

# KNOW YOUR ACTIVITY CENTRES STRATEGY

2018





## **ACKNOWLEDGEMENTS**

September 2018

This document was compiled by the Hobsons Bay Strategy and Advocacy Department. For further information, contact Hobsons Bay City Council on 9932 1000 or visit [www.hobsonsbay.vic.gov.au](http://www.hobsonsbay.vic.gov.au)

Council acknowledges the peoples of the Kulin Nation as the Traditional Owners of these municipal lands and waterways. We pay our respect to Elders past and present.

Council acknowledges the legal responsibilities to comply with the Charter of Human Rights and Responsibilities Act 2006 and the Equal Opportunity Act 2010. The Charter of Human Rights and Responsibilities Act 2006 is designed to protect the fundamental rights and freedoms of citizens. The Charter gives legal protection to 20 fundamental human rights under four key values that include freedom, respect, equality and dignity.

# INTRODUCTION

Hobsons Bay is experiencing a number of changes that will impact on the way Council manages its planning in areas commonly known as activity centres, which are places where we shop, work, live and play.

Council can't stop growth and change, but it can manage it to achieve desired outcomes for the Hobsons Bay community now and into the future.

The Hobsons Bay Activity Centres Strategy 2018-36 (the strategy) provides:

- an overarching framework to manage planning and decision-making to ensure activity centres support business growth, employment and community wellbeing
- a prospectus to advocate for and attract services and public and private investment for infrastructure needed as our population grows from its current 95,395 to 112,642 people by 2036<sup>1</sup>

## VISION

By 2036, Hobsons Bay activity centres form a network of vibrant places at the heart of local communities. Each centre has a valued local identity and (as needed) provides:

- administrative, civic and cultural facilities
- wellbeing services and retailing outlets to meet local needs
- an attractive, enjoyable and safe public realm
- places to meet and connect with others
- integrated, reliable high quality transport choices
- innovative well designed housing to meet the diverse needs of local people

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<sup>1</sup> Based on the 2016 ABS Census data and forecast.id (2018) data.

## WHAT IS AN ACTIVITY CENTRE?

The Victorian Government's Metropolitan Planning Strategy, Plan Melbourne 2017-50, (Plan Melbourne) describes activity centres as:

**Areas that provide a focus for services, employment, housing, transport and social interaction. They range in size and intensity of use from smaller neighbourhood centres to major suburban centres and larger metropolitan centres.**

## HOW WILL THE ACTIVITY CENTRES STRATEGY AFFECT ME?

Activity centres offer a varying range of business and community functions that are enjoyed by the community. The draft strategy will be used to guide the ongoing planning and development of centres in Hobsons Bay. It will guide change and improvement to make them vibrant and exciting places to shop, work, live and play.

Approximately one third of the new dwellings required in Hobsons Bay by 2036 are likely to be units or apartments (see ***Know Your Housing Strategy*** Summary Booklet). A lot of these could be located in activity centres.

Therefore planning needs to occur to ensure these centres cater for the current and future population. Improving housing diversity will create greater housing choice for the community.



## WHY HAS COUNCIL PREPARED THE STRATEGY?

Council's current Activity Centres Strategy was developed in 2006 and there have been a number of changes that have driven the need for an updated strategy. These include:

- the introduction of planning zone reforms by the Victorian Government
- land use and development changes at the local level
- the release of the Victorian Government's metropolitan planning strategy, Plan Melbourne

## HOW DID COUNCIL PREPARE THE STRATEGY?

Council considered a wide range of information when developing the strategy.

### Research and engagement

The Activity Centre Strategy has been informed by comprehensive community and stakeholder engagement. A background report entitled Activity Centres Strategy: Technical Report was finalised in 2016. The report explores Victorian Government policy directions, transport and accessibility issues, demographic trends and the economic outlook.

### State and local context

The strategy has been prepared within the existing State and Local Government planning policy framework.

Activity centres are a key feature of urban settlement in state planning policy, which highlights their existing and future role as a focus of social, economic and service activity, and in efficiently accommodating population growth.

In Hobsons Bay the new residential zones will direct housing growth to areas around activity centres and strategic sites. The need to accommodate an increasing population can create pressure on our suburbs, so this will help protect their character. The draft strategy was prepared in conjunction with the Hobsons Bay Housing Strategy 2018 and Neighbourhood Character Study 2018 to help inform the implementation of the new residential zones (see **Know Your New Residential Zones** Summary Booklet).



The strategy aligns with all relevant State and Local Government policies and strategies as well as the individual characteristics of the local activity centres network.

### **Activity centre strategy principles**

The following principles underpin the preparation of the strategy:

- an activity centres network assists effective planning for future community needs
- accessible, vibrant and high quality centres support investment, business, development and employment
- investment in activity centre infrastructure and facilities supports local and surrounding communities
- in successful activity centres, higher density residential development respects local heritage and built form values

## **CREATING THE STRATEGY**

### **The draft strategy was created in three phases:**

1. Background research and engagement
2. Visioning
3. Drafting the strategy

A further two phases will be needed to finalise and implement the draft strategy:

1. Finalisation
2. Implementation

The diagram on the next page provides an overview of the whole five phase process including where we are now, and the future steps.

## **HOW TO USE THE ACTIVITY CENTRES STRATEGY**

This document is structured into five parts: so it can be read from cover to cover, or readers can go straight to a particular area of interest:

1. Activity centres in context
2. Local activity centres network
3. Directions, strategies and actions
4. Implementation and monitoring
5. Local activity centres brochure series

These are explained further in the diagram on the following page.

# ACTIVITY CENTRES STRATEGY STRUCTURE

**The Activity Centres Strategy** is the actual strategy where you will find all the key policy directions, actions and recommendations for activity centres in Hobsons Bay, including centre specific guidelings for 13 centres.

If you want to find out more about planning policy directions, transport and accessibility issues, demographic trends and the economic outlook that informed the preparation of the strategy, then refer to **Activity Centres Strategy: Technical Report 2016**

## 1. Background and Context:

- State and Local Government planning policy context
- research findings
- consultation findings

## 2. Local Activity Centre Network:

- vision
- underpinning principles
- Hobsons Bay activity centre typology
- Hobsons Bay local activity centre network

## 3. Vision:

- activity centre directions
- activity centre strategies and actions

## 4. Implementation and Monitoring:

- table allocating implementation responsibility
- monitoring and review process

## 5. Brochures:

Place-based guidelines for 13 activity centres including:

- vision, and description of centre today
- urban design directions
- opportunities and strengths
- challenges
- general brochure for micro centres

Refer to Activity Centres Strategy: Technical Report 2016



# PREPARING THE STRATEGY

## PHASE 1: BACKGROUND RESEARCH AND ENGAGEMENT



### QUESTIONS

- what planning, economic and demographic changes have occurred since the 2006 Activity Centres Strategy?
- why is an activity centres network important?
- where are we heading?
- how do we fit in the State Planning Policy context i.e. Plan Melbourne 2017-50?

### OUTPUTS:

- background Technical Report; community engagement responses
- 

## PHASE 2: DEVELOPING THE VISION



### QUESTIONS

- where can we go? (i.e. strengths, opportunities and challenges)
- where do we want to go (preferred future)?

### OUTPUTS:

- vision; centre typologies; local activity centres network
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## PHASE 3: CREATING THE STRATEGY



### QUESTIONS

- how do we get to where we want to?
- how do we measure progress and success?
- how do we fit into the State Planning Policy context (i.e. Plan Melbourne 2017-50)?

### OUTPUTS:

- 11 strategic directions; strategies, policies and actions; implementation and monitoring; and brochure series for some centres
-



**PHASE 4:  
CONFIRMING THE  
DRAFT STRATEGY**



**QUESTIONS**

- are we on the right track?
- is there anything you need to add?

**OUTPUTS:**

- draft activity centres strategy and brochures released for community and stakeholder consultation

**CURRENT  
PHASE**

**PHASE 5:  
FINALISATION**



- consider all community and stakeholder feedback before finalising the draft strategy and submitting to Council for adoption.

**OUTPUTS:**

- adopted Hobsons Bay Activity Centre Strategy 2018
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**PHASE 6:  
IMPLEMENTATION**



**STATUTORY IMPLEMENTATION**

- inclusion in the Hobsons Bay Planning Scheme

**NON-STATUTORY IMPLEMENTATION**

Provides basis for:

- advocacy for actions in the strategy
  - partnerships
  - funding applications
  - investment attraction
  - annual planning of Council projects
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## WHY DO WE NEED AN ACTIVITY CENTRES STRATEGY?

Plan Melbourne indicates activity centres will play a major role in accommodating Melbourne's growth and change. Therefore we expect Hobsons Bay's activity centres will develop.

**We need an Activity Centres Strategy so Hobsons Bay can set its own agenda to achieve the best local outcomes in response to Plan Melbourne and urban growth.**

We need to ensure our activity centres:

- continue to play an important role in supporting the community's practical shopping needs and provide local employment opportunities
- contribute to the health and wellbeing of the community by providing places and spaces for people to come together to meet and socialise

**The draft strategy does this by providing a vision and directions to shape a desired future for Hobsons Bay by:**

- identifying issues affecting local centres, as well as opportunities, and how to make positive change
- creating an aspirational Local Activity Centres Network based on detailed knowledge of all our local centres and key influences
- providing directions to drive policy, and includes actions and guidelines to take the vision from a dream to reality
- aligning with complementary state and local strategic work, particularly Plan Melbourne, the Hobsons Bay draft Housing Strategy 2018 and draft Neighbourhood Character Study 2018

## WHAT IS AN ACTIVITY CENTRES NETWORK?

An activity centres network is:

- **a group** or system of interconnected activity centres, each with a different role, function and scale (typology) that works collectively
- **dynamic:** continuously changing and evolving in response to many external factors such as new development, economics, population change, social change and alterations in retailing formats and service delivery platforms

Plan Melbourne uses a three tiered network of activity centres ranging from the larger **Metropolitan Activity Centres** to **Major Activity Centres** and then smaller **Neighbourhood Activity Centres**. Collectively these different types of centres interact with, influence and complement each other in a dynamic network.

While there are no **Metropolitan Activity Centres (Metro Centres)** in Hobsons Bay, **the nearest Metro Centres are close by in Footscray and Sunshine.**

Plan Melbourne identifies three **Major Activity Centres (MACs) in Hobsons Bay:**

- Altona (Altona Beach)
- Altona North (Altona Gate Shopping Centre)
- Williamstown

## WHAT IS A LOCAL ACTIVITY CENTRES NETWORK?

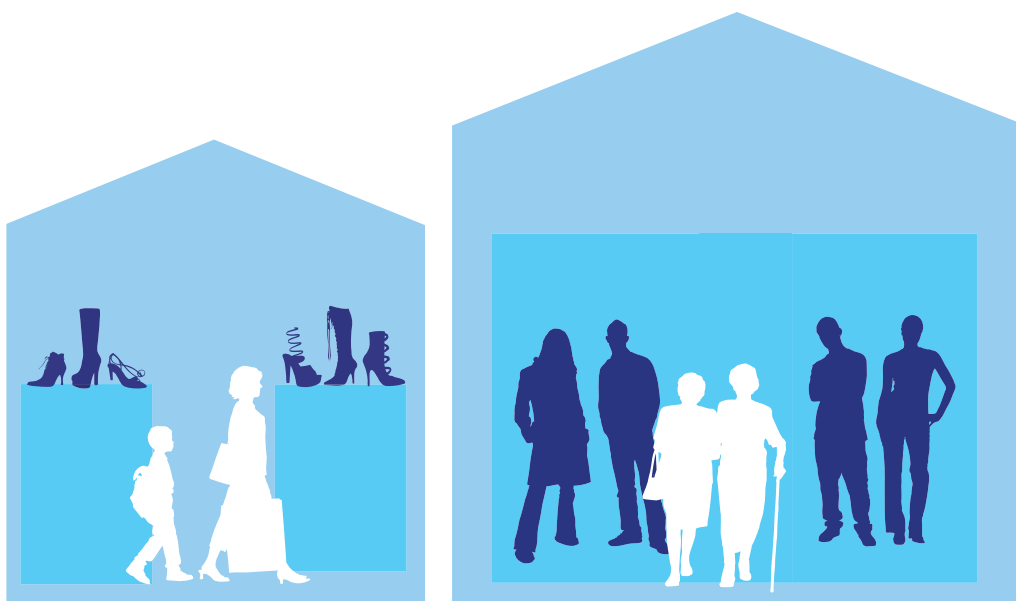
**The Local Activity Centres Network translates Plan Melbourne's typologies to the Hobsons Bay planning context.**

The Local Activity Centres Network does not just reflect what exists now, but provides direction for the future, and a policy platform for a whole-of Council direction, advocacy, decision-making and partnerships to achieve the vision (outlined previously).

## TYPES OF ACTIVITY CENTRES IN HOBSONS BAY

While reinforcing our three existing MACs, the draft strategy:

- refines the Neighbourhood Activity Centre typology to reflect local variations in size (*Large, Medium and Small*)
- identifies a new typology of *Micro Centres* which fall outside the scope of Plan Melbourne
- contains the additional typology of *Enterprise Area* which primarily comprises large format homemaker, bulky goods retail
- identifies one *Future Major Activity Centre* and three *Future Large Neighbourhood Activity Centres*



These are set out spatially in the **Hobsons Bay Local Activity Centres Network map at Figure 1 on Page 14.**

**Major Activity Centres** provide a wide range of goods and services. They have different attributes and provide different functions, with some serving larger subregional catchments. The same three centres identified in Plan Melbourne are identified in the Hobsons Bay network as Major Activity Centres i.e. Altona (Altona Beach), Altona Gate (Altona North) and Williamstown.

**Future Major Activity Centres** are existing Large Neighbourhood Activity Centres that are expected to develop into a Major Activity Centre over the period to 2036 (e.g. Central Square, Altona Meadows).

**Neighbourhood Activity Centres** are local centres that provide access to local goods, services and employment opportunities and serve the needs of the surrounding community. Within this typology there are three sub-types:

- **Large Neighbourhood Centres** provide a comprehensive range of retail, commercial and community services meeting virtually all of the basic grocery and convenience needs of the surrounding community (e.g. Newport).
- **Medium Neighbourhood Centres** play an important role in meeting the basic needs of surrounding residents, but have a relatively limited range of services (e.g. Borrack Square, Altona North).
- **Small Neighbourhood Centres** meet only the basic grocery and convenience needs of a localised population (e.g. Point Cook Road, Seabrook).

**Future Large Neighbourhood Activity Centres** are Medium Neighbourhood Activity Centres (Spotswood and Aviation Road, Laverton), or planned but yet to be established centres (Precinct 15, Altona North Strategic Site) that are expected to develop into a Large Neighbourhood Activity Centre over the period to 2036.

**Micro Centres** comprise one or a few shops providing the simplest of convenience shopping and other needs. They can be important in providing basic goods and services within a comfortable walking distance (e.g. Brooklyn shops - Geelong Road/Millers Road, Brooklyn).

**An Enterprise Area** is a mixed business precinct that includes a range of large format homemaker, bulky goods retail, showroom and other commercial businesses relying on significant exposure to passing traffic via the regional road network (e.g. Millers Junction, Altona North).

The resulting **Hobsons Bay Local Activity Centres Network** is comprised of 38 centres:

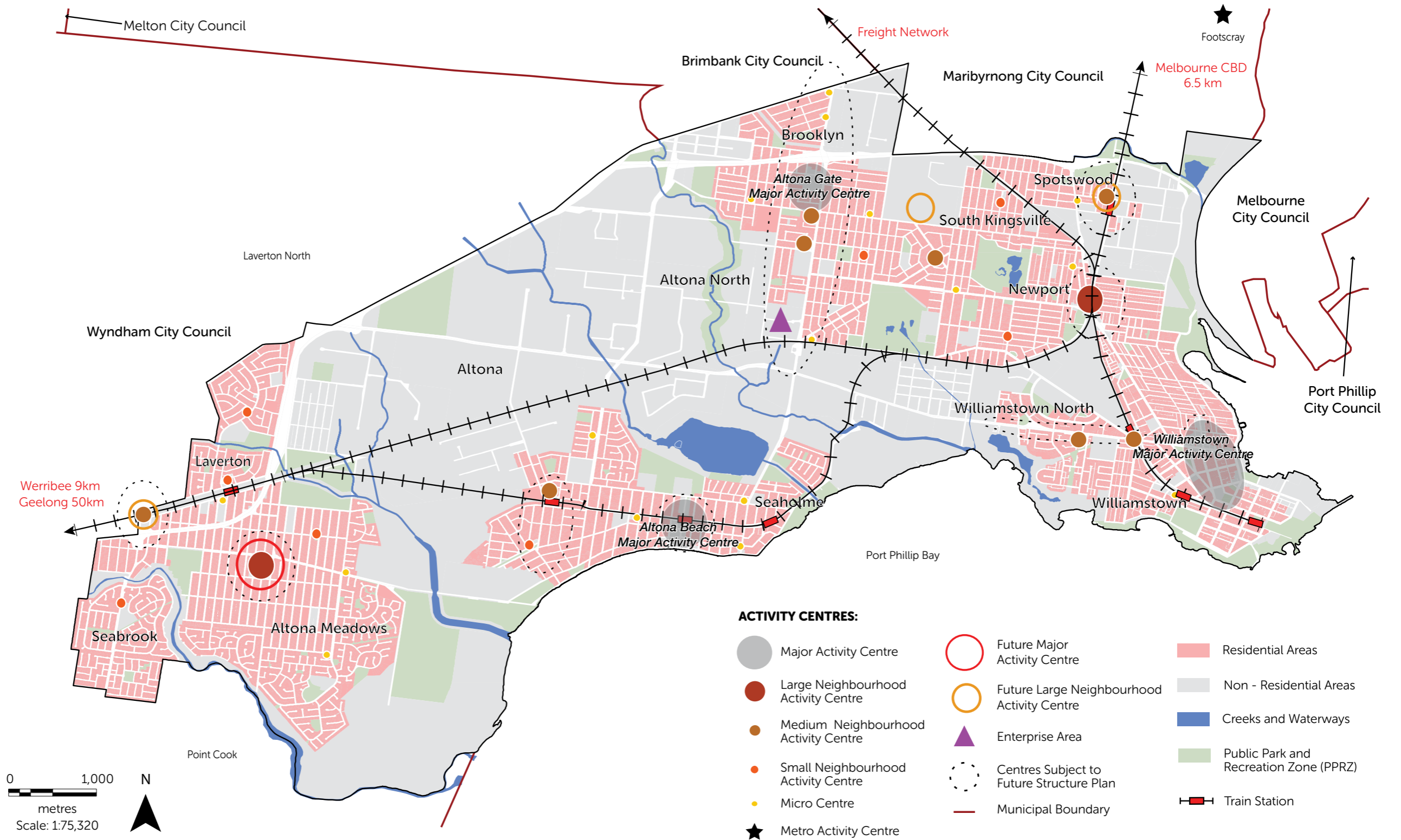
- Major Activity Centre (x 3)
- Future Major Activity Centre (x 1)
- Large Neighbourhood Activity Centre (x 1)
- Future Large Neighbourhood Activity Centre (x 3)
- Medium Neighbourhood Activity Centre (x 5)
- Small Neighbourhood Activity Centre (x 8)
- Micro Centre (x 16)
- Enterprise Area (x 1)

**TABLE 1: LIST OF LOCAL ACTIVITY CENTRES BY TYPE**

<b>Major Activity Centres</b>			
Altona (Altona Beach)	Altona Gate (Altona North)	Williamstown	Central Square, Altona Meadows (future)
<b>Large Neighbourhood Activity Centre</b>			
Newport	Precinct 15: Altona North Strategic Site (future)	Spotswood (future), includes McLister Street development	Aviation Road, Laverton (Future)
<b>Medium Neighbourhood Activity Centres</b>			
Borrack Square, Altona North	Blackshaws/Millers Road	Harrington Square, Altona	Rifle Range and Williamstown North
The Circle, Altona North			
<b>Small Neighbourhood Activity Centres</b>			
Challis Street, Newport	Vernon Street, South Kingsville	Somers Parade, Altona	Laverton Village (Lohse and Woods Streets, Laverton)
Point Cook Road, Seabrook	Second Avenue, Altona North	Alma Avenue, Altona Meadows	Bladin Street, Laverton
<b>Micro Centres</b>			
Charlotte Street (Mason Street/Charlotte Street, Newport)	Civic Parade (Civic Parade/ Millers Road, Altona)	Melbourne Road, Spotswood <sup>2</sup>	Blackshaws Road shops (310-314 Blackshaws Road, Altona North)
Brooklyn shops (Geelong Road/ Millers Road, Brooklyn)	Eames Avenue (Millers Road/Eames Avenue, Brooklyn)	Misten Avenue (Misten Avenue/Blackshaws Road, Altona North)	Railway Avenue, Laverton
Ross Road, Altona North	Ford Road, Altona	Queen Street/Victoria Street, Altona Meadows	South Avenue/Victoria Street, Altona Meadows
Upton Street, Altona	Williamstown Beach station (Forster Street, Williamstown)	Altona Beach shops (Millers Road/ Esplanade, Altona)	Melbourne Road Overpass (511-519 Melbourne Road, Newport)
<b>Enterprise Area</b>			
Millers Junction, Altona North			

<sup>2</sup> Potential to form part of Spotswood large neighbourhood activity centre subject to completion of Spotswood Structure Plan.

**FIGURE 1: HOBSONS BAY LOCAL ACTIVITY CENTRES NETWORK MAP**



## HOW WILL THE STRATEGY BE IMPLEMENTED?

The vision of this draft strategy drives **11 directions** that in turn inform specific strategies and actions to implement the draft strategy:

- 
- D1** use a networked approach to activity centre planning

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  - D2** encourage a diversity of uses that enable economic growth and sustainability

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  - D3** ensure activity centres are provided with appropriate community services and infrastructure

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  - D4** plan for the growth of existing centres and the development of new centres

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  - D5** enhance accessibility to, within and between activity centres using sustainable transport options

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  - D6** provide housing diversity to accommodate population growth in appropriate activity centres

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  - D7** improve amenity and ecological sustainability through high-quality innovative urban design and development outcomes

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  - D8** provide attractive, accessible, functional and safe public spaces and streetscapes

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  - D9** facilitate appropriate car parking arrangements in activity centres

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  - D10** undertake detailed planning for specific activity centres

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  - D11** have regard to centre-specific actions
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## ACTIVITY CENTRE BROCHURES

Centre specific brochures have been prepared for Major Activity Centres, Large NACs and Medium NACs identified as having an immediate need of specific guidance. These include activity centres currently experiencing, or expected to experience growth and change over time; or have been identified as having specific requirements. These include Micro Centres and the Enterprise Area.

The brochures are a separate attachment to the draft strategy to make them easier to use and more readily available.

## IMPLEMENTATION AND MONITORING

Importantly, the strategy addresses implementation and monitoring and contains a table that:

- allocates responsibility for implementation of specific parts of the draft strategy and
- sets out a monitoring and review process to assess its performance to indicate if changes are required as a result of emerging issues, trends and opportunities

This strategy is not just a 'town planning document'. Once the strategy is adopted, a whole of Council implementation will be required.

### **Statutory implementation will commence in the form of a Planning Scheme Amendment.**

In order for the draft strategy to be an effective statutory tool, it needs to be included in the planning scheme.

### **Non-statutory implementation will take longer and involves:**

- whole of Council implementation to prioritise and develop capital works programs and other plans, such as traffic and streetscape works, as appropriate
- using the strategy as a prospectus to attract both public and private investment to our activity centres in accordance with the vision, direction and actions as set out in the strategy
- using the strategy as an advocacy document when seeking partnerships and funding for key projects
- informing additional strategic work, particularly structure planning identified in the implementation plan

The window for implementation and realisation of the draft strategy is long- term, to 2036, and aligns with other Council policies.

The strategy provides a clear vision and guidance to ensure activity centres offer a varying range of business and community functions. It will be used to guide ongoing planning and development of centres in Hobsons Bay and guide change and improvement to make them even more vibrant and exciting places to shop, work, live and play.



## **WHEN WILL THE STRATEGY BE IMPLEMENTED?**

Once the Activity Centre Strategy is finalised and adopted by Council, the Planning Scheme Amendment process will commence.

Planning Scheme Amendments can be a lengthy process, particularly for large complex policies. There will be a further opportunity for the community and stakeholders to make a formal submission on the Planning Scheme Amendment during the public exhibition (expected 2019).

It is expected that the Activity Centres Strategy will be implemented into the Hobsons Bay Planning Scheme in mid/late 2019.







## HOBSONS BAY LANGUAGE LINE

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For more information about the  
Activity Centres Strategy process, visit:

**[participate.hobsonsbay.vic.gov.au/  
activitycentres](http://participate.hobsonsbay.vic.gov.au/activitycentres)**

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