



Introduction

Hobsons Bay City Council has prepared a new Activity Centres Strategy to guide how the city will grow and develop over the next 20 years.

Council can't stop growth from happening: it is how we manage change that is important.

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*

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.

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 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 activity centres strategy will provide a clear and strong vision to manage change to achieve the best outcomes for the local community, now and into the future.

What does the activity centres strategy do?

The activity centres strategy provides a vision and 11 directions to shape a desired future for Hobsons Bay. It does this by:

- identifying issues and opportunities affecting local centres and how to make positive change
- creating an aspirational Local Activity Centre Network based on a 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 dream to reality
- aligning with complementary state and local strategic work, particularly Plan Melbourne, the Hobsons Bay



ACTIVITY CENTRES STRATEGY 2018-36 FACT SHEET – SEPTEMBER 2018



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Housing Strategy 2018 and the Neighbourhood Character Study 2018.

The strategy is divided into five sections as shown in the following diagram:

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. Directions, strategies and actions:

- 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

What does this mean for me?

The strategy will be used to guide the ongoing planning and development of activity centres in Hobsons Bay. It will guide change and improvement to make our centres vibrant and exciting places to shop, work, live and play.

More information can be found in the *Know your Activity Centres Strategy 2018-36* summary booklet

How can you get involved?

Find out more information about how you can have a say at:

participate.hobsonsbay.vic.gov.au/housing

Alternatively, contact the Strategic Planning team on **9932 1089** or email

strategicplanning@hobsonsbay.vic.gov.au



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