

## **21.07 ECONOMIC DEVELOPMENT**

19/06/2014  
C106

This Clause provides local content to support Clause 17 (Economic Development) of the State Planning Policy Framework.

### **21.07-1 Activity Centres**

30/05/2013  
C98

#### **Overview**

Bayside has eight large commercial centres focused around traditional shopping strips, including Bay Street, Church Street, Hampton Street, Sandringham, Martin Street, Highett (part) Black Rock and Beaumaris Concourse, which are largely established around public transport. As well as providing a commercial, entertainment, administrative and employment focus for local residents, these centres provide a niche market around food, fashion, antiques, cafes, personal and professional services. Four of these centres, Bay Street, Church Street, Hampton Street and Sandringham, are Major Activity Centres and are major focal points for future commercial and residential development. The remaining four, Martin Street, Highett (part) Black Rock and Beaumaris Concourse are large Neighbourhood Activity Centres. In addition to these larger centres, there are numerous smaller Neighbourhood Activity Centres, or smaller shopping centres and corner stores, which serve mainly the day to day convenience needs of surrounding residents.

There are also other Activity Centres located outside the municipality which have an impact on the economy of Bayside including Southland, a Principal Activity Centre which performs a significant regional shopping role and places significant pressure on the Bayside retail sector; and the Cheltenham and Moorabbin Major Activity Centres located on the boundary of Bayside and Kingston City Council.

#### **Key Issues**

- Activity Centres are valuable for the employment and service provision they provide in the local economy.
- The viability of shopping centres and the potential for tourism is strongly linked to functionality and the physical appearance of buildings and the streetscape.
- Balancing the need to serve local demands for retail and associated services, while developing the opportunity to serve visitors/tourists.
- The ‘village feel’ and variety of goods and services in strip shopping centres is a strength of commercial activity in Bayside.
- Maintaining vibrant activity centres with core retail functions and an appropriate retail mix in the context of competition from larger centres and new forms of retailing.
- Supporting a range of commercial, retail and service activities that serve the needs of both local residents and tourists.
- With vast improvements in communication and information technology, increasing competition and more sophisticated consumers, it is now recognised that a holistic approach with greater emphasis on sustainability principles and net community benefits of urban village development is required.
- The role and viability of Activity Centres will be strengthened by residential development.

#### **Objective 1**

To support the economic and social sustainability of activity centres.

## Strategies

- Identify and strengthen the roles of Major Activity Centres within the regional and municipal hierarchies.
- Encourage a diversity of retail, commercial and community activities to serve the needs of the local community and support tourism.
- Retain, strengthen and diversify the retail core in each Major Activity Centre and large Neighbourhood Activity Centre.
- Locate major retail developments that may serve a wider catchment area in the retail core of Major Activity Centres.
- Facilitate high quality commercial, residential and mixed use development within and adjacent to the retail core and on large sites in Major Activity Centres.
- Encourage community services that cater to the needs of residents and visitors to be located in activity centres.
- Ensure the individual strengths of each centre are maintained.
- Retain a retail core area in the Major Activity Centres and large Neighbourhood Activity Centres.
- Enhance opportunities for appropriate services catering to needs of residents.
- Ensure all office development in Activity Centres is of a high quality.
- Prohibit the establishment of gaming machines in shopping centres.

## Objective 2

To encourage new economic development which maintains and enhances the supply of and access to a range of employment and training opportunities.

### 21.07-2

30/05/2013  
C98

## Bayside Business Employment Area

### Overview

The Bay Road/Reserve Road area of Sandringham, Highett and Cheltenham is the major focal point for future business development and employment. It is centrally located within the south-eastern metropolitan region and has ready access to Nepean Highway and the Melbourne-Frankston train line.

Once considered a regionally significant traditional industrial location to the south-east of Melbourne, residential development in surrounding areas has increased the potential for land use conflicts. This, along with economic restructuring has resulted in a shift in emphasis from a purely 'industrial area' to that of a 'wider business area'. An area that not only accommodates the needs of modern industry, but also office and other associated business activities of quality and profile which will enable this employment area to fulfil an identifiable niche in the south-east region of Melbourne.

### Key Issues

- The Bay Road Business Employment Area contributes significantly to the economic diversity of the municipality.
- There is a need to facilitate and promote the development of this employment area as a mixed use node that complements rather than competes with nearby activity centres.

- There is an identified need to broaden the industrial base by focussing on high technology industries with global market appeal and export appeal if the long term viability of the area is to be ensured.
- There is a need to shift the emphasis of the area from that of a purely 'industrial area' to that of a 'wider business area'; one that accommodates the needs of modern industry, but also office and other associated business activity.
- The business employment area is to integrate seamlessly into the urban fabric of the municipality.
- Economic restructuring is changing the profile of industry and the proportion of businesses and jobs in the traditional 'industrial' sector of the economy is declining, whilst the proportion in the 'non-industrial' sector is increasing. This will continue to have significant implications for the long-term viability of business activity in traditional industrial areas.

### **Objective**

- To transform the former Bayside Industrial Area from a traditional industrial precinct into a key Business Employment Area of a quality and profile which will enable it to fulfil an identifiable niche in the south-east region of Melbourne.

### **Strategies**

- Provide for redevelopment opportunities for high-tech businesses and development which create significant employment opportunities for a skilled resident workforce that will benefit from proximity to employment and various local recreation facilities.
- Restrict the establishment of gaming machines in the Bayside Business Employment Area as defined under Figure 1 Clause 22.04.

## **21.07-3**

26/05/2011  
C99

### **Tourism**

#### **Overview**

Tourism has been associated with Bayside since Sandringham, Brighton and Beaumaris were established as coastal holiday towns shortly following European settlement of Melbourne. The tourist attractions primarily relate to the bay, with the iconic bathing boxes, swimming, cycling, walking and sailing activities, as well as shopping, heritage homes and sites of natural significance. Bayside has a significant focus on golfing, with seven golf courses, both public and private, some of international significance.

#### **Key Issues**

- Tourism has the potential to become one of Bayside's principal industries tied to the city's natural strengths and the projected growth of the tourism industry in Victoria.
- Tourism is emerging as a significant industry in Bayside, and contributes to both the economic and social development of the community, as well as having other environmental, social and cultural benefits.
- As the tourism industry grows, new and expanded infrastructure, services, facilities and attractions are developed which not only service the needs of tourists, but also residents.
- Poor management of tourism may result in overcrowding, environmental degradation, stressed car parking/road networks and loss of an area's traditional identity; particularly along the coast, in Bayside's remnant natural vegetation reserves and in retail precincts.

- Potential impacts associated with tourism need to be carefully managed to ensure that environmentally sensitive coastal areas and the inherent character of Bayside are retained and enhanced. This requires quality management of property and open space development.
- Bayside's strength as a regional tourist destination is based on the range of environmental, recreational and educational activities along the coast.
- Capturing the tourism potential of Beach Road as a scenic boulevard together with opportunities for accommodation, entertainment and shopping associated with beach activities.

### **Objective 1**

To maximise the economic, social and cultural benefits of tourism for Bayside.

### **Strategies**

- Encourage development of tourist facilities and services which are compatible with and add value to existing built form and natural attractions.

### **Objective 2**

To strengthen and reinforce the role of Beach Road/Esplanade as a tourist boulevard.

### **Strategies**

- Enhance the scenic and landscape qualities of Beach Road/Esplanade.
- Improve the management of urban design and landscaping adjacent to Beach Road/Esplanade.
- Ensure a consistent approach to the design of Beach Road/Esplanade infrastructure.
- Improve the management of local/regional traffic issues associated with the function of Beach Road/Esplanade as a main road.
- Encourage the diversion of freight/heavy traffic from Beach Road to the Nepean Highway.

### **Objective 3**

To minimise the impact of tourism on the natural environment and inherent character of an area.

### **Strategies**

- Facilitate tourism that respects the residential, heritage, leisure and environmental goals for the municipality.
- Facilitate tourism that respects the residential, heritage, leisure and environmental goals for the municipality.
- Encourage development of tourist facilities and services which are compatible with and add value to existing built form and natural attractions.
- Improve the management of urban design and landscaping adjacent to Beach Road.

## **21.07-4 Discretionary Uses in residential areas**

19/06/2014  
C106

### **Objective**

To ensure the proper integration of appropriate discretionary uses into residential areas.

### **Strategies**

- Ensure the integration of appropriate discretionary uses into preferred locations in residential areas.

### **Implementation**

The strategies contained in this clause will be implemented through the planning scheme through the following:-

### **Policy guidelines**

#### **Activity Centres**

- Provide detailed guidance on the development of the Activity Centres in a Local Area Plan contained in Clause 21.11 where available.
- Use the Highett Structure Plan 2004 to guide the preferred future pattern of development in and surrounding the Highett Shopping Centre.
- Use the Beaumaris Concourse Structure Plan, February 2005 to guide future development.
- Use the Black Rock Village Neighbourhood Activity Centre Strategic Framework Plan 2009, Addendum July 2012.

#### **Bayside Business Employment Area**

- Provide detailed guidance on the development of the Bayside Business Employment Area in a Local Area Plan contained in Clause 21.11-4.
- Use local policy to guide use and development within the Bayside Business Employment Area (Business Employment Area Policy, Clause 22.05).

#### **Tourism**

- Use the Bayside Coastal Strategy, 1997 to guide use and development along Beach Road/The Esplanade.
- Implement the Bayside Arts Strategy, 1998
- Assess applications for discretionary uses in residential areas against the 'Discretionary Uses in Residential Areas' Policy (Clause 22.07).

## **Application of zones and overlays**

### **Activity Centres**

- Apply the Commercial 1 Zone (C1Z) to the core of activity centres to encourage a concentration of complementary retail, commercial, community and residential uses.
- Apply the Commercial 1 Zone (C1Z) to activity centre precincts where commercial uses, such as offices and consulting rooms, as well as upper level dwellings, are encouraged.
- Apply the Commercial 1 Zone (C1Z) to activity centre precincts where it is appropriate to encourage the development of offices or multi-dwelling units with common access from the street.
- Apply the Mixed Use Zone to activity centre precincts where a variety of retail, commercial and residential uses is encouraged.
- Apply the Mixed Use Zone to selected neighbourhood centres to encourage conversion to residential use.

### **Bayside Business Employment Area**

- Apply the Mixed Use Zone to land on the south-west corner of Bay Road and George Street.
- Apply the Mixed Use Zone to land with frontage to the northern side of Bay Road in the vicinity of Noyes and Sydenham Streets.
- Apply the Mixed Use Zone to land with frontage to the southern side of Bay Road to the west of Heathland Reserve.
- Apply the Commercial 2 Zone to all remaining land that was formerly in an Industrial 1 Zone or an Industrial 3 Zone to the north of Bay Road from the vicinity of Advantage Road to Graham Road and to the south of Bay Road to Park Road and Tulip Street.
- Apply the Environmental Audit Overlay to all land in a residential zone or a Mixed Use Zone in Highett and Sandringham that was formerly in an Industrial 1 or Industrial 3 Zone.

### **Tourism**

- Apply the Public Park and Recreation Zone to the coastal reserve.

### **Other actions**

### **Activity Centres**

- Adopt special rating schemes to promote Major Activity Centres.

### **Tourism**

- Encourage the promotion of Bayside as a visitor destination by identifying and marketing the unique and popular aspects of the municipality.
- Continue to support the Bayside Business Network.

## **Further strategic work**

### **Activity Centres**

- Identify the role and function of activity centres in terms of servicing the needs of the local community and demand for tourism.
- Identify opportunities for quality office development.
- Determine the relevance of strategies documented in the Black Rock and Hampton Street Shopping Centre studies completed in 1992 and 1994.
- Develop a policy to reinforce the roles and functions of main activity centres.

### **Bayside Business Employment Area**

- Review the Southland / Cheltenham Activity Centre Study to incorporate the future planning and development of the new Bayside Business Employment Area.
- Review local planning policies and controls for Sandringham, Highett and Cheltenham to recognise the new role identified for the former Bayside Industrial Area.

### **Tourism**

- Develop and implement a Bayside Tourism Strategy in partnership with key stakeholders.
- Prepare coastal master plans to provide details of park layout and facilities.

## **Reference Documents**

### **Activity Centres**

Sandringham Village – Final Structure Plan (November 2006)

Bay Street Centre – Final Structure Plan (November 2006)

Church Street Centre – Final Structure Plan (November 2006)

Hampton Street Centre – Final Structure Plan (November 2006)

A Strategy for Brighton Shopping Centres, 1993

The Black Rock Village Business Strategy, 1994

Black Rock Village Neighbourhood Activity Centre Strategic Framework Plan 2009.  
Addendum July 2012

Bayside City Council, Retail Monitor, August 1997

Highett Structure Plan, 2004

Outline Development Plan for Martin Street Commercial Activity Centre.

### **Bayside Business Employment Area**

Bayside Industrial Area Strategy 2004

Digital River – Digital Building Telecommunications Access Guidelines. 2002

**Tourism**

City of Bayside – Draft Municipal Tourism Direction, July 1997

Tourism Strategy Discussion Paper (Bayside City Council February 1999)