

21.03 SETTLEMENT

28/06/2018
C109

21.03-1 Activity Centres

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There is an established network of activity centres in Hobsons Bay. The centres range from three major activity centres being Williamstown, Altona Beach and Altona Gate Shopping Centre, to 13 neighbourhood activity centres. The remaining centres are small and local. Each centre has its own unique characteristics. The vision is to create vibrant activity centres providing a range of retail and social opportunities which meet the needs of the community; provide a focus for community life; encourage ongoing employment and business opportunities; enhance liveability for the local community; and attract visitors and encourage investment.

Objective 1

To retain and strengthen existing activity centres in the municipality to cater for the shopping needs of residents, workers and visitors.

Strategies

- Retain and enhance the individual character of the activity centres in the municipality.
- Strengthen the mix of land uses within the centres to support the activity centres and meet community needs.
- Ensure that residential development near activity centres does not compromise existing commercial businesses.
- Discourage the conversion of marginal activity centres to industrial uses.

Objective 2

To encourage further commercial and service business development within activity centres.

Strategies

- Focus major new retailing activities to key activity centres in the municipality.
- Encourage commercial development in strip centres to encourage consolidation of retail activities.
- Encourage and support a diversity of retail facilities in activity centres to meet needs not readily catered.
- Use public art as a catalyst for business growth and amenity improvements, as appropriate.
- Discourage the location of new commercial uses outside activity centres unless the proposed location is in response to a specific demonstrated need.

Objective 3

To enhance the amenity, liveability and economic viability of the existing activity centres in the municipality.

Strategies

- Encourage businesses and activities that increase opportunities for social interaction, recreation and enjoyment of the arts.
- Encourage the location of community facilities and services where there is an identified need.
- Balance the amenity of adjacent residential areas with new commercial uses.
- Ensure the provision of an appropriate supply of well designed car parking spaces within activity centres to service the land uses available.
- Ensure that new commercial uses and development contributes to the supply of car parking in activity centres.

- Ensure that new commercial uses and development address traffic flow in and around centres.
- Enhance trading by improving pedestrian and vehicular access.
- Ensure that new commercial uses and development facilitates public transport use, pedestrian flows and bicycle use.
- Encourage the provision of on-site 'end of trip' facilities in new development.
- Enhance the viability of activity centres through urban design or related improvements.
- Discourage non retail uses at ground level in the core retail areas of activity centres.
- Encourage and retain active frontages adjacent to footpaths in the core retail areas of activity centres, including using security systems that do not screen the shopfront or shop windows.
- Create a more distinctive identity through co-ordinated signage and themes.

Objective 4

To maintain and enhance the role of the existing Williamstown Activity Centre.

Strategies

- Conserve the historic quality of heritage places through careful consideration of proposed developments.
- Protect and enhance the national heritage significance of the Nelson Place streetscape.
- Ensure heritage places can be viable places for users without compromising the cultural heritage significance of the place or the amenity of surrounding uses.
- Identify areas to accommodate additional retail floor space in the centre.
- Enhance tourism opportunities within and around the Williamstown Activity Centre.
- Facilitate linkages between the Williamstown Activity Centre and other leisure, entertainment and recreational nodes.
- Protect the viability of the nearby marine activities to the Williamstown Activity Centre.
- Consider innovative solutions to the provision of car parking where the required on-site parking cannot be provided and alternative arrangements provided for in the planning scheme are not reasonable or viable.
- Improve local area traffic and car parking management within and around the Williamstown Activity Centre.

Objective 5

To maintain and enhance the role of the Altona Beach Activity Centre.

Strategies

- Encourage a centre with a positive identity and strong sense of place, defined retail/commercial precincts and a focus for community activity.
- Create strong visual linkages and physical connections to the foreshore, Port Phillip Bay, the regional open space network and Cherry Lake.
- Encourage and facilitate a wide range of activities, facilities and services for the local community in the Altona Beach Activity Centre.
- Encourage a mix of retail uses to reinforce existing retail activity and encourage new and continuing investment.
- Encourage the Altona Beach Activity Centre as a public transport hub and interchange for the local community, commuters and tourists.

- Encourage and facilitate the Altona Beach Activity Centre as a focus for diverse residential development.
- Encourage tourist and visitor facilities in the foreshore precinct (Pier Street, Queen Street to the Esplanade and the Esplanade, Sargood Street to Davies Street).
- Provide safe and easy pedestrian, bicycle and vehicular access throughout the centre, linking the beach and foreshore to Cherry Lake and the recreation facilities through Pier Street.
- Enhance the environmental qualities of the Altona Beach Activity Centre, particularly the foreshore, Cherry Lake and Logan Reserve.
- Enhance and reinforce the visual amenity of the Altona Beach Activity Centre via urban design, landscape and built form.
- Encourage uses that complement the recreational and tourism potential of the area.

Objective 6

To maintain and enhance the role of the existing Newport Activity Centre.

Strategies

- Promote and facilitate the development of the Newport Activity Centre as a cultural/ art/ tourism precinct.
- Facilitate residential development in and around the Newport Activity Centre.
- Improve the visual amenity of the Newport Activity Centre through urban design and landscape initiatives to streetscapes and other public spaces.
- Improve the integration of activities in the Newport Activity Centre by facilitating convenient and attractive ways of moving within and around the centre, particularly linkages to shops and services separated by the railway corridor and main road overpass.
- Improve pedestrian amenity in the Newport Activity Centre by enhancing the linkage of the centre separated by the railway corridor and main road and facilitating local pedestrian amenity through signage, safety, accessibility and landscaping.
- Encourage and work with relevant Government departments and agencies to upgrade infrastructure to improve connectivity within the Newport Activity Centre.

Objective 7

To maintain and enhance the role of the existing Central Square Activity Centre.

Strategies

- Encourage the expansion of the Central Square Activity Centre's role to include community and health facilities.
- Ensure that any extension of retailing activities in Central Square Activity Centre is appropriate in scale in relation to existing centres nearby and contains a range of other uses to facilitate its role as a community focus for the local neighbourhood.
- Encourage and facilitate the expansion of retail facilities to meet needs not readily catered for in existing centres.
- Encourage and facilitate opportunities for medium density housing near the centre.

Objective 8

To create a distinctive and appealing identity for the Aviation Road Activity Centre through an improved user amenity and expanded range of shops and services.

Strategies

- Facilitate the development and performance of the Aviation Road Activity Centre.
- Encourage and facilitate the improvement and expansion of the retail business mix in the centre.
- Make the centre more functional in terms of traffic and parking for the local catchment population.

Objective 9

To enhance the economic opportunities and provide planning certainty for activities on Millers Road, Altona between the Westgate Freeway and the railway line to the south.

Strategies

- Require the preparation of a Structure Plan to ensure a comprehensive approach to development of land between the Westgate Freeway and the railway line to the south.
- Improve transport, pedestrian safety and car parking in the area.

Objective 10

To encourage the establishment of a bulky goods precinct on land fronting Millers Road, 24-42 Cabot Drive and 290-298 Millers Road, Altona North and the Strategic Redevelopment Area identified as Precinct 9 within the *Hobsons Bay Industrial Land Management Strategy 2008*.

Strategies

- Ensure a comprehensive and integrated approach to development in accordance with the Design and Development Overlay.
- Support restricted retail premises at this location.
- Provide a range of restricted retail uses that do not compromise the operation of other activity centres.
- Ensure that use and development for a bulky goods precinct at this location minimises the impact on the amenity of surrounding residential land.
- Encourage built form and development that focuses on public and community based transport systems that support the majority of customer and workforce travel needs.
- Ensure that any redevelopment of this site includes Environmentally Sustainable Design (ESD) principles including Water Sensitive Urban Design (WSUD), energy efficient development and water reuse.

Implementation

These strategies will be implemented by:

Policy Guidance (criteria for the exercise of discretion)

- Use local policy at Clause 22.01 Heritage to ensure that all new commercial development in mostly intact heritage streetscapes relates to the form, scale, massing and street patterning directly adjacent to it, or where the streetscape has been altered over time, the surrounding heritage area.
- Use local policy at Clause 22.05 in the consideration of planning applications to address the shortage of available car parking in Williamstown.
- Use local policy at Clause 22.06 to contribute to the development Altona Beach Activity Centre as a vibrant village with a sustainable future.
- Use local policy at Clause 22.11 in the consideration of signage applications to ensure that the form and amount of outdoor advertising is appropriate to the character of the area, the streetscape and the building on which it is located and adds visual interest.

Application of zones and overlays

- Apply the Commercial Zones to existing retail and commercial activity centres.
- Apply a Heritage Overlay over places and precincts of identified heritage significance located within activity centres.
- Apply the Mixed Use Zone in the Altona Beach Activity Centre to land designated to provide a range of residential, commercial, office and limited industrial and other uses which complement the mixed-use function of the locality.

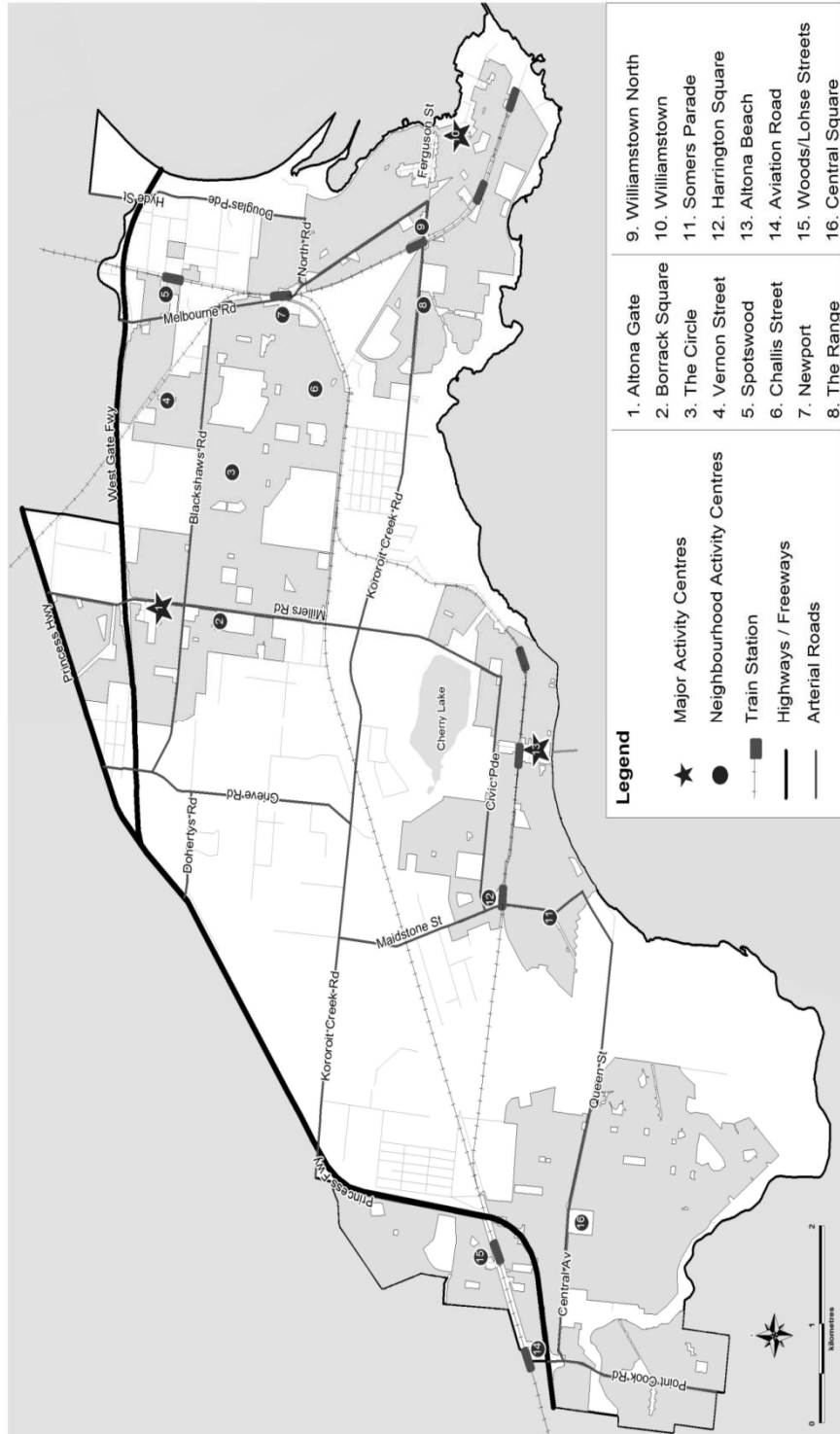
Further Strategic Work

- Review and prepare new structure plans to guide the planning and future development of Activity Centres including:
 - Williamstown
 - Newport
 - Altona Gate Shopping Centre and Millers Road between the Westgate freeway and the railway line to the south including the former Altona North Technical School
 - Spotswood
 - Woods Street.
- Undertake a landscape and streetscape strategy and guidelines in conjunction with the preparation of a structure plan for the Altona Gate Shopping Centre and Millers Road between the Westgate Freeway and the railway line to the south.
- Review the Activity Centres Strategy for the municipality. The Review should address whether the smaller and/ or marginal activity centres have a retail future and facilitate alternative land use, as appropriate.
- Prepare an Outline Development Plan for Precinct 18 as recommended in the Industrial Land Management Strategy 2008.
- Review the Commercial 2 Zone applying to 511 to 519 Melbourne Road, Newport.

Reference Documents

Hobsons Bay Industrial Land Management Strategy 2008
Williamstown Activity Centre Parking Study 2009
Hobsons Bay Advertising Signs Guidelines 1999
Hobsons Bay Landscape Design Guidelines 1999
Williamstown/Altona Coastal Parklands Plan 1997

Map 1 Activity Centres



Strategic Redevelopment Areas

Objective 1

To successfully manage the transition and strategic redevelopment of redundant industrial areas identified as Strategic Redevelopment Areas through the development of Outline Development Plans (i.e. a master plan) or other appropriate planning controls to achieve net community benefit.

Strategies

- Manage change in Strategic Redevelopment Areas carefully; protect the existing and ongoing viable use of existing industries; retain employment generating uses where possible; and subject to appropriate justification, introduce new land uses.
- Require the following matters be addressed, as appropriate, in consideration of applications for change in Strategic Redevelopment Areas:
 - the extent of contamination
 - range of future uses
 - all infrastructure requirements including community facilities and open space
 - potential off site impacts, and measures to manage them
 - traffic management plans which address connectivity within and between sites
 - staging of development
 - mechanisms/proposals to protect ongoing viable industries from encroaching sensitive uses such as buffer distances and acoustic measures to attenuate noise levels within the new development
 - future character of the area and potential impact on neighbouring residential character
 - measures to protect ongoing viable industry
 - Social Impact Assessment
 - incorporation of Environmentally Sustainable Design principles
 - diversity in housing choice including affordable housing
 - appropriate zoning and planning controls to guide future development and manage the potential impact of interface issues on adjoining land uses.
- Require the preparation of an Outline Development Plan (i.e. a master plan), for Strategic Redevelopment Areas that are no longer suitable for traditional industrial uses and are in multiple ownership in consultation with land owners, adjoining land owners, key government stakeholders and the Council to ensure that the Strategic Redevelopment Area as a whole can integrate with its surrounds and address significant interface issues.
- Support applications for site specific rezoning only if the applicant can demonstrate that the proposal will not prejudice the future development of the remainder of the precinct and that it is consistent with an Outline Development Plan or Master Plan that has been prepared to manage overall change in the precinct.
- Ensure that there is an appropriate interface between conflicting land uses when planning for the redevelopment of redundant industrial sites identified as Strategic Redevelopment Areas.
- Require residential and other new sensitive land uses to include appropriate measures to protect residential amenity including noise attenuation within new buildings and appropriate design and siting of private open space to protect occupants' amenity.

- Ensure that there is an appropriate interface between existing and future land uses within redundant industrial areas identified as Strategic Redevelopment Areas when planning for redevelopment of the precinct.
- Where appropriate, consider the potential for new character in future residential areas of the Strategic Redevelopment Areas.
- Ensure the provision of appropriate community infrastructure or an adequate contribution to support new communities.
- Ensure that the existing road layout and subdivision pattern that defines and characterises the broader neighbourhood is considered and respected by new development.

Implementation

These objectives and strategies will be implemented by:

Policy Guidance (criteria for the exercise of discretion)

- Use the Schedule to Clause 52.01 to specify that a cash contribution of 5% of the site value is required as part of the subdivision of land in the former Port Phillip Woollen Mill site in Williamstown.
- Use local policy at Clause 22.01 to ensure that heritage issues are given appropriate consideration at an early stage when making decisions about the future uses and development of industrial sites.
- Use local policy at Clause 22.02 to ensure the viability of ongoing industries.
- Use local policy at Clause 22.11 to ensure that signs respond to the character and amenity of areas and do not detract from the character of a locality, building or site.

Application of zones and overlays:

- Apply the Development Contributions Plan Overlay to the Former Port Phillip Woollen Mill Site in Williamstown.
- Apply the Design and Development Overlay, or a Development Plan Overlay or other appropriate planning control to implement the Hobsons Bay Industrial Land Management Strategy 2008 to manage the transition of redundant industrial land identified as a Strategic Redevelopment Areas for alternative uses.
- Apply the Development Plan Overlay or Design and Development Overlay to ensure that new, refurbished and converted developments for new residential and other noise sensitive uses constructed in proximity to existing industry include appropriate acoustic measures to attenuate noise levels within the building and private open space areas.
- Apply the Environmental Audit Overlay to contaminated sites.
- Apply the Land Subject to Inundation Overlay and the Special Building Overlay to land identified as being flood prone.
- Apply the Heritage Overlay to conserve characteristics that contribute to the individual identity of heritage places and precincts within Hobsons Bay and ensure that their cultural significance is not diminished by the loss of any fabric which contributes to the significance of the heritage place or precinct and inappropriate new development.

Further Strategic Work

- Prepare Outline Development Plans (i.e. a master plan) for entire precincts identified as Strategic Redevelopment Areas in the Industrial Land Management Strategy 2008 prior to consideration of rezoning applications.
- Manage the transition of the Strategic Redevelopment Areas as outlined in the Hobsons Bay Industrial Land Management Strategy 2008, through the development of Outline Development Plans, Development Plan Overlays, Design and Development Overlays or other planning tools, as appropriate, to

ensure an integrated development that, amongst other things, ensures appropriate buffer distances are maintained from nearby industry and the ongoing operations of the Port are protected.

- Review the level of existing facilities and services to meet the needs of new communities.

Reference documents

Hobsons Bay Landscape Design Guidelines 1999

Hobsons Bay Advertising Signs Guidelines 1999

Hobsons Bay Industrial Land Management Strategy 2008

Hobsons Bay Industrial Development Design Guidelines June 2008

Health and Wellbeing Plan. Hobsons Bay Municipal Public Health Plan 2007-2011

Ageing Well Strategy 2007-2017

Disability Action Plan 2008-2012

Port Phillip Woollen Mill Development Contributions Plan 2015-25, April 2016