



Hampton Public Land Masterplan

Planning for Council owned land in the Hampton Major Activity Centre

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Executive Summary

The Hampton Public Land Masterplan has been prepared by Bayside City Council and provides the strategic direction for the future of community services and facilities in the Hampton Major Activity Centre.

Purpose

The purpose of the Hampton Public Land Masterplan is to underpin the strategic direction for all 13 Council-owned sites within the Hampton Major Activity Centre. The Masterplan informs the planning for the centralisation of community facilities into an Integrated Community Hub. The Masterplan also informs the implementation processes to deliver the outcomes in the short term, longer term and ongoing actions.

What is an 'integrated community hub'?

A community hub is an integrated, multi-purpose facility that provides spaces for Council, community service organisations and community groups to offer a range of services, activities and programs.

Community hubs accommodate wide ranging uses, but can include elements such as multi-purpose spaces, meeting and consultation rooms, libraries, neighbourhood houses, youth groups, early childhood facilities and other community spaces. Hubs provide communities with access to a variety of social, cultural, educational and recreational opportunities in a centralised location.

Intent and Scope

Council has a robust planning framework in place to guide the built form and land use outcomes envisaged for the activity centre. The Masterplan does not intend to revisit the planning controls that are in place for the broader centre, but instead plans for how the existing public land can be best used and configured to ensure that community facilities are meeting future community needs. The outcome will then result in a Masterplan that provides the strategic direction for the management of public land and assets, as well as providing a framework for a number of longer term infrastructure and place-making projects across the centre.

The Masterplan relates only to Council owned sites and is informed by:

- The opportunities and constraints of each of the 13 sites within the centre;
- A fit for purpose assessment to understand whether the facilities will meet future needs;
- Past community engagement feedback in relation to the centre and a centralised community facility;
- Technical expertise to inform the long term planning.

The Masterplan provides for:

- Opportunities to redevelop sites to improve the public benefit in relation to open space, parking and community facilities;
- The potential to divest sites that are deemed surplus to requirements and opportunities to purchase or acquire land that can serve the strategic objectives of the Masterplan;

- A number of public realm improvements that can ensure new facilities are well integrated into their surrounds; and
- The necessary vehicle and pedestrian network improvements required to ensure the vibrancy and accessibility of the centre.

There are a number of actions that have already been decided by Council, and the purpose of this document is to bring together the existing policy framework, Council's decision making on certain matters and identified further opportunities to ensure that clarity exists as to the future community services and infrastructure.

This Plan does not propose to revisit matters such as whether a hub is necessary, or whether a centralised or alternate approach is appropriate. Further, this Plan does not make changes to the planning controls affecting individual properties that substantially alter the built form outcomes for these sites, particularly those which are identified as being surplus to requirements. There may be further statutory actions proposed that will support the delivery of the vision and actions outlined in this document.

Key Issues

This Masterplan draws upon previous reports and data that reviews the current conditions and utilisation of Council's existing community facilities and assets, and the anticipated community floor space demands to 2036.

Many of the existing community facilities within Hampton were built in the 1950s or earlier and are in need of renewal in order to meet the needs of future residents. Whilst this Masterplan does not provide for conceptual design for redevelopment, it provides direction on the uses and development of existing sites which supports the vision to incorporate services into an Integrated Community Hub. Council will continue to partner with user groups and stakeholders at each facility to advance a design brief for the Integrated Community Facility at the appropriate time, as the implementation of this plan progresses.

There are a range of access and mobility challenges throughout the centre that further impact accessibility. Whilst this plan does not include the final outcomes for matters such as the future bus interchange location, it provides the framework for the continued implementation of these actions and identifies opportunities for further improvements.

There is an identified shortage of public open space in the area that will only continue to grow, as the population in the activity centre increases. Whilst in some areas the solution is to create additional parks and green spaces, different options including options for plazas and town squares, will need to be considered having regard to the sites activity centre context.

A further key issue to be considered following the completion of the plan is how the various actions are funded. It is highly likely that support from the State and/or Federal Government will be required to deliver on the major infrastructure works outlined in the Plan.

Guiding Principles

The development of this Plan has been informed by Council's considerable policy framework to guide the land use and development outcomes for Hampton. The relevant documents include:

- *Bayside Housing Strategy* 2019;
- *Hampton Major Activity Centre Structure Plan* 2006;
- *Hampton Major Activity Centre Structure Plan Review* 2016;
- *Hampton Willis Street Precinct Urban Design Framework* 2013;
- *Bayside Retail, Commercial and Employment Strategy* 2016;
- *Bayside Open Space Strategy* 2012;
- *Bayside Integrated Transport Strategy* 2018;
- *Early Years Infrastructure Plan* 2018-2028; and
- *Library Services Strategy Plan* 2018-2022.

A summary of each of these documents as they relate to the Hampton Major Activity Centre is included at Appendix 1.

The findings from this report have also been informed by other documents prepared on behalf of Council, including:

- *Hampton Street Activity Centre Social Infrastructure Assessment*, Ethos Urban, May 2018;
- *Hampton, Our Centre: Planning for People – Background Report*, Navire Advisory, May 2019;
- *Hampton Activity Centre Social Needs Assessment*, K2 Planning, May 2019;
- *Hampton, Our Place: Options Consultation Summary*, Collaborations, August 2019; and
- *Hampton: Our Centre: Planning for People – Land Use and Development Options Analysis*, Navire Advisory, August 2019.

Background

Over the past 15 years, Council has secured a comprehensive strategic planning framework for its Major Activity Centres, providing clear direction as to how future housing, population and commercial floor space growth will be accommodated into the future.

Through past strategic planning work, there is an identified need for a plan that considers the increased demand for and growth of community facilities in the Hampton Major Activity Centre, as the population growth and changing community needs impact the need for services and the demand for community infrastructure increases.

In 2018, Council engaged Ethos Urban Pty Ltd to undertake a preliminary social needs assessment to better understand the opportunities and constraints to achieving an integrated community facility in Hampton, having regard to the six existing decentralised community facilities. The findings from that work recommended that Council establish a consolidated community hub incorporating various community facilities from across Hampton Major Activity Centre which provides for a range of local services.

Through 2019, Council engaged Navire Advisory Pty Ltd to prepare a more detailed investigation and analysis into the development feasibility assessment for an integrated community facility.

The analysis and research stage involved drawing upon previous reports and data that provided detail to the current condition and utilisation of Council's existing assets. Demographic projection analysis was utilised to assess the anticipated community floor space demands to 2036. This first stage of the project informed the preparation of draft Place Values, which were then validated through targeted preliminary consultation with the community and key user stake holders.

Based on their findings, the consultant team generated the Land Use and Development Options for consideration. Two options for community floor space were identified – a centralised option, where all existing stakeholders are brought together in a single facility, and a 'village scale' option, where two smaller facilities bring together clusters of user groups. The options were tested with the community throughout a series of engagement activities in July 2019.

Through community engagement, the centralised option was identified as being the community's preference with the benefits of co-location recognised by most participants. For many people, this option offered the greatest benefits including intergenerational interaction, facilities for multiple uses and activating the 'triangle area'.

Council resolved to proceed with a centralised, neighbourhood scale facility in order to maximise the opportunities for the community. In moving forward to implement a centralised option, consideration must be given to the future of the individual sites that would be surplus under a centralised option as well as what other opportunities exist to maximise community value. This Masterplan seeks to set direction for each individual site, aligning with the objectives of the centralised option, and providing implementation options that will seek to maximise community value.

Context: A changing and growing Hampton

Over the next 20 years, like many of Melbourne's suburbs, Hampton is expected to grow and change.

Whilst Council has plans and controls in place to guide development on private land, including residential development, commercial floor space, there is currently no strategic plan in place to guide the development of Council owned land in order to allow community infrastructure to meet the changing needs of the community.

With an aging population, an increase in lone person households and the continued growth of family households, it is important to ensure that social infrastructure that exists to support the community is able to be adapted so that facilities and services continue to meet need.

In 2019, Council commissioned a social needs assessment to better understand the future needs of Hampton residents in relation to community facilities and services. The assessment, which was prepared by consultants K2 Planning, provided key findings to the social trends and population forecasts for Hampton. The key changes that have influenced the background work and which provide the support for the future planning for the next 20 years are summarised below.

Policy Context

The commercial shopping strip at Hampton and adjoining residential area is designated in the State Governments metropolitan strategy *Plan Melbourne* as a Major Activity Centre; being an area close to public transport, shops, community facilities and other services where increased population growth is to be directed.

Council has prepared the Hampton Activity Centre Structure Plan to guide the planning controls and built form outcomes in the centre. These have been in operation for a number of years and have been effective in concentrating the growth expected in the area to within the Activity Centre boundary. Whilst there is still further work to be done to ensure that development in the residential parts of the centre reflects the preferred character for these areas, much of the land use and built form outcomes intended for the centre are embedded in policy to some degree.

Further policy guidance has been provided for land within the Willis Street Precinct through an urban design framework for the area which has informed the development of the State Government development beside the railway line.

The Structure Plan was reviewed in 2016 and it was recommended that Council undertake the strategic work to identify community infrastructure needs in the activity centre. Since then, Council has developed its understanding of the community infrastructure needs. Currently, there is no plan in place for how these facilities will be modified or expanded to ensure that they are meeting expected demand.

People and Housing

The City of Bayside population and household forecasts presents a forecasted growth of 118,590 by 2036. To accommodate this increase of 15,853 people, it is important that it be directed into Bayside's activity centres. In the coming years, Hampton will too undergo population growth with a high portion being families with children, couple-only and lone

person households, as well as retirees. Of this growth, it is anticipated that Hampton will increase by 2,123, with a population of 16,077 by 2026, making it the third largest suburb in Bayside.

The following data has been compiled from Council's Profile.id and Forecast.id websites, presenting a summary of the expected changes.

Figure 1 | Forecast growth for Hampton

Forecast population, households and dwellings					
HAMPTON	FORECAST YEAR				
	2016	2021	2026	2031	2036
Population	13,954	14,893	15,171	15,587	16,077
Change in population (5yrs)		938	279	415	491
Average annual change		1.31	0.37	0.54	0.62
Households	5,163	5,754	5,986	6,219	6,450
Average household size	2.69	2.57	2.52	2.49	2.48
Population in non-private dwellings	88	88	88	88	88
Dwellings	5,373	6,001	6,243	6,488	6,733
Dwelling occupancy rate	96.09	95.88	95.88	95.85	95.80

Analysis of the types of dwellings in Hampton in 2016 shows that 62.7% of all dwellings were separate houses; 30.1% were medium density dwellings, and 6.5% were in high density dwellings. Whilst separate houses are still the highest portion of dwellings within Hampton, it was found that the largest changes in the types of dwellings found in Hampton between 2011 and 2016 were:

- High density (+171 dwellings);
- Medium density (+130 dwellings); and
- Separate housing (+62 dwellings).

Considering there is a forecast increase of over 1.056 households from 2016 to 2026, and a decrease in the average household size from 2.69 to 2.49, it is expected that high and medium density will continue to increase.

Ageing population

Hampton is experiencing a significantly ageing population with forecasts in the number of people aged 70-84 years. It is expected that there will be approximately a 70% increase of people within this age bracket from 2016-2036, with many of these people in this age group requiring assistance due to a disability/impaired mobility. There will be an increasing demand for programs and activities that respond to the needs of senior groups and the aging population. It is important that the community facilities provide for an increase in services, programs and facilities to support the ageing population.

Increase in family households

There is an increasing proportion of families in the area. Between the 2011 and 2016 census period, there was a 12% increase of families with children, a 12.5% increase of families with older children, and a 9.4% increase in single parent families with mixed age children. It is important that community services and facilities and open space is provided for these families to support health and wellbeing outcomes.

Lone households

It is forecasted that there will be a 10% increase in lone person households. This is expected to reflect the aging population as well as the increased percentage of medium and high density housing constructed within the activity centre.

Movement and Transport

Another social trend impacting the planning of community services in facilities has been the increase in number of people who travel to work by public transport. There has been a 26% train increase, and 47% bus increase from 2011-2016.

In Hampton, 87.5% of the households owned at least one car, while 6.3% did not, compared with 83.9% and 8.5% respectively in Greater Melbourne.

Of those that owned at least one vehicle, there is a smaller proportion who owned just one car; a larger proportion who owned two cars; and a smaller proportion who owned three cars or more.

Overall, 32.1% of the households owned one car; 40.6% owned two cars; and 14.8% owned three cars or more, compared with 33.2%; 34.8% and 15.9% respectively for Greater Melbourne. The largest changes in household car ownership in Hampton between 2011 and 2016 were:

- 3 or more motor vehicles (+126 households)
- 2 motor vehicles (+109 households)
- 1 motor vehicle (+73 households)

According to census data from 2016, 40.5% of Bayside residents live and work in the area. 59.5% work in the area but live outside of the Bayside municipality.

In 2016, there were 1,123 people who caught public transport to work (train, bus, tram or ferry) in Hampton, compared with 3,661 who drove in private vehicles (car – as driver, car – as passenger, motorbike, or truck).

Analysis of the method of travel to work of the residents in Hampton in 2016, compared to Greater Melbourne, shows that 17.8% used public transport, while 58.1% used a private vehicle, compared with 15.4% and 65.0% respectively in Greater Melbourne.

The major differences in persons between the method of travel to work of Hampton and Greater Melbourne were:

- A *larger* percentage of persons who travelled by train (17.0% compared to 11.5%)
- A *larger* percentage of persons who worked at home (7.8% compared to 4.2%)
- A *smaller* percentage of persons who travelled by car (as driver) (55.5% compared to 60.2%)
- A *smaller* percentage of persons who travelled by tram or ferry (0.1% compared to 2.4%)

The number of employed people in Hampton increased by 394 between 2011 and 2016.

The largest changes in the method of travel to work by resident population in Hampton between 2011 and 2016 were for those nominated:

- Train (+220 persons)
- Car - as driver (+123 persons)
- Worked at home (+106 persons)

Whilst the longer term impacts of the Covid-19 pandemic are unknown, Council needs to ensure that it is planning for the expected increases. As a result, any plans made in relation to parking and traffic need to be flexible to cater to the possibilities of more people working from home, and the overall longer term forecasts of a lesser reliance on private vehicles as the primary mode of transport, particularly in local areas.

Social and Community Infrastructure

The social needs assessment identified service and facility gaps to respond to in Hampton. Having regard to many of the constraints and limitations of the existing community facilities, it was recommended that the increase in services and development of new spaces be facilitated through the following approximate increase in size of community facilities:

- Consider the potential for a community facility of 3,500 square metres which includes:
 - Early years services (approx. 20% of the floor space);
 - General community services space;
 - An expanded library service;
 - Flexible and adaptable meeting rooms;
- Develop new areas of passive open space, including:
 - Multi-generational playground opportunities;
 - Access to nature and places to linger and sit;
 - A civic space for community gatherings;
 - Display of public art;
- Advocate the private sector to increase the availability of long day care and residential aged care.

Other services including long day care and residential aged care were identified, however it is noted that these services are not provided by Council. Some feedback from the community sought a more aspirational community facility which incorporates a Performing Arts Centre or leisure centre, which were considered through the social needs assessment. The assessment found that Hampton Activity Centre is not a suitable area for the location of regional or municipal level community infrastructure, and that any facility should be of a more neighbourhood scale, to respect both the community aspirations for a village scale and the constraints of the road network.

It is anticipated that State Government will announce the introduction of three-year-old kindergarten (5 hours per week in 2021 and increasing to 15 hours by 2028). Given the current supply of early years services in Hampton, it is assumed that a future community facility in the Hampton Activity Centre will not need to respond to the need for kindergarten programs.

This Masterplan provides strategic direction to accommodate the increase in community facilities within a centralised, neighbourhood scale community 'hub.' Council will be seeking to partner with service providers to determine how the community facilities and services will

come to fruition and what kind of model is going to work best to meet both community and service provider needs.

Physical Context

Hampton as a suburb bounded by South Road in the north, Bluff Road in the east, Highett Road and Bridge Street in the south, and the Port Phillip Bay foreshore and New Street to the west. The suburb is 424ha in size and has a population of 14,429 (profile id bayside).

The Hampton Major Activity Centre is the primary area that growth is to be directed, which generally addresses Hampton Street or other land within close proximity to the Hampton Railway Station. Hampton Street contains a mix of services including retail, commercial and health care. A key opportunity for the Hampton Major Activity Centre identified within the *Retail, Commercial and Employment Strategy 2016-2031* is for the centre to continue to grow and diversify its retail offering. Anecdotal feedback has been provided to Council about the increasing number of vacant shops appearing in Hampton Street and the length that these premises stay vacant. It will be important to ensure that retail uses and activity are as consolidated as possible in the core of the activity centre, ensuring that Hampton Street remains a vibrant and active streetscape.

The Sandringham Railway Line runs through Hampton with Hampton Station being easily accessible from Hampton Street. Access is also provided to the centre via bus routes 708 and 828, with the interchange located to the north of the station. Further bus routes service Hampton Street including the 600, 922 and 923. The railway station is to be reconfigured as part of the redevelopment of the State Government owned land, though some residents have expressed concerns about the proposed configuration.

Activity within the centre is relatively high throughout the day and on weekends. Hampton Street has welcomed several bars and restaurants that have also seen an increase in activity at night. It will be important to ensure that the night time economy continues to grow and the centre remains an attractive and safe place to be in the evenings.

There is minimal open space within the Hampton Major Activity Centre, though it is noted that for the southern part of the activity centre, the foreshore area is reasonably accessible from Small Street and Orlando Street. The lack of open space was an issue reiterated during community engagement, and a key driver for developing this Masterplan is to identify opportunities for additional public open space for investigation.

Existing conditions

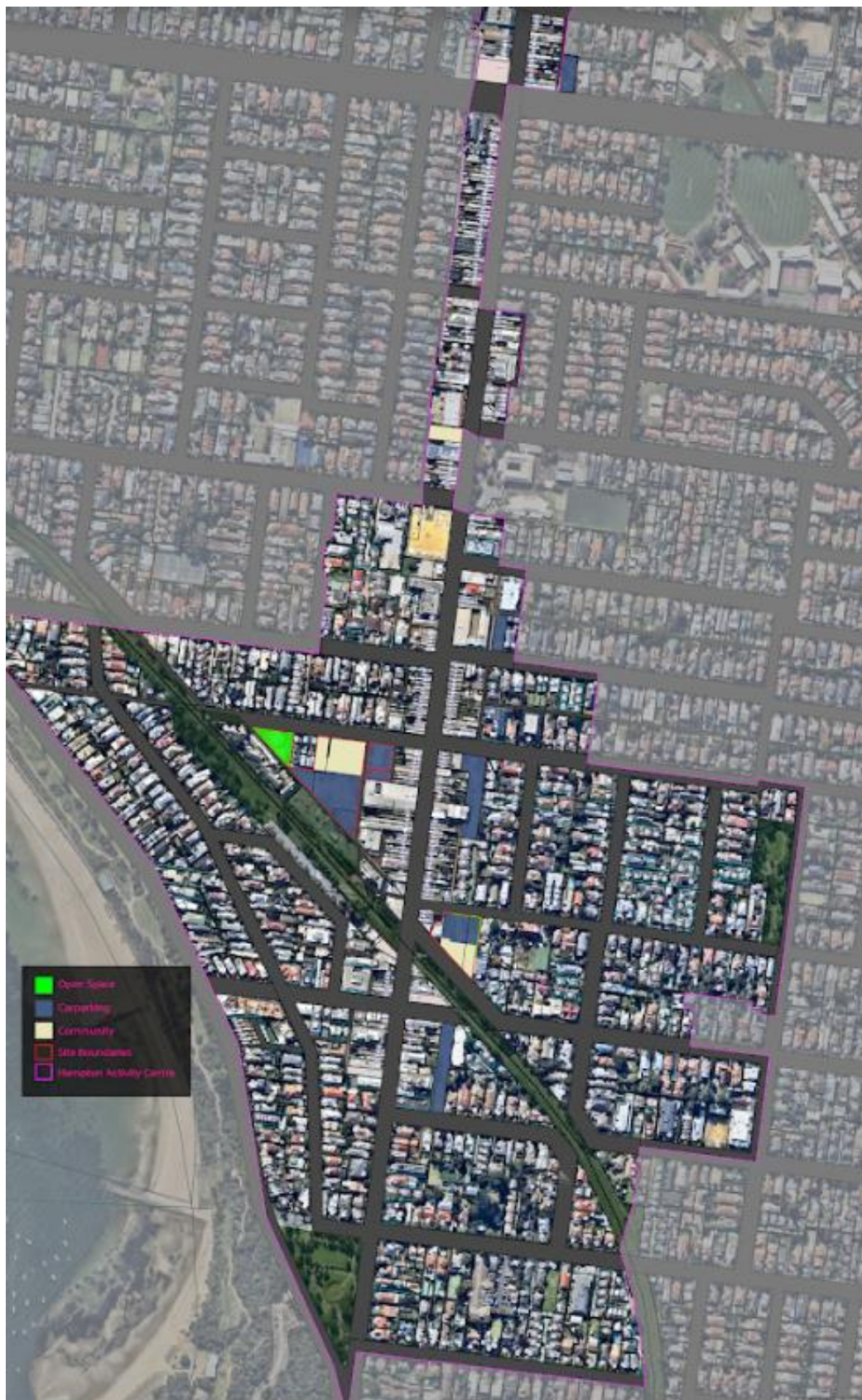
In addition to the roads and streetscapes within the activity centre, Council currently owns 13 properties in the centre that are used and developed for a range of community infrastructure and public car parking. The location and existing use of these assets is identified in **Table 1** below.

The opportunities and constraints of each site has been considered in determining the role that each site can play in continuing to meet community needs.

Table 1 | Description of Council owned sites

Facility Name	
1	Former Hampton Scout Hall at 6a Willis Street
2	Hampton Children's Playhouse at 12 Willis Street
3	Hampton Community Centre at 14-18 Willis Street
4	Car park at 1A Willis Lane
5	Car park at 20-22 Willis Street
6	Hampton Maternal and Child Health Centre at 483 Hampton Street
7	Hampton Library at 1D Service Street
8	Car park at 4 Thomas Street
9	Car park at 36 Willis Street
10	Car park at 1 Mills Street
11	Car park at 1 Crisp Street
12	Hampton Senior Citizens Centre at 14 Service Street
13	Car park at 143 South Road

Figure 2 | Aerial image of activity centre



How are the sites set up to meet future needs?

In 2019, K2 Planning prepared an analysis of the existing building conditions for all 13 Council owned assets. The analysis acknowledged that the current size and layout of many facilities severely restricts the current service function. The grading of facility conditions, use, opportunities and constraints is identified in **Appendix 2**. Notably, many of the facilities currently rank highly in term of their building condition. Those that are in 'fair' to 'poor' condition include the Scout Hall and the Community Centre.

The Social Needs Analysis prepared by K2 Planning provided key issues that were raised through the consultation with current community facility user groups in Hampton. The issues included the need for:

1. Access to large hall/meeting rooms for strength and gentle exercise programs. Factors impacting on this demand included: 'seniors are not comfortable going to a gym' and challenges with programming enough classes given that 'older people want the same hours, everyone wants to come in the mornings'. Services stressed that 'we cannot provide enough strength classes in Hampton'.
2. Spaces to run U3A activities and provide space for U3A volunteer staff. U3A is currently using the Beaumaris and Brighton Community Centres and the Brighton Seniors Centre, often running 12 activities at the same time including exercise groups, history talks, language classes etc. it was stressed that 'there is a desperate need for a U3A presence in Hampton'.
3. Provision of spaces that respond to the particular needs of senior resident, such as, compatibility of sharing spaces with other groups, a desire for dedicated space for seniors, low facility costs allowing access for seniors.
4. Ongoing use of a Department of Housing in Ludstone Street to provide outreach services to residents in that part of Hampton, particularly social housing tenants.

By 2036, it is anticipated that there will be a need to provide a minimum of 3,540m² community floor space in the Hampton Major Activity Centre. Compared to the 1,800m² currently provided. To ensure that this additional space is designed to support services into the future, Council is committed to working with community groups and users of these services to inform the concept design of the Integrated Community Hub.

As part of the Analysis and Research (Stage 1) of this project, the consultant team developed the following assumptions by using population projections in conjunction with industry benchmarks for community infrastructure floor space requirements. **Table 2** outlines the minimum floor space requirements, whilst **Table 3** provides for potential additional floor space.

Table 2 | Minimum Floor space Requirements

Hampton MAC	Minimum Floor space Requirement for 2036
Early Years	
Maternal & Child Health Services	120m ²
Playgroups	631m ²
Occasional Child Care Centres	51m ²
Sub Total Early Years	802m ²
General Community Services	
Centre Based Libraries	616m ²
Community Meeting Spaces – small through to large	1499m ²
Regional Meeting Spaces	322m ²
Multi-purpose Community Centres – Small	844m ²
U3A Requirements	305m ²
Sub Total General Community	2,742m ²
Total	3544m ²

Table 3 | Potential options for additional inclusions for Hub Floorspace

Hampton MAC	Additional Floor space 2036
Neighbourhood House Programs	800m ²
Youth Facilities	150m ²
Toy Library	75m ²
Kindergarten (550m ² for 3 & 4 y/o respectively)	1,100m ²
Other / Flexible Space	1600m ²
Total	3,725m ²

Council plans to develop an Integrated Community Hub that provides for spaces that can be flexible. Through this process, Council will continue to work with community facility user groups to provide for the above services and spaces to co-locate into a new, purpose built facility that allows for the expansion of services required to meet future demand.

Vision for the Hampton MAC

Through the various community engagement pieces in recent years, the vision for the Hampton Major Activity Centre has been well cemented in policy.

The vision for the Hampton Major Activity Centre is as follows:

Noted for its friendliness, community spirit and ambience, the Hampton Street Centre will provide a variety of community, commercial and residential uses to attract a diverse range of people. It will encourage lively interaction, entertainment and provide a community focal point. It will continue to support a conveniently located and reliable public transport system, which connects the community with major transport infrastructure. The connectivity will be complemented by enhanced movement networks for pedestrians and cyclists and result in overall improved traffic flows for all road users.

Community values

There are often tensions that arise as areas change and communities are faced with the impact of redevelopment on the places they value. Through the previous community engagement processes, the following community values were identified and validated through the *Hampton: Our Centre* community engagement in 2019:

- Hampton is safe and accessible;
- Hampton has a 'village' scale and feel;
- Hampton is green and people focused;
- Hampton has high quality public space and community amenities;
- Hampton offers an active community life; and
- Hampton is sustainable and ready for the future.

The community engagement feedback identified the following key objectives were of high value:

- High amenity open space and access to nature;
- Integration of open space/public spaces and services for all ages/access;
- Pedestrian and cycling amenity, public and active transport options;
- Better management of parking and congestion;
- Sustainable building design;
- Minimising over shadowing and optimising access to natural light;
- Strong connectivity with the library, community centre and playhouse;
- Retain 'village feel' of Hampton; and
- Investigate the opportunity for a multi-campus approach to community facilities.

As part of the community consultation, respondents were also asked to priorities the Place Values. The results from online respondents is provided in Table 4.

Table 4 | Prioritised Place Values

High priority	Medium priority	Lowest priority
Hampton will have a village scale and feel.	Hampton will be safe and accessible.	Hampton will offer an active community life.
Hampton will have high quality public spaces and amenities.	Hampton will be welcoming, green and friendly.	Hampton facilities will be sustainable and ready for the future.

Following the development of the place values, a criteria was developed to undertake a preliminary multi-criteria assessment of the Land Use and Development Options, based on the Place Values set through community engagement. Each option was assessed against the multi-criteria and it was found that the centralised option best responded to each criteria. The criteria is outlined below in Table 5.

Table 5 | Place values and evaluation criteria

Place Values Multi-criteria		
1	Hampton is safe and accessible	<ul style="list-style-type: none"> Lively public spaces (integration of uses) Increased number of public car parks Risk of congestion in Hampton Street
2	Hampton has a 'village' scale and feel	<ul style="list-style-type: none"> Scale and location of facilities retains the integrity of local groups Extent of mixed use development Encourage pedestrians to walk through the Activity Centre
3	Hampton is green and people focused	<ul style="list-style-type: none"> Extent/Net increase of civic/public gathering spaces? Diversity of spaces and facilities available. Retention of substantial trees
4	Hampton has high quality public space and community amenities	<ul style="list-style-type: none"> Amount of community floor space provided. Co-location of community facilities and open/public space Co-location/integration of services supports improved outcomes for users
5	Hampton offers an active community life	<ul style="list-style-type: none"> Amount of open space provided Connectedness of the open spaces
6	Hampton is sustainable and ready for the future	<ul style="list-style-type: none"> Net capital position for Council Capacity of facilities and spaces to meet changing needs over time (based on scale, not detailed design)

Aside from considering the place values, the community was also asked to make comment other elements in relation to community facilities and infrastructure. The following were frequently mentioned ideas throughout the community engagement:

- Upgrading the library and enhancing the functions and services available;
- Integrating open space with community facilities;
- Retaining the Playhouse as a use. The attachment to the building seemed to be less important than the continuation of the Playhouse as a community group/service;
- Enhancing the function and the sustainability of all facilities, particularly the community centre;
- Providing a diversity of public open space in the centre;
- Supporting local living through the provision of key services for all ages;
- Supporting a diversity of transport options; and
- Investigating the opportunity for a multi-campus approach to community facilities.

These findings from the community engagement have informed the directions for the Project and have informed the creation of this Masterplan. The future development of public land within the centre will have regard to the place values and criteria to ensure that development achieves the community vision for the centre.

Strategic opportunities for Public Land

Each site has a role to play in delivering future infrastructure, whether it be through providing a building at which the community can gather, public open space or car parking. The two primary opportunities to achieve redevelopment outcomes that will result in improved facilities are within the Willis Street Precinct, and the Hampton Library and Car Park site.

Whilst the Masterplan does not provide the detailed design of the potential changes at each site, it is intended to provide the overarching strategic direction so that the individual projects can proceed at the appropriate time.

It is envisaged that for the most part, this Plan provides the long term strategic direction. The changes outlined are to occur over a longer timeframe, with sufficient time provided to work through the implications of these potential changes with the affected user groups to ensure that an appropriate transition plan is prepared.

General actions

Ensuring that the road network is sufficiently meeting community expectations will be a key consideration for the future. Council will continue to monitor traffic conditions throughout the activity centre to ensure that the road configuration is functioning appropriately and balances the needs of pedestrians, cyclists, public transport and private vehicles.

Continued monitoring of the condition of public infrastructure in Hampton Street and other highly trafficked pedestrian areas will ensure that the infrastructure is maintained to a high standard and aligns with the Hampton Place Values.

Land within the Willis Street Precinct

This land will be the primary area that community facilities will be located. Through a centralised 'hub' model, it is proposed to transition the existing community facility user groups into a purpose built facility that provides the benefits of a centralised, intergenerational model.

It is envisaged that this will be located at the site of the existing Community Centre, and may take in land that is currently used for car parking and the Playhouse site.

The vision is to develop an Integrated Community Hub that provides a long term facility for groups that currently use the Senior Citizens Centre, MCH, Playhouse, Child Care, Library, Arts and Culture Spaces, Meeting Rooms, U3A and Community Centre. Whilst there are longstanding associations with each of the buildings these users currently operate from, the development of an Integrated Community Hub presents an opportunity to provide greater access to the range of services within the centralised location, while also allowing for new programs and initiatives to take place in a facility that can accommodate the demands of the future.

The building footprint would be adjoined by a leafy green multi-generational open space area. Pocketed plazas and outdoor seating will surround the building footprint, to facilitate community connection and integration.

Basement car parking will be provided to ensure that there is ample parking to meet the demand of such a facility.

Whilst there is further detail to be worked through with each group about how the facility would operate, whether there will be co-located but stand-alone facilities, or a more consolidated option will be worked through with stakeholders over the coming years.

The design and scale of the building will have regard to the activity centre context but also the residential areas on the northern side of Willis Street, providing an appropriate interface at the edges of the development.

It will be important to ensure that the facility connects well with Hampton Street to ensure that the main street remains the primary commercial precinct, with a focus on community facilities and other uses that do not compete with the shop fronts along Hampton Street.

The car park on the eastern side of Willis Lane will remain as a car park in the foreseeable future and will continue to serve visitors parking in the centre.

The Scout Hall site will be transitioned to a car park in the short term, and will become additional public open space in the longer term, following the completion of the Hub and when the car parking supply is able to be restored.

Figure 3 | Willis Street Precinct Plan



Hampton Library and car park site

This site presents an opportunity access Federal Government funding announced for Hampton and provide a multi-deck car park, incorporating a mix of commuter parking and extra visitor parking for the centre.

There are opportunities to explore lightweight or prefabricated options to minimise on-site construction time and ensure there is minimal disruption for traders and residents. A prefabricated option may also allow the development to be dismantled and removed from the site in the event a different outcome is sought in the longer term, should the reliance on private vehicles change. This will also allow for the site to be considered for other potential uses if the site is no longer required for car parking.

There is opportunity to create a small amount of commercial or community floorspace at the ground floor to ensure that the building frontage is activated and that the building appears from the street as something more than just a car park.

Providing extra car parking at this location, whether it be a long term option or a more short term option, would also allow for additional car parking to be provided to offset the loss of any car parking whilst the community hub is being constructed in the Willis Street Precinct. The ground floor uses also provide the opportunity for temporary community spaces whilst the community hub is constructed and the community centre may be temporarily displaced.

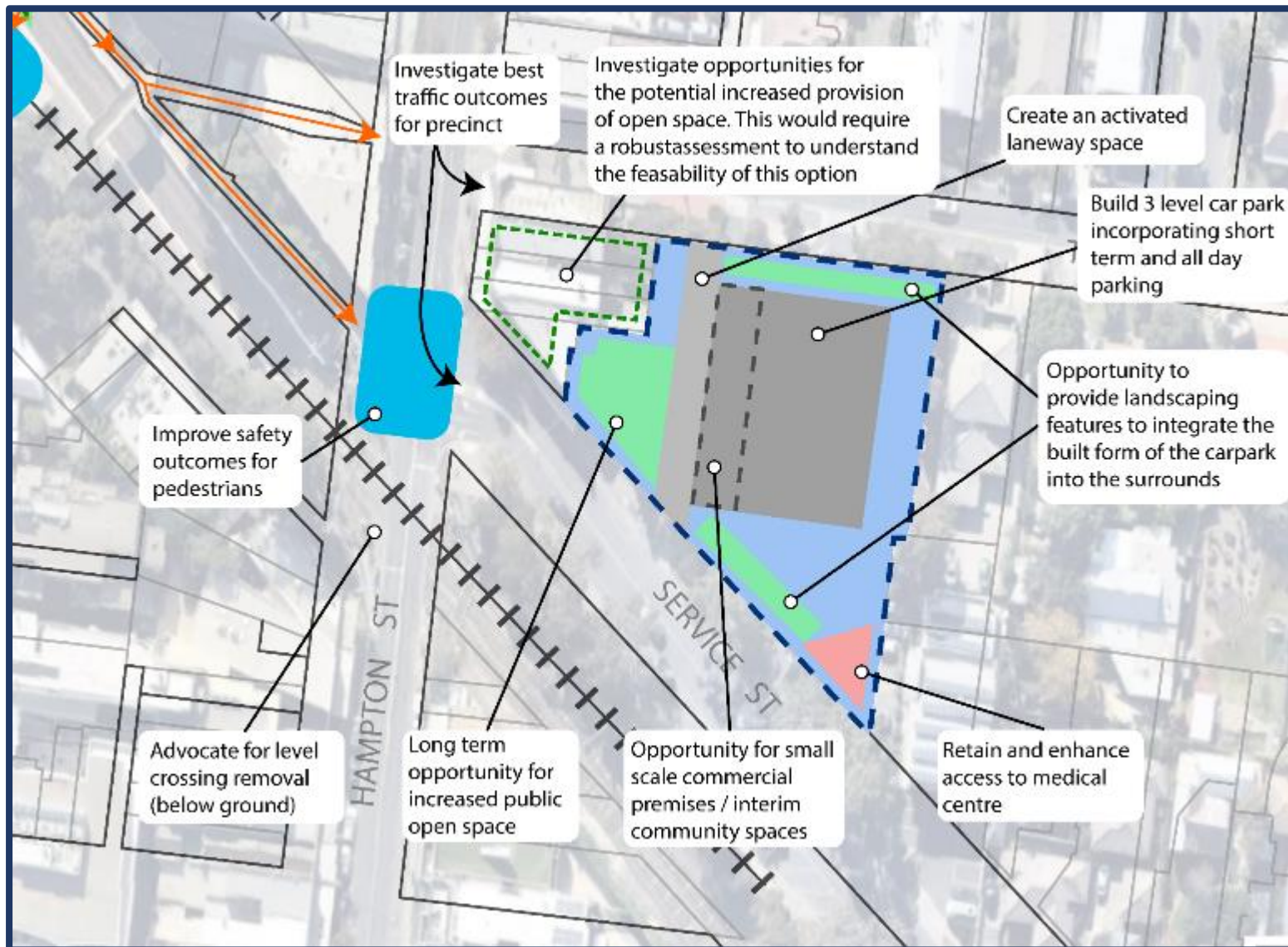
There is opportunity for landscaping to be provided at the site interfaces and the car park structure to be appropriately screened and designed.

A laneway will be created between the proposed car park and the library to allow for an attractive and vibrant node that creates activity beside the car park.

The library will be retained as is until the Hub proceeds and can then be considered for public open space opportunities, if the adjoining properties are acquired. This could potentially form a town square environment which provides a gathering space in the activity.

This development will be prioritised over the Community Hub building so that the impacts of construction in relation to car parking can be managed, with this site providing some relief for motorists whilst the Hub is being constructed.

Figure 4 | Library Precinct Plan



Various car parks

In order to continue to service the business operating in Hampton Street, it is proposed that the following car parking sites remain as car parks.

CAR PARK at 36 Willis Street (Site 9)



It is proposed that the site continue to be used as a car park.

CAR PARK at 1 Mills Street (Site 10)



It is proposed that the site continue to be used as a car park. If in the longer term increased car parking can be provided in the Willis Street Precinct through the hub development, Council may consider disposing of this site, however this will be subject to a separate process.

CAR PARK at 1 Crisp Street (Site 11)



It is proposed that the site continue to be used as a car park.

CAR PARK at 143 South Road (Site 13)



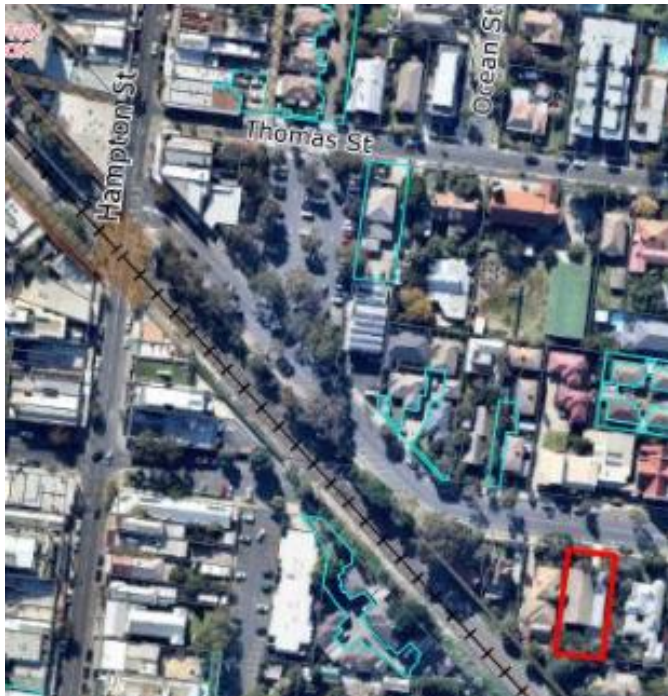
It is proposed that the site continue to be used as a car park. This car park will continue to serve the northernmost part of the activity centre.

Potential surplus sites for disposal

The consolidation of Council assets questions the future of other sites within the Hampton activity centre. With the user groups relocated into a community hub, the following sites have been identified as surplus sites. Whilst the disposal of public land can be a controversial issue, there is little benefit in retaining these sites if the users (and indeed most other community groups operating in the area) are located in a new hub.

The two sites that would be surplus to requirements include:

Hampton Senior Citizens Centre at 14 Service Street (Site 12)



Hampton Maternal and Child Health Centre at 483 Hampton Street (Site 6)



Were these sites to be sold, the funds would be reinvested to fund the construction of the community hub and the improvements to the public realm.

Each of these sites has planning controls in place that provide an indication of the likely development outcomes that could occur at the site. The planning controls and likely development outcomes for each site are summarised below.

Hampton Senior Citizens Centre

The site is currently within the General Residential Zone Schedule 2 and is affected by overlays including the Design and Development Overlay Schedule 12 and the Development Contributions Plan Overlay Schedule 1. These controls generally encourage infill development due to the sites location within an activity centre and restrict development to a maximum height of 3 storeys.

If the site is to be sold, it is most likely that the site highest development outcome would be for the site to be developed with a six townhouses of up to three storeys. It is unlikely that the site would be developed with apartments due to the size of the lot.

Retaining the site does not provide significant community benefits – the site is too small to be useful as public open space, and the purpose of relocating the Senior Citizens Centre user groups into a combined facility will result in the site being surplus to requirements. It is anticipated that the revenue generated from the sale of the site would be directed towards the construction of the new hub building.

Hampton Maternal and Child Centre

The site is currently within the Commercial 1 Zone and is affected by overlays including the Design and Development Overlay Schedule 12, the Development Contributions Plan Overlay Schedule 1 and the Heritage Overlay Schedule 508. With the maternal and childcare centre being relocated into a new hub, this site becomes surplus to requirements and Council must consider alternate opportunities for the site.

An option which considers the dispossession of the maternal and child health centre would allow for a private owner to consider options for the site, whether that be an application which seeks the demolition of the building, or works to the building that may see the site transferred to a medical centre or similar use, given the configuration of the site for maternal and child health consulting rooms. Whilst the site is not currently fit-for-purpose, a future owner could apply to undertake alterations to the property to extend or refurbish the facility to accommodate a medical specialist use. Similar to the Senior Citizens Centre, it is anticipated that the revenue generated from the sale of the site would be directed towards the construction of the new hub building.

An alternative approach for the Maternal and Child Health building may be to consider alterations to the building to facilitate a medical centre (or similar) use that Council could retain the site and rent the premises. This longer-term income may also assist with the funding of the project.

Implementation

Council's ability to deliver the actions outlined in this plan will largely depend on its ability to access support and grants from the State and Federal Government. With a considerable budget required in particular for the hub element, Council will need to explore a range of funding mechanisms as it is unlikely that 100% of the cost will be able to be accommodated within Council's capital works budget.

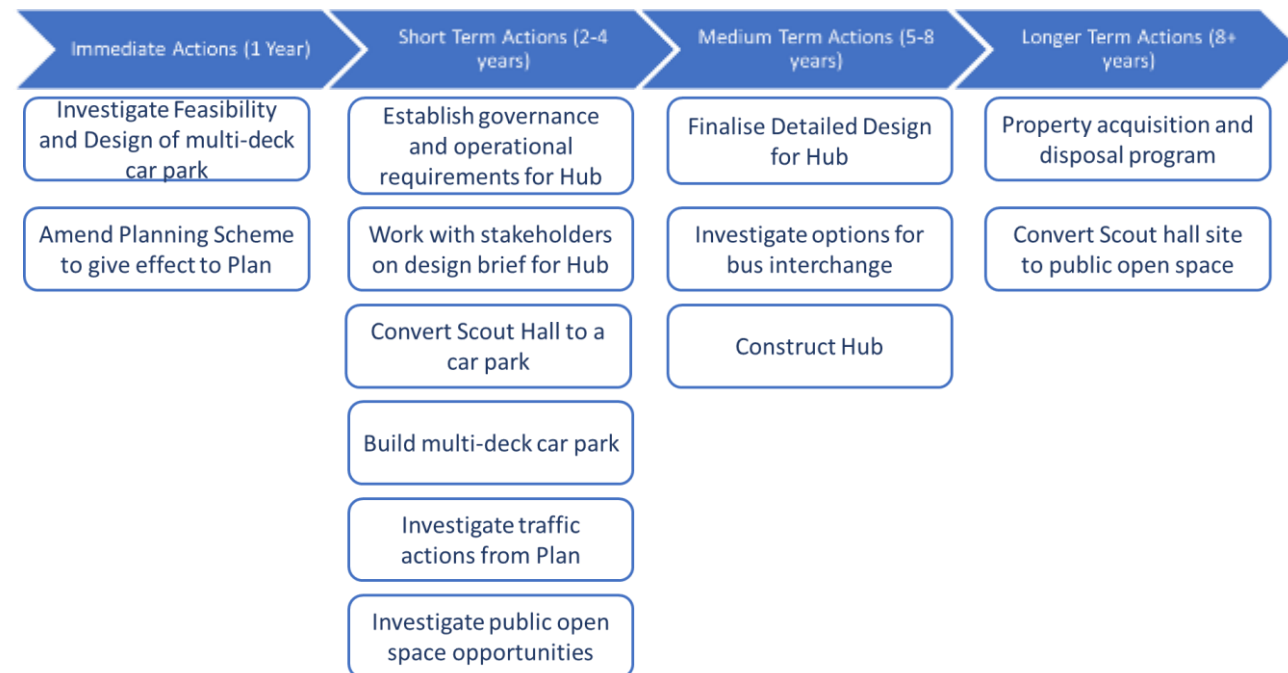
Through the next stages of the project, Council will need to investigate options for funding the projects, with opportunities for investigation including a Development Contributions Plan, use of the Public Open Space fund, potential State and Federal grants as well as public/private partnerships.

There are a number of both statutory and non-statutory actions that will be required to implement the outcomes from this Plan. These are listed below however may be further refined as implementation progresses.

Proposed Next Steps

Stage 3 of this Project includes the preparation of this Draft Masterplan and the consultation period. Council will review the feedback received following the engagement period and will provide update to the Masterplan prior to its adoption.

Council will seek certainty to the development of the commuter car park by Federal Government in September 2020. This step is vital to the next steps of this project and will shape the preparation of a more detailed design for the structure.



Appendix A – Summary of relevant Planning Policy

Plan Melbourne 2017-2050

Plan Melbourne 2017-2050 is the State Governments metropolitan strategy that guides the growth of Melbourne to 2050. It sets the strategy for supporting jobs, housing and transport, whilst building on Melbourne's legacy of distinctiveness, liveability and sustainability. The vision is that Melbourne will continue to be a global city of opportunity and choice.

Plan Melbourne acknowledges that '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. In recent times some activity centres have become a focus for higher-density development. They often have significant public transport infrastructure and have benefited from other public and private investment.

The Plan acknowledges that 'all activity centres have the capacity to continue to grow and diversify the range of activities they offer. Opportunities to partner with the private sector to enable future diversification, investment and employment growth should be explored and where appropriate, facilitated through planning provisions.

Plan Melbourne states that 'to support increased housing supply in established areas, it will be necessary to define locations best able to support increased densities.' The Plan outlines Metropolitan and Major Activity Centres as areas where growth is to be encouraged.

Hampton, along with three other centres in Bayside, is identified as a Major Activity Centre. Major Activity Centres are identified in *Plan Melbourne* as '*suburban centres that provide access to a wide range of goods and services. They have different attributes and provide different functions, with some serving larger subregional catchments.*'

Plan Melbourne goes on to describe that 'activity centres are usually well served with public transport and offer access to a range of services and facilities. Many activity centres can support additional housing growth and will need flexibility, particularly where there is a significant population and household growth forecast... Once identified, appropriate policies, provisions and guidelines must be developed and put in place to encourage and support planned growth.'

Principle 5 within *Plan Melbourne* is to create a network of 20 minute neighbourhoods, being accessible safe and attractive local areas where people can access most of their daily needs within a 20 minute walk, cycle or local public transport trip, making Melbourne healthier and more inclusive.

Within the *Plan Melbourne Implementation Plan*, there are a range of actions that relate to Local Government, including:

- Action 9: Planning for activity centres:

Work with metropolitan regional groupings of Councils to review the opportunities and constraints of the activity centre network and individual activity centres in implementing Plan Melbourne. This may include identifying priority activity centres for future planning,

developing a program to prepare or update Structure Plans, reviewing local planning policy and streamlining planning provisions.

- Action 24: Planning system reforms for social and affordable housing:

Reform the planning system to facilitate the supply of social and affordable housing.

Reforms should:

- Develop and implement definitions of social and affordable housing in the planning system;
- Formally recognise and give statutory effect to the delivery of social and affordable housing as a legitimate planning outcome in Victoria. This will enable the development of new planning provisions or tools to deliver social and affordable housing including exploring inclusionary zoning and mechanisms to capture and share value created through planning controls;
- Develop a streamlined planning approval process for social housing projects.

- Action 25: Surplus government land for social housing:

Identify underutilised and surplus government land that has potential to deliver additional social housing. Undertake pilot projects to demonstrate how planning mechanisms can deliver more social and affordable housing.

- Action 35: Improvements in the metropolitan bus and tram network:

Implement further improvements across the metropolitan bus and tram network, including (inter alia)

- Investigating changes to the road-space allocations to prioritise bus and tram movements in priority locations;
- Progressively update existing bus service plans to better link people to job-rich areas and community and service centre, following bus network consultation across Metropolitan Melbourne.

- Action 53: Place-making for public places

Work with local government to improve planning, design and management of public places across Melbourne, including public squares, parks, laneways and pedestrian malls. This includes identifying opportunities for new public places as part of planning for activity centres, urban renewal precincts and other strategic locations. A more focused place-making approach will be adopted to strengthen the design of quality public spaces, accessibility and the interfaces between private developments and the public domain.

Council Plan

The Council Plan 2017-2021 (the Plan) sets out our vision, goals, strategic objectives and strategies for the Council's 4-year-term in office. The Council Plan was developed in response to the ideas and aspirations expressed by the community in the Community Plan 2025.

The Plan is structured around the seven domains of liveability, and sets goals for each of these domains.

1. Infrastructure
2. Transport

3. Housing and neighbourhoods
4. Open space
5. Environment
6. Local economy and activity centres
7. Community health and participation

In addition to setting goals for each of the domains of liveability, the Plan adds 'Governance' as an eighth goal to reflect the community and Council's desire to improve community engagement to inform decision making and deliver financially responsible services and facilities that meet community needs.

The Plan acknowledges the need to plan for the future use and development of all community facilities. The following strategies and actions have been identified within the Infrastructure domain.

1. 'Provide modern library services that meet the needs of the community.' The action of this strategy states;

Complete and commence implementation of an improvement plan for library infrastructure and services that addresses municipal and local area needs.

2. 'Provide fit for purpose, modern multi-use facilities that are effectively utilised for our children's early years.' The actions of this strategy includes;

Develop an Early Years Plan including Preschool and Maternal and Child Health services and incorporating service and supporting asset and infrastructure plans; and

Commence implementation of the Early Years Plan

3. 'Plan for the future of recreation centres, senior centres, U3A and similar community facilities to ensure the assets meet future service needs and deliver strategies for renewal.' The action of this strategy states;

Develop a Community Facilities and Services Strategy that identifies suitability, including Brighton Recreation Centre and other community facilities.

The need to develop increased commuter parking and parking capacity within activity centres is identified within the Transport domain. The strategies and actions include:

1. 'Facilitate transport options to meet community needs.' The action of this strategy includes;

Update and implement the Integrated Transport Strategy to reflect the new Council's priorities, including:

- Opportunities for increased parking capacity in activity centres and 'private car park sharing' for residents.

2. Influence state government planning through advocacy for:

- Enhanced bus routes through the Public Transport Victoria route review
- Increased commuter and bicycle parking, including drop zones and options for double deck parking.

The action of this strategy includes:

Develop and implement an advocacy action plan for bus routes, commuter parking (including bicycle parking) and the Pennydale and Cheltenham station redevelopments.

The strategic objectives in the Council Plan are reviewed annually to ensure Council is able to adapt to changing community needs and other internal and external factors.

Bayside Housing Strategy 2019

The Bayside Housing Strategy 2019 is an update from the previous 2012 Strategy which sets the direction to accommodate population and housing growth in Bayside. The Strategy implements State policy by directing housing growth into Bayside's activity centres, with the primary focus being on Major Activity Centres and other Key Focus Residential Growth areas in order to ensure a more limited level of change for land within the Neighbourhood Residential Zoned areas.

The Housing Strategy outlines the future projections for housing and population growth and recognises the tensions between balancing the need for growth with the existing community's desire to protect the village feel of activity centres and the green and leafy, low scale housing character. The Housing Strategy will lead to a concentration of development in defined locations which will result in a greater impact on the character of that area, however it enables the protection of neighbourhood character throughout the remainder of the municipality.

The previous Housing Strategy informed the application of the residential zones across Bayside, with the General Residential Zone being applied to residential precincts within the activity centre boundary.

The Housing Strategy acknowledges the need to ensure that appropriate physical and social infrastructure is provided to meet the changing needs of the community.

The 2019 updated Strategy also provides further guidance for Council to consider further strategic work, including:

- Better communicate to Bayside residents where housing change is being directed and what types of development they can expect;
- Develop a specific approach to facilitating and delivering more social and affordable housing in Bayside;
- Undertake a community infrastructure needs assessment to inform a strategic approach to asset management and the provision of services based on community need; and
- Continue to implement the Bayside Open Space Strategy 2012 and associated suburb analysis action plan, prioritising the provision of additional open space in Housing Growth Areas.

Hampton Major Activity Centre Structure Plan 2006

The Hampton Major Activity Centre Structure Plan 2006 (the Structure Plan) sets strategies, objectives and actions specific to the centre. The Structure Plan provides a vision for the activity centre which notably presents a core focus on mixed use development, and the development of community facilities. The vision states:

Noted for its friendliness, community spirit and ambience, the Hampton Street Centre will provide a variety of community, commercial and residential uses to attract a diverse range of

people. It will encourage lively interaction, entertainment and provide a community focal point. It will continue to support a conveniently located and reliable public transport system, which connects the community with major transport infrastructure. The connectivity will be complemented by enhanced movement networks for pedestrians and cyclists and result in overall improved traffic flows for all road users.

Areas of growth and development are identified within the Future Role and Character Statement:

In the Hampton Street Centre, activity will be focused in between Willis Street and the railway line and extending behind to the revamped Willis Street precinct. The existing grade level car park will be replaced with a mixed use development incorporating community facilities, housing on upper levels, a new public space and basement car parking for commuters and residents.

Built form, and the redevelopment of the activity centre is too cemented within the Character Statement:

The modest scale of Hampton Street's two storey shopfronts will be maintained with modern buildings of three storeys matching the height at the street frontage. The Willis Street precinct site will be promoted as a significant redevelopment site in the heart of the Centre.

...

Hampton Street will become an important space with new streetscaping providing places to sit and meet. The revamped Willis Street precinct will provide improved waiting spaces and a public open space, which will be a focus for the centre and encourage people to use public transport.

The Centre will continue to provide a range of community services with further emphasis on creating and enhancing community hubs. These would incorporate functions such as library services and flexible meeting spaces for social, recreational and community educational opportunities for all ages and abilities.

The Structure Plan provides strategic direction for the activity centre by setting objectives, strategies and actions for 'Activities' 'Building,' 'Spaces' and 'Access.' The first relevant outcomes identified below are within the 'Activities Plan' and include:

Objectives

- Strengthen the role of the Hampton Street Centre as a multi-use centre offering retail, office, entertainment and community services to a large neighbourhood sized catchment.
- Maintain the retail strip and street life on Hampton Street between Ratho Avenue and Crisp Street.
- Consolidate retail and other service uses in a central core area between the railway line and Willis Street.
- Maintain and consolidate community service functions within the Centre.

Strategies

Precinct 1: Primary Activity Area

- Develop a high activity, retail and mixed use core between the railway line and Willis Street.
- Facilitate redevelopment of the Willis Street precinct and railway car park to a mixed use development with basement car parking, integrated community facilities, improved links to the station and between transport modes, improved station facilities and a public space.
- Ensure that building frontages have a high degree of visual connection to the street. Provide a pedestrian link to the Willis Street precinct.

Actions

- Prepare and implement an amendment to the Bayside Planning Scheme to introduce the Objectives and the applicable Strategies into the Local Planning Policy Framework.

This action was implemented through Amendment C103 which was gazetted on 4 July 2013. The Amendment gave effect to the structure plan and rezoned a number of properties within the activity centre. The amendment reintroduced DDO2 over 528 Hampton Street (Hampton Primary School) and removed DDO6 from all land and deleted the schedule from the planning scheme.

The second pillar 'Building' identifies proposed building heights and sets direction for the activity centre to ensure that the existing character is not impacted. The relevant outcomes of this section include:

Objectives

- Develop the Centre in a way that conserves and enhances its valued urban character and heritage places.
- Accommodate more intense development in suitable locations within the commercial core, immediately next to the commercial core, and on large sites, in ways that avoid materially altering the perceived scale of the Centre.
- Maintain and enhance an active and accessible street frontage in commercial areas to ensure vibrancy, interaction and safety.
- Encourage greater environmental sustainability in building design and siting.

Strategies

Built Form Character

- Generally encourage conservation and restoration of existing Victorian / Edwardian two-storey buildings and other two-storey buildings of architectural significance.
- Conserve and restore buildings having heritage significance as identified in the Bayside Planning Scheme.
- Encourage additions to, or replacement of, single storey buildings with new multi-storey buildings to provide additional housing opportunities in the commercial areas of the Centre.
- Ensure that alterations and additions to heritage buildings in the Centre are undertaken in a way that respects their design, appearance and significance in accordance with Council's Heritage Policy.

Building Frontages

- Design new buildings with well-articulated facades, fenestration, parapet treatments, other detailing and materials to provide interest at street level and reinforce the human scale.
- Provide continuous weather protection along the Hampton Street footpaths between Crisp Street and Ratho Avenue.
- Ensure new buildings in the redeveloped Willis Street precinct area look onto future public open space and the railway station.
- Encourage the redevelopment of the station car park in Railway Crescent to provide housing that fronts to the street and also looks onto the station.

Commercial / Residential Interface

- Ensure that new buildings in commercial areas do not significantly overlook the private open space and habitable room windows of adjoining residential properties. This should be achieved by applying the Res Code overlooking standard to commercial properties that abut residential areas.

Sustainability Principles

- Design new buildings and building alterations for energy efficiency, considering solar access and utilising sustainable energy and construction techniques wherever possible. This should be done early in the design process (refer to the Building Code of Australia, Res Code and Council's Environmental Sustainability Framework).
- Encourage the design of buildings to allow for adaptive re-use in the future, where possible.
- Encourage best use of development sites to maximise retention of existing vegetation and landscape design that assists in passive solar heating/cooling.
- Make use of building materials with minimal environmental impact such as recycled materials and re-use of existing buildings where possible.
- Encourage new development to incorporate water sensitive urban design techniques wherever possible.
- Encourage the use of environmental management plans and green travel plans for larger development proposals or where there are site constraints to encourage more innovative solutions for achieving ESD features (such as energy and water conservation, vegetation retention, waste minimisation, more public transport, walking and cycling).

The third pillar, 'Spaces' identifies areas and outcomes for future streetscape and open spaces improvements, weather protection and activity frontages. Outcomes include:

Objectives

- Improve the pedestrian amenity, connectivity, safety and appearance of the street space and other open spaces in the Centre.
- Promote active uses at street level to maintain the vibrancy, attractiveness and safety of the Centre.
- Implement streetscape works in order to improve pedestrian amenity and add to an overall cohesive image for the Centre.

Strategies

Open Space

- Identify opportunities for increasing the amount of accessible public open space.

- Improve the amenity of pocket parks adjacent to the railway line and pedestrian access to these parks so that they form a green treed corridor dissecting the Centre.
- Provide a new public open space within the Centre of the redeveloped Willis Street precinct site that incorporates the existing large eucalypts, where possible.

Street Spaces

- Maintain and improve street spaces in the Centre with high levels of amenity, especially for pedestrians.
- Provide appropriate street furniture, and manage street trading to support public activity, amenity and social interaction in the street.
- Investigate the possibility of undergrounding powerlines in Hampton Street between Crisp Street and Ratho Avenue with the high activity area of Hampton Street between Crisp Street and Ludstone Street being a higher priority.
- Encourage the use of artists in an integrated manner in the planning and design phases of streetscape projects and consider public art opportunities.
- Encourage signage that provides a consistent look to the Centre and promotes the special features of the Hampton Street.
- Provide weather protection and active frontages on properties facing Hampton Street between Crisp Street and Ratho Avenue.

Actions

- Ensure that any redevelopment of the Willis Street precinct site provides a new public open space which incorporates the existing large eucalypt trees where possible.
- Work with railway operators to improve the amenity of strip reserves adjacent to the rail line, improve access to the reserves and extend where possible to form a continuous green link along the rail corridor.
- Review opportunities for acquiring additional public open space.

The final pillar, 'Access' provides outcomes to improve access within the centre for vehicles, pedestrians, public transport users and cyclists. The following outcomes are relevant to this Masterplan:

Objectives

- Provide and manage car parking to meet the needs of residents, retailers and visitors.
- Improve the safety and appearance of laneway connections and off-street car parks.
- Improve public transport services, connections and amenity of the station, bus interchange and surrounds.
- Improve access for pedestrians with all levels of mobility.
- Establish a network of priority pedestrian routes integrating the main shopping strip on Hampton Street with surrounding car parking areas, public transport, residential areas and other attractions.
- Improve bicycle routes and facilities in and around the Centre.

Strategies

Local Access

- Create continuous service and car park access lanes at the rear of commercial properties to provide through access to the rear of shops and future housing.

Car Parking

- Maintain existing numbers of public parking spaces and ensure that any new development provides appropriate numbers of additional parking spaces, in accordance with the Hampton Parking Precinct Plan, to support added intensity of uses in the precinct.
- Improve the safety for pedestrians moving between off-street car parks and Hampton Street.
- Provide additional car parking in the redeveloped Willis Street precinct site to account for car parking lost to the redevelopment of the car park in Railway Crescent.
- Provide for safer and more convenient access to disabled parking in the Hampton Street retail strip.

Public Transport

- Improve integration between all forms of transport and the local area.
- Enhance the transport interchange facilities at Hampton Station and provide opportunities for increased pedestrian presence during the day and night.
- Improve the safety of pedestrians moving between the station, bus interchange, and surrounding streets.

Pedestrian Access

- Provide additional pedestrian links and improve existing links, to better integrate the commercial centre and Willis Street precinct site with surrounding residential areas.

Actions

- Develop a laneway maintenance strategy for safety, sanitation etc. The strategy should consider:
 - Repaving to ensure even surfaces (asphalt typical).
 - Lighting
- Work with Vic Track and adjoining landowners to facilitate the redevelopment of the Willis Street precinct area and adjoining car parks. The redevelopment would include additional car parking, integrated community facilities, public open space, housing and improved transport interchange facilities and links.

Hampton Major Activity Centre Structure Plan Review 2016

The Hampton Major Activity Centre Structure Plan Review 2016 (the Review) presents the findings of a review of the Structure Plan. Since the preparation of the Structure Plan in 2006, significant progress was made to complete those actions listed in the Structure Plan. The Review identifies those key actions that have now been completed.

The Review considered the relevance for the remaining actions, and considered new approaches to achieve the Structure Plan vision.

With regard to the scope of the review, it was structured into the following elements:

- An audit of the status of the actions from the Structure Plan
- A Literature and Policy Implementation review, which reviewed Panel reports, VCAT decisions, Council strategies, plans and State policy, and identified areas of potential conflict or issues which may require updating or clarifying
- A demographic and housing analysis, which considered updated population characteristics, projections and housing and development characteristics
- An economic analysis and forecasting study, which provided an understanding of current and future floor space requirements and expected commercial growth
- A Neighbourhood Character review, which focussed on character issues in the residential areas.

The Review identifies that 15 of the 38 actions contained in the Structure Plan are complete, 16 are underway/ongoing, and 7 have not commenced. There are a number of actions that are yet to be commenced, most notably the preparation of a car parking plan, laneway investigations and community infrastructure planning. Whilst some of the background work to inform the car parking plan has been completed, further work needs to be undertaken to understand the feasibility of some of the proposed actions for investigation to address future car parking needs.

The Review also considers local strategies and plans that have been developed by Council since 2006. It notes that the Bayside Housing Strategy (2012), and the Hampton Willis Street Precinct urban Design Framework (2013) provide particular importance as they provide direction to development within the area.

In considering the controls in place over the Hampton Street Centre and the purpose and application of the General Residential Zone, Residential Growth Zone and Commercial 1 Zone, it is recommended that:

- The General Residential Zone be retained for the residential precincts within the Centre, consistent with the use of this zone outlined within PN58: Applying the Residential Zones
- The Commercial 1 Zone be retained for the commercial precincts
- The Residential Growth Zone be retained in the Willis Street Precinct.

Recommendations specific to the planning controls include:

- Amend DDO12 to remove inconsistencies, and improve ease of use and discretionary decision making.
- Update building heights in the Hampton Street Centre Buildings Plan to ensure alignment with DDO12.
- Ensure consistency between the Clause 21.11 maps and the DDO maps.
- Prepare a Planning Scheme Amendment to correct the zoning at 31 Service Street, Hampton to General Residential Zone 2.

The Review also provides insight into the implications from demographic, housing and economic changes in Hampton. It notes that there will be an ageing of the adult

population within Bayside, which is consistent with the data outlined in other Council Reports and Plans. The Review states:

While the residential population in the Hampton Street Centre is expected to have a relatively young age profile in 2031, the balance of the suburb is forecast to experience an ageing of the population. This overall demographic change indicates there will be a need for a greater provision of medical and aged care services.

The 'Implementation' section of the Review is put forward as a table outlining the issues, opportunities and recommendations for the Hampton Activity Centre. There is a total of 15 recommendations. Of the 15, the following relate to the development of the 'Hampton Hub' and centralising community facilities within the activity centre:

- Encourage health services to locate within the Hampton Street Activity Centre
- Continue to use the Commercial 1 Zone and create opportunities for mixed uses in the centre.
- Continue to apply the RGZ to the Willis Street Precinct and the General Residential Zone in the residential precinct of the Hampton Street Centre to provide for the housing outcomes anticipated in the Bayside Housing Strategy (2012).
- Continue to support residential development and intensification in the centre, including through shop top development.
- Undertake the further strategic work identified in the Bayside Housing Strategy (2012) regarding community infrastructure issues.
- Continue to support the recommendations of the Hampton Willis Street Precinct Urban Design Framework (2013) in relation to community facilities.
- Define what is meant by 'village feel' and 'village character' in the Planning Scheme in relation to the Hampton Street Activity Centre.
- Continue to support opportunities to provide additional public open space.
- Prepare a car parking plan for the Hampton Street Activity Centre.

Hampton Willis Street Precinct Urban Design Framework 2013

The purpose of the Hampton Willis Street Precinct Urban Design Framework 2013 ('the UDF') is to underpin appropriate planning for the Hampton Willis Street Precinct. In particular, the UDF's key objectives are to:

- Inform Council's response to the VicTrack planning and EOI process in the short term;
- Inform Council's ongoing planning for and redevelopment of the precinct in the longer term; and
- Provide clear direction and certainty for current and future stakeholders.

The precinct comprises the land bounded by the Sandringham train line to the southwest, including the Hampton Train Station, Willis Street to the north and Hampton Street to the east. The UDF provides a review of the existing conditions at these sites within the Willis Street Precinct, and identifies the strategic and planning context relevant to each site. Methodology to the preparation of the UDF is also explained within the document.

The UDF sets the following 'vision' for the precinct:

The Hampton Willis Street Precinct will be a place for reflecting environmentally, socially and economically sustainable development, with a focus on community benefit and opportunities. It will make a positive contribution to the broader Hampton area and community.

The UDF seeks to encourage and support actions in accordance with key principles as follows:

Pedestrian networks

The Hampton Willis Street Precinct is a complimentary community destination with improved pedestrian connections and clear way finding between the precinct and the successful Hampton Street shopping strip.

Vehicular network

The Precinct delivers an accessible, mixed mode transportation hub that is welcoming, inclusive and safe for all and balances pedestrian, cyclist, public transport and private vehicle use

Built form

The Hampton Willis Street Precinct is an active mixed use urban village, acknowledging the existing fine grained residential interface to Willis Street, the existing vibrant retail activity to Hampton Street and new multi-storey developments on the larger central sites.

Use and Activity

New mixed use development including residential, parking, complementary retail and employment opportunities provide socio-economic opportunities within the precinct. Integrated community services co-located within the precinct improve opportunities for interaction, spatial efficiency and cross community relationship building.

Streetscape Character and Environment

The Precinct demonstrates an overall commitment to environmental sustainability, presenting 'green' gateways at each entrance, encouraging additional indigenous vegetation, soft landscaping and seating areas along new pedestrian routes and the central plaza.

Within the 'Streetscape Character and Environment' section of the UDF, green gateways are mapped, and presented at each entrance within the precinct. The UDF identifies a Green Gateway at Willis Lane and Koolkuna Lane. A new Central Plaza with high quality public open space is also presented. Landscaped buffers between residential areas should be provided on Willis Street, Koolkuna Lane (south) and upon Hampton Street.

Strategic Interfaces

The UDF provides further technical detail in relation to strategic interfaces – and several diagrams which incorporate further detail including recommended dimensions for pedestrian and vehicular networks, sectional information on the built form articulation, and landscape information that informs the streetscape character.

Implementation strategy

The UDF explores indicative time frames to implement the development of the precinct. This is sectioned into short, medium and long term outcomes. These outcomes are consistent with the outputs of this Masterplan.

The UDF concludes by providing outline to the next steps that are required to be undertaken by Council, including:

- Feasibility study on the preferred site of an Integrated Community Hub within Hampton, and detailed brief and concept design.
- Detailed parking studies of public parking requirements within the wider Hampton Activity Centre, including parking to the east of Hampton Street.
- Detailed studies of traffic flow and road design into the Precinct and for Willis Lane and Koolkuna Lane.
- Detailed design and development of the bus interchange in conjunction with VicTrack and PTV.
- Progress realignment of Koolkuna Lane and Scout Hall land.

Bayside Integrated Transport Strategy 2018

The Bayside Integrated Transport Strategy 2018 ('the ITS') was prepared to establish a strategic direction to guide transport planning decision making within Council over the next 10 years. It identifies a range of actions for implementation.

The ITS covers all forms of mobility, including public transport, walking, cycling, freight, private vehicles and the street network. It does this through a set of six complementary goals which reflect the aspirations of the community and will assist Council to achieve an integrated and sustainable transport system and improved liveability within the municipality. Each goal is supported by a number of strategic directions and actions and explored further within the main document. The goals, strategic directions and actions contribute to Council's vision for transport:

The transport system will meet the needs of the community through the provision of a sustainable, well-connected, safe, accessible and convenient transport options that positively contribute to a strong economy, the health and wellbeing of the community and a low carbon future.

The following 6 Goals are identified within the ITS. Relevant strategic directions of these goals have been identified, and include:

1. Enabling Sustainable Transport Choices

Council will raise awareness of sustainable transport options as more convenient alternatives to vehicle trips in the community and support initiatives that increase transport choice and reduce transport emissions

Strategic Direction 2

Promote and encourage sustainable transport choices to the community. The community needs to be aware of all available transport options, including the pros and cons associated with each mode in order for them to make an informed decision when planning their journey. Whilst building new infrastructure provides an opportunity to facilitate travel behaviour change, it is important that Council is able to increase community awareness and actively promote the benefits of sustainable travel to encourage an uptake in more sustainable modes.

2. Improving Local Accessibility

Council will prioritise walking and cycling as the preferred modes of transport for short trips in Bayside

Strategic Direction 6

Prioritise walking in areas of high pedestrian activity. In areas of high pedestrian activity, including activity centres, the foreshore and other key trip generators, facilities that both assist and prioritise the safe movement of people need to be provided to create streetscapes that invite people to walk. This can require removing road space currently available to cars.

Strategic Direction 7

Maximise provisions for walking in new developments and streetscape upgrades. When planning for new developments or streetscape upgrades, high quality pedestrian environments that are accessible, safe and attractive need to be provided to create opportunities for walking trips to be encouraged. Existing pedestrian routes and access to public transport should not be removed or significantly lengthened by new developments or by improvements or maintenance to the street.

Strategic Direction 10

Improve the integration of cycling with land use development, public transport and other key amenities. The way we plan for land use and transport can increase the proportion of cycling trips. Establishing an environment conducive to cycling will assist in facilitating an increase in transport choice within the community. The provision of end of trip facilities for cyclists and how well cycling is integrated with other modes of transport will be a major factor in ensuring that cycling is considered as a transport option for local trips within Bayside.

3. Better Public Transport

Council will advocate to the State government for improved public transport access to, within and from Bayside

Strategic Direction 12

The public transport system will be fully accessible and integrated. Ensuring universal access to the public transport system will provide people of all abilities with the opportunity to use the public transport system within the municipality. Similarly, providing improved integration between public transport and modes such as walking and cycling will ensure that the community has a choice of transport options when travelling to a train station or a bus stop as part of an onward journey.

4. User Friendly Streets

Council will treat streets as places where people live, work and play and provide access for a range of users in order to deliver a safe, accessible and efficient transport system

5. Integrated Transport and Land Use

Council will work to ensure that land use and development supports sustainable transport use

Strategic Direction 15

New land uses and development will be located in accessible locations that provide the greatest access to public transport and facilitate walking and cycling. The integration and coordination of land use and transport in Bayside can play a crucial role in creating connected communities and promoting sustainable travel behaviour. Effective land use and transport integration will promote sustainability through an urban environment that reduces the need for travel and distances travelled, enhances access to goods, employment and services, provides a variety of equitable and affordable travel alternatives and promotes the use of sustainable modes of transport.

Strategic Direction 16

Development will support and encourage walking, cycling and public transport use. In order to reduce parking demand and traffic in our streets new developments will need to support and encourage sustainable modes of transport. Requiring developers to provide adequate end of trip facilities for pedestrians and cyclists, and good connections to the public transport network will assist in making these sustainable travel modes more desirable.

Strategic Direction 17

Improvements to transport infrastructure and facilities will complement and support the local economy. Increased prosperity for businesses can be aided through increased street activity as more people walk and cycle and spend a longer time at local shops. In addition, improving access to employment and retail within Bayside for those in surrounding areas will result in a better connected local economy.

6. Optimising Parking Opportunities

Council will maximise the utilisation of existing parking space and balance the needs of drivers to ensure sufficient parking opportunities are available for those who need it

Strategic Direction 18

Manage parking for the benefit of the whole community through the use of policy tools. Appropriate car parking is essential for encouraging access to residential, commercial, recreational and industrial activities, and promoting connections with public transport. To manage parking demands across the municipality, policy tools will be developed to assist Council to manage parking across the municipality in a strategic way for the benefit of the whole community.

The ITS identifies an 'Action Plan' which seeks to implement the strategic directions and actions over a ten year period to better integrate transport and land use and encourage a shift towards more environmentally sustainable travel modes. An action of the ITS includes:

- Ensure that parking in activity centres is managed so available spaces are used more efficiently to enable appropriate turnover

Bayside Open Space Strategy 2012

The Bayside Open Space Strategy is a 20 year planning document which provides policy and strategy to enable Council to make decisions about how open space is used, developed, managed and maintained across the municipality.

It is guided by and supports Council's high level planning documents including the Bayside 2020 Community Plan, the Bayside Council Plan, the Municipal Strategic Statement and the Health and Wellbeing Plan. It provides the context for and links with a range of other current or proposed strategic documents including the Housing Strategy, Integrated Transport Strategy, the Recreation Strategy, the Asset Management Policy and individual park masterplans.

The Strategy acknowledges that open space plays an important role in contributing to community health and wellbeing. It notes that as the community becomes more diverse and needs change, there will be increased competing demands on open space. Open spaces need to be flexible to adapt to changing community needs and ensure equitable access to the open space network as a whole.

The purpose and role of the Bayside Open Space Strategy is to:

- Define and describe the role of open space across the City of Bayside City Council
- Establish Council's policy direction to guide the planning, management and development of open space, including vision, principles, strategic priorities and strategies
- Build a sound planning framework from which Council can partner with and support the range of community and environmental interests in open space
- Directly inform the desired service standards relative to the resourcing and support of open space across the City
- Inform the Bayside Planning Scheme for the protection of existing open space and the provision for future needs through statutory planning processes and requirements
- Inform Council's Long-Term Financial Plan to guide long-term decision making to sustain and enhance the Bayside open space system
- Provide a clear link between the strategic planning for open space to the practical, operational delivery and management of Council managed parks, trails and reserves.

The Bayside Open Space Strategy establishes a Vision and six Principles to guide decision making in relation to the open space network in Chapter Three.

Vision

From our foreshore, to our parks, our heathland and our trails, we cherish our open space. We will work together to build our open space network in ways that celebrate our strengths, support biodiversity, improve health and wellbeing and community connections, for future and current generations.

The vision is underpinned by six principles. The Hampton Hub Masterplan strategically aligns and is consistent with the following two principles:

<p>Principle Five: Connections Connectivity relates to the physical and visual links between different parts of the open space network, and other key destinations in and outside the municipality.</p>	<ul style="list-style-type: none"> • Better connect open spaces and key community destinations to encourage walking and cycling. • Enhance the connectivity of the open space network to provide habitat corridors. • Improve landscaping along streets to create an attractive, green and connected suburban environment.
<p>Principle Six: Communication Communication relates to the exchange of information and ideas between different people and groups of people. Effective communication is an essential part of managing the open space network due to the large number of stakeholders involved in the development, management and use of the open space network, the changing demands on the open space network over time and the competitive advantages that the open space network provides to Bayside.</p>	<ul style="list-style-type: none"> • Work with other stakeholders to find innovative ways to enhance the open space network and individual sites. • Develop efficient and appropriate systems to manage and maintain the open space network. • Encourage the use of the open space network through promoting the range of spaces, connections and attractions offered. • Have respectful discussion with the community in relation to changes to open space.

The Bayside Open Space Strategy (2012) also identifies the need to mitigate the urban heat island

effect and the impact of more compact development in the MACs. The Strategy states that:

Provision of open space within these centres is highly important to offset the build-up of urban heat. Planting large canopy trees in open space and the street will also help mitigate this impact.

Chapter Five of the Open Space Strategy establishes a range of policies and actions that will be carried out in order to achieve the vision and principles of the Strategy. Key initiatives include:

- Guidance and standards relating to community access to, and provision of facilities within, open spaces
- a commitment to 'no net loss of open space', and policy to guide when and how land will be acquired and how changes of use will be managed
- a commitment to developing a Management Plan for each open space in Bayside
- guidance as to when primacy of use (that is the exclusion of other uses) will be considered in particular open spaces
- a review of commercial and community use of open space for advertising and promotion
- preparation of a dogs in open space policy that addresses how Council will support dog owners in using open space, and the expectations on dog owners when they use open space
- policy to guide capital expenditure on open space a review of operational funding allocated to open space
- Justification and policy to introduce a public open space contribution levy on developers of at least five per cent for strategic sites, and five per cent for all other land
- guidance for management of Conservation Reserves
- development of a trail strategy to link open spaces, Activity Centres, schools, employment nodes and other key destinations
- development of design standards for open space infrastructure
- standards for managing climate change impacts within open space
- a commitment to community consultation in decision making in open spaces.

The expected outcomes of the Bayside Open Space Strategy are to:

- integrate the development, management and use of the open space network
- introduce strategies for management of conflicting uses to optimise the benefit that can be gained from each open space and the network as a whole
- introduce an open space levy into the Bayside Planning Scheme to assist with the funding of improvements to the open space network
- ensure open space is appropriately zoned in the Bayside Planning Scheme
- improve community understanding of what they can expect to experience when they visit Bayside's open spaces
- achieve no net loss of open space in Bayside
- improve or increase open spaces in areas defined as deficient in access
- enhance working relationships with owners, managers and tenants of open space within Bayside and immediately adjacent to Bayside

- properly fund open space infrastructure
- develop an expanded network of pleasant and safe trails for cyclists and pedestrians that link open spaces and key destinations.

The Open Space Strategy acknowledges Bayside's projected population growth and the need to provide this growth within and around activity centres. This targeted population growth will place greater pressure on open space near these areas as the density of population increases around these locations.

Bayside Public Transport Advocacy Statement

The Public Transport Advocacy Statement (the PTAS) outlines how Council advocates for deliverable improvements to the public transport system in Bayside.

Council will use the advocacy actions identified within the PTAS to work constructively with the State government and public transport providers in order to improve public transport within and through the municipality.

The PTAS provides advocacy actions relating to rail, bus and X. The following action in relation to rail is of particular interest, and is a key action within this Masterplan.

Council will advocate to State government for a program to expand commuter parking at train stations within Bayside to meet the current and future demand for commuter parking.

The PTAS acknowledges that, 'the provision of commuter car parking at train stations is a State government responsibility. Whilst some commuter car parking is provided at train stations, there is a deficiency in the level of parking available with most commuter car parks typically full before 8am on a weekday. Not only does this discourage many commuters from catching the train, it also forces them to seek alternative parking in and around residential streets impacting on residential amenity.'

Appendix 1 provides an advocacy action summary and identifies 16 action items. Whilst all actions are relevant to the Bayside Municipality, the following actions are considered important to the Hampton Activity Centre:

- Council will advocate to State government for a program to expand commuter parking at train stations within Bayside to meet the current and future demand for commuter parking;
- Council will advocate to State government for a 10 minute train frequency on the Sandringham line
- Council will advocate to State government for the introduction of Parkiteer bicycle cages at all train stations serving Bayside, with Gardenvale Station being the highest priority
- Council will advocate to State government for a bus service timetable review of all rail-bus interchange connections within the municipality in order to improve bus-rail connectivity
- Council will advocate to the State government for better resourced community engagement as part of designing and implementing any public transport service changes effecting Bayside, including timely engagement with the community and Council.

Early Years Infrastructure Plan 2018-2028

The Early Years Infrastructure Plan was developed to provide Council with a strategic framework for the future provision of Council-owned early years facilities across the municipality.

The key objectives of the Plan are to:

- Assess the suitability of the facilities for their current use in the light of current practices, community expectations and anticipated future need;
- Analyse the planning context in which early years facilities operate and identify the implications of this context for the future provision of facilities;
- Identify the anticipated need for repair, refurbishment and replacement of Council owned early years facilities over the next 10-15 years;
- Identify any opportunities for co-location of early years services and/or greater flexibility in the utilisation of early years facilities to best meet the needs of the local Bayside community;
- Propose a sustainable strategy for addressing the anticipated needs of early years services operating from Council owned buildings so that Council can effectively manage upgrading, refurbishment and replacement of these buildings over the next 10 years; and
- Identify the non-financial issues, challenges and site constraints and opportunities that will need to be considered in the implementation of the proposed strategy.

M&CH Service

- The M&CH service is essentially a suburban level service. Therefore, it is important the centres are located on or close to public transport routes. All the centres are situated within 300m of a train station or bus stop;
- As a universal service, the main driver of demand is the 0-4yo population. Between 2001 and 2016, the 0-4yo population of Bayside increased by 605. The largest increases occurred in Cheltenham, Hampton/Hampton East and Highett. The largest decline occurred in Beaumaris. A modest increase of 390 children (0-4yo) is projected across Bayside by 2031. Increases are projected in Beaumaris, Brighton and Sandringham. The existing M&CH centres can accommodate more sessions and will be able to satisfy this demand;

Generally, the centres are well located and in good condition. However, they have some functionality/maintenance issues. The Hampton centre...

- Hampton: second consulting room is comparatively small. There are parking and safety concerns at the centre. Shoppers are parking and driving through the centre's carpark. Conflict is occurring with the cars that are attending the centre.

Playhouses/toy library

Hampton Children's Playhouse operates from a converted house. It is a highly popular venue and is functional and in good condition;

Occasional care/playhouses

- Where occasional care is provided, the ability to license at least one playroom at the centre for 22 places;
- Secure entry to the building from the street. i.e. separate from the outdoor play area;

- A front entry area which enables the easy circulation of parents and children;
- Suitably sized office, kitchen and storage areas which connect directly to the indoor playroom/s;
- Staff/accessible toilet close to the indoor playroom/s;
- If multiple indoor play areas are provided, a direct connection between the two playrooms;
- Children's toilets which are accessible from the playroom/s and outdoor play area;
- A suitable sized, shaped and enclosable rear veranda which can be directly accessed off the play room;
- External store/s serving play area which has covered access; and
- An attractive exciting play area which can be easily supervised and used for a range of diverse play experiences.

M&CH centre

- A covered front entry area which enables the easy circulation of parents, carers and toddlers;
- An attractive and suitably sized waiting room that has the capacity to be used for group sessions;
- Public and staff/accessible toilets;
- Suitable baby change facilities;
- Two good sized consulting rooms with adequate storage; and
- Suitable kitchen facilities.

The Early Years Infrastructure acknowledges the Hampton Hub feasibility study, and the strategic direction for the activity centre to create a core focus on integrated community facilities by providing capital cost estimates to the redevelopment of the Hampton M&CH Centre.

Table 3 – Infrastructure Plan; Cost estimates, recommended actions and individual centres acknowledges that the M&CH Centre in Hampton requires a \$365,000 cost to be considered as part of the Hampton Hub feasibility study.

In section 7.6 of the Plan, it is acknowledged that redevelopment works are proposed for most of the early years facilities, and in some cases, the provision of temporary alternative locations is required. Options include:

- Maximising enrolments at existing facilities.
- Portable buildings on the current site.
- Portable buildings in the adjacent park.
- Relocation to another suitable existing site – e.g. Brighton South Playhouse, hall etc.
- Relocation to a new facility – e.g. the proposed Fern St Children Centre.

As the Plan exclaims, some actions will cause disruption to the services - services being disrupted by building works, staff being shifted to other locations etc. Council will need to develop and implement an effective, targeted communication plan. The plan should contain specific strategies and explain the relevant recommendations in the infrastructure plan.

Library Services Strategic Plan 2018-2022

The Library Services Strategic Plan 2018-2022 has been developed based on the recommendations brought forward in the Library Services Strategic Service Review Parts One and Two, which was conducted in 2016 and 2017 and endorsed by Council in 2016 and 2018. Key influencers in the strategic plan align with Wellness for All Ages and Abilities Strategy 2017-2021 and the Digital Transformation Strategy 2018-2021.

The strategic plan incorporates a program of improvements resulting from the Strategic Library Services Review Parts One and Two (which were noted by Council at the July 2016 and February 2018 Council meetings. Council resolved a number of the recommendations in relation to infrastructure). The remaining actions have been identified through alignment with cross organisational strategies such as the Wellness for All Ages and Abilities Strategy and the Digital Transformation Strategy. The recommended actions promote the ongoing provision and improvement to infrastructure, customer experience and community programs.

Strategic goal two for the Library Services Strategic Plan is 'Providing access to information' the objectives underpinning this goal include:

- We will provide modern library facilities and services that meet the needs of the community.
- Ensure Infrastructure supports service delivery.
- Provide systems that support access and service delivery.
- Ensure that programs and services are promoted to the community.

The third strategic goal, 'Strengthening Community Connection' aligns with the vision for the Hampton Activity Centre, and the creation of a central core for community facilities and services to build on social networks. Strategic goal three underpins the following key objectives;

- We will promote and support the health and wellbeing of our community through increasing opportunities for social connectivity.
- Support opportunities that build social networks and community connections.
- Improve access to affordable, appropriate and inclusive services.
- Develop approaches to encourage community volunteering, including opportunities to reward and recognise community leaders and volunteers.

The objectives for each Strategic Goal are put into action through the 'Action Plan.' Strategic Goal 2 is to be developed through the implementation of 5 Action Items. Action Item 3 specifically relates to the Hampton Library;

	Action Item No	Actions	Time frame	Costs	Resourcing	Deliverable	Performance Indicator
Provide Infrastructure that supports service delivery	3	Hampton Library – Present options for a library service in Hampton to the community.	Year 3-4	To be determined	External	Improved facilities that meet the needs of Hampton library patrons.	Maintain or improve current satisfaction with library services (Score 8.78)

Strategic Goal 3 provides a number of action that are not specific to the delivery of infrastructure, however, the roll out of the following actions would be assisted by the redevelopment of the Hampton Library and Hampton Activity Centre, and assist the accessibility of these services and opportunities.

	Action Item No	Actions	Time frame	Costs	Resourcing	Deliverable	Performance Indicator
Improve access to affordable, appropriate and inclusive services	1	Review Library late fees and charges to ensure fines do not impact adversely on marginalised community members and run a trial to assess the value of fines in the return of materials	Year 1-2		Internal resources		Maintain or improve current satisfaction with library services (Score 8.78)
Ensure that programs and services are promoted to the community	2	Implement actions from the Bayside Library Marketing Plan	Year 1-4		Internal resources	Increased usage by identified nonusers i.e. Men age 55+	Membership 45% Visits 630,000 Attendance at each program at 80% of capacity
Raise awareness of the work and value of public libraries in Victoria	3	Participate in the State-wide Public Libraries Advocacy Campaign "Libraries Change Lives" by incorporating actions from the campaign into Library Marketing and Promotions	Year 1-2		Internal Resources	A set of testimonials and stories developed about the library service that capture the "Libraries Change Lives" theme.	Twenty stories shared on social media

Develop approaches to encourage community volunteering, including opportunities to reward and recognise community leaders and volunteers	4	Provide opportunities for volunteers to attend technology training, dementia training and other training relevant to their role	Year 1-2		Internal resources	Volunteers feel valued and supported	Number of volunteers maintained or improved
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The Library Services Strategic Plan has also acknowledged the key issues that were discovered through extensive consultation, including:

1. Bayside libraries are not accessible across the municipality
The location of Bayside's libraries does not provide easy access to all residents. In particular the eastern suburbs of Highett, Hampton East and Cheltenham are not well served. There are major new residential developments under construction and planned in Hampton East/Moorabbin and Highett and Council have identified the opportunities to locate a new library in association with the CSIRO site in Highett.
2. Provision of spaces in branch libraries could be improved
Users of every branch identified there should be more space for 'activities that encourage children to read and learn.' The majority of users of the Brighton, Hampton and Sandringham branches wanted more areas to read, study and work quietly.

Appendix 2 | Grading of Council-owned Assets in Hampton MAC

	Facility Name	Existing Condition	Current Utilisation	Opportunity	Constraints
1	Hampton Scout Hall	FAIR TO POOR	LOW	The Hall will be demolished and the space will be redeveloped as a car park, and ultimately as public open space.	Following the demolition of the Hall, Council may require to utilise the space as a car park, whilst development of the multi-deck car park occurs. Transition periods and interim uses will need to be considered by all stakeholders.
2	Hampton Children's Playhouse	GOOD	LOW	The playhouse could be incorporated into the Integrated Community Hub to allow for a larger facility, and variety of spaces for children to play and learn.	<p>The Playhouse currently runs a service from a converted house. Expansion to the facility to meet the floor space requirements is limited.</p> <p>Users and Staff of the Hampton Children's playhouse have a strong sentimental attachment to the existing building. If the service was incorporated into the Integrated Community Hub, Council will need to ensure there is a large focus on working with users and staff to develop a design brief that meets their needs, as well as the future user's needs.</p>
3	Hampton Community Centre	FAIR	MODERATE	<p>The Community Centre is highly valued by the community and provides function space for various services.</p> <p>The opportunity exists to develop this centre into a larger space that can cater for all its current services, and more, in a multi-functional facility.</p>	<p>The condition of the existing centre isn't in 'terrible' condition. However it is noisy and functionally limited due to entry/exit points.</p> <p>The Centre offers a large array of services and programs that could be increased if there was an increase in space. Council will need to work with service providers, users and volunteers to minimise service disruptions whilst the new Integrated Community Hub is developed. Services will be required to be provided in another facility whilst transition occurs.</p>

4	CAR PARK (Triangle car park west of Woolworths)	N/A	HIGH	Strategically located, with opportunities for more development than an at-grade car park. Council is proposing that this site be part of the Integrated Community Hub. Basement car parking beneath the Hub is also being explored.	Any redevelopment will need to ensure parking is provided at an alternative location, preferably the development of a multi-deck car park. The development of an Integrated Community Hub may see the removal of several trees within the car park. Council will need to ensure that there is replacement planting.
5	CAR PARK (Rectangular car park at the corner of Willis Street and Willis Lane)	N/A	HIGH	The site is located within close proximity to the Hampton Station and the core of the activity centre. There is opportunities to develop the site for alternative public and/or private uses.	Any redevelopment will need to ensure parking is provided at an alternative location, preferably the development of a multi-deck car park.
6	Hampton Maternal and Child Health Centre	GOOD	MODERATE	The service is highly valued but the centre has limited space and function. The service should be provided in the Integrated Community Hub.	The relocation of the MCH services would leave the current MCH Centre vacant. This building is listed within the Heritage Overlay and its future use and management needs to be considered.
7	Hampton Library	EXCELLENT	MODERATE	Highly valued but is a very small space and has been earmarked for expansion. There is opportunity to develop this space within the Integrated Community Hub.	The current building is constrained by its size. Community consultation identified the need to provide for a larger library space. Council will need to ensure community members are able to access other libraries and library services within Bayside while the Hampton Library is being redeveloped as part of the Integrated Community Hub.

8	CAR PARK (adjoining Hampton Library)	N/A	HIGH	Highly utilised car park in close proximity to Hampton Station. Council's vision is to develop the site as a multi deck car park. There is also the opportunity to divest a portion of the site for commercial development.	Council has received mixed views on the development of a multi-deck car park. The development of a multi-deck car park relies on Council accessing the Federal Governments \$4 million funding commitment to deliver car parking near Hampton Station.
9	CAR PARK (36 Willis Street, East of Hampton street)	N/A	MODERATE	Highly utilised car park without obvious higher and better use.	No constraints.
10	CAR PARK (1 Mills Street, East of Hampton street)	N/A	HIGH	Highly utilised car park with opportunity to implement parking technology to assist greater parking turnover.	No constraints.
11	CAR PARK (1 Crisp street)	N/A	HIGH	Highly utilised car park without obvious higher and better use.	No constraints.
12	Hampton Senior Citizens Centre	GOOD	MODERATE	There is opportunity to provide the services and floor space for seniors within the centralised community hub.	The building is constrained to its size and issues of limited parking. Council needs to further consider divesting the site and what this may mean to its users. The integration of the senior citizen centre within the community hub will need to be undertaken with a great amount of consultation with the users, volunteers and committee members to ensure service disruptions are minimised.

13	CAR PARK (143 South Road)	N/A	HIGH	Highly utilised car park without obvious higher and better use.	No constraints.
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