



# Hampton East (Moorabbin) Structure Plan

February 2016

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# Introduction

Hampton East Activity Centre (the Centre) has been identified by the Bayside Housing Strategy (2012) as a key location for residential growth in Bayside. The Hampton East Activity Centre is part of the wider Moorabbin Activity Centre (shown in Figure 1) which includes parts of the City of Kingston, City of Glen Eira and the City of Bayside.

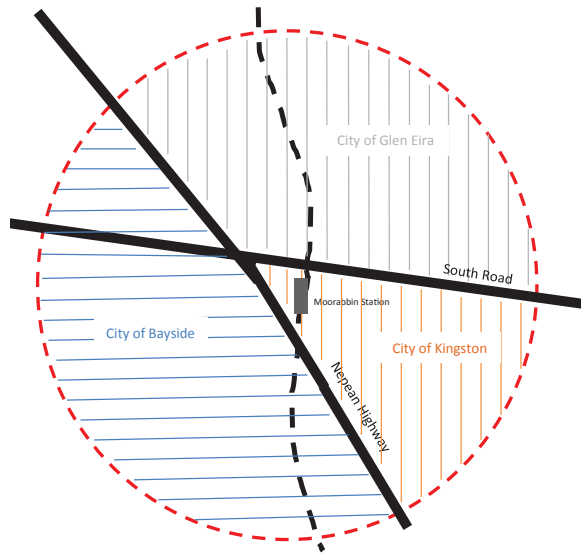


Figure 1: Moorabbin Major Activity Centre

Given the identified role of the Hampton East (Moorabbin) Activity Centre in accommodating future development, a long term strategic plan for those parts of the centre within Bayside's boundaries is required to ensure that this future growth and development is located and managed appropriately, as well as ensuring that public infrastructure and services will meet the needs of current and future residents.

## What is a structure plan?

A structure plan is a strategic planning tool that establishes a shared long-term vision for the development of a defined area. It is a vision for how an area will look and function into the future. Creating a structure plan for the Hampton East (Moorabbin) Activity Centre will allow a broad range of stakeholders, State Government departments, statutory authorities, and Council to achieve positive outcomes and provide certainty for residents and Council.

The Structure Plan establishes a vision, principles and strategies formulated through an extensive community engagement process. Upon its implementation, the plan will capitalise on Hampton East's strengths and make it a more vibrant place to live, work and visit.

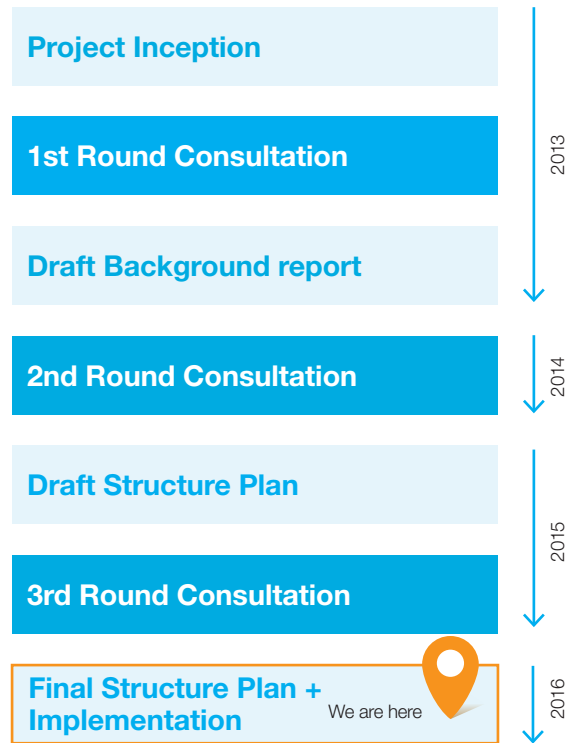


Figure 2: Community Engagement Timeline

## Background

The Hampton East (Moorabbin) Structure Plan has been prepared by Bayside City Council with inputs from expert traffic, economic and urban design analysis and three rounds of community engagement in which the Structure Plan was presented to the community for feedback.

## The Hampton East (Moorabbin) Structure Plan Area Boundary

The Structure Plan Area is bordered by the retail and commercial areas of Nepean Highway and South Road (shown in Figure 3). The boundary of the Structure Plan area is limited to include those areas with an ease of ‘walkability’ to the core of the activity centre and public transport and includes all land within the current General Residential Zone (GRZ), to provide guidance on future development.

The most significant elements which support the centre’s Activity Centre status are the railway station, bus interchange, supermarket, Kingston City town hall and the retailing and offices located on Nepean Highway and South Road. The Hampton East section of the wider Moorabbin Activity Centre is a recognised office location with a range of organisations across health, business services, finance and government sectors as well as offering a range of retail outlets including several speciality outdoor adventure clothing retail outlets. For a detailed plan of the Structure Plan boundary refer to the Framework Plan on page 11.

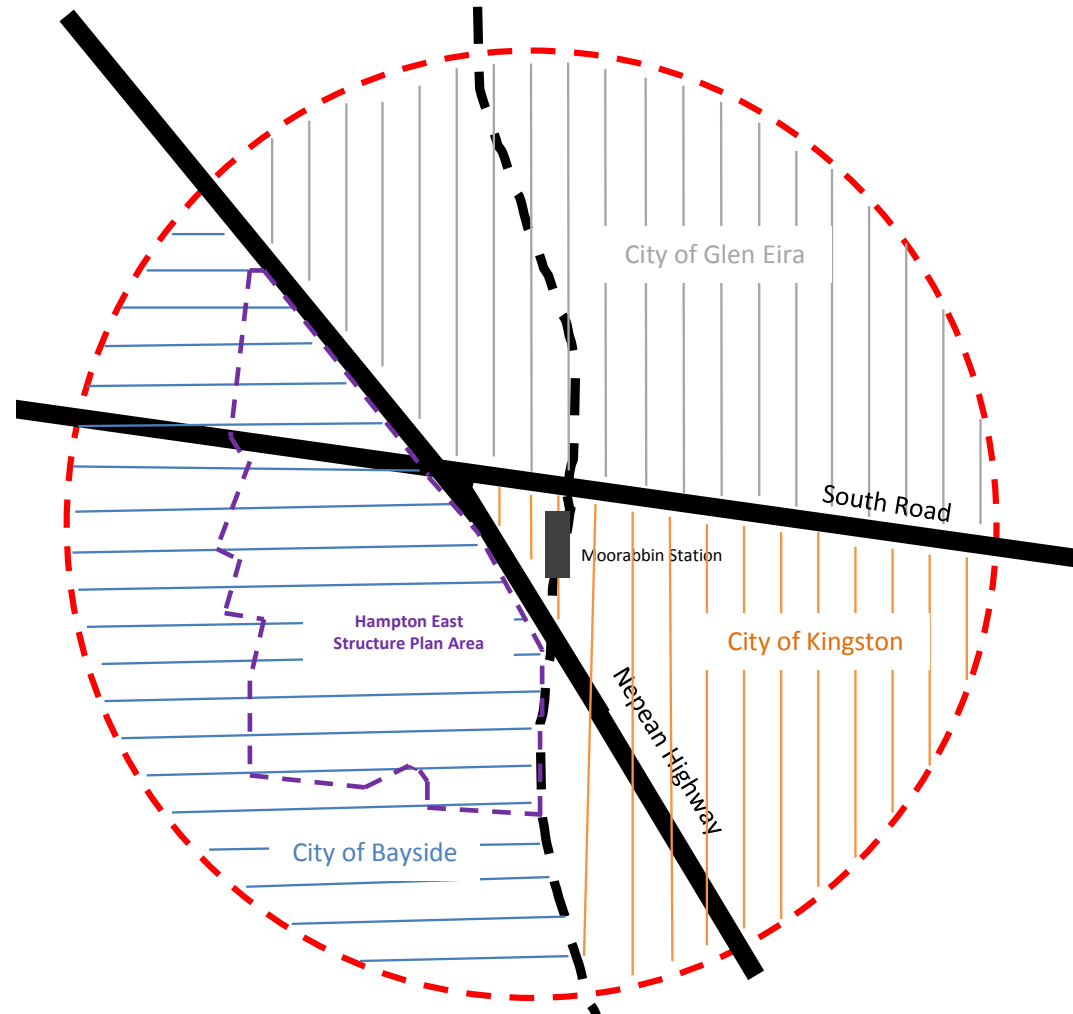


Figure 3: The Structure Plan Area

# Context

## Policy Context

In 2002 the Victorian State Government released Melbourne 2030 which guided growth across metropolitan Melbourne and the surrounding region. This was followed closely by its update Melbourne@5 million (2008). These strategies proposed initiatives that have reshaped Melbourne into a multi centred, sustainable city to accommodate anticipated further population growth. These objectives have been continued into the latest metropolitan strategy Plan Melbourne (2014). The aim of state policy since 2002 has been to better distribute jobs, services, housing and transport connections closer to where people live in Activity Centres. These centres are the focus for housing, employment, transport, retailing and leisure. For this reason, the Hampton East Activity Centre, located within the wider Moorabbin Activity Centre has been identified for growth by Plan Melbourne.

The Bayside Housing Strategy provides a framework for how residential development in Bayside will be planned and managed over the next 20 years, by identifying the location and type of residential development required in order to meet the changing needs of the Bayside community.

The Housing Strategy recommends that the main focus for new housing should be within Bayside's Principal, Major and Neighbourhood Activity Centres where there is existing infrastructure and good transport connections. The Hampton East (Moorabbin) Activity Centre is identified, along with Southland Activity Centre, as a primary focus for future medium and high density residential development within Bayside.

## Physical Context

The Moorabbin Activity Centre is located at the intersection of Nepean Highway and South Road, on the confluence of the boundaries of the Cities of Bayside, Kingston and Glen Eira, approximately 15 kilometres south-east of Melbourne's CBD. Its location at the intersection of two major arterial routes, as well as the Frankston Railway Line, means that it is highly accessible from both Melbourne's south-eastern suburbs and the Mornington Peninsula and consequently services both a local and regional/ sub-regional catchment. This regional role is reinforced by the following facilities located in or near the centre:

- Holmesglen TAFE (Moorabbin campus);
- Future Holmesglen Private Hospital;
- Southern Community Mental Health Services;
- Moorabbin train station; and
- Kingston Arts Centre.

The Moorabbin Activity Centre's 'core' activity district is primarily located on the eastern side of Nepean Highway, within the City of Kingston, and is anchored by Moorabbin Railway Station, the Kingston Arts Centre and Town Hall, and the Woolworths supermarket and retail precinct on Taylor Street.

This is supported by a small retail strip and commercial area, predominantly comprising small offices and medical centres, located on the south-west side of the intersection between South Road and Nepean Highway. Highway based 'bulky goods' retail, primarily car yards and restricted retail premises, extend north and south of the centre along Nepean Highway.

The function of the wider Activity Centre is significantly impacted by the physical fragmentation of land by Nepean Highway, South Road and the Frankston Railway line, which create barriers to vehicular and pedestrian movement. This has resulted in the creation of distinct land use 'precincts' within the centre which operate semi-autonomously from each other (see Figure 4).

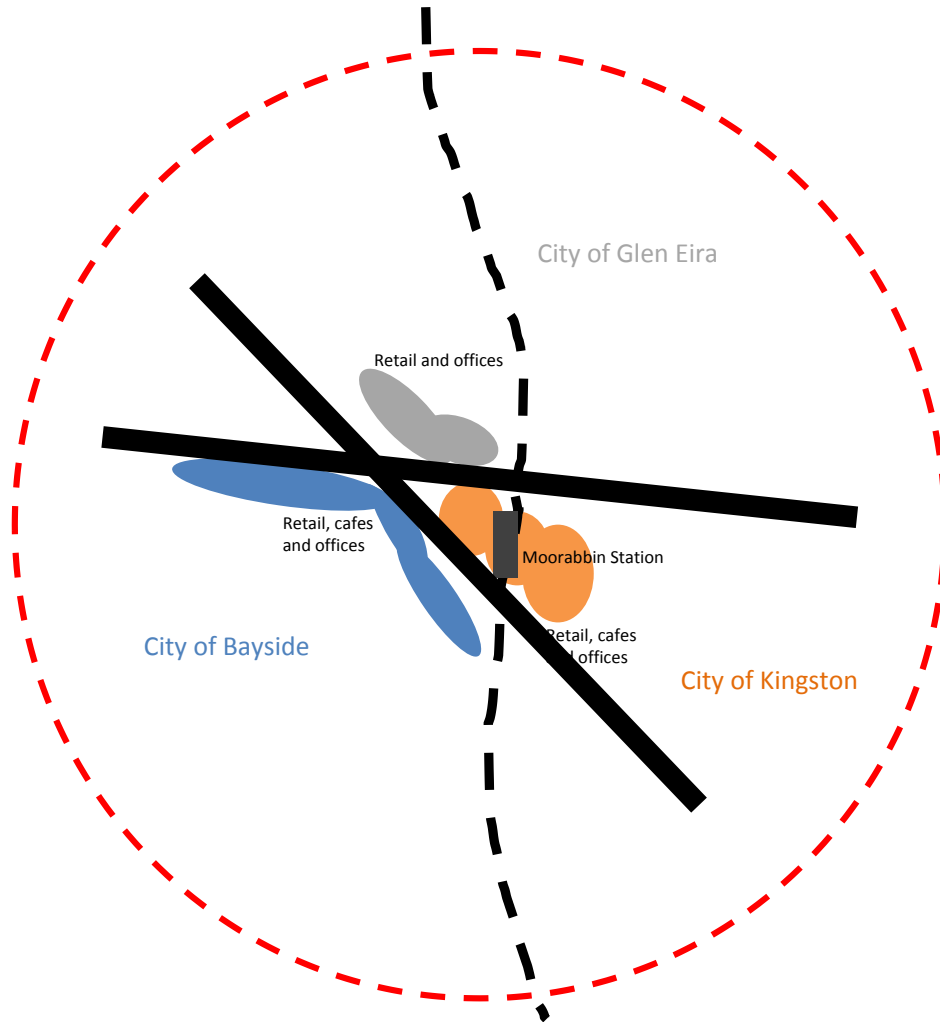


Figure 4: Physical barriers limit easy access to services

In contrast, specific elements within the Hampton East precinct indicate that there is a relatively clear function for this precinct through the provision of health services and a distinct specialty outdoor retail niche.

### Socio-Economic Context

#### Demographics

The most common household composition in Hampton East is lone person households and families with children. This is combined with an aging population, as is occurring across Bayside. These diverse groups require different housing options than the traditional large detached house. Housing prices, income levels and education levels within the area are all increasing, which could indicate the early stages of gentrification. This may result in increased demand for amenity based retail services (e.g. cafés, groceries and specialty shops), which would impact on the current commercial mix of the Hampton East centre.

#### Housing

Significant redevelopment and renewal of the existing housing stock is occurring, dominated by the replacement or renovation of existing single dwellings with larger buildings or medium density infill development, and additional second dwellings. However, there is currently a relative lack of diversity in housing sizes, with an increasing proportion of new housing being 3 and 4 bedrooms. Based on this trend, housing affordability is emerging as a key issue facing Hampton East, with residents of the Study Area reporting the highest levels of housing stress within the City of Bayside.

### **Social and Community Infrastructure**

Future population growth and changing demographic trends in Hampton East are likely to result in increased demand for existing family services, particularly child care, kindergartens and Maternal and Child Health (MCH) services. There is currently a lack of easily accessible public open space, with most existing public open spaces located on the outskirts of the Structure Plan Area and being large regional sports grounds.

### **Retail and Services**

Retail within the Nepean Highway commercial strip is currently performing well with no notable vacancies and ongoing investment is occurring in the refurbishment of properties. It is a mix of businesses including destination style activities such as health services, banking and a TAB, through to those typically found in neighbourhood activity centres such as a pharmacy and newsagents. There is some noticeable clustering of outdoor-adventure retail outlets in the centre, which act as an anchor for the centre and attract shoppers from a wider catchment. However there is a lack of daily convenience services, particularly fresh food and groceries. The wider Moorabbin Activity Centre is a recognised office location with a range of organisations across the health, business services, finance and government sectors. The centre is expected to continue to attract businesses seeking a highly accessible location within an activity centre environment.





# The Vision

**A well serviced and connected centre to work, live and play in with a range of housing choices, a diversity of services and facilities, and vibrant, well-connected public spaces that meet the ongoing needs of the Bayside community.**



# Document Structure

## The Structure Plan is organised around four themes:

<b>Land Use</b>	This section provides objectives and strategies for how the centre will be used including residential, commercial, mixed-use or open space.
<b>Built Form</b>	This section provides objectives and strategies to guide the built form of the centre such as building and street wall heights, typologies, setbacks and how the buildings are experienced on the ground.
<b>Access and Movement</b>	This section outlines objectives and strategies relating to public transport, walking, driving and cycling.
<b>Landscape and Environment</b>	This section provides actions and strategies incorporating public spaces, open space, streets and laneways.

## The Structure Plan Area is divided into four precincts:

Precinct	The Vision
The Residential Precinct	An area of residential regeneration and consolidation including a mixture of apartments, townhouses and units with landscaped front setbacks and sensitive interaction to the existing residential area outside the Structure Plan boundary.
The Mixed-Use Precinct	A central public outdoor square surrounded by high-quality consolidated mixed use development with active frontages and inviting pedestrian-friendly laneways.
The Retail Precinct	A vibrant shopping strip with cafés, restaurants and a range of daily and specialists retailers. Housing will be conveniently located above shops for ease of access to shops, cafés and Moorabbin Station.
The Commercial Precinct	A high-quality commercial hub which provides the community with a range of office, housing and medical services, all with good vehicle access from South Road and laneway access to parking.

## hampton east (moorabbin) structure plan

### framework plan

legend

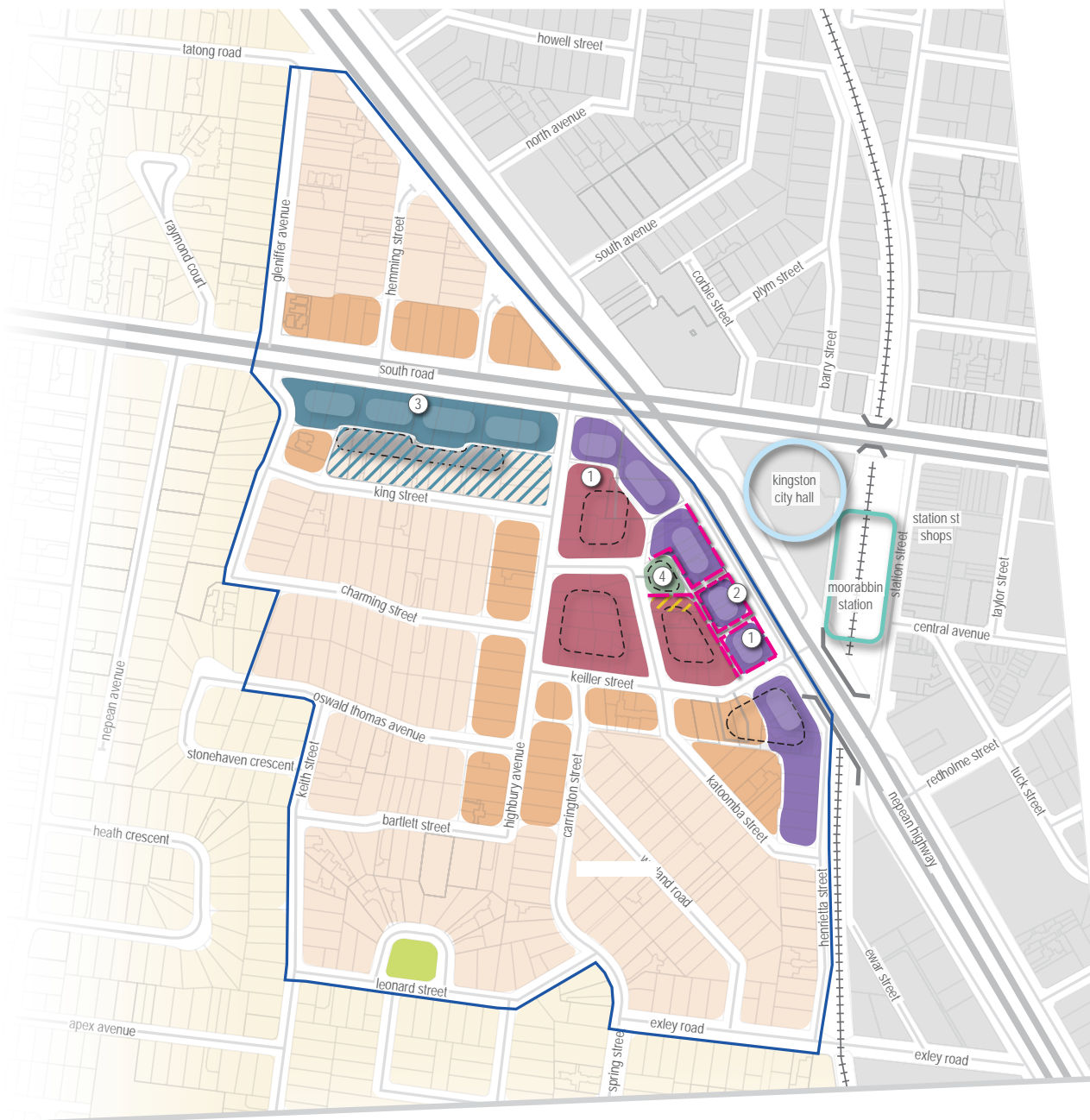
- structure plan boundary
- diversify and enhance the main retail frontage with shop-top uses
- consolidated mixed use precinct with health focus
- a linked central meeting point
- encourage higher intensity residential / mixed use core behind the main street frontage
- encourage medium density residential surrounding the core
- encourage modest residential consolidation at the periphery
- strong connected medium scale podium along nepean highway
- encourage taller building forms behind the nepean highway spine
- activate laneways behind Nepean Highway
- beautify nepean highway frontage
- enhance pedestrian environment
- main road / highway
- define a primary circulatory road from Keller Street to King Street
- encourage undercroft / basement car parking that responds to the topography
- community space
- existing reserve
- strengthen boulevard treatment along highway/ main roads
- reinforce a green main road streetscape
- beautify secondary residential streetscapes
- encourage backyardscapes in residential consolidation areas
- create amenity buffer to nepean highway
- land use and development
- access and movement
- landscape and environment
- urban form





key actions / initiatives

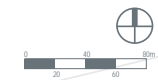
- ① establish key retail / commercial anchors to meet daily needs of the community
- ② encourage a strong, diverse main street retail frontage to nepean highway
- ③ consolidate health related uses along south road
- ④ support a central and linked public open space



hampton east (moorabbin) structure plan

concept plan: land use

legend	
structure plan boundary	
health related uses	
extension of health related uses compatible to residential areas	
traditional main street retail	
residential growth areas / mixed use	
residential consolidation areas	
residential transition areas	
existing neighbourhood residential zone (NRZ)	
expansion of civic / community uses	
mixed shop-top uses	
community space	
existing reserve	
encourage cafes and outdoor dining activity	
kingston city council civic / cultural hub	
moorabbin public transport hub	
potential car parking/ servicing for health related uses	
underground parking	
railway line	



The Hampton East (Moorabbin) Structure Plan area is comprised of a commercial precinct that spans the south-west side of the Nepean Highway/South Road intersection and a residential hinterland of approximately 3 km<sup>2</sup> which is characterised by detached houses and townhouses, intersected by tree lined local streets. The centre's location adjacent to both Nepean Highway and South Road attracts visitors from a wider area and is therefore less dependent upon expenditure from local residents. As a result it caters for a broad cross-section of businesses that may not be supported in less accessible locations. This includes the cluster of outdoor/adventure retailers that attract visitors from across a wide trade area. There is also a strong presence of health providers across the centre in both purpose built office buildings and ground floor retail.

### Land Use Issues and Opportunities

- There is an absence of an open space to act as a central meeting place for the community.
- There is a lack of daily convenience retail to meet local needs.
- The commercial parts of the centre have limited trading hours which creates a 'dead' atmosphere at night.
- There is limited variety in housing types which limits choice and affordability.
- There is a lack of sufficiently large sites to allow the development of large offices.
- There is an opportunity for the centre to better cater for the needs of local residents by providing

for grocery/fresh food retailing.

- There is an opportunity to open up the retail strip to the rear to better connect it with the residential hinterland.
- The existing clustering of outdoor-adventure retail outlets could be further marketed to strengthen the centre's identity as an area for speciality retail in Melbourne's south-east.
- New business and activity could be attracted to the centre due to its highly accessible location near roads and rail.
- There is an opportunity to increase the residential presence in the centre through redevelopment of underutilised lots and increasing height of existing development.

### Land Use Objectives

- Increase housing diversity to meet the housing needs of the varied population.
- Improve the economic viability of the centre by increasing the local population.
- Encourage a health focus within the South Road Commercial Precinct to capitalise on existing specialisation.
- Create a new public open space for community use in the centre's core to improve the overall amenity of the centre.
- Encourage the outdoor-specialty role of the Nepean Highway retail precinct to build on the existing strengths of the centre.

## Land Use Strategies

### L1 – Encourage distinct residential areas with a range of typologies.

Encourage consolidated residential development at a range of densities and typologies that respond to the location and surrounding context of the different parts of the centre (shown on the Land Use Plan on page 10) to increase housing diversity and affordability in an area close to public transport and services.

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#### The Nepean Highway Retail Precinct

Traditional main-street retail at ground floor with 'shop top' dwellings above.

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#### The South Road Commercial Precinct

'Shop-top' residential apartments above offices and commercial services with a health focus.

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#### The Mixed-Use Core

Consolidated residential apartments with active ground floor fronting open space.

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#### All other residential precincts

A mix of apartments, townhouses, villa units and detached houses.

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**L2 – Encourage residential and commercial development above existing retail premises along Nepean Highway.**

There is currently limited ‘shop-top’ development in the Nepean Highway Retail Precinct. Encouraging development of up to 5 storeys for residential or small scale office uses will increase the diversity of uses and provide an increased local population to support commercial activities.

**L3 – Encourage health related uses in the South Road Commercial Precinct.**

The current clustering of medical services on South Road can be encouraged to build on the existing health focused services with residential development up to 5 storeys that would provide services and employment to both the local and wider community. Increased commercial development would provide a convenient location of a range of medical and health related services for residents and contribute to a lively mixed-use pedestrian environment on South Road.

**L4 – Create a central public open space protected from Nepean Highway.**

The current provision of public open space available for recreational and community uses is limited in the Hampton East (Moorabbin) Activity Centre. A new open space developed on currently underutilised land would provide a central meeting point for current and future residents of the centre, while also providing a new entry point from the west along Reynolds Street, and improved connections to surrounding residential areas.

**L5 – Encourage active uses at ground levels of commercial development where adjoining any pedestrian areas (including pedestrian-focus laneways)**

In order to ensure laneways are utilised as an enjoyable and safe part of the centre, entry points should be encourage to all commercial buildings at ground floor where they abut a laneway, in addition to main entrances. This will start to activate the laneways and as pedestrian traffic increases, passive surveillance will increase the sense of safety and make the laneways a viable access route through the centre. For example, the laneways could be utilised for retail, café and other uses, including residential development that is compatible with loading functions.





### THE SITE

EXISTING PHOTOGRAPH

MIXED USE CORE WITH RESIDENTIAL SETBACK ABOVE

REYNOLDS STREET WITH HIGHBURY AVENUE BEYOND

RESIDENTIAL SETBACK ABOVE 3 STOREY PODIUM

RETAIL FACES OPEN SPACE ON GROUND

NEW LANEWAY

EDGELEY JULY 2016

## OPEN SPACE NORTH

LOOKING NORTHWARDS FROM PEDESTRIAN LANEWAY

RETAIL WITH 2 STOREY OFFICE ABOVE

RETAIL WITH OFFICE PODIUM &

RETAIL TO

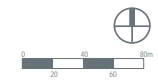
Figure 5: Artists Impression of Central Open Space

## hampton east (moorabbin) structure plan

### concept plan: built form

legend

- structure plan boundary 
- Precinct 1: Nepean Highway Retail Precinct (Up to 5 storeys) 
- Precinct 2: South Road Commercial Precinct (up to 5 storeys) 
- Precinct 3: Mixed Use Core (up to 6 storeys) 
- transitional / street wall heights (up to 3 storeys) 
- Precinct 4: Residential Redevelopment Triangle (up to 5 storeys) 
- Precinct 5: Residential Consolidation Precinct (up to 4 storeys) 
- Precinct 6: Residential Transition Precinct (up to 3 storeys) 
- recessive taller elements 
- rear setbacks to form new laneways 
- consistent landscaped setbacks 
- retain and enhance backyardscape 
- priority design excellence sites at prominent intersection location 
- active development frontage 
- activated and articulated development edge 
- community space 
- existing reserve 



#### key actions / initiatives

- 1 establish a fine grained, medium scale main retail frontage with setback shop-top uses along main roads
- 2 concentrate recessed higher forms behind main street frontage
- 3 transition development height and typology surrounding the centre
- 4 encourage modest residential infill with streetscape qualities and backyardscape aspect



The existing built form of the Hampton East (Moorabbin) Activity Centre is characterised by a one and two storey lineal commercial precinct running along Nepean Highway and South Road with detached houses, units and three storey townhouses in the residential hinterland. Within the South Road Commercial Precinct there is a predominance of large office buildings with inactive ground floor uses which have large blank walks leading through to the car park and laneway network behind. The retail outlets on Nepean Highway have a fine-grained traditional aspect to the street, some with second storeys above the shops. The centre has a number of over-sized advertising signage adding overall building height and bulk unmatched by the unsubstantial height of the commercial buildings.

The residential parts of the centre are characterised by detached dwellings, with large front setbacks of between 7 and 12 metres. Many dwellings sit within established gardens, including mature canopy trees. The housing stock dates primarily from the 1960s – 1970s and is fairly consistent in style with pitched roofs and brick finishes. Fencing is mostly low or absent and there are gaps between dwellings allowing views through to vegetation at the rear of properties. There has been scattered infill residential development occurring within the Structure Plan boundary, particularly in the west.

### Built Form Issues and Opportunities

- There is a lack of strong built form definition at the major intersection of Nepean Highway and South Road which creates a poor sense of place, given the substantial width of Nepean Highway.

- There is capacity for residential consolidation at the centre's core to achieve increased residential density.
- There is an opportunity to create visually interesting facades along major road interfaces.
- The established low-scale residential hinterland requires a sensitive interface from any higher density development.
- There is potential for catalyst projects such as pop-up shops, particularly at Council-owned sites.
- There is an opportunity for consolidation of smaller lots in the central core to allow for consolidated mixed use redevelopment that remains active at street level.
- The centre's proximity to the station and existing development in the wider Moorabbin Activity Centre could support higher built form to reinforce the role and function of the centre.
- The large parcel of residential land fronting Barr and Hemming Street, with excellent major road access provides significant development potential.

### Built Form Objectives

- Provide high-quality housing at a range of densities to meet the needs of a diverse community by offering a range of housing choices.
- Encourage 'shop-top' development in the commercial areas that increases housing choice and commercial opportunities, while still maintaining active retail frontages at street level.

- Maintain active frontages from retail premises with minimal setbacks and strong interaction with the street to increase safety and amenity for shoppers and pedestrians.
- Provide for a transition from the Neighbourhood Residential Zone to the south and west where character will be maintained and re-development will be limited.
- Limit negative impact on amenity of streetscapes in all areas by transitioning streetwall heights according to site context.

### Built Form Strategies

#### B1 – Encourage consolidated development of a central residential core (Precinct 3).

The central core of the activity centre, located directly behind the commercial areas is currently used inefficiently as an at-grade carpark. The area is protected from Nepean Highway and South Road, is close to transport and services and could support a consolidated apartment redevelopment of up to 6 storeys with basement carparking. In order to protect solar access and amenity to the street a maximum streetwall height of 3 storeys is recommended. As shown in Figure 6, the upper levels of the buildings in Precinct 3 will be setback at the upper levels to ensure a pedestrian scale at the interface to the open space and the active laneways.

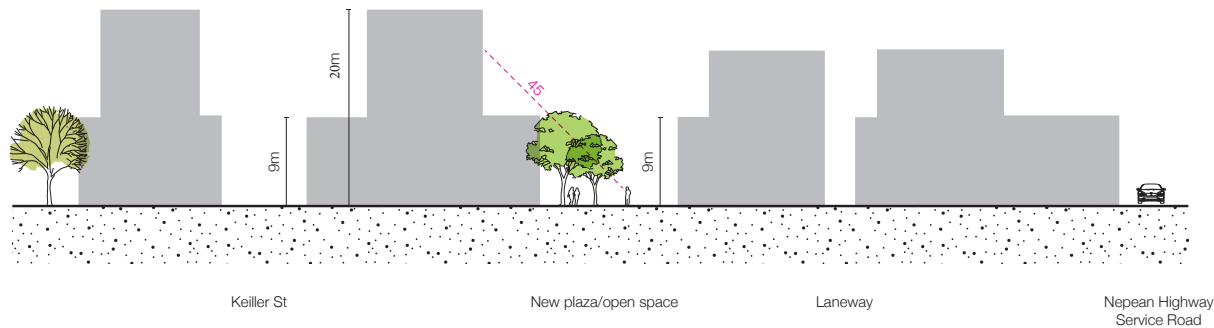


Figure 6: Section View of Lower Street Wall Heights

**B2 – Create a connected medium scale residential development along Nepean Highway and South Road (Precincts 1 and 2)**

The purpose of the Commercial 1 Zone in the Bayside Planning Scheme is to create vibrant mixed use commercial centre for retail, office, business, entertainment and community uses. By encouraging ‘shop-top’ development of up to 5 storeys in the commercial areas, the vibrancy of the centres will increase while still ensuring they retain their key function as retail and office precincts. In Precinct 1 (shown on page 16) a key objective is to maintain the fine-grain, active retail frontages at ground level, while providing high-quality offices and residential opportunities above. In Precinct 2 (South Road), the amenity is currently fairly poor with inactive street frontages and limited weather protection for pedestrians. This will be addressed by encouraging office and residential development up to 5 storeys with a consolidated frontage to South Road. This will create a consistency of built form along the main road spines, while creating an appropriate transition from the commercial area to the residential areas of the centre.

**B3 – Encourage residential consolidation surrounding the core (Precincts 4 and 5).**

The residential area surrounding the core of the centre (shown on the Plan on page 16 as Precinct 5) currently consists of a mix of semi-detached and townhouse development. This area could provide a greater range of housing choices as well as accommodate increased population close to Moorabbin Station and the commercial services of Nepean Highway and South road. This precinct lies between the higher intensity area of Precinct A and the existing residential hinterland of predominantly detached houses in the surrounding Neighbourhood Residential Zone (NRZ), it has the opportunity to provide a suitable transition from higher forms of development near the core. In order to ensure the sensitive transition to the surrounding area it is recommended all development in Precinct 5 has a street wall height of no more than 3 storeys where it interfaces Precinct 6 in order to ensure a sensitive transition.

**B4 – Residential transition at the periphery (Precinct 6).**

The majority of the residential land within the Structure Plan boundary currently consists of primarily single and double storey detached and semi-detached houses with large front setbacks. These areas are less than 800 metres from a key public transport node (Moorabbin Station) and commercial services, and are also on the periphery of the centre and about the Neighbourhood Residential Zoned land of the Hampton East and Brighton East (north of South Road) residential hinterland. In order to provide opportunities for housing diversity at scale that is sensitive to the surrounding suburban context, townhouses of up to 3 storeys with compact gardens are recommended.

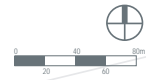
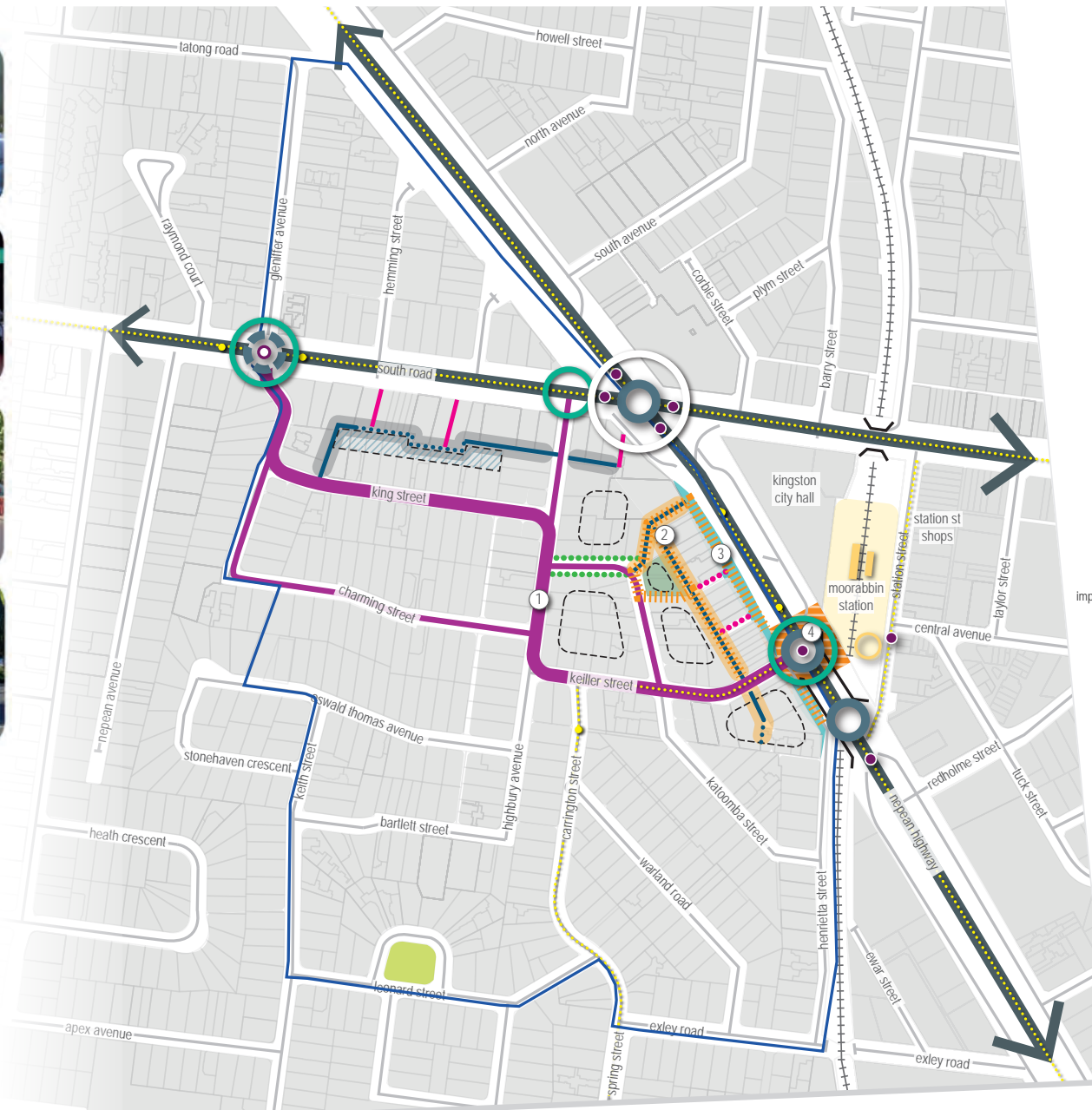
**B5 – Transition street wall heights at interfaces at the street level and to adjoining properties to ensure.**

The amenity of the streets and laneways in the centre must be protected to ensure they are comfortable and have a human scale. This will be achieved through appropriate stepping back of upper levels to ensure the street wall height has a maximum of 3 storeys at interfaces with pedestrian areas.

## hampton east (moorabbin) structure plan

### concept plan: access and movement

- legend
- structure plan boundary 
  - major roads/ highways 
  - main circulatory road 
  - secondary roads 
  - local streets 
  - improve existing laneways 
  - proposed laneways 
  - improve existing pedestrian links 
  - proposed pedestrian links/ arcades to create permeability 
  - proposed pedestrian footpaths 
  - key junction 
  - traffic improvement investigation 
  - proposed pedestrian safety road treatment 
  - improve safe pedestrian connection to the station with necessary signage and pavement treatment 
  - existing signalised intersections 
  - investigate signalisation 
  - existing signalised crossings 
  - proposed signalised crossings 
  - enhance pedestrian environment 
  - shared ways with pedestrian focus 
  - proposed laneways for parking and servicing 
  - potential for underground parking 
  - potential car parking/ servicing for health related uses 
  - moorabbin station 
  - existing bus interchange 
  - current bus routes 
  - existing bus stops 
  - community space 
  - existing reserve 



#### key actions / initiatives

- ① create a primary circulatory road around the centre from south road to nepean highway
- ② establish a connected network of laneways
- ③ improve the amenity, safety and pedestrian environment along the rear and frontage of the main retail core
- ④ establish clear pedestrian access and crossing to moorabbin station

The Hampton East Activity Centre is located at the intersection of South Road and Nepean Highway, two of Melbourne's major arterial roads in the south-east. This prominent location provides a number of advantages for the centre in terms of passing trade and accessibility. However, it can also have a negative effect on the pedestrian experience of the centre and the amenity of the commercial precinct. The current road network makes it difficult for vehicles to access the section of service road which forms the northern end of Henrietta Street to the south of Keiller Street from the Nepean Highway.

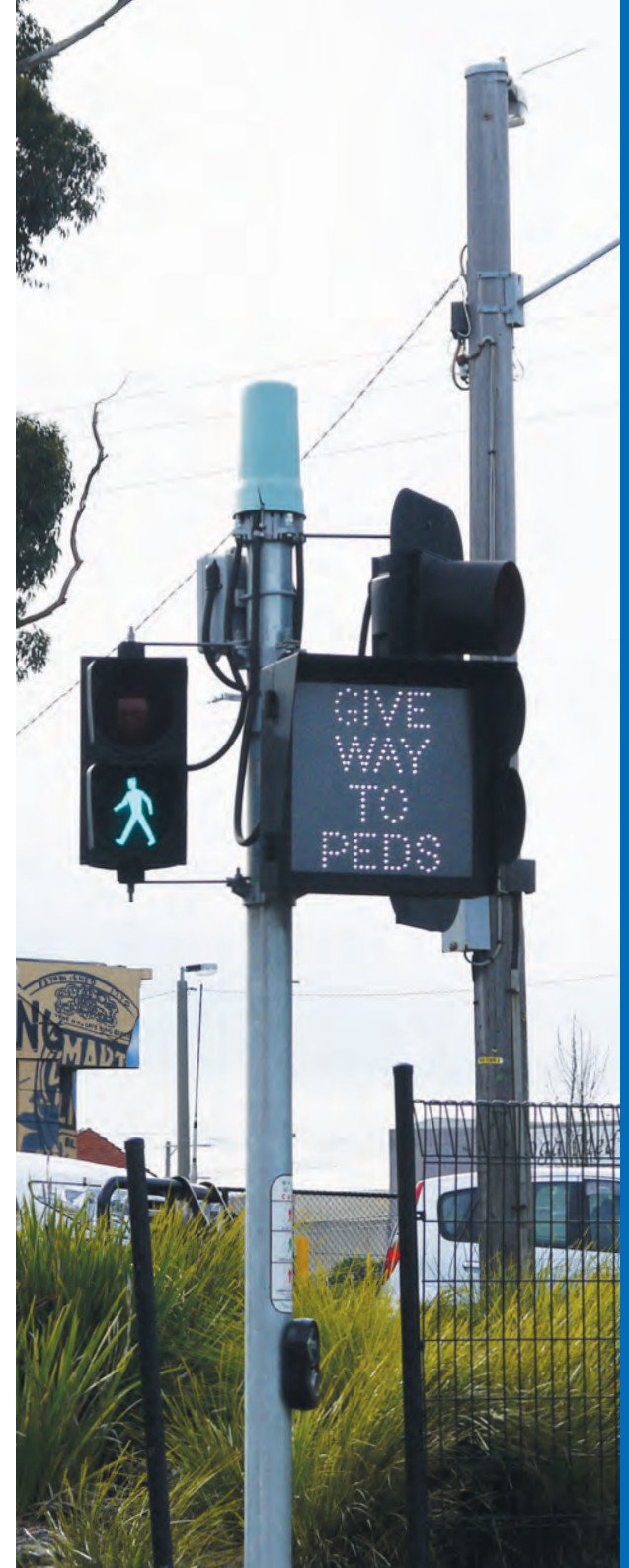
The restrictions in the street network results in vehicles travelling along the narrow laneway between the Nepean Highway service road and Katoomba Street in search of parking. The usage of on-street parking varies significantly from street to street, with very high demand occurring along the Nepean Highway service road, and significantly lower demand in other streets. The centre is well serviced by public transport with a train line and five bus routes accessing the centre from different directions. Bicycle access is relatively poor in the area with a shared path along Nepean Highway terminating at South Road to the north and bicycle lanes along South Road terminating at the western end of the centre. The centre has a good walkable catchment however the train station catchment is below the desirable level due to the segmentation caused by the arterial roads and the irregular street network.

### Access and Movement Issues and Opportunities

- Most rear laneways in the centre are blocked or poorly connected.
- The layout of the Nepean Highway/Keiller Street and Nepean Highway/Henrietta Street intersections are complex, resulting in illegal and unsafe movements.
- The centre's prime location on a significant intersection provides an opportunity to capitalise on its accessible location and continue to attract visitors from the broader area to the shopping strip.
- Laneways could be upgraded to facilitate improved through-block pedestrian links.
- Separate on-street carparking facilities could be consolidated to into larger basement facilities to improve amenity and traffic movement at street level.
- It may be possible to open up the blocked section of the rear lane (between South Road and King Street) for access as redevelopment occurs.

### Access and Movement Objectives

- Improve walkability within the centre to provide easier access and increase liveability.
- Improve traffic flows through and around the centre to reduce congestion and improve general streetscape amenity.
- Provide cycling facilities to improve sustainable transport to and through the centre.
- Increase safety for vehicles, cyclists and pedestrians using the centre.



## Access and Movement Strategies

### A1- Encourage development to provide on-site car parking

Access to sufficient car parking facilities is important for residents, traders and shoppers using the Centre. On-site car parking in new development with publicly accessible spaces will ensure sufficient parking is provided for cars without negatively affecting the streetscape and open space.

### A2 – Create a defined primary circulatory road from Keiller Street to King Street

The current width and layout of streets within the Centre create difficulty for cars navigating through the Centre from Nepean Highway and South Road. A new circulatory road from the north-eastern corner of the Centre to the south-western corner will improve traffic flow and accommodate increased population with minimal impacts on amenity. This improved route will also reduce the strain on the Highbury Avenue entrance to the centre and will keep traffic out of lower order residential streets.

### A3 – Improve the pedestrian environment into and through the Centre

All land within the Structure Plan area is a maximum of 850m from shops and Moorabbin Station. This distance is generally considered 'walkable', however, due to complicated streets networks, poor landscaping, a lack of passive surveillance,

and limited through-block access, walking is not always a viable mode of transport. Activating laneways, improving surfacing, new lighting, improved signage and opening up blocks will improve the pedestrian environment.

### A4 – Increase bicycle infrastructure in the centre

Improving cycling infrastructure in the centre will provide benefits for the wider Bayside community as gaps in the existing network are connected. Improved cyclability will also allow more Hampton East residents to take advantage of Moorabbin Station or the commercial precinct despite being further than walking distance from its core. This will reduce congestion on the local street networks and increase the patronage of the retail outlets. Cycle demarcation on the key roads through the centre to Moorabbin Station and new bicycle lock-up loops will encourage more cycling and increase safety for cyclists using the centre.

### A5 – Improve pedestrian connection to Moorabbin Station

The centre is physically close to the Moorabbin Railway Station but the Nepean Highway is a major barrier to easy and safe access. Clearer signage, pavement treatments and ongoing advocacy for improvements to pedestrian traffic lights will increase the perceived and real accessibility of the train station.























### A6 – Create a connected network of laneways

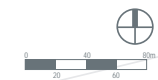
There is potential to improve the pedestrian and vehicular access through the centre by reconnecting the existing laneways where there are gaps in the network. This is particularly relevant in Precincts 1 and 2 where reconnections may be possible and the redevelopment stage. These laneways can provide access to identified development sites or to facilitate parking at the rear of properties. Utilising a rear lane for access ensures streets are not dominated by vehicle crossovers and improves streetscape outcomes (landscaping and surveillance) along the main frontage. The laneways identified for pedestrian focus will also improve the pedestrian experience by providing access to the central open space along laneways that are active, safe and vibrant.

## hampton east (moorabbin) structure plan

### concept plan: landscape and environment

#### legend

- structure plan boundary 
- gateway treatment 
- a new central focal point for activity 
- enhance pedestrian amenity through consistent paving treatments, street tree planting and street furniture 
- high amenity pedestrian area 
- buffer treatment between the pedestrian area and heavy highway traffic (i.e moulding, planting, acoustic fence) 
- improved pedestrian safety along rear laneways via activated frontages and lighting 
- community space 
- existing reserve 
- wayfinding signage 
- enhance appearance along park edges 
- protect and enhance private canopy clusters 
- establish distinct canopy planting 
- maintain a leafy residential streetscape 
- topographical high point 
- topographical low point 
- protect long range view corridors along main road corridors 
- strengthened boulevard planting along major roads 
- maintain existing screening along railway line 
- provide well-screened outdoor dining areas 
- hard/ soft landscaping treatments to provide shade and visual amenity 
- installation of new pedestrian footpaths 
- contours 



#### key actions / initiatives

- 1 reinforce the primary circulatory road and pedestrian environment with distinct canopy planting
- 2 establish an activated, central meeting plaza behind the main street frontage
- 3 enhance the pedestrian environment along nepean highway, south road and behind the main road frontage
- 4 establish a network of corner pocket parks around the centre

The current public spaces of the centre include the streets, existing laneways and at-grade parking lots. The footpaths of the retail area on Nepean Highway are sheltered to provide protection from the weather but are not sheltered from the poor amenity of Nepean Highway. The local streets have street trees which provide some shelter from sun and rain and improve the visual amenity of the streetscape. The centre does not currently contain a public open space such as a park or plaza. The laneways are primarily for traffic access and are uninviting to pedestrians due to their narrow, dark and underutilised appearance. South Road has limited public amenity with little weather protection and no street trees. There is limited signage in the centre to provide guidance to pedestrians.

### Landscape and Environment Issues and Opportunities

- There is a lack of consistent treatment between South Road and Nepean Highway parts of the centre as a result of the functional and physical division.
- There is insufficient weather protection along South Road which significantly reduces the amenity for users of the health and retail services.
- There is limited canopy street tree planting within residential streets.
- Vegetation corridors along the major roads could screen pedestrians from the impacts of heavy traffic.
- The at-grade car parks at Reynolds/Katoomba St and Keiller St are currently used inefficiently which may provide opportunities for a different role in the future.

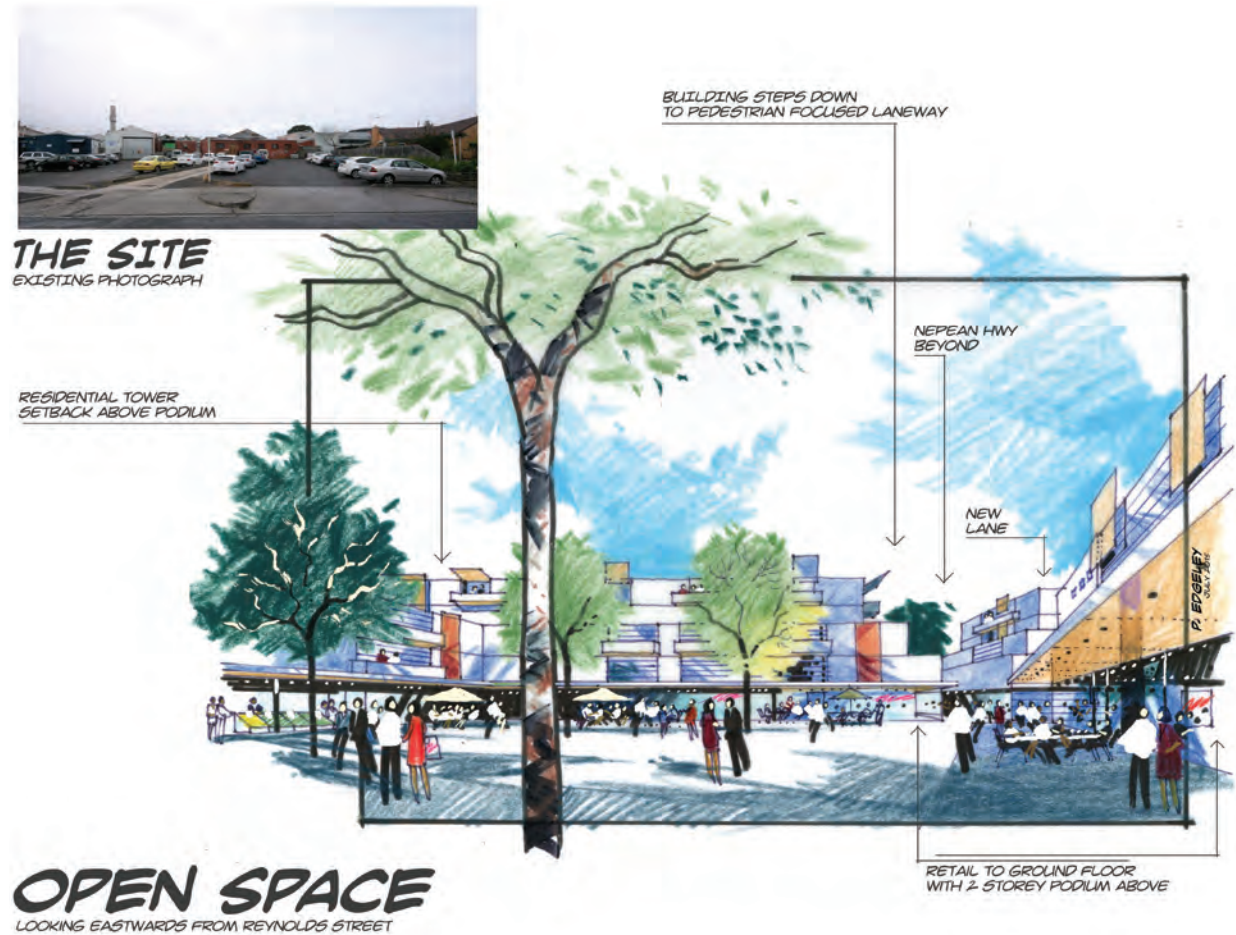


Figure 7: Artist's impression of the central public open space viewed from Reynolds Street

## Landscape and Environment Objectives

- Establish a clear brand for the centre as a lifestyle destination which specialises in outdoor-adventure retail, health services, cafés and high quality, diverse housing.
- Create a public space that is accessible for all and provides a central focus for the centre that is protected from the amenity issues of Nepean Highway.
- Regenerate the Nepean Highway and South Road pedestrian areas to create a positive shopping, dining and walking experience for visitors and residents.
- To preserve private open space at the rear of properties in residential consolidation areas to ensure planting and amenity benefits.

## Landscape and Environment Strategies

### L1– Create a centrally located public open space.

A significant improvement for the centre is to establish a central public open space to provide a gathering space and improve the amenity of the entire Centre. A possible location for this community infrastructure could be the at-grade carpark between Nepean Highway and Reynolds Street as it is currently not at peak utilisation during the day and has been identified as unsafe and uninviting due to low use and limited accessibility. This space will provide a focal point for new development and some much needed open space for the wider community. There is also potential

for new connections from the cafés in the commercial precinct to connect to the open space, increasing economic activity, passive surveillance and through-block accessibility.

In order to address the loss in parking spaces this space would create, the commercial development of Council's Keiller Street car park is encouraged, including the provision of replacement car parking (both existing and Katoomba Street) prior to creating the open space.

The location of the open space directly behind the commercial area, at the core of the residential precincts means the square will benefit from the proximity to the retail areas (existing and the new mixed-use buildings) and will have ample passive surveillance from new residential developments. Car parking will be replaced within the surrounding apartment buildings at the development stage before creating the public open space.

### L2 – An enhanced boulevard along Nepean Highway and South Road

The amenity of the commercial areas would be improved through streetscape and landscape works to improve the image and quality of the main road frontage in order to provide a more attractive and functional environment for pedestrians, shoppers and residents. This combined with the northern solar aspect of South Road may in turn improve the potential for outdoor dining and increase the number of restaurants and cafés in this area thus improving the services on offer for local residents.

### L3 – Beautified secondary residential streetscapes.

Encouraging retention of existing street trees and planting new trees will improve the amenity of the secondary residential streets within the Centre. This is particularly important in Precincts A and C where increased development can be softened by integrating built form with street trees.

### L4 – Encourage backyards in residential consolidation areas

Encourage development forms that are robust at the street frontage but maintain a backyard corridor. This, along with townhouses and apartments in other areas, will add to the diversity of housing types and provide housing options for larger households. This area will also provide a sympathetic transition to the surrounding established residential areas where larger lots with large setbacks and backyards are more common.



# Implementation

The Hampton East (Moorabbin) Structure Plan provides a desired vision for the Hampton East Activity Centre. Achieving the vision will require a multilateral approach led by Council but with input and cooperation from State Government, the private sector and the community. Actions to achieve the vision can be divided into two categories:

1. Statutory Implementation Tools: those that are within the framework of the Bayside Planning Scheme.
2. Other Implementation Tools: those that require commitment and input from other sources.

## Statutory Implementation Tools: the Bayside Planning Scheme

The Bayside Planning Scheme is the main tool for regulating land use and development in Bayside. It contains information on a range of topics on managing the built environment such as how to address development in coastal areas, how to manage significant vegetation, how open space should be provided and managed in Bayside, along with a range of other policies. In order to ensure the objectives of the Hampton East (Moorabbin) Structure Plan are implemented on the ground, the relevant parts of the Bayside Planning Scheme need to be

amended to refer to the Structure Plan.

## Other Implementation Tools

There are a number of initiatives within the Hampton East (Moorabbin) Structure Plan that cannot be achieved purely through a Planning Scheme Amendment to the Bayside Planning Scheme. For example:

- Streetscape improvements;
- Revisions to the road network and hierarchy to implement the proposed new circulatory roads,
- Facilitation of desired land uses in the commercial precinct (i.e health focus); and
- Improvements to the Nepean Highway pedestrian crossing.

These actions rely on other methods of implementation and delivery such as advocacy, negotiation and partnerships.

## Council

Bayside City Council will develop a staging plan will identify which actions will be initiated immediately and which will require a longer time frame for implementation. A key initiative to achieve the objectives of the Structure Plan is also to explore a range of funding opportunities to deliver the actions including:

- Public-private partnerships and joint venture with the private sector;
- State Government funding sources such as the Urban Improvement Grant;
- Federal Government funding sources such as Black Spot Roads; and
- Explore the use of Developer Contributions.

## State Government

State Government agencies will need to play a key role in implementing some of the actions identified in the Structure Plan. This is particularly relevant where actions are outside the control of Council (such as on a VicRoads-controlled road). In these instances, Council will play an advocacy role to develop long-term partnerships for the delivery of these projects.

## Community

The successful implementation of the Structure Plan will rely on strong community ownership and support for the vision outlined in the Plan. This will require ongoing engagement with the community and a commitment by Council to adapt to the changing aspirations of current and future residents.

### Inter-municipal cooperation

A key component in the successful realisation of Structure Plan will be the ongoing collaboration with the bordering municipalities of Glen Eira and Kingston. Shared initiatives such as improvements to the Nepean Highway pedestrian crossing to Moorabbin Station are beneficial to all municipalities and strength the role of the wider Moorabbin Activity Centre as a whole.

### Monitoring and review

The successful implementation of the Hampton East (Moorabbin) Structure Plan is ongoing monitoring and review of progress. To achieve this, a series of targets and indicators will be developed against which the successful implementation of the Plan can be measured. This monitoring and review measures will include:

- Reporting of progress undertaken against the objectives of the Structure Plan;
- A review of demographic changes envisaged as a consequence of the Structure Plan in relation to population growth within the study area at 5 yearly intervals; and
- Mapping of development activity within the activity centre.



## Contact us

If you have any queries with regards to the Hampton East (Moorabbin) Structure Plan, please contact the Strategic Planning Team:

- Call: (03) 9599 4444
- Write to us: PO Box 27, Sandringham 3191
- Email: [enquiries@bayside.vic.gov.au](mailto:enquiries@bayside.vic.gov.au)



**Bayside City Council**

76 Royal Avenue

Sandringham VIC 3191

Tel (03) 9599 4444

Fax (03) 9598 4474

[enquiries@bayside.vic.gov.au](mailto:enquiries@bayside.vic.gov.au)

[www.bayside.vic.gov.au](http://www.bayside.vic.gov.au)

