

Part 2: Hobsons Bay Local Activity Centres Network

2.1. Towards a Local Activity Centres Network

The Local Activity Centres Network in this strategy translates the activity centre typologies designated in Plan Melbourne into the local level and context.

Activity centres vary significantly in terms of size, character and function. Therefore a tailored approach to local activity centre planning and decision-making is required at the municipal level. A network approach which groups comparable activity centre types based on a range of criteria, greatly improves the effectiveness of planning and decision-making, advocacy, attraction of investment as well as on the ground action.

Part 2 of this strategy provides a Hobsons Bay Local Activity Centres Network (the network) by designating local activity centre types that reflect the local context while being consistent with Plan Melbourne.

2.1.1. Hobsons Bay activity centre types

The approach to defining the activity centre network is to group comparable activity centres based on the following planning criteria:

- size, scale and diversity of retail, commercial, community, residential and other activities in a centre

- land use mix in a centre and in particular the type of traders and facilities available
- role and function served by a centre to the surrounding community
- presence or otherwise of major traders and ‘anchor’ uses such as supermarkets and substantial community facilities
- physical capacity, market demand and planning support for a centre to experience growth and change over time

In addition to considering these criteria detailed examination of local centres was undertaken against Plan Melbourne to translate the two types of centres it identified within Hobsons Bay (Major and Neighbourhood) to local conditions and nuances.

This analysis recognises and reinforces the three Major Activity Centres shown in Plan Melbourne and:

- refines the *Neighbourhood Activity Centre* typology to reflect local variations in size (*Large, Medium and Small*)
- identifies a new typology of *Micro Centres* which fall outside the scope of Plan Melbourne
- identifies the additional typology of *Enterprise Area* which is primarily comprised of large format homemaker and bulky goods retail
- identifies one *Future Major Activity Centre* and three *Future Neighbourhood Activity Centre* respectively²¹

²¹Structure plans will confirm the role of these centres in the Local Activity Centres Network

These typologies are explained here as follows:

Major Activity Centres (MACs)

MACs are defined as per Plan Melbourne:

Higher-order centres with diverse employment options, services and housing stock, supported by good transport connections...

...They can have different attributes and provide different functions, with some serving larger subregional catchments.

The three activity centres identified in Plan Melbourne as MACs are confirmed in the Hobsons Bay Local Activity Centres Network.

Future Major Activity Centre

Plan Melbourne only identifies Future MACs in designated growth areas, while all MACs in established urban areas are those that already exist²².

The draft activity centres strategy is anticipatory and detailed in its understanding of local need and opportunities to transform existing urban areas and smaller centres to the year 2036. This is in the context of anticipated local growth, capacity and expected need for an increase in size and complexity of function of smaller existing centres. Future MACs are Large NACs (see below) which will evolve to develop the attributes of a Major Activity Centre.

Neighbourhood Activity Centre (NACs)

NACs are defined as per Plan Melbourne:

...local centres that provide access to local goods, services and employment opportunities and serve the needs of the surrounding community.

All NACs facilitate local social interaction and are particularly important for people who are mobility-impaired and form the basis for *20-minute neighbourhoods*, which is a fundamental tenet of Plan Melbourne.²³

For the purpose of this strategy, three sub-types of NACs have been identified in Hobsons Bay as *Large, Medium* and *Small*:

Large Neighbourhood Activity Centre (Large NAC)

Provide a comprehensive range of retail, commercial and community services meeting virtually all of the basic grocery and convenience needs of the surrounding community.

Medium Neighbourhood Activity Centre (Medium NAC)

Play an important role in meeting the basic needs of surrounding residents, but have a relatively limited range of services.

Small Neighbourhood Activity Centre (Small NAC)

Meet the very basic grocery and convenience needs of a localised population, but are important as a community focal point and location for business and investment. Some limited change and investment in these centres is expected over time. Small neighbourhood centres do not contain a major supermarket operator but often contain a convenience supermarket or large grocery store.

Future Large Neighbourhood Activity Centre (Future Large NAC)

Based on the same definition of a Large NAC, a *Future Large NAC* is identified as a centre where:

1. Council anticipates that a new NAC will be needed to meet the needs of new communities due to significant land use change (such

²² Plan Melbourne (DELWP 2017), p.52 Map 14

²³ See Part 1: 1.3.2.2. of this Report: *The 20 Minute Neighbourhood*

as through the residential development of the former Precinct 15, Altona North Strategic Site and Aviation Road).

2. A medium NAC is expected to grow to a large NAC due to expected future development (such as though the McLister Street mixed use development in Spotswood).

Micro Centre

These are local centres that comprise one or a few shops providing the simplest of convenience shopping and other needs. They can be important in providing basic goods and services within comfortable walking distance and a sense of local place and/or identity.

Enterprise Area

A mixed business precinct that includes a range of large format homemaker retail, bulky goods retail, showroom and other commercial businesses relying on significant exposure to passing traffic via the regional road network.

2.2. Hobsons Bay Local Activity Centres Network

The Local Activity Centres Network uses the types of centres identified in Section 2.1 and comprises 38 Centres:

- Major Activity Centre (x 3)
- Future Major Activity Centre (x 1)
- Large Neighbourhood Activity Centre (x 1)
- Future Large Neighbourhood Activity Centre (x 3)
- Medium Neighbourhood Activity Centre (x 5)
- Small Neighbourhood Activity Centre (x 8)
- Micro Centre (x 16)
- Enterprise Area (x 1)

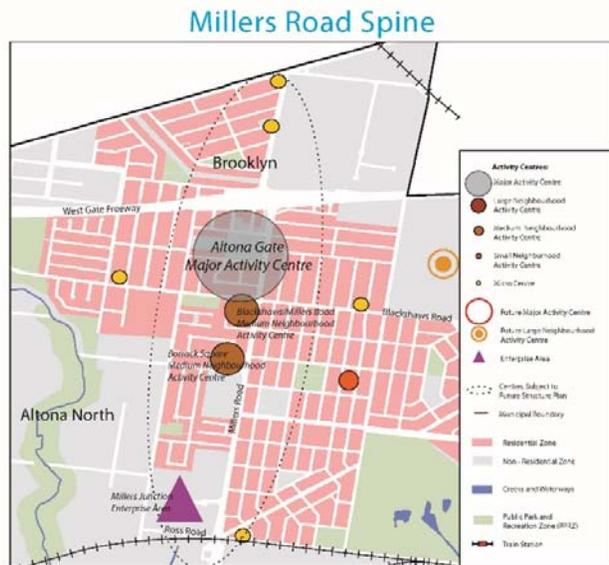
These are listed in detail in **Table 1 on page 28** and set out spatially in **Figure 2 on page 27**.

2.2.1. Millers Road Spine

A group of separate but closely related and complementary activity centres has been identified along Millers Road in Altona North. Moving from north to south the activity centres are:

- Altona Gate (Altona North) Major Activity Centre (the northern Anchor)
- Blackshaws/Millers Road Medium Neighbourhood Activity Centre
- Borrack Square Medium Neighbourhood Activity Centre
- Millers Junction Enterprise Area (the Southern anchor)

Each of these activity centres are distinct and separated by residential development, which means that they do not comprise a continuous linear activity centre (such as Sydney Road Brunswick). However, their close proximity and interdependent functioning cannot be ignored for the purposes of this strategy. That is why, although recognised and addressed individually, at times these centres are referred to as being part of the collective Millers Road Spine.



- access to key institutions
- urban integration
- proximity to foreshore/waterways
- residential zoning

Figure 1 shows the outcome of the analysis, which helps to guide an understanding of capacity and need for change in each centre.

The assessment is indicative only and provides a relative comparison of centres to each other. Icons are not included for centres where an attribute scored poorly. This should not be read as meaning it does not exist. For example, there are few ‘residential development opportunities’ in Williamstown due to protection of heritage and lot size constraints, but it is expected that new development will still occur.

2.2.2. Assessment of existing centres

In order to inform understanding of the market demand and opportunity for current Major Activity Centres, Large NACs and Medium NACs to experience growth and change over time, consideration was given to the assessment undertaken as part of the Housing Strategy (refer to Part 1 of this strategy for more details), which considered a rating of key activity centres where there has been/is expected to be increased pressure for new residential development. The rating considered the following key contextual indicators²⁴:

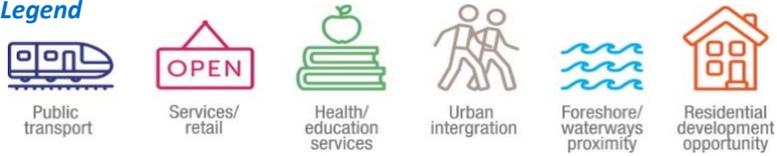
- access to public transport
- levels of services and retailing

²⁴ Assessments of Blackshaws/Millers Rd, and the future NAC at Precinct 15: Altona North Strategic Site, were not undertaken.



Figure 1: Assessment of centres

Legend



Major Activity Centres

- Altona Beach
- Altona Gate (Altona North)
- Williamstown



Future Major Neighbourhood Activity Centres

- Central Square, Altona Meadows



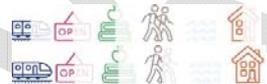
Large Newport Neighbourhood Activity Centre

- Newport



Future Large Neighbourhood Activity Centre

- Spotswood
- Aviation Road, Laverton



Medium Neighbourhood Activity Centres

- Borrack Square, Altona North
- Harrington Square, Altona
- The Circle, Altona North
- Rifle Range and Williamstown Nth



Figure 2. Hobsons Bay Local Activity Centres Network

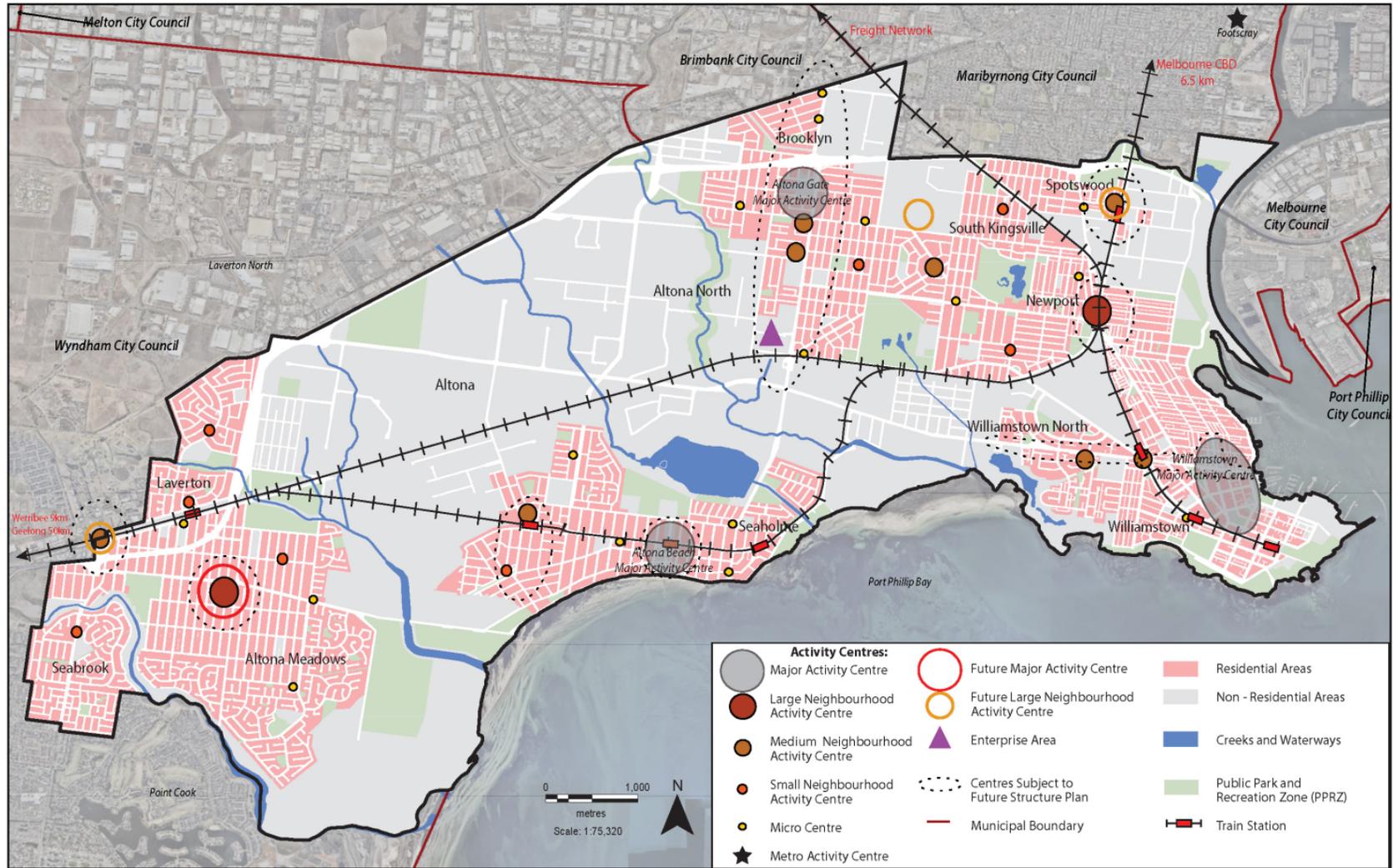




Table 1. List of Local Activity Centres by Type

Major Activity Centres			
Altona (Altona Beach)	Altona Gate (Altona North)	Williamstown	Central Square, Altona Meadows (future)
Large Neighbourhood Activity Centre			
Newport	Precinct 15: Altona North Strategic Site (future)	Spotswood (future), includes McLister Street development	Aviation Road, Laverton (future)
Medium Neighbourhood Activity Centres			
Borrack Square, Altona North The Circle, Altona North	Blackshaws/Millers Road	Harrington Square, Altona	Rifle Range and Williamstown North
Small Neighbourhood Activity Centres			
Challis Street, Newport	Vernon Street, South Kingsville	Somers Parade, Altona	Laverton Village (Lohse and Woods Streets, Laverton)
Point Cook Road, Seabrook	Second Avenue, Altona North	Alma Avenue, Altona Meadows	Bladin Street, Laverton
Micro Centres			
Charlotte Street (Mason Street/ Charlotte Street, Newport)	Civic Parade (Civic Parade/ Millers Road, Altona)	Melbourne Road, Spotswood ²⁵	Blackshaws Road shops (310-314 Blackshaws Road, Altona North)
Brooklyn shops (Geelong Road/ Millers Road, Brooklyn)	Eames Avenue (Millers Road/ Eames Avenue, Brooklyn)	Misten Avenue (Misten Avenue / Blackshaws Road, Altona North)	Railway Avenue, Laverton
Ross Road, Altona North	Ford Road, Altona	Queen Street/ Victoria Street, Altona Meadows	South Avenue / Victoria Street, Altona Meadows
Upton Street, Altona	Williamstown Beach station (Forster Street, Williamstown)	Altona Beach shops (Millers Road/ Esplanade, Altona)	Melbourne Road Overpass (511-519 Melbourne Road, Newport)
Enterprise Area			
Millers Junction, Altona North			

²⁵Potential to form part of Spotswood large neighbourhood activity centre subject to completion of Spotswood Structure Plan.