

21.02 BAYSIDE KEY ISSUES AND STRATEGIC VISION

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21.02-1 Municipal profile

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Bayside City Council is located eight kilometres south east of Melbourne. The municipality is largely characterised by its proximity to Port Phillip Bay and its 17 kilometres of coast line. It is this proximity to the coast that has been most influential in the development of Bayside, both historically and today.

Bayside was originally settled in 1841 and used for agricultural purposes, however with the 1850's boom associated with the gold rush, it soon emerged as a popular destination for holiday makers and day trippers from Melbourne, including many wealthy citizens who constructed grand homes on large allotments with substantial gardens. This early settlement, particularly in the northern part of the municipality has influenced the development of Bayside today and many of the features and buildings of that period remain and have heritage significance. This historic settlement also influenced the coastal areas around Beaumaris, which developed a more low scale development and retained a significant portion of the coastal vegetation that defines the southern parts of the municipality.

Development of Bayside has historically centred around defined 'villages' or activity centres which are a focus for retail, entertainment, employment and are accessible by public transport. This development pattern continues today. Each of these 'villages' has a defined character which is highly regarded by the local community. The remainder of the residential areas are focused around larger allotments, enabling the establishment of private gardens which have matured and now dominate streetscapes. Housing styles range from grand old homes, Victorian and interwar homes, modern architect homes, an increasing number of apartments and also a range of public housing.

The municipality is experiencing increased development pressure for higher density residential development due to urban consolidation policies, its proximity to Melbourne and its attractiveness as a coastal location. This increasing density of residential development is reducing the size of allotments, often resulting in the loss of mature gardens and impacting on the character of the municipality.

The majority of economic activity in Bayside is associated with the commercial activities in the Major Activity Centres in Brighton, Hampton and Sandringham, as well as the smaller activity centres dispersed throughout the municipality. Bayside also has a significant employment area in Cheltenham, which, whilst once having a traditional industrial focus, is being transformed into high quality business area. Tourism is also a significant economic contributor to Bayside, focused primarily around the Bay and the opportunities that it offers.

Bayside has significant areas of open space ranging from the coastal foreshore to significant bushland, extensive golf courses, sporting grounds and passive recreational parks, which not only provide for a range of recreational activities but also contain significant bushlands/heathlands which range from State to Local significance. Not only do these areas provide important habitat, but they also contribute to the landscape quality of the municipality and are highly regarded by the community.

Bayside is a largely car dependent municipality. It is reasonably well serviced by public transport in the northern sector, principally by the Sandringham and Frankston railway lines as well as bus services, although in some cases these bus services are of limited frequency and duration (for example, hourly service during commuter hours only), meaning public transport is not a viable option. The area to the south around Beaumaris is not as well serviced by public transport.

21.02-2 Key influences

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The key influences on the Bayside municipality are:-

- Increasing development pressure and the impact this has on the urban environment.
- Environmentally significant areas.
- The coastal foreshore.
- Environmental risks associated with flooding, stormwater management and climate change.
- The local economy, including future development opportunities.
- Tourism and its associated opportunities and impacts.
- The quality and character of the built environment.
- Areas and sites of heritage significance, both aboriginal and European.
- A variety of open space opportunities.
- Transport, both in the public and private realm.
- Infrastructure to meet the needs of the existing and future community.
- Environmental performance of buildings.

21.02-3 Key issues

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The key issues facing Bayside are focused around nine strategic themes:

Settlement and housing

- The need to manage growth associated with population growth and its impacts.
- The need to direct population growth into appropriate locations.
- The provision of housing to meet the changing needs of the community.

Environmental values

- The protection of environmentally significant areas.
- The important habitat role of vegetation, including established trees and gardens on private property.
- The protection and enhancement of the foreshore as a natural, environmental and cultural resource is key to the ecological and economic viability of the Bayside municipality.
- The need to balance protection of the natural environment and recreational opportunities and demand presents a challenge, particularly along the coast.

Environmental risks

- The need to manage the impacts of drainage associated with urban consolidation on water quality within Port Phillip Bay.
- The need to manage the flow of water from new or intensified development which can cause potential flooding.

Economic development

- The need to support and strengthen economic development within appropriate locations.
- The need to retain and strengthen the Bayside Business Employment Area as a business employment area of quality and profile within the south east region of Melbourne.
- The need to retain core retail function and appropriate retail mix within Activity Centres despite significant competition from outside centres.
- The role of tourism in the local economy.

Built form and heritage

- The need to protect the quality and character of the urban environment.
- The need to provide certainty in relation to the preferred future character for residential areas.
- The need to protect vegetation within the urban environment, both on public and private land.
- The need to ensure that development is undertaken in an environmentally sustainable manner.
- The need to protect areas and places of heritage significance.

Open space

- The need to provide open space and recreational opportunities that meet the changing needs of the community.
- The protection and enhancement of open space is key to the economic and environmental viability of the municipality.

Transport and access

- Bayside is a largely car dependent municipality, with the majority of Bayside residents using a motor vehicle to travel to work.
- A high proportion of short trips are undertaken by car. This increases congestion on the roads and has negative environmental consequences.
- Bayside has a higher proportion of older persons and people with disabilities than the metropolitan average. Appropriate transport options need to be available for all people, including those with specific mobility requirements and those without access to a car.
- There are increasing parking pressures around railway stations, activity centres and the foreshore.
- There are conflicts between different types of street users in activity centres and on major corridors, such as Beach Road.
- The different transport options, for example, bus and train, are often not well integrated which means they are not an attractive alternative to the private car.

Infrastructure

- The provision of infrastructure to meet the needs of the existing and future community.

- The need to manage the impacts associated with major community infrastructure.

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Strategic vision

“Bayside will be a city which protects and enhances the quality and character of the natural and built environment through environmentally sustainable development and management of land.

Bayside will be an environmentally focussed city in which its natural resources are valued by all the community, present needs are met and development is responsibly managed for the benefit of this and future generations. ”

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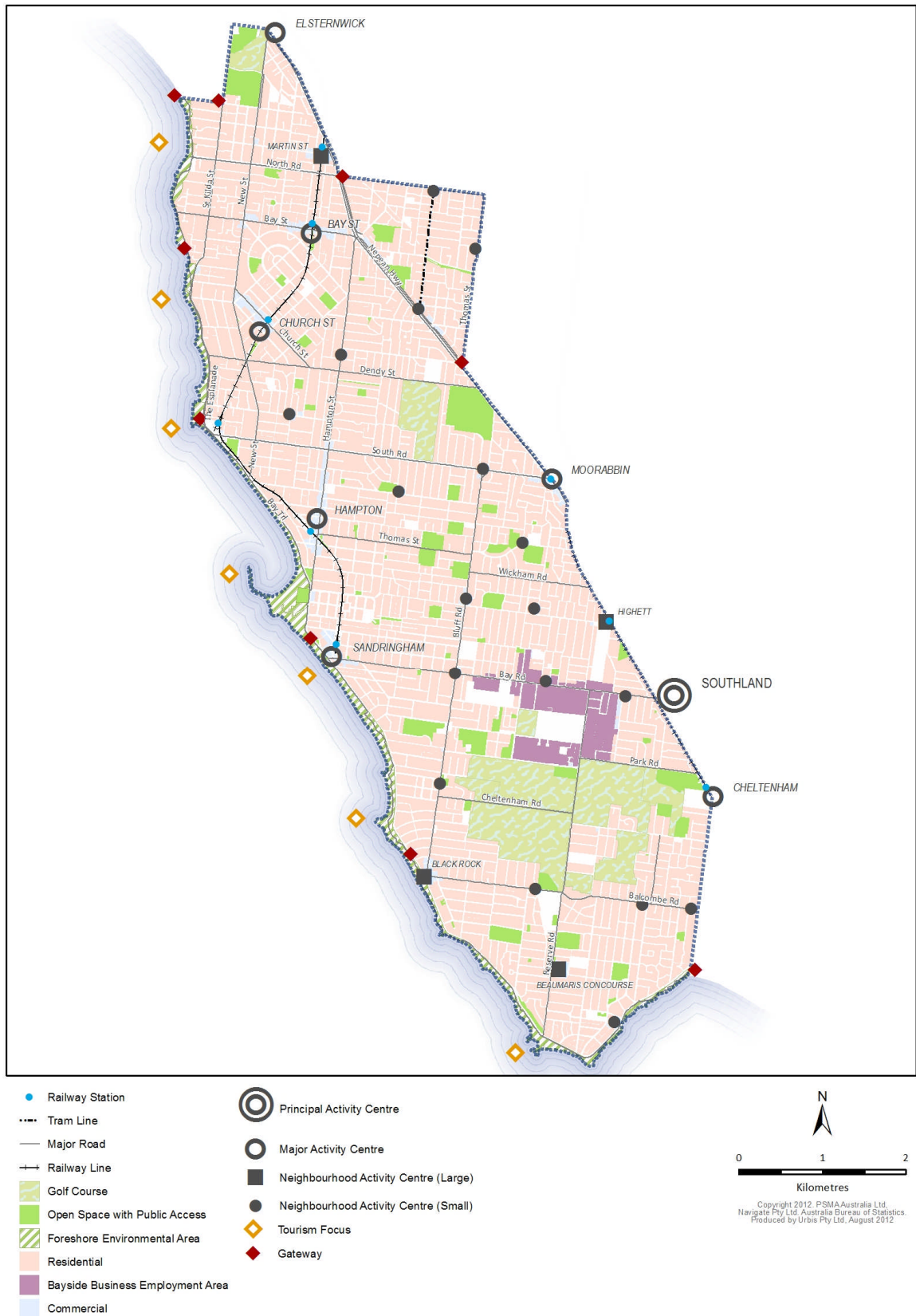
Strategic framework thematic plans

Council’s key strategic directions are illustrated through a series of thematic plans.

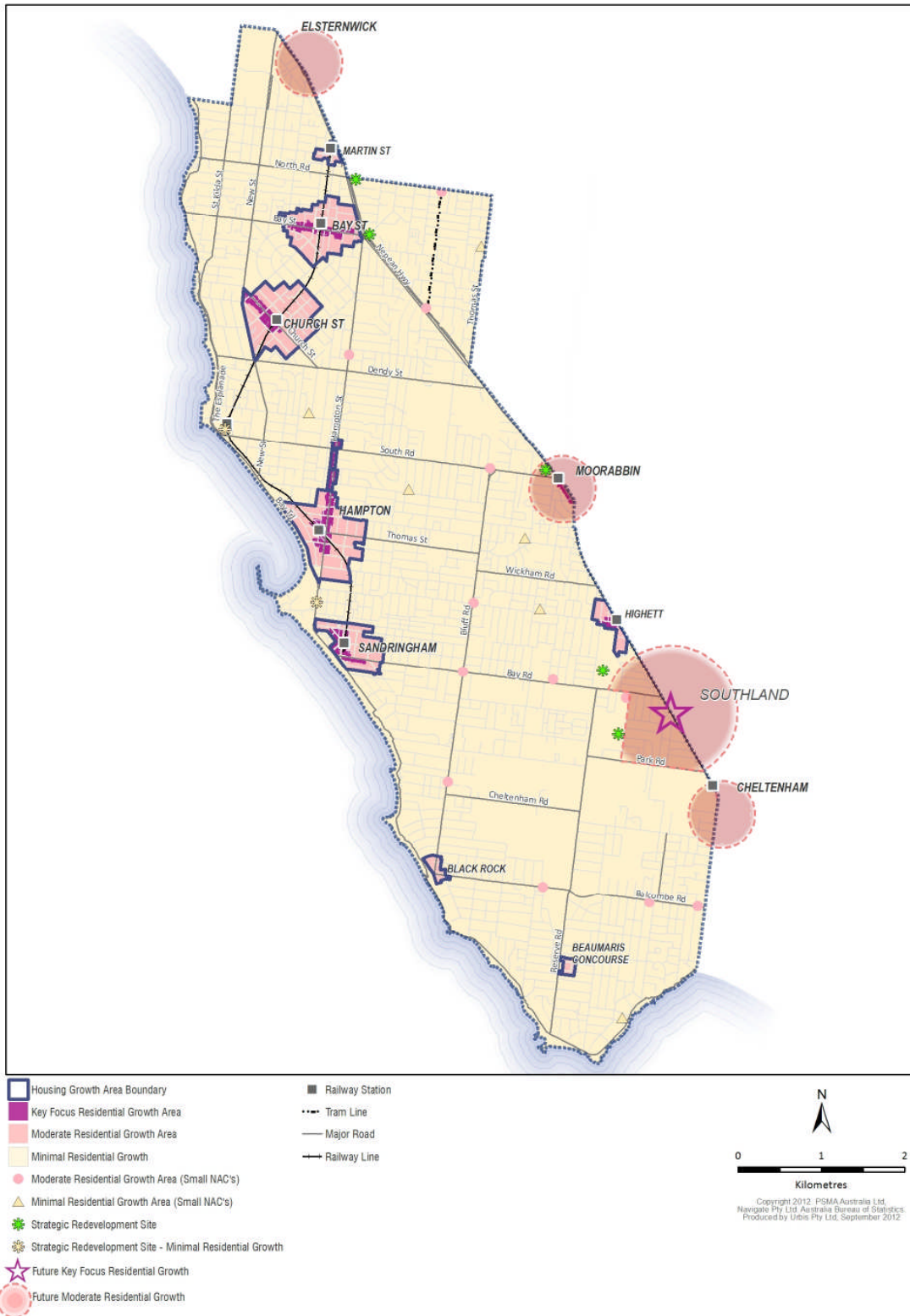
The location of existing land use types is shown in Map 1 of this clause.

The Strategic Residential Framework Plan is shown in Map 2 of this clause.

Map 1 – Existing Land Use Types



Map 2 – Residential Strategic Framework Plan



21.02-6 Reference document

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Bayside Housing Strategy (September 2012)

Bayside Integrated Transport Strategy (2013)

Bayside Bicycle Strategy (2013)

Bayside Walking Strategy (2015)