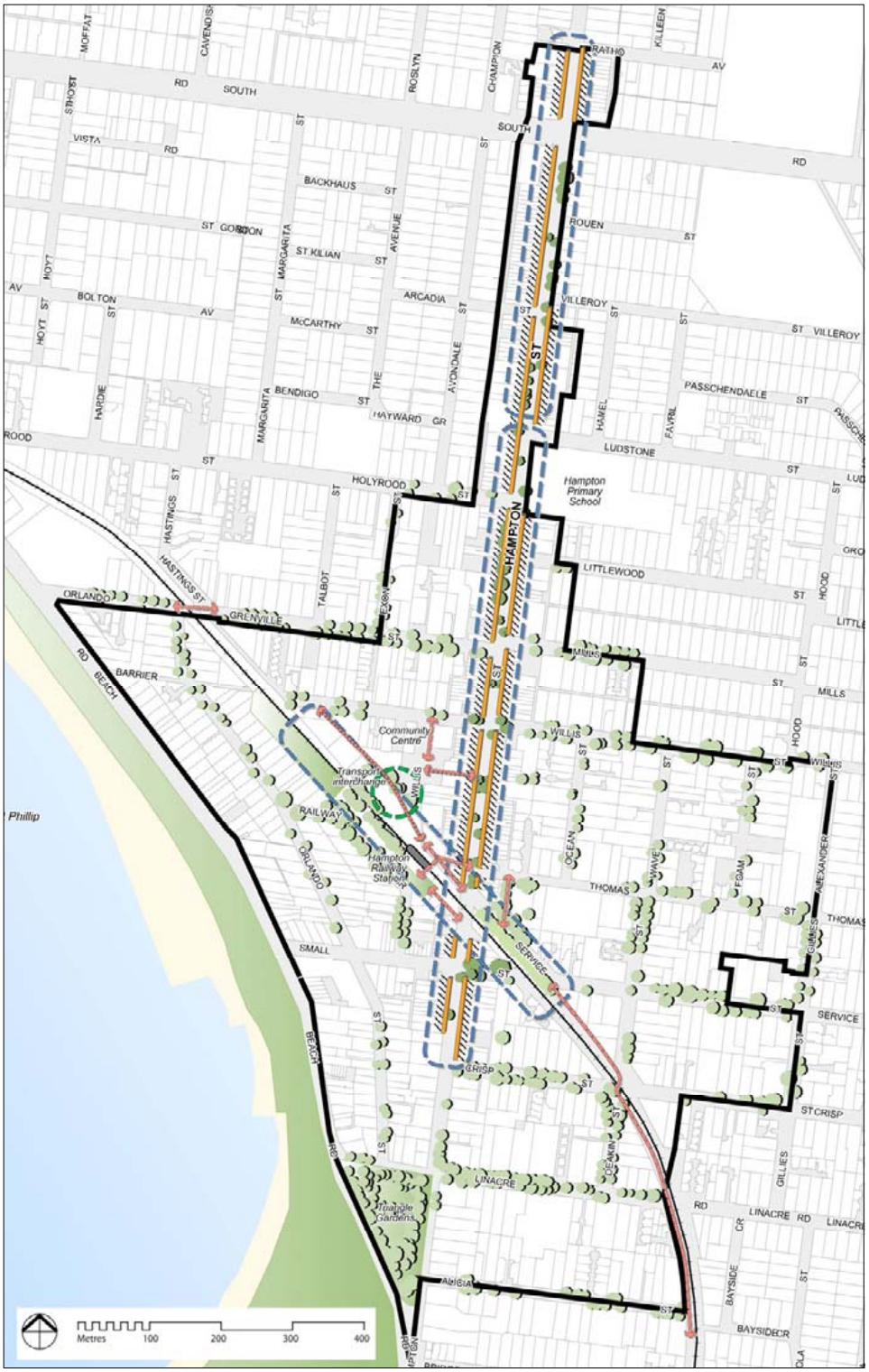
Street Spaces

- Undertake a streetscape upgrade for Hampton Street between Crisp Street and Ratho Avenue. Improvements should include low maintenance paving, additional street furniture, bicycle parking and regular street tree planting which is set into the road reserve allowing buildings to provide awnings over the footpath. The high activity area of Hampton Street between Crisp Street and Ludstone Street should be a high priority for the upgrade.
- Maintain and improve street spaces in the Centre with high levels of amenity, especially for pedestrians.
- Provide street furniture to support public activity in the street, including generous seating, drinking fountains and litter bins.
- Provide widened footpath areas for pedestrians to meet and interact. These should be located on street corners and at pedestrian crossings.
- Investigate the possibility of undergrounding powerlines in Hampton Street between Crisp Street and Ratho Avenue with the high activity area of Hampton Street between Crisp Street and Ludstone Street being a higher priority.
- Provide weather protection and active frontages on properties facing Hampton Street between Crisp Street and Ratho Avenue.
- Provide street furniture, and manage street trading to support public activity and social interaction in the street.
- Review the quantity, type, quality and placement of street furniture to ensure that the Centre has adequate, attractive, comfortable and safe places to sit and interact.
- Maintain footpaths in good condition.
- Upgrade street lighting.
- Minimise clutter in street spaces:
  - Attach signs and traffic signals to light poles in order to minimise the number of poles in the street.
  - Provide shelter at bus stops with cantilever canopies attached to buildings rather than with free-standing shelters.

Implementation

The Spaces Plan and accompanying Objectives, Strategies and Actions will be incorporated into the Bayside Planning Scheme. Any proposed amendment to the Bayside Planning Scheme will be subject to further assessment and scrutiny by the Council, the Department of Sustainability and Environment, and subject to further extensive community consultation.

More detailed ‘design briefs’ will be prepared for the areas of open space, including street spaces, that are proposed to be upgraded as part of this Plan, and Council will need to allow for these improvements in its works program.



Existing Public Open Space

Existing street trees

Existing rail corridor vegetation

Areas of active building frontages at street level

Weather protection areas (future and existing)

Future streetscape and open space improvement areas

Incorporate open space into potential future redevelopment

Existing priority pedestrian links

Future pedestrian links in this vicinity

Activity Centre Boundary

Spaces Plan

Access

Transport, traffic and parking; pedestrian and cyclist access

Refer to the Access Plan on page 21. It shows how access to the Centre could be improved for vehicles, pedestrians, public transport users and cyclists.

What Was Exhibited in 'Emerging Ideas'?

The ideas on Access that were exhibited in June 2005 have been expanded and added to.

What Comments did People Make?

Comments about Access made in response to Emerging Ideas included:

- Stairs to shop-top dwellings would preclude the elderly.
- Residents are still likely to use cars therefore the denser population will cause parking problems.
- No discussion of traffic congestion issues - need to work out what traffic infrastructure can sustain, then let that guide housing.
- Young residents will want the option to drive cars which causes more parking problems.

Response to the Comments

It is acknowledged that shoptop dwellings would preclude people with limited mobility including the elderly as is the case with many developments above one storey unless lifts are provided. Additional housing is proposed within proximity of the Centre beyond the commercial areas, which could provide opportunities for people with limited mobility.

A number of comments related to car parking problems that could be caused by an increase in housing within the Centre. It is envisaged that on site car parking will be provided with each residential development. There are also strategies and actions to promote the use of public transport, and improve pedestrian and bicycle access to reduce the dependency on motor vehicles.

The research for the Parking Precinct Plan has revealed that:

- The peak utilisation period within the Hampton Street Activity Centre occurs at 11am, with total occupancy rates reaching 62%. This indicates that there is reasonable overall spare parking capacity.
- However, there is much higher utilisation of parking spaces closer to the Hampton Street shopping strip. Short-term parking (one to two-hour time limits) in parts of Hampton Street and nearby intersecting streets experience occupancies in the range of 60 to 80% - and occasionally higher. This affects nearby residential streets located close to the shopping strip, particularly unrestricted parking areas such as in the Mills Street area.

Data from the interview surveys and the car park occupancy statistics has also been utilised to calculate actual (or empirical) parking rates that should be applied to new development (as opposed to the parking rates required under the Bayside Planning Scheme).

The empirical car parking rates have been combined with the 'building envelopes' (capacity floor space figures for the Centre) to determine the total number of car parking spaces required as a result of this work, and if/how these car parking spaces can be accommodated. Recommendations cover a variety of solutions:

- In some cases, such as in residential parts of the Centre, car parking spaces will continue to be accommodated on site.

- On-street car parking spaces will continue to be utilised, but more effectively – through alterations to time limits to support short-stay parking closer to the heart of the Activity Centre.

Surveys and community feedback have also indicated that Hampton Street carries the highest volume of traffic of all the four Centres in Bayside, and is often used as a through route to access the beach. Measures to address vehicle speed and pedestrian safety have therefore been developed, through speed management and enhanced pedestrian crossing opportunities.

Objectives, Strategies and Actions

A Parking Precinct Plan for the Hampton Street Centre is being developed in conjunction with this project. The Parking Precinct Plan's primary function is to manage parking on a precinct wide basis, rather than on a site-by-site basis. It will also identify the parking outcomes to be achieved in the Centre and an appropriate mechanism to fund and implement parking initiatives such as the provision of new car parking facilities. Substantial survey work has been undertaken in order to measure the parking characteristics of the Hampton Street precinct, including current information on:

- On-street car parking spaces
- Off-street car parks
- On-site provision of car parking

From this research, procedures have been developed for evaluating the number of car spaces required to cater for future increased intensity of land-use. These procedures are based on the current behaviour and characteristics of visitors to the Hampton Street precinct. The Parking Precinct Plan will provide a means to accommodate increased intensity of land-use while supporting some shift in travel behaviour through greater public transport patronage, walking and cycling.

The following Objectives, Strategies and Actions have been developed for the Hampton Street Centre in relation to Access:

Objectives

- Provide a safe environment, particularly for vulnerable road users such as pedestrians, cyclists and people accessing public transport.
- Implement traffic calming measures to slow vehicle speeds and discourage through traffic.
- Provide and manage car parking to meet the needs of residents, retailers and other local activities.
- Improve the safety and appearance of laneway connections and off-street car parks.
- Encourage improvements to public transport services and connections.
- Provide access for pedestrians with all levels of mobility.
- Establish a network of priority pedestrian routes integrating the main shopping areas with surrounding car parking areas, public transport, residential areas and other attractions.
- Improve bicycle routes and facilities in and around the Centre.

Strategies / Actions

Road Safety

- Advocate the introduction of a 40 km/h speed limit within the Hampton Street commercial area between Crisp Street and Ratho Avenue.
- Consider ways to reduce vehicle speeds through the Centre other than through the introduction of reduced speed limits.

- Consider the introduction of pedestrian refuges on non-signalised side streets intersecting Hampton Street. These refuges are to provide protection for pedestrians crossing these side streets and help slow-down and regulate the turning manoeuvres of vehicles.
- Investigate the provision of a signalised pedestrian crossing across Hampton Street near Small Street.

Local Access

- Create continuous service and car park access lanes at the rear of commercial properties.
- Link existing laneways where necessary to provide through access to the rear of shops and future housing.
- Undertake laneway improvements (service lanes) for safety, sanitation etc. but not to create active pedestrian areas, including:
  - Repaving to ensure even surfaces (asphalt typical).
  - Lighting.

Car Parking

- Improve lighting on pedestrian linkages between off-street car parks and Hampton Street and improve lighting within these car parks.
- Improve general signage directing traffic to car parks – in order to offer alternatives for motorists if one car park is at or close to capacity.
- Maintain existing numbers of public parking spaces and ensure that any new development provides appropriate numbers of additional parking spaces to support added intensity of uses in the precinct.
- Provide additional car parking in the redeveloped transport interchange site to account for car parking lost to the redevelopment of the car park in Railway Crescent.
- Increase car parking turnover by providing shorter term parking within side streets in immediate proximity (100 metres) of Hampton Street to dissuade all-day parking in unrestricted areas.
- Improve signage to the Thomas Street car park and alter parking restriction from 2-hour to 3-hour limit to encourage greater use and reduce demand on the Willis Street car park.
- Provide disabled parking for the Hampton Street retail strip in the intersecting side streets, as these provide a safer environment. Where possible, the first parking space after turning off Hampton Street should be reserved for disabled parking in accordance with Australian Standards.
- Provide adequate off-street parking for all new residential units.

Public Transport

- Improve integration between all forms of transport and the local area by encouraging the provision of signage within the train station, to identify the location of interchange facilities outside the station, including bus stops, taxi ranks, cycle parking, pedestrian links, and key features and facilities within the Centre.
- Improve the lighting on pedestrian paths to the station and open up view lines to the railway platforms through the siting / removal of vegetation and structures.
- Encourage the redevelopment of the station car park in Railway Avenue for housing with the public car parking lost to development provided in the redeveloped transport interchange site near Willis Lane. This car park has an existing street frontage and new buildings could look onto the station platforms.
- Upgrade the bus interchange near the railway station to provide improved amenity and continuous cover between the interchange and the station. As part of the upgrade,

consideration should be given to a redesign aimed at reducing the separation between the station and the interchange.

Pedestrian Access

- Undertake a streetscape upgrade for Hampton Street between Crisp Street and Ratho Avenue and improve the walking surface with low maintenance materials as part of the upgrade.
- Create pedestrian links between Orlando and Grenville Streets across the railway line, from the station north west to Willis Street, and between Willis Street and Hampton Street (see Access Plan for details).
- Improve pedestrian links along Willis Lane, between Service Road and Hampton Street, between Hampton Street and the Station and along the railway reserve south of the railway station (see Access Plan for details).
- Develop a clear strategy for the placement of permanent and temporary street furniture on footpaths (including signage, seating, shop displays, outdoor cafes) designed to maintain unobstructed travel paths for pedestrians.

Bicycle Access

- Complete the installation of the on-road cycle lanes and off-road cycle paths in the Hampton Street Centre in accordance with the Bayside Bicycle Strategy 2003.
- Support the provision of additional secure bicycle parking at the Hampton Railway Station. New bicycle parking should be provided under cover.
- Provide secure bicycle parking at all Council buildings, community facilities and Council-controlled off-street car parks and provide signage to advise on these locations.
- Provide new bicycle facilities for all new development to reduce reliance on vehicle travel, including the provision of accessible showers and changing facilities with secure lockers or equivalent in non-residential development in accordance with Australian Standards.

Implementation

The Access Plan and accompanying Objectives, Strategies and Actions, and the Parking Precinct Plan will be incorporated into the Bayside Planning Scheme. Any proposed amendment to the Bayside Planning Scheme will be subject to further assessment and scrutiny by the Council, the Department of Sustainability and Environment, and subject to further extensive community consultation.

- Existing street
- Existing laneways
- Future laneway widening
- Future laneway connection
- Existing priority pedestrian links
- Future pedestrian links in this vicinity
- Future pedestrian improvement area
- Future signalised pedestrian crossing in this vicinity
- Existing bicycle routes
- Proposed bicycle routes (Bayside Bicycle Strategy 2003)
- Existing car park
- Existing car park to be redeveloped to a residential development incorporating replacement car parking
- Existing bus routes
- Activity Centre Boundary

Access Plan

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Feedback Sheet

TELL US WHAT YOU THINK ABOUT THE DRAFT STRUCTURE PLAN FOR YOUR LOCAL CENTRE… ANSWER AS MANY OR AS FEW OF THESE QUESTIONS AS YOU LIKE. Attach additional sheets if required.

1. What aspects of the Draft Structure Plan for the Hampton Street Centre do you a) Agree with b) Disagree with? (please provide reasons)

2. Is there anything missing from the Draft Structure Plan that should be considered?

3. Do you have any other comments?

Feedback sheets may be returned to Bayside City Council by the closing date of Friday 16 September 2005 using the instructions on the back page, or Fax to 9598 4474.

(PLEASE PRINT)

Name

Address

Phone No: | Mob No: | Email Address:

In providing your personal information you are permitting Council to add your name to its mailing list in order to notify you of future strategic planning projects. If you have any queries or wish to gain access to your information, please contact either the Urban Strategy & Culture Department or Council's Privacy Officer on 9599 4444 or at ***privacy@bayside.vic.gov.au***

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Return mail instructions:

Detach the feedback sheet. Place this sheet face down. Place the feedback sheet on top of this sheet and fold the two sheets together along the dotted lines shown. Sticky tape the edges on all three sides to secure. NO POSTAGE IS REQUIRED.

Fold here first

Fold here second

No stamp required
if posted in Australia

Delivery Address:
PO Box 27
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Bayside City Council
Reply Paid 27
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SANDRINGHAM VIC 3191

Appendix 8 - Community Bulletin 3

Community Bulletin No. 3

August 2005

About this Study

Bayside City Council is preparing a 'Structure Plan' for each of its major 'Activity Centres' (Bay Street, Church Street, Hampton Street and Sandringham Village). The plans address future development, housing opportunities, transport, economic and social issues, and will guide Council's decision making about each area over the next 30 years.

Your ideas and views are important in helping to decide the future direction and priorities in your local area.

Draft Plans Exhibition

Draft Plans have been prepared for each Centre, and these plans will form the basis of the final Structure Plans.

The Draft Plans build on the 'emerging ideas' that were displayed in June, but include a greater level of detail.

The Draft Plans cover the following topics:

Activities – the location and intensity of land use activities.

Buildings – the '3D' form of the Centre's buildings into the future.

Spaces – plans for improving the main public spaces in the Centre.

Access – transport, traffic and parking; pedestrian and cyclist access.

An exhibition of the Draft Plans for the Hampton Street Centre will be on display in the **Hampton Community Centre, 14 Willis Street, Hampton, from Tuesday 23 August to Friday 16 September.**

How You Can Have Your Say

There is an opportunity to provide your comments by collecting a summary document of the Draft Plans at the exhibition and filling in the attached feedback form. You may also download these documents from Council's website at www.bayside.vic.gov.au from 23 August.

Throughout the exhibition period you are also welcome to provide comments and make suggestions via letter, fax or email.

Please direct all correspondence to Mark Chicoine, Senior Strategic Planner, Bayside City Council, PO Box 27, Sandringham, VIC, 3191, or fax (03) 9598 4474 or email: tboukis@bayside.vic.gov.au.

Enquiries: 9599 4444.

Information Session

An 'information session' on the Draft Plans for the Hampton Street Centre will also be held during the exhibition period. This provides you with the opportunity to come along, hear more about the Draft Plans and ask questions of the Project Team.

The **information session** for the Hampton Street Centre will be held on **Tuesday 23 August, from 6:30pm to 8:00pm, at the Bayside City Council Corporate Centre, Royal Avenue, Sandringham.**

Street Stall

Members of the Project Team will also be available to talk to you about the Draft Plans and answer questions at a **'street stall'** to be held **in Hampton Street on Friday 2 September from 9:00am to 12:00pm.**

Next Steps

Following your feedback on the Draft Plans, the final Structure Plans will be prepared for the Activity Centres. These will be completed in November.

The Structure Plans will then be put to Council in early 2006 for consideration. Following Council adoption, the Structure Plan recommendations will be incorporated into the Bayside Planning Scheme via a planning scheme amendment. The planning scheme amendment process will involve community consultation and will provide a further opportunity for you to have your say.

Draft boundary for the Hampton Street Activity Centre

Appendix 9 - Draft Plans Community Feedback Summary Table 1: By Respondent

DRAFT PLANS: COMMUNITY FEEDBACK SUMMARY TABLE 1: BY RESPONDENT

HAMPTON STREET

	Q1. What aspects of the plan do you agree with?	***Q2. Disagree with?***	***Q3. Is there anything missing?***	***Q4. Other comments?***
Submission HS1	Centre based development	Reduced amenity to selected residential areas Proposed height limits adversely effect views Increase traffic and parking problems		Planning scheme should allow for "compensating" development privilege for effected properties.
Submission HS2	Vision Statement Building Plan Spaces Access		Vacant land (Railway land) provides pedestrian access and open space. Lane ways designated for widening and pedestrian use may be compromised before plans in place.	Draft plan provides assurance that overshadowing and traffic problems will not be a problem. Ensure that the plan is not compromised by ad-hoc development before it can be implemented.
Submission HS3	Keeping character of the area. Protecting heritage buildings Need to keep parking facilities Improve and enhance facades of shops	Limit height restriction to three storeys, not four.		Organise meetings on Saturdays or weekday nights. Make sure all residents are aware of them.
Submission HS4	Transport hub and buildings	Other community focal points.	The library.	Opportunity for even more vision than this.
Submission HS5	Many objectives, most of the strategies and actions.	Proposal to increase time limit on Thomas st to 3 hours. Converting west railway car park into housing.	Need to increase car parking at train stations. Pedestrian crossing of the track on North side of Linacre	

	Q1. What aspects of the plan do you agree with?	***Q2. Disagree with?***	***Q3. Is there anything missing?***	***Q4. Other comments?***
			Road needs to be improved.	
Submission HS6	Concentrating activities along existing strip Improvements to transport interchange and bicycle facilities.	Building heights Apartments demand is limited. New buildings are visually inappropriate. Draft plan only encourages this. Average building heights not based on actual averages. “D” Areas should not be encouraged in present form. Community facilities should be retained. Need for more open space provision.	Neighbourhood character Review should be incorporated. Trees are important. Sloping roofs should be encouraged. Need to consider that the land rises so developments would look like blots on the landscape. Clear proposals for greening fence lines along railway to stop graffiti. Recognition of bicycle route along railway. Street trees in Small St. Need to narrow to provide street trees. Commitment to maintain theatre as part of community centre.	Need to provide over 60s population with houses/gardens that they would like to encourage them to buy. Need to consider reducing greenhouse gas. Encourage people to walk/ use transport. Provide facilities for this. Provide housing which has no/ limited car parking.
Submission HS7		Increased building height in sections B & A Car parking at precinct ‘A’		Need for more open space provision. Height restriction in the A section should be 3 storeys. Any increase removes the human scale.
Submission HS8		Draft plan reduces car parking spaces. Need for more on and off street parking. Four storey apartment block proposed for railway carpark.	Provision for large green area including a village square.	Underground power lines. Need to limit use of footpaths by shops as it is increasingly obtrusive.

	Q1. What aspects of the plan do you agree with?	***Q2. Disagree with?***	***Q3. Is there anything missing?***	***Q4. Other comments?***
				Limit traffic speed to 40kph. Provide more traffic light controlled crossings More Public toilet provision needed.
Submission HS9		Four storeys height limit	Off street Parking	Need to restrict parking in side streets.
Submission HS10		Does not adequately address the issues of Melbourne 2030. Structure plan will facilitate minimal growth and change. Draft structure plan proposes prescriptive measures that will not facilitate good design. Development limited by proposed building heights.	Plan fails to recognize the topographic conditions and the urban context. Future of laneways? Where will they be widened?	Lack of communication / notification about Draft structure plan. Need to embrace change in a more productive manner.
Submission HS11		Compaction will ruin village feel. New building in “A1”, too high, parking needs to be maintained. Shop top residential housing. Building heights –Buildings in B-C should be same as area D, max 10.5m	Hampton Village carpark needs to be looked at. Dangerous.	Information on display at Hampton community centre is not adequate information. No detail.
Submission HS12	I agree with fountains and little bins		Totally forbid bicycles on footpaths	
Submission HS13	I agree with 3 storey development no higher than the post office site, providing the highest level has a set	I do not agree with any higher structure whatsoever	There is only one vehicle exit point from the proposed activity centre	Why weren’t consultants given targets (no. of dwellings) to be met?

	Q1. What aspects of the plan do you agree with?	***Q2. Disagree with?***	***Q3. Is there anything missing?***	***Q4. Other comments?***
	back Nothing above 10.5m		I do not believe that residential, commercial, retail developments should be built unless vehicles exit via the railway line (place railway line underground) No mention is made of library upgrade or relocation	Why wasn't a Saturday morning stall given instead of Friday – most people wander along Hampton St on a Saturday Why wasn't the strategy plan advertised more widely – local newspaper – signs in Hampton St
Submission HS14	4 storeys OK, more would create shadowing, wind and cut off the sea feeling Additional housing should be in activity centres as long as adequate services are provided – potential of too many hard surfaces, rapid spread of disease, noise, smells – needs consideration Vision is good, good layout for the elderly Well defined links Focal points – precincts a good idea			People working in Hampton should park furthest from the centre Traffic needs to be slowed Would like an area within community centre where kids from high densities are able to play
Submission HS15	An excellent job	Visual bulk of former Hampton hotel and apartments should remain the focal point, therefore no high rise in Small St from Orlando St to Hampton St. Hampton not an office location although some office accommodation is a positive.	Trees that screen the Bay from the shopping centre should be removed. Pines block vision of the Bay down South Rd. Unlawful and indiscriminate planting of Sheoaks – Negative financial impact on residential and commercial	Future building design should retain and enhance the views of the Bay and keep the character of the 'beachside shopping centre'. Hampton is sheltered from Northerly winds- many natural benefits Natural bush should be

	Q1. What aspects of the plan do you agree with?	***Q2. Disagree with?***	***Q3. Is there anything missing?***	***Q4. Other comments?***
		Proposal to fill Hampton transport hub with apartments. Needs to remain open. Underground car parks for safety reasons.	values. Open views and carefully placed vegetation in Fernando Gardens need to be retained and protected. Area needs extra lighting at night.	restricted predominantly to Picnic Point. Natural costal bush land icon. Relocated and dedicated police station with clear view over the station platform would be positive.
Submission HS16	Draft structure plans objectives to ensure that the 'Major activity centre' status is maintained and enhanced through appropriate land use and development. Infill development Support for expansion of supermarkets to full line status. Strategy to maintain (if not increasing) existing public car parking spaces.	Loss of public car parking opportunities within close proximity to supermarket will cause detriment to its viability. Basement/ deck car parking raises many negative issues (low utilization of Dendy car park already recognized in plan)	Public car parking must be provided to service entire retail precinct. Need to make it clearer that new developments must provide car parking sufficient to cater for peak demands- or prove availability of parking in street.	Draft structure plans will create an extra level of strategic control for our supermarket development. (Please acknowledge that this expansion has already been approved by council) 'At grade' car parking to be maintained. Redevelopment of 'air space' above is supported. Please fully assess implications of redeveloping council car parks.

Appendix 10 - Draft Plans Community Feedback Summary Table 1: By Issue

DRAFT PLANS COMMUNITY FEEDBACK SUMMARY TABLE 2: BY ISSUE

HAMPTON STREET

ISSUE	SUBNo.	COMMENTS	RESPONSE
ACTIVITIES			
Residential	6	Need to provide over 60s population with houses/gardens that they would like to encourage them to buy.	The Final Plan encourages a variety of housing types for a variety of age groups within close proximity of shops, services and public open space.
	11	Compaction will ruin village feel.	The built form proposals contained in the Final Plan maintain the current setback provisions of residential areas. The proposed heights will also have minimal impact on the streetscape.
		Disagree with shop top residential housing.	Shop top residential housing can provide opportunities for people to live in the heart of the Centre with minimal impact on the surrounding residential areas.
	16	Support infill development	✔
	15	Do not agree with the proposal to fill Hampton transport hub with apartments – it needs to remain open.	It is proposed that public open space will be incorporated into any development of this site.
Role of the centre	1	Agree with centre based development	✔
	6	Agree with concentrating activities along existing strip	✔
	14	Focal points through precincts is a good idea	✔
	15	Hampton not an office location although some office accommodation is a positive.	Noted.
Commercial Area	16	Support for expansion of supermarkets to full line status.	✔
	16	Draft structure plans will create an extra level of strategic control for our supermarket development. (Please acknowledge that this expansion has already been approved by council)	Noted.
Other	4	Disagree with other community focal points	Noted.

ISSUE	SUBNo.	COMMENTS	RESPONSE
	4	The library hasn't been raised.	It is proposed that community facilities will be integrated into the redeveloped Willis Street Precinct. This may also include consideration of the position of the library.
	13	No mention is made of library upgrade or relocation	
	6	There is no commitment to maintain theatre as part of community centre.	
	6	Community facilities should be retained.	
	14	Would like an area within community centre where kids from high densities are able to play	
	15	A relocated and dedicated police station with clear view over the station platform would be positive.	Noted.

BUILDINGS

Building Heights	6	Do not support building heights	The building heights are proposed to match the height of existing two storey Victorian Shopfronts at the Street, which is the equivalent of a modern 3 storey building. Where this occurs there will be no increase in the overall height of buildings along Bay Street other than where there are existing single storey buildings. The proposals for an additional fourth level have been removed in the Final Plan.
	7	Disagree with increased building height in sections B & A	
	3	Limit height restriction to three storeys, not four.	
	13	Nothing above 10.5m	
	11	Building heights –Buildings in B-C should be same as area D, max 10.5m	
	13	I agree with 3 storey development no higher than the post office site, providing the highest level has a set back	
	7	Height restriction in the A section should be 3 storeys. Any increase removes the human scale.	

ISSUE	SUBNo.	COMMENTS	RESPONSE
	9	Do not support four storeys height limit	
	14	4 storeys OK, more would create shadowing, wind and cut off the sea feeling	
	6	Average building heights not based on actual averages.	
	10	Development is limited by proposed building heights.	
	6	Need to consider that the land rises so developments would look like blots on the landscape.	The built form policies that will be contained in the Planning Scheme will take into account the slope of land.
	15	Visual bulk of former Hampton hotel and apartments should remain the focal point, therefore no high rise in Small St from Orlando St to Hampton St.	The built form proposals in the Final Plan will ensure that the former Hampton Hotel remains a focal point.
Residential Areas	1	Do not support reduced amenity to selected residential areas	Since the Draft Plan was released, setback provisions have been developed to protect overlooking and overshadowing of commercial areas to adjoining residential areas.
	3	Support keeping character of the area.	✔
	6	"D" Areas should not be encouraged in present form.	'D' areas have been removed in the Final Plan and have been included in the 'Surrounding Residential Areas.'
	6	Neighbourhood character Review should be incorporated. Trees are important. Sloping roofs should be encouraged.	The Neighbourhood Character Review has been implemented into the Planning Scheme and will remain so.
Transport interchange redevelopment	5	Disagree with converting west railway car park into housing.	This site is ideal for redevelopment to housing because of its dimensions and frontage to a street. Car parking lost to development would be replaced in the redeveloped Willis Street Precinct.
	8	Do not support four storey apartment block proposed for railway car park.	The Final Plan proposes a maximum of three storeys on this site. Car parking would be maintained as basement car parking.
	11	New building in "A1", too high, parking needs to be maintained.	
Built form character	3	Support protecting heritage buildings	✔

ISSUE	SUBNo.	COMMENTS	RESPONSE
	3	Support improve and enhance facades of shops	✔
	6	New buildings are visually inappropriate. Draft plan only encourages this.	A high standard of design will be encouraged in new buildings.
	15	Future building design should retain and enhance the views of the Bay and keep the character of the 'beachside shopping centre'.	Noted. The building heights have been reduced in the Final Plan will maintain a low scale to the Centre to maintain the character and maintain views.
Other	1	Do not support proposed height limits adversely effect views	As above.
	2,4	Support the Buildings Plan	✔
SPACES			
	2	Support the Spaces plan	✔
	6,7	Need for more open space provision.	Additional open space will be provided in the redeveloped Willis Street Precinct.
	6	There needs to be clear proposals for greening fence lines along railway to stop graffiti.	There is a strategy in the Plan to improve the parks adjacent to the rail line.
	6	Need to provide street trees in Small St and need to narrow the road.	Street trees in Small Street could impact on the views to the Bay.
	8	There should be provision for large green area including a village square.	It is proposed that a new public space would be provided in the redeveloped Willis Street Precinct.
	8	Underground power lines.	✔
	12	I agree with fountains and little bins	✔
	15	Trees that screen the Bay from the shopping centre should be removed. Pines block vision of the Bay down South Rd.	Noted. Not able to identify the exact location of these pine trees. A streetscape upgrade is proposed for Hampton Street which would provide new street tree planting.
	15	Unlawful and indiscriminate planting of She-oaks – Negative financial impact on residential and commercial values.	Noted. Not able to identify the exact location of the She-oaks.

ISSUE	SUBNo.	COMMENTS	RESPONSE
	15	Open views and carefully placed vegetation in Fernando Gardens need to be retained and protected.	There are no proposals within the Structure Plan to alter the vegetation within Fernando Gardens.
	15	Area needs extra lighting at night.	Street lighting would be considered as part of the streetscape upgrade for Hampton Street. There are other initiatives to improve street lighting in car parks.
	15	Hampton is sheltered from Northerly winds- many natural benefits	Noted.
	15	Natural bush should be restricted predominantly to Picnic Point. Natural costal bush land icon.	Noted. This area is outside of the Structure Plan boundary.
ACCESS			
Pedestrian access	2	Plan hasn't considered that vacant land (Railway land) which provides pedestrian access and open space.	Any redevelopment of the Willis Street Precinct would provide new open space and improved pedestrian access.
	2	Lane ways designated for widening and pedestrian use may be compromised before plans in place.	The laneways are often in public ownership and therefore cannot be compromised.
	5	The pedestrian crossing of the track on North side of Linacre Road needs to be improved.	This upgrade is advocated in the Structure Plan
	8	Need to limit use of footpaths by shops as it is increasingly obtrusive.	There is an Action in the Final Plan to develop a strategy for the placement of permanent and temporary furniture on footpaths in Hampton Street.
	8	Provide more traffic light controlled crossings	An additional signalised crossing is advocated on Hampton Street close to Small Street.
	14	Support well defined links	✔
Cycling	6	There is no recognition of bicycle route along railway.	A link is shown on the Access Plan along the railway line. The Bicycle Strategy 2003 does not recognise the path as a bicycle route.
	12	Totally forbid bicycles on footpaths	Use of bicycles on footpaths is already forbidden under the Road Rules (unless specifically permitted by signs). Enforcement can address problems where they arise.

ISSUE	SUBNo.	COMMENTS	RESPONSE
Public Transport	6	Support improvements to transport interchange and bicycle facilities.	✔
Parking general	3	Need to keep parking facilities	Any redevelopment or car parking facilities will incorporate replacement car parking plus any additional car parking that will be required with the new development. The car parking surveys looked at occupancy rates for on and off-street car parks. The findings show that there is additional capacity for car parking in the Centre.
	8	Draft plan reduces car parking spaces. Need for more on and off street parking.	
	9	Off street parking has not been considered	
	5	Disagree with the proposal to increase time limit on Thomas St to 3 hours.	The proposal to increase the time limit for the Thomas Street car park has been removed in the Final Plan.
	9	Need to restrict parking in side streets.	The parking surveys have indicated that parking in side streets does not pose a significant issue.
	11	Hampton Village carpark needs to be looked at – it is dangerous.	Not certain of the location of the Hampton Village car park. However car parking will be considered as part of the Willis Street Precinct redevelopment.
	14	People working in Hampton should park furthest from the centre	The distribution of timed car parking in the Centre ensures that workers park further away from the heart of the Centre.
	16	Support strategy to maintain (if not increasing) existing public car parking spaces.	✔
	16	Loss of public car parking opportunities within close proximity to supermarket will cause detriment to its viability.	Any redevelopment of the Willis Street Precinct would ensure that public parking is replaced.
	7	Disagree with car parking at precinct 'A'	Noted.
Parking in new development	6	Provide housing which has no limited car parking.	Adequate off-street car parking is required for all new residential development.

ISSUE	SUBNo.	COMMENTS	RESPONSE
	16	Public car parking must be provided to service entire retail precinct.	The parking surveys have indicated that public car parking currently adequately services the entire retail precinct through the combination of off-street and on-street car parking.
	16	Need to make it clearer that new developments must provide car parking sufficient to cater for peak demands- or prove availability of parking in street.	The Parking Precinct Plan has determined the demand for parking according to land use. It provides recommended changes to the Planning Scheme to cater for these demands.
Commuter parking	5	There is a need to increase car parking at train stations.	Car parking at train stations is a responsibility of VicTrack.
Parking structure	15	Disagree with underground car parks for safety reasons.	Safety issues in underground car parking can be resolved by providing adequate lighting and maintaining open view lines to allow passive surveillance.
	16	Basement/ deck car parking raises many negative issues (low utilisation of Dendy car park already recognized in plan)	
	16	Please fully assess implications of redeveloping council car parks.	More detailed planning for these sites will need to be undertaken which will assess all of the implications.
	16	'At grade' car parking to be maintained. Redevelopment of 'air space' above is supported.	The more detailed planning process will determine the feasibility of retaining the at grade car parking.
Traffic management	1	Do not support increase traffic and parking problems	Analysis and future modelling has indicated that traffic and parking are not, and will not be significant issues in the Hampton Street Centre.
	8	Limit traffic speed to 40kph.	The proposal for a reduced speed limit to '40kph' has been removed and replaced with a 'reduced speed limit.' The precise speed limit will require consultation with the relevant authorities and the community.
	10	What is the future of laneways? Where will they be widened?	The Access Plan shows where the laneways are proposed to be widened.
	13	There is only one vehicle exit point from the proposed activity centre	The traffic analysis and future modelling did not recognise the one vehicle exit point will create significant traffic issues.

ISSUE	SUBNo.	COMMENTS	RESPONSE
Other	13	I do not believe that residential, commercial, retail developments should be built unless vehicles exit via the railway line (place railway line underground)	Undergrounding the railway line would be a very expensive exercise. It would be difficulty to get funding for such a project and would require to be initiated by VicTrack, who own the land.
		Traffic needs to be slowed	There are a number of actions in the Final Plan to slow traffic through the Centre.
	2	Support the Access plan	✔
	4	Support transport hub	✔
	6	Need to encourage people to walk/ use transport. Provide facilities for this.	There are a number of actions in the Final Plan to improve facilities for walking and the use of public transport.
GENERAL			
Project Management	3	Organise meetings on Saturdays or weekday nights. Make sure all residents are aware of them.	The meetings were held in the evening to allow members of the community to attend after work. Weekends also pose difficulties for people attending meetings.
	10	Lack of communication / notification about Draft structure plan.	A Community Bulletin was distributed to members of the community which provided details of the Display and how submissions could be made.
	11	Information on display at Hampton community centre is not adequate information. No detail.	Copies of the Summary Document were available at the community centre for people to take away and read.
	13	Why wasn't a Saturday morning stall given instead of Friday – most people wander along Hampton St on a Saturday	Weekdays were selected so that the stalls occurred within a shorter period during the consultation period. This provided more time for members of the community to prepare their submissions after attending the street stalls.
	13	Why wasn't the strategy plan advertised more widely – local newspaper – signs in	A Community Bulletin was distributed to members of the community which provided details of the Display and how submissions could be made.
Vision	2	Support the vision Statement	✔

ISSUE	SUBNo.	COMMENTS	RESPONSE
	4	There is an opportunity for even more vision than this.	The Final Plan contains a more detailed vision as well as a Future Role and Character Statement.
	5	Many objectives, most of the strategies and actions.	✔
	14	Vision is good, good layout for the elderly	✔
	16	Support draft structure plans objectives to ensure that the 'Major activity centre' status is maintained and enhanced through appropriate land use and development.	✔
Capacity of the centre	6	Apartments demand is limited.	The average size of the household is getting smaller in Melbourne so there may be more of a demand for smaller housing such as apartments in the future. The Structure Plans encourage a variety of dwellings.
	6	Need to consider reducing greenhouse gas.	There are a number of strategies in the Buildings section of the Final Plan for sustainable development.
	13	Why weren't consultants given targets (no. of dwellings) to be met?	Dwelling targets were provided through the Southern Regional Housing Statement after the Draft Structure Plan was released. The targets have been included in the Background Report.
	14	Additional housing should be in activity centres as long as adequate services are provided – potential of too many hard surfaces, rapid spread of disease, noise, smells – needs consideration	There are a number of strategies and actions throughout the Plan to encourage additional services to be provided.
Other	1	Planning scheme should allow for "compensating" development privilege for effected properties.	The Final Plans propose minimal change to the Centre and will be unlikely to affect property values.
	2	Draft plan provides assurance that overshadowing and traffic problems will not be a problem. Ensure that the plan is not compromised by ad-hoc development before it can be implemented.	A Planning Scheme Amendment to implement the Structure Plan is a very high priority for Council.
	5	Agree with many objectives, most of the strategies and actions.	✔

ISSUE	SUBNo.	COMMENTS	RESPONSE
	8	More Public toilet provision needed.	Provision for public toilets could be included in the redeveloped Willis Street Precinct. This issue can also be canvassed during the streetscape upgrade project.
	10	Plan does not adequately address the issues of Melbourne 2030. Structure plan will facilitate minimal growth and change.	The community feedback has indicated that there is a strong resistance to built form change, particularly height. The Final Plan attempts to seek a balance between the community sentiment and Melbourne 2030 goals.
	10	Draft structure plan proposes prescriptive measures that will not facilitate good design.	Council seeks to provide prescriptive measures to provide certainty to the local community. Good design can be achieved within the prescribed height and setback controls.
	10	Plan fails to recognise the topographic conditions and the urban context.	Topography has been accounted for in the built form proposals contained in the Final Plan. The urban context is recognised in the Final Plan and the Background Report.
	10	Need to embrace change in a more productive manner.	Noted.
	15	An excellent job	✔

Appendix 11 - Dwelling Yield Analysis for Residential Areas

Dwelling Yield Analysis for Residential Areas

BAYSIDE MAC STRUCTURE PLANS PROJECT

Bayside City Council

[SEPTEMBER 2006]

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1. Background and Method

1.1 Background

Planisphere was engaged by the Bayside City Council to provide an estimate for the number of dwellings that could be accommodated in the residential areas for four of its Major Activity Centres (MACs) – Bay Street, Church Street, Hampton Street and Sandringham Village. A major focus for the study is to determine the differences in terms of dwelling yields, between the various built form controls that have been proposed. Another outcome is to update dwelling yield work previously undertaken by Council, which was based on previous building and planning permit approvals.

The findings of this study will provide an input in to the finalisation of built form controls for each of the MAC Structure Plans.

1.2 The proposed built form controls

The proposed built form controls for residential areas in each of the MACs have been the centre of community debate since the Draft Structure Plans were released for public comment in August 2005. Since then, the following has occurred

- *Planisphere Jan 06 Revisions*: A preliminary set of modifications was made to the built form controls exhibited in the Draft Structure Plans. The changes included minor modifications that were made in response to Council and community feedback on the Draft Plans where concerns were raised about the amenity impacts of 3 and 4 storey development and the absence of side setbacks in 'C' areas.
- *Interim Controls*: Interim Controls have been implemented into the Planning Scheme as a result of a Council request, with Schedule 6 to the Design and Development Overlay (DDO6) applying to each of the MACs. DDO6 allows for buildings of 2 storeys in the majority of residential areas, and up to 3 storeys in residential areas close to the Business Zoned areas. Building heights of 3 and 4 storeys are permitted in Business Zoned areas. These controls are set to expire on June 30, 2007.
- *Council Resolution*: The Council has resolved to propose mandatory heights of 2 storeys in all residential areas within the MAC boundaries in the final version of the Structure Plans. A height limit of 3 storeys in Business Zoned areas is proposed as part of the resolution.

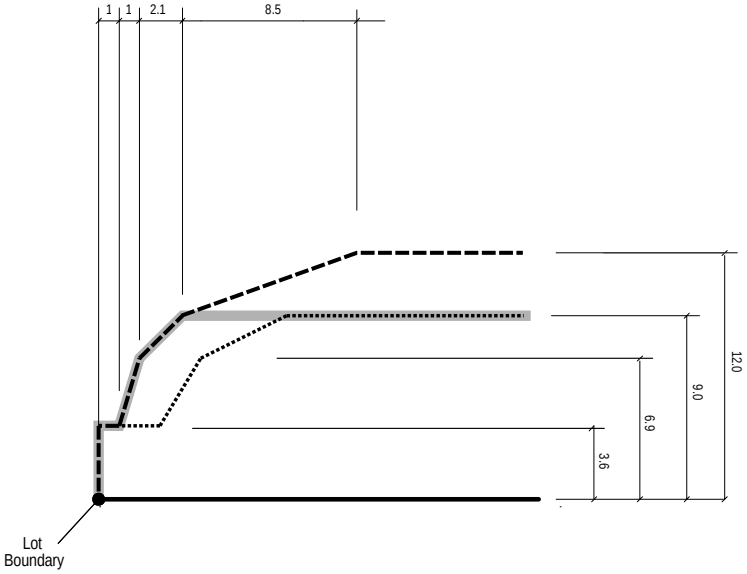
The table on the following page details the main differences between the proposed built form controls for residential areas.

Comparison of proposed built form controls for residential areas

Document	Maximum Height	Setbacks	Site Coverage
Draft Structure Plans	**'C' areas** – height of 7.5m at street frontage with an increase to 9m provided it is recessed 3m from the street frontage. Up to 12m on larger sites provided amenity impacts will be minimised. **'D' areas** – preferred height of 7.5m with increase to 9m if amenity impacts can be minimised.	**Front** **'C' areas** – 3 metres **'D' areas** – revert to ResCode. **Side and rear** **'C' areas** – 0m **'D' areas** – revert to ResCode	**'C' and 'D' areas** - ResCode (60% maximum building site coverage).
Planisphere Jan 06 Revisions	**'C' areas** – height of 7.5m at street frontage with an increase to 9m provided it is recessed 3m from the street frontage. Up to 12m on larger sites provided setback diagrams could be achieved. **'D' areas** – maintain current controls (Schedule to the R1Z)	**Front** **'C' areas** – 3m **'D' areas** – maintain current controls (Schedule to the R1Z) **Side and rear** **'C' areas** – in accordance with the setback diagram illustrated on the following page. **'D' areas** – maintain current controls (Schedule to the R1Z)	**'C' areas** - ResCode (60% maximum building site coverage). **'D' areas** – maintain current controls (Schedule to the R1Z – 50% maximum)
Interim Controls	**'C1' areas** - Discretionary 3 storeys (9m wall, 12m overall). **'C' and 'D' areas** - Discretionary 2 storeys (7.5m wall, 9m overall)	**Front** **'C' and 'C1' areas** – 3m. **'D' areas –** ResCode except where abutting a Heritage Overlay property, in which case Schedule to R1Z applies. **Side and rear** **'C1' areas** – Rear: 3m for third storey. **'C' and 'D' areas** – ResCode except where abutting Heritage Overlay in which case Schedule to the R1Z applies.	**'C1,' 'C' and 'D' areas** - Schedule to the R1Z (50% maximum building site coverage).
Council Resolution	**'C' and 'D' areas** - mandatory 2 storeys (7.5m)	**Front** **'C' and 'D' areas** - Schedule to the R1Z **Side and Rear** **'C' and 'D' areas** – Schedule to the R1Z	**'C' and 'D' areas** - Schedule to the R1Z (50% maximum building site coverage).

Side and Rear Setback comparison

The table on the previous page highlights a number of differences between the side and rear setbacks provisions that have been proposed. The diagram below provides a comparison of the proposed side and rear setbacks:



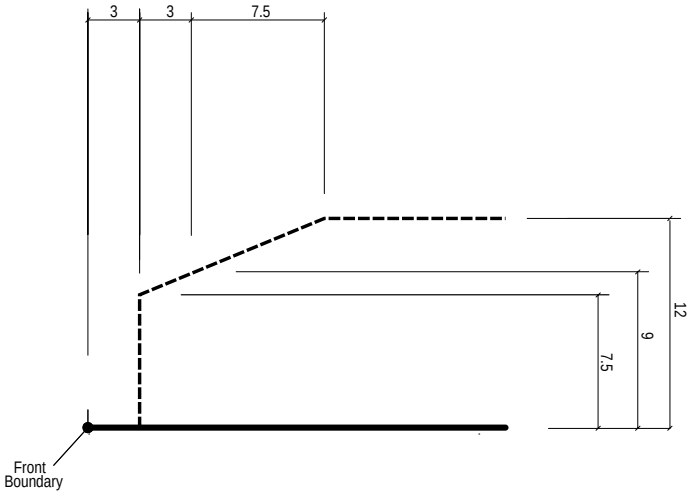
ResCode

Schedule to Residential 1 Zone (existing Bayside Planning Scheme controls)

Side and Rear setback diagram contained in the Planisphere Jan 06 Revisions

Front Setback diagram contained in the Planisphere Jan 06 Revisions

This front setback diagram applies to 'C' built form areas in the Planisphere Jan 06 Revisions



Front setback for 'C' sites

1.3 Method

Two methods were used to provide estimates for dwelling capacities in each of the MACs. The first provided an estimate based on previous planning and building permits for medium density housing in the municipality (Step 1), to establish the dwelling yields for a range of lot sizes. The second estimate was based on a number of case studies undertaken by an architectural firm (Step 2), to test the yield differences between 2, 3, and 4 storey developments.

The method involved the following steps:

Step 1 – Determining historical development yields

Building and planning permit approvals were collected to establish the potential dwelling yield for each of the centres based on previous development densities. Approvals for medium density housing were analysed across the entire municipality to establish the average dwelling yields for various allotment sizes.

Permit approvals were arranged into lot size ranges and the average dwelling yield for those lot sizes was calculated e.g. Lots between 500 & 700sqm yielded on average 2.1 dwellings, lots between 700 & 900sqm yielded on average 2.2 dwellings.

The historical development yields were also intended to be used to update a similar exercise which was undertaken by Ratio Consultants for the Bayside City Council in 2001. The Ratio yield figures were calculated on dwelling approvals prior to 2001 and were updated to reflect more recent development trends and planning policies.

Step 2 – Architect's Case Study yields

The main purpose of the Case Studies was to determine the differences in terms of dwelling yields between the various built form proposals discussed in Section 1.2 of this report. This could not be achieved with an analysis of previous building and permit approvals because no information on building height and setbacks was provided.

David Moore Architects were engaged to test the potential yield of the lot size ranges determined in Step 1, by designing buildings for these lot sizes. For each of the lot sizes two and three storey buildings were designed. Four storey buildings were designed for the two largest allotment sizes.

Indexing dwelling yields

Dwelling size has been factored into the calculation of the potential dwelling yield for each case study.

The reason for factoring in dwelling size is that it has to be considered to arrive at realistic yield figures. Simply demonstrating that three dwellings can be crammed onto a former single dwelling allotment does not necessarily translate to a realistic potential for that type of development to occur in the particular circumstances of the Bayside housing market. Dwelling sizes in Bayside are larger than the metropolitan average.

Furthermore, for most smaller multi-unit developments the height makes little or no difference to the number of dwellings able to be accommodated. This is because the separate dwellings are all located at ground level, rather than being stacked on top of each other. A third storey would usually add another floor to the same dwelling (ie make it larger in floor area) rather than adding an additional dwelling unit.

The development potential of any given site is therefore represented by a combination of dwelling numbers and dwelling floor area. Using historic yields to assess past development potentials, we can determine how likely it is for a site of a given size to be redeveloped into 2, 3 or more dwellings. A Case Study might show, for example, that 3 new dwellings can be accommodated on a site previously occupied by one dwelling, but with floor area less than the Bayside average. The lesson from this Case Study is not that 3 dwellings will always be built in future; nor is it that 3 dwellings will *never* be built in future. The realistic *average* development potential lies somewhere between these two possibilities. This has been calculated in the following way:

The total floor area for each Case Study (ie if there were three dwellings, the floor areas of all three would be totalled), was divided by the average historical floor area of medium density housing in Bayside. The historical floor area was determined by analysing previous floor area estimates for medium density housing, which were provided by Council's Valuation Department

The result was a potential dwelling yield for each case study that could be indexed to historical dwelling sizes in Bayside. An example of this is detailed in Section 3.3 of this report.

In order to be able to provide a comparison between the Case Studies, a number of assumptions had to be made about the characteristics of the development and also the Case Study sites. These assumptions are discussed in detail, in section 3.1 of this report.

Step 3 – Development scenarios

The dwelling yields that were established from the Historical Development Analysis and the Case Studies were applied to each of the MACs. Properties that were constrained for development due to small lot size, heritage value etc. were excluded from the calculations.

Once every property within the MACs was assigned with potential dwelling yields, a number of development scenarios were applied to the centres to test the development yield of various built form options. Assumptions were also made about the rate at which development occurred.

Step 4 – Comparison of the built form controls

The potential yields from the development scenarios were compared to determine the dwelling yield benefits of the proposed built form controls.

2. Historical development yields

2.1 Analysis of Building and Planning permits

Building and planning permit information for multi-unit, dual occupancy and apartment development across the municipality was collected. This was provided by Council in a spreadsheet format which contained information about the property address, the lot size, and the total number of dwellings that were being developed. A sample of 370 approvals from the last 3 years was collected, with a relatively even geographical spread across the municipality.

Each of the building and planning permits were mapped into Council's GIS. The locations are shown on the Existing Lot Size Map on the following page.

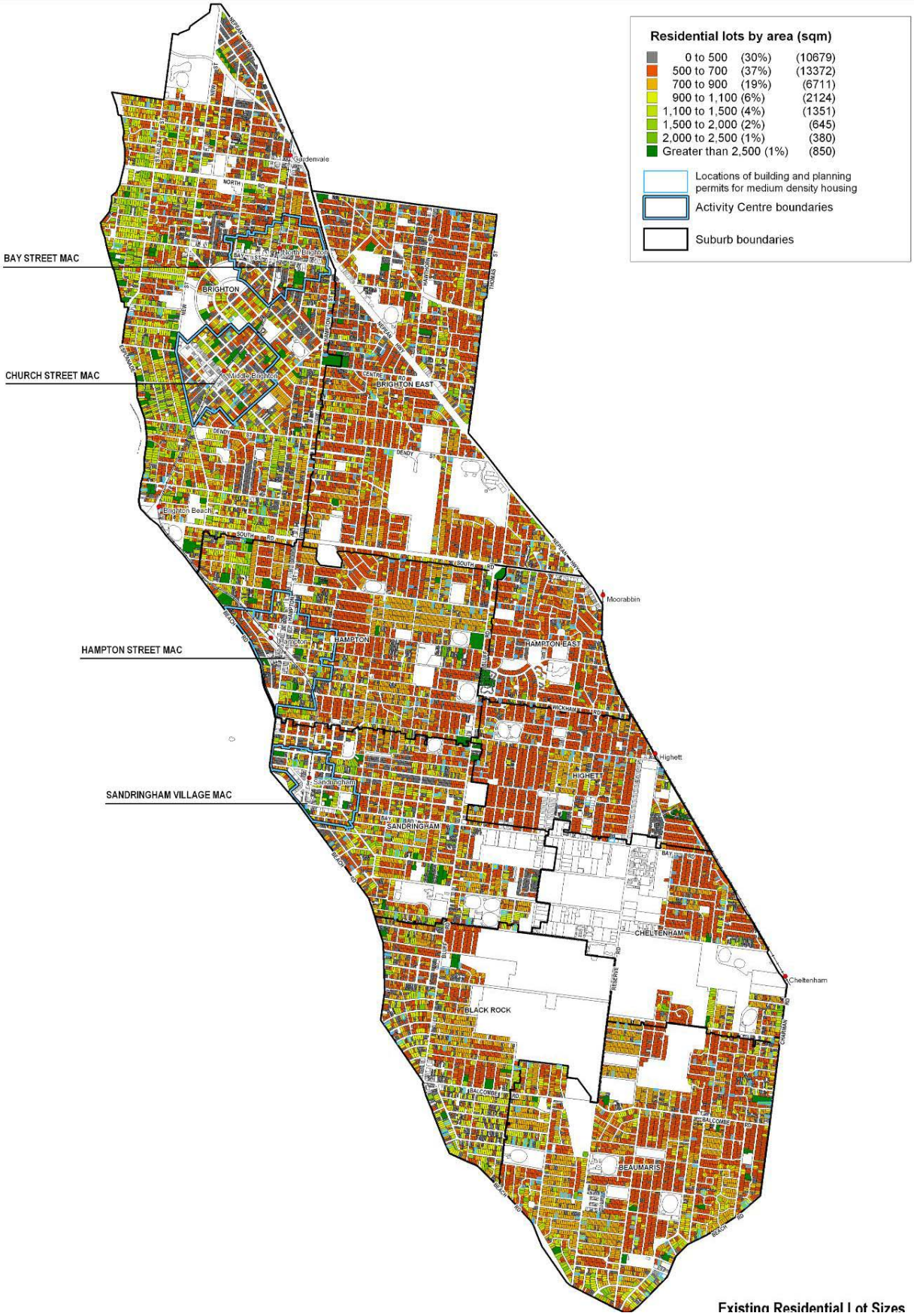
2.2 Selection of lot size ranges

The permit data was used to establish average dwelling yields for a number of lot size ranges. The lot size ranges were selected by analysing the pattern of existing of existing allotment sizes in the municipality, which is shown on the Existing Lot Size map on the following page.

The lot size ranges that were selected included:

- 500-700sqm
- 700-900sqm
- 900-1100sqm
- 1100-1500sqm
- 1500-2000sqm
- 2000-2500sqm

Lots smaller than 500sqm were excluded from the yield analysis because it was considered unlikely that they could yield more than one dwelling.



Existing Residential Lot Sizes

2.3 Historical Development Yields

For each of these lot ranges, an average dwelling yield was calculated from the previous building and planning permits. These calculations were only undertaken for permits where two or more dwellings were developed. The results of this analysis are shown below:

Building and Planning Permit analysis results

Lot size range (sqm)	**500-700**	**700-900**	**900-1,100**	**1,100-1,500**	**1,500 - 2,000**	**2,000-2,500**
Average dwelling yield	2.07	2.14	2.50	3.18	3.40	7.50
Median dwelling yield	2	2	2	3	4	7.5
Sample Count	126	146	42	28	10 (sample too small)	4 (sample too small)

For property areas above 1500sqm (shaded in grey in the table above), it was evident that there were insufficient building and planning permits to establish an accurate average dwelling yield. A yield for these lot size ranges has been established based on the development experience of David Moore Architects.

It is considered that dwelling yields for larger allotments can vary because of the different types of buildings that can be developed i.e. apartments or townhouses, and also the site layout options that are available. Therefore a range for the dwelling yield was provided from which an average was established. The yield ranges were:

- Lots 1500-2000sqm will yield between 5-7 dwellings. Therefore an average of 6 dwellings would be yielded
- Lots 2000-2500sqm will yield between 7-9 dwellings. Therefore an average of 8 dwellings would be yielded

These dwelling yields were confirmed by the Case Studies for these lot size ranges which showed similar results.

For allotments greater than 2,500sqm, an average yield was assigned on a site by site basis. This was established by extrapolating the average yield from the 2,000 – 2,500sqm lot size range. There were only a small number of sites greater than 2,500sqm in the centres.

The following average yields were used for the dwelling estimates:

Historical Development Yields

Lot size range (sqm)	**500-700**	**700-900**	**900-1,100**	**1,100-1,500**	**1,500 - 2,000**	**2,000-2,500**
Average dwelling yield	2.07	2.14	2.50	3.18	6.00	8.00

3. Yields from Architect's Case Studies

3.1 Brief for the Case Studies

David Moore Architects were engaged to undertake case studies to test the differences in terms of yield between the various built form controls detailed in Section 1.2 of this report.

A total of 16 medium density housing floor plans were designed for seven different lot sizes, which corresponded to the lot size ranges used in the Historical Development Yields. For each of the lot sizes, a two-storey building and a three storey building was designed. For the two largest lot sizes (2,000sqm and 2,500sqm) a four storey building was also designed.

Case Study requirements

The table below shows the development height, setbacks and other requirements that were applied to each of the Case Studies.

The Case Study requirements have been selected to represent the built form controls proposed in the *Council Resolution* and those contained in the *Planisphere Jan 06 Revisions*. The controls contained in the *Draft Structure Plan* were not selected because of the concerns raised by the community about the amenity impacts of 3 and 4 storey development and the absence of side setbacks in 'C' areas. These concerns were addressed in the *Planisphere Jan 06 Revisions* (see page 2 for details).

It was also considered unnecessary to provide case studies that specifically modelled the provisions of the *Interim Controls*. The proposed heights were already covered in the Case Studies and it was unlikely that the subtle variations in setback would have a significant impact on dwelling yields.

Four storey developments were only modelled on sites larger than 2,000sqm. This was due to the proposed setback diagrams (see **Appendix 1 – Setback Diagrams**), which would require the fourth storey to be setback a substantial distance from front, side and rear boundaries, making the fourth level unfeasible on smaller sites.

Height, setback and other requirements for the Case Studies

Case No.	Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
1	500	2	7m	Schedule to the R1Z	Schedule to the R1Z and ResCode
2	500	3	7m. Setback Diagram 2 (see Appendix 1) applies for 3rd storey.	Setback diagram 1 (see Appendix 1)	ResCode
3	700	2	7m	Schedule to the R1Z	Schedule to the R1Z and ResCode
4	700	3	7m. Setback Diagram 2 applies for 3rd storey.	Setback diagram 1	ResCode
5	900	2	7m	Schedule to the R1Z	Schedule to the R1Z and ResCode

Case No.	Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
6	900	3	7m. Setback Diagram 2 applies for 3rd storey.	Setback diagram 1	ResCode
7	1,100	2	7m	Schedule to the R1Z	Schedule to the R1Z and ResCode
8	1,100	3	7m. Setback Diagram 2 applies for 3rd storey.	Setback diagram 1	ResCode
9	1,500	2	7m	Schedule to the R1Z	Schedule to the R1Z and ResCode
10	1,500	3	7m. Setback Diagram 2 applies for 3rd storey.	Setback diagram 1	ResCode
11	2,000	2	7m	Schedule to the R1Z	Schedule to the R1Z and ResCode
12	2,000	3	7m. Setback Diagram 2 applies for 3rd storey.	Setback diagram 1	ResCode
13	2,000	4	7m. Setback Diagram 2 applies for 3rd and 4th storey.	Setback diagram 1	ResCode
14	2,500	2	7m	Schedule to the R1Z	Schedule to the R1Z and ResCode
15	2,500	3	7m. Setback Diagram 2 applies for 3rd storey.	Setback diagram 1	ResCode
16	2,500	4	7m. Setback Diagram 2 applies for 3rd and 4th storey.	Setback diagram 1	ResCode

Development Assumptions

It was necessary to make a number of assumptions for each of the Case Studies including assumptions about the existing conditions for the Case Study site and assumptions about the characteristics of the proposed developments. These assumptions were consistent through all of the Case Studies so that the yield results were comparable.

Site plans were supplied to the Architects which showed the dimensions of the Case Study site and the location of adjoining dwellings. The site dimensions reflected those typically found in residential areas of Bayside. The site plans are included in **Appendix 2 – Existing Site Plans for Case Studies**.

The table below details the assumptions with justifications.

Assumption	Justification
The proportions of the Case Study site dimensions were generally consistent with the proportions existing residential properties in Bayside.	This was necessary so that the case studies were relevant to Bayside.
The Case Study lots were orientated the same way. The long side of each allotment was orientated north-south and the street frontage was located at the southern end of the lot.	North-south orientation of allotments is common within the MAC boundaries and across Bayside.
The Case Study lots were adjoined on each side by residential properties with double storey detached dwellings which will set back from the front boundary by 7 metres. Private open space was located to the rear of each adjoining property.	It is necessary to make assumptions about adjoining properties for overlooking and overshadowing issues. Detached double storey dwellings are common in Bayside and private open space is typically provided at the rear of properties.
A front setback of 7 metres was provided for each of the case studies	A 7 metre front setback is typical of residential areas across Bayside and Melbourne.
The layout and size of the proposed dwellings were consistent with medium density development currently occurring in Bayside.	Information was provided by Charter Keck Cramer on the dwelling sizes by analysing recent development. Additional real estate research was also undertaken.
The proposed developments were typically units or townhouses. Apartment style development was modelled on the 2,000sqm and 2,500sqm properties for the four storey case study.	It was considered units and townhouses are typical of medium density development in Bayside. High density apartments were considered less feasible below 4 storeys.
All parking was to be provided on site and at grade. Basement car parking was provided for the four storey development on the 2,000sqm and 2,500sqm properties.	Basement car parking is generally only provided with apartment style development.

3.3 Developing yields from the Case Studies

The floor areas from the case studies were compared to the historical floor area averages for medium density housing in Bayside to create a potential dwelling yield. This was considered necessary so that the Case Studies could be indexed against the typical size of medium density housing dwellings in Bayside.

Historical Average Floor Areas

An average floor area from historical development was established by collecting floor area information from Council's Valuation Department for new medium density dwellings from the past three years. The floor areas have been provided as estimates and do not include garages, and outdoor structures such as pergolas or verandas.

The information was separated into approvals for single dwellings and approvals for two or more dwellings. The floor area results are shown in the table below:

Historical average floor areas for new dwellings

1 dwelling	
AVERAGE FLOOR AREA (SQM)	276.6
MEDIAN FLOOR AREA (SQM)	280
SAMPLE COUNT	368

2 or more dwellings	
AVERAGE FLOOR AREA (SQM)	172.8
MEDIAN FLOOR AREA (SQM)	155
SAMPLE COUNT	85

Interestingly, the Bayside average floor area for 2 or more dwellings (172.8sqm) is higher than the Victorian average between 2002-2003, which was 140.1sqm.

The median floor area of 155sqm has been used to index the yields for each of the Case Studies.

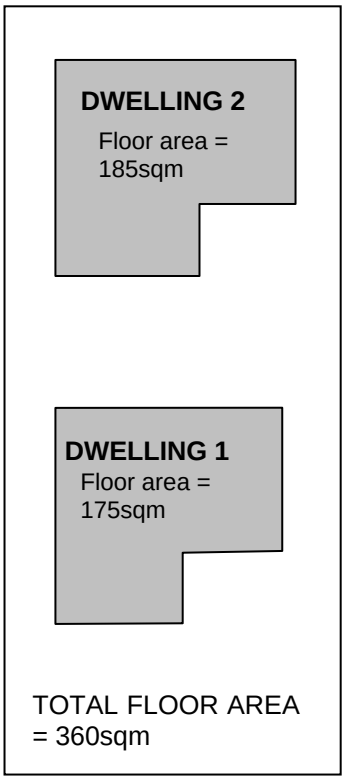
Comparison with Case Study Floor Areas

The total floor area from each of the Case Studies (ie if there were three dwellings, the floor areas of all three would be totalled) was divided by the historical average for two or more dwellings, to develop a potential yield. This enabled the study team to provide a comparison between different Case Studies when there wasn't any difference in the total number of dwellings that were being developed. See the example below:

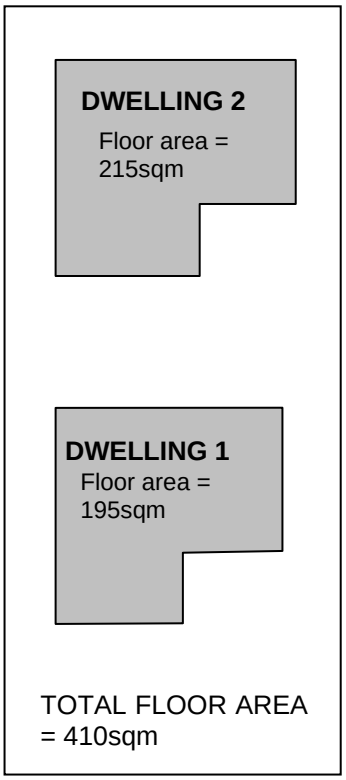
Example

This is a hypothetical example of development on 700sqm lot. Both the two storey and three storey Case Studies have yielded two dwellings. However, the total floor area from the Three Storey Case Study was larger than the Two Storey Case Study. By dividing the total floor area by the Historical Average Floor Area in Bayside, a comparable potential yield was established:

Two Storey Case Study



Three Storey Case Study



Divide total floor area from the Case Studies by the Bayside average floor area to establish a potential yield for each Case Study:

$$\frac{\text{360sqm (total floor area)}}{\text{155sqm (Bayside median)}}$$

Potential yield for Two Storey Case Study = **2.3 dwellings**

$$\frac{\text{410sqm (total floor area)}}{\text{155sqm (Bayside median)}}$$

Potential yield for Three Storey Case Study = **2.6 dwellings**

3.4 The case studies

The floor plans for the case studies are included in **Appendix 3- Case Study Floor Plans**. The table below shows the potential dwelling yield results from each of the case studies. The last column of the table shows potential dwelling yield as indexed against the median floor area for medium density housing in Bayside.

Case No.	Lot size (sqm)	Building height (storeys)	Total number of dwellings	Total floor Area (sqm)	Indexed dwelling yield
1	500	2	2	206	1.33
2	500	3	2	233	1.5
3	700	2	2	278.7	1.8
4	700	3	2	324.3	2.09
5	900	2	3	420.8	2.71
6	900	3	3	569.9	3.67
7	1,100	2	4	480.9	3.10
8	1,100	3	4	647.5	4.18
9	1,500	2	5	703.6	4.54
10	1,500	3	5	846.7	5.46
11	2,000	2	7	953.7	6.15
12	2,000	3	7	1269.2	8.19
13	2,000	4	26	2504.2	16.16
14	2,500	2	9	1194.6	7.7
15	2,500	3	9	1475.2	9.52
16	2,500	4	32	3048.9	19.67

N.B. – 3 storey development was not achievable for the 700sqm and 500sqm Case Studies because of site constraints.

The case studies were developed for the upper and lower limits for each of the lot size ranges that were identified in the Historical Development Yields. To make the yield figures consistent with the lot size ranges, an average was calculated by adding the yields from each lot size and dividing by two. The table below shows the average potential dwelling yield for each lot size range that was used for the development scenarios:

Lot size range	2 storey development	3 storey development	4 storey development
500-700sqm	1.57	1.8	-
700-900sqm	2.26	2.88	-
900-1,100sqm	2.91	3.93	-
1,100-1,500sqm	3.82	4.82	-
1,500-2,000sqm	5.35	6.83	-
2,000-2,500sqm	6.93	8.86	17.915

4. Development Scenarios

4.1 Overview

The Historical Development Yields and the potential yields from the Case Studies have been applied to residential areas within each of the MACs, to provide an estimate for the potential dwelling capacity. A number of development scenarios were run to test yields from the various built form options and different rates of development.

There are two main variables in each of the development scenarios. The first is how each property is developed e.g. 2 storeys, 3 storeys etc, and the second is the rate at which the residential development occurs.

Assumptions

A number of assumptions were made about residential development for each development scenario. These included:

- Two rates of development were applied to each scenario. The first assumes that 20% of all residential properties within the MACs are developed, and the second doubles the rate of development to 40%. These rates of development may appear high, but are intended to provide an estimate up until the year 2030.
- A number of allotments were excluded from the yield calculations because of the potential development constraints. These included allotments under 500sqm, lots covered by a Heritage Overlay, existing multi-unit and apartment development, and land uses in residential zoned areas that are unlikely to change such as schools or required car parking areas.
- It was assumed that there was an existing dwelling on each allotment. This was necessary so that the net gain in dwellings could be provided for each centre, i.e. if a property has a yield of 3.3 dwellings then the net gain is 2.3 dwellings.
- In each of the scenarios, a number of sites were identified to have significant development potential, which are marked as 'A' sites in **Appendix 4 – Activity Centre Lot size maps**. These sites were identified in the Final report of Stage 1 of the Bayside Housing/Social Housing Strategy (June 2005), where they are described as: having 'potential to be developed for housing consolidation without detriment to the character and amenity of the location because they are underused/inappropriate in their current use.' It is assumed that all of the 'A' sites are developed in each of the scenarios.

4.2 Historical Development Yields

This development scenario has assumed that the Historical Development Yields have been applied to 'C' and 'D' built form areas in each centre.

Rate of development	Bay St	Church St	Hampton St	Sandringham	TOTAL
20%	89	63	75	68	295
40%	156	126	147	97	526

4.3 Architect's Case Study Yields

The scenarios below assume the yields from the Architect's Case Studies have been applied to each centre. The proposed building heights are described in each scenario.

Scenario 1

Proposed heights: 'C' areas – 2 storeys, **'D' areas** – 2 storeys. This scenario represents the Council Resolution.

Rate of development	Bay St	Church St	Hampton St	Sandringham	TOTAL
20%	75.8	54.1	67	53.4	250.3
40%	133.9	108.1	131.2	78.9	452.1

Scenario 2

Proposed heights: 'C' areas – 3 storeys, **'D' areas** – 2 storeys.

Rate of development	Bay St	Church St	Hampton St	Sandringham	TOTAL
20%	86.2	66.2	69.9	66.4	288.7
40%	149.9	132.3	135.9	95.3	513.4

Scenario 3

Proposed heights: 'C' areas -3 storeys, **'D' areas** – 3 storeys.

Rate of development	Bay St	Church St	Hampton St	Sandringham	TOTAL
20%	105.6	77.4	95.1	73.9	352
40%	188.7	154.8	186.3	110.3	640.1

Scenario 4

Proposed heights: 'C' areas – 3 and 4 storeys, **'D' areas** – 2 storeys

Rate of development	Bay St	Church St	Hampton St	Sandringham	TOTAL
20%	119.2	71.8	71	97.8	359.8
40%	191.8	143.7	139.2	126.7	601.4

Scenario 5

Proposed heights: 'C' areas – 3 and 4 storeys, **'D' areas** – 3 storeys

Rate of development	Bay St	Church St	Hampton St	Sandringham	TOTAL
20%	140.4	88.5	97.2	106.9	433
40%	234.2	177	190.6	144.8	746.6

5. Conclusions

5.1 The impact of the proposed building heights on dwelling yield

Impact of 3 storeys

Applying 3 storey building heights to residential areas within each of the activity centres, produces varied results. Scenario 2 demonstrates that when a 3 storey height is applied only to the 'C' built form areas, the increase in the potential numbers of dwellings compared to 2 storey development (Scenario 1) is minimal – an increase of 38 dwellings (15%). This is mainly due to the relatively small number of 'C' sites in each of the Activity Centres.

Scenario 3 shows that when a 3 storey height is applied to both 'C' and 'D' built form areas, there is an increase of 102 dwellings (41%), which is considerable given the overall low numbers of potential dwellings. This Scenario was devised to illustrate the application of normal ResCode standards, which allow in theory for development of up to three storeys throughout residential zones. However, the reality is that only a certain proportion of development proposals for two or more dwellings on an average-sized single allotment will actually be approvable – let alone applied for – with a height exceeding two storeys. Indeed the Case Studies show that three storey development was not achievable on the 500sqm and 700sqm allotments because of the site constraints. This would have impacted on the yield in Scenario 3, as a large proportion of allotments within the activity centres fall within this lot size range.

Impact of 4 storeys

Applying a four storey building height to large sites (ie 2000sqm or greater: see next para) in the 'C' built form areas, has provided a modest increase in the total dwelling yield across the four centres. Scenario 4 shows the increase in the potential number of dwellings compared to a 3 storey height in 'C' areas (Scenario 2), is around 70 dwellings (25%). While the yield gain for each individual allotment can be as high as 100% when 4 storeys is allowed instead of three, the number of allotments of sufficient size to accommodate 4 storeys is so small that only a modest overall increase in yield would occur across a centre.

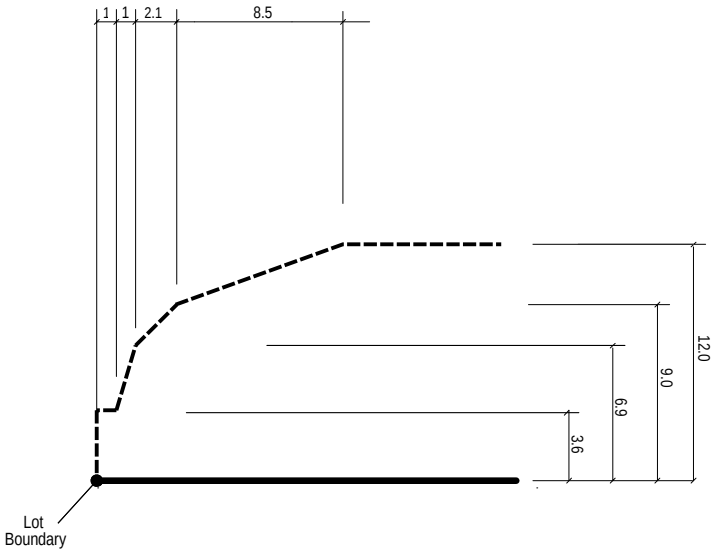
The Planisphere Jan 06 Revisions contained strict setback provisions for four storey height in 'C' areas. It was considered that sites with an area of less than 2,000sqm were not large enough to satisfy the proposed front, side and rear setback requirements and provide a useable fourth storey. Therefore a fourth storey was only applied to sites greater than 2,000sqm, of which there were only a small number in each centre.

The case studies for the 2,000sqm and 2,500sqm allotments demonstrated that the dwelling yield from a four storey development was substantially larger (100% increase) than the dwelling yield of a three storey development. This was primarily due of the apartment style developments that were modelled for the four storey case studies as opposed to the townhouse developments that were modelled for the 3 storey case studies. The apartment case studies provided higher dwelling densities and also basement car parking.

Appendix 1 – Setback Diagrams

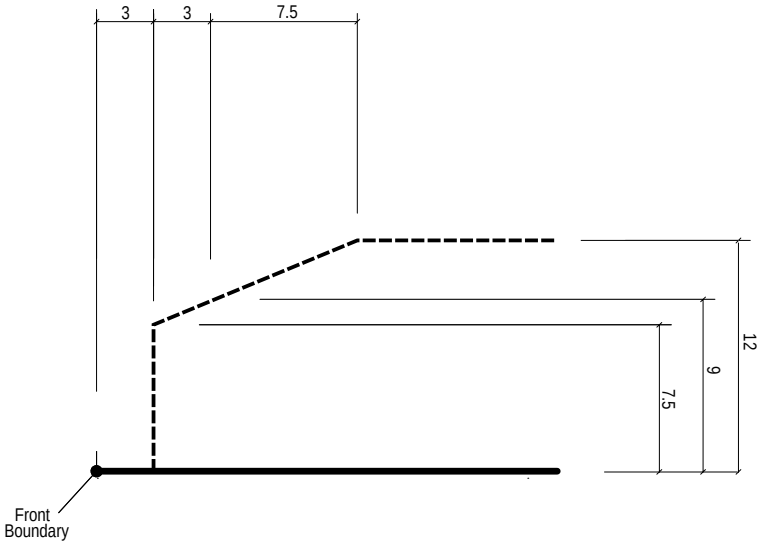
The following setback diagrams were contained in the Planisphere Jan 06 Revisions:

Setback Diagram 1



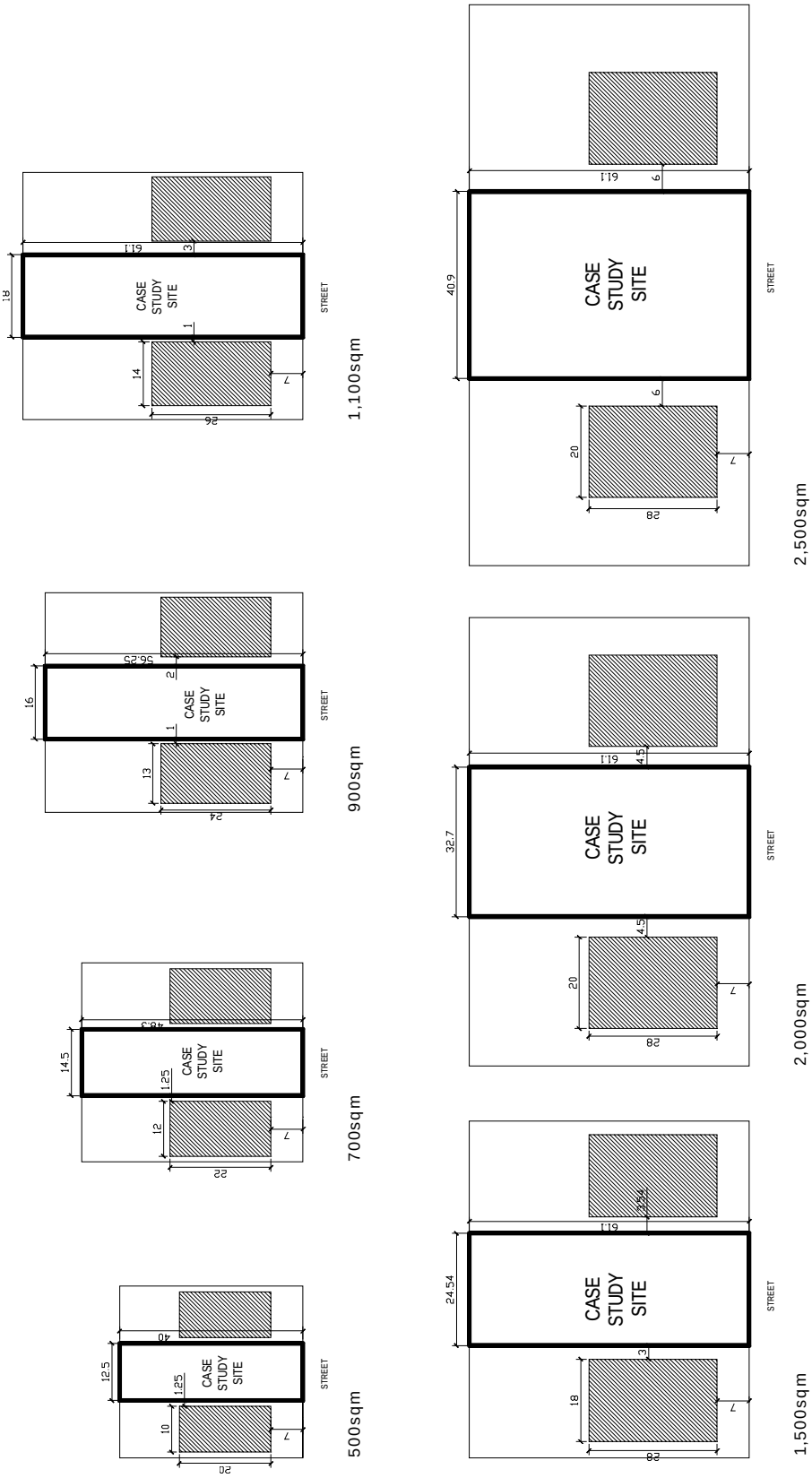
Side and rear setbacks for 'C' sites

Setback Diagram 2



Front setback for 'C' sites

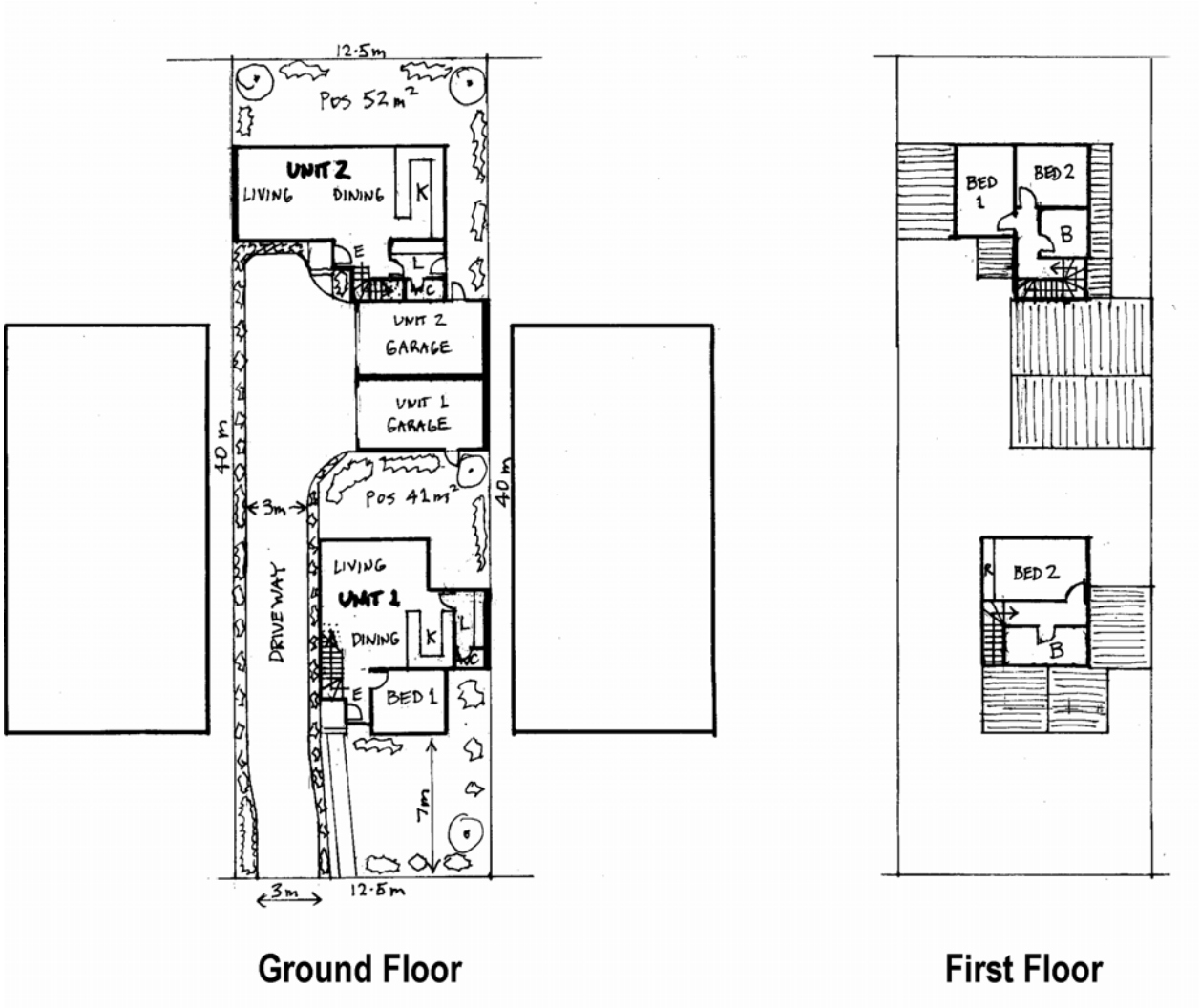
Appendix 2 – Existing Site Plans for Case Studies



Appendix 3 – Case Study Floor Plans

Case Study 1

Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
500	2	7m	Schedule to the R1Z	Schedule to the R1Z and ResCode



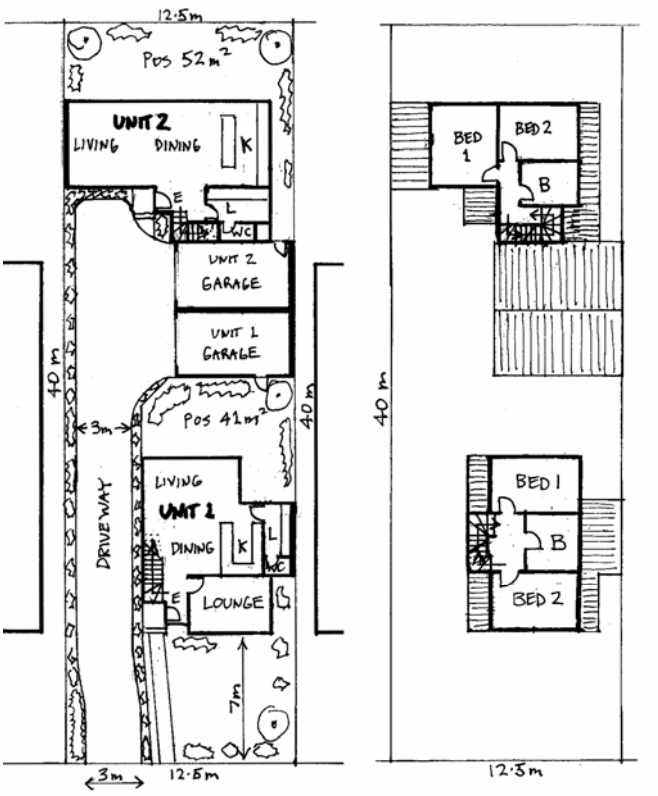
Floor Area (sqm)

	Unit 1	Unit 2
Ground Floor	64.2	65.3
1st Floor	33.9	42.6
Garage	23.5	23.5
Total building area (exc. garage)	98.1	107.9

Building Site Coverage - 176.5sqm = 35%

Case Study 2

Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
500	3	7m. Setback Diagram 2 applies for 3rd storey.	Setback Diagram 1	ResCode



Floor Area (sqm)

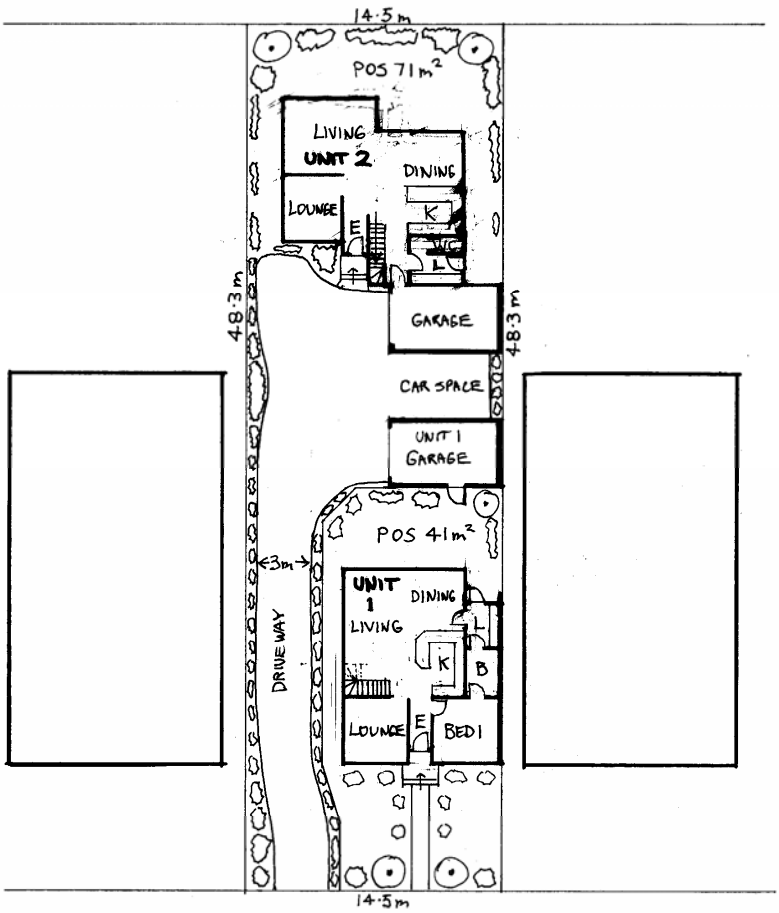
	Unit 1	Unit 2
Ground Floor	66.5	69.5
1st Floor	48	49
2nd Floor	- *	- *
Garage	24	24
Total building area (exc. garage)	114.5	118.5

*** 2nd Floor not achievable because of site constraints.**

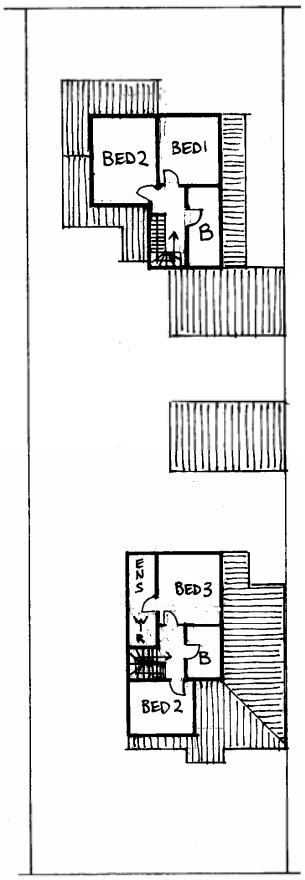
Building Site Coverage – 183.8sqm = 36.8%

Case Study 3

Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
700	2	7m	Schedule to the R1Z	Schedule to the R1Z and ResCode



Ground Floor



First Floor

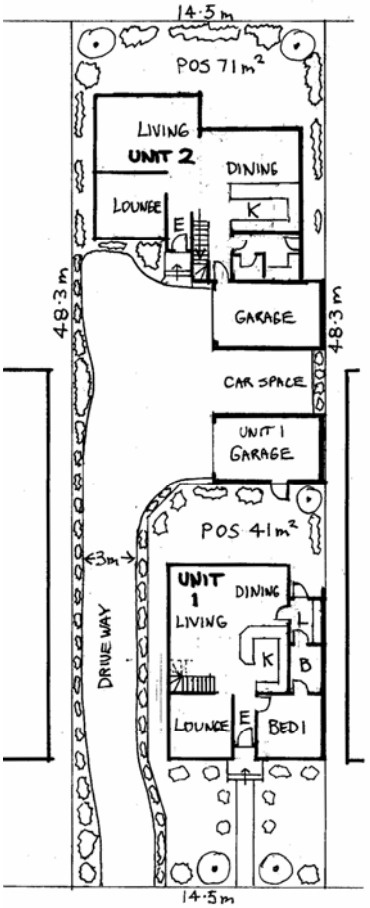
Floor Area (sqm)

	Unit 1	Unit 2
Ground Floor	91.7	86.2
1st Floor	50.7	50.1
Garage	24	24
Total building area (exc. garage)	142.4	136.3

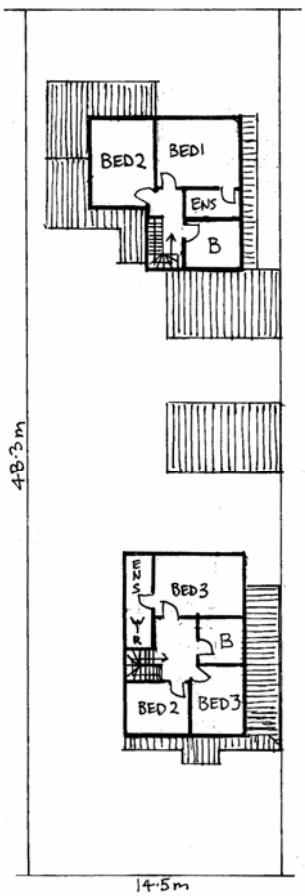
Building Site Coverage - 225.9sqm = 32.3%

Case Study 4

Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
700	3	7m. Setback Diagram 2 applies for 3rd storey.	Setback Diagram 1	ResCode



Ground Floor



Second Floor

Floor Area (sqm)

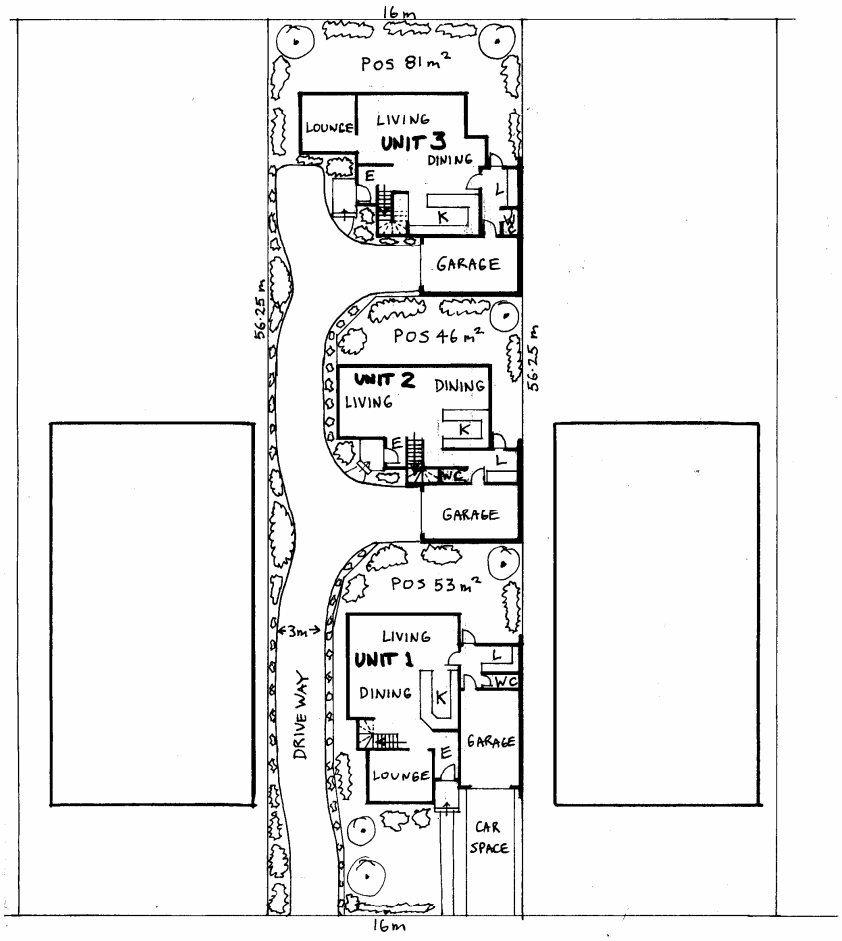
	Unit 1	Unit 2
Ground Floor	92.3	99.3
1st Floor	68.7	64
2nd Floor	- *	- *
Garage	24	24
Total building area (exc. garage)	161	163.3

*** 2nd Floor not achievable because of site constraints.**

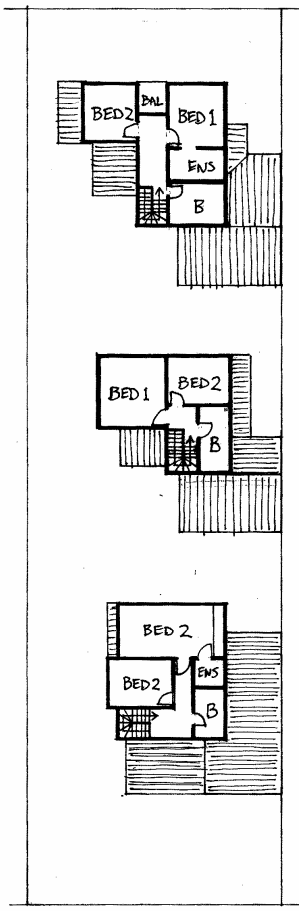
Building Site Coverage – 239.6sqm = 34.2%

Case Study 5

Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
900	2	7m	Schedule to the R1Z	Schedule to the R1Z and ResCode



Ground Floor



First Floor

Floor Area (sqm)

	Unit 1	Unit 2	Unit 3
Ground Floor	89	66.6	91
1st Floor	61.2	52	61
Garage	24	24	24
Total building area (exc. garage)	150.2	118.6	152

Building Site Coverage - 225.9sqm = 32.3%

Case Study 6

Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
900	3	7m. Setback Diagram 2 applies for 3rd storey.	Setback diagram 1	ResCode

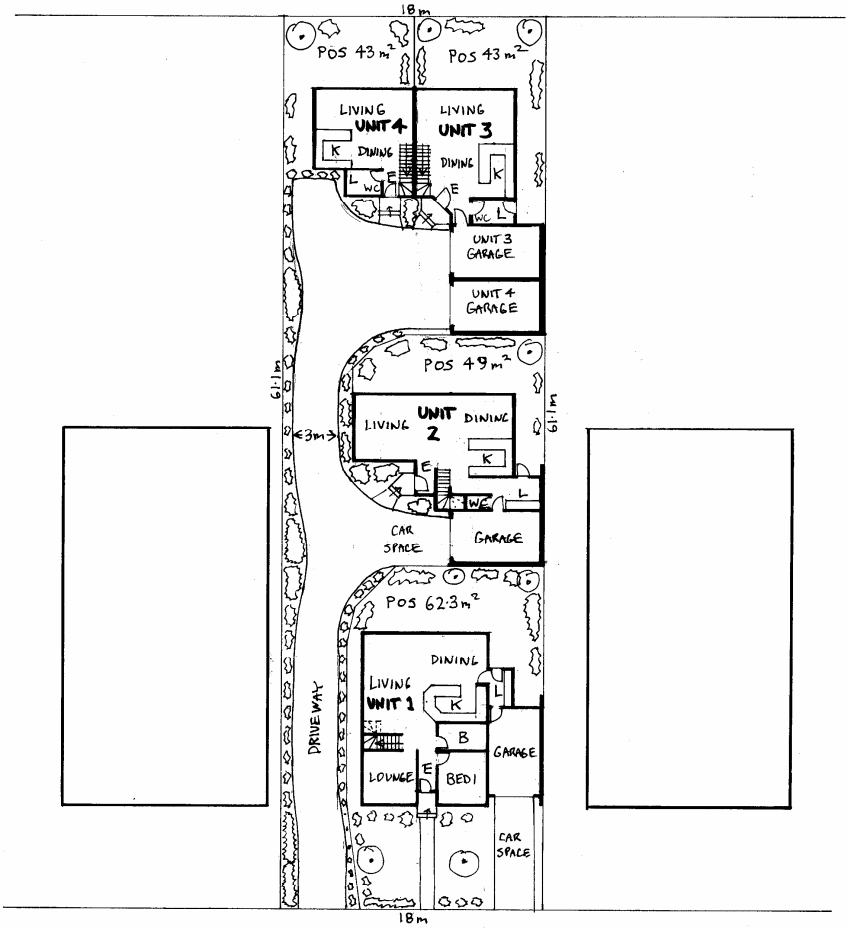
Floor Area (sqm)

	Unit 1	Unit 2	Unit 3
Ground Floor	92	69.2	100.2
1st Floor	70.5	58.2	83.4
2nd Floor	31.1	29.8	35.5
Garage	24	24	24
Total building area (exc. garage)	193.6	157.2	219.1

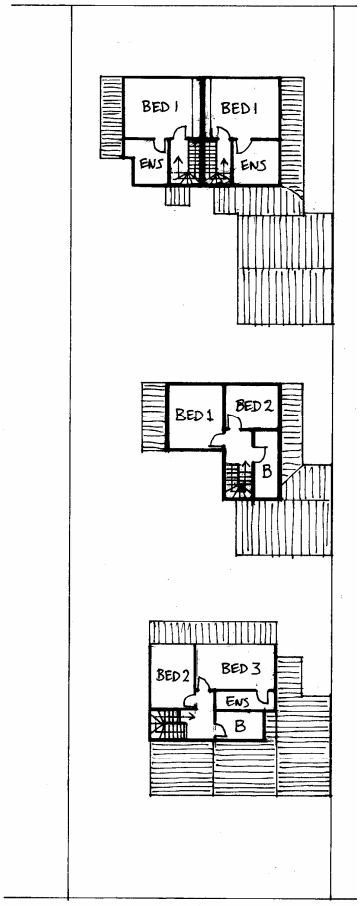
Building Site Coverage - 333.4sqm = 37%

Case Study 7

Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
1,100	2	7m	Schedule to the R1Z	Schedule to the R1Z and ResCode



Ground Floor



First Floor

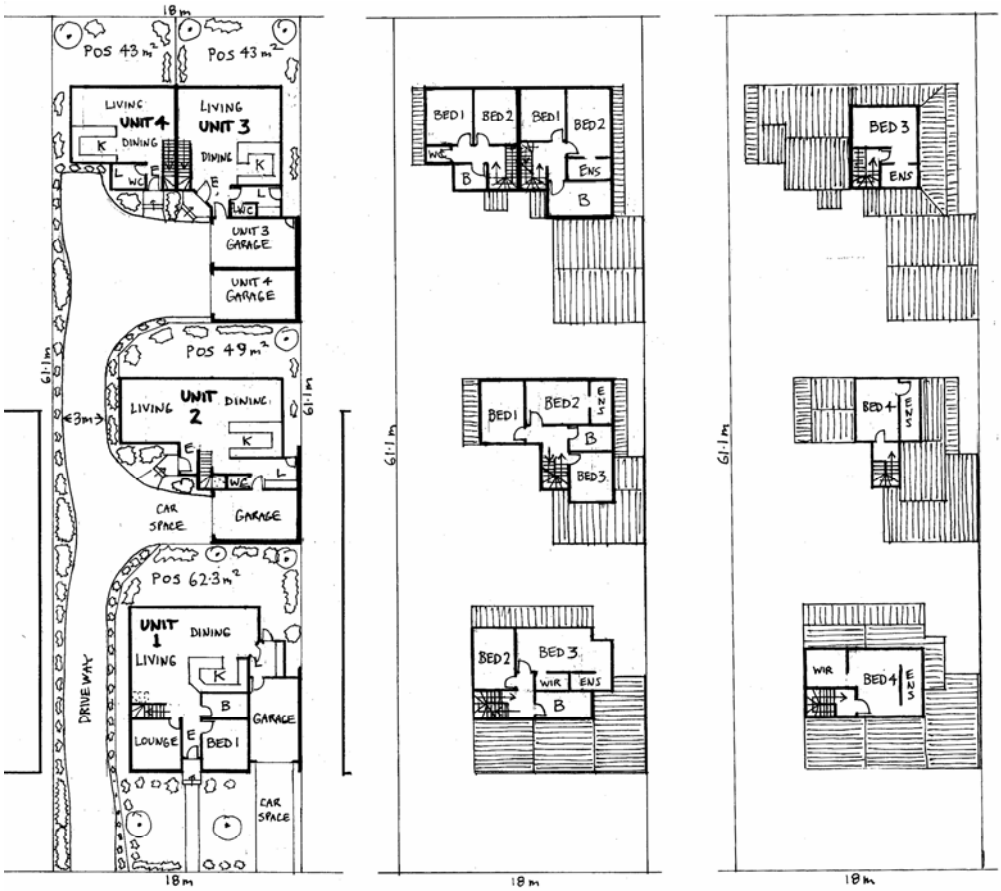
Floor Area (sqm)

	Unit 1	Unit 2	Unit 3	Unit 4
Ground Floor	107.6	78	61.5	49
1st Floor	56.3	50	40	38.5
Garage	24	24	24	24
Total building area (exc. garage)	163.9	128	101.5	87.5

Building Site Coverage - 392sqm = 35.6%

Case Study 8

Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
1,100	3	7m. Setback Diagram 2 applies for 3rd storey.	Setback diagram 1	ResCode



Ground Floor First Floor Second Floor

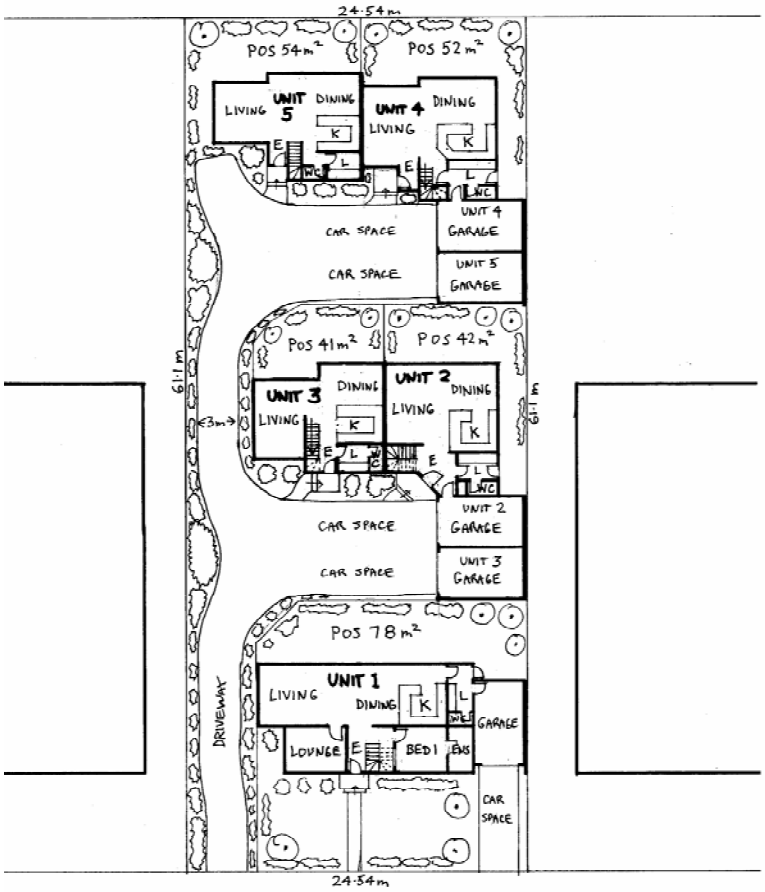
Floor Area (sqm)

	Unit 1	Unit 2	Unit 3	Unit 4
Ground Floor	111.6	79.2	66.3	54
1st Floor	63.5	64.8	59.6	46.5
2nd Floor	43	29.6	29.4	-
Garage	24	24	24	24
Total building area (exc. garage)	218.1	173.6	155.3	100.5

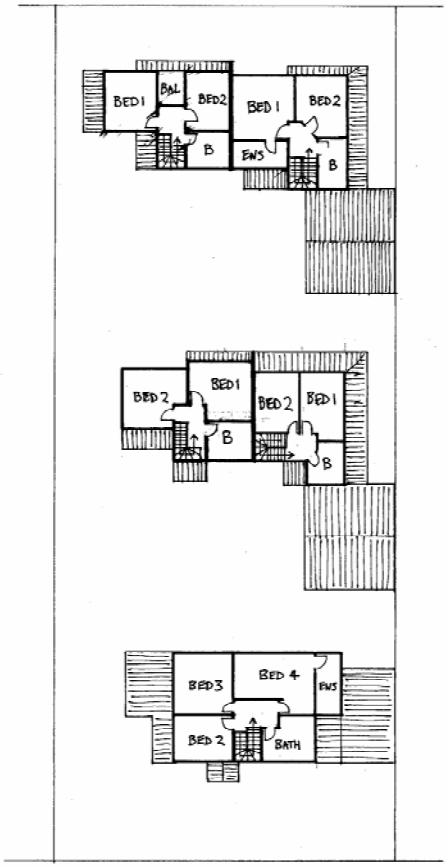
Building Site Coverage - 407sqm = 37%

Case Study 9

Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
1,500	2	7m	Schedule to the R1Z	Schedule to the R1Z and ResCode



Ground Floor



First Floor

Floor Area (sqm)

	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5
Ground Floor	115.3	72.4	65	75.8	68
1st Floor	89	46.4	56.3	62	53.4
Garage	24	24	24	24	24
Total building area (exc. garage)	204.3	118.8	121.3	137.8	121.4

Building Site Coverage - 516.6sqm = 34.4%

Case Study 10

Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
1,500	3	7m. Setback Diagram 2 applies for 3rd storey.	Setback diagram 1	ResCode

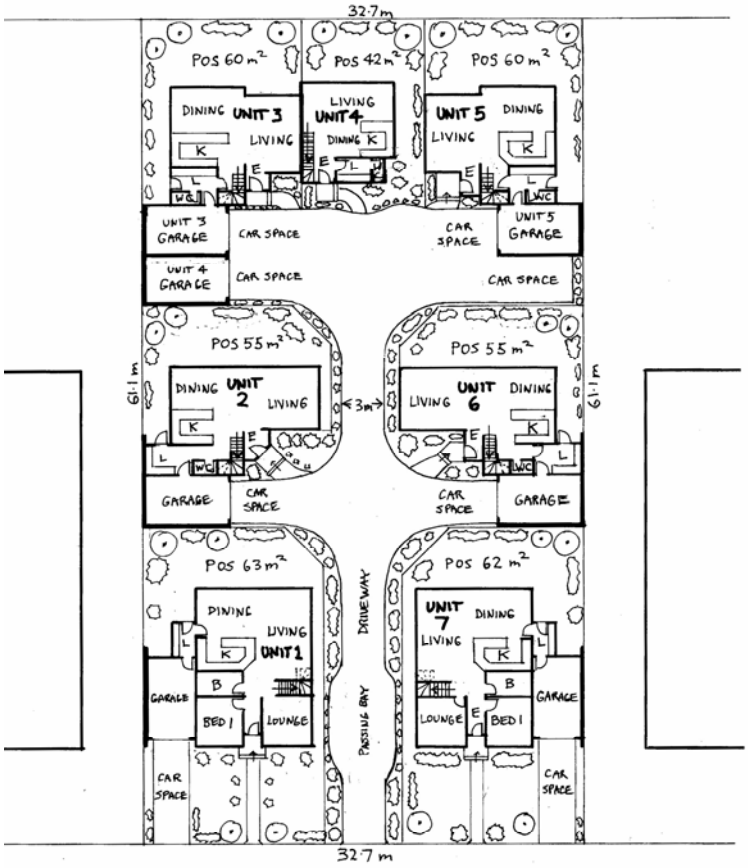
Floor Area (sqm)

	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5
Ground Floor	107	77.7	65	83	71.6
1st Floor	89	46.4	56.3	64.8	53.4
2nd Floor	39.6	31.3	-	29.6	32
Garage	36	24	24	24	24
Total building area (exc. Garage)	235.6	155.4	121.3	177.4	157

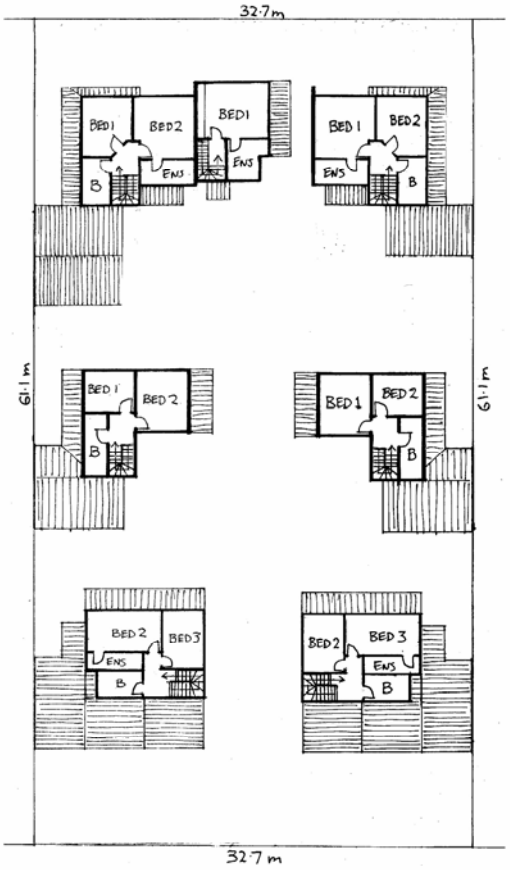
Building Site Coverage - 536.3sqm = 35.8%

Case Study 11

Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
2,000	2	7m	Schedule to the R1Z	Schedule to the R1Z and ResCode



Ground Floor



First Floor

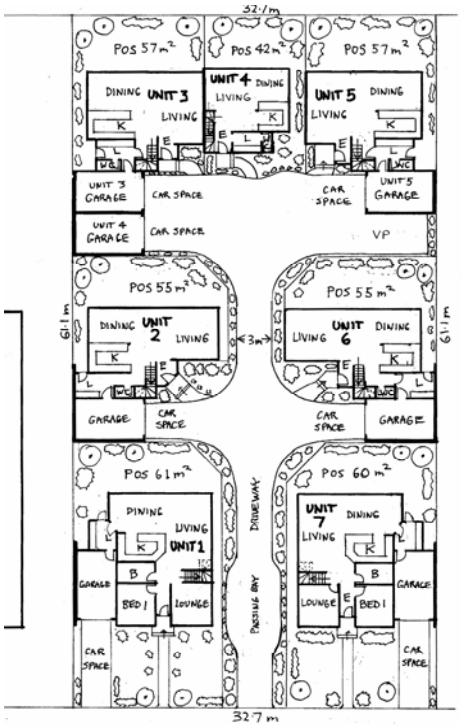
Floor Area (sqm)

	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Unit 6	Unit 7
Ground Floor	107.6	78	75.8	51	75.8	81	107.6
1st Floor	56.3	50	62	40.3	62	50	56.3
Garage	24	24	24	24	24	24	24
Total building area (exc. garage)	163.9	128	137.8	91.3	137.8	131	163.9

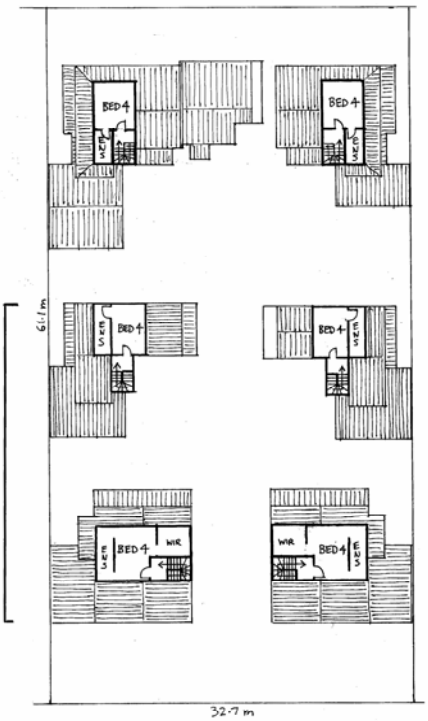
Building Site Coverage - 744.8sqm = 37.2%

Case Study 12

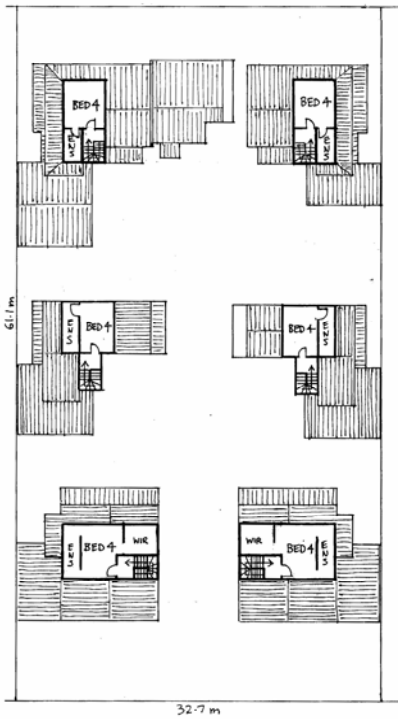
Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
2,000	3	7m. Setback Diagram 2 applies for 3rd storey.	Setback diagram 1	ResCode



Ground Floor



First Floor



Second Floor

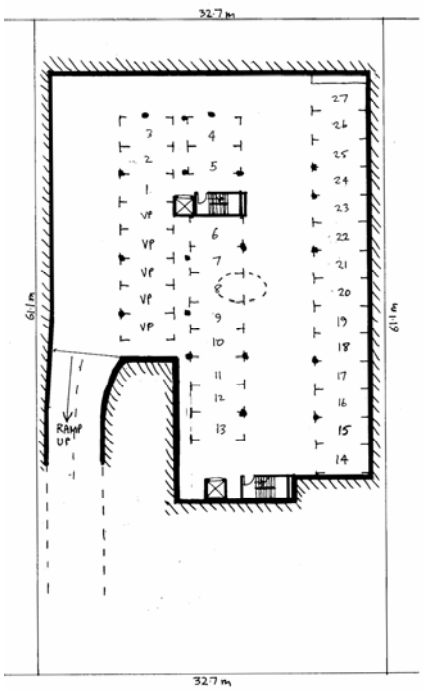
Floor Area (sqm)

	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Unit 6	Unit 7
Ground Floor	111.6	83	83	55.6	83	83	111.6
1st Floor	63.5	64.8	77.8	45	77.8	64.8	63.5
2nd Floor	43	29.6	28	-	28	29.6	43
Garage	24	24	24	24	24	24	24
Total building area (exc. garage)	218.1	177.4	188.8	100.6	188.8	177.4	218.1

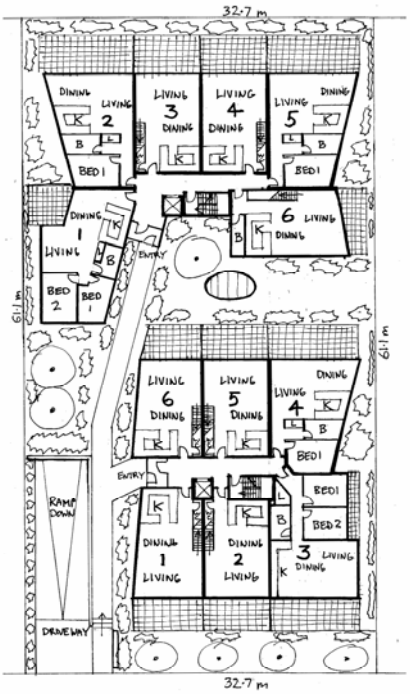
Building Site Coverage - 778.8sqm = 38.9%

Case Study 13

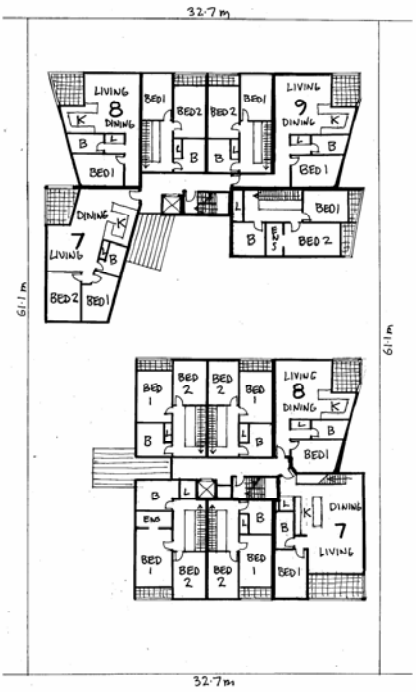
Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
2,000	4	7m. Setback Diagram 2 applies for 3rd and 4th storey.	Setback Diagram 1	ResCode



Basement

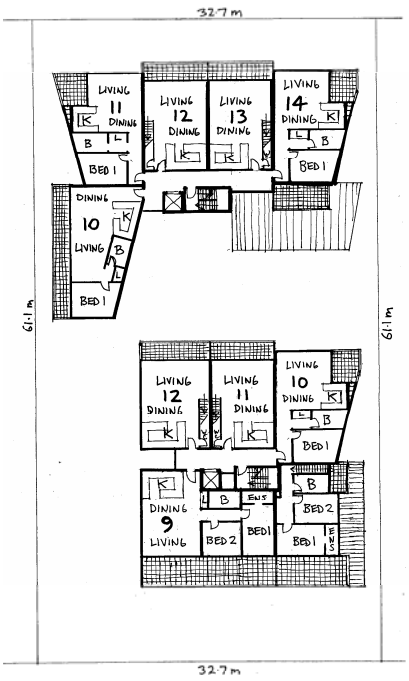


Ground Floor

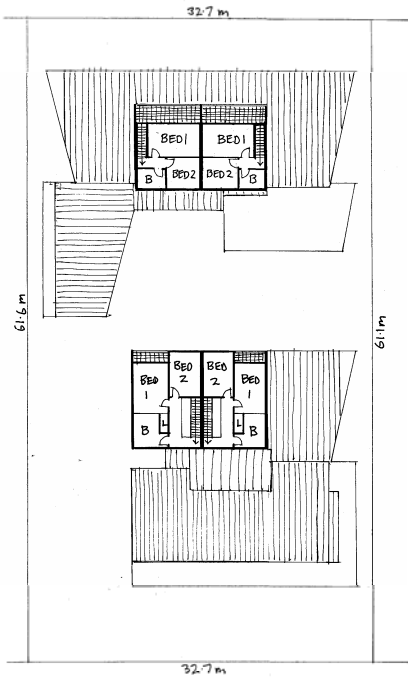


First Floor

Case Study 13 continued



Second Floor



Third Floor

Floor Area (sqm)

Front Block

	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Unit 6	Unit 7	Unit 8	Unit 9	Unit 10	Unit 11	Unit 12
Total building area	134	110	88	75	1108	113.5	139.4	75.8	92.2	75.5	103	116

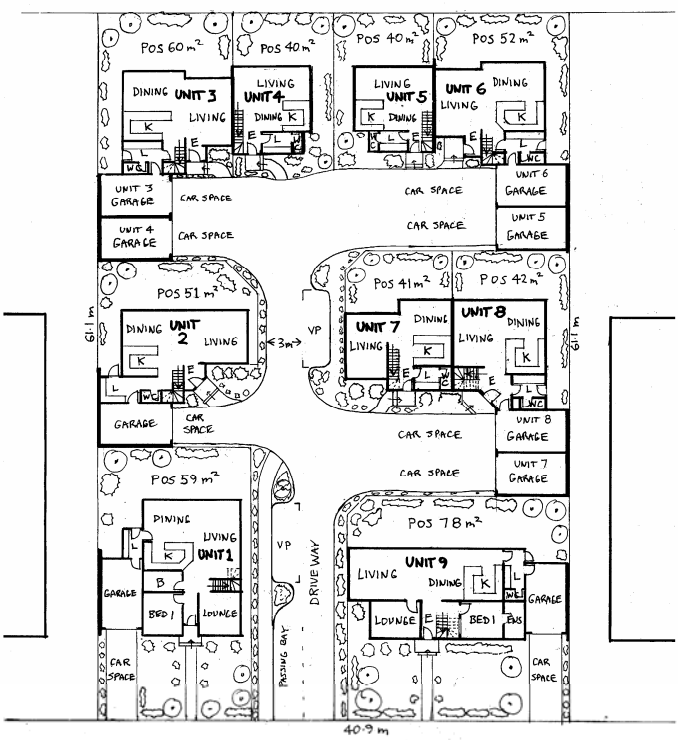
Rear Block

	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Unit 6	Unit 7	Unit 8	Unit 9	Unit 10	Unit 11	Unit 12	Unit 13	Unit 14
Total building area	89.2	75	119	119	75	136.3	89.2	76.8	78.8	77.5	75.5	93.5	93.5	75.5

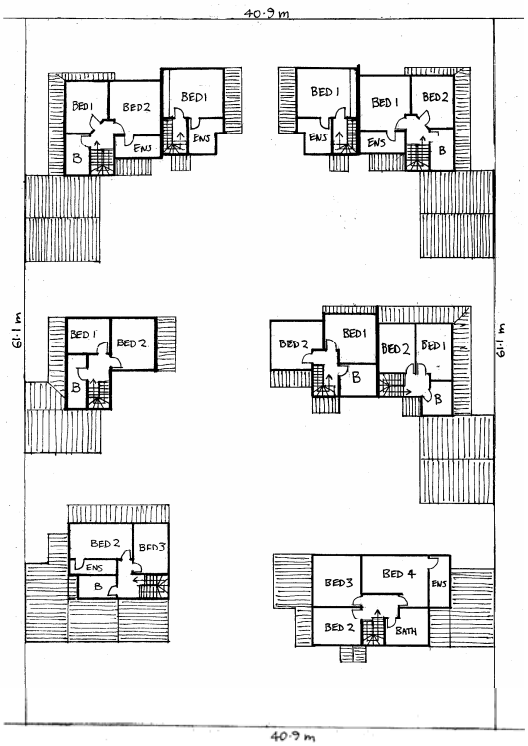
Building Site Coverage - 938sqm = 47%

Case Study 14

Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
2,500	2	7m	Schedule to the R1Z	Schedule to the R1Z and ResCode



Ground Floor



First Floor

Floor Area (sqm)

	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Unit 6	Unit 7	Unit 8	Unit 9
Ground Floor	107.6	78	75.8	51	51	75.8	65	72.5	115.3
1st Floor	56.3	50	62	40.3	40.3	62	56.3	46.4	89
Garage	24	24	24	24	24	24	24	24	24
Total building area	163.9	128	137.8	91.3	91.3	137.8	121.3	118.9	204.3

Building Site Coverage - 744.8sqm = 37.2%

Case Study 15

Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
2,500	3	7m. Setback Diagram 2 applies for 3rd storey.	Setback diagram 1	ResCode

Ground Floor First Floor Second Floor

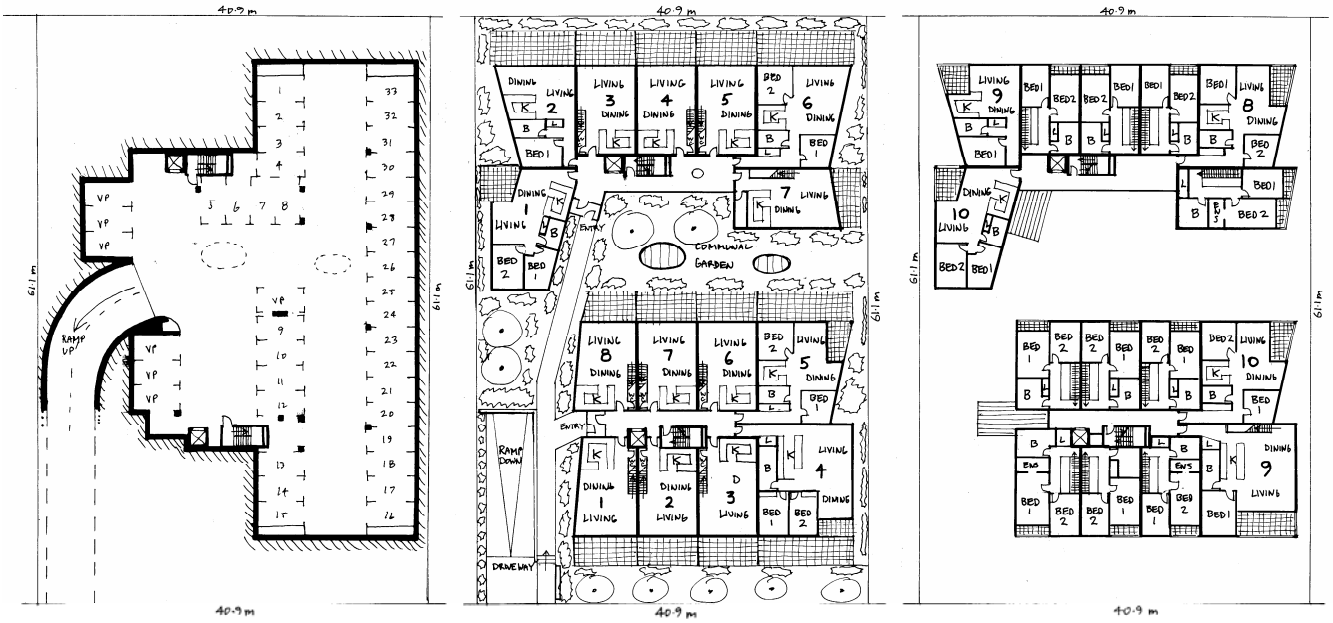
Floor Area (sqm)

	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Unit 6	Unit 7	Unit 8	Unit 9
Ground Floor	111.6	83	83	55.6	55.6	83	65	77.7	107
1st Floor	63.5	64.8	77.8	45	45	64.8	56.3	46.4	89
2nd Floor	43	29.6	28	-	-	29.6	-	31.3	39.6
Garage	24	24	24	24	24	24	24	24	36
Total building area	218.1	177.4	188.8	100.6	100.6	177.4	121.3	155.4	235.6

Building Site Coverage – 949.5sqm = 38%

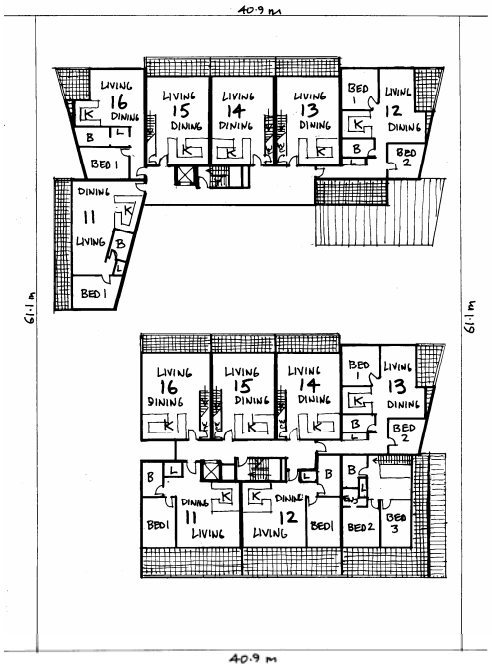
Case Study 16

Lot size (sqm)	Building height (storeys)	Front setback	Side and Rear setbacks	Other requirements
2,500	4	7m. Setback Diagram 2 applies for 3rd and 4th storey.	Setback Diagram 1	ResCode

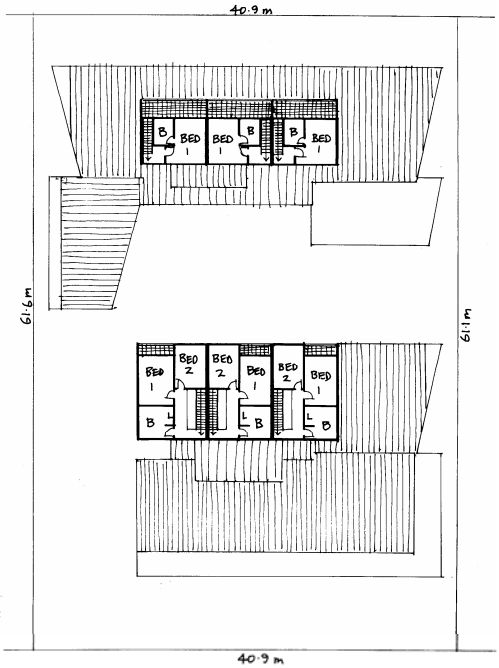


Basement Ground Floor First Floor

Case Study 16 continued



Second Floor



Third Floor

Floor Area (sqm)

Front Block

	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Unit 6	Unit 7	Unit 8	Unit 9	Unit 10	Unit 11	Unit 12	Unit 13	Unit 14	Unit 15	Unit 16
Total building area	134	110	120	110	86.7	108	108	113.5	157.7	86.7	71	69	85.8	103	103	116

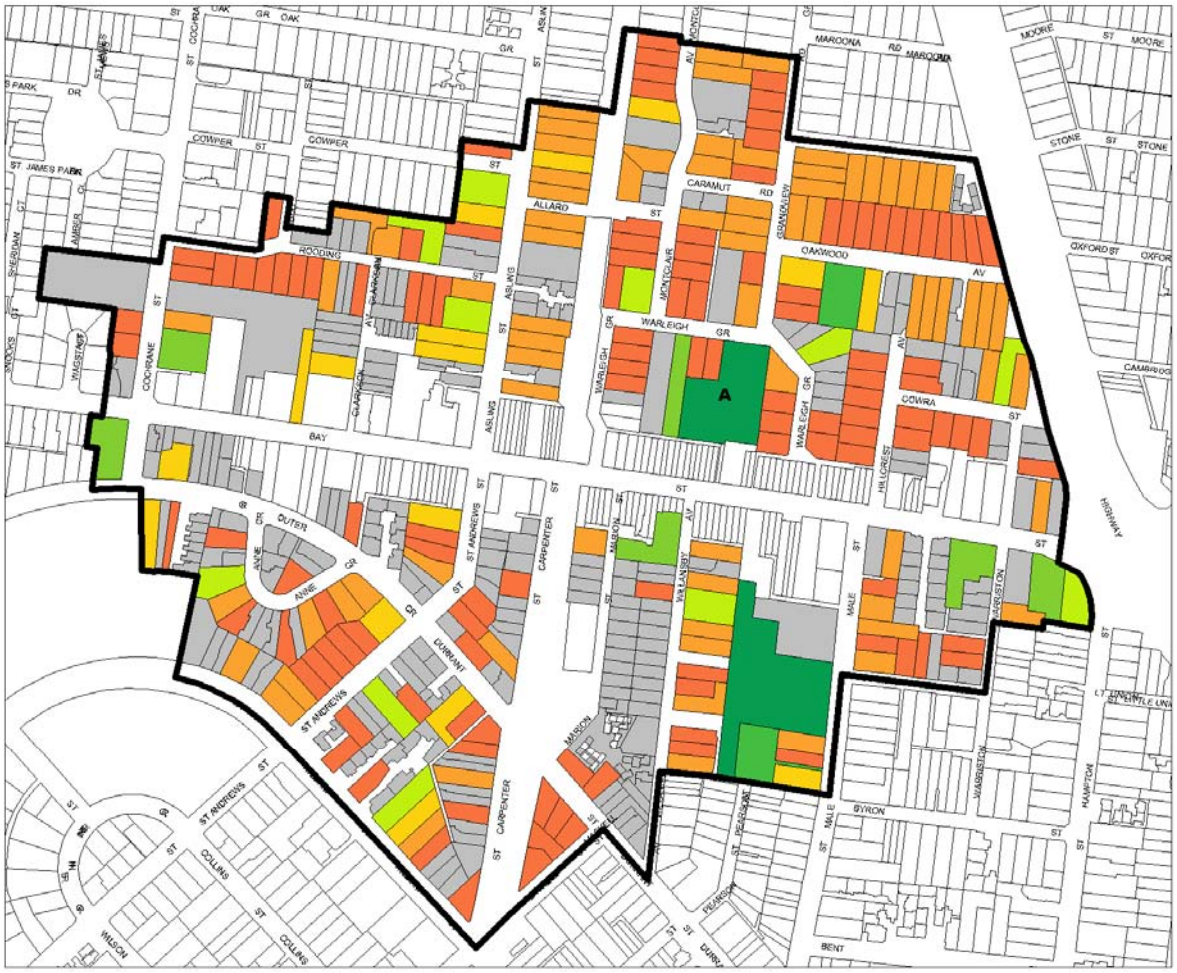
Rear Block

	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Unit 6	Unit 7	Unit 8	Unit 9	Unit 10	Unit 11	Unit 12	Unit 13	Unit 14	Unit 15	Unit 16
Total building area	89.2	75	119	119	119	95	136.6	85.8	76.8	89.2	77.5	84.3	81.2	81.2	81.2	75.5

Building Site Coverage – 1,230sqm = 49.2%

Appendix 4 – Activity Centre Lot size maps

Bay Street



Residential lot areas (sqm)

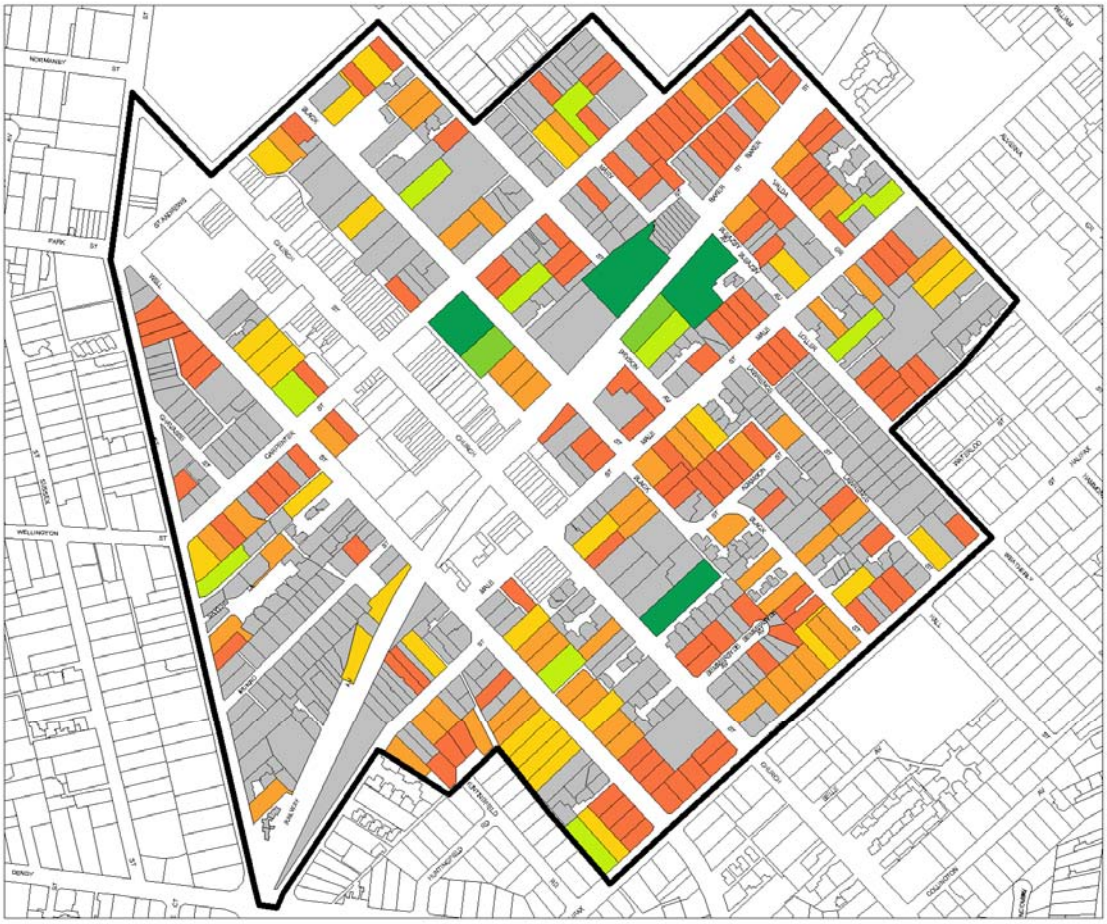
- 500 to 700
- 700 to 900
- 900 to 1,100
- 1,100 to 1,500
- 1,500 to 2,000
- 2,000 to 2,500
- Greater than 2,500

Sites excluded from development scenarios because of constraints

Acitivity Centre Boundary

A — Category 'A' sites (identified in Final Report Stage 1 Bayside Housing/ Social Housing Strategy (June 2005)

Church Street



Residential lot areas (sqm)

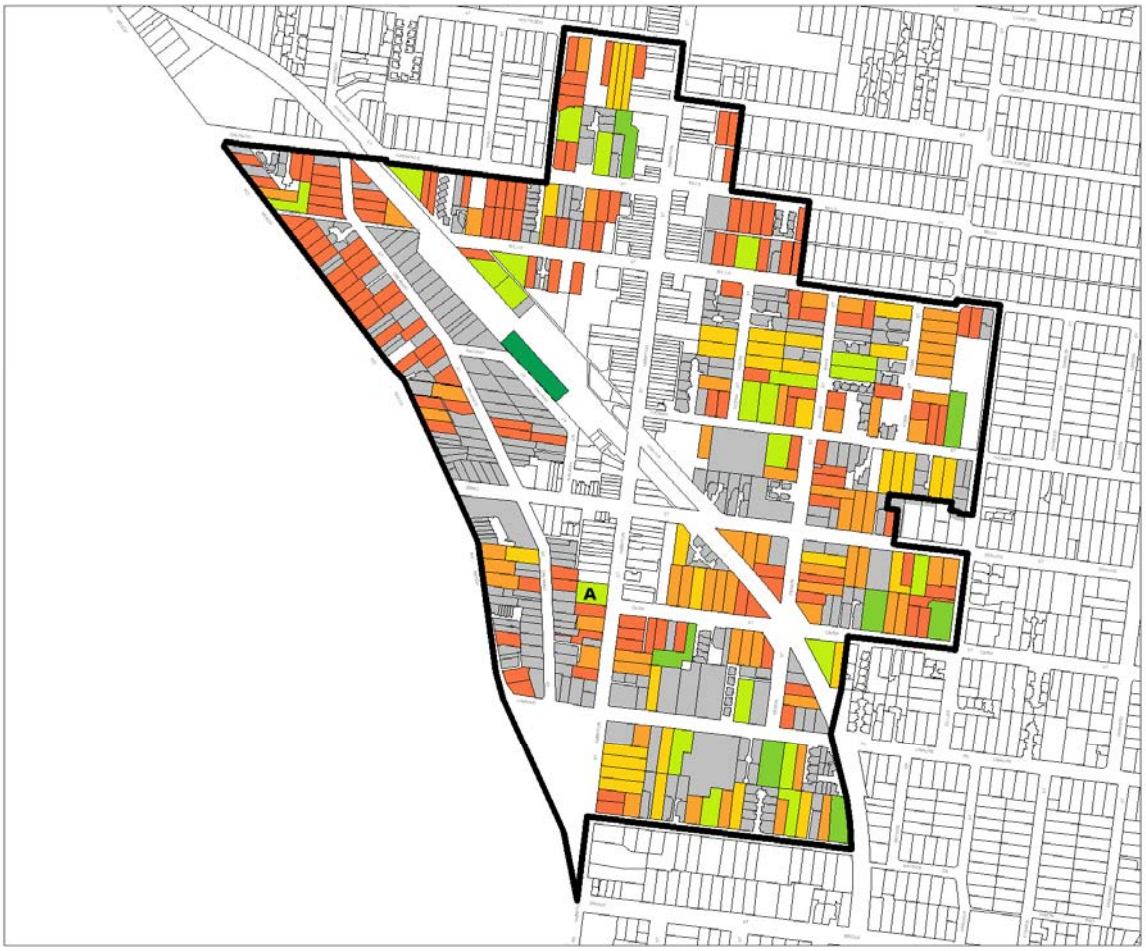
- 500 to 700
- 700 to 900
- 900 to 1,100
- 1,100 to 1,500
- 1,500 to 2,000
- 2,000 to 2,500
- Greater than 2,500

Sites excluded from development scenarios because of constraints

Acitivity Centre Boundary

A — Category 'A' sites (identified in Final Report Stage 1 Bayside Housing/ Social Housing Strategy (June 2005)

Hampton Street



Residential lot areas (sqm)

- 500 to 700
- 700 to 900
- 900 to 1,100
- 1,100 to 1,500
- 1,500 to 2,000
- 2,000 to 2,500
- Greater than 2,500

Sites excluded from development scenarios because of constraints

Acitivity Centre Boundary

A — Category 'A' sites (identified in Final Report Stage 1 Bayside Housing/ Social Housing Strategy (June 2005)

Sandringham Village

Residential lot areas (sqm)

- 500 to 700
- 700 to 900
- 900 to 1,100
- 1,100 to 1,500
- 1,500 to 2,000
- 2,000 to 2,500
- Greater than 2,500

Sites excluded from development scenarios because of constraints

Acitivity Centre Boundary

A — Category 'A' sites (identified in Final Report Stage 1 Bayside Housing/ Social Housing Strategy (June 2005)