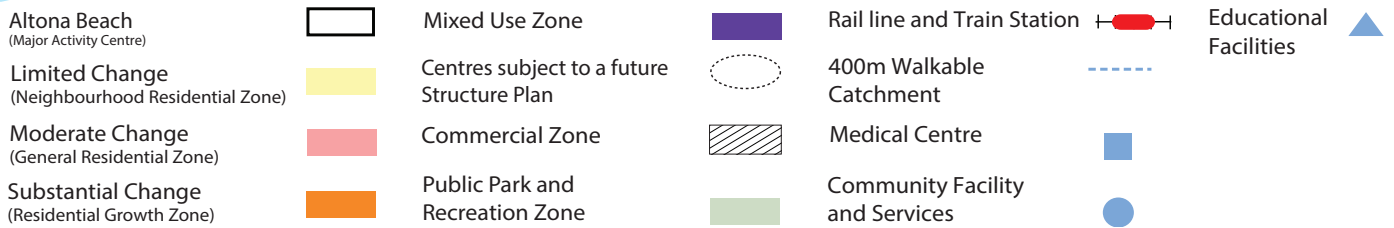
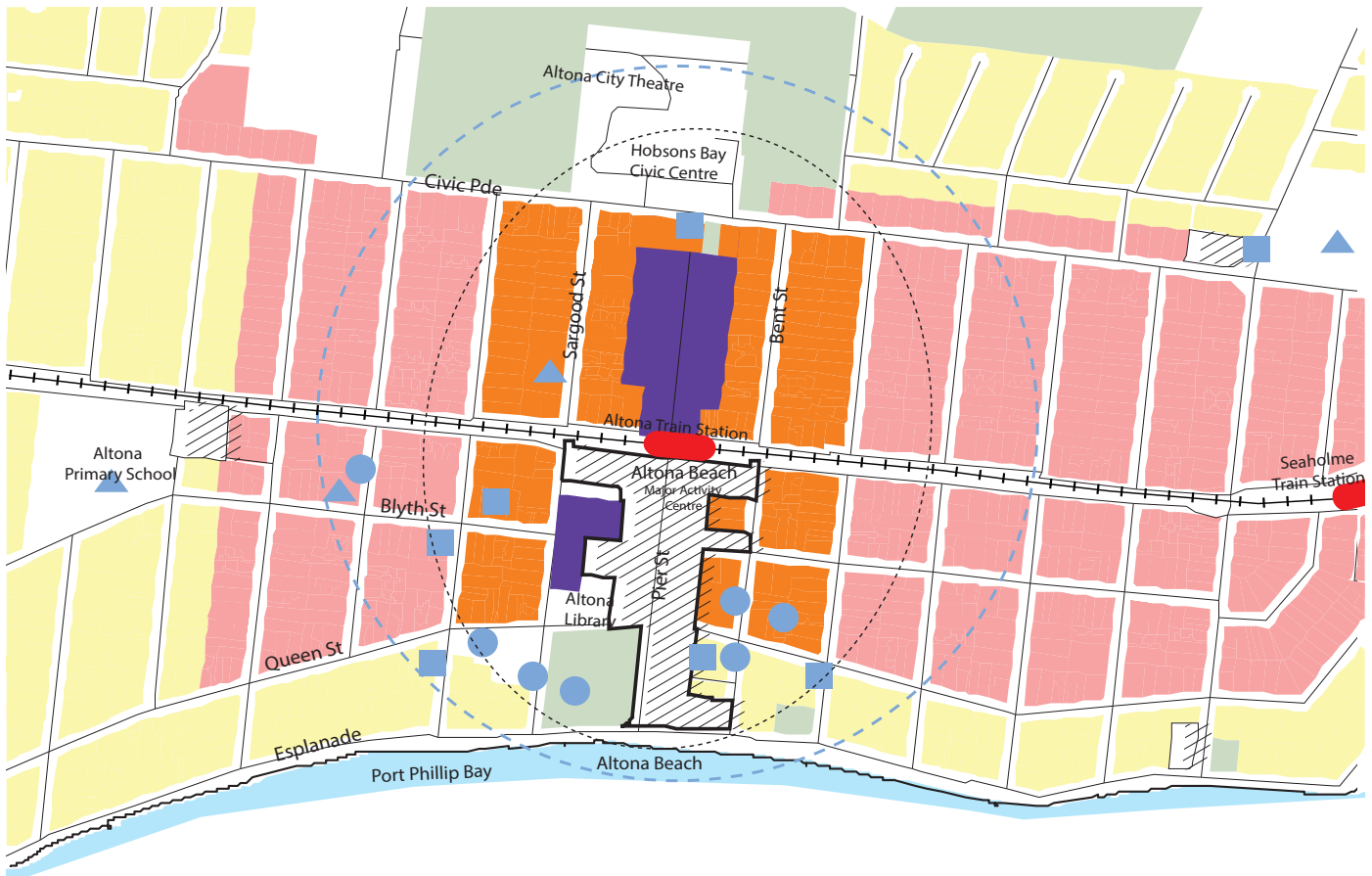




ALTONA BEACH (Altona) Major Activity Centre

HOBSONS
BAY CITY
COUNCIL

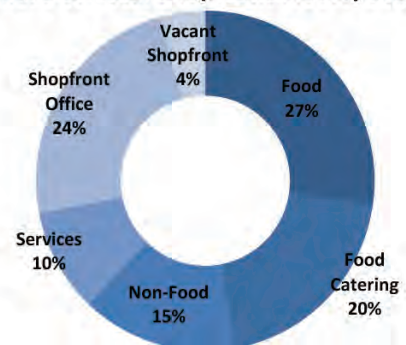













Shopfront Floorspace




Category	Floorspace
Food, liquor and groceries	4,310 m ²
Food Catering	3,150 m ²
Non Food	2,350 m ²
Retail Services	1,550 m ²
Total Retail	11,360 m²
Shopfront Office	3,740 m ²
Total Occupied Shopfront	15,100 m²
Vacant Shopfront	690 m ²
Total Shopfront Floorspace	15,790 m²

Share of Total Shopfront Floorspace



Existing Conditions

Context	 Public transport  Services/retail  Health/education services  Urban integration  Foreshore/waterways proximity  Residential development opportunity
Typology	 Shopping strip  DS Double sided  SC Shopping centre
Age/style	Post-war
Shopfront floorspace	15,790sqm
Smallest Centre (sqm)	Largest Centre (sqm)
Anchor tenants	Supermarkets (x2), post office, banks (x2), Altona Library, Hobsons Bay Civic Centre

Shop top housing	3.5 per cent
General height in commercial and mixed use area	1 to 2 storeys (south of railway line) 2 to 4 storeys (north of railway line)
Preferred height in commercial and mixed use area	3 to 4 storeys (south of railway line)* 4 to 6 storeys (north of railway line)*
Preferred housing type in Moderate Change Area*	 Multi-unit  Townhouse  Apartment

*Subject to an appropriate design response and Design and Development Overlay (DDO4) provisions

Vision

By 2036, Altona Beach (Altona) Major Activity Centre:

- is the celebrated and flourishing heart of the Altona community
- is a vibrant Major Activity Centre providing a unique mix of goods, services and facilities catering to local needs
- has capitalised on its beachside location; unique views along Pier Street onto Port Phillip Bay and Altona Pier; adjoining attractive open spaces; ease of access by all transport; as well as its compact form and scale
- is a desirable and distinctive beachside location of choice for the northern and western suburbs of Melbourne
- provides diverse housing choices for a broad range of households and age groups, within an inviting, safe and easily accessible environment
- has a legacy of high-quality and innovative urban design and development that has respected and reinforced Altona Beach's 'human scale', village character and history.

Urban design directions

Urban structure

- maintain the street pattern to protect view lines to key landmarks including (but not limited) to:
 - › the foreshore
 - › across Logan Reserve & Weaver Reserve to the foreshore
 - › the Esplanade and Altona Pier
 - › Cherry Lake

Movement network

- maintain and improve ease of movement throughout the centre recognising the important connections from and to key destinations including:
 - › Altona Railway Station and bus stops
 - › Altona Pier and Esplanade
 - › Cherry Lake and Hobsons Bay Civic Centre
 - › the Bay Trail
- ensure the provision of car parking considers pedestrian and cycling amenity and safety
- support higher frequency public transport and improved weekend services
- optimise equitable and efficient access for all modes of transport

Public spaces

- encourage site and urban design responses that improve on a sense of place and village feel
- ensure that views from the public realm, including the Altona Pier, are protected from visually intrusive development and elements
- maintain and increase active street frontages to provide a high standard of public presentation to Pier Street, public open spaces, Altona Railway Station and surrounds
- protect solar access to all public parks and footpaths along Pier Street
- activate interfaces with car parks and laneways to improve amenity and safety
- enhance the amenity of places for social interaction, particularly Logan Reserve, the foreshore and streetscapes

Public transport environs

- apply the Urban Design Guidelines for Victoria (2017) to improve safety and access to Altona Railway Station, bus interchange and surrounds, particularly the interface of Pier Street South and the rail line
- support uses and development that will increase activity and passive surveillance around the train station and surrounds

Buildings

- design development to optimise views and aspect over the foreshore, public open space and public realm, while maintaining scale
- maintain appropriate scale through urban design, including building heights, minimal bulk, setbacks and innovative design elements that reflect the urban context
- incorporate environmentally sustainable design and accessibility principles in new development

Objects in the public realm

- incorporate canopy trees in landscaping proposals to provide shading and improve the public realm
- implement and recognise the Altona Beach Urban Design Framework 2008 (or its successor), any streetscape master plan or improvement program including street tree planting recommendations



Other

- apply the Urban Design Guidelines for Victoria 2017 (or its successor)

Altona Beach today

Altona Beach Major Activity Centre is a traditional main street-style centre. Pier Street forms the north-south spine of the centre, and visually continues onto the bay through the direct alignment of the Altona Pier. Its northern axis ends with the Hobsons Bay Civic Centre.

There is a wide range of associated uses in nearby streets. Including a local library with community centres and arts hub. Altona Beach is vibrant and successful, with strong levels of street activity and a diverse mix of businesses.

Its beach frontage, accessible beach and pier, make it a popular destination for tourists and day-visitors, especially in summer. This is reflected in the tenancy mix at the southern end of the centre which has a focus on food and dining, even a surf and dive shop.

Council's streetscape works in the centre have improved the public realm in recent years, creating a high level of attractiveness and amenity.

Increased density in residential development has recently occurred to the north of the railway line incorporating apartments located above new shops.

The activity centre is serviced by public transport, including the Altona Railway Station, three bus routes and the cross-metro SmartBus terminus (route 903 to Mordialloc) which is located directly outside the rail station. Rail and bus service frequency and reliability, have room for big improvement to meet current and future needs.

Opportunities and strengths

- Altona Beach is designated as a Major Activity Centre, supporting the provision of a wide range of goods and increase in service provision and government investment
- increased mix of business activities and services will increase local employment and spending
- residential and commercial uses above shops
- a high level of connectivity and pedestrian amenity and safety
- increased visitor potential as a beachside destination
- higher density development which respects the beachside village character and retains human scale
- centrally located train station and transit hub.
- increased housing diversity in Mixed Use and Substantial

Change Areas as identified in the Hobsons Bay Housing Strategy 2019

- location of the Civic Centre on its periphery
- flat topography making it especially suitable to cycling and walking, as well as increased access for people with physical mobility issues

Challenges

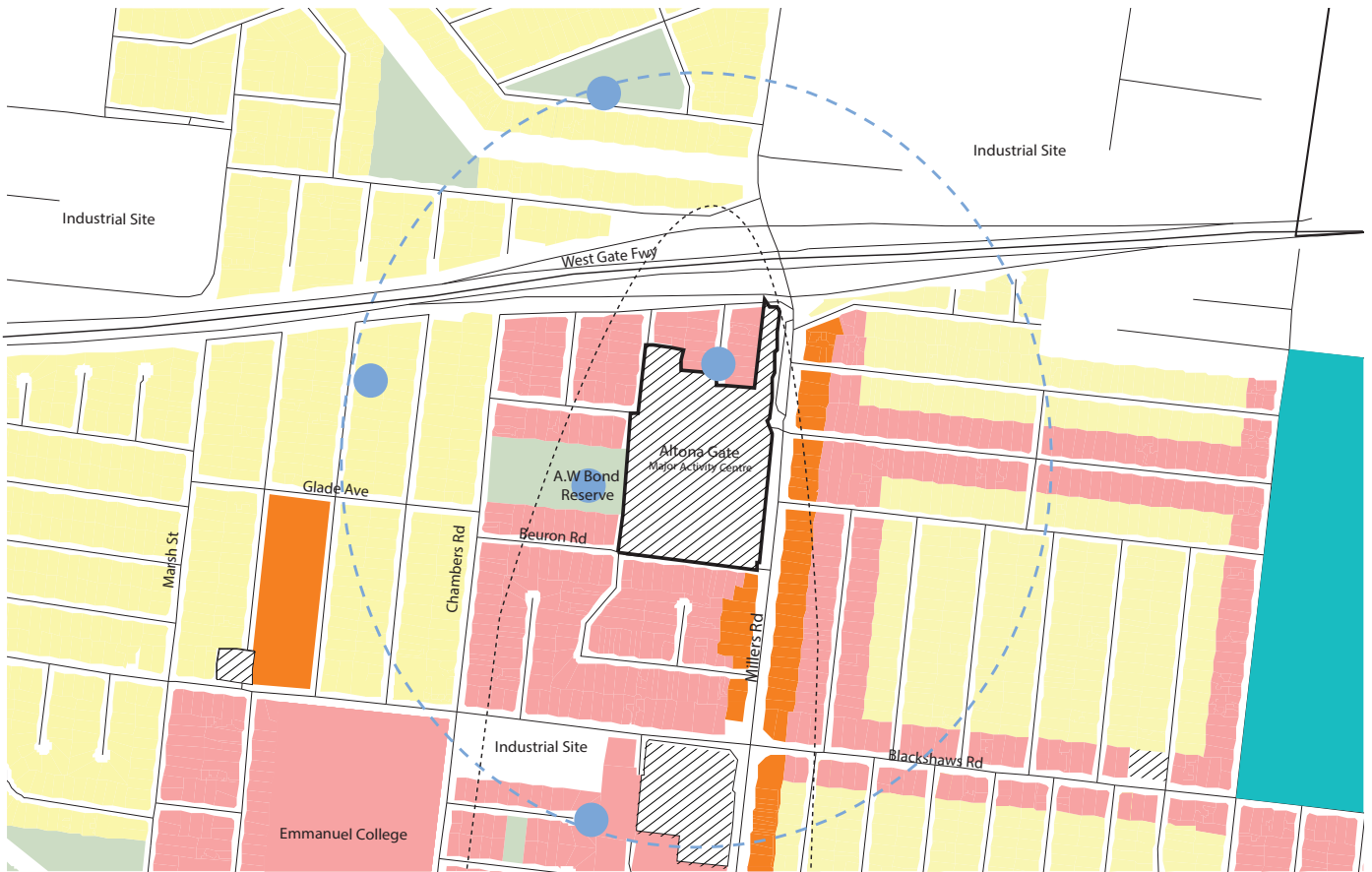
- infrastructure, primarily related to drainage, needs to be improved in the context of increased development and the impacts of climate change (storm surge events and sea level rise)
- sea level rise may affect future growth, particularly in low lying areas south of the railway line
- the centre has a relatively small footprint and surrounding small land holdings: consolidation of sites will be needed in conjunction with sequencing of development
- a high water table will affect development that seeks to incorporate a basement
- investment is needed to provide government services and complete the rail track duplication and increase service frequency in keeping with Altona Beach's status as a Major Activity Centre in Plan Melbourne
- balancing the provision and management of car parking with sustainable transport initiatives

Other relevant plans, strategies and guidelines

- *Hobsons Bay Activity Centre Strategy 2019*
- *Hobsons Bay Housing Strategy 2019*
- *Hobsons Bay Neighbourhood Character Study 2019*
- *Altona Beach Urban Design Framework 2008*
- *Hobsons Bay Heritage Study 2017 (as amended)*
- *Hobsons Bay Planning Scheme (as amended)*
- *Hobsons Bay 2030 Community Vision 2017*
- *Plan Melbourne 2017-50 (or its successor)*
- *Urban Design Guidelines for Victoria 2017 (or its successor)*
- *Better Apartment Design Guidelines for Victoria 2017 (or its successor)*
- *Hobsons Bay Integrated Transport Plan 2017-30*
- *Hobsons Bay Economic Development Strategy 2015-20*
- *Hobsons Bay Disability Access and Inclusion Strategy, 2013-17 (under review)*
- *Hobsons Bay Ageing Well Strategy 2007-17 (under review)*
- *Hobsons Bay Problem Gambling on Electronic Gaming Machines Policy, 2015*
- *Hobsons Bay Affordable Housing Policy Statement 2016*
- *Hobsons Bay Universal Design Policy Statement 2017*

ALTONA GATE (Altona North) Major Activity Centre





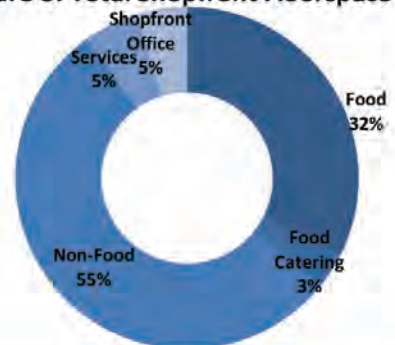
- Altona Gate (Major Activity Centre)
- Limited Change (Neighbourhood Residential Zone)
- Moderate Change (General Residential Zone)
- Substantial Change (Residential Growth Zone)
- Centres subject to a future Structure Plan
- Commercial Zone
- Public Park and Recreation Zone
- Comprehensive Development Zone
- 400m Walkable Catchment
- Community Facility and Services
- Educational Facilities
- Medical Centre











Shopfront Floorspace

Category	Floorspace
Food, liquor and groceries	8,830 m ²
Food Catering	880 m ²
Non Food	14,820 m ²
Retail Services	1,400 m ²
Total Retail	25,930 m²
Shopfront Office	1,270 m ²
Total Occupied Shopfront	27,200 m²
Vacant Shopfront	0 m ²
Total Shopfront Floorspace	27,200 m²

Share of Total Shopfront Floorspace



Existing Conditions

Context	     
Typology	 
Age/style	Post-war
Shopfront Floorspace	27,200sqm
Smallest Centre (sqm)	Largest Centre (sqm)

Anchor tenants	Supermarket (x2), discount department store, bank, post office, 83 speciality stores
Shop top housing	0 per cent
General height in commercial area	4 storeys (shopping centre) / 1 storey (16 Shops)
Preferred height in commercial area	4 to 6 storeys*
Preferred housing type	Subject to Structure Planning

*Subject to appropriate urban design response

Vision

By 2036, Altona Gate (Altona North) Major Activity Centre:

- is the 'one-stop-shop' Major Activity Centre for Altona North and surrounds
- is the landmark northern gateway to the Millers Road Spine of activity centres
- has a high concentration of jobs and provides a wide range of retail to meet the needs of the Hobsons Bay community and beyond
- has increased visitation due to a series of incremental improvements to the presentation of the centre and the co-location of other uses, especially government agencies and health services
- has a stronger and more active interface with its surrounds: redevelopment has provided greatly improved pedestrian movement and amenity within the centre as well as along the Millers Road Spine
- complements and connects with a new Large Neighbourhood Activity Centre and the people who live in the new housing development at Precinct 15: Altona North Strategic Site and 'The Circle' Medium Neighbourhood Activity Centre located to the east of the centre
- is linked to other activity centres along the Millers Road Spine by light rail to and from Maribyrnong

Urban design directions

Urban structure

- enhance linkages to facilitate way finding and connectivity, particularly to the north of the West Gate Freeway and to the Precinct 15, Altona North Strategic Site Activity Centre
- improve permeability of the interface of the shopping centre with surrounds

Movement network

- ensure pathways link the centre with public transport and create an inviting and safe walkable environment
- optimise equitable and efficient access for all modes of transport

Public spaces

- encourage site and urban design responses that improve on a sense of place
- improve a sense of address to Millers and Duosa Roads
- activate public realm interfaces, including with Bond Reserve
- support uses and development that will increase activity and informal surveillance of and around the centre carpark, especially at night
- incorporate Water Sensitive Urban Design (WSUD) Principles in any redevelopment of the centre
- incorporate Universal Design principles in any redevelopment of the centre

Public transport environs

- apply the Urban Design Guidelines for Victoria (2017) to improve safety and access to the centre, carpark and surrounds, especially around bus stops
- advocate to upgrade bus stops to modern best practice installations to encourage visitation to the centre, including a high quality interchange within the grounds of the centre.

Buildings

- incorporate innovative design solutions to assist with modernisation of the centre
- maintain appropriate scale through urban design, including building heights, minimal bulk, setbacks and innovative design elements that respect the urban context
- incorporate Environmentally Sustainable Design (ESD) and accessibility principles in any redevelopment of the centre

Objects in the public realm

- incorporate canopy trees in landscaping proposals to provide shading and improve the public realm
- implement and recognise any adopted streetscape master plan or improvement program including street tree planting recommendations

Other

- apply the Urban Design Guidelines for Victoria 2017 (or its successor)

Altona Gate (Altona North) today

Altona Gate (Altona North) Major Activity Centre comprises Altona Gate Shopping Centre and a strip of shops fronting Millers Road to the north of Duosa Road (16 Shops).

Altona Gate Shopping Centre has three levels of retailing and a basement car park. It is a 'stand alone' retail centre comprising the anchor stores of Kmart department store, Coles and ALDI supermarkets; and 83 specialty shops.

Altona Gate is fully tenanted and functions as an important 'one-stop-shopping' location for people from across Hobsons Bay and the City of Maribyrnong. While overall trading performance is considered to be at the lower end of normal expectations, investment at the centre in recent years has had a positive influence on visitation and sales. Further incremental improvements to the presentation of the centre over time are expected to continue to drive improvements to visitation and sales.

As a Major Activity Centre, government policy supports the location of government agencies and services which are currently lacking in the centre.

The businesses on Millers Road to the north of the shopping centre (16 Shops), are primarily convenience-oriented and benefit from the direct exposure to passing traffic to and from Altona Gate.

Altona Gate is heavily reliant on private car access, although there are a number of bus services directly outside the centre fronting Millers Road providing connections to Altona Meadows, Footscray, Sunshine and central Melbourne.

Altona Gate provides the northern entrance to the Millers Road Spine of activity centres, which is anchored at the south by the bulky goods orientated Millers Junction Enterprise Area at the Ross Road intersection.

Opportunities and strengths

- the existing car park located north of Duosa Road offers a potential key redevelopment site well-suited to commercial development, such as a medical centre, or mixed-uses incorporating residential development
- 16 Shops to the north of Duosa Road could be integrated with the Altona Gate centre complex to improve connectivity within both the centre and the public realm
- Bond Reserve immediately to the west of the centre could provide for an attractive and active interface in any future redevelopment
- the anchor centres of Millers Junction Enterprise Area at Ross Road to the south and Altona Gate Shopping Centre to the north near the West Gate Freeway have complementary roles and future structure planning will consider the whole Millers Road Spine
- include a diversity of uses in any redevelopment to activate the centre outside retail trading hours
- improve the bus interchange to encourage the use of public transport to increase visitation including bringing it within the site
- future increased residential development within the centre and surrounds accords with the Hobsons Bay Housing Strategy 2019 and a future structure plan for the whole Millers Road Spine

Challenges

- the level of connectivity of Altona Gate with the broader retail and commercial precinct fronting Millers Road is limited.
- Street interfaces are poor and there are significant issues relating to pedestrian (and cycling) access and amenity
- pedestrian connections between the centre and bus routes are not best-practice and do not provide clear and safe passage
- manage car parking in a way that preserves pedestrian safety and amenity
- the West Gate Freeway poses a major physical barrier constraining pedestrian access to the centre from the north
- impact of the West Gate Tunnel Project is yet to be determined
- retail uses currently dominate the Altona Gate Shopping Centre and, apart from the Post Office, it lacks other commercial services and government agencies commensurate to its status as a Major Activity Centre
- providing a wider range of uses in line with its designation as a Major Activity Centre would involve substantial redevelopment and require closure of sections of the centre

Other relevant plans, strategies and guidelines

- *Hobsons Bay Activity Centre Strategy 2019*
- *Hobsons Bay Housing Strategy 2019*
- *Hobsons Bay Neighbourhood Character Study 2019*
- *Hobsons Bay Planning Scheme (as amended)*
- *Hobsons Bay 2030 Community Vision 2017*
- *Plan Melbourne 2017-50 (or its successor)*
- *Urban Design Guidelines for Victoria 2017 (or its successor)*
- *Better Apartment Design Guidelines for Victoria 2017 (or its successor)*
- *Hobsons Bay Integrated Transport Plan 2017-30*
- *Hobsons Bay Economic Development Strategy 2015-20*
- *Hobsons Bay Disability Access and Inclusion Strategy, 2013-17 (under review)*
- *Hobsons Bay Ageing Well Strategy 2007-17 (under review)*
- *Hobsons Bay Problem Gambling on Electronic Gaming Machines Policy, 2015*
- *Hobsons Bay Affordable Housing Policy Statement 2016*
- *Hobsons Bay Universal Design Policy Statement 2017*

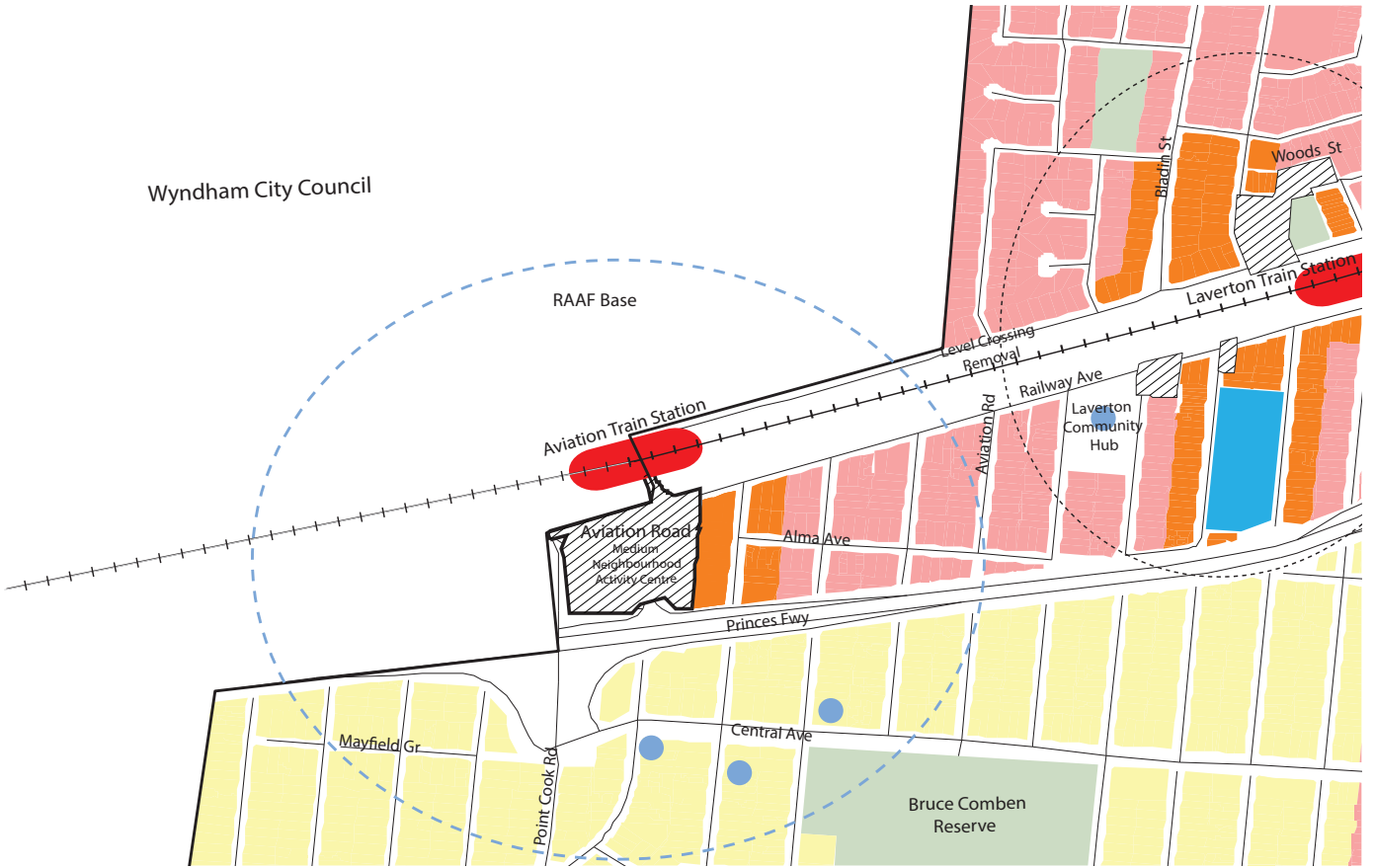


AVIATION ROAD
Laverton

Large Neighbourhood
Activity Centre
(Future)



Wyndham City Council



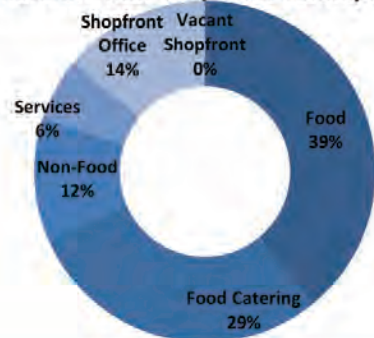
- Aviation Road (Medium Neighbourhood Activity Centre) Substantial Change (Residential Growth Zone) Public Park and Recreation Zone Community Facility and Services
- Limited Change (Neighbourhood Residential Zone) Centres subject to a future Structure Plan Former School Site Municipal Boundary
- Moderate Change (General Residential Zone) Commercial Zone 400m Walkable Catchment Level Crossing Removal













Shopfront Floorspace




Category	Floorspace
Food, liquor and groceries	2,160 m ²
Food Catering	1,610 m ²
Non Food	640 m ²
Retail Services	330 m ²
Total Retail	4,740 m²
Shopfront Office	770 m ²
Total Occupied Shopfront	5,510 m²
Vacant Shopfront	0 m ²
Total Shopfront Floorspace	5,510 m²

Share of Total Shopfront Floorspace



Existing Conditions

Context	 Public transport  Services/retail  Health/education services  Urban integration  Foreshore/waterways proximity  Residential development opportunity
Typology	 Shopping strip  Double sided  Local cluster  Shopping centre
Age/style	Post-war, Contemporary
Shopfront Floorspace	5,510sqm
Smallest Centre (sqm)	Largest Centre (sqm)

Anchor tenants	Supermarket, bank, post office, hotel/motel
Shop top housing	0.2 per cent
General height in commercial area	1 to 2 storeys
Preferred height in commercial area	3 to 4 storeys* (until structure plan is prepared)
Preferred housing type in substantial change area*	 Multi-unit  Townhouse  Apartment

*Subject to appropriate urban design response

Vision

By 2036, Aviation Road Medium Activity Centre:

- has consolidated and evolved as a vibrant Large Neighbourhood Activity Centre servicing Laverton's increased population and redevelopment of the RAAF base
- has been stimulated by major public realm and streetscape works, including the renewal of the Aircraft Train Station and the removal of the Aviation Road level crossing, greatly improving accessibility and environmental quality
- provides a mix of office and retail uses through redevelopment of existing buildings, ensuring the centre is competitive
- is serviced by a reliable and improved transport and movement network
- has higher density residential development around the centre and provides a diversity of housing types for a broad range of households and age groups

Urban design directions

Urban structure

- improve pedestrian permeability and functional access to the area south of the freeway and north of the rail line

Movement network

- link urban form with pathways and public transport to create an inviting and functional walkable environment to the centre and surrounds
- ensure the provision of car parking considers pedestrian and cycling amenity and safety
- optimise equitable and efficient access for all modes of transport

Public spaces

- encourage and support site and urban design responses that are reflective of a sense of place
- ensure improvements generate quality streetscapes that support village feel and socialising
- improve the presentation of private buildings, public streets and carparks
- maintain a high level of solar access to the centre

- incorporate Water Sensitive Urban Design (WSUD) principles in any redevelopment of the car parking area
- incorporate Universal Design principles in any redevelopment of the car parking area

Public transport environs

- apply the Urban Design Guidelines for Victoria 2017 to improve safety and access to Aircraft Station, bus stops and surrounds
- support uses and development that will increase activity and informal surveillance around the train station, bus stops and surrounds
- upgrade bus stops to modern, best practice installations to encourage visitation to the centre

Buildings

- ensure active street frontages and appropriate orientation of development to support passive surveillance of the public realm
- encourage a consistent built face to frontages
- maintain appropriate scale through urban design, including building heights, minimal bulk, setbacks and innovative design elements that respect the urban context
- incorporate Environmentally Sustainable Design and accessibility principles in new development

Objects in the public realm

- incorporate canopy trees in landscaping proposals to provide shading and improve the public realm, particularly car parking areas
- implement and recognise any adopted urban design framework, streetscape master plan or improvement program including street tree planting recommendations

Other

- apply the Urban Design Guidelines for Victoria 2017 (or its successor)
- actively apply and implement 'Laverton Together' Urban Design Framework 2006 (or its successor)

Aviation Road today

The Aviation Road Activity Centre is located between Aircraft Railway Station to the north and Princes Freeway to the south. The Royal Australian Air Force (RAAF) Williams base is located immediately north of the centre, while to the west is the Williams Landing urban development on the former Laverton airfield.

The centre serves a convenience role for locals and some visitors, with a medium-sized IGA supermarket and a range of supporting, primarily food-based, specialty shops. A Bendigo Bank, hotel/motel and a small number of professional services are also located in the centre.

Council has undertaken major streetscape improvements that have increased the amenity and sense of place in the centre.

Opportunities and strengths

- despite its small size and modest role, the centre has potential to access a significant regional catchment and passing trade if an appropriate urban development outcome can be facilitated
- the centre's highly accessible location to major transport infrastructure (Aircraft Station and the Princes Freeway) can be leveraged to attract and capture the spending capacity of through traffic and commuters
- employment at the nearby RAAF will generate increased spending and better integration to the north after completion of the Aviation Road level crossing removal. In the future, it is likely the RAAF land will be released for residential development, which will become part of the centre's catchment due to the current works and improved linkages to the north after completion of the level crossing removal
- the level crossing removal at Aviation Road will unlock future development potential for surrounding land
- there is opportunity to influence future redevelopment of the RAAF base to the benefit of the centre
- redevelopment of existing buildings can accommodate extra commercial activities and housing
- there are complementary relationships between the Aviation Road Activity Centre, the Laverton Hub and Laverton Village Activity Centre (Lohse and Woods Streets).
- significant potential exists to improve pedestrian and cycling links to the centre and Aircraft Station
- there is potential to increase residential development and diversify the housing stock around the centre

Challenges

- the centre is relatively small and constrained due to surrounding urban form and physical barriers
- a more cohesive layout would greatly improve access to and movement within the centre
- connectivity with the surrounding area is under-developed
- a structure plan is needed in order to best capitalise upon the Aviation Road level crossing removal which will be completed by 2020
- balancing the provision and management of parking to protect the amenity of the centre and maintain pedestrian safety

Other relevant plans, strategies and guidelines

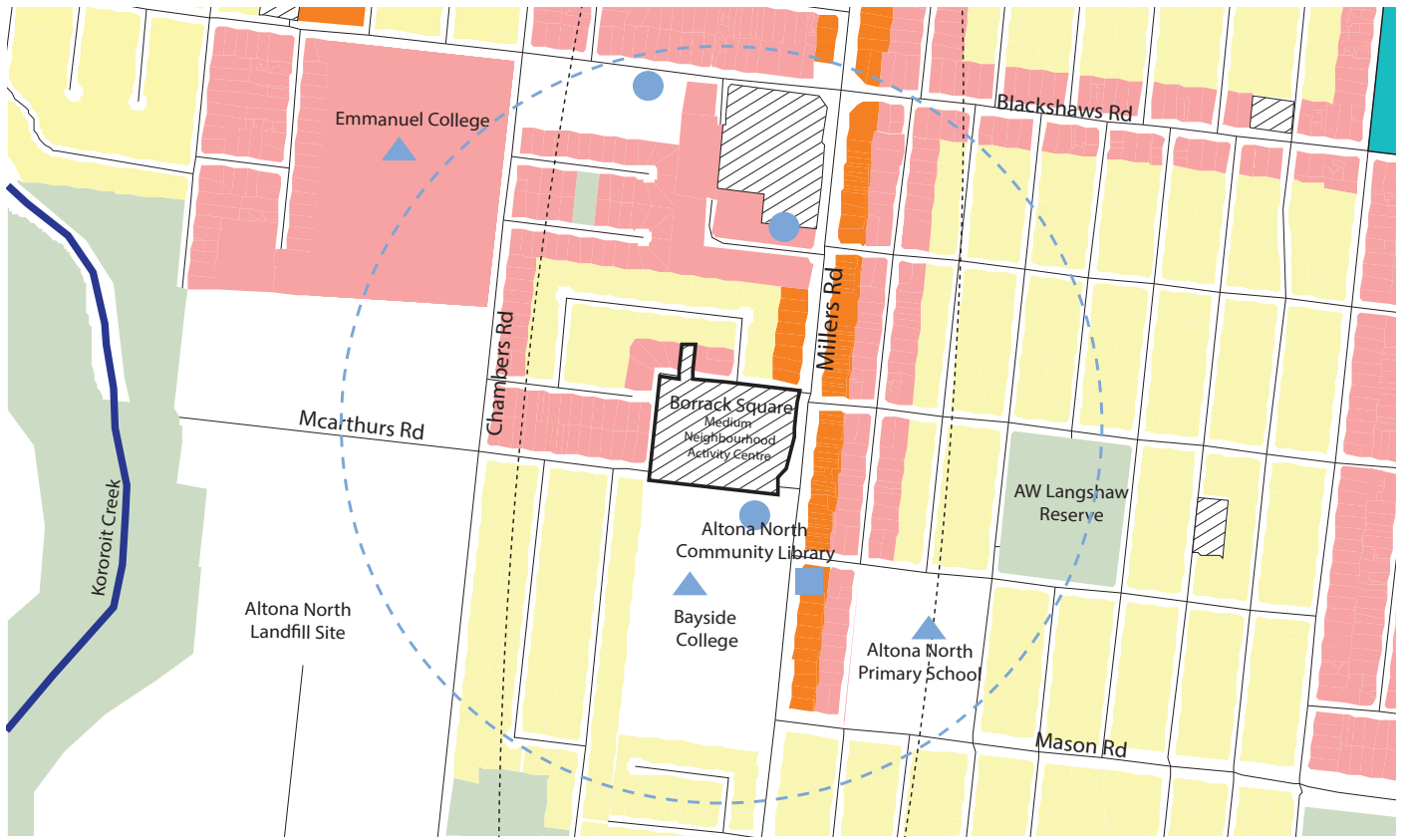
- *Hobsons Bay Activity Centre Strategy 2019*
- *Hobsons Bay Housing Strategy 2019*
- *Hobsons Bay Neighbourhood Character Study 2019*
- *Hobsons Bay Planning Scheme (as amended)*
- *Hobsons Bay 2030 Community Vision 2017*
- *Hobsons Bay Laverton Together' Urban Design Framework 2006*
- *Plan Melbourne 2017-50 (or its successor)*
- *Urban Design Guidelines for Victoria 2017 (or its successor)*
- *Better Apartment Design Guidelines for Victoria 2017 (or its successor)*
- *Hobsons Bay Integrated Transport Plan 2017*
- *Hobsons Bay Economic Development Strategy 2015-20*
- *Hobsons Bay Disability Access and Inclusion Strategy 2013-17 (under review)*
- *Hobsons Bay Ageing Well Strategy 2007-17 (under review)*
- *Hobsons Bay Problem Gambling on Electronic Gaming Machines Policy, 2015*
- *Hobsons Bay Affordable Housing Policy Statement 2016*
- *Hobsons Bay Universal Design Policy Statement 2017*

BORRACK SQUARE

Altona North

Medium Neighbourhood Activity Centre





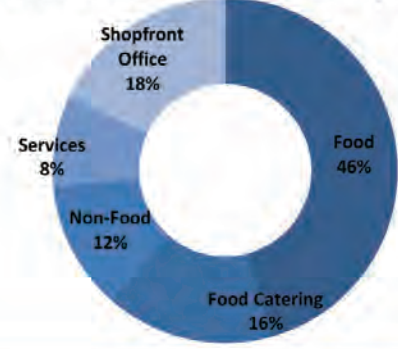
- Borrack Square**
(Medium Neighbourhood Activity Centre)
- Limited Change**
(Neighbourhood Residential Zone)
- Moderate Change**
(General Residential Zone)
- Substantial Change**
(Residential Growth Zone)
- Centres subject to a future Structure Plan**
- Commercial Zone**
- Public Park and Recreation Zone**
- Comprehensive Development Zone**
- 400m Walkable Catchment**
- Medical Centre**
- Community Facility and Services**
- Educational Facilities**












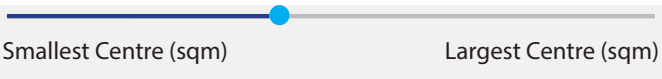
Shopfront Floorspace

Category	Floorspace
Food, liquor and groceries	2,160 m ²
Food Catering	740 m ²
Non Food	570 m ²
Retail Services	400 m ²
Total Retail	3,860 m²
Shopfront Office	850 m ²
Total Occupied Shopfront	4,710 m²
Vacant Shopfront	0 m ²
Total Shopfront Floorspace	4,710 m²

Share of Total Shopfront Floorspace



Existing Conditions

Context	 Public transport  Services/retail  Health/education services  Urban integration  Foreshore/waterways proximity  Residential development opportunity
Typology	 Shopping strip  LC Local cluster  SC Shopping centre
Age/style	Post-war
Shopfront Floorspace	4,710sqm
	

Shop top housing	0 per cent
General height in commercial area	1 storey
Preferred height in commercial area	2 to 3 storeys* (until structure plan is prepared)
Preferred housing	Subject to Structure Planning type

*Subject to appropriate urban design response

Vision

By 2036, Borrack Square Activity Centre:

- has become a strongly performing Medium Neighbourhood Activity Centre and plays an important role for the surrounding community of Altona North
- has improved accessibility and connectivity within the centre and surrounds that have strongly integrated it with adjoining community facilities and services, especially the Altona North Community Library, Post Office, Bayside Secondary College and Duke Street Reserve
- has seen significant improvements to the Millers Road frontage. These have been guided by a structure plan for the Millers Road Spine, which ranges north and south of Borrack Square from Altona Gate (Altona North) Major Activity Centre to the Millers Junction Enterprise Area
- complements and benefits from the other Activity Centres in the Millers Road Spine
- is experiencing renewal of existing buildings bringing innovative design solutions, a sense of renewal and active interfaces
- has activated interfaces to the residential area west and north of Duke Street
- is linked to other activity centres along the Millers Road Spine by light rail to and from Maribyrnong

Urban design directions

Urban structure

- create a functional and safe movement network for the centre incorporating clearly marked, direct and safe connections with the surrounding community precinct formed by Bayside Secondary College and Altona North Community Library on the southern side of McArthurs Road and Post Office and Duke Street Reserve on the north side

Movement network

- ensure pathways link the centre with public transport and create an inviting and safe walkable environment
- ensure the provision of car parking considers pedestrian and cycling amenity and safety
- advocate for higher frequency public transport and improved weekend services

- support safe and efficient linkages between the activity centres located along the Millers Road Spine
- optimise equitable and efficient access for all modes of transport

Public spaces

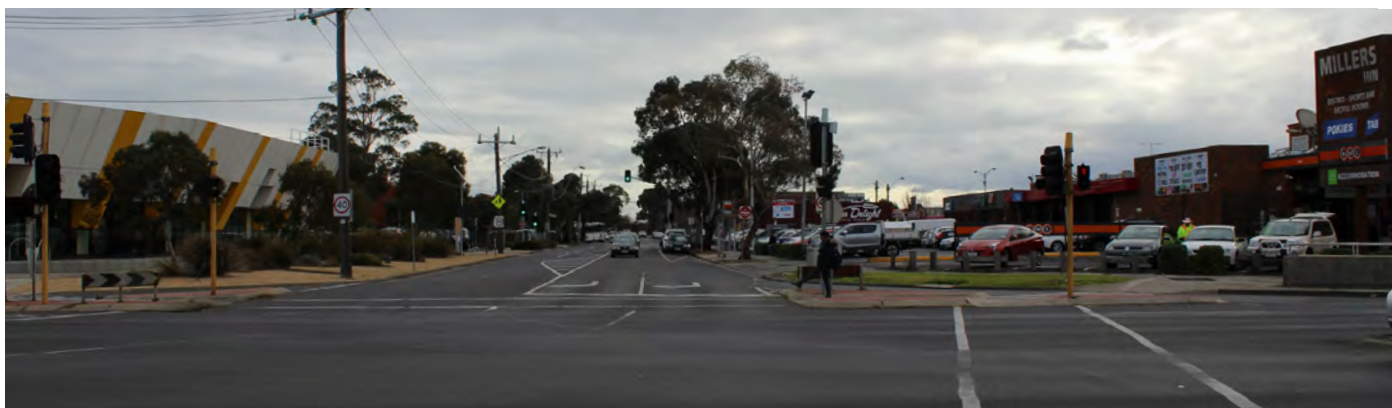
- encourage site and urban design responses that improve a sense of place
- improve the interface with Millers Road to create an identity for the centre to attract visitation
- activate street frontages in new developments on Millers and McArthurs Roads to improve relationships with other activity centres in the Millers Road Spine
- support uses and development that will increase activity and informal surveillance of the car parking area, especially at night
- protect solar access to surrounding streets and within the centre
- incorporate Water Sensitive Urban Design (WSUD) principles in any redevelopment of the centre
- incorporate Universal Design principles in any redevelopment of the centre

Public transport environs

- apply the *Urban Design Guidelines for Victoria 2017* to improve safety and access to, from and within Borrack Square and surrounds
- advocate to upgrade bus stops to modern best practice installations

Buildings

- ensure the interface of Millers and McArthurs Roads and Duke Street provides a high standard of public presentation to the surrounding residential area
- maintain appropriate scale through urban design, including building heights, minimal bulk, setbacks and innovative design elements that respect the urban context
- support redevelopment which achieves high quality urban design outcomes through provision of well-designed buildings located in a landscaped environment
- incorporate Environmentally Sustainable Design (ESD) and accessibility principles in any redevelopment



Objects in the public realm

- incorporate canopy trees in landscaping in any redevelopment proposal to provide shading and improve the public realm
- implement and recognise any streetscape master plan or improvement program including street tree planting recommendations

Other

- apply the *Urban Design guidelines for Victoria 2017* (or its successor)

Borrack Square today

The Borrack Square Activity Centre is located on the north-west corner of Millers Road and McArthurs Road in Altona North. The eastern end of the centre has direct frontage to Millers Road and includes a prominent hotel and limited-range Woolworth's supermarket. To the west is a strip of specialty shops surrounding a shared parking area and an entry point to the Woolworths store.

Adjoining the commercial core, Borrack Square has a 'Community Precinct' formed by Altona North Community Library, and Bayside Secondary College on McArthurs Road to the south of the shopping centre, while to the north there is a Post Office and the Duke Street Reserve.

The centre does not front or integrate with the surrounding residential area on the west and north of Duke Street. However despite this and issues with parking and accessibility, activity levels in the centre are high with an overall strong trading performance.

Opportunities and strengths

- Improvements to presentation and amenity over time will enhance the attractiveness of the centre
- Redevelopment of the former petrol station site can activate the Millers road frontage and improve presentation to the street
- Build on the centre's strong trading performance
- Borrack square is a unique strongly performing centre with niche characteristics centrally situated within the Millers Road Spine precinct: anchored to the north by Altona Gate Shopping Centre and to the south by Millers Junction Enterprise Area.
- Important community services and facilities such as the Altona North Community Library, Police Station,

Post Office and Bayside College are located within its perimeter.

Challenges

- Borrack Square is ad-hoc and reflects varying ages and styles of retail development, as well as the split ownership structure of the centre
- Parking, accessibility issues and traffic conflict (between industrial and commuter vehicles) exist around the centre
- despite signalled crossings, connectivity with the Altona North Community Library, Bayside Secondary College and surrounding 'Community Precinct' is relatively poor
- there are amenity issues associated with the centre's interface with surrounding residential streets
- retail competition with larger activity centres such as Altona Gate (Altona North), require development of a distinctive identity within the Millers Road Spine as part of an holistic structure plan

Other relevant plans, strategies and guidelines

- *Hobsons Bay Activity Centre Strategy 2019*
- *Hobsons Bay Housing Strategy 2019*
- *Hobsons Bay Neighbourhood Character Study 2019*
- *Hobsons Bay Planning Scheme (as amended)*
- *Hobsons Bay 2030 Community Vision 2017*
- *Plan Melbourne 2017-50 (or its successor)*
- *Urban Design Guidelines for Victoria 2017 (or its successor)*
- *Better Apartment Design Guidelines for Victoria 2017 (or its successor)*
- *Hobsons Bay Integrated Transport Plan 2017-30*
- *Hobsons Bay Economic Development Strategy 2015-20*
- *Hobsons Bay Disability Access and Inclusion Strategy 2013-17 (under review)*
- *Hobsons Bay Ageing Well Strategy 2007-17 (under review)*
- *Hobsons Bay Problem Gambling on Electronic Gaming Machines Policy, 2015*
- *Hobsons Bay Affordable Housing Policy Statement 2016*
- *Hobsons Bay Universal Design Policy Statement 2017*

CENTRAL SQUARE Altona Meadows Major Activity Centre (Future)

Hobsons Bay
CITY COUNCIL

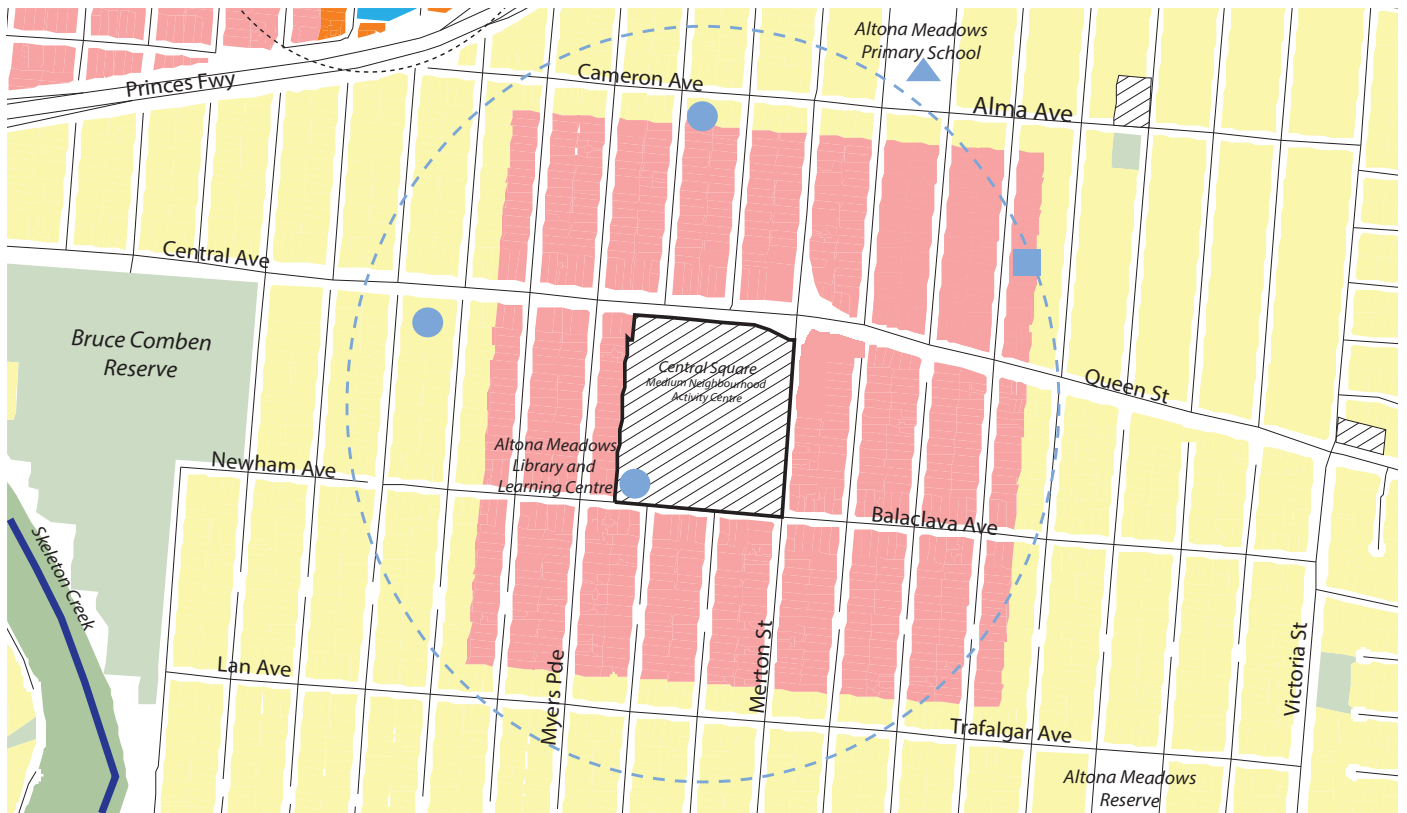
Altona Meadows Library and Learning Centre

Library
Returns
After Hours



HOBSONS
BAY CITY
COUNCIL





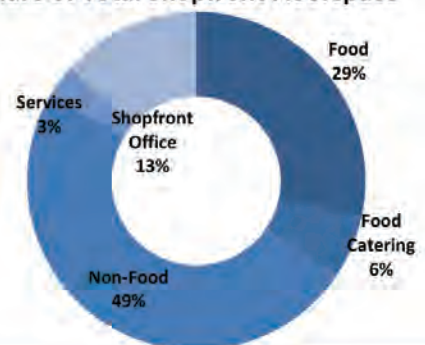
- Central Square (Medium Neighbourhood Activity Centre) Centres subject to a future Structure Plan Former School Site
- Limited Change (Neighbourhood Residential Zone) Commercial Zone 400m Walkable Catchment
- Moderate Change (General Residential Zone) Public Park and Recreation Zone Medical Centre
- Substantial Change (Residential Growth Zone) Public Conservation and Recreation Zone Community Facility and Services
- Educational Facilities











Shopfront Floorspace





Category	Floorspace
Food, liquor and groceries	4,460 m ²
Food Catering	950 m ²
Non Food	7,730 m ²
Retail Services	490 m ²
Total Retail	13,630 m²
Shopfront Office	2,090 m ²
Total Occupied Shopfront	15,720 m²
Vacant Shopfront	0 m ²
Total Shopfront Floorspace	15,720 m²

Share of Total Shopfront Floorspace



Existing Conditions

Context	 Public transport  Services/retail  Health/education services  Urban integration  Foreshore/waterways proximity  Residential development opportunity
Typology	 DS Double sided  SC Shopping centre
Age/style	Post-war
Shopfront floorspace	15,720sqm
Smallest Centre (sqm)	Largest Centre (sqm)

Anchor tenants	Supermarket (x2), discount department store, bank, post office, Altona Meadows Community Library, medical centre
Shop top housing	0 per cent
General height in commercial area	1 to 2 storeys
Preferred height in commercial area	4 to 5 storeys*
Preferred housing type	 Dual Occupancy  Multi-unit  Townhouse  Apartment

*Subject to appropriate urban design response

Vision

By 2036, Central Square future Major Activity Centre:

- has consolidated and evolved from a Large Neighbourhood Activity Centre to become a Major Activity Centre drawing from a growing local catchment (the result of increased housing and population) and delivering a more complex function and role within the Activity Centre Network
- has become an urban renewal precinct with increased medium density housing in the area of Moderate Change surrounding the centre (Hobsons Bay Housing Strategy 2019), of similar proportion to the development on the corner of Central Avenue and Merton Street
- is an important source of employment, social interaction, learning, wellbeing and community identity for the western part of Hobsons Bay
- is serviced by upgraded, reliable public transport options that connect it to other suburbs within the municipality and beyond
- has clear connections between transport interchanges and the entrances to the centre complex supported by a clear walking network.
- has a strong and high quality presentation to Central Avenue as well as improved interfaces with the surrounding residential area
- has leveraged off the Altona Meadows Library and Learning Centre which has been a catalyst for other community facilities and government services to co-locate within, or immediately adjoining, the centre.

Urban design directions

Urban structure

- ensure urban form is linked by pathways to create an inviting and functional walkable environment to the centre and surrounds

Movement network

- improve ease of movement throughout the centre, facilitating connection to and from key destinations
- advocate for higher frequency public transport and improved weekend services
- optimise equitable and efficient access for all modes of transport

Public spaces

- encourage site and urban design responses that improve a sense of place
- support uses and development that will increase activity and informal surveillance of and around the centre carpark, especially at night
- incorporate Water Sensitive Urban Design (WSUD) principles in any redevelopment of the centre
- incorporate Universal Design principles in any redevelopment of the centre

Public transport environs

- apply the *Urban Design Guidelines for Victoria 2017* to improve safety and access to the centre, bus stops, carpark and surrounds
- advocate to upgrade bus stops to modern best practice installations within the centre to encourage visitation to the centre and improve access for bus users.

Buildings

- support innovative designs that make a positive contribution to the surrounding streetscapes
- maintain appropriate scale through urban design, including building heights, minimal bulk, setbacks and innovative design elements that respect the urban context
- maintain and increase active street frontages to provide a high standard of public presentation to the carpark, adjoining streets and residential area
- incorporate Environmentally Sustainable Design (ESD) and accessibility principles in any redevelopment of the centre

Objects in the public realm

- incorporate canopy trees in landscaping proposals to provide shading and improve the public realm
- implement and recognise any adopted streetscape master plan or improvement program, including street tree planting recommendations

Other

- apply the *Urban Design Guidelines for Victoria 2017* (or its successor)

Central Square today

Located on the southern side of Central Avenue in Altona Meadows, Central Square Activity Centre is a late 20th centre 'big-box style' shopping mall surrounded by car parking. It is anchored by a Big W discount department store, Coles and ALDI supermarkets, and includes an internalised mall with smaller shops, some of which also face the external car park. The Altona Meadows Library and Learning Centre is co-located on site on the southern side of the shopping centre but its presence is not visible from the main road frontage of Central Avenue.

The range and quality of facilities available at the centre is extremely important to the local community given the lack of other significant activity centres in the immediate area. Despite its 'big-box' style, the centre is important as a place for social interaction and community identity, offering community facilities, cafes and leisure options including a gym.

Although the centre is heavily reliant on private car use, bus services provide connections to Footscray and Laverton. Bus stops are on Central Avenue immediately in front of the centre and in Merton Street at the eastern entry to the centre. However these are understated and separated from the centre building by the carpark. The area surrounding the centre is relatively flat, and there are bicycle parking facilities at all entrances.

While car parking dominates the street frontages of the centre, there is opportunity to improve the design and layout, including through the provision of improved landscaping and shade for summer.

The surrounding area is identified for moderate change in the Hobsons Bay Housing Strategy (2019) and there are indicators that changes can be significant, with a large apartment complex having been recently built on the eastern edge of the centre on the corner of Central Avenue and Merton Street.

Opportunities and strengths

- increase the mix of commercial and community activities to generate more local employment and expenditure
- the co-location of the Altona Meadows Library and Learning Centre could be a catalyst for the centre to grow to a Major Activity Centre that provides significant community facilities, infrastructure and government services in a one-stop location
- there is very limited direct competition to the centre in its immediate vicinity as other neighbourhood activity centres are smaller and have different niche roles
- include a diversity of uses in any redevelopment to activate the centre outside retail trading hours
- scope for new higher density developments in Altona Meadows, particularly around the centre, will support nearby shops and other businesses and assist in providing diverse housing choice in locations that are close to facilities and services
- the apartment complex on the corner of Central Avenue and Merton Street indicates a market for higher density housing options in close proximity to the centre: showing the potential for increased demand in the local

area as the centre evolves to provide the facilities of a Major Activity Centre

- consolidation of narrow residential lots surrounding the centre to increase housing diversity as identified in Council's Housing Strategy 2019
- improve connectivity in and around the centre
- the surrounding area is relatively flat, and active transport, particularly cycling should be encouraged as a transport mode to the centre

Challenges

- the existing carpark dominates the centre and significant improvements to landscaping and movement are required to provide better presentation to adjacent roads and improve the amenity for pedestrians, cyclists and motorists
- the interface of the centre with adjoining residential areas could be improved
- while there is a major community facility co-located on the site, the presentation of the centre to the main road of Central Avenue does not indicate this aspect of the centre's identity and function
- the centre is poorly serviced by public transport
- although two bus stops are located immediately adjacent to the centre, the quality of facilities for public transport users at the centre and way-finding is poor
- surrounding residential lots are narrow, which necessitate significant lot consolidation in order for higher density housing to be developed

Other relevant plans, strategies and guidelines

- *Hobsons Bay Activity Centre Strategy 2019*
- *Hobsons Bay Housing Strategy 2019*
- *Hobsons Bay Neighbourhood Character Study 2019*
- *Hobsons Bay Planning Scheme (as amended)*
- *Hobsons Bay 2030 Community Vision 2017*
- *Plan Melbourne 2017-50 (or its successor)*
- *Urban Design Guidelines for Victoria 2017 (or its successor)*
- *Better Apartment Design Guidelines for Victoria 2017 (or its successor)*
- *Hobsons Bay Planning Scheme (as Amended)*
- *Hobsons Bay Integrated Transport Plan 2017-30*
- *Hobsons Bay Economic Development Strategy 2015-20*
- *Hobsons Bay Disability Access and Inclusion Strategy, 2013-17 (under review)*
- *Hobsons Bay Ageing Well Strategy 2007-17 (under review)*
- *Hobsons Bay Problem Gambling on Electronic Gaming Machines Policy 2015*
- *Hobsons Bay Affordable Housing Policy Statement 2016*
- *Hobsons Bay Universal Design Policy Statement 2017*

HARRINGTON SQUARE

Altona

Medium Neighbourhood Activity Centre

Harrington Square

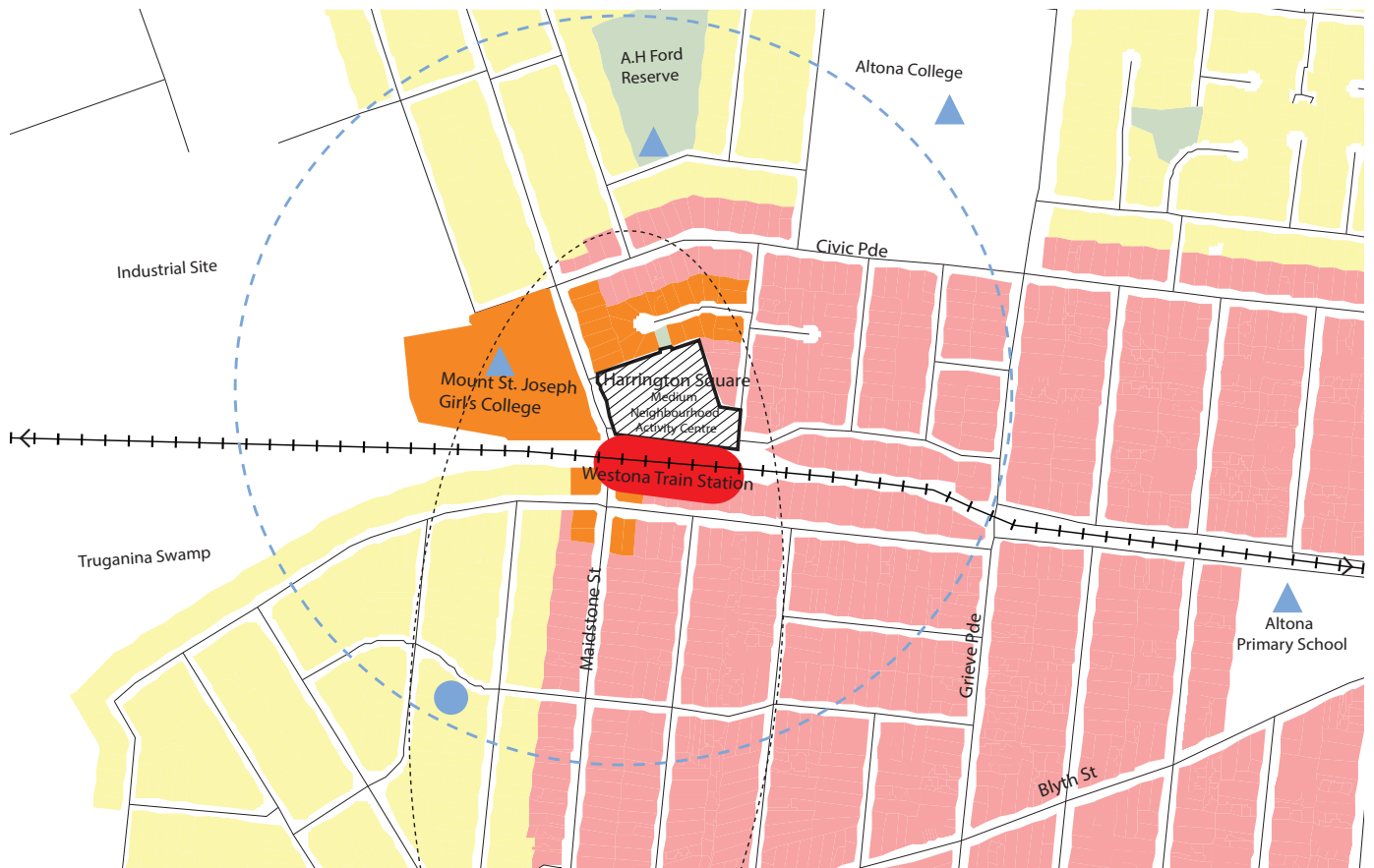
ALTONA



Hobsons Bay

HOBSONS
BAY CITY
COUNCIL





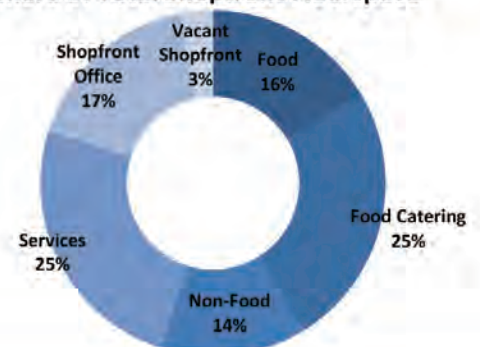
- Harrington Square (Medium Neighbourhood Activity Centre)
- Limited Change (Neighbourhood Residential Zone)
- Moderate Change (General Residential Zone)
- Substantial Change (Residential Growth Zone)
- Centres subject to a future Structure Plan / Urban Design Framework
- Commercial Zone
- Public Park and Recreation Zone
- Rail line and Train Station
- 400m Walkable Catchment
- Medical Centre
- Educational Facilities
- Community Facility and Services



Shopfront Floorspace

Category	Floorspace
Food, liquor and groceries	510 m ²
Food Catering	760 m ²
Non Food	420 m ²
Retail Services	770 m ²
Total Retail	2,470 m²
Shopfront Office	520 m ²
Total Occupied Shopfront	2,990 m²
Vacant Shopfront	100 m ²
Total Shopfront Floorspace	3,090 m²

Share of Total Shopfront Floorspace



Existing Conditions

Context	
Typology	
Age/style	Post-war
	3,090sqm
Smallest Centre (sqm)	Largest Centre (sqm)

Anchor tenants	Supermarket, school
Shop top housing	0.1 per cent
General height in commercial area	1 storey
Preferred height in commercial area	2 to 3 storeys* (until Urban Design Framework is prepared)
Preferred housing type	Subject to Urban Design Framework

*Subject to appropriate urban design response

Vision

By 2036, Harrington Square Activity Centre:

- has been regenerated and is a place of local pride
- is a thriving neighbourhood activity centre and a place to socialise, as well as get things done
- is busy during after school drop-offs and pick-ups as people stay longer due to its attractive environment and mix of interesting and convenience retail, as well as commercial services
- now includes shop-top housing
- has strong, clear connections to the Westona Train Station, as well as upgrades to the walking and cycling network within the centre and surrounds

Urban design directions

Urban structure

- create a functional and safe movement network for the centre incorporating clearly marked, direct and safe connections, particularly the adjacent Westona Train Station, Mount St Joseph Girls' College and the Somers Parade Activity Centre

Movement network

- maintain and improve ease of movement throughout the centre and surrounds, recognising important connections from and to key destinations, including:
 - › Westona Train Station
 - › bus stops on Maidstone Street
 - › Mount St Joseph Girls' College
 - › Somers Parade Activity Centre
- ensure the provision of car parking considers pedestrian and cycling amenity and safety
- optimise equitable and efficient access for all modes of transport

Public spaces

- encourage site and urban design responses that improve a sense of place
- create an identity for the centre to attract visitation
- maintain and increase active street frontages to provide a high standard of presentation to public open spaces, Westona Train Station and surrounds

- retain existing significant trees
- support uses and development that will increase activity and informal surveillance of the car-parking area, especially at night
- protect solar access to surrounding streets and within the centre itself
- incorporate Water Sensitive Urban Design (WSUD) principles in any redevelopment of the centre
- incorporate Universal Design principles in any redevelopment of the centre

Public transport environs

- apply the Urban Design Guidelines for Victoria 2017 to improve safety and access to Westona Train Station and surrounds
- advocate to upgrade bus stops to modern best practice installations

Buildings

- ensure the interface of Maidstone Street provides a high standard of public presentation to the surrounding residential area
- maintain appropriate scale through urban design, including building heights, minimal bulk, setbacks and innovative design elements that reflect the urban context
- support redevelopment which achieves high quality urban design outcomes through the provision of well-designed buildings located in a landscaped environment
- incorporate Environmentally Sustainable Design (ESD) and Universal Design principles in redevelopment

Objects in the public realm

- incorporate canopy trees in landscaping proposals to provide shading and improve the public realm
- implement and recognise any adopted urban design framework or improvement program including street tree planting recommendations

Other

- apply the Urban Design Guidelines for Victoria 2017



Harrington Square today

Harrington Square is located immediately north of the Westona Train Station and primarily incorporates a strip of shops oriented towards a shared parking area fronting Harrington Street.

A FoodWorks supermarket is the largest retail tenant with the balance of the centre mainly comprising basic convenience shops including a pharmacy, hairdresser and fish and chip shop, along with some limited specialist services and niche retailers.

While Harrington Square has experienced low overall levels of customer activity and vibrancy over many years, some traders have actively invested in shopfronts and store fit-outs, and recent additions to the business mix, such as the café and the Eco Laundry show renewal and investment attraction is happening.

Opportunities and strengths

- increase the mix of business activities to broaden the range of activities, grow local employment and reduce leakage of spending to other centres
- attract the nearby school community and public transport commuters to enhance the centre as a 'one-stop-shop' for the area
- increase the use of the centre to improve levels of passive surveillance and perceptions of public safety and amenity
- improve the vibrancy of the centre: recent increased business activity indicate that it could be feasible to attract significant investment in order to increase visitation and regeneration
- strengthen links with the Somers Parade Activity Centre, Mount St Joseph Girls' College and the Westona Train Station

Challenges

- there is no centre-specific plan to identify opportunities for, and guide, ongoing improvement to the centre
- investment and intensification are required to increase visitation and improve the activity level of the centre
- the centre's potential to accommodate residential activity above shops is not confirmed in the absence of an urban design framework

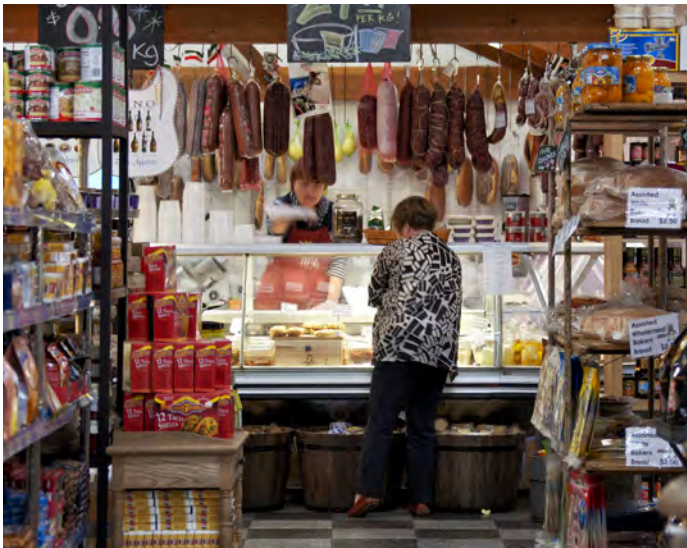
Other relevant plans, strategies and guidelines

- *Hobsons Bay Activity Centre Strategy 2019*
- *Hobsons Bay Housing Strategy 2019*
- *Hobsons Bay Neighbourhood Character Study 2019*
- *Hobsons Bay Planning Scheme (as amended)*
- *Hobsons Bay 2030: Community Vision 2017*
- *Plan Melbourne 2017-50 (or its successor)*
- *Urban Design Guidelines for Victoria 2017 (or its successor)*
- *Better Apartment Design Guidelines for Victoria 2017 (or its successor)*
- *Hobsons Bay Integrated Transport Plan 2017*
- *Hobsons Bay Economic Development Strategy 2015-20*
- *Hobsons Bay Disability Access and Inclusion Strategy 2013-17 (under review)*
- *Hobsons Bay Ageing Well Strategy 2007-17 (under review)*
- *Hobsons Bay Problem Gambling on Electronic Gaming Machines Policy 2015*
- *Hobsons Bay Affordable Housing Policy Statement 2016*
- *Hobsons Bay Universal Design Policy Statement 2017*

MICRO CENTRES

The smallest type of Local Activity Centre





There are 17 Micro Centres located across Hobsons Bay:

<ul style="list-style-type: none"> Altona Beach shops (Millers Road/Esplanade, Altona) 	<ul style="list-style-type: none"> Melbourne Road Overpass (511-519 Melbourne Road, Newport)
<ul style="list-style-type: none"> Blackshaws Road shops (310-314 Blackshaws Road, Altona North) (107 -115 Blackshaws Road, Newport) 	<ul style="list-style-type: none"> Melbourne Road, Spotswood
<ul style="list-style-type: none"> Brooklyn shops (Geelong Road/Millers Road, Brooklyn) 	<ul style="list-style-type: none"> Queen Street/Victoria Street, Altona Meadows
<ul style="list-style-type: none"> Charlotte Street (Mason Street/Charlotte Street, Newport) 	<ul style="list-style-type: none"> Railway Avenue, Laverton
<ul style="list-style-type: none"> Civic Parade (Civic Parade/Millers Road, Altona) 	<ul style="list-style-type: none"> Ross Road, Altona North
<ul style="list-style-type: none"> Eames Avenue (Millers Road/Eames Avenue, Brooklyn) 	<ul style="list-style-type: none"> South Avenue /Victoria Street, Altona Meadows
<ul style="list-style-type: none"> Ford Road, Altona 	<ul style="list-style-type: none"> Upton Street, Altona
<ul style="list-style-type: none"> Misten Avenue (Misten Avenue/Blackshaws Road, Altona North) 	<ul style="list-style-type: none"> Williamstown Beach station (Forster Street, Williamstown)

Vision for Hobsons Bay's Activity Centre Network

By 2036, Hobsons Bay Activity Centres form a vibrant network of flourishing 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 the Activity Centre Network?

Activity centres have been a part of Melbourne's pattern of development for decades. They fill diverse roles—including housing, retail, commercial and civic services—and are a focus for services, employment and social interaction.

The Hobsons Bay Activity Centre Network translates and applies typologies from *Plan Melbourne 2017-50* to the local context.

It reinforces Hobsons Bay's three Major Activity Centres of Williamstown, Altona Beach (Altona) and Altona Gate (Altona North) in accordance with *Plan Melbourne 2017-50*, then articulates an Activity Centre Network specific to Hobsons Bay.

The Hobsons Bay Local Activity Centre Network:

- refines the *Plan Melbourne 2017-50* 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 2017-50*
- contains the additional typology of Enterprise Area which is primarily comprised of large format bulky goods retailing.
- identifies one Future Major Activity Centre and two Future Neighbourhood Activity Centres respectively.

What is a Micro Centre?

Micro Centres are the smallest types of activity centres in Hobsons Bay. They usually comprise a few shops, providing the simplest of convenience shopping and other needs. They can be important by providing basic goods and services within a comfortable walking distance.

They are an important tier in the Hobsons Bay Local hActivity Centres Network but because of their small scale, are not identified in *Plan Melbourne 2017-50*.

Issues and opportunities

The corner store or milk bar was once a common feature of the Australian suburbs. Sometimes stand alone, but often associated with a small group of shops such as a butcher, green grocer, or hairdressers.

Consumer behaviour has altered dramatically over the past 30 years with the arrival of online shopping, larger 24/7 convenience stores and compressed format supermarkets such as Coles Express. The impact of these changes, combined with social changes such as car dependence and greater participation of women in paid work have been felt and expressed in Micro Centres. Across Australia many Micro Centres have been in decline and under pressure for conversion to other uses such as office or housing (especially in areas where there is a shortage of housing).

However in some cases, Micro Centres have thrived

against the odds due to factors such as:

- being located on a main road and/or 'the home run' to areas where there is minimal competition from convenience stores
- the existence of a niche specialist such as post office agency, or renowned delicatessen or cafe
- take up by local artists and makers for studios or pop-up style shops
- co-location near a playground or preschool

There is still demand for some existing Micro Centres, as well as the establishment of newer Micro Centres and regeneration of others. However, depending on location, some are in transition to less active uses.

Directions for Micro Centres are very much based on the particular circumstances of each centre:

Is it thriving? Is it in decline? Is there potential for a new Micro Centre to be developed in a new mixed use residential development? What is nearby? Is there latent demand?

There is also the need to retain long-term options in the case that current consumer and social trends change in future and such centres are needed. Council discourages the rezoning and transition of Micro Centres to less active uses for these reasons.

Challenges

- competition from convenience stores
- changing social and consumer behaviours (including increased car use and greater participation by women in the work force)
- differing situations that need to be assessed on a centre by centre basis
- potential reversals in consumer trends
- identifying active re-uses for centres and latent demand
- accepting that some Micro Centres may not be viable in the long run and managing change
- identifying centres for targeted rejuvenation measures
- understanding the particular role that a Micro-Centre is playing in the Local Activity Centre Network

Policy directions

- consider new Micro Centres in association with new residential development where they:
 - › can be supported by the new and surrounding community
 - › serve passing traffic
 - › are located at or near prominent intersections
 - › are located near facilities, such as parks and preschools, that could generate demand
 - › in areas of good walkability
- encourage appropriately scaled and integrated mixed-use developments to provide retail and commercial frontages at ground level
- implement ongoing improvements to the streetscape and public realm of Micro Centres
- discourage the rezoning of commercial land in activity centres however consider options to facilitate redevelopment and alternate activity and uses in

declining Micro Centres

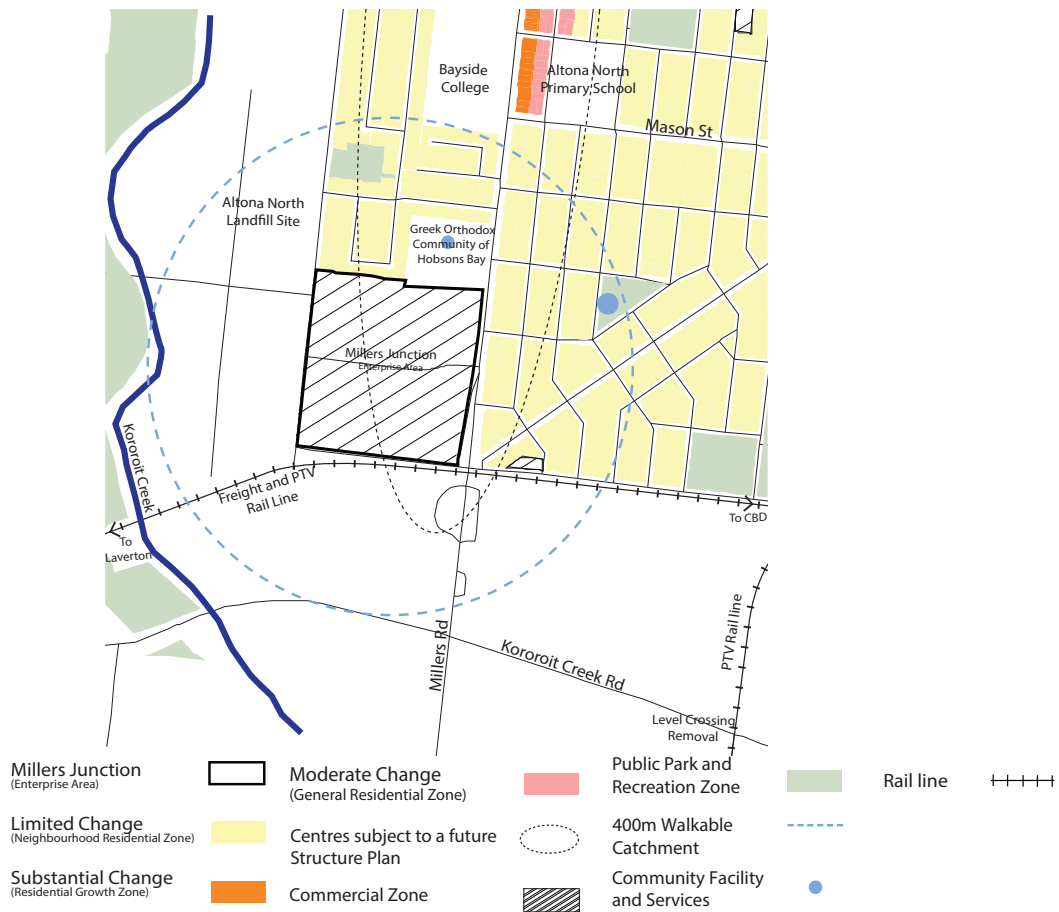
- provide ongoing general maintenance to centres which serve an important role but which require support to maintain their function into the future
- integrate Micro Centres through safe and inviting walkable environments
- encourage the incorporation of Water Sensitive Urban Design (WSUD) Principles in the redevelopment of any Micro Centres, as appropriate
- incorporate Universal Design principles in the redevelopment of Micro Centres, as appropriate
- Incorporate Environmentally Sustainable Design (ESD) principles in the redevelopment of the Micro Centres, as appropriate

Other relevant plans, strategies and guidelines

- *Hobsons Bay Activity Centre Strategy 2019*
- *Hobsons Bay Housing Strategy 2019*
- *Hobsons Bay Neighbourhood Character Study 2019*
- *Hobsons Bay Heritage Study 2017 (as amended)*
- *Hobsons Bay Planning Scheme (as amended)*
- *Hobsons Bay 2030: Community Vision 2017*
- *Plan Melbourne 2017-50 (or its successor)*
- *Urban Design Guidelines for Victoria 2017 (or its successor)*
- *Better Apartment Design Guidelines for Victoria 2017 (or its successor)*
- *Hobsons Bay Integrated Transport Plan 2017*
- *Hobsons Bay Economic Development Strategy 2015-20*
- *Hobsons Bay Disability Access and Inclusion Strategy 2013-17 (under review)*
- *Hobsons Bay Ageing Well Strategy 2007-17 (under review)*
- *Hobsons Bay Problem Gambling on Electronic Gaming Machines Policy 2015*
- *Hobsons Bay Affordable Housing Policy Statement 2016*
- *Hobsons Bay Universal Design Policy Statement 2017*

MILLERS JUNCTION Altona North Enterprise Area

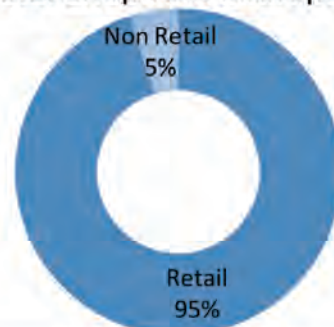













Shopfront Floorspace

Category	Floorspace
Retail	19,630 m ²
Total Retail	19,630 m²
Non-Retail	990 m ²
Total occupied shopfront	20,620 m²
Vacant	0 m ²
Total shopfront floorspace	20,620m²

Total shopfront floorspace



Existing Conditions

Context	 Public transport  Services/retail  Health/education services  Urban integration  Foresore/waterways proximity  Residential development opportunity
Typology	 DS Double-sided  HR Homemaker and retailing  SC Shopping centre
Age/style	Contemporary
Shopfront floorspace	20,620sqm
Smallest Centre (sqm)	Largest Centre (sqm)
Anchor tenants	Bulky goods, trade supplies, office supplies, and supermarket

Shop top housing	0 per cent
General height in commercial area	1 to 3 storeys (Millers Junction)
Preferred height in commercial area	1 to 4 storeys (Millers Junction)*
Preferred housing type - Blackshaws/ Millers Road only	Subject to a Structure Plan

Vision

By 2036, the Millers Junction Enterprise Area:

- is recognised and established as a bulky goods and homemaker retail centre for Hobsons Bay residents and the broader community
- provides increased local employment opportunities in a pleasant environment
- is an important gateway to Altona North and the Millers Road Spine, which extends north to the Altona Gate (Altona North) Major Activity Centre
- provides a solid contribution to the amenity and renewal of the local area
- provides a greater level of landscaping in the public realm and stronger connectivity to major roads and other centres in the Millers Road Spine
- is linked to other activity centres along the Millers Road Spine by light rail to and from Maribyrnong

Urban design directions

Urban structure

- create a functional and safe movement network incorporating clearly marked, direct and safe connections for all modes of transport including a reinstated Paisley train station

Movement network

- provide for a coordinated, safe, pleasant and functional pedestrian, cyclist and vehicle environment within the centre
- provide a strong north-south pedestrian connection across Cabot Drive that links with development to the north
- provide east-west pedestrian connection between Chambers and Millers Roads to connect with public transport
- ensure the provision of car parking considers pedestrian and cycling amenity and safety
- advocate for higher frequency public transport and improved weekend services, including the re-opening of Paisley train station
- support safe and efficient linkages between the activity centres located along the Millers Road Spine
- optimise equitable and efficient access for all modes of transport

Public spaces

- ensure the development of buildings and public areas provide for high quality, integrated urban design outcomes, recognising the site as an important gateway to Altona North and the Millers Road Spine
- improve the interface with Millers Road to create an identity for the centre to attract visitation
- provide integrated public space on the site, including the provision of a plaza connecting to retail uses
- protect solar access to surrounding streets and within the centre itself
- incorporate Water Sensitive Urban Design (WSUD) Principles

Public transport environs

- apply the Urban Design Guidelines for Victoria 2017 to improve safety and access within the centre and surrounds
- advocate for a modern, best practice bus stop to be installed within the site

Buildings

- activate street frontages to Millers and Chambers Roads
- maintain appropriate scale through urban design, including building heights, minimal bulk, setbacks and innovative design elements that reflect the urban context
- ensure development achieves high quality urban design outcomes through provision of well-designed buildings located in a landscaped environment
- ensure development protects the amenity of abutting residential areas
- incorporate Environmentally Sustainable Design principles in new development

Objects in the public realm

- incorporate canopy trees in landscaping in any redevelopment proposal to provide shading and improve the public realm
- implement any adopted urban design framework, streetscape master plan or improvement program including street tree planting recommendations



Other

- apply the Urban Design Guidelines for Victoria 2017 (or its successor)
- apply the Millers Junction Design and Development Overlay (Schedule 13 to clause 43.02 Part Precinct 9 – Land Fronting Millers Road, 24-42 Cabot Drive and 290-298 Millers Road, Altona North) in the Hobsons Bay Planning Scheme

Millers Junction today

The Millers Junction Enterprise Area is a mixed business area providing bulky goods retail, including a Bunnings Warehouse, JB Hi Fi, OfficeWorks, and an Aldi Supermarket.

It is in the process of becoming a major hub for homemaker retail, showroom and other similar commercial businesses. It relies on significant exposure to passing traffic and accessibility to the regional road network.

Millers Junction Enterprise Area is located in the southern part of Altona North, on Millers Road just north of the railway line, providing a southern entry to a collection of activity centres which end with the Altona North (Altona Gate) Major activity Centre to the north, collectively referred to as the Millers Road Spine.

The enterprise area contributes to the local economy by reducing escape spending to Maribyrnong, Sunshine or Hoppers Crossing for homemaker and bulky goods retailing.

Millers Junction currently relies primarily on private car access and the buildings are centred around a central common car park. Millers Junction is serviced by a bus on Millers Road however given the function of the enterprise area, usage is relatively low.

Opportunities and strengths

- increase the Centre's role as a bulky goods and homemaker centre by expanding the range of homemaker, bulky goods and other appropriate commercial businesses to serve a wide regional or sub-regional market to further reduce escape spending to alternative locations such as Maribyrnong, Sunshine and Hoppers Crossing
- capitalise on the precinct's exclusiveness as the only bulky goods retail centre in Hobsons Bay and significant exposure to passing traffic and accessibility to the regional road network
- strengthen connections with Borrack Square, Blackshaws Road/Millers Road and Altona North (Altona Gate) activity centres to the north along the Millers Road Spine

Challenges

- connectivity within the precinct and to Millers Road is limited
- large expanses of car parking interface with Millers Road, Chambers Road and Cabot Drive
- enabling pedestrian linkages from Chambers Road though to Millers Road and across Cabots Drive
- presentation and amenity, especially regarding presentation to the Millers Road streetscape, signage rationalisation and centre branding as well as interfaces with surrounding areas
- pedestrian connections within the centre and to the bus stop are not best-practice and do not provide clear and safe passage
- proximity to Major Hazard Facilities

Other relevant plans, strategies and guidelines

- *Hobsons Bay Activity Centre Strategy 2019*
- *Plan Melbourne 2017 (or its successor)*
- *Urban Design Guidelines for Victoria 2017 (or its successor)*
- *Hobsons Bay Planning Scheme including Schedule 13 to clause 43.02 Part Precinct 9 – Land Fronting Millers Road, 24-42 Cabot Drive and 290-298 Millers Road, Altona North.*
- *Hobsons Bay 2030: Community Vision 2017*
- *Hobsons Bay Integrated Transport Plan 2017*
- *Hobsons Bay Economic Development Strategy 2015-20*
- *Hobsons Bay Disability Access and Inclusion Strategy 2013-17 (under review)*
- *Hobsons Bay Problem Gambling on Electronic Gaming Machines Policy 2015*
- *Hobsons Bay Affordable Housing Policy Statement 2016*
- *Hobsons Bay Universal Design Policy Statement 2017*

An aerial photograph of a residential neighborhood in Newport, Australia. The image shows a dense grid of houses with a prominent industrial chimney in the foreground. The chimney is tall and cylindrical, with a dark band near the top. The surrounding area is filled with houses, trees, and some industrial buildings. The overall tone of the image is blue and grey, with a white text overlay.

NEWPORT

Large Neighbourhood Activity Centre

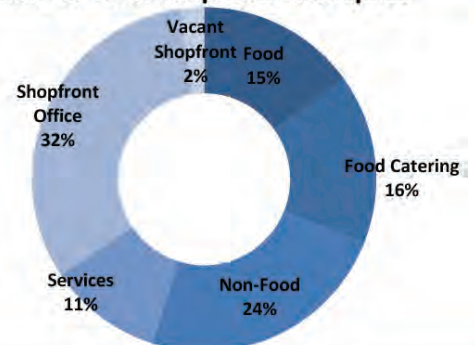
















Shopfront Floorspace

Category	Floorspace
Food, liquor and groceries	1,790 m ²
Food Catering	1,880 m ²
Non Food	2,820 m ²
Retail Services	1,270 m ²
Total Retail	7,760 m²
Shopfront Office	3,800 m ²
Total Occupied Shopfront	11,560 m²
Vacant Shopfront	260 m ²
Total Shopfront Floorspace	11,820 m²

Share of Total Shopfront Floorspace



Existing Conditions

Context	 Public transport  Services/retail  Health/education services  Urban integration  Foreshore/waterways proximity  Residential development opportunity
Typology	 Shopping strip  SS Single sided  DS Double sided  HR Homemaker and retailing  LC Local cluster  SC Shopping centre
Age/style	Victorian, Edwardian and Interwar
Shopfront floorspace	11,820sqm
Smallest Centre (sqm)	Largest Centre (sqm)

Anchor tenants	Supermarket, Newport Community Hub (including library), The Substation, Centrelink and Medicare, hotel (x2)
Shop top housing	2.1 per cent (Mason Street and Melbourne Road North), 1.0 per cent (Melbourne Road South and Hall Street)
General height in commercial area	1 to 2 storeys
Preferred height in commercial area	5 to 6 storeys*
Preferred housing type	Subject to a Structure Plan

*Subject to appropriate urban design response (structure plan under development)

Vision

By 2036, Newport Activity Centre:

- is known for its vibrant arts facilities and cultural base
- has developed as a unique and desirable large Neighbourhood Activity Centre due to its:
 - › close proximity to central Melbourne supported by numerous transport options
 - › new infrastructure, including the opening of 'Metro 2' which has significantly increased its connection to the whole metropolitan area
- improved bicycle and pedestrian access which has enhanced connectivity and integration of the centre
- gradual but steady economic and population growth embracing and reimagining Newport's eclectic heritage elements to generate a strong sense of place and pride
- 'human scale' village feel and respected its heritage, while providing a distinct contemporary and complementary architectural edge – the heritage of the future
- higher density forms of residential development catering for a range of household types and age groups and has inherently elevated visitor levels, supported businesses and generated spending
- attraction of private and public investment guided by the Newport Structure Plan 2019 that has successfully set the tone, form, type and scale of development generating new local job opportunities

Urban design directions

Urban structure

- aid navigation and way finding through the centre by using key landmarks, such as The Substation and Paine Reserve
- create continuous pedestrian and cycling routes from the surrounding area to the centre, railway station and bus interchange

Movement network

- encourage a sense of discovery in the way Newport is accessed and experienced
- ensure a safe pedestrian environment through measures such as the provision of passive surveillance, traffic calming measures, establishment of 'shared spaces' and improved lighting

- optimise equitable and efficient access for all modes of transport
- improve the integration of public transport and related spaces into the wider public realm
- ensure the provision of car parking considers pedestrian and cycling amenity and safety

Public spaces

- encourage site and urban design responses that improves on a sense of place and village feel
- ensure improvements generate quality streetscapes that support village feel activity and socialising
- protect solar access to the pedestrian realm along Mason Street, Melbourne Road, Hall Street, Market Street and Paine Reserve
- maintain and increase active frontages and appropriate orientation of development to public spaces
- protect and improve sight lines from the centre including (but not limited) to and from key landmarks, particularly The Substation and Paine Reserve
- recognise and embrace the large-scale industrial heritage elements as part of the fabric, history and palette of Newport and use them to inform the use of materials and elements, including landscape design and public art
- incorporate Water Sensitive Urban Design (WSUD) Principles in redevelopment, as appropriate
- incorporate Universal Design Principles in redevelopment as appropriate

Public transport environs

- apply the Urban Design Guidelines for Victoria (2017) to improve safety, connections and access to the train station, bus interchange and environs
- support uses and development that will increase activity and informal surveillance around the train station and bus interchange

Buildings

- reinforce and support the dual scale of 'local village' with 'major industrial' on which Newport is founded
- contemporary built form is encouraged to define and differentiate architectural eras and reinforce the distinction between new and old while respecting the heritage elements and scale of the village

- ensure development respects the predominant height and proportions of existing buildings in the centre
- maintain and increase active street frontages to provide a high standard of public presentation to Mason Street, Melbourne Road, Hall Street and Market Street
- incorporate environmentally sustainable design and accessibility principles in new development
- incorporate acoustic attenuation, as appropriate, along Melbourne Road, Mason Street and the train line.

Objects in the public realm

- incorporate canopy trees in landscaping proposals to provide shading and improve the public realm
- implement and recognise any adopted streetscape master plan or improvement program including street tree planting recommendations

Other

- apply the Urban Design Guidelines for Victoria, 2017 (or its successor)
- apply and implement Newport Structure Plan 2019

Newport today

The Newport Large Neighbourhood Activity Centre is less than seven kilometres from central Melbourne and arguably the best connected centre in Hobsons Bay. Its railway station is serviced by the Williamstown, Werribee and Laverton train lines, a bus terminus and it has exposure to Melbourne Road and Mason Street which are significant traffic thoroughfares.

While it is a Large Neighbourhood Activity Centre and functions as such, it contains some government services such as Medicare and Centrelink, which are more commensurate with a Major Activity Centre. The Melbourne Road overpass and the rail line bisect the centre leading to a lack of integration: pedestrian movement and visual connectivity is severely disrupted.

Opportunities and strengths

Centre-wide

- accessibility to the CBD and surrounding metropolitan transport networks provides a competitive advantage as an important attractor for retail and other services
- capitalise on proximity to public transport to provide high profile and centrally located office space
- The gentrification of Newport creates opportunities to attract residential and commercial redevelopment that broadens its economic base
- increased residential density in a manner that is sensitive to the heritage values of the centre
- large sites which may have potential redevelopment opportunity
- opportunities for a more cohesive, well designed public realm
- intensification of activity through new development of retail, commercial and/or residential uses
- increase the mix of business activities to broaden range and fill gaps

Mason Street Precinct

- capitalise on events at The Substation and the

Newport Community Hub to increase visitation and inward expenditure

- suitable for residential intensification, both within the existing commercial area and potentially on adjacent land given proximity to public transport, commercial centres, facilities and services

Northern Gateway

- suitable for residential intensification having regard to the centre's low-rise and heritage characteristics, and immediate proximity to public transport, commercial centres, facilities and services

Southern Gateway

- reinvestment in existing buildings and development of retail, commercial and/or residential uses

Hall Street Precinct

- village atmosphere of this café, restaurant and niche lifestyle precinct can attract additional spending
- develop stronger links with The Substation to capitalise on visitation to the centre

Challenges

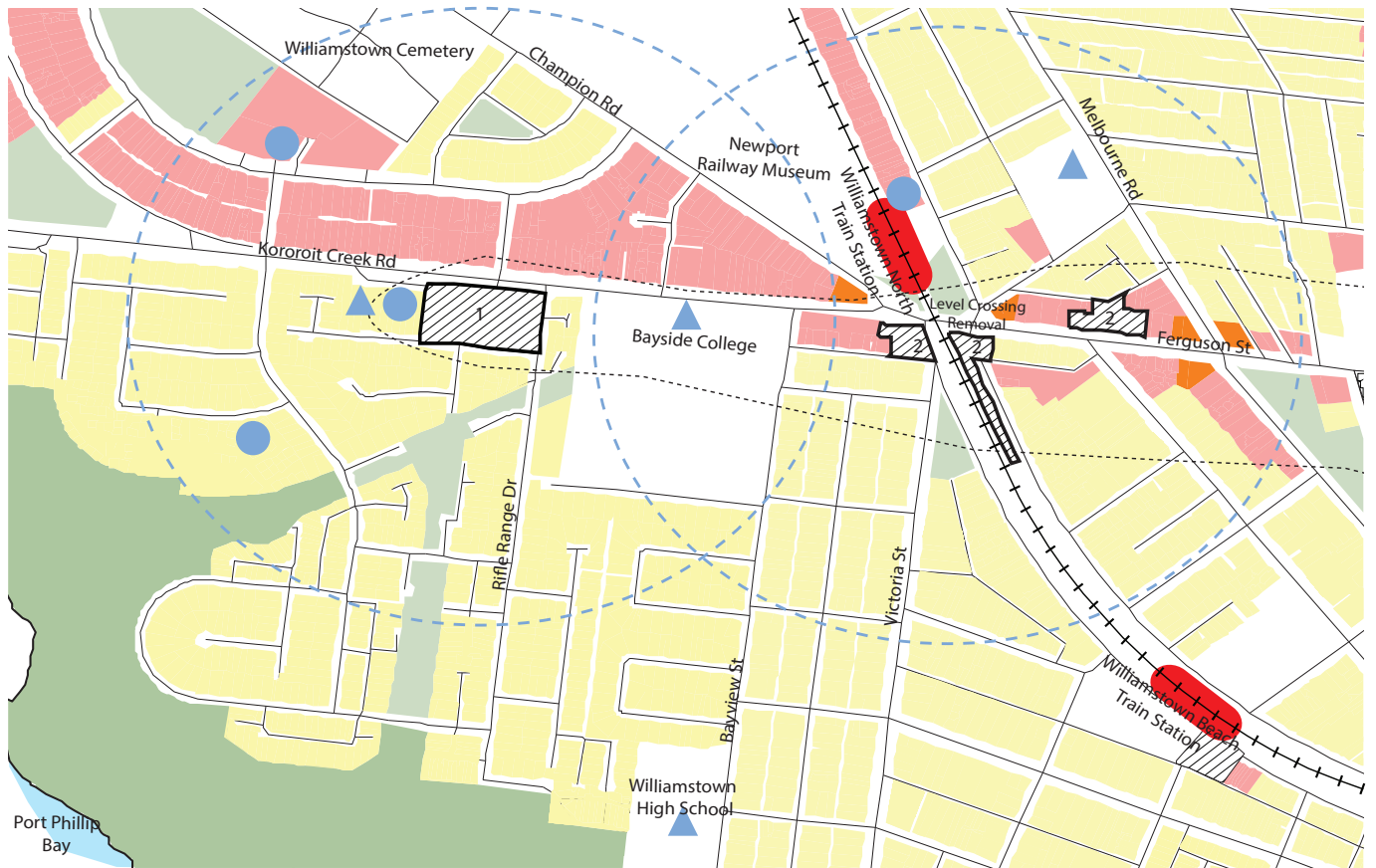
- the complexity of existing uses, such as proximity to industrial uses and fragmentation of the centre means the Newport Structure Plan, 2019 is critical to effectively develop the centre
- poor connectivity within the centre
- the geographic smallness of the centre and surrounding urban form limit development opportunities
- pedestrian amenity and safety is low around the train station, rail lines and bus interchange
- low pedestrian amenity and connectivity between precincts
- wayfinding is poor to the centre, station and bus interchange
- balancing the provision and management of parking with sustainable transport initiatives and encouraging alternative transport modes

Other relevant plans, strategies and guidelines

- *Hobsons Bay Activity Centre Strategy 2019*
- *Newport Structure Plan 2019*
- *Hobsons Bay Housing Strategy 2019*
- *Hobsons Bay Neighbourhood Character Study 2019*
- *Hobsons Bay Heritage Study 2017 (as amended)*
- *Hobsons Bay Planning Scheme (as amended)*
- *Hobsons Bay 2030: Community Vision 2017*
- *Plan Melbourne 2017-50 (or its successor)*
- *Urban Design Guidelines for Victoria 2017 (or its successor)*
- *Better Apartment Design Guidelines for Victoria 2017 (or its successor)*
- *Hobsons Bay Integrated Transport Plan 2017*
- *Hobsons Bay Economic Development Strategy 2015-20*
- *Hobsons Bay Disability Access and Inclusion Strategy, 2013-17 (under review)*
- *Hobsons Bay Ageing Well Strategy 2007-17 (under review)*
- *Hobsons Bay Problem Gambling on Electronic Gaming Machines Policy 2015*
- *Hobsons Bay Affordable Housing Policy Statement 2016*
- *Hobsons Bay Universal Design Policy Statement 2017*

RIFLE RANGE AND WILLIAMSTOWN NORTH Activity Centres





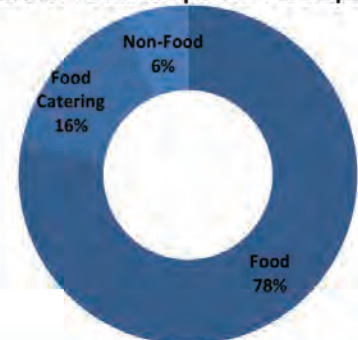
- | | | | | | | |
|---|---|---|------------------------------------|--|------------------------------------|---|
| Rifle Range
(Medium Neighbourhood Activity Centre) | 1 | Moderate Change
(General Residential Zone) | Commercial Zone | 400m Walkable
Catchment | Community Facility
and Services | ● |
| Williamstown North
(Small Neighbourhood Activity Centre) | 2 | Substantial Change
(Residential Growth Zone) | Public Park and
Recreation Zone | Public Conservation
and Recreation Zone | Community Facility
and Services | ▲ |
| Limited Change
(Neighbourhood Residential Zone) | | Centres subject to a future
Structure Plan | | | | |



Shopfront Floorspace

Category	Floorspace
Food, liquor and groceries	2,070 m ²
Food Catering	430 m ²
Non Food	170 m ²
Retail Services	0 m ²
Total Retail	2,670 m²
Shopfront Office	0 m ²
Total Occupied Shopfront	2,670 m²
Vacant Shopfront	0 m ²
Total Shopfront Floorspace	2,670 m²

Share of Total Shopfront Floorspace



Existing Conditions

Context	Public transport Services/retail Health/education services Urban integration Foreshore/waterways proximity Residential development opportunity
Typology	Shopping strip DS Double sided LC Local cluster
Age/style	Contemporary (Rifle Range) /Interwar (Williamstown North)
Shopfront Floorspace	2,670 (Rifle Range) and 1,530 (Williamstown North)

Anchor tenants	Supermarket, school, kindergarten, hotel
Shop top housing	0 per cent (Rifle Range) and 2.0 per cent (Williamstown North)
General height in commercial area	1 storey (Rifle Range) and 1 to 2 storeys (Williamstown North)
Preferred height in commercial area	3 to 4 storeys in Williamstown North (until structure plan is prepared) Rifle Range - subject to structure planning
Preferred housing type	Subject to Structure Planning

* Subject to appropriate urban design response

Vision

By 2036, Rifle Range Medium and Williamstown North Small Neighbourhood Activity Centres:

- provide an important function for their surrounding communities
- link and integrate with The Range Children's Centre, Bayside Secondary College, the North Williamstown Train Station and Williamstown Major Activity Centre, creating a low-key east-west chain of activity centres along Ferguson Street and Kororoit Creek Road
- are experiencing renewal due to their high profile location for offices and increased housing
- have improved access and safety for all modes of transport
- have capitalised on the removal of the North Williamstown level crossing which has resulted in:
 - › the integration of facilities on each side of the line creating improved business opportunities
 - › improved pedestrian and cycling amenity and connectivity supporting the growth of these centres

Urban design directions

Urban structure

- create a functional and safe movement network for the centres incorporating clearly marked, direct and safe connections with The Range Children's Centre, Bayside Secondary College, the North Williamstown Train Station and Williamstown Major Activity Centre
- create a functional street network to enhance amenity in surrounding streets through significant infrastructure projects such as the removal of the North Williamstown level crossing

Movement network

- enhance connections to public transport to improve safety and urban integration
- create an inviting and safe walkable and cycling environment which links to the centres
- ensure the provision of car parking considers pedestrian and cycling amenity and safety
- advocate for higher frequency public transport and improved weekend services
- optimise equitable and efficient access for all modes of transport

Public spaces

- encourage site and urban design responses that improve a sense of place
- support uses and development that will increase activity and informal surveillance of the surrounding area
- protect solar access within the centres and surrounds
- incorporate Water Sensitive Urban Design (WSUD) principles in any redevelopment of the Rifle Range Activity Centre
- incorporate Universal Design principles in any redevelopment of the Rifle Range Activity Centre

Public transport environs

- apply the Urban Design Guidelines for Victoria (2017) to improve safety, connections and access to the Williamstown North Railway Station and bus stops in Kororoit Creek Road
- support uses and development that will increase activity and informal surveillance around the train station and bus stops
- advocate to upgrade bus stops to modern best practice installations

Buildings

- provide a high standard of public presentation to the surrounding area, particularly Kororoit Creek Road
- maintain appropriate scale through urban design, including building heights, minimal bulk, setbacks and innovative design elements that reflect the urban context
- respect and reinforce heritage values where a heritage overlay applies
- incorporate environmentally sustainable design and accessibility principles in any redevelopment The Rifle Range Centre

Objects in the public realm

- incorporate canopy trees in landscaping proposals to provide shading and improve the public realm
- maintain canopy trees in the Kororoit Creek Road median strip
- implement and recognise any adopted urban design framework, streetscape master plan or improvement program including street tree planting recommendations

Other

- apply the Urban Design Guidelines for Victoria 2017 (or its successor)

Rifle Range today

Developed in the 1990s, the Rifle Range Medium Neighbourhood Activity Centre is a single storey local shopping centre, built around a carpark, on the southern side of Kororoit Creek Road. To the west is Bayside College, while to the east is The Range Children's Centre.

Anchored by a small Woolworth's supermarket, the Rifle Range has seven specialty shops providing local convenience shopping. All shops have direct access to the central car park which fronts Kororoit Creek Road. A bus stop is located at the front of the centre on Kororoit Creek Road.

Williamstown North today

The Williamstown North Small Neighbourhood Activity Centre is bisected by a rail line and immediately accessed from Williamstown North station. It is focussed on Ferguson Street and Kororoit Creek Road.

The centre has a mix of destination commercial service uses (such as legal and accounting services), retail uses, a hotel, some cafes and some interspersed residential uses. In recent times the centre has experienced some new development, predominantly apartments, especially to the west of the railway line.

The centre has several heritage places and an eclectic character due to various phases of development.

The North Williamstown level crossing bisects the centre but has been identified for grade separation by the Victorian Government as part of its level crossing removal program.

Opportunities and strengths

General

- Strong links between the Rifle Range Medium Neighbourhood Activity Centre, Williamstown North Small Neighbourhood Activity Centre and Williamstown Major Activity Centre contribute to a low-key east-west chain of activity centres along Ferguson Street/Kororoit Creek Road
- the proposed level crossing removal at North Williamstown Train Station will unlock future development potential for surrounding land and integrate the centres with the Williamstown Major Activity Centre

Rifle Range

- capitalise on additional residential intensity in the Williamstown North Small Neighbourhood Activity Centre to generate growth in demand for retail and commercial uses
- opportunities for residential development in the centre as part of any future redevelopment

Williamstown North

- broaden the mix of businesses to fill gaps and increase employment and capture local spending
- competitive advantage as an attractor for business due to its proximity to Williamstown North Station and accessibility to central Melbourne
- vacant residentially zoned land indicates that there

are opportunities for imminent redevelopment to consolidate and build the identity of the centre and increase housing

- heritage values and assets of the centre provide an attractive and distinctive setting/local identity

Challenges

Rifle Range

- significant change to the centre would require a major redevelopment which may impact existing businesses in the centre

Williamstown North

- low pedestrian amenity and urban integration associated with traffic management, street layout and roundabouts at the North Williamstown Station and intersection of Swanston Street and Kororoit Creek Road
- a Structure Plan is required to guide:
 - › the proposed removal of the North Williamstown level crossing, which has been identified for grade separation by the Victorian Government
 - › increases in housing and mixed use development
 - › improved linkages between the Rifle Range, Williamstown North and Williamstown activity centres
- the intersection across the Williamstown rail line with the two roundabouts reduces amenity and connectivity of the centre significantly
- uncertainty regarding the level crossing removal

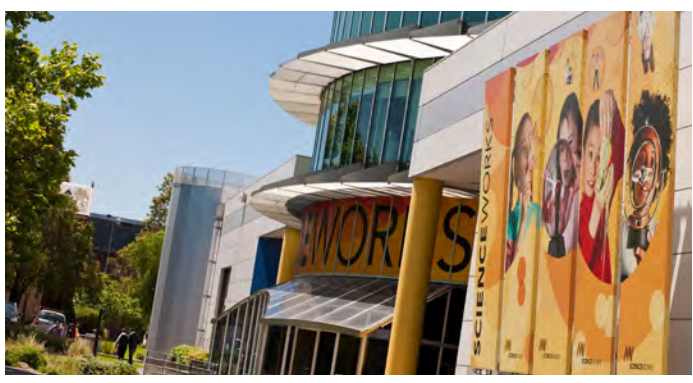
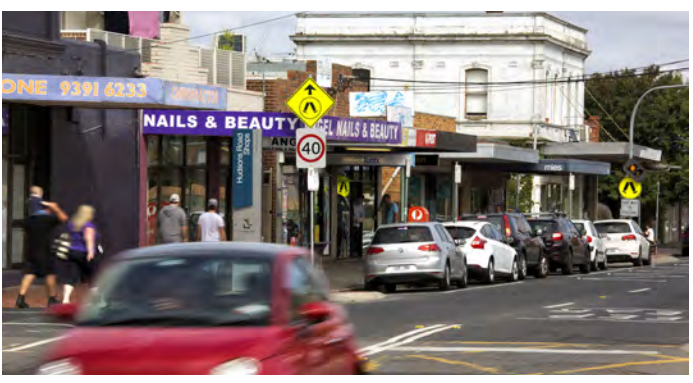
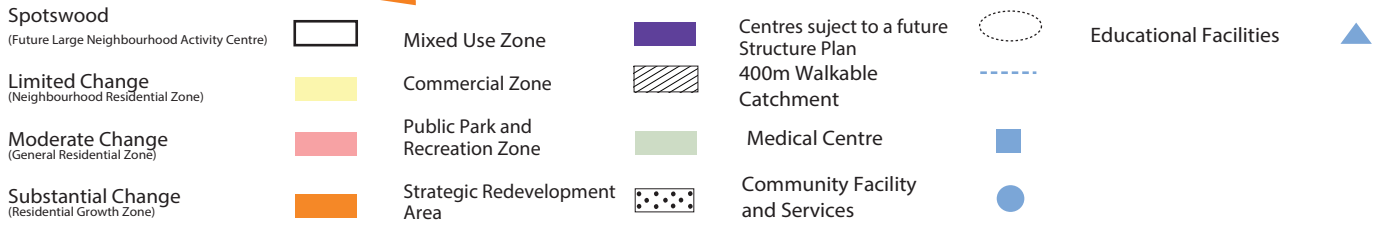
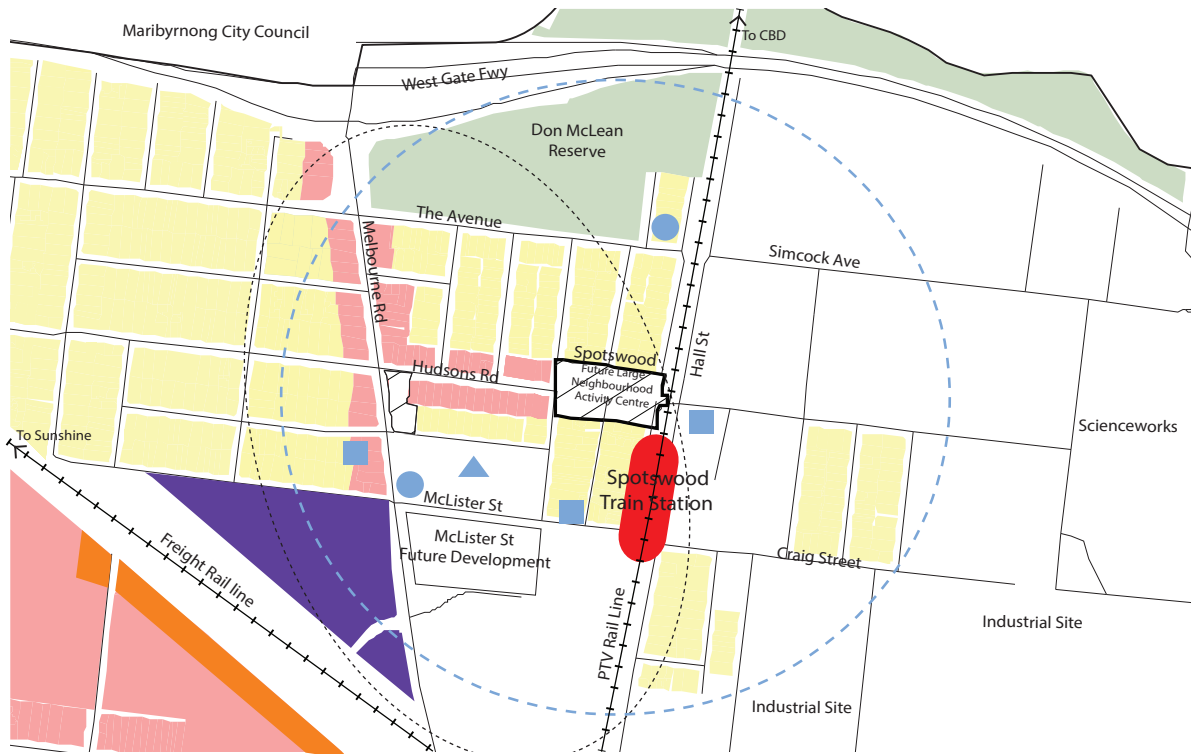
Other relevant plans, strategies and guidelines

- *Hobsons Bay Activity Centre Strategy 2019*
- *Hobsons Bay Housing Strategy 2019*
- *Hobsons Bay Neighbourhood Character Study 2019*
- *Hobsons Bay Heritage Study 2017 (as amended)*
- *Hobsons Bay Planning Scheme (as amended)*
- *Hobsons By 2030: Community Vision 2017*
- *Plan Melbourne 2017-50 (or its successor)*
- *Hobsons Bay Urban Design Guidelines for Victoria 2017 (or its successor)*
- *Better Apartment Design Guidelines for Victoria 2017 (or its successor)*
- *Hobsons Bay Integrated Transport Plan 2017*
- *Hobsons Bay Economic Development Strategy 2015-20*
- *Hobsons Bay Disability Access and Inclusion Strategy 2013-17 (under review)*
- *Hobsons Bay Ageing Well Strategy 2007-17 (under review)*
- *Hobsons Bay Problem Gambling on Electronic Gaming Machines Policy 2015*
- *Hobsons Bay Affordable Housing Policy Statement 2016*
- *Hobsons Bay Universal Design Policy Statement 2017*

SPOTSWOOD

Large Neighbourhood Activity Centre (Future)

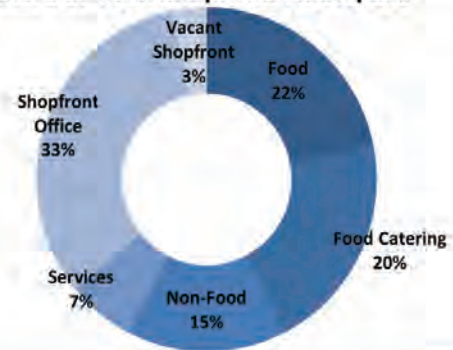













Shopfront Floorspace

Category	Floorspace
Food, liquor and groceries	680 m ²
Food Catering	630 m ²
Non Food	470 m ²
Retail Services	200 m ²
Total Retail	1,980 m²
Shopfront Office	1,010 m ²
Total Occupied Shopfront	2,990 m²
Vacant Shopfront	100 m ²
Total Shopfront Floorspace	3,090 m²

Share of Total Shopfront Floorspace



Existing Conditions

Context	 Public transport	 Services/retail	 Health/education services	 Urban integration	 Foreshore/waterways proximity	 Residential development opportunity	
Typology	 Shopping strip	 DS Double sided					
Age/style	Interwar, Post-war						
Shopfront floorspace	3,090sqm						
Smallest Centre (sqm)						Largest Centre (sqm)	

Anchor tenants	Supermarket, Post Office, Medical Centre, Hotel
Shop top housing	1.2 per cent
General height in commercial area	2 to 4 storeys* (until Structure Plan is prepared)
Preferred height in commercial area	2 to 4 storeys*
Preferred housing type	Subject to a Structure Plan

*Subject to appropriate urban design response

Vision

By 2036, Spotswood Medium Neighbourhood Activity Centre has:

- grown from a Medium to Large Neighbourhood Activity Centre at the heart of Spotswood
- capitalised on its proximity to Spotswood Station, Scienceworks and the nearby industrial and employment area to become a vibrant centre offering a range of retail and lifestyle activities
- increased housing and further diversified the commercial and retail offering in the centre
- been facilitated by the development of a mixed use area in McLister Street to grow and become a Large Neighbourhood Activity Centre
- maintained and developed an attractive street-based environment that has significantly improved the amenity for shoppers and other users of the centre

Urban design directions

Urban structure

- create a functional and safe movement network for the centre incorporating clearly marked, direct and safe connections, particularly with the Spotswood Train Station, Scienceworks, Punt, the Bay Trail and the future McLister Street mixed use development

Movement network

- ensure pathways link the centre with public transport and create an inviting and safe walkable environment
- incorporate pedestrian and bicycle-friendly design which includes linkages to the centre
- ensure the provision of car parking considers pedestrian and cycling amenity and safety
- optimise equitable and efficient access for all modes of transport

Public spaces

- encourage site and urban design responses that improves on a sense of place and village feel
- balance function, form and place-making in the public realm
- ensure improvements generate quality streetscapes that support village feel activity and socialising

- recognise and embrace the industrial and engineering infrastructure elements as part of the fabric, history and palette of Spotswood
- protect solar access to the pedestrian realm along Hudsons Road

Public transport environs

- apply the Urban Design Guidelines for Victoria (2017) to improve safety, connections and access to the Spotswood Train Station and surrounds
- support uses and development that will increase activity and informal surveillance around the train station
- advocate to upgrade bus stops to modern best practice installations

Buildings

- ensure active frontages to public spaces and ensure attractive presentation to Hudsons Road
- maintain appropriate scale through urban design, including building heights, minimal bulk, setbacks and innovative design elements that respect the urban context
- support development which achieves high quality urban design outcomes through provision of well-designed buildings located in a landscaped environment
- incorporate environmentally sustainable design and accessibility principles in new development

Objects in the public realm

- incorporate canopy trees in landscaping proposals to provide shading and improve the public realm
- implement and recognise any adopted streetscape master plan or improvement program including street tree planting recommendations

Other

- apply the Urban Design Guidelines for Victoria, 2017 (or its successor)
- implement the Spotswood Activity Centre Structure Plan, (expected 2020).



Spotswood today

Spotswood is an example of the revival of Neighbourhood Activity Centres that can accommodate a number of life-style activities in an attractive street-based environment.

The Spotswood Medium Neighbourhood Activity Centre is adjacent to Spotswood Train Station and close to Scienceworks. It includes a medical centre, hotel, small convenience supermarket, range of specialty shops, several cafes, boutiques and specialty food shops which are well-known and patronised by locals and people outside the immediate area. A substantial industrial and employment area is located immediately east of the railway line and generates further patronage for the centre. This land is expected to remain in use for employment purposes for the foreseeable future.

Further east is the major tourist destination Scienceworks which increases visitation and through traffic for the centre.

Approximately 300 metres south-west of the current centre is the proposed McLister Street mixed-use development, which will become part of the centre and provide additional housing, supermarkets and specialty shops.

Opportunities and strengths

- potential to increase the range of uses within the centre
- potential to capitalise on the number of high quality food-based retailers and specialty shops to create a niche destination
- proximity to the train station to increase visitation to the centre and accessibility to central Melbourne and surrounding metropolitan transport networks
- proximity to Scienceworks and the substantial industrial area to the east of the rail line can improve future performance of the centre
- potential for shop-top housing to improve the performance of the centre
- future streetscape improvements to enhance amenity for visitors to the centre
- integration with the proposed McLister Street mixed-use development to the south-west and the Strategic Redevelopment Areas (identified as Precinct 17 and part Precinct 18 in the Hobsons Bay Industrial Land Management Strategy 2008)
- improved connections from the foreshore from the Punt across Douglas Parade to Scienceworks
- potential bus stop linking surrounding suburbs to the Werribee and Williamstown train lines

Challenges

- the geographic smallness of the centre and the surrounding built form, particularly industry, limit development opportunities
- proximity to the Port of Melbourne may limit the potential range of uses east of the train line
- impacts of the West Gate Tunnel Project are unknown
- access from the punt ferry across Douglas Parade to Scienceworks

Other relevant plans, strategies and guidelines

- *Hobsons Bay Activity Centre Strategy 2019*
- *Hobsons Bay Housing Strategy 2019*
- *Hobsons Bay Neighbourhood Character Study 2019*
- *Spotswood Structure Plan (expected 2019)*
- *Hobsons Bay Heritage Study 2017 (as amended)*
- *Hobsons Bay Planning Scheme (as amended)*
- *Hobsons Bay 2030: Community Vision 2017*
- *Plan Melbourne 2017-50 (or its successor)*
- *Urban Design Guidelines for Victoria 2017 (or its successor)*
- *Better Apartment Design Guidelines for Victoria 2017 (or its successor)*
- *Hobsons Bay Integrated Transport Plan 2017*
- *Hobsons Bay Economic Development Strategy 2015-20*
- *Hobsons Bay Disability Access and Inclusion Strategy 2013-17 (under review)*
- *Hobsons Bay Ageing Well Strategy 2007-17 (under review)*
- *Hobsons Bay Problem Gambling on Electronic Gaming Machines Policy 2015*
- *Hobsons Bay Affordable Housing Policy Statement 2016*
- *Hobsons Bay Universal Design Policy Statement 2017*

THE CIRCLE

Altona North

Medium Neighbourhood Activity Centres



**HOBSONS
BAY CITY
COUNCIL**




Hobsons Bay
CITY COUNCIL



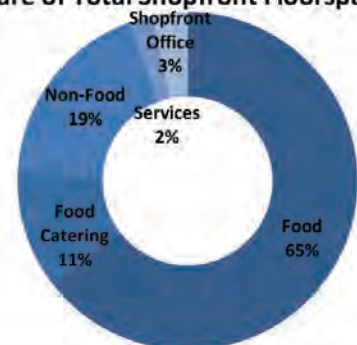
- The Circle**
(Medium Neighbourhood Activity Centre) **Substantial Change**
(Residential Growth Zone) **Public Park and Recreation Zone** **400m Walkable Catchment**
- Limited Change**
(Neighbourhood Residential Zone) **Centres subject to a future Structure Plan** **Former School Site** **Community Facility and Services**
- Moderate Change**
(General Residential Zone) **Commercial Zone** **Comprehensive Development Zone**











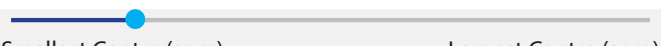
Shopfront Floorspace




Category	Floorspace
Food, liquor and groceries	1,970 m ²
Food Catering	340 m ²
Non Food	570 m ²
Retail Services	70 m ²
Total Retail	2,950 m²
Shopfront Office	100 m ²
Total Occupied Shopfront	3,050 m²
Vacant Shopfront	0 m ²
Total Shopfront Floorspace	3,050 m²

Share of Total Shopfront Floorspace



Existing Conditions

Context	 Public transport	 Services/retail	 Health/education services	 Urban integration	 Foreshore/waterways proximity	 Residential development opportunity
Typology	 Shopping strip	 Single sided				
Age/style	Post-war					
Shopfront Floorspace	3,050sqm					
Smallest Centre (sqm)					Largest Centre (sqm)	
Anchor tenants	Supermarket, fresh food retailers					

Shop top housing	0.2 per cent
General height in commercial area	1 storey
Preferred height in commercial area	2 to 3 storeys* (until Structure Plan is prepared)
Preferred housing type in preferred development area*	 Dual Occupancy  Multi-unit  Townhouse
*Subject to appropriate urban design response	

Vision

By 2036, The Circle Medium Neighbourhood Activity Centre:

- has become a relaxed but vibrant activity centre with a renowned reputation for specialist fresh food
- has developed a niche role in the Hobsons Bay Activity Centre Network due to the range of quality fresh food retailers
- has increased its catchment due to its strong reputation and the residential redevelopment of the Precinct 15, Altona North Strategic Site (as identified in the Hobsons Bay Industrial Land Management Strategy 2008)
- complements both the nearby Altona Gate (Altona North) Major Activity Centre (within the Millers Road Spine) to the west and supports the new Large Neighbourhood Activity Centre within the Precinct 15, Altona North Strategic Site

Urban design directions

Urban structure

- retain the 'Burley Griffin-esque' street network
- create a functional and safe movement network for the centre incorporating clearly marked, direct and safe connections to Precinct 15 Altona North Strategic Site, the Altona North (Altona Gate) Major Activity Centre and the surrounding area

Movement network

- ensure pathways link the centre with public transport and create an inviting and safe walkable environment
- incorporate pedestrian and bicycle-friendly design which includes linkages to the centre
- ensure car parking considers pedestrian and cycling amenity and safety
- advocate for higher frequency public transport and improved weekend services
- optimise equitable and efficient access for all modes of transport

Public spaces

- encourage site and urban design responses that improve a sense of place and village feel
- ensure improvements generate quality streetscapes that

support a village feel and socialising

- recognise and improve the amenity and landscaping of the central round-about/parkland around which the centre is located
- protect and ensure solar access to surrounding streets and within the centre

Public transport environs

- apply the Urban Design Guidelines for Victoria (2017) to improve safety and access to the bus stop and surrounds
- advocate to upgrade bus stops to modern best practice installations

Buildings

- provide active facades at ground level to ensure a vibrant presentation to 'the Circle' and central round-about and ensure attractive presentation to The Broadway, McIntosh Road and Stapley Crescent
- maintain appropriate scale through urban design, including building heights, minimal bulk, setbacks and innovative design elements that respect the urban context
- improve the interface between the rear of the commercial area and abutting residential development
- incorporate Environmentally Sustainable Design and accessibility principles in new development

Objects in the public realm

- incorporate canopy trees in landscaping in any redevelopment proposal to provide shading and improve the public realm
- implement any adopted urban design framework, streetscape master plan or improvement program including street tree planting recommendations

Other

- apply the Urban Design Guidelines for Victoria 2017

The Circle today

The Circle is located in a residential area in Altona North that, in normal circumstances, would have very limited exposure to people living outside the local area. However, The Circle plays an increased role due to the presence of a number of high-quality fresh-produce and specialised food shops: regularly accessed by people living across Hobsons Bay.

To The Circle's advantage, Altona North has been subject to relatively high levels of housing intensification and is approximately 500 metres south of the former Precinct 15 Altona North Strategic Site (as identified in the Industrial Land Management Strategy 2008).

Opportunities and strengths

- improve connectivity and focus around the streetscape layout including both hard and soft landscaping elements, especially the central roundabout
- improve appearance of the centre by improving the streetscape including footpaths, pedestrian access and visual screening to the rear of shops
- there are opportunities for housing development within the centre (in accordance with the Hobsons Bay Housing Strategy 2019) and its immediate surrounds which can support shops and other businesses
- capitalise on the centre's niche reputation for high-quality fresh-produce and specialised food shops to ensure economic sustainability
- realise relationships and networking with the future Large Neighbourhood Activity Centre that will be established by redevelopment of the Precinct 15 Altona North Strategic Site to the north
- increased retail catchment arising from new households in the redevelopment of the former Precinct 15 Altona North Strategic Site to the north

Challenges

- poor pedestrian access and safety caused by the unusual curved layout of the centre
- public transport is not well integrated within the centre
- although a bus stop is located immediately in front of the centre, the quality of facilities for public transport users at the centre is low

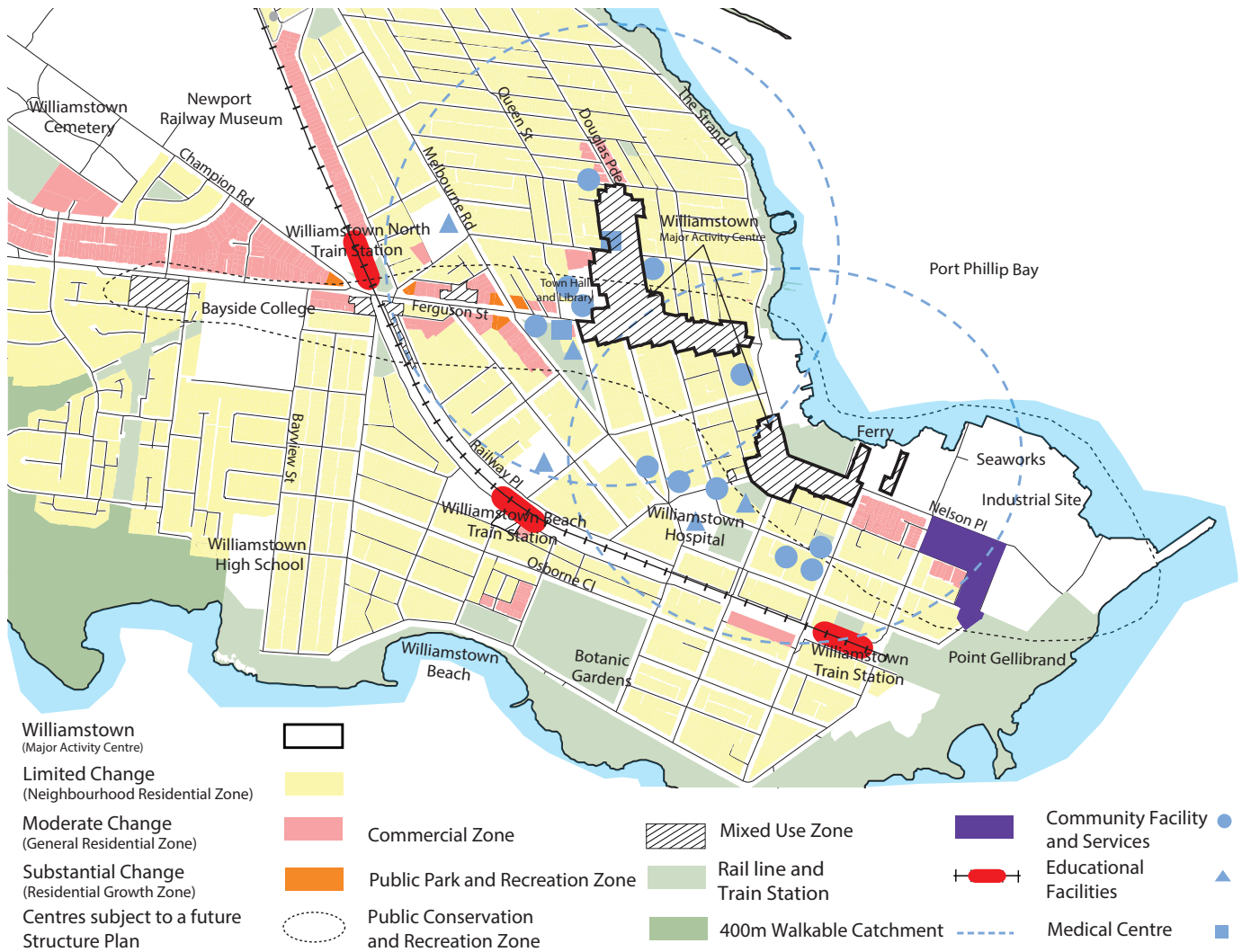
Other relevant plans, strategies and guidelines

- *Hobsons Bay Activity Centre Strategy 2019*
- *Hobsons Bay Housing Strategy 2019*
- *Hobsons Bay Neighbourhood Character Study 2019*
- *Hobsons Bay Heritage Study 2017 (as amended)*
- *Hobsons Bay Planning Scheme (as amended)*
- *Hobsons By 2030: Community Vision 2017*
- *Plan Melbourne 2017-50 (or its successor)*
- *Urban Design Guidelines for Victoria 2017 (or its successor)*
- *Better Apartment Design Guidelines for Victoria 2017 (or its successor)*
- *Hobsons Bay Integrated Transport Plan 2017*
- *Hobsons Bay Economic Development Strategy 2015-20*
- *Hobsons Bay Disability Access and Inclusion Strategy 2013-17 (under review)*
- *Hobsons Bay Ageing Well Strategy 2007-17 (under review)*
- *Hobsons Bay Problem Gambling on Electronic Gaming Machines Policy 2015*
- *Hobsons Bay Affordable Housing Policy Statement 2016*
- *Hobsons Bay Universal Design Policy Statement 2017*



WILLIAMSTOWN
Major Activity Centre

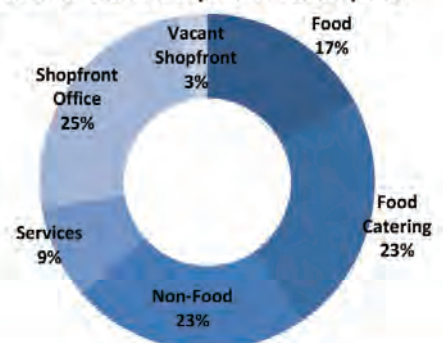






Shopfront Floorspace





Category	Floorspace
Food, liquor and groceries	5,610 m ²
Food Catering	7,630 m ²
Non Food	7,570 m ²
Retail Services	2,950 m ²
Total Retail	23,770 m²
Shopfront Office	8,070 m ²
Total Occupied Shopfront	31,840 m²
Vacant Shopfront	940 m ²
Total Shopfront Floorspace	32,780 m²

Share of Total Shopfront Floorspace



Existing Conditions

Context	 Public transport  Services/retail  Health/education services  Urban integration  Foreshore/waterways proximity  Residential development opportunity
Typology	 Shopping strip  Single sided  Double sided  Shopping centre
Age/style	Victorian, Edwardian and Interwar (Douglas Parade/Ferguson Street), Victorian (Nelson Place)
Shopfront Floorspace	32,780sqm
Smallest Centre (sqm)	Largest Centre (sqm)

Anchor tenants	Supermarket, banks (x6), post office, Williamstown Library, Williamstown Town Hall, Visitor Information Centre
Shop top housing	3.1 per cent
General height in commercial area	1 to 2 storeys (Douglas Parade/Ferguson Street and Nelson Place)
Preferred height in commercial area	Up to 4 storeys (Douglas Parade/Ferguson Street)* Up to 2 storeys (Nelson Place)*
Preferred housing type in preferred development area*	 Dual Occupancy  Multi-unit  Townhouse  Apartment

*Subject to appropriate design response and Design and Development Overlay provisions

Introduction

Williamstown has two main commercial precincts, which combined form the Williamstown Major Activity Centre:

- Ferguson Street/Douglas Parade is the core retail and commercial centre of the Williamstown Major Activity Centre and is the larger of the two precincts
- Nelson Place is located along the foreshore to the south east of Ferguson Street and is a major tourist precinct

Vision

By 2036, Williamstown Major Activity Centre:

- has an even stronger village feel
- has grown in an incremental way so that development has had minimal, if any, visual impact and respected the heritage values and elements that make the area unique
- has the Douglas Parade/Ferguson Street and Nelson Place precincts which play complementary but distinct roles and sees:
 - › the Douglas Parade/Ferguson Street precinct continuing as a traditional retail and commercial precinct, providing services to the local community and beyond
 - › Nelson Place has respected and leveraged its heritage assets to consolidate its identity as a tourist precinct. This has been further enhanced by its reputation as a waterside destination for dining and leisure
- has improved connectivity between the centres and the railway stations and walking and cycling have increased significantly as a form of local transport and movement

Urban design directions

Urban structure

- maintain the street pattern to protect and improve view lines to key land marks including (but not limited) to:
 - › the foreshore
 - › Commonwealth Reserve
 - › across Port Phillip Bay to Central Melbourne
 - › Timeball Tower

Movement network

- improve pedestrian and cycling connections between activity centres, railway stations and the Bay Trail, including wayfinding signage and lighting
- ensure the provision of car parking considers pedestrian

and cycling amenity and safety

- advocate for higher frequency public transport and improved weekend services
- optimise equitable and efficient access for all modes of transport

Public spaces

- encourage site and urban design responses that improve on a sense of place and village feel
- ensure that views from the public realm, are protected from visually intrusive development and elements
- protect solar access to all public parks and footpaths along Douglas Parade/Ferguson Street and Nelson Place
- maintain and increase active street frontages to provide a high standard of public presentation to public open spaces and the public realm
- activate interfaces with car parks and laneways to improve amenity and safety
- enhance the amenity of places for social interaction, particularly Commonwealth Reserve, the foreshore and streetscapes
- support public realm improvements along main pedestrian and cycling routes to the three Williamstown train stations

Public transport environs

- apply the *Urban Design Guidelines for Victoria* (2017) to improve safety, connections and access to the three nearby railway stations

Buildings

- respect and reinforce heritage values
- ensure development does not visually dominate a heritage place or precinct
- encourage innovative design that respects the predominant height and proportions of existing heritage buildings and, as appropriate, reflects the existing proportion and rhythm of heritage elements, such as verandahs, parapets, windows and doors
- incorporate environmentally sustainable design and accessibility principles in new development that do not impact on the heritage place or precinct

Objects in the public realm

- incorporate canopy trees in landscaping proposals to provide shading and improve the public realm
- implement and recognise any adopted streetscape master plan or improvement program including street tree planting recommendations

Williamstown today

One of three Major Activity Centres in Hobsons Bay, the Williamstown Major Activity Centre comprises two commercial centres: Douglas Parade/Ferguson Street precinct and the Nelson Place precinct.

The larger retail and commercial precinct extends along Douglas Parade and Ferguson Street. Douglas Parade is a vibrant and successful main-street precinct with a strong range of convenience retailing shops. It offers an extensive mix of services including a full line supermarket, that is an important 'anchor' tenant to the balance of shops in that part of the centre. Ferguson Street has a greater focus on discretionary retailing including fashion boutiques and specialty food outlets. They integrate effectively to provide a high-quality environment for businesses, shoppers and visitors.

To the south-east, Nelson Place, opposite the Hobsons Bay waterfront, is smaller but caters for both locals and visitors to the area. It has more tourist-orientated businesses, including a range of cafes, restaurants and takeaway establishments. Although Nelson Place is an integral part of the overall Williamstown Activity Centre, it is a clearly defined precinct in its own right which has a relatively low level of integration with the balance of the centre. The centre is within proximity to the foreshore and is near the significant tourist site, Seaworks.

Opportunities and strengths

General

- Williamstown's major natural feature is its coastline with Point Gellibrand to the south and important views across Port Phillip Bay and the mouth of the Yarra River to the skyline of central Melbourne: all within sight or easy walking distance of the Williamstown Major Activity Centre
- the overall quality of the heritage built environment remains high and provides an attractive activity centre and experience
- iconic heritage buildings including (but not limited to):
 - › former City of Williamstown Municipal Offices and Town Hall at 104-108 Ferguson Street
 - › former Bank of Australia (1876) at 189 Nelson Place
 - › former Williamstown Advertiser Office (1874) at 205 Nelson Place
 - › Holy Trinity Church (1871) at 255 Nelson Place
- maintain and enhance Williamstown's existing village feel
- there is a thriving cultural and arts scene in Williamstown and visitors are attracted to events including the annual Williamstown Literary Festival, tall ship voyages, Little Theatre as well as participation in film and other arts societies
- the Williamstown Major Activity Centre is indirectly serviced by the Williamstown railway line: three stations Williamstown North, Williamstown Beach and Williamstown are located outside the centre but within 800 metres

Douglas Parade/Ferguson Street

- opportunities to broaden the mix of business activities to fill gaps, attract government services/agencies, increase local employment and spending from tourists.
- a relatively high local socioeconomic status (in metropolitan terms) will have a positive effect on the future role and viability of the centre, as will its ability to attract other visitors from across Hobsons Bay and beyond
- development, including shop top housing, can take place in an incremental manner that is responsive to the heritage values of the centre

Nelson Place

- leverage off tourism opportunities including cafes and restaurants, the sea plane and ferry transport to attract greater spending
- respect and leverage on the heritage character of the precinct to attract business and tourism
- proximity to the foreshore and city views and ferry stop from central Melbourne
- close proximity to Seaworks maritime precinct
- development of the former Port Phillip Woollen Mills site will increase catchment and support a diversified range of retail and service offerings
- some intensification of housing behind the existing street-based commercial areas can occur in a manner that is sensitive to the heritage values of the centre.
- street layout provides a good movement pattern for pedestrians and cyclists

Challenges

- limited potential for residential development due to smaller lot sizes and need to respect heritage values and character
- lack of connectivity with Williamstown North and Williamstown railway station from the centre
- perceived distance of Williamstown railway station from Nelson Place
- the limited degree of connectivity between the two precincts will continue due to the existing church and social housing buildings on Nelson Place
- balancing the provision and management of car parking with sustainable transport initiatives

Other relevant plans, strategies and guidelines

- *Hobsons Bay Activity Centre Strategy 2019*
- *Hobsons Bay Housing Strategy 2019*
- *Hobsons Bay Neighbourhood Character Study 2019*
- *Hobsons Bay Heritage Study 2017 (as amended)*
- *Hobsons Bay Planning Scheme (as amended)*
- *Hobsons Bay 2030 Community Vision 2017*
- *Plan Melbourne 2017-50 (or its successor)*
- *Urban Design Guidelines for Victoria 2017 (or its successor)*
- *Better Apartment Design Guidelines for Victoria 2017 (or its successor)*
- *Hobsons Bay Integrated Transport Plan 2017-30*
- *Hobsons Bay Economic Development Strategy 2015-20*
- *Hobsons Bay Disability Access and Inclusion Strategy 2013-17 (under review)*
- *Hobsons Bay Ageing Well Strategy 2007-17 (under review)*
- *Hobsons Bay Problem Gambling on Electronic Gaming Machines Policy 2015*
- *Hobsons Bay Affordable Housing Policy Statement 2016*
- *Hobsons Bay Universal Design Policy Statement 2017*