



Hampton Street Centre Structure Plan Review

July 2016

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Executive Summary

The Hampton Street Structure Plan ('the Structure Plan') was adopted in 2006, and given effect into the Bayside Planning Scheme in 2013 through Amendment C103. This report presents the findings of a review of the Structure Plan, which has taken account rulings from Planning Panels and Victorian Civil and Administrative Tribunal (VCAT) hearings, and changes since 2006, particularly in relation to the demographic, housing and economic composition of the centre, and policy, strategy and zoning changes. The review also gave regard to the functionality of planning controls from a Statutory Planning perspective.

Since 2006, significant progress has been made to complete the actions listed in the Structure Plan, with 80% of the actions either complete or underway. Through the review process, Council can now consider the relevance of the remaining actions and potentially consider new ways to achieve the Structure Plan vision.

State policy changes have had minimal impact on the directions of the Structure Plan. However, the introduction of reformed zones have had tangible impacts on achieving the land uses described in the Structure Plan. On the one hand, the reformed commercial zone makes it harder to achieve the land uses specified for the commercial precincts. On the other hand, the reformed residential zones better facilitates the desired housing development.

Local strategies and plans developed by Council since 2006 have also been considered in this review. The Bayside Housing Strategy (2012) is of particular importance. Also of significance is the Hampton Willis Street Precinct Urban Design Framework (2013) which underpins the planning of

the precinct and assists in achieving the objectives of the Structure Plan.

Issues and opportunities have been identified to adapt the Structure Plan to changing circumstance and to improve its implementation and useability.

Economically, the centre is performing well but opportunities exist to boost its economic potential. This includes encouraging services to open beyond core business hours, encouraging health uses, growing the residential population and increasing amenity.

In terms of building developments, the Design and Development Overlay was found to be effective in moderating building heights, although refinements can be made to improve ease of use and better guide discretionary decision making. The policy around neighbourhood and village character was found to be less effective in moderating development. To improve this, preferred future character statements for the residential areas of the centre have been drafted which balance the need for growth with maintaining the valued character elements.

The Structure Plan actions relating to the preparation of a car parking plan and achieving the widening of laneways will require further strategic work to investigate and apply stronger implementation measures.

The review concludes with a list of key recommendations and actions that respond to the identified issues and opportunities. Where possible, direct actions are described. In other cases, further strategic work is proposed.



Introduction - Background

Context and rationale

Council resolved to review the Structure Plan for Hampton Street Activity Centre at the Council meeting of 27 November 2012. The report to Council made particular reference to revisiting the Structure Plans in light of the recommendations made by the Panel and Expert Witness statements from Amendments C100-103, to align them with the latest State Government policies and to accommodate any variations in the local context that may have occurred in the interim. Its decision is reinforced by State Government guidance in Planning Practice Note 58: Structure Planning for Activity Centres, which states that it is essential to review products generated by the planning process to ensure that they remain current and relevant.

Ten years have passed since the Structure Plan was adopted with a considerable amount of development, land use and demographic change having occurred in the centre. Council has progressed actions listed in the Structure Plan. There have been changes in the State and local planning policy context, including zoning reforms, and a range of relevant Council strategies, policies and reviews that sit outside the planning system have been prepared and adopted. A number of Planning Panel reports and VCAT decisions that have commented on the strategic planning for Hampton Street and opportunity exists to review the effectiveness of the Structure Plan having regard to the matters raised.

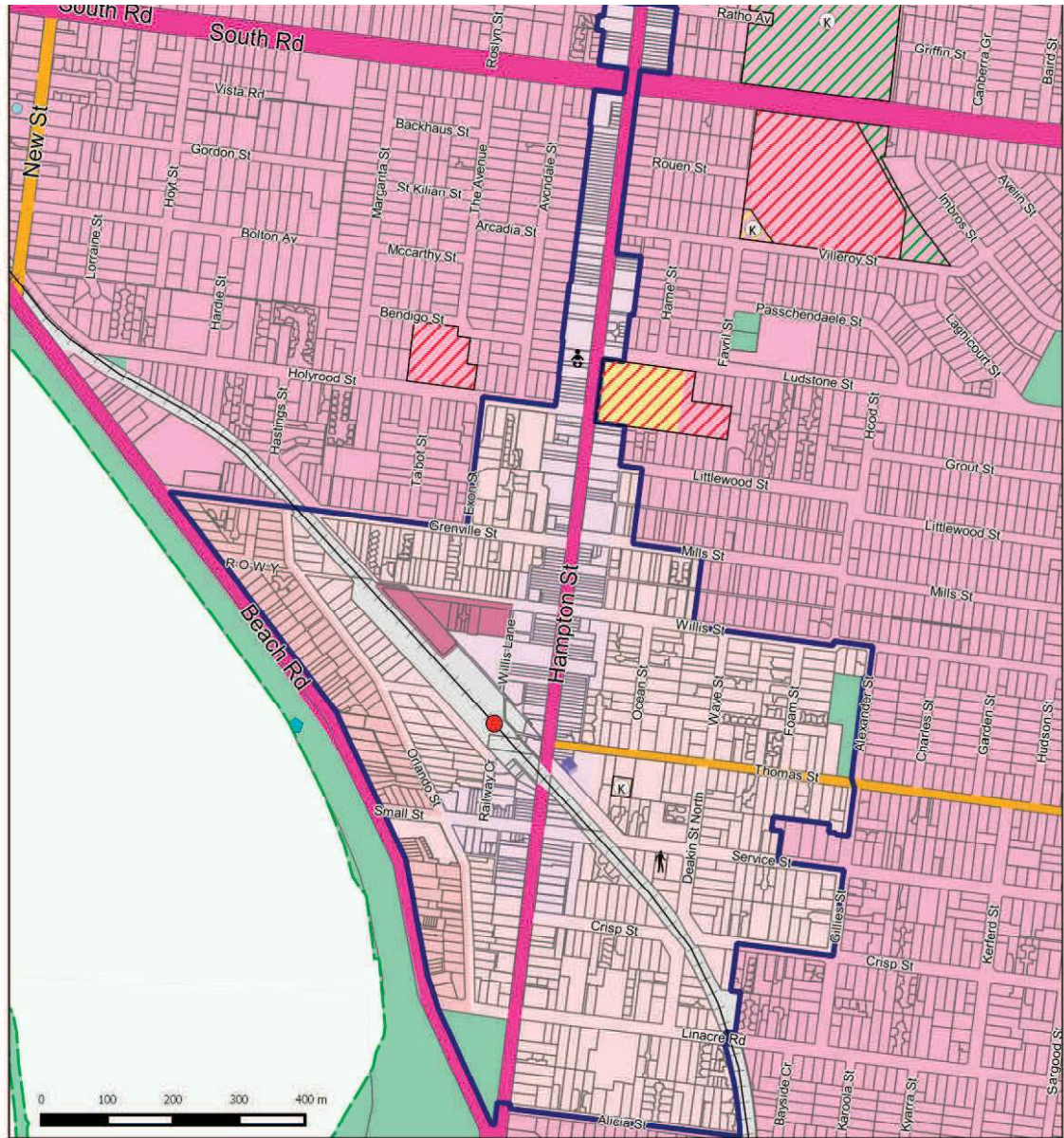
Current planning controls

The zoning and key community land uses in Hampton Street are shown in Figure 1.

Figure 2 shows the overlay controls, which are additional to zone requirements and provide further direction relating to a range of issues such as heritage and built form outcomes.

A table describing the primary purpose of the planning controls is shown in Figure 3.

Figure 1 Zoning and Land Use, Hampton Street

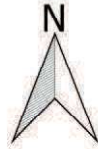


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- Legend**
- Municipal Boundary
 - Railway Line
 - Railway Station
 - Property Boundary
 - Major Activity Centre
 - Primary School
 - Secondary College

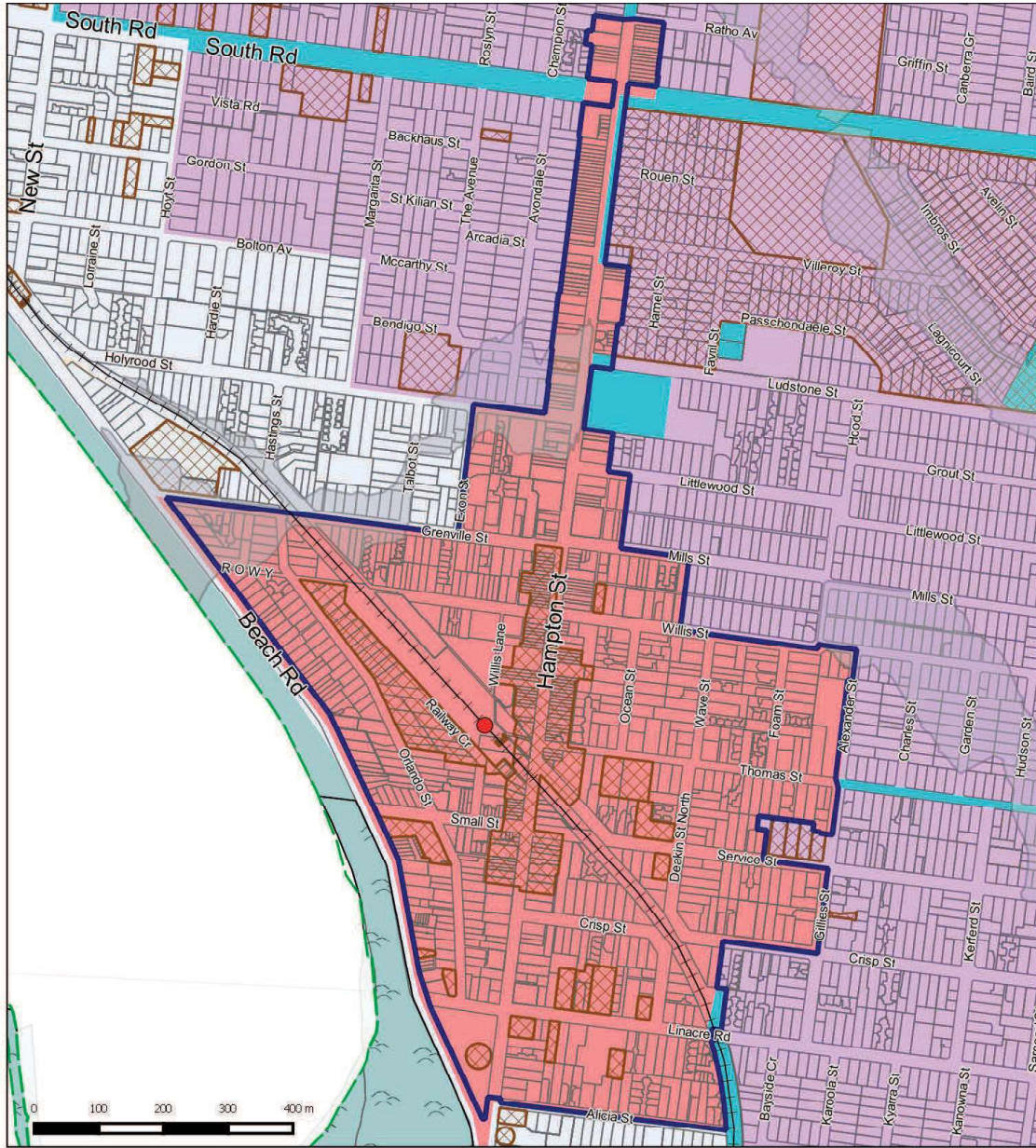
- Facility**
- Childcare Centres
 - Kinder/Preschool
 - Library
 - Life Saving Club
 - Maternal & Child Health Centres
 - Seniors Citizens Club

- Planning Zone**
- COMMERCIAL 1 ZONE (C1Z)
 - GENERAL RESIDENTIAL 2 ZONE (GRZ2)
 - GENERAL RESIDENTIAL 3 ZONE (GRZ3)
 - NEIGHBOURHOOD RESIDENTIAL ZONE 1 (NRZ3)
 - PUBLIC PARK AND RECREATION ZONE (PPRZ)
 - PUBLIC USE ZONE - EDUCATION (PUZ2)
 - PUBLIC USE ZONE - TRANSPORT (PUZ4)
 - ROAD ZONE - CATEGORY 1 (RDZ1)
 - ROAD ZONE - CATEGORY 2 (RDZ2)
 - RESIDENTIAL GROWTH ZONE 1 (RGZ1)



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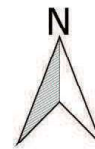
Figure 2 Planning Overlays, Hampton Street



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LEGEND

- | | | |
|-----------------------|-------------------------|-----|
| Municipal Boundary | Planning Overlay | EMO |
| Major Activity Centre | DDO1 | HO |
| Property Boundary | DDO3 | SBO |
| Railway Line | DDO2 | |
| Railway Station | DDO12 | |
| | EAO | |
| | VPO | |



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Figure 3 Primary purpose of planning controls applicable in Hampton Street

Zone/Overlay	Primary purpose of the zone or overlay
Commercial 1 Zone	Seeks to create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses. Seeks to provide for residential uses at densities complementary to the role and scale of the commercial centre.
General Residential Zone – Schedule 2 and 3	Encourages a diversity of housing types, development and moderate housing growth in a manner that respects the neighbourhood character of an area.
Residential Growth Zone – Schedule 1	Encourages housing diversity and increased densities in buildings up to and including four storeys in locations offering good access to services transport including activity areas. Further it encourages a scale of development that provides transition between areas of more intensive use and sensitive areas. Seeks to allow non-residential uses like educational, recreational, religious and community uses to serve the local community needs in appropriate location.
Public Park and Recreation Zone	Recognises area for public recreation and open space and protects and conserves areas of significance. Seeks to provide for commercial uses where appropriate.
Public Use Zone - Transport	Recognises public land use for public utility and community services and facilities. Seeks to provide for associated uses that are consistent with the intent of the public land reservation purpose.
Design and Development Overlay 12	Seeks to ensure that the new development is compatible with the preferred role and character of Hampton Street Major Activity Centre by conserving and enhancing its valued urban character and heritage places. Seeks new development to contribute to safe and active streets and to maintain a strong landscape character in residential precincts. Seeks to recognise the redevelopment potential of the Willis Street Precinct and provides clear guidance on the preferred development outcome.
Heritage Overlays	Seeks to ensure that development does not adversely affect the significance of heritage places.



Scope of review

This review was structured into the following elements:

- An audit of the status of the actions from the Structure Plan (refer Appendix 1)
- A Literature and Policy Implementation review, which reviewed Panel reports, VCAT decisions, Council strategies, plans and State policy, and identified areas of potential conflict or issues which may require updating or clarifying (refer Appendices 2 and 3)
- An economic analysis and forecasting study, which provided an understanding of current and future floor space requirements and expected commercial growth (refer Appendices 4 and 5)
- A demographic and housing analysis, which considered updated population characteristics, projections and housing and development characteristics
- A Neighbourhood Character review, which focussed on character issues in the residential areas.

This review is limited to updating content in line with policy, new data and expert evidence and Planning Panel recommendations. It is not intended to re-write or change the approach to the planning for the activity centre. As the Structure Plan was only implemented into the Planning Scheme in May 2013, any review of how effective the plan has been in guiding development outcomes is limited by the short time frame that the controls have been in place.

The Appendices contain background reports which provide more detail than provided in this document and should be referred to for further information.

Key achievements since 2006

Council has made substantial progress in undertaking the actions listed in the Structure Plan. From the 38 actions contained in the Structure Plan, 15 are complete, 16 are underway/ongoing, and 7 have not commenced.

Council implemented Amendment C103 to the Planning Scheme in 2013 to introduce the Structure Plan into the Local Planning Policy Framework, and include a new schedule to the Design and Development Overlay guiding the built form.

A number a capital works projects have been undertaken to update the streetscape and provide additional pedestrian and bicycle facilities. Some of the actions are ongoing, particularly those related to decision making in the development application process. Other actions will be addressed through strategies and plans that are currently in the process of being developed, for example, car parking plans.

There are a number of actions that are yet to be commenced, including the laneway investigation. Some of these are addressed as part of this review. Some of the outstanding actions are addressed as part of this review whereas others are listed in Appendix 1: Audit of Actions, Hampton Street Structure Plan 2006.



Planning Framework Review

State Policy – key changes

Despite changes to State planning policy since the Hampton Street Centre Structure Plan was adopted in 2006, the broad direction for activity centres remains the same, in that activity centres are considered to be a major focus for change in metropolitan Melbourne. State planning policy directs the further expansion of services into activity centres, and recognises that activity centres are ideally placed to provide for housing growth.

Plan Melbourne removes Major Activity Centre designation

The State Government released a new Metropolitan Planning Strategy, Plan Melbourne, in 2014. In Plan Melbourne, the precinct around Hampton Railway Station was identified as having potential to be included in a VicTrack program of station precinct enhancements that integrate transport and urban development. The program aims to create value from underutilised rail land that can be reinvested at the station to improve access, safety and amenity. This is consistent with both the Hampton Street Centre Structure Plan, which designated the Willis Street precinct as a significant redevelopment site, and the subsequent Hampton Willis Street Precinct Urban Design Framework (2013).

Plan Melbourne removed the distinction between Principal Activity Centres (PAC) and Major Activity Centres (MAC), resulting in the Hampton Street Centre changing from a MAC to a more general 'Activity Centre'. Council can therefore decide whether or not to continue identifying hierarchical or functional distinctions between the activity centres in the municipality and whether the current designations of all centres within the Local Planning Policy Framework are still relevant.

There is support to continue with a hierarchy of activity centres. The Bayside Housing Strategy (2012) maintains a distinction between the centres by directing a greater share of housing growth to Southland (previously a PAC), while the MACs play a secondary role in accommodating growth. The planning practice note for activity centres (PN58) also advocates for planning within the context of a broader understanding of activity centres, including their role and function in a hierarchy. In addition, the draft Retail, Commercial and Employment Strategy identifies a need to provide updated clarity around the structure and hierarchy of centres in Bayside.

Recommendation:

- *Review the municipality's activity centre classifications.*

Zone reforms

Since the Structure Plan was developed there have been reforms to the commercial and residential zones in Victoria. The new commercial zones came into effect in 2013, and the new residential zones implemented in Bayside in 2014 through Amendment C106.

Reformed zones create mixed use commercial centres and make it harder to guide uses to specific precincts

The reformed zones, specifically the Commercial 1, Mixed Use, Residential Growth Zone and General Residential Zone, allow for a wider range of residential uses in commercial areas and additional commercial uses in residential areas without the need for a planning permit. This makes it more difficult for Council to guide certain uses to precincts as set out in the Activities section of the Structure Plan.

While these changes might be expected to result in some tension between residential and commercial uses in mixed use areas, a review of VCAT cases found this is not yet evident in Bayside. The Bayside Housing Strategy (2012) seeks to manage any potential future issues by recognising this issue and including an amenity-related objective and associated strategies to address it.

The reformed Commercial 1 Zone also allows a wider range of retail and office uses, in addition to residential uses, without the need for a permit and removes certain floor space restrictions. The zone promotes vibrant mixed use commercial centres for retail, office, business, entertainment and community uses, as well as residential uses at densities complementary to the role and scale of the commercial centre. This zone now makes it harder to separate retail from office precincts, as per the Activities Plan, and Map 1 of Cl.21.11-4 in the Planning Scheme.

This review gives Council the opportunity to adopt the same direction as the zone reform and promote mixed use centres and permit a broader range of uses within the commercial areas.

Recommendation:

- *Continue to use the Commercial 1 Zone and create opportunities for mixed uses in the centre including retail, office and commercial uses and shop top residential development.*

There is a need to balance housing with commercial growth

A challenge for Hampton Street is to provide an appropriate balance between the housing growth envisioned by the Bayside Housing Strategy (2012) and accommodating retail and commercial growth to preserve the centre's viability. The Strategy recognises the importance of ensuring that increased residential development in activity centres does not occur at the expense of the commercial activities, and notes expansion may be required for commercial facilities and additional services in order to meet the future needs of the community.

There is a risk that residential developments can 'price out' employment uses, as residential developments can attract a significantly higher sales price per square than commercial floorspace. Therefore dwelling growth influences the relative profitability of commercial and retail developments when competing in the same market (i.e. many commercial and mixed use zoning controls allow both types of development).

While this is not yet occurring in Hampton Street, housing demand is forecast to increase in the centre. With the introduction of the reformed residential zones, Council is better able to direct housing growth into the centre, consistent with the direction of the Bayside Housing Strategy (2012). That is, to direct housing growth to areas which have attributes more suitable to cater for growth, such as Hampton Street (identified as a growth area), and discourage it in other areas where the predominantly low density residential scale is to be maintained ('minimal growth areas'). This change is expected to reduce the volume of small scale infill across the municipality which had been providing the majority of new housing supply, and shift this demand into the activity centres which support more intensive forms of housing development.

Recommendation:

- *Ensure a balance is achieved between providing sufficient floorspace for commercial uses including for future growth and providing additional residential development, through a monitoring and reviewing program.*

Advice recommends considering additional areas for higher density housing

The Literature and Policy Implementation Review (Appendix 2) identified merit in reviewing the application of the General Residential Zone in Bayside activity centres. The Standing Advisory Committee that reviewed draft Amendment C125 recommended applying the Residential Growth Zone in activity centres across the municipality to create opportunities for housing diversity and growth, and for Council to consider the use of this zone when reviewing dated Structure Plans. The Bayside Housing Strategy (2012) identified the need to review the Structure Plans for the Housing Growth Areas (including Hampton Street) and consider whether the 'Key Focus Residential Growth Areas'¹ should be extended to include developments adjacent to this area and located with the 'Moderate Residential Growth Area'.

The Literature and Policy Implementation Review (Appendix 2) identified the potential to apply the Residential Growth Zone instead of the Commercial 1 Zone for business precincts outside of the core retail areas, as the zone provides for commercial uses. However, this would need an economic assessment to ensure adequate floorspace for relevant commercial uses.

The Residential Growth Zone is already applied to the area of the Hampton Street Centre where activity will be focussed. That is, to the area between Willis Street and the railway line.

Having regard to the Bayside Housing Strategy (2012) objectives relating to the 'moderate residential growth areas' in the Hampton Street Centre Activity Centre, the vision seeks to retain the existing character whilst encouraging infill development. In order to encourage commercial uses to locate within the commercial core of the centre and avoid commercial uses spilling into residential precincts, consolidation of the centre rather than expansion is the preferred outcome supported by the draft Retail, Commercial and Employment Strategy.

In considering the controls in place over the Hampton Street Centre and the purpose and application of the General Residential Zone, Residential Growth Zone and Commercial 1 Zone, it is recommended that:

- the General Residential Zone be retained for the residential precincts within the Centre, consistent with the use of this zone outlined within PN58: Applying the Residential Zones
- the Commercial 1 Zone be retained for the commercial precincts
- the Residential Growth Zone be retained in the Willis Street Precinct.

Recommendation

- *Continue to apply the Residential Growth Zone to the primary activity area, and the General Residential Zone to the surrounding residential areas in the Centre to provide for the housing outcomes anticipated in the Bayside Housing Strategy (2012) and Hampton Willis Street Precinct Urban Design Framework (2013), and to continue to apply the Commercial 1 Zone to the business precincts outside of the core retail areas to allow for incremental expansion of retail and commercial floorspace.*

¹ Definition: Key Focus Residential Growth Areas are where the majority of medium and high density residential development will be located. These areas should provide a diverse range of housing types to meet the needs of the existing and future Bayside community. Further, these areas will have a high level of access to public transport along with commercial and community services. Where located within a commercial precinct, residential development is to be located above commercial and office premises to ensure active street frontages are achieved.

Local Planning Framework – key changes

Since the Structure Plan was prepared, Council has undertaken a significant amount of strategic work relevant to Hampton Street. These include:

- Bayside Community Plan 2020 (2011)
- Bayside Housing Strategy (2012)
- Bayside Open Space Strategy (2012)
- Integrated Transport Strategy (2013)
- Active by the Bay Recreation Strategy 2013-2022 (2013)
- Wellbeing for All Ages and Abilities Strategy 2013-2017 (2013)
- Bayside Tourism Strategy (2013)
- Bayside Bicycle Strategy (2013)
- Hampton Willis Street Precinct Urban Design Framework (2013)
- Property Strategy 2014-2018 (2014)
- Economic Development Strategy (2014)
- Place Design Manual (ongoing)
- Bayside Walking Strategy (2015).

In addition, Council is currently working on a number of additional strategies and plans that have relevance to Hampton Street, including a Signage and Wayfinding Strategy, Heritage Action Plan, and the Retail, Commercial and Employment Strategy.

Overall, these strategies support the existing Structure Plan vision and build upon the objectives at Cl. 21.11-4. Several of these strategies have been included in the Bayside Planning Scheme through various amendments.

The Bayside Housing Strategy directs development to Housing Growth Areas

In 2014, Amendment C134 introduced the Bayside Housing Strategy (2012) as a reference document to the Planning Scheme and inserted the 'Residential Framework Plan' (Figure 4) into Clause 21.02 to provide a spatial representation of the Housing Strategy.

The Housing Strategy provides direction about where residential development will be focused and the type of development required in order to meet the changing needs of the Bayside community, while addressing a wide range of challenges.

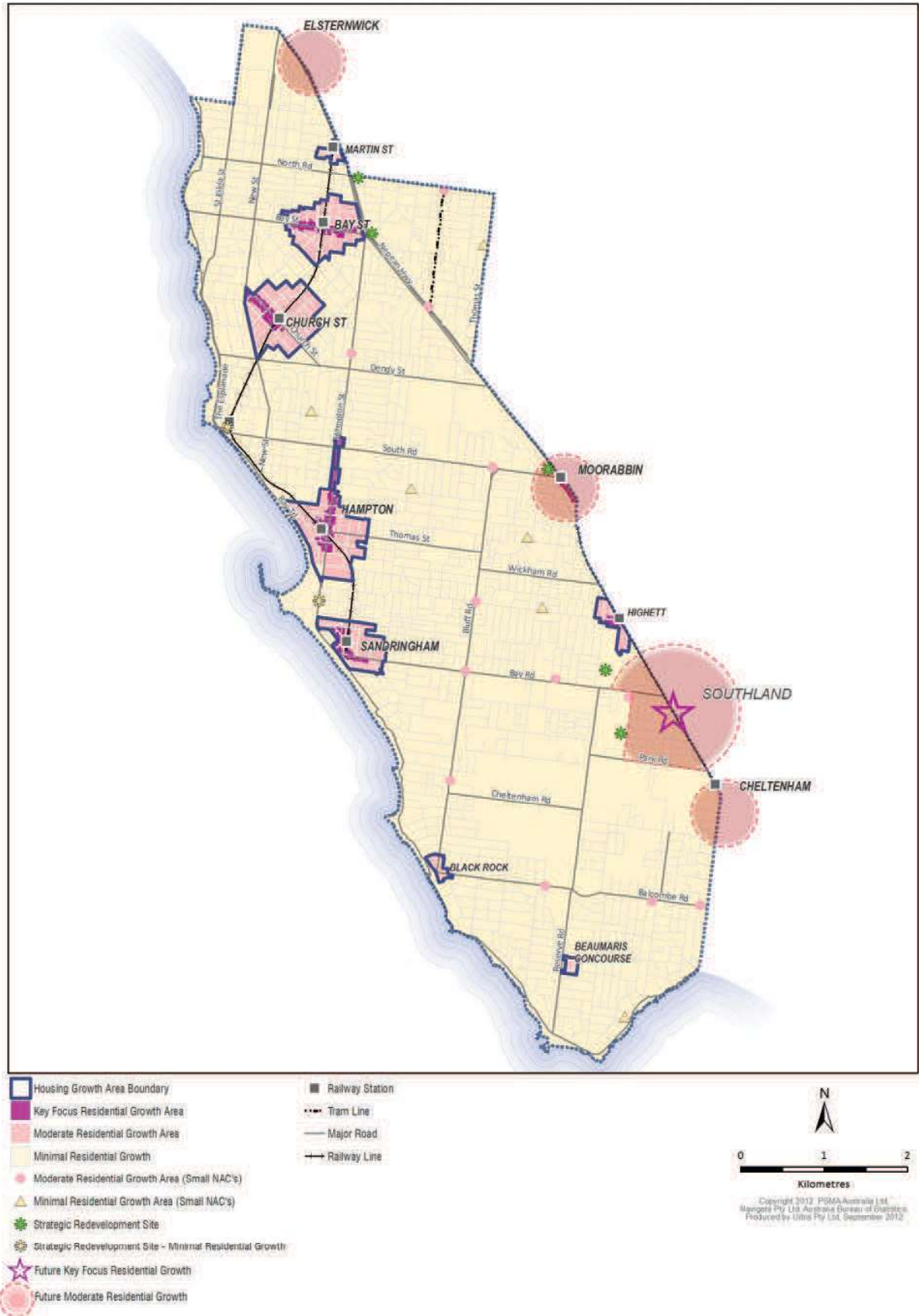
Within the Housing Growth Areas outlined in the Housing Strategy, activity centres are designated into 'Key Focus Residential Growth Areas' and 'Moderate Residential Growth Areas':

- Key Focus Residential Growth Areas are to accommodate the majority of medium and high density residential development. They provide a diverse range of housing types, and have a high level of access to public transport and services. In Hampton Street, this is located in the commercial precinct so residential development is to be located above commercial premises in order to retain active street frontages.
- Moderate Residential Growth Areas are for medium density development and will provide an appropriate transition to both adjoining Key Focus Residential Growth Areas and Minimal Residential Growth Areas. These areas are zoned General Residential Zone.

Outside of the activity centre are the Minimal Residential Growth Areas, zoned Neighbourhood Residential Zone (refer Figure 1). Here the low density scale of these established areas is to be maintained.

The Housing Strategy also provides guidance on other factors relating to the Hampton Street Centre Structure Plan, such as economic activity, open space opportunities, and physical and social infrastructure.

Figure 4 Residential Framework Plan



The Planning Controls can be enhanced to improve decision making

Relevant objectives and strategies from the Structure Plan have been introduced in the Planning Scheme aiming to avoid duplication. Objectives and strategies not considered relevant for the assessment of planning proposals and that duplicated existing policy were not included. Bayside's Municipal Strategic Statement Clause 21.11 (Local Areas) implements the vision (based on the Future Role and Character Statement) and adopts a number of objectives from the Structure Plan. The Schedule 12 to the Design and Development Overlay (DDO12) implements specific requirements from the Structure Plan relating to the design and built form of new development.

Built form outcomes, particularly the height of buildings, is an area of considerable importance to Council and the Bayside community. The Buildings Plan in the Structure Plan specifies building heights for each area. Building heights are controlled through the DDO12 (refer to Appendix 6 for details) and variations to the residential zone to specify a mandatory height.

A review of VCAT decisions (refer Appendix 2) for Bayside's MACs did not reveal any key structural deficiencies in the way the DDO operates. The findings suggest that the control is effective in moderating building heights, even in cases where the approved heights exceed the 'preferred' height outlined in the DDO.

Potential opportunities to improvements to the DDO12 include:

- Two of the design objectives relating to developing the centre in a way that conserves its valued urban character and maintains the landscape character are similar to objectives in Clause 22.06 Neighbourhood Character Policy. Duplication of controls creates confusion and should be removed.
- The definition of an attic creates confusion and can be improved. This definition applies to many DDOs in Bayside so a broader review may be necessary for consistency.
- The review can consider if the permits exemptions are appropriate. For example:
 - There is potential to consider more permit exemptions for land within a commercial zone, such as for changes to facades and for rear extensions;

- For land in a residential zone, buildings with a height of 9m or less are not required to be assessed against the DDO. There is potential to align this figure with the lowest of the preferred building heights (11m) in the DDO. Alternatively, other exemptions may apply, such as a single dwelling on a lot, or using the standard residential zone exemptions based on the size of the lot.

- DDO12 includes a section titled 'Permit requirements' but this does not accurately describe what follows. 'Design objectives' or something similar may be more appropriate.
- Regarding frontages, the specification is for weather protection structures to not conflict with the cultural heritage significance of the existing buildings. However, there is no guidance regarding how it could conflict with the cultural heritage significance or how this would be assessed.
- Discretionary decision making can be strengthened by better linking the 'Variations to the requirements of this schedule' and/or the 'Decision guidelines' to the 'Design Objectives' of the DDO.
- There is inconsistency in the controls for the Residential Growth Zone, as the DDO12 includes the Residential Growth Zone under 'Commercial precincts' which has different controls than 'Residential Precincts'. To avoid confusion, references in the DDO to 'Residential Zones' should be changed to specify the General Residential Zone and Neighbourhood Residential Zone, as applicable.

The Bayside Planning Scheme Review (2015) noted the following actions relating to DDO12:

- Review the DDO to delete storey definitions to simplify the clause
- Review consistency between the Clause 21.11 maps and the DDO maps.

The Structure Plan review process also identified that some of the heights specified in the Buildings Plan differ from what is applied through the DDO12. It is noted that the Structure Plan heights have been superseded as a result of subsequent decisions and that the DDO12 are the controls in place.

In addition, a single lot at 31 Service Street Hampton has been identified as being incorrectly zoned Neighbourhood Residential Zone 3, when it

should be included in the adjoining General Residential Zone 2. This error came about as a result of a mapping anomaly in Council's GIS mapping system and the Land Victoria mapping system. The mapping systems did not identify 31 and 33 Service Street as separate lots, despite approval being granted for subdivision in the early 1990s. 33 Service Street contains the original dwelling, is subject to the Heritage Overlay and is part of the Neighbourhood Residential Zone 3. 31 Service Street contains a single dwelling built in the early 1990s on a battle-axe shape block. The same mapping error caused a Heritage Overlay to be applied to 31 Service Street, which was rectified in 2012 through Amendment C108.

Recommendations

- Amend DDO12 to remove inconsistencies, and improve ease of use and discretionary decision making.
- Update building heights in the Hampton Street Centre Buildings Plan to ensure alignment with DDO12.
- Ensure consistency between the Clause 21.11 maps and the DDO maps.
- Prepare a Planning Scheme Amendment to correct the zoning at 31 Service Street, Hampton to General Residential Zone 2.

Changing demographic, housing and economic profile

Demographic and Housing Profile

Population summary

The following demographic and housing information for the Hampton Street Centre is for a geography that slightly differs from the area covered by the Structure Plan, in that it does not include data for the commercial area north of South Road. A map showing the geography used for the demographic and housing information compared to the area covered by the Hampton Street Centre Structure Plan is shown in Figure 5.

The Hampton Street Centre is experiencing strong population growth compared to other centres in Bayside. Over five years, the centre grew by 376 people to reach its 2011 population of 2,347 residents. As shown in the table below, the population is forecast to increase to 4,297 residents by 2031, almost doubling its 2011 population base. Its forecast average annual growth rate between 2011 and 2031 is 3.1%, compared to 0.9% in the City of Bayside overall.

All data used in this section is sourced from .id unless otherwise stated.

Figure 5 Hampton Street - demographic and housing data (.id) boundary compared with the Structure Plan boundary.



Figure 6 Population overview Hampton Street and Bayside, 2001-2031

	Census Data		ERP	Forecast Data		Average Annual Growth Rate (%)
	2001	2006	2011	2021	2031	2011-2031
Hampton Street Centre	1,861	1,971	2,347	3,773	4,297	3.1
City of Bayside	85,751	87,937	96,119	110,242	115,452	0.9

Source: 2001 & 2006 data derived from Census data, Place of Usual Residence; 2011 data derived from Estimated Resident Population, Australian Bureau of Statistics; 2021 & 2031 data from forecast.id.

Age structure

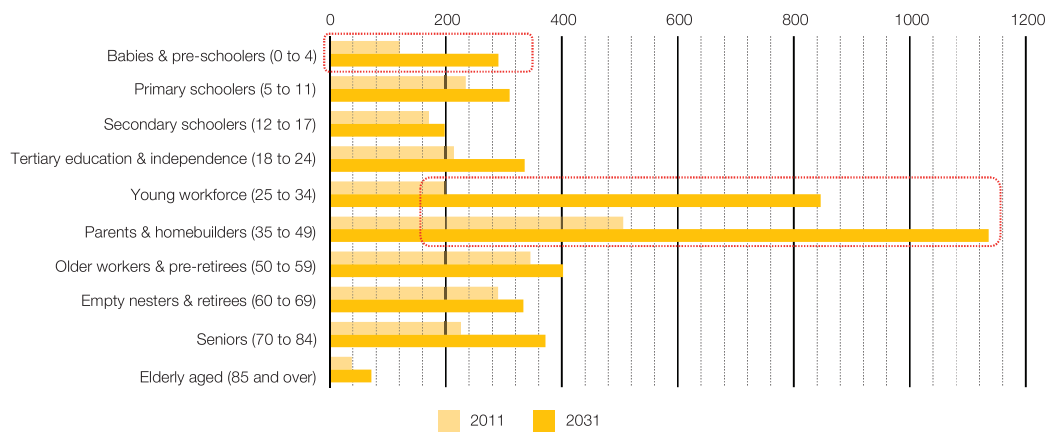
The population pyramid in Figure 7 compares the age structure of Hampton Street to the City of Bayside in 2011 and forecast to 2031. It shows Hampton Street will have a younger age profile than the Bayside average. There will be a big shift to attracting more residents in the centre aged between 25-44 years, growing from 22% of the resident population in 2011 (compared to 23% in the City of Bayside), to almost 40% in 2031 (compared to 23% in the City of Bayside). The forecast age structure shows Hampton Street will have a lower proportion of older residents for all ages over 45 compared to the Bayside average, and a higher proportion in youngest age bracket of 0-4 years.

Figure 7 Age profiles for Hampton Street and Bayside, 2011 and 2031



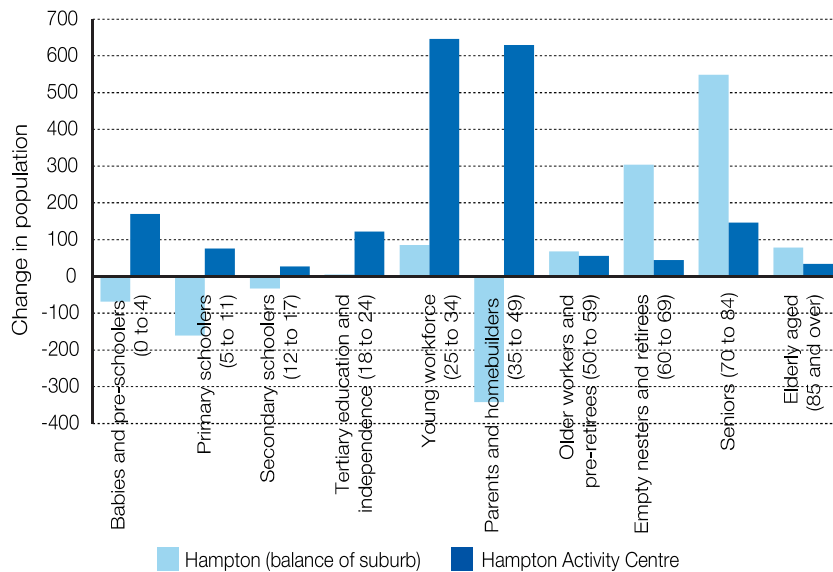
The number of Hampton Street residents in service age group categories for 2011 and forecast to 2031 is detailed in Figure 8. The age structure gives an insight into the level of demand for age based services and facilities. In looking ahead to 2031, the Hampton Street Centre will experience increases in all age groups. However, the biggest increases will be seen in residents in the 'young workforce' (+646 people) and 'parents and homebuilders' (+630 people) age categories. The numbers of babies and pre-school age children are also forecast to more than double from 2011 to 2031 (+170 people).

Figure 8 Service age groups, Hampton Street, 2011 and 2031



As the centre is a focus of activity for the surrounding area, the demographic change for the suburb should also be taken into account. This is shown in Figure 9 below, which divides data for Hampton into the Hampton Street Activity Centre and the balance of the suburb. The chart shows that while the Activity Centre is forecast to attract residents with a younger demographic profile, there will be an ageing of the population in the remainder of the suburb, with the largest growth seen in the 60-84 year categories.

Figure 9 Change in age structure, Hampton, 2011-2031



Household types

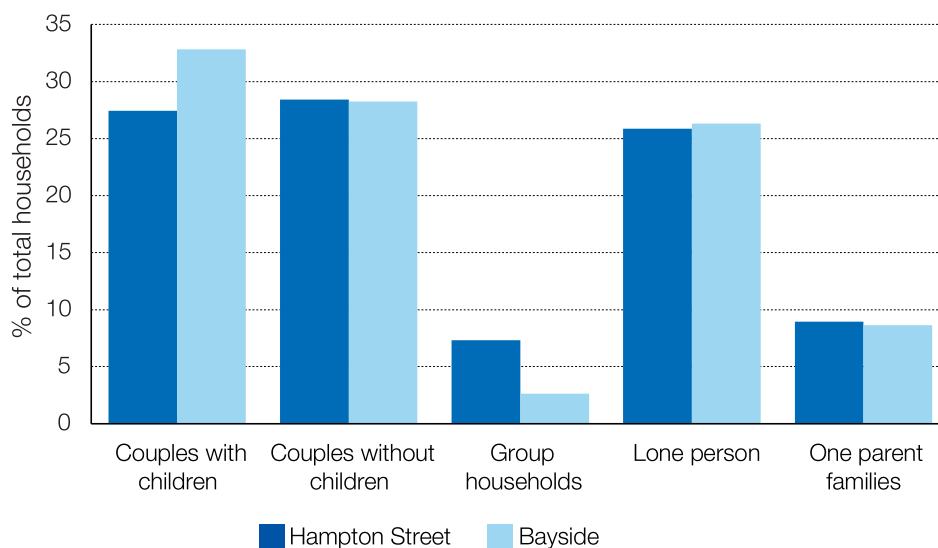
Analysis of the household/family types in Hampton Street in 2011 shows that it has a very similar composition to the Bayside average, as detailed in Figure 10.

Figure 10 Household types, Hampton Street, 2011 and 2031

Hampton Street Households by type	2011 Census			2031 Forecasts			Change 2011-2031
	Number	%	% Bayside	Number	%	% Bayside	
Couples with children	330	36.4	37.3	506	27.4	32.8	+176
Couples without children	252	27.7	26.0	525	28.4	28.3	+273
Group households	15	1.7	2.2	135	7.3	2.6	+120
Lone person	223	24.5	24.0	477	25.9	26.3	+255
One parent families	74	8.1	9.2	165	8.9	8.6	+91

The number of households in Hampton Street is forecast to double between 2011 and 2031, with a forecast growth of 938 households compared to its base of 908 in 2011. With this growth, the composition of household types is also expected to change, with higher proportions of group households and fewer couple with children households compared to the Bayside average, as shown in Figure 11.

Figure 11 Household type, Hampton Street and Bayside, 2031



Source: Australian Bureau of Statistics, Census of Population and Housing, 2006 and 2011 (Enumerated data)
Compiled and presented in profile.id by .id, the population experts

Household size

Hampton Street has a smaller household size of 2.35 in 2011 compared to the Bayside average of 2.55. The average household size in Hampton Street decreased from 2006 to 2011 and is forecast to decrease further by 2031 to 2.33, as shown in Figure 12.

Figure 12 Average household size, Hampton Street & Bayside, 2006-2031

Average Household Size	Census data		Forecast data
	2006	2011	2031
Hampton Street	2.55	2.35	2.33
City of Bayside	2.52	2.55	2.48

Dwelling type

As detailed in Figure 13, over half (56%) of the dwellings in Hampton Street were medium or high density² in 2011, compared to 32% across Bayside. These dwelling types experienced the biggest growth in Hampton Street between 2006 and 2011, with an increase of 152 medium and high density dwellings. These combined dwelling types now outnumber separate (detached) houses. In Hampton Street, the number of separate houses decreased by 112 dwellings between 2006 and 2011 (refer Figure 14). This housing type is less common in Hampton Street (44% of dwellings) compared to the average for Bayside (67% of dwellings).

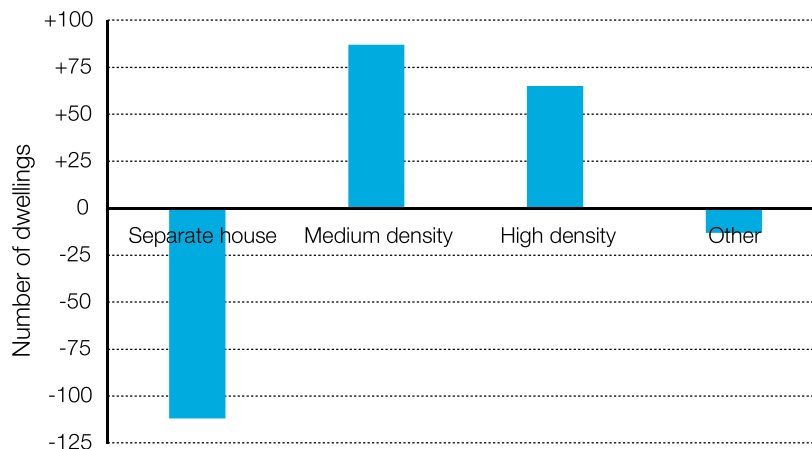
Although there are no dwelling forecasts to 2031 for dwelling types, it is expected that higher density housing will continue to be constructed in the centre. Key planning changes will facilitate this growth. In particular, the implementation of the Structure Plan into the Planning Scheme, and the application of the new residential zones to implement the directions of the Bayside Housing Strategy (2012).

Figure 13 Dwelling Types, Hampton Street, 2006 & 2011

Hampton Street	2011			2006			Change 2006 to 2011
	Number	%	City of Bayside %	Number	%	City of Bayside %	
Separate house	371	44.0	67.4	483	59.1	67.7	-112
Medium density	365	43.2	29.1	278	34.0	29.7	+87
High density	104	12.3	3.1	39	4.8	1.9	+65
Other	4	0.5	0.4	17	2.1	0.7	-13
Total Private Dwellings	844			817			+27

² 'Medium density' in this instance includes all semi-detached, row, terrace, townhouses and villa units, plus flats and apartments in blocks of 1 or 2 storeys, and flats attached to houses; 'high density' includes flats and apartments in 3 storey and larger blocks.

Figure 14 Change in dwelling structure, Hampton Street, 2006-2011



Housing Capacity Analysis

A housing capacity analysis using Council's Housing Growth Model was undertaken to assess whether the planning controls in the Hampton Street Centre Structure Plan area will enable sufficient dwelling yield to accommodate demand for additional housing. The results, as detailed in Figure 15, shows the forecast dwelling yields in the Hampton Street Centre will meet and greatly exceed the forecast demand.

Note that the figures detailed below match the boundaries used by forecast.id for the demographic profile and dwelling demand forecasts. As such, it excludes the small portion of commercial land in the Structure Plan area, north of South Road, as illustrated previously in Figure 5.

Figure 15 Housing capacity analysis, Hampton Street Centre

	Supply		Demand	Housing capacity compared to demand for housing	
	Housing Yield, low development scenario 2030	Housing Yield, high development scenario 2030	Dwelling forecasts 2031 .id	Difference - supply to demand under low development scenario	Difference - supply to demand for high development scenario
Hampton Street Activity Centre	2,456	3,197	1,948	+508	+1249

Economic Profile

An economic analysis of Hampton Street was prepared to update the 2006 Economic Assessment of the centre.

Overall the economic analysis concluded that Hampton Street is reasonably well catered for by existing state and local policies, which have been highly effective in maintaining the character and trading viability of the centre. The economic analysis recognised that Bayside's activity centres are best practice examples of local activity centres, performing well and providing high quality offerings without the anchors often present in large activity centres of similar sizes. The current land use composition of the non-residential uses in the centre is shown in Figure 16.

The analysis found that rather than changing policy direction, as these are working well, refinements can be made to respond to broader economic changes and address location specific themes. Future opportunities identified through the economic analysis of Hampton Street primarily relate to strengthening existing policy relating to accommodating future population growth and supporting retail and commercial uses to service the population.

Figure 16 Spatial land use, Hampton Street 2015



Economic analysis identified that given the dispersed nature of the centre along its 1.4 kilometre length, one priority would be to consolidate the centre's catchment and increase street activation. This is likely to be best stimulated by a greater presence of shop top housing, which will increase the number of residents living in and around the centre. A higher resident population will generate demand for more restaurants and cafes, generating greater levels of activity on the main street to accompany the general retailing mix. A greater residential presence would also lead to opportunities for supermarket expansion.

Future opportunities for this centre, as identified through the economic analysis, includes:

- continue to support residential development to increase density and consolidate the precinct
- continue to support shop top development
- continue to improve streetscape.

Long-term opportunities exist to attract smaller/niche office uses to areas with aesthetic appeal and good amenity.

The analysis did not identify a need for rezoning to accommodate the growth in floorspace demand for retail and commercial uses. However, it is important to ensure that incremental growth in floorspace can continue to be accommodated in order to meet demand. The retail and commercial floorspace demand forecasts are detailed in Figure 17.

Figure 17 Retail and Commercial Floorspace Estimates

Land use	2014 Supply (sqm)	2021		2031	
		Demand	Expansion Need	Demand	Expansion Need
Retail (total)	36,714	40,500	3,800	43,000	6,300
Supermarket and Grocery Stores	2,130	2,300	200	2,500	400
Specialty – Food and Drink	6,870	7,600	700	8,000	1,200
Specialty – Non food	21,200	23,400	2,200	24,800	3,600
Hospitality	6,500	7,200	700	7,700	1,100
Commercial	8,040	8,800	700	9,700	1,600

Source: SGS Economics and Planning 2015, Bayside City Council

Implications from demographic, housing and economic changes

There is demand for later opening hours

Uses within an activity centre should reflect the needs of the community. A study has identified broad support in the Bayside community for later opening hours. The Research into the Night Time Economy (2014) report found that younger age groups, and residents in the northern part of the municipality were particularly supportive of later opening services.

In light of the changing demographic profile of the Hampton Street Centre and the forecast growth of residents aged 25-44, this centre would be a prime focal point for later opening businesses.

Key services which residents would like to see with later opening hours include:

- Health and wellbeing services
- Gyms, pools and sports facilities
- Places for learning/study
- Personal/specialty stores.

The draft Retail, Commercial and Employment Strategy advocates for expanding the commercial and retail offerings in activity centres beyond core business hours. The draft Strategy recommends encouraging existing uses to have extended opening hours and improving the attractiveness of the centre as a night-time destination.

Recommendation

- *Expand the commercial and retail offerings in the Hampton Street Centre beyond core business hours.*

Demand for health services is forecast to grow

The population change for Bayside shows there will be an ageing of the adult population, with a greater proportion of residents aged 60 years and older. While the residential population in the Hampton Street Centre is expected to have a relatively young age profile in 2031, the balance of the suburb is forecast to experience an ageing of the population. This overall demographic change indicates there will be a need for a greater provision of medical and aged care services.

The economic study identified health care as the largest growth sector of the future, with the growth occurring on two fronts:

- local health services (e.g. general practitioners) which will be evenly distributed across the metropolis and follow broad population and employment growth patterns (suited to activity centres)
- regional level services (including hospitals and medical specialists) which will increasingly be clustered around major medical nodes.

Local health services should be encouraged in Hampton Street (and other centres), so residents have good local access to basic health service. These uses can be accommodated by providing more commercial and retail floorspace (for those practices that require a shopfront) over time.

Recommendation:

- *Encourage general health services to locate within the Hampton Street Centre so residents have good access to health services as the demand is forecast to grow.*

There is a need to plan for the additional community infrastructure requirements of a growing population

The Structure Plan supports the retention and provision of a range of community services with further emphasis on creating and enhancing community hubs.

Since 2006, Council has been investigating opportunities for the co-location of existing dispersed single-purpose community facilities and services within Hampton. This has not eventuated for various reasons including feasibility, lack of external financial investment and a lack of key stakeholder support, as outlined in the Hampton Willis Street Precinct Urban Design Framework (2013) ('the UDF').

In developing the UDF, an assessment of community facilities and related spatial requirements was conducted. It identified the need for further strategic work and identified potential sites for an integrated community hub. The UDF recommended:

- An integrated community hub be created, either in the Willis Street Precinct or in close walking proximity to the railway station and bus stops.
- A number of policy and service/activity delivery questions are resolved in the briefing process for and development of an integrated community hub, which would have implications for how space is designed, used and managed.
- Any integrated community hub site be 5,000sqm floor space as a minimum, with investigation as to the needs of the future population of such as hub (and the likelihood that more space is needed).
- If the integrated community hub is located within the Willis Street Precinct, it is located in one of the identified preferred sites referenced.

In 2012, at the Panel hearing for Amendments C100-103, expert evidence noted that the Structure Plans for the MACs lack detail in relation to the provision of community infrastructure. The Urban Design Framework goes a way to addressing this concern. It is nevertheless recommended that the Structure Plan review should take into account any community infrastructure strategies dealing with such matters as community hubs, libraries, family and children's

services and open space, a sentiment echoed in the Bayside Housing Strategy (2012).

The Housing Strategy identifies that further strategic work is required to:

- Determine the physical and social/community infrastructure requirements associated with accommodating future growth within the Housing Growth Areas.
- Develop a timeframe for the prioritised provision of physical and social/community infrastructure to meet the needs of the increasing population.
- Prepare a Development Contribution Plan for each Housing Growth Area identifying the physical and social/community infrastructure required, the prioritisation of works, an estimated cost and an appropriate contribution allocation ratio.
- Develop a five year capital works plan focusing on the upgrade and renewal of existing Council owned and managed assets.
- Develop a mechanism for the preparation and implementation of master plans for schools, hospitals, retirement villages and other large institutional uses.
- Liaise with the relevant agencies to advocate for the provision of infrastructure to meet community needs.

Recommendation:

- *Undertake the strategic work identified in the Bayside Housing Strategy regarding community infrastructure issues.*

Amenity, sense of place and walkability boosts economic potential

Economic analysis identified the following factors in an activity centre as having positive economic spinoffs: a strong sense of place, high amenity, walkability, and good proximity to public transport and other services and facilities. In such centres, retail development opportunities will emerge, as speciality stores (niche fashion in particular) can be presented distinctively here. In addition, such centres will be well-placed to take advantage of the growing popularity of casual dining as a substitute for fine-dining. In relation to Hampton Street, high-end hospitality is also attracted by the distinct presentation available in such a street-based activity centre in the form of alfresco dining.

Regular streetscape and public realm works are required to ensure that the places remain relevant to meet public need.

The UDF contains principles for development relating to streetscape character and environment. Implementation of the UDF will deliver public realm works and programmes that reinforce the overall sense of community and village feel of the Willis Street Precinct, and further identify the precinct as the heart of Hampton. In addition, the UDF seeks to enhance the overall functionality and vibrancy of the retail environment of the Hampton Street Centre as a whole.

Separate from the UDF, Council has developed a Place Design Manual which provides general principles of design as well as specific guidance regarding the infrastructure standards for the MACs. The Place Design Manual sets out a coordinated approach to design and management of urban places, supporting the Spaces section of the Structure Plan.

The Bayside Open Space Strategy (2012) identifies the need for more open space in the Hampton Street MAC. The development of the Willis Street Precinct in accordance with the UDF will meet this need by creating a new central plaza which will provide a high quality public open space with good solar access. It will include integrated landscaped zones within the public area, and mature tree planting and landscape features to provide places for shelter and shade.

The Bayside Open Space Strategy (2012) also identifies the need to mitigate the urban heat island effect and the impact of more compact development in the MACs. The Strategy stated that 'provision of open space within these centres is highly important to offset the build-up of urban heat. Planting large canopy trees in open space and the street will also help mitigate this impact'. The Policy and Implementation Review report links this to potentially using the zone schedules to vary the provisions for landscaping.

Recommendation:

- *Undertake continual improvements to the streetscapes, public realm and walkability of the centre and support the UDF development principles regarding streetscape and character.*

Population growth is the main driver of jobs in population-serving industries

Economic analysis identified that population growth is the main driver of the type of jobs located in the Hampton Street Centre, that is, jobs in population-serving industries such as retail and hospitality. Over the next 15 to 20 years, it will be population growth that drives the incremental growth of most store formats. Strong employment growth will also support the retail and hospitality sector directly through increased demand (i.e. workers spending money) which is often at different times to residents and visitors. This is important to the future growth aspirations of the Hampton Street Centre.

The economic analysis recommended that the Structure Plan support residential development in the centre, to consolidate the centre's catchment and increase street activation. This is likely to be best stimulated by increased shop top housing, which will increase the number of residents living in and around the centre.

Recommendation

- *Continue to support residential development and intensification in the centre, including through shop top development.*

There is a need to provide clarity on balancing character and growth objectives

Maintaining neighbourhood character is important to the Bayside community, as recognised in the Bayside 2020 Community Plan which outlines the value Bayside residents place on the unique character of the shopping strips. Whilst there is some acceptance that the MACs will increase in density, feedback regularly indicates that this type of development should not encroach into residential areas outside activity centres. The Structure Plan also provides a framework for the retention of neighbourhood character whilst accommodating the forecast growth supported by State and local policy.

As the General Residential Zone, Design and Development Overlay, Neighbourhood Character Policy and Bayside Housing Strategy (2012) all provide strategic direction for residential growth in activity centres, the number of controls has created a conflict which results in uncertainty as to the preferred future character of those areas. Clarification of the preferred neighbourhood character for the General Residential Zone areas should be a priority to ensure the policy objectives are clear and able to be achieved.

The Housing Strategy also identified the following pieces of additional work which would add clarity to the local planning policy framework to manage growth and change in the MACs:

- Review the Neighbourhood Character Local Planning Policy and amend to recognise the 'Housing Growth Areas' and the development which is likely to occur within these areas.
- Provide guidelines for development of properties affected by a Heritage Overlay or Neighbourhood Character Overlay within 'Housing Growth Areas' to provide direction on how to balance the need to protect heritage sites and precincts whilst accommodating future growth.

An analysis of VCAT cases (refer Appendix 2) also identified that the term 'village feel' and 'village character' can be interpreted in different ways. Council has presented to VCAT that the Planning Scheme calls for the maintenance of a 'village feel' in its activity centres and that it is essential that building height does not overwhelm this 'village feel'. However, VCAT considers the term 'village character' as not necessarily relating to building scale but also the level of mixed activities and use of public space. Council's position has indicated that building 'design' rather than 'activity' is the main issue when the term 'village' is raised in opposition to development.

The expression 'village feel' is found in the Planning Scheme at Clause 21.07 in relation to activity centres. VCAT has highlighted that the Planning Scheme does not explain what this means or its implications.

Recommendation:

- *Develop preferred future character statements for the residential areas of the Hampton Street Activity Centre, which recognise it will undergo change.*
- *Provide guidelines for the development of properties affected by a Heritage Overlay or Neighbourhood Character Overlay within the Hampton Street Activity Centre.*
- *Define what is meant by 'village feel' and 'village character' in the Planning Scheme in relation to the Hampton Street Activity Centre.*

Increased growth in residents, workers and visitors places pressure on car parking

Car parking in activity centres has consistently been raised as an issue of concern for Bayside residents, traders and visitors. The preparation of a Car Parking Plan for Hampton Street will assist Council to articulate its position in relation to a range of parking issues, noting that the Car Parking Plan prepared in 2006 did not form part of Amendment C103.

Recommendation

- *Prepare a car parking plan for the Hampton Street Activity Centre.*

Increased growth in the centre provides additional impetus to reconsider how new or widened laneways will be implemented

Laneway initiatives were identified in the Structure Plan but have not yet been realised. The forecast dwelling increases in the centre will place additional pressure on the laneways through increased use. Strengthening of implementation measures to widen laneways and create new laneways will assist Council in responding to this pressure.

Recommendation:

- *Investigate the options for implementing the proposed laneway widenings and laneway connections as shown on the Access Plan and Map 1 to Clause 21.11-4 in the Bayside Planning Scheme.*

Implementation

In order to implement the elements of this review, including its supporting reports, a table outlining the issues, opportunities and recommendations has been prepared. A number of these actions have commenced as part of other strategic work, referenced in the table. The actions are linked to the four themes within the Structure Plan.

Issues, Opportunities, Recommendations and Actions

	Theme	Identified Issues/ Opportunities	Recommendations	Actions
1	Activities	There is support for later opening services in Bayside, particularly from younger aged residents. In light of the forecast strong growth in Hampton Street of residents aged 25-44, this centre would be a prime location for later opening commercial and retail offerings.	Expand the commercial and retail offerings in the Hampton Street Activity Centre beyond core business hours.	Through the draft Retail, Commercial and Employment Strategy, explore ways to encourage later opening services to operate and locate in the Hampton Street Activity Centre.
2	Activities	Demand for health services is forecast to grow in the suburb of Hampton and across Bayside. It is important that residents have good access to health services.	Encourage health services to locate within the Hampton Street Activity Centre.	Undertake further strategic work to identify methods to attract health services to locate in the centre. Prepare a Planning Scheme Amendment to update CI 21.11-4 Hampton Street to include a strategy to 'encourage health service uses' and if relevant, incorporate measures identified through the further strategic work.
3	Activities	The reformed zones makes it harder to implement the land uses specified in the Activities Plan within the Structure Plan for each precinct, particularly in the commercial area. The intent of the reformed commercial zone is to create opportunities for a mixed use centre that includes retail, office and commercial uses with the potential for higher-density residential growth. This is considered appropriate in Hampton Street where much of the commercial activity has a population-serving function and has similar land use needs as retail.	Continue to use the Commercial 1 Zone and create opportunities for mixed uses in the centre.	No further action required. Clause 21.11 simplifies the Structure Plan Activities Plan into two main precincts which both encourage mixed use developments with shop top housing. A third small precinct is applied to lots on Small Street and Railway Crescent which encourages offices and discourages shopping development with a potential to attract high pedestrian uses.

	Theme	Identified Issues/ Opportunities	Recommendations	Actions
4	Activities	There is a risk that residential development can outprice commercial development. It is important to ensure that increased residential development in activity centres does not occur at the expense of the commercial activities nor inhibit their potential expansion to meet the future needs of a growing community.	Ensure a balance is achieved between providing sufficient floorspace for commercial uses including for future growth and providing for additional residential development, through a monitoring and reviewing program.	Develop a monitoring and reviewing program for commercial and residential land supply and consumption in Activity Centres to ensure a sufficient forward supply of land for a 15 year or more period. This can be actioned through the draft Retail, Commercial and Employment Strategy.
5	Activities	Committee hearings and results from a policy review have suggested that Council consider the potential application of the Residential Growth Zone (RGZ) when reviewing the Structure Plans to provide for housing diversity.	Continue to apply the RGZ to the Willis Street precinct and the General Residential Zone in the residential precinct of the Hampton Street Centre to provide for the housing outcomes anticipated in the Bayside Housing Strategy (2012).	No further action required. An urban design assessment identified precincts within the residential area of the MAC, each with its own preferred character statement and design guidelines that seek to provide a balance between accommodating growth and respecting the valued character. No precinct was identified that would be suitable for the Residential Growth Zone.
6	Activities	Population growth will be the main driver of job growth in the centre. Residential development and intensification in the centre will therefore help to improve the viability of population-serving businesses in the longer term.	Continue to support residential development and intensification in the centre, including through shop top development.	No further action required. RGZ has been applied in the Willis Street precinct, and shop top residential development is encouraged through the current planning controls of C1Z and DDO12 which apply to Hampton Street. Residential growth in the centre is encouraged through the State and local planning framework.
7	Activities	Expert evidence at Panel identified that the Structure Plans lack detail on community infrastructure such as community hubs, libraries, family and children's services and open space. The Bayside Housing Strategy (2012) also identified that further strategic work is needed to plan for the infrastructure requirements of a growing community. The Hampton Willis Street Precinct UDF (2013) provides detail on a future community hub but identifies additional strategic work to support its development.	Undertake the further strategic work identified in the Bayside Housing Strategy (2012) regarding community infrastructure issues. Continue to support the recommendations of the Hampton Willis Street Precinct Urban Design Framework (2013) in relation to community facilities.	Undertake further strategic work relating to infrastructure needs in the Housing Growth Areas as per Bayside Housing Strategy (2012). Continue to support the implementation of the Hampton Willis Street Precinct Urban Design Framework (2013).

	Theme	Identified Issues/ Opportunities	Recommendations	Actions
8	Buildings	There is a need to balance objectives relating to facilitating growth and maintaining character. Currently, Council decisions are being overturned at VCAT when arguing on a neighbourhood character basis. Terms 'village feel' and 'village character' are ambiguous.	<p>Develop preferred future character statements. These will strengthen decision making, clarify the extent of change envisaged, and include a description of housing typologies.</p> <p>Provide guidelines for development of properties affected by a Heritage Overlay or Neighbourhood Character Overlay within 'Housing Growth Areas' to provide direction about how balance the need to protect heritage sites and precincts, whilst accommodating future growth.</p> <p>Define what is meant by 'village feel' and 'village character' in the Planning Scheme in relation to the Hampton Street Activity Centre.</p>	<p>Review the updated preferred future character statements developed as part of this Review, and incorporate into the Planning Scheme once finalised.</p> <p>Action heritage considerations through the Heritage Action Plan.</p> <p>Undertake the further strategic work to better define how to interpret 'village feel' and 'village character' in the Planning Scheme in relation to the Hampton Street Activity Centre.</p>
9	Buildings	There are no key structural deficiencies in the way the DDO12 operates. However, potential improvements were identified relating to better guiding discretionary decision making and improving ease of use.	Amend DDO12 to remove inconsistencies, and improve ease of use and discretionary decision making.	Prepare a Planning Scheme Amendment to update DDO12 according to identified improvements.
10	Buildings	There is an inconsistency in the heights specified in the Structure Plan Buildings Plan and what is contained in the Planning Scheme, which creates confusion. The controls arose as a result of subsequent decisions overriding the Structure Plan content.	Ensure that the building heights in the DDO12 are applied in place of those referenced in the Structure Plan and ensure consistency within the Bayside Planning Scheme.	Review the Bayside Planning Scheme to ensure consistent height controls for the Hampton Street Activity Centre.
11	Spaces	Improving the amenity, walkability and sense of place of the centre helps to boost its economic potential. Delivery of the Hampton Willis Precinct Urban Design Framework (2013) will assist in improving the public realm outcomes in this precinct. However, long-term, continuous improvements is needed for the entire centre to ensure it responds to changing needs.	Undertake continuous improvements to the streetscapes, public realm and walkability of the centre.	Support the implementation of the Hampton Willis Street Precinct Urban Design Framework (2013) and continue to review and undertake streetscape and public realm works in the long term.

	Theme	Identified Issues/ Opportunities	Recommendations	Actions
12	Spaces	The Bayside Open Space Strategy (2012) identified a need for additional open space in Hampton Street and identified that the urban heat island effect will be felt in the MACs. It put forward that the provision of open space and the planting of large canopy trees in open space and the street will help to mitigate this effect.	Continue to support opportunities to provide additional public open space. Ensure future streetscape works have regard to the urban heat island effect.	Support the implementation of the Hampton Willis Street Precinct Urban Design Framework (2013), which will deliver high quality public open space and include mature tree planting and landscape features to provide places for shelter and shade.
13	Access	The issue of car parking has consistently been raised as a matter of concern for Bayside residents, trader and visitors and has been argued in VCAT. The forecast growth in residents and workers in the centre will create additional car parking demand. The Car Parking Plan prepared in 2006 did not form part of Amendment C102.	Prepare a car parking plan for the Hampton Street Activity Centre.	Develop, adopt and implement a Car Parking Plan for the Hampton Street Activity Centre.
14	Access	In terms of laneways, the widenings and new connections sought by the Structure Plan have not been achieved. With growth forecast for the centre, this will place additional pressure on the laneways.	Investigate options for implementing the proposed laneway widenings and laneway connections as shown in the Access Plan of the Structure Plan, and in Map 1 to Clause 21.11-4 of the Planning Scheme.	Undertake further strategic work to develop stronger implementation measures relating to laneways, particularly widening and new laneway creation.
15	Other	Plan Melbourne removed the distinction between Principal Activity Centres (PAC) and Major Activity Centres (MAC), with these centres now identified as 'Activity Centres'.	Review the municipality's activity centre classifications to ensure they respond to the economic role of the centre.	This is being addressed through the draft Retail, Commercial and Employment Strategy.

Appendix 1 – Audit of Actions, Hampton Street Structure Plan 2006

	Theme	Action	Responsibility	Status
1	Activities	Prepare and implement an amendment to the Bayside Planning Scheme to introduce the objectives and the applicable strategies into the Local Planning Policy Framework. (p9)	Urban Strategy	Complete - C100-C103
2	Buildings	Update the relevant precincts in Major Activity Centres within the Heritage Review 1999 by Allom Lovell and Associates, with a view to preparing an amendment to the Bayside Planning Scheme to introduce a new schedule to the heritage Overlay over areas of identified significance. (p13)	Urban Strategy	A Heritage Action Plan is being prepared which will update findings from the Heritage Review 1999 and will identify appropriate future actions for heritage areas in Hampton Street.
3	Buildings	Prepare and implement an amendment to the Bayside Planning Scheme to introduce the Objectives and the applicable Strategies into a new schedule to the Design and Development Overlay and into the Local Planning Policy Framework. (p13)	Urban Strategy	Complete - C100-C103
4	Spaces	Prepare and implement an amendment to the Bayside Planning Scheme to introduce the objectives and the applicable strategies into the Local Planning Policy Framework. (p16)	Urban Strategy	Complete - C100-C103
5	Spaces	Undertake a streetscape upgrade for Hampton Street between Crisp Street and Ratho Avenue following a detailed streetscape plan or masterplan for the area. Improvements should include low maintenance paving, additional street furniture, bicycle parking and regular street tree planting, and widened footpaths close to intersections and crossings which provide places for people to sit and meet. The high activity area of Hampton Street between Crisp Street and Ludstone Street should be a high priority for the upgrade. (p16)	Urban Improvements	Complete
6	Spaces	Ensure that any redevelopment of Willis Street precinct site provides a new public open space which incorporates the existing large eucalypt trees where possible.(p16)	Urban Strategy / Commercial Services	Ongoing
7	Spaces	Work with railway operators to improve the amenity of strip reserves adjacent to the rail line, improve access to the reserves and extend where possible to form a continuous green link along the rail corridor. (p16)	Traffic Engineering	Ongoing
8	Spaces	Develop a signage guideline to manage existing signage in the Centre and promote the special features of the Centre. (p16)	Urban Improvements	Signage and Wayfinding Strategy to be commenced in the 2015-16 Financial Year.

	Theme	Action	Responsibility	Status
9	Spaces	<ul style="list-style-type: none"> Develop an appropriate strategy to actively undertake the undergrounding of powerlines between Crisp Street and Ratho Avenue with the high activity area of Hampton Street between Crisp Street and Ludstone Street being a higher priority. (p16) 	Urban Improvements	Not commenced. Government Funding/subsidy no longer available. Significant Council Budget would need to be allocated.
10	Spaces	Implement the appropriate strategy to actively undertake the undergrounding of powerlines between Crisp Street and Ratho Avenue with the high activity area of Hampton Street between Crisp Street and Ludstone Street being a higher priority, as per the applicable strategy. (p16)	Urban Improvements	Not commenced. Government Funding/subsidy no longer available. Significant Council Budget would need to be allocated.
11	Spaces	Require provision of weather protection and active frontages for properties facing Hampton Street between Crisp Street and Ratho Avenue. (p16)	Statutory Planning	Ongoing
12	Spaces	Review opportunities for acquiring additional public open space.	Urban Strategy / ESOS / Commercial Services	The Open Space Strategy identifies that additional land is required in the Hampton Major Activity Centre for open space. Particular sites have not yet been specifically identified.
13	Access	Prepare and implement an amendment to the Bayside Planning Scheme to introduce the Objectives and the applicable Strategies into the Local Planning Policy Framework. (p20)	Urban Strategy	Complete
14	Access	Prepare and implement an amendment to the Bayside Planning Scheme to introduce the Hampton Street Parking Precinct Plan into the Particular Provisions section of the Planning Scheme. (p20)	Urban Strategy	Not commenced
15	Access	Work with VicRoads to introduce a reduced speed limit within the Hampton Commercial area between Crisp Street and Ratho Avenue.(p20)	Traffic Engineering	Complete
16	Access	Consider ways to reduce vehicle speeds through the Centre other than through the introduction of reduced speed limits.(p20)	Traffic Engineering	Ongoing – bicycle lanes exist in part, signalised pedestrian lights exist, railway line lights. Hampton Streets classification as an arterial road (and therefore VicRoads owned) means a balance needs to be struck.
17	Access	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. (p20)	Traffic Engineering	This is addressed in Bayside Walking Strategy

	Theme	Action	Responsibility	Status
18	Access	Investigate the provision of a signalised pedestrian crossing across Hampton Street near Small Street.(p20)	Traffic Engineering	VicRoads have indicated that the need for a signalised crossing does not exist in this location.
19	Access	Investigate the options for implementing the proposed laneway widening's and laneway connections as shown on the Access Plan. (p20)	Urban Strategy	Not commenced
20	Access	Develop a laneway maintenance strategy for safety, sanitation, etc. The strategy should consider: <ul style="list-style-type: none"> • Repaving to ensure even surfaces (asphalt typical) • Lighting. (p20) 	Asset Management	Asset Management Plan Review for Roads completed (includes laneways). Work underway to prepare conditions data and develop a forward works plan for renewal of laneways.
21	Access	Improve lighting on pedestrian linkages between off-street car parks and Hampton Street and improve lighting within these car parks. (p20)	Asset Management	Ongoing – some lighting upgrades have been made. Often made upon request from community.
22	Access	Change the car parking rates in the Bayside Planning Scheme for 'Retail/ Other Shopping', 'Restaurant/Café' and 'Commercial', as recommended in the Parking Precinct Plan. (p20)	Urban Strategy	Not commenced.
23	Access	Review and implement the on-street car parking recommendations contained in the Parking Precinct Plan, including: <ul style="list-style-type: none"> • Consultation with Traders and other relevant groups; • Altering parking restriction from 2-hour to 3-hour limit in the car park east of Hampton Street on Willis Street, and the Crisp Street car park, to encourage greater use and promote a more balanced use of the various car parks in the Centre; • Provide disabled parking for the Hampton Street retail strip in the intersecting side streets, which 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. (p20) 	Urban Strategy / Traffic Engineering	Not commenced.
24	Access	Improve view lines to, and lighting in off-street car parks and on pedestrian linkages between the car parks and Hampton Street. (p20)	Urban Strategy / Statutory Planning	Ongoing.

	Theme	Action	Responsibility	Status
25	Access	Work with public transport operators to encourage 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.(p20)	Traffic Engineering	Commenced – part of the \$2 million dollar upgrade to the Hampton Railway Station.
26	Access	Negotiate with public transport operators to achieve improvements to pedestrian and bicycle access and safety within and around the Hampton Station and bus interchange site and provide a stronger link between the two areas. Particular improvements could include: <ul style="list-style-type: none"> • Improved lighting at the station, bus stops, car parks, and along pathways to the station; • Sheltered walkways between the station and the bus interchange; • Opening up view lines to the station and car parks through the siting / removal of vegetation and structures; and • Additional bicycle parking and storage facilities at the station. (p20) 	Urban Strategy / Traffic Engineering	Commenced – part of the \$2 million dollar upgrade to the Hampton Railway Station and the Station Precinct Enhancement Program.
27	Access	<ul style="list-style-type: none"> • Work with VicTrack and adjoining landowners to facilitate the redevelopment of the Willis Street precinct area and adjoining car parks. The redevelopment would include additional car parking, integrated community facilities, public open space, housing and improved transport interchange facilities and links. (p21) 	Urban Strategy / Commercial Services	Commenced - Part of the ongoing implementation of the Hampton Willis Street Precinct Urban Design Framework.
28	Access	Advocate for the redevelopment of the station car park in Railway Avenue for housing with the public car parking lost to development provided in the redeveloped Willis Street precinct near Willis Lane. This car park has an existing street frontage and new buildings could look onto the station platform. (p21))	Traffic Engineering	No longer relevant – An alternate proposal has been envisioned by the Hampton Willis Street Precinct Urban Design Framework.
29	Access	Advocate for alterations to bus routes to increase the number of buses servicing Hampton Street. (p21)	Traffic Engineering	Commenced – refer Council's Public Transport Advocacy Statement.
30	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 (see Spaces section for more details). (p21)	Urban Improvements	Complete
31	Access	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. (p21)	Urban Improvements	Complete



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